

## Checklist: ROAS Optimization

With this checklist you will be able to improve the ROAS of your loopingo campaigns. Follow these steps to analyze the report correctly and to apply your insights in the loopingo manager.

### 1) Request the report:

Request an advertise report & choose an adequate time range (as long as possible)

### 2) Sort by cost:

Sort the excel sheets by cost

### 3) Apply conditional formatting to the ROAS columns:

- Yellow: your goal ROAS (e.g. 400% -> 350-450%)
- Red: below your goal
- Green: above your goal

Now analyse from Big Impact to Small Impact:

### 4) Genders:

Is there a big ROAS gap? If yes, split campaigns!

### 5) Coupons:

Keep the best ROAS coupon, probably add a new test group (e.g. different value)

**6) Ads:**

Keep the best ROAS ad. Is there a problem with a worse performing ad?

**7) Shops:**

- Push green shops if you're not in the top positions / lack impression share
- Keep & conserve yellow shops
- Improve or eliminate red shops

Now work in your account from small changes to big changes:

**8) Ad:**

Improve the ad first (text, image, URL)

**9) Campaign:**

When you're happy with that, split up the campaign (e.g. male, female, top shops,...)

**10) Repeat:**

Repeat the optimisation after a given amount of time or traffic (e.g. every 60 days)



***Analysing the less granular parts (gender, ads, coupons) can be done more often, as your data will be more significant sooner.***

Domain	ROAS	Redemptions	Impression share	Avg. position	CPC	CVR	Cost	Avg. basket	CPO	
mediamarkt.de	486%	127	98%	12,6	0,62€	7,51%	1.053,45€	40,28€	8,29€	...
saturn.de	570%	84	98%	10,4	0,64€	8,14%	663,31€	45,05€	7,90€	...
ebrosia.de	635%	94	100%	3,0	0,78€	12,53%	586,51€	39,63€	6,24€	...
gewuerzland.com	459%	53	100%	2,5	0,82€	8,94%	483,27€	41,82€	9,12€	...
medikamente-per-klick.de	435%	50	95%	10,4	0,62€	7,40%	416,03€	36,17€	8,32€	...
vomfass.de	534%	56	100%	1,9	0,77€	10,69%	405,48€	38,63€	7,24€	...
limango.de	483%	44	95%	12,1	0,62€	7,53%	362,16€	39,73€	8,23€	...
weltbild.de	349%	24	100%	5,7	0,58€	5,80%	241,80€	35,20€	10,08€	...
littl lunch.com	758%	38	70%	9,0	0,72€	11,62%	236,01€	47,06€	6,21€	...