

# Google Ads Portfolio

## Adora.com

### *Objectives and Expectations*

An **expected outcome** of the project was setting up four carefully researched campaigns to **drive revenue growth** with an **improved ROAS**. In PPC terms, this could be broken down into:

- **Increasing** conversion rate, CTR, ROAS, and revenue
- **Decreasing** bounce rate and cost per conversion.

Thus, our **top objectives** included the following:

- In-depth market research
- Understanding of the business
- Understanding of the target audience
- Detailed keyword research
- Competitor research
- Correct campaign setup
- Proper campaign management

### *Our Approach*

In close communication with the client, we devised an approach based on:

- Understanding their business model, goals, and needs
- Developing both short-term and long-term strategy

- Looking for growth opportunities and aligning the campaigns with these findings
- Regular revision & analysis of the account and campaign performance
- Coordinating our efforts in a way to facilitate increased ROAS and revenue.

We focused on Search and Shopping campaigns as the **main areas of improvement**.

The main KPIs to keep track of our project were:

- ROAS
- Conversion rate
- Revenue
- CTR
- Conversions.

Based on these criteria, our team has worked towards turning The Adora.com into an efficient and profitable paid media channel, using **Google Ads**.

## Results

### Campaign1:

#### **Adora - Branded Search\_MaxConv 2/11/2020**

(Time Period: 11 Feb 2020 to 9 Jan 2023)

#### **1-year Results:**

- Optimization Score: 63.4%
- Clicks: 31,851
- Impressions: 464,072
- Cost: \$4,650.35
- Avg. CPC: \$0.25

- Cost / conv.: \$0.30
- Conversions: 26,932.64
- Interaction: 6.86%
- Conversion rate: 84.56%
- Conversion value: 71,395.30
- Conversion value/cost: 8.89

## 1-Year Improvements:

Campaign	Budget	Status	Optimization score	Campaign type	Conversions	Impr.	Clicks	Cost	Avg. CPV	Interactions	Interaction rate
Adora Brand Search - Home Page ONLY 3/4/2020	\$6.00/day	Limited by budget	76.8%	Search	66,312.53	258,024	37,452	\$9,069...	-	37,452 clicks	14.51%
Adora - Branded Search_MaxConv 2/11/2020	\$5.00/day	Some ads disapproved	60.6%	Search	26,930.64	464,072	31,851	\$8,033...	-	31,851 clicks	6.86%
PMax Adora Smart Shopping_12/21/2021 (PlayTime Image)	\$6.00/day	Limited by budget	65.2%	Performance Max Upgraded	20,021.83	504,626	3,208	\$827.38	\$0.04	3,218 clicks, engagements	0.64%
Outside Summer Toys & Baby Dolls - August	\$5.00/day	Eligible	87.7%	Search	17,154.32	462,652	2,971	\$792.20	-	2,971 clicks	0.64%

Campaign	Conversions	Impr.	Clicks	Cost	Avg. CPV	Interactions	Interaction rate	Avg. cost	Bid strategy type	Conv. rate	Conv. value	Conv. value / cost	Avg. CPC	Cost / conv.
Adora Brand Search - Home Page ONLY 3/4/2020	66,312.53	258,024	37,452	\$9,069...	-	37,452 clicks	14.51%	\$0.24	Maximize conversions (Target CPA)	177.06%	77,970.00	8.60	50.24	\$0.14
Adora - Branded Search_MaxConv 2/11/2020	26,930.64	464,072	31,851	\$8,033...	-	31,851 clicks	6.86%	\$0.25	Maximize conversion value	84.55%	71,395.30	8.89	50.25	\$0.30
PMax Adora Smart Shopping_12/21/2021 (PlayTime Image)	20,021.83	504,626	3,208	\$827.38	\$0.04	3,218 clicks, engagements	0.64%	\$0.26	Maximize conversion value (Target ROAS)	622.18%	10,073.05	12.17	50.26	\$0.04
Outside Summer Toys & Baby Dolls - August	17,154.32	462,652	2,971	\$792.20	-	2,971 clicks	0.64%	\$0.27	Maximize conversions	577.39%	2,934.73	3.70	50.27	\$0.05

## 6-Months Improvements:

- Within the first 6 months after launching the project, the most notable YOY improvements included:

- Optimization Score: 63.4%
- Clicks: 19,062
- Impressions:335,630
- Cost: \$4,650.35
- Avg. CPC: \$0.24
- Cost / conv.: \$8.20
- Conversions: 567.00
- Conversion rate: 2.97%
- Conversion value: 41,637.66

The screenshot shows the Google Ads 'All campaigns' page for the account 'Adora.com'. The table displays the following data for the highlighted campaign:

