LM

Little Mistress

PPC Audit

Identifying key issues and opportunities within your Google Ads account.

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ECOMMERCE MARKETING

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Section 1

Campaign Settings & Structure

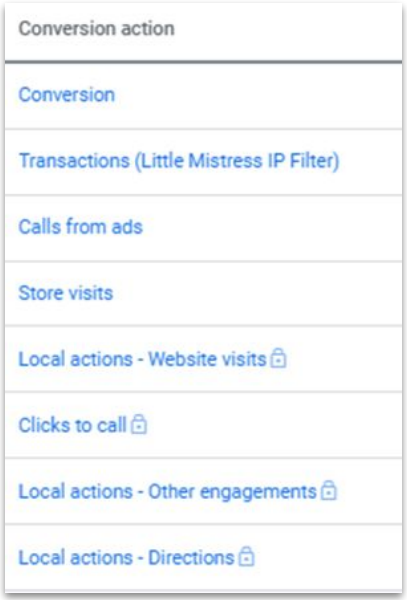
Campaign Settings | E-commerce Tracking

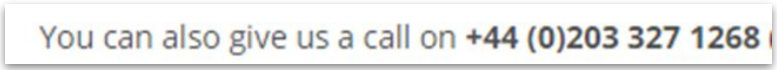
There appears to be **duplicate e-commerce tracking in Google Ads** which can negatively impact performance. Inaccurate conversion data can affect Google's machine learning algorithms, which rely on accurate data to optimise campaigns.

Non first-party conversion tracking, such as Google Analytics transactions, should be switched to 'secondary' actions.

Conversion action	Action optimisation ↓	Conversion source	All conv.	All conv. value
Purchase Transactions	Primary	Website	125.00	3,305.28
GFD Transactions (All Web Site Data)	Primary	Website (Google Analytics (UA))	67.00	1,867.93

