

Google Analytics 4 Google Ads Report

Acorn Hills

Apr 01 2024 - May 01 2024



02 Quick Healthcheck

Let's see your vitals before we get started

Somewhat Effective Acorn Hills | GA4

Quick Healthcheck

- ↑ Users Increasing
- ▬ Sessions remains the same
- ▬ Engagement Rate remains the same
- ▬ Page/Screen remains the same
- ↑ Conversions Increasing
- ↓ Revenue Decreasing
- ▬ Sales Conversion Rate remains the same

Increasing: +5%
Decreasing: -5%
Remains the same: -5% - +5%

Overall Performance:
Exceptional: 80-100 points
Highly Effective: 60 – 79 points
Somewhat Effective: 40 – 59 points
Not Effective: 20 – 39 points
Negatively Affected: 0-19 points



Overview

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04 Key Indicators

How you performed on your key indicators

USERS

66K

-32%

SESSIONS

113K

-23%

ENGAGEMENT RATE (%)

90

N/A

ENGAGED SESSIONS

102K

-24%

VIEWS

824K

-12%

WIEWS PER SESSION

7

+17%

AVERAGE SESSION
DURATION (SEC)

331

+25%

CONVERSIONS

41K

-8%

TOTAL REVENUE

10K ₺

-5%

AD COST

61K ₺

-82%



Google Ads

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06 Google Ads Overview

How your Google Ads performed this period

AD IMPRESSIONS

978K

-93%

AD CLICKS

23K

-86%

AD COSTS

61K ₺

-82%

COST PER CLICK

2 ₺

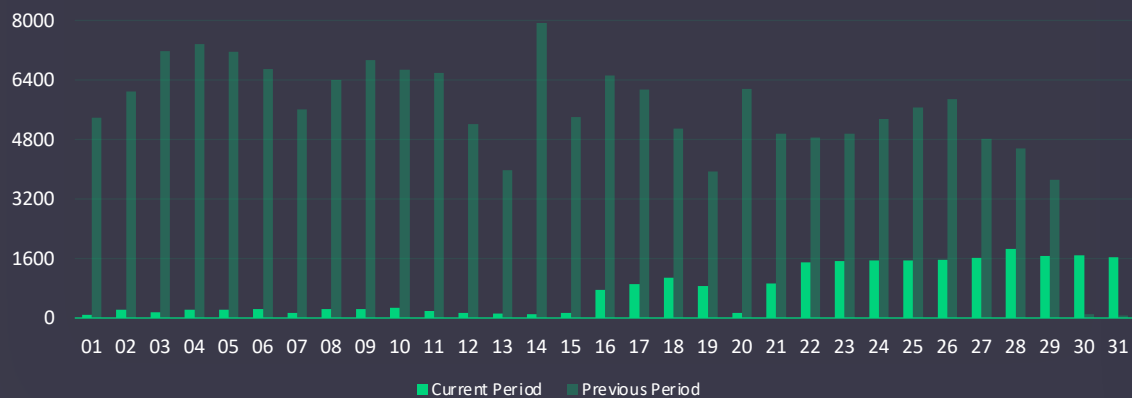
+26%

AD SESSIONS

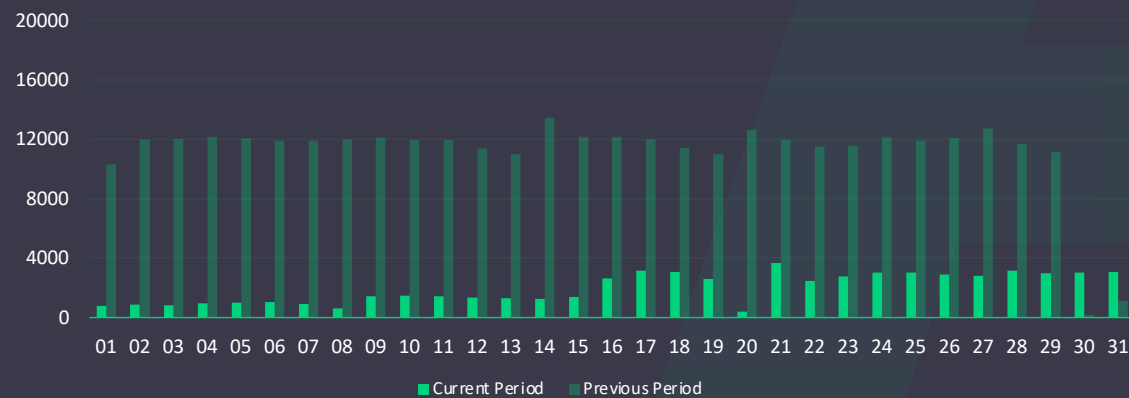
115K

-24%

AD CLICKS



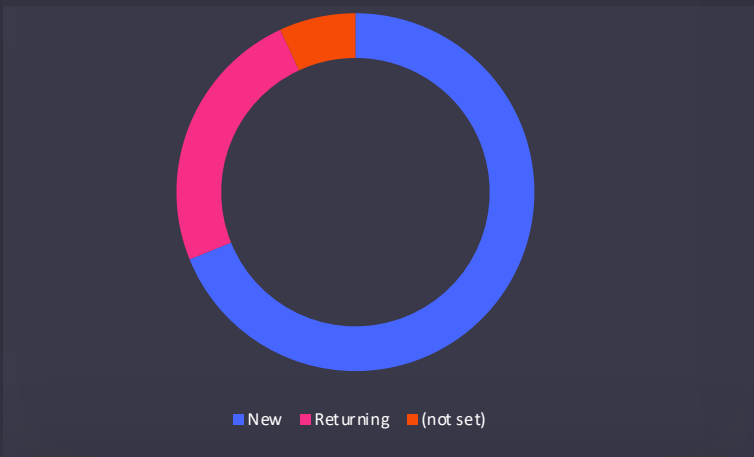
AD COSTS (TRY)



