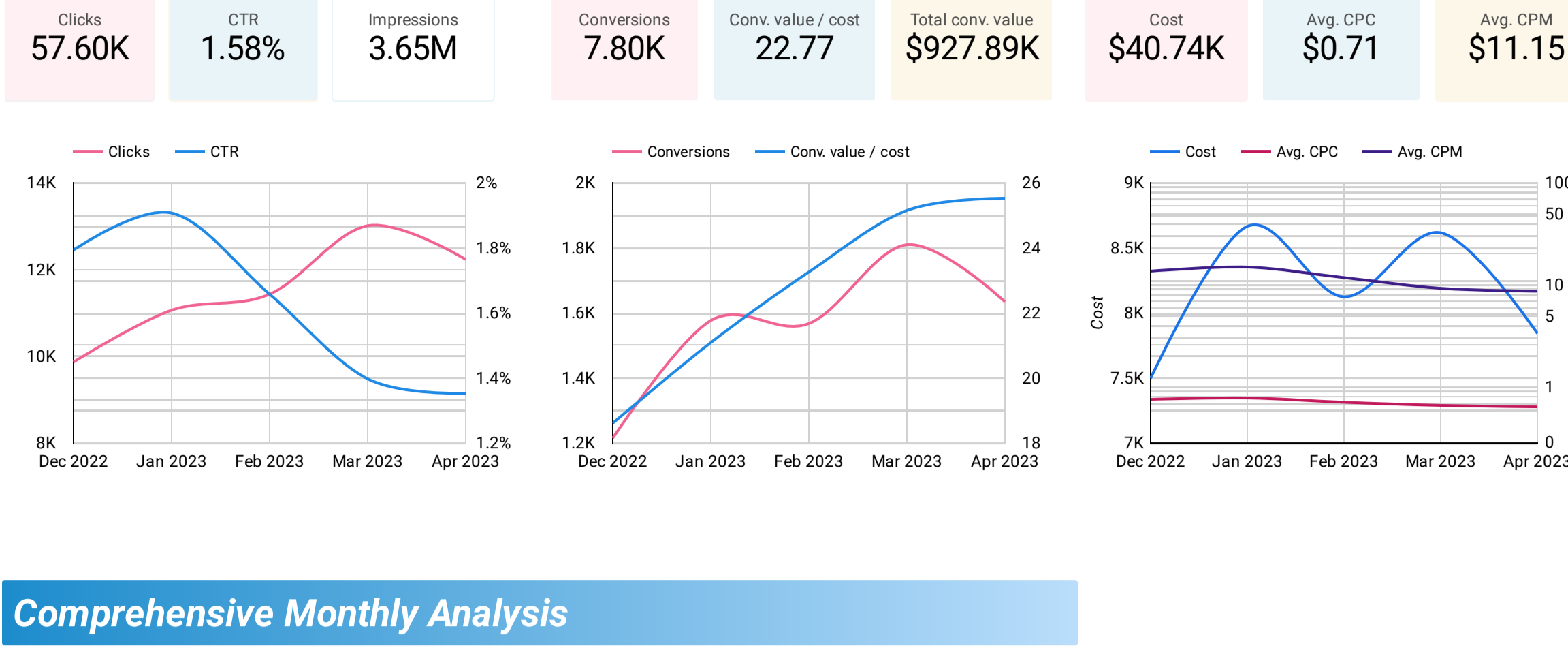


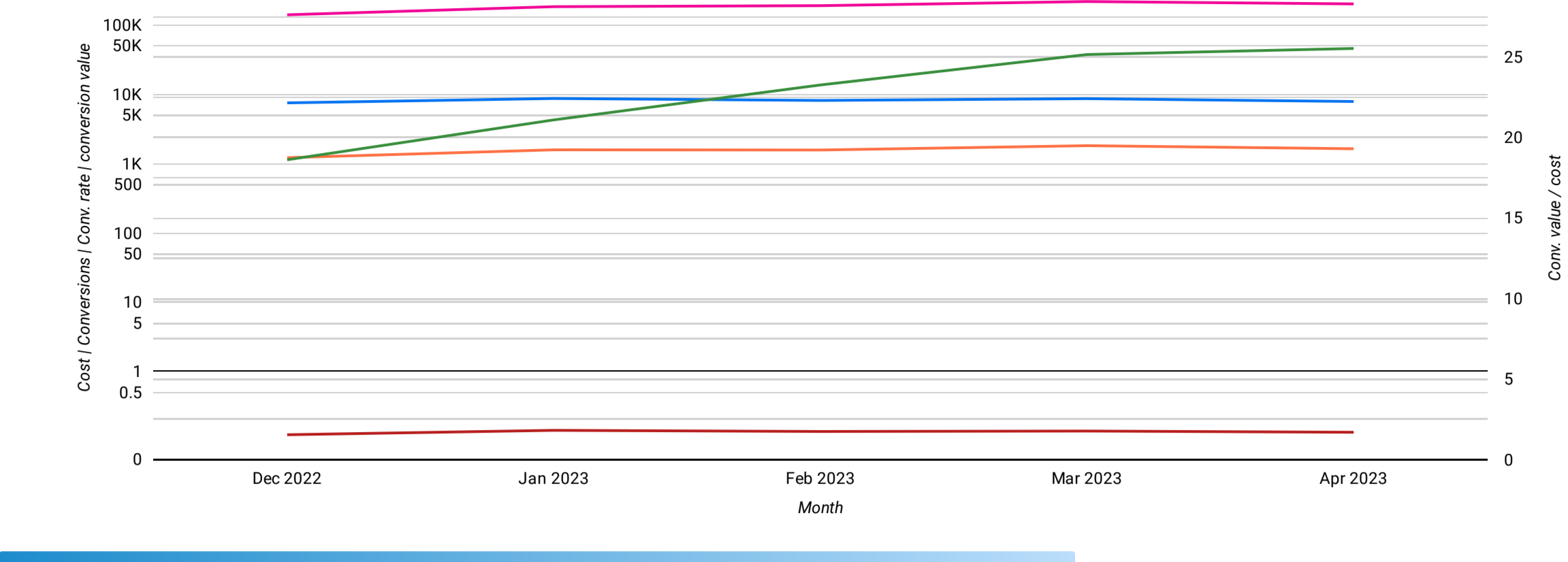
E-Commerce Report (Salonwarehouse.com.au)

Ad group: Campaign type: Dec 1, 2022 - Apr 30, 2023 Campaign: Product Category:

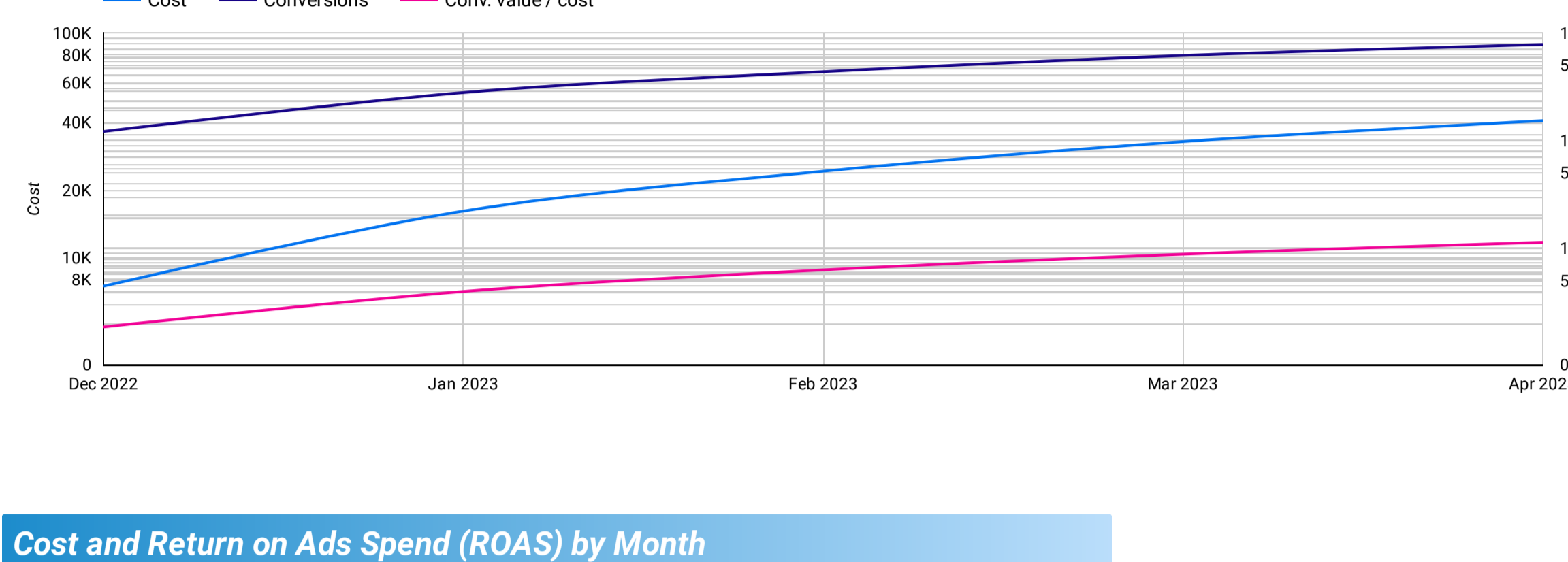
Campaign Overview



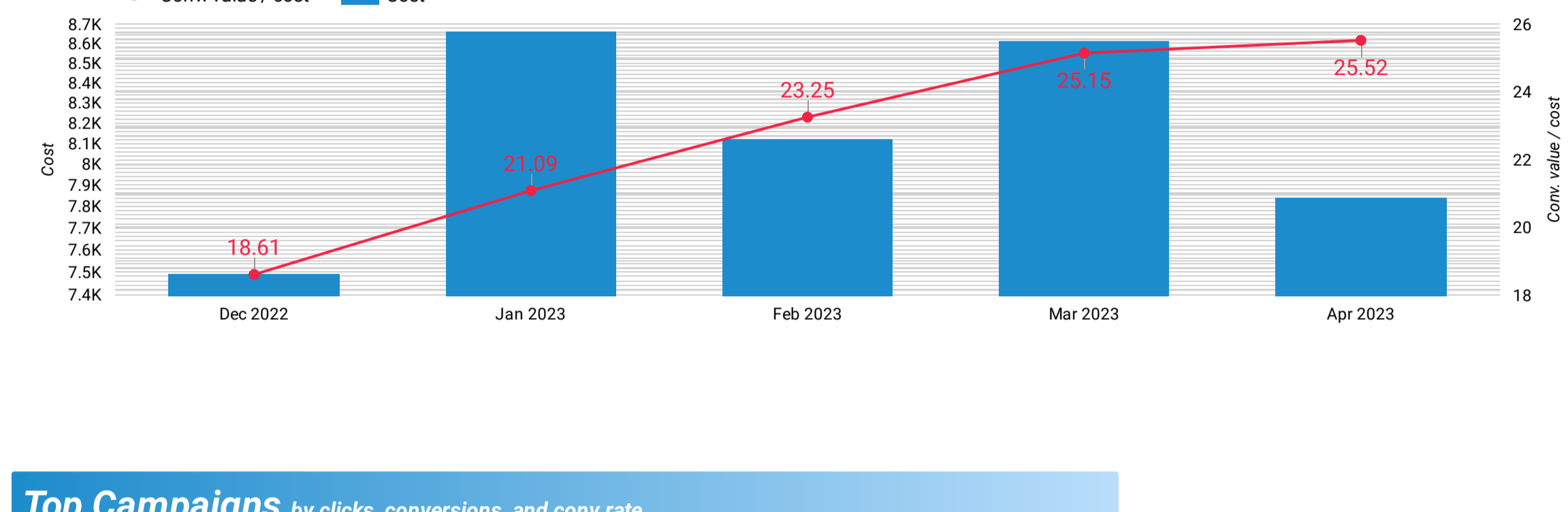
