

# Google Ads Scorecard

Created for Vegbox on 13th February 2021



vegbox.co.uk



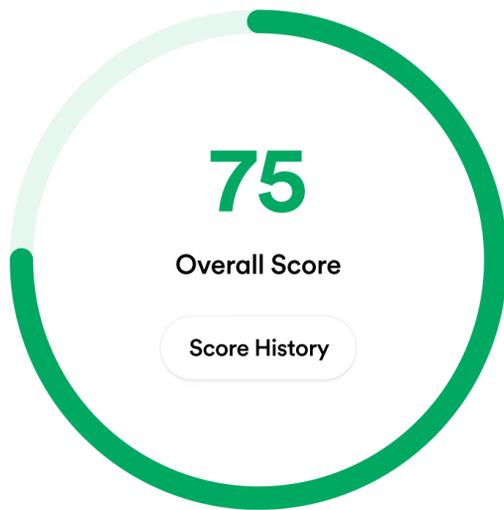
Food & Staples Retailing



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## Overall Score

Your account is in good health. The following scores highlight some small changes to help maintain existing positives and incrementally improve performance moving forward. We recommend a pro-active approach that involves continuous testing and optimisation to achieve long-term results.

In the near term, we should focus on increasing clicks and conversions within the current budget. Because performance is strong, we could consider increasing the monthly budget to reach more customers and encourage more conversions.

### Best Performing Areas

100

#### Conversion Tracking

Conversion tracking is active. Enough conversions have been collected to give us meaningful data.

89

#### Search Term Coverage

Most of the search queries directing traffic to your website are matched by existing keywords.

### Worst Performing Areas

56

#### Quality Score

This indicates that your quality scores have room for improvement. Low quality scores mean a higher CPC.

48

#### Ad Extension Coverage

A few of your search campaigns have ad extensions applied, however the majority of your campaigns do not.