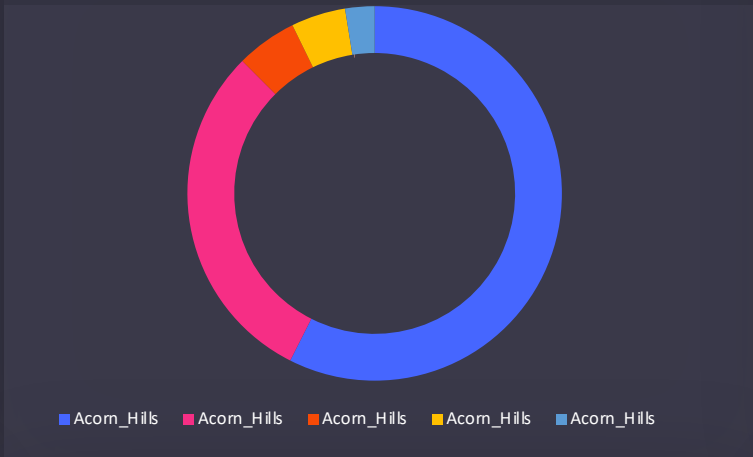
07 Ads Audience

Take a look at your ads audience and their behavior

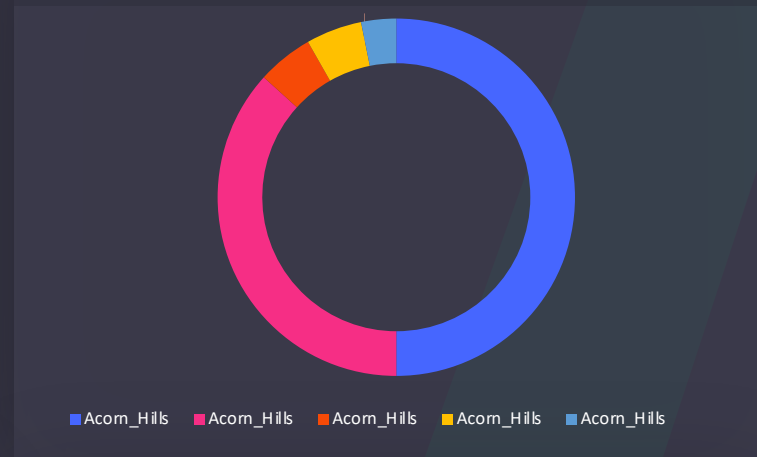
NEW VS RETURNING USER BY AD CLICKS



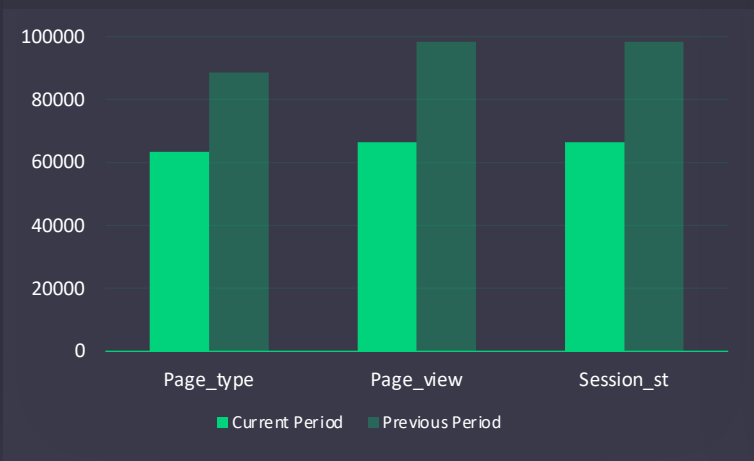
ACTIVE USER BY AD CLICKS



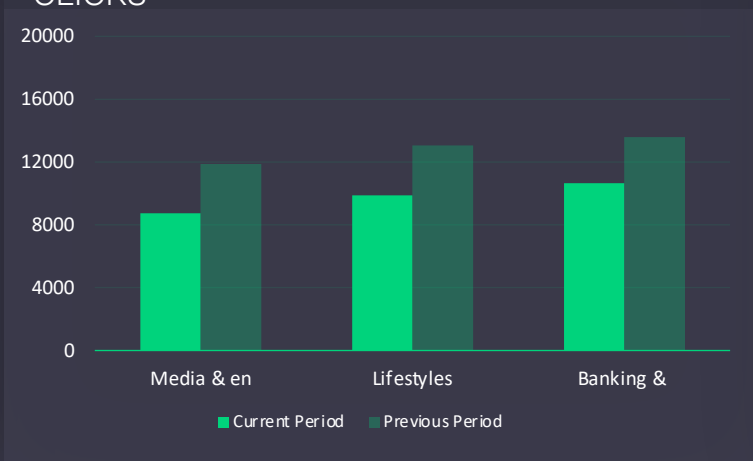
FIRST TIME PURCHASERS BY AD CLICKS



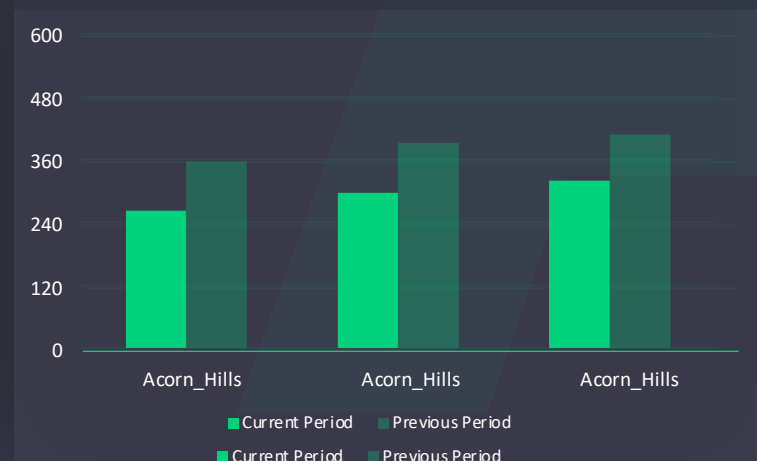
TOP 3 AGE BRACKETS BY CLICKS



TOP 3 INTERESTS & REMARKETING BY CLICKS



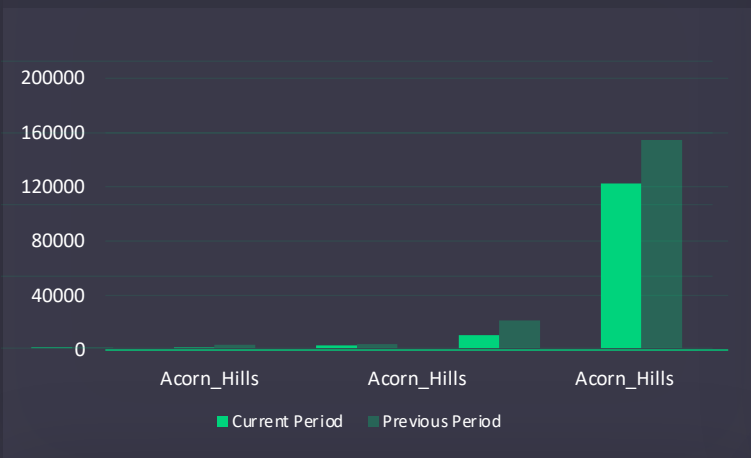
TOP 3 SEARCH QUERY BY CLICKS



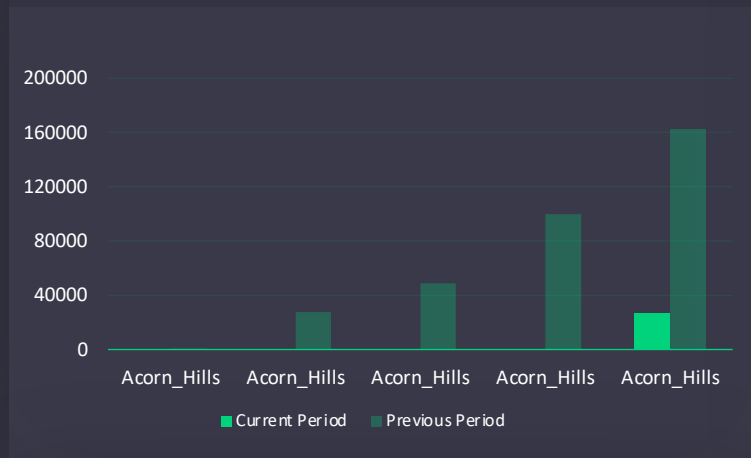
08 Top Ads Campaigns

Your top campaigns according to different key indicators

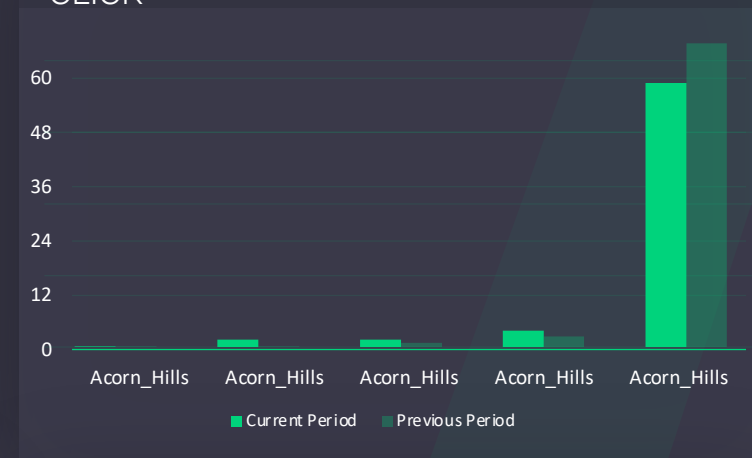
TOP 5 CAMPAIGNS BY AD CLICKS



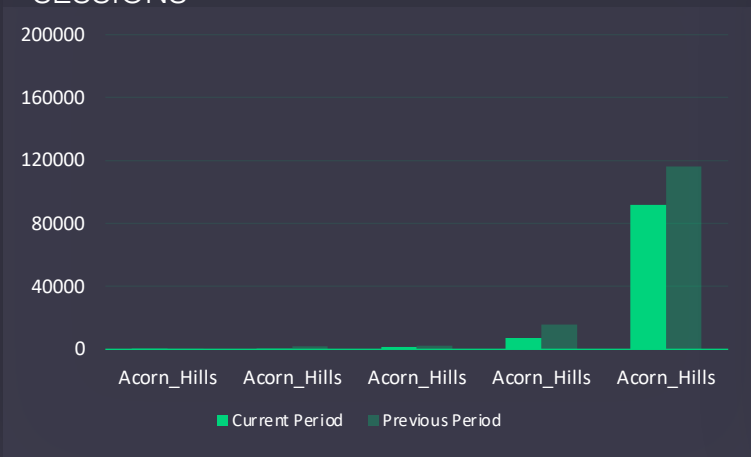
TOP 5 CAMPAIGNS BY AD COST



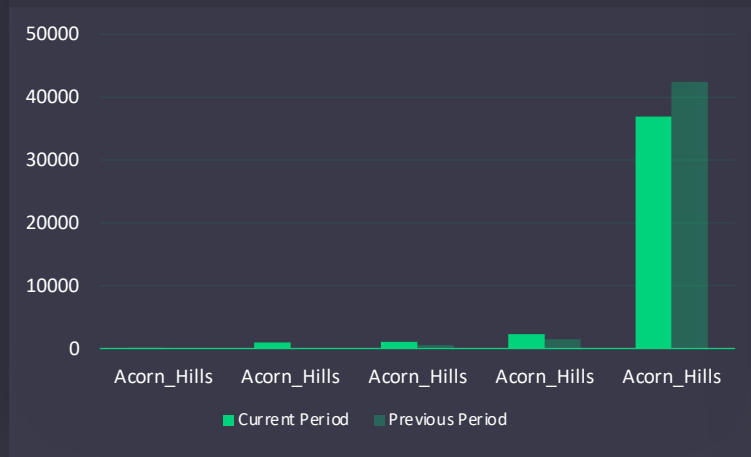
TOP 5 CAMPAIGNS BY AD COST PER CLICK



TOP 5 CAMPAIGNS BY ENGAGED SESSIONS



TOP 5 CAMPAIGNS BY CONVERSIONS



TOP 5 CAMPAIGNS BY REVENUE



09 Google Ads Campaigns

How your campaigns performed according to total clicks

