

Google Ads eCommerce Account Structure

Shopping Campaigns

Recommendations	Find campaigns													
Campaigns	Campaign status: All but removed; Status: Eligible, Eligible (Learning), + 3 more													
Ad groups	Campaign	Budget	Status	Campaign type	Clicks	Impr.	CTR	Cost	Conversions	Conv. rate	All conv. value	All conv. value / cost	Cost / conv.	All conv.
Product groups	**LP - Shopping	\$130.00/d...	Eligible	Shopping	213,811	12,773,549	1.67%	\$42,459.91	953.00	0.45%	1,017,687.28	23.97	\$44.55	1,685.00
Ads & extensions	**LP - Shopping	**LP - Prio... \$30.00/day	Eligible	Shopping	30,258	1,574,155	1.92%	\$15,066.18	409.00	1.35%	338,547.39	22.47	\$36.84	670.00
Keywords	**LP - Shopping	**LP - Rece... \$10.00/day	Eligible	Shopping	6,263	368,169	1.70%	\$5,191.83	38.00	0.61%	134,481.17	25.90	\$136.63	70.00
Audiences	**LP - Shopping	**LP - Bend... \$20.00/day	Eligible	Shopping	9,256	1,609,248	0.58%	\$5,261.92	30.00	0.32%	89,039.92	16.92	\$175.40	58.00
Demographics	**LP - Shopping	\$10.00/day	Eligible	Shopping	3,248	381,387	0.85%	\$1,687.43	4.00	0.12%	8,337.00	4.94	\$421.86	8.00
Settings	**LP - Shopping	\$15.00/day	Eligible	Shopping	48	6,236	0.77%	\$8.02	0.00	0.00%	0.00	0.00	\$0.00	0.00
Locations	Total: Filtered campaigns				262,884	16,712,744	1.57%	\$69,675.29	1,434.00	0.55%	1,588,092.76	22.79	\$48.59	2,491.00
Ad schedule	Total: Account				327,820	22,210,540	1.48%	\$103,609.61	1,680.00	0.51%	2,102,636.81	20.29	\$61.67	2,941.00
Devices	Total: Shopping campaigns				302,245	19,839,613	1.52%	\$88,805.00	1,541.00	0.51%	1,832,038.84	20.63	\$57.63	2,673.00

Ad Groups by Product

Recommendations	Find ad groups													
Ad groups	Ad group status: All but removed													
Ad groups	Ad group	Campaign	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	
Product groups	Total: All but removed ad groups					302,245	19,839,613	1.52%	\$0.29	\$88,805.00	1,541.00	\$57.63	0.51%	
Ads & extensions	**LP - Shopping	**LP - Shopping	Eligible	\$0.45	Shopping - Product	213,811	12,773,549	1.67%	\$0.20	\$42,459.91	953.00	\$44.55	0.45%	
Keywords	**LP - Shopping	**LP - Shopping	Eligible	\$1.10	Shopping - Product	10,709	493,881	2.17%	\$0.57	\$6,141.26	186.00	\$33.02	1.74%	
Audiences	**LP - Shopping	**LP - Shopping	Eligible	\$0.49	Shopping - Product	12,209	429,683	2.84%	\$0.26	\$3,221.18	105.00	\$30.68	0.86%	
Demographics	**LP - Shopping	**LP - Shopping	Eligible	\$1.20	Shopping - Product	4,062	305,676	1.33%	\$0.80	\$3,253.77	102.00	\$31.90	2.51%	
Settings	**LP - Shopping	**LP - Shopping	Eligible	\$1.20	Shopping - Product	5,409	286,050	1.89%	\$0.83	\$4,493.92	33.00	\$136.18	0.61%	
Locations	**LP - Shopping	**LP - Shopping	Campaign paused	\$1.20	Shopping - Product	1,886	161,520	1.17%	\$0.76	\$1,437.78	12.00	\$119.81	0.64%	
Ad schedule	**LP - Shopping	**LP - Shopping	Campaign paused	\$1.10	Shopping - Product	448	39,904	1.12%	\$1.16	\$521.20	10.00	\$52.12	2.23%	

Single Product Groups

Overview	Enabled	Status: Eligible	Type: Shopping - Product	Max. CPC: \$1.10							
Recommendations	Product groups										
Product groups	Custom Aug 9, 2017 - Jan 9, 2019										
Ads & extensions	Product group	Max. CPC	Impr.	Clicks	Cost	Cost / all conv.	Conv. rate	Avg. CPC	Benchmark max. CPC	Click share	Search impr. share
Products	All products	\$1.10	493,881	10,709	\$6,141.26	\$22.25	1.74%	\$0.57	\$1.18	38.76%	35.08%
Keywords	Everything else in 'All products'	Excluded	0	0	\$0.00	\$0.00	0.00%	\$0.00	-	-	-

Data Feed Quality

Data health

Jan 27, 2017 09:13 UTC-8

Feb 09, 2017 07:15 UTC-8

Data feeds

File	Last uploaded date	Status
productFeed.txt	Feb 10, 2017 05:00 UTC-8	2858 of 2858 items inserted

Data quality signals

Last analysis run on Feb 10, 2017 00:24 UTC-8 | Information for United States

Signal type	Percentage	Count
Automatic item disapprovals due to policy violation	<1%	6
Invalid images	<1%	6
Product pages cannot be accessed	<1%	2
Missing microdata for condition	3%	76
Size not recognized	43%	1230
Long titles	<1%	12

Search Network Keyword Match Types

- Recommendations
- Campaigns
- Ad groups
- Ads & extensions
- Landing pages
- Keywords**
- Dynamic ad targets
- Audiences
- Demographics
- Settings
- Locations
- Ad schedule
- Devices
- Advanced bid adj.
- Change history
- Drafts & experiments

FILTER
SEGMENT
COLUMNS
REPORTS
DOWNLOAD
EXPAND
MORE

Keyword	Campaign	Ad group	Status	Max. CPC	Impr.	Interactions	Interaction rate	Cost	Conversions	Cost / conv.	All conv. value
Total: All enabled keywords											
█	**	█	Eligible	\$1.00	801,291	14,036 clicks	1.75%	\$11,283.61	126.00	\$89.55	245,902.97
█	**	█	Eligible	\$0.75	1,716	748 clicks	43.59%	\$192.36	36.00	\$5.34	75,054.75
█	**	█	Eligible	auto: \$0.75	27,315	688 clicks	2.52%	\$761.92	4.00	\$190.48	12,565.00
█	**	█	Campaign paused	auto: \$0.85	16,825	624 clicks	3.71%	\$712.02	7.00	\$101.72	15,465.00
█	**	█	Eligible	auto: \$0.52	80,779	606 clicks	0.75%	\$700.83	0.00	\$0.00	0.00
█	**	█	Eligible	auto: \$0.75	18,060	507 clicks	2.81%	\$554.52	3.00	\$184.84	8,134.71
█	**	█	Eligible	\$1.00	1,022	503 clicks	49.22%	\$171.10	44.00	\$3.89	81,081.43
█	**	█	Eligible	auto: \$0.74	44,480	433 clicks	0.97%	\$221.10	1.00	\$221.10	1,295.00
█	**	█	Eligible	auto: \$0.52	35,251	392 clicks	1.11%	\$439.95	0.00	\$0.00	0.00
█	**	█	Eligible	auto: \$0.75	12,922	387 clicks	2.99%	\$403.89	1.00	\$403.89	4,440.00
█	**	█	Eligible	auto: \$0.74	36,657	385 clicks	1.05%	\$193.81	0.00	\$0.00	0.00
█	**	█	Campaign paused	auto: \$1.74	22,981	239 clicks	1.04%	\$250.63	0.00	\$0.00	0.00
█	**	█	Campaign paused	auto: \$0.85	6,049	228 clicks	3.77%	\$263.60	2.00	\$131.80	80.00
█	**	█	Eligible	auto: \$0.55	38,566	224 clicks	0.58%	\$109.85	0.00	\$0.00	0.00