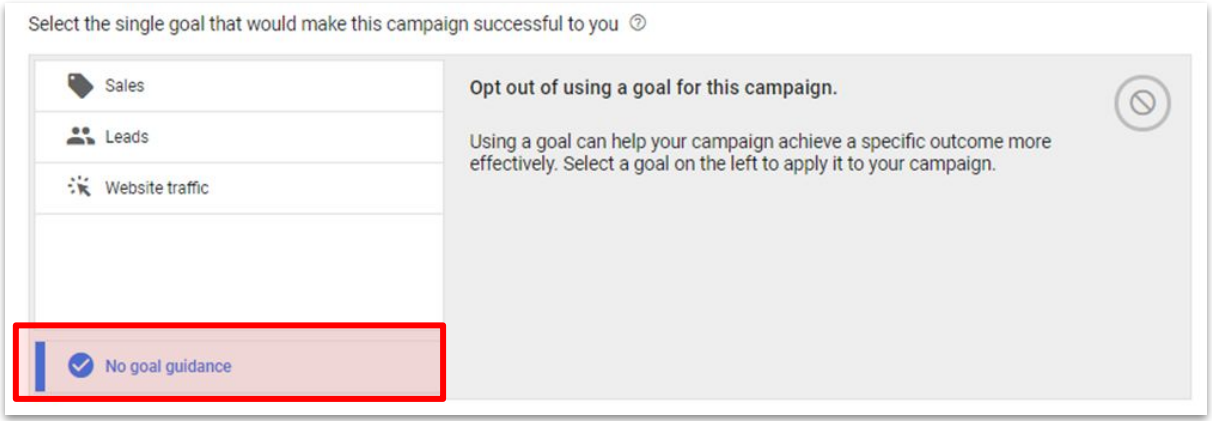
Campaign Settings | Conversions





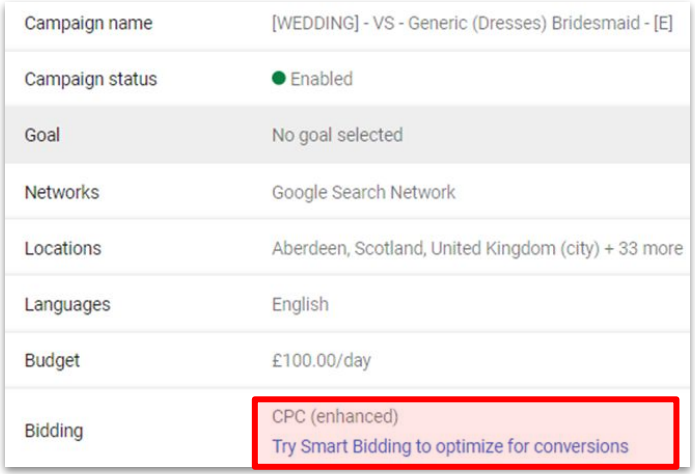
We recommend tracking phone calls on-site to leverage additional conversion insights

Campaign Settings | Campaign Goals



You have not selected goals for your campaigns. Goals should be selected to help align performance to your strategy and targets.

Campaign Settings | Bidding Strategies



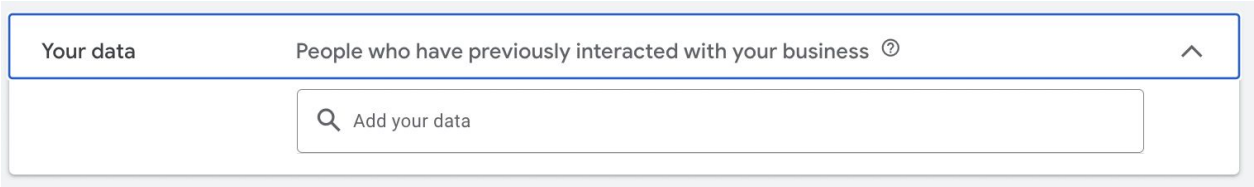
Campaign name	[WEDDING] - VS - Generic (Dresses) Bridesmaid - [E]
Campaign status	Enabled
Goal	No goal selected
Networks	Google Search Network
Locations	Aberdeen, Scotland, United Kingdom (city) + 33 more
Languages	English
Budget	£100.00/day
Bidding	CPC (enhanced) Try Smart Bidding to optimize for conversions

A high percentage of your campaigns are still using manual, outdated bidding strategies. We recommend implementing one of Google's smart bidding strategies to improve performance.

Campaign Settings | Performance Max

In your current Performance Max campaign, you are **missing important first-party data** that's crucial for maximising results.

In this section you need to apply remarketing audiences and customer match lists that will fuel Google's algorithm. Google will scan these users and identify new high-intent users to target.



Campaign Settings | Performance Max

We will segment your Performance campaigns based on product categories, product performance and new opportunities.

Stage 1: Launch

These campaigns will go live right away.

Original Campaign	New Categories
We will keep this campaign running to begin with as it's accumulated a wealth of performance data.	This campaign will house your main product categories. Please see the next slide for an in-depth breakdown.

Stage 2: Post-Learning Phase

Once we have sufficient performance data, usually after 30 days, we will build two new campaigns.

Ghost Products	Top-Performers
"Ghost" products are products that have been added to live PMax campaigns yet consistently receive little to no impressions. This will give them a better opportunity to perform.	Products that consistently generate the strongest ROI will be siphoned into a dedicated campaign. The goal is to further enhance visibility and performance.

Campaign Settings | Audiences

Why use audiences?

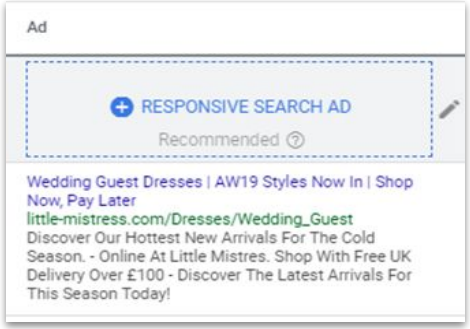
Utilising important and relevant audiences allows for a more personalised experience for users. Audiences also provide a further level of insight into your customer behaviour and help to turbocharge campaign optimisation.

