



Sample PPC Audit Report

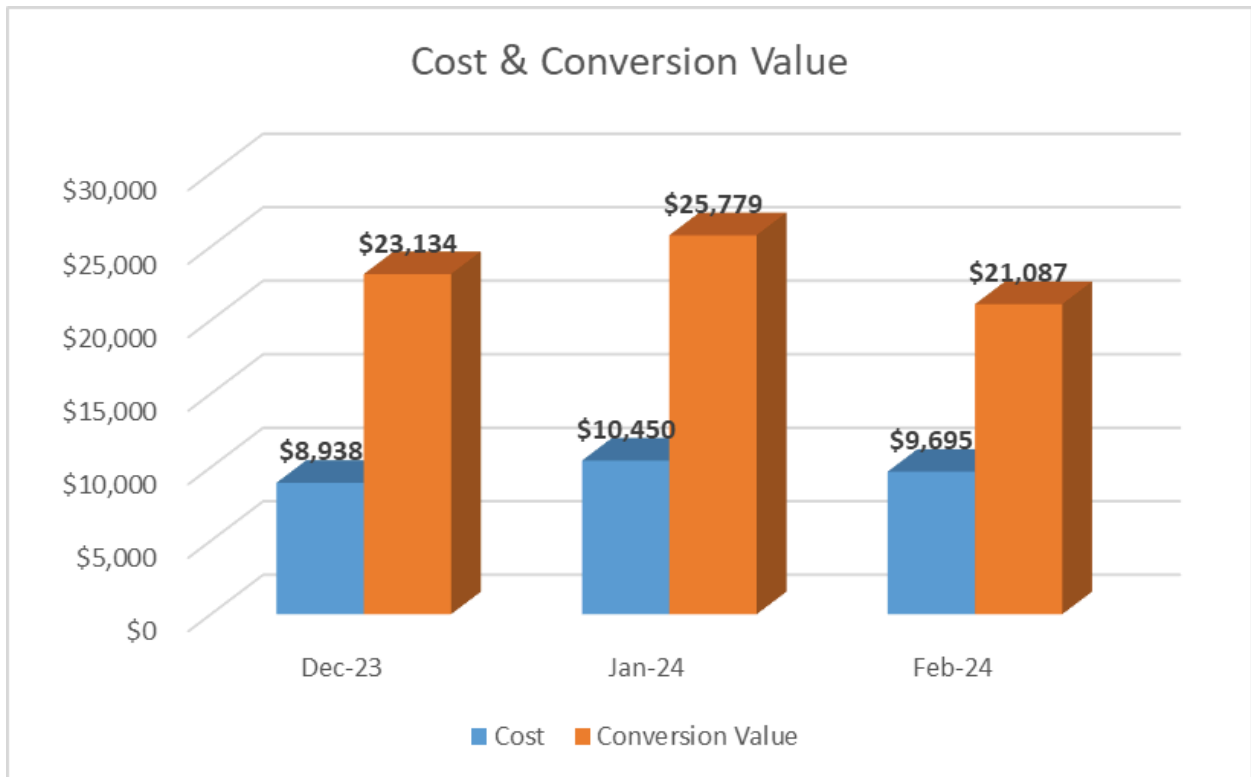
Mar 20, 2024



Google Ads

Analysis date range: December 1, 2023 - February 29, 2024

Cost vs. Conversion Value



Month	Cost	Conversion Value	ROAS
Dec-23	\$8,938	\$23,134	2.59
Jan-24	\$10,450	\$25,779	2.47
Feb-24	\$9,695	\$21,087	2.18

Analysis:

- Fluctuations in cost, conversion value, and ROAS were observed over the three months.
- The decreasing trend in ROAS from December 2023 to February 2024 suggests potential inefficiencies.

Recommendations:

- We recommend adjusting budget allocation based on historical performance data.
- Implement strategies to enhance ROAS, such as refining targeting and optimizing ad creatives.
- Ensure accurate conversion tracking setup to capture all relevant conversion actions accurately.

Analysis of Search and Performance Max Campaigns

Campaign type	Cost	Conversions	Conv. value	ROAS
Search	\$10,341	289	\$14,449	1.40
Performance Max	\$18,741	1567	\$55,664	2.97

Analysis

- Search campaign has a lower cost than Performance Max but generates fewer conversions and lower conversion value.
- Performance Max campaign incurs higher costs but yields significantly higher conversions and conversion value.
- ROAS for the Performance Max campaign is almost double that of the Search campaign, indicating better efficiency in converting ad spending into revenue.

