



ROCKET REACH

PPC ECOMMERCE PROFIT LEAK AUDIT



Find And Fix Hidden Waste In Your
Google Ads Account In 15 Minutes



YOU'RE PROBABLY WASTING 20–40%

OF YOUR GOOGLE ADS BUDGET...



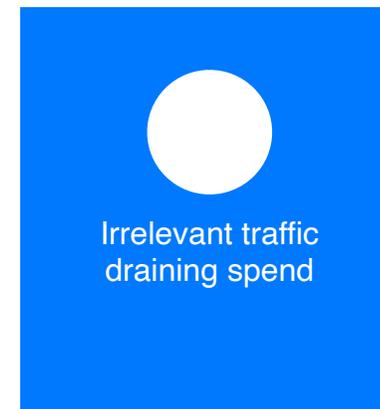
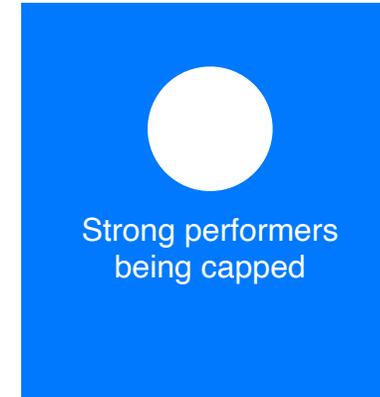
Not because you're doing anything stupid...



But because Google is making decisions you can't see.



Most ecommerce accounts we audit have the same issues:



This Is Where Your Profit Is Leaking.



HOW TO USE THIS

FOR EACH LEAK:

Follow the
breadcrumb

Compare your
data

Apply the fix
immediately



YOU'RE SCALING THE WRONG PRODUCTS

WHERE TO LOOK

Campaigns



Products



Sort by Spend

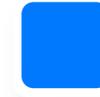
WHAT IT LOOKS LIKE:

PRODUCT	SPEND	REVENUE	ROAS
Product A	£320	£120	0.38
Product B	£280	£950	3.39
Product C	£260	£0	0.00

WHAT THIS MEANS



Budget is going into poor performers



Strong products are underfunded



Google is optimizing for spend, not profit

WHAT TO DO:

ACTION

- Reduce exposure on low ROAS products
- Segment winners into their own group
- Increase visibility of top performers



WHY

- Stops wasted spend
- Gives them priority
- Drives profitable scale

YOUR BEST PRODUCTS ARE BEING BUDGET CAPPED

WHERE TO LOOK

Campaigns



Columns



Search lost IS

WHAT IT LOOKS LIKE:

PRODUCT	ROAS	LOST IS
Shopping High	4.2	38%
PMax Main	3.8	41%

WHAT THIS MEANS



Google is telling you it can get more sales



But your budget is blocking it

WHAT TO DO:

SCENARIO

- High ROAS + High lost IS
- ROAS stable after increase
- ROAS drops



ACTION

- Increase budget 10–20%
- Scale further
- Pull back slightly



YOU'RE PAYING FOR IRRELEVANT SEARCHES

WHERE TO LOOK

Campaigns



Keywords



Search Terms

WHAT IT LOOKS LIKE:

SEARCH TERM	CLICK	SPEND	CONVERSIONS
Cheap Trainers	42	£68	0
Free Running Shoes	15	£21	0
Nike Air Max 270 Black	18	£29	3

WHAT THIS MEANS



Budget is going into low intent traffic



These clicks will never convert

WHAT TO DO:

ACTION

- Add negative keywords
- Remove irrelevant categories
- Repeat weekly



EXAMPLE

- cheap, free, DIY
- wrong product types
- Keeps traffic clean



YOUR FEED IS HOLDING YOU BACK

WHERE TO LOOK

Search your product on Google

WHAT IT LOOKS LIKE:

LISTING	TITLE	CTR
Yours	Black Trainers	0.9%
Competitor	Nike Air Max 270 Black Trainers Men's Size 10	2.8%

WHAT THIS MEANS



Your product isn't matching strong intent



You're losing clicks before the auction even matters

WHAT TO DO:

FIX

- Add brand + product + key detail
- Include high intent keywords
- Improve image clarity



WHY

- Improves relevance
- Improves matching
- Boosts CTR



PMAX IS HIDING POOR PERFORMANCE

WHERE TO LOOK

Campaigns



Insights



Search Term Insights

WHAT IT LOOKS LIKE:

PRODUCT	SPEND	REVENUE	ROAS
Running Shoes	£400	£1600	4.0
Casual Trainers	£350	£420	1.2

WHAT THIS MEANS



Budget is leaking into weaker categories



You don't see it unless you check

WHAT TO DO:

ACTION

- Push strong categories via feed
- Reduce weak category
- Monitor monthly

WHY

- Reinforces winners
- Protects profit
- Tracks shifts



YOU'RE TRUSTING ROAS TOO MUCH

WHERE TO LOOK

Compare ROAS vs margin

WHAT IT LOOKS LIKE:

METRIC	VALUE
ROAS	300%
Margin	25%
Break-even ROAS	400%

WHAT THIS MEANS



You're losing money despite "good ROAS"

WHAT TO DO:

STEP

- Calculate true break-even
- Adjust tROAS target
- Monitor profit, not revenue



ACTION

- Margin based
- Match profitability
- Real performance



YOUR LANDING PAGE IS KILLING CONVERSIONS

WHERE TO LOOK

Reports



Landing Pages

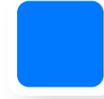
WHAT IT LOOKS LIKE:

PAGE	SESSIONS	CONVERSION RATE
Product Page A	1200	0.8%
Product Page B	950	2.6%

WHAT THIS MEANS



Traffic is fine



Page experience is the issue

WHAT TO DO:

FIX

- Improve page speed
- Improve mobile UX
- Add trust signals
- Improve product clarity



WHY

- Reduces drop-off
- Majority of traffic Increases confidence
- Reduces friction



GO TO:

<https://www.rocketreachppc.com>



WANT ME TO SHOW YOU EXACTLY WHERE YOURS ARE?

I OFFER A FREE 20-MINUTE PPC REVIEW WHERE I:



Identify your biggest profit leaks



Show you what's holding performance back



Give you a clear plan to fix it

NO FLUFF. NO PRESSURE. JUST CLARITY.