

E-Commerce Report (Three Sisters Jewelry)

Ad group Campaign type Apr 1, 2022 - Sep 30, 2022 Campaign Product Category

Campaign Overview

Click Through Rate & Impression

by Clicks, CTR, and Impressions

Clicks: **6.17K** CTR: **0.63%** Impressions: **981.45K**

Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

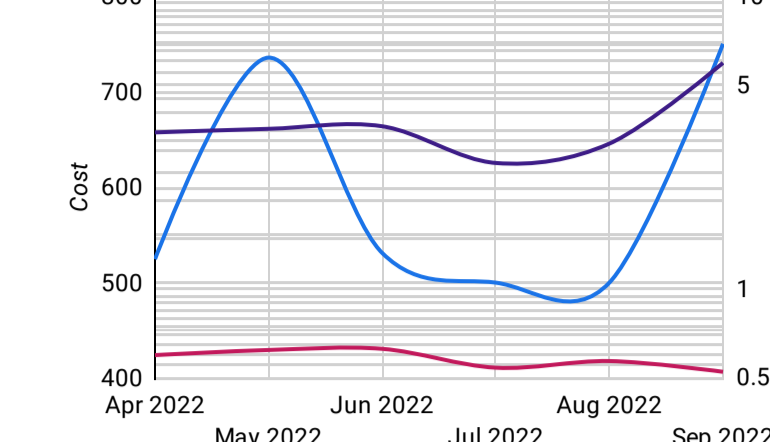
Conversions: **70.00** Conv. value / cost: **6.72** conv. value: **36.35K**

