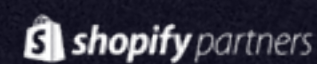




Bidnamic audit preview

A sneak peek at the path for ecommerce mastery,
and the type of insights you can **unlock for free**.

Book your audit today →



Mastery

Benchmark against the industry

Goals & Targets

Performance -
Your overall score



68

%

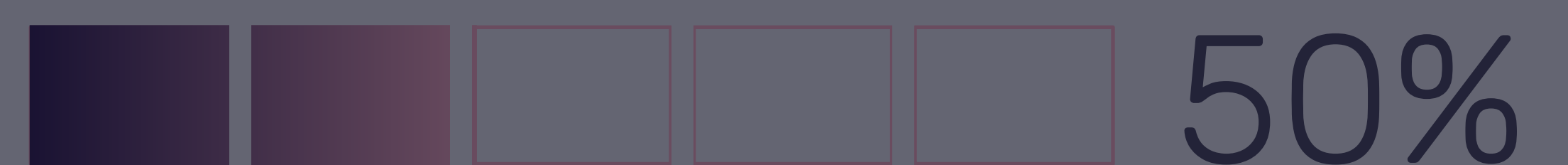


01 📶

Understand how you compare to other ecommerce in your industry and what type of optimisation can give you the best results in the shortest amount of time



