



# Google Ads Report

May 1st 2021 → May 31st 2021



The Tanneries, Black Swan Yard,  
Sati Building, 2nd Floor,  
London, SE1 3XW.



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# Google Ads Summary

<b>£32,258</b> Total Spend ↑ 2.48%	<b>410</b> Conversions ↑ 4.19%	<b>£78.68</b> Cost Per Conversion ↓ 1.73%
<b>24,280</b> Clicks ↑ 3.36%	<b>£1.33</b> Cost Per Click ↓ 2.64%	<b>671,283</b> Impressions ↓ 1.65%

Over the reporting period, we spent a total of **£32,258** for **410** conversions. Our average cost per conversion dropped from **£79.20** to **£78.68**. Our ads saw **671,283** impressions, resulting in **24,280** clicks at **£1.33** per click.

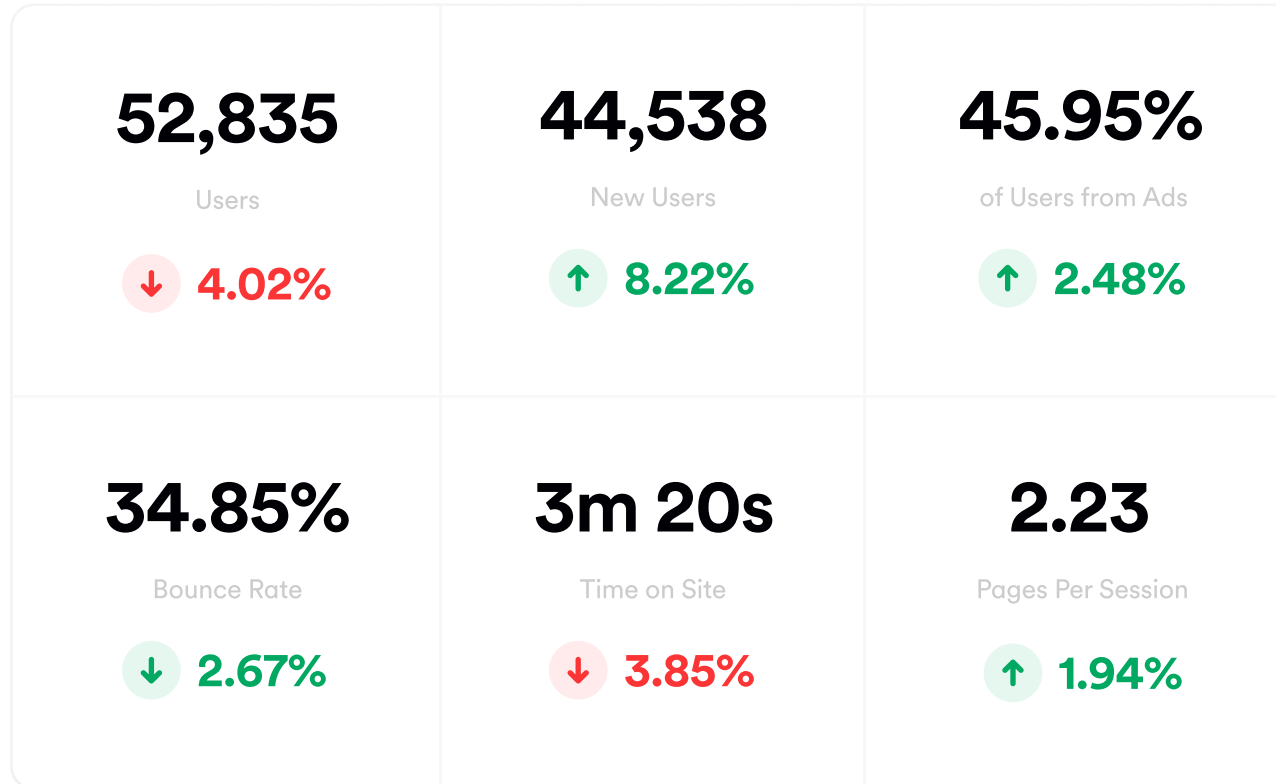


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# Google Analytics Summary



Over the reporting period, the number of new users observed by Google Analytics increased by **8.22%** to **44,538**. With more than 40% of traffic coming from ads, we should consider developing new sources.

