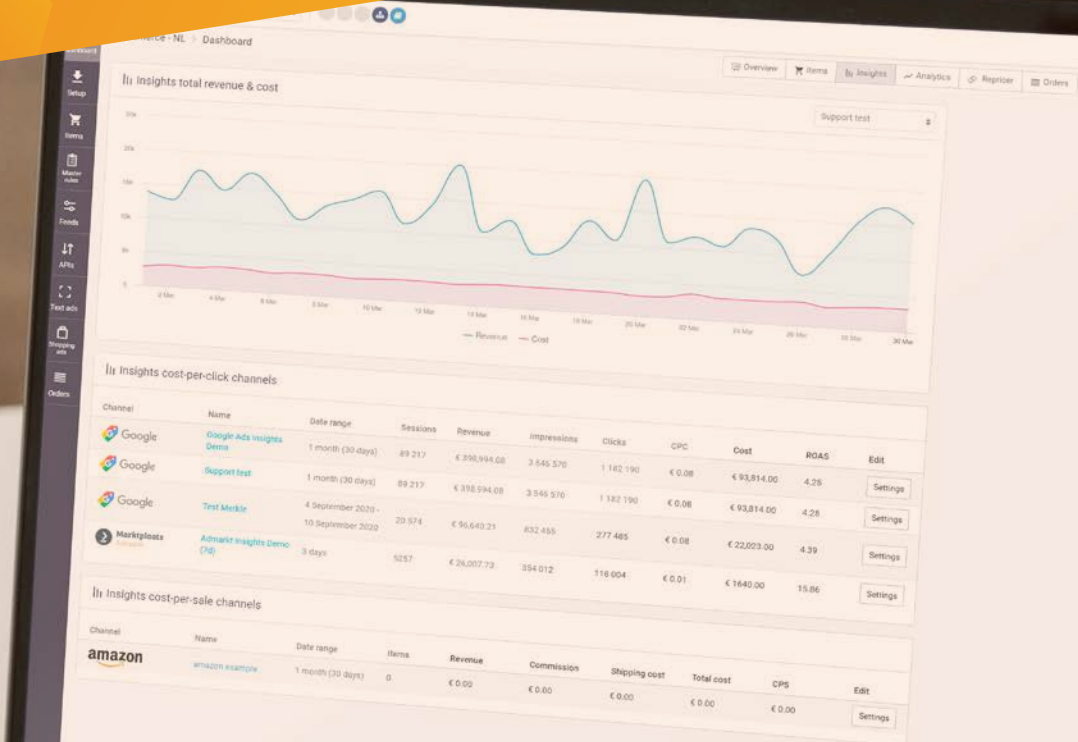


## Booklet

# Channable Insights



# What is it?

Channable Insights is a new feature with the goal to increase the efficiency of your marketing campaigns as well as boost your online sales.

## How it can take your business to the next level?

- ✓ Get real-time data on how your products are performing
- ✓ Automate product segmentation based on product performance
- ✓ Adapt and optimize campaign goals based on ROAS or CPS
- ✓ Make use of all the new data in your own reporting tool

## What does it do?

Channable Insights lets you import both revenue and cost data from channels over a certain date range into Channable. That way, the Channable tool can calculate new data such as ROAS (Return-On-Ad-Spend) as well as profit at a product level.



# For which online advertising channels?

## Cost-per-click (CPC)



- ✓ Revenue
- ✓ Clicks
- ✓ Sessions
- ✓ Bounces
- ✓ CPC
- ✓ Cost

## Cost-per-sale (CPS)



- ✓ Revenue
- ✓ Commission
- ✓ Shipping cost
- ✓ Product production cost (from import)
- ✓ Total cost



Combines revenue and cost information  
to calculate ROAS or CPS

# How does it work in Channable?

You can create an Insights dashboard then select a channel and a date range for importing revenue and cost information. In addition, you can choose to group the revenue and cost information based on category/brand/any other data combination. You can also create multiple Insights dashboards for the same channel but for multiple date ranges and/or different data combinations.

## Google Shopping

Product ID	Title	Google Ads				Calculated	
		Sessions	Revenue	Clicks	CPC	Cost	ROAS
1234	Nike Air Max	432	€ 3,635.00	1242	€ 0.48	€ 626.00	5.81
4567	iPhone	11 433	€ 55,635.00	21 432	€ 0.88	€ 25,635.00	2.17

## Amazon

Product ID	Title	Amazon		Shipping cost	From import		Calculated	
		Revenue	Commission		Items cost	Total cost	Profit	
1234	Nike Air Max	€ 3,635.00	€ 435.00	€ 0.00	€ 3,211.00	€ 3,646.00	€ -11	
4567	iPhone	€ 55,635.00	€ 1,543.00	€ 0.00	€ 45,594.00	€ 47,137.00	€ 8,498.00	

# How can I use it?

## Using Insights in rules

Google Shopping | Optimize CPC

[Learn more in the helpcenter >](#)

### Step 1

Create a new Insights dashboard for Google Shopping and select 1 month as the rolling date range.

### Step 2

Group Insights data based on the data in your import: group on field item\_group\_id.

### Step 3

After importing, your data is now available in the “Dashboard Insights” tab, take a look and dive in! Explore what the various ROAS values are for your products and identify top performers.

### Step 4

Create a ROAS-specific rule for your good, normal, and bad performing products in your Google Shopping feed e.g. If “ROAS” is greater than ”5”, Then take “custom\_label\_1” and set to value “ROAS 500%”. Then continue creating rules for your normal and bad performers.

### Step 5

Go to your Google Ads account. Your custom labels will be visible in Google Ads and you can now assign a higher “max CPC” to your good performers and a lower “max CPC” to your bad performers, giving you greater control over your ad spend!



Name:

e.g., Example name

Date range setting:

Rolling date range

Date range:

1 month (30 days)

Group on field(s):

item\_group\_id

If	ROAS	is greater than	5	+	
Then	take	custom_label_1	and	set to value	+
		ROAS 500%			



### Calculate ROAS

ROAS = Revenue / Ad Cost

### What's a good ROAS?

If ROAS = 1, for every euro you spend on a campaign, it generates €1 worth of revenue. Therefore, you'd be looking to reach a higher ROAS to cover your margin.

# Using Insights values in rules

You can use any Insights dashboard in the rules, by selecting a drop-down menu, clicking the arrowed back button, and selecting the Insights dashboard that you want to use. From there, you can use all the imported fields and calculated fields that are available for that Insights dashboard.

## Exporting Insights information

Amazon | Calculate profit & visualize data in a better way

[Learn more in the helpcenter](#) >

### Step 1

Set up an Amazon Insights dashboard.

### Step 2

Import the product base price from the feed and configure it in the project's settings. You will now get an Insights dashboard with the following data:

### Step 3

Create a "custom CSV" feed and add the Insights data fields in the "Finalize" step. Activate the feed and get the file URL. Your CSV feed can now be used anywhere!

### Step 4

Import the CSV file into a reporting tool of your choice, for example, Google Datastudio, Microsoft PowerBI, or Tableau.

- ✓ Revenue
- ✓ Commission
- ✓ Shipping cost
- ✓ Item cost
- ✓ Total cost
- ✓ Cost per sale (CPS)



Do you want to know more about Channable Insights,  
please contact us.

Contact