



# Google Ads Report

1 Apr 2022 - 30 Jun 2022

Note: When we use the select date range filter at the top, the % comparisons are applicable with respect to the previous period data.

## Filters

Ad Group

Campaign Name

Campaign Type

Region

Device

## Performance KPI

Spend  
**\$13,946**  
↑ 18,362.3%

Impressions  
**338,483**  
↑ 15,320.6%

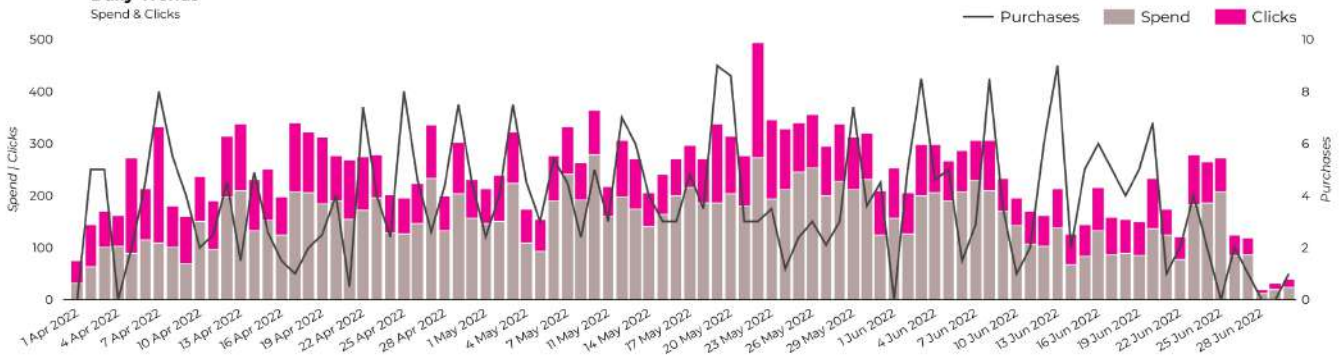
Clicks  
**7,802**  
↑ 11,903.1%

Revenue  
**\$19,518**  
↑ 10,515.9%

Purchases  
**340**  
↑ 11,250.0%

### Daily Trends

Spend & Clicks



## Marketing Metrics

CPC  
**\$1.79**  
↑ 53.8%

CPM  
**\$41.20**  
↑ 19.7%

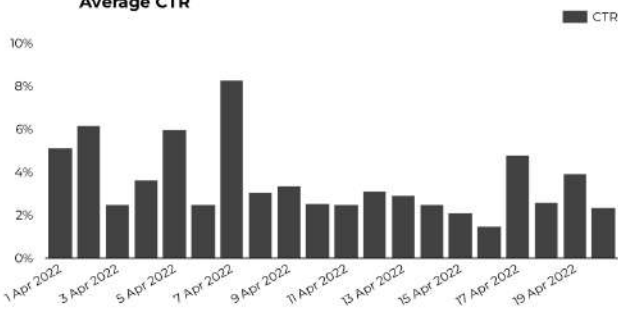
CTR  
**2.30%**  
↓ 22.2%

AOV  
**\$57.32**  
↓ 6.5%

Cost per Order  
**\$41**  
↑ 62.7%

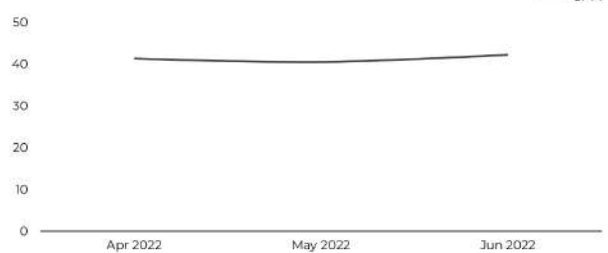
ROAS  
**140%**  
↓ 42.5%

### Average CTR



### Daily Trends

CPM



## Ads Overview

	AD Group	Campaign Name	Spend	Impressions	Clicks	Revenue	Purchases	ROAS
1.	Broad	HM_SNO_Branded_Br...	\$131.89K	231	58	\$681.12	12	516.4%
2.	TruMatch Lace Conceal	HM_SNO_Branded_Be...	\$289.79K	559	169	\$1.09K	21	374.7%
3.	Exact	HM_SNO_Branded_AI...	\$1.03K	1.9K	498	\$3.63K	53	354.0%
4.	All Products	HM_Smart_Shopping	\$2.08K	235.3K	3.3K	\$4.79K	84	230.1%
5.	Broad	HM_SNO_Branded_Br...	\$1.37K	2.2K	480	\$2.78K	49	202.7%
6.	Custom Webpages	HM_SNO_Dynamic_Be...	\$214.61K	600	129	\$417.18	8	194.4%
7.	Custom Webpages	HM_SNO_Dynamic_AI...	\$1.89K	3.3K	695	\$3.41K	67	181.0%
8.	Ad group 1	Hawke_PLA_Standard	\$483.17K	44.2K	524	\$815.06	16	168.7%
9.	Lace Tint	HM_SNO_NonBranded...	\$439.4K	2.5K	113	\$193.93K	2	44.1%
10.	Broad	HM_SNO_NonBranded...	\$1.32K	14.1K	427	\$556.84	10	42.2%
11.	Lace tint sprawl	HM_SNO_NonBranded...	\$1.83K	11.2K	387	\$494.47	9	27.0%
	<b>Grand total</b>		<b>\$13.95K</b>	<b>338.5K</b>	<b>7.8K</b>	<b>\$19.52K</b>	<b>340</b>	<b>140.0%</b>



