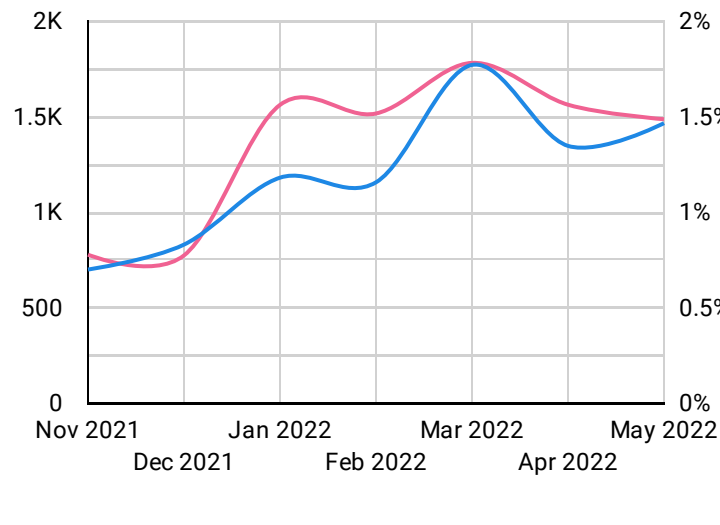
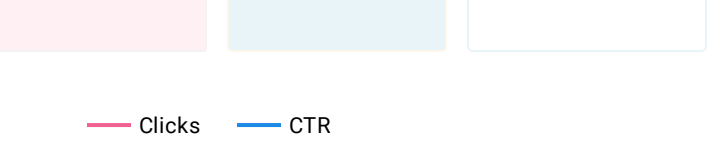
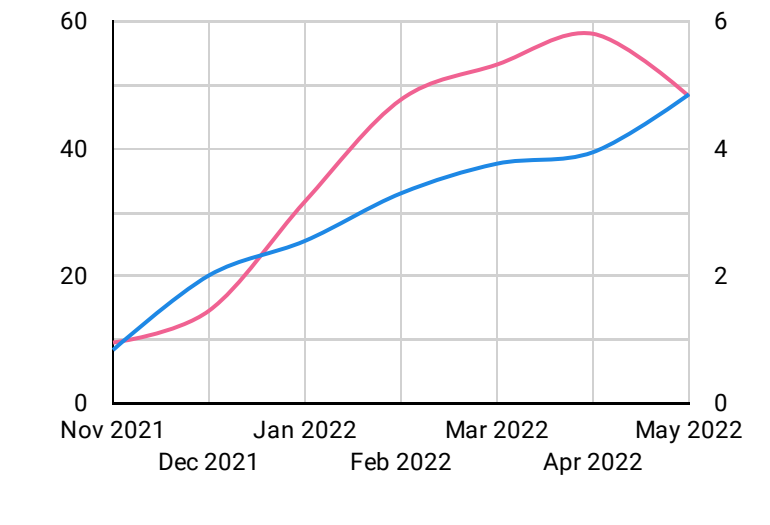
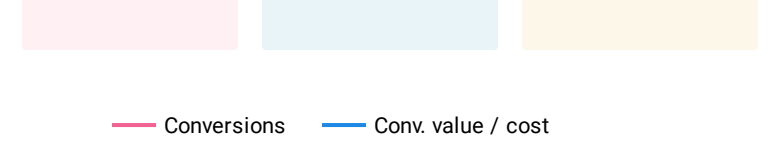


