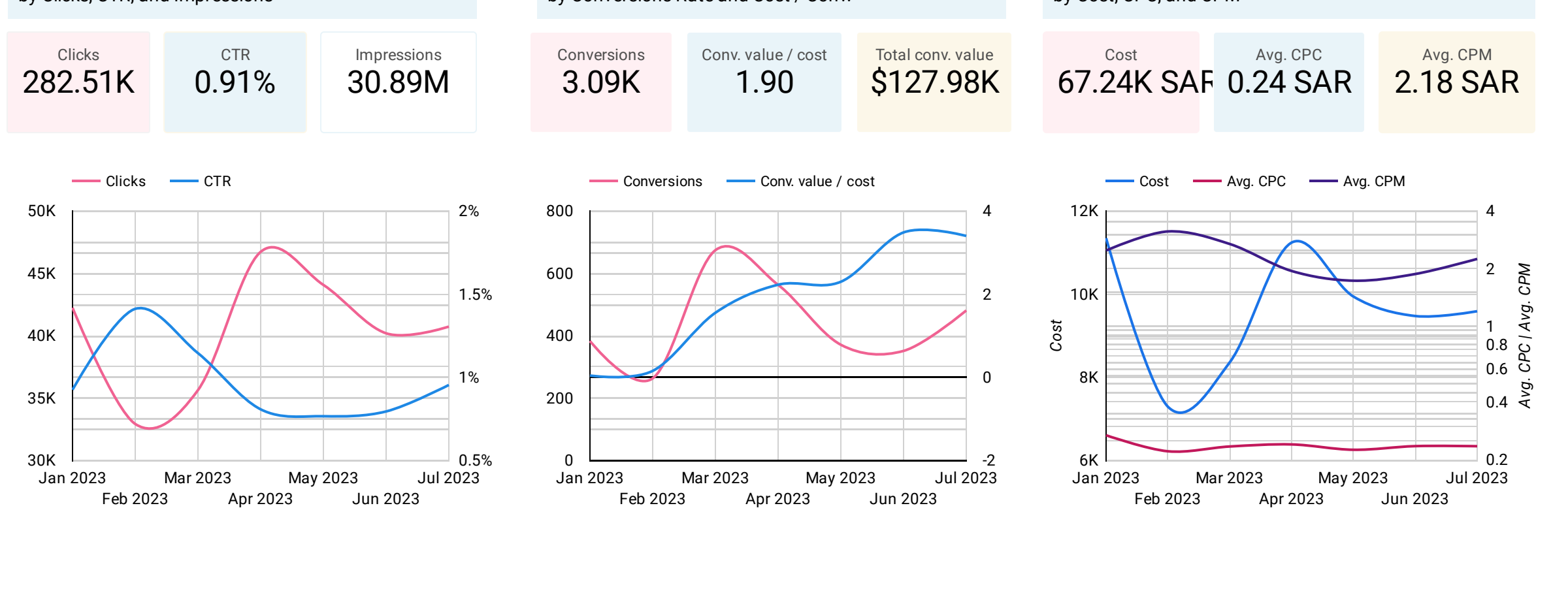
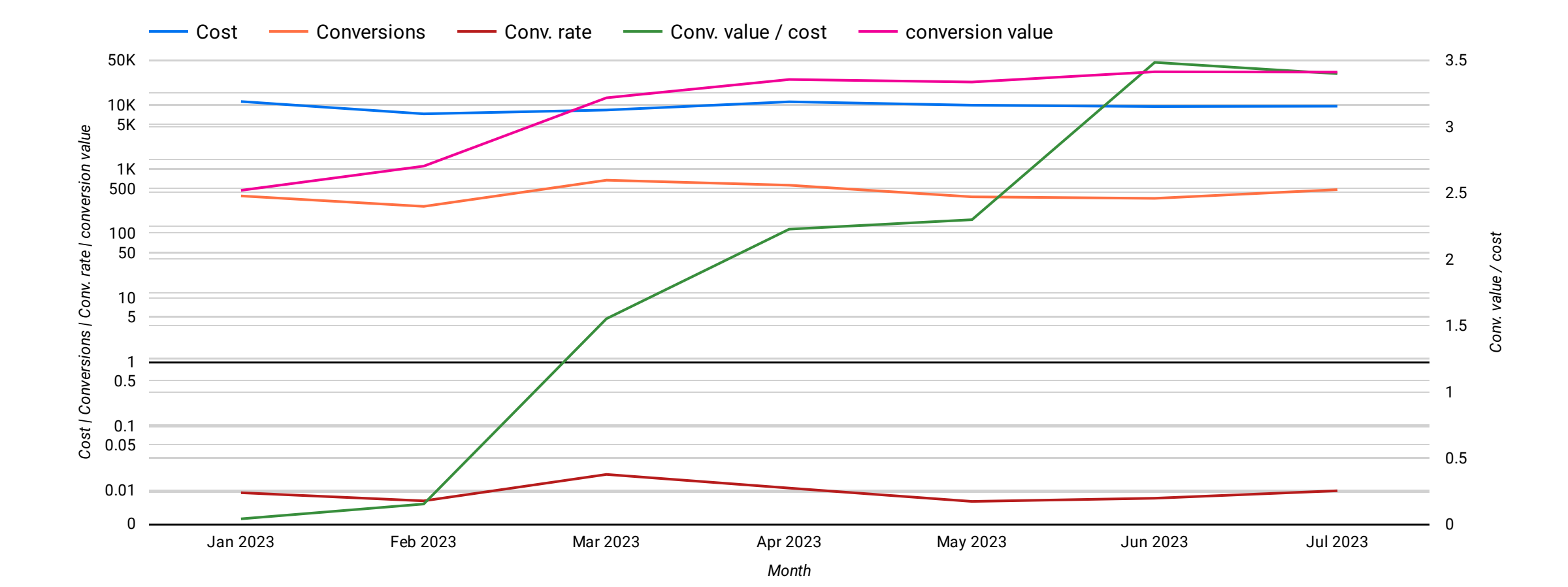


