



Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks 1.1K ↓ -9.2%	CTR 18.5% ↑ 6.8%	Impressions 5.7K ↓ -15.0%
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Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

Conv. rate 1.1% ↑ 19.9%	Conversions 12.0 ↑ 8.9%	Cost / conv. \$166.35 ↑ 0.8%
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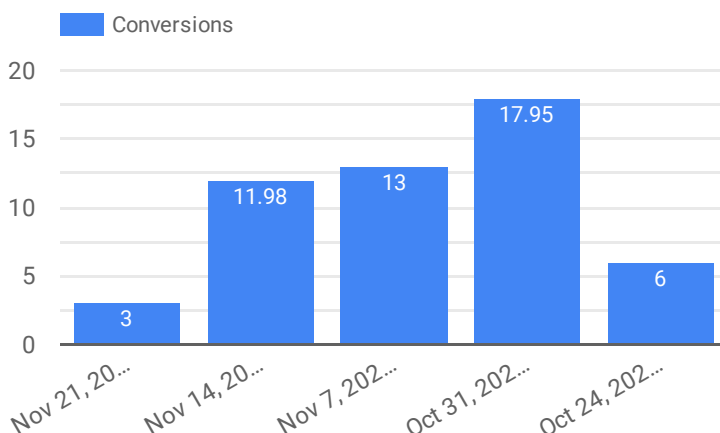
Cost Per Click

by Cost, CPC, and CPM

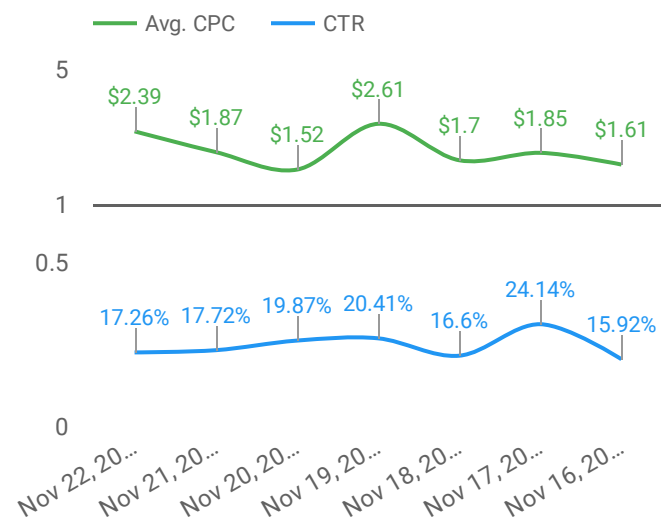
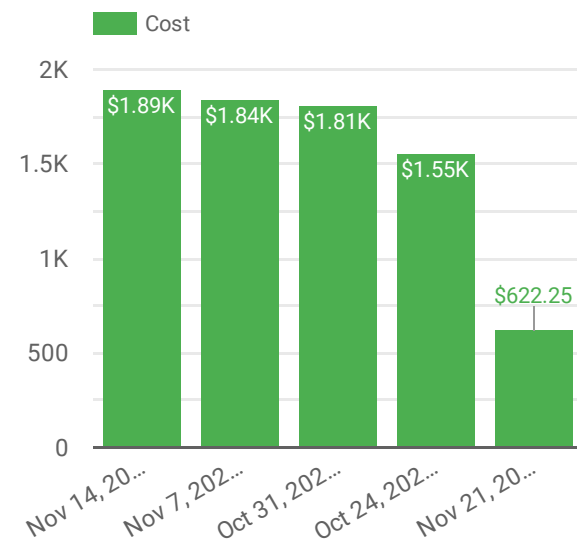
Cost \$1.99K ↑ 9.8%	Avg. CPC \$1.90 ↑ 20.9%	Value per click 24.02 ↑ 7.4%
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Search Campaigns

Conversions

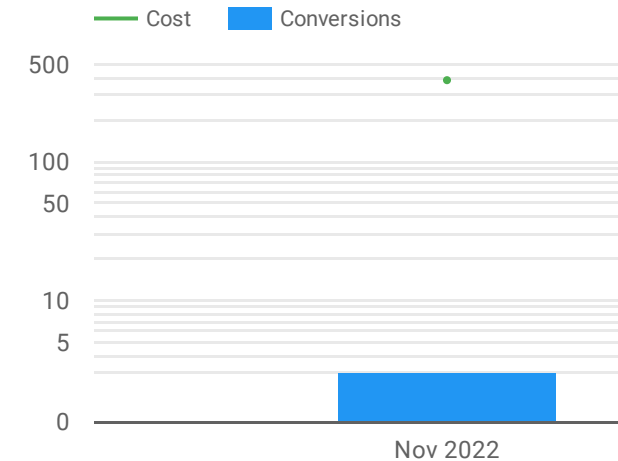
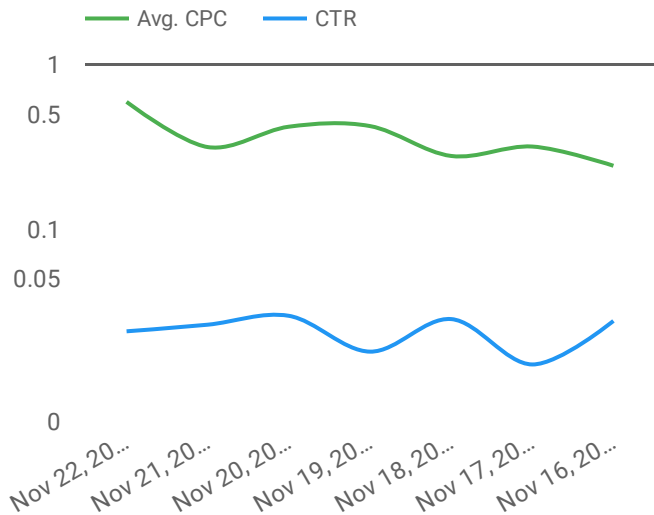
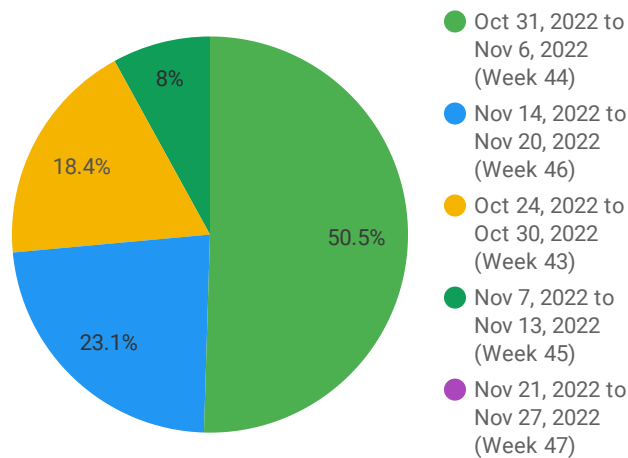


Cost



Display campaigns

ROAS





Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks 418.0 ↑ 10.9%	CTR 1.7% ↑ 20.9%	Impressions 25.3K ↓ -8.3%
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Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

