

Welcome to Fine Folk Pizza & Restaurant

Two-time CAPUTO CUP Champs for Best Non-Traditional Pizza in the USA

Fine Folk Pizza 30 -Day PPC Report & Recommendations

March, 2024

30-Day Performance Metrics - Search

Daily Budget: \$30 Spend: \$293.85 - (Unchanged)

Spend: \$398.00 - (Unchanged from February)

Impressions: 2,232 - (Increase from 1,633 in February)

Clicks: 873 - (Increase from 723 in February)

CTR: 40.46% - (Decrease from 44.44% in February)

Avg. CPC: \$0.43 - (Unchanged)

Conversions: 96 - (Increase from 91 from February)

Conversion Rate: 12.775% - (Unchanged from February)

Phone calls: 154 - (Increase from 128 in February)

30-Day Performance Metrics - PMAX (Smart Campaign)

Daily Budget: \$15 - (Unchanged)

Spend: \$392.64 - (Increase from \$367.28 in February)

Impressions: 293,547 - (Decrease from 414,223 in February)

Clicks: 831 - (Increase from 1,056 in February)

CTR: 0.28% - (Unchanged from February)

Definitions:

Impressions - An impression is counted each time your ad is shown on a search result page or other sites on the Google Network.

Clicks - When someone clicks your ad, like on the blue headline or phone number of a text ad, Google Ads counts that as a click. Clicks can help you understand how well your ad appeals to people who see it. ... Relevant, highly-targeted ads are more likely to receive clicks.

CTR (Click Thru Rate) - CTR is the number of clicks your ad receives divided by the number of times your ad is shown

Avg. CPC - The average amount that you've been charged for a click on your ad.

Conversions - An action that's counted when someone interacts with your ad or free product listing (for example, clicks a text ad or views a video ad) and then takes an action that you've defined as valuable to your business, such as a call to your business from a mobile phone.

Avg. CPC: \$.04 - (Unchanged from February)

Conversions: 409 - (Unchanged from February)

Phone calls: 1 - (Unchanged from February)

Conversion Rate: 2.59% - (Significant decrease from 11.54% in February)

Observations:

The Search Campaigns remain “dialed in” and operating at optimal levels..

Fine Folk Search ads continue to compete aggressively with their main competition, Dominos, in Impression share (19.17% - Increase from 17.95% in February) and Absolute Top of Page Rate (97.02% - Increase from 90.17% in January). (Search absolute top impression rate is the percent of your impressions that are shown as the very first ad above the organic search results.

There's still enough budget to keep the Search ads running during normal business hours which generates meaningful Impressions and a CTR that remains 4X higher than the industry standard of 8.0%