Campaign	Budget	Status	Optimization score	Campaign type	Conversions	Impr.	Clicks	Cost	Avg. CPCV	Interactions	Interaction rate
Adora - Branded Search_MacCore 2/11/2020	\$5.00/day	Some ads disapproved	63.4%	Search	206.00	113,983	5,836	\$1,551.60	-	5,836 clicks	5.12%
Adora Brand Search - Home Page ONLY 3/4/2020	\$6.00/day	Limited by budget	72.5%	Search	85.00	40,555	5,236	\$1,462.74	-	5,236 clicks	12.91%
PMax: Adora Smart Shopping, 12/21/2021 (PlayTime Image)	\$6.00/day	Limited by budget	81.3%	Performance Max Upgraded	0.00	0	0	\$0.00	-	0	-
Outside Summer Toys & Baby Dots - August	\$5.00/day	Eligible	77.7%	Search	0.00	0	0	\$0.00	-	0	-
<b>Total: All enabled campaign...</b>					<b>291.00</b>	<b>154,538</b>	<b>11,072</b>	<b>\$3,014.34</b>		<b>11,072 clicks</b>	<b>7.16%</b>

Google Ads | SEO Audit Exp. > Charisma Bra... > Adora.com 222-495-8771 | All campaigns

Workspace filter: Campaign status: Enabled | Ad group status: Enabled | Add filter

Overview: Campaigns | Custom: Feb 11 - Aug 11, 2020 | Show last 30 days

Campaign	Conversions	Imp.	Clicks	Cost	Avg. CPV	Interactions	Interaction rate	Avg. cost	Bid strategy type	Conv. rate	Conv. value	Conv. value / cost	Avg. CPC	Cost / conv.
Adora - Branded Search_MaxConv 2/11/2020	206.00	113,983	5,836	\$1,551.60	-	5,836 clicks	5.12%	\$0.27	Maximize conversion value	3.53%	15,695.73	10.12	\$0.27	\$7.53
Adora Brand Search - Home Page ONLY 3/4/2020	85.00	40,555	5,236	\$1,462.74	-	5,236 clicks	12.91%	\$0.28	Maximize conversions (Target CPA)	1.62%	6,876.05	4.70	\$0.28	\$17.21
PMax: Adora Smart Shopping_12/21/2021 (PlayTime Image)	0.00	0	0	\$0.00	-	0	-	-	Maximize conversion value (Target ROAS)	0.00%	0.00	0.00	-	\$0.00
Outside Summer Toys & Baby Dolls - August	0.00	0	0	\$0.00	-	0	-	-	Maximize conversions	0.00%	0.00	0.00	-	\$0.00

## 1-month Improvements:

Google Ads | SEO Audit Exp. > Charisma Bra... > Adora.com 222-495-8771 | All campaigns

Workspace filter: Campaign status: Enabled | Ad group status: Enabled | Add filter

Overview: Campaigns | Custom: Feb 11 - Mar 11, 2020 | Show last 30 days

Campaign	Budget	Status	Optimization score	Campaign type	Conversions	Imp.	Clicks	Cost	Avg. CPV	Interactions	Interaction rate
Adora - Branded Search_MaxConv 2/11/2020	\$5.00/day	Some ads disapproved	60.6%	Search	30.00	26,690	982	\$359.40	-	982 clicks	3.68%
Adora Brand Search - Home Page ONLY 3/4/2020	\$6.00/day	Limited by budget	76.8%	Search	6.00	2,646	208	\$54.65	-	208 clicks	7.86%
PMax: Adora Smart Shopping_12/21/2021 (PlayTime Image)	\$6.00/day	Limited by budget	65.2%	Performance Max Upgraded	0.00	0	0	\$0.00	-	0	-
Outside Summer Toys & Baby Dolls - August	\$5.00/day	Eligible	87.7%	Search	0.00	0	0	\$0.00	-	0	-
Total: All enabled campaigns in...					36.00	29,336	1,190	\$414.05	-	1,190 clicks	4.06%
Total: Account	\$22.00/day				57.00	199,891	2,529	\$782.64	-	2,529 clicks	1.27%

1 - 4 of 4

Google Ads | SEO Audit Exp... | Charisma Bra... | Adora.com | 223-495-8771 | All campaigns

Workspace filter: Campaign status: Enabled | Ad group status: Enabled | Add filter

Overview | Recommendations | Insights | Campaigns | Auction insights | Ad groups | Product groups | Ads & assets | Products | Videos | Landing pages | Keywords