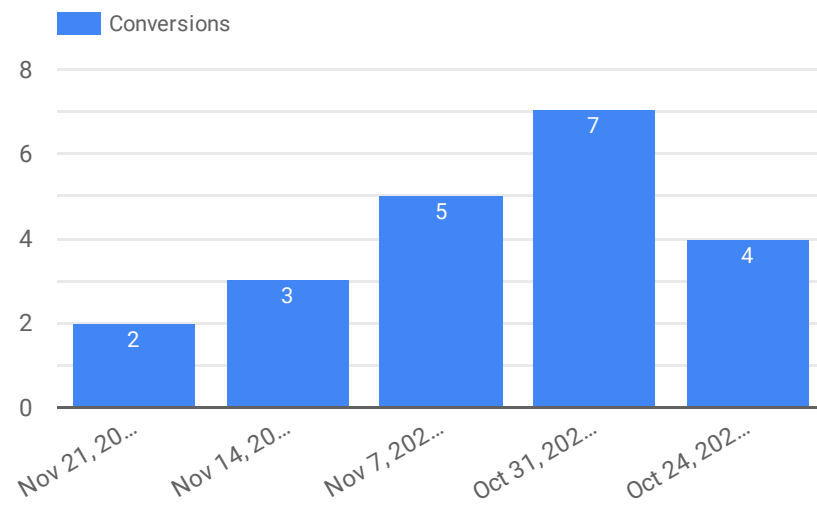
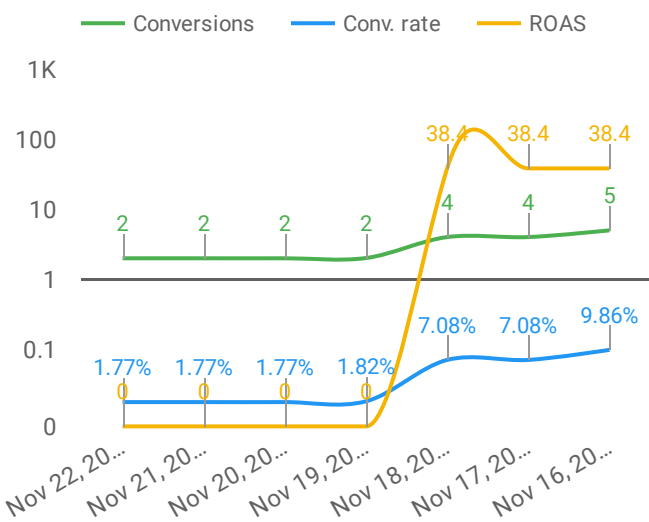
Conv. rate 1.2% ↑ 50.9%	Conversions 5.0 ↑ 67.3%	Cost / conv. \$15.01 ↓ -25.7%
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Cost Per Click

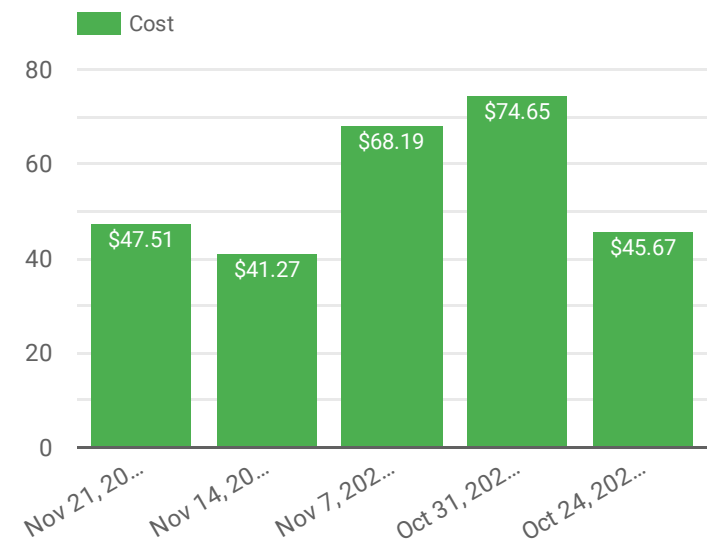
by Cost, CPC, and CPM

Cost \$75.32 ↑ 24.3%	Avg. CPC \$0.18 ↑ 12.1%	All conv. value / cost 110.80 ↑ 22.0%
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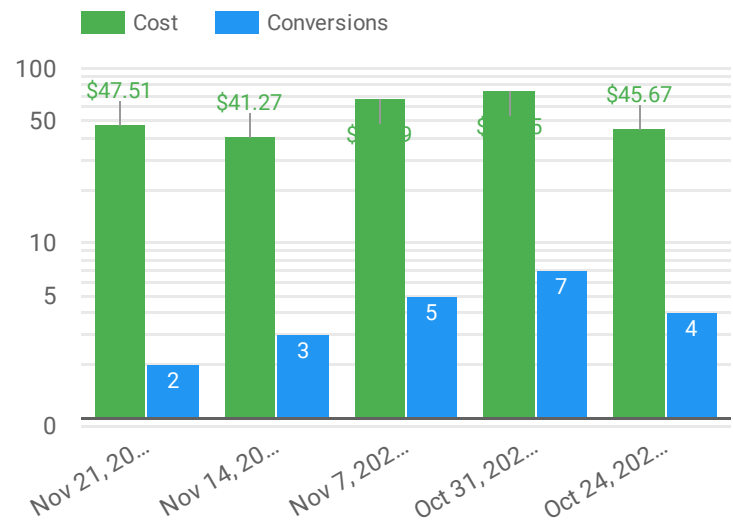
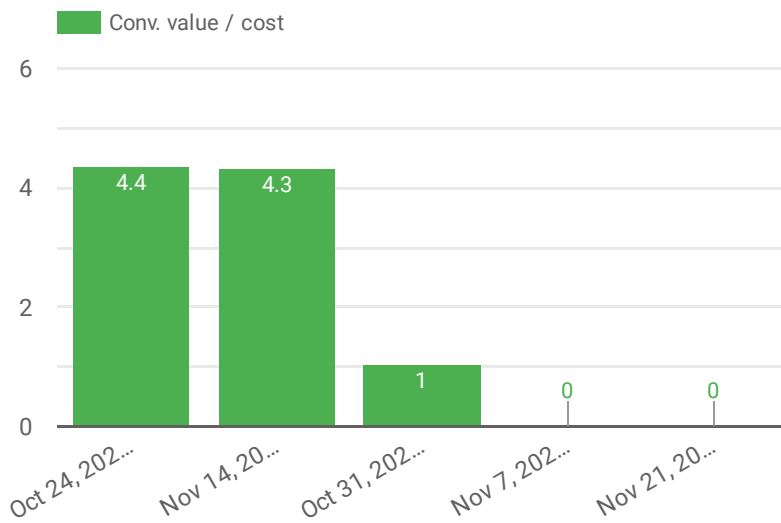
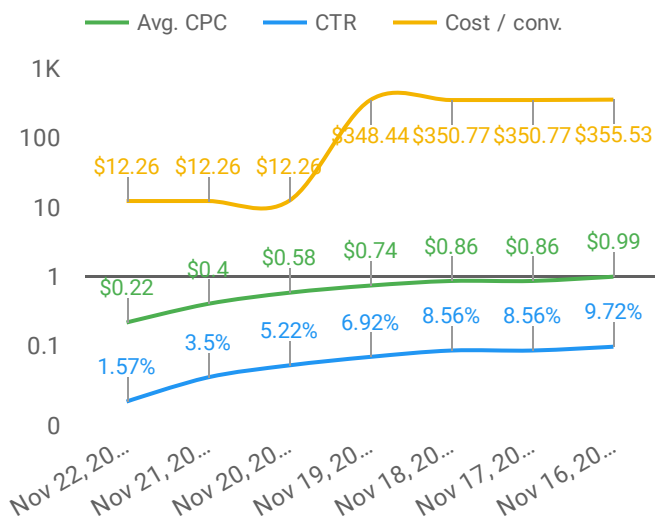
Conversions