| Google Ads Campaigns | Users | Sessions | Ad Cost (TRY) | Ad Clicks | Session Conv. % | Conversions | Ecommerce Purchases | Total Revenue (TRY) |
|----------------------|--------------|----------------|---------------|---------------|-----------------|---------------|---------------------|---------------------|
| Campaign | 58K -26% | 103K -18.8% | 0 N/A | 0 N/A | 32 +6.8% | 36K -13% | 0 N/A | 0 N/A |
| Campaign | 6K -58.1% | 7K -55% | 26K -4.3% | 16K -62.8% | 30 +738.2% | 2K +287.8% | 0 N/A | 0 N/A |
| Campaign | 1K -24.2% | 1K -14.6% | 10K -77.6% | 3K -97% | 53 +459.2% | 1K +408.5% | 0 N/A | 0 N/A |
| Campaign | 1K -25.4% | 1K -28.1% | 3K +2.5% | 3K -27.1% | 52 -0.9% | 1K -31.6% | 0 N/A | 0 N/A |
| Campaign | 23 -97.4% | 26 -97.2% | 0 N/A | 0 N/A | 3 -14.4% | 1 -97.6% | 0 N/A | 0 N/A |
| Campaign | 5 -95.8% | 6 -95.2% | 0 N/A | 0 N/A | 16 +933.3% | 1 -50% | 0 N/A | 0 N/A |
| Campaign | 2 -97.5% | 2 -97.7% | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A |
| Campaign | 2 -94.3% | 7 -81.1% | 0 N/A | 0 N/A | 28 +111.4% | 2 -60% | 0 N/A | 0 N/A |
| Campaign | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A |
| Campaign | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A |

