

PPC Report - Monthly

Change Bag Boutique (GBP)

Description: This is an overview of your campaigns performance and the metrics we monitor on a regular basis.



Overall Campaign Performance Last Month Vs Previous Month

01/03/14 - 31/03/14

Context: Entire Account

Filter(s): Clicks > 0

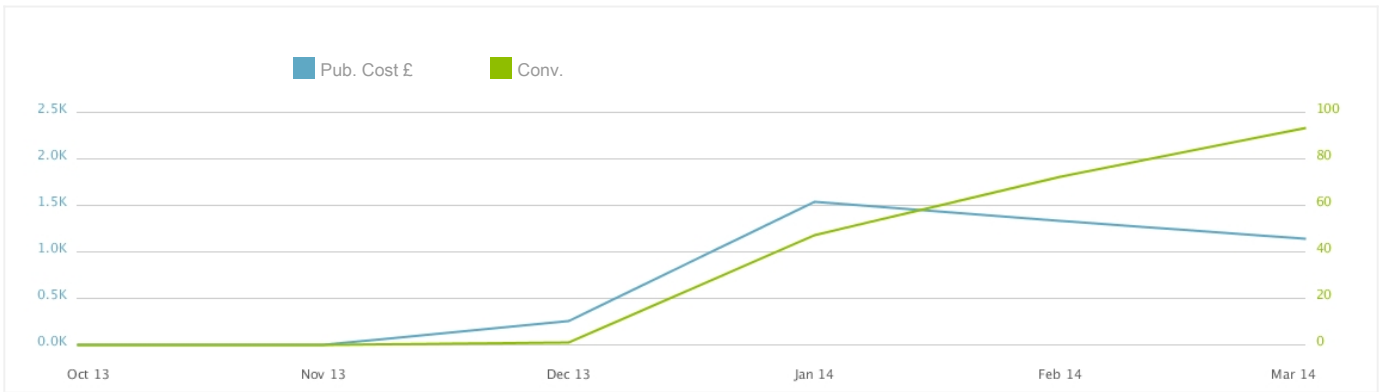
Campaign	Pub. Cost £	Pub. Cost Chg. %	Clicks	Clicks Chg. %	CTR %	CTR Chg. %	Avg. CPC £	Avg. CPC Chg. £	Hist. QS	Hist. QS Chg.
Change Bag Boutique	959.42	-21.6%	5,915	-22.2%	1.24%	-11.9%	0.16	0.00	7.3	0.3
My Product Listing Ads	158.40	47.2%	962	48.9%	2.10%	-1.1%	0.16	-0.00	5.0	0.0
CBB Europe	13.48		102		0.79%		0.13	0.13	6.6	6.6
Total for all 3 items	1,131.30	-15.0%	6,979	-15.4%	1.30%	-9.9%	0.16	0.00	7.1	0.2

