

Google Ads Campaigns

All

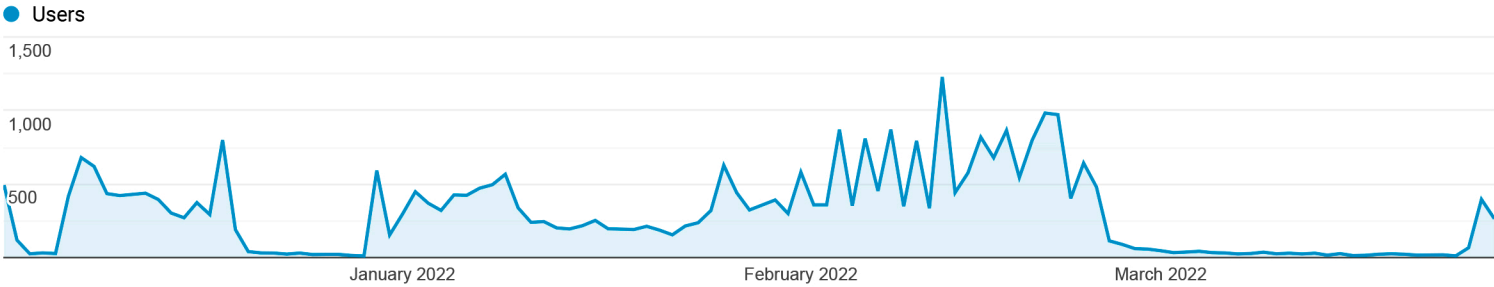
All Users

56.19% Users

Dec 1, 2021 - Mar 27, 2022

Explorer

Summary



Campaign / Campaign ID	Acquisition					Behavior		Conversions	eCommerce	
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
	45,832 % of Total: 100.00% (45,832)	UAH 55,504.84 % of Total: 100.00% (UAH 55,504.84)	UAH 1.21 Avg for View: UAH 1.21 (0.00%)	27,639 % of Total: 56.19% (49,190)	42,752 % of Total: 57.87% (73,877)	75.33% Avg for View: 71.32% (5.62%)	1.93 Avg for View: 2.21 (-12.48%)	0.17% Avg for View: 0.26% (-34.17%)	72 % of Total: 38.10% (189)	UAH 453,934.15 % of Total: 25.46% (UAH 1,782,790.30)
1.	28,980 (63.23%)	UAH 21,306.14 (38.39%)	UAH 0.74	17,452 (60.52%)	28,483 (66.62%)	83.98%	1.38	0.17%	49 (68.06%)	UAH 219,162.00 (48.28%)
2.	4,733 (10.33%)	UAH 7,511.36 (13.53%)	UAH 1.59	3,696 (12.82%)	4,863 (11.37%)	53.26%	3.32	0.16%	8 (11.11%)	UAH 84,632.15 (18.64%)
3.	2,469 (5.39%)	UAH 3,947.39 (7.11%)	UAH 1.60	2,079 (7.21%)	2,506 (5.86%)	47.49%	4.36	0.28%	7 (9.72%)	UAH 90,887.00 (20.02%)
4.	1,246 (2.72%)	UAH 4,111.28 (7.41%)	UAH 3.30	1,030 (3.57%)	1,257 (2.94%)	58.47%	3.13	0.16%	2 (2.78%)	UAH 12,384.00 (2.73%)
5.	560 (1.22%)	UAH 2,725.22 (4.91%)	UAH 4.87	481 (1.67%)	574 (1.34%)	59.23%	2.23	0.35%	2 (2.78%)	UAH 7,772.00 (1.71%)
6.	1,124 (2.45%)	UAH 3,096.83 (5.58%)	UAH 2.76	951 (3.30%)	1,132 (2.65%)	55.12%	2.62	0.18%	2 (2.78%)	UAH 8,699.00 (1.92%)
7.	372 (0.81%)	UAH 1,483.58 (2.67%)	UAH 3.99	341 (1.18%)	405 (0.95%)	69.63%	2.44	0.25%	1 (1.39%)	UAH 12,999.00 (2.86%)
8.	1,486 (3.24%)	UAH 4,518.96 (8.14%)	UAH 3.04	1,278 (4.43%)	1,569 (3.67%)	56.53%	2.77	0.06%	1 (1.39%)	UAH 17,399.00 (3.83%)
9.	0 (0.00%)	UAH 0.00 (0.00%)	UAH 0.00	42 (0.15%)	55 (0.13%)	85.45%	1.62	0.00%	0 (0.00%)	UAH 0.00 (0.00%)
10.	0 (0.00%)	UAH 0.00 (0.00%)	UAH 0.00	2 (0.01%)	2 (0.00%)	100.00%	1.00	0.00%	0 (0.00%)	UAH 0.00 (0.00%)

Rows 1 - 10 of 22

EN:

Advertising in Google Ads.

Conversion - Purchase.

Connected: Google Analytic, GMC and GTM

The goal was to increase conversions and profitability. I had a very bad structure and sales were falling because of it. After making the changes, the main source of conversions was just the shopping campaign. Through further optimization of the shopping campaign and search engine optimization we have managed to increase the ROAS from 300% to 800%.

1-4 position in search engine ranking

Budget: 55 504 UAH (20 000 per month)

Revenue: UAH 453 934

ROAS: 817%

Conversion rate: 0,17%

Price per conversion: 770 UAH

Price per Click: 1,21 UAH

UTM tags are inserted.

Types of advertising campaigns: Search, Shopping

Setting Objectives.

Campaigns breakdown for each category and brand

Working with feeds and GMC

Dynamic search campaigns

Remarketing

A/B Test

Optimize

RU:

Реклама в Google Ads.

Конверсия - Покупка.

Подключены: Google Analytic, GMC и GTM

Задача была такой, что бы увеличить число конверсий и рентабельность.

После того как получил доступ к аккаунту, сразу был передела фид данных, так как имел очень плохую структуру, от чего напрямую падали продажи. После внесения правок основным источником конверсий стала как раз таки шопинг кампания. Благодаря дальнейшей оптимизации шопинг и поисковых кампаний удалось увеличить показатель ROAS с 300% до 800%

1-4 позиция в выдаче

Бюджет: 55 504 UAH (20 000 в месяц)

Доход: 453 934 UAH

ROAS: 817%

Коэффициент конверсии: 0,17%

Цена конверсии: 770 UAH

Цена за Клик 1,21 UAH

Проставлены UTM метки.

Типы рекламных кампаний: Search, Shopping

Настройка Целей.

Разбивка кампаний под каждую категорию и бренд

Работа с фидами и GMC

Динамические поисковые кампании

Ремаркетинг

A/B Тест

Оптимизация