Campaigns | Custom | Feb 11 - Mar 11, 2020 | Show last 30 days

Campaign	Conversions	Impr.	Clicks	Cost	Avg. CPV	Interactions	Interaction rate	Avg. cost	Bid strategy type	Conv. rate	Conv. value	Conv. value / cost	Avg. CPC	Cost / conv.
Adora - Branded Search_MaxConv 2/11/2020	30.00	26,690	982	\$359.40	-	982 clicks	3.68%	\$0.37	Maximize conversion value	3.05%	2,108.69	5.87	\$0.37	\$11.98
Purchase	30.00	-	-	-	-	-	-	-	-	-	2,108.69	-	-	-
Adora Brand Search - Home Page ONLY 3/4/2020	6.00	2,646	208	\$54.65	-	208 clicks	7.86%	\$0.26	Maximize conversions (Target CPA)	2.88%	298.99	5.47	\$0.26	\$9.11
Purchase	6.00	-	-	-	-	-	-	-	-	-	298.99	-	-	-
PMax Adora Smart Shopping_12/21/2021 (PlayTime Image)	0.00	0	0	\$0.00	-	0	-	-	Maximize conversion value (Target ROAS)	0.00%	0.00	0.00	-	\$0.00
Outside Summer Toys & Baby Dolls - August	0.00	0	0	\$0.00	-	0	-	-	Maximize conversions	0.00%	0.00	0.00	-	\$0.00
Total: All enabled campaigns in...	36.00	29,336	1,190	\$414.05	-	1,190 clicks	4.06%	\$0.35	-	3.03%	2,407.68	5.81	\$0.35	\$11.50
Total: Account	57.00	199,891	2,529	\$782.64	-	2,529 clicks	1.27%	\$0.31	-	2.25%	3,744.83	4.78	\$0.31	\$13.73

Google Ads | SEO Audit Exp... | Charisma Bra... | Adora.com | 223-495-8771 | All campaigns

Workspace filter: Campaign status: Enabled | Ad group status: Enabled | Add filter

Overview | Recommendations | Insights | Campaigns | Auction insights | Ad groups | Product groups | Ads & assets | Products | Videos | Landing pages | Keywords | Audiences | Content

Campaigns | Custom | Mar 4, 2020 - Jan 9, 2023 | Show last 30 days

Mar 2020 | Jan 2023

Campaign	Budget	Status	Optimization score	Campaign type	Conversion	Impr.	Clicks	Cost	Avg. CPV	Interactions	Interaction rate
Adora Brand Search - Home Page ONLY 3/4/2020	\$6.00/day	Limited by budget	78.8%	Search	66,252.53	258,024	37,452	\$9,069.44	-	37,452 clicks	14.51%
Calls from ads					34.00	-	-	-	-	-	-
Purchase					66,219.53	-	-	-	-	-	-
Adora - Branded Search_MaxConv 2/11/2020	\$5.00/day	Some ads disapproved	60.6%	Search	26,897.64	446,068	31,092	\$7,792.80	-	31,092 clicks	6.97%
Calls from ads					33.00	-	-	-	-	-	-
Purchase					26,864.64	-	-	-	-	-	-
PMax Adora Smart Shopping_12/21/2021 (PlayTime Image)	\$6.00/day	Limited by budget	65.2%	Performance Max Upgraded	20,000.83	504,626	3,208	\$827.98	\$0.04	3,218 clicks, engagements	0.64%
Purchase					20,000.83	-	-	-	-	-	-
Outside Summer Toys & Baby Dolls - August	\$5.00/day	Eligible	87.7%	Search	17,147.32	462,509	2,970	\$792.10	-	2,970 clicks	0.64%
Calls from ads					4.00	-	-	-	-	-	-
Purchase					17,143.32	-	-	-	-	-	-

## Adora Brand Search - Home Page ONLY 3/4/2020

\$6.00/day

1-month Improvements:

Google Ads | SEO Audit Exp. > Charisma Bra. > Adora.com 223-495-8771 | All campaigns

Workspace filter: Campaign status: Enabled | Ad group status: Enabled | Add filter

Custom: Mar 4 - Apr 4, 2020 | Show last 30 days

Campaign	Budget	Status	Optimization score	Campaign type	Conversions	Imp.	Clicks	Cost	Avg. CPV	Interactions	Interaction rate
Adora Brand Search - Home Page ONLY 3/4/2020	\$6.00/day	Limited by budget	76.8%	Search	11.00	6,643	531	\$144.15	-	531 clicks	7.9%
Purchase					11.00	-	-	-	-	-	-
Adora - Branded Search_MaxConv 2/11/2020	\$5.00/day	Some ads disapproved	60.6%	Search	11.00	17,767	469	\$226.91	-	469 clicks	2.64%
Purchase					11.00	-	-	-	-	-	-
PMax Adora Smart Shopping_12/21/2021 (PlayTime Image)	\$6.00/day	Limited by budget	65.2%	Performance Max Upgraded	0.00	0	0	\$0.00	-	0	-
Outside Summer Toys & Baby Dolls - August	\$5.00/day	Eligible	87.7%	Search	0.00	0	0	\$0.00	-	0	-
Total: All enabled campaigns in...					22.00	24,410	1,000	\$371.06	-	1,000 clicks	4.10%
Total: Account	\$22.00/day				44.00	276,880	2,469	\$616.02	-	2,469 clicks	0.89%