Cost Per Click

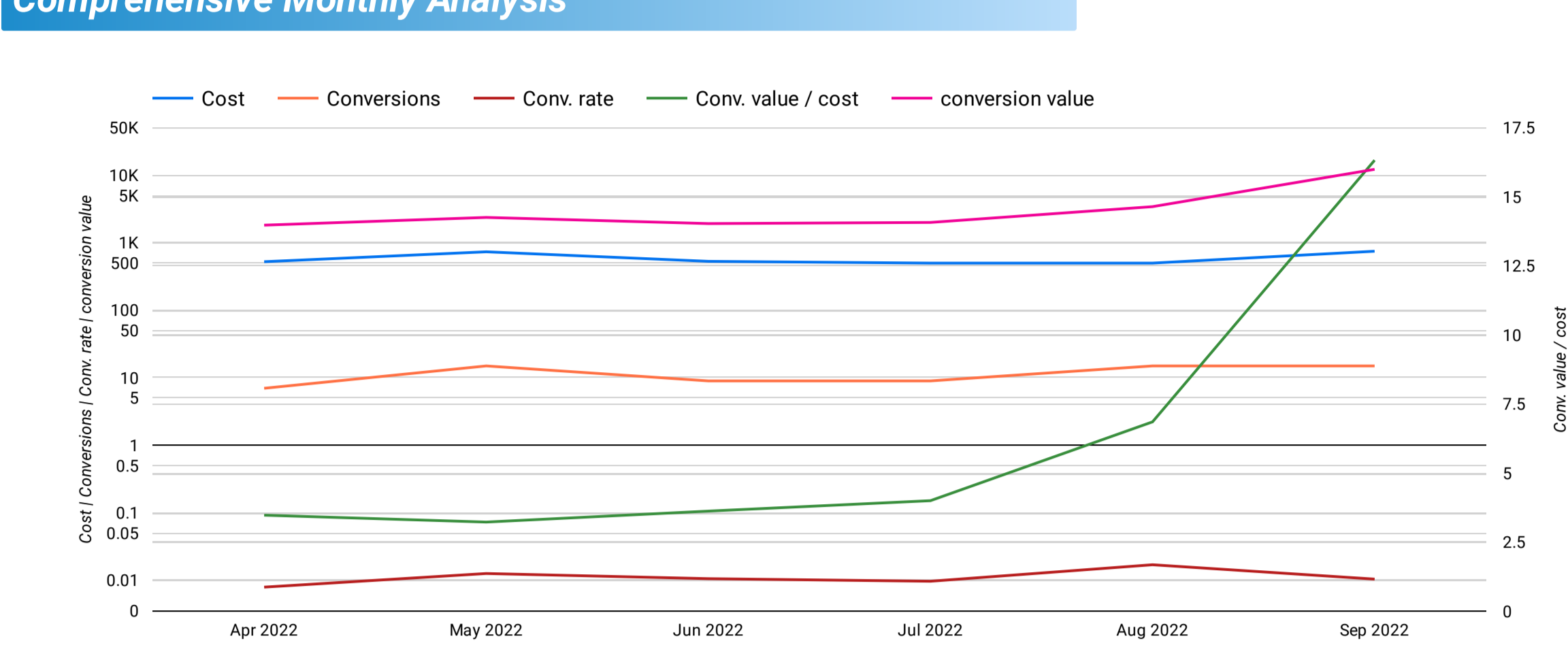
by Cost, CPC, and CPM

Cost: **\$3.54K** Avg. CPC: **\$0.57** Avg. CPM: **\$3.61**

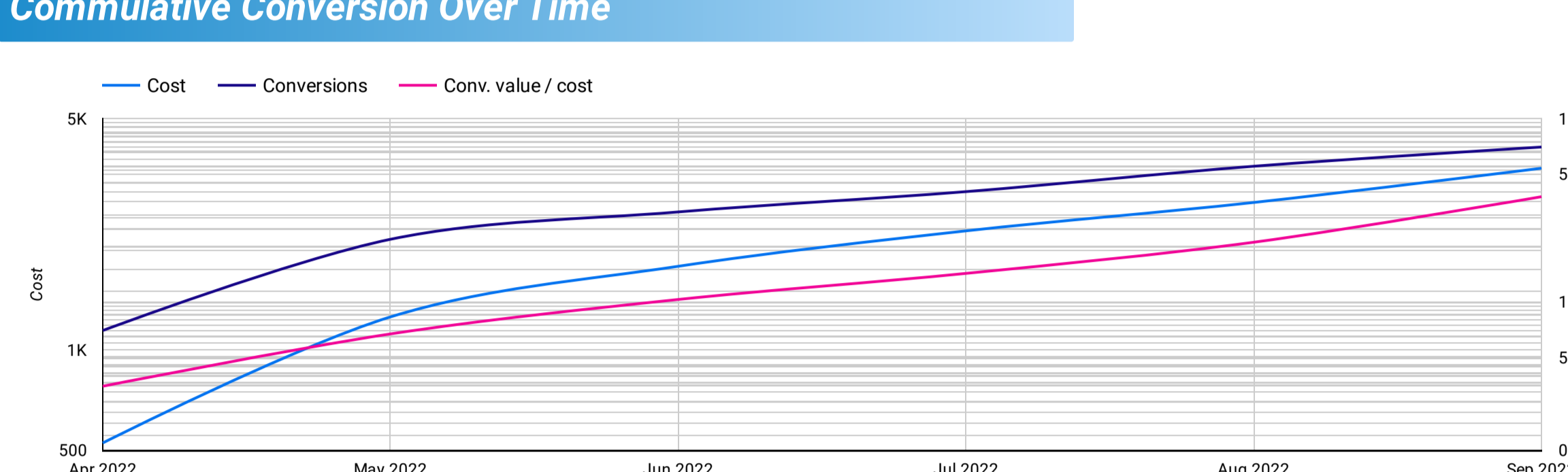




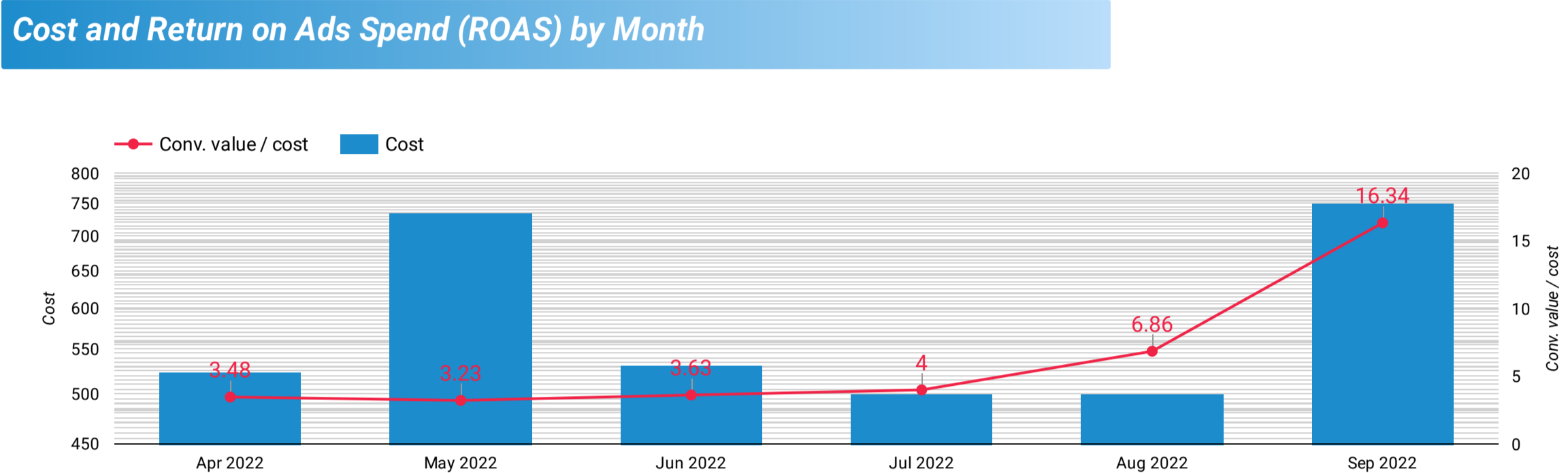
