



(302) 919-7663



SEARCH

ACCOUNT

MY BASKET (0)

PRODUCTS

BLOG

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SHIPPING & RETURNS

VIDEOS



RECORD YOUR BABY'S HEARTBEAT...
...AND KEEP IT FOREVER IN AN ADORABLE HEARTBEAT ANIMAL.



DISCOVER OUR PRODUCTS

Looking for a unique pregnancy keepsake? There is nothing more precious to an expectant mother than the sound of her baby's heartbeat. My Baby's Heartbeat Bear provides everything you need to capture the sound of your baby's heartbeat and create a keepsake that will be cherished forever. Our kit includes an adorable stuffed animal, and a 20 second red heart recorder that will easily preserve the sound of your baby's heartbeat. My Baby's Heartbeat Bear Kits also make fantastic baby shower gifts!



GENDER REVEAL KIT

\$39.99

BUY ME



GRAY LOVE BEAR

\$39.99

BUY ME



PINK GENDER REVEAL BEAR

\$39.99

BUY ME



VINTAGE BUNNY

\$39.99

BUY ME



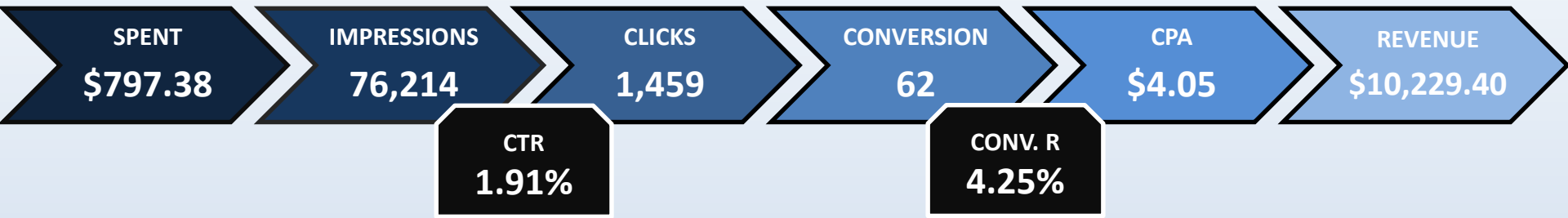
GOOGLE SHOPPING PERFORMANCE REPORT

WWW.MYBABYSHEARTBEATBEAR.COM

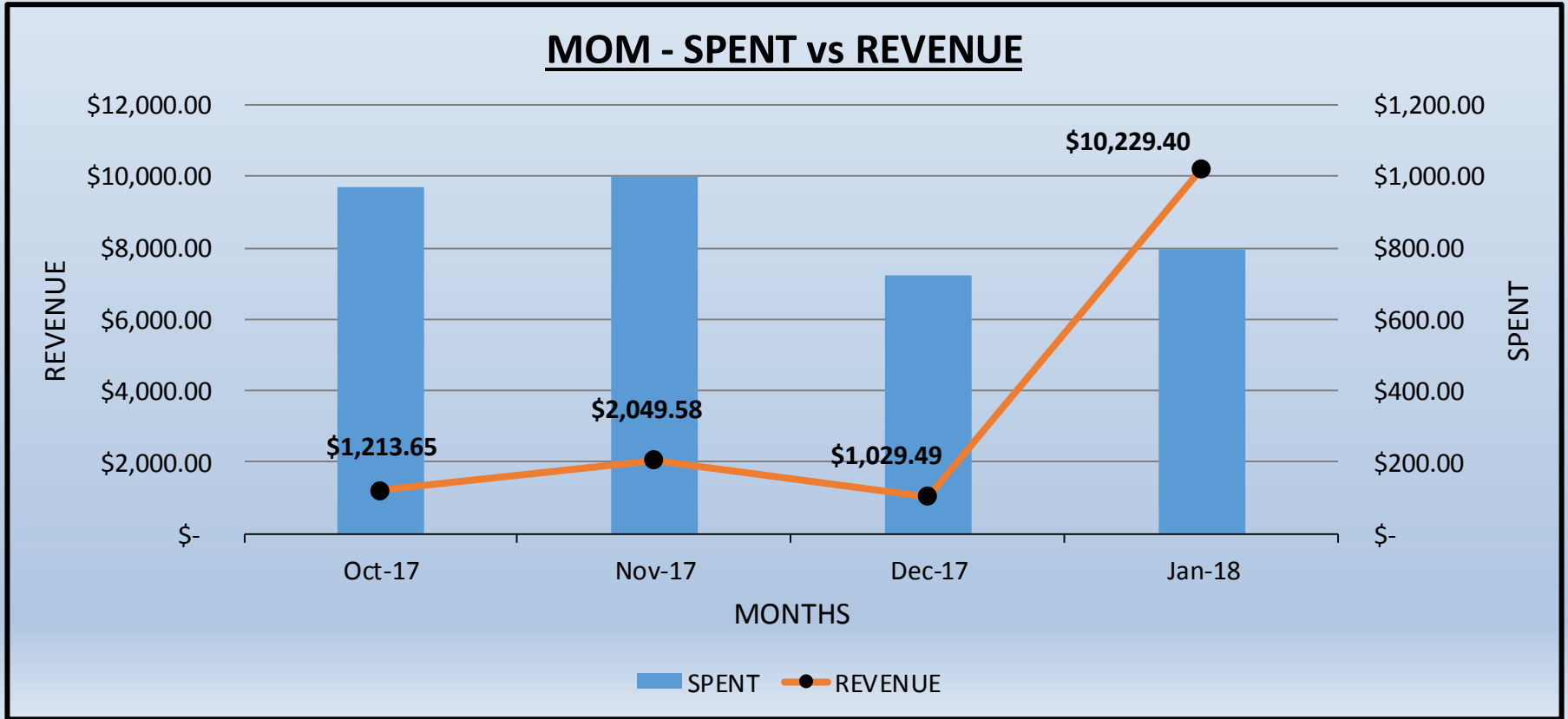
DURATION – 1 January 2018 to 31 January 2018