Google Ads | SEO Audit Exp. > Charisma Bra. > Adora.com 223-495-8771 | All campaigns

Workspace filter: Campaign status: Enabled | Ad group status: Enabled | Add filter

Custom: Mar 4 - Apr 4, 2020 | Show last 30 days

Campaign	Conversions	Imp.	Clicks	Cost	Avg. CPV	Interactions	Interaction rate	Avg. cost	Bid strategy type	Conv. rate	Conv. value	Conv. value / cost	Avg. CPC	Cost / conv.
Adora Brand Search - Home Page ONLY 3/4/2020	11.00	6,643	531	\$144.15	-	531 clicks	7.9%	\$0.27	Maximize conversions (Target CPA)	2.07%	738.65	5.12	\$0.27	\$13.10
Purchase	11.00	-	-	-	-	-	-	-	-	-	738.65	-	-	-
Adora - Branded Search_MaxConv 2/11/2020	11.00	17,767	469	\$226.91	-	469 clicks	2.64%	\$0.48	Maximize conversion value	2.35%	822.38	3.62	\$0.48	\$20.63
Purchase	11.00	-	-	-	-	-	-	-	-	-	822.38	-	-	-
PMax Adora Smart Shopping_12/21/2021 (PlayTime Image)	0.00	0	0	\$0.00	-	0	-	-	Maximize conversion value (Target ROAS)	0.00%	0.00	0.00	-	\$0.00
Outside Summer Toys & Baby Dolls - August	0.00	0	0	\$0.00	-	0	-	-	Maximize conversions	0.00%	0.00	0.00	-	\$0.00
Total: All enabled campaigns in...	22.00	24,410	1,000	\$371.06	-	1,000 clicks	4.10%	\$0.37	-	2.20%	1,561.03	4.21	\$0.37	\$16.87
Total: Account	44.00	276,880	2,469	\$616.02	-	2,469 clicks	0.89%	\$0.25	-	1.78%	2,835.89	4.60	\$0.25	\$14.00

## 6 month Improvements :

Google Ads | SEO Audit Exp. > Charisma Bra. > Adora.com 223-495-8771 | All campaigns

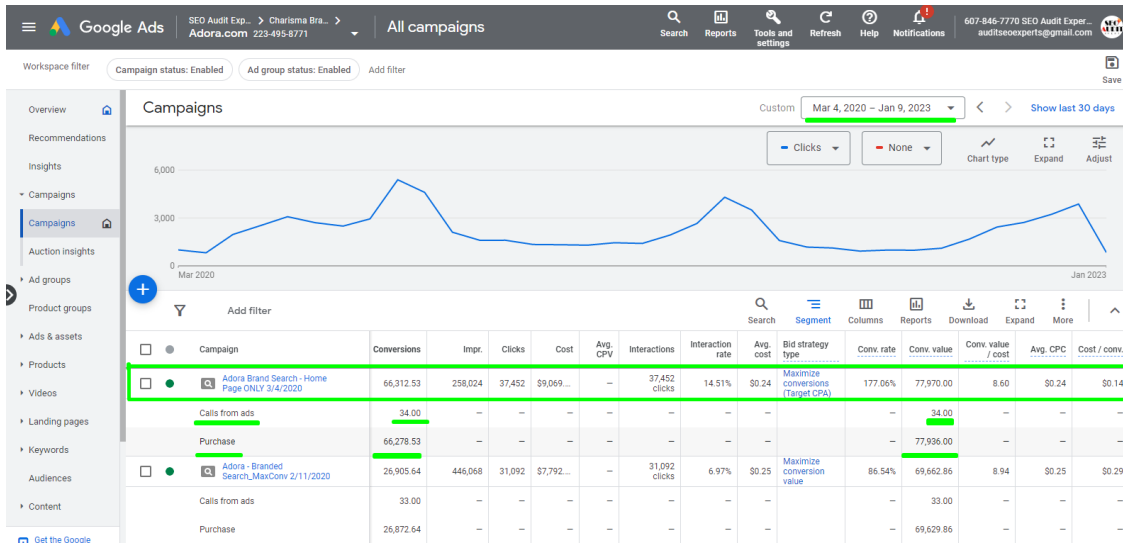
Workspace filter: Campaign status: Enabled | Ad group status: Enabled | Add filter