**Campaign Overview**

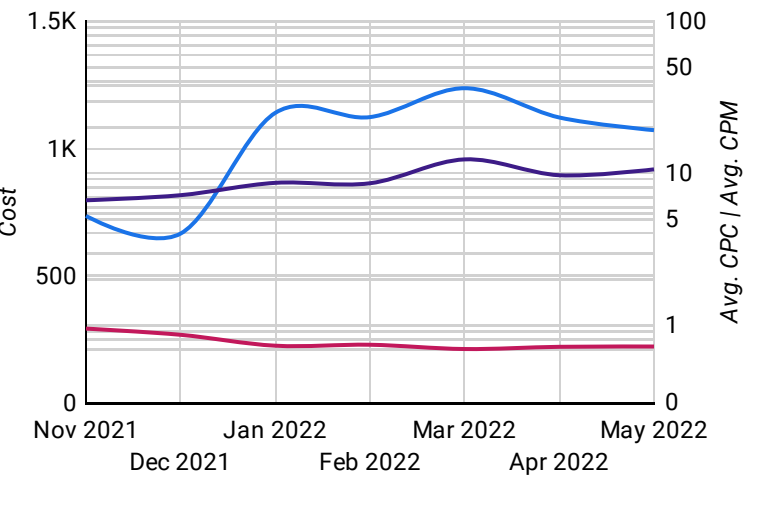
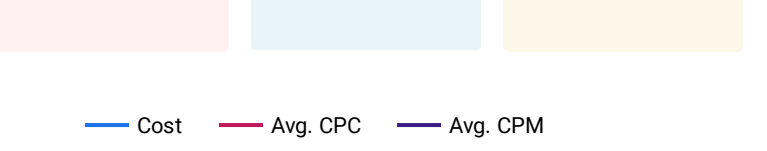
**Click Through Rate & Impression**  
by Clicks, CTR, and Impressions



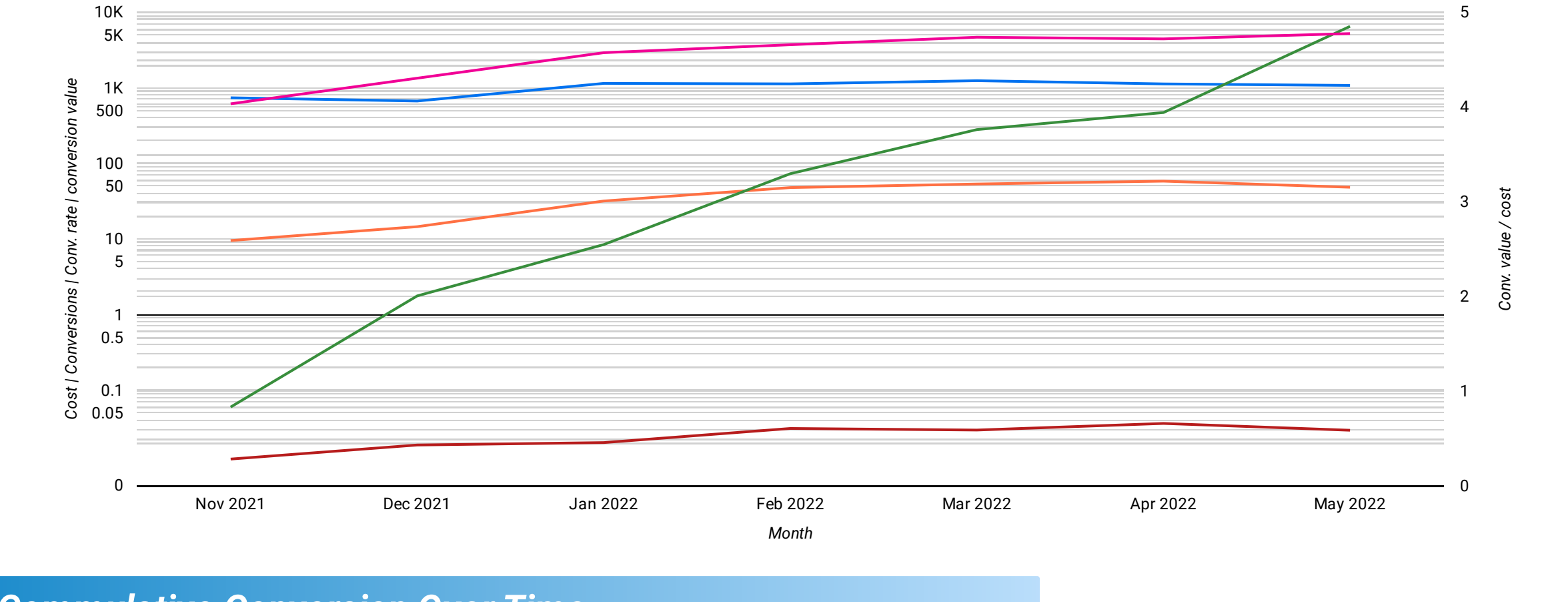
**Conversion Rate & Cost**  
by Conversions Rate and Cost / Conv.



