

Do you know what your
campaigns actually sell?



Well why should you even care?

Not all sales are created equal.

Revenue \neq Profit

Kod kuponu: **20ROYAL**

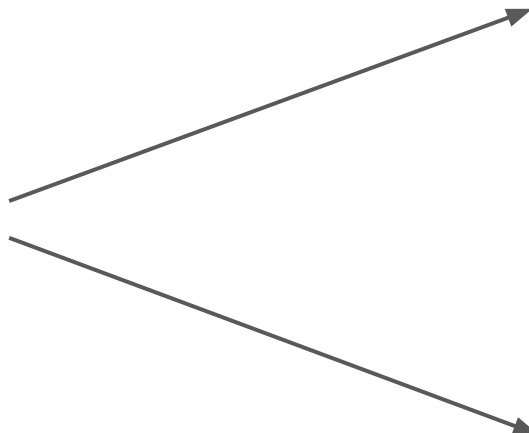
NA KARMY SUCHE I MOKRE DLA PSA I DLA KOTA!

Reklama



20 ZŁ TANIEJ!

*oprócz karm VET, min. wartość zamówienia to 220 zł



Kod kuponu: **20ROYAL**

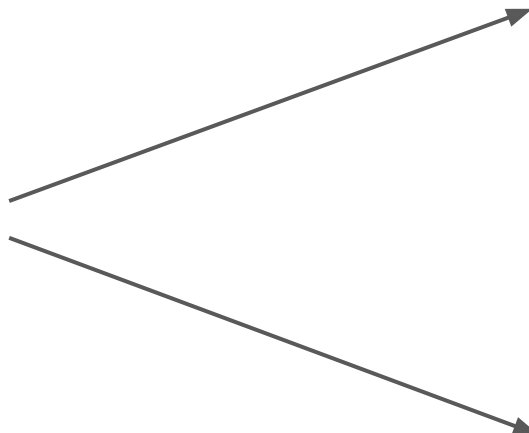
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€40
€15



€40
€15



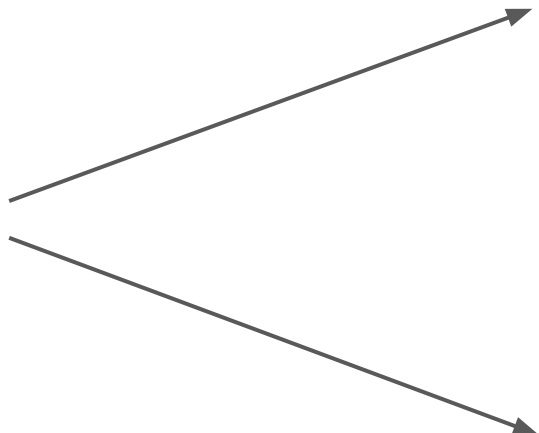
Kod kuponu: **20ROYAL** Reklama

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Why does it happen?

