

Performance statistics some of our clients Product campaigns created via [www.BlueWinston.com](http://www.BlueWinston.com) - an innovative product ads tool for Google search



[www.knihyprekazdeho.sk](http://www.knihyprekazdeho.sk)

Segment: books

Number of product campaigns: 9

Number of eligible products with eligible keywords: **5881** (48% of total products)

Total number of products in campaigns: 12279

Eligible keywords vs. total keywords: **25285** / 182073

CTR (%)	Avg. position	Avg. cost per click	Avg. Cost / Conv.	Conv. rate	ROI (%)
3.72 %	1.9	0.11 EUR	5.13 EUR	2.17 %	+27.4 %



[www.sugarandcotton.com](http://www.sugarandcotton.com)

Segment: cute clothing & accessories for cute people

Number of product campaigns: 1

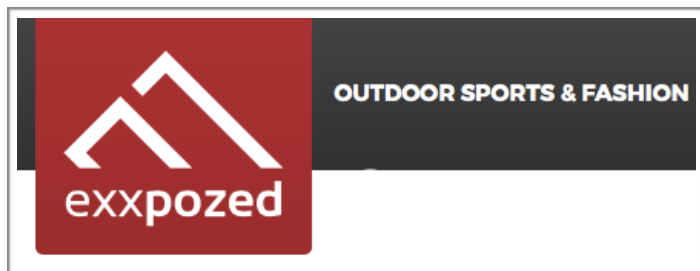
Number of DSA-P campaigns: 1

Number of eligible products with eligible keywords: **77** (47% of total products)

Total number of products in campaigns: 163 (targeted with DSA-P campaigns)

Eligible keywords vs. total keywords: **212** / 542

CTR (%)	Avg. position	Avg. cost per click	Avg. Cost / Conv.	Conv. rate	ROI (%)
4.63 %	1.9	0.78 USD	9.32 USD	8.35 %	+109.1 %



[www.exxpozed.de](http://www.exxpozed.de) (.com in creating process...)

Segment: outdoor sports, fashion and accessories / equipment

Number of product campaigns: 8

Number of product-group campaigns: 8

Number of DSA-P campaigns: 6

Number of eligible products with eligible keywords: **5881** (48% of total products)

Total number of products in campaigns: 12279 (targeted with product-group & DSA-P campaigns)

Eligible keywords vs. total keywords: **101398** / 155433

CTR (%)	Avg. position	Avg. cost per click	Avg. Cost / Conv.	Conv. rate	ROI (%)
2.78 %	2.2	0.32 EUR	12.99 EUR	2.43 %	<b>+38.1 %</b>



[www.pneumatiky.sk](http://www.pneumatiky.sk)

Segment: tires and wheels

Number of product campaigns: 6

Number of product-group campaigns: 11

Number of DSA-P campaigns: 1 (targeted on 2394 products)

Number of eligible products with eligible keywords: **8066** (37% of total products)

Total number of products in campaigns: 21834 (targeted with product-group campaigns)

Eligible keywords vs. total keywords: **212** / 542

CTR (%)	Avg. position	Avg. cost per click	Avg. Cost / Conv.	Conv. rate	ROI (%)
16.74 %	2.4	0.18 EUR	14.63 EUR	3.72 %	<b>+46 %</b>



[www.lacne-batterie.eu](http://www.lacne-batterie.eu)

Segment: batteries for notebooks & AC adapters

Number of product campaigns: 25

Number of DSA-P campaigns: 1 (targeted on 147 products)

Number of eligible products with eligible keywords: **1313** (19% of total products)

Total number of products in campaigns: 6866

Eligible keywords vs. total keywords: **3364** / 104225

CTR (%)	Avg. position	Avg. cost per click	Avg. Cost / Conv.	Conv. rate	ROI (%)
19.46 %	1.0	0.24 EUR	3.74 EUR	4.45 %	<b>+22.4 %</b>



[www.mallofdesign.se](http://www.mallofdesign.se)

Segment: design furniture and accessories

Number of product campaigns: 10

Number of DSA-P campaigns: 4 (targeted on 26356 products)

Number of eligible products with eligible keywords: **2395** (6% of total products)

Total number of products in campaigns: 46074 (targeted with DSA-P campaigns)

Eligible keywords vs. total keywords: **6470** / 397864

CTR (%)	Avg. position	Avg. cost per click	Avg. Cost / Conv.	Conv. rate	ROI (%)
4.32 %	2.2	0.33 EUR	1.78 EUR	27.38 %	<b>+96.8 %</b>



[www.aminoz.com.au](http://www.aminoz.com.au)

Segment: Bodybuilding, Fitness & Health supplements

Number of product campaigns: 8

Number of product-group campaigns: 10

Number of DSA-P campaigns: 4 (targeted on 5029 products)

Eligible products with eligible keywords: **3620** (40% of total products)

Total number of products in campaigns: 8982

(targeted with product-group campaigns & DSA-P campaigns)

Eligible keywords vs. total keywords: **6470** / 397864

CTR (%)	Avg. position	Avg. cost per click	Avg. Cost / Conv.	Conv. rate	ROI (%)
2.13 %	2.8	0.78 EUR	27.3 EUR	2.29 %	<b>+12.2%</b>

#### Product performance campaigns

CTR (%)	Avg. position	Avg. cost per click	Avg. Cost / Conv.	Conv. rate	ROI (%)
3.08 %	2.5	0.8 EUR	32.9 EUR	2.46 %	<b>+4.4 %</b>

#### Product-Group performance campaigns

CTR (%)	Avg. position	Avg. cost per click	Avg. Cost / Conv.	Conv. rate	ROI (%)
1.85 %	2.8	0.63 EUR	29.4 EUR	2.13 %	<b>+10.2 %</b>

#### DSA-P performance campaigns

CTR (%)	Avg. position	Avg. cost per click	Avg. Cost / Conv.	Conv. rate	ROI (%)
2.96 %	2.7	0.78 EUR	33.1 EUR	2.04 %	<b>+7.9 %</b>