Custom: Mar 4 - Sep 4, 2022 | Show last 30 days

Campaign	Budget	Status	Optimization score	Campaign type	Conversions	Imp.	Clicks	Cost	Avg. CPV	Interactions
Adora Brand Search - Home Page ONLY 3/4/2020	\$6.00/day	Limited by budget	72.3%	Search	6,531.28	23,569	3,388	\$1,042...	-	3,388 clicks
Calls from ads					15.00	-	-	-	-	-
Purchase					6,516.28	-	-	-	-	-
Adora - Branded Search_MaxConv 2/11/2020	\$5.00/day	Some ads disapproved	63.4%	Search	3,420.00	25,668	2,872	\$877.46	-	2,872 clicks
Calls from ads					2.00	-	-	-	-	-
Purchase					3,418.00	-	-	-	-	-
Outside Summer Toys & Baby Dolls - August	\$5.00/day	Eligible	77.7%	Search	2,031.05	99,508	530	\$161.02	-	530 clicks
Purchase					2,031.05	-	-	-	-	-
PMax Adora Smart Shopping_12/21/2021 (PlayTime Image)	\$6.00/day	Limited by budget	81.3%	Performance Max Upgraded	958.69	41,214	200	\$70.39	-	200 clicks
Purchase					958.69	-	-	-	-	-







Campaign	Budget	Status	Optimization score	Campaign type	Conversion	Impr.	Clicks	Cost	Avg. CPV	Interactions	Interaction rate
Adora Brand Search - Home Page ONLY 3/4/2020	\$6.00/day	Limited by budget	76.8%	Search	66,253.53	258,024	37,452	\$9,069.44	-	37,452 clicks	14.51%
Adora - Branded Search_MaxConv 2/11/2020	\$5.00/day	Some ads disapproved	60.6%	Search	26,897.64	446,068	31,092	\$7,792.80	-	31,092 clicks	6.97%
PMax: Adora Smart Shopping_12/21/2021 (PlayTime Image)	\$6.00/day	Limited by budget	65.2%	Performance Max Upgraded	20,000.83	504,626	3,208	\$827.38	\$0.04	3,218 clicks, engagements	0.64%
Outside Summer Toys & Baby Dolls - August	\$5.00/day	Eligible	67.7%	Search	17,147.32	462,509	2,970	\$792.10	-	2,970 clicks	0.64%

## Outside Summer Toys & Baby Dolls - August

\$5.00/day

Workspace filter Campaign status: Enabled Ad group status: Enabled Add filter Save

Campaigns Custom Aug 1 - Sep 9, 2022 Show last 30 days

Campaign	Budget	Status	Optimization score	Campaign type	Conversion	Impr.	Clicks	Cost	Avg. CPV	Interactions
Adora Brand Search - Home Page ONLY 3/4/2020	\$6.00/day	Limited by budget	76.8%	Search	9,584.78	4,238	985	\$241.41	-	985 clicks
Purchase					9,584.78	-	-	-	-	-
Adora - Branded Search_MaxConv 2/11/2020	\$5.00/day	Some ads disapproved	60.6%	Search	3,766.64	3,723	486	\$198.18	-	486 clicks
Purchase					3,766.64	-	-	-	-	-
Outside Summer Toys & Baby Dolls - August	\$5.00/day	Eligible	87.7%	Search	2,385.05	118,739	626	\$188.00	-	626 clicks
Purchase					2,385.05	-	-	-	-	-
PMax: Adora Smart Shopping_12/21/2021 (PlayTime Image)	\$6.00/day	Limited by budget	65.2%	Performance Max Upgraded	1,369.69	53,668	275	\$100.96	-	275 clicks
Purchase					1,369.69	-	-	-	-	-
Total: All enabled campaign...					17,106.17	180,368	2,372	\$728.54	-	2,372 clicks
Total: Account	\$22.00/day				18,409.85	255,729	2,798	\$862.44	-	2,798 clicks

Workspace filter Campaign status: Enabled Ad group status: Enabled Add filter Save

Campaigns Custom Aug 1 - Sep 9, 2022 Show last 30 days

Campaign	Conversion	Impr.	Clicks	Cost	Avg. CPV	Interactions	Interaction rate	Avg. cost	Bid strategy type	Conv. rate	Conv. value	Conv. value / cost	Avg. CPC	Cost / conv.
Adora Brand Search - Home Page ONLY 3/4/2020	9,584.78	4,238	985	\$241.41	-	985 clicks	23.24%	\$0.25	Maximize conversions (Target CPA)	973.07%	2,521.18	10.44	\$0.25	\$0.03
Purchase	9,584.78	-	-	-	-	-	-	-	-	-	2,521.18	-	-	-
Adora - Branded Search_MaxConv 2/11/2020	3,766.64	3,723	486	\$198.18	-	486 clicks	13.05%	\$0.41	Maximize conversion value	775.03%	1,053.71	5.32	\$0.41	\$0.05
Purchase	3,766.64	-	-	-	-	-	-	-	-	-	1,053.71	-	-	-
Outside Summer Toys & Baby Dolls - August	2,385.05	118,739	626	\$188.00	-	626 clicks	0.53%	\$0.30	Maximize conversions	381.00%	108.00	0.57	\$0.30	\$0.08
Purchase	2,385.05	-	-	-	-	-	-	-	-	-	108.00	-	-	-
PMax: Adora Smart Shopping_12/21/2021 (PlayTime Image)	1,369.69	53,668	275	\$100.96	-	275 clicks	0.51%	\$0.37	Maximize conversion value (Target ROAS)	498.07%	716.35	7.10	\$0.37	\$0.07
Purchase	1,369.69	-	-	-	-	-	-	-	-	-	716.35	-	-	-
Total: All enabled campa...	17,106.17	180,368	2,372	\$728.54	-	2,372 clicks	1.32%	\$0.31		721.17%	4,399.24	6.04	\$0.31	\$0.04