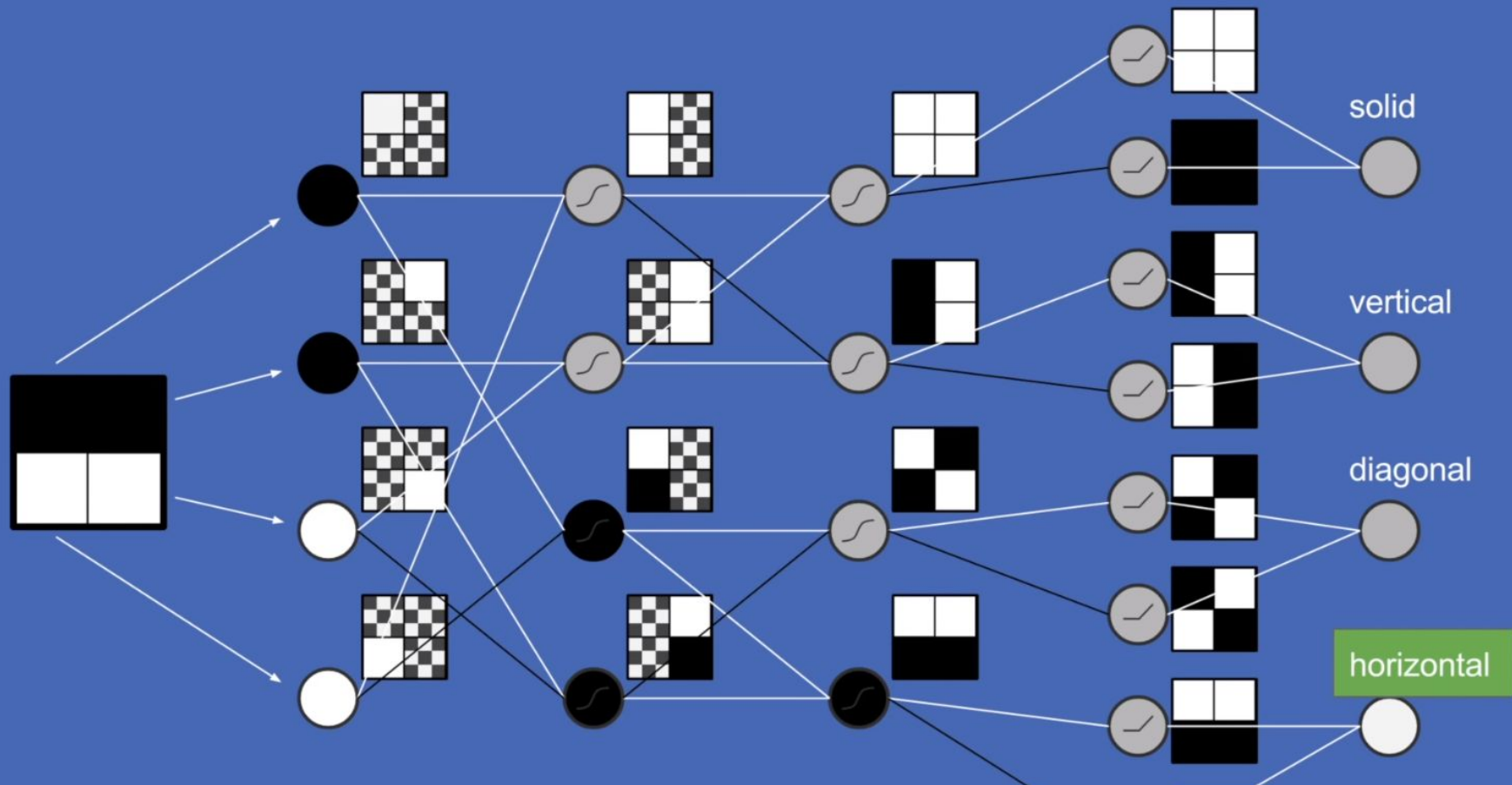
Human error

targeting

ad copy

OOS
goods

landing
page





Shopping campaigns?





Ad group	Status ?	Target ROAS ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Conversions ?	Conv. value / cost ?
Modely a řady	Eligible	900% (portfolio)	11,403	603,393	1.89%	CZK 6.09	CZK 69,431.22	228.00	8.95
Total - all but removed ad groups			11,403	603,393	1.89%	CZK 6.09	CZK 69,431.22	228.00	8.95
Total - Shopping			11,403	603,393	1.89%	CZK 6.09	CZK 69,431.22	228.00	8.95

09:01:44
GIFAK.NET



001

How to check it?

Custom segments in Google Analytics

 All Users
100.00% Quantity

 + Add Segment

Save

Cancel

Preview

Demographics

Technology

Behaviour

Date of First Session

Traffic Sources

E-commerce

Advanced

Conditions

Sequences


Traffic Sources

Segment your users by how they found you.

Filter Sessions

Filter Users

Campaign  contains

Medium  contains

Source  contains

Keyword  contains

Custom report in Google Analytics

General Information

Title Sold categories by campaign

Report Content

Report Tab ×

+ add report tab

Name Report Tab

Type

Explorer

Flat Table

Map Overlay

Metric Groups

Metric Group

Product Revenue



Unique Purchases



+ add metric

+ add metric group

Dimension Drilldowns

Campaign



Product Category



Product



+ add dimension

import report at <http://bit.ly/report-ppcee>

Pulling data from Google Analytics by API



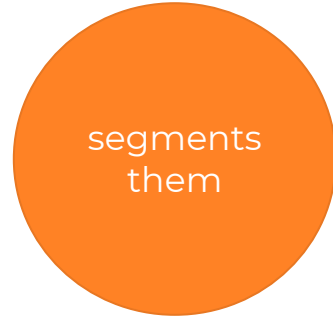


pulls all data



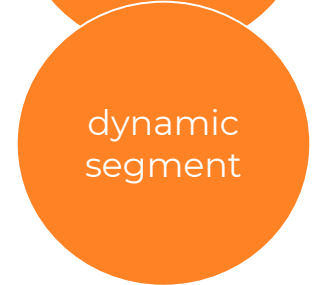
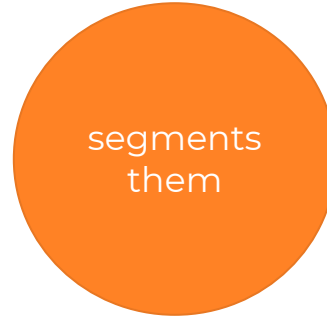