Sorted by: Clicks, Order: Descending

10 Google Ads Campaigns Types

Which type of campaign performed the best according to total clicks



| Google Ads Campaigns Type | Users | Sessions | Ad Cost (TRY) | Ad Clicks | Session Conv. % | Conversions | Ecommerce Purchases | Total Revenue (TRY) |
|---------------------------|---------------|----------------|---------------|---------------|-----------------|---------------|---------------------|---------------------|
| Other | 58K -25.9% | 103K -18.8% | 0 N/A | 0 N/A | 32 +6.9% | 36K -13% | 0 N/A | 0 N/A |
| Search | 9K -47.6% | 10K -41.7% | 41K -45.7% | 23K -84.7% | 37 +775.3% | 4K +445.9% | 0 N/A | 0 N/A |
| Display | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A |
| Video | 0 N/A | 0 N/A | 19K -92.4% | 452 -95.9% | 0 N/A | 0 N/A | 0 N/A | 0 N/A |

11 Paid Keywords

Paid keyword results that leads to site visits by users that are coming from Paid search

| Google Ads keyword | Users | Sessions | Ad Cost (TRY) | Ad Clicks | Session Conv. % | Conversions | Ecommerce Purchases | Total Revenue (TRY) |
|--------------------|----------------|----------------|---------------|---------------|-----------------|---------------|---------------------|---------------------|
| Keyword | 58K -39.5% | 103K -28.8% | 0 N/A | 0 N/A | 32 +20% | 36K -14.7% | 0 N/A | 0 N/A |
| Keyword | 2K +217.1% | 2K +153.2% | 9K +499.3% | 6K +216% | 27 -49.7% | 729 +13.7% | 0 N/A | 0 N/A |
| Keyword | 856 +134.5% | 1K +131.1% | 6K +793.7% | 1K +101.5% | 54 +9.3% | 618 +96.2% | 0 N/A | 0 N/A |
| Keyword | 770 +213% | 790 +131% | 2K +393% | 1K +160.8% | 31 -40.4% | 262 +19.6% | 0 N/A | 0 N/A |
| Keyword | 642 +642% | 799 +799% | 2K +2,311% | 1K +1,687% | 54 +54.7% | 504 +504% | 0 N/A | 0 N/A |
| Keyword | 469 +469% | 487 +487% | 1K +1,651% | 1K +1,038% | 33 +33.9% | 169 +169% | 0 N/A | 0 N/A |
| Keyword | 434 +434% | 570 +570% | 894 +894% | 1K +1,073% | 48 +48.8% | 350 +350% | 0 N/A | 0 N/A |
| Keyword | 261 +261% | 272 +272% | 973 +973% | 601 +601% | 32 +32% | 88 +88% | 0 N/A | 0 N/A |
| Keyword | 242 +242% | 259 +259% | 905 +905% | 575 +575% | 35 +35.5% | 93 +93% | 0 N/A | 0 N/A |
| Keyword | 82 +82% | 100 +100% | 181 +181% | 199 +199% | 55 +55% | 63 +63% | 0 N/A | 0 N/A |

