

E-Commerce Report (licenciaoriginal.es)

Ad group: [] Campaign type: [] Mar 1, 2023 - Jul 31, 2023 Campaign: [] Product Category: []

Campaign Overview

Click Through Rate & Impression

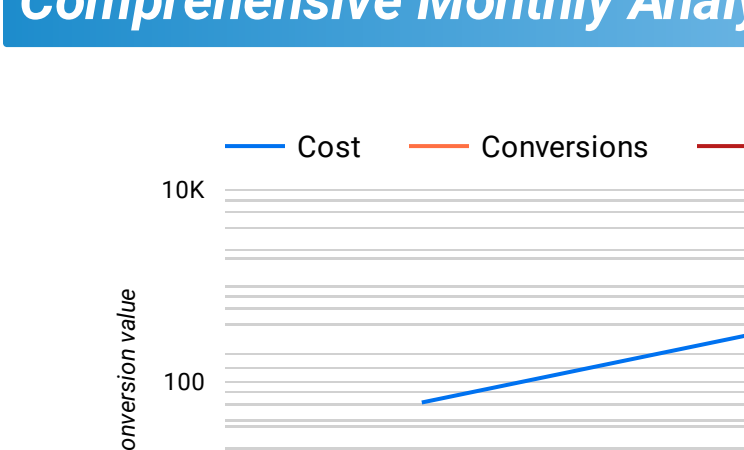
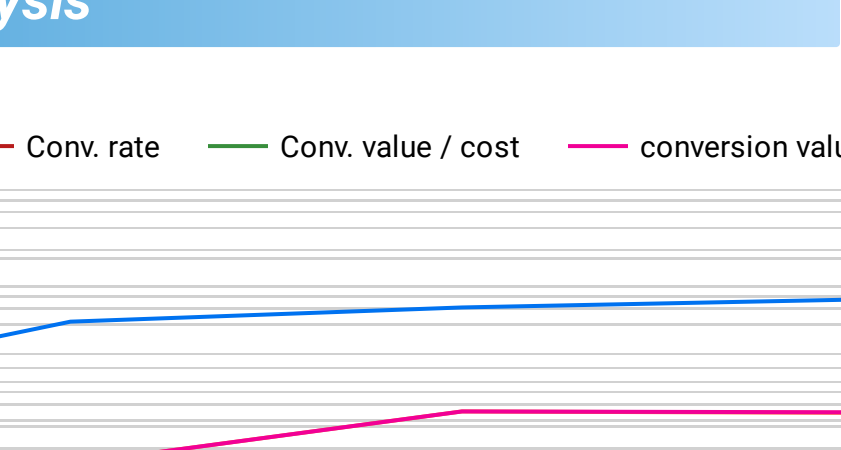
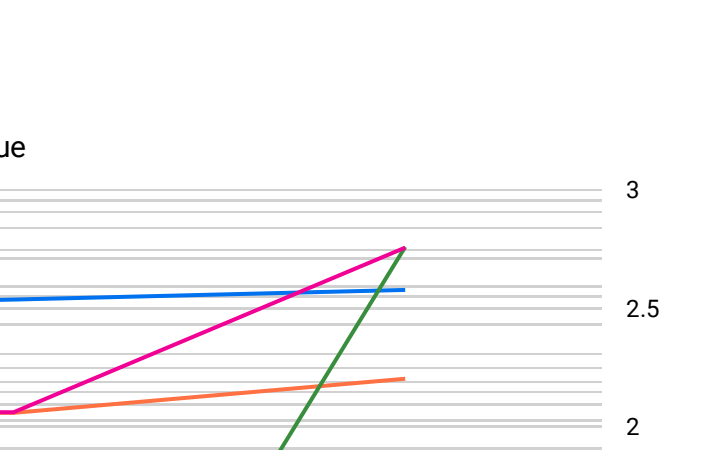
Clicks: 11.16K CTR: 0.55% Impressions: 2.04M