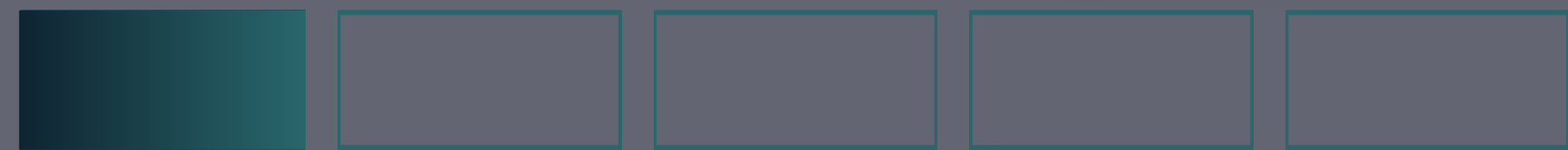
On Site Experience



Bidding Calculations

9 Unique targets

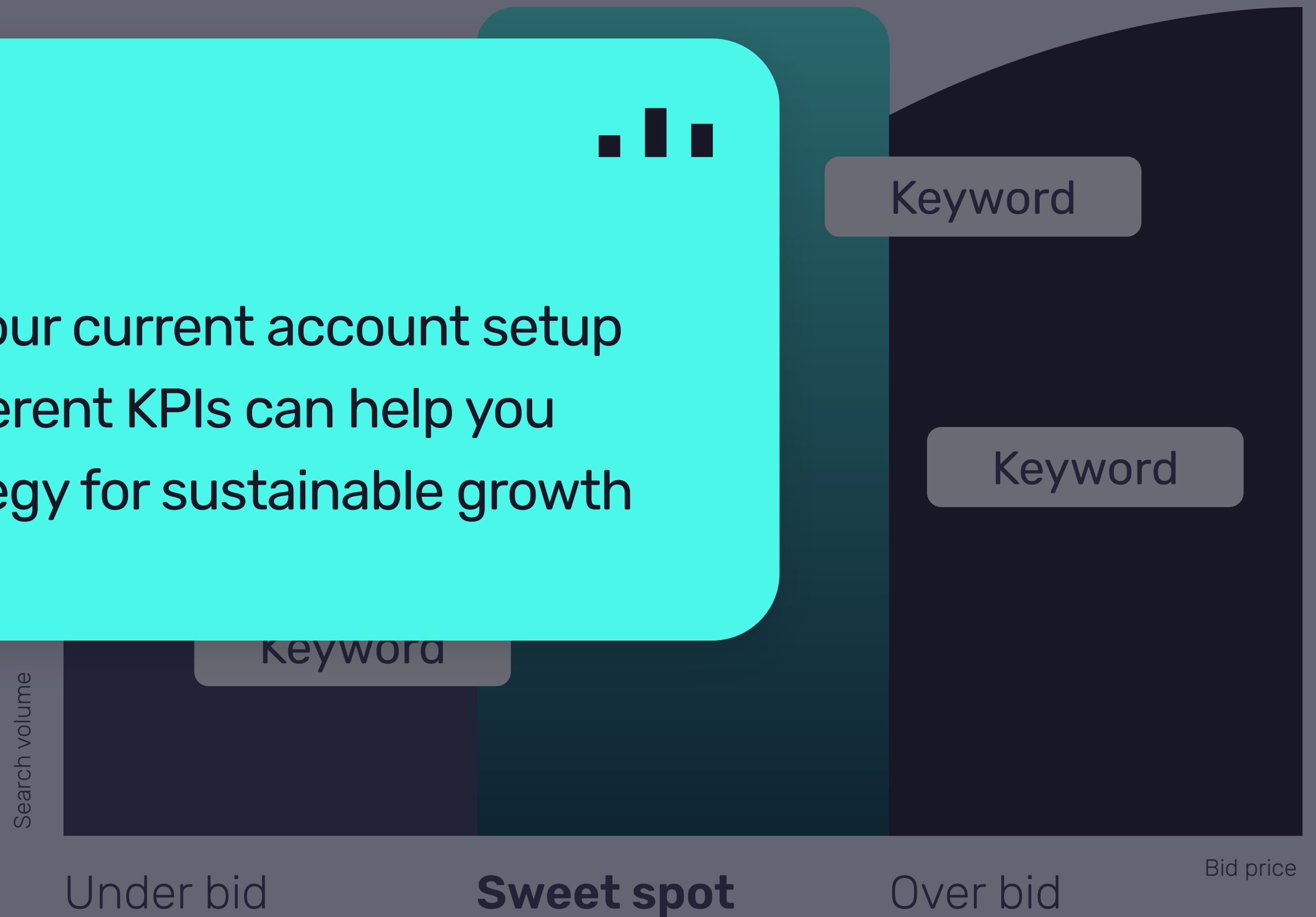
193 SKUs



1 / 5: Product Groups

02

Deep dive into your current account setup and see how different KPIs can help you shape your strategy for sustainable growth



Ad Engagement

Viability

SKUs with a Sale

Last 60 days

Last 30 days

12%

1,069 products

£17k Ad spend

03

Discover which sections of your catalogue are consuming budget without generating sales compared to others in your industry



Last 180 days

7%

42 products

£97k Ad spend

18% products **did not generate any sales**

Industry Mastery benchmark



98% in 180 days

Ad Engagement

Profitability

Results efficiency

SKUs with no clicks

18%

0% ROAS

0% ad spend

SKUs with clicks

82%

04



Gain insights into how your product catalogue is performing and which sections need to be optimised

Search volume

6% @ 104% ROAS
of products
10% Ad spend

Of products
10% Ad spend

Over Bid

12% @ 104% ROAS
of products
13% Ad spend

Under bid

Sweet spot

Over bid


Return on Ad Spend

Ad Engagement

Control

Your current
budget allocation
by campaign

Time frame:
01/10/2023 - 31/01/2024

05 

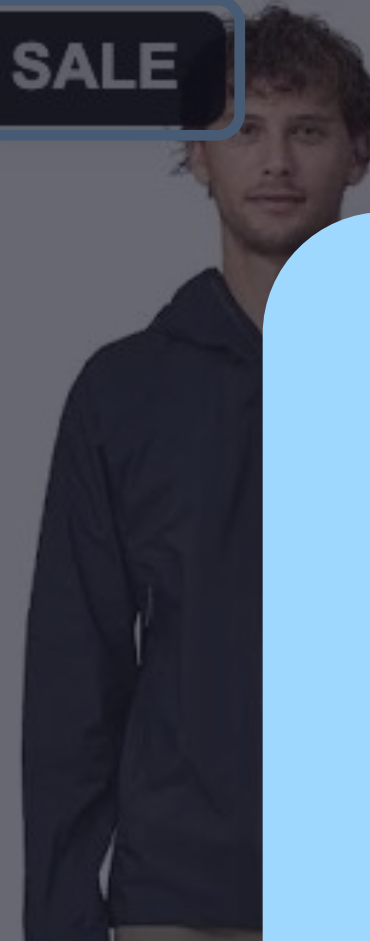
Weigh up how different campaign types are contributing to revenue generation and where you can **increase efficiency**

	Adspend	ROAS
	15%	105%
	5%	110%
	2%	120%
	19%	101%
Others	18%	124%



Patagonia men's hiking jacket navy

SALE



Patagonia -
Storm10 Alp
Blue - UK Me

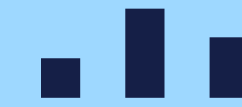
£209.99 ~~£300~~

★★★★★ (133)

Free shipping

By Bidnamic

62% Feed Quality Score



06

Isolate areas of improvement in your product feed to **enhance your visibility** and engagement on Google Ads

ent: 47%

30%

CTR

You

1.45%

Avg.

2.31%

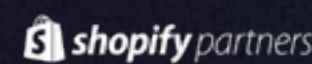
Mastery

5.01%

Interested?

Get your maturity model

Book your audit today



Bidnamic