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Today 14 Mar 2021

VIEW & RECOMMENDATIONS

APPLY ALL

+

Campaign status: All but removed

ADD FILTER

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☐	☐	Campaign	Imp.	Cost	Impr.	Interac	Interaction rate	Avg. cost	Conversion	Cost / conv.	Conv. rate	Bid strategy type
☐	☒	Smart Shopping	—	US\$7.19	3,813	24 Clicks	0.63%	US\$0.30	0.00	US\$0.00	0.00%	Maximise conversion value
☐	☒	Bumper Plates - New	—	US\$2.09	123	7 Clicks	5.69%	US\$0.30	0.00	US\$0.00	0.00%	Maximise conversions
☐	☒	Brand Campaign - New	—	US\$0.42	9	7 Clicks	77.78%	US\$0.06	0.00	US\$0.00	0.00%	Target CPA
☐	☒	Weight Plates & Weightlifting Platform - New	—	US\$2.95	129	6 Clicks	4.65%	US\$0.49	0.00	US\$0.00	0.00%	Maximise conversions
☐	☒	weight bench - New	—	US\$4.54	26	3 Clicks	11.54%	US\$1.51	0.00	US\$0.00	0.00%	CPC (enhanced)
☐	☒	Dumbbells - New	—	US\$0.73	128	3 Clicks	2.34%	US\$0.24	0.00	US\$0.00	0.00%	Maximise clicks
☐	☒	Home & Garage Gym - New	—	US\$0.85	42	3 Clicks	7.14%	US\$0.28	0.00	US\$0.00	0.00%	Maximise conversions
☐	☒	8_feb_search	—	US\$0.11	22	3 Clicks	13.64%	US\$0.04	0.00	US\$0.00	0.00%	Target CPA

Transferring data from www.gstatic.com...

Transferring data from www.gstatic.com...

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Campaign status: All but removed

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☐	☐	Campaign	PV	Cost	Impr.	Interac	Interaction rate	Avg. cost	Conversion	Cost / conv.	Conv. rate	Bid strategy type
☐	☒	 Smart Shopping	—	US\$189.99	51,275	425 Clicks	0.83%	US\$0.45	2.87	US\$66.31	0.67%	Maximise conversion value
☐	☒	 Brand Campaign - New	—	US\$14.04	228	117 Clicks	51.32%	US\$0.12	3.00	US\$4.68	2.56%	Target CPA
☐	☒	 Bumper Plates - New	—	US\$59.04	1,683	102 Clicks	6.06%	US\$0.58	0.32	US\$186.72	0.31%	Maximise conversions
☐	☒	 Weight Plates & Weightlifting Platform - New	—	US\$40.30	1,627	79 Clicks	4.86%	US\$0.51	0.00	US\$0.00	0.00%	Maximise conversions
☐	☒	 Dumbbells - New	—	US\$11.74	1,112	36 Clicks	3.24%	US\$0.33	0.00	US\$0.00	0.00%	Maximise clicks
☐	☒	 Home & Garage Gym - New	—	US\$21.64	637	32 Clicks	5.02%	US\$0.68	0.00	US\$0.00	0.00%	Maximise conversions
☐	☒	 Equipment for CrossFit	—	US\$17.20	1,367	29 Clicks	2.12%	US\$0.59	0.00	US\$0.00	0.00%	Maximise clicks
☐	☒	 8_feb_search	—	US\$11.53	493	28 Clicks	5.68%	US\$0.41	0.00	US\$0.00	0.00%	Target CPA
☐	☒	 Urethane Bumper Plates	—	US\$15.85	343	18 Clicks	5.25%	US\$0.88	0.00	US\$0.00	0.00%	Maximise conversions
☐	☒	 Power Rack Campaign	—	US\$7.20	566	16 Clicks	2.83%	US\$0.45	0.00	US\$0.00	0.00%	Maximise conversions
Total: All but removed campaigns			—	US\$440.65	60,251	921 Clicks	1.53%	US\$0.48	6.18	US\$71.29	0.67%	

