


# Splash**top**



**Best Performing English Google Paid Ad  
Campaigns Where Conversions  $\geq 1$   
March 22 - Nov 2, 2020**

# Google Responsive Display Ads

## Highest Number of Conversions



**Ad Type:** Responsive display ad (US\_CA\_Display)

**Ad Group:** Display Ad-Audience

**Headline:** Splashtop Remote Access

**Long Headline:** Free trial. Remote access from Android, iOS, Windows and macOS.

**Description:** Fast, simple, secure remote access from desktop and mobile. Free trial.

**Impressions:** 5,504,984

**Interactions (Interaction Rate):** 157,907 (2.87%)

**Conversions (Conversion Rate):** 2,253 (1.43%)

**Cost/Conversion:** \$10.38

# Google Responsive Display Ads

## Highest Conversion Rate & Lowest Cost/Conv.



**Ad Type:** Responsive display ad (US\_CA\_Display)

**Ad Group:** Display Ad-Topic

**Headline:** Splashtop Remote Access

**Long Headline:** Free trial. Remote access from Android, iOS, Windows and macOS.

**Description:** Fast, simple, secure remote access from desktop and mobile. Free trial.

**Impressions:** 981,455

**Interactions (Interaction Rate):** 16,639 (1.70%)

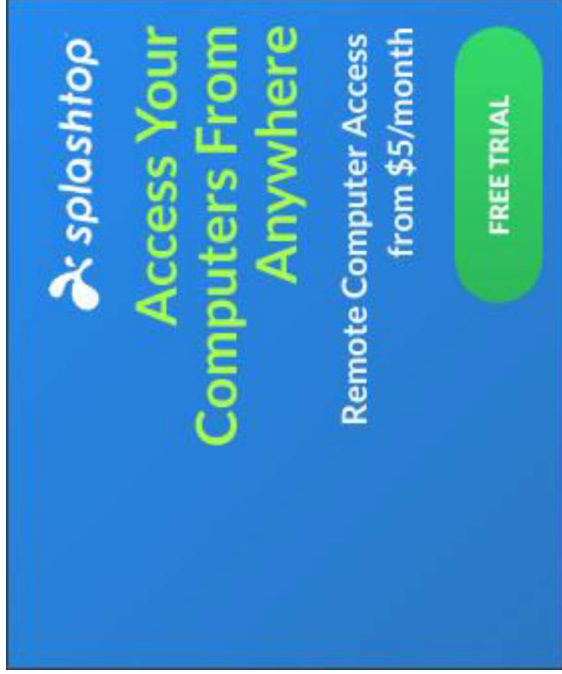
**Conversions (Conversion Rate):** 347 (2.09%)

**Cost/Conversion:** \$5.25

# Google Image Ads



## Highest # of Conversions



Ad Type: Image (US\_CA\_Display)

Ad Group: Display Ad - Audience

Impressions: 62,954

Interactions (Interaction Rate): 4,882 (7.75%)

Conversions (Conversion Rate): 7 (0.14%)

Cost/Conversion: \$121.15

# Google Image Ads



## Highest Conversion Rate & Lowest Cost/Conv.



Ad Type: Image ad US\_CA\_Display)

Ad Group: Display Ad - Audience    Ad Name: Work from Home-320x50 px.jpg

Impressions: 95,891

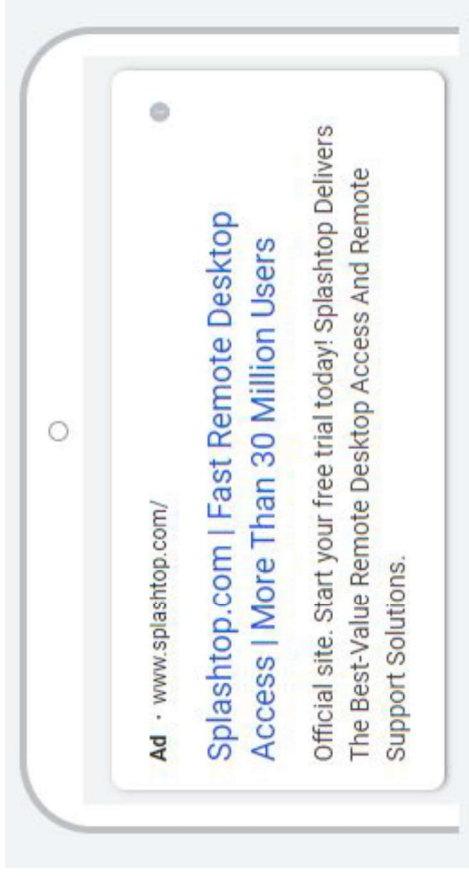
Interactions (Interaction Rate): 134 (0.14%)

Conversions (Conversion Rate): 1 (0.75%)

Cost/Conversion: \$24.84

# Google Responsive Search Ads

## Highest Number of Conversions



**Ad Type:** Responsive Search Ad (US\_Brand)  
**Ad Group:** splashtop exact

**Impressions:** 96,915

**Interactions (Interaction Rate):** 43,975 (45.37%)

**Conversions (Conversion Rate):** 2,692.42 (6.12%)

**Cost/Conversion:** \$5.92

# Google Responsive Search Ads

## Highest Conversion Rate where Conversions >300



Ad Type: Responsive search ad (AU\_NZ\_Brand)

