

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 ₺

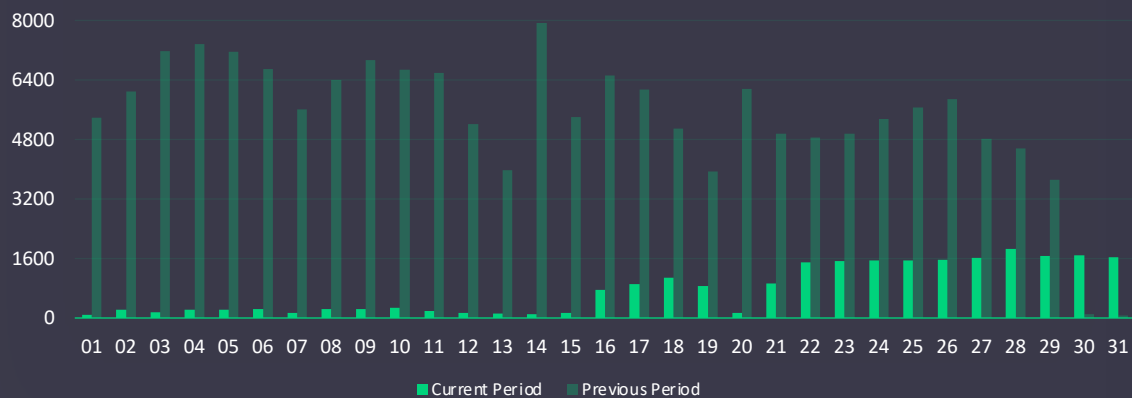
+26%

AD SESSIONS

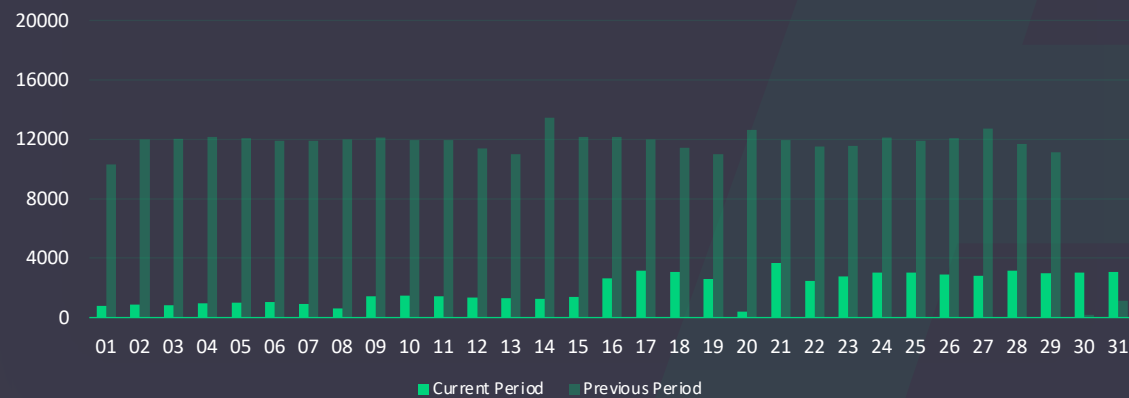
115K

-24%

AD CLICKS



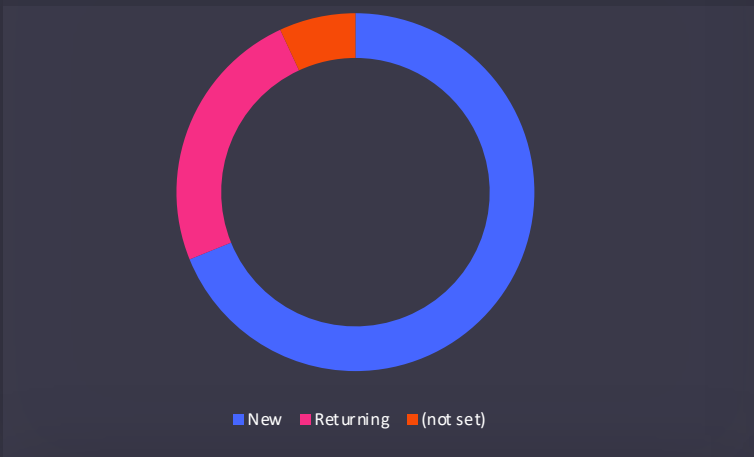
AD COSTS (TRY)



