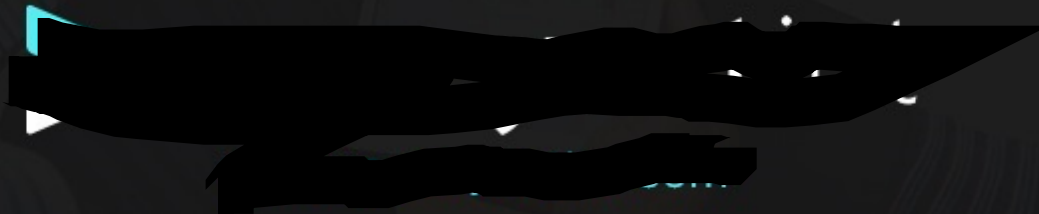




# Marketing Report

**April 2021**



Email :

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## Ads Campaign Overview: what's changed?

### Ads Impressions

714,010

Last Month

1,644,933

Previous Month

### Ads Clicks

967

Last Month

2,197

Previous Month

### Avg. Cost Per Click

3.96 €

Last Month

2.26 €

Previous Month

### Conversions

47

Last Month

81

Previous Month

### Cost Per Conversion

75 €

Last Month

44 €

Previous Month

### Ads Spent

3,690 €

Last Month

4,955 €

Previous Month

## Ads Campaign details

Campaign Name	Impressions	Ads Clicks	Cost Per Click	Conversions	Cost Per Conv.	Ads Spent
1. Post Traffic - Eu Decision Maker	159,706	322	4.09 €	16	82.33 €	1.32K €
2. Engagement (Eu Countries)	46,186	178	5.93 €	11	96.03 €	1.06K €
3. Engagement- (Spain/Portugal/Germany/UK)	30,755	284	2.17 €	4	153.77 €	615.06 €
4. Video - Brazil Post - Eu countries - CEO/Founder/CFO	34,805	28	12.9 €	2	180.67 €	361.33 €
5. Video -Brazil Post - UK/ES/PT/DE countries - CEO/Founder/CFO	15,363	9	14.51 €	2	65.31 €	130.61 €
6. LP visits - Text Ads - Lookalike (B)	276,735	47	2.76 €	0	0 €	129.54 €
7. Website conversions - Retargeting - Text Ads (A)	149,216	39	2.06 €	0	0 €	80.5 €

## Notable Insights

- ✓ **Cost Per Conversion** - Overall cost per conversion **increased by 70%** compared to the previous month.
- ✓ **Cost Per Click** - Overall cost per click **increased by 43%** compared to the previous month.
- ✓ **Ads Spent** - Overall ads spent **decreased by 34%** compared to the previous month.

**Note:** As we have recently integrated Blog analytics with the main webpages property, We don't have enough data to judge the performance but I will add all Google analytics insights from the next report.

## Ads Campaign Overview: what's changed?

### Ads Impressions

622,836

Last M

88,299

Previous Week

### Ads Clicks

5,053

Last Week

361

Previous Week

### Avg. Cost Per Click

\$0.16

Last Week

\$1.29

Previous Week

### Ads Reach

175,927

Last Week

2,440

Previous Week

### Ads Spent

\$799

Last Week

\$466

Previous Week

## Ads Campaign details

	Campaign Name	Impressions	Reach	Ads Clicks	Cost Per Click	Ads Spent ▾
1.	New Blog Post - 29th March	219,206	62,295	1,428	\$0.29	\$407.47
2.	New Audience - 12th April	308,341	127,409	2,920	\$0.09	\$275.57
3.	New Audience	95,026	41,527	705	\$0.16	\$114.76
4.	Pixel Users - Remarketing	263	153	0	\$0	\$1.43

## Notable Insights

✓ **CPC** - Overall more than 700% of cost per click is decreased compared to the previous month.

✓ **Campaign** - We have created a new ads campaign on 12th April, Which has a really good engagement rate at the lowest cost.

**Note:** As we have recently integrated Blog analytics with the main webpages property, We don't have enough data to judge the performance but I will add all Google analytics insights from the next report.

## Ads Campaign Overview: what's changed?

### Ads Impressions

1,360,590

Last Month

318,442

Previous Month

### Ads Clicks

11,571

Last Month

5,636

Previous Month

### Avg. Cost Per Click

£0.05

Last Month

£0.08

Previous Month

### Conversions

1,514

Last Month

981

Previous Month

### Cost Per Conversion

£0.41

Last Month

£0.47

Previous Month

### Ads Spent

£614

Last Month

£458

Previous Month

## Ads Campaign details

Campaign Name ▾	Impressions	Ads Clicks	CTR	Cost Per Click	Conversion s	Cost Per Conv.	Ads Spent
1. Remarketing Display - Europe	470,361	4,432	0.94%	£0.03	330	£0.47	£154.77
2. Display remarketing	299,372	5,770	1.93%	£0.05	1,126	£0.28	£310.87
3. Display Remarketing - Singapore/Australia	590,857	1,369	0.23%	£0.11	58	£2.56	£148.33

## Notable Insights

✓ **Cost Per Click** - Overall 60% cost per click is decreased compared to the previous month.