Google Ads

All campaigns >
Brand Campaign - New

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SETTINGS & BILLING

216-583-6562 Cyrus - Vulcan Str...
sojaded@gmail.com

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Enabled

Status: Eligible

Type: Search

Budget: US\$00.00/day

Optimisation score: 93.9%

More details

Ad Groups

Yesterday 13 Mar 2021

Ad group status: All but removed

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☐	☐	Ad group	Status	Target CPA	Conversions	Cost / conv.	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate
☐	☒	vulcan strength	Eligible	US\$4.76	3.00	US\$3.96	Standard	112	214	52.34%	US\$0.11	US\$11.87	2.68%
☐	☒	vulcan kettlebells	Eligible	US\$5.00	0.00	US\$0.00	Standard	5	12	41.67%	US\$0.43	US\$2.17	0.00%
☐	☒	vulcan barbell	Eligible	US\$5.00	0.00	US\$0.00	Standard	0	0	—	—	US\$0.00	0.00%
☐	☒	vulcan power rack	Eligible	US\$5.00	0.00	US\$0.00	Standard	0	2	0.00%	—	US\$0.00	0.00%
☐	☒	vulcan bumper plates	Paused	US\$4.76	0.00	US\$0.00	Standard	0	0	—	—	US\$0.00	0.00%
Total ...					3.00	US\$4.68		117	228	51.32%	US\$0.12	US\$14.04	2.56%
Total ...					3.00	US\$4.68		117	228	51.32%	US\$0.12	US\$14.04	2.56%

1 - 5 of 5

Google Ads

All campaigns > Brand Campaign - New

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216-588-6562 cyrus - Vulcan Str...
sdjedid@gmail.com

In this campaign, Add 3 new keywords x

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Enabled

Status: Eligible

Type: Search

Budget: US\$80.00/day

Optimisation score: 93.9%

More details

+ Filter

Ad status: All but removed

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☐	☐	Ad	s	Ad type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Conversion	Cost / conv.	Conv. rate
☐	☒	#1 Trusted Seller Years of Training Experience Vulcan Strength Equipment +7... vulcanstrength.com/Fitness/Equipment Bulk discounts for facility equipment & military purchase. Free shipping to cont. US! High... View assets details	ved ed): marks in t	Responsive search ad	92	173	53.18%	US\$0.10	US\$9.47	1.00	US\$9.47	1.09%
☐	☒	Vulcan Fitness Equipment #1 Trusted Seller Bulk Discounts & Free Shipping vulcanstrength.com/Fitness/Equipment Huge range of fitness equipment for home, garage gym or large strength training gyms. Bulk discounts for facility equipment. 100% Satisfaction Guarantee. Buy now!	ved	Expanded text ad	20	41	48.78%	US\$0.12	US\$2.40	2.00	US\$1.20	10.00%
☐	☒	Vulcan Strength Kettlebell Durable & Adjustable Tone Your Entire Body +8 more www.vulcanstrength.com/Kettlebells Constructed with a consistent diameter bell & handle size. High quality steel. Available in a... View assets details	ved	Responsive search ad	5	8	62.50%	US\$0.43	US\$2.17	0.00	US\$0.00	0.00%
☐	☒	Vulcan Strength Kettlebell Durable & Adjustable Tone Your Entire Body www.vulcanstrength.com/Kettlebells Constructed with a consistent diameter bell & handle size. High quality steel. Available in a variety of weights. 100% original & authentic. Buy now!	ved	Expanded text ad	0	3	0.00%	—	US\$0.00	0.00	US\$0.00	0.00%

Campaigns

Switch to previous version

Elmhurst - Prospecting (4...Mar 1, 2020 – Mar 31, 2020Updated just now

Search or add filters

Campaigns

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Ads

Create

Export

Columns: Custom

Breakdown

☐	Name	14		Amount Spent	Frequency	Clicks (All)	CPC (All)	CTR (All)	Adds to Cart	Purchases	Purchases Conversion Value	Cost per Purchase	Purchase ROAS (Return on Ad Spend)
☐	> [Step 1] ATTN - CBO - Repeat Buyers L...	☒		\$59,861.36	2.17	97,077	\$0.62	1.83%	14,057	4,385	\$192,135.60	\$13.65	3.21
☐	> [Step 1] ATTN - CBO - High Value - 1 A...	☒		\$46,109.66	2.01	76,457	\$0.60	1.64%	10,933	3,207	\$132,247.71	\$14.38	2.87
☐	> [Step 5] ATTN - Upsell	☒		\$4,757.01	27.61	2,424	\$1.96	1.47%	1,213	547	\$34,849.24	\$8.70	7.33
☐	> [Step 4] ATTN - Dynamic Product Catal...	☒		\$1,389.99	14.64	723	\$1.92	0.86%	321	115	\$5,146.63	\$12.09	3.70
☐	> [Step 2-4] - ATTN - Conversion	☒		\$13,564.75	7.99	17,402	\$0.78	3.04%	4,502	1,652	\$82,577.49	\$8.21	6.09
☐	> [Step 1] ATTN - CBO - Super - 1 Ad Set ...	☒		\$49,323.28	1.88	89,028	\$0.55	1.78%	11,676	3,561	\$151,984.51	\$13.85	3.08
> Results from 29 campaigns ⓘ				\$204,921.37 Total Spent	3.13 Per Person	331,248 Total	\$0.62 Per Click	1.68% Per Impres...	47,800 Total	14,915 Total	\$658,871.41 Total	\$13.74 Per Action	3.22 Average