Recommendations

- Allocate the budget strategically based on the performance metrics of each campaign type.
- Consider reallocating more of the budget towards Performance Max due to its higher ROAS and better conversion performance.

Device Analysis

Device	Impr.	Cost	Clicks	Conv. value	Conversions
Computers	322,350	\$21,069	4,285	\$50,778	1049
Mobile phones	546,202	\$7,612	6,635	\$18,305	774
Tablets	17,601	\$265	283	\$575	26

Analysis:

- Computers have the highest impressions and generate the most conversions and conversion value despite having the highest cost.
- Mobile phones show high impressions and clicks with moderate conversion value and conversions, while maintaining a relatively low cost.
- Tablets have the lowest impressions, clicks, conversions, and conversion value and the lowest cost.

Recommendations:

- Allocate budget based on device performance to maximize return on investment.
- Optimize campaigns for mobile devices to leverage their high impression and click volume.
- Consider adjusting bidding strategies or targeting options for tablets to improve their performance relative to cost.

Day of the Week Analysis

Day of the week	Impr.	Clicks	Cost	Conv.	Conv. value
Sunday	136,790	1,730	\$4,133	217	\$7,404
Monday	122,336	1,416	\$4,135	312	\$16,332
Tuesday	131,376	1,531	\$4,149	313	\$12,509
Wednesday	122,884	1,559	\$4,279	318	\$10,743
Thursday	117,002	1,493	\$4,212	265	\$9,343
Friday	118,884	1,414	\$3,696	232	\$7,379
Saturday	146,400	2,061	\$4,477	228	\$6,403

Analysis:

- Saturday has the highest impressions and clicks, followed by Sunday, indicating higher user engagement over the weekend.
- Despite having fewer impressions and clicks, Friday has the lowest cost among all days.
- Monday has the highest conversion value, followed closely by Tuesday, despite similar costs.

Recommendations:

- Allocate budget based on performance trends by day of the week, focusing more on high-converting days like Monday and Tuesday.
- Optimize ad scheduling to increase bids or adjust targeting for peak engagement days like Saturday and Sunday to capitalize on higher user activity on.
- Analyze user behavior and adjust ad copy or targeting strategies for days with lower conversion value to improve overall campaign performance.

Regional Performance Analysis

Region	Impr.	Clicks	Cost	All conv.	Conv. value
Texas	90,856	1,546	\$4,490	476	\$18,221
California	74,908	811	\$2,134	100	\$9,739
Florida	61,026	780	\$2,473	100	\$4,531
Arizona	22,055	253	\$993	40	\$2,836
Pennsylvania	33,523	411	\$811	62	\$2,565
New York	51,659	556	\$1,358	74	\$2,529
North Carolina	29,139	345	\$790	58	\$2,240
Illinois	34,764	375	\$876	60	\$2,071
Virginia	22,312	250	\$707	30	\$1,731
Georgia	26,598	358	\$818	58	\$1,393
Oklahoma	8,517	139	\$210	32	\$1,325
New Jersey	22,251	238	\$551	36	\$1,273
Ohio	33,216	475	\$870	54	\$1,244
District of Columbia	3,236	36	\$151	6	\$1,214
Michigan	28,001	302	\$670	39	\$1,153

Analysis:

- Texas and California have the highest impressions and clicks, indicating high user engagement in these regions.
- Despite lower impressions and clicks, District of Columbia shows a relatively high conversion value compared to its cost.
- States like Arizona and Virginia have lower impressions and clicks but still contribute to conversions and conversion value.

Recommendations:

- Allocate budget based on performance trends by region, focusing more on high-performing regions like Texas and California.
- Optimize targeting and ad copy for lower-performing regions to improve conversion rates and overall campaign effectiveness.
- Analyze user demographics and behavior in each region to tailor campaigns for better engagement and conversion.

