Google Shopping Case Studies Report

I am managing Google Shopping campaigns for this website from past 6 months:

Website: https://www.budgetmailboxes.com/

Monthly Budget: \$2500

Here are the stats for last 6 months:

Ad group report (May 1, 2017-Oct 31, 2017)											
State	Ad group	Clicks	Impressions	Cost	Conversions	Cost / conv.	Total conv. value				
enabled	Cat Best Sellers	11287	1283346	14,441.82	2,093.00	6.9	1,38,185.11				
Total - all enabled ad											
groups		11287	1283346	14,441.82	2,093.00	6.9	1,38,185.11				
Total		11287	1283346	14,441.82	2,093.00	6.9	1,38,185.11				

AdWords Screenshot of last 6 months (May 1, 2017 – Oct 31, 2017)

All campaigns >										Custom: Ma	Custom: May 1, 2017 - Oct 31, 2017 🔻				
Campaign	Campaign: Shopping: Mailbox and Post														
• Enabled Type: Shopping - Shopping Ads Budget: \$250.00/day Edt Targeting: United States; California, United States; (19 more) (3 excluded) Edt Active bid adjustments: Location, Device 🖩															
Ad groups Product groups Products Settings Ads Keywords Audiences Dimensions															
All but remo	All but removed ad groups + Segment + Filter + Columns + 🗠 🛓 +							Find ad groups Q View Change History							
Clicks -	Clicks • vs Conversions • Monthly •														
4,000 600															
2,000 300															
May 2017 Oct 2017															
+ AD GROUP															
•	↓ Ad group	Status	Default Max. CPC	Clicks	Impr. ?	CTR	Avg. CPC ?	Cost ?	Avg. Pos.	Conversions	Cost / conv. ?	Conv. rate ?	View- through conv. ?	Total conv. value ?	Conv. value / cost ?
•	Cat Best Sellers	Eligible	\$4.00 2	11,287	1,283,346	0.88%	\$1.28	\$14,441.82	0.0	2,093.00	\$6.90	18.54%	0	138,185.11	9.57
П п	Gaines Best Sellers	Paused	\$0.01 2	0	0	0.00%	\$0.00	\$0.00	0.0	0.00	\$0.00	0.00%	0	0.00	0.00

AdWords Screenshot link - https://www.screencast.com/t/bMqSygtpba

Key Points to Consider:

- Total cost used was around \$14K and revenue generated was around \$1lac 38K
- The CPA was around \$6 which is great achievement
- The Avg CPC is around \$1.5 which is decent
- ROI is 900%