

## Google Ads Campaigns

All

All Users  
72.78% Users

Apr 2, 2021 - Feb 28, 2022

Explorer

Summary

Users



Campaign / Campaign ID	Acquisition					Behavior		Conversions <span>eCommerce</span>		
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
	<b>767,099</b> <small>% of Total: 100.00% (767,099)</small>	<b>UAH 2,345,114.66</b> <small>% of Total: 100.00% (UAH 2,345,114.66)</small>	<b>UAH 3.06</b> <small>Avg for View: UAH 3.06 (0.00%)</small>	<b>547,232</b> <small>% of Total: 72.78% (751,876)</small>	<b>803,065</b> <small>% of Total: 71.34% (1,125,668)</small>	<b>46.93%</b> <small>Avg for View: 40.82% (14.99%)</small>	<b>3.18</b> <small>Avg for View: 4.31 (-26.26%)</small>	<b>0.22%</b> <small>Avg for View: 0.31% (-29.68%)</small>	<b>1,766</b> <small>% of Total: 50.17% (3,520)</small>	<b>UAH 29,285,604.31</b> <small>% of Total: 50.55% (UAH 57,935,532.40)</small>
1. <a href="#">[LP]Умная торговая_Сумки и Обувь жен</a>	77,802 (10.14%)	UAH 410,621.16 (17.51%)	UAH 5.28	56,476 (9.57%)	79,826 (9.94%)	47.45%	3.55	0.43%	<b>343</b> (19.42%)	UAH 4,533,357.28 (15.48%)
2. <a href="#">[LP] Бренд</a>	19,409 (2.53%)	UAH 105,295.03 (4.49%)	UAH 5.43	14,093 (2.39%)	24,682 (3.07%)	19.39%	10.64	1.07%	<b>265</b> (15.01%)	UAH 3,488,372.68 (11.91%)
3. <a href="#">[LP]Умная торговая_мужская одежда и обувь</a>	78,340 (10.21%)	UAH 267,380.12 (11.40%)	UAH 3.41	52,757 (8.94%)	71,032 (8.85%)	57.84%	2.46	0.23%	<b>164</b> (9.29%)	UAH 1,758,605.26 (6.01%)
4. <a href="#">[LP]Умная_Женская одежда</a>	65,994 (8.60%)	UAH 241,942.63 (10.32%)	UAH 3.67	48,567 (8.23%)	64,408 (8.02%)	53.24%	3.30	0.25%	<b>159</b> (9.00%)	UAH 2,176,489.67 (7.43%)
5. <a href="#">[LP]Поиск_Конкурен ты</a>	31,232 (4.07%)	UAH 172,103.14 (7.34%)	UAH 5.51	22,990 (3.89%)	30,894 (3.85%)	27.18%	8.13	0.48%	<b>147</b> (8.32%)	UAH 2,511,088.27 (8.57%)
6. <a href="#">SmartCampaign</a>	18,766 (2.45%)	UAH 38,518.19 (1.64%)	UAH 2.05	12,638 (2.14%)	18,168 (2.26%)	27.53%	7.54	0.54%	<b>99</b> (5.61%)	UAH 1,685,787.41 (5.76%)
7. <a href="#">[БезБренд]Поиск_О бувь</a>	13,263 (1.73%)	UAH 62,555.62 (2.67%)	UAH 4.72	10,054 (1.70%)	12,229 (1.52%)	45.35%	3.26	0.75%	<b>92</b> (5.21%)	UAH 2,714,019.00 (9.27%)
8. <a href="#">[БезБренд]Поиск_Ве рхняя_Одежда</a>	13,924 (1.82%)	UAH 59,974.47 (2.56%)	UAH 4.31	10,831 (1.83%)	12,648 (1.57%)	50.93%	2.79	0.52%	<b>66</b> (3.74%)	UAH 2,919,782.00 (9.97%)
9. <a href="#">Shopping_ByPrices_Medium</a>	11,076 (1.44%)	UAH 45,248.45 (1.93%)	UAH 4.09	7,805 (1.32%)	11,443 (1.42%)	50.10%	3.18	0.41%	<b>47</b> (2.66%)	UAH 687,821.00 (2.35%)
10. <a href="#">[р]Умная торговая_Сумки и Обувь жен</a>	0 (0.00%)	UAH 0.00 (0.00%)	UAH 0.00	3,722 (0.63%)	4,646 (0.58%)	40.16%	4.37	0.86%	<b>40</b> (2.27%)	UAH 635,137.00 (2.17%)
11. <a href="#">[р]Умная_Женская одежда</a>	0 (0.00%)	UAH 0.00 (0.00%)	UAH 0.00	2,818 (0.48%)	3,516 (0.44%)	44.77%	4.31	0.80%	<b>28</b> (1.59%)	UAH 437,578.14 (1.49%)
12. <a href="#">Shopping_ByPrices_L</a>	0 (0.00%)	UAH 0.00 (0.00%)	UAH 0.00	24,238 (4.11%)	27,429 (3.42%)	65.37%	2.52	0.09%	<b>25</b> (1.42%)	UAH 357,983.13 (1.22%)
13. <a href="#">Shopping_ByPrices_L</a>	4,204 (0.55%)	UAH 20,831.94 (0.89%)	UAH 4.95	2,937 (0.54%)	4,285 (0.53%)	66.15%	2.52	0.07%	<b>20</b> (1.19%)	UAH 102,928.20 (0.35%)

