# Discount Golf Co (Discountgolfco.com)

Note: Conversions refer to confirmed Product Purchases on the website.

## Background:

Discount Golf Co is an online Golf grips and accessories store. At the time of onboarding in October 2021, the client had not run any campaigns on Google Ads.

181.83%

**328.75**%

70.64%

Increase in ROAS

Increase in Conversions

Decrease in Cost/ Conversions

## Results:

The Google Ads Campaign Return on Ad Spend (ROAS) was **549.70**% in the first month (October 2021). As of today, the campaign's ROAS is **1,549.25**% which is an increase of **181.83**%.

The conversions for the first month of the campaign were **80**. As of May 2022, the conversions are **343**, signaling an increase of **328.75%.** 

The initial cost per conversion in Oct 2021 was **\$13.39**. As of May 2022, it stands at **\$3.93**, signaling a decrease of **70.64%**.

#### October 2021

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	↓ Conver	Cost / conv.	Conv. rate	ROAS
Campaign for 301962	2,407	158,674	1.52%	\$0.45	\$1,071.58	80.00	\$13.39	3.32%	549.70%
Google Shopping App Purchase	:		-	-	-	80.00	:	:	-
Campaign for 301805	0	0	Ω.	72	\$0.00	0.00	\$0.00	0.00%	0.00%
Total: Campaigns ②	2,407	158,674	1.52%	\$0.45	\$1,071.58	80.00	\$13.39	3.32%	549.70%
Total: Account ②	2,407	158,674	1.52%	\$0.45	\$1,071.58	80.00	\$13.39	3.32%	549.70%

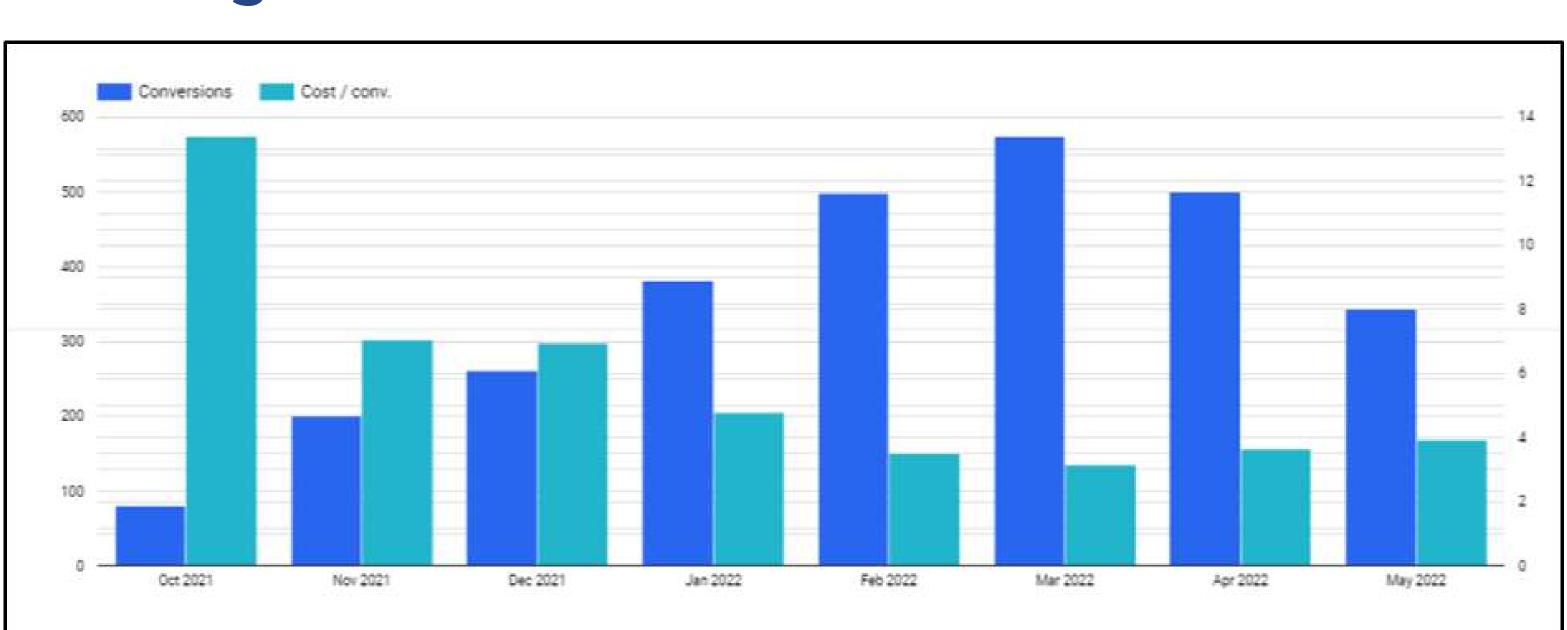
#### May 2022

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	↓ Conver	Cost / conv.	Conv. rate	ROAS
Campaign for 301962	6,246	297,030	2.10%	\$0.26	\$1,654.50	404.00	\$4.10	6.47%	1,528.07%
Google Shopping App Purchase	i i		-	2::	=	404.00	9 <del>10</del> 0		
Campaign for 301805	0	0	xe	==	\$0.00	0.08	\$0.00	0.00%	0.00%
Total: Campaigns ③	6,246	297,030	2.10%	\$0.26	\$1,654.50	404.00	\$4.10	6.47%	1,528.07%
Total: Account ②	6,246	297,030	2.10%	\$0.26	\$1,654.50	404.00	\$4.10	6.47%	1,528.07%

### Comparison

Campaign	Clicks	Impr.	CTR <>	Avg. CPC	Cost <>	↓ Conver 〈〉	Cost / conv.	Conv. rate	ROAS			
									5/1/2022- 5/31/2022	10/1/2021- 10/31/2021	Change	Change (%)
Campaign for 301962	6,246 (+159.49%)	297,030 (+87.20%)	2.10% (+38.62%)	\$0.26 (-40.50%)	\$1,654.50 (+54.40%)	404.00 (+405.00%)	\$4.10 (-69.43%)	6.47% (+94.61%)	1,528.07%	549.70%	978.37%	+177.98%
Google Shopping App Purchase	~		-	; <del>-</del> -:	=	404.00 (+405.00%)	-	:	-	-	0.00%	0.00%
Campaign for 301805	(0.00%)	(0.00%)		-	\$0.00 (0.00%)	0.00 (0.00%)	\$0.00 (0.00%)	0.00%	0.00%	0.00%	0.00%	0.00%
Total: Campaigns ①	6,246 (+159,49%)	297,030 (+87.20%)	2.10% (+38.62%)	\$0.26 (-40.50%)	\$1,654.50 (+54.40%)	404.00 (±405.00%)	\$4,10 (-69.43%)	6.47%: (+94.61%)	1,528.07%	549.70%	978.37%	+177.98%
Total: Account ①	6,245 (+159.49%)	297,030 (+87.20%)	2.10% (+38.62%)	\$0.26 (-40.50%)	\$1,654.50 (+54.40%)	404.00 (+405.00%)	\$4,10 (-69.43%)	6,47% (+94.61%)	1,528.07%	549.70%	978.37%	+177.98%

# Google Ad Trends



The client's conversion was **80** in the first month of October 2021. The total conversions increased massively over the following months, with the highest peak in March 2022, marked by **574** conversions. As of today, the client has received **2,836** conversions through Google Ads.