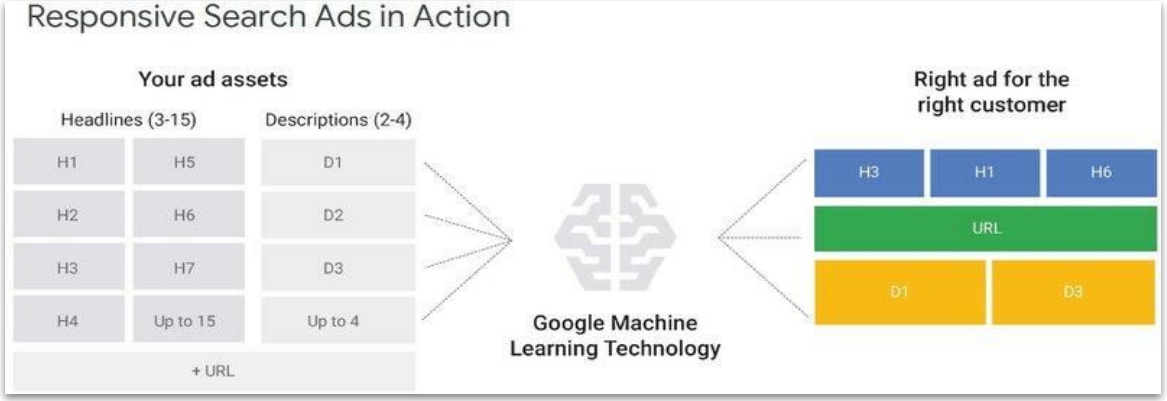
Audience	Type
All Visitors 540...	Website visitors
Similar to All Vi...	Similar audience
NEW GA - DRES...	Website visitors
Similar to NEW ...	Similar audience
All visitors	Website visitors
Similar to All vis...	Similar audience

✔ Website visitors and similar audiences have been overlaid in your campaigns

✘ But it's missing in-market, life events, customer match (email database) and combined lists

Campaign Settings | Text Ads





No responsive search ads (RSAs) have been added. This ad format shows the most relevant combinations to your customers. RSAs perform with a CTR 5% - 15% higher than standard ads.

Campaign Settings | Ad Extensions

Sitelinks	Fine
Call	Fine
Location	Fine
Message	N/A
Callouts	Repetitive, only 3 serving
Structured snippets	Fine, relevant to each campaign focus
Price extensions	Disapproved: punctuation and symbols. Should be updated frequently.

Extension	Extension type	Level	Status
- Brand (Gen) Dresses (Style) Maxi - [E]			
Free Delivery Over £100	Callout extension	Campaign	Approved
15% Student Discount	Callout extension	Campaign	Removed
20% Off Your First Order	Callout extension	Campaign	Approved
25% Off Everything	Callout extension	Campaign	Approved

Extension	Extension type	Level	Status
[WEDDING] - VS - Brand (Gen) Bridesmaid - [E]			
Bridesmaid Dresses - From £42.00 Wedding Guest Dresses - From £25.00 + 2 more	Price extension	Campaign	Disapproved: Punctuation and symbols

Campaign Settings | Keyword Match Types

Match Type	Clicks	Impr.	Cost	Conversions	Revenue	CPC	CPA	ROI
BMM	3898	178314	£1,159.84	173.12	£ 12,988.50	£0.30	£6.70	£11.20
Exact	46592	267652	£6,679.21	1392.37	£102,995.11	£0.14	£4.80	£15.42
Phrase	0	0	£ -	0	-	-	-	-
Grand Total	**50490**	**445966**	**£7,839.05**	**1565.49**	**£115,983.61**	**£0.16**	**£5.01**	**£14.80**

> Match types are housed within separate ad groups and campaigns - this is good!

> Phrase match keywords have not been added to the account. This match type is slightly more refined and can often outperform BMM keywords

We recommend pausing **"phrase match" keywords** to bridge the gap between broad and exact keywords.

