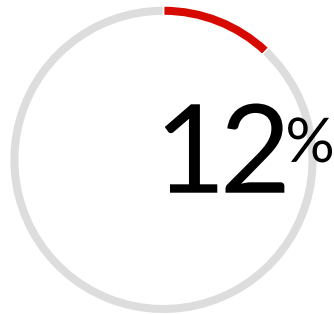


Applied Image Ltd's AdWords Performance Grade is



As of Nov 28, 2018

56.16%

**Your impression share
lost**

Increasing your impression share would result in 116 more impressions and 4 more clicks.

£1.4k

**Your projected dollars
wasted in the next 12
months**

You're wasting money on ads for people who will never become customers. You've wasted £339.23 in the last 90 days alone.

38

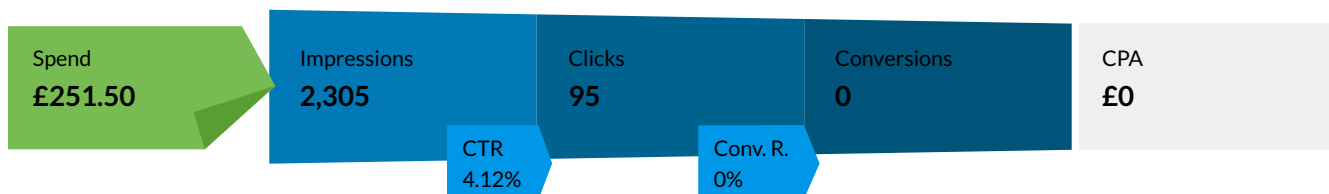
**Actions taken in last 30
days**

You may be neglecting your account and losing ground to competitors in the process - this is bad news for your campaigns.

Have questions? Call us any time at 855-967-3787



Performance Metrics



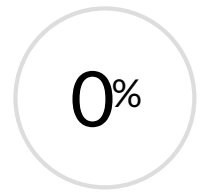
Size of Account

Aug. 30 - Nov. 28, 2018

Active Campaigns	Avg Ad Groups per Campaign	Active Ad Groups	Avg Keywords per Ad Group	Active Keywords	Active Text Ads
3	3.3	10	15.9	159	26

Wasted Spend

£1,356.92 in projected 12 month wasted
£339.23 already wasted in the last 90 days