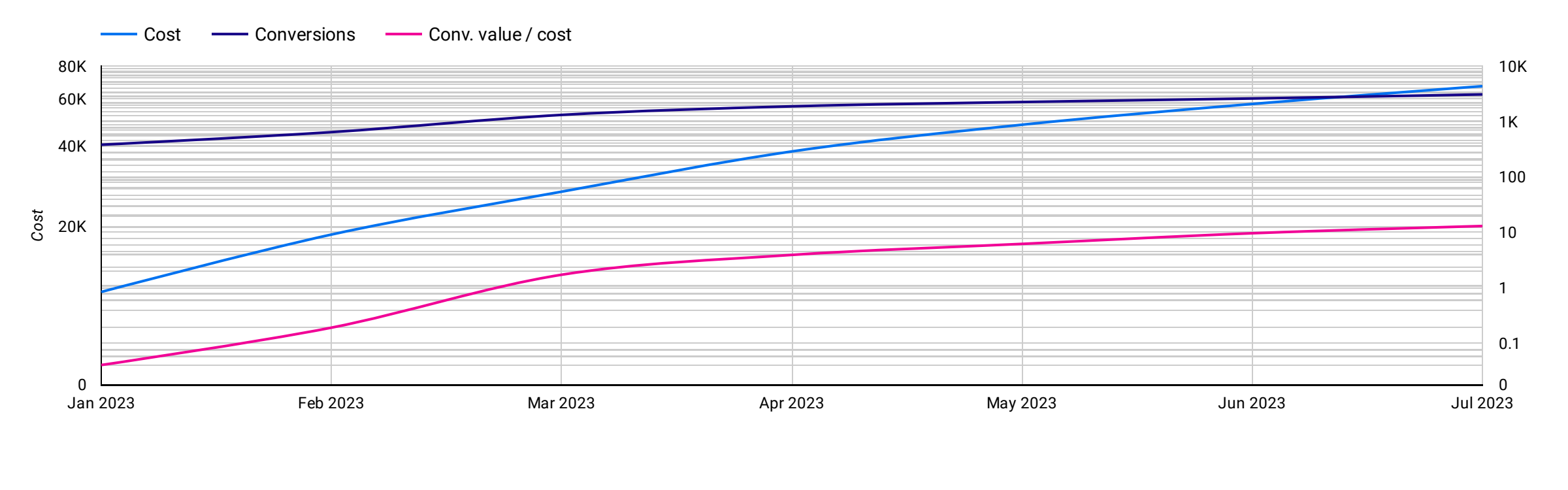
Campaign Overview



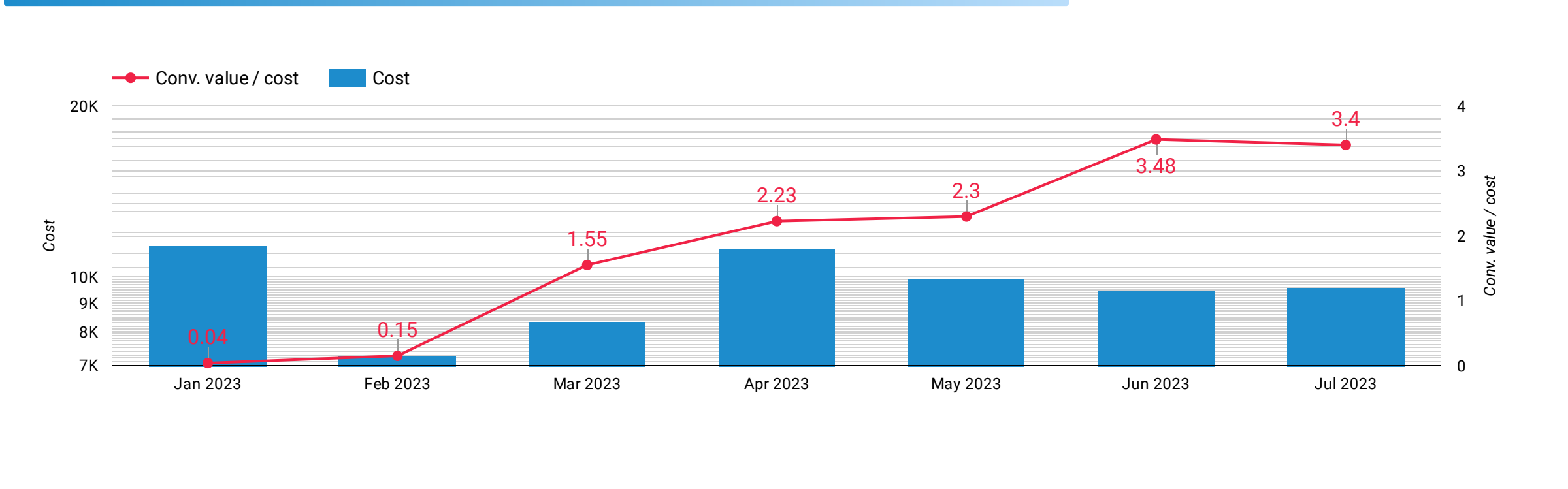