✓ **Cost Per Conversions** - Overall 15% cost per conversion is decrease compared to the previous month.

**Note:** As we have recently integrated Blog analytics with the main webpages property, We don't have enough data to judge the performance but I will add all Google analytics insights from the next report.

## Ads Campaign Overview: what's changed?

### Ads Impressions

183,604

Last Month

130,813

Previous Month

### Ads Clicks

6,218

Last Month

1,286

Previous Month

### Avg. Cost Per Click

£0.08

Last Month

£0.21

Previous Month

### Click Through Rate

3.39%

Last Month

0.98%

Previous Month

### Ads Spent

£480

Last Month

£266

Previous Month

## Ads Campaign details

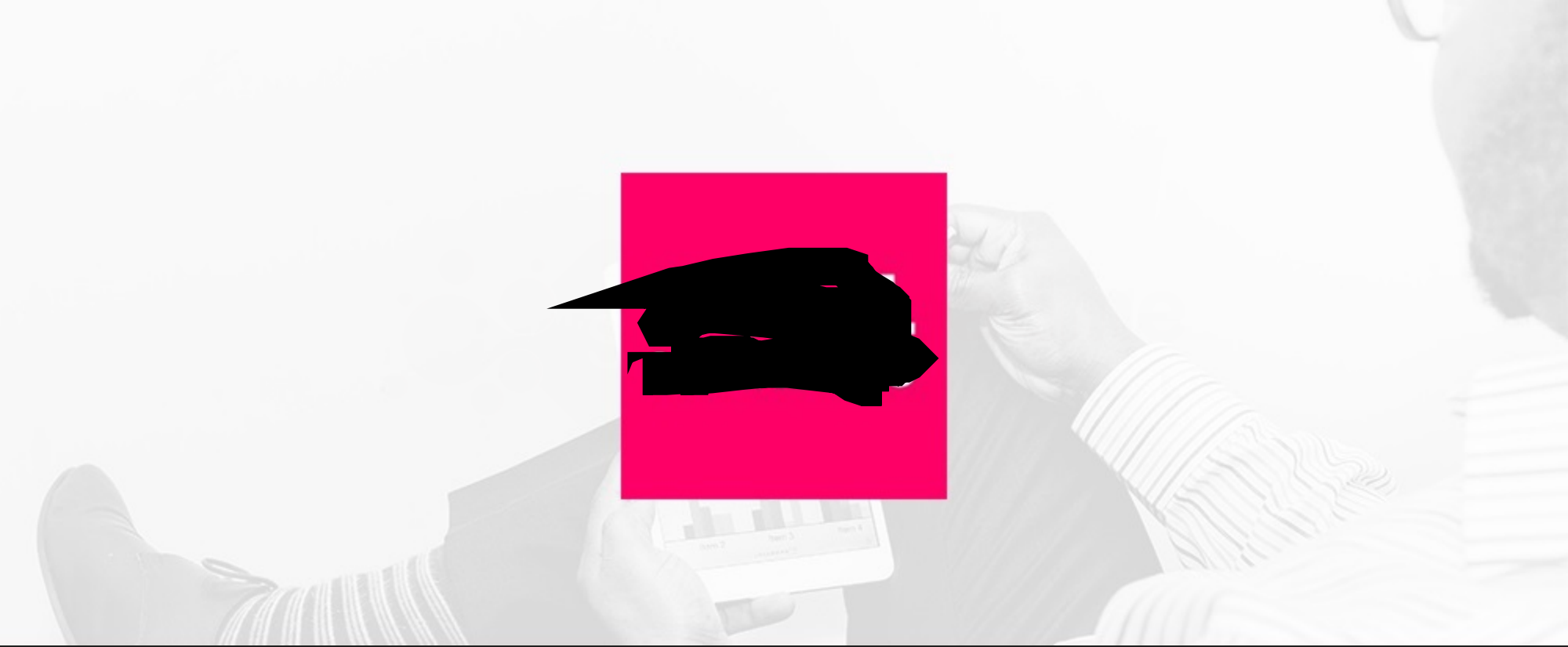
Campaign Name	Impressions	Ads Clicks	Cost Per Click	Click Through Rate	Ads Spent
1. Remarketing (UK)	132,008	4,358	£0.08	3.3%	£327.36
2. Remarketing (Belgium, Germany, France, Spain, Netherlands)	29,507	1,003	£0.08	3.4%	£80
3. Remarketing (Aus/NZ)	18,023	685	£0.09	3.8%	£64.79
4. Remarketing (Denmark, Finland, Latvia, Lithuania, Gibraltar, Cyprus, Malta, Estonia, Switzerland)	2,748	169	£0.04	6.15%	£6.2
5. Remarketing (Website Users)	1,318	3	£0.5	23%	£1.51

## Notable Insights

✓ **CPC** - Overall cost per click is decreased by 162% compared to the previous month.

✓ **CTR** - Overall click-through rate increased by 246% compared to the previous month.

**Note:** As we have recently integrated Blog analytics with the main webpages property, We don't have enough data to judge the performance but I will add all Google analytics insights from the next report.



*Thank you*

Email :

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