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## Page Insights Overview

Impressions  
598,739  
↓ -86.6%

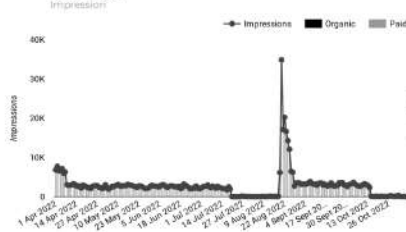
Consumptions  
13,716  
↓ -76.4%

Page Likes  
1,564  
↑ 3.5%

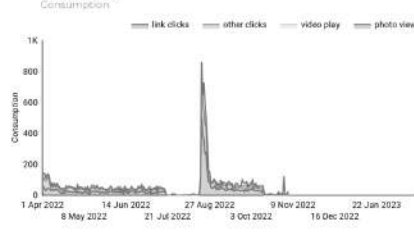
Engagement  
14,464  
↓ -76.3%

Page Views  
1,405  
↓ -49.7%

### Daily Trend

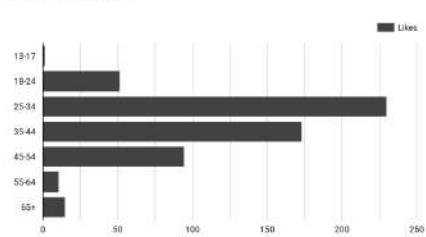


### Daily Trends

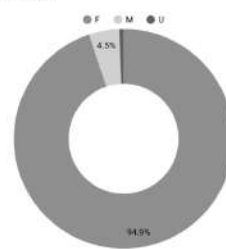


## Likes Overview

### Average Likes by Age



### Average Likes by Gender



## Post Reactions



## Post Overview

Posted Date	Media Type	Message	URL	Clicks	Impression	View	Total Reaction	Average Time Watched (s)
31 Oct 2022	album	Because Poison Ivy deserves a TruMatch look! 🍂 @ellegreations brought this Halloween look from the sloop using our Professional Lace Wig products	<a href="https://www.facebook.com/762553905110611/posts/3762976382546062">https://www.facebook.com/762553905110611/posts/3762976382546062</a>	0	70	0	1	0
		Tap into Flawless Wig Solutions at <a href="http://www.TruConnoisseurSolutions.com">www.TruConnoisseurSolutions.com</a>						
31 Oct 2022	video	Blonde Bombshell the Healthy Way! 🍂 Be sure to Always Nourish and Moisturize your foundation to prevent breakage and hair loss during Wig/Weave installations — if it's Long Healthy strands you're after... Tap into our TruRestoration Growth System, you're going to love it here! 🍂	<a href="https://www.facebook.com/762553905110611/posts/3762976382546062">https://www.facebook.com/762553905110611/posts/3762976382546062</a>	5	59	14	0	6,533
30 Oct 2022	album	Happy Halloween!! 🍂 @tokyostylez killed this look! TruMatch our Professional Lace Wig Products for the Slay! 🍂	<a href="https://www.facebook.com/762553905110611/posts/3762976382546062">https://www.facebook.com/762553905110611/posts/3762976382546062</a>	7	136	0	1	0