Comprehensive Monthly Analysis



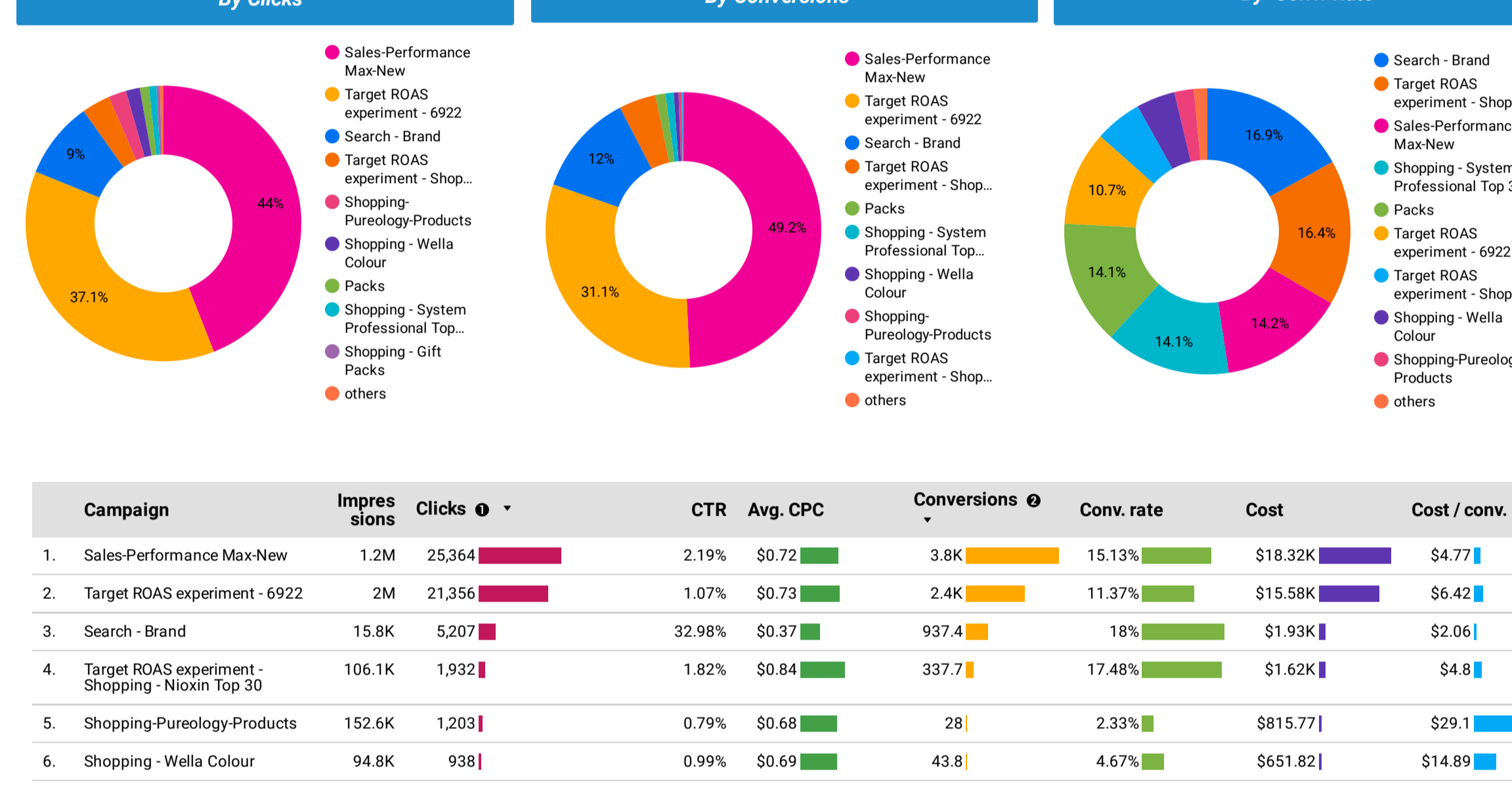
Commulative Conversion Over Time



Cost and Return on Ads