Conversion Rate & Cost

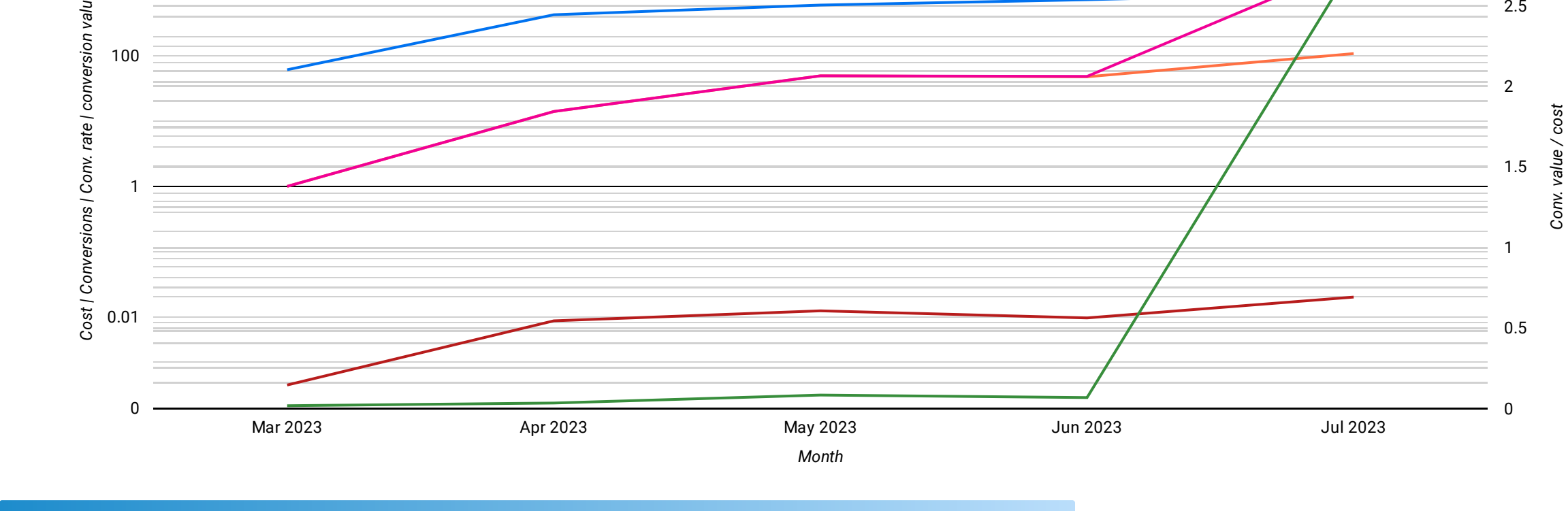
Conversions: 220.09 Conv. value / cost: 0.97 Total conv. value: \$2.63K

Cost Per Click

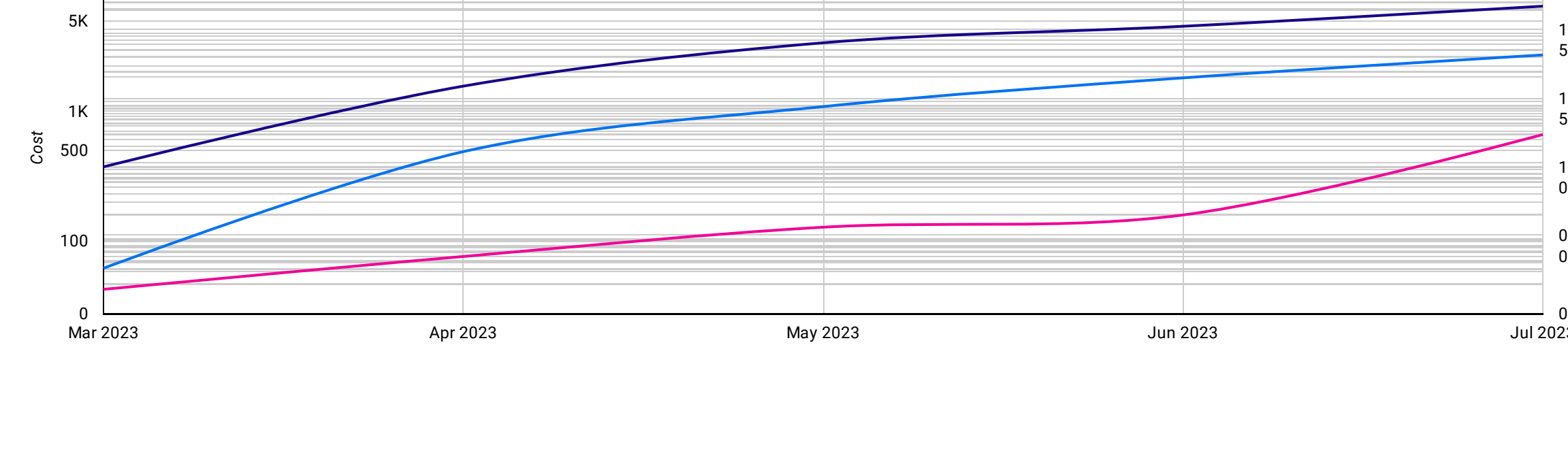
Cost: 2.72K € Avg. CPC: 0.24 € Avg. CPM: 1.33 €

