

CPC Analysis:	Apr 1 - May 31 2024	June 1 - Jul 31 2024			: High CPC increase (>15%)
					: Normal CPC increase (0-15%)
Campaign	Average CPC	Average CPC	% change		: CPC Decrease (<0%)
Las Vegas	\$9.92	\$8.73	-12.00%		
Columbia/Greenville	\$5.55	\$6.98	25.77%		
San Diego - Primary	\$5.79	\$6.73	16.23%		
Syracuse - Primary	\$6.35	\$6.63	4.41%		
Elkhart	\$4.20	\$6.58	56.67%		
Tulsa - Tertiary	\$6.18	\$6.54	5.83%		
Rochester - Primary	\$4.91	\$6.39	30.14%		
Milwaukee - Primary	\$6.79	\$5.88	-13.40%		
Baltimore - Tertiary	\$4.22	\$5.85	38.63%		
Milwaukee - Secondary	\$5.00	\$5.65	13.00%		
Toledo - Secondary	\$4.14	\$5.47	32.13%		
Boston - Secondary	\$4.47	\$5.36	19.91%		
Birmingham - Primary	\$3.95	\$5.30	34.18%		
Houston - Primary	\$3.72	\$5.26	41.40%		
Dayton - Primary	\$4.34	\$5.19	19.59%		
Cleveland - Primary	\$6.95	\$5.11	-26.47%		
Richmond - Secondary	\$4.03	\$4.93	22.33%		
Toledo - Primary	\$4.00	\$4.91	22.75%		
Indianapolis - Secondary	\$0.00	\$4.85			
Atlanta - Secondary	\$4.23	\$4.85	14.66%		
St Louis - Primary	\$6.01	\$4.75	-20.97%		
Kansas City - Secondary	\$4.36	\$4.66	6.88%		
Tulsa - Primary	\$4.33	\$4.65	7.39%		
Detroit	\$7.20	\$4.65	-35.42%		
Manchester - Secondary	\$4.13	\$4.60	11.38%		
San Diego - Secondary	\$3.73	\$4.58	22.79%		
Pittsburgh - Secondary	\$4.67	\$4.57	-2.14%		
Tulsa - Secondary	\$4.38	\$4.53	3.42%		
Chicago - Secondary	\$3.24	\$4.45	37.35%		

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Baltimore - Primary	\$3.39	\$4.31	27.14%		
Dartmouth - Secondary	\$4.22	\$4.29	1.66%		
Boston - Primary	\$4.01	\$4.26	6.23%		
Rochester - Secondary	\$4.34	\$4.26	-1.84%		
Dallas - Primary	\$3.95	\$4.24	7.34%		
Atlanta - Primary	\$3.54	\$4.22	19.21%		
SE - Lexington	\$4.18	\$4.22	0.96%		
Austin - Primary	\$3.83	\$4.21	9.92%		
Austin - Secondary	\$4.12	\$4.21	2.18%		
Manchester - Primary	\$4.60	\$4.13	-10.22%		
Knoxville - Primary	\$3.76	\$4.12	9.57%		
Birmingham - Secondary	\$0.00	\$4.00			
Dallas - Secondary	\$4.12	\$4.00	-2.91%		
St Louis - Secondary	\$3.31	\$3.99	20.54%		
Denver - Secondary	\$4.45	\$3.99	-10.34%		
Hicksville - Tertiary	\$0.00	\$3.98			
Indianapolis - Primary	\$0.00	\$3.94			
Philadelphia - Primary	\$3.17	\$3.90	23.03%		
Hicksville - Secondary	\$3.89	\$3.87	-0.51%		
Largo - Secondary	\$2.36	\$3.79	60.59%		
Phoenix	\$3.52	\$3.78	7.39%		
Minneapolis - Primary	\$3.05	\$3.77	23.61%		
Salt Lake City - Secondary	\$0.00	\$3.73			
Philadelphia - Secondary	\$3.35	\$3.67	9.55%		
Orlando - Primary	\$3.43	\$3.66	6.71%		
Baltimore - Secondary	\$3.63	\$3.65	0.55%		
Providence	\$3.22	\$3.63	12.73%		
Richmond - Primary	\$3.74	\$3.60	-3.74%		

