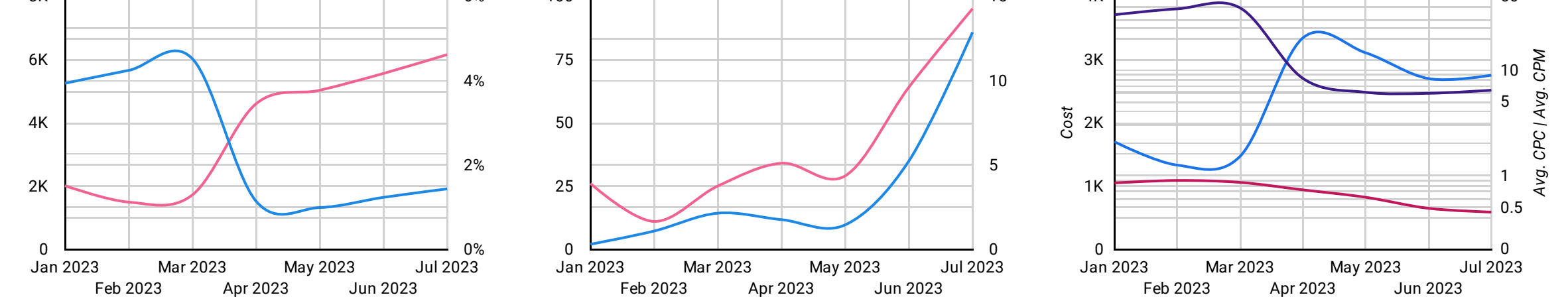


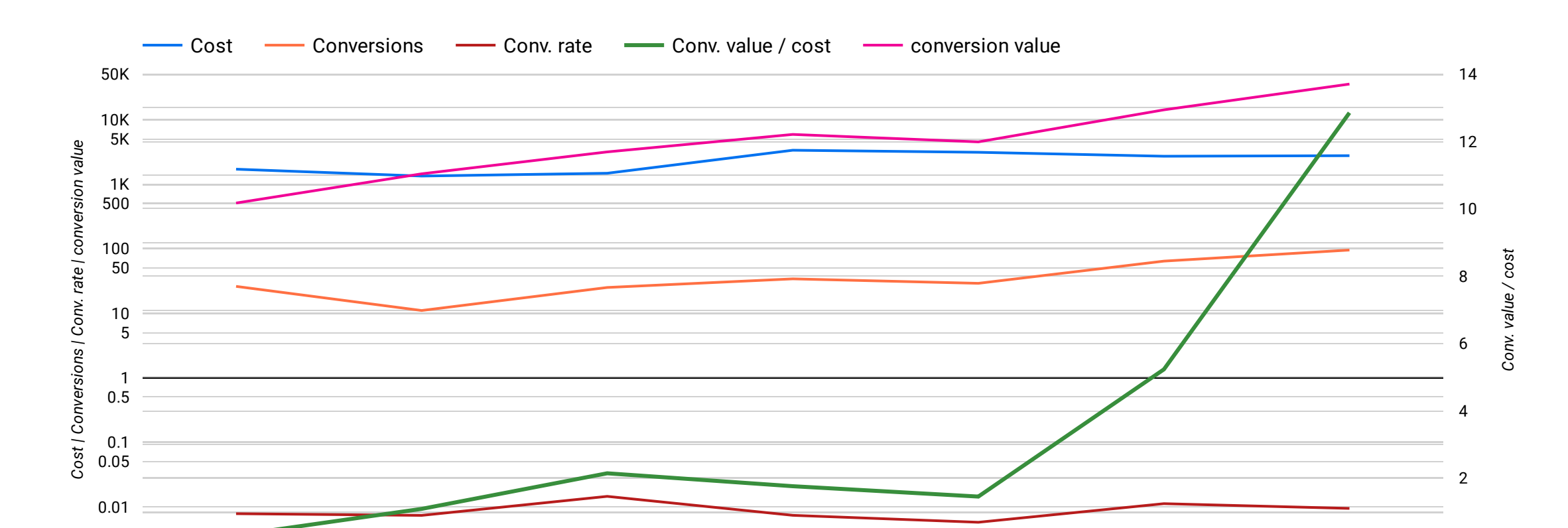
Ad group Campaign type Jan 1, 2023 - Jul 31, 2023 Campaign Product Category