## EN:

Advertising in Google Ads.

Conversion - successfully placed order.

Connected: Google Analytics, set up ecommerce, Merchant Centre and GTM.

A lot of work has been done with semantics and minus-words, including the minimum of non-target requests from people who just look for clothes, because the main audience of wealthy people who are looking for the original brand clothes. During our work we have increased the profitability index by more than 3 times and decreased the conversion price from 2000 to 600

SKAG grouping method was used

1-3 positions in the search engine

Revenue: 29 285 604 UAH

Budget: 2 345 114 UAH (250 000 per month)

Transaction coefficient: 0,23%

ROAS for cooperation period: 1248%

Price per click: 3,06 UAH

UTM tags are inserted.

Types of advertising campaigns: Search, GDN, Shoppin, Discover, Video, Performance Max

Customizing Targets.

Setting up feeds and Google Merchant Centre.

Dynamic search campaigns

Campaign for each clothing brand

Campaign on competitors

Remarketing and dynamic remarketing

Categorizing shopping campaigns

A/B Test

Optimization

## RU:

Реклама в Google Ads.

Конверсия - успешно размещенный заказ.

Подключены: Google Analytics, настроены ecommerce, Merchant Centre и GTM.

Была проведена большая работа с семантикой и минус-словами, в том числе сведены к минимуму нецелевые запросы от людей, которые просто ищут одежду, так как основная аудитория состоятельные люди, которые ищут оригинальную брендовую одежду. За время работы мы увеличили показатель доходности более чем в 3 раза и снизили цену конверсии с 2000 до 600

Был использован метод группировки SKAG 1-3 позиции в поисковой выдаче

Доход: 29 285 604 грн.

Бюджет: 2 345 114 грн (250 000 в месяц)

Коэффициент транзакций: 0,23%

ROAS за период сотрудничества: 1248%

Цена за клик: 3,06 ГРН.

Вставляются UTM-метки.

Типы рекламных кампаний: Поиск, GDN, Shoppin, Discover, Video, Performance Max

Настройка целей.

Настройка фидов и Google Merchant Centre.

Динамические поисковые кампании

Кампания для каждого бренда одежды

Кампания по конкурентам

Ремаркетинг и динамический ремаркетинг

Распределение торговых кампаний по категориям

A/B-тестирование

Оптимизация