Bounce Rate looks healthy, users seem to be able to find the content they're looking for.

Overall, things are looking positive.



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# Spend



From **May 1st** → **May 31st**, spend across all campaigns totalled **£32,258**. Compared to last period, spend increased by **2.48%**.



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# Conversions



From **May 1st** → **May 31st**, we generated a total of **410** conversions. Compared to the last reporting period, conversions increased by **4.19%**. Conversions are looking healthy, offsetting our increased spend. We'll look to continue this upward trend moving forward.



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# Cost Per Conversion



Between **May 1st** → **May 31st**, the average cost per conversion was **£78.68**. Compared to the last period, cost per conversion has decreased by **1.73%**. This is a small change most probably caused by natural variance.



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# Impressions



From **May 1st** → **May 31st**, we generated a total of **671,283** impressions. Compared to last period, this is a slight decrease of **1.65%**.

With a slightly reduced spend target, expect impressions to decrease over the coming months. This should help us spend more efficiently moving forward.

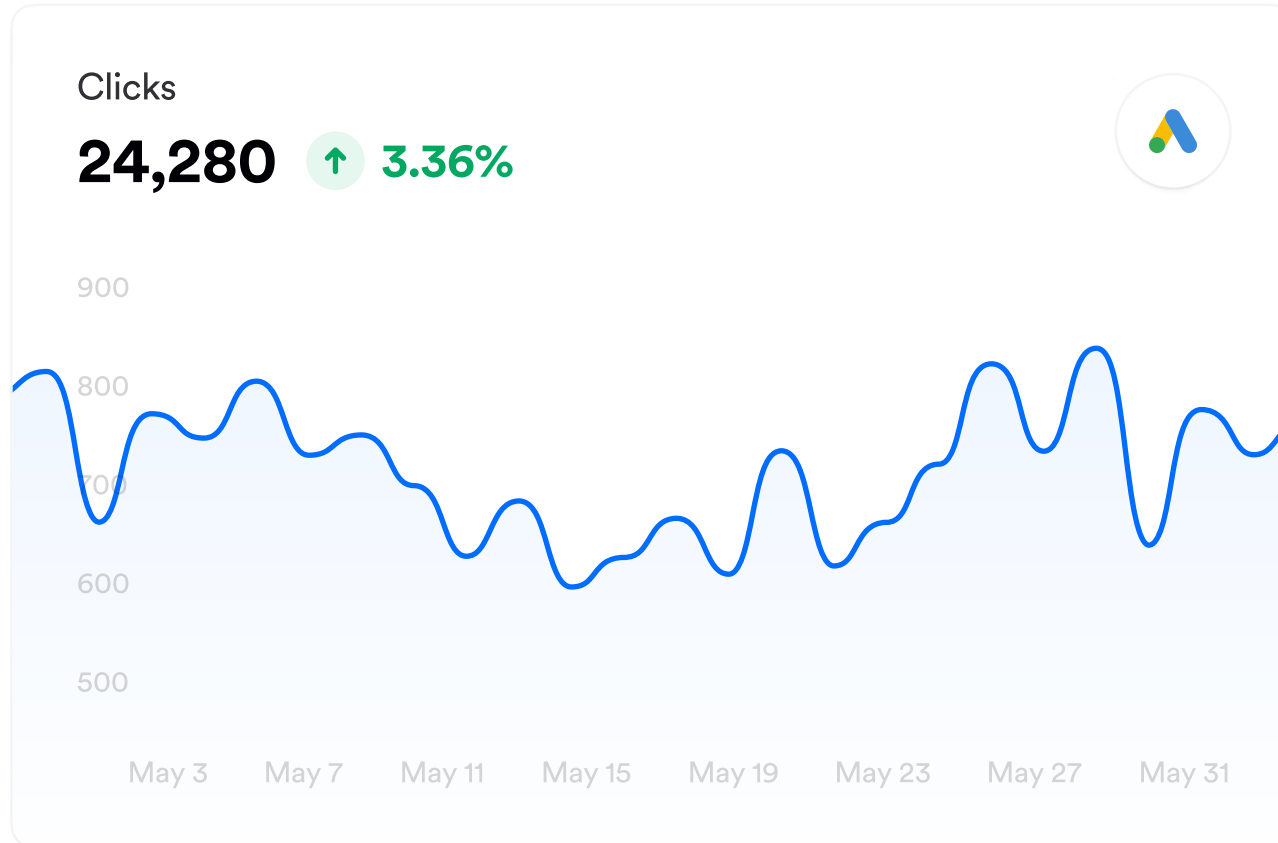


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# Clicks



From **May 1st** → **May 31st**, clicks across all campaigns totalled **24,280**. Compared to last period, that's an increase of **3.36%**.



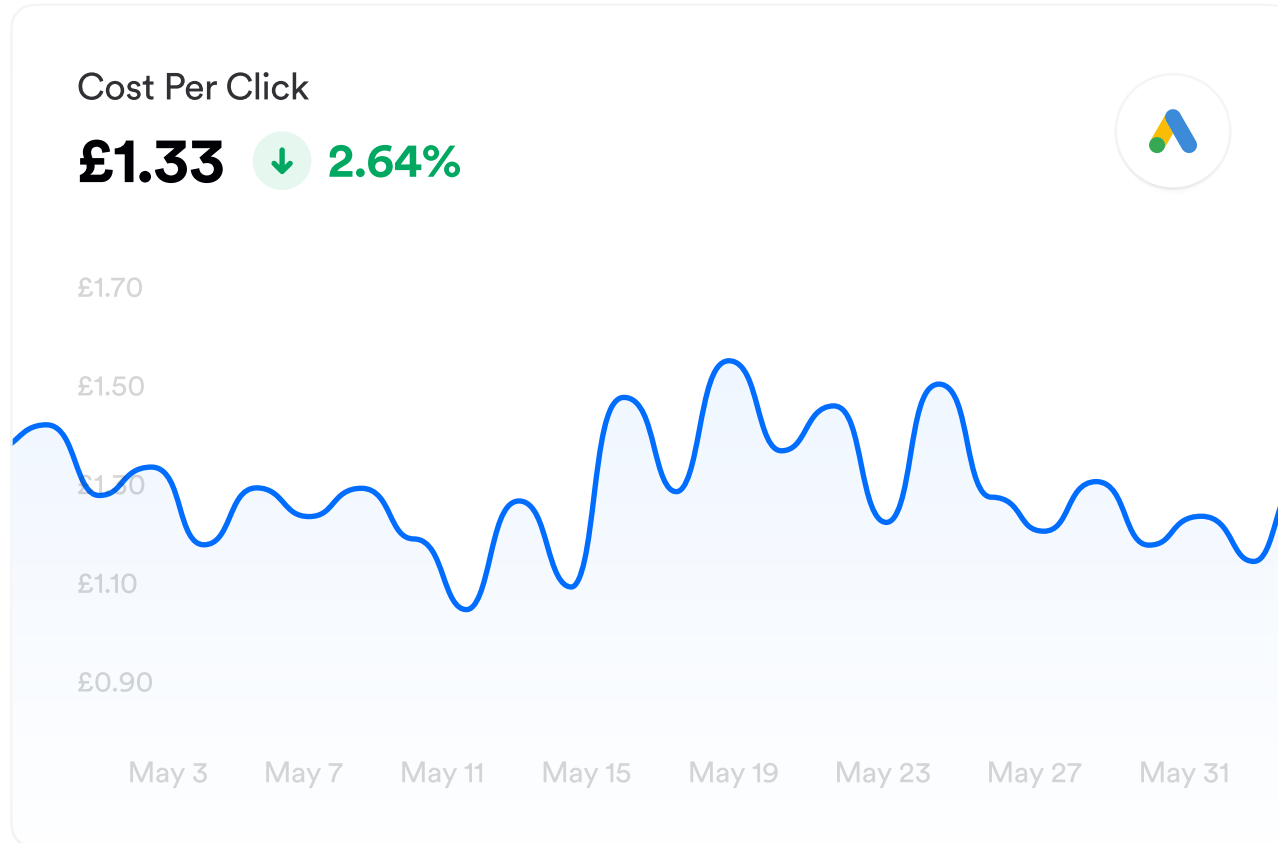
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# Cost Per Click



