

Queen City Fab

Background:

Queen City Fab's website features an e-commerce store for which we have been optimizing, managing, and running a Google Ads campaign since August 23, 2022.

30.19%

Increase in Purchases*

50.43%

Decrease in Cost/Purchase

95.45%

Increase in Purchase Rate

*Scaled to 1 month

Results:

The table below details the trend in the results of the client's campaign in the table below:

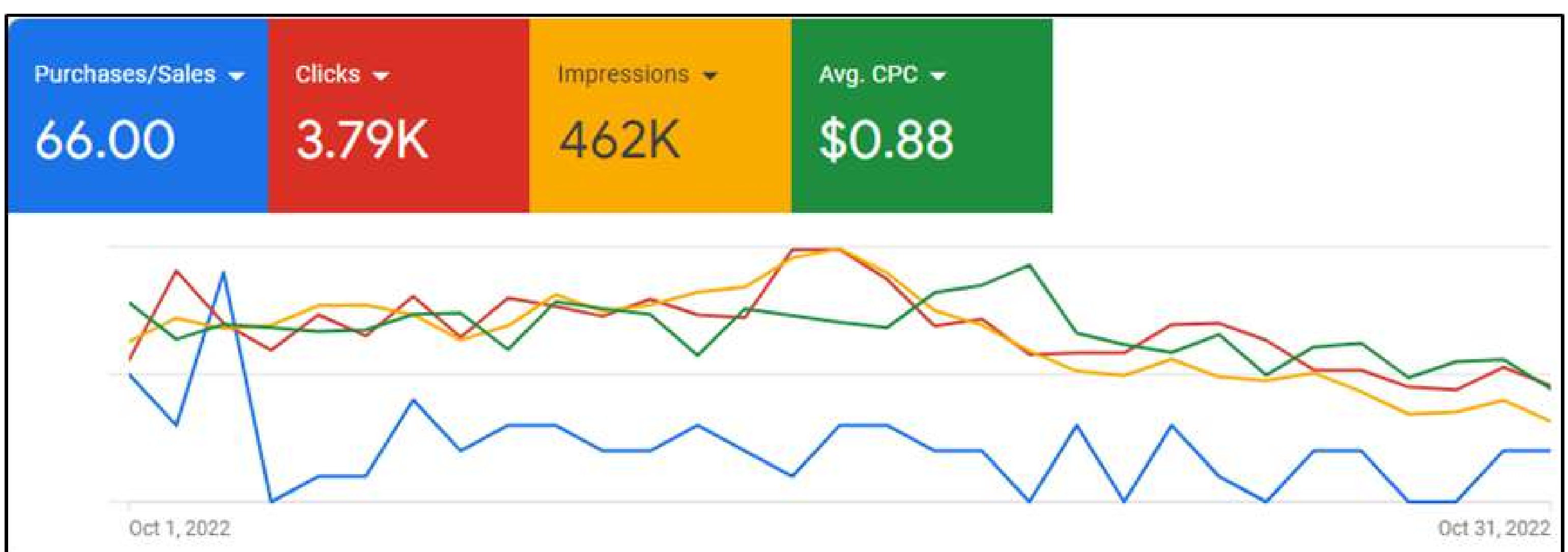
Month	Purchases	Cost/Purchase	Purchase Rate	Cost
September	53	\$71.56	1.10%	\$3,793.20
October	66	\$50.78	1.74%	\$3,351.98
November (till November 20)	46	\$35.47	2.15%	\$1,629.68

Based on the above data, we can observe there has been a positive trend in the results of the client's campaign.

Campaign Performance Overview of September 2022



Campaign Performance Overview of October 2022



Campaign Performance Overview of November 2022



Comparison Between September & October

In the month of October, the number of Purchases increased by **24.53%**, while the Cost per Purchase decreased by **29.03%**, and the Purchase rate increased by **36.78%**.

Comparison Between October & November (till November 20)

In the month of November, the Cost per Purchase decreased by **30.16%** while the Purchase rate increased by **23.39%**.