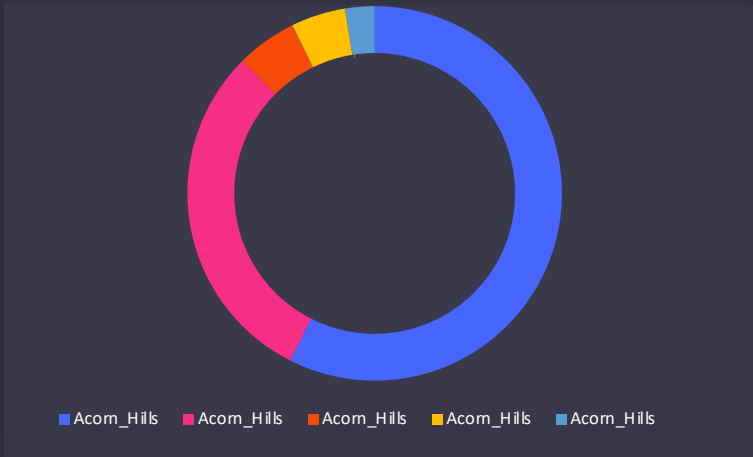
07 Ads Audience

Take a look at your ads audience and their behavior

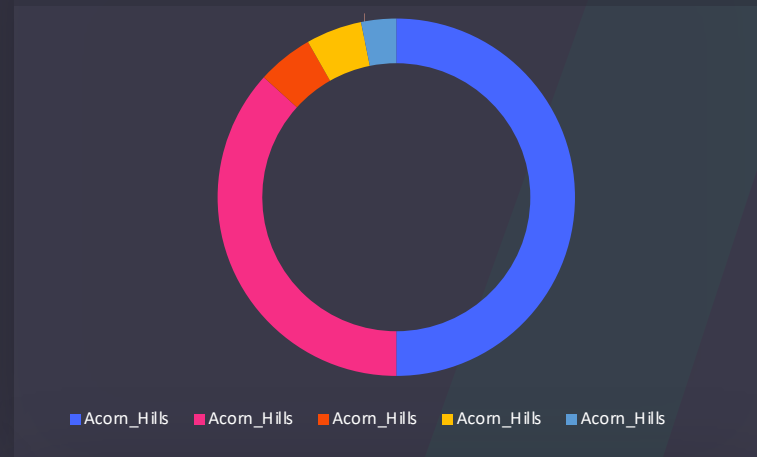
NEW VS RETURNING USER BY AD CLICKS



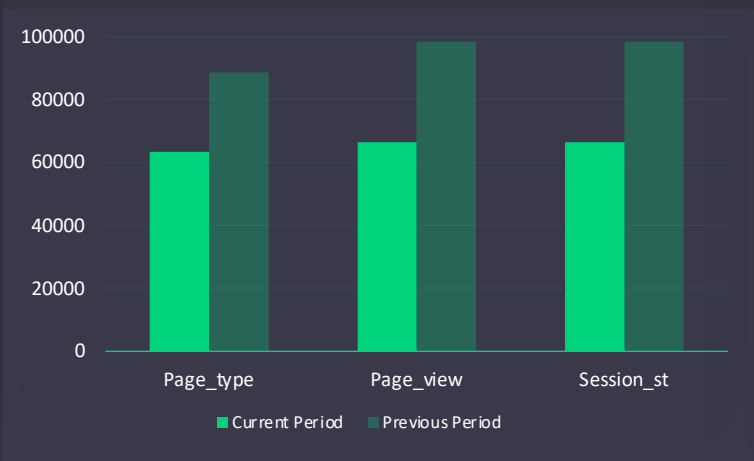
ACTIVE USER BY AD CLICKS



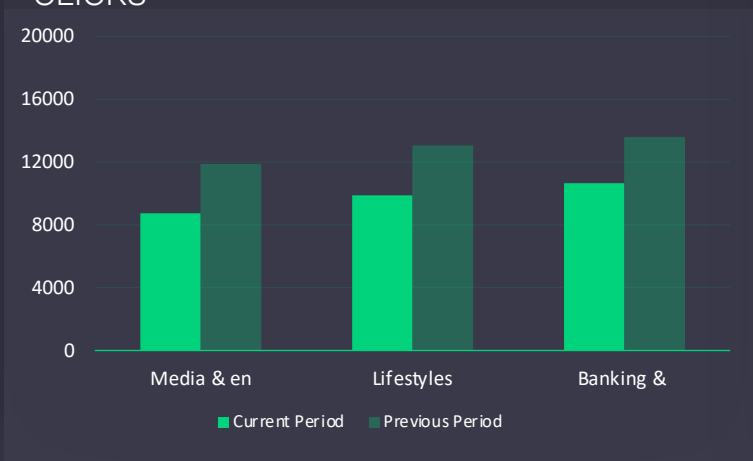
FIRST TIME PURCHASERS BY AD CLICKS



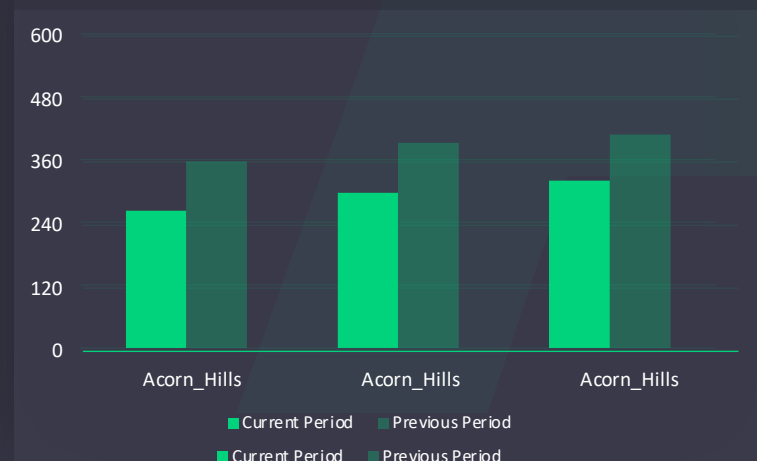
