

# E-Commerce Report (Polish Up)

Ad group: [Dropdown] Campaign type: [Dropdown] Jun 1, 2022 - Feb 28, 2023 [Dropdown] Campaign: [Dropdown] Product Category: [Dropdown]

## Campaign Overview

### Click Through Rate & Impression

Clicks: **12.60K** CTR: **0.63%** Impressions: **2.01M**

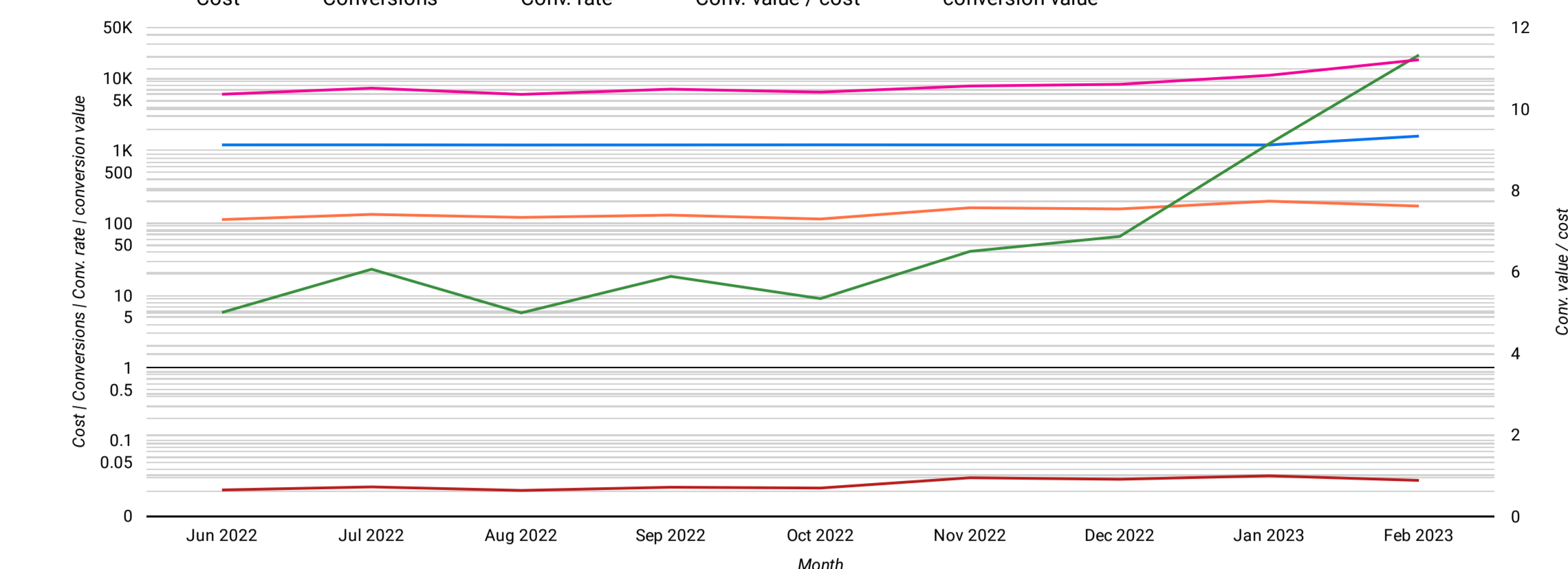
### Conversion Rate & Cost

Conversions: **1.30K** Conv. value / cost: **6.95** Total conv. value: **77.93K**