Ad Group: splashtop exact

Impressions: 35,431

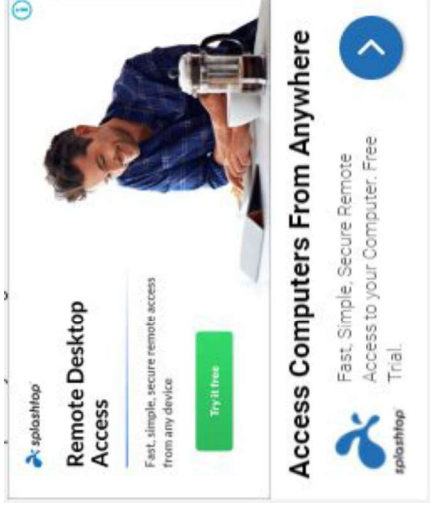
Interactions (Interaction Rate): 14,594 (40.06%)

Conversions (Conversion Rate): 1,005.45 (6.89%)

Cost/Conversion: \$5.79

# Google Remarketing Responsive Display Ads

## Highest #of Conversions & Lowest Cost/Conv.



Ad Type: Responsive display ad (US\_Remarketing)

Ad Group: RM www no my no sos-download

Impressions: 1,101,692

Interactions (Interaction Rate): 22,837 (2.07%)

Conversions (Conversion Rate): 160 (0.07%)

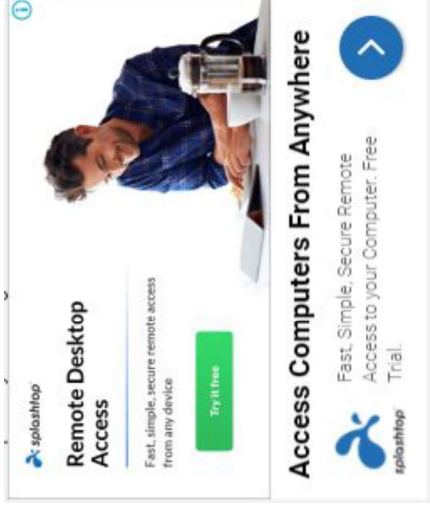
Cost/Conversion: \$56.65



# Google Remarketing Responsive Display Ads



## Highest Conversion Rate



AdAd Type: Responsive display ad (US\_Remarketing)

Ad Group: TeamViewer comparison

Impressions: 57,016

Interactions (Interaction Rate): 691 (1.21%)

Conversions (Conversion Rate): 8 (1.16%)

Cost/Conversion: \$62.78

# Google Remarketing Image Ads

## Highest # Conversions & Conv. Rate, and Lowest Cost/Conv.



Ad Type: Image ad (US\_Remarketing)

Ad Group: RM www no my no sos-download

Ad Name: Work from Home-728x90 px.jpg

Impressions: 85,561

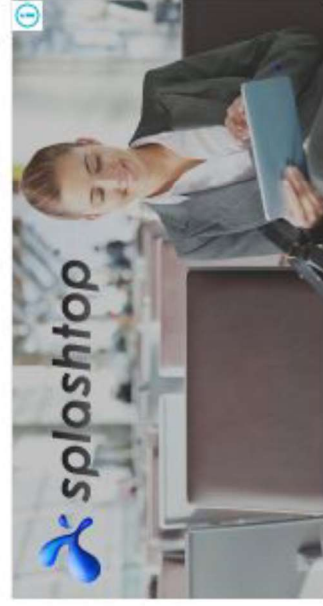
Interactions (Interaction Rate): 124 (0.14%)

Conversions (Conversion Rate): 8 (6.45%)

Cost/Conversion: \$14.23

# Conclusions

## Recommended Display Ad (excl. RM)



Ad Type: Responsive display ad (US\_CA\_Display)  
Ad Group: Display Ad-Audience

Impressions: 5,504,984  
Interactions (Interaction Rate): 157,907 (2.87%)  
Conversions (Conversion Rate): 2,253 (1.43%)  
Cost/Conversion: \$10.38

## Conclusions (continued)

### Recommended Responsive Search Ad (excl. RM)



Ad Type: Responsive search ad (AU\_NZ\_Brand)

Ad Group: splashtop exact

Impressions: 35,431

Interactions (Interaction Rate): 14,594 (40.06%)

Conversions (Conversion Rate): 1,005.45 (6.89%)

Cost/Conversion: \$5.79

# Conclusions (continued)

## Recommended Remarketing Display Ad

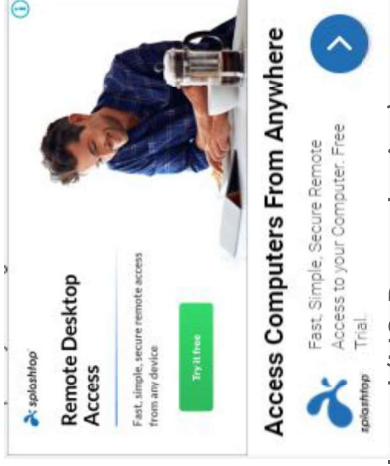


Ad Type: Responsive display ad (US\_Remarketing)

Ad Group: TeamViewer comparison

Impressions: 57,016

Interactions (Interaction Rate): 691 (1.21%)



Conversions (Conversion Rate): 8 (1.16%)

Cost/Conversion: \$62.78

- NOTE: Despite having only 5% of the conversions compared to the other remarketing ad/ad group, it also has 5% of the impressions. With more impressions, this ad could result in higher conversions based on the higher conversion rate.

## Conclusions (continued)

### Recommended Remarketing Image Ad



Ad Type: Image ad (US\_Remarketing)

Ad Group: RM www no my no sos-download      Ad Name: Work from Home-728x90 px.jpg

Impressions: 85,561


Conversions (Conversion Rate): 8 (6.45%)

Interactions (Interaction Rate): 124 (0.14%)

Cost/Conversion: \$14.23

- NOTE: Recommend only using Image Ads for Remarketing. When used for initial targeting, the number of conversions and conversion rate is very low and the cost/conversion is high, as compared to other ad types.

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**Questions? Comments?**