



GOOGLE SHOPPING CAMPAIGN RESULTS

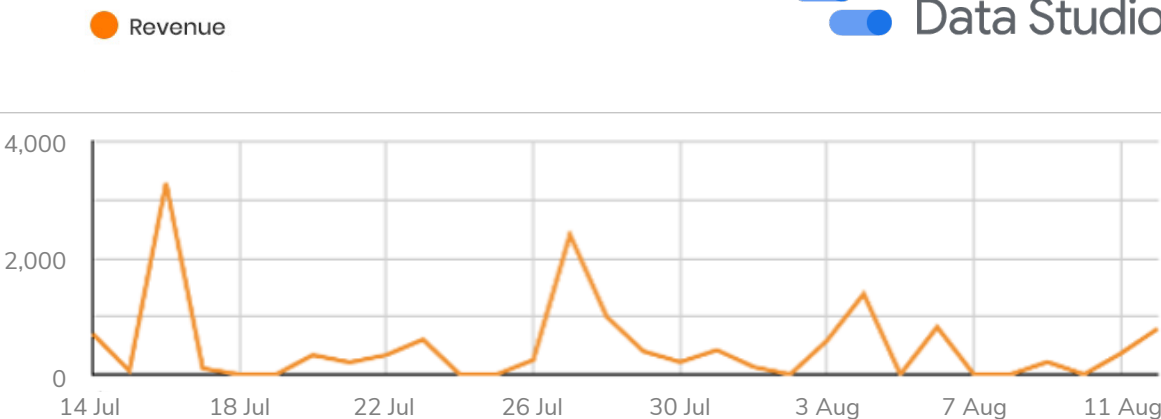
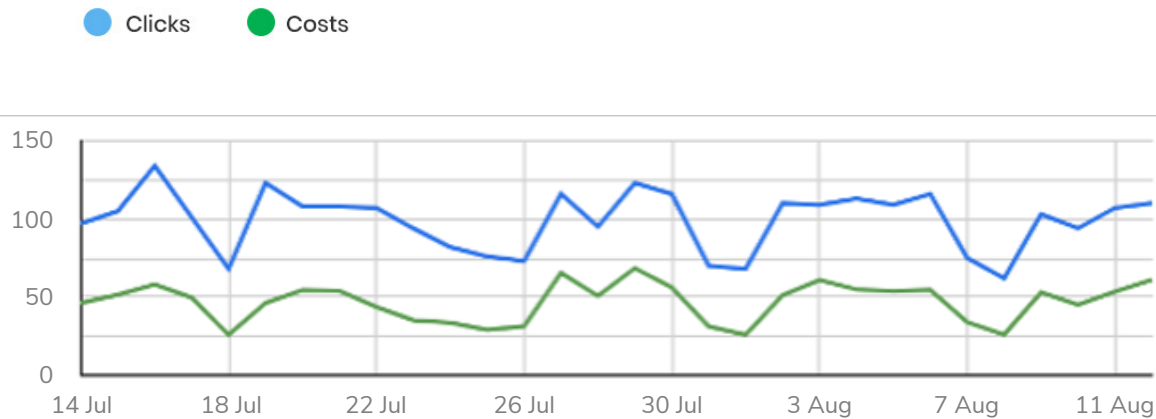
August 2022



 **ROAS 1,326%**

The amount of revenue your business earns for each dollar it spends on advertising

9th month of service



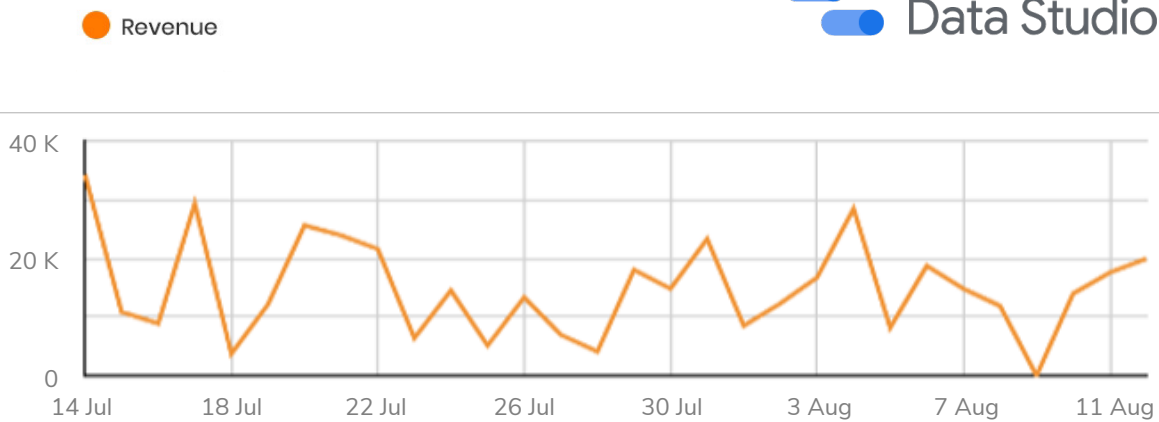
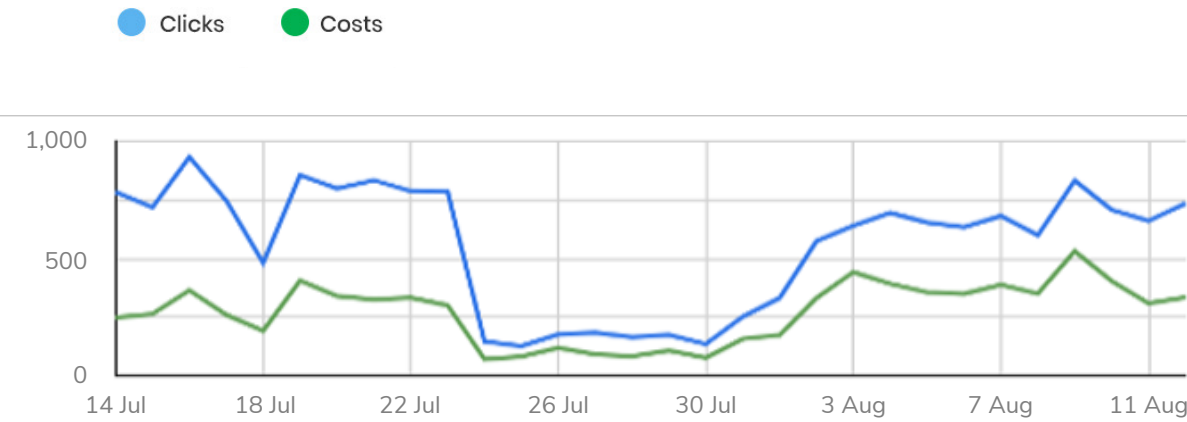
CLICKS 3.0 K	VIEWS 265.7 K	CPC \$ 0.46	COSTS \$ 1.37 K
-----------------	------------------	----------------	--------------------

TRANSACTIONS 43	AVERAGE ORDER VALUE \$ 414	REVENUE \$ 17,811	ROAS 1,326%
--------------------	----------------------------------	----------------------	----------------