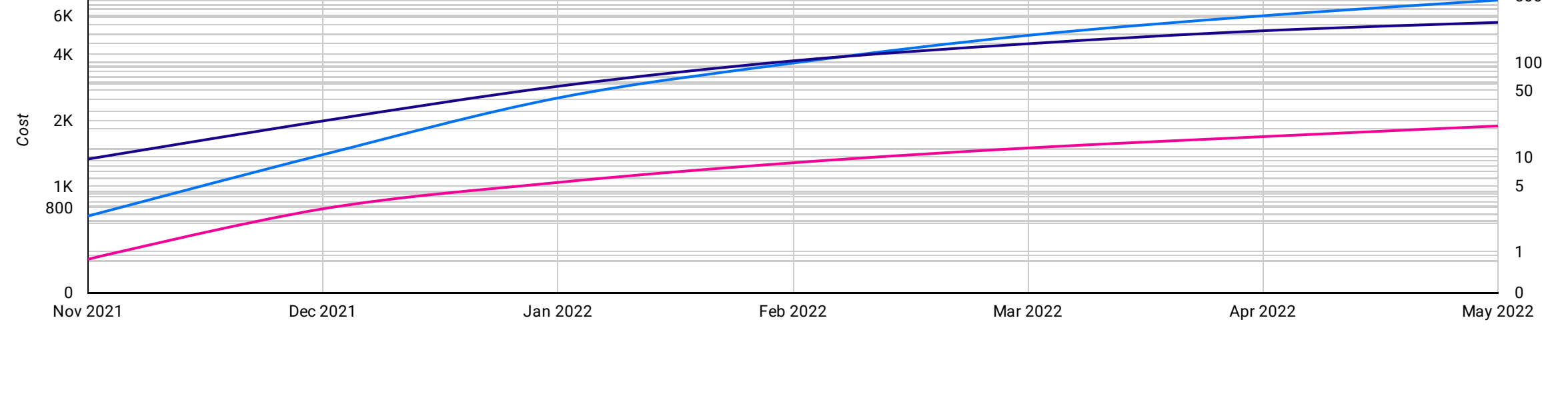
**Cost Per Click**  
by Cost, CPC, and CPM