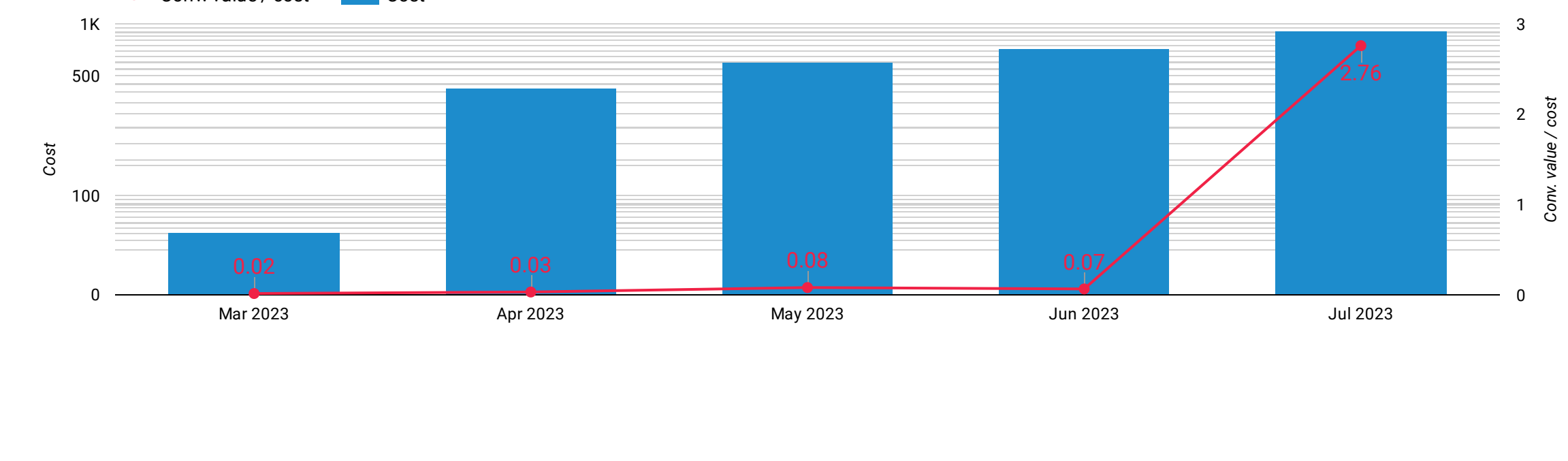
Comprehensive Monthly Analysis



Commulative Conversion Over Time



Cost and Return on Ads Spend (ROAS) by Month



Top Campaigns by clicks, conversions, and conv rate.

