

PPC Ads Audit Report

Google, Bing & Criteo



Email: jigar@spreadme.digital | Web: www.spreadme.digital

Office Address: 14, 3rd Floor, Satyam St, Munnekollal, Bengaluru, Karnataka 560038











Checklist & Metrics

I have checked the following checklist and metrics while auditing paid ads campaigns. This report includes details based on the last 30 days performance.

(26th Dec 2021 to 24th Jan 2022)

Performance Checklist

- ✓ Recommendations to Increase Optimization Score.
- ✓ Checked all the campaign and adgroups overall performance.
- ✓ Checked shopping ads product groups.
- ✓ Adcopies with their performance, call to action, and approach.
- ✓ Ads extensions performance and status.
- ✓ Landing page performance.
- ✓ Keywords performance, search terms, negative keywords.
- ✓ Target audience performance.
- ✓ Account and campaign settings.
- ✓ Target location performance.
- ✓ Ads Schedules performance on Daywise and Hourly
- ✓ Device performance
- ✓ Conversion setup and tracking

Performance Metrics

Performance Metrics •
Absolute Top Position %
Ads Relevance
Ads Served %
Average Session Duration (Sessions)
Bidding Strategy
Click Share
Click-Through Rate
Clicks

Performance Metrics ▼
Top Position %
Quality Score
Impressions Share
Impressions
Cost Per Conversions
Cost Per Click
Conversions Value
Conversions



Adgroups Doesn't have **Keywords**

These 19 active adgroups don't have any impressions or clicks as there are no keywords. We should Pause those adgroups or Enable keywords and optimize to start performing.

	Ad group 🔻	Campaign				
1.	Vacuum Exact Match Group	Vac - ELECTROLUX				
2.	Thermador Exact Match Group	Appliance - THERMADOR				
3.	Tecumseh Exact Match Group	Yard - TECUMSEH				
4.	Sebo Exact Match Group	Vac - SEBO				
5.	Rainbow Parts	Vac - REXAIR CANADA				
6.	KitchenAid Exact Match Group	Appliance - KITCHENAID CANADA				
7.	Jenn-Air Parts	Appliance - JENN-AIR CANADA				
8.	Hoover New	Vac - HOOVER				
9.	Gen - Bosch Exact Match Group	Tool - BOSCH				
10.	Fisher & Paykel Exact Match Group	Appliance - FISHER & PAYKEL				
11.	Fisher & Paykel Exact Match Group	Appliance - FISHER & PAYKEL CANADA				
12.	Earthquake Exact Match Group	Yard - EARTHQUAKE CANADA				
13.	Dyson DC18	Vac - DYSON				
14.	Dyson DC17	Vac - DYSON				
15.	Dyson DC15	Vac - DYSON				
16.	Dremel Parts	Tool - DREMEL				
17.	Delta Exact Match Group	Tool - DELTA CANADA				
18.	Carpet Pro Exact Match Group	Vac - CARPET PRO				
19.	Bostitch Exact Match Group	Tool - BOSTITCH				
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Increase Default Cost Per Click

We should increase our default maximum cost per click for the campaigns which have bidding strategies "Manual CPC" and "CPC (Enhanced)."

As those campaigns don't spend an amount as per the budget and campaign performance is poor in terms of conversion rate. We should increase the bid to get more clicks and conversions. *This is the list of those campaigns*.

