



# Google Ads

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### Campaigns

Aug 5, 2022 Aug 11, 2022

Campaign status: Enabled, Paused Add filter

Campaign	Campaign type	Cost	Impr.	Clicks	Avg. CPC	CTR	Avg. cost	Conversions	Cost / conv.	Conv. rate	Search impr. share	Pages / session	Conv. value
Total: All but removed campaigns		\$10,214.47	716,188	6,057	\$1.69	0.85%	\$0.74	124.13	\$82.29	0.90%	< 10%	2.89	32,999.67
AMG-Performance Max- Summer Hats	Performance Max	\$3,028.65	248,930	1,614	\$1.88	0.55%	\$1.86	35.58	\$85.13	2.19%	-	2.17	9,557.17
AMG Branded Search Campaign	Search	\$1,535.00	3,456	788	\$1.95	22.80%	\$1.95	32.59	\$47.10	4.14%	91.89%	5.01	8,876.77
AMG-Performance Max- Summer Bags	Performance Max	\$949.33	87,867	762	\$1.25	0.87%	\$1.25	14.93	\$63.59	1.96%	-	2.24	3,862.10
AMG - Non Branded Women Hats	Search	\$914.65	11,597	500	\$1.83	4.31%	\$1.83	6.00	\$152.44	1.20%	< 10%	2.60	1,610.54
AMG   DN   Dynamic Remarketing	Display	\$858.51	209,362	784	\$1.10	0.37%	\$1.09	4.10	\$209.35	0.52%	-	1.65	806.06
AMG Branded Search Campaign AMG-Branded Search- Target ROAS Bidding Strategy Experiment	Search	\$545.98	2,105	485	\$1.13	23.04%	\$1.13	18.07	\$30.21	3.73%	82.62%	4.79	5,149.56
AMG - Performance Max Campaign- Fall/Winter Products	Performance Max	\$529.08	26,083	287	\$1.84	1.10%	\$1.75	2.00	\$264.54	0.66%	-	2.79	672.11
AMG - Video Remarketing - Web Visitors	Video	\$498.19	14,521	63	\$7.75	0.43%	\$0.10	1.86	\$262.70	0.04%	-	2.40	512.82
AMG - Smart Shopping - Men's Hats	Shopping Upgrade available	\$412.87	50,375	186	\$2.22	0.37%	\$2.22	3.00	\$137.62	1.61%	50.74%	2.03	1,062.73
AMG Prospecting Discovery Campaign	Discovery	\$224.66	11,751	172	\$1.31	1.46%	\$0.65	0.00	\$0.00	0.00%	-	3.19	0.00
AMG-Competitor Campaign	Search	\$199.05	1,369	83	\$2.40	6.06%	\$2.40	0.00	\$0.00	0.00%	< 10%	2.69	0.00