### Key Statistics (Last 30 Days)

Cost Per Conversion

**£32.54** ↓ 2.75%

Impressions

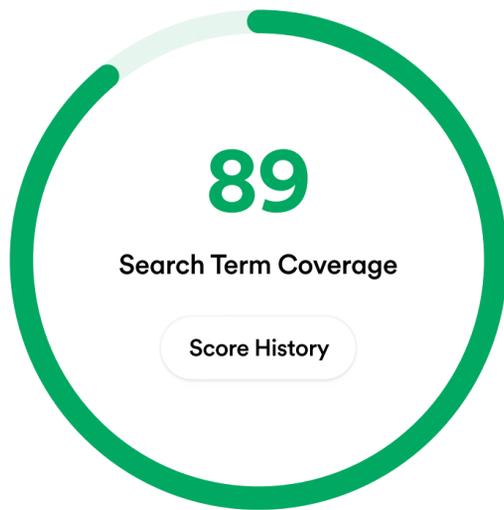
**209,432** ↑ 5.43%

Conversion Rate

**6.48%** ↑ 6.38%

Clicks

**11,572** ↓ 7.65%



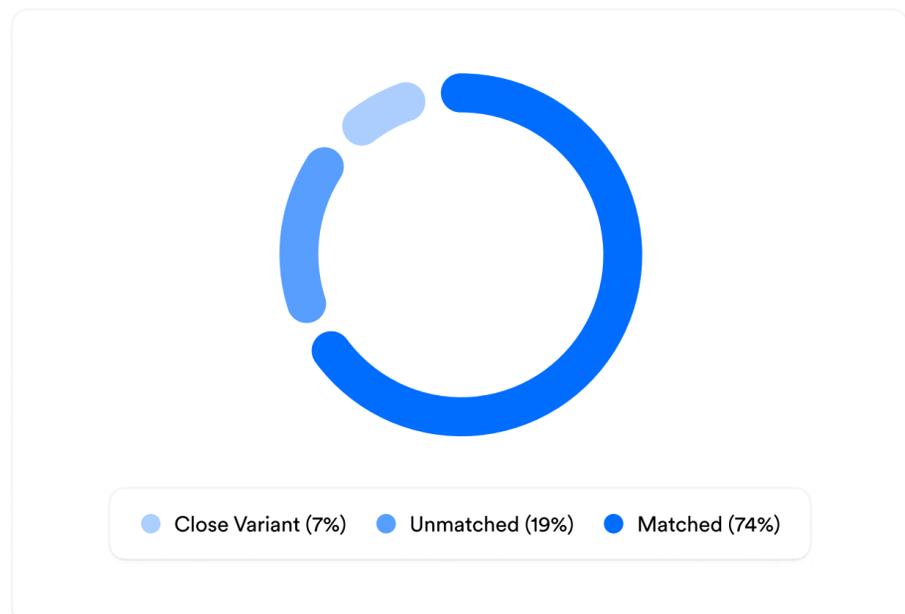
## Search Term Coverage

Most of the search queries directing traffic to your website are matched by existing keywords. This means that searchers who see your ads are likely to find them relevant, and by extension are more likely to convert.

Search term coverage isn't an area of immediate concern, but keyword lists are a continuous process. We'll be keeping an eye on the search term report for any necessary keyword additions.

### Matched vs. Unmatched

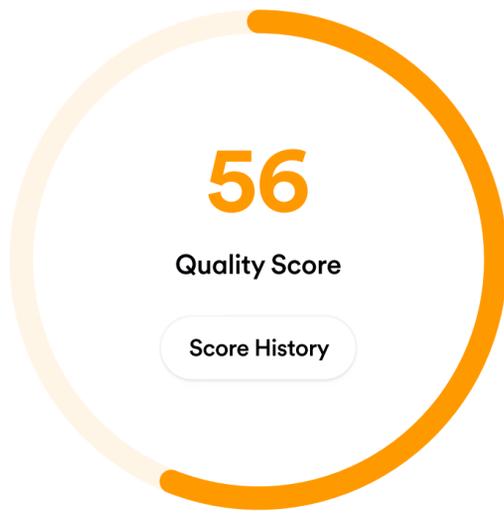
Type	Cost	Conv.	CPA	vs. Avg
Matched	£16,075.18	558	£28.80	-11.49%
Unmatched	£6,105.84	139	£43.93	+35.00%
Close Variant	£2,223.98	53	£41.96	+28.95%



Includes only Search Network campaigns. Score weighted by cost. Metrics based on most costly 10,000 search terms of the last 90 days. Search term must match existing keyword to be included. Excluded keywords are checked against campaign and ad group level negative lists, as well as shared lists. Brand campaigns are excluded.

### Search Term Visibility

Type	Cost	Cost (%)	Conv.	CPA
Visible	£15,118.90	61.95%	583	£25.93
Hidden	£9,286.10	38.05%	167	£55.61



## Quality Score

A low score indicates that your quality scores have room for improvement. Low quality scores mean a higher cost per click. Optimising your budget often begins with improving quality scores. According to our analysis, expected click-through-rate is having the most detrimental effect on quality scores. This area should provide a useful starting point for any improvements.

## Quality Score Spread



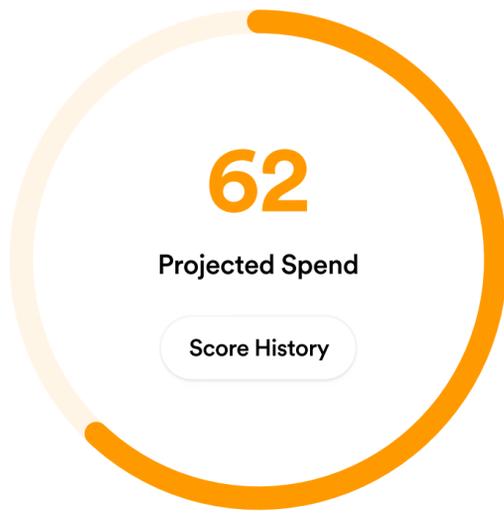
Type	Cost	Conv.	CPA	vs. Avg
Good	£2,923.07	157	£18.62	-42.78%
Okay	£12,724.95	368	£34.58	+6.27%
Poor	£8,756.98	203	£43.14	+32.58%

## Recommended Actions

Your **Quality Score** score is low, you need to make some changes to improve ad relevance for your audience. Expect improvements focused on writing/testing new ad creative and adding smart keywords. This should help with improving your quality scores.