Section 2

Performance Insights

Performance Insights | Impression Share

Campaign	Campaign type	Cost	Sales	Revenue	ROI	Impr. Share
VS - Label - Paper Dolls - [BM]	Search	£ 462	35.03	£ 2,078.40	£ 4.50	51.38%
VS - (SC) Dresses (Midi) - Target ROAS	Shopping	£ 126	11.34	£ 810.49	£ 6.45	34.76%
VS - (SC) Outlet	Shopping	£ 2,292	218.15	£ 12,825.32	£ 5.59	41.95%
VS - (SC) Dresses (Printed)	Shopping	£ 10	0.51	£ 20.63	£ 2.14	55.98%
VS - (SC) Dresses (Cocktail) - Target ROAS	Shopping	£ 94	2.38	£ 233.45	£ 2.48	48.76%
[VS] - Smart Shopping - Girls On Film	Shopping	£ 2,984	209.79	£ 8,240.33	£ 2.76	40.05%
VS - (SC) Accessories	Shopping	£ 5	0.5	£ 11.00	£ 2.19	33.33%
VS - (SC) Dresses (Maxi)	Shopping	£ 2,066	64.26	£ 4,910.64	£ 2.38	72.74%
VS - (SC) Dresses (Work)	Shopping	£ 210	5.93	£ 548.82	£ 2.61	41.74%
VS - (SC) Dresses (Bardot)	Shopping	£ 40	1.67	£ 94.45	£ 2.38	65.16%
VS - (SC) Dresses (Wrap)	Shopping	£ 31	3.03	£ 280.12	£ 9.16	59.81%
VS - Label - Paper Dolls - [E]	Search	£ 72	56.61	£ 3,925.77	£ 54.88	61.72%
VS - (SC) Dresses (Lace)	Shopping	£ 141	9.74	£ 817.50	£ 5.79	61.33%
VS - (SC) Dresses (Everything Else)	Shopping	£ 15	0.75	£ 36.58	£ 2.42	31.28%
[GOF] - VS - Label - Girls On Film - [E]	Search	£ 108	42.02	£ 1,733.53	£ 16.04	74.59%
VS - (SC) Dresses (Sequin) - Target ROAS	Shopping	£ 150	2.83	£ 427.58	£ 2.85	40.34%
VS - (SC) Clothing	Shopping	£ 1,004	53.02	£ 3,614.40	£ 3.60	51.88%
VS - (SC) All Products	Shopping	£ 12	31.65	£ 713.63	£ 58.83	24.50%
[VS] - (SC) Collections - tROAS	Shopping	£ 4,897	198.66	£ 12,716.71	£ 2.60	49.23%
VS - (SC) Dresses (Bridesmaid) - Target ROAS	Shopping	£ 1,022	33.03	£ 2,445.11	£ 2.39	62.14%
Total: Filtered campaigns		**£ 15,740**	**980.89**	**£ 56,484.46**	**£ 3.59**	46.18%
Total: Account		**£ 28,507**	**2,499.07**	**£169,721.87**	**£ 5.95**	49.48%

20 campaigns with I.S. below 80% and ROAS above 200%

9 campaigns with I.S. below 80% and ROAS above 300% - only £4,247 spent to generated £26,799 revenue. More budget just be allocated to these campaigns

Impression Share = actual impressions / total eligible impressions

Performance Insights | Poor ROI

Campaign	Budget	Status	↑ Cost	Conversions	Conv. value	Conv. value / cost
[VS] - (SC) Showcase - Maxi Dresses	£20.00/...	Eligible	£31.54	0.00	0.00	0.00
VS - (SC) Dresses (Pencil Dresses)	£20.00/...	Eligible	£104.83	2.34	64.18	0.61
VS - (SC) Dresses (Mini) - Target ROAS	£150.00/...	Eligible	£275.69	2.20	190.39	0.69
VS - (SC) Wedding	£100.00/...	Eligible	£354.14	5.25	148.86	0.42
VS - (SC) Clothing (Jumpsuits)	£150.00/...	Eligible	£1,050.13	13.39	544.98	0.52
Total: Filtered campaigns			£1,942.64	23.18	948.41	0.49
Total: Account	£6,230.0...		£28,507.12	2,514.74	170,758.26	5.99

£1,943 budget has been spent on campaigns generating less than £1 ROI (£948 revenue) over the last 30 days.