	Campaign ▼	Bid strategy type	Budget	Cost	Avg. cost	Impr. (Abs. Top) %
1.	Yard - YARD MACHINES CANADA	Manual CPC	\$50	\$22.24	\$0.07	3.02%
2.	Yard - WHITE OUTDOOR	Manual CPC	\$43.64	\$310.4	\$0.28	10.87%
3.	Yard - HUSQVARNA	Manual CPC	\$100	\$17.06	\$0.04	1.08%
4.	Yard - EARTHQUAKE CANADA	CPC (enhanced)	\$50	\$11.13	\$0.25	19.54%
5.	Yard - BRIGGS & STRATTON CANADA	Manual CPC	\$92.1	\$870.13	\$0.18	9.97%
6.	Vac - CLEANMAX	Manual CPC	\$100	\$26.5	\$0.27	11.69%
7.	Tool - DREMEL	Manual CPC	\$25.51	\$14.87	\$0.22	5.59%
8.	Tool - DELTA CANADA	Manual CPC	\$29.66	\$129.27	\$0.13	8.62%
9.	Appliance - THERMADOR	Manual CPC	\$82.96	\$833.17	\$0.31	9.5%
10.	Appliance - ROPER	CPC (enhanced)	\$100	\$222.76	\$0.26	7.36%
11.	Appliance - MAYTAG	Manual CPC	\$1,589.2	\$12,120.81	\$0.49	14.6%
12.	Appliance - LG CANADA	CPC (enhanced)	\$77.37	\$170.67	\$0.13	3.28%
13.	Appliance - JENN-AIR CANADA	Manual CPC	\$50	\$1.79	\$0.2	2.7%
14.	Appliance - JENN-AIR	Manual CPC	\$400	\$563.2	\$0.31	4.39%
15.	Appliance - CROSLEY	Manual CPC	\$100	\$33.44	\$0.24	5.53%
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Search Result Position & Conv. Rate

For these 7 adgroups search results for our ads are very poor. In the first position, our ads show less than 10% time, and in the top 3 positions, our ads show less than 20%. It affects our conversion rate too, as we can see it is less than 1.5%.

We should increase the bid for these keywords and ad groups to get a higher position on Google search results.

	Ad group *	Campaign	Clicks	Cost Per Click	Conv. rate	Top Postion %	Abs. Top Position %
1.	Yard Machines Exact Match Group	Yard - YARD MACHINES CANADA	275	\$0.07	0.73%	14.88%	2.99%
2.	Husqvarna Parts	Yard - HUSQVARNA	251	\$0.04	0.8%	6.27%	0.99%
3.	Homelite Parts	Tool - HOMELITE CANADA	202	\$0.18	1.16%	18.5%	8.72%
4.	GE Parts	Appliance - GE CANADA	397	\$0.14	0.5%	18.3%	2.06%
5.	GE Exact Match Group	Appliance - GE CANADA	233	\$0.09	1.29%	12.25%	1.22%
6.	Delta Parts	Tool - DELTA CANADA	990	\$0.13	0.81%	16.44%	8.62%
7.	Black & Decker New	Tool - BLACK & DECKER	754	\$0.14	1.09%	13.96%	2.71%
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Shopping Product Group **Performance**

These 10 product groups are the highest performing product groups in terms of conversion rate. But Click share is less than 20%.

We should create a separate shopping campaign for these groups and optimize their click share. We should also work on the title and description of the product for these product group products as search impression share is high but click share is low.

	Product group *	Clicks	СРС	Conv	Cost/all conv.	Conv. rate	Click share	Search imp	pr.
1.	* / brand = "zodiac"	641	\$0.5	31.27	\$4.81	4.88%	0.12	0.24	
2.	* / brand = "walbro"	272	\$0.15	15.85	\$1.41	5.83%	0.18	0.35	
3.	* / brand = "sebo"	260	\$0.54	14.73	\$5.35	5.67%	0.19	0.31	
4.	* / brand = "replacement"	1,447	\$0.29	69.28	\$3.03	4.79%	0.18	0.44	
5.	* / brand = "proteam"	353	\$0.53	21.3	\$5.04	6.03%	0.16	0.31	
6.	* / brand = "koblenz"	92	\$0.51	5	\$3.61	5.43%	0.12	0.21	
7.	* / brand = "filterqueen"	83	\$0.35	7.67	\$1.49	9.24%	0.17	0.29	
8.	* / brand = "custom_molded_products"	328	\$0.43	13.75	\$5.37	4.19%	0.13	0.34	
9.	* / brand = "centralvac"	231	\$0.39	9	\$4.24	3.9%	0.13	0.45	
10.	* / brand = "bissell_commercial"	41	\$0.56	3.5	\$3.8	8.54%	0.15	0.53	
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Ads **Strength**

We have a total of 67 ad copies which ad strength is poor. We should add more unique headlines and descriptions to increase ads strength.