Pause Losing Ad  Green Juice Bundle

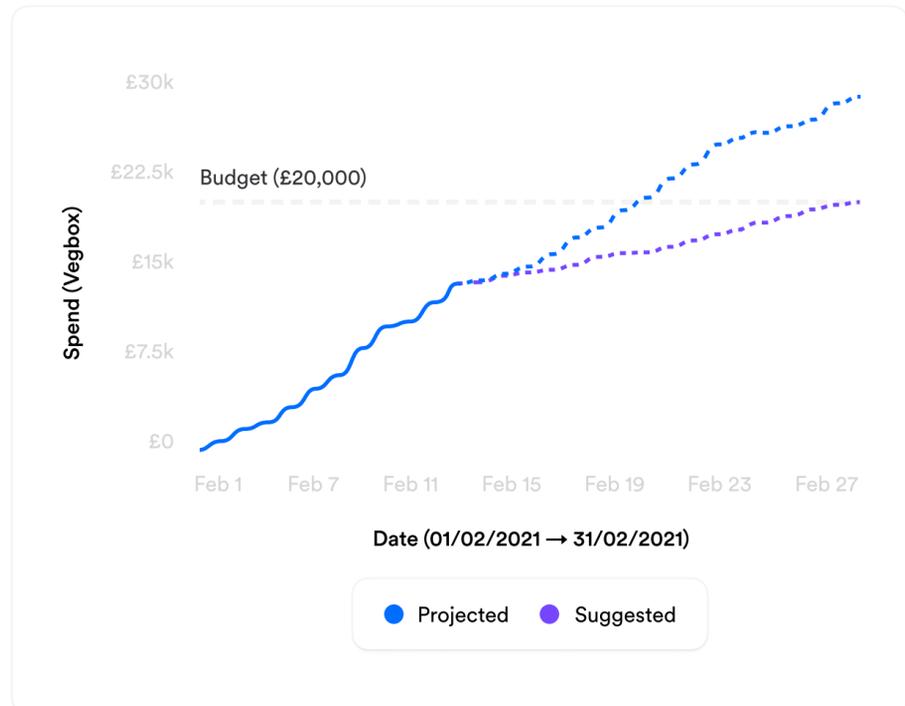
Write New Ad  Berry Boost Subscription



## Projected Spend

You're heading towards a significant overspend this month. Strategically reducing bids should help with reducing spend. So far this month, you have spent **£12,434** of your **£20,000** budget (43% through the month, you have spent 69% of your budget). Spend is projected at **£29,650** this month, a 38% overspend.

## Spend vs. Budget



## Key Statistics

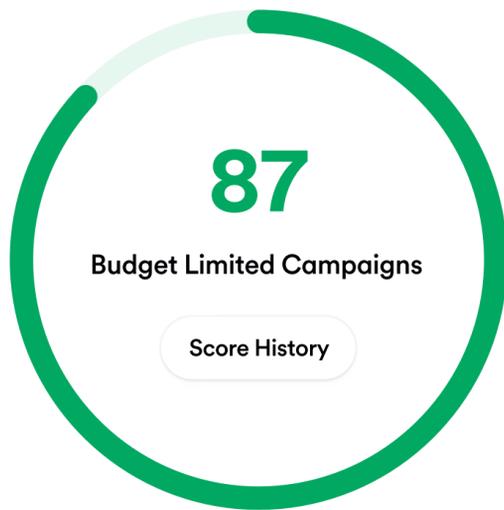
We recommend strategically decreasing bids and campaign budgets where appropriate in order to reduce spend and hit this month's £20,000 budget target.

Spend To Date <b>£12,434.08</b>	Budget (Monthly) <b>£20,000</b>
Remaining Budget <b>£7,565.92</b>	Projected Spend <b>£29,650.57</b>
Current Daily Budget <b>£956.47</b>	Suggested Daily Budget <b>£420.33</b>