 **ROAS 2,121%**
10th month of service

The amount of revenue your business earns for each dollar it spends on advertising

14 Jul 2022 - 12 Aug 2022 



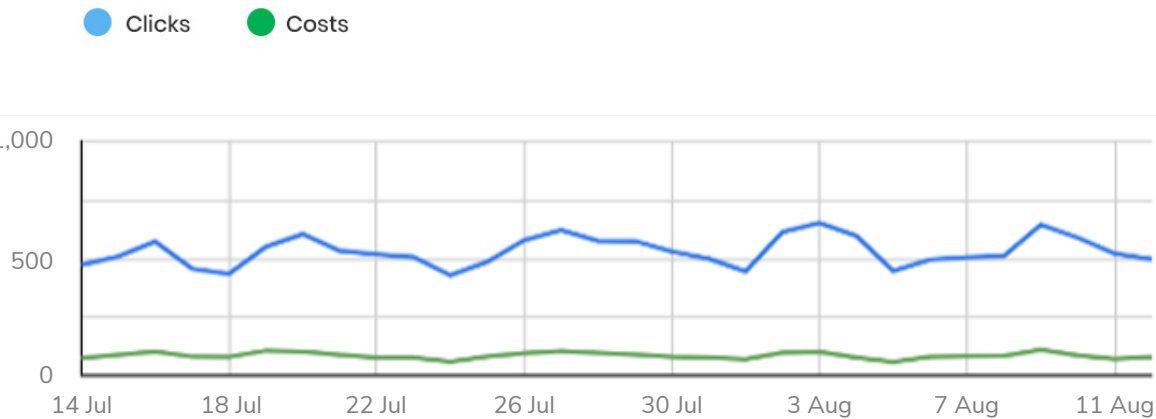
CLICKS 29.2 K	VIEWS 3.1 mln	CPC \$ 0.30	COSTS \$ 9.43 K
------------------	------------------	----------------	--------------------

TRANSACTIONS 51	AVERAGE ORDER VALUE \$ 3,921	REVENUE \$ 201,032	ROAS 2,121%
--------------------	---------------------------------	-----------------------	----------------

↑ ROAS 1,597%

The amount of revenue your business earns for each dollar it spends on advertising

12th month of service



CLICKS 117.3 K	VIEWS 8.5 mln	CPC \$ 0.18	COSTS \$ 21.14 K
-------------------	------------------	----------------	---------------------

14 Jul 2022 - 12 Aug 2022

Google Data Studio

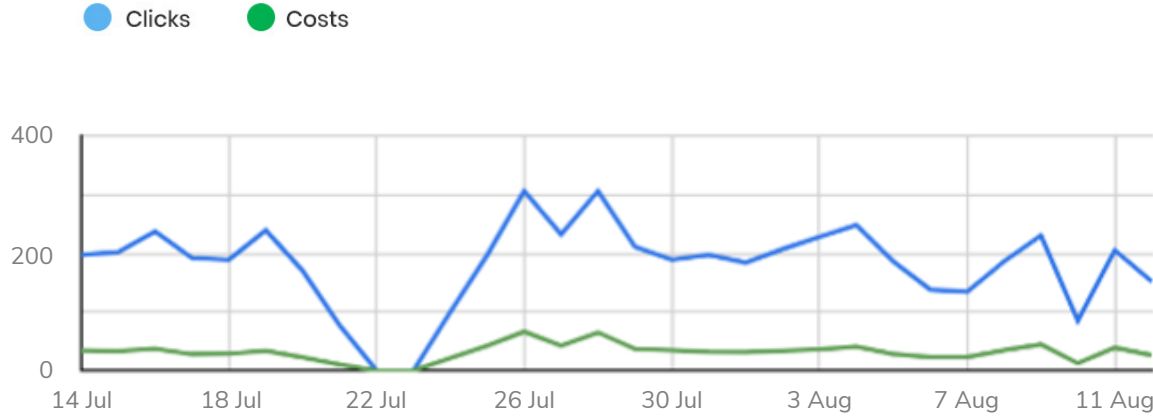


TRANSACTIONS 3,000	AVERAGE ORDER VALUE \$ 105	REVENUE \$ 337,530	ROAS 1,597%
-----------------------	-------------------------------	-----------------------	----------------

 **ROAS 836%**

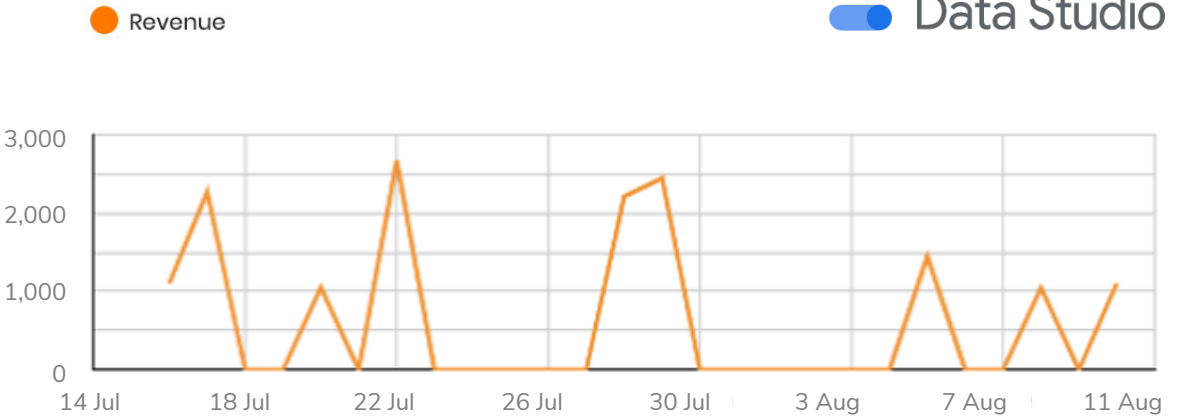
4th month of service

The amount of revenue your business earns for each dollar it spends on advertising



CLICKS 5.5 K	VIEWS 374.7 K	CPC \$ 0.19	COSTS \$ 1.02 K
-----------------	------------------	----------------	--------------------

