

# E-Commerce Report (digiworld4u.in)

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

## Campaign Overview

### Click Through Rate & Impression

by Clicks, CTR, and Impressions

- Clicks: **690.83K**
- CTR: **1.23%**
- Impressions: **56.13M**

### Conversion Rate & Cost

by Conversion Rate and Cost / Conv.

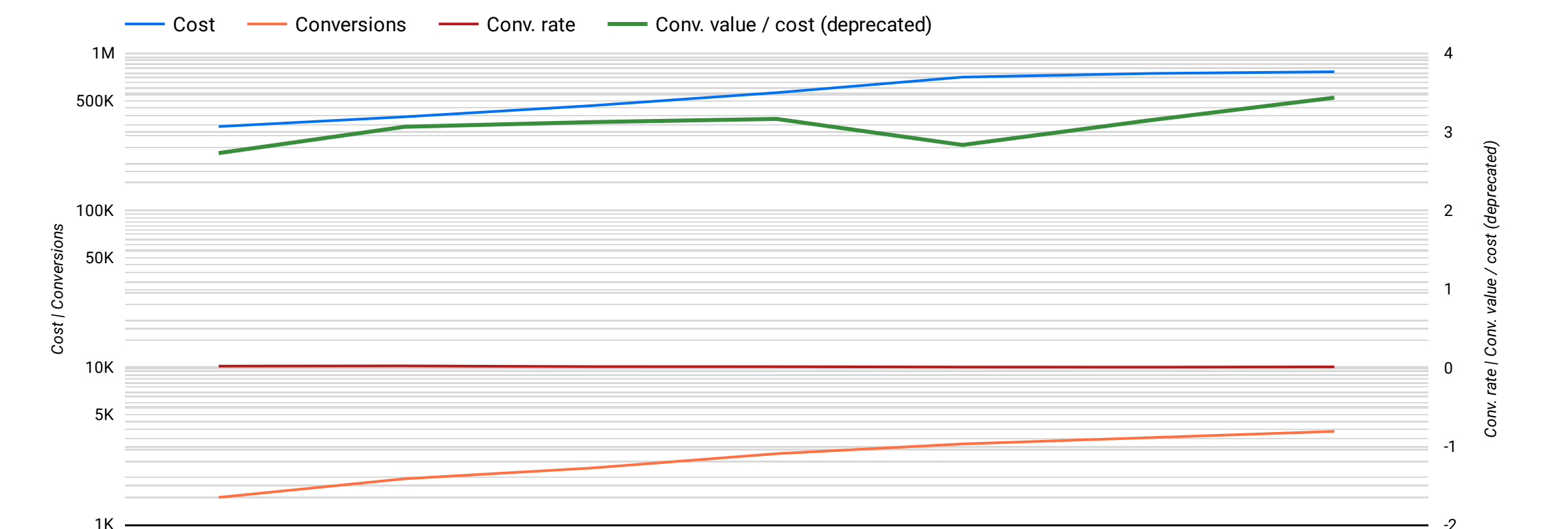
- Conversions: **19.28K**
- Conv. value / cost: **3.10**
- Total conv. value: **\$12.31M**