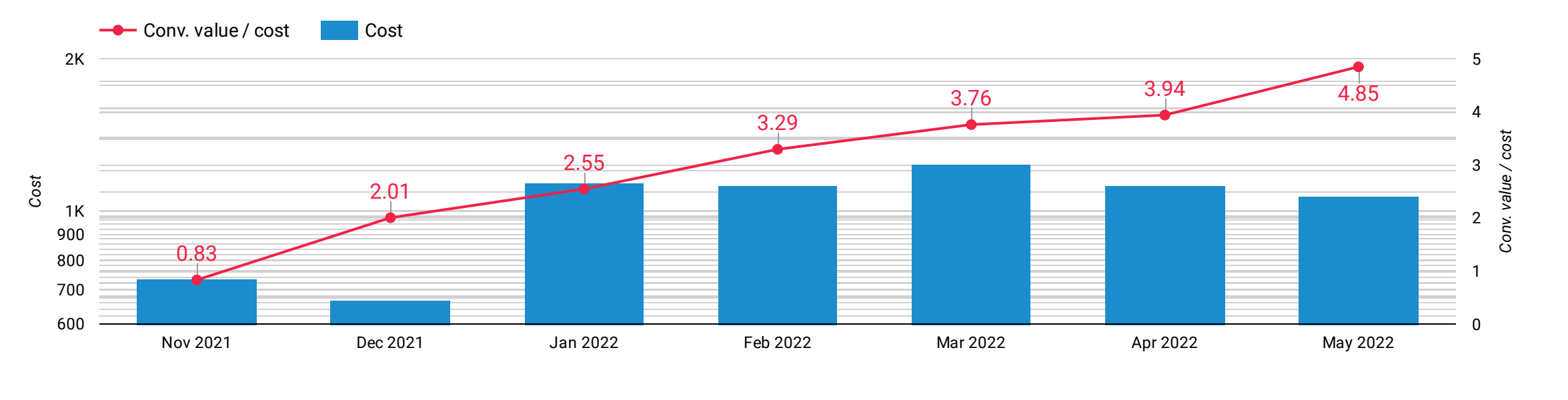
**Comprehensive Monthly Analysis**



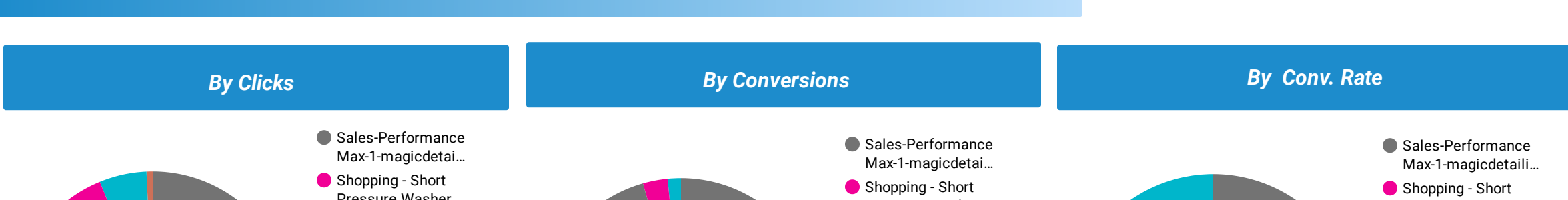
**Commulative Conversion Over Time**



**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.
1. Sales-Performance...	626.1K	8,354	1.33%	\$0.73	251.2	2.92%	\$6.06K	\$24.12
2. Shopping - Short P...	72.1K	519	0.72%	\$0.65	7.5	1.45%	\$337.01	\$44.93
3. Standard Shopping	85.5K	516	0.6%	\$1.27	4	0.78%	\$655.05	\$163.76
4. Search-magicedetai...	2K	67	3.28%	\$0.64	0	0%	\$42.55	\$0
5. 3D Dilution Syste...	0	0	0%	\$0	0	0%	\$0	\$0
6. 3D Dilution Syste...	0	0	0%	\$0	0	0%	\$0	\$0

**Conversions Actions**



Conversion Type Name	Conversions	Total conv. value
1. Purchase - magicedetailing	262.67	\$22,810.18

