Boostic.cloud

Anomalies and Opportunities Manual

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Introduction

The Anomalies and Opportunities section is the essential tactical complement to the Boostic.cloud clustering model.

While clusters organize your catalog based on product performance to define your strategy by identifying your "Champions" or your "Catalog Base," this module acts as an immediate alert system.

Its function is not to classify, but to audit. It focuses on detecting exceptions, inconsistencies, and performance spikes that deviate from the norm. It provides the necessary layer of agility to identify critical discrepancies between investment and return, visibility errors, or sudden successes that require rapid intervention. In short, if clusters tell you what strategy to follow with each product group, Anomalies and Opportunities alert you to where you need to act today to correct deviations or take advantage of momentary opportunities.
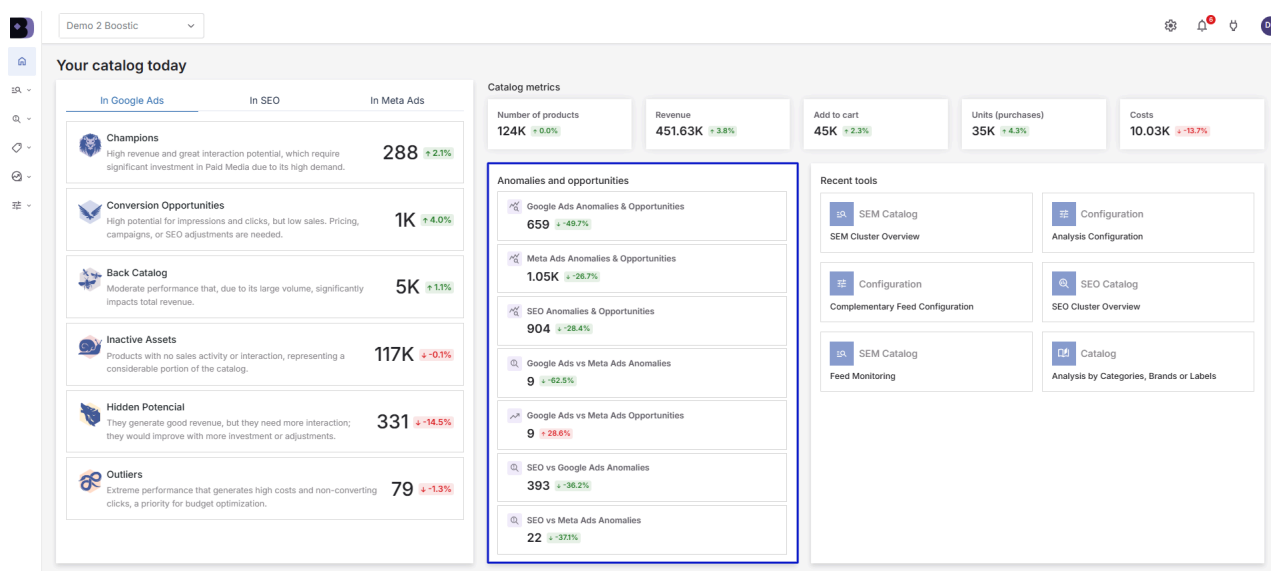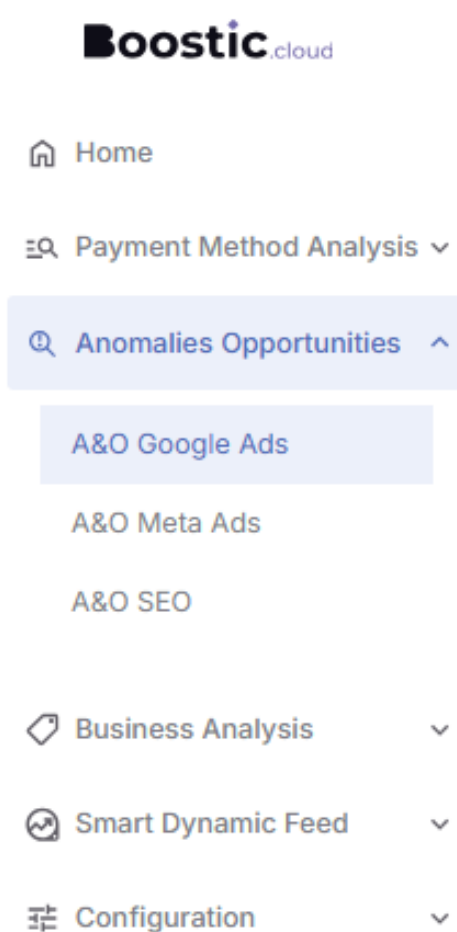
Anomalies and Opportunities

When you access this module, the interface will present you with a unified view of the health of your catalog organized into three main sections:

A&O Google Ads: audit the efficiency of your Google investment. Detects budget leaks and technical visibility errors by cross-referencing data with Meta Ads to identify products that perform very well on Meta but are not being captured in the search engine.

A&O Meta Ads: evaluate the effectiveness of your creative content and audiences on Facebook and Instagram. Identify signs of ad fatigue and products with high web engagement, aligning demand generation with actual Google search intent.

A&O SEO: analyze the quality of your organic positioning. Detect traffic that does not convert, commercial successes without visibility, and risks of cannibalization between your free results and your paid campaigns.

Google Ads Anomalies and Opportunities

This section is designed to audit the efficiency of your investment in Google Ads. Its objective is to detect budget leaks (high cost without return), technical visibility errors, and opportunities for scaling up products already validated by the market. It also compares this data with performance in Meta Ads to identify successful products on Meta that you are not effectively capturing with