		#trumatchlaceconceal #gluelesswigs #gluelesswig						
28 Oct 2022	video	Grab your Pro Tools and follow along!! @tokyostylez is back with another Tutorial to help you Slay at Home on your Own! 🍂	<a href="https://www.facebook.com/762553905110611/posts/3762976382546062">https://www.facebook.com/762553905110611/posts/3762976382546062</a>	13	47	16	3	15,777
		Grab your TruConnoisseur Kit today and save \$20 on all of your Essentials <a href="http://www.TruConnoisseurSolutions.com">www.TruConnoisseurSolutions.com</a>						
		#trumatchlaceconceal #lacewigtutorial #laceint #gluelesswig						
27 Oct 2022	album	For the Girls that get it! Flawless Locks and Healthy Hair with our Professional Lace Wig Solutions! 🍂	<a href="https://www.facebook.com/762553905110611/posts/3762976382546062">https://www.facebook.com/762553905110611/posts/3762976382546062</a>	3	93	0	0	0
		@bodybyanissa killed this look! 🍂						
		<a href="http://www.TruConnoisseurSolutions.com">www.TruConnoisseurSolutions.com</a>						
<b>Grand total</b>				<b>3,434</b>	<b>120,654</b>	<b>28,232</b>	<b>416</b>	<b>4,234,499</b>



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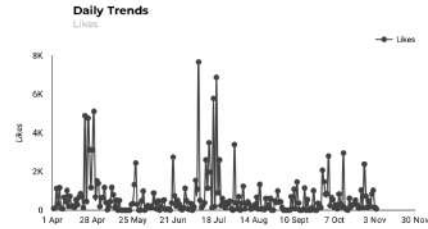
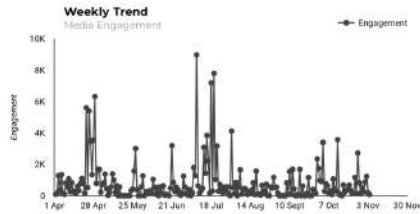
## Insights Overview

Instagram Followers	Instagram Follows	Total Media Posted	Total Profile Views	Total Profile Impressions	Total Website Clicks
212,322	55	10,012	11,013	622,800	2,444

Note: The data related to last three cards are available from 28 September 2022.

## Media insights

Photos & Videos Posted	Media Reach	Likes	Comments	Media Saved	Engagement
499	4,588,921	147,399	2,826	23,430	173,655
↓ -64.6%	↓ -61.3%	↓ -40.0%	↓ -54.6%	↓ -36.7%	↓ -39.9%