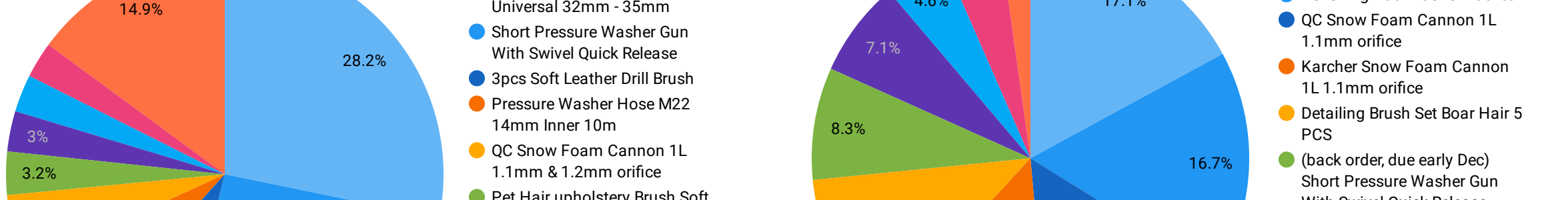
**Ad Group Performance**

Ad group	Impressions	Clicks	CTR	Avg. CPC	Conversion...	Conv. rate	Cost	Cost / co...	conv. value	Conv. val...
1. Short Pressure Washer Gun	72.7K	823	0.72%	\$0.65	7.5	1.43%	\$340.58	\$45.41	\$600.14	1.8
2. QC Snow Foam Cannon 1L	16K	56	0.54%	\$1.54	1	1.16%	\$132.75	\$132.75	\$59.95	0.5
3. 1 Inch Mini Polishing pad 21pcs set	12.7K	78	0.62%	\$1.58	0	0%	\$123.09	\$0	\$0	0
4. 3pcs Soft Leather Drill Brush	5.9K	76	1.28%	\$0.77	2	2.63%	\$58.55	\$29.28	\$41.81	0.7
5. Karcher Snow Foam Cannon 1L 1.1m...	18.5K	76	0.41%	\$1.52	1	1.32%	\$115.3	\$115.3	\$47.96	0.4
6. Spray Bottle Storage Rack	4.3K	50	1.17%	\$1	0	0%	\$50.24	\$0	\$0	0
7. Paint-Protection	838	37	4.42%	\$0.53	0	0%	\$19.55	\$0	\$0	0
8. Tornador dry gun with vacuum cleane...	6.2K	34	0.55%	\$1.38	0	0%	\$46.95	\$0	\$0	0
9. Polishing Pad Washer Bucket	4.4K	30	0.69%	\$0.94	0	0%	\$28.28	\$0	\$0	0
10. Twisted Loop Drying Towel	4.8K	27	0.56%	\$1.66	0	0%	\$44.92	\$0	\$0	0

**Top Product Categories**



**Top 10 Performing Product**



Product Title	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Cost / co...	All conv...	Conv. val / co...
1. Short Pressure Washer Gun With Swiv...	203.8K	1,463	0.72%	\$0.72	40	2.73%	\$1,05K	\$26.21	\$3,88K	3.7
2. Wet/Dry Vacuum Cleaner Water extr...	54.5K	899	1.65%	\$0.38	44.17	4.91%	\$340.07	\$7.7	\$2,19K	6.4
3. Pressure Washer Hose M22 14mm In...	67.4K	529	0.78%	\$0.73	10.13	1.91%	\$383.75	\$37.9	\$953.86	2.5
4. 3pcs Soft Leather Drill Brush	37.5K	393	1.05%	\$0.52	12.33	3.14%	\$205.45	\$16.66	\$466.27	2.3
5. 3pcs Kit Medium Upholstery Drill Scr...	47.6K	376	0.79%	\$0.41	4.33	1.15%	\$155.17	\$35.81	\$487.42	3.1
6. Detailing Seat With 4 Roller Wheels	25.9K	259	1%	\$0.86	3.6	1.39%	\$222.46	\$61.79	\$883.87	4
7. 1 Inch Mini Polishing pad 21pcs set	40K	244	0.61%	\$1.22	2	0.82%	\$297.73	\$148.87	\$116.65	0.4
8. Spray Bottle Storage Rack	25K	207	1.38%	\$0.59	0	0%	\$121.76	\$0	\$0	0
9. Tornador dry gun with vacuum cleane...	13K	159	0.69%	\$0.92	4.67	2.94%	\$146.05	\$31.3	\$426.84	2
10. QC Snow Foam Cannon 1L 1.1mm & ...	45.3K	131	0.29%	\$1.02	8.33	6.36%	\$133.19	\$15.98	\$668.19	5