# 1-Year Improvements:

Campaign	Budget	Status	Optimization score	Campaign type	Conversion	Impr.	Clicks	Cost	Avg. CPV	Interactions
Adora Brand Search - Home Page ONLY 3/4/2020	\$6.00/day	Limited by budget	75.8%	Search	65,383.53	24,583	5,899	\$966.76	-	5,899 clicks
Adora - Branded Search_MaxConv 2/11/2020	\$5.00/day	Some ads disapproved	60.6%	Search	25,917.64	19,748	2,703	\$801.03	-	2,703 clicks
PMax: Adora Smart Shopping_12/21/2021 (PlayTime Image)	\$6.00/day	Limited by budget	65.2%	Performance Max Upgraded	20,021.83	504,626	3,208	\$827.38	\$0.04	3,218 clicks, engagements
Outside Summer Toys & Baby Dolls - August	\$5.00/day	Eligible	87.7%	Search	17,154.32	462,652	2,971	\$792.20	-	2,971 clicks

Campaign	Conversions	Impr.	Clicks	Cost	Avg. CPV	Interactions	Interaction rate	Avg. cost	Bid strategy type	Conv. rate	Conv. value	Conv. value / cost	Avg. CPC	Cost / conv.
Adora Brand Search - Home Page ONLY 3/4/2020	65,383.53	24,583	5,899	\$966.76	-	5,899 clicks	24.00%	\$0.16	Maximize conversions (Target CPA)	1,108.38%	13,908.85	14.39	\$0.16	\$0.01
Adora - Branded Search_MaxConv 2/11/2020	25,917.64	19,748	2,703	\$801.03	-	2,703 clicks	13.69%	\$0.30	Maximize conversion value	958.85%	7,121.62	8.89	\$0.30	\$0.03
PMax: Adora Smart Shopping_12/21/2021 (PlayTime Image)	20,021.83	504,626	3,208	\$827.38	\$0.04	3,218 clicks, engagements	0.64%	\$0.26	Maximize conversion value (Target ROAS)	622.18%	10,073.05	12.17	\$0.26	\$0.04
Outside Summer Toys & Baby Dolls - August	17,154.32	462,652	2,971	\$792.20	-	2,971 clicks	0.64%	\$0.27	Maximize conversions	577.39%	2,934.73	3.70	\$0.27	\$0.05

**PMax: Adora Smart Shopping\_12/21/2021 (PlayTime Image)**  
**\$6.00/day**

# 1-month Improvements:

Workspace filter: Campaign status: Enabled | Ad group status: Enabled | Add filter

Overview | Recommendations | Insights | Campaigns | Auction insights | Ad groups | Product groups | Ads & assets | Products | Videos | Landing pages | Keywords | Audiences | Content