## Last 7 Days Trends



## Media Insights: Photos & Videos

Published On	Media Type	Thumbnail	Caption	Link	Likes	Comments	Media Saved	Media Reach	Engagement
4 Nov 2022	VIDEO		Hair Inspo 🌟 Fall Color + Trending! @sleyedby matt how Sleyed this look using our Lace Tinting System Tan + Bronze for the Scalp Effect 🌟  Secure your Kit Today! Professional Lace Wig Products preferred by the PROs - Tap in to your Slay 🌟 www.TruCornol sseurSolutions.c om	<a href="https://www.instagram.com/muse/collection/2242022/">https://www.instagram.com/muse/collection/2242022/</a>	61	01	01	1,150	61
4 Nov 2022	VIDEO		Our All in one Growth & Restoration System for Wig & Weave Wearers because we know what you NEED! 🌟De-Grow Hair & Edges 🌟Strengthen & Thicken Hair 🌟Restore Natural Texture to Hair 🌟Removal DIRT/OWA/resiv es Stop neglecting your Natural Hair TODAY!!! www.TruCornol sseurSolutions.c om	<a href="https://www.instagram.com/muse/collection/2242022/">https://www.instagram.com/muse/collection/2242022/</a>	691	01	101	5,702	791
3 Nov 2022	VIDEO		New Do Who Dis 🌟 Which Lewis... Day 1 or Day 2?!  24 hour switch up on @sleyed_by_lex 🌟 - For those Curlyz who like Low Maintenance & Hassle Free Lewis, Our CoGlueless Lace In Place System	<a href="https://www.instagram.com/muse/collection/2242022/">https://www.instagram.com/muse/collection/2242022/</a>	211	21	11	2,437	241
<b>Grand total</b>					<b>147,399</b>	<b>2,826</b>	<b>23,430</b>	<b>4,588,921</b>	<b>173,655</b>

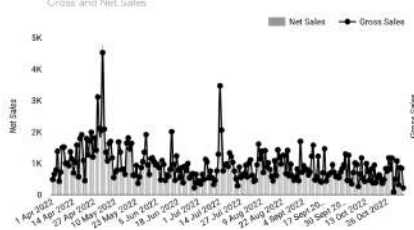
Note: When we use the select date range filter at the top, the % comparisons are applicable with respect to the previous period data.

## Sales Overview

Total Gross Sales <b>\$164,638</b> ↓ -75.8%	Total Net Sales <b>\$212,493.37</b> ↓ -76.5%	Total Order <b>3,476</b> ↓ -80.4%	Total Quantity <b>6,361</b> ↓ -77.7%	Average Order Value <b>\$47</b> ↑ 23.4%	Total Returned Item <b>23</b> ↓ -88.2%	Total Customer <b>3,244</b> ↓ -79.4%
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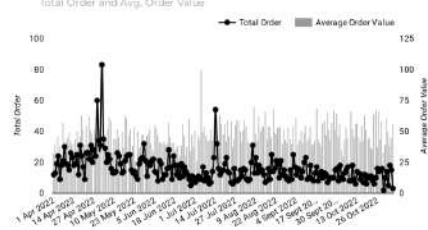
### Daily Trend

Cross and Net Sales



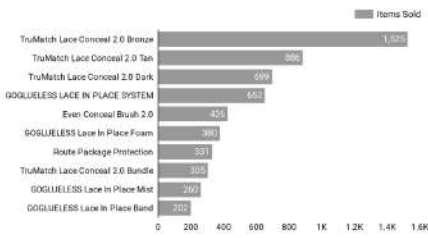
### Daily Trends

Total Order and Avg. Order Value



## Product & Customer Overview

### Top 10 Products Sold



### Total Sales and Order Count by Customer's details

Name	Country	Total Sales -	Orders
1. Renee Braddock	United States	\$636	4
2. Maniza Domingos	United States	\$477.58	1
3. JONATHAN DAMEJ	United States	\$414.63	1
4. Shella Hobbs	United States	\$381.34	4
5. slatasha.scott	United States	\$356.70	2
6. Destiny Stewart	United States	\$346	4
7. Dywan Turnbull	United States	\$303.75	2
8. Suzanne Degree	United States	\$289.59	3
9. Wildeline Guerrier	United States	\$287.5	1
10. Damkiesha Utsey	United States	\$286	2
<b>Grand total</b>		<b>\$212,493.37</b>	<b>3,476</b>