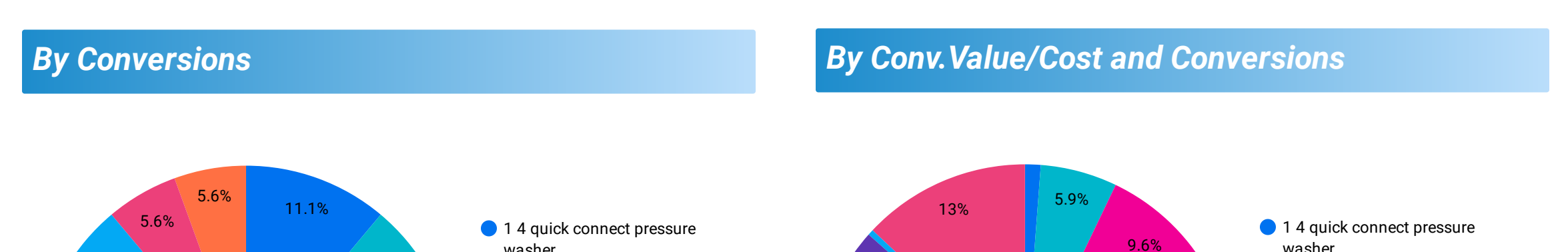
**Top Search Term**



**Top Search Keywords**

Search term	impressions	Clicks	CTR	Avg. CPC	Conversions...	Conv. rate	Cost	Conv. valu...	
1. drill brush	380	12	3.16%	\$0.71	1		8.33%	\$8.48	2.14
2. pressure washer	3K	9	0.36%	\$0.71	0		\$7.83	0	
3. foam cannon	1.2K	11	0.78%	\$1.81	0		\$16.27	0	
4. snow cannon	640	7	1.09%	\$1.87	0		\$13.09	0	
5. pressure washer lance	167	7	4.19%	\$0.78	0		\$5.46	0	
6. ryobi pressure washer attachments	294	6	2.04%	\$0.65	0		\$3.92	0	
7. pressure washer parts	368	5	1.36%	\$0.68	0		\$3.42	0	
8. gemi	565	5	0.88%	\$0.66	0		\$3.28	0	
9. pressure washer short wand	13	4	30.77...	\$0.5	1		\$2.01	46.21	
10. pressure washer nozzle	167	4	2.4%	\$0.65	0		\$2.61	0	

**Performing Cities** by conversions



City	Impressions	Clicks	CTR	Avg. CPC	Conversions	Total conv. v...	Cost / conv.	Cost	Conv. value / co...
1. Brisbane	64,089	966	1.51%	\$0.78	17	1,384.71	\$45.68	\$776.63	1.78
2. Sydney	69,017	810	1.17%	\$0.72	13	1,137.85	\$44.68	\$580.85	1.96
3. Melbourne	39,337	409	1.04%	\$0.77	13.67	681.2	\$23.11	\$315.9	2.16
4. Gold Coast	20,616	295	1.43%	\$0.81	8.67	682.95	\$27.4	\$237.48	2.88
5. City of Blacktown	12,094	178	1.47%	\$0.68	8	786.13	\$15.02	\$120.19	6.54
6. Perth	15,461	174	1.13%	\$0.74	2	167.25	\$63.97	\$127.93	1.31
7. Adelaide	12,300	144	1.17%	\$0.7	4.2	977.7	\$24.11	\$101.26	9.66
8. City of Casey	9,361	123	1.31%	\$0.54	8	1,029.68	\$8.27	\$66.17	15.56
9. Canberra	9,434	118	1.25%	\$0.88	1.5	53.18	\$69.28	\$103.92	0.51
10. Logan City	10,828	114	1.05%	\$0.63	7	301.76	\$10.19	\$71.34	4.23