



NANO

Leading-Edge Digital Marketing



Report Summary

Looking at Google Ads performance, it was our best month by far for the campaigns! This month we brought in **8 purchases, \$27 974 in revenue, 79 Phone Calls & 94 Form submissions**. You can compare this to previous months, where we brought in 1 purchase, \$518 in revenue and 45 leads in June, 1 purchase, \$4319 in revenue and 14 leads in May and 5 purchases, \$16 081 in Revenue and 9 leads in April.

As shown above, July was our best month by far for the campaigns. We recorded the highest number of purchases, revenue, phone calls and form submissions by far in July! This is partially due to the large budget increase we made in accordance with your budget schedule, but this month over month increase is still one of the largest we have seen across all clients. We are very happy with the results from July and if we can maintain this same performance with the higher budget again in August, it will be a huge win! The campaigns directly generated \$27 974 in revenue with only \$5163 spent, which is more profitability than all other months combined! Since the campaigns are currently vastly exceeding expectations, we are not making any major changes going into the highest budget month of August. One smaller change we are making is increasing the budget of USA search campaign and smart campaign by the highest proportion with August's budget increase. These two campaigns have consistently brought in the most purchases and leads since starting, so we want to scale these up to maximize results in these highest volume months.

Looking at Facebook Ads performance, it was our best month by far as well for these campaigns! This month we brought in **143 leads** at a cost of only \$16/lead. These leads consisted of 40 general campaign leads and 103 trade show campaign leads. You can compare this to previous months, where we brought in 50 leads at \$24/lead in June, 12 leads at \$127/lead in May and 5 leads at \$204/lead in April.

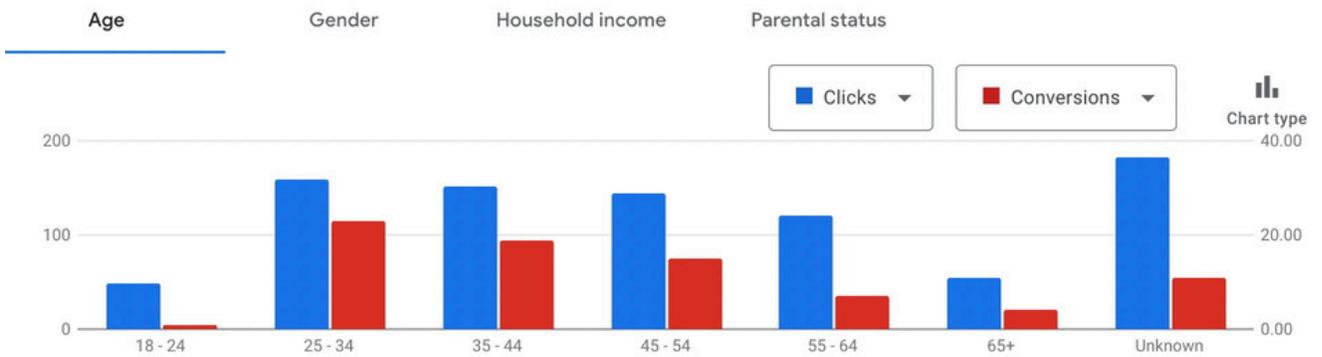
Just like with Google Ads, we saw our highest performance since starting on the Facebook Ads campaigns. This is partially due to the budget increase on Facebook Ads as well, but generating 3x times the number of leads month over month is another huge increase. We are happy with how the lead generation Ads and trade show Ads have both performed, and we want to maintain this performance as much as possible going into August. For the highest budget month of August, we are starting up the Trade show Ads for the next trade show in September

Google Ads + Facebook/Instagram Ads Report

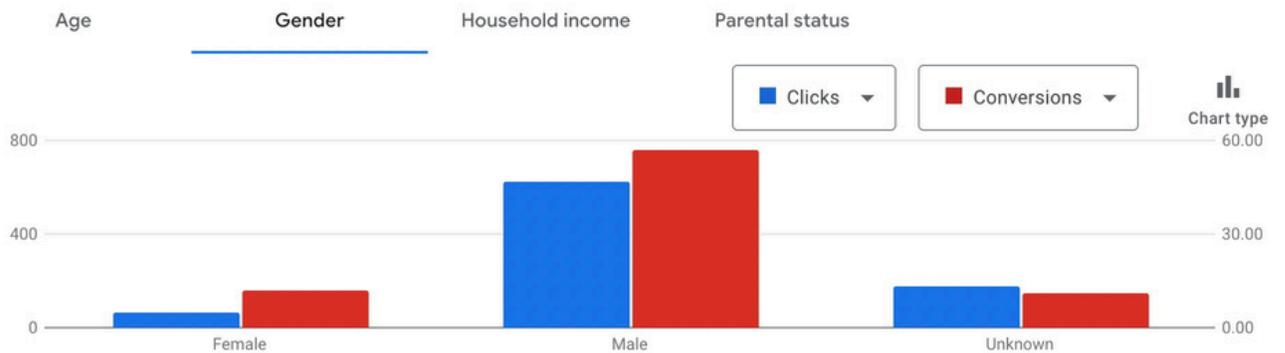
to surpass this trade shows leads. These trade show Ads have performed very strongly and we expect this to continue into next month.