Spend (ROAS) by Month

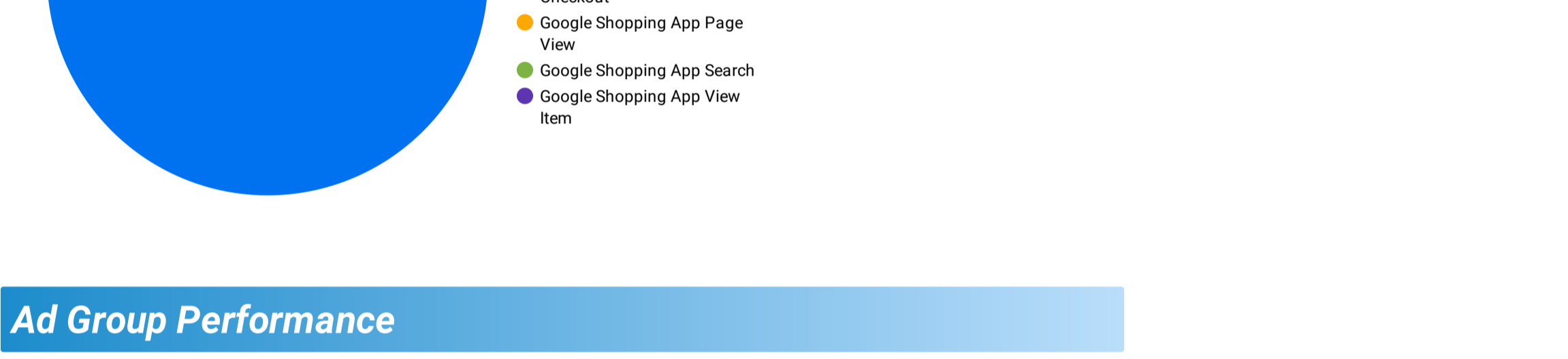


Top Campaigns by clicks, conversions, and conv rate.



Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Cost / conv.
1. Sales-Performance Max-New	1.2M	25,364	2.19%	\$0.72	3.8K	15.13%	\$18.32K	\$4.77
2. Target ROAS experiment - 6922	2M	21,356	1.07%	\$0.73	2.4K	11.37%	\$15.58K	\$6.42
3. Search - Brand	15.8K	5,207	32.98%	\$0.37	937.4	18%	\$1.93K	\$2.06
4. Target ROAS experiment - Shopping - Nioxin Top 30	106.1K	1,932	1.82%	\$0.84	337.7	17.48%	\$1.62K	\$4.8
5. Shopping-Pureology-Products	152.6K	1,203	0.79%	\$0.68	28	2.33%	\$815.77	\$29.1
6. Shopping - Wella Colour	94.8K	928	0.99%	\$0.69	43.8	4.67%	\$1.07K	\$14.89
7. Packs	5.8K	632	10.65%	\$1.72	93.2	14.98%	\$651.82	\$11.51
8. Shopping - System Professional Top 30	37.9K	497	1.31%	\$0.45	74.8	15.04%	\$223.74	\$2.99

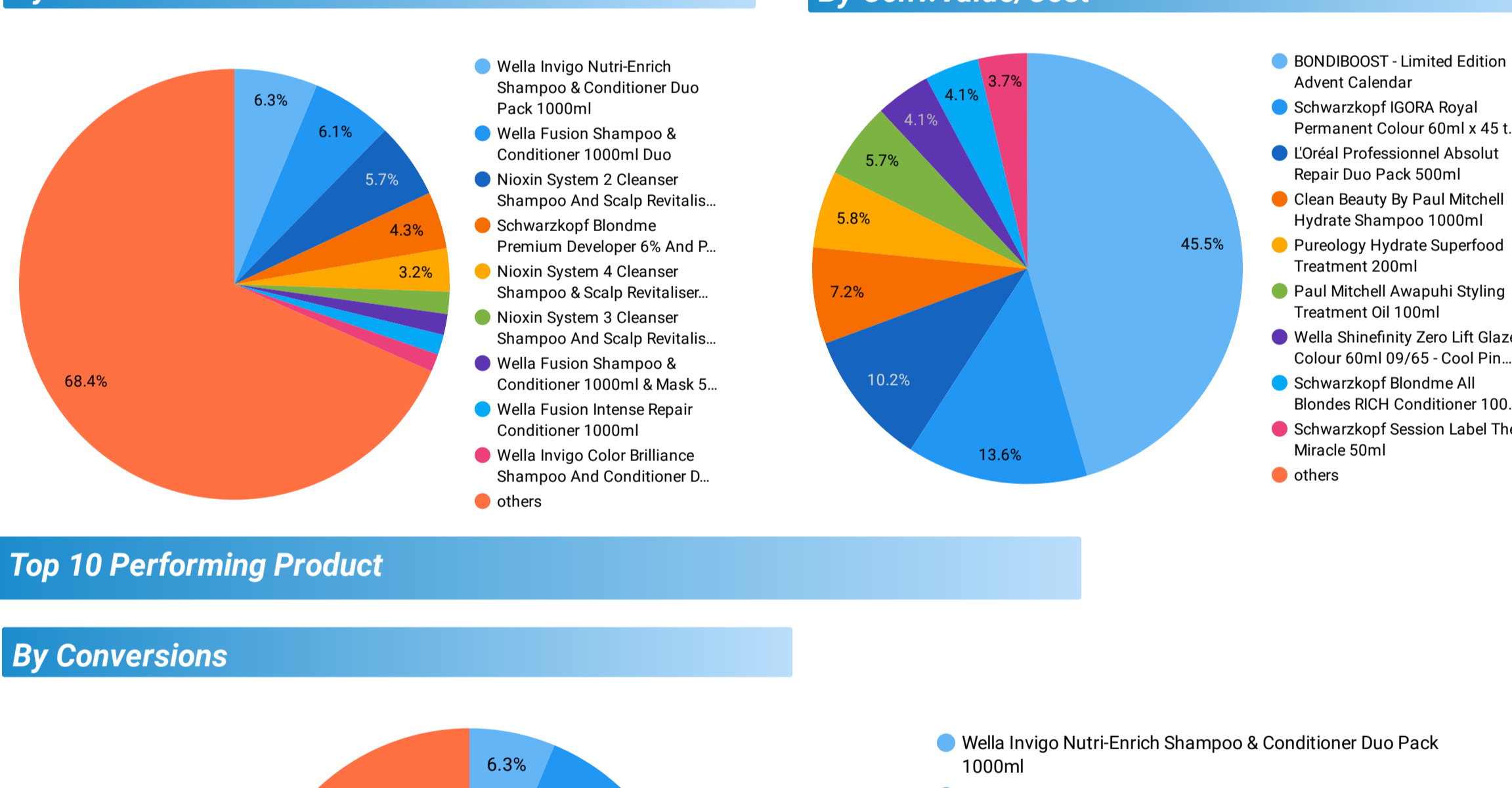
Conversions Actions



Ad Group Performance

Ad group	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Cost / c...	conv. value	ROAS
