

Monthly Google Ads Spend (\$93.6K)



Google Ads- Search Campaign (UK Based Bags Website)

Company Name: Supreme Creations Ltd

Company Website: <https://www.supreme-creations.co.uk>

Custom Apr 1 – 30, 2019
Compared: Mar 2 – 31, 2019

Campaign	Cost	Conversions				Cost / conv.				Conv. rate			
		4/1/2019–4/30/2019	3/2/2019–3/31/2019	Change	Change (%)	4/1/2019–4/30/2019	3/2/2019–3/31/2019	Change	Change (%)	4/1/2019–4/30/2019	3/2/2019–3/31/2019	Change	Change (%)
UK (Desktop) 2019	£6,345.70 (+25.80%)	243.00	186.00	57.00	+30.65%	£26.11	£27.12	–£1.01	–3.71%	9.95%	7.37%	2.59%	+35.09%
France (Desktop) 2019	£5,407.01 (+34.75%)	112.00	76.00	36.00	+47.37%	£48.28	£52.80	–£4.52	–8.56%	4.43%	3.30%	1.13%	+34.14%
Spain (Desktop) 2019	£3,370.13 (+16.91%)	54.00	45.67	8.33	+18.25%	£62.41	£63.12	–£0.71	–1.13%	3.43%	3.48%	–0.05%	–1.43%
Total: Filter...	£15,122.84 (+26.66%)	409.00	307.67	101.33	+32.94%	£36.98	£38.81	–£1.83	–4.72%	6.25%	5.01%	1.24%	+24.69%
Total: Acco...	£25,596.01 (+47.03%)	488.00	355.67	132.33	+37.21%	£52.40	£48.95	£3.46	+7.07%	4.67%	4.03%	0.64%	+15.89%
Total: Searc...	£25,596.01 (+47.03%)	488.00	355.67	132.33	+37.21%	£52.40	£48.95	£3.46	+7.07%	4.67%	4.03%	0.64%	+15.89%
Total: Displ...	£0.00 (0.00%)	0.00	0.00	0.00	0.00%	£0.00	£0.00	£0.00	0.00%	0.00%	0.00%	0.00%	0.00%
Total: Shop...	£0.00 (0.00%)	0.00	0.00	0.00	0.00%	£0.00	£0.00	£0.00	0.00%	0.00%	0.00%	0.00%	0.00%

1 - 3 of 3

Campaign Goal: Decrease cost per conversion and generate more leads

Results Achieved:

UK: Successfully increased the number of Conversions by 30.65% and also reduced the Cost/Conversion by 3.71%.

France: Increased the number of Conversions by 47.37% and also reduced the Cost/Conversion by 8.56%.

Spain: Increased the number of conversions by 18.25% and also reduced the Cost/Conversion by 1.13%.

About Supreme Creations

Supreme Creations is an Award Winning ethical supplier and manufacturer of Cotton, Canvas, Jute and other Eco-Friendly fabrics. They offer custom printed Logo, Style and Design options at wholesale prices.

Google Ads- Search and Call Campaign (SA Based Steel Manufacturing Website)

Company Name: Euro Steel

Company Website: <https://www.eurosteel.co.za>

CAMPAIGNS		AUCTION INSIGHTS												
		Custom Sep 1 – Oct 31, 2018 Compared: Jul 1 – Aug 31, 2018												
Campaign status: All enabled		ADD FILTER												
Campaign		Avg. CPC	Conversions				Cost / conv.				Conv. rate			
			9/1/2018–10/31/2018	7/1/2018–8/31/2018	Change	Change (%)	9/1/2018–10/31/2018	7/1/2018–8/31/2018	Change	Change (%)	9/1/2018–10/31/2018	7/1/2018–8/31/2018	Change	Change (%)
<input type="checkbox"/>	Euro Steel (Call Only)	ZAR17.52 (-5.26%)	141.00	134.00	7.00	+5.22%	ZAR88.17	ZAR97.74	-ZAR9.57	-9.79%	19.86%	18.95%	0.91%	+4.78%
<input type="checkbox"/>	Euro Steel (Search Network Only)	ZAR7.80 (+9.27%)	168.00	21.00	147.00	+700.00%	ZAR65.79	ZAR557.46	-ZAR491.67	-88.20%	11.86%	1.28%	10.58%	+825.90%
Total: All enabled ...		ZAR11.07 (+4.36%)	309.00	155.00	154.00	+99.35%	ZAR76.00	ZAR160.03	-ZAR84.02	-52.51%	14.53%	6.60%	7.92%	+119.97%
Total: Acco...		ZAR11.07 (+4.36%)	309.00	155.00	154.00	+99.35%	ZAR76.00	ZAR160.03	-ZAR84.02	-52.51%	14.53%	6.60%	7.92%	+119.97%
Total: Searc...		ZAR11.07 (+4.36%)	309.00	155.00	154.00	+99.35%	ZAR76.00	ZAR160.03	-ZAR84.02	-52.51%	14.53%	6.60%	7.92%	+119.97%

Campaign Goal: Decrease cost per conversion and generate more leads, especially for the search campaign.

Results Achieved:

Search Campaign: Successfully increased the number of Conversions by 700% and decreased the Cost/Conv by 88.20%

Call Campaign: Successfully increased the number of Conversions by 5.22% and decreased the Cost/Conv by 9.79%

About Euro Steel

Euro Steel has evolved into one of South Africa’s largest local distributors and exporter of stainless steel, special steels, aluminium and other corrosion-resistant materials.

Google Ads- Call-Only Campaign (SA Based Self Storage Website)

CAMPAIGNS		AUCTION INSIGHTS											
		Custom May 1 – 31, 2019 Compared: Apr 1 – 30, 2019											
Campaign status: All but removed		ADD FILTER											
Campaign	Cost	Conversions				Cost / conv.				Conv. rate			
		5/1/2019–5/31/2019	4/1/2019–4/30/2019	Change	Change (%)	5/1/2019–5/31/2019	4/1/2019–4/30/2019	Change	Change (%)	5/1/2019–5/31/2019	4/1/2019–4/30/2019	Change	Change (%)
Storage Town - Search Campaign	AR7,008.70 (+56.66%)	124.00	79.00	45.00	+56.96%	ZAR56.33	ZAR56.63	-ZAR0.30	-0.53%	14.78%	13.86%	0.92%	+6.64%
Total: All enabled ...	AR7,008.70 (+56.66%)	124.00	79.00	45.00	+56.96%	ZAR56.33	ZAR56.63	-ZAR0.30	-0.53%	14.78%	13.86%	0.92%	+6.64%
Total: Acco...	AR7,008.70 (+56.66%)	124.00	79.00	45.00	+56.96%	ZAR56.33	ZAR56.63	-ZAR0.30	-0.53%	14.78%	13.86%	0.92%	+6.64%
Total: Searc...	AR7,008.70 (+56.66%)	124.00	79.00	45.00	+56.96%	ZAR56.33	ZAR56.63	-ZAR0.30	-0.53%	14.78%	13.86%	0.92%	+6.64%

Company Name: Storage Town

Company Website: <https://storagetown.co.za>

Campaign Goal: Increase the no of conversions by more than 50%.

Results Achieved: Successfully increased the no of conversions by 56.96%, while keeping the cost/conversion almost same.

Google Ads Display Campaign (SA Based Website Providing Debt Consolidation)

Company Name: Debt Therapy™

Company Website: <http://debt-therapy.co.za>

CAMPAIGNS AUCTION INSIGHTS Custom Jul 1 - 31, 2019 Compared: Jun 1 - 30, 2019

Campaign status: All enabled ADD FILTER

Campaign	Campaign type	Conversions ><				Cost / conv. ><				Conv. rate ><			
		7/1/2019-7/31/2019	6/1/2019-6/30/2019	Change	Change (%)	7/1/2019-7/31/2019	6/1/2019-6/30/2019	Change	Change (%)	7/1/2019-7/31/2019	6/1/2019-6/30/2019	Change	Change (%)
Debttherapy Placement DISPLAY # 3	Display	304.00	183.00	121.00	+66.12%	ZAR88.81	ZAR97.64	-ZAR8.84	-9.05%	12.98%	9.71%	3.27%	+33.70%
DT Search Top 20	Search	4.00	14.00	-10.00	-71.43%	ZAR452.23	ZAR131.71	ZAR320.51	+243.34%	7.55%	25.45%	-17.91%	-70.35%
DT - search	Search	0.00	0.00	0.00	0.00%	ZAR0.00	ZAR0.00	ZAR0.00	0.00%	0.00%	0.00%	0.00%	0.00%
Total: All enabled ...		308.00	197.00	111.00	+56.35%	ZAR95.17	ZAR100.47	-ZAR5.30	-5.28%	12.76%	10.14%	2.62%	+25.84%
Total: Acco...		308.00	197.00	111.00	+56.35%	ZAR95.17	ZAR100.47	-ZAR5.30	-5.28%	12.76%	10.14%	2.62%	+25.84%
Total: Searc...		4.00	14.00	-10.00	-71.43%	ZAR578.51	ZAR137.44	ZAR441.07	+320.93%	5.56%	24.14%	-18.58%	-76.98%
Total: Displ...		304.00	183.00	121.00	+66.12%	ZAR88.81	ZAR97.64	-ZAR8.84	-9.05%	12.98%	9.71%	3.27%	+33.70%

Campaign Goal: Provide as many leads as possible in the form of enquiries, chats etc. and also reduce the Cost/Conversion.

Results Achieved: Increase the no of conversions by 66.12% and decrease the cost/conversion by 9.05%.

Google Ads - Search Campaign (SA Based Website Providing Event Equipment Rentals)

Company Name: Banks R&L Hiring

Company Website: <http://banksrl.co.za>

CAMPAIGNS AUCTION INSIGHTS Custom Aug 1 - 31, 2019 Compared: Jul 1 - 31, 2019

Campaign status: All enabled ADD FILTER

Campaign	Conversions ><				Cost / conv. ><				Conv. rate ><	
	8/1/2019-8/31/2019	7/1/2019-7/31/2019	Change	Change (%)	8/1/2019-8/31/2019	7/1/2019-7/31/2019	Change	Change (%)	8/1/2019-8/31/2019	7/1/2019-7/31/2019
Banks R&L - Search Network Only	25.00	9.00	16.00	+177.78%	ZAR156.50	ZAR177.24	-ZAR20.74	-11.70%	4.96%	4.33%
Total: All enabled campaigns	25.00	9.00	16.00	+177.78%	ZAR156.50	ZAR177.24	-ZAR20.74	-11.70%	4.96%	4.33%
Total: Account	25.00	9.00	16.00	+177.78%	ZAR156.50	ZAR177.24	-ZAR20.74	-11.70%	4.96%	4.33%
Total: Search campai...	25.00	9.00	16.00	+177.78%	ZAR156.50	ZAR177.24	-ZAR20.74	-11.70%	4.96%	4.33%

Campaign Goal: Provide as many leads as possible in the form of enquiries, chats etc. and also reduce the Cost/Conversion.

Results Achieved: Increased the no of conversions by 177.78% and decreased the cost/conversion by 11.70%.

Google Ads - Call-Only Campaign (SA Based Website – Bulk Meat Suppliers)

Company Name: Blaauwberg Group

Company Website: <http://www.blaauwberggroup.co.za>

The screenshot shows the Google Ads interface for a campaign named 'Blaauwberg Group - Call Campaign'. The date range is set to 'Custom May 1 - 31, 2019', compared to 'Apr 1 - 30, 2019'. The campaign status is 'All but removed'. The table below shows performance metrics for two periods: 5/1/2019-5/31/2019 and 4/1/2019-4/30/2019. The metrics include conversions and cost per conversion, with percentage changes highlighted in red.

Campaign	Conversions ><				Cost / conv. ><			
	5/1/2019-5/31/2019	4/1/2019-4/30/2019	Change	Change (%)	5/1/2019-5/31/2019	4/1/2019-4/30/2019	Change	Change (%)
Blaauwberg Group - Call Campaign	22.00	16.00	6.00	+37.50%	ZAR75.69	ZAR98.99	-ZAR23.31	-23.54%
Total: All but removed...	22.00	16.00	6.00	+37.50%	ZAR75.69	ZAR98.99	-ZAR23.31	-23.54%
Total: Account	22.00	16.00	6.00	+37.50%	ZAR75.69	ZAR98.99	-ZAR23.31	-23.54%
Total: Search campai...	22.00	16.00	6.00	+37.50%	ZAR75.69	ZAR98.99	-ZAR23.31	-23.54%

Campaign Goal: Provide as many leads as possible in the form of phone calls and also reduce the Cost/Conversion.

Results Achieved: Increased the no of conversions by 37.50% and decreased the cost/conversion by 23.54%.

Google Ads - Search Campaign (SA Based Website – Providing Tents Rental)

Company Name: Cape Tents

Company Website: <https://capetents.co.za>

CAMPAIGNS		AUCTION INSIGHTS				Custom Oct 1 - 31, 2019				Compared: Sep 1 - 30, 2019	
Campaign	Conversions				Cost / conv.						
	10/1/2019 - 10/31/2019	9/1/2019 - 9/30/2019	Change	Change (%)	10/1/2019 - 10/31/2019	9/1/2019 - 9/30/2019	Change	Change (%)	10/1/2019 - 10/31/2019	9/1/2019 - 9/30/2019	
<input type="checkbox"/> Cape Tents - Search Campaign (New)	35.00	12.00	23.00	+191.67%	ZAR86.84	ZAR253.65	-ZAR166.81	-65.76%	8.50%	2.99%	
Total: All enabled campaigns	35.00	12.00	23.00	+191.67%	ZAR86.84	ZAR253.65	-ZAR166.81	-65.76%	8.50%	2.99%	
Total: Account	35.00	12.00	23.00	+191.67%	ZAR86.84	ZAR253.65	-ZAR166.81	-65.76%	8.50%	2.99%	
Total: Search campai...	35.00	12.00	23.00	+191.67%	ZAR86.84	ZAR253.65	-ZAR166.81	-65.76%	8.50%	2.99%	

Campaign Goal: Provide as many leads as possible in the form of enquiry, chats, phone calls and also reduce the Cost/Conversion.

Results Achieved: Increased the no of conversions by 191.67% and decreased the cost/conversion by 65.76%.

Google Ads - Search and Call Campaign (SA Based Website – Providing Roofing Solution)

Company Name: Elegant Roofing

Company Website: <https://www.elegantroofing.co.za>

CAMPAIGNS		AUCTION INSIGHTS				Custom Mar 1 - 31, 2019				Compared: Feb 1 - 28, 2019	
Campaign	Conversions				Cost / conv.						
	3/1/2019 - 3/31/2019	2/1/2019 - 2/28/2019	Change	Change (%)	3/1/2019 - 3/31/2019	2/1/2019 - 2/28/2019	Change	Change (%)	3/1/2019 - 3/31/2019	2/1/2019 - 2/28/2019	
<input type="checkbox"/> Elegant Roofing - Search Network Only	19.00	19.00	0.00	0.00%	ZAR108.87	ZAR103.05	ZAR5.82	+5.65%	4.67%	4.41%	
<input type="checkbox"/> Elegant Roofing - Call Only	48.00	34.00	14.00	+41.18%	ZAR51.64	ZAR67.98	-ZAR16.34	-24.03%	23.53%	19.65%	
Total: All enabled campaigns	67.00	53.00	14.00	+26.42%	ZAR67.87	ZAR80.55	-ZAR12.68	-15.74%	10.97%	8.77%	
Total: Account	67.00	53.00	14.00	+26.42%	ZAR67.87	ZAR80.55	-ZAR12.68	-15.74%	10.97%	8.77%	

Campaign Goal: Increase the no of phone calls keeping the cost under control and also reduce the cost/conversion.

Results Achieved: Increased the no of phone call conversions by 41.18% and decreased the cost/conversion by 24.03%.

Google Ads - Search Campaign (SA Based Website – Online Butcheries in Cape Town)

Company Name: Rich Meats

Company Website: <https://richmeats.capetown>

		CPC		Cost		Conversions		Cost / conv.				
		<>	<>	<>	<>	<>	<>	<>	<>	<>		
		7/1/2019-7/31/2019	6/1/2019-6/30/2019	Change	Change (%)	7/1/2019-7/31/2019	6/1/2019-6/30/2019	Change	Change (%)	7/1/2019-7/31/2019		
<input type="checkbox"/>	Rich Meats - Search Campaign	R4.09 (2.08%)	ZAR2,861.84 (-4.67%)	35.00	28.00	7.00	+25.00%	ZAR80.91	ZAR105.79	-ZAR24.88	-23.51%	5.05
Total: All enabled campaigns		R4.09 (2.08%)	ZAR2,861.84 (-4.67%)	35.00	28.00	7.00	+25.00%	ZAR80.91	ZAR105.79	-ZAR24.88	-23.51%	5.05
Total: Account		R4.09 (2.08%)	ZAR2,861.84 (-4.67%)	35.00	28.00	7.00	+25.00%	ZAR80.91	ZAR105.79	-ZAR24.88	-23.51%	5.05

Campaign Goal: Provide as many leads as possible in the form of enquiries, chats etc. and also reduce the Cost/Conversion.

Results Achieved: Increased the no of conversions by 25% and decreased the cost/conversion by 23.51%.

Google Ads - Search Campaign (SA Based Website – Online Butcheries in Cape Town) – New Campaign Setup

Company Name: Steel and Pipes for Africa

Company Website: <https://spfa.co.za>

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion:	Cost / conv.	Conv. rate	Bid strategy type	Phone calls
SPFA - Search Campaign	420	4,438	9.46%	ZAR7.50	ZAR3,149.96	52.00	ZAR60.30	12.44%	CPC (enhanc...	60
Total: All enabled campaigns	420	4,438	9.46%	ZAR7.50	ZAR3,149.96	52.00	ZAR60.30	12.44%		60
Total: Account	420	4,438	9.46%	ZAR7.50	ZAR3,149.96	52.00	ZAR60.30	12.44%		60
Total: Search campai...	420	4,438	9.46%	ZAR7.50	ZAR3,149.96	52.00	ZAR60.30	12.44%		60

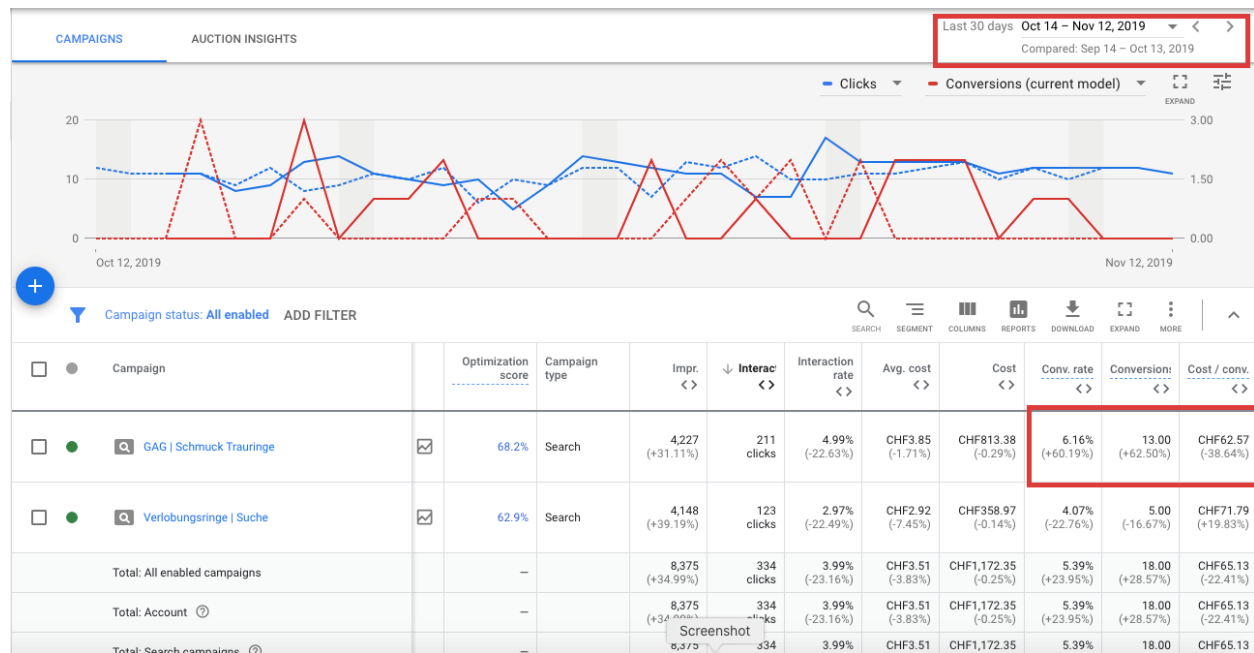
Campaign Goal: Provide as many leads as possible in the form of phone calls, enquiries, chats etc.

Results Achieved: Provided 52 conversions at a cost/conversion of ZAR60.30.

Google Ads - Search Campaign (Switzerland Based Website – Selling Jewellery, Watches etc)

Company Name: Gygax Uhren Schmuck Erleben AG

Company Website: <https://gygax.com>



Campaign Goal: Increase the no of website enquiries and also reduce the cost/conversion.

Results Achieved: Increased the no of conversions by 62.50% and decreased the cost/conversion by 38.64%.

Google Ads - Search Campaign (Spanish Energy Suppliers – Targeting British Citizens)

Company Name: Energy Nordic

Company Website: <https://energynordic.com>

The screenshot shows a Google Ads campaign report for 'Energy Nordic - Search Campaign'. The report is for the last 30 days, from October 15 to November 13, 2019, compared to the previous period of September 15 to October 14, 2019. The campaign is currently 'All enabled'. The table below shows the performance metrics for the campaign and its subtotals.

Campaign	Optimization score	Campaign type	Impr. <>	Interac' <>	Interaction rate <>	Avg. cost <>	Cost <>	Conversion: <>	Cost / conv. <>	Conv. rate <>	Phone calls <>
Energy Nordic - Search Campaign	98.5%	Search	3,151 (+412.36%)	456 clicks	14.47% (+20.27%)	€1.02 (+23.84%)	€465.13 (+663.13%)	100.00 (+488.24%)	€4.65 (+29.73%)	21.93% (-4.54%)	12 (+500.00%)
Total: All enab...	-	-	3,151 (+412.36%)	456 clicks	14.47% (+20.27%)	€1.02 (+23.84%)	€465.13 (+663.13%)	100.00 (+488.24%)	€4.65 (+29.73%)	21.93% (-4.54%)	12 (+500.00%)
Total: A...	-	-	13,871 (-90.56%)	609 clicks	4.39% (+238.63%)	€0.79 (+390.15%)	€480.27 (+56.61%)	100.00 (+72.41%)	€4.80 (-9.17%)	16.42% (+439.61%)	12 (+33.33%)
Total: S...	-	-	3,564 (+1.63%)	460 clicks	12.91% (+48.41%)	€1.03 (+46.85%)	€474.97 (+121.48%)	100.00 (+81.82%)	€4.75 (+21.82%)	21.74% (+20.55%)	12 (+33.33%)
Total: Di...	-	-	10,307 (-92.82%)	149 clicks	1.45% (+29.57%)	€0.04 (-38.22%)	€5.30 (-94.25%)	0.00 (-100.00%)	€0.00 (-100.00%)	0.00% (-100.00%)	0 (0.00%)

Campaign Goal: Provide as many leads as possible in the form of enquiries/ phone calls and also reduce the Cost/Conversion.

Results Achieved: Increased the no of conversions by 488.24%, decreased the cost/conversion by 29.73% and increased the no of phone calls by 500%.

Google Ads - Search Campaign (Australia Based Website – Providing Piano Lessons)

Company Name: European Piano Academy

Company Website: <https://www.europeanpianoacademy.com.au>

Campaigns											Custom Nov 1 – 30, 2018		Compared: Oct 2 – 31, 2018				
Campaign status: All enabled; Campaign name contains old View all ADD FILTER											SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	s	Campaign type	Impr. <>	Interac< >	Interaction rate <>	Avg. cost <>	Cost <>	Conversions< >	Cost/conv. <>	Conv. rate <>	Bid strategy type				
<input type="checkbox"/>	<input checked="" type="radio"/>	Piano Lessons (Old Campaign)	le	Search	9,569 (+10.18%)	577 clicks	6.03% (-5.47%)	A\$2.34 (+2.96%)	A\$1,352.73 (+7.24%)	13.00 (+85.71%)	A\$104.06 (-42.26%)	2.25% (+78.31%)	Maximize cli...				
		Total: Fi... ①			9,569 (+10.18%)	577 clicks	6.03% (-5.47%)	A\$2.34 (+2.96%)	A\$1,352.73 (+7.24%)	13.00 (+85.71%)	A\$104.06 (-42.26%)	2.25% (+78.31%)					
		Total: A... ②			10,419 (+12.06%)	670 clicks	6.43% (-2.14%)	A\$2.37 (+2.73%)	A\$1,586.10 (+12.65%)	16.00 (+128.57%)	A\$99.13 (-50.72%)	2.39% (+108.44%)					
		Total: S... ②			10,419 (+12.06%)	670 clicks	6.43% (-2.14%)	A\$2.37 (+2.73%)	A\$1,586.10 (+12.65%)	16.00 (+128.57%)	A\$99.13 (-50.72%)	2.39% (+108.44%)					
		Total: S... ②			0 (0.00%)	0	–	–	A\$0.00 (0.00%)	0.00 (0.00%)	A\$0.00 (0.00%)	0.00% (0.00%)					

Campaign Goal: Provide as many leads as possible in the form of enquiries and also reduce the Cost/Conversion.

Results Achieved: Increased the no of conversions by 85.71%, decreased the cost/conversion by 42.26%.