

Polymershapes Monthly Ads Overview

Examining: Oct 1-20, 2024





MoM Account Metrics

September 1-20, 2024

Impressions: 140,977

Clicks: 11,908

CTR: 8.45%

Avg CPC: \$3.41

Conversions: 1,503.24

October 1-20, 2024

Impressions: 191,509

Clicks: 11,199

CTR: 5.85%

Avg CPC: \$3.40

Conversions: 1,328.31

So far in October, the ads reached a significantly larger audience compared to September, demonstrating increased visibility and exposure. Despite a slight drop in conversions, the cost per click remained consistent. With this broader reach, there's an opportunity to fine-tune targeting or messaging to better connect with the expanded audience and drive more conversions. The steady CPC ensures that even with adjustments, the campaign can maintain cost-effectiveness while optimizing performance.

Top Performing Profit Centers



Highest Flat Conversions Oct 1-20

☐ ● Campaign	↓ Conversions	Avg. cost	Cost
Total: All enabled campaigns in your current view ⓘ	1,328.47	\$3.40	\$38,146.95
✓ 📄 Drafts in progress: 1			
☐ ● 📈 National Brand Awareness	270.55	\$0.61	\$578.99
☐ ● 📈 SE - Birmingham - P Max	99.50	\$0.74	\$318.50
☐ ● 📈 SE - Miami - P Max	86.50	\$1.17	\$308.31
☐ ● 🔍 CA - Vancouver	42.40	\$1.83	\$938.67
☐ ● 🔍 CA - Calgary	27.90	\$2.33	\$859.21

Highest MoM increase in conversions:

SE - Miami - PMax: +24.5 (+39.52%) conversions

NE - Baltimore - Secondary: +10 (+142.69%) conversions

NE - Toledo - Secondary: +9.83 (+393.33%) conversions

Highest MoM increase in clicks:

WE - San Diego - Primary: +27 (+40.3%) clicks

WE - Birmingham - PMax: +24 (+5.88%) clicks

SE - Largo - Secondary: +23 (+29.87%) clicks

Takeaways:

Profit centers with highest flat increases MoM were scattered in terms of regions- there were no notable increases in one region compared to another.

When examining the flat conversions numbers, performance max campaigns performed the best. They spent less than search campaigns, had much lower CPCs and converted at significantly higher rates. We will need to verify the legitimacy of these conversions, but provided they are real leads it will be beneficial to incorporate performance max alongside search campaigns in order to decrease CPC, increase leads and maximize efficiency.

WE - Las Vegas



☐ ● Campaign	Optimization score	Impr.	Clicks	CTR	Cost	Avg. cost	Conv. value
▼ Drafts in progress: 1							
☐ ●  WE - Las Vegas - PMAX	83.1%	451	46	10.20%	\$85.17	\$1.85	2.00
Polymer Shapes - GA4 (web) generate_lead	—	—	—	—	—	—	1.00
Polymer Shapes - GA4 (web) click_call	—	—	—	—	—	—	1.00
☐ ●  WE - Las Vegas	84.4%	367	43	11.72%	\$356.43	\$8.29	0.00
▼ Total: Filtered campaigns ⓘ	—	818	89	10.88%	\$441.60	\$4.96	2.00

One of the key challenges we've faced in Las Vegas over the past few months has been the high CPC. However, after implementing a Performance Max (Pmax) campaign, the average CPC dropped from \$8.29 to \$4.96, split between regular search and Pmax. Notably, the Pmax campaign delivered two conversions, while the standard search had none over a 20-day period. For profit centers with higher CPCs, transitioning to a Pmax campaign could be a beneficial strategy.

Pros: More efficient use of spend, with broader reach across multiple channels.

Cons: Less control over ad placements and limitations in targeting specific materials.