1. Rest Products	1.5M	17,597	1.14%	\$0.6	2,107.64	11.98%	\$10.55K	\$5	\$566.71K	21.1
2. Brand	15.8K	5,207	32.9...	\$0.37	937.4	18%	\$1.93K	\$2.06	\$469.49K	89.3
3. Paul Mitchell Products	402.5K	3,187	0.79%	\$1.41	301.74	9.47%	\$4.49K	\$14.88	\$69.28K	6.7
4. Nioxin Top 30 Products	106.1K	1,932	1.82%	\$0.84	337.7	17.48%	\$1.62K	\$4.8	\$80.37K	20.6
5. L'Oréal Professional	121.7K	1,028	0.84%	\$0.75	2,152	2.09%	\$770.82	\$35.81	\$4.71K	3.2
6. Wella Wellastrate Colour 60G	96.2K	947	0.98%	\$0.7	43.76	4.62%	\$661.75	\$15.12	\$13.46K	6.1
7. Wella Wellastrate StraightSystem Per...	62.1K	573	0.92%	\$0.96	18.77	3.28%	\$549.45	\$29.27	\$9.77K	4.3
8. System Professional Top 30 Products	37.9K	497	1.31%	\$0.45	74.75	15.04%	\$223.74	\$2.99	\$18.97K	39.1
9. (Keyword)Wella 1 Litre Hair Products	4K	475	11.8...	\$1.67	72.1	15.18%	\$791.95	\$10.98	\$21.48K	9
10. Pureology-Products	72.7K	404	0.56%	\$0.83	19.5	4.83%	\$335	\$17.18	\$8.7K	6.4