These are the ads groups that have poor ads strength.

	Status reasons	Ad strength improvements
1.	approved labeled; poor quality	Add more headlines to increase your chances for better performance;Try including more keywords in your headlines;Try adding a few more unique headlines or unpinning some assets
2.	poor quality	Try including more keywords in your headlines;Try including more keywords in your descriptions
3.	poor quality	Try including more keywords in your headlines
4.	poor quality	Add more headlines to increase your chances for better performance;Try including more keywords in your headlines;Try including more keywords in your descriptions;Try adding a few more unique headlines or unpinning some assets
5.	poor quality	Add more headlines to increase your chances for better performance;Try adding a few more unique headlines or unpinning some assets
6.	poor quality	Try including more keywords in your headlines;Try adding a few more unique headlines or unpinning some assets
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Adcopies **Performance**

Ad copies lists are huge so I couldn't add all of them here in the report so I have added filter names to check details on Google ads itself.

1. Low Conversion Rate

We have 48 ad copies whose conversion rate is less than 1.5%. We should optimize them or pause to increase overall performance.

Add these 2 filters users ads to check adcopies - Conversion Rate < 1.5%, Costs > \$50

2. Ads Position

14 adcopies reached more than 50% time on top positions, but CTR is less than 4%. We should add a solid call to action to increase CTR.

Add these 2 filters users ads to check adcopies - Clicks > 20, Imp. Top % > 50%, Interaction rate < 4%

2. Ads Position

55 adgroup don't have responsive ad copies. We have adgroups using only expanded text ads, resulting in fewer clicks and conversions than ad groups with responsive search ads.



Ads Extensions - Sitelinks

There are a total of 11 Sitelinks are disapproved because of Destination Not Working, Unacceptable Spacing, and Past Violation

Sitelink extension	Sitelink extension Added to Level Stat		Status ↓	Sitelink extension	Added to	Level	Status ψ
DC44 Handheld Get the iron combination tool assy, tool catch, spring you need today!	Vac - DYSON	Campaign	Disapproved: Past Violation	Grills KitchenAid Grills Find Any Part in 3 Clicks!	Appliance - KITCHENAI	Campaign	Disapproved: Destination not working
SC899F Sanitaire SC899F Parts. Find Any Part in 3 Clicks!	Vac - SANITAIRE	Campaign	Disapproved: Destination not working	Toasters KitchenAid Toasters Find Any Part in 3 Clicks!	Appliance - KITCHENAI	Campaign	Disapproved: Destination not working
Grills KitchenAid Grills Find Any Part in 3 Clicks!	Appliance - KITCHENAID	Campaign	Disapproved: Destination not working	Electric Mowers Bolens Electric Mower Parts. Find Any Part in 3 Clicks!	Yard - BOLENS	Campaign	Disapproved: Destination not working
Toasters KitchenAid Toasters Find Any Part in 3 Clicks!	Appliance - KITCHENAID	Campaign	Disapproved: Destination not working	Grills Every E51CA60ESS,GL30CAEC pa If it's Broke, Fix It!	Vac - ELECTROLUX >	Ad group	Disapproved: Unacceptable spacing
Grills KitchenAid Grills Find Any Part in 3 Clicks!	Appliance - KITCHENAI	Campaign	Disapproved: Destination not working	Grills Every E51CA60ESS,GL30CAEC pa If it's Broke, Fix It!	Vac - ELECTROLUX >	Ad group	Disapproved: Unacceptable spacing
Toasters KitchenAid Toasters Find Any Part in 3 Clicks!	Appliance - KITCHENAI	Campaign	Disapproved: Destination not working	Grills Every E51CA60ESS,GL30CAEC pa If it's Broke, Fix It!	Vac - ELECTROLUX >	Ad group	Disapproved: Unacceptable spacing
Electric Mowers Bolens Electric Mower Parts. Find Any Part in 3 Clicks!	Yard - BOLENS	Campaign	Disapproved: Destination not working	Grills Every E51CA60ESS,GL30CAEC pa If it's Broke, Fix It!	Vac - ELECTROLUX >	Ad group	Disapproved: Unacceptable spacing

There are 61 Sitelinks status Approved (limited) because of Trademarks in the ad text.

