



Dermot Casey **Sales**

Monthly report (April)



















Overall Website

- Your website received a total of X sessions in this month.
 - Paid Search was your largest source of traffic, sending X% of the overall website traffic, followed by Direct X% and Organic Search X%.

Paid Search

- In this month, the account registered X clicks (X% MoM) with an average of CPC of €X (X% MoM).
- We received a total of X phone calls generated through PPC (X% MoM)
- We also generated €X in revenue (X% MoM) by X transactions at a Avg. Cost Per Transaction at €X which amounted to a total cost of €X in this month.
- The ROAS in this month was X (X% MoM) meaning that for every €1 spent we returned €X in revenue.

Product Performance Analysis

Merchant ID	Item ID	Image	Title	Primary product status	Insights	Price	Active in	Clicks	Impr.	CTR	Avg. CPC	Cost	↓ Conv. value	Conv. value / cost
MC ID: 140209162	5054		STIHL SHREDDER GHE 150 MAX 35mm	Ready to serve (limited)	⌵ ⚠ Limited performance due to missing value [gtin]									
MC ID: 140209162	5415		EGO MULTI-TOOL & ACC. MHSC2002E	Ready to serve										
MC ID: 140209162	4649		STIHL HLA 56 Long-reach hedge trimmer	Not ready to serve	⌵ ⓘ Out of stock ⌵ ⚠ Limited performance due to missing value [gtin]									
MC ID: 140209162	5973		Stihl FS94 CE Brushcutter	Ready to serve (limited)	⌵ ⚠ Limited performance due to missing value [gtin]									
MC ID: 140209162	984		AS4 Multi-Purpose Ladder	Ready to serve (limited)	⌵ ⚠ Limited performance due to missing value [gtin]									
MC ID: 140209162	5268		EGO CS1800 CHAINSAW 18"	Ready to serve (limited)	⌵ ⚠ Limited performance due to missing value [gtin]									
MC ID: 140209162	9541		Stihl BGA 45 blower	Ready to serve										
MC ID: 140209162	8130		STIHL CHAINSAW MS 231 16"/40cm	Ready to serve (limited)	⌵ ⚠ Limited performance due to missing value [gtin]									
MC ID: 140209162	8128		STIHL CHAINSAW MS 231 12"/30cm	Ready to serve (limited)	⌵ ⚠ Limited performance due to missing value [gtin]									
MC ID: 140209162	6719		EGO BA2800 5.0 AMP HOUR BATTERY	Ready to serve (limited)	⌵ ⚠ Limited performance due to missing value [gtin]									
MC ID: 140209162	6759		EGO LB5300E LEAF BLOWER	Ready to serve										
MC ID: 140209162	9683		EGO LB5800E BLOWER	Ready to serve (limited)	⌵ ⚠ Limited performance due to missing value [gtin]									
MC ID: 140209162	656		0.8mm 15kg MIG Welding Wire	Ready to serve										
MC ID: 140209162	962		Sewer Jetting Nozzle	Ready to serve										
MC ID: 140209162	1075		Mechanics Seat	Ready to serve (limited)	⌵ ⚠ Limited performance due to missing value [gtin]									
MC ID: 140209162	6847		HONDA REPLACEMENT STARTER FITS GX340, GX390	Ready to serve										

- The best selling product in this month was STHL Shpreder which generated €X in revenue following by EGO MULTI TOOL which generated €X in revenue.
- As you can see in the insight column the performance of the products are limited due to missing values (Barcode) which could be added

Google Shopping Recommendations

Shopping campaigns work differently than standard Search campaigns. Whereas Search advertisers bid on keywords—and, thus, determine which search queries trigger their text ads—Shopping advertisers don't have direct control over which search queries trigger their Shopping ads. Instead, Google crawls Shopping advertisers' websites and feeds to determine which ads are relevant for a given search query. The relevance of your ads, then, depends on the robustness of your Google Shopping feed.