Sorted by: Clicks, Order: Descending

12 Google Ads Ad Network Type

Which type of paid networks performed the best and resulted in site visits

| Network Type | Users | Sessions | Ad Cost (TRY) | Ad Clicks | Session Conv. % | Conversions | Ecommerce Purchases | Total Revenue (TRY) |
|------------------------|---------------|---------------|----------------|----------------|-----------------|---------------|---------------------|---------------------|
| Other | 27K -9.4% | 35K -9.1% | 0 N/A | 0 N/A | 100 0% | 37K -11.7% | 0 N/A | 0 N/A |
| Google search | 4K +188.5% | 5K +155.9% | 41K +761.6% | 23K +353.1% | 100 0% | 3K +133.8% | 0 N/A | 0 N/A |
| Google Display Network | 14 -98.3% | 14 -98.3% | 0 N/A | 0 N/A | 100 0% | 10 -98.8% | 0 N/A | 0 N/A |
| YouTube | 4 -92% | 5 -90.4% | 19K -92.4% | 452 -95.9% | 100 0% | 4 -92.3% | 0 N/A | 0 N/A |
| Cross-network | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A |
| Search partners | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A | 0 N/A |

13 Google Ads Queries

Paid query results that leads to site visits by users that are coming from Paid search



| Ads Queries | Users | Sessions | Ad Cost (TRY) | Ad Clicks | Session Conv. % | Conversions | Ecommerce Purchases | Total Revenue (TRY) |
|-------------|----------------|----------------|-----------------|----------------|-----------------|----------------|---------------------|---------------------|
| Keyword | 545 +99.6% | 562 +54.8% | 2K +331.6% | 1K +106.8% | 26 -55.8% | 157 -42.3% | 0 N/A | 0 N/A |
| Keyword | 489 +251.8% | 618 +251.1% | 2K +1,090.7% | 955 +194.8% | 59 +27.1% | 396 +211.8% | 0 N/A | 0 N/A |
| Keyword | 356 +204.3% | 369 +107.3% | 1K +442.1% | 796 +163.6% | 31 -44% | 122 -3.9% | 0 N/A | 0 N/A |
| Keyword | 243 +243% | 251 +251% | 827 +827% | 517 +517% | 31 +31.9% | 80 +80% | 0 N/A | 0 N/A |
| Keyword | 223 +223% | 237 +237% | 809 +809% | 516 +516% | 41 +41.8% | 101 +101% | 0 N/A | 0 N/A |
| Keyword | 189 +189% | 231 +231% | 512 +512% | 424 +424% | 58 +58.9% | 149 +149% | 0 N/A | 0 N/A |
| Keyword | 137 +137% | 205 +205% | 263 +263% | 322 +322% | 44 +44.9% | 111 +111% | 0 N/A | 0 N/A |
| Keyword | 120 +120% | 126 +126% | 423 +423% | 265 +265% | 26 +26.2% | 34 +34% | 0 N/A | 0 N/A |
| Keyword | 109 +109% | 112 +112% | 393 +393% | 241 +241% | 33 +33% | 37 +37% | 0 N/A | 0 N/A |
| Keyword | 62 +62% | 75 +75% | 136 +136% | 151 +151% | 57 +57.3% | 49 +49% | 0 N/A | 0 N/A |

Sorted by: Clicks, Order: Descending

Demographics

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15 Age Performance

Performance breakdown of visitors by age brackets

| Age Group | Users | Sessions | Engaged Sessions | Engagement Rate % | AVG Engage Time (SEC) | Event Count | Conversions | Total Revenue (TRY) |
|-----------|---------------|---------------|------------------|-------------------|-----------------------|----------------|---------------|---------------------|
| unknown | 44K -33.7% | 66K -28.6% | 61K -30.2% | 92 -2.3% | 114 +37.2% | 1M -16% | 24K -8.2% | 0 N/A |
| 45-54 | 6K -32.6% | 10K -22.5% | 9K -23% | 90 -0.6% | 145 +62.1% | 266K -4.7% | 4K -5.1% | 0 N/A |
| 35-44 | 5K -35.8% | 9K -24.6% | 8K -26.8% | 88 -3% | 140 +36.5% | 217K -21.5% | 3K -15.5% | 0 N/A |
| 25-34 | 4K -27.8% | 10K -14.6% | 9K -18.3% | 84 -4.3% | 174 +30.9% | 312K -5% | 3K -7.7% | 0 N/A |
| 18-24 | 4K -2.7% | 11K +2.2% | 9K +0.4% | 83 -1.8% | 210 +3.2% | 360K -0.6% | 4K +8% | 0 N/A |
| 55-64 | 2K -40.3% | 3K -34% | 3K -34% | 93 -0% | 116 +51.2% | 80K -24.8% | 1K -23.1% | 0 N/A |
| 65+ | 622 -41.7% | 965 -31.7% | 890 -32.3% | 92 -1% | 159 +58.6% | 23K -21.5% | 357 -25.6% | 0 N/A |