Campaign Overview

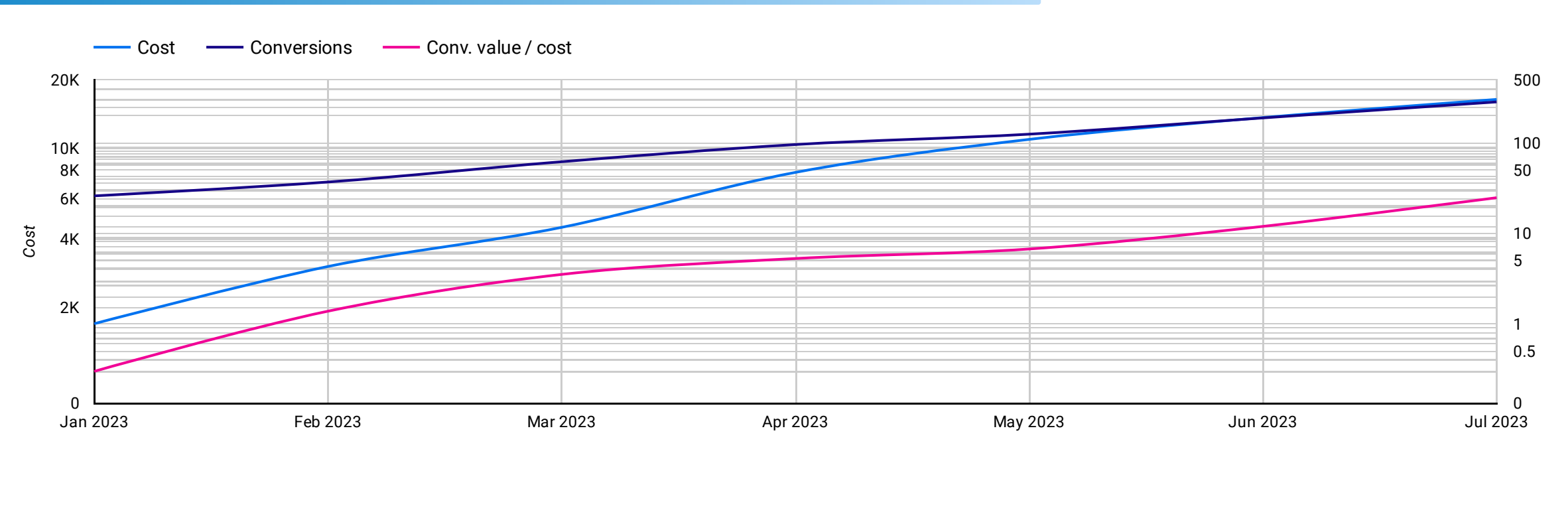
Click Through Rate & Impression			Conversion Rate & Cost			Cost Per Click		
by Clicks, CTR, and Impressions			by Conversions Rate and Cost / Conv.			by Cost, CPC, and CPM		
Clicks	CTR	Impressions	Conversions	Conv. value / cost	Total conv. value	Cost	Avg. CPC	Avg. CPM
26.55K	1.39%	1.92M	284.00	3.96	\$64.92K	\$16.39K	\$0.62	\$8.55