14 Jul 2022 - 12 Aug 2022



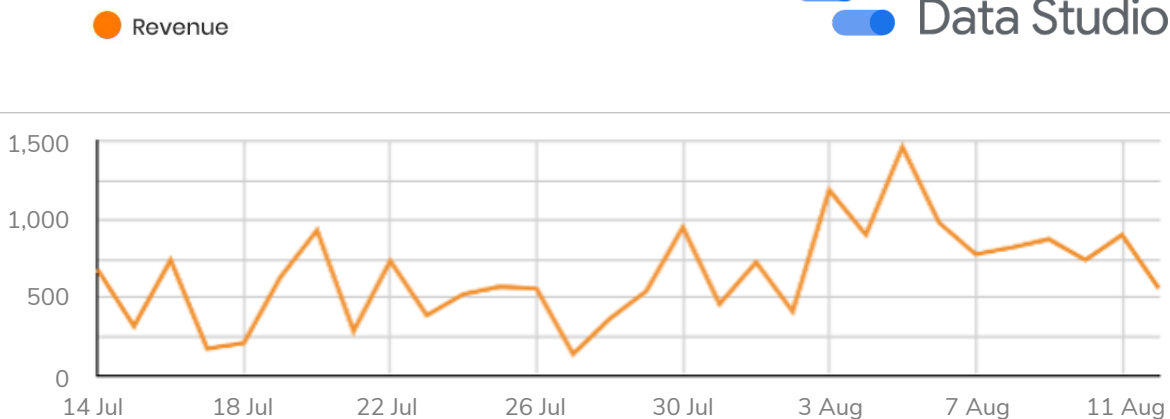
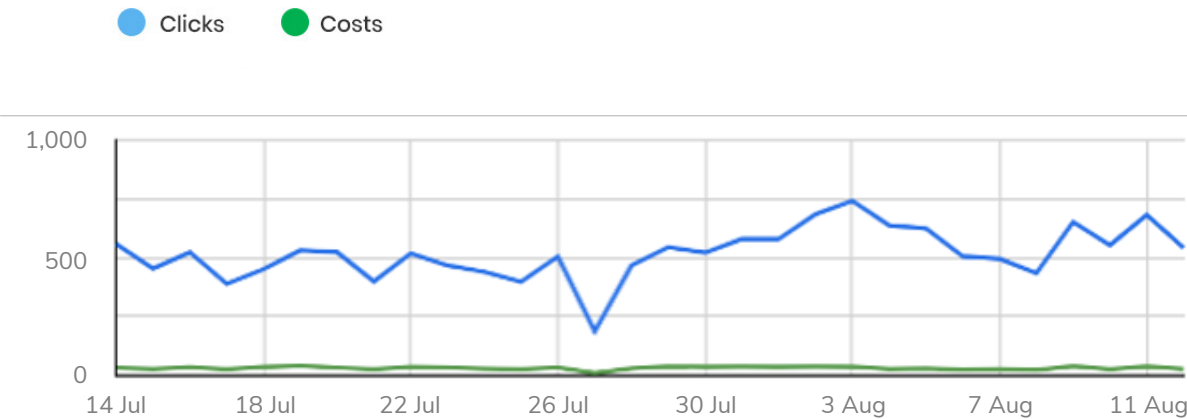
TRANSACTIONS 7	AVERAGE ORDER VALUE \$ 1,221	REVENUE \$ 8,545	ROAS 836%
-------------------	------------------------------------	---------------------	--------------

↑ **ROAS 1,649%**

The amount of revenue your business earns for each dollar it spends on advertising

2nd month of service

14 Jul 2022 - 12 Aug 2022



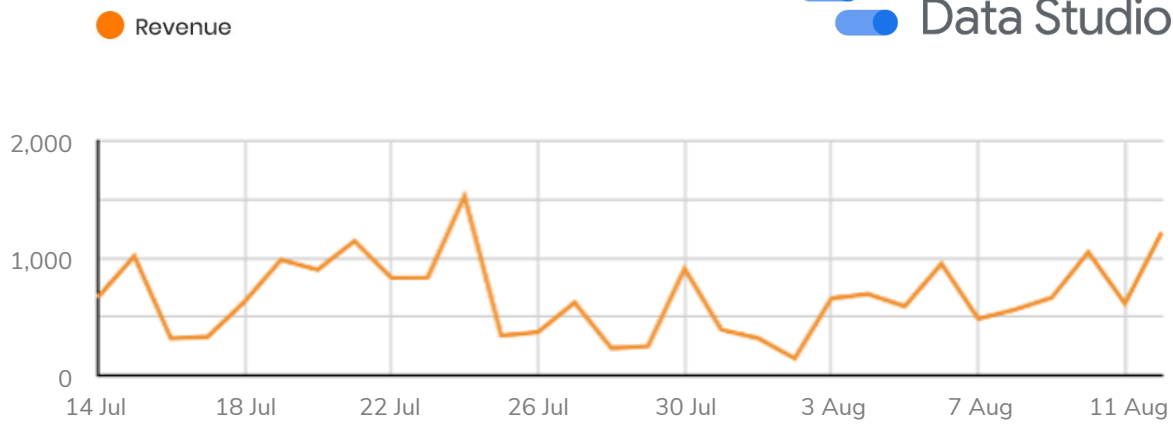
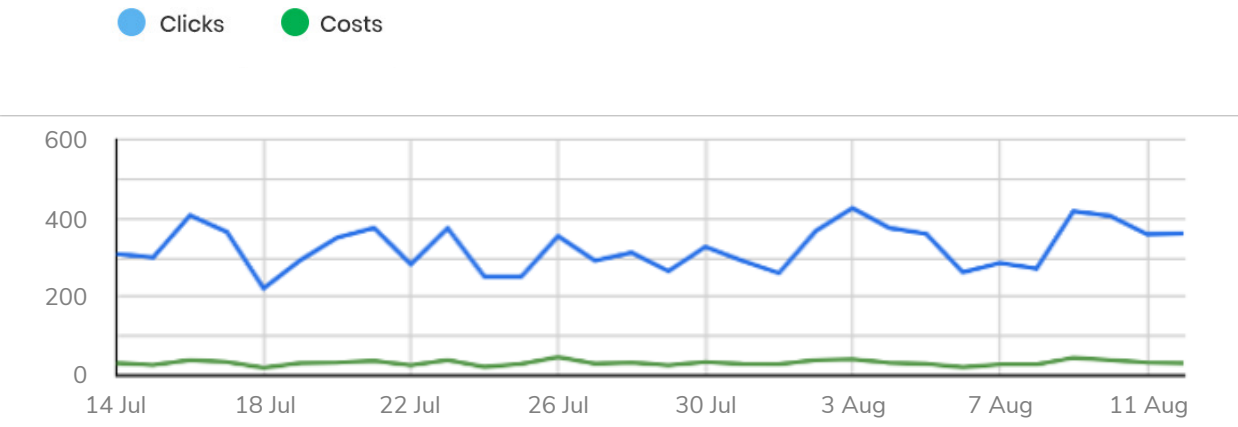
CLICKS 13.8 K	VIEWS 742.5 K	CPC \$ 0.07	COSTS \$ 1.01 K
------------------	------------------	----------------	--------------------

TRANSACTIONS 450	AVERAGE ORDER VALUE \$ 38	REVENUE \$ 16,942	ROAS 1,649%
---------------------	---------------------------------	----------------------	----------------

 **ROAS 2,049%**
7th month of service

The amount of revenue your business earns for each dollar it spends on advertising

14 Jul 2022 - 12 Aug 2022 



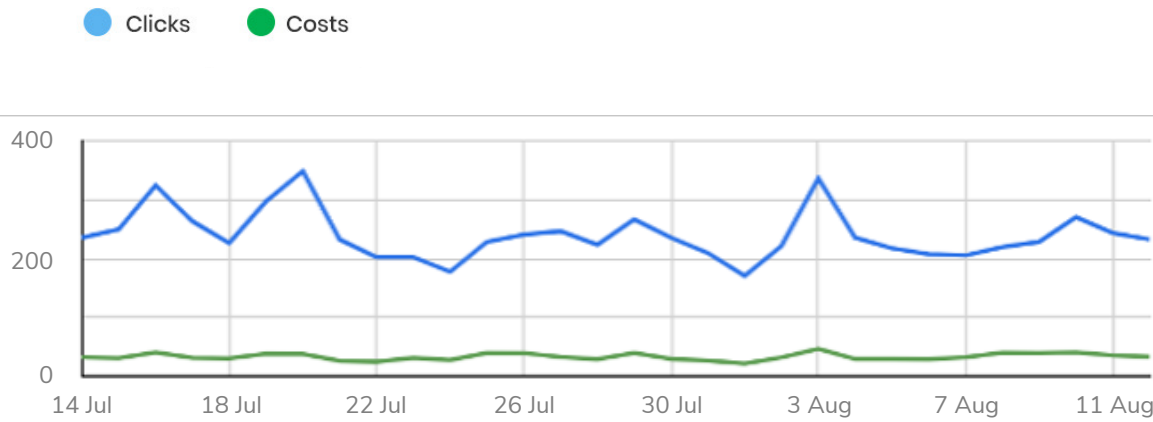
CLICKS 9.8 K	VIEWS 605.1 K	CPC \$ 0.10	COSTS \$ 1.02 K
-----------------	------------------	----------------	--------------------

TRANSACTIONS 244	AVERAGE ORDER VALUE \$ 86	REVENUE \$ 28,875	ROAS 2,049%
---------------------	------------------------------	----------------------	----------------

 **ROAS 1,445%**

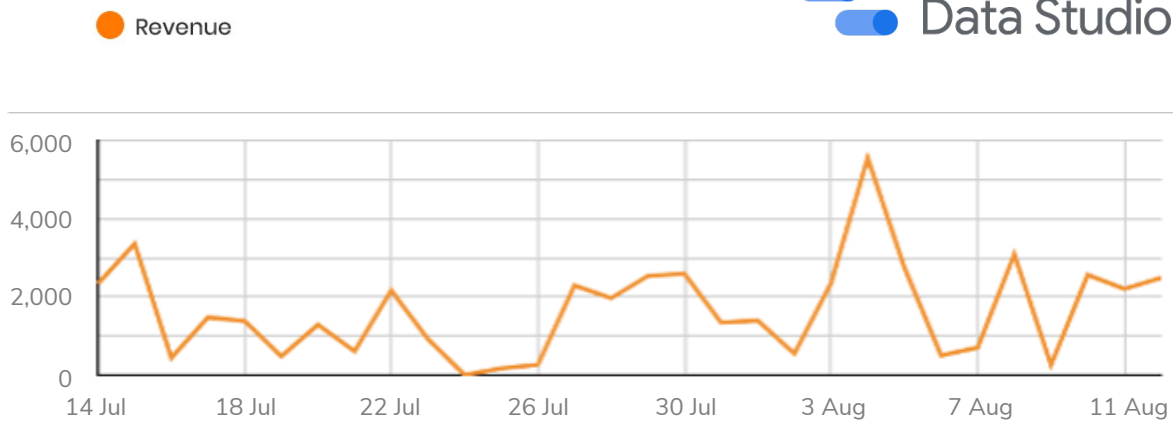
The amount of revenue your business earns for each dollar it spends on advertising

8th month of service



CLICKS 7.1 K	VIEWS 379.5 K	CPC \$ 0.14	COSTS \$ 989
-----------------	------------------	----------------	-----------------

14 Jul 2022 - 12 Aug 2022 

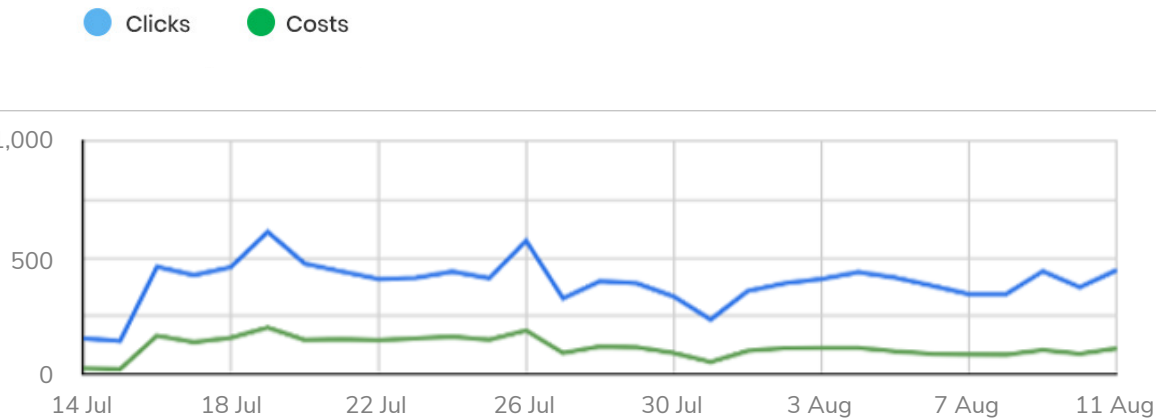


TRANSACTIONS 57	AVERAGE ORDER VALUE \$ 251	REVENUE \$ 14,300	ROAS 1,445%
--------------------	-------------------------------	----------------------	----------------

↑ ROAS 1,841%

The amount of revenue your business earns for each dollar it spends on advertising

6th month of service

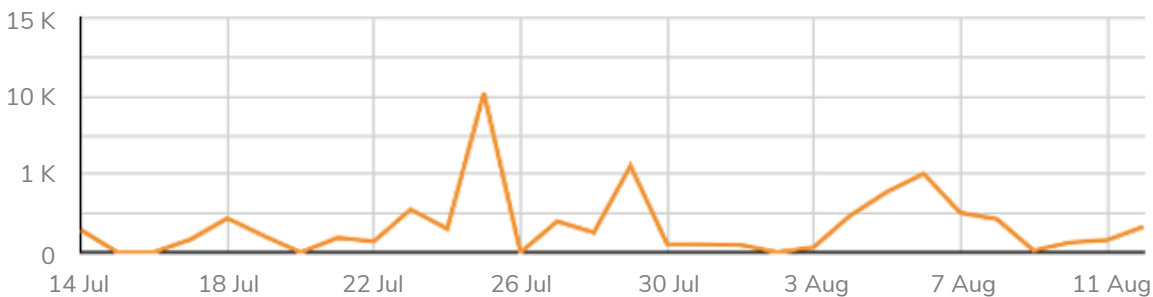


CLICKS 10.5 K	VIEWS 757.2 K	CPC \$ 0.29	COSTS \$ 3.04 K
------------------	------------------	----------------	--------------------

14 Jul 2022 - 12 Aug 2022

Google Data Studio

● Revenue

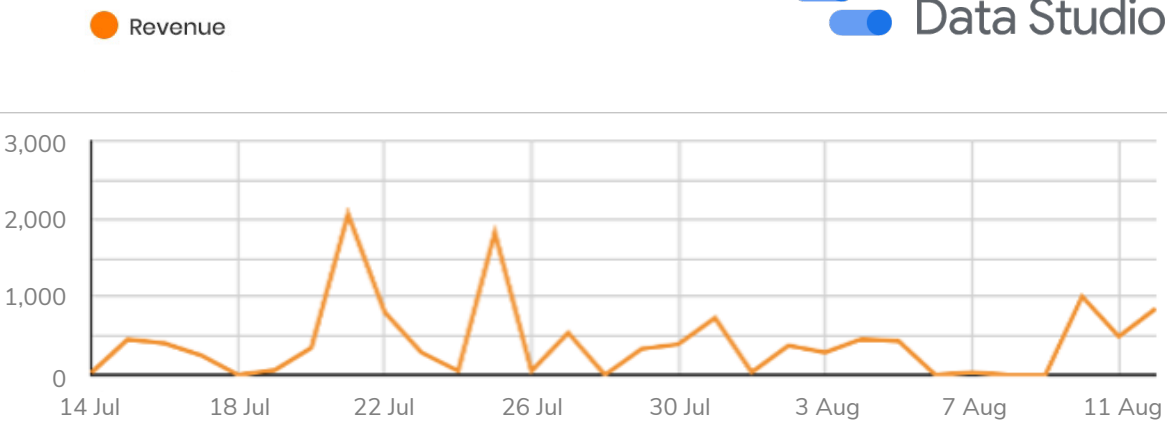
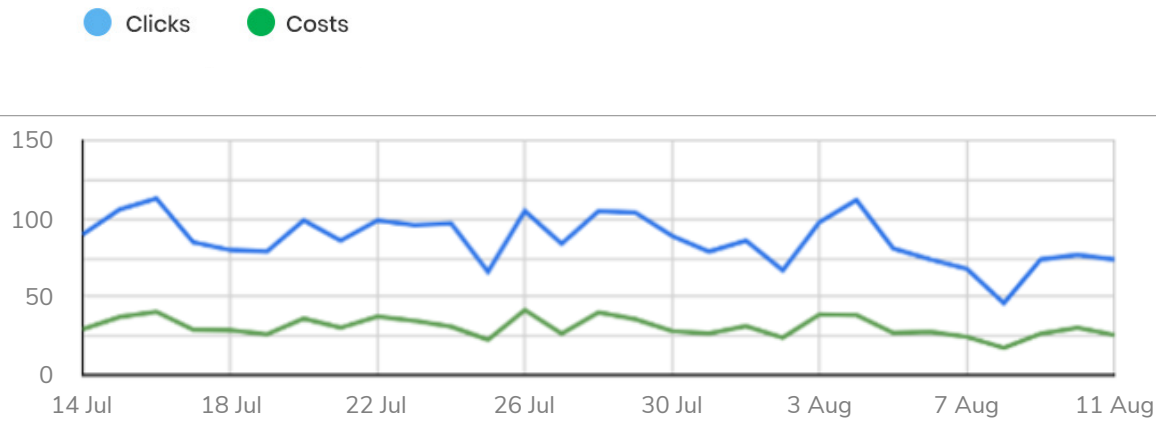


TRANSACTIONS 74	AVERAGE ORDER VALUE \$ 756	REVENUE \$ 55,958	ROAS 1,841%
--------------------	-------------------------------	----------------------	----------------

 **ROAS 1,325%**

The amount of revenue your business earns for each dollar it spends on advertising

10th month of service



14 Jul 2022 - 12 Aug 2022

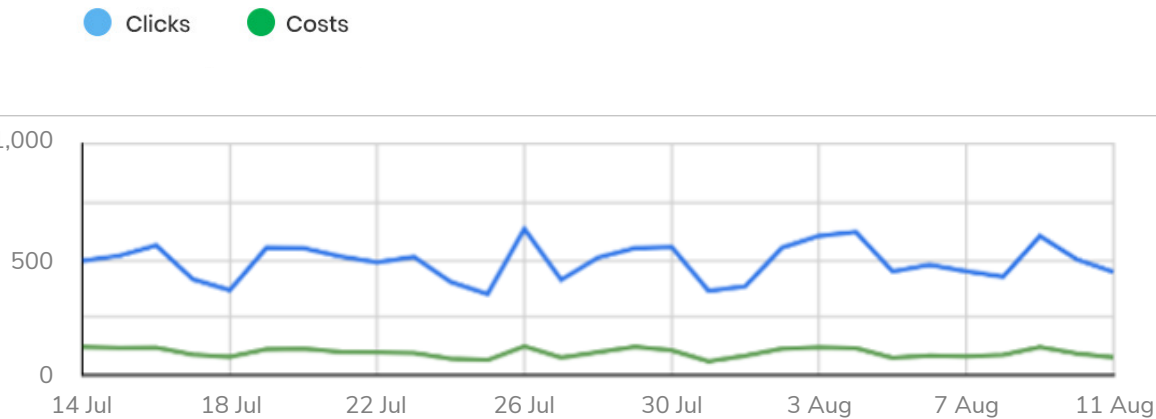


CLICKS 2.9 K	VIEWS 260.6 K	CPC \$ 0.35	COSTS \$ 1.01	TRANSACTIONS 82	AVERAGE ORDER VALUE \$ 163	REVENUE \$ 13,404	ROAS 1,325%
-----------------	------------------	----------------	------------------	--------------------	-------------------------------	----------------------	----------------

 **ROAS 1,336%**

The amount of revenue your business earns for each dollar it spends on advertising

10th month of service



CLICKS 16.7 K	VIEWS 1.0 mln	CPC \$ 0.19	COSTS \$ 3.11 K
------------------	------------------	----------------	--------------------

TRANSACTIONS 271	AVERAGE ORDER VALUE \$ 153	REVENUE \$ 41,549	ROAS 1,336%
---------------------	----------------------------------	----------------------	----------------



SEO SERVICES CLIENT RESULTS

August 2022



FASHION

START

August 2021

Number of Transactions



Value of the Transaction



Organic Traffic



- During our service, the number of transactions **increased by 381%** and their value: **by 486%**.
- Organic traffic on the site also increased **by over 200%**. Thanks to SEO services, the visibility of the website has increased significantly.

FASHION

START

August 2021

	NUMBER OF TRANSACTIONS	NUMBER OF SEO TRANSACTIONS	VALUE OF THE TRANSACTIONS	ORGANIC TRAFFIC	TOP 10	TOP 50	TOP 100
August 2021	5,199	553	\$ 586,754	6,271	125	1,707	2,854
June 2022	25,008	2,501	\$ 3,437,365	25,082	881	8,675	14,839
GROWTH	+381%	+352%	+486%	+206%	+605%	+408%	+300%

 **+400%**

The amount of UU during the campaign

INTERIOR EQUIPMENT

START X August 2021

START Y November 2021

Number of Transactions



Value of the Transaction



Organic Traffic



- During our service, the number of transactions for client 1 **increased by 147%** and for client 2 **by 376%**.
- The value of transactions with both clients also increased **by 146%** for client 1 and **1,303%** for client 2.
- From the last quarters of 2021, a continuous upward trend in transactions and visits to the website.

INTERIOR FIXTURES

START X

August 2021

SHOP X	NUMBER OF TRANSACTIONS	NUMBER OF SEO TRANSACTIONS	VALUE OF THE TRANSACTIONS	VALUE OF SEO TRANSACTIONS	ORGANIC TRAFFIC	TOP 10	TOP 50	TOP 100
August 2021	57	24	\$ 215,870	\$ 92,036	1,187	24	367	634
June 2022	141	50	\$ 531,161	\$ 168,366	2,484	217	1,143	1,901
GROWTH	+147%	+100%	+146%	+183%	+109%	+804%	+211%	+200%

Most popular phrases:

Venetian mirror, external door with extra bed, external door with extra beds, external door dimensions, door adjustment, door with additional bed, door with additional bed, door hinge adjustment, entrance door with additional bed

 +200%

The amount of UU during the campaign

INDOOR LIGHTING

START Y

November 2021

SHOP Y	NUMBER OF TRANSACTIONS	NUMBER OF SEO TRANSACTIONS	VALUE OF THE TRANSACTIONS	VALUE OF SEO TRANSACTIONS	ORGANIC TRAFFIC	TOP 10	TOP 50	TOP 100
November 2021	75	23	\$ 23,235	\$ 8,315	1,021	2	15	36
June 2022	357	101	\$ 326,041	\$ 93,689	1,477	79	1,239	2,387
GROWTH	+376%	+339%	+1,303%	+1,127%	+45%	+3,850%	+8,160%	+6,531%

Most popular phrases:

lamp, bubble lamp, bubbles lamp, gold tubes, art deco chandeliers, art deco chandelier, bird lamp, art deco wall lamp, art deco wall lamps

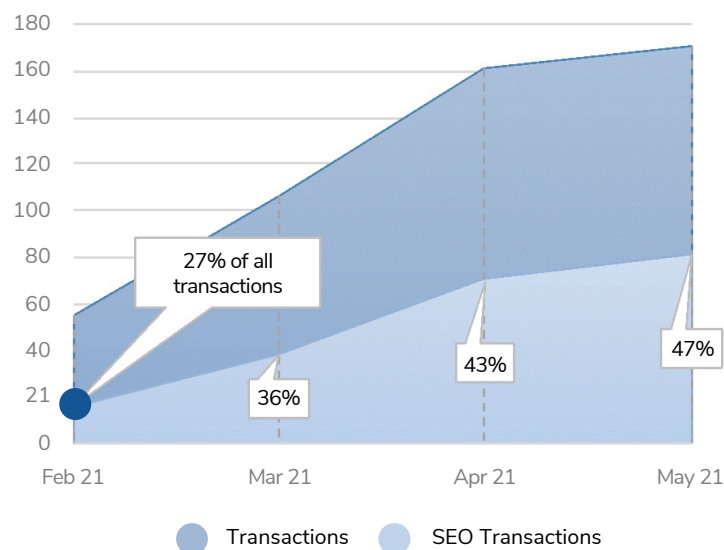
 **+150%** The amount of UU during the campaign

BEAUTY SERVICES

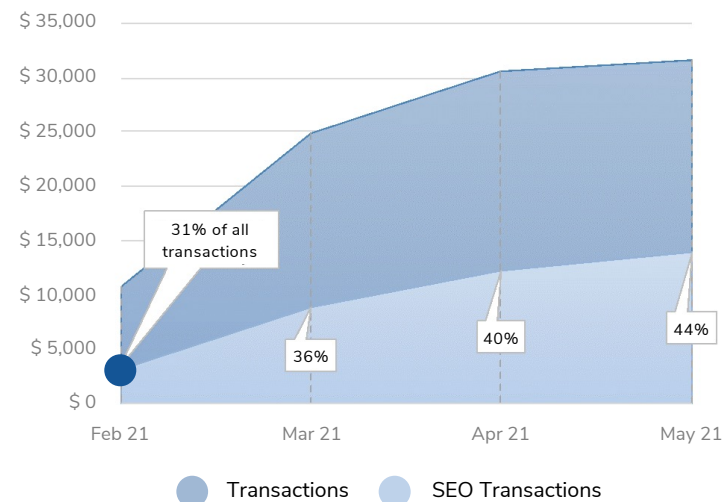
START

February 2022

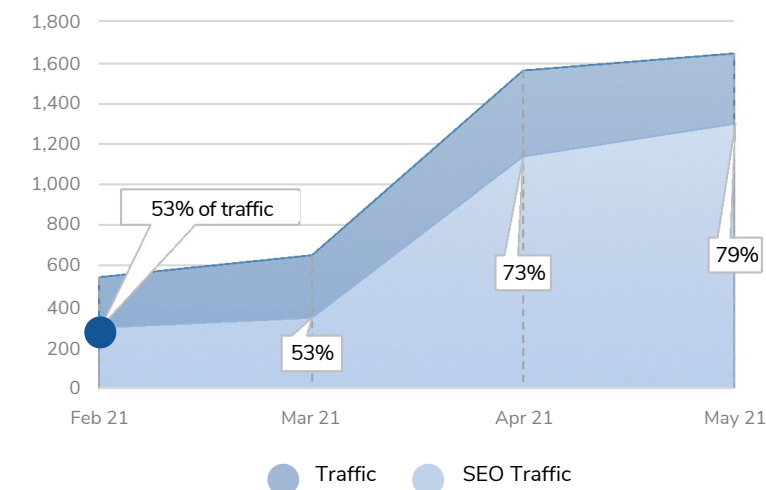
Number of Transactions



Value of the Transaction



Organic Traffic



- The high share of ecommerce store profits came largely from SEO services.
- The number of all transactions **increased by 211%** and their **value by 195%**.
- Organic traffic on the site **increased by 348%**.