### Cost Per Click

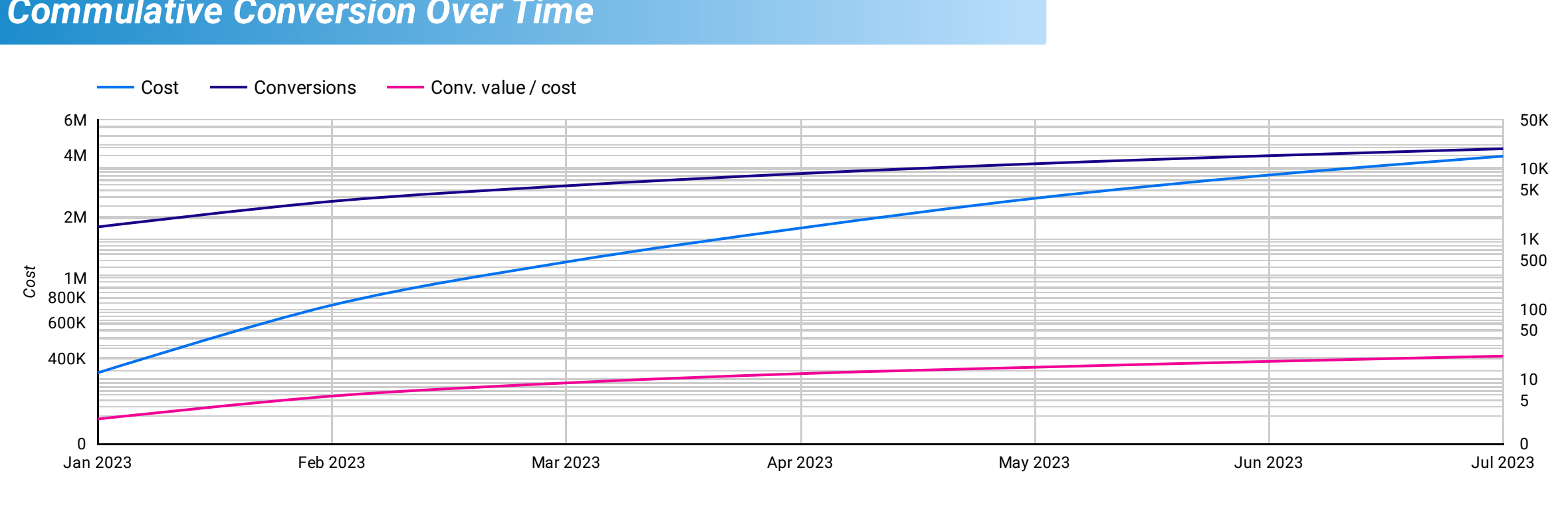
by Cost, CPC, and CPM

- Cost: **₹3.97M**
- Avg. CPC: **₹5.74**
- Avg. CPM: **₹70.71**

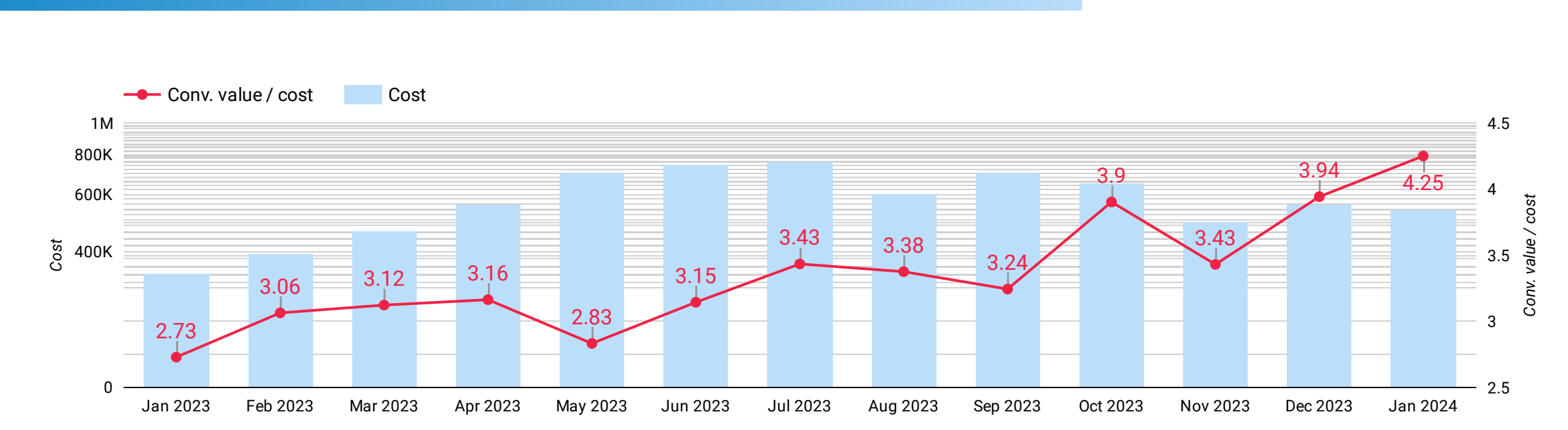
## Comprehensive Monthly Analysis



## Commulative Conversion Over Time



## Cost and Return on Ads Spend (ROAS) by Month



## Top Campaigns by clicks, conversions, and conv rate.

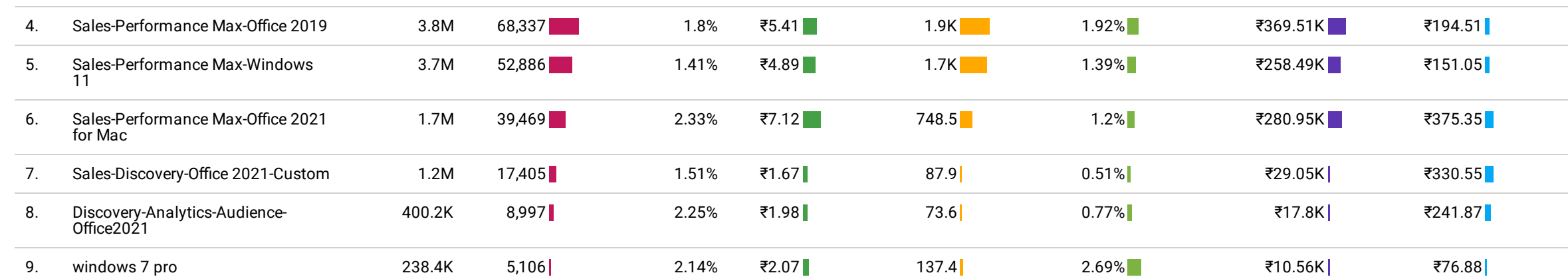
### By Clicks

### By Conversions

### By Conv. Rate

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Cost / conv.
1. Sales-Performance Max-3	14.9M	206,360	1.38%	₹6.43	6.1K	2.8%	₹1.33M	₹216.94
2. Sales-Performance Max-Windows 10 pro Retail Key	18.5M	173,844	0.94%	₹4.74	4.8K	0.62%	₹823.42K	₹172.66
3. Sales-Performance Max-Office 365 Professional Plus	8.4M	89,696	1.07%	₹4.84	2.4K	0.97%	₹434.26K	₹184.47
4. Sales-Performance Max-Office 2019	3.8M	68,337	1.8%	₹5.41	1.9K	1.92%	₹369.51K	₹194.51
5. Sales-Performance Max-Windows 11	3.7M	52,886	1.41%	₹4.89	1.7K	1.39%	₹258.49K	₹151.05
6. Sales-Performance Max-Office 2021 for Mac	1.7M	39,469	2.33%	₹7.12	748	1.2%	₹280.95K	₹375.35
7. Sales-Discovery-Office 2021-Custom	1.2M	17,405	1.51%	₹1.67	879	0.51%	₹29.05K	₹330.55
8. Discovery-Analytics-Audience-Office2021	400.2K	8,997	2.25%	₹1.98	73.6	0.77%	₹17.8K	₹241.87