SHOPPING FEED PERFORMANCE

OVERALL PERFORMANCE



MOM - SPENT vs REVENUE



OVERALL PERFORMANCE

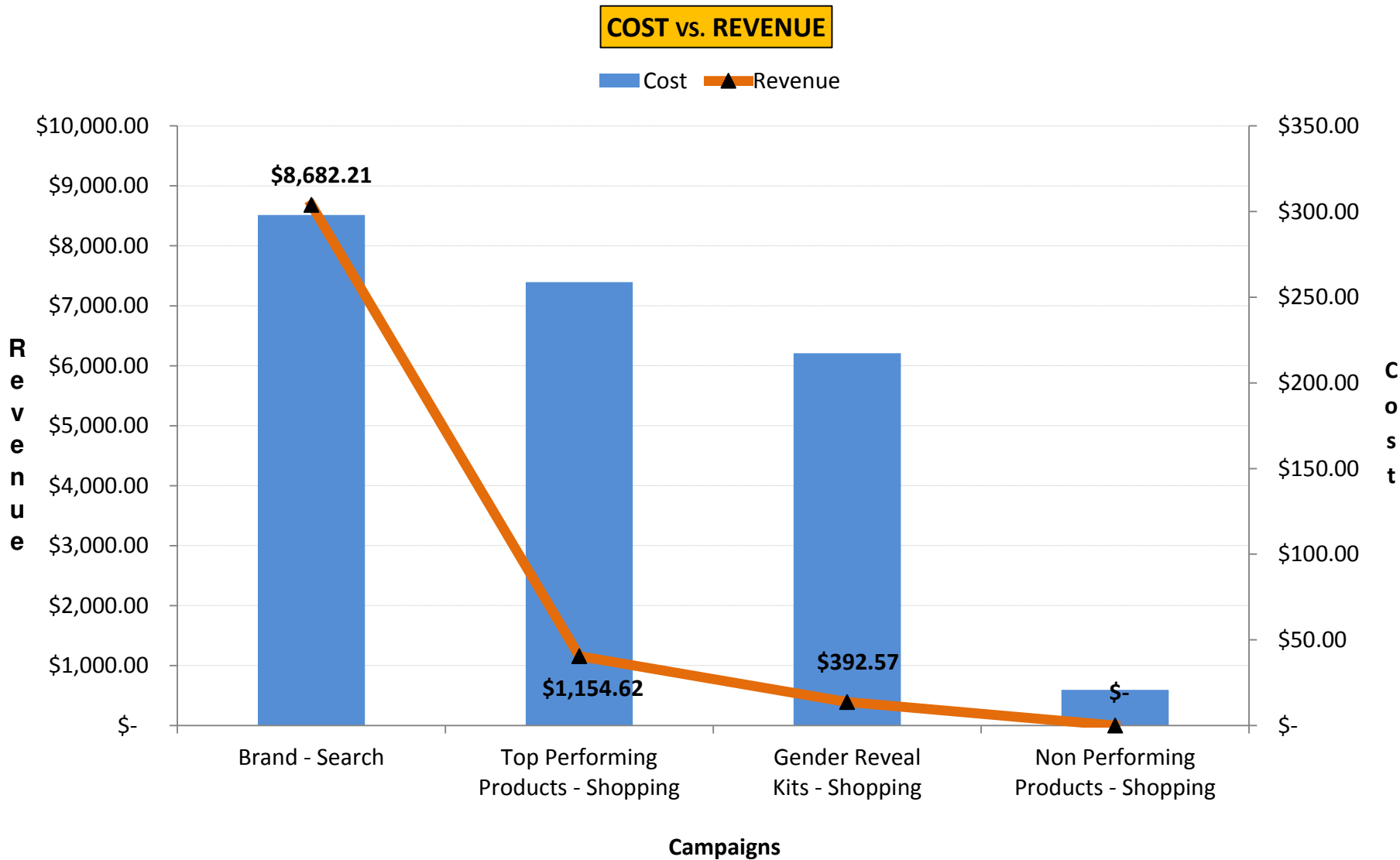
Google Shopping Elements	1 Jan 2018 – 31 Jan 2018
No. of Clicks	1,459
No. of Impressions	76,214
Click Through Rate (CTR)	1.91%
Cost	\$797.38
Revenue	\$10,229.40
Average CPC	\$0.55
Conversion (Transactions)	62
Cost per Conversion	\$4.05