Comprehensive Monthly Analysis



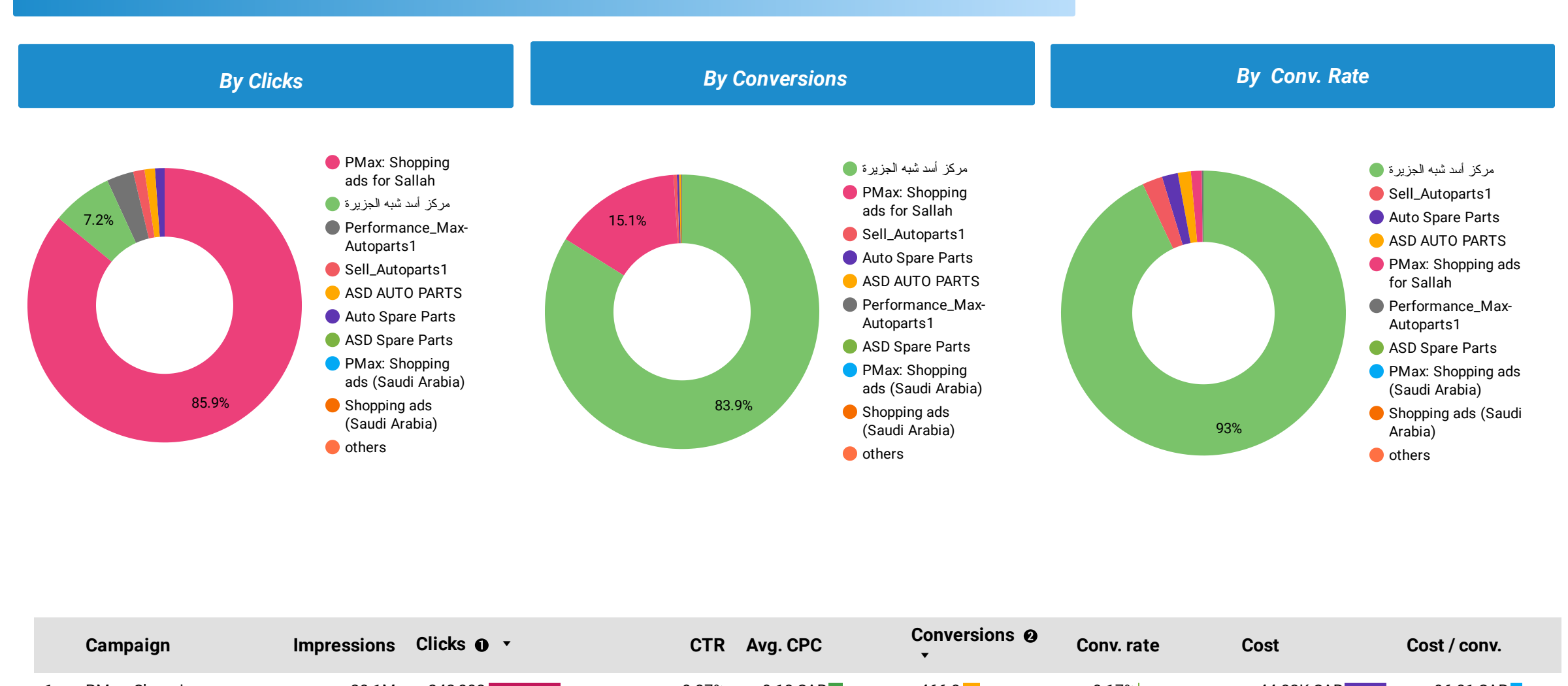
Commulative Conversion Over Time



Cost and Return on Ads