

Google Ads Campaigns

All

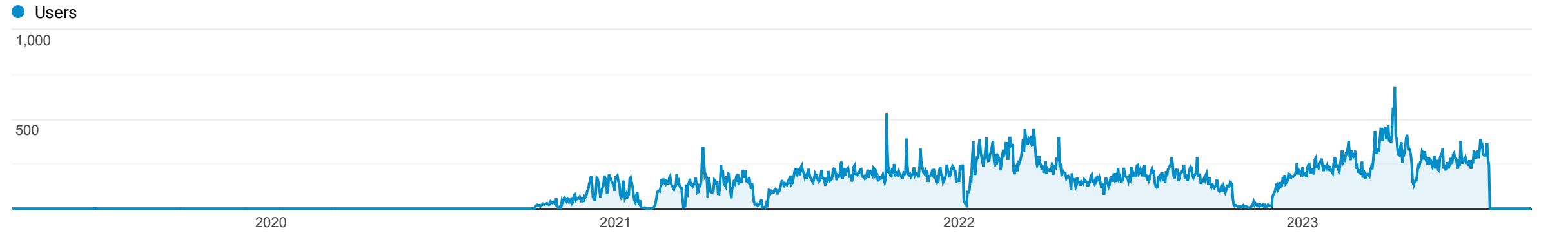
All Users








4.69% Users

Apr 1, 2019 - Sep 1, 2023

Explorer

Summary



Campaign / Campaign ID		Acquisition				Behavior		Conversions	eCommerce ▾			
		Clicks ▾	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue	
		220,621 % of Total: 100.00% (220,621)	\$11,424.46 % of Total: 100.00% (\$11,424.46)	\$0.05 Avg for View: \$0.05 (0.00%)	157,316 % of Total: 4.69% (3,351,907)	249,722 % of Total: 5.66% (4,410,227)	15.44% Avg for View: 13.90% (11.10%)	4.86 Avg for View: 7.42 (-34.45%)	0.19% Avg for View: 0.15% (26.89%)	485 % of Total: 7.19% (6,750)	\$89,173.81 % of Total: 4.29% (\$2,077,409.96)	
1.	Akiane Shopping 11192602942		133,631 (60.57%)	\$3,672.07 (32.14%)	\$0.03	68,944 (43.39%)	112,368 (45.00%)	0.33%	4.53	0.32%	365 (75.26%)	\$70,991.53 (79.61%)
2.	PMax: Akiane Shopping 17874840924		41,625 (18.87%)	\$2,337.62 (20.46%)	\$0.06	31,313 (19.71%)	46,674 (18.69%)	37.40%	3.10	0.00%	0 (0.00%)	\$0.00 (0.00%)
3.	Sales-Performance Max-updated 19083541108		36,723 (16.65%)	\$2,858.30 (25.02%)	\$0.08	30,760 (19.36%)	42,755 (17.12%)	40.14%	4.70	0.00%	0 (0.00%)	\$0.00 (0.00%)
4.	Website Retargeting 13689250302		5,789 (2.62%)	\$2,286.13 (20.01%)	\$0.39	3,728 (2.35%)	9,131 (3.66%)	33.82%	4.35	1.07%	98 (20.21%)	\$7,232.19 (8.11%)
5.	Website traffic-Search-1 16516383110		2,380 (1.08%)	\$160.18 (1.40%)	\$0.07	1,935 (1.22%)	2,901 (1.16%)	0.38%	13.45	0.62%	18 (3.71%)	\$10,150.50 (11.38%)
6.	Video Target frequency - 2022-08-09 The MUSE 17998914633		463 (0.21%)	\$101.85 (0.89%)	\$0.22	245 (0.15%)	264 (0.11%)	7.58%	2.67	0.00%	0 (0.00%)	\$0.00 (0.00%)
7.	Youtube video remarketing - Dharma 1973994401		10 (0.00%)	\$8.32 (0.07%)	\$0.83	0 (0.00%)	0 (0.00%)	0.00%	0.00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.	(not set)		0 (0.00%)	\$0.00 (0.00%)	\$0.00	21,965 (13.82%)	35,629 (14.27%)	1.26%	7.84	0.01%	4 (0.82%)	\$799.59 (0.90%)

Rows 1 - 8 of 8