Take a look at the demographic performance thus far on Google Ads:

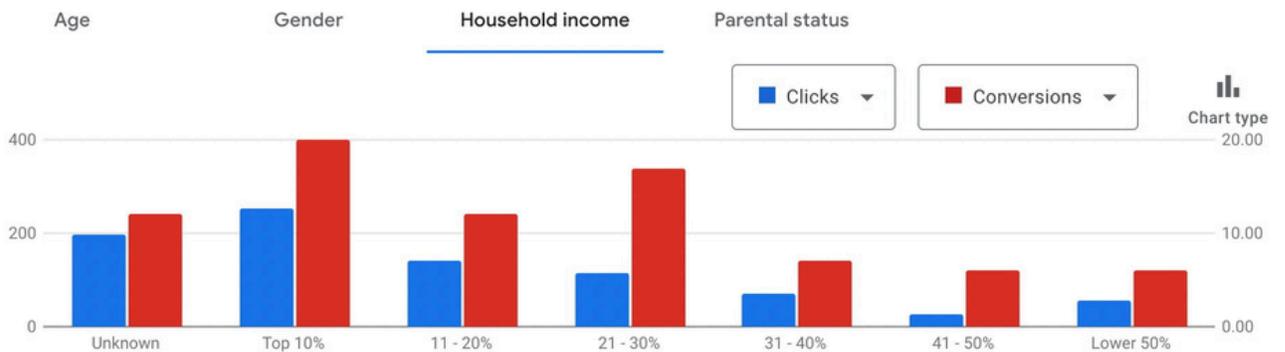
Demographics



Demographics



Demographics



Results

Purchase Value \$27,974 0.0%	Purchases 8 0.0%	Phone Calls 79 0.0%
Form Submissions 94 0.0%	Product Pageviews 4,839 ↑ 131.7%	Conversion Rate 4.7% ↑ 59.1%

Performance Metrics

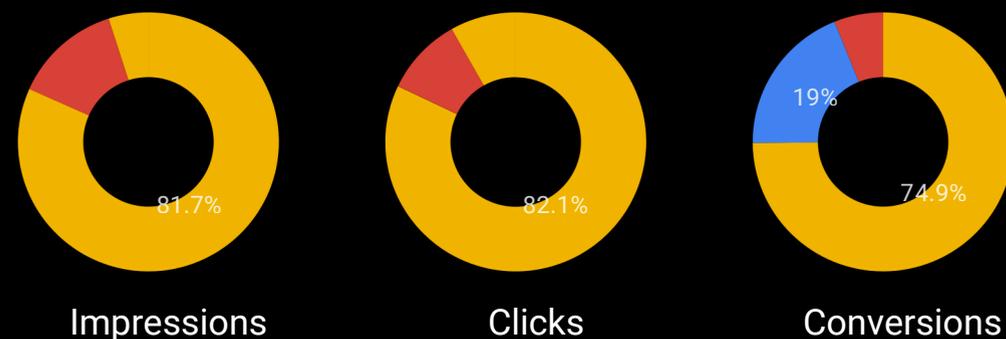
Impressions 227,953 ↑ 224.0%	Clicks 3,851 ↑ 125.9%	Cost \$5,163.39 ↑ 64.4%	Impression (Top) % 91.6% ↓ -4.2%
Impr. share 39.0% ↑ 44.9%	Cost per Click \$1.34 ↓ -27.2%	Cost / conv. \$28.63 ↓ -54.3%	Click Through Rate 1.7% ↓ -30.3%

Campaign Breakdown

Campaign	Conversions...	Cost / conv.	Cost
Smart Campaign - 01-2023	130.34	\$16.76	\$2,184.22
USA Search Campaign - 01-2...	29.46	\$68.63	\$2,021.68
Dynamic Campaign - 01-2023	11.54	\$53.7	\$619.76
Canada Search Campaign - 0...	9	\$37.53	\$337.73
Non skippable 15s vid...	0	\$0	\$0

Device Breakdown

● Mobile ● Computer ● Tablet



Top Keywords

Top Keywords	Click s ▾	CPC	Cost
Ag leader yield monitor	28	\$11.64	\$325.8
combine yield monitor for sale	20	\$9.55	\$190.98
combine yield monitor kit	20	\$7.92	\$158.36
loup yield monitor	12	\$8.4	\$100.83
yield monitor	10	\$8.49	\$84.85

Month Over Month Performance



Results

Leads 143	Landing Page Views 1,093	Impressions 213,655	Amount spent (CAD) \$2,381.29
Cost per Lead \$16.51	CPC \$2.18	CTR 1.71%	Page Engagement 30,051

Ad Set Breakdown

Campaign name	Leads ▾	Cost per results	Impressions	Page Views	Amount spent...
Trade Show Campaign - 02-2023	103	\$14.12	107,461	414	\$1,454.59
General Campaign - 03-2023	40	\$23.17	106,194	679	\$926.7