Spend (ROAS) by Month

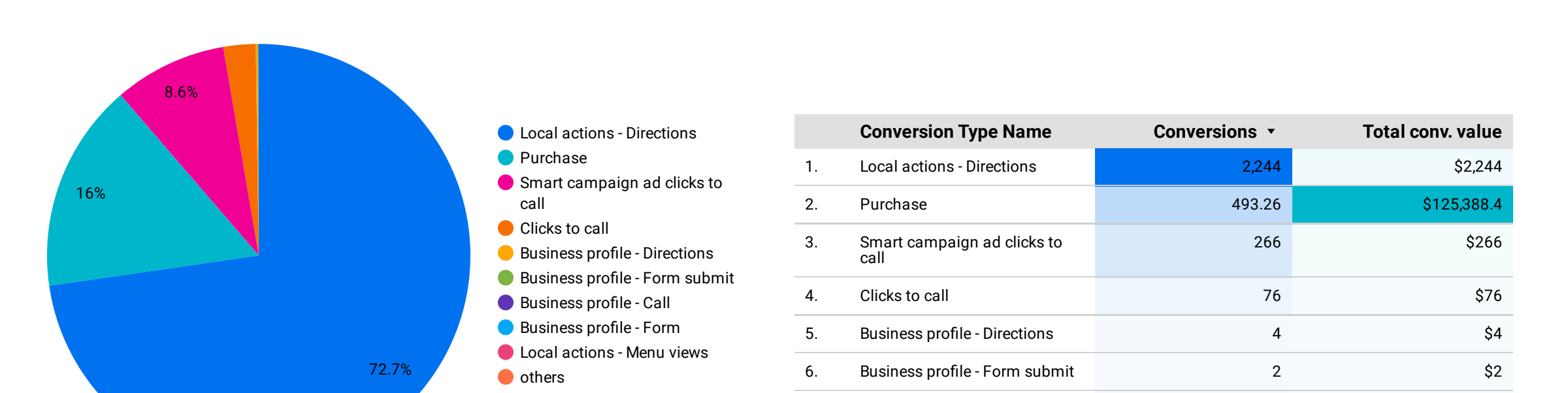


Top Campaigns by clicks, conversions, and conv rate.



Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Cost / conv.
1. PMax: Shopping a...	28.1M	242,808	0.87%	0.18 SAR	466.8	0.17%	44.82K SAR	96.01 SAR
2. مركز اند شه الجزيرة	2.5M	20,306	0.83%	0.82 SAR	2.6K	12.75%	16.72K SAR	6.46 SAR
3. Performance_Max...	231.6K	8,923	3.85%	0.14 SAR	4	0.03%	1.24K SAR	309.73 SAR
4. Sell_Autoparts1	57.2K	3,799	6.64%	0.18 SAR	12	0.32%	693.21 SAR	57.77 SAR
5. ASD AUTO PARTS	34.7K	3,457	9.97%	0.66 SAR	7	0.2%	2.3K SAR	328.38 SAR
6. Auto Spare Parts	49K	3,214	6.56%	0.46 SAR	8	0.25%	1.46K SAR	184.13 SAR
7. ASD Spare Parts	0	0	0%	0 SAR	0	0%	0 SAR	0 SAR

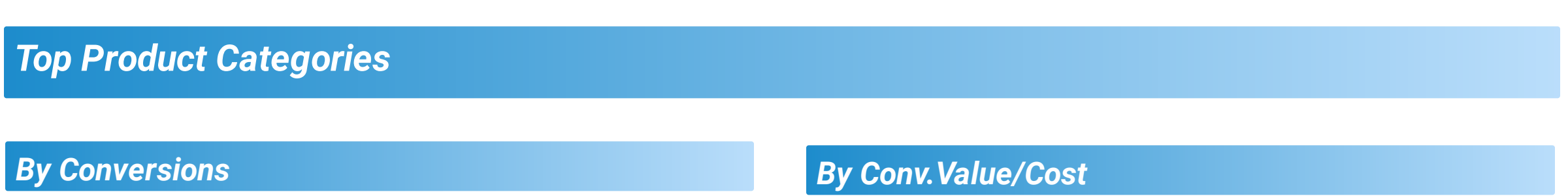
Conversions Actions



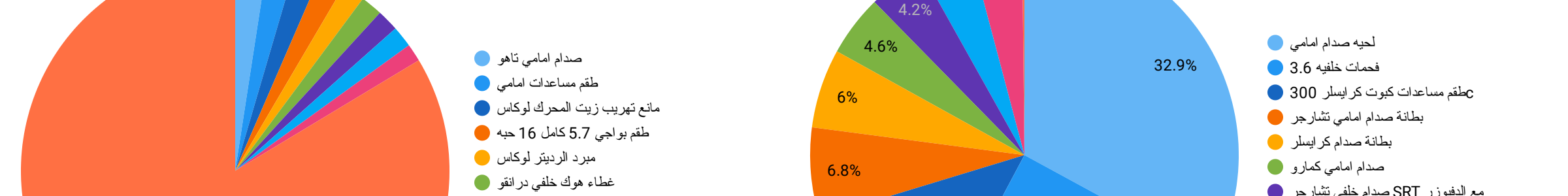
Ad Group Performance

Ad group	Impressions	Clicks	CTR	Avg. CPC	Conversion...	Conv. rate	Cost	Cost / co...	conv. value	Conv. val...
1. المجموعة الإعلانية رقم 1	34.7K	3,457	9.97%	0.66 SAR	7	0.2%	2.3K SAR	328.38 SAR	\$91.31	0
2. Ad group 1	49K	3,214	6.56%	0.46 SAR	7.96	0.25%	1.46K SAR	184.13 SAR	\$114.37	0
3. Ad_group_Dodge1	10.9K	1,493	13.7...	0.17 SAR	8	0.54%	256.41 SAR	32.05 SAR	\$44.26	0.1
4. Ad_group_Ford1	14.9K	1,223	8.19%	0.18 SAR	0	0%	218.88 SAR	0 SAR	\$3	0
5. Auto_Spare_Part1	12.6K	654	5.17%	0.24 SAR	4	0.04%	155.85 SAR	38.96 SAR	\$41.64	0.1
6. Ad_group_Nissan1	17.8K	374	2.1%	0.14 SAR	0	0%	53.31 SAR	0 SAR	\$6	0