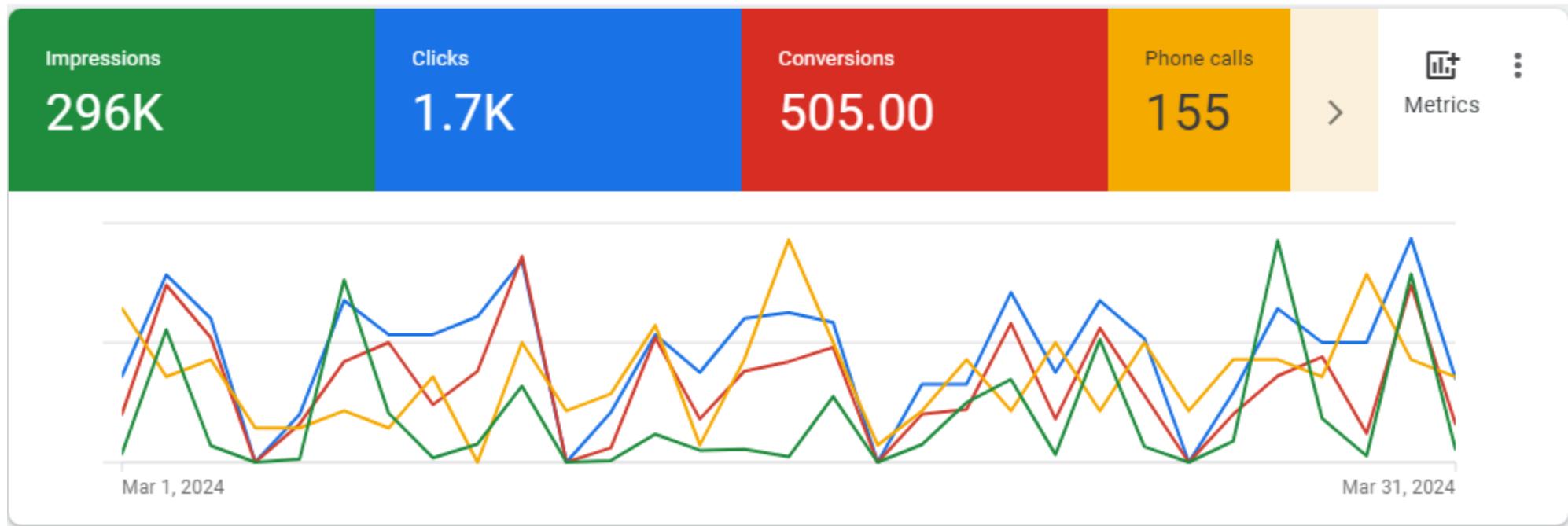
Recommendation:

Continue to let the Search campaigns run as-is. The current budgets appear to be sufficient to run the campaigns during the desired times without depleting.

Consider increasing the Pmax Daily Budget back to \$25 and track the metrics to see if numbers improve back to January levels.

The PMax Campaign is running out of money most days. Consider raising the current budget to \$30.00, up from \$15.00.

General account overview:



Top Performing Keywords - Fine Folk:

●	Keyword	Match type	Campaign	Ad group	Status	Impr.	↓ Interac	Interaction rate	Avg. cost	Conversions	Phone calls
	: Keywords in your cu...	②				2,187	851 clicks	38.91%	\$0.46	95.00	151
●	fine folk pizza	Broad match	Pizza Deals	Specials & Coupons	Eligible	750	427 clicks	56.93%	\$0.35	47.00	69
●	pizza near me	Broad match	Pizza Deals	Specials & Coupons	Eligible	543	118 clicks	21.73%	\$0.82	22.00	33
●	pizzeria	Broad match	Pizza Deals	Specials & Coupons	Eligible	177	59 clicks	33.33%	\$0.58	3.00	7
●	fine folk pizza	Broad match	Traditiona	Ad group 1	Eligible	114	49 clicks	42.98%	\$0.27	3.00	9
●	finefolk pizza	Broad match	Pizza Deals	Lunch Specials	Eligible	58	32 clicks	55.17%	\$0.25	4.00	5
●	fine folks	Broad match	Pizza Deals	Lunch Specials	Eligible	55	29 clicks	52.73%	\$0.88	3.00	6
●	pizza	Broad match	Traditiona	Ad group 1	Eligible	161	28 clicks	17.39%	\$0.73	4.00	10
●	fine folk pizza menu	Broad match	Pizza Deals	Lunch Specials	Eligible	62	24 clicks	38.71%	\$0.28	2.00	2
●	pizza places near me	Broad match	Pizza Deals	Lunch Specials	Eligible (Limited) Rarely shown (low Quality Score)	91	17 clicks	18.68%	\$0.28	0.00	1
●	fine folk pizza fort myers	Broad match	Pizza Deals	Lunch Specials	Eligible	45	17 clicks	37.78%	\$0.36	0.00	0
●	fine folk pizza menu	Broad match	Traditiona	Ad group 1	Eligible	33	17 clicks	51.52%	\$0.13	3.00	3

Top Performing Ads - Fine Folks:

● Pizza Deals > ● Specials & Coupons

Earn Fine Folk Pizza Points | Sign Up & Receive 100 Points | 200 Birthday Pizza Points
[Ad] finefolkpizza.com/pizza_deals/and_specials

Earn Pizza Reward Points. Join Our Customer Loyalty Program And Earn Free Pizza. Eat At Fine Folk. Our Family Fun Place Was Featured On America's Funniest Home Videos.