BEAUTY SERVICES

START

February 2022

	NUMBER OF TRANSACTIONS	NUMBER OF SEO TRANSACTIONS	VALUE OF THE TRANSACTIONS	VALUE OF SEO TRANSACTIONS	ORGANIC TRAFFIC	TOP 10	TOP 50	TOP 100
February 2022	55	15	\$ 10,697	\$ 3,289	290	116	1,147	2,018
May 2022	171	81	\$ 31,526	\$ 13,963	1 299	129	1,300	2,319
GROWTH	+211%	+440%	+195%	+325%	+348%	+11%	+13%	+15%

Most popular phrases:

resistance kerastase, ghd, medavita, matrix biolage, biolage matrix, system professional, wella system professional, hh simonsen, eyebrow growth preparations, wellness shampoos

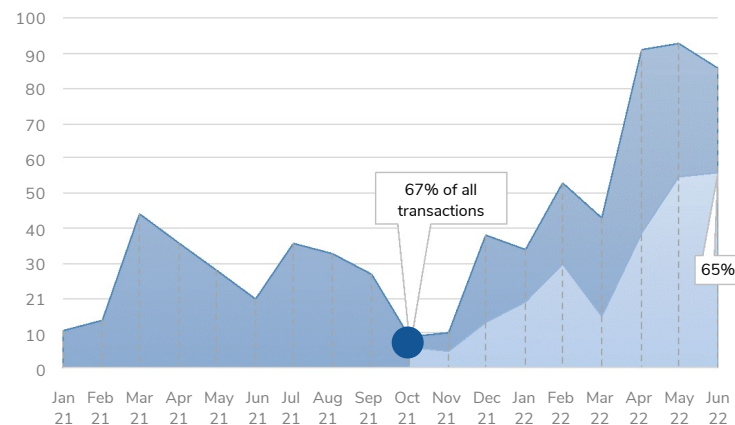
 **+400%** The amount of UU during the campaign

BUILDING ACCESSORIES

START

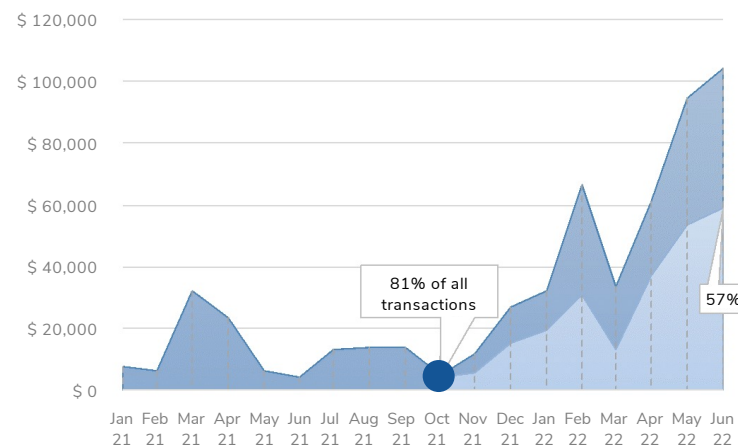
October 2021

Number of Transactions



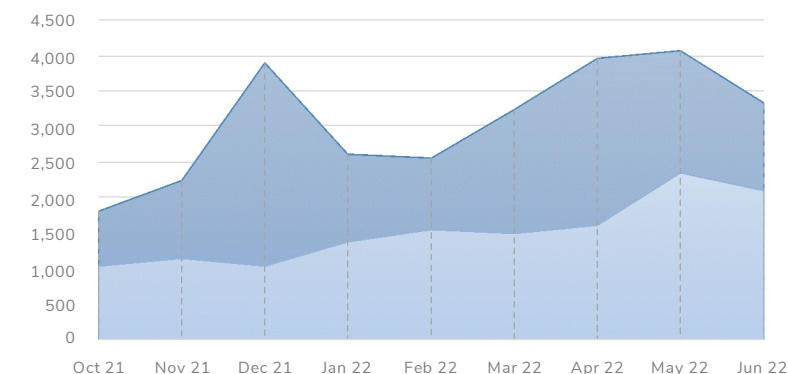
Transactions SEO Transactions

Value of the Transaction



Transactions SEO Transactions

Organic Traffic



Traffic SEO Traffic

- The high share of ecommerce store profits came largely from SEO services.
- There was a **dynamic increase** in the number of all transactions **by 856%** and their value **increased by 2,013%**.
- Organic traffic on the site has doubled, as has the visibility of the website.

BUILDING ACCESSORIES

START

October 2021

	NUMBER OF TRANSACTIONS	NUMBER OF SEO TRANSACTIONS	VALUE OF THE TRANSACTIONS	VALUE OF SEO TRANSACTIONS	ORGANIC TRAFFIC	TOP 10	TOP 50	TOP 100
October 2021	9	6	\$ 4,943	\$ 4,002	1,049	74	765	1,132
May 2022	86	56	\$ 104,450	\$ 59,158	2,109	173	1,486	2,260
GROWTH	+856%	+833%	+274%	+2,013%	+101%	+134%	+94%	+100%

Most popular phrases:

How to measure with calipers, nivel system, laser pro, laser hilti, hilti lasers, tools laser, laser tools, laser tool, laserliner, expansion pole