Comprehensive Monthly Analysis



Commulative Conversion Over Time

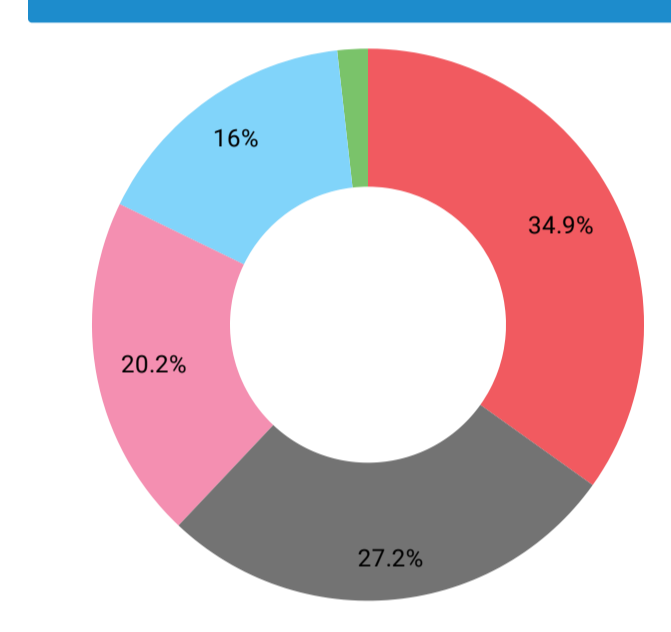


Cost and Return on Ads Spend (ROAS) by Month



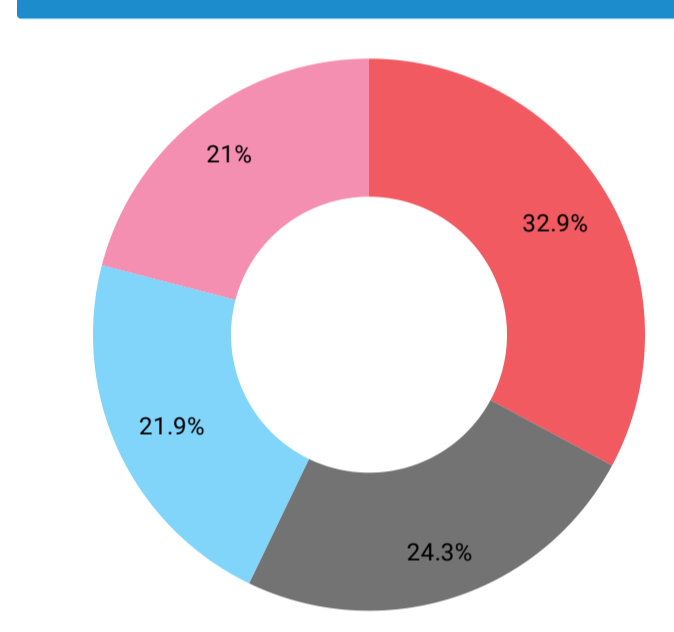
Top Campaigns by clicks, conversions.