Current URL for Las Vegas PMax campaign: <https://www.polymershapes.com/locations/las-vegas/>

Top Performing Materials



Whole account CPC average: \$3.40

Among the top 30 material ad groups that generated conversions:

(9) **Building and Construction**: Avg CPC - \$3.21

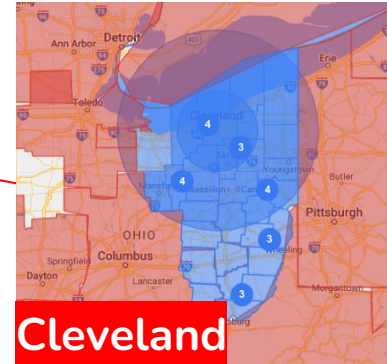
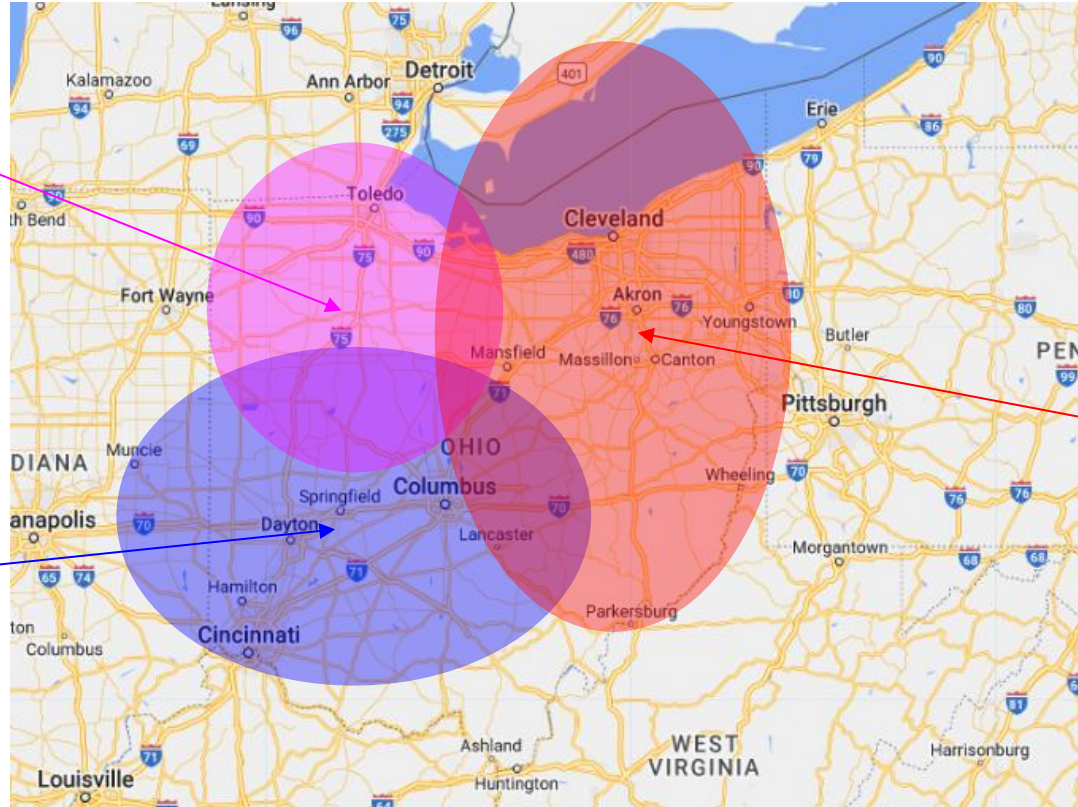
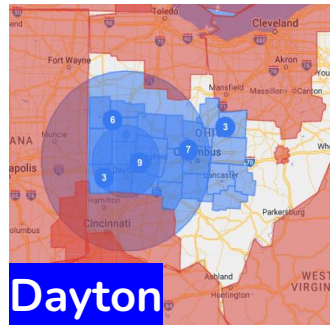
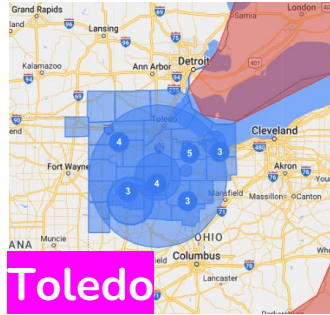
(8) **Fabrication**: Avg CPC - ~~\$4.11~~

(5) **Acrylic**: Avg CPC - \$3.44

(5) **Plastics**: Avg CPC - ~~\$3.77~~

Takeaways: The account-wide CPC for October 1-20 was \$3.40. Since these material ad groups are driving frequent conversions, lowering their CPC would help optimize the budget and increase clicks and conversions. The goal is to bring the CPC for these popular material groups below the overall account CPC.

Ohio Locations (Overview)



Ohio Locations

Toledo

Sep 1 – 30, 2024						
☐ ● Campaign	Impr.	Clicks	CTR	↓ Conversions	Avg. cost	Cost
Drafts in progress: 1						
☐ ●  NE - Toledo - Primary	1,180	73	6.19%	7.50	\$4.25	\$310.13
Calls from Website	—	—	—	3.00	—	—
Calls from ads	—	—	—	2.00	—	—
Polymer Shapes - GA4 (web) generate_lead	—	—	—	0.50	—	—
Polymer Shapes - GA4 (web) click_call	—	—	—	2.00	—	—
☐ ●  NE - Toledo - Secondary	793	70	8.83%	3.50	\$5.00	\$350.09
Calls from Website	—	—	—	1.00	—	—
Calls from ads	—	—	—	1.00	—	—
Polymer Shapes - GA4 (web) generate_lead	—	—	—	1.50	—	—
✓ Total: Filtered campaigns ⓘ	1,973	143	7.25%	11.00	\$4.62	\$660.23

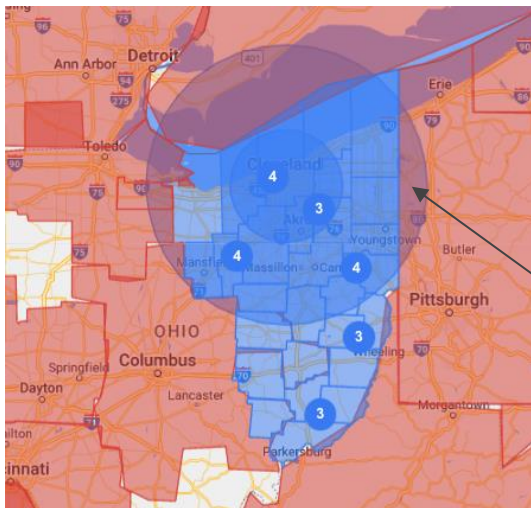
Aug 1 – 31, 2024						
☐ ● Campaign ↓	Impr.	Clicks	CTR	Conversions	Avg. cost	Cost
☐ ●  NE - Toledo - Secondary	906	92	10.15%	9.99	\$4.06	\$373.95
Calls from Website	—	—	—	3.99	—	—
Calls from ads	—	—	—	3.00	—	—
Polymer Shapes - GA4 (web) generate_lead	—	—	—	1.00	—	—
Polymer Shapes - GA4 (web) click_call	—	—	—	2.00	—	—
☐ ●  NE - Toledo - Primary	814	64	7.86%	7.00	\$5.11	\$326.99
Calls from Website	—	—	—	2.00	—	—
Calls from ads	—	—	—	3.00	—	—
Polymer Shapes - GA4 (web) generate_lead	—	—	—	2.00	—	—
✓ Total: Filtered campaigns ⓘ	1,720	156	9.07%	16.99	\$4.49	\$700.94

Dayton

Sep 1 – 30, 2024						
☐ ● Campaign	Impr.	Clicks	CTR	↓ Conversions	Avg. cost	Cost
Drafts in progress: 1						
☐ ●  CE - Dayton - Secondary	976	61	6.25%	3.60	\$4.02	\$245.12
Calls from ads	—	—	—	2.00	—	—
Polymer Shapes - GA4 (web) generate_lead	—	—	—	1.60	—	—
☐ ●  CE - Dayton - Primary	976	66	6.76%	2.00	\$6.35	\$419.34
Calls from ads	—	—	—	1.00	—	—
Polymer Shapes - GA4 (web) generate_lead	—	—	—	1.00	—	—
✓ Total: Filtered campaigns ⓘ	1,952	127	6.51%	5.60	\$5.23	\$664.47