 +200%

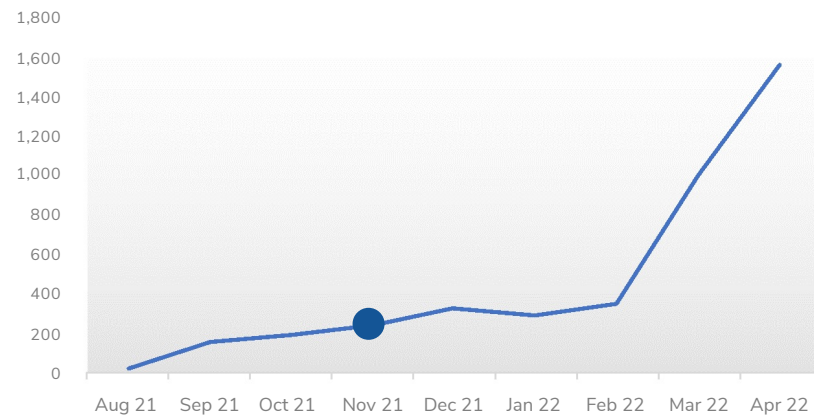
The amount of UU during the campaign

PET STORE

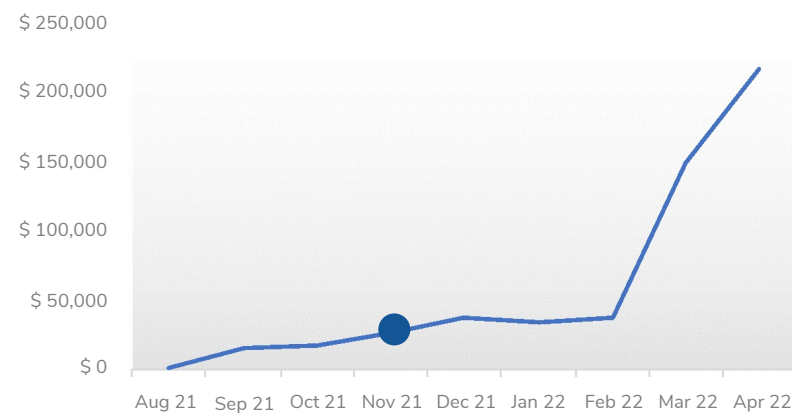
START

November 2021

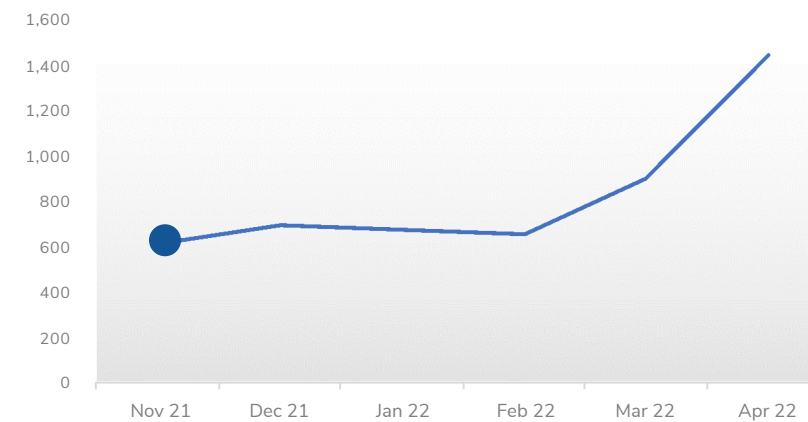
Number of Transactions



Value of the Transaction



Organic Traffic



- During our service, the number of transactions **increased by 532%**, and their **value by 702%**.
- Organic traffic on the site **increased by 137%**.
- The visible increases are continuous and dynamic from February 2022.

PET STORE

START

November 2021

	NUMBER OF TRANSACTIONS	NUMBER OF SEO TRANSACTIONS	VALUE OF THE TRANSACTIONS	VALUE OF SEO TRANSACTIONS	ORGANIC TRAFFIC	TOP 10	TOP 50	TOP 100
November 2021	247	21	\$ 26,796	\$ 2,714	606	40	2,929	5,468
April 2022	1,561	139	\$ 214,926	\$ 214,926	1,437	38	2,400	4,779
GROWTH	+532%	+595%	+702%	+555%	+137%	-5%*	-18%*	-13%*

* focusing on qualitative phrases

Most Popular Phrases

How to cool a dog, rabbit substrate, aquarium figurines, how to understand a dog, hamster substrate, degus toys, how to cool a dog in the heat

 +200%

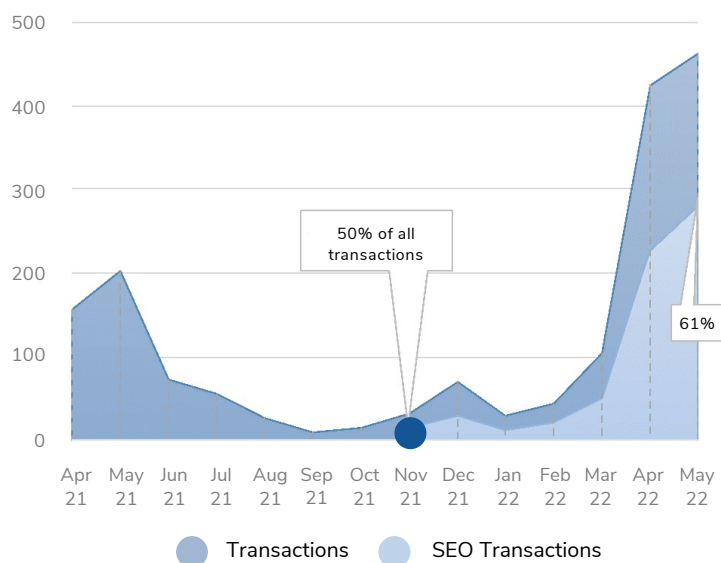
The amount of UU during the campaign

SCOOTERS

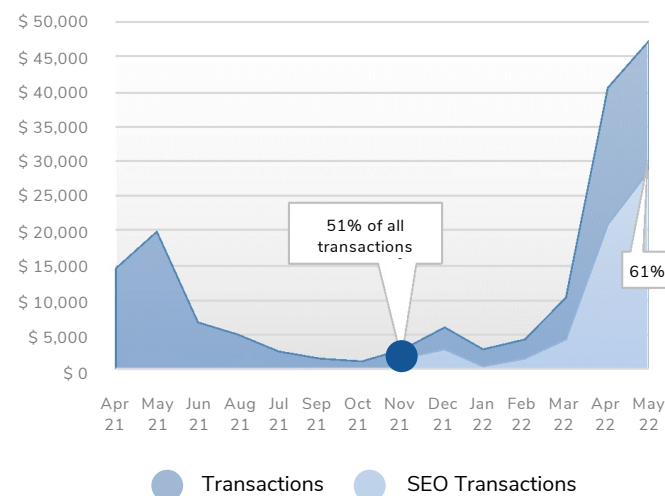
START

November 2021

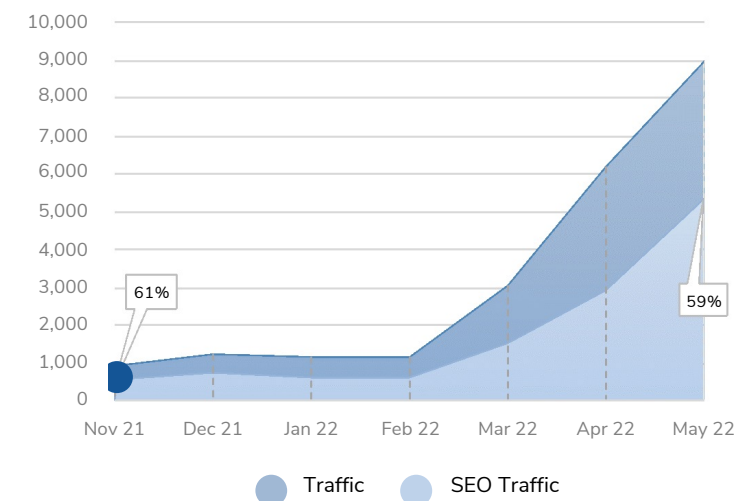
Number of Transactions



Value of the Transaction



Organic Traffic



- The high share of ecommerce store profits came from SEO services.
- There was a **dynamic increase** in the number of all transactions **by 1,344%** and their value **increased by 1,576%**.
- Organic traffic on the site increased eightfold.

SCOOTERS

START

November 2021

	NUMBER OF TRANSACTIONS	NUMBER OF SEO TRANSACTIONS	VALUE OF THE TRANSACTIONS	VALUE OF SEO TRANSACTIONS	ORGANIC TRAFFIC	TOP 10	TOP 50	TOP 100
November 2021	16	8	\$ 2,824	\$ 1,436	575	57	996	1,366
May 2022	231	141	\$ 47,342	\$ 28,690	5,316	104	1,353	1,844
GROWTH	+1,344%	+1,663%	+1,576%	+1,898%	+825%	+82%	+36%	+35%

Most popular phrases:

Raven Stunt Scooter, Raven Scooter, Roller Shop, Roller Shops, Raven Scooters, Raven Roller Skates, Roller Shop

 +900%

The amount of UU during the campaign

Grow your online sales today



We are happy to talk you through how we can use our services
to help you **grow your online sales**.



Call: 02 8520 2222

Netmove Australia

Level 23, 520 Oxford Street
Bondi Junction, NSW 2022

web: netmove.com.au
office@netmove.com.au

ABN: 32 648 029 976