Top Product Categories

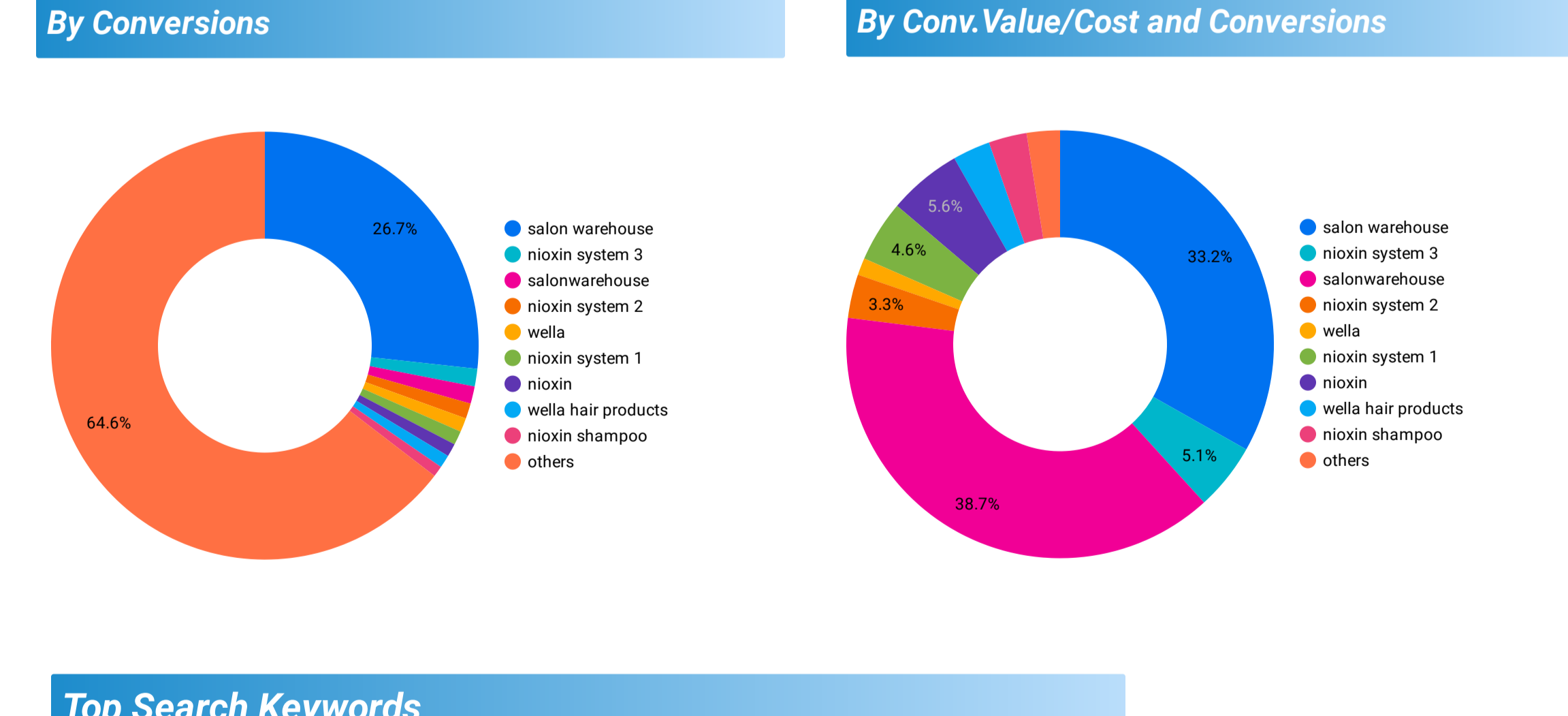


Top 10 Performing Product

By Conversions

Product Title	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Cost / co...	All conv...	Conv. val / co...
1. Schwarzkopf Blondme Premium Deve...	121.3K	2,592	2.14%	\$0.84	269.52	10.42%	\$1.79K	\$5.18	\$3,419.28	22.7
2. Nioxin System 2 Cleanser Shampoo & ...	11.4K	271	2.38%	\$0.78	358.43	17.62%	\$1.49K	\$5.01	\$102.56K	20.6
3. Wella Invigo Nutri-Enrich Shampoo & ...	71.3K	1,966	2.76%	\$0.76	393.83	20%	\$1.49K	\$3.79	\$85.88K	23.6
4. Wella Fusion Shampoo & Conditioner...	72.9K	1,764	2.42%	\$0.93	381.79	21.63%	\$1.64K	\$4.29	\$106.88K	25.4
5. Wella Wellastrate StraightSystem Per...	52.1K	1,004	1.93%	\$0.23	82.34	8.2%	\$228.01	\$2.77	\$11.81K	20.6
6. Nioxin System 4 Cleanser Shampoo & ...	38.5K	979	2.54%	\$1	105.19	20.75%	\$974.17	\$4.8	\$48.36K	19.1
7. Nioxin System 3 Cleanser Shampoo & ...	21.7K	510	2.35%	\$1	105.19	20.63%	\$512.35	\$4.87	\$26.82K	21.7
8. Wella Fusion Shampoo & Conditioner...	40.8K	480	1.18%	\$1.32	98.46	20.51%	\$633.7	\$6.44	\$34.01K	19.4
9. Wella Invigo Nutri-Enrich Shampoo & Condi...	26.5K	473	1.79%	\$0.89	59.89	12.66%	\$420.88	\$7.03	\$22.67K	15.4
10. Wella Invigo Color Brilliance Shampoo And Conditioner D...	23.4K	432	1.85%	\$0.61	55.16	12.77%	\$262.31	\$4.76	\$16.39K	22