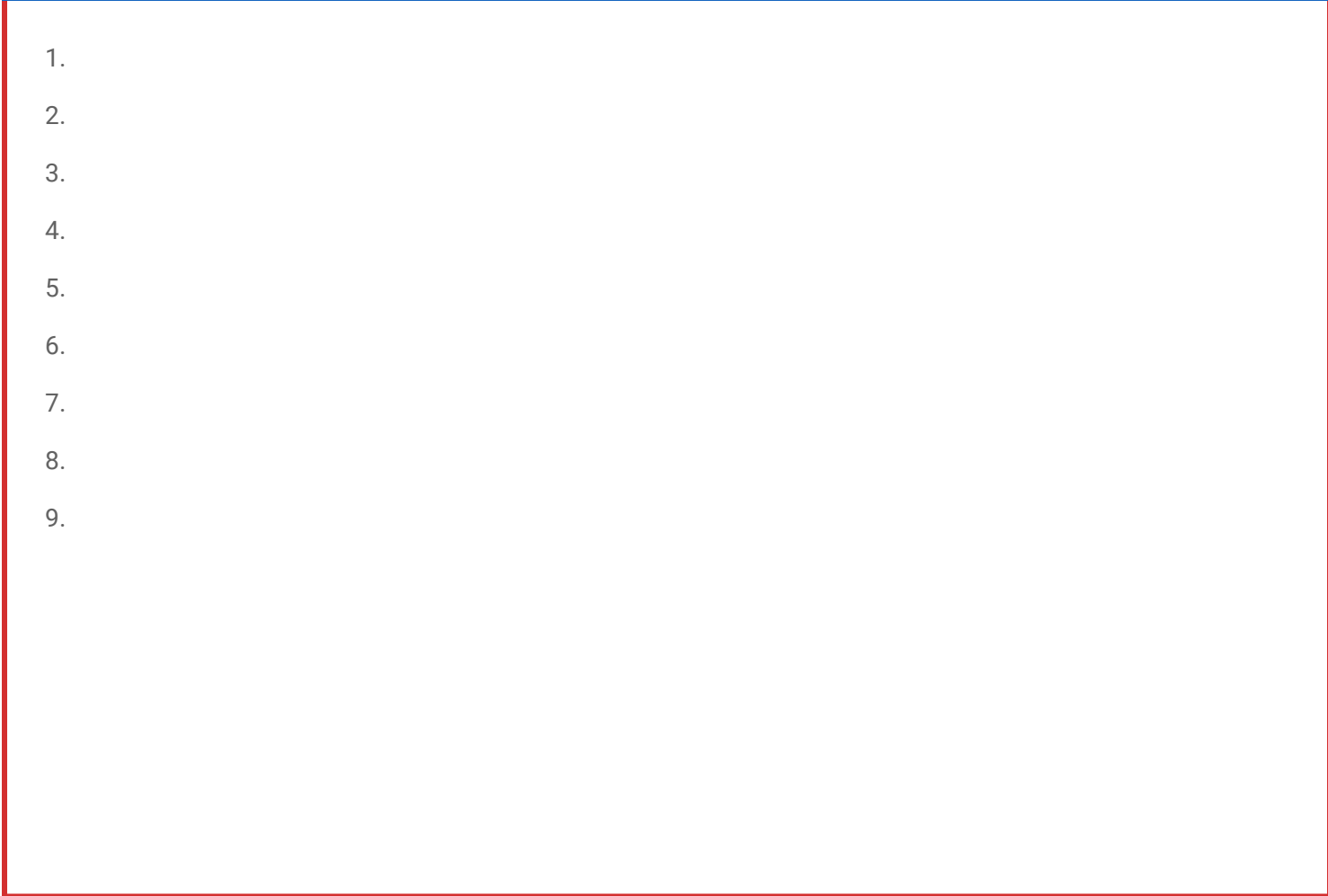
Cost



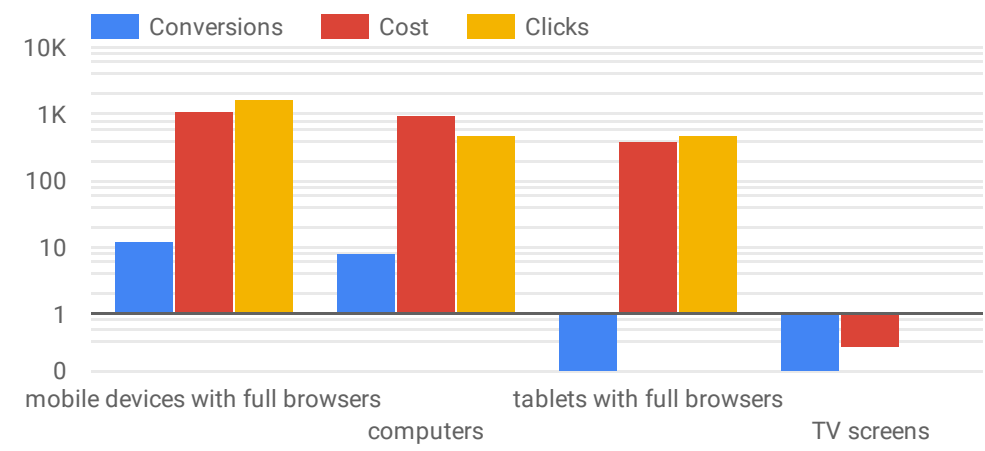
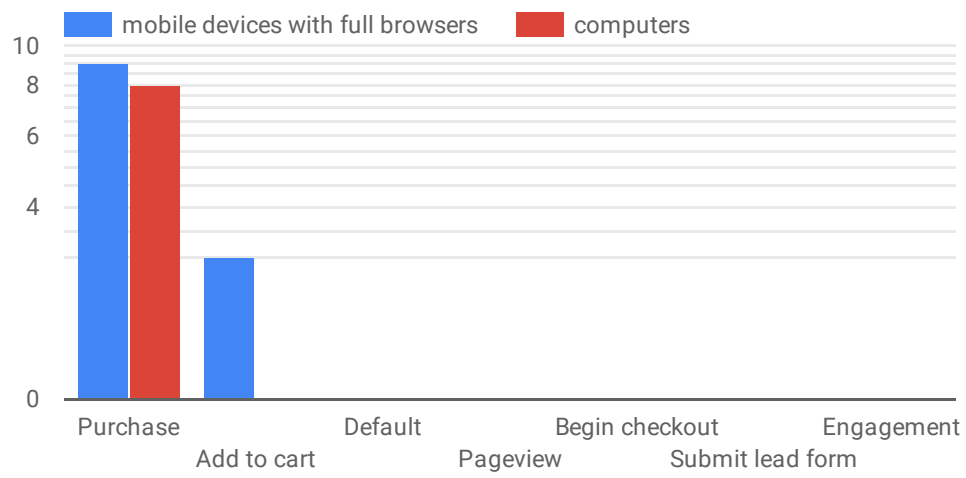
ROAS



