

Search Ads

Designed for active individuals. Our sports duffel bag is suited for all active lifestyles

Ad • buhi.com • backpack • laptop
[Urban Eco Backpack | Backpack for Work & School](#)

Numerous backpacks that offers connivance, comfort and trend for work and school.

Ad • buhi.com • backpacks
[Versatile Backpacks | For work, travel, and outdoors](#)

Backpacks that offer functionality, durability, space, and organization for any occasion.

Ad • buhi.com •
[Urban City Bag | For young professionals](#)

Sleek and functional Eco messenger bag for urban city life

Ad • buhi.com •
[Urban Messenger Bag | For active urban activities](#)

Functional and versatile messenger bag for all active urban activities.

Ad • buhi.com •
[Urban Sport Duffel Bags](#)

Designed for active individuals. Our sports duffel bag is suited for all active lifestyles

Landing Page: American Dream Duffel Bag

Impressions
44,027

Clicks
1,838

Conversions
104

Revenue
4,160

Keyword	Sug. Bid	Bid	Impressions	Clicks	CTR	Conversions	Bid Quality	Ad Relevance	Page Relevance
travel bags for women	\$0.96	\$1.21	2703	124	4.59%	8	★	★	★
women's travel duffel bags	\$1.19	\$1.39	2697	118	4.38%	4	★	★	★
travel duffel bags	\$1.12	\$1.36	2675	106	3.96%	3	★	★	★
travel bags for men	\$1.05	\$1.16	2738	109	3.98%	12	★	★	★

★

 Excellent

✓

 Good

—

 Fair

Shopping Ad Results

Introduction to Shopping Ads: Results

🔄 Reload Score

Overall

Budget Allocated:
\$14,850

Budget Spent:
\$8,230.22

Revenue:
\$24,445

Search

Budget Allocated:
\$4,500

Budget Spent:
\$4,498.22

Revenue:
\$9,830

Shopping

Budget Allocated:
\$10,350

Budget Spent:
\$3,732

Revenue:
\$14,615

Search Ads

Budget Allocated

Total
\$4,500

Budget Spent

Total
\$4,498.22

Revenue

Total
\$9,830

Shopping Ad Optimization: Results

Reload Scores

- Optimize your landing pages for conversions
- Use all \$24,000 of your budget across all campaign types

These high level insights are intended to help you quickly see if the campaigns were or were not successful. The information is provided to aid in the learning process. *Remember: Further analysis and editing of keywords, ads, ad groups, and campaigns can be performed via the left side navigation in the next round.*

Shopping ad campaign results walkthrough video

Overall	Search	Shopping
Budget Allocated: \$24,000	Budget Allocated: \$16,500	Budget Allocated: \$7,500
Budget Spent: \$20,253.05	Budget Spent: \$16,499.05	Budget Spent: \$3,754
Revenue: \$48,130	Revenue: \$33,010	Revenue: \$15,120

Search Ad Optimization Results

Search Ad Optimization: Results

Reload Scores

Search ad campaign results walkthrough video




Overall	Search
Budget Allocated: \$4,500	Budget Allocated: \$4,500
Budget Spent: \$4,498.06	Budget Spent: \$4,498.06
Revenue: \$10,290	Revenue: \$10,290

Search Ads

Budget Allocated	Budget Spent	Revenue
Total \$4,500	Total \$4,498.06	Total \$10,290

Campaign Optimization

Campaign Optimization: Results

 Overall	 Search	 Shopping
<div>Budget Allocated: \$36,000</div> <div>Budget Spent: \$30,236.43</div> <div>Revenue: \$73,440</div>	<div>Budget Allocated: \$22,800</div> <div>Budget Spent: \$22,570.47</div> <div>Revenue: \$44,880</div>	<div>Budget Allocated: \$13,200</div> <div>Budget Spent: \$7,665.96</div> <div>Revenue: \$28,560</div>