Campaigns | Custom | Dec 21, 2021 - Jan 21, 2022 | Show last 30 days

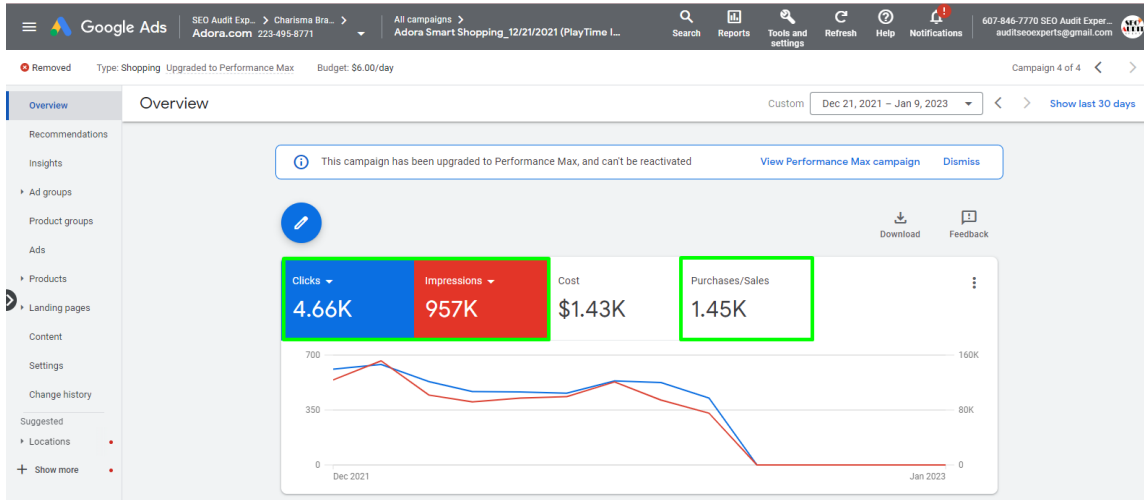
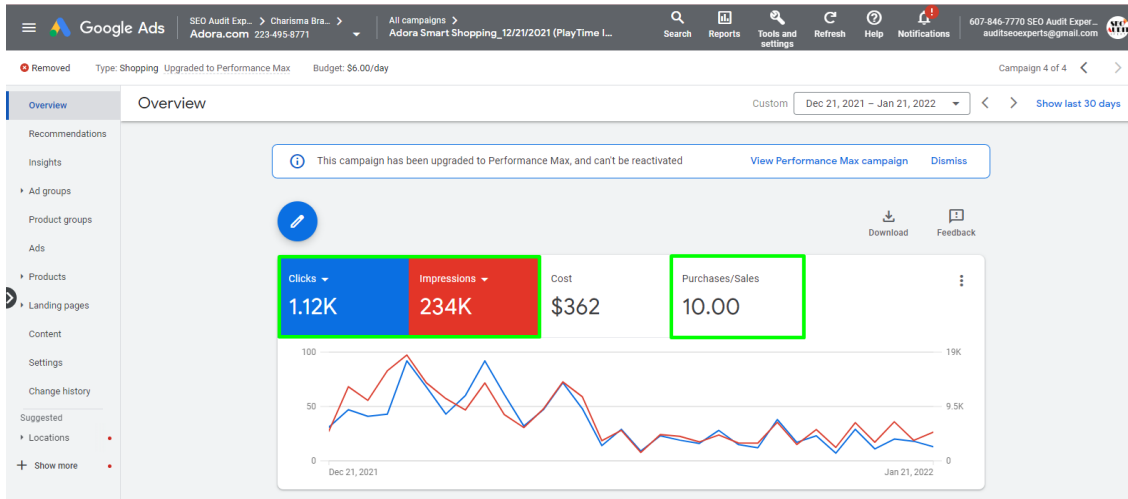
Campaign	Budget	Status	Optimization score	Campaign type	Conversions	Impr.	Clicks	Cost	Avg. CPV	Interactions	Interaction rate
Adora Brand Search - Home Page ONLY 3/4/2020	\$6.00/day	Limited by budget	76.8%	Search	19.00	7,687	895	\$178.91	-	895 clicks	11.64%
Adora - Branded Search_MaxConv 2/11/2020	\$5.00/day	Some ads disapproved	60.6%	Search	18.00	12,283	1,025	\$181.61	-	1,025 clicks	8.34%
PMax Adora Smart Shopping_12/21/2021 (PlayTime Image)	\$6.00/day	Limited by budget	65.2%	Performance Max Upgraded	0.00	0	0	\$0.00	-	0	-
Outside Summer Toys & Baby Dolls - August	\$5.00/day	Eligible	87.7%	Search	0.00	0	0	\$0.00	-	0	-
<b>Total: All enabled campaigns in...</b>					<b>37.00</b>	<b>19,970</b>	<b>1,920</b>	<b>\$360.52</b>		<b>1,920 clicks</b>	<b>9.61%</b>

Workspace filter: Campaign status: Enabled | Ad group status: Enabled | Add filter

Overview | Recommendations | Insights | Campaigns | Auction insights | Ad groups | Product groups | Ads & assets | Products | Videos | Landing pages | Keywords | Audiences | Content