Pizza Shop Menu

Vegan & Gluten Free

Drop Off Catering

Ad	Status	Impressions	Clicks ▾	CTR ▾
● Enabled	Eligible	1,595	648	40.63%

● Pizza Deals > ● Lunch Specials

Daily Pizza Lunch Deals | Weekly Pizza Lunch Specials | Become A Pizza Club Member
[Ad] finefolkpizza.com/lunch_deals/and_specials

Pizza Lunch Specials Every Day. Join Our Customer Loyalty Program And Earn Free Pizza. Eat At Fine Folk. Our Family Fun Place Was Featured On America's Funniest Home Videos.

Pizza Shop Menu

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Drop Off Catering

Ad	Status	Impressions	Clicks ▾	CTR ▾
● Enabled	Eligible	323	128	39.63%

● Traditional > ● Ad group 1

Traditional Cheese Pizza | Pepperoni Pizza | New York Style Pizza
[Ad] finefolkpizza.com/traditional/pizza

Eat At Fine Folk. Our Family Fun Place Was Featured On America's Funniest Home Videos. Take Out, Free Delivery. Pizza Parties, Pizza Kits, Pizza Contests. Best Pizza In Town.

Take Out · Order Now · Free Delivery · We Cater
Types: Open For Lunch & Dinner, Wedding Caterin...

Ad	Status	Impressions	Clicks ▾	CTR ▾
● Enabled	Eligible	314	97	30.89%

Locations Detail:

Targeted location	Campaign	Impr.	Interactions	Interaction rate	↓ Conversi	Conv. rate	Avg. cost
33905, Florida, United Sta...	PMax: Map Ad	56,062	4,413 clicks, engagements	7.87%	117.00	2.65%	\$0.02
33916, Florida, United Sta...	PMax: Map Ad	21,431	3,456 clicks, engagements	16.13%	82.00	2.37%	\$0.02
7.0 mi around 11300 Lindbergh Blvd, Fort Myers, FL	PMax: Map Ad	88,824	2,342 clicks, engagements	2.64%	67.00	2.82%	\$0.03
33913, Florida, United Sta...	PMax: Map Ad	94,515	2,213 clicks, engagements	2.34%	66.00	2.89%	\$0.03
Fort Myers, Florida, Unite...	Pizza Deals	1,188	468 clicks	39.39%	53.00	11.32%	\$0.47
33973, Florida, United Sta...	PMax: Map Ad	12,557	1,493 clicks, engagements	11.89%	31.00	2.08%	\$0.02
33976, Florida, United Sta...	PMax: Map Ad	3,503	1,120 clicks, engagements	31.97%	23.00	2.05%	\$0.02
33971, Florida, United Sta...	PMax: Map Ad	5,215	458 clicks, engagements	8.78%	18.00	3.93%	\$0.02
Gateway, Florida, United S...	Pizza Deals	274	123 clicks	44.89%	16.00	13.01%	\$0.42
Fort Myers, Florida, Unite...	Traditional	241	69 clicks	28.63%	9.00	13.04%	\$0.47
33966, Florida, United Sta...	PMax: Map Ad	11,440	202 clicks, engagements	1.77%	5.00	2.48%	\$0.04
Lehigh Acres, Florida, Unit...	Pizza Deals	59	26 clicks	44.07%	5.00	19.23%	\$0.27
33916, Florida, United Sta...	Pizza Deals	59	31 clicks	52.54%	3.00	9.68%	\$0.73
33976, Florida, United Sta...	Pizza Deals	55	21 clicks	38.18%	3.00	14.29%	\$0.48
33973, Florida, United Sta...	Pizza Deals	68	26 clicks	38.24%	2.00	7.69%	\$0.32

Smart campaign overview:

