

Google Shopping Case Studies Report

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

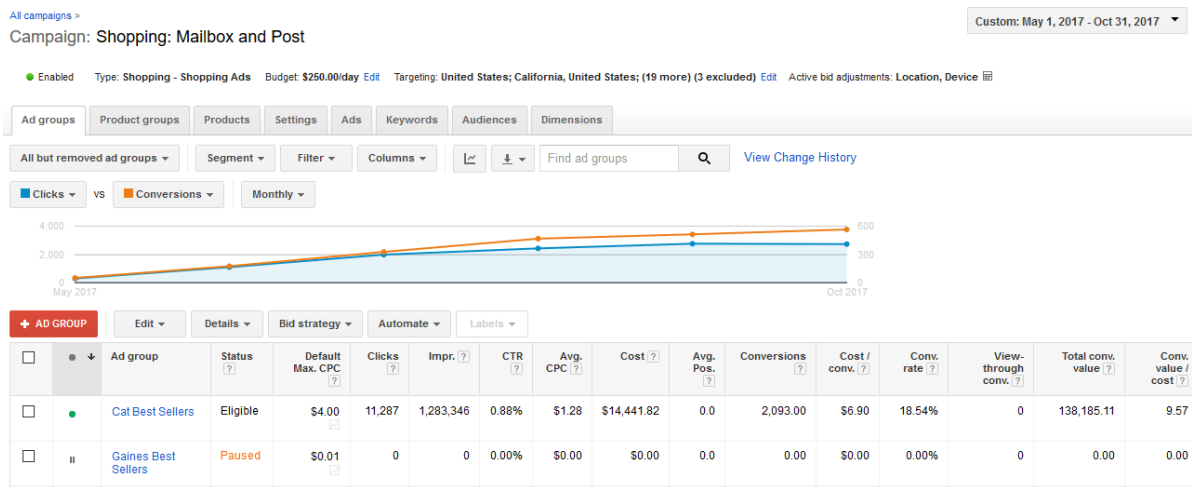
Website: <https://www.budgetmailboxes.com/>

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)



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%