

Performance summary

Metric	This period	Previous period	Change
Ad spend	18,420.55	17,105.10	+7.7%
Ad revenue	91,310.20	79,655.40	+14.6%
Impressions	1,843,210	1,702,455	+8.3%
Clicks	21,987	20,410	+7.7%
Orders	2,874	2,499	+15.0%
ACoS %	20.17	21.47	-1.30 pts
ROAS	4.96	4.66	+0.30 pts
CTR %	1.19	1.20	-0.01 pts
CPC	0.84	0.84	+0.00 pts
Conversion rate %	13.07	12.24	+0.83 pts

Campaign performance

Campaign	Spend	Sales	ACoS %	Impressions	Clicks	CTR %
SP Kaffeemühle Exact	5,210.40	31,480.90	16.55	402,115	6,120	1.52
SP Kaffeemühle Auto	3,388.15	14,102.75	24.02	512,330	4,410	0.86
SP Milchaufschäumer Phrase	2,975.60	15,220.10	19.55	288,940	3,605	1.25
SB Brand Video	2,410.00	11,890.30	20.27	301,270	3,180	1.06
SP Entkalker Broad	2,190.25	8,610.45	25.44	197,530	2,512	1.27
SD Retargeting Views	1,260.70	6,410.20	19.67	98,640	1,270	1.29
SP Zubehör Product targets	985.45	3,595.50	27.41	42,385	890	2.10

Search terms

Search term	Match	Spend	Sales	Clicks	Units	Converted
elektrische kaffeemühle	EXACT	1,840.20	12,904.50	2,011	241	Yes
kaffeemühle kegemahlwerk	PHRASE	1,122.35	6,980.10	1,290	131	Yes
milchaufschäumer elektrisch	PHRASE	910.80	4,720.60	1,104	92	Yes
espresso mühle	BROAD	604.15	2,310.40	802	44	Yes
kaffeemühle manuell	AUTO	288.90	0.00	412	0	No
entkalker kaffeevollautomat	BROAD	455.10	1,980.25	610	71	Yes

Bid activity

Measure	Value
Bid decisions	4,212
Raised	1,588
Lowered	1,931
Unchanged	693
Average current bid	0.84
Average recommended bid	0.81

Placement breakdown

Placement	Spend	Sales	ACoS %	Impressions	Clicks	Orders
Top Of Search	8,120.30	46,210.85	17.57	512,300	9,840	1,452
Rest Of Search	6,044.10	27,390.15	22.07	902,410	7,615	851
Product Pages	4,256.15	17,709.20	24.03	428,500	4,532	571

Actions taken

Date	Type	Detail	Action	By
2026-09-04	Negative Keyword	kafeemühle manuell	Approved	Account manager
2026-09-11	Budget	SB Kaffeemühle Exact	Approved	Account manager
2026-09-18	Bid Cap	SB Brand Video	Approved	Account manager
2026-09-25	Harvest Keyword	kafeemühle kegemahlwerk	Approved	Account manager