## Detail Table

Date	Order Number	URL	Status	Subtotal	Discount	Shipping	Tax	Total	# of Products	Quantity
5 Nov 2022	63481	https://truconnoiseursolutions.com/28012064885?r=16451781acc&rt=1008341/authenticate?key=1f14b200626251391336527028e6c077	paid	\$25	\$0	\$10	\$0	\$35	1	1
5 Nov 2022	63482	https://truconnoiseursolutions.com/28012064885?r=16451781acc&rt=1008341/authenticate?key=1f14b200626251391336527028e6c077	paid	\$45	\$4.5	\$10	\$3.54	\$54.04	1	1
5 Nov 2022	63483	https://truconnoiseursolutions.com/28012064885?r=16451781acc&rt=1008341/authenticate?key=1f14b200626251391336527028e6c077	paid	\$122.55	\$18.39	\$10	\$0	\$114.16	4	4
4 Nov 2022	63480	https://truconnoiseursolutions.com/28012064885?r=16451781acc&rt=1008341/authenticate?key=1f14b200626251391336527028e6c077	paid	\$22	\$3.3	\$10	\$0	\$28.7	1	1
4 Nov 2022	63476	https://truconnoiseursolutions.com/28012064885?r=16451781acc&rt=1008341/authenticate?key=1f14b200626251391336527028e6c077	paid	\$90	\$13.5	\$10	\$5.19	\$91.69	1	1
4 Nov 2022	63479	https://truconnoiseursolutions.com/28012064885?r=16451781acc&rt=1008341/authenticate?key=1f14b200626251391336527028e6c077	paid	\$65	\$0	\$10	\$0	\$75	3	3
<b>Grand total</b>				<b>\$179,698.73</b>	<b>\$15,060.67</b>	<b>\$41,192</b>	<b>\$6,633.95</b>	<b>\$212,493.37</b>	<b>5,883</b>	<b>6,361</b>

Note: When we use the select date range filter at the top, the % comparisons are applicable with respect to the previous period data

Performance Overview

Campaign Name: [Dropdown]

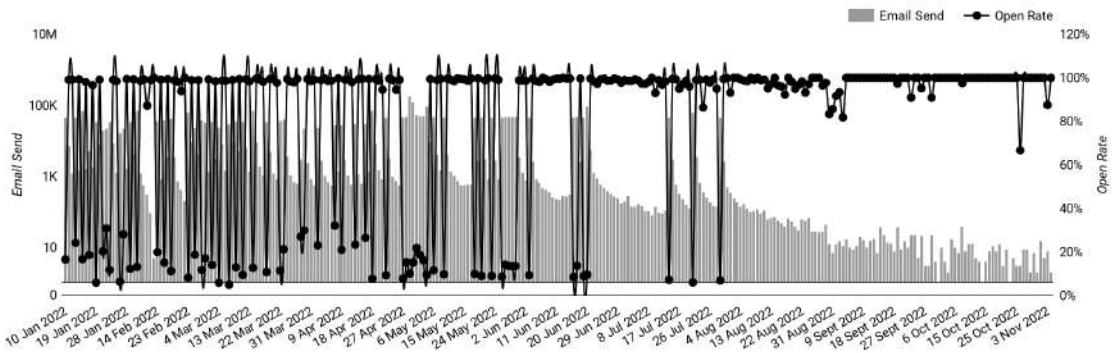
Campaign Type: [Dropdown]

Sender Name: TruConnoisseur... (1) [Dropdown]

Email Send	Total Email Opened	Total Email Bounced	Total Clicked Email	Unsubscribed Email
3,121,248	614K	10,539	3,942	1,652
↑ N/A	↑ N/A	↑ N/A	↑ N/A	↑ N/A
Dropped Email	Open Rate	Marked Email As Spam	Unsubscribed Rate	Click Rate
55	19.67%	240	0.05%	0.13%
↑ N/A	No data	↑ N/A	No data	No data