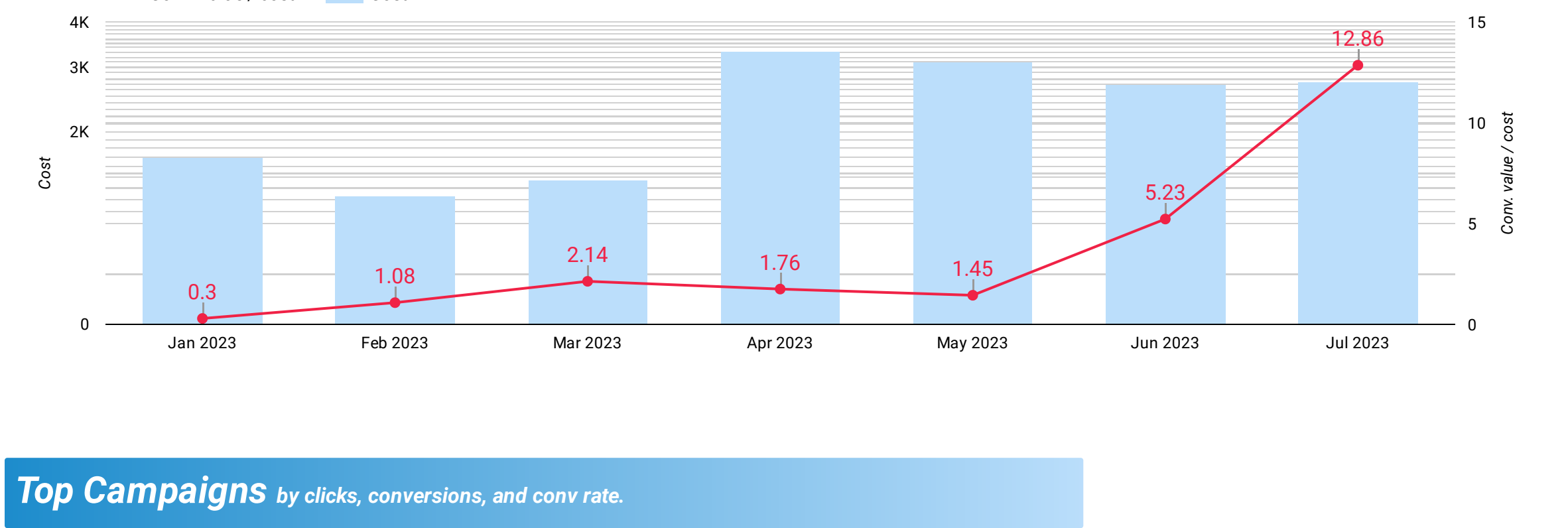
Comprehensive Monthly Analysis



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.	ROAS
1. Sales-PMax-Electric motorcycle-31-05	309.2K	4,242	1.37%	\$0.24	74	1.74%	\$1,01K	\$13.71	18.6
2. **LP Search 2.0 - Branded	5.1K	1,483	28.99%	\$0.87	73	4.92%	\$1,29K	\$17.66	18
3. Sales-PMax-Add2c-14-06	116.4K	1,583	1.36%	\$0.6	26	0.73%	\$953.77	\$36.68	3.9
4. Sales-PMax-E-bike lithium battery-14-06-naked	88.4K	1,233	1.4%	\$0.54	23	1.86%	\$670.12	\$29.14	7.2
5. **LP Shop 2.0 - Catch All	217.2K	1,861	0.86%	\$0.09	15.6	0.84%	\$173.68	\$11.13	8
6. Sales-PMax-E-bike lithium battery-14-06-cased	118.5K	1,491	1.26%	\$0.44	14	0.57%	\$649.59	\$46.4	4.1
7. PMax-ebikemarketplace-bicycles-21-06	68.1K	730	1.07%	\$0.51	14	0.77%	\$369.86	\$26.42	16.8
8. CSM_Leads_0,1	1.4K	65	4.67%	\$1.39	12	18.46%	\$90.26	\$7.52	0.1
9. **LP DSA - Recommended Categories	1.7K	142	8.31%	\$1.8	10	7.04%	\$256.12	\$25.61	0
10. **LP Shop 2.0 - Bicycle Parts	71.4K	922	1.29%	\$0.73	4	0.43%	\$670.44	\$167.61	0.2

Conversions Actions

Conversion Type Name	Conversions	Total conv. value
1. Google Shopping App Purchase	125	\$39,111.49
2. LP Calls From Ads	86	\$25,798.82
3. Sales From Ads	60	\$0
4. Calls from ads	13	\$13

Ad Group Performance

Ad group	Impressions	Clicks	CTR	Avg. C...	Conversion...	Conv. rate	Cost	Cost / co...	conv. value	Conv. val...
1. Catch All	217.2K	1,861	0.86%	\$0.09	15.6	0.84%	\$173.68	\$11.13	\$55.66K	8
2. All Pages	10K	1,623	16.28%	\$0.64	4	0.25%	\$1,04K	\$260.07	\$7.15K	1.7
3. shopify_US_8009675112745_440081...	173.8K	1,460	0.84%	\$0.71	0	0%	\$1.03K	\$0	\$28.79K	0
4. E-Bike Market Place	4.8K	1,372	28.6%	\$0.9	66	4.81%	\$1.23K	\$18.65	\$70.56K	18.1
5. E-Bikes For Sale Near Me	6.7K	1,368	20.34%	\$0.88	0	0%	\$1.21K	\$0	\$5.15K	0
6. E-Bikes	11.1K	1,081	9.71%	\$1.22	2	0.19%	\$1.32K	\$658.75	\$3.71K	0.1
7. Branded	20.1K	1,024	5.09%	\$0.62	2	0.2%	\$639.21	\$319.61	\$14.27K	0
8. shopify_US_6675855409223_397154...	69.1K	685	0.99%	\$0.72	0	0%	\$496.26	\$0	\$540	0
9. E-Bikes For Sale	1.6K	454	27.92%	\$0.77	0	0%	\$348.21	\$0	\$21	0
10. shopify_US_6805191941_273987631...	12.8K	237	1.85%	\$0.7	0	0%	\$166.93	\$0	\$0	0