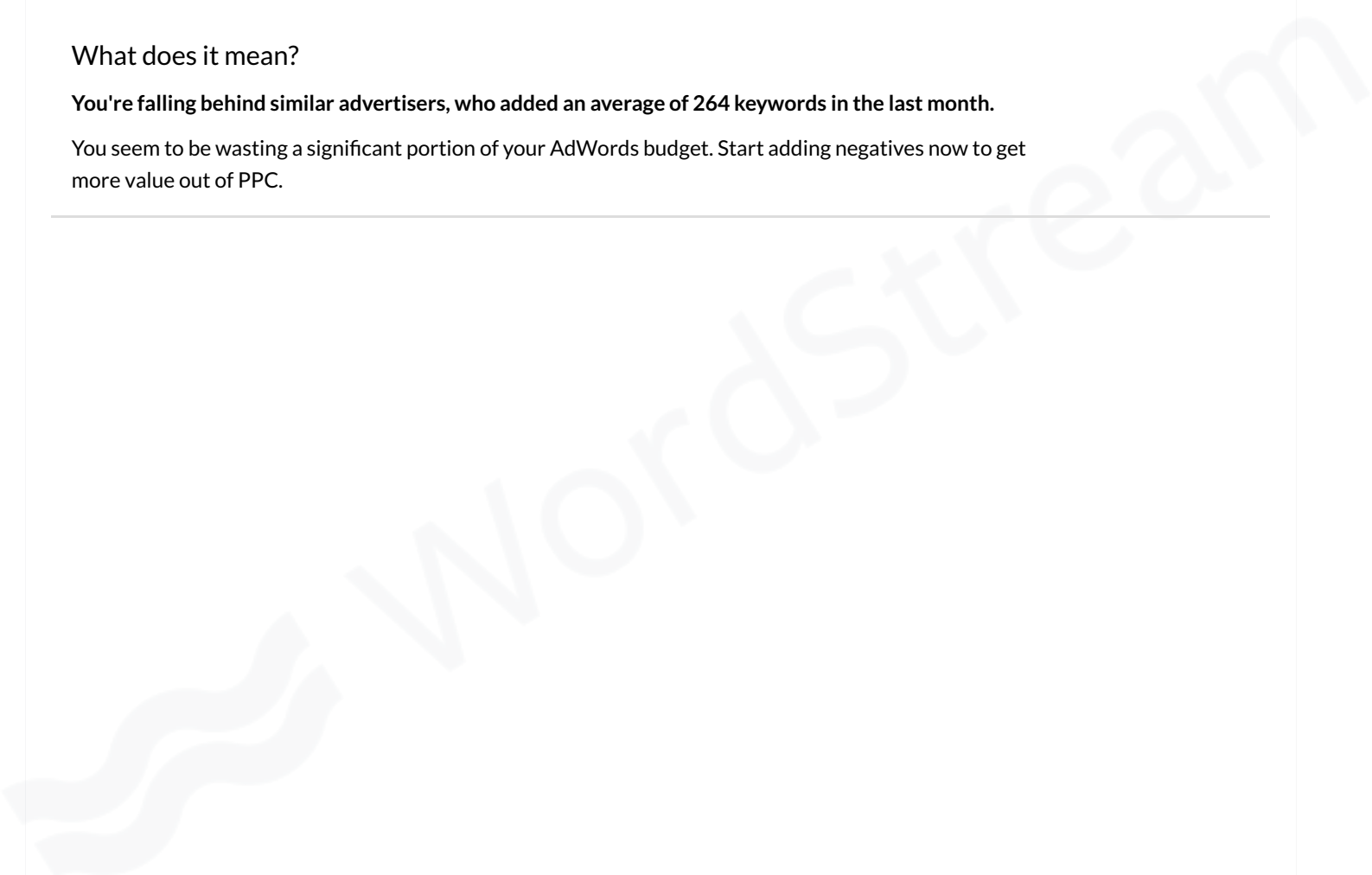
of Negative Keywords Added



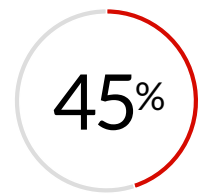
What does it mean?

You're falling behind similar advertisers, who added an average of 264 keywords in the last month.

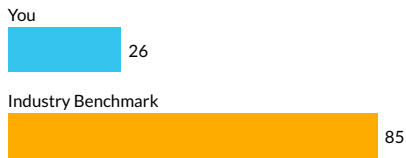
You seem to be wasting a significant portion of your AdWords budget. Start adding negatives now to get more value out of PPC.



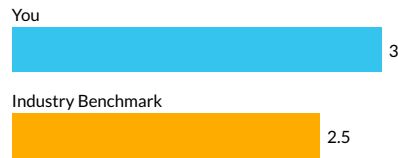
Text Ad Optimization



of Active Text Ads



of Text Ads Per Ad Group



Best / Worst / Average Text Ads In Your Account

Your Best Ad

Best Ad	Imp	Clicks	CTR	Avg Pos	Expected CTR
On Mobile	166	9	5.4%	4.0	1.2%
On Desktop	293	16	5.5%	3.3	2.2%

Your Worst Ad

Worst Ad	Imp	Clicks	CTR	Avg Pos	Expected CTR
On Mobile	239	10	4.2%	3.5	1.6%
On Desktop	0	0	0.0%	0.0	0.0%

Your Average Ad

Overall Average	Total Imp	Total Clicks	CTR	Avg Pos	Expected CTR
On Mobile	946	39	2.7%	3.8	1.3%
On Desktop	1,140	43	2.5%	3.9	1.9%

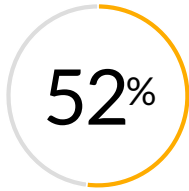
What does it mean?