16 Gender Performance

Performance breakdown of visitors by gender



| Age Group | Users | Sessions | Engaged Sessions | Engagement Rate % | AVG Engage Time (SEC) | Event Count | Conversions | Total Revenue (TRY) |
|-----------|---------------|---------------|------------------|-------------------|-----------------------|---------------|-------------|---------------------|
| unknown | 42K -34.6% | 62K -29.5% | 57K -31.1% | 92 -2.3% | 110 +37.9% | 1M -17% | 22K -9% | 0 N/A |
| male | 13K -37.6% | 27K -24% | 23K -25.8% | 87 -2.4% | 182 +63.7% | 816K -7.6% | 9K -9.2% | 0 N/A |
| female | 12K -18.9% | 23K -11.1% | 20K -12.2% | 87 -1.2% | 155 +14.3% | 571K -9.4% | 8K -3.4% | 0 N/A |

Insights

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18 Insights

Here are some insights that we have found and recommendations on how to solve them and grow your audience



| Issue No | Platform | Issue | Recommendation | Priority | Section | Category | Status | Dated Issued |
|----------|----------|--|---|----------|-----------------|---------------------------|----------|--------------|
| 1 | Website | It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. | Check ou the screenshot: https:xyz.url/tyn.xlm | Low | Campaigns | Engage with your customer | On going | 01.04.2024 |
| 2 | Website | It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. | The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here' | Low | Traffic Quality | Behavior | On going | 01.04.2024 |
| 3 | Website | It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. | The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here' | High | Campaigns | Campaigns | On going | 01.04.2024 |
| 4 | Website | It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. | The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here' | Mid | Traffic Quality | Engagement | On going | 01.04.2024 |
| 5 | Website | It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. | The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here' | Low | Traffic Quality | Reach | On going | 01.04.2024 |

Glossary

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| Name | Description | Section |
|-----------------------------------|--|-------------------|
| Acquisition | The Acquisition section tells you where your visitors originated from, such as search engines, social networks or website referrals. | Overview |
| Average Position | The average ranking of your website URLs for the query or queries. | Search Console |
| Average Purchase Revenue | The average purchase revenue over the selected time frame. | E-commerce |
| Average Purchase Revenue Per User | The sum of the purchase revenue per user. | E-commerce |
| Average Session duration | total duration of all sessions (in seconds) / number of sessions. Individual session duration is calculated differently depending on whether there are engagement hits on the last page of a session. | Overview |
| Average Time on Page | Average time on page is simply the average amount of time all users spend on a single page. | Traffic Quality |
| Bounce Rate | The percentage of sessions that were not engaged sessions. Bounce rate is the inverse of engagement rate. | Traffic Quality |
| Click | When someone clicks your ad, like on the blue headline or phone number of a text ad, Google Ads counts that as a click. | Google Ads |
| Click Through Rate | CTR is the number of clicks that your ad receives divided by the number of times your ad is shown: $\text{clicks} \div \text{impressions} = \text{CTR}$. | Search Console |
| Content Grouping | Content Grouping lets you group content into a logical structure that reflects how you think about your site or app, and then view and compare aggregated metrics by group name in addition to being able to drill down to the individual URL, page title, or screen name. | Users & Behaviour |

| Name | Description | Section |
|-----------------------|---|-----------------|
| Conversion | A conversion is reported whenever a user completes a goal or makes a purchase during a session | E-commerce |
| Cost per Click (CPC) | Cost-per-click (CPC) bidding means that you pay for each click on your ads. | Google Ads |
| Device Breakdown | Device category allows you to view performance based on the different devices people are using to experience your website. | Overview |
| Engagement Rate | Engagement rate and bounce rate are important metrics in Google Analytics that enable you to measure and analyze user engagement with your website. | Overview |
| Event Count | The number of times users triggered an event. | Technology |
| Event Value | The sum of all value parameters supplied with an event. You can use this context-sensitive metric to capture data that's important to you. | Events |
| Events | Events are user interactions with content that can be measured independently from a web-page or screen load. | Events |
| Events Per Session | The average number of events per session. | Traffic Quality |
| First Time Purchasers | The number of users who made their first purchase in the selected time frame. | Google Ads |
| GA Key Indicators | A Google Analytics KPI is an objectively measurable performance indicator used to monitor, analyze and optimize user behaviors on websites. | Overview |

