



# Marketing Report

**WEEKLY PERFORMANCE**



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## Overall campaign **update**

### Performance Overview

- ✓ **Conversions Value** – Conversions value **increase by 31%** compare to the previous week.
- ✓ **Conversion Rate** – The conversion rate **increase by 30%** compared to the previous week.
- ✓ **Conversions** – Conversions **decrease by 5%** compared to the previous week.
- ✓ **Ads Spent** – Ads spent **decrease by 6%** compared to the previous week.
- ✓ **Average Cost Per Click** – CPC **increase by 2%** compared to the previous week.

### Mobile Device Performance

- ✓ **Cost Per Conversions** – From the mobile device, our cost per conversion is **\$26.4** in the reporting week.
- ✓ **Average Cost Per Click** – From the mobile device, our CPC is **\$0.35** in the reporting week.

### Desktop Device Performance

- ✓ **Cost Per Conversions** – From the desktop device, our cost per conversion is **\$52.2** in the reporting week.
- ✓ **Average Cost Per Click** – From the desktop device, our CPC is **\$2.95** in the reporting week.

## Ads Campaign Overview

### Ads Clicks

341

Last Weeks

367

Previous Weeks

### Interaction Rate

4.04%

Last Weeks

3.84%

Previous Weeks

### Avg. Cost Per Click

\$3.11

Last Weeks

\$3.04

Previous Weeks

### Ads Spent

\$1,059

Last Weeks

\$1,114

Previous Weeks

### Conversions

36

Last Weeks

38

Previous Weeks

### Conversion Rate

3.94%

Last Weeks

2.75%

Previous Weeks

## Google Ads Search Terms

	Search term	Impressions	Clicks	Avg. CPC	Conversions	Conv. rate	Cost
1.	credit repair software	329	39	\$4.80	9	23.08%	\$187
2.	client dispute manager	223	63	\$2.06	6	9.52%	\$130
3.	client dispute manager software	74	23	\$3.19	4	17.39%	\$73
4.	credit dispute manager software	12	6	\$1.60	2	33.33%	\$10
5.	client dispute manager reviews	5	2	\$0.82	2	100%	\$2
6.	the best credit repair software	9	2	\$3.47	1	50%	\$7
7.	credit repair system	3	1	\$4.24	1	100%	\$4
8.	credit repair software business	1	1	\$2.68	1	100%	\$3
9.	credit repair business software	41	7	\$4.00	1	14.29%	\$28
10.	best credit repair software 2021	7	1	\$7.93	1	100%	\$8
11.	credit dispute software	9	2	\$5.96	1	50%	\$12
12.	client dispute	6	1	\$3.07	0	0%	\$3
13.	client dispute manager customer service	5	2	\$1.39	0	0%	\$3

# User Behaviour Reports

Jul 19, 2021 - Jul 25, 2021

## Users by City

	City	Clicks	Avg. Cost	Cov. ▼	Cost
1.	Fairburn	1	\$4.85	2	\$4.85
2.	Severn	1	\$1.22	2	\$1.22
3.	Charlotte	3	\$0.65	2	\$5.19
4.	Lumberton	2	\$4.22	2	\$8.46
5.	Humble	1	\$3.36	1	\$6.72
6.	Garland	5	\$2.18	1	\$10.91
7.	El Paso	1	\$0.71	1	\$0.71
8.	Memphis	2	\$0.74	1	\$4.47
9.	Aiken	5	\$2.04	1	\$10.19
...	New York	8	\$0.89	1	\$18.70
...	Central Islip	1	\$3.28	1	\$3.28
...	League City	1	\$3.67	1	\$3.67
...	Rosharon	3	\$4.79	1	\$14.38
...	Florissant	2	\$2.47	1	\$4.95
...	Lynnwood	1	\$1.08	1	\$2.17
...	Columbia	4	\$5.82	1	\$23.41
...	Baton Rouge	1	\$1.82	1	\$5.46
...	Wichita	2	\$4.29	1	\$8.57
...	Austin	2	\$5.52	1	\$11.04
...	Pontiac	2	\$5.96	1	\$11.93
...	Tifton	1	\$4.27	1	\$4.27
...	Davie	1	\$1.89	1	\$7.55
...	Dallas	3	\$1.58	1	\$9.48
...	Atlanta	5	\$3.19	1	\$19.14