Hourly Performance Analysis

Hour of the day	Impr.	Clicks	Cost	All conv.	Conv. value
0	19,750	210	\$304	42	\$1,113
1	12,390	113	\$123	17	\$266
2	7,966	83	\$132	9	\$203
3	6,094	60	\$136	16	\$383
4	6,503	63	\$114	7	\$120
5	9,085	94	\$114	16	\$296
6	15,043	170	\$335	28	\$842
7	26,131	370	\$1,356	65	\$1,497
8	39,743	480	\$1,801	85	\$3,098
9	45,800	584	\$2,192	111	\$5,643
10	49,682	690	\$2,425	150	\$5,744
11	52,615	716	\$2,600	117	\$4,750
12	55,188	748	\$2,343	141	\$5,151
13	57,720	769	\$2,392	115	\$3,175
14	59,006	721	\$2,100	142	\$5,112
15	54,886	725	\$1,904	147	\$5,201
16	54,395	675	\$1,633	104	\$11,410
17	53,494	669	\$1,330	112	\$3,555
18	52,646	681	\$1,237	87	\$2,336
19	54,369	718	\$1,346	106	\$2,877
20	54,452	646	\$1,114	85	\$2,188
21	48,677	547	\$942	84	\$2,523
22	36,376	420	\$696	63	\$1,581
23	23,661	252	\$412	37	\$1,048

Analysis:

- High impression and click volumes are observed in the morning, with peaks around 9 AM and 10 AM.
- Conversion value peaks during the afternoon, particularly around 3 PM and 4 PM, indicating higher user engagement.
- Despite lower impression and click volumes during late-night hours, conversion value remains relatively consistent, suggesting potential for optimization during off-peak hours.

Recommendations:

- Allocate budget strategically based on hourly performance trends, focusing more on peak hours with high conversion value.
- Optimize ad scheduling to increase bids or adjust targeting for peak engagement hours to capitalize on higher user activity.
- Analyze user behavior and adjust ad copy or targeting strategies for off-peak hours to improve overall campaign performance and maximize return on investment.

Search Keyword Performance Analysis

Search keyword	Impr.	Clicks	Cost	All conv.	Conv. value
metal prints	4,214	259	\$2,932	39	\$3,662
custom metal prints	265	24	\$244	3	\$839
metal photo prints	634	51	\$467	11	\$528
metal prints online	311	22	\$334	5	\$374
metal print photo	261	17	\$124	2	\$327
print on metal	300	16	\$84	1	\$297
aluminum printing	128	12	\$128	4	\$275
square metal prints	8	1	\$21	2	\$183
mounting metal prints	120	6	\$21	2	\$165
metal art pictures	31	1	\$23	2	\$135
metal image printing	99	11	\$82	2	\$126
printing on aluminum	88	8	\$45	3	\$109
metal print photo	214	14	\$120	1	\$86
pictures on metal	170	19	\$116	1	\$80
metal prints photo	349	33	\$257	8	\$78
photos printed on aluminum	284	15	\$112	3	\$76
print on metal	201	12	\$121	3	\$49
aluminum photo prints	101	6	\$59	2	\$48
aluminum printing	248	11	\$67	1	\$42
photo printing on aluminum	210	13	\$87	3	\$37
metal pictures	372	16	\$189	2	\$34
decorative metal wall art	41	2	\$22	0	\$32

Analysis:

- "Metal prints" and "custom metal prints" are the top-performing keywords in terms of impressions, clicks, conversions, and conversion value, indicating high user interest and engagement.
- Keywords related to specific types of metal prints, such as "metal photo prints" and "print on metal," show moderate performance in terms of clicks and conversions but relatively lower conversion value.

- Long-tail keywords like "square metal prints" and "mounting metal prints" have lower impressions and clicks but show higher conversion value compared to their cost, suggesting niche audience interest and potential for targeting specific customer segments.
- Some keywords, such as "decorative metal wall art," perform poorly with no conversions and minimal conversion value, indicating potential inefficiency in targeting or messaging for these keywords.

Recommendations:

- Allocate budget and bidding strategies based on the performance of top-performing keywords like "metal prints" and "custom metal prints" to maximize return on investment.
- Optimize ad copy and landing pages to align with user intent for specific types of metal prints, enhancing the relevance and improving conversion rates for keywords like "metal photo prints" and "print on metal."
- Consider expanding keyword variations or exploring new long-tail keywords related to successful keywords to target niche audience segments and increase overall campaign effectiveness.
- Review and potentially pause keywords with consistently low performance and no conversions, reallocating budget and resources to high-performing keywords to maximize campaign ROI.