

CAUSES OF DECLINE IN PAID SEARCH

COMMON PATTERNS AND CAUSES

ROOT METRIC CHANGE

COMMON CAUSE

Sudden drop in conversion rate

changes to cookie opt-in requirements

Sudden drop in conversion rate

tracking issues (e.g. tag not firing /
not implemented on new thankyou page /
over-reaching GA filter)

**Sudden drop in conversion rate
and/or AOV**

stock issues

Sudden rise in CPC

changes in competitor activity (check
Auction Insights)

Fall in impressions

seasonality (check previous years and
Google Trends)

Sudden drop in CTR (and other ills)

auto-applied changes, Check the auto-
recommendation dashboard