1 - Product Title Product Title is your top priority when optimising your Google Shopping Feed.

- Use the title [title] attribute to clearly identify the product you are selling- Use all 150 characters. Your title will be used to match your product to a customer's search. Include the important details that define your product.- Put the most important details first. Users will usually see only the first 70 or fewer characters of your title, depending on screen size.- Use keywords. Keywords will help connect your product with a person's search and help them recognize what you're selling. Your keywords could include these types of product details:- Product name - Brand. [Here](#) there is an article

2 - Product Description

- List product features, technical specifications and visual attributes. A detailed description will help Google show your product to the right customers.- Be specific and accurate. The more specific you are in your description, the easier it is for customers to identify the product they are searching for.- List the most important details in the first 160 - 500 characters- Include your product's most relevant features and visual attributes. Google crawls your product descriptions for relevant keywords. It's an opportunity to target secondary keywords that didn't make the cut for the product title. [Here](#) there is an article

3 - Product Category

- Your product category doesn't show up on the prospect-facing side—it's strictly a backend attribute that Google takes into consideration when populating the Shopping search results.
- This is a required part of your Google Shopping feed. In order to make a product eligible for advertisement, you must select a category from Google's Product Taxonomy or GPT. Available for download [here](#), the GPT is complete with over 6,000 categories and subcategories. There is also an article [here](#)
- When it comes to relevance, the product category is extremely important. The more targeted you are with your subcategories, the more relevant your product will be.
- In other words, narrow it down. For instance, If you sell baby socks, don't simply categorize them like this:
 - Apparel & Accessories > Clothing
 - Instead, categorize them like this:

Apparel & Accessories > Clothing > Baby & Toddler Clothing > Baby & Toddler Socks & Tights

Google Shopping Recommendations

4 - GTIN Code (Global Trade Item Numbers)

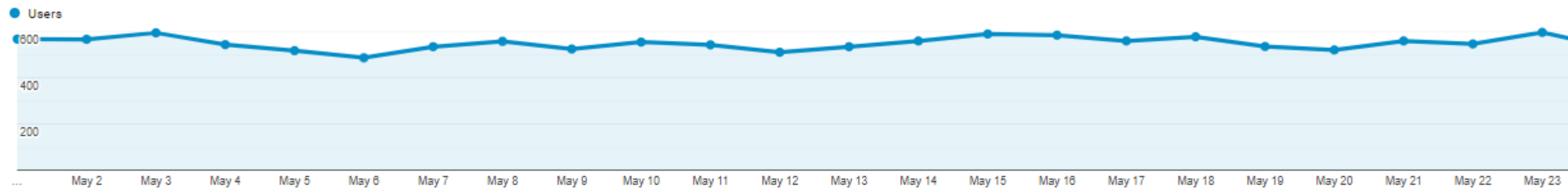
It is a unique identifier for each product. It is better known as the Barcode. This specific number helps Google make your ad or unpaid listing richer and easier for your customers to find. Products submitted without any unique product identifiers are difficult to classify and may not be eligible for all Shopping programs or features.

There is an article [here](#) about GTIN

100.00% Users

Summary Site Usage Goal Set 1 Ecommerce

Users vs. [Select a metric](#)