## Learn More



Learn more about budget management in Opteo

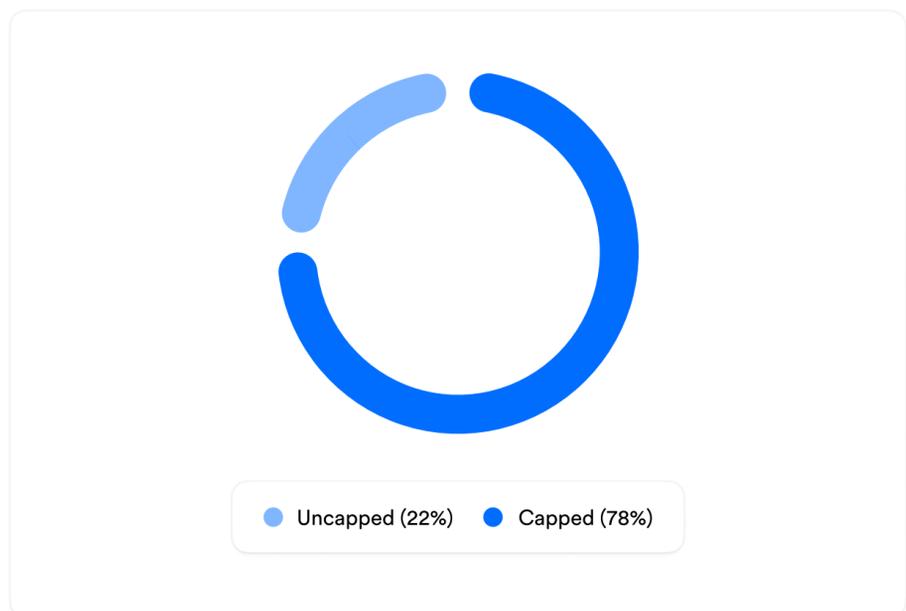


## Budget Limited Campaigns

A few campaigns in your account are limited by budget. These campaigns could be performing better with some simple adjustments. Campaigns with limited budgets often indicate a need to re-evaluate your bidding strategy.

Depending on a deeper dive of the data, we'll implement different approaches to resolve this issue. Either bids will be reduced to attract more clicks for the same spend, or daily budgets will be raised to increase conversion volume.

### Capped vs. Uncapped



### Top 3 Budget Capped Campaigns

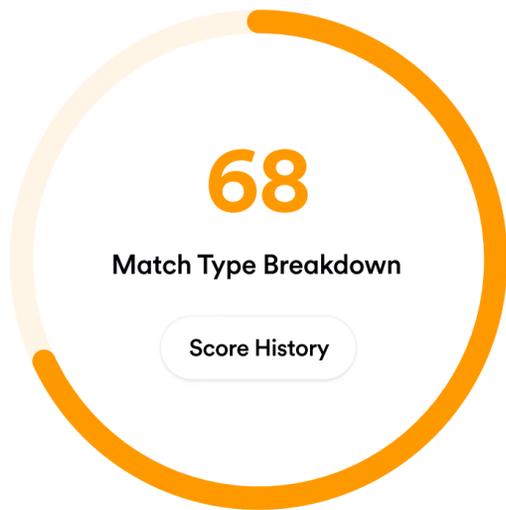
Campaign	Cost	CPA	Lost IS (Budg.)
Fruit Juice	£2,589.11	£32.84	68.53%
Subscriptions	£1,986.23	£40.94	40.82%
Fruit Boxes	£1,693.01	£26.61	38.12%

### Recommended Actions

In scenarios where a campaign is limited by budget, we'll advise to lift the budget cap only if performance is above average. In cases where performance is below average, we'll suggest to reduce bids as this is likely to improve results at the same budget.

Reduce Campaign Keyword Bids  Berry Bags

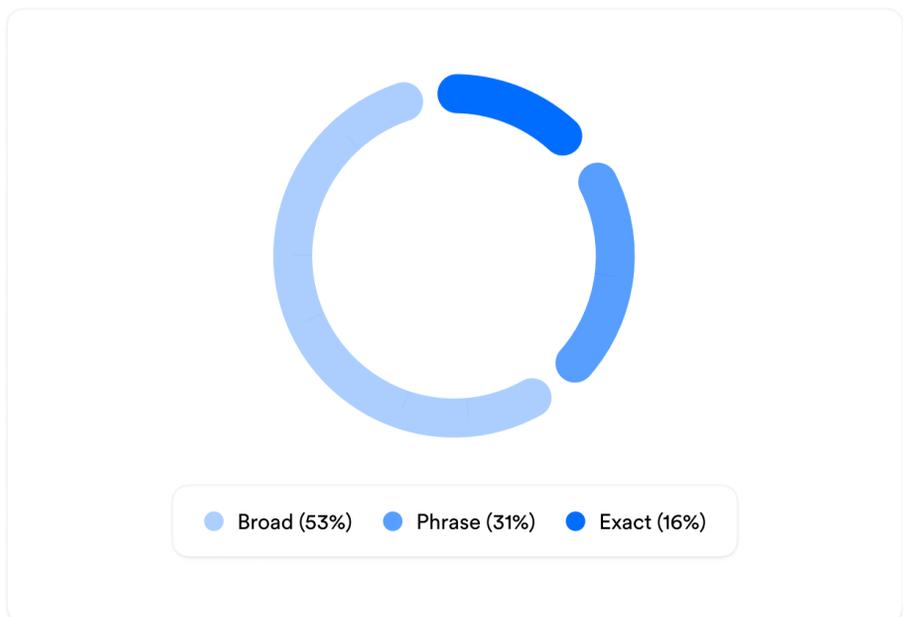
Decrease Keyword Bid 21%  Fruit and Veg Detox Bc