Executive Summary



This Quarter Cost / conv. \$103.35 ↑ 189.1%	This Quarter Cost \$17,160.46 ↓ -45.1%
Last Quarter vs Previous period Cost / conv. \$35.75 ↓ -38.5%	Last Quarter vs Previous period Cost \$31,274.95 ↓ -30.7%
Last Month Cost / conv. \$108.50 ↓ -5.8%	Last Month Cost \$9,758.28 ↑ 3.3%
Last 7 Days Cost / conv. \$122.71 ↓ -16.9%	Last 7 Days Cost \$2,454.17 ↑ 10.8%



Performance Distribution by Campaign

Campaign	Clicks	Conversions
1009693 Google Analytics Demo D...	1,103	3
1009693 Google Analytics Demo D...	418	5.02
1009693 Google Analytics Demo D...	281	5.98
1009693 Google Analytics Demo D...	232	0
1009693 Google Analytics Demo D...	166	6
1009693 Google Analytics Demo D...	71	0
1009693 Google Analytics Demo D...	56	0
1009693 Google Analytics Demo D...	40	0
1009693 Google Analytics Demo D...	30	0

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Spend Distribution by Campaign

Campaign	Cost
test	\$0
Test - Delete me	\$0
Template Campaign: Toys	\$0
Template Campaign: Pet Supplies	\$0
Template Campaign: Party & Celebrati...	\$0
Template Campaign: Outdoor Recreati...	\$0
Template Campaign: Nursing & Feedi...	\$0
Template Campaign: Lawn & Garden	\$0
Template Campaign: Kitchen & Dining	\$0

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Campaign	Cost	Cost / conv.	Conv. rate	Avg. CPC	Conversions	Clicks	CTR
1009693 Google Analytics Demo DR joel...	\$482.79	\$80.47	3.61%	\$2.91	6	166	43.12%
1009693 Google Analytics Demo DR joel...	\$89.27	\$14.92	2.13%	\$0.32	5.98	281	53.02%
1009693 Google Analytics Demo DR joel...	\$75.32	\$15.01	1.2%	\$0.18	5.02	418	1.65%
1009693 Google Analytics Demo DR joel...	\$385.59	\$128.53	0.27%	\$0.35	3	1,103	2.26%
1000549 Google Analytics Demo DR apo...	\$0	\$0	0%	\$0	0	0	0%
1000549 Google Analytics Demo DR apo...	\$0	\$0	0%	\$0	0	0	0%
1000549 Google Analytics Demo DR apo...	\$0	\$0	0%	\$0	0	0	0%
1000549 Google Analytics Demo DR apo...	\$0	\$0	0%	\$0	0	0	0%
1000549 Google Analytics Demo DR apo...	\$0	\$0	0%	\$0	0	0	0%
1000549 Google Analytics Demo DR apo...	\$0	\$0	0%	\$0	0	0	0%
1000549 Google Analytics Demo DR apo...	\$0	\$0	0%	\$0	0	0	0%
1000549 Google Analytics Demo DR mar...	\$0	\$0	0%	\$0	0	0	0%
1000549 Google Analytics Demo DR var...	\$0	\$0	0%	\$0	0	0	0%
1000549 Google Analytics Demo DR var...	\$0	\$0	0%	\$0	0	0	0%
1000549 Google Analytics Demo DR var...	\$0	\$0	0%	\$0	0	0	0%
1000549 Google Analytics Demo DR var...	\$0	\$0	0%	\$0	0	0	0%

Device Performance

Nov 16, 2022 - Nov 22, 2022

Device	Cost
tablets with full browsers	
mobile devices with full browsers	
computers	
TV screens	

Device	Conversions
mobile devices with full browsers	
computers	

Campaign

Device	Cost / conv.	Conv. rate
computers	\$121.18	1.63%
mobile devices with full br...	\$92.11	0.75%
tablets with full browsers	\$0	0%
TV screens	\$0	0%

Device	Cost / conv.
computers	
mobile devices with full browsers	
tablets with full browsers	
TV screens	

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Device	Cost / conv.	Cost	Clicks	CTR	Conv. rate	Conversions	Total conv. value	Avg. CPC
tablets with full browsers	\$0	\$379.02	476	2.39%	0%	0	0	\$0.8
mobile devices with full browsers	\$92.11	\$1,105.36	1,603	4.54%	0.75%	12	204.5	\$0.69
computers	\$121.18	\$969.48	492	2.1%	1.63%	8	97	\$1.97
TV screens	\$0	\$0.32	1	0.1%	0%	0	0	\$0.32

Cost
\$2,454.17
 ↑ 10.8%

Conversions
22.07
 ↑ 7.1

Impressions
79,738
 ↓ -78.3%

Clicks
2,572
 ↓ -7.7%

Cost / conv.
\$122.71
 ↓ -16.9%

Conv. rate
0.86%
 ↑ 59.5%

All conv. value / cost
14.91
 ↓ -8.4%

All conv. value / click
14.23
 ↑ 10.1%

Adwords Keywords Report

Nov 16, 2022 - Nov 22, 2022

Cost
\$2,454.17
 ↑ 10.8%

Conversions
20.00
 ↑ 5.0

Impressions
79,738
 ↓ -78.3%

Clicks
2,572.00
 ↓ -216

Cost / conv.
\$122.71
 ↓ \$-24.98

- Campaign
- Device
- Store location...
- Campaign type

Keyword Clicks Distribution

Search keyword	Clicks
Google Merchandise Store	
hoodies	
Google Apparel	
YouTube Merchandise Sto...	
youtube merchandise	
sweatshirt	

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Keyword Conversions Distribution

Search keyword	Conversions
Google Merchandise Store	
Google Apparel	
Google T Shirt	
Google Swag	
Google Shirts	
Google Clothing	

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Keyword Match Type Performance

Match type	Clicks	Cost	Conversions	Cost / conv.
Exact	1,013	\$941.76	15	\$62.78
Phrase	448	\$1,122.53	1	\$1,122.53

Search keyword	Impressions	Clicks	Cost	CTR	Search Impr. share	Search Lost IS (budget)	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Google Merchandise Store	297	169	\$17	56.9%	0.85	0	\$0.1	3.98	\$4.27	2.36%
Google Apparel	110	63	\$66.22	57.27%	0.67	0.07	\$1.05	3	\$22.07	4.76%
Google T Shirt	66	27	\$143.54	40.91%	0.37	0.18	\$5.32	1	\$143.54	3.7%
Google Clothing	83	32	\$85.14	38.55%	0.49	0.2	\$2.66	1	\$85.14	3.13%
+Google +Merchandise	60	27	\$28.6	45%	0.43	0	\$1.06	1	\$28.6	3.7%
Google Shirts	32	10	\$28.05	31.25%	0.46	0.21	\$2.81	1	\$28.05	10%
Google Swag	11	5	\$0.94	45.45%	0.69	0	\$0.19	1	\$0.94	20%
hoodies	1,118	112	\$249.82	10.02%	0.1	0.24	\$2.23	0	\$0	0%
sweatshirt	433	51	\$109.19	11.78%	0.1	0.23	\$2.14	0	\$0	0%
+Google +Clothing	58	20	\$106.8	34.48%	0.12	0.24	\$5.34	0	\$0	0%