From **May 1st** → **May 31st**, cost per click averaged **£1.33**. Compared to last reporting period, that's a reduction of **2.64%**.

Moving forward, we're looking to reduce cost per click to around **£1.00** per click.

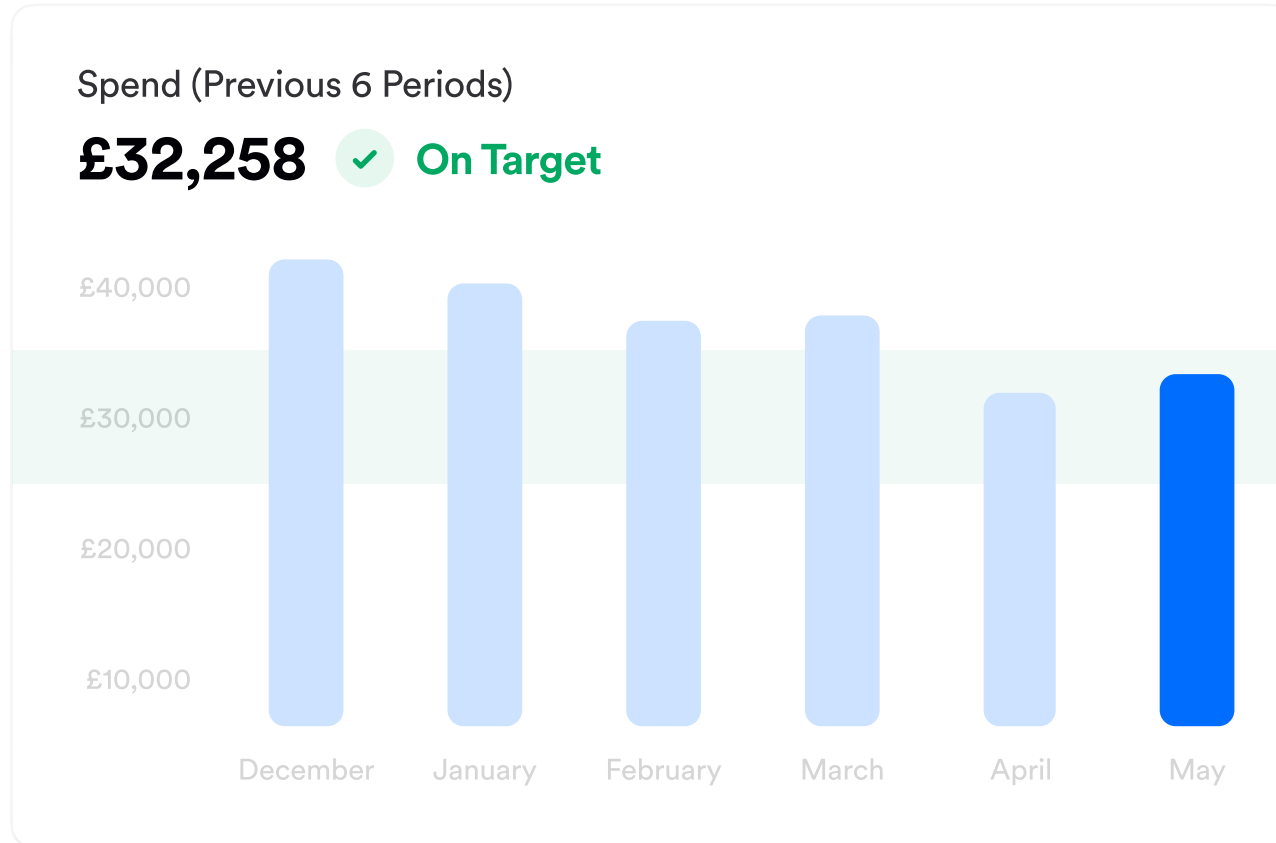


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# Spend Targets



As illustrated in the graph opposite, we're looking to spend between **£25,000** and **£35,000** each period. We're on target this period, spending a total of **£32,258**. Moving forward, we'll aim to keep spend within the agreed upon target range.



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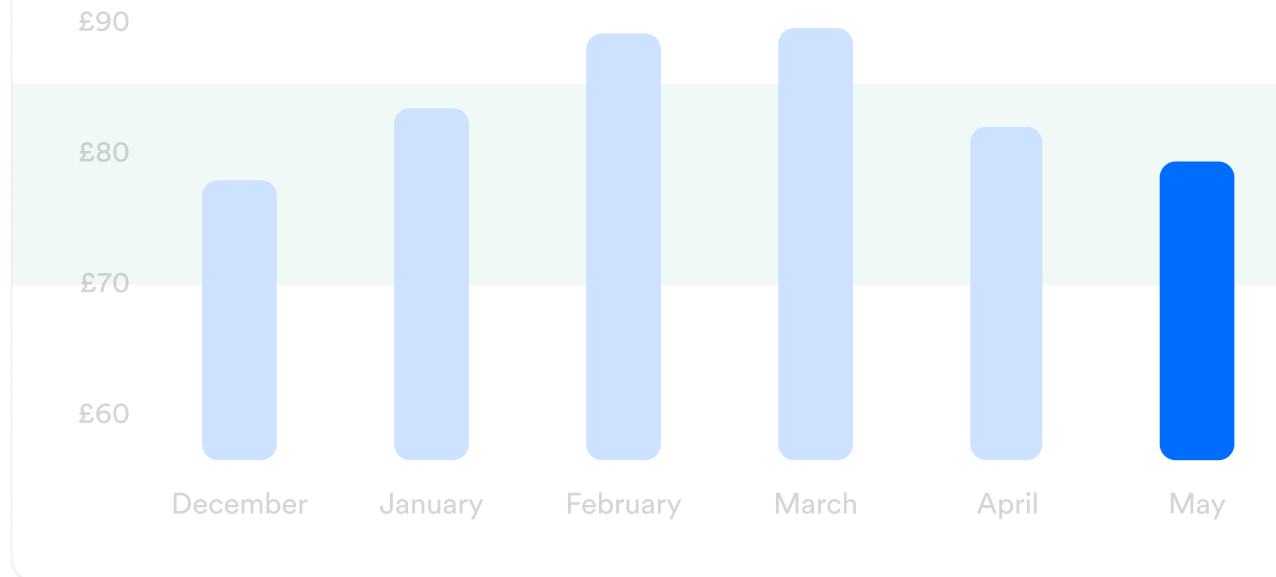


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# Cost Per Conversion Targets

Cost Per Conversion (Previous 6 Periods)

**£78.68** ✓ **On Target**



We're looking to spend between **£70** and **£85** per conversion. We're on target this period, with an average cost of **£78.28** per conversion. Moving forward, we'll aim to keep CPA within the agreed target range.



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# Top Performing Ads

Google

canny.io

All News Images Videos Maps

**Ad** • www.canny.io

## Canny | Customer Feedback Management Tool

Canny helps you collect and organize feature requests to better understand customer needs and prioritize your roadmap. Sign up and start using Canny in less than 5 minutes.