9. windows 7 pro	238.4K	5,106	2.14%	₹2.07	137.4	2.69%	₹10.56K	₹76.88
10. Target ROAS experiment - office	473K	4,535	0.96%	₹21.55	440.5	9.71%	₹97.72K	₹221.84

## Conversions Actions



## Ad Group Performance

Ad group	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Cost / co...	conv. value	Conv. va...
1. Ad group 1	2.4M	22,821	0.97%	₹11.75	975.61	4.28%	₹268.08K	₹274.78	\$6.8M	3.3
2. Discovery Data Feeds	1.2M	17,405	1.51%	₹1.67	879	0.51%	₹29.05K	₹330.55	\$1.55M	2.2
3. Discovery Analytics-Office2021	400.2K	8,997	2.25%	₹1.98	73.59	0.77%	₹17.8K	₹241.87	\$1.12M	2.6
4. Office 2016	473K	4,535	0.96%	₹21.55	440.52	9.71%	₹97.72K	₹218.74	\$1.76M	2.5
5. Windows Server 2019 64Bit 16 Core O...	193K	1,681	0.87%	₹9.15	19.22	1.14%	₹15.38K	₹799.99	\$380.74K	3.8
6. Windows Server 2022 Rds User 50 Cals	209.9K	1,585	0.76%	₹12.56	15.48	0.98%	₹19.9K	₹1,285.88	\$300.34K	2.1
7. Visual Studio 2022 Professional Lic...	126K	1,195	0.95%	₹10.45	13.04	1.09%	₹12.49K	₹957.94	\$289.63K	4
8. SQL Server 2019 Standard Box Pack L...	67.6K	672	0.99%	₹12.74	8.74	1.3%	₹8.56K	₹979.32	\$155.59K	2.5
9. Window Server 2012 (50 Rds User Cal...	53.9K	390	0.72%	₹13.8	6	1.54%	₹5.38K	₹896.86	\$94.64K	3.2
10. Internet Download Manager	5.4K	359	6.62%	₹0.01	24.76	6.9%	₹3.59	₹0.14	\$197.4K	10.7K