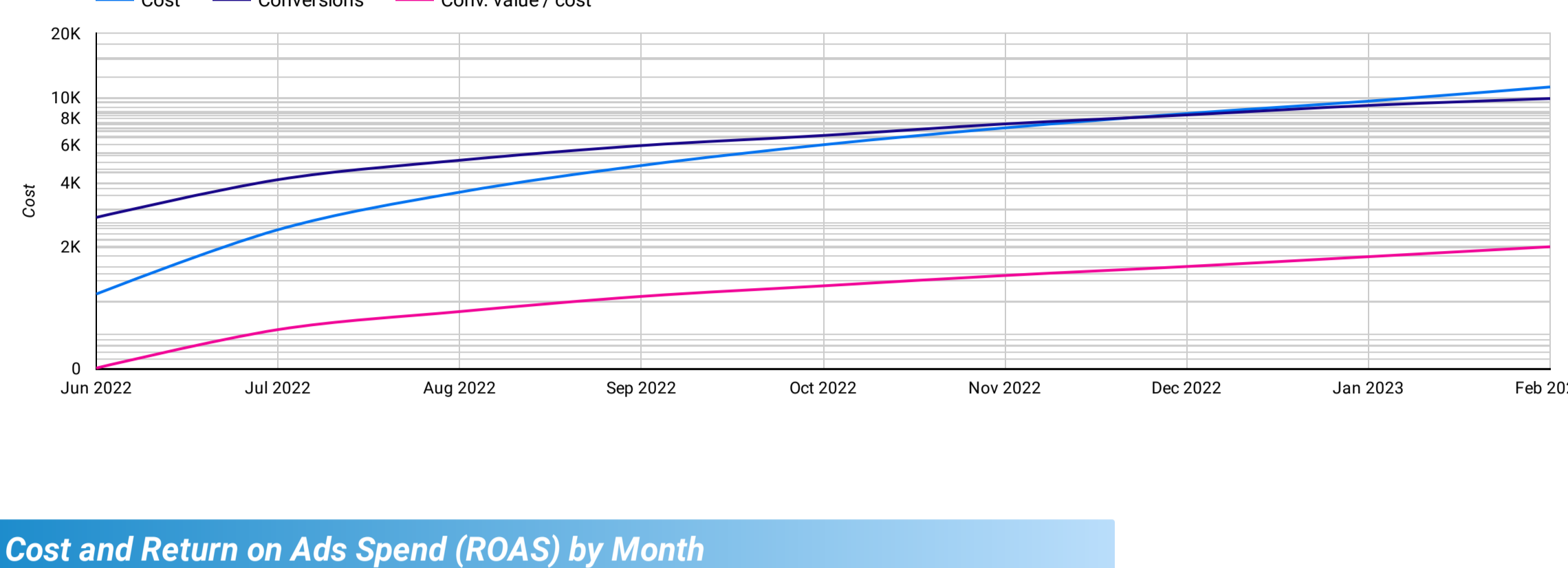
### Cost Per Click

Cost: **\$11.21K** Avg. CPC: **\$0.89** Avg. CPM: **\$5.56**

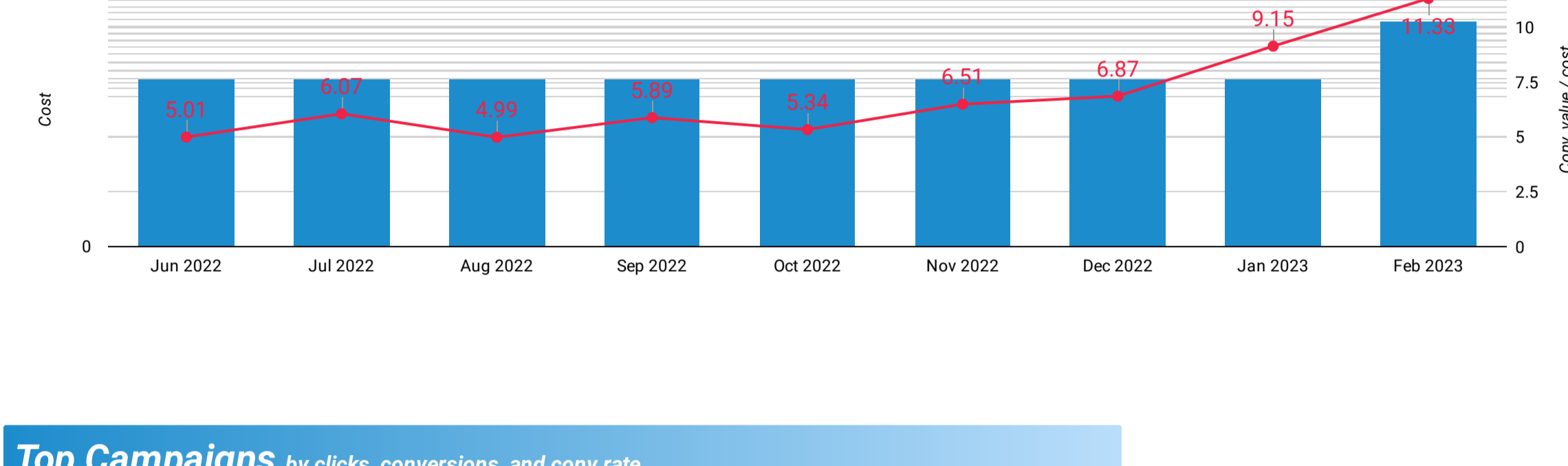
## Comprehensive Monthly Analysis



## Commulative Conversion Over Time



## Cost and Return on Ads Spend (ROAS) by Month



## Top Campaigns by clicks, conversions, and conv rate.

### By Clicks

### By Conversions

### By Conv. Rate

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Cost / conv.
1. Fine Polish - Goddards - AU	69.8K	5,080	7.28%	\$1.06	625	12.3%	\$5.38K	\$8.61
2. Polishup - Metal Polishing Search Campaign Australia - Kook Managed	154.7K	3,864	2.5%	\$0.42	30	0.78%	\$1.64K	\$54.56
3. Goddards Dip Foam Cloth	21.3K	2,768	13%	\$0.86	632	22.83%	\$2.37K	\$3.75
4. Shopping - Polishing Power Tools (Polishup)	93.9K	540	0.57%	\$0.46	3	0.56%	\$248.8	\$82.93
5. Sales-Performance-Max (Polishup)	28.8K	202	0.7%	\$0.69	4	1.79%	\$139.09	\$34.77

## Conversions Actions

Conversion Type Name	Conversions	Total conv. value
1. Complete Purchase - Goddards.net.au	1,214	67,345.31
2. Final Purchase - Tag-Rocket	43	4,231.31