By Clicks



- Personalized Jewelry (34.9%)
- CT-RB-Smart Shopping - All Products (27.2%)
- PMMax: Personalized Jewelry (20.2%)
- CT-RB-Smart Shopping (Title-TSJ) (16%)

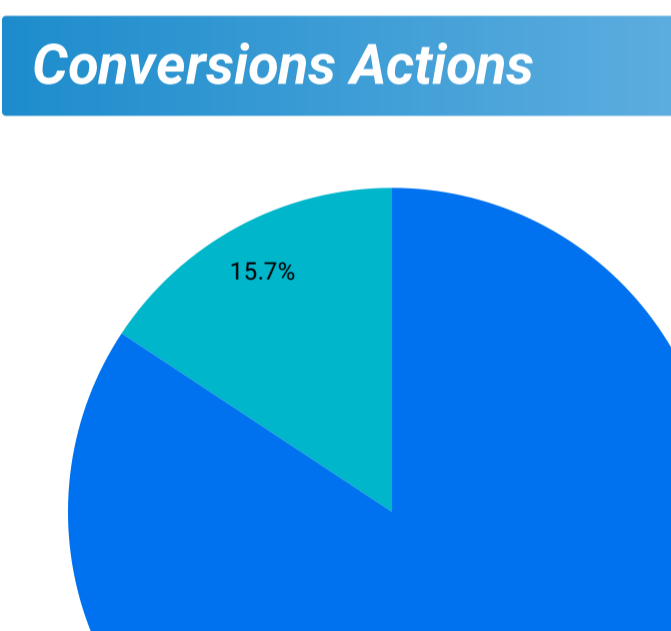
By Conversions



- Personalized Jewelry (32.9%)
- CT-RB-Smart Shopping - All Products (24.3%)
- PMMax: Personalized Jewelry (21.9%)
- CT-RB-Smart Shopping (Title-TSJ) (21%)

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Cost / conv.
1. Personalized Jewelry	409.4K	2,150	0.53%	\$0.56	23	1.07%	\$1.2K	\$52.13
2. CT-RB-Smart Shopping - All Products	286.8K	1,676	0.58%	\$0.64	17	1.01%	\$1.07K	\$62.79
3. PMMax: CT-RB-Smart Shopping - All Products	204.9K	1,243	0.61%	\$0.67	14.7	1.18%	\$829.45	\$56.55
4. PMMax: Personalized Jewelry	63.9K	988	1.55%	\$0.37	15.3	1.55%	\$367.82	\$23.99
5. CT-RB-Smart Shopping (Title-TSJ)	16.5K	110	0.67%	\$0.71	0	0%	\$77.74	\$0

Conversions Actions



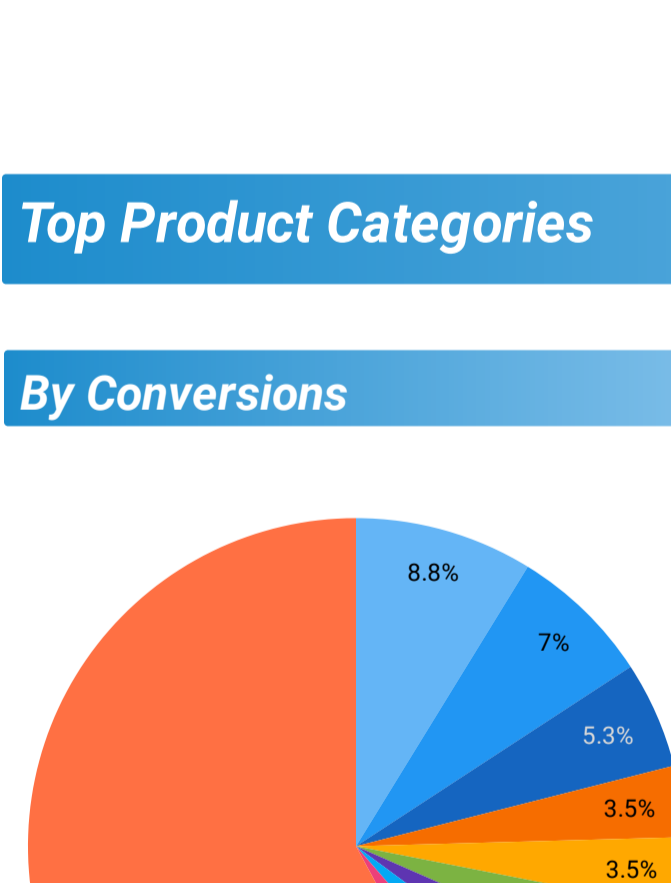
Conversion Type Name	Conversions	Total conv. value
1. BigCommerce Integration	59	\$21,247.6
2. Product Purchase	11	\$2,564.02