Note: The data is from Google Adwords & Google Analytics of My Baby's Heartbeat Bear. Date range: 1 January 2018 to 31 January 2018.

PERFORMANCE COMPARISON - MOM

Google Shopping Elements	Jan 18	Dec 17	Nov 17	Oct 17	Sept 17
No. of Clicks	1,459	1,137	1,546	1,640	1,368
No. of Impressions	76,214	240,598	296,133	184,419	140,323
Click Through Rate (CTR)	1.91%	0.47%	0.52%	0.89%	0.97%
Average CPC	\$0.55	\$0.64	\$0.65	\$0.59	\$0.58
Cost	\$797.38	\$724.35	\$997.68	\$972.10	\$789.10
Conversion (Transactions)	62	14	24	31	24
Cost per Conversion	\$4.05	\$73.54	\$41.57	\$38.88	\$32.87
Revenue	\$10,229.40	\$1,029.49	\$2,049.58	\$1,213.65	\$1,284.93

COST VS REVENUE



Note: The data is from Google Adwords & Google Analytics of My Baby's Heartbeat Bear. Date range: 1 January 2018 to 31 January 2018.

COST VS REVENUE

Product Type (Campaigns)	Adwords Cost (\$)	Revenue (\$)
Brand - Search	\$298.05	\$8,682.21
Top Performing Products - Shopping	\$258.86	\$1,154.62
Gender Reveal Kits - Shopping	\$217.33	\$392.57
Non Performing Products - Shopping	\$20.88	\$0.00

Note: The data is from Google Adwords & Google Analytics of My Baby's Heartbeat Bear. Date range: 1 January 2018 to 31 January 2018.

SEARCH QUERIES

SEARCH QUERIES

Search Queries	Clicks	Impressions	CTR	Avg. CPC	Cost	Conversion	Cost / Conv.
my baby's heartbeat bear	100	247	40.49%	\$0.30	\$29.57	11	\$2.69
heartbeat bear	83	983	8.44%	\$0.32	\$26.87	7	\$3.83
heartbeat animals	24	71	33.80%	\$0.34	\$8.28	4	\$2.07
baby heartbeat bear	21	102	20.59%	\$0.29	\$6.16	3	\$2.06
my baby heartbeat bear	5	14	35.71%	\$0.31	\$1.56	2	\$0.78
baby heartbeat stuffed animal	7	90	7.78%	\$0.49	\$3.41	2	\$1.70
my babys heart beat bear	5	6	83.33%	\$0.33	\$1.67	2	\$0.83
heartbeat animal	13	59	22.03%	\$0.41	\$5.34	1	\$5.34
heartbeat bears	12	39	30.77%	\$0.30	\$3.60	1	\$3.60
heartbeat bear for babies	8	34	23.53%	\$0.34	\$2.69	1	\$2.69

Note: The data is from Google Adwords & Google Analytics of My Baby's Heartbeat Bear. Date range: 1 January 2018 to 31 January 2018.