TOP 3 AGE BRACKETS BY CLICKS



TOP 3 INTERESTS & REMARKETING BY CLICKS



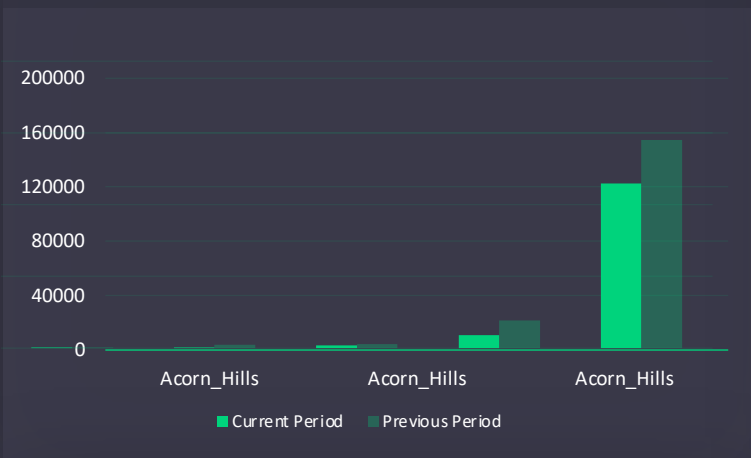
TOP 3 SEARCH QUERY BY CLICKS



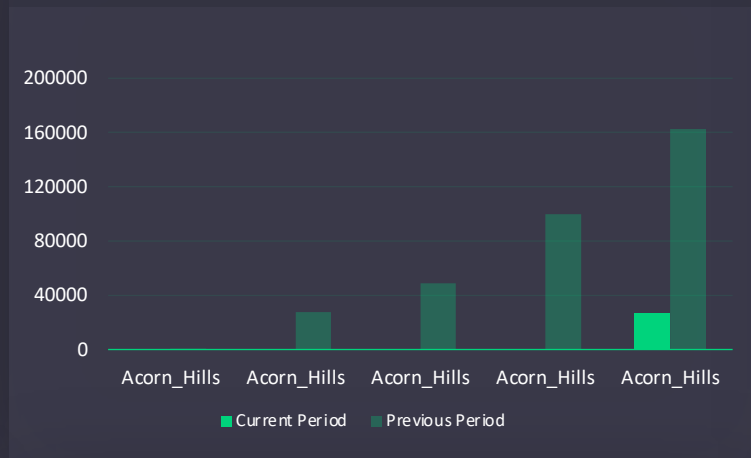
08 Top Ads Campaigns

Your top campaigns according to different key indicators

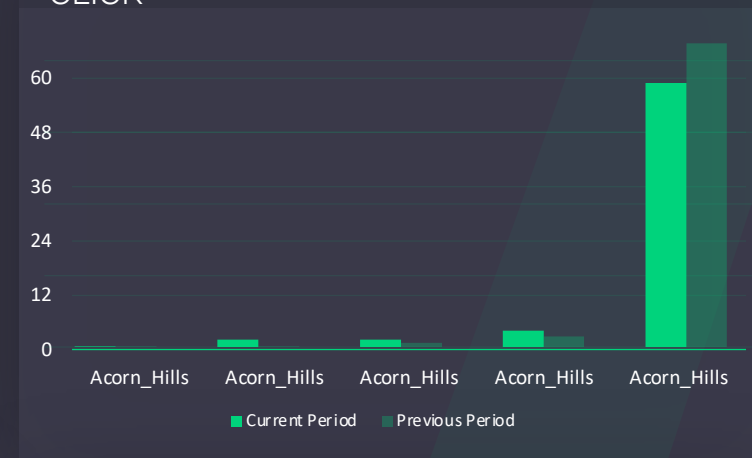
TOP 5 CAMPAIGNS BY AD CLICKS



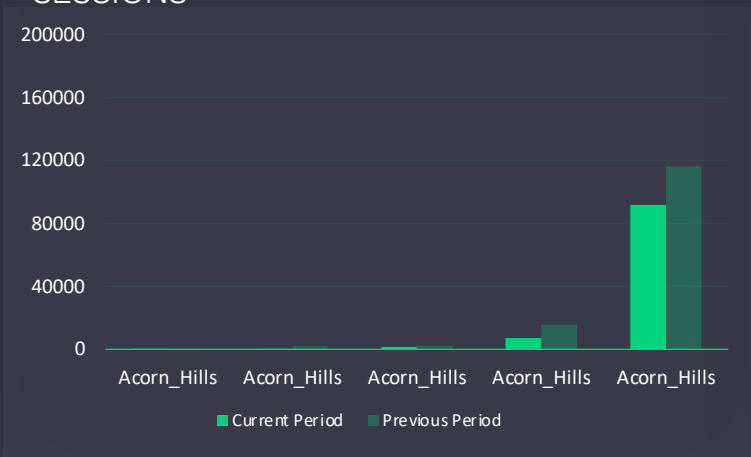