Your low number of ads means you're not effectively targeting your best keywords and potential customers.

You need to write and test more ads to get more out of PPC. Make sure you have a unique text ad for each ad group, then test 3-5 variations of each ad.

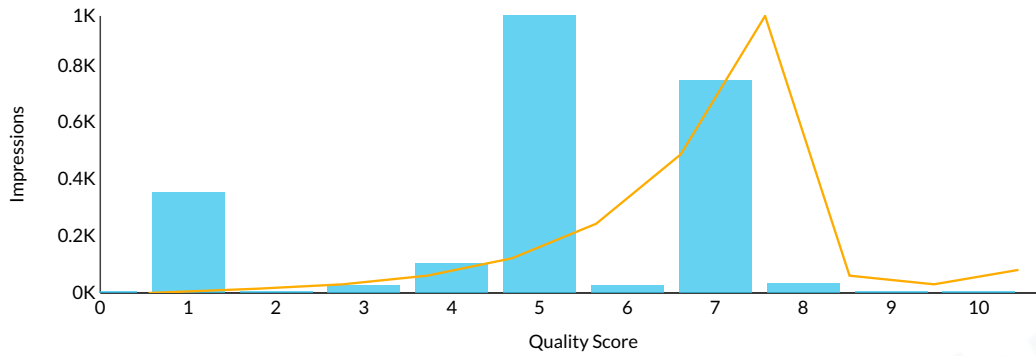
Quality Score Optimization

Your Quality Score is 5.0. By improving your score by 1.0, you could save £125.14 or get 5 more clicks / month.



Active Keyword Quality Score Distribution

■ Your Account ■ Industry Benchmark



What does it mean?

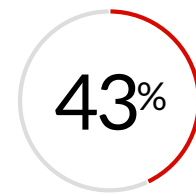
Raising your Quality Scores could help you achieve higher ROI.

Your quality score is 5.0. We recommend that you target a score of 7.0 or higher.

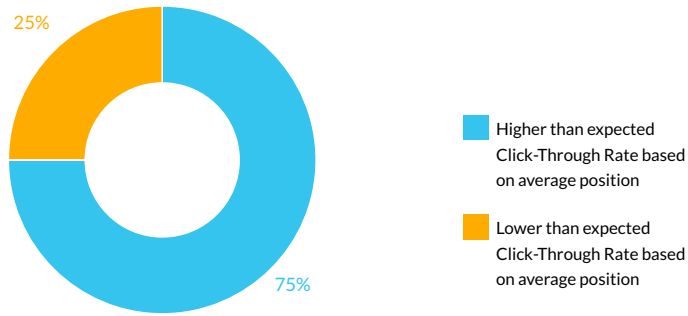
Higher Quality Scores will increase your impressions and lower your costs. Splitting ad groups, finding more targeted keywords and testing different ad text will improve your Quality Scores.

Click-Through Rate (CTR) Optimization

If you increased your CTR to 8.80%, you could expect 4 more clicks or 1 more conversions a month.



Based on their average position, 25% of your keywords have a lower than expected Click-Through Rate.



Best and Worst Performing Keywords in Your Account.

Your Best Ad

Keyword	Total Impressions	Total Clicks	Avg Pos	CTR	Expected CTR
porta loos	44	3	4.1	6.8%	1.8%

Your Worst Ad

Keyword	Total Impressions	Total Clicks	Avg Pos	CTR	Expected CTR
luxury toilets	91	2	1.8	2.2%	7.3%
porta potti	51	1	3.0	2.0%	2.4%

Keywords with impressions, but no clicks

Your Worst Ad

Keyword	Total Impressions	Total Clicks	Avg Pos	CTR	Expected CTR
generator hire london	4	0	6.0	0.0%	1.2%
portable loos	6	0	5.7	0.0%	1.5%
hire a toilet	9	0	4.3	0.0%	1.8%
portable toilets for sale	32	0	2.9	0.0%	3.7%

You have 44 other keyword(s) in your account that have received impressions, but drive no clicks.

Your Account Click-Through Rate

Search Network

Mobile	Desktop	Overall
CTR: 4.12%	CTR: 3.77%	CTR: 4.12%
AVG Pos: 3.56	AVG Pos: 3.55	AVG Pos: 3.53

Display Network

Mobile	Desktop	Overall
CTR: 0.00%	CTR: 0.00%	CTR: 0.00%
AVG Pos: 0.00	AVG Pos: 0.00	AVG Pos: 0.00

What does it mean?

Your relatively low CTRs indicate poorly targeted campaigns. You're losing clicks to competitors.

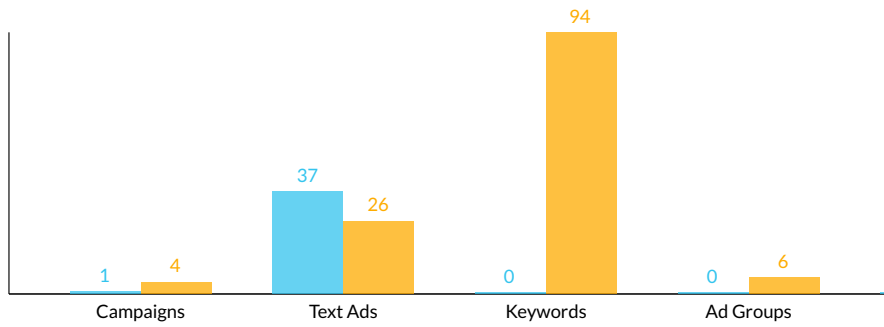
Low click-through rates hurt Quality Scores and limit results. Better keyword targeting and negative keyword discovery can increase your lead volume.

Account Activity

26%

of Actions Taken by Category

■ You ■ Industry Benchmark



What does it mean?

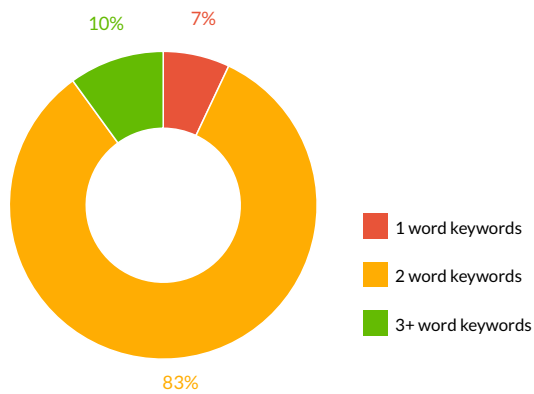
You may be neglecting your account and losing ground to competitors in the process.

Your campaigns will suffer if you're not actively working on your account, logging in almost every day. Do you have the time and resources necessary to keep your campaigns running smoothly?

Long-Tail Keyword Optimization

28%

Percentage of Long-Tail Impressions



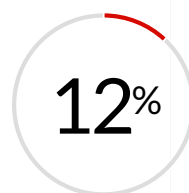
What does it mean?

Your keywords are too broad. Poor keyword targeting has a negative impact on CTR, conversion rates and costs per click.

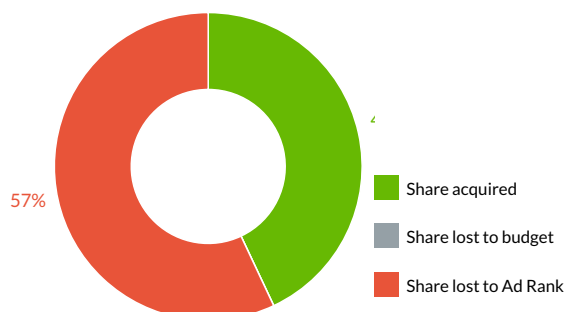
Start adding long-tail keywords to your campaigns and watch your clicks go up while CPCs go down.