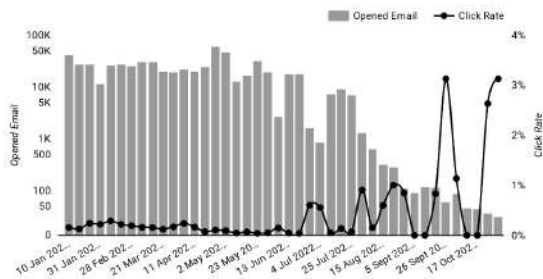
Daily Trend

Email Send and Open Rate

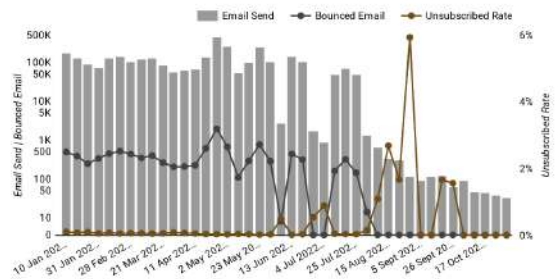


Weekly Trend

Email Opened and Click Rate



Email Send vs Bounce Email and Unsubscribed Rate



Metrics Overview

Sender Name / Email Send / Opened Email / Clicked Email / Unsubscribed Email / Bounced Email						
Date	Campaign Name	Email Send	Opened Email	Clicked Email	Unsubscribed Email	Bounced Email
TruConnoisseur Solutions						
4 Nov 2022	TruCon July Mkt	1	1	0	0	0
	Feb 15 - Leaving a mess when yo...	1	1	0	0	0
3 Nov 2022	3/13 - Tru Talk CLIFF	2	1	1	0	0
	TruCon Juneteenth Sale - 3	2	2	0	0	0
	TruCon July Mkt 3	1	1	0	0	0
	TruCon Juneteenth Sale	1	1	0	0	0
	TruCon Juneteenth Sale - 2	1	1	0	0	0
	TruCon Juneteenth Sale - 4	1	1	0	0	0
2 Nov 2022	TruCon Juneteenth Sale	1	1	0	0	0
	Tokyo Stylez taught YOU!	1	1	0	0	0
	TruCon SemiAnnual Sale - Email 4	1	1	0	0	0
	Jan 14 - What is TruRestoration	1	1	0	0	0
	Mar 22 - What Kind Of Lace Show...	1	1	0	0	0
1 Nov 2022	TruCon SemiAnnual Sale - Email 4	3	3	0	0	0
	TruCon SemiAnnual Sale - Launch ...	3	3	0	0	0
	TruRestoration Campaign Launch ...	3	3	0	0	0
	May Email 4 - Tru	1	1	0	0	0
	TruCon July Mkt 3	1	1	0	0	0
	Tokyo Stylez taught YOU!	1	1	0	0	0
<b>Grand total</b>		<b>3,121,248</b>	<b>613,832</b>	<b>3,942</b>	<b>1,652</b>	<b>10,539</b>



# YouTube Report

19 Jul 2022 - 30 Nov 2022

Note: When we use the select date range filter at the top, the % comparisons are applicable with respect to the previous period data.

## Overview

Video Views  
**2,311**  
No data

Average View Duration (min)  
**2.82**  
No data

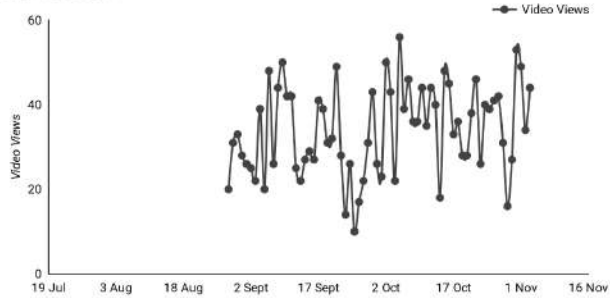
Average Watch Time (min)  
**4.99**  
No data