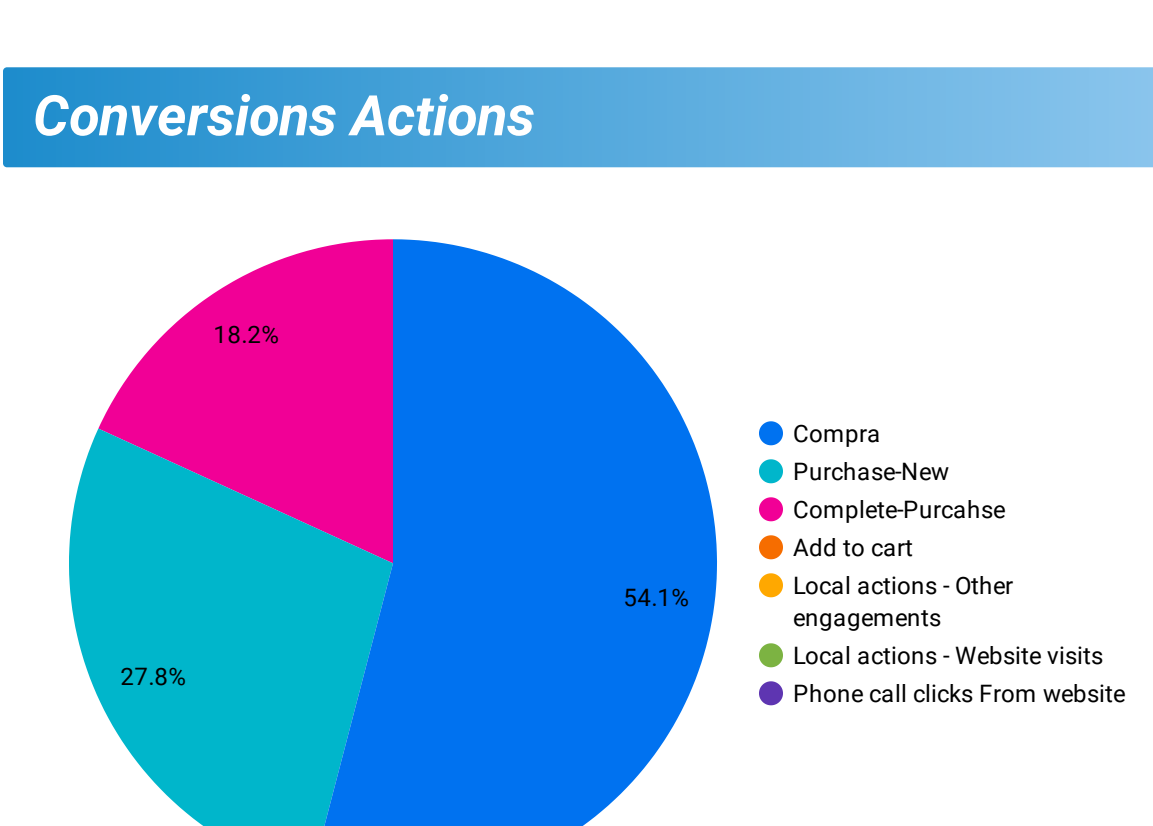
By Clicks

By Conversions

By Conv. Rate

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Cost / conv.
1. Sales-Perfor...	1.1M	8,654	0.82%	0.26 €	211.1	1.46%	2.23K €	10.58 €
2. LicenciaOrig...	65.9K	1,710	2.6%	0.05 €	2	0.12%	88.79 €	44.39 €
3. Search-Sale...	6.9K	614	8.88%	0.58 €	5	0.81%	357.41 €	71.48 €
4. Display-ms-office-2021	902.6K	117	0.01%	0.09 €	0	0%	10.87 €	0 €
5. Shopping - Standard	7K	69	0.98%	0.42 €	2	2.9%	28.83 €	14.42 €
6. Cerramientos de Terrazas	0	0	0%	0 €	0	0%	0 €	0 €
7. Diseño Web Profesional	0	0	0%	0 €	0	0%	0 €	0 €

Conversions Actions



Segment Con...	Conversions	Total conv. value
1. Purchase	220.09	\$2,626.62

Ad Group Performance

Ad group	Impressions	Clicks	CTR	Avg. CPC	Conversion...	Conv. rate	Cost	Cost / co...	conv. value	Conv. val...
1. Windows 10	5.5K	518	9.37%	0.58 €	5	0.97%	301.98 €	60.4 €	\$5	0
2. Ad group 1	902.6K	117	0.01%	0.09 €	0	0%	10.87 €	0 €	\$0	0
3. Windows 11	1.4K	95	6.89%	0.58 €	0	0%	54.9 €	0 €	\$0	0
4. All Products	7K	69	0.98%	0.42 €	2	2.9%	28.83 €	14.42 €	\$2	0.1