TOP 5 CAMPAIGNS BY AD COST



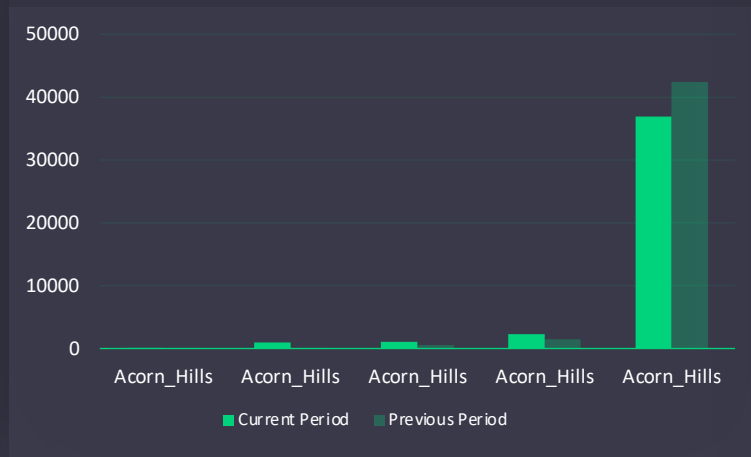
TOP 5 CAMPAIGNS BY AD COST PER CLICK



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

Sorted by: Users, Order: Descending

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: clicks ÷ impressions = 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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