Sitelink extension	Added to	Level	Status ↓		Impr.	Cost	Cli
Ice Makers Maytag Ice Maker Parts. Find Any Part in 3 Clicks!	Appliance - MAYTAG	Campaign	Approved (limited): Trademarks in ad text		88,793	\$2,276.06	4,
Air Purifiers Whirlpool Air Purifier Parts. Find Any Part in 3 Clicks!	Appliance - WHIRLPOOL	Campaign	Approved (limited): Trademarks in ad text	Approved (limited) Ad may run to a limited audience: Trademarks in ad text Contains: whirlpool Doesn't meet reseller and informational site requirements Read the policy Appeal Policy manage			
Disposals Whirlpool Disposal Parts. Find Any Part in 3 Clicks!	Appliance - WHIRLPOOL	Campaign	Approved (limited): Trademarks in ad text				
Food Processors Whirlpool Food Processor Parts. Find Any Part in 3 Clicks!	Appliance - WHIRLPOOL	Campaign	Approved (limited): Trademarks in ad text				
Command Pro EFI Flex Fuel Kohler Engine Command Pro Parts. Find Any Part in 3 Clicks!	Yard - KOHLER ENGINES	Campaign	Approved (limited): Trademarks in ad text				nager
Cultivators and Tillers Poulan Cultivator/Tiller Parts. Find Any Part in 3 Clicks!	Yard - POULAN	Campaign	Approved (limited): Trademarks in ad text		2,911	\$37.79	
Poulan Pro Cultivators Poulan Pro Cultivator Parts.	Yard - POULAN	Campaign	Approved (limited): Trademarks in ad text		2,224	\$80.52	



Keywords Quality Score

4 keywords have a low-quality score.

Keyword	Impr.	Interactions	Interaction rate	Avg. cost	↓ Conv. rate	Impr. (Top) %	Impr. (Abs. Top) %	Quality Score	Ad relevance	Landing page exp.
w10208631a	384	12 clicks	3.13%	\$0.52	0.00%	46.41%	12.71%	3/10	Below average	Average
wp22001274	48	0	0.00%	_	0.00%	5.13%	2.56%	3/10	Below average	Average
dewalt miter saw stand	234	4 clicks	1.71%	\$0.43	0.00%	31.25%	20.31%	3/10	Below average	Average
dewalt mouse sander	80	2 clicks	2.50%	\$0.43	0.00%	41.94%	11.29%	3/10	Below average	Average



Keywords Conversion Rate

46 keywords have less than a 1% conversion rate. Most of those keywords are Broad Match. We should change their match type or pause those and replace them with higher conversion intent keywords.

Keyword	Match type	Ad group	Cost	Clicks	Conv. rate
kenmore vacuum model 116	Broad match	Appl - Kenmore Parts	\$55.69	69	0%
kenmore crisper drawer replacement	Broad match	Appl - Kenmore Parts	\$113.94	186	0.81%
black and decker	Broad match	Black & Decker Parts	\$52.51	382	0.26%
briggs stratton mower parts	Broad match	Briggs & Stratton Exact Match Group	\$132.22	513	0.95%
briggs and stratton engine parts	Broad match	Briggs & Stratton Exact Match Group	\$563.35	2,201	0.84%
briggs & stratton engine parts	Broad match	Briggs & Stratton Exact Match Group	\$214.36	1,187	0.63%
[briggs stratton parts]	Exact match	Briggs & Stratton Exact Match Group	\$84.35	199	0%
briggs & stratton carburetor	Broad match	Briggs & Stratton Parts	\$58.03	231	0.87%
briggs and stratton engine parts	Broad match	Briggs & Stratton Parts	\$135.76	455	0.66%
briggs and stratton	Broad match	Briggs & Stratton Parts	\$389.07	1,181	0.85%
briggs and stratton parts canada	Broad match	Briggs & Stratton Parts	\$75.48	394	0.13%
briggs and stratton carburetor	Broad match	Briggs & Stratton Parts	\$56.07	217	0.92%
briggs and stratton engine	Broad match	Briggs & Stratton Parts	\$156.12	933	0.49%
briggs and stratton parts	Broad match	Briggs & Stratton Parts	\$423.9	2,456	0.47%
dewalt parts	Broad match	DeWalt Parts	\$89.54	267	0.75%
EGO Mower Parts	Broad match	EGO Parts	\$55.34	60	0%