Overall Campaign Cost vs Number of Conversions

01/10/13 - 31/03/14

Context: Entire Account

Filter(s): Clicks > 0

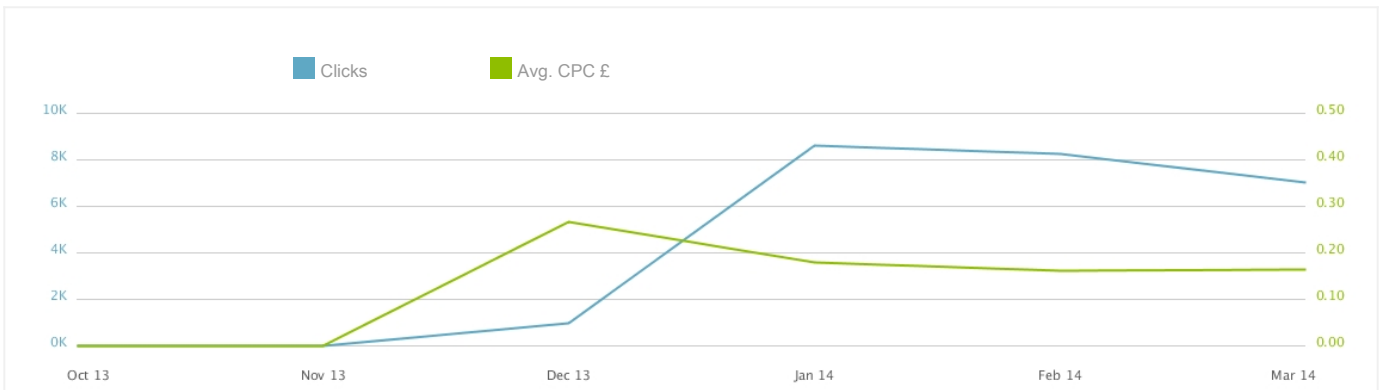


Traffic Delivery (clicks) vs Average Cost Per Click

01/10/13 - 31/03/14

Context: Entire Account

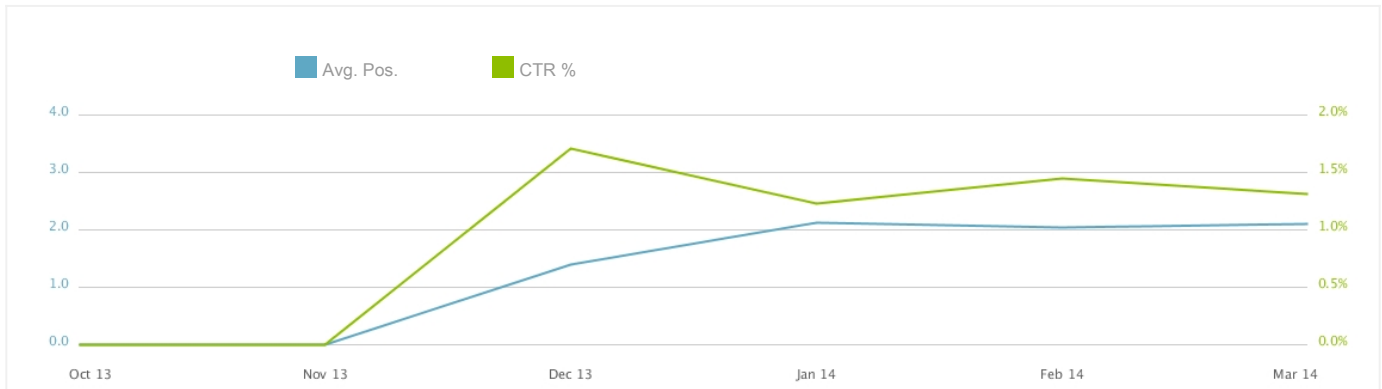
Filter(s): Clicks > 0



Average Ad Position vs Click Through Rate of Ads

01/10/13 - 31/03/14

Context: Entire Account
Filter(s): Clicks > 0



Campaign Conversion Performance

01/03/14 - 31/03/14

Context: Entire Account
Filter(s): Status = Active; Clicks > 0

Campaign	Conv.	Conv. Chg.	Conv. Chg. %	Conv. Rate %	Conv. Rate Chg. %	Cost/Conv. £	Cost/Conv. Chg. £	Cost/Conv. Chg. %
Change Bag Boutique	72	9	14.3%	1.22%	46.86%	13.33	-6.10	-31.4%
My Product Listing Ads	21	12	133.3%	2.18%	56.69%	7.54	-4.41	-36.9%
Total for all 2 items	93	21	29.2%	1.35%	54.90%	12.02	-6.47	-35.0%

Account History by Day

01/03/14 - 31/03/14

Context: Entire Account

Filter(s):

Date	Impr.	Clicks	CTR %	Pub. Cost £	Avg. CPC £	Conv.	Conv. Rate %	Cost/Conv. £
31/03/14	14,789	217	1.47%	36.54	0.17	1	0.46%	36.54
30/03/14	14,091	217	1.54%	37.10	0.17	6	2.76%	6.18
29/03/14	13,306	219	1.65%	34.92	0.16	2	0.91%	17.46
28/03/14	13,427	162	1.21%	27.09	0.17	2	1.23%	13.54
27/03/14	14,916	200	1.34%	33.13	0.17	1	0.50%	33.13
26/03/14	16,605	192	1.16%	31.39	0.16	1	0.52%	31.39
25/03/14	18,317	253	1.38%	40.50	0.16	3	1.19%	13.50
24/03/14	17,511	225	1.28%	38.61	0.17	2	0.89%	19.30
23/03/14	18,470	263	1.42%	43.45	0.17	8	3.04%	5.43
22/03/14	15,407	211	1.37%	35.44	0.17	3	1.42%	11.81
21/03/14	14,429	161	1.12%	26.56	0.16	3	1.86%	8.85
20/03/14	14,987	224	1.49%	37.16	0.17	4	1.79%	9.29
19/03/14	17,465	179	1.02%	30.68	0.17	4	2.23%	7.67
18/03/14	17,629	207	1.17%	33.15	0.16	2	0.97%	16.58
17/03/14	18,132	205	1.13%	33.51	0.16	1	0.49%	33.51
16/03/14	19,605	251	1.28%	40.98	0.16	4	1.59%	10.24
15/03/14	17,448	245	1.40%	39.85	0.16	4	1.63%	9.96
14/03/14	16,769	174	1.04%	28.03	0.16	2	1.15%	14.02
13/03/14	15,579	161	1.03%	25.46	0.16	1	0.62%	25.46
12/03/14	17,007	214	1.26%	33.02	0.15	3	1.40%	11.01
11/03/14	20,466	236	1.15%	37.06	0.16	5	2.12%	7.41
10/03/14	19,121	250	1.31%	38.66	0.15	4	1.60%	9.66
09/03/14	18,397	229	1.24%	35.10	0.15	1	0.44%	35.10
08/03/14	15,861	221	1.39%	36.09	0.16	2	0.90%	18.04
07/03/14	15,938	213	1.34%	34.67	0.16	3	1.41%	11.56
06/03/14	17,041	219	1.29%	34.98	0.16	3	1.37%	11.66
05/03/14	19,516	269	1.38%	43.52	0.16	4	1.49%	10.88
04/03/14	16,772	240	1.43%	38.83	0.16	2	0.83%	19.42
03/03/14	21,131	301	1.42%	46.95	0.16	3	1.00%	15.65
02/03/14	25,023	377	1.51%	60.03	0.16	6	1.59%	10.00
01/03/14	19,934	244	1.22%	38.84	0.16	3	1.23%	12.95
31 days	535,089	6,979	1.30%	1,131.30	0.16	93	1.33%	12.16