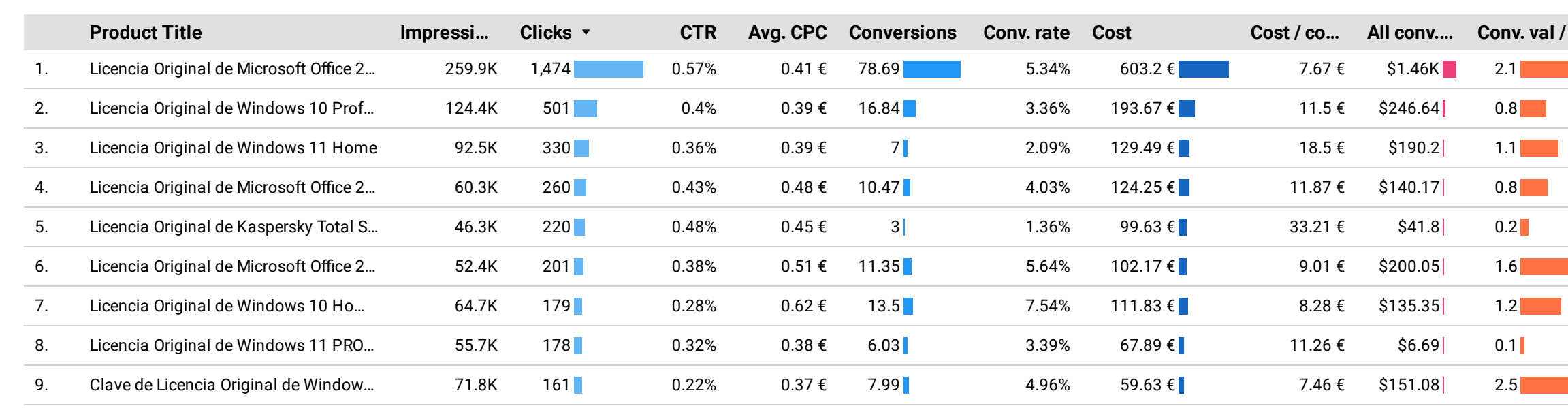
Top Product Categories

By Conversions

By Conv. Value/Cost

Top 10 Performing Product

By Conversions



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	Conv. val...
1. licencia windows 10	527	37	7.02%	0.59 €	1	2.7%	21.87 €	0.05
2. comprar windows 10	216	22	10.19%	0.6 €	1	4.55%	13.09 €	0.08
3. activar windows 10	168	19	11.31%	0.59 €	0	0%	11.24 €	0
4. licencia windows 10 pro	222	16	7.21%	0.58 €	1	6.25%	9.24 €	0.11
5. windows 11 pro	284	11	3.87%	0.58 €	0	0%	6.39 €	0
6. comprar licencia windows 10	152	11	7.24%	0.59 €	0	0%	6.48 €	0
7. activar de windows 10	48	8	16.7%	0.58 €	0	0%	4.66 €	0
8. licencia windows 10 pro	55	7	12.73%	0.58 €	1	14.29%	4.07 €	0.25
9. windows 11	802	7	0.87%	0.42 €	0	0%	2.92 €	0
10. licencia windows 10 gratis	16	6	37.5%	0.59 €	0	0%	3.54 €	0

Performing Cities by conversions



City	Impressions	Clicks	CTR	Avg. CPC	Conversions...	Total conv. va...	Cost / conv.	Cost	Conv. value / ...
1. Madrid	304,819	1,249	0.41%	0.27 €	29.09	351.02	11.49 €	334.17 €	1.05
2. Barcelona	159,064	753	0.47%	0.24 €	7.98	93.58	23.11 €	184.45 €	0.51
3. Valencia	76,936	347	0.45%	0.27 €	11	106.6	8.53 €	93.88 €	1.14
4. Sevilla	67,523	317	0.47%	0.22 €	3	3	23.46 €	70.39 €	0.04
5. Zaragoza	31,123	203	0.65%	0.25 €	9	148.4	5.6 €	50.42 €	2.94
6. Valladolid	25,721	167	0.66%	0.26 €	3	31.9	14.35 €	43.04 €	0.74
7. Bilbao	25,194	167	0.66%	0.2 €	1	1	33.4 €	33.4 €	0.03
8. Malaga	35,547	151	0.42%	0.28 €	5	119.5	8.31 €	41.53 €	2.88
9. A Coruna	16,267	117	0.72%	0.2 €	3	3	7.63 €	22.9 €	0.13
10. Vigo	21,074	95	0.45%	0.21 €	1	24.9	19.56 €	19.56 €	1.22