


Google Ads Performance Report – Welly Car Removal

 **Date Range:** January 23 – March 4, 2025

This report provides an overview of the **Google Ads performance** for Welly Car Removal, including campaign efficiency, keyword insights, network distribution, auction competitiveness, and recommendations for optimization.

1. Overall Campaign Performance

The campaign is driving **strong engagement** but has a **high cost-per-click (CPC)** that requires further optimization.

- **Impressions:** 129K
- **Clicks:** 797
- **Total Cost:** \$8.76K
- **Average CPC:** \$10.99
- **Overall CTR (Click-Through Rate):** ~6.2%

Key Observations:

- ✔ **Decent CTR:** A good number of people are clicking the ads.
- ⚠ **High CPC:** Needs optimization to reduce cost per acquisition.
- ✔ **Consistent Impressions:** Ads are reaching a large audience, ensuring visibility.

2. Campaign Breakdown

Performance varies across campaigns, with "Cash for Cars" leading in both **spend and engagement**.

Campaign Name	Cost (NZD)	Clicks	CTR (%)
E - Cash for Cars	NZ\$5,163.65	310	7.47%
E - Scrap Car Removal	NZ\$1,757.03	112	8.21%
E - Car Removal	NZ\$1,542.97	244	0.30%

Key Insights:

- ✔ **"Cash for Cars" performs well but is costly.**
- ⚠ **"Car Removal" has high impressions but a very low CTR (0.30%).**
- ✔ **"Scrap Car Removal" has a strong CTR of 8.21%, showing higher user intent.**

3. Keyword Insights

The best-performing keywords generate high CTR, while some need adjustments to reduce costs.

Keyword	Cost (NZD)	Clicks	CTR (%)
cash for cars	NZ\$775.28	30	9.65%
sell your car for cash	NZ\$540.21	22	8.18%
scrap my car	NZ\$519.76	25	5.68%
cash for cars near me	NZ\$416.71	29	5.63%
cash for cars	NZ\$392.86	27	10.38%

Key Observations:

- ✔ "Cash for Cars" is the top-performing keyword with a CTR of over 9%.
- ⚠ "Scrap My Car" has a lower CTR (5.68%), needing better targeting or ad refinement.
- ✔ Local-based searches ("cash for cars near me") show strong user interest.

4. Network Performance

Google Search remains the best-performing network, while **Display Network** ads generate lower engagement but cost significantly less.

Network	Clicks (%)	Cost Share (%)	Avg. CPC (NZD)
Google Search	63.0%	94.7%	NZ\$16.52
Display Network	33.5%	4.2%	NZ\$1.38
Search Partners	3.5%	1.1%	NZ\$3.38

Key Observations:

- ✔ Google Search dominates, generating the most clicks and conversions.
- ⚠ Display Network clicks are cheap but may not be driving conversions.
- ✔ Search partners have the lowest impact, contributing minimal traffic.

5. Auction Insights

Competitors bidding on the same keywords include **carbodyremoval**, **cashforcars**, **kiwicarmovers**, **honestcash**, and **wairarapawreckers**.

- **Impression Share:** Below 55%, meaning competitors are appearing more often.
- **Top of Page Rate:** Some campaigns struggle to rank at the top position.

Key Observations:

- ⚠️ Competitors are securing a higher impression share.
 - ✅ Increasing budget on high-performing keywords can improve competitiveness.
 - ✅ Refining ad copy can improve ranking without necessarily increasing bids.
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6. User Behavior & Demographics

Understanding user behavior helps fine-tune targeting and bidding strategies.

Best Performing Time Slots

- **Peak Hours:** 10 AM – 6 PM
- **Low Engagement Hours:** Midnight – 6 AM

Demographics Breakdown

Gender Age Group Engagement Level

Male	35-44	High
Male	65+	High
Female	25-34	Medium
Female	55+	Low

Key Observations:

- ✅ Men (35-44 & 65+) are the most engaged audience.
 - ✅ Mobile devices account for 84.8% of clicks.
 - ⚠️ Female engagement is lower, which may indicate a need for ad variation.
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7. Biggest Campaign Changes (Comparison Over Time)

Campaign Name	Cost Change (NZD)
E - Cash for Cars	+NZ\$5,163.65
E - Scrap Car Removal	+NZ\$1,757.03
E - Car Removal	+NZ\$1,542.97

Key Observations:

- ✅ Campaign spending has increased significantly.
 - ⚠️ Conversion tracking needs review to ensure efficient budget allocation.
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8. Recommendations & Next Steps

📌 Keyword Optimization

- ✓ Increase focus on **high-performing keywords** ("cash for cars").
- ✓ Reduce bids on **low-performing keywords** or adjust match types for efficiency.

📌 Budget & Bidding Strategy

- ✓ Shift **more budget towards Google Search campaigns** for higher conversions.
- ✓ Reduce **Display Network spend** as its conversion value is unclear.
- ✓ Optimize bidding to **increase impression share in competitive auctions**.

📌 Ad Copy & Landing Page Adjustments

- ✓ **A/B test new ad headlines** to improve CTR further.
- ✓ Ensure **landing pages are optimized** for conversions (fast load speed, clear CTAs).
- ✓ Refine **geo-targeting** for better location-based performance.

📌 Audience Targeting Enhancements

- ✓ Adjust **bidding strategies to prioritize peak performance hours (10 AM - 6 PM)**.
- ✓ Focus on **mobile users** since they dominate engagement (84.8% of clicks).
- ✓ Experiment with **ad variations to improve engagement among female users**.

Summary & Action Plan

- **Performance is solid**, with high engagement and a strong presence in **Google Search**.
- **CPC is high**, requiring bid optimization to improve ROI.
- **Cash for Cars campaign is leading in conversions**, while **Scrap Car Removal needs refinement**.
- **Competitors are outranking in auction share**, requiring improved ad visibility strategies.
- **Peak hours and audience insights can guide better ad scheduling and targeting**.