Performance Insights | Irrelevant Search Terms

Search term	Match type	Added/Excluded	Campaign	Ad group	Impr.	Interactions	Interaction rate	Avg. cost	↓ Cost	Conversions	Cost / conv.	Conv. rate	Campaign type	Conv. value	Conv. value / cost
Filtered search ...					1,104,681	48,442 engagements	4.39%	£0.40	£19,578.05	1,100.13	£17.78	2.27%		74,408.31	3.80
lipsy	Exact match	None	VS - (SC) Products To Push	(SC) Products To Push	17,493	222 clicks	1.27%	£0.65	£145.38	1.00	£145.38	0.45%	Shopping	38.99	0.27
little mistress dresses	Exact match	None	[VS] - (SC) Collections - tROAS	(SC) Collections - MOBILE	42,811	286 clicks	0.67%	£0.50	£143.47	5.92	£24.25	2.07%	Shopping	314.72	2.19
sequin jumpsuit	Exact match	None	VS - (SC) Clothing (Jumpsuits)	(SC) Jumpsuits Clothing	6,797	110 clicks	1.62%	£0.95	£104.93	1.13	£92.62	1.03%	Shopping	97.43	0.93
lipsy dresses	Exact match	None	VS - (SC) Products To Push	(SC) Products To Push	15,284	238 clicks	1.56%	£0.42	£100.29	4.80	£20.89	2.02%	Shopping	160.96	1.60
little mistress dresses	Exact match	None	VS - (SC) Dresses (Maxi)	(SC) Maxi Dresses	22,582	122 clicks	0.54%	£0.75	£92.02	5.27	£17.47	4.32%	Shopping	403.51	4.39
wedding guest outfits	Exact match (close variant)	None	[WEDDING] - VS - Generic (Dresses) Wedding Guest - [E]	Wedding Guest Dresses - [E]	4,145	284 clicks	6.85%	£0.31	£86.65	2.29	£37.86	0.81%	Search	228.98	2.64
white dress	Exact match	None	[VS] - (SC) Collections - tROAS	(SC) Collections - MOBILE	9,178	148 clicks	1.61%	£0.51	£76.03	1.00	£76.03	0.68%	Shopping	70.99	0.93
littlemistress	Exact match (close variant)	None	VS - Brand (Core) - [E] - TP	Little Mistress - [E] - TP	2,131	1,481 clicks	69.50%	£0.05	£70.14	61.07	£1.15	4.12%	Search	4,891.61	69.74
navy dress	Exact match	None	VS - (SC) Products To Push	(SC) Products To Push	4,348	127 clicks	2.92%	£0.55	£69.74	0.77	£90.22	0.61%	Shopping	28.21	0.40
red jumpsuit	Exact match	None	[VS] - (SC) Collections - tROAS	(SC) Collections - MOBILE	5,792	124 clicks	2.14%	£0.54	£66.61	7.00	£9.52	5.65%	Shopping	141.98	2.13
dresses	Exact match	None	VS - (SC) Products To Push	(SC) Products To Push	7,930	117 clicks	1.48%	£0.52	£61.37	0.00	£0.00	0.00%	Shopping	0.00	0.00

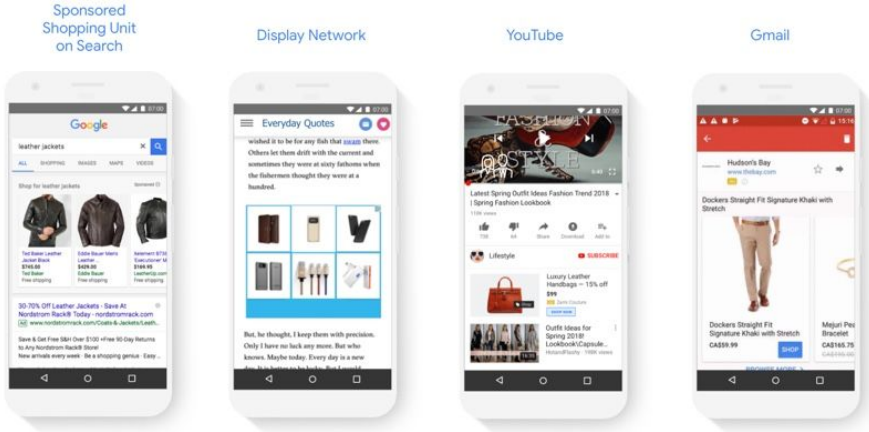
Generic search terms including *'lipsy'*, *'white dress'* and *'dresses'* are consuming budget yet **producing little to no sales/revenue.**