Ad Groups Report

Nov 16, 2022 - Nov 22, 2022

Cost
\$2,454.17
 ↑ 10.8%

All conv.
57.9K
 ↓ -4.3K

Impressions
79.5K
 ↓ -78.3%

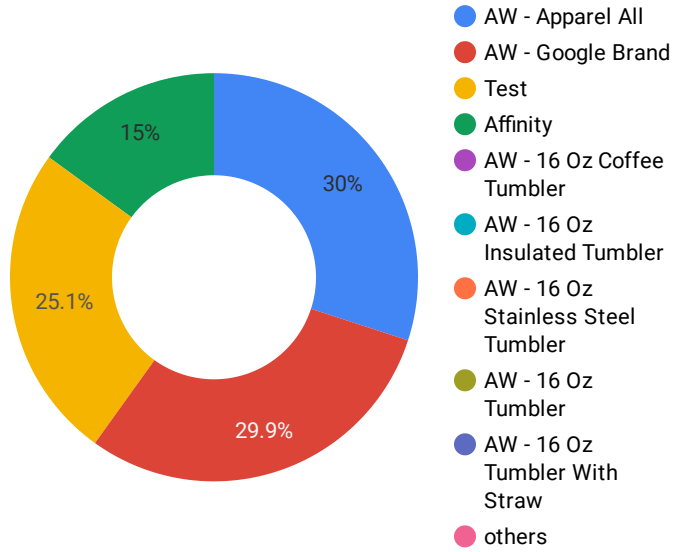
Clicks
2.6K
 ↓ -216

Cost / all conv.
\$0.04
 ↑ 18.9%

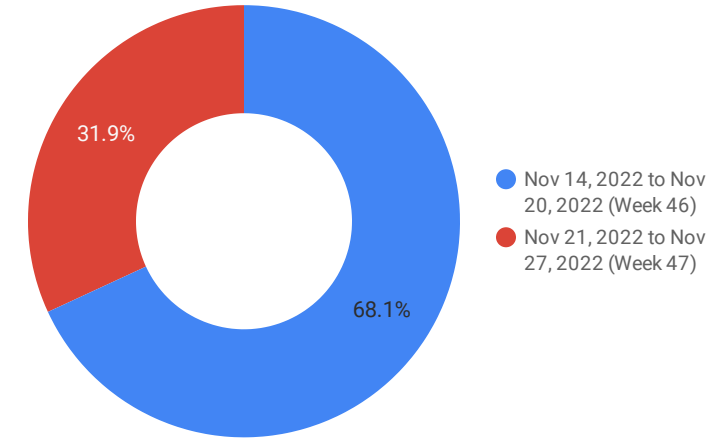
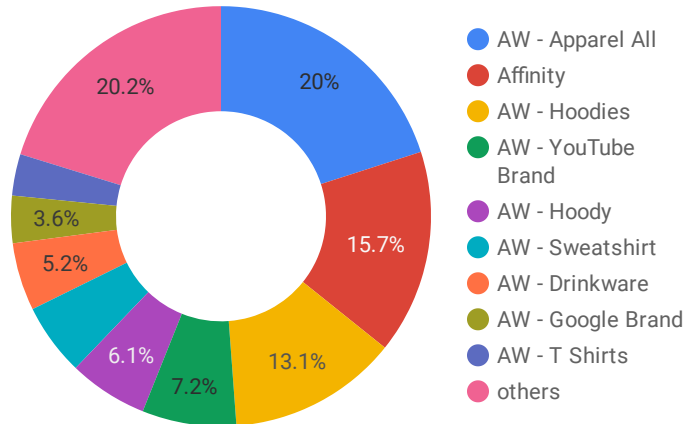
All conv. value / cost
14.9
 ↓ -1.36

Top Adgroups' Spend By Week

Conversions By Adgroup



Spend By Adgroup



Ad group	Cost	Cost / conv.	Conv. rate	Avg. CPC	Impressions	Clicks	CTR	All conv. value / cost
youtube	\$0	\$0	0%	\$0	0	0	0%	0
trumpette	\$0	\$0	0%	\$0	0	0	0%	0
t shirts	\$0	\$0	0%	\$0	0	0	0%	0
stickers	\$0	\$0	0%	\$0	0	0	0%	0
ringspun	\$0	\$0	0%	\$0	0	0	0%	0
pens	\$0	\$0	0%	\$0	0	0	0%	0
notebook	\$0	\$0	0%	\$0	0	0	0%	0
mugs	\$0	\$0	0%	\$0	0	0	0%	0
moleskine	\$0	\$0	0%	\$0	0	0	0%	0
mice	\$0	\$0	0%	\$0	0	0	0%	0

Monthly Stats

Nov 16, 2022 - Nov 22, 2022

Cost
\$9,508.40
 ↓ -10.8%

Cost / conv.
\$107.99
 ↑ \$8.29

Conversions
84.00
 ↓ -22.9

All conv. value / cost
15.97
 ↓ -2.7%

Clicks
12,085.00
 ↓ -2,838

Avg. CPC
\$0.79
 ↑ \$0.07

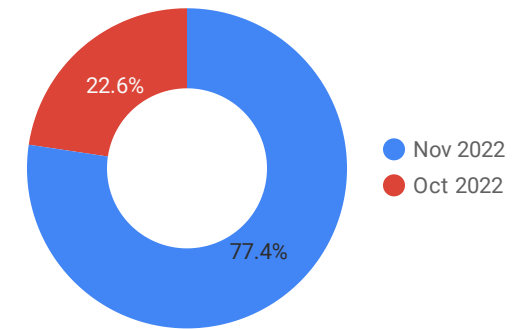
Conv. rate
0.70%
 ↓ -0.02%

Impressions
948,014
 ↓ -25.5%

- Campaign ▾
- Device ▾
- Store location... ▾
- Campaign type ▾

Spend Dynamics

Month	Cost ▾	Conv. rate	Month ▾	Clicks	Cost	Conversions
Nov 2022	\$7,355.61	0.81%	Nov 2022	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
Oct 2022	\$2,152.79	0.42%	Oct 2022	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>



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Month ▾	Cost	Cost / conv.	Clicks	Impressions	Avg. CPC	CTR	Conv. rate	Total conv. value	Conversions
Nov 2022	\$1,993.26	\$166.35	1,051	5,689	\$1.9	18.47%	1.14%	119.5	11.98

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Daily Stats

Nov 16, 2022 - Nov 22, 2022

Day of week	Clicks	Cost	Conversions
Friday	406	\$340.97	4
Monday	459	\$367.74	2
Saturday	290	\$373.28	1
Sunday	390	\$344.52	3
Thursday	353	\$337.61	3
Tuesday	347	\$414.94	3
Wednesday	327	\$275.12	4

Day of week	Cost	Conversions
Friday	\$340.97	4
Monday	\$367.74	2
Saturday	\$373.28	1
Sunday	\$344.52	3
Thursday	\$337.61	3
Tuesday	\$414.94	3
Wednesday	\$275.12	4