Campaigns | Custom | Dec 21, 2021 - Jan 21, 2022 | Show last 30 days

Campaign	Conversions	Impr.	Clicks	Cost	Avg. CPV	Interactions	Interaction rate	Avg. cost	Bid strategy type	Conv. rate	Conv. value	Conv. value / cost	Avg. CPC	Cost / conv.
Adora Brand Search - Home Page ONLY 3/4/2020	19.00	7,687	895	\$178.91	-	895 clicks	11.64%	\$0.20	Maximize conversions (Target CPA)	2.12%	1,254.09	7.01	\$0.20	\$9.42
Adora - Branded Search_MaxConv 2/11/2020	18.00	12,283	1,025	\$181.61	-	1,025 clicks	8.34%	\$0.18	Maximize conversion value	1.76%	1,597.11	8.79	\$0.18	\$10.09
PMax Adora Smart Shopping_12/21/2021 (PlayTime Image)	0.00	0	0	\$0.00	-	0	-	-	Maximize conversion value (Target ROAS)	0.00%	0.00	0.00	-	\$0.00
Outside Summer Toys & Baby Dolls - August	0.00	0	0	\$0.00	-	0	-	-	Maximize conversions	0.00%	0.00	0.00	-	\$0.00
<b>Total: All enabled campaigns in...</b>	<b>37.00</b>	<b>19,970</b>	<b>1,920</b>	<b>\$360.52</b>		<b>1,920 clicks</b>	<b>9.61%</b>	<b>\$0.19</b>		<b>1.93%</b>	<b>2,851.20</b>	<b>7.91</b>	<b>\$0.19</b>	<b>\$9.74</b>



## 1-Year Improvements:

Workspace filter Campaign status: Enabled Ad group status: Enabled Add filter Save

Overview Campaigns Custom Dec 21, 2021 - Jan 9, 2023 Show last 30 days

Recommendations +

Insights Add filter

Campaign	Budget	Status	Optimization score	Campaign type	Conversions	Impr.	Clicks	Cost	Avg. CPV	Interactions	Interaction rate
Adora Brand Search - Home Page ONLY 3/4/2020	\$6.00/day	Limited by budget	76.8%	Search	65,605.53	61,112	10,118	\$2,187...	-	10,118 clicks	16.56%
Calls from ads					21.00	-	-	-	-	-	-
Purchase					65,584.53	-	-	-	-	-	-
Adora - Branded Search_MaxConv 2/11/2020	\$5.00/day	Some ads disapproved	60.6%	Search	26,181.64	66,307	7,185	\$1,888...	-	7,185 clicks	10.84%
Calls from ads					5.00	-	-	-	-	-	-
Purchase					26,176.64	-	-	-	-	-	-
PMax Adora Smart Shopping_12/21/2021 (PlayTime Image)	\$6.00/day	Limited by budget	65.2%	Performance Max Upgraded	20,021.83	504,626	3,208	\$827.38	\$0.04	3,218 clicks, engagements	0.64%
Purchase					20,021.83	-	-	-	-	-	-
Outside Summer Toys & Baby Dolls - August	\$5.00/day	Eligible	87.7%	Search	17,154.32	462,652	2,971	\$792.20	-	2,971 clicks	0.64%
Calls from ads					4.00	-	-	-	-	-	-
Purchase					17,150.32	-	-	-	-	-	-

Workspace filter Campaign status: Enabled Ad group status: Enabled Add filter Save

Overview Campaigns Custom Dec 21, 2021 - Jan 9, 2023 Show last 30 days

Recommendations +

Insights Add filter

Campaign	Conversions	Impr.	Clicks	Cost	Avg. CPV	Interactions	Interaction rate	Avg. cost	Bid strategy type	Conv. rate	Conv. value	Conv. value / cost	Avg. CPC	Cost / conv.
Adora Brand Search - Home Page ONLY 3/4/2020	65,605.53	61,112	10,118	\$2,187...	-	10,118 clicks	16.56%	\$0.22	Maximize conversions (Target CPA)	648.40%	20,556.08	9.40	\$0.22	\$0.03
Calls from ads	21.00	-	-	-	-	-	-	-	-	-	21.00	-	-	-
Purchase	65,584.53	-	-	-	-	-	-	-	-	-	20,535.08	-	-	-
Adora - Branded Search_MaxConv 2/11/2020	26,181.64	66,307	7,185	\$1,888...	-	7,185 clicks	10.84%	\$0.26	Maximize conversion value	364.39%	15,867.67	8.40	\$0.26	\$0.07
Calls from ads	5.00	-	-	-	-	-	-	-	-	-	5.00	-	-	-
Purchase	26,176.64	-	-	-	-	-	-	-	-	-	15,862.67	-	-	-
PMax Adora Smart Shopping_12/21/2021 (PlayTime Image)	20,021.83	504,626	3,208	\$827.38	\$0.04	3,218 clicks, engagements	0.64%	\$0.26	Maximize conversion value (Target ROAS)	622.18%	10,073.05	12.17	\$0.26	\$0.04
Purchase	20,021.83	-	-	-	-	-	-	-	-	-	10,073.05	-	-	-
Outside Summer Toys & Baby Dolls - August	17,154.32	462,652	2,971	\$792.20	-	2,971 clicks	0.64%	\$0.27	Maximize conversions	577.99%	2,934.73	3.70	\$0.27	\$0.05
Calls from ads	4.00	-	-	-	-	-	-	-	-	-	4.00	-	-	-
Purchase	17,150.32	-	-	-	-	-	-	-	-	-	2,930.73	-	-	-