## Users by Device

	Device	Clicks ▼	Avg. Cost	Cov.	Cost
1.	computers	228	\$2.95	32	\$846
2.	mobile devices with full browsers	110	\$0.35	4	\$209
3.	tablets with full browsers	3	\$0.17	0	\$5

## Users by Age

	Age	Clicks ▼	Avg. Cost	Cov.	Cost
1.	Undetermined	86	\$2.62	5	\$233
2.	25to34	77	\$1.52	10	\$269
3.	35to44	73	\$0.89	10	\$214
4.	45to54	65	\$1.07	5	\$223
5.	55to64	25	\$0.57	5	\$62
6.	gt64	8	\$0.72	0	\$37
7.	18to24	7	\$0.51	1	\$20



## Overall campaign **update**

### Performance Overview

- ✓ **Conversion Rate** – The conversion rate **decrease by 21%** compared to the previous week.
- ✓ **Conversions** – Conversions **decrease by 46%** compared to the previous week.
- ✓ **Ads Spent** – Ads spent **decrease by 5.3%** compared to the previous week.
- ✓ **Average Cost Per Click** – CPC **increase by 39%** compared to the previous week.

### Mobile Device Performance

- ✓ **Cost Per Conversions** – We have not had any conversions. We spent only \$62. I will exclude it.
- ✓ **Average Cost Per Click** – From the desktop device, our CPC is **\$1.4** in the reporting week.

### Desktop Device Performance

- ✓ **Cost Per Conversions** – From the desktop device, our cost per conversion is **\$33** in the reporting week.
- ✓ **Average Cost Per Click** – From the desktop device, our CPC is **\$4.09** in the reporting week.

## Overall campaign **update**

### Clicks and CPC Performance

✓ The reason for clicks decrease and CPC increase is that I have removed few publishers from our campaign who were not getting conversions so I excluded them and those were the publishers from which we were getting very less cost per click and not getting any conversions.

### Conversions Performance

I have checked the conversions sources from last week and the previous week. Details are as below.

#### **Last week's conversions.**

- ✓ 14 conversions from Bing and Yahoo! Search Properties Only
- ✓ 2 conversions from msn.com

#### **Previous week conversions.**

- ✓ All 26 conversions from Bing and Yahoo! Search Properties Only

As per the above number, I don't think so the issue is with publishers. I will audit this and make necessary changes to increase performance.

## Ads Campaign Overview

### Ads Clicks

181

Last Weeks

266

Previous Weeks

### Interaction Rate

0.98%

Last Weeks

1.10%

Previous Weeks

### Avg. Cost Per Click

\$1.56

Last Weeks

\$1.12

Previous Weeks

### Ads Spent

\$282

Last Weeks

\$297

Previous Weeks

### Conversions

14

Last Weeks

26

Previous Weeks

### Conversion Rate

7.73%

Last Weeks

9.77%

Previous Weeks

## Ads Campaign Publishers

	Ads Publisher	Ads Reach ▾	Clicks	Avg. CPC	CTR	Spend
1.	msn.com	2,835	13	\$1.69	0.46%	21.97
2.	Bing and Yahoo! Search Properties Only	2,320	79	\$2.05	3.87%	174
3.	www.12up.com	807	3	\$0.57	0.37%	1.71
4.	www.obsev.com	764	5	\$0.83	0.65%	4.13
5.	ext.theperspective.com	678	3	\$0.66	0.44%	1.98
6.	definition.org	485	12	\$1.15	8.87%	8.2
7.	www.freshedits.com	271	3	\$0.42	1.11%	1.26
8.	www.oola.com	169	2	\$0.83	1.18%	1.65
9.	shareably.net	159	2	\$0.82	1.26%	1.63
10.	www.duckduckgo.com	105	3	\$0.91	2.86%	2.74
11.	weather.com	75	2	\$1.27	2.67%	2.55
12.	ww2.cartageous.com	54	2	\$1.71	3.7%	3.42
13.	ebrowser.co	44	2	\$0.23	4.55%	0.45
14.	yourbump.com	38	3	\$0.29	7.89%	0.88
15.	onlineanswers.today	12	4	\$2.36	33.33%	9.42



**Spreadme**  
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*Thank you*

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