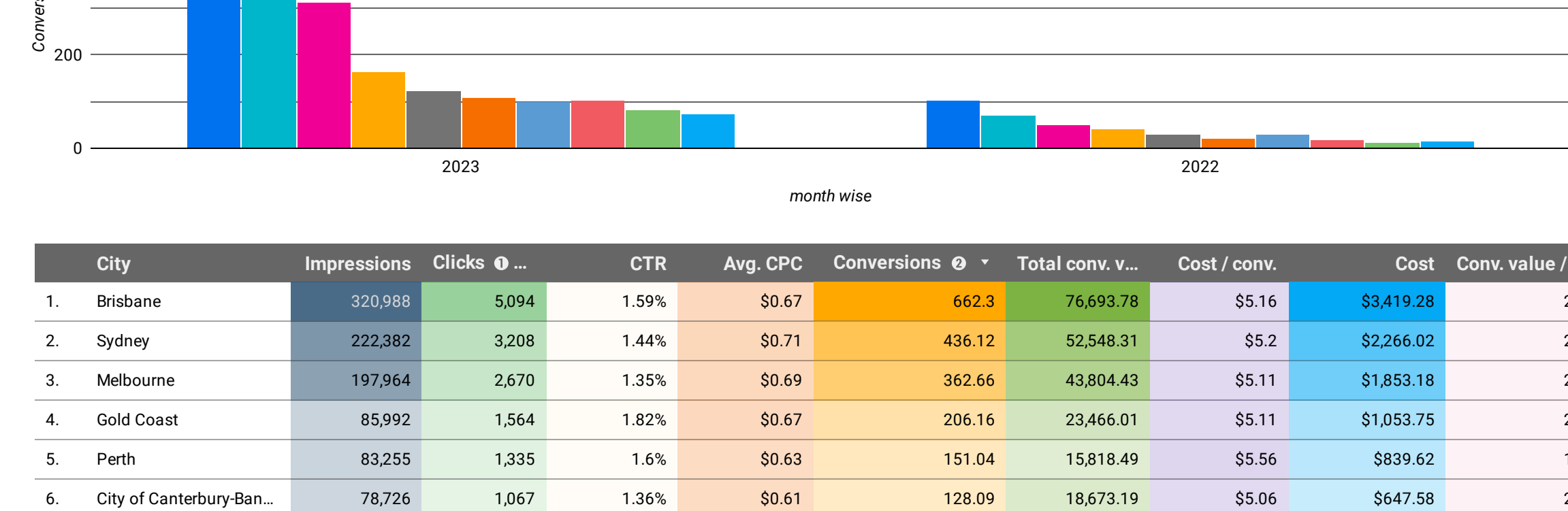
Top Search Term



Top Search Keywords

Search term	Impressions	Clicks	CTR	Avg. CPC	Conversions...	Conv. rate	Cost	Conv. value...
1. salon warehouse	24.6K	3,584	14.55%	\$0.21	786.23	21.94%	\$764.07	189.29
2. wella	11.4K	271	2.38%	\$1.64	31.11	11.48%	\$444.62	7.37
3. nioxin shampoo	20.5K	210	1.02%	\$0.68	24.18	11.52%	\$143.14	16.48
4. nioxin system 2	10.4K	197	1.9%	\$0.77	34.02	17.27%	\$152.45	18.81
5. paul mitchell shampoo	20.5K	184	0.9%	\$1.73	20.03	10.88%	\$317.82	7.97
6. wella hair products	9.2K	177	1.93%	\$0.98	28.54	16.12%	\$173.28	16.17
7. nioxin system 3	4K	165	4.09%	\$0.98	28.54	23.74%	\$162.26	28.9
8. wella shampoo	12.3K	155	1.27%	\$1.54	17.7	11.42%	\$238.27	6.47
9. nioxin	22K	152	0.69%	\$0.71	29.18	19.2%	\$108.17	31.74
10. tea tree shampoo	14.8K	151	1.02%	\$1.67	11.68	7.74%	\$251.68	4.78

Performing Cities by conversions



City	Impressions	Clicks	CTR	Avg. CPC	Conversions	Total conv. v...	Cost / conv.	Cost	Conv. value / co...
1. Brisbane	320,988	5,094	1.59%	\$0.67	662.3	76,693.78	\$5.16	\$3,419.28	22.13
2. Sydney	222,382	3,208	1.44%	\$0.71	436.12	52,548.31	\$5.2	\$2,266.02	23.19
3. Melbourne	197,964	2,670	1.35%	\$0.69	362.66	43,804.43	\$5.11	\$1,853.18	23.64
4. Gold Coast	85,992	1,564	1.82%	\$0.67	206.16	23,466.01	\$5.11	\$1,053.75	22.27
5. Perth	83,255	1,335	1.6%	\$0.63	151.04	15,818.49	\$5.56	\$899.62	18.84
6. City of Canterbury-Ban...	78,726	1,067	1.36%	\$0.61	128.09	18,673.19	\$5.06	\$647.58	28.84
7. City of Sydney	57,721	943	1.63%	\$0.73	119.28	13,924.52	\$5.77	\$688.36	20.23
8. Canberra	49,835	793	1.59%	\$0.84	125.58	16,240.25	\$5.32	\$668.5	24.29
9. City of Stirling	48,371	708	1.46%	\$0.62	83.41	10,160.29	\$5.3	\$441.72	23.19
10. Adelaide	40,104	703	1.75%	\$0.72	83.18	9,422.06	\$6.04	\$502.83	18.74