# Campaigns

Last 30 days Jan 9 – Feb 7, 2022

Campaign status: Enabled  Cost > \$0.00  ADD FILTER

SEARCH  SEGMENT  COLUMNS  REPORTS  DOWNLOAD  EXPAND  MORE

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Campaign	ne	Campaign type	↓ Cost	Impr.	Interactions	Clicks	Avg. CPC	Interaction rate	Avg. cost	Conversions	Cost / conv.	Conv. rate	CTR	Conv. value / cost
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NGS - Smart Shopping - Main	%	Shopping	\$8,391.92	1,855,405	14,193 clicks	14,193	\$0.59	0.76%	\$0.59	245.46	\$34.19	1.73%	0.76%	2.59
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Decision Brand Ex	%	Search	\$2,773.93	16,663	8,237 clicks	8,237	\$0.34	49.43%	\$0.34	369.75	\$7.50	4.49%	49.43%	13.17
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Decision Brand Ph	%	Search	\$2,283.81	15,220	1,569 clicks	1,569	\$1.46	10.31%	\$1.46	41.17	\$55.47	2.62%	10.31%	1.69
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Dynamic Search Ads	%	Search	\$504.26	3,912	579 clicks	579	\$0.87	14.80%	\$0.87	16.00	\$31.52	2.76%	14.80%	2.59
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LD Telr 1 Products PM	%	Search	\$413.49	15,340	518 clicks	518	\$0.80	3.38%	\$0.80	8.04	\$51.42	1.55%	3.38%	2.21
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LD SmartShopping LowMargin	%	Shopping	\$257.14	101,094	912 clicks	912	\$0.28	0.90%	\$0.28	6.72	\$38.25	0.74%	0.90%	1.13
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Remarketing-DSA	%	Search	\$243.28	613	201 clicks	201	\$1.21	32.79%	\$1.21	12.00	\$20.27	5.97%	32.79%	4.34
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LD Discovery Tier 1	-	Discovery	\$125.81	14,557	474 clicks	474	\$0.27	3.26%	\$0.27	1.00	\$125.81	0.21%	3.26%	1.19
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Consider Collabs Ph	%	Search	\$122.17	7,571	149 clicks	149	\$0.82	1.97%	\$0.82	3.00	\$40.72	2.01%	1.97%	1.85
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Research Shirts Ph	%	Search	\$72.78	683	73 clicks	73	\$1.00	10.69%	\$1.00	0.00	\$0.00	0.00%	10.69%	0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Consider Collections Ph	%	Search	\$5.38	681	8 clicks	8	\$0.67	1.17%	\$0.67	0.00	\$0.00	0.00%	1.17%	0.00
Total: Filtered campaigns ⓘ					\$15,193.97	2,031,739	26,913 clicks	26,913	\$0.56	1.32%	\$0.56	703.14	\$21.61	2.61%	1.32%	4.35
<input checked="" type="checkbox"/>	Total: Account ⓘ				\$15,193.97	2,031,774	26,913 clicks	26,913	\$0.56	1.32%	\$0.56	703.14	\$21.61	2.61%	1.32%	4.35

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- GGL\_Consider\_3Pole\_Phrase
- GGL\_Consider\_Broad\_300
- GGL\_Consider\_Broad\_350
- GGL\_Consider\_Broad\_400
- GGL\_Consider\_Broad\_450
- GGL\_Consider\_Broad\_500
- GGL\_Consider\_Broad\_550
- GGL\_Consider\_Broad\_600
- GGL\_Consider\_Broad\_650

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Campaigns Last 7 days Aug 5 - 11, 2022



Campaign status: Enabled, Paused
Add filter
SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

<input type="checkbox"/>	<input type="checkbox"/>	Campaign	Cost	Impr.	Clicks	Avg. CPC	CTR	Avg. cost	Conversion:	Cost / conv.	Conv. rate	Search impr. share	Pages / session (UA)	Conv. value	Target CPA
Total: All but removed campaigns			\$36,757.51	1,643,190	16,718	\$2.20	1.02%	\$2.20	425.00	\$86.49	2.54%	53.46%	1.76	213,842.05	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	PMax: GGL_Smart_Shopping_550+	\$16,185.70	1,209,056	9,334	\$1.73	0.77%	\$1.73	181.00	\$89.42	1.94%	-	1.52	84,320.27	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	PMax: GGL_Smart_Shopping_400	\$3,127.70	182,125	1,316	\$2.38	0.72%	\$2.38	21.00	\$148.94	1.60%	-	1.68	17,578.22	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	GGL_Consider_Exact_300	\$1,876.97	2,563	378	\$4.97	14.75%	\$4.97	9.00	\$208.55	2.38%	76.95%	1.69	4,188.15	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	GGL_Consider_Broad_400	\$1,843.73	4,040	447	\$4.12	11.06%	\$4.12	10.00	\$184.37	2.24%	63.49%	1.54	4,917.01	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	PMax: GGL_Smart_Shopping_450	\$1,738.17	98,357	915	\$1.90	0.93%	\$1.90	18.00	\$96.57	1.97%	-	1.48	3,044.27	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	GGL_Consider_Broad_850	\$972.82	2,865	276	\$3.52	9.63%	\$3.52	5.00	\$194.56	1.81%	49.38%	1.63	1,855.11	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	PMax: GGL_Smart_Shopping_300	\$813.32	49,716	420	\$1.94	0.84%	\$1.94	6.00	\$135.55	1.43%	-	1.67	1,061.34	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	PMax: GGL_Smart_Shopping_350	\$799.20	41,977	302	\$2.65	0.72%	\$2.65	8.00	\$99.90	2.65%	-	1.62	4,968.82	-

**Thank**

**You**