

Profitable—and shrinking.

The account returned \$1.38 for every dollar while monthly spend fell 42%. The immediate problem is volume, control, and signal quality—not a lack of proven demand.

\$26,884

AD SPEND

14-month account history

3,637

TRACKED PURCHASES

From account data

\$37,119

TRACKED VALUE

\$10,235 above ad cost

\$1.38

RETURN PER \$1

First-payment value only

EXECUTIVE SCORECARD

Fix the signal before scaling the spend.

The account has reliable pockets of purchase demand, but management, conversion governance, and landing-page quality cap growth.

Measurement	CRITICAL	Three businesses share one conversion environment.
Management	CRITICAL	No account changes since May 1, 2026.
Search control	CRITICAL	One exclusion across 59,626 triggered phrases.
Campaign structure	NEEDS ATTENTION	Manual keywords materially outperform automation.
Landing pages	CRITICAL	76% of spend reaches below-average pages.
Budget + bids	HIGH OPPORTUNITY	Winning terms miss most eligible searches.

The account already knows what buyers want.

01



Branded search is the profit leader.

\$3.67 returned per \$1 at \$4.73 per purchase. It generated \$5,216 in profit on 7% of total spend.

Protect coverage and fund proven brand demand.

02



Hand-picked keywords beat automation.

Keyword campaigns returned \$3.20 per \$1. Shopping, Performance Max, and DSA produced 97% of waste.

Shift budget toward controlled keyword campaigns.

03



Specific product searches purchase.

Queries such as “elementor pro” and “yoast seo premium” converted at \$2–\$7 per purchase.

Build tightly themed campaigns around named products.

04



Savings-led ads win.

“Premium Themes & Plugins Deal” cost \$4.30 per purchase versus \$19.66 for generic plugin messaging.

Lead with savings and bundle value.

Five fixes before the next dollar scales.

Each recommendation follows directly from the supplied account evidence.

P0

Restore active management.

Evidence: The last account change was May 1. Since then, 59,626 search phrases triggered ads and one was excluded.

Action: Reinstate weekly search-term, budget, policy, asset, and performance reviews.

P0

Clean up conversion signals.

Evidence: Four of five primary signals belong to Fixing WP and Migration WP; those campaigns spent \$2,001 to produce \$78.

Action: Keep deliberate PluginsForWP purchase goals and separate the other businesses.

P0

Repair policy and destination issues.

Evidence: More than 25 ads are limited or disapproved, and two ads point to an error page.

Action: Correct the cited site copy and URLs, then appeal applicable restrictions.

P0

Stop uncontrolled automation.

Evidence: Auto-applied suggestions removed profitable keywords and generated an inaccurate panoramic-viewer extension.

Action: Disable auto-apply and auto-created assets; restore reviewed account assets.

P1

Fix the product-page template.

Evidence: 76% of spend reaches pages Google rates below average; the related campaign returns \$0.59 per \$1.

Action: Improve the shared product-page experience and validate every final URL.

Revenue is hiding inside the account—not in a new channel.



Raise bids on the best keyword.

“plugins for wordpress” returns \$23.84 per \$1 with a 10/10 Quality Score, but appears only 35% of the time at a \$0.30 cap.

FASTEST PATH TO INCREMENTAL REVENUE.



Reinvest the wasted two-thirds.

Blended purchase cost is \$7.12, versus \$2.35 on searches that actually purchase.

MORE BUDGET BEHIND PROVEN INTENT.



Retarget product viewers.

Thousands of product pages receive traffic each month, but no audience lists bring recent visitors back.

RECOVER SHOPPERS WHO ALREADY SHOWED INTENT.



Measure full subscription value.

Current reporting captures the first payment only, not realized recurring revenue.

SCALE FROM COMPLETE ECONOMICS, NOT A PARTIAL RETURN.

Restore control. Reallocate. Then scale.

DAYS 1-30

01

Restore control.

- ✓ Fix broken URLs and policy restrictions
- ✓ Disable uncontrolled automation
- ✓ Clean conversion goals
- ✓ Raise coverage on proven terms

DAYS 31-60

02

Reallocate around intent.

- ✓ Shift spend toward keyword campaigns
- ✓ Launch savings-led ad tests
- ✓ Improve product-page templates
- ✓ Build remarketing audiences

DAYS 61-90

03

Scale with real economics.

- ✓ Reconcile recurring customer value
- ✓ Set approved scaling rules
- ✓ Expand named-product coverage
- ✓ Establish monthly value reporting

DATA GAPS

What we still need before confident scaling.

Q Gross margin by product

Q Average subscriber lifetime

Q Refund + cancellation rate

Q Campaign-level goal inclusion

Q Ecommerce reconciliation

Q Approved acquisition target



RECOMMENDED STARTING SCOPE

A 30-day account recovery sprint.

Repair the conversion signal, restore eligible delivery, protect winning keywords, and stop preventable search-term waste.

[Review the remediation scope →](#)

⚠ All figures come from the supplied PluginsForWP account audit. Missing inputs are labeled—not estimated.

DG Growth Partners · August 2026