## Match Type Breakdown

Your account is too focused on broad match keywords. Searchers may be seeing your ads when searching for something not relevant to your brand, products or services. This often leads to wasted budget, increasing costs without increasing conversions. We'd recommend reducing your reliance on non-specific keywords by replacing broad match keywords with more specific match types like phrase.

### Performance by Match Type (Last 30 Days)



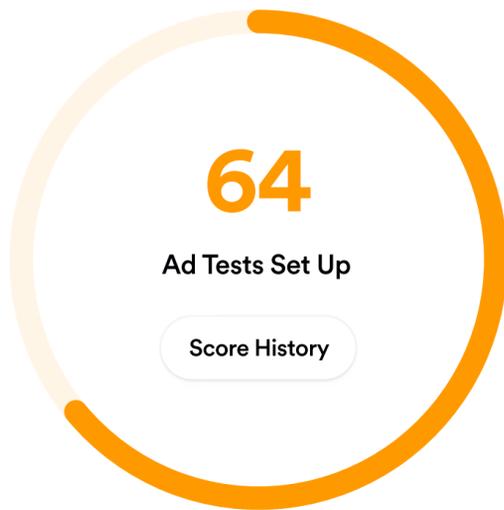
Type	Cost	Conv.	CPA	vs. Avg
Exact	£3,863.50	182	£21.23	-34.76%
Phrase	£7,579.82	248	£30.56	-6.08%
Broad	£12,961.68	320	£40.51	+24.49%

### Recommended Actions

In instances where we think a broad keyword could perform better as a phrase match, we'll recommend replacing it. We want to ensure we spend efficiently and target the right audience.

**Replace Broad Keyword** K fruit subscription boxes

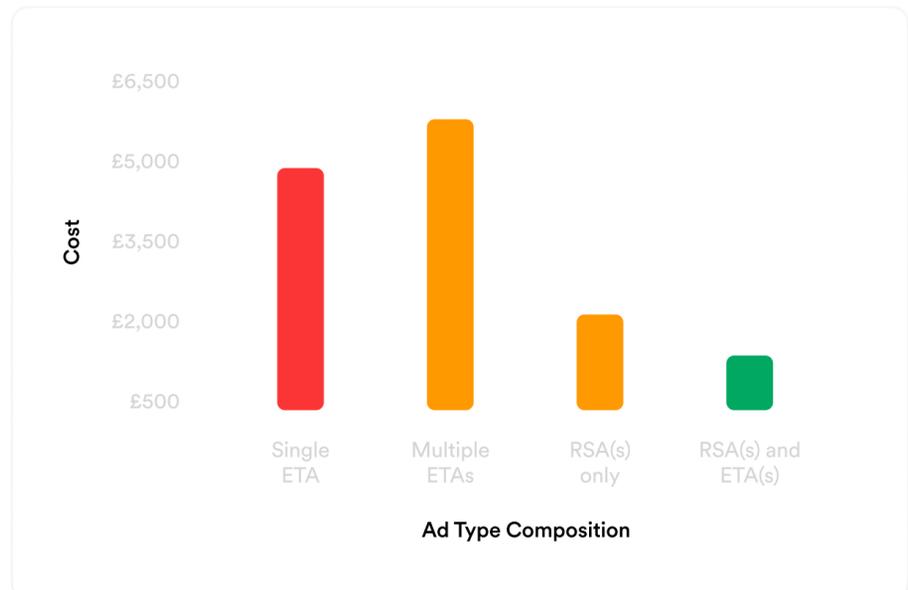
**Pause Keyword** K fresh fruit



## Ad Tests Set Up

Your account has more than one ad in some ad groups, but there's room for improvement. We recommend running at least two ads per ad group, in order to compare stats and identify the most profitable creative approach. Creating new ads is a high priority and plays a significant part in improving performance.