Top 10 Keywords by Spend

01/03/14 - 31/03/14

Context: Entire Account

Filter(s): Status = Active; Clicks > 0

Keyword	Match Type	Clicks	CTR %	Pub. Cost £	Conv.	Conv. Rate %	Impr.	Cost/Conv. £
+baby +change bags	Broad	559	4.15%	113.31	5	0.89%	13,458	22.66
babymel changing bag	Phrase	99	1.86%	16.94	2	2.02%	5,334	8.47
oioi changing bag	Phrase	72	2.72%	12.09	2	2.78%	2,650	6.04
oi oi changing bag	Phrase	61	8.45%	9.12	0	0.00%	722	9.12
babymel	Phrase	94	0.89%	8.84	4	4.26%	10,527	2.21
+twin +changing +bag	Broad	51	2.60%	7.68	0	0.00%	1,959	7.68
+skip hop +changing bags	Broad	48	1.82%	7.55	4	8.33%	2,644	1.89
+funky +changing +bags	Broad	48	7.91%	7.25	0	0.00%	607	7.25
change bag	Phrase	48	0.60%	6.70	1	2.08%	7,998	6.70
large changing bags	Phrase	37	0.38%	5.60	0	0.00%	9,749	5.60
Total for all 357 items		3,052	1.66%	496.39	60	1.97%	184,148	8.27

Top 10 Performing Adverts by Traffic Delivered

01/03/14 - 31/03/14

Context: Entire Account

Filter(s): Publisher = Google; Status = Active; Clicks > 0

Creative ID	Headline	Impr.	Impr. Chg.	Clicks	Clicks Chg.	CTR %	CTR Chg.	Pub. Cost £
1920486275	Baby Change Bags Over 100 Change Bags In Stock! Free Delivery + Special Offers changebagboutique.co.uk/change-bags	179,857	-2,558	1,544	173	0.86%	0.1	293.50
1920486289	Baby Changing Bags Over 100 Changing Bags In Stock! Free Delivery + Special Offers changebagboutique.co.uk/changing	66,300	-34,435	1,055	-974	1.59%	-0.4	144.92
1919767700		45,782	15,381	962	316	2.10%	-0.0	158.40
1920486290	Save 10% On Changing Bags The Latest Leading Brands & Styles. Free Delivery & In Stock Now changebagboutique.co.uk/changing	30,650	11,786	497	109	1.62%	-0.4	72.14
1920486276	Buy Baby Change Bags The Latest Leading Brands & Styles. Free UK P&P - Over 100 In Stock. changebagboutique.co.uk/change-bags	33,766	-39,568	334	-219	0.99%	0.2	64.59
1920486947	Babymel Changing Bags Full Range of Babymel In Stock! Free Delivery + Special Offers changebagboutique.co.uk/babymel	16,395	-1,260	228	-26	1.39%	-0.0	31.09
1920486982	Changing Bags For Twins Over 100 Baby Change Bags In Stock! Free Delivery + Special Offers changebagboutique.co.uk/twins	2,955	915	131	42	4.43%	0.1	19.50
1920486262	Skip Hop Changing Bags The Full Skip Hop Range In Stock! 10% Off Your First Order with Us changebagboutique.co.uk/skip-hop	13,159	-1,948	127	-47	0.97%	-0.2	19.06
1920486942	Oi Oi Changing Bags The Full Oi Oi Range In Stock! Free Delivery + Special Offers changebagboutique.co.uk/oi-oi-bags	5,088	-2,597	120	-38	2.36%	0.3	19.05
1920486972	Leather Changing Bags Over 100 Baby Change Bags In Stock! Free Delivery + Special Offers changebagboutique.co.uk/leather	5,157	-901	111	14	2.15%	0.6	20.41
Total for all 141 items		531,376	-25,864	6,979	-472	1.31%	-0.0	1,131.30