- Campaign
- Device
- Store location...
- Campaign type

Cost
\$2,454.17
 ↑ 10.8%

Cost / conv.
\$122.71
 ↓ \$-24.98

Conversions
22.07
 ↑ 7.1

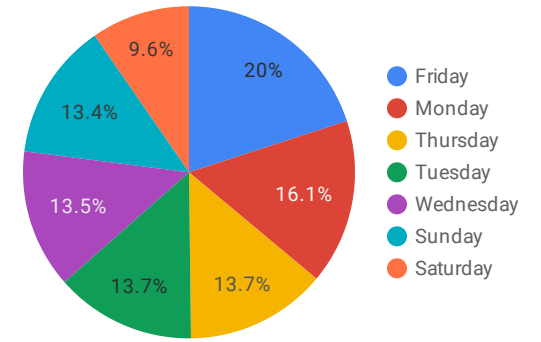
Avg. CPM
\$30.78
 ↑ 409.5%

Clicks
2,572.00
 ↓ -216

Avg. CPC
\$0.95
 ↑ \$0.16

Conv. rate
0.86%
 ↑ 0.32%

Impressions
79,738
 ↓ -78.3%



Day	Cost	Cost / conv.	Clicks	Impressions	Avg. CPC	CTR	Conv. rate	Conversions
Nov 22, 2022	\$414.94	\$138.31	347	11,912	\$1.2	2.91%	0.86%	3
Nov 21, 2022	\$367.74	\$183.87	459	14,138	\$0.8	3.25%	0.44%	2
Nov 20, 2022	\$344.52	\$114.84	390	9,649	\$0.88	4.04%	0.77%	3
Nov 19, 2022	\$373.28	\$373.28	290	10,154	\$1.29	2.86%	0.34%	1
Nov 18, 2022	\$340.97	\$85.24	406	10,435	\$0.84	3.89%	0.99%	4
Nov 17, 2022	\$337.61	\$112.54	353	14,228	\$0.96	2.48%	0.85%	3
Nov 16, 2022	\$275.12	\$68.78	327	9,222	\$0.84	3.55%	1.22%	4

Hour of the Day Performance

Nov 16, 2022 - Nov 22, 2022

Cost
\$2,454.17
 ↑ 10.8%

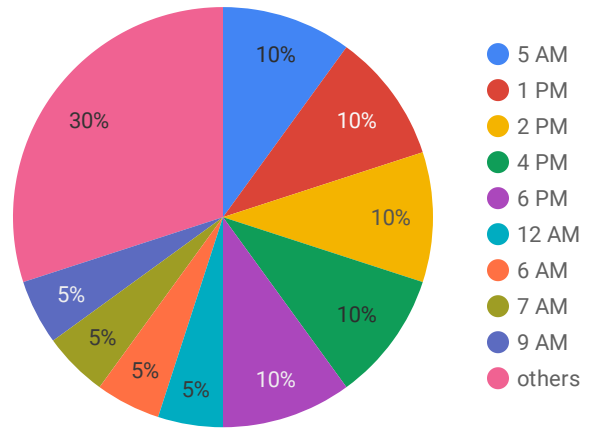
Cost / conv.
\$122.71
 ↓ \$-24.98

Impressions
79,738
 ↓ -78.3%

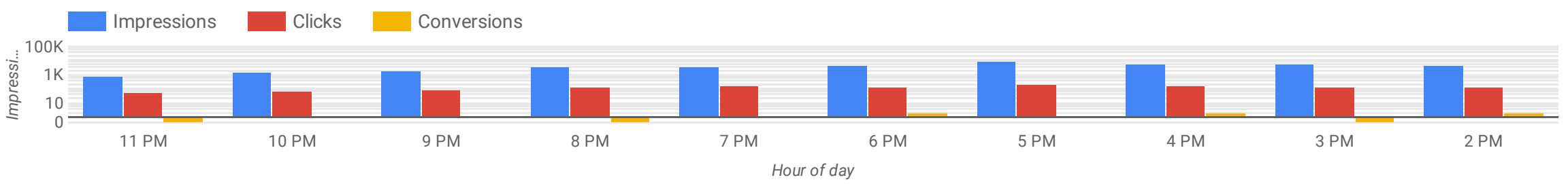
Clicks
2,572.00
 ↓ -216

Conv. rate
0.78%
 ↑ 44.5%

Hour of the day by day breakdown



- Campaign
- Device
- Store location...
- Campaign type



Hour of day	Impressions	Clicks	CTR	Avg. CPC	Search Impr. share	Conversions	Cost / conv.	Conv. rate
12 AM	1,453	81	5.57%	\$1.38	0.1	1	\$111.99	1.23%
1 AM	713	44	6.17%	\$0.74	0.1	0	\$0	0%
2 AM	597	19	3.18%	\$1.22	0.1	0	\$0	0%
3 AM	777	36	4.63%	\$0.75	0.1	0	\$0	0%
4 AM	1,534	45	2.93%	\$0.6	0.1	0	\$0	0%
5 AM	2,759	91	3.3%	\$0.61	0.1	2	\$27.67	2.2%
6 AM	4,006	128	3.2%	\$1.13	0.1	1	\$144.17	0.78%
7 AM	3,765	115	3.05%	\$0.93	0.1	1	\$106.96	0.87%
8 AM	3,926	131	3.34%	\$0.77	0.1	0	\$0	0%
9 AM	4,072	120	2.95%	\$0.98	0.1	1	\$117.2	0.83%

Geo Location Performance by City

Nov 16, 2022 - Nov 22, 2022

Cost
\$2,454.17
↑ 10.8%

Cost / conv.
\$122.71
↓ \$-24.98

Impressions
79,503
↓ -78.3%

Clicks
2,572.00
↓ -216

Avg. CPM
\$30.87
↑ 411.0%

Campaign

Device

Store location...

Campaign type

Cost Distribution by City

Store location city Cost

No data

Conversions Distribution by City

Store location city Conversions

No data

Store location...	Cost	% Δ	Clicks	% Δ	Conv. rate	% Δ	CTR	% Δ	Impressions	% Δ	Cost / conv.	% Δ	Conversions	% Δ
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No data

Grand total	\$2,454.17	10.8% ↑	2,572	-7.7% ↓	0.78%	44.5% ↑	3.23%	324.2% ↑	79,738	-78.3% ↓	\$122.71	-16.9% ↓	20	33.3% ↑
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Geo Location Performance by State

Nov 16, 2022 - Nov 22, 2022

Cost
\$2,454.17
 ↑ 10.8%

Cost / conv.
\$122.71
 ↓ \$-24.98

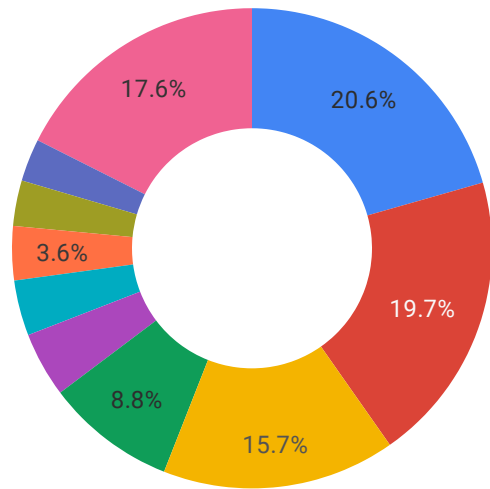
Impressions
79,738
 ↓ -78.3%

Clicks
2,572.00
 ↓ -216

Avg. CPM
\$30.87
 ↑ 411.0%

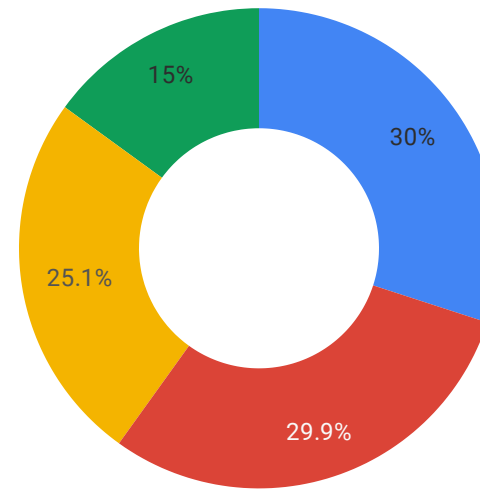
- Campaign ▾
- Device ▾
- Base Campai... ▾
- Campaign type ▾