3. Complete Purchase - polishup.com.au	19	6,342
4. Calls from ads	13	13
5. Calls from Smart Campaign Ads	11	0
6. YouTube channel subscriptions	0	0

## Ad Group Performance

Ad group	Impressions	Clicks	CTR	Avg. CPC	Conversion...	Conv. rate	Cost	Cost / conv.	conv. value	ROAS
1... Goddards \$7...	9.3K	1,175	12.68%	\$1.11	169	14.38%	\$1.31K	\$7.75	9K	6.9
2... Metal Polishing	71.6K	1,119	1.56%	\$0.41	7	0.63%	\$463.6	\$66.23	\$57.1	0.4
3... Silver Dip - Ge...	18.3K	1,055	5.77%	\$1.22	115	10.9%	\$1.29K	\$11.19	5.9K	4.6
4... Goddards Silv...	15.7K	1,021	6.49%	\$1.13	144	14.1%	\$1.15K	\$7.99	8.3K	7.3
5... Polishing Mac...	42.5K	949	2.23%	\$0.44	8	0.84%	\$421.1	\$52.64	540.8	1.3
6... Goddard's Res...	3.5K	696	19.97%	\$0.84	84	12.07%	\$583.23	\$6.94	3.9K	6.8
7... Silver & Metal ...	10.6K	470	4.42%	\$0.9	36	7.66%	\$424.97	\$11.8	1.7K	4
8... Buffing Wheel ...	15.2K	388	2.56%	\$0.42	2	0.52%	\$163.22	\$81.61	251.1	1.1
9... Polishing Acc...	22.9K	290	1.27%	\$0.44	2	0.69%	\$127.68	\$63.84	77.4	0.6
1... Buffing Wheel	8.3K	289	3.47%	\$0.41	3	1.04%	\$118.26	\$39.42	109.9	0.9