## Top Product Categories

### By Conversions

### By Conv. Value/Cost

## Top 10 Performing Product

### By Conversions

### By Conv. Value/Cost and Conversions

Product Title	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Cost / co...	All conv...	Conv. val / co...
1. Office 2021 Professional Plus Retail li...	6.2M	67,128	1.09%	₹8.61	2,660.3	3.92%	₹577.65K	₹217.14	\$15.41M	3
2. Office 2021 Professional Plus -Lifetime...	4.3M	44,169	1.02%	₹10.93	2,208.19	4.94%	₹482.97K	₹218.72	\$11.47M	3
3. Office 365 Professional Plus - 5 Devi...	1.4M	33,205	2.44%	₹4.54	844.31	2.5%	₹150.89K	₹178.71	\$5.86M	2.6
4. Office Professional Plus 2019 License...	1.4M	26,159	1.86%	₹2.76	296.7	1.12%	₹72.32K	₹243.75	\$3.43M	2.3
5. Windows 10 pro Retail Key-Online Ac...	1.5M	23,895	1.61%	₹13.18	1,829.04	7.49%	₹315.01K	₹172.23	\$7.2M	2.8
6. Office 2021 Home and Business For ...	1.2M	22,905	1.95%	₹11.15	581.74	2.3%	₹255.48K	₹439.16	\$5.6M	3.5
7. Office 365 Professional Plus - 5 Devi...	935.5K	17,771	1.9%	₹6.5	661.72	3.64%	₹115.49K	₹174.54	\$3.67M	2.7
8. Windows 10 pro Retail Key 32/64 bit ...	1.1M	16,594	1.54%	₹13.45	1,379.91	8.22%	₹223.11K	₹161.69	\$5.26M	3
9. Office Professional Plus 2019 License...	665.7K	10,260	1.54%	₹5.19	239.49	2.27%	₹53.23K	₹222.24	\$1.95M	4.1
10. Windows 11 Professional 32/64 Bit A...	558.4K	8,924	1.6%	₹10.36	608.85	6.46%	₹92.46K	₹151.87	\$2.5M	3.4

## Top Search Term

### By Conversions

### By Conv. Value/Cost and Conversions

## Top Search Keywords

Search term	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	ROAS
1. microsoft office 365 mac home	47.7K	1,017	4.91%	₹5.53	87	0%	₹5.63K	0
2. Hyderabad	20.7K	819	1.72%	₹2.42	9	1%	₹1.98K	1.75
3. computer	24.9K	346	1.39%	₹12.91	0	0%	₹4.47K	0
4. windows server 2022	25.2K	318	1.26%	₹12.32	13	4.09%	₹3.92K	5.05
5. ms office 2016	14.8K	304	2.05%	₹16.35	28.93	9.52%	₹4.97K	3.19
6. microsoft office 2016	14.6K	262	1.8%	₹22.48	16.67	6.36%	₹5.89K	1.38
7. windows server 2019	25.9K	240	0.93%	₹12.22	13.27	5.53%	₹2.93K	4.93
8. office 2016	8.9K	221	2.49%	₹19.57	26.64	12.05%	₹4.32K	2.78
9. ms office for	77K	213	0.28%	₹17.3	6	2.82%	₹3.68K	1.04
10. microsoft office	67K	187	0.28%	₹17.43	3	1.61%	₹3.26K	1.25

## Performing Cities by conversions