## Search Ad Type Composition



## Search Ad Type Performance (Last 30 Days)

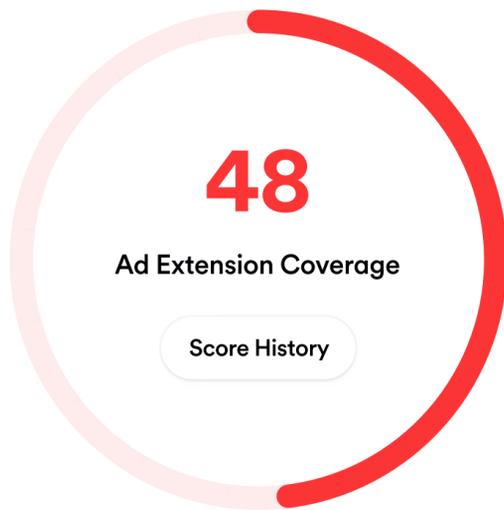
Type	Cost	Conv.	CPA	vs. Avg
ETA	£10,969.34	366	£29.97	-7.90%
RSA	£10,590.51	320	£33.10	+1.72%
DSA	£2,845.15	64	£44.46	+36.63%

## Recommended Actions

We advise split testing ad creative to incrementally improve performance, pausing underperforming ads when the data makes sense, and writing new text ads so that we're always testing new approaches. Ensure your ads stay fresh, relevant and profitable.

**Write Ad**  Fruit and Veg Detox Boxes

**Pause Ad**  Subscription Boxes



## Ad Extension Coverage

Some of your search campaigns have ad extensions applied, however many do not. Full ad extension coverage significantly enhances the visibility of your search ads.

36

### Sitelinks

Sitelinks help us make the most out of our ad space and help customers get where they need to go.

22

### Callouts

Callout extensions let us include additional text so that we can show more detailed information your business.

10

### Structured Snippets

Structured snippets gives us another opportunity to highlight specific aspects of your business to searchers.

90

### Call Extensions

Call extensions allow people to tap or click a button and call your business directly from a search ad.

90

### Location Extensions

Location extensions add your address, a map to your location, and the distance to your business.

## Recommended Actions

More often than not, search ads with extensions perform better than their counterparts without. With this in mind, we'd recommend implementing relevant ad extensions where possible, with the goal of reaching 100% coverage.