Sorted By Conversion

CAMPAIGN PERFORMANCE

CAMPAIGN PERFORMANCE

Campaign	Clicks	Impressions	CTR	Avg. CPC	Conversions	Cost	Revenue
Brand - Search	716	14,327	5.00%	\$0.42	45	\$298.05	\$8,682.21
Top Performing Products - Shopping	392	22,476	1.74%	\$0.55	13	\$217.33	\$1,154.62
Gender Reveal Kits - Shopping	311	35,256	0.88%	\$0.83	4	\$258.86	\$392.57
Non Performing Products - Shopping	40	3,362	1.19%	\$0.52	0	\$20.88	\$0.00

Note: The data is from Google Adwords & Google Analytics of My Baby's Heartbeat Bear. Date range: 1 January 2018 to 31 January 2018.

Sorted By Conversion

GEOGRAPHIC - ADWORDS

GEOGRAPHIC - REGION

City	Clicks	Impressions	CTR	Avg. CPC	Conversion	Cost	Cost/Conv.
Atlanta	2	340	0.59%	\$1.02	3	\$2.05	\$0.68
San Antonio	15	483	3.11%	\$0.52	2	\$7.74	\$3.87
Washington	4	248	1.61%	\$0.72	2	\$2.90	\$1.45
Seattle	1	228	0.44%	\$2.13	2	\$2.13	\$1.07
Los Angeles	16	955	1.68%	\$0.53	1	\$8.47	\$8.47
Des Moines	4	64	6.25%	\$0.49	1	\$1.96	\$1.96
Sarasota	3	65	4.62%	\$0.32	1	\$0.97	\$0.97
Venice	3	18	16.67%	\$0.18	1	\$0.54	\$0.54
Fort Lauderdale	2	150	1.33%	\$0.68	1	\$1.37	\$1.37
Guntersville	1	6	16.67%	\$0.63	1	\$0.63	\$0.63

Note: The data is from Google Adwords & Google Analytics of My Baby's Heartbeat Bear. Date range: 1 January 2018 to 31 January 2018.

Sorted By Conversion

PRODUCT PERFORMANCE

TOP PERFORMING PRODUCTS

Product	Product Revenue	Unique Purchases	Quantity	Average Price
Sound Module	\$570.57	6	143	\$3.99
Vintage Bunny Kit	\$461.67	14	33	\$13.99
Lil' Tan Bear Kit	\$414.00	8	46	\$9.00
Puppy Kit	\$385.00	13	35	\$11.00
Giraffe Kit	\$374.00	16	34	\$11.00
Vintage Elephant Kit	\$363.74	11	26	\$13.99
Gray Love Bear	\$359.91	6	9	\$39.99
Vintage Cow Kit	\$279.80	9	20	\$13.99
Lil' Lamb Kit	\$268.25	8	29	\$9.25

Note: The data is from Google Adwords & Google Analytics of My Baby's Heartbeat Bear. Date range: 1 January 2018 to 31 January 2018.

DAY OF THE WEEK

DAY OF THE WEEK

Day of Week	Clicks	Impressions	CTR	Cost	Conversions	Cost/Conv.
Wednesday	243	11198	2.17%	\$126.98	14	\$9.07
Thursday	237	12486	1.90%	\$130.99	13	\$10.08
Friday	184	9689	1.90%	\$104.14	10	\$10.41
Sunday	172	8218	2.09%	\$95.23	8	\$11.90
Monday	200	11725	1.71%	\$105.53	7	\$15.08
Saturday	193	9819	1.97%	\$101.38	6	\$16.90
Tuesday	230	13079	1.76%	\$133.13	4	\$33.28

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Sorted By Conversion

DEVICE

Platform	Clicks	Impressions	CTR	Cost	Conversions	Cost/ Conv.
Mobile	1,207	64,657	1.87%	\$668.24	35	\$19.09
Desktop	193	8,100	2.38%	\$92.86	25	\$3.71
Tablet	59	3,457	1.71%	\$36.28	2	\$18.14

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Sorted By Conversion



THANK YOU

For more information, please contact

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