7. Ad_group_Mercedes1	944	55	5.83%	0.16 SAR	0	0%	8.76 SAR	0 SAR	\$0	0

Top Product Categories

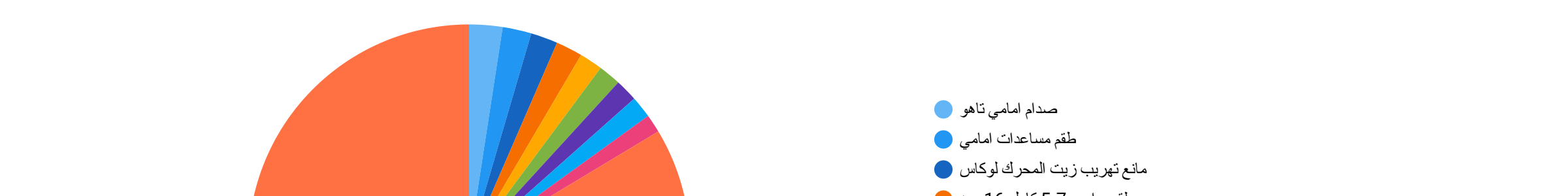


Top 10 Performing Product



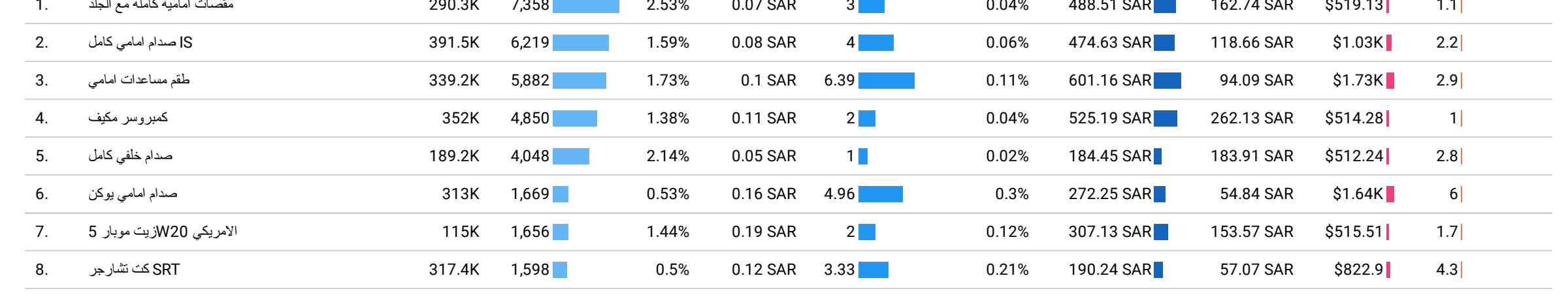
Product Title	Impressi...	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Cost / co...	All conv...	Conv. val / co...
1. مخصصات امينية كمنله مع الجلد	290.3K	7,358	2.53%	0.07 SAR	3	0.04%	488.51 SAR	162.74 SAR	\$519.13	1.1
2. IS مصادم اميني كمنل	391.5K	6,219	1.59%	0.08 SAR	4	0.06%	474.63 SAR	118.66 SAR	\$1,03K	2.2
3. قطع مصادمات اميني	339.2K	5,882	1.73%	0.1 SAR	6.39	0.11%	601.16 SAR	94.09 SAR	\$1,73K	2.9
4. كندوسر مكيف	352K	4,850	1.38%	0.11 SAR	2	0.04%	525.19 SAR	262.13 SAR	\$514.28	1
5. مصادم خلفي كمنل	189.2K	4,048	2.14%	0.05 SAR	1	0.02%	184.45 SAR	183.91 SAR	\$512.24	2.8
6. مصادم اميني بوكن	313K	1,669	0.53%	0.16 SAR	4.96	0.3%	272.25 SAR	54.84 SAR	\$1,64K	6
7. الارويكي JW20 بيت موبلر 5	115K	1,656	1.44%	0.19 SAR	2	0.12%	307.13 SAR	153.57 SAR	\$515.51	1.7
8. سرت كت تشاخر	317.4K	1,598	0.5%	0.12 SAR	3.33	0.21%	190.24 SAR	57.07 SAR	\$822.9	4.3
9. قطع عيار اميني تشاخر	222.8K	1,585	0.71%	0.12 SAR	7.38	0.46%	193.42 SAR	26.21 SAR	\$1,99K	10.3
10. سرت كت كمنل كرايسلر	187.3K	1,560	0.83%	0.11 SAR	3.65	0.23%	171.83 SAR	47.05 SAR	\$525.71	3