| Name | Description | Section |
|----------------------------|--|-----------------|
| Google Ads Ad Network Type | The location where your ad was shown (google.com, search partners, display network) that led to a conversion event. | Google Ads |
| Google Ads Query | The search query that led to a conversion event. | Google Ads |
| Impression | Each time your ad appears on Google or the Google Network, it's counted as one impression. | Google Ads |
| Interests | Google Analytics tells you your users' interests on other parts of the internet. This will help you identify a more specific target audience, cross or upselling opportunities, better blog content ideas, and more. | Demographics |
| Item List Name | A name that you specify for a list of items (e.g., products you sell). A name for a list of products. For example, you can set a name of 'Related Products' for an item list in a related-products section. | E-commerce |
| Item Performance | It allows you to track how clusters of products are performing in your online store. | E-commerce |
| Item Revenue | The total revenue from items only, excluding tax and shipping, subtracted by refunds. | E-commerce |
| Items Added to Cart | The number of items that were added to cart. | E-commerce |
| Keyword | In search engine optimization, the particular word or phrase that describes the contents of a web page. Keywords serve as clues or shortcuts that summarize the content of a page and help search engines match pages with searches. | Traffic Quality |
| Landing Page | A landing page is the first page viewed in a session. | Traffic Quality |

| Name | Description | Section |
|-------------------|--|-----------------|
| New User | People that visit your website for the first time in the selected date range. Since users are based on the Google Analytics tracking code and browser cookies, it's important to highlight that people who cleared their cookies or access your website using a different device will be reported as a new user. | Overview |
| Organic Search | Describes search that generates results that are not paid advertisements. | Traffic Quality |
| Organic Traffic | The term organic traffic refers to all visits to your website that are triggered by unpaid search results. | Traffic Quality |
| Pages per Session | Pages per session is the average number of pages a person views in a given session. | Traffic Quality |
| Per User | Per user means the total count of that metric divided by the cohort size. | Overview |
| Promotion clicks | The number of times an item promotion was clicked. | E-commerce |
| Promotion views | The number of times an item promotion was viewed. | E-commerce |
| Quantity | Number of units sold in ecommerce transactions. | E-commerce |
| Referral | Visitors referred by links on other websites. | Traffic Quality |
| Refund Amount | Currency amount refunded for a transaction. | E-commerce |

| Name | Description | Section |
|----------------------------|---|-------------------|
| Return on Investment (ROI) | How much profit you've made from your ads and free product listings compared to how much you've spent on them. | E-commerce |
| Returning Visitor | A visitor who can be identified with multiple visits, through cookies or authentication. | Overview |
| Revenue | Total revenue from ecommerce transactions; depending on your implementation, this can include tax and shipping. | E-commerce |
| Revenue Per User | Total revenue divided by the number of users shows the average amount generated for each user. | E-commerce |
| Session | The period of time a user is active on your site or app. By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave your site and return within 30 minutes are counted as part of the original session. | Users & Behaviour |
| Session Conversion Rate | The total revenue from items only, excluding tax and shipThe percentage of sessions that converted. This metric is calculated as the number of sessions in which a conversion happened divided by the total number of sessions. | E-commerce |
| Shipping | Total shipping charges for ecommerce transactions. | E-commerce |
| Shopping Abandonment | Shopping Abandonment is used to describe the situation when a visitor on a web page leaves that page before completing the desired action. | E-commerce |
| Social Referrals | A count of all referrals from social networks during a selected time period. | Traffic Quality |
| Source | Source is one of the four main dimensions (along with medium, campaign and channel) for reporting and analyzing how people found your website. | Overview |

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| Name | Description | Section |
|-------------------|---|-------------------|
| Tax | Total tax charges for ecommerce transactions. | E-commerce |
| Transactions | Transaction data is made up of the information collected about each transaction that occurs on your site or app. | E-commerce |
| Transaction Value | Transaction value measures how much, on average, customers are spending on each purchase. | E-commerce |
| User | A user is a visitor who has initiated a session on your website: the moment a person lands on any page of your site, they are identified as either a new or returning user. | Users & Behaviour |
| Views | The number of web pages your users saw. Repeated views of a single page are counted. | Users & Behaviour |
| Views per User | The average number of web pages viewed per user. | Users & Behaviour |

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