

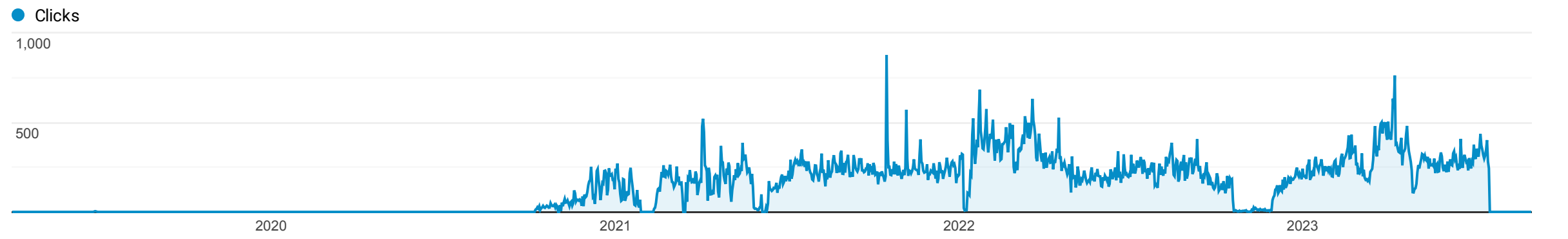
Google Ads Bid Adjustments

All Users
4.03% Users

Apr 1, 2019 - Sep 1, 2023

Explorer

Summary



	Campaign	Device	Bid Adj.	Acquisition					Behavior		Conversions <div>eCommerce</div>		
				Clicks <div>?</div> <div>↓</div>	Cost <div>?</div>	CPC <div>?</div>	Users <div>?</div>	Sessions <div>?</div>	Bounce Rate <div>?</div>	Pages / Session <div>?</div>	Ecommerce Conversion Rate <div>?</div>	Transactions <div>?</div>	Revenue <div>?</div>
		ALL	--	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%)	135,000 % of Total: 4.03% (3,351,907)	214,093 % of Total: 4.85% (4,410,227)	17.80% Avg for View: 13.90% (28.08%)	4.37 Avg for View: 7.42 (-41.13%)	0.22% Avg for View: 0.15% (46.79%)	481 % of Total: 7.13% (6,750)	\$88,374.22 % of Total: 4.25% (\$2,077,409.96)
	1. <div>▼ Akiane Shopping</div>	ALL	--	133,631	\$3,672.07	\$0.03	68,944	112,368	0.33%	4.53	0.32%	365	\$70,991.53
		Mobile devices with full browsers	--	117,258	\$2,703.69	\$0.02	60,964	98,309	0.35%	4.35	0.21%	208	\$40,953.56
		Computers	--	13,050	\$849.37	\$0.07	6,909	11,113	0.24%	6.07	1.23%	137	\$26,593.29
		Tablets with full browsers	--	3,323	\$119.01	\$0.04	1,634	2,946	0.10%	4.98	0.68%	20	\$3,444.68
	2. <div>► PMax: Akiane Shopping</div>	ALL	--	41,625	\$2,337.62	\$0.06	31,313	46,674	37.40%	3.10	0.00%	0	\$0.00
	3. <div>► Sales-Performance Max-updated</div>	ALL	--	36,723	\$2,858.30	\$0.08	30,760	42,755	40.14%	4.70	0.00%	0	\$0.00
	4. <div>► Website Retargeting</div>	ALL	--	5,789	\$2,286.13	\$0.39	3,728	9,131	33.82%	4.35	1.07%	98	\$7,232.19
	5. <div>► Website traffic-Search-1</div>	ALL	--	2,380	\$160.18	\$0.07	1,935	2,901	0.38%	13.45	0.62%	18	\$10,150.50
	6. <div>► Video Target frequency - 2022-08-09 The MUSE</div>	ALL	--	463	\$101.85	\$0.22	245	264	7.58%	2.67	0.00%	0	\$0.00
	7. <div>► Youtube video remarketing - Dharma</div>	ALL	--	10	\$8.32	\$0.83	0	0	0.00%	0.00	0.00%	0	\$0.00

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