## Top Product Categories

### By Conversions

### By Conv. Value/Cost

## Top 10 Performing Product

### By Conversions

Product Title	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Cost / co...	All conv...	Conv. val / co...
1. 150mm 6 inch Polishing Kit Bench P...	8.3K	75	0.9%	\$0.47	1	1.33%	\$32.83	\$35.36	\$237	6.7
2. Alloy Wheel Polishing Kit 13pce	5.8K	75	1.28%	\$0.44	1	1.33%	\$32.83	\$35.36	\$252.55	3.9
3. 150mm Bench Grinder Polisher Steel ...	8.8K	60	0.68%	\$0.46	0	0%	\$27.71	\$0	\$577.45	0
4. Finishing Polishing Compound Kit S...	3.3K	39	1.19%	\$0.47	0	0%	\$18.51	\$0	\$0	0
5. Colour Stitch Polishing Wheel 10 inch...	3.7K	35	0.94%	\$0.48	0	0%	\$16.68	\$0	\$0	0
6. Barrel Polisher 150mm 1500watt	3.4K	32	0.94%	\$0.8	0	0%	\$25.58	\$0	\$0	0
7. Steel & Stainless Steel Scratch Repair ...	2.9K	26	0.91%	\$0.57	0	0%	\$14.79	\$0	\$0	0
8. Polisher Jumbo Polishing Buffing Kit ...	2.5K	18	0.72%	\$0.63	0	0%	\$11.33	\$0	\$0	0
9. Alloy & Chrome Polishing & Maintena...	2.4K	16	0.67%	\$0.54	0	0%	\$8.71	\$0	\$0	0
10. 180mm Dual Action Orbital Polisher	3.6K	15	0.42%	\$0.88	0	0%	\$13.15	\$0	\$0	0

## Top Search Term

### By Conversions

### By Conv. Value/Cost and Conversions

## Top Search Keywords

Search term	Impressions	Clicks	CTR	Avg. CPC	Conversions...	Conv. rate	Cost	Conv. value / c...
1. silver cleaner	3.2K	190	5.92%	\$1.22	27	14.21%	\$231.18	6.51
2. goddards	632	185	29.27%	\$0.32	47	25.41%	\$58.98	61.08
3. silver dip bunnings	509	81	15.91%	\$0.55	17	17.28%	\$44.84	18.73
4. silver jewellery clea...	1.1K	81	7.44%	\$1.41	10	12.35%	\$113.85	4.13
5. silver polish	1.5K	73	4.97%	\$1.4	6	8.22%	\$102.21	3.33
6. goddards jeweller...	267	66	24.72%	\$0.98	8	12.12%	\$64.71	6.5
7. jewellery cleaner	1.6K	61	3.96%	\$1.37	1	1.56%	\$87.76	0.53
8. silver jewellery cle...	975	54	5.23%	\$1.46	24	47.06%	\$74.56	14.28
9. goddards silver p...	190	51	26.84%	\$0.8	4	7.84%	\$40.77	4.01
1... hagerty silver foam	542	50	9.23%	\$1.21	4	8%	\$60.36	3.55

## Performing Cities by conversions

City	Impressions	Clicks	CTR	Avg. CPC	Conversions	Total conv. v...	Cost / conv.	Cost	Conv. value / co...
1. Brisbane	138,498	714	0.52%	\$0.85	33	2,042.73	\$18.47	\$609.57	3.95
2. Sydney	163,383	621	0.38%	\$1.05	47	2,576.7	\$13.86	\$651.57	3.93
3. Melbourne	107,276	503	0.47%	\$0.92	55	3,346.45	\$8.37	\$460.45	7.22
4. Gold Coast	24,151	244	1.01%	\$0.82	18	833.35	\$11.13	\$200.4	4.16
5. Perth	35,809	205	0.57%	\$0.84	14	854.44	\$11.02	\$154.22	5.54
6. Adelaide	25,795	175	0.68%	\$0.84	6	146.15	\$24.46	\$146.75	1
7. Northern Beaches Cou...	9,333	139	1.49%	\$1.27	9	707.4	\$19.61	\$176.46	4.01
8. Central Coast	15,162	134	0.88%	\$0.85	9	318.75	\$12.6	\$113.37	2.81
9. Canberra	21,437	130	0.61%	\$1.11	12	475.05	\$12.04	\$144.44	3.29
10. City of Sydney	13,329	97	0.73%	\$1.12	9	263.5	\$12.05	\$108.41	2.43