Aug 1 – 31, 2024						
☐ ● Campaign ↓	Impr.	Clicks	CTR	Conversions	Avg. cost	Cost
☐ ●  CE - Dayton - Secondary	906	65	7.17%	3.00	\$4.06	\$263.62
Calls from ads	—	—	—	1.00	—	—
Polymer Shapes - GA4 (web) generate_lead	—	—	—	1.00	—	—
Polymer Shapes - GA4 (web) click_call	—	—	—	1.00	—	—
☐ ●  CE - Dayton - Primary	880	68	7.73%	4.00	\$6.47	\$439.79
Calls from Website	—	—	—	1.00	—	—
Polymer Shapes - GA4 (web) generate_lead	—	—	—	2.00	—	—
Polymer Shapes - GA4 (web) click_call	—	—	—	1.00	—	—
✓ Total: Filtered campaigns ⓘ	1,786	133	7.45%	7.00	\$5.29	\$703.42

Ohio Locations



Ohio's locations are fairly evenly spread across profit centers (Dayton, Toledo, Cleveland). However, the radius settings currently exclude certain areas within the radius, which may be limiting extra traffic. Removing these exclusions could increase traffic from nearby locations within the radius. However, in terms of MoM traffic, the only location with notable decrease in conversions is Toledo. Location targeting wouldn't be the main issue when examining campaign performance. We can take a look at budget reallocation between the primary/secondary campaigns

Cleveland

Sep 1 – 30, 2024

☐ ● Campaign	Impr.	Clicks	CTR	↓ Conversions	Avg. cost	Cost
▼ Drafts in progress: 1						
☐ ● NE - Cleveland - Primary	1,580	121	7.66%	6.00	\$4.00	\$483.55
Calls from ads	—	—	—	2.00	—	—
Polymer Shapes - GA4 (web) generate_lead	—	—	—	2.00	—	—
Polymer Shapes - GA4 (web) click_call	—	—	—	2.00	—	—
☐ ● NE - Cleveland - Secondary	977	85	8.70%	3.00	\$3.94	\$335.29
Calls from Website	—	—	—	1.00	—	—
Calls from ads	—	—	—	1.00	—	—
Polymer Shapes - GA4 (web) click_call	—	—	—	1.00	—	—
▼ Total: Filtered campaigns ⓘ	2,557	206	8.06%	9.00	\$3.97	\$818.83

Aug 1 – 31, 2024

☐ ● Campaign ↓	Impr.	Clicks	CTR	Conversions	Avg. cost	Cost
☐ ● NE - Cleveland - Secondary	1,190	95	7.98%	3.17	\$3.70	\$351.95
Calls from Website	—	—	—	0.50	—	—
Calls from ads	—	—	—	2.00	—	—
Polymer Shapes - GA4 (web) click_call	—	—	—	0.67	—	—
☐ ● NE - Cleveland - Primary	1,180	79	6.69%	2.00	\$6.40	\$505.90
Polymer Shapes - GA4 (web) generate_lead	—	—	—	2.00	—	—
▼ Total: Filtered campaigns ⓘ	2,370	174	7.34%	5.17	\$4.93	\$857.86



Action Items/Takeaways

- Potential addition of Performance Max Campaigns
 - Find a campaign with high CPC
 - Requires a location specific page
- Seattle Budgets - Primary vs Secondary
 - From last week's call - do we want to increase the primary campaign's budget in favor of secondary because of the conversion drop?
- Ad strength for Fabrication/Plastics to lower CPC
 - Since fabrication and plastics were among top converting ad groups, increasing ad strength will help improve click through rates and lower CPC
- Remove nearby surrounding negated areas for Ohio campaigns