



NANO

Leading-Edge Digital Marketing



Google Ads Report Summary

Looking at performance, it was an excellent month for the Google Ads campaigns! This month we brought in **90 leads** at a cost of **\$11.03/lead**. These leads consisted of 3 form submissions, 1 email click and 86 direct phone calls to your store. You can compare this to the performance from previous months, where we brought in 70 leads at \$14/lead in November, 60 leads at \$17/lead in October, 77 leads at \$13/lead in September, and 87 leads at \$11/lead in August.

In December, we brought in one of the highest monthly lead totals of the year! The campaigns have been performing well recently and have been outperforming our expectations. We want to continue this trend in future months by bringing in high monthly lead totals at a relatively cheap cost-per-lead. We won't be making any big changes this month that may get in the way of the great results we have seen. We will be making some tweaks and optimizations to keep us on this path.

- We will be further increasing the budget of the dynamic campaign. This month the campaign was responsible for 22 of the leads at only \$9/lead. This campaign has had a big impact on the success of the account, and we hope that it can perform even better with a bigger budget.
- We will continue to do our regular account maintenance and optimizations to ensure that we are not wasting any spending by appearing for irrelevant searches. This also allows us to continue to have our ads show at the top of the Google search page for high-intent searches. This month we appeared at the top of the page on over 83% of relevant searches in the area.

Results

Phone Calls 86	Form Submissions 4	Cost/Lead \$11.03
Contact Page Views 72	Total Page Views 13,790	

Performance Metrics

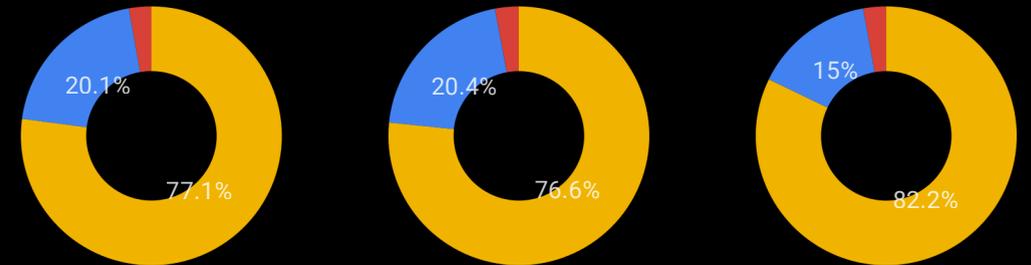
Impressions 8,559 ↑ 10.1%	Clicks 1,977 ↑ 4.3%	Cost \$980.41 ↓ -3.2%	Click Through Rate 23.1% ↓ -5.3%
Cost per Click \$0.50 ↓ -7.1%	Impression (Top) % 82.3% ↓ -1.6%	Impression Share 15.0% ↑ 1.4%	Conv. rate 17.9% ↑ 322.7%

Campaign Breakdown

Campaign	Clicks ▾	Avg. CPC	Cost
Smart Campaign - 02-2022	1,452	\$0.47	\$684.93
DSA Campaign - 02-2022	415	\$0.50	\$208.42
Search Campaign - 02-2022	110	\$0.79	\$87.06

Device Breakdown

● Mobile ● Computer ● Tablet



Impressions

Clicks

Conversions

Top Keywords

Top Keywords	Clicks ▾	Avg. Cost
engagement rings	50	\$0.5
rolexes for sale	11	\$0.33
jewellers london	10	\$1.16
jewelry stores london	10	\$1.59
rolex watches	6	\$0.83
jewelers near me	4	\$2.56

Weekly Performance



Facebook Ads Report Summary

Note this was the last month of the Tudor campaigns being online, with an end date of December 15th. The FOPE campaigns are currently paused as well. We will have the campaigns on standby once turned off and they will be ready to be un-paused in a moment's notice, based on your demand and needs! Keep us updated with your ongoing status and we can turn back on the campaigns and start driving performance again.

Looking at performance, it was one of our best months for the Facebook Ads campaigns! This month we brought in 40 leads at a cost of only \$29.60/lead. These leads consisted of 64 FOPE leads and 6 Tudor leads. You can compare this to previous months, where we brought in 6 leads in November, 23 leads at \$53/lead in October, 33 leads at \$14/lead in September & 59 leads at \$8/lead in August.

The results in December were way up from November, as the campaigns brought in more leads and one of our best performances since starting. We are happy to see the changes from last month paid off and the performance scaled up from our lowest month to the best month. The campaigns were running fully optimized this month, so it is good to see more results & high-quality leads come out of it. Previously we stated our goal is to be bringing in 30+ leads consistently, and this month the campaigns surpassed this goal. Since the campaigns are surpassing expectations, we want to continue this great trend for the future. Because of this, we are not making any major changes to the campaigns this month that could hinder performance. The largest change is dedicating more budget to the FOPE remarketing Ad set for next month. This Ad set has brought in leads at the cheapest costs, bringing in 19 leads at only \$14/lead, so we want to scale it up.

Results

Leads 40	Website Views 1,085	Impressions 113,023	Amount spent (CAD) \$1,184.30
Cost per Lead \$29.60	CPC \$0.96	CTR 1.81%	Page engagement 7,156

Ad Set Breakdown

Campaign name	Link clic...	CPC (cos...	Pageviews	Impressions	Amount spent (C...
FOPE Campaign - 08-2023	851	\$0.68	851	63,242	\$576.38
Tudor Campaign - 10-2023	234	\$2.6	234	49,781	\$607.92
Hamilton Campaign -11-2022	-	-	-	0	\$0