Add Structure Snippet Extensions  Brand

Add Sitelink Extensions  Subscription Boxes

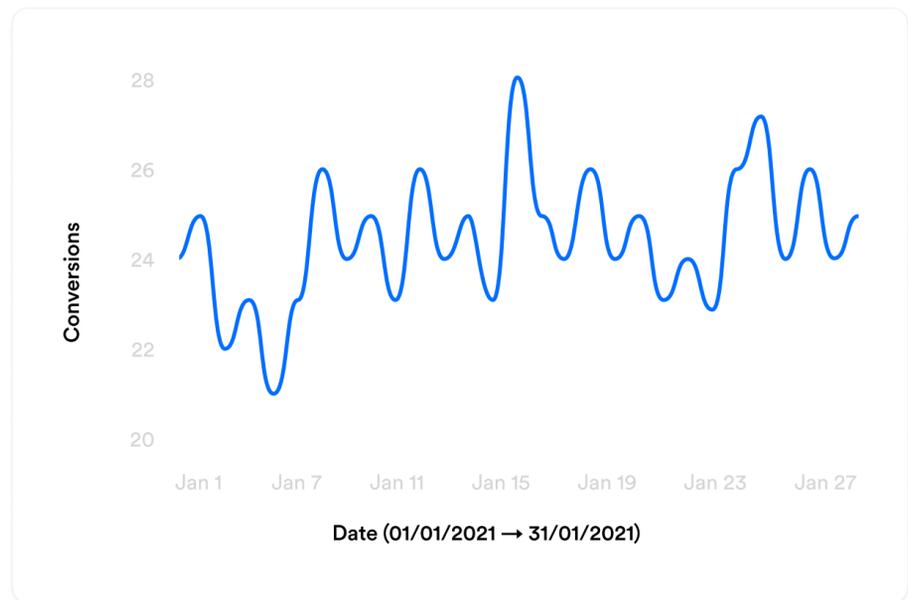
**100**  
Conversion Tracking

Score History

## Conversion Tracking

Conversion tracking is active. Enough conversions have been collected to give us meaningful performance data. Collecting granular conversion data will help us make smarter and more informed optimisation decisions moving forward.

### Conversions (Last 30 Days)



### Top 3 Conversions Actions

Conv. Name	Source	Inc. in Conv.	Conv.
Subscription	Website	Yes	750
Price List (PDF)	Website	No	84
Phone Call	Website Call	No	28

### Recommended Actions

Adjusting attribution models can take conversion tracking to the next level. We'd suggest moving away from "last click" attribution so that we value all touch points accross the customer journey.

**Adjust Conversion Attribution Model**  **Subscription**



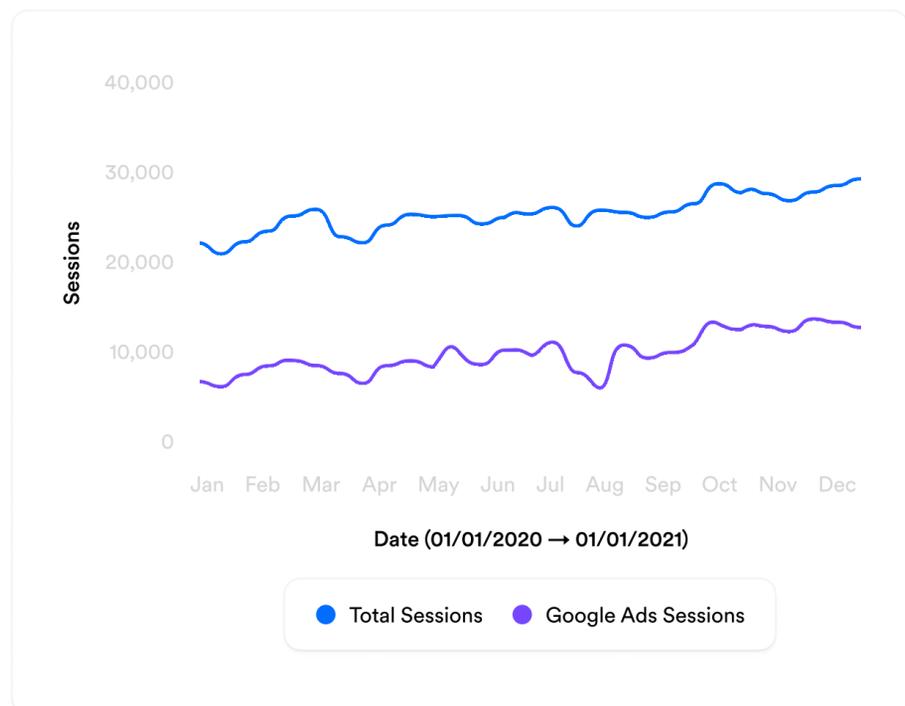
## Google Analytics Data

Google Analytics has been connected to enrich your account with additional website performance data. This data can be helpful for putting Google Ads metrics in context. For example, if too much of your traffic is coming from ads, we might suggest developing other sources of traffic (e.g. content marketing).

### Key Statistics (Last 30 Days)

Users <b>24,580</b> ↓ 4.15%	Sessions <b>28,324</b> ↑ 4.25%
Of Sessions From Ads <b>47.08%</b> ↑ 0.38%	Avg. Pages Per Session <b>4.88</b> ↑ 12.38%

### Unique Users (Last 12 Months)



### Most Visited Landing Pages

Landing Page	Sessions	Users	% Google Ads
/veggiebox	2,345	1,965	29%
/familybox	1,569	1,527	35%
/seasonalfruit	1,452	1,385	14%
/trial	890	789	5%