Top Search Term



Search term	impressions	Clicks	CTR	Avg. CPC	Conversions...	Conv. rate	Cost	Conv. valu...
1. اند قطع عيار	305	167	54.75...	0.16 SAR	4.59	2.75%	27 SAR	0.54
2. قطع عيار فورد	1.2K	164	13.79...	0.18 SAR	0	0%	29.18 SAR	0
3. قطع عيار تودج	620	129	19.85...	0.24 SAR	2	1.55%	31.09 SAR	0.24
4. موبلر تشوب	359	80	22.28...	1.21 SAR	0	0%	96.58 SAR	0
5. اند قطع عيار	160	79	49.38...	0.15 SAR	0.36	0.46%	11.46 SAR	0.12
6. موبلر	242	56	23.14...	0.79 SAR	0	0%	44.14 SAR	0
7. قطع عيار تودج تشاخر	256	55	21.48...	0.24 SAR	0	0%	13.35 SAR	0
8. المربكات المنقمة	424	51	12.03...	1.36 SAR	0	0%	69.26 SAR	0
9. قطع عيار تودج	206	45	21.84...	0.38 SAR	0	0%	17 SAR	0
10. قطع عيار تشاخر	135	39	28.89...	0.4 SAR	0	0%	15.66 SAR	0

Performing Cities by conversions



City	Impressions	Clicks	CTR	Avg. CPC	Conversions	Total conv. v...	Cost / conv.	Cost	Conv. value / co...
1. Riyadh	8,580,537	75,660	0.88%	0.2 SAR	130.12	31,903.28	115.86 SAR	15,075.19 SAR	2.12
2. Jeddah	7,501,870	53,314	0.71%	0.18 SAR	86.18	24,955.13	109.01 SAR	9,395.2 SAR	2.66
3. Dammam	2,465,265	19,622	0.8%	0.18 SAR	39.01	9,230.43	92.26 SAR	3,598.78 SAR	2.56
4. Mecca	1,121,535	11,701	1.04%	0.18 SAR	18.67	4,240.22	112.4 SAR	2,098.07 SAR	2.02
5. Medina	997,483	10,559	1.06%	0.19 SAR	20.5	3,609.17	99.66 SAR	2,043.1 SAR	1.77
6. Taif	477,859	5,606	1.17%	0.19 SAR	13.92	3,589.5	77.48 SAR	1,078.19 SAR	3.33
7. Tabuk	436,184	5,298	1.21%	0.19 SAR	19	4,616.3	53.4 SAR	1,014.63 SAR	4.55
8. Al Khobar	422,036	4,601	1.09%	0.22 SAR	9.94	2,532.68	100.11 SAR	995.22 SAR	2.54
9. Abha	290,182	3,494	1.2%	0.2 SAR	6.75	2,420.01	103.02 SAR	694.93 SAR	3.48
10. Buraydah	308,665	3,449	1.12%	0.2 SAR	10.63	3,703.29	63.29 SAR	672.79 SAR	5.5