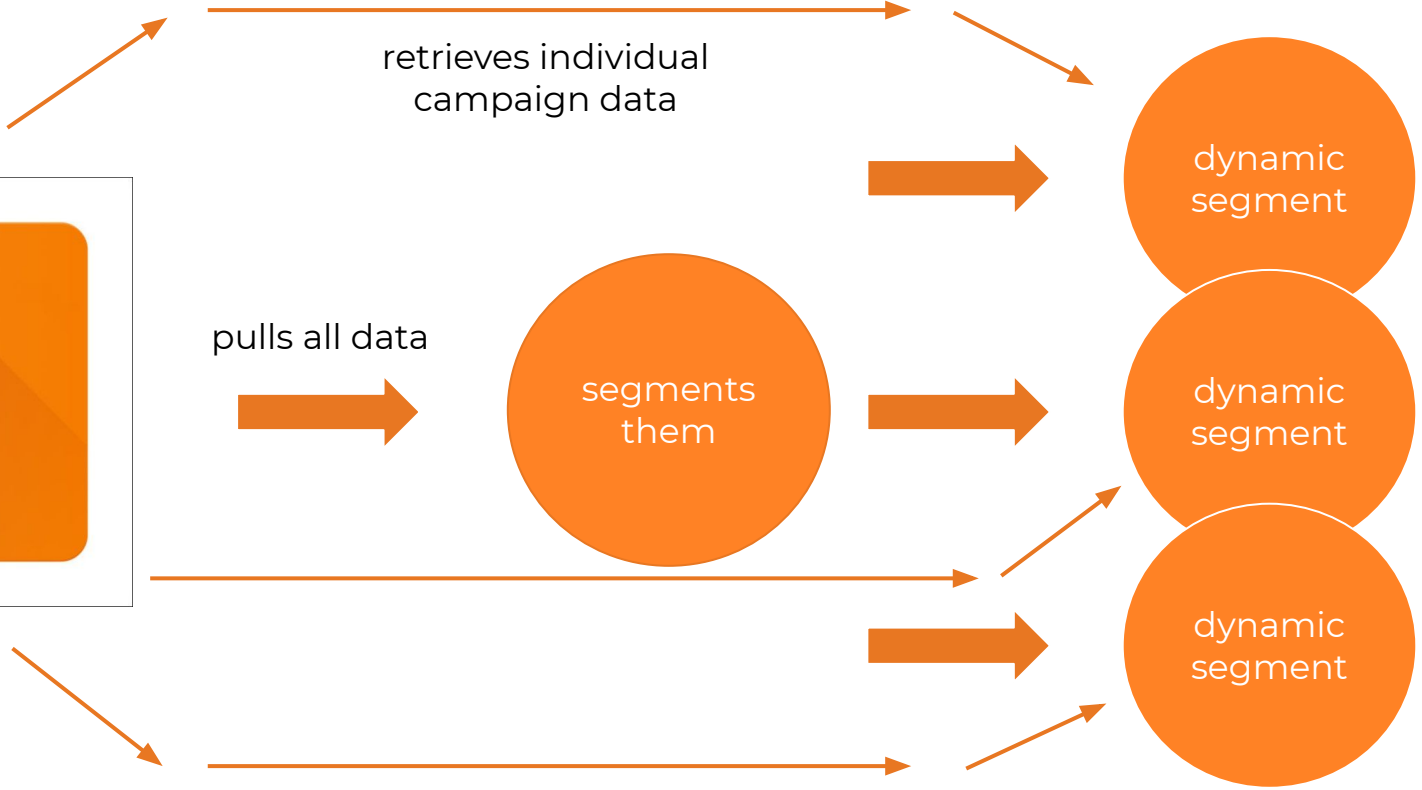
pulls all data





pulls all data





product	unique purchases	revenue
Snowboards / google ads	Snowboards / google ads	Snowboards / google ads
SNB jackets	45	€6 923,08
Universal	34	€10 461,54
All arounds	20	€4 615,38
SNB bindings	19	€2 192,31
Freestyle	13	€5 500,00

Thanks a lot

Intrigued by the GA API script?
Ask me at **adam@igloonet.cz**.