Performance Insights | Shopping Product Titles

Product titles are inconsistent and often missing colour references

Showing specific product sizes may put off potential customers. Update: *size 16 UK → Sizes 8 - 16 UK*

Performance Insights | Shopping Smart vs Standard



KPI	Smart Shopping	Standard Shopping	%Var
Clicks	10,240	38,891	-74%
Impr	1,152,151	3,787,431	-70%
CTR	0.89%	1.03%	-14%
CPC	£0.29	£0.45	-36%
Cost	£2,983.54	£17,681.73	-83%
Sales	209.79	734.18	-71%
CPA	£14.22	£24.08	-41%
Conv Rate	2.05%	1.89%	8%
Revenue	8,240.33	46,120.56	-82%
ROI	2.76	2.61	6%

Only one Smart Shopping campaign has been implemented – this new product expands your product reach whilst simultaneously producing more sales at a lower Cost-Per-Sale.

Performance Insights | Search Opportunities

Row: Brand | Column: Clicks, Conv. value

Brand	Clicks	Conv. value	Conv. value / cost
little mistress	17,686	24,914.70	2.84
outlet little mistress	5,010	7,644.58	5.41
paper dolls	9,849	7,397.84	1.48
outlet girls on film	5,747	5,467.16	3.33
outlet paper dolls	1,831	2,697.28	4.23
girls on film	3,083	1,942.71	1.67
cari's closet	1,697	1,194.91	1.47
rock n roll bride	537	786.49	3.03
gatsbylady london	1,267	368.14	1.00
little misdress	307	313.10	2.87
little mistress curvy	192	209.45	2.02
the girlcode	102	192.99	3.46

Several brands which generate sales and revenue from Shopping activity do not have dedicated Search campaigns built out

Cari's Closet, *Rock 'n' Roll Bridge.* and *GatsbyLady London* would benefit from Search campaign coverage

Performance Insights | Account Management

✔ Some account optimisation work has been carried out: keyword bid optimisation, new text ad application

✘ More extensive optimisation work has been neglected and should be performed at regular intervals: adding new keywords, identifying negative keywords and ensuring that all campaigns are adhering to Google best practices

Your account change history (30 day period):

All changes	Account changes	Ad changes	Bid changes	Budget changes	Conversion changes	Keyword changes	Network change
5.94K	10	5.76K	58	15	0	17	0

Section 3

Overview

Overview | Audit Summary

- Configure and improve account and campaign setting
  - Set up thorough **conversion tracking**
  - Apply **high value audiences**
  - Implement **Responsive Search Ads**
- Best practices need to be adhered to: apply all relevant **ad extensions**, improve **ad quality**, and **relevancy**.
- Carry out **bidding strategy** tests.
- Basic **account management** tasks such as SQR (search query reports) need to be kept on top of and performed on a weekly basis - minimum.

Overview | Our Plan of Action

Phase 1 | Phase 2 | Phase 3

Removing ‘wastage’ spend

We would improve cost efficiency by **removing high cost-taking and low converting traffic**.

Your monthly spend may go down initially. However, we would look to decreasing your cost / conversion by at least 10% within the first 30 days.

Growing your account

We would **scale up traffic and conversions** whilst adhering to strict ROI / ROAS targets.

Growth opportunities include: keyword and text ad optimisation, keyword mining through SQR analysis and new campaign types (Display, Remarketing and YouTube) to increase brand reach and awareness.

Increasing ROI

Monthly housekeeping checks, optimisation work, and steady account growth would result in increased traffic, sales, and revenue.

Thank You!

Please contact kieran@trafiki.com for further clarification on any of the material covered in this document