Impressions **5,478**   Clicks **405**   Conversions **31**   Conversion Rate **7.65%**



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# Top Performing Ads

The screenshot shows a Google search interface. The search bar contains the text "user feedback tool". Below the search bar, there are navigation tabs for "All", "News", "Images", "Videos", and "Maps". The "All" tab is selected. The search results display an advertisement for Canny.io. The ad text includes the URL "www.canny.io", the headline "Canny | A friendlier alternative to UserVoice", and a description: "Canny helps you collect and organize feature requests to better understand customer needs and prioritize your roadmap. Sign up and start using Canny in less than 5 minutes." Below the ad text, there are four performance metrics displayed in green rounded rectangles: "Impressions 4,420", "Clicks 325", "Conversions 19", and "Conversion Rate 5.85%".

Google

user feedback tool

All News Images Videos Maps

**Ad** • www.canny.io

## Canny | A friendlier alternative to UserVoice

Canny helps you collect and organize feature requests to better understand customer needs and prioritize your roadmap. Sign up and start using Canny in less than 5 minutes.

Impressions **4,420**

Clicks **325**

Conversions **19**

Conversion Rate **5.85%**



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# Featured Keyword Bid Change

Original Bid **£4.41**

New Bid **£5.07**

Difference **+15%**

**(K) +feature +request +tool**

Cost **£1013.10**

Conversions **15**

CPA **£67.54**

Avg. CPA **£78.68**

Difference **-15.23%**



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# Featured Age Bid Change

Age Range	Spend	Conv.	Demo. CPA	Target CPA	Difference	Bid Adjustment
25-34	£1,167.30	17	£68.66	£80.00	-15.26%	+15%

Searchers in the **25-34** age range are responding well to our ads, so we've **increased** bids for this demographic by **15%**.

Segmenting data by age is one way to identify searchers who convert more frequently. We'd rather not pay for a click when a conversion is unlikely, so it's a good idea to concentrate spend on demographics proven to convert more often.



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# Top Performing Segments

Segment	Spend	Conv.	Segment CPA	Target CPA	Difference
25-34 in Age Groups	£1,167.30	17	£68.66	£80.00	-15.26%
Saturday in Days of Week	£5,414.76	78	£69.42	£80.00	-14.16%
Search in Networks	£14,743.04	208	£70.88	£80.00	-12.09%
Customer Feedback in Campaigns	£1,081.50	15	£72.10	£80.00	-10.39%
United States in Countries	£4,642.56	64	£72.54	£80.00	-9.78%



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# Work Summary

Task	#	Time Per Task	Total Time
Daily Account Checkup	23	30 minutes	11 hours 30 minutes
Ad Test Completed	8	30 minutes	4 hours
New Ad Created	8	30 minutes	4 hours
Keyword Bid Adjusted	6	15 minutes	1 hour 30 minutes
Demographic Bid Adjusted	6	15 minutes	1 hour 30 minutes




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Task	#	Time Per Task	Total Time
Sitelink Extensions Added	5	30 minutes	2 hours 30 minutes
Structured Snippets Added	5	30 minutes	2 hours 30 minutes
Keywords Added	4	15 minutes	1 hour
Negative Keywords Added	3	15 minutes	45 minutes
 <b>68 tasks completed in 29 hours and 15 minutes</b>			



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# Work Summary

The table above should give you an idea of what we've been working on over the reporting period. We completed 8 ad tests, created 8 replacement ads, and pushed 6 keyword bid adjustments. In addition, we regularly check performance metrics and make small changes based on our analysis.



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# Next Steps

## **Moving forward, we're working towards:**

- Boosting efficiency and scaling ad spend.
- Reducing cost per conversion.
- Improving our conversion rate.

## **This period, we were pleased to report:**

- An increase in conversions.
- An improved click-through rate.
- An increase in clicks.



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