Total Red Views  
**152**  
No data

Total Red Watch Time (min)  
**505**  
No data

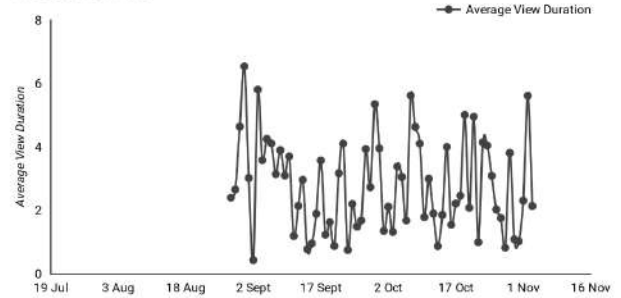
### Daily Trend

Total Video View



### Daily Trends

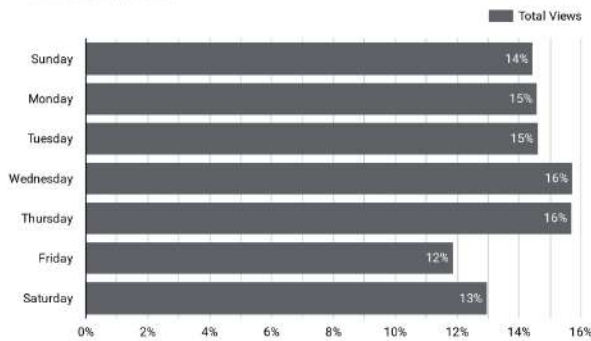
Average View Time



## Total Views Overview

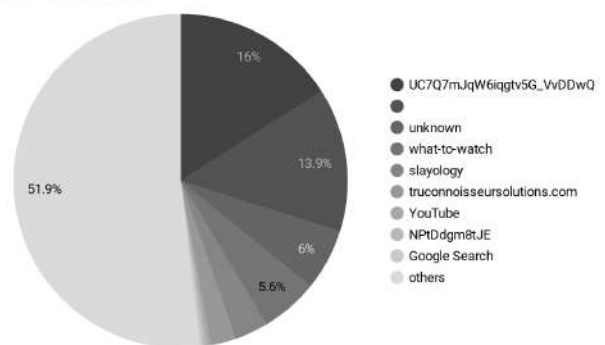
### Day of Week

with Total Video View



### Traffic Source

with Total Video View



## Detail Insight

date	Type	Video Url	Total Views	Average View Duration (min)	Average Watch Time (min)	Total Red Views
3 Nov 2022	on_demand	3HejK3IPEN4	2	0.2	0.2	0
3 Nov 2022	on_demand	zucLlv_DbOg	1	0.1	0.1	0
3 Nov 2022	on_demand	9525XJna7Fk	4	0.98	1	0
3 Nov 2022	on_demand	LeXGAOFZBmg	3	0.73	1.2	0
3 Nov 2022	on_demand	iEsR1YWpXOQ	1	0.75	0.7	0
3 Nov 2022	on_demand	XlnUnlrQdlIM	6	8.83	53	0
3 Nov 2022	on_demand	QPsp3mXw2gQ	3	0.71	0.7	0
3 Nov 2022	on_demand	wqYIvw_4XPs	5	0.68	0.8	0
3 Nov 2022	on_demand	fT5Azv6BZIE	5	3.9	3.9	0
3 Nov 2022	on_demand	6qOSYWGm3Ww	14	3.47	11.8	4
2 Nov 2022	on_demand	9525XJna7Fk	8	0.59	1.4	0
2 Nov 2022	on_demand	zucLlv_DbOg	1	0.48	0.5	0
2 Nov 2022	on_demand	wqYIvw_4XPs	1	0.17	0.2	0
2 Nov 2022	on_demand	VURyEA6n4Mk	1	0.45	0.4	0
2 Nov 2022	on_demand	efaKxCNwUT4	1	0.25	0.2	0
2 Nov 2022	on_demand	6qOSYWGm3Ww	8	9.8	11.6	0
2 Nov 2022	on_demand	LeXGAOFZBmg	3	0.64	1.1	0
2 Nov 2022	on_demand	3HejK3IPEN4	2	0.48	0.5	0
2 Nov 2022	on_demand	XlnUnlrQdlIM	5	21.27	25.3	0
<b>Grand total</b>			<b>2,311</b>	<b>2.82</b>	<b>5</b>	<b>152</b>