Cost Distribution by State



- 1009693 | Google Analytics Demo | DR | joelf | NA | CA | en...
- 1009693 | Google Analytics Demo | DR | joelf | NA | US | en |...
- 1009693 | Google Analytics Demo | DR | joelf | NA | US | en |...
- 1009693 | Google Analytics De...
- 1009693 | Google Analytics De...
- 1009693 | Google Analytics De...
- 1009693 | Google Analytics De...
- 1009693 | Google Analytics De...
- 1009693 | Google Analytics De...
- others

Conversions Distribution by State



- 1009693 | Google Analytics Demo | DR | joelf | NA | US | e...
- 1009693 | Google Analytics Demo | DR | joelf | NA | US | e...
- 1009693 | Google Analytics Demo | DR | joelf | NA | US | e...
- 1009693 | Google Analytics...
- 1000549 | Google Analytics...
- 1000549 | Google Analytics...
- 1000549 | Google Analytics...
- 1000549 | Google Analytics...
- 1000549 | Google Analytics...
- others

Base Campai...	Cost	% Δ	Clicks	% Δ	Conv. rate	% Δ	CTR	% Δ	Impressions	% Δ	Cost / conv.	% Δ	Conversions	% Δ
1009693 Googl...	\$505.26	0.3% ↑	232	-13.4% ↓	0%	-	10.09%	-1.4% ↓	2,300	-12.2% ↓	\$0	-	0	-
1009693 Googl...	\$482.79	39.5% ↑	166	3.8% ↑	3.61%	92.8% ↑	43.12%	11.3% ↑	385	-6.8% ↓	\$80.47	-30.3% ↓	6	100.0% ↑
1009693 Googl...	\$385.59	13.5% ↑	1,103	-12.0% ↓	0.27%	241.1% ↑	2.26%	499.8% ↑	48,747	-85.3% ↓	\$128.53	-62.2% ↓	3	200.0% ↑
1009693 Googl...	\$215	-18.0% ↓	56	-48.1% ↓	0%	-100.... ↓	12.56%	-16.9% ↓	446	-37.6% ↓	\$0	-100.0% ↓	0	-100.0% ↓
1009693 Googl...	\$107.54	542.0% ↑	11	57.1% ↑	0%	-	32.35%	34.0% ↑	34	17.2% ↑	\$0	-	0	-
1009693 Googl...	\$91.66	38.0% ↑	71	0.0%	0%	-100.... ↓	33.97%	8.6% ↑	209	-7.9% ↓	\$0	-100.0% ↓	0	-100.0% ↓
1009693 Googl...	\$89.27	-17.9% ↓	281	2.2% ↑	2.13%	17.1% ↑	53.02%	12.6% ↑	530	-9.2% ↓	\$14.92	-31.4% ↓	5.98	19.6% ↑
1009693 Googl...	\$75.32	24.3% ↑	418	10.9% ↑	1.2%	50.9% ↑	1.65%	20.9% ↑	25,302	-8.3% ↓	\$15.01	-25.7% ↓	5.02	67.3% ↑
1009693 Googl...	\$70.48	-33.9% ↓	39	-26.4% ↓	0%	-	8.82%	-8.9% ↓	442	-19.2% ↓	\$0	-	0	-
1009693 Googl...	\$52.75	92.5% ↑	15	0.0%	0%	-	10.14%	31.8% ↑	148	-24.1% ↓	\$0	-	0	-
Grand total	\$2,454.17	10.8% ↑	2,572	-7.7% ↓	0.78%	44.5% ↑	3.23%	324.2% ↑	79,738	-78.3% ↓	\$122.71	-16.9% ↓	20	33.3% ↑

Ad Types Performance Reports

Nov 16, 2022 - Nov 22, 2022

Ad state	Clicks ▾	CTR	Conv. rate	Conversions	Cost / conv.	Impressions	YouTube E...	Cost
Enabled	2,572	3.23%	0.78%	20	\$122.71	79,738	0	\$2,454.17
Paused	0	0%	0%	0	\$0	0	0	\$0
Removed	0	0%	0%	0	\$0	0	0	\$0

- Campaign ▾
- Device ▾
- Store location... ▾
- Campaign type ▾

Ad type	Clicks ▾	Conversions	Conv. rate	Cost / conv.	Cost	YouTube E...	CTR	Impressions	YouTube Earned...
Responsive display ad	942	3	0.32%	\$76.83	\$230.48	0	3.46%	27,192	0
Expanded text ad	615	5.98	0.97%	\$151.01	\$903.39	0	17.46%	3,522	0
Responsive search ad	436	6	1.38%	\$181.65	\$1,089.87	0	20.12%	2,167	0
Smart Shopping ad	418	5.02	1.2%	\$15.01	\$75.32	0	1.65%	25,302	0
Image ad	161	0	0%	\$0	\$155.11	0	0.75%	21,555	0
Text ad	0	0	0%	\$0	\$0	0	0%	0	0
Shopping ad	0	0	0%	\$0	\$0	0	0%	0	0

Click type	Clicks ▾	Conv. rate	Conversions	Cost / conv.	Cost	CTR	Impressions	All conv. value / click
Headline	2,069	0.68%	13.98	\$147.91	\$2,068.13	3.8%	54,448	12.93
Product listing ad	418	1.2%	5.02	\$15.01	\$75.32	1.65%	25,302	19.97
Sitelink	82	1.22%	1	\$304.21	\$304.21	2.32%	3,531	17.83
Image extension	3	0%	0	\$0	\$6.51	0.44%	689	19
Table Extension	0	0%	0	\$0	\$0	0%	536	0
Promotion Extension	0	0%	0	\$0	\$0	0%	121	0

Search keyword	Clicks	% Δ	CTR	% Δ	Cost	% Δ	Conversions	% Δ	Cost / conv.	% Δ	Search Impr. share	% Δ	Search Lost IS (rank)	% Δ
Google Merchandise Store	169	-2.3% ↓	56.9%	2.6% ↑	\$17	-14...	3.98	32.7% ↑	\$4.27	-35.6% ↓	0.85	3.4% ↑	0.15	-16.1% ↓
Google Apparel	63	46.... ↑	57.27%	27.9% ↑	\$66.22	7.8% ↑	3	50.0% ↑	\$22.07	-28.1% ↓	0.67	10.4% ↑	0.27	-31.6% ↓
Google T Shirt	27	-28.... ↓	40.91%	-7.4% ↓	\$143.54	32.... ↓	1	0.0%	\$143.54	32.1% ↑	0.37	-8.8% ↓	0.45	-20.4% ↓
Google Clothing	32	68.... ↑	38.55%	38.0% ↑	\$85.14	43.... ↓	1	-	\$85.14	-	0.49	-4.8% ↓	0.3	-35.9% ↓
+Google +Merchandise	27	22.... ↑	45%	22.7% ↑	\$28.6	60.... ↓	1	-	\$28.6	-	0.43	-10.7% ↓	0.57	9.9% ↑
Google Shirts	10	25.... ↑	31.25%	52.3% ↑	\$28.05	-0.... ↓	1	-	\$28.05	-	0.46	26.6% ↑	0.33	-48.6% ↓
Google Swag	5	-37.... ↓	45.45%	-37.5% ↓	\$0.94	-7.... ↓	1	-	\$0.94	-	0.69	6.2% ↑	0.31	-11.5% ↓
hoodies	112	-15.... ↓	10.02%	-2.5% ↓	\$249.82	-6.... ↓	0	-	\$0	-	0.1	0.0%	0.76	-15.6% ↓
sweatshirt	51	45.... ↑	11.78%	54.5% ↑	\$109.19	62.... ↓	0	-	\$0	-	0.1	0.0%	0.76	-15.0% ↓
+Google +Clothing	20	-23.... ↓	34.48%	19.4% ↑	\$106.8	36.... ↓	0	-	\$0	-	0.12	-29.4% ↓	0.64	-17.7% ↓
hoody	43	-24.... ↓	11.11%	-9.2% ↓	\$102.19	-20.... ↓	0	-	\$0	-	0.1	0.0%	0.74	-16.9% ↓
youtube merchandise	56	-5.1% ↓	28.43%	-19.1% ↓	\$84.08	8.8% ↑	0	-	\$0	-	0.1	0.0%	0.9	0.0%
YouTube Merchandise Store	63	-3.1% ↓	30.43%	-16.7% ↓	\$71.57	23.... ↓	0	-100.0% ↓	\$0	-100.0% ↓	0.34	3.1% ↑	0.66	-1.5% ↓
+hoodies	27	-62.... ↓	13.78%	-30.0% ↓	\$71.06	-58.... ↓	0	-100.0% ↓	\$0	-100.0% ↓	0.1	0.0%	0.76	-15.2% ↓
Google Mugs	8	100... ↑	24.24%	-9.1% ↓	\$68.29	45.... ↓	0	-	\$0	-	0.34	72.4% ↑	0.52	-30.0% ↓

Search term	Clicks	% Δ	Impressions	% Δ	Cost	% Δ	CTR	% Δ	Conversions	% Δ	Cost / conv.	% Δ
google merchandise store	151	-1.9% ↓	265	-7.7% ↓	\$15.53	-6.4% ↓	56.98%	6.2% ↑	2.98	49.1% ↑	\$5.21	-37.2% ↓
google apparel	26	23.8% ↑	40	8.1% ↑	\$2.05	-60.0% ↓	65%	14.5% ↑	1	0.0%	\$2.05	-60.0% ↓
google merch	16	6.7% ↑	33	6.5% ↑	\$7.56	369.6% ↑	48.48%	0.2% ↑	1	-	\$7.56	-
google t shirt	11	0.0%	34	9.7% ↑	\$54.45	170.6% ↑	32.35%	-8.8% ↓	1	-	\$54.45	-
google clothing	9	200.0% ↑	16	-5.9% ↓	\$32.47	1,264.... ↑	56.25%	218.... ↑	1	-	\$32.47	-
google shirts	5	400.0% ↑	13	-7.1% ↓	\$23.36	2,168.... ↑	38.46%	438.... ↑	1	-	\$23.36	-
google swag	4	-33.3% ↓	10	11.1% ↑	\$0.77	-19.8% ↓	40%	-40.0% ↓	1	-	\$0.77	-
googlemerchandise store	1	0.0%	4	300.0% ↑	\$0.02	0.0%	25%	-75.0% ↓	1	-	\$0.02	-
youtube merch	27	3.8% ↑	101	32.9% ↑	\$27.81	24.5% ↑	26.73%	-21.9% ↓	0	-	\$0	-
youtube store	24	-27.3% ↓	71	-2.7% ↓	\$15.61	4.3% ↑	33.8%	-25.2% ↓	0	-	\$0	-
google merch store	22	69.2% ↑	37	60.9% ↑	\$1.45	168.5% ↑	59.46%	5.2% ↑	0	-100.... ↓	\$0	-100.0% ↓

Shopping Campaigns Performance

Nov 16, 2022 - Nov 22, 2022

Campaign	Clicks	% Δ	Conv. rate	% Δ	Cost	% Δ	Conversions	% Δ	Cost / conv.	% Δ	Total conv. value	% Δ	Conv. value / cost	% Δ	Conv. value / click	% Δ
1009693 Google Analytics Demo ...	418	10...	1.2%	50.9% ↑	\$75.32	2...	5.02	67.3% ↑	\$15.01	-25.7% ↓	179	-	2.38	-	0.43	-
1000549 Google Analytics Demo ...	0	-	0%	-	\$0	-	0	-	\$0	-	0	-	0	-	0	-
1000549 Google Analytics Demo ...	0	-	0%	-	\$0	-	0	-	\$0	-	0	-	0	-	0	-
1000549 Google Analytics Demo ...	0	-	0%	-	\$0	-	0	-	\$0	-	0	-	0	-	0	-
Horsefeathers II	0	-	0%	-	\$0	-	0	-	\$0	-	0	-	0	-	0	-

Grand total 418 10... 1.2% 50.9% ↑ \$75.32 2... 5.02 67.3% ↑ \$15.01 -25.7% ↓ 179 - 2.38 - 0.43 -

Shopping Adgroups Performance

Nov 16, 2022 - Nov 22, 2022

Ad group	Clicks	% Δ	Conv. rate	% Δ	Cost	% Δ	Conversions	% Δ	Cost / conv.	% Δ	Total conv. value	% Δ	Conv. value / cost	% Δ	Conv. value / click	% Δ
Test	418	10...	1.2%	50.9% ↑	\$75.32	2...	5.02	67.3% ↑	\$15.01	-25.7% ↓	179	-	2.38	-	0.43	-
Accessories	0	-	0%	-	\$0	-	0	-	\$0	-	0	-	0	-	0	-
Ad group	0	-	0%	-	\$0	-	0	-	\$0	-	0	-	0	-	0	-
Bags	0	-	0%	-	\$0	-	0	-	\$0	-	0	-	0	-	0	-
Clothing	0	-	0%	-	\$0	-	0	-	\$0	-	0	-	0	-	0	-
Drinkware	0	-	0%	-	\$0	-	0	-	\$0	-	0	-	0	-	0	-
Google Store All Products	0	-	0%	-	\$0	-	0	-	\$0	-	0	-	0	-	0	-
Headgear	0	-	0%	-	\$0	-	0	-	\$0	-	0	-	0	-	0	-
Office	0	-	0%	-	\$0	-	0	-	\$0	-	0	-	0	-	0	-
Product ad group	0	-	0%	-	\$0	-	0	-	\$0	-	0	-	0	-	0	-

Grand total	418	10...	1.2%	50.9% ↑	\$75.32	2...	5.02	67.3% ↑	\$15.01	-25.7% ↓	179	-	2.38	-	0.43	-
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