Impression Share Optimization

You're losing 57% of your impression share.



Budget Weighted Impression Share



What does it mean?

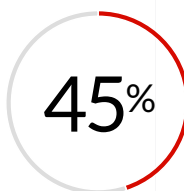
You're missing out on opportunities for impressions and clicks. Raising your impression share would increase your exposure and bring in more leads.

Increasing your impression share would result in 116 more impressions and 4 more clicks.

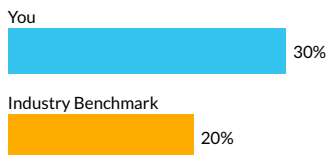
You need to troubleshoot your relatively low impression share. The problem could be low budget, low Quality Scores, poor targeting or all three.

Mobile Advertising



£300.44 in projected 12 month mobile spend representing 30% of your overall PPC spend



Mobile % of Total Budget



Device Comparison Analysis

Device	Cost	CTR	Avg Position	Avg CPC	Industry Comparison CPC
 Mobile	£300.44	4%	3.6	£1.93	£0.59
	£546.84	4%	3.5	£3.18	£0.89

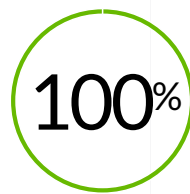
What does it mean?

You're still missing out on opportunities to optimize for your mobile ad performance:

- 2 of your 3 campaigns have mobile sitelink extension set up
- 1 of your 3 campaigns have mobile call extension set up

PPC Best Practices

You failed in 1 out of 10 areas



FAILED

- ✗ **Multiple Text Ads Running**
Some of your ad groups have less than two active text ads.

PASSED

- ✓ **Mobile Bid Adjustments**
At least one of your ad groups is using mobile bid modifiers.
- ✓ **Network Targeting**
None of your campaigns target both Search and Display with the same bid amount.
- ✓ **Geo Targeting**
All of your campaigns employ some form of geo-targeting.
- ✓ **Language Targeting**
All of your campaigns are targeted to specific languages.
- ✓ **Conversion Tracking**
You are tracking your conversions.
- ✓ **Modified Broad Match Type**
You are using modified broad match keywords.
- ✓ **Negative Keywords**
You are using negative keywords.
- ✓ **Use of AdWords Ad Extensions**
You are using ad extensions.
- ✓ **Use of Expanded Text Ads**
You have upgraded all of your ads to the expanded text ad format.

What does it mean?

Your campaigns will suffer if you're not following PPC best practices, ensuring you properly target your PPC advertising efforts. Learn what to check and tweak for optimized performance.

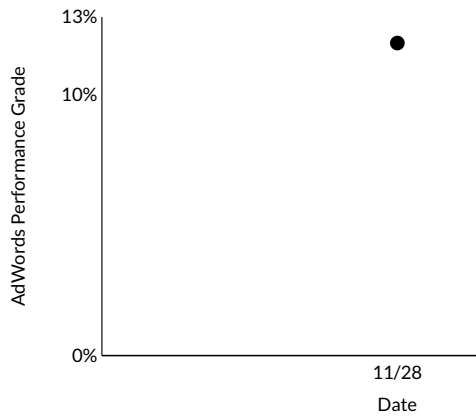
Performance Tracker



Get an updated report sent straight to your inbox.
Once every month, for free.

Your free monthly updates are currently active

View



12%

Report Summary

Your account's performance could be substantially improved by various campaign optimizations and cost-saving measures. Learn how to start improving it.



Safe & Secure

WordStream will only use your personal information and AdWords credentials to analyze your account and we will never share your Google AdWords data for any reason (see our Privacy Policy). By running this report you agree to our key terms and conditions.