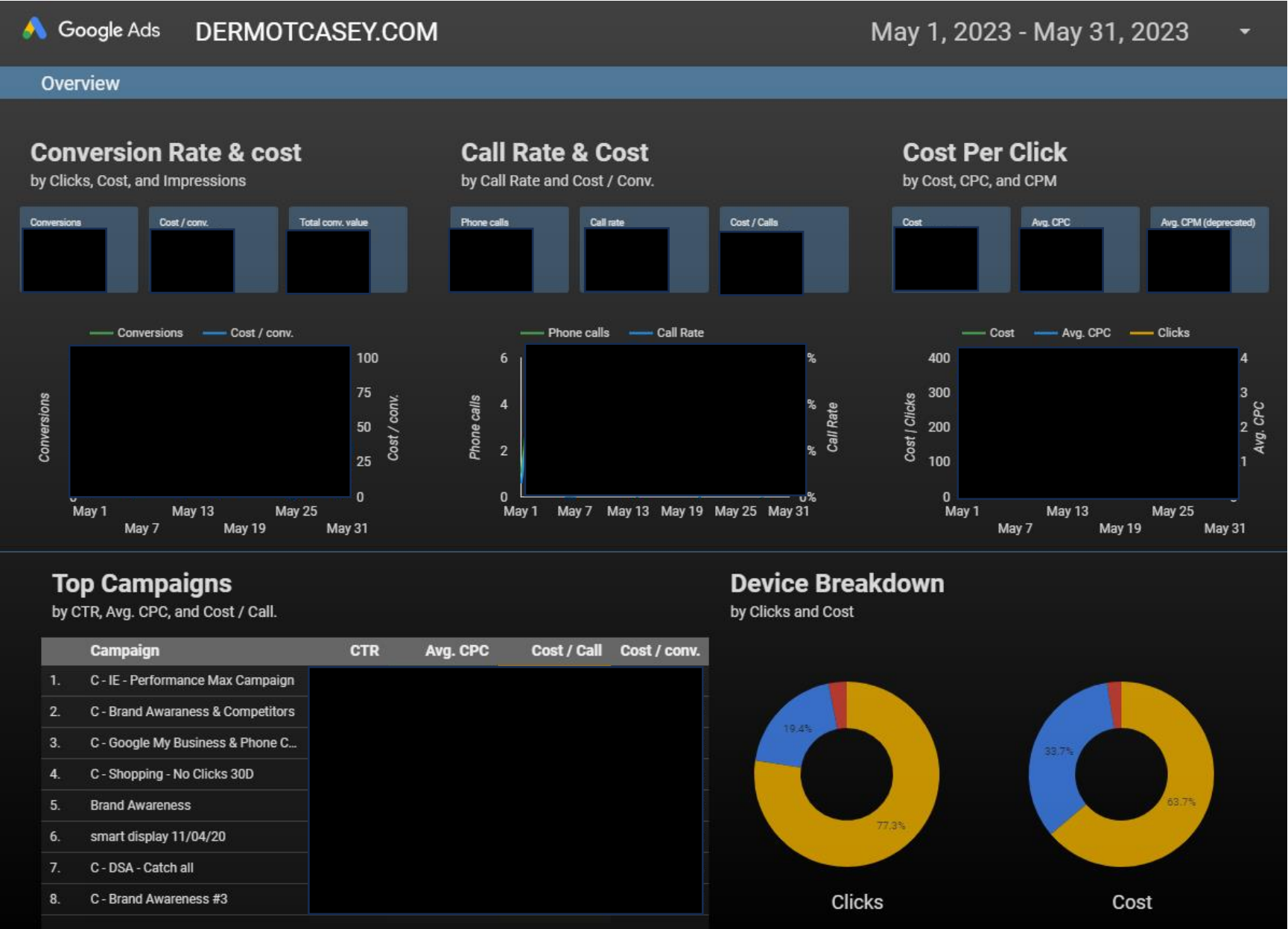


Primary Dimension: **Default Channel Grouping** [Source / Medium](#) [Source](#) [Medium](#) [Other](#) ▾

Plot Rows Secondary dimension ▼ Sort Type: Default ▼

<input type="checkbox"/>	Default Channel Grouping	Acquisition			Behavior		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
<input type="checkbox"/>							
<input type="checkbox"/>	1. Paid Search						
<input type="checkbox"/>	2. Direct						
<input type="checkbox"/>	3. Organic Search						
<input type="checkbox"/>	4. Referral						
<input type="checkbox"/>	5. Social						
<input type="checkbox"/>	6. (Other)						

Overall Google Ads Interface



DigitalSales

Relevant Traffic. Real Results.

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