Ad Group Performance

Ad group	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Cost / c...	conv. value	ROAS
1. SMART-GSAPI 625ad6b61ed8e	409.4K	2,150	0.53%	\$0.56	23	1.07%	\$1.2K	\$52.13	\$7K	4.3
2. Ad group	303.2K	1,786	0.59%	\$0.64	17	0.95%	\$1.15K	\$67.37	\$3.74K	2.6

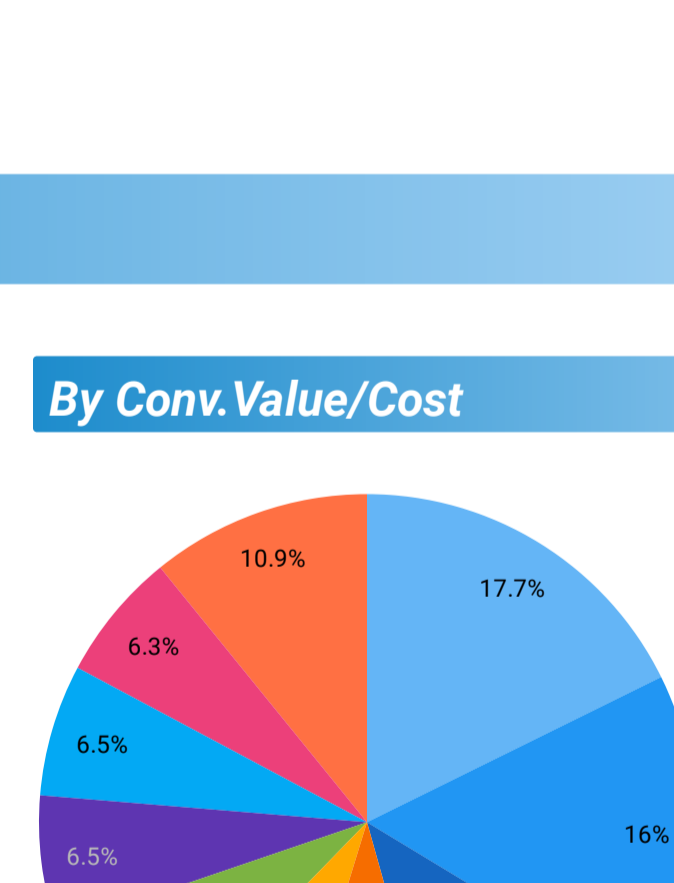
Top Product Categories

By Conversions



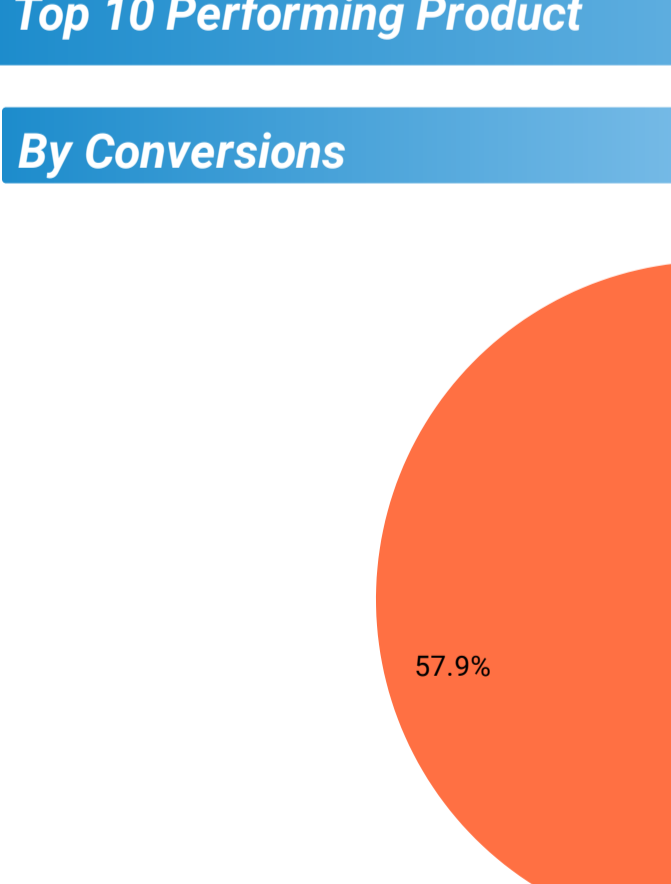
- Delphine Kasumi Cultured Pearls with Gold Convertible Clasp - 16" (57.9%)
- 14K Gold A La Carte Birthstone Stone Charms (8.8%)
- Hand Carved Sardinian Coral with Silver Convertible Clasp (7%)
- Birthstone Open Cuff Bracelet (5.3%)
- Three Sisters Jewelry - Ionian Personalized Relic Necklace (3.5%)
- Gold Whisper Molten Birthstone Charm (3.5%)
- Vintage Gold Watch Chain (3.5%)
- Restoration Hardware Personalized Stacking Ring (3.5%)
- Three Sisters Jewelry - Vintage Carved Jade & Buddha Bracelet (3.5%)
- others