Search Terms

58 search terms that have more than 30 clicks on each, but the conversion rate is 0%.

We should then add negative keywords or change the primary keyword match type to avoid search terms.

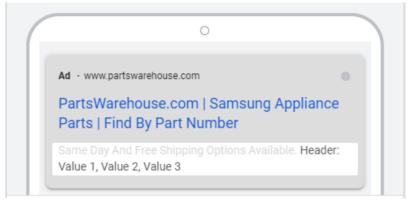
	Search term ▼	Ad group	Clicks	Avg. cost	Conv. rate
1.	whirlpool refrigerator parts diagram	Whirlpool Exact Match Group	34	\$0.5	0
2.	troy bilt snow blower parts	Troy-Bilt Parts	38	\$0.29	0
3.	troy bilt snow blower parts	Troy-Bilt Exact Match Group	35	\$0.3	0
4.	troy bilt	Troy-Bilt Exact Match Group	53	\$0.47	0
5.	thermador parts diagram	Thermador Parts	33	\$0.28	0
6.	tecumseh engine	Tecumseh New	49	\$0.32	0
7.	speeco log splitter parts	DSA Partswarehouse	44	\$0.43	0
8.	simplicity parts	Simplicity Parts	39	\$0.87	0
9.	sears parts direct	Appl - Kenmore Exact Match Group	38	\$0.7	0
10.	samsungparts	Samsung Exact Match Group	51	\$0.91	0
11.	samsung stove parts	Samsung Parts	105	\$0.65	0
12.	samsung replacement parts	Samsung Exact Match Group	44	\$0.48	0
13.	samsung canada parts	Samsung Exact Match Group	38	\$0.76	0
14.	samsung appliance parts	Samsung Exact Match Group	43	\$0.91	0
15.	ridgid table saw parts	Ridgid Exact Match Group	37	\$0.4	0
16.	ridgid com	Ridgid Exact Match Group	33	\$0.4	0
17.	repair parts	PartsWarehouse.com Exact Match Group	34	\$1.56	0
18.	rainbow vacuum parts	DSA Partswarehouse	53	\$0.6	0
19.	poulan pro snow blower parts	DSA Partswarehouse	44	\$0.34	0



Google Recommendations

Add structured snippets to your ads

Our ads aren't as prominent as they could be if you used structured snippets, which can improve your CTR



Auto Apply

We should disable automatically applying ad suggestions after 14 days. Instead, we can check the manual performance and make changes. There are changes that algorithm makes changes on a campaign that already performs better.



Location Targets

These are the top 10 states where we get the highest conversions. We should add them under our existing campaign and add extra bids for these locations to not miss any impressions and click share with targeted keywords.

- ✓ Texas, United States
- ✓ California, United States
- ✓ Florida, United States
- ✓ New York, United States
- ✓ Pennsylvania, United States
- ✓ Illinois, United States
- ✓ Michigan, United States
- ✓ Ohio, United States
- ✓ North Carolina, United States
- ✓ Virginia, United States



Thank you

Email: jigar@spreadme.digital | Web: www.spreadme.digital

Office Address: 14, 3rd Floor, Satyam St, Munnekollal, Bengaluru, Karnataka 560038