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Knoxville - Secondary	\$3.40	\$3.56	4.71%		
Fresno - Secondary	\$2.91	\$3.54	21.65%		
Kansas City - Primary	\$3.49	\$3.54	1.43%		
Cleveland - Secondary	\$3.83	\$3.53	-7.83%		
Salt Lake City - Primary	\$3.24	\$3.46	6.79%		
Raleigh - Secondary	\$3.75	\$3.37	-10.13%		
Minneapolis - Tertiary	\$0.00	\$3.36			
Chicago - Primary	\$2.43	\$3.35	37.86%		
Largo - Primary	\$3.38	\$3.32	-1.78%		
Dayton - Secondary	\$3.69	\$3.32	-10.03%		
Orlando - Secondary	\$3.03	\$3.25	7.26%		
Minneapolis - Secondary	\$2.99	\$3.15	5.35%		
London - Secondary	\$1.87	\$3.14	67.91%		
Raleigh - Primary	\$3.78	\$3.11	-17.72%		
Fresno - Primary	\$2.70	\$3.09	14.44%		
Denver - Primary	\$2.71	\$3.08	13.65%		
Syracuse - Secondary	\$3.20	\$3.07	-4.06%		
Pittsburgh - Primary	\$2.97	\$3.06	3.03%		
Miami - Primary	\$2.48	\$3.05	22.98%		
Alaska	\$2.88	\$3.05	5.90%		
Houston - Secondary	\$2.50	\$3.03	21.20%		
Seattle	\$0.00	\$3.01			
Dartmouth (TC)	\$2.52	\$2.98	18.25%		
Dartmouth - Primary	\$2.66	\$2.89	8.65%		
Miami - Secondary	\$3.17	\$2.66	-16.09%		
Hicksvillie - Primary	\$2.25	\$2.41	7.11%		
Toronto - Secondary	\$1.87	\$2.23	19.25%		
Calgary	\$2.03	\$2.05	0.99%		

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Toronto - Primary	\$1.64	\$1.59	-3.05%		
London - Primary	\$1.73	\$1.59	-8.09%		
Vancouver	\$1.32	\$1.54	16.67%		
Miami - P Max	\$0.00	\$1.40			
Birmingham - P Max	\$0.00	\$1.05			
National Brand Awareness	\$0.56	\$0.58	3.57%		

Checked top 10 campaign with highest % change CPC				Auction Insights					
Campaigns with highest % change over a 60 day period most commonly shared the ad groups: Acetal, HDPE, Nylon				London - Secondary					
Ad Groups within the top 10 campaigns:				June 1 - July 31					
HDPE: 33% increase in CPC over 60 days				amazon.ca					
Acetal: 14% increase in CPC over 60 days				You					
Nylon: 56% increase in CPC over 60 days				uline.ca					
				canada-plastics.com					
Checked ad groups with highest cost keywords, locations are random. Seems that the gap between material-specific keywords and general terms large				April 1 - May 31					
				amazon.ca					
				uline.ca					
				You					
				canada-plastics.com					
				rona.ca					
				Analysis: In the last 60 days, London had a top of page rate increase of 5%, and an absolute top of page rate increase of 8%. Top of page means first 3 ads positions and absolute top is the first ad shown. This contributes to the increase in CPC as our ads are more competitive and more likely to show above competitors.					
				Elkhart					
				June 1 - July 31					
				You					
				amazon.com					
				uline.com					
				grainger.com					
				interstateplastics.com					
				April 1 - May 31					
				eplastics.com					
				You					
				amazon.com					
				lowes.com					
				acmeplastics.com					
				grainger.com					
				uline.com					
				interstateplastics.com					
				eplastics.com					
				Analysis: Comparing last 60 days vs the previous period, we are now leading the auction in Elkhart. We almost have double the impression share of our next competitor (amazon) compared to in April/May when we were only 3% above second place. Our ads are performing better, but CPC is higher because we are leading the auction.					
Toronto - Secondary				Milwaukee - Secondary					
☐ ● Keyword				☐ ● Keyword					
Total: Keywords in your current view ⓘ				Total: Keywords in your current view ⓘ					
☐ ● "High Density Polyethylene Rod"				☐ ● High Density Polyethylene Sheets					
☐ ● HDPE Provider				☐ ● "High Density Polyethylene Sheets"					
☐ ● "HDPE Provider"				☐ ● "HDPE Sheets"					
☐ ● "HDPE Panels"									
High CPCs have no pattern, some with high quality scores have high CPCs, and lower quality scores have low CPC. Seems to be based on location/market.									