By Conv. Value/Cost



- Vintage Gold Watch Chain (17.7%)
- 14K Gold A La Carte Birthstone Stone Charms (16%)
- Hand Carved Sardinian Coral with Gold Convertible Clasp (12%)
- Vintage Gold & Enamel Articulating Roulette Wheel Charm (10.9%)
- Gold Vintage Graduated Cable Chain with T-Bar and Dog Clip (9.1%)
- 14K Universal Charm Clip (7.5%)
- Three Sisters Jewelry - Gold Victorian Hand Charm (6.5%)
- 14K Gold A La Carte Birthstone Stone Charms (6.3%)
- others

Top 10 Performing Product



Product Title	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Cost / co...	All conv...	Conv. val / co...
1. 14K Gold A La Carte Birthstone Stone ...	114.4K	733	0.64%	\$0.16	3	0.41%	\$117.9	\$39.3	\$376.07	1.6
2. A La Carte Birthstone Stone Charms	81.1K	301	0.37%	\$0.18	0	0%	\$54.75	\$0	\$0	0
3. Vintage Gold Watch Chain	21.6K	267	1.23%	\$0.69	2	0.75%	\$184.74	\$92.37	\$1,03K	5.6
4. Three Sisters Jewelry - Garnet Brutalis...	25.9K	165	0.64%	\$0.46	0	0%	\$76.43	\$0	\$0	0
5. Gold Sacred Flaming Heart Charm	21.6K	137	0.64%	\$0.77	0	0%	\$105.29	\$0	\$0	0
6. Birthstone Open Cuff Bracelet	8.3K	92	1.11%	\$0.92	5	5.43%	\$84.19	\$16.84	\$658.6	6.8
7. Gold Victorian Hand Charm	14.9K	91	0.61%	\$0.69	0	0%	\$63.1	\$0	\$0	0
8. Garnet Brutalist Ring	10.3K	78	0.76%	\$0.5	0	0%	\$39.37	\$0	\$0	0
9. Three Sisters Jewelry - 14K Gold A La ...	9.4K	77	0.82%	\$0.28	1	1.3%	\$21.85	\$21.85	\$34.93	1.2
10. Flora Vintage Carved Coral Ring	13.6K	68	0.5%	\$0.5	0	0%	\$34.07	\$0	\$0	0

Performing Cities by conversions



City	Impressions	Clicks	CTR	Avg. CPC	Conversions	Total conv. v...	Cost / conv.	Cost	Conv. value / co...
1. New York	38,070	223	0.59%	\$0.63	2	7,802.93	\$70.73	\$141.46	55.16
2. Los Angeles	23,819	137	0.58%	\$0.53	1	256.84	\$72.96	\$72.96	3.52
3. Houston	12,774	105	404.37%	\$41.14	4	1,642.3	\$12.58	\$81.84	480.68
4. Chicago	17,281	81	0.63%	\$0.46	0	0	\$0	\$37.45	0
5. Dallas	13,710	70	0.51%	\$0.44	0	0	\$0	\$30.9	0
6. San Francisco	12,046	50	1.43%	\$0.79	0	0	\$0	\$26.96	0
7. Washington	9,000	50	0.56%	\$0.6	0	0	\$0	\$30.19	0
8. San Diego	6,970	49	2.96%	\$1.63	0	0	\$0	\$36.06	0
9. Jacksonville	9,826	49	0.5%	\$0.44	0	0	\$0	\$30.84	0
10. Stuart	3,228	38	3.84%	\$1.25	0	0	\$0	\$23.2	0