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Campaign status: All but removed

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☐	☐	Campaign	Imp.	Cost	Imp.	Interac	Interaction rate	Avg. cost	Conversion	Cost / conv.	Conv. rate	Bid strategy type
Name												
☐	☒	Brand Campaign - New	—	US\$14.04	228	117 Clicks	51.32%	US\$0.12	3.00	US\$4.68	2.56%	Target CPA
☐	☒	Bumper Plates - New	—	US\$59.04	1,683	102 Clicks	6.06%	US\$0.58	0.32	US\$186.72	0.31%	Maximise conversions
☐	☒	Weight Plates & Weightlifting Platform - New	—	US\$40.30	1,627	79 Clicks	4.86%	US\$0.51	0.00	US\$0.00	0.00%	Maximise conversions
☐	☒	Dumbbells - New	—	US\$11.74	1,112	36 Clicks	3.24%	US\$0.33	0.00	US\$0.00	0.00%	Maximise clicks
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☐	☒	Equipment for CrossFit	—	US\$17.20	1,367	29 Clicks	2.12%	US\$0.59	0.00	US\$0.00	0.00%	Maximise clicks
☐	☒	8_feb_search	—	US\$11.53	493	28 Clicks	5.66%	US\$0.41	0.00	US\$0.00	0.00%	Target CPA
☐	☒	Urethane Bumper Plates	—	US\$15.85	343	18 Clicks	5.25%	US\$0.88	0.00	US\$0.00	0.00%	Maximise conversions
☐	☒	Power Rack Campaign	—	US\$7.20	566	16 Clicks	2.83%	US\$0.45	0.00	US\$0.00	0.00%	Maximise conversions
Total: All but removed campaigns			—	US\$440.65	60,251	921 Clicks	1.53%	US\$0.48	6.18	US\$71.29	0.67%	
Total: Account			—	US\$440.65	60,251	921 Clicks	1.53%	US\$0.48	6.18	US\$71.29	0.67%	

SearchFiltersAdd filters to narrow the data you are seeingJan 1, 2019 - Jul 31, 2019

Account Overview

Campaigns1 selected

Ad Sets for 1 Campaign

Ads for 1 Campaign

CreateDuplicateEditRules

View SetupColumns: SHOPIFYBreakdownReports

	Ad Set Name	Delivery	Budget	Results	Reach	Impressions	Amount Spent	Purchases Conversion Value	Purchase ROAS (Return on Ad Spend)	Purchases	Cost per Purchase	Cost per Add to Cart
☒	WB - Pit Bull - 18-44 - AP - IDC/V - 2	Not Delivering Campaign is Off	\$100.00 Daily	104 Purchases	765,527	1,010,581	\$2,581.05	\$6,739.78	2.61	104	\$25.78	\$8.91
☐	Engaged Shoppers+Pet Stuff- 12M - 18+ - A/P - 1D...	Inactive	\$80.00 Daily	78 Purchases	594,904	724,398	\$2,148.81	\$5,612.82	2.61	78	\$27.55	\$8.33
☐	Engaged Shoppers+Dogs - 62M - 18+ - A/P - 1DC/...	Inactive	\$80.00 Daily	79 Purchases	395,122	486,141	\$2,075.91	\$8,654.10	2.72	79	\$26.28	\$7.92
☐	Online Shopping+Dogs - 70M - 18+ - A/P - 1DC/...	Inactive	\$80.00 Daily	72 Purchases	493,673	576,105	\$1,834.01	\$5,473.45	2.98	72	\$25.47	\$8.19
☐	ME - Online Shopping+Dogs - 70M - 18+ - A/P - 1...	Inactive	\$100.00 Daily	76 Purchases	484,331	539,056	\$1,585.58	\$5,409.21	3.41	76	\$20.66	\$6.91
☐	Dog Training+Dog Walking+Dog Grooming - 19M - ...	Inactive	\$80.00 Daily	46 Purchases	483,945	579,314	\$1,541.28	\$3,517.37	2.28	46	\$33.51	\$9.23
☐	WB - Dog Training+Dog Walking+Dog Grooming - 1...	Inactive	\$80.00 Daily	32 Purchases	261,501	303,877	\$946.82	\$2,118.99	2.24	32	\$29.59	\$5.92
☐	Pit Bull - 18-44 - AP - 1DC/V -	Inactive	\$80.00 Daily	16 Purchases	191,238	163,885	\$566.33	\$1,314.60	2.32	16	\$35.40	\$7.35
☐	Pit Bull - 18-44 - AP - 1DC/V - VALUE -	Inactive	\$80.00 Daily	17 Purchases	108,732	122,298	\$565.48	\$1,301.51	2.30	17	\$33.26	\$8.57
☐	Goldendoodle+Engaged Shoppers - 11M - 18-44 - ...	Inactive	\$80.00 Daily	10 Purchases	64,280	84,104	\$393.16	\$689.98	1.70	10	\$39.32	\$14.04
☐	ME - Engaged Shoppers+Pet Stuff- 12M - 18+ - A/...	Inactive	\$80.00 Daily	11 Purchases	140,318	173,565	\$377.75	\$799.90	2.12	11	\$34.34	\$6.75
☐	S - Dog Training/Dog Walking+Art - 13M - 18+ - A/...	Inactive	\$80.00 Daily	6 Purchases	80,791	85,487	\$324.08	\$498.12	1.54	6	\$54.01	\$14.73
Results from 25 ad sets (3)				570 Purchases	3,570,663 People	5,318,642 Total	\$16,385.82 Total Spent	\$40,822.42 Total	2.49 Average	570 Total	\$28.75 Per Action	\$8.62 Per Action

CAMPAIGNS

AUCTION INSIGHTS

2 months ago Feb 1 – 29, 2020

+

Campaign status: All

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☐	☐	Campaign	Campaign type	↓ Cost	Clicks	Impr.	Avg. CPC	Conversions	Conv. value	Conv. value / cost	Cost / conv.	Conv. rate
Total: Campaigns ⓘ				\$50,527.11	81,220	8,507,007	\$0.62	2,962.00	129,367.88	2.56	\$17.06	3.46%
☐	☒		Shopping	\$14,347.77	20,724	2,634,834	\$0.69	716.00	28,738.83	2.00	\$20.04	3.45%
☐	☒		Shopping	\$6,715.26	11,059	1,058,251	\$0.61	307.00	15,106.02	2.25	\$21.87	2.78%
☐	☒		Shopping	\$3,793.73	5,445	593,761	\$0.70	192.00	8,652.64	2.28	\$19.76	3.53%
☐	☒		Shopping	\$3,587.11	7,369	743,948	\$0.49	182.00	8,277.11	2.31	\$19.71	2.47%
☐	☒		Search	\$3,298.83	1,820	11,163	\$1.81	186.00	8,814.42	2.67	\$17.74	10.22%
☐	☒		Shopping	\$3,108.23	4,507	483,015	\$0.69	160.00	6,432.71	2.07	\$19.43	3.55%
☐	☒		Shopping	\$3,070.71	4,800	635,148	\$0.64	146.00	6,701.15	2.18	\$21.03	3.04%
☐	☒		Shopping	\$2,888.75	5,793	752,978	\$0.50	193.00	6,683.69	2.31	\$14.97	3.33%

Account Overview

Campaigns

Ad Sets

1 selected

Ads for 1 Ad Set

+ Create Campaign

Edit

Duplicate Campaigns...

Create Rule

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Columns: Performance

Breakdown

Export

	Campaign Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent
☒	cys-Lead Form Ads	Active	35 Leads (Form)	13,713	29,184	\$25.88 Per Lead (Form)	\$903.10 of \$1,514.53
☒	cys - woman lead gen	Active	32 Leads (Form)	8,905	19,516	\$15.70 Per Lead (Form)	\$502.44 of \$550.00
☒	cys-Lead gen women v1	Active	20 Leads (Form)	6,644	15,022	\$22.97 Per Lead (Form)	\$459.30 of \$650.00
☐	August Female Leads	Inactive	69 Leads (Form)	20,090	51,282	\$17.14 Per Lead (Form)	\$1,182.67 of \$1,182.67
☐	Male Leads 8-2017	Inactive	31 Leads (Form)	13,936	32,011	\$22.65 Per Lead (Form)	\$702.27 of \$702.27
☐	General Leads 7-28-2017	Inactive	18 Leads (Form)	11,370	19,761	\$25.00 Per Lead (Form)	\$450.00 of \$450.00
☐	General Leads	Inactive	16 Leads (Form)	8,545	13,225	\$21.88 Per Lead (Form)	\$350.00 of \$350.00
Results from 19 campaigns			281 Leads (Form)	89,242 People	289,301 Total	\$22.89 Per Lead (Form)	\$6,430.91 Total Spent