Top Product Categories

Top 10 Performing Product

Product Title	Impressions	Clicks	CTR	Avg. CPC	Conversion...	Conv. ra...	Cost	Cost / co...	All conv...	Conv. val / c...
1. EMP ETWISTER M2 60V 3000W - Bla...	182.9K	1,477	0.81%	\$0.7	0	0%	\$1.04K	\$0	\$28.79K	0
2. Two Wheel Cargo Trailer Ebike Mark...	88.2K	750	0.85%	\$0.67	0	0%	\$502.71	\$0	\$543	0
3. Bafang Twist Throttle Twist Throtle ...	34.5K	478	1.36%	\$0.56	20	4.26%	\$265.32	\$13.27	\$540.65	1.1
4. Zugo Ebike System 48V 15Ah batter...	10.5K	430	4.19%	\$0.07	4	0.91%	\$28.83	\$7.21	\$120.3K	202.2
5. EMP 750W D7-175XL Motor Electric...	19.5K	409	2.09%	\$0.16	3	0.73%	\$66.73	\$22.24	\$1,04K	4.8
6. TEKTRO MD-M300 ARIES Mountain B...	26.5K	293	1.11%	\$0.35	11	3.75%	\$103.24	\$9.39	\$486.22	2.4
7. Tektro Dorado Hydraulic Disk Brake f...	21.9K	232	1.17%	\$0.63	0	0%	\$163.03	\$0	\$120	0
8. Tektro Dorado Hydraulic Disk Brake f...	19.4K	257	1.19%	\$0.27	5	2.16%	\$63.46	\$12.69	\$1,32K	12.8
9. EMP ETWISTER M2 60V 3000W - Ora...	42.3K	224	0.53%	\$0.74	0	0%	\$165.99	\$0	\$0	0
10. EAHORA - GOLF M6G [60V 2000W] ...	28.7K	186	0.65%	\$0.62	0	0%	\$115.19	\$0	\$0	0

Top Search Term

Top Search Keywords

Search term	Impressions	Clicks	CTR	Avg. CPC	Cost
1. e bikes for sale	3.2K	1,321	40.82%	\$0.6	\$788.56
2. ebike marketplace	1.6K	652	40.62%	\$0.8	\$522.41
3. electric bikes	4.7K	387	8.2%	\$0.66	\$255.56
4. electric bicycles	1.4K	354	25.65%	\$0.56	\$199.7
5. electric motorbike	828	164	19.81%	\$0.42	\$68.83
6. electric bikes for sale	1.1K	155	14.41%	\$0.65	\$101.25
7. ebikemarketplace	353	148	41.93%	\$0.51	\$75.52
8. electric bike	30.2K	148	0.47%	\$1.6	\$85.97
9. electric motorcycle	16.1K	143	0.92%	\$0.34	\$197.18
10. best fat tire ebike for seniors	258	130	50.39%	\$0.66	\$86.14

Performing Cities by conversions

City	Impressions	Clicks	CTR	Avg. CPC	Conversions	Total conv. v...	Cost / conv.	Cost	Conv. value / co...
1. New York	78,613	1,046	1.33%	\$0.55	3,33	53.31	\$174.06	\$580.2	0.09
2. Las Vegas	18,670	1,023	5.5%	\$0.83	21	10,261	\$40.27	\$845.63	12.13
3. Los Angeles	35,835	455	1.27%	\$0.55	5	5,114.73	\$50.26	\$251.3	20.35
4. Austin	24,354	354	784.79%	\$69.83	5	182.97	\$2.58	\$202.57	198.22
5. Chicago	22,773	345	1.51%	\$0.57	2	31.98	\$97.59	\$195.18	0.16
6. San Diego	14,363	300	3.13%	\$0.7	0	0	\$0	\$80.6	0
7. San Jose	17,862	229	1.28%	\$0.61	1	0	\$140.4	\$140.4	0
8. Seattle	16,061	187	1.16%	\$0.53	2	1,100	\$49.55	\$99.11	11.1
9. Philadelphia	14,404	179	1.25%	\$0.59	0	0	\$0	\$104.87	0
10. Phoenix	11,810	174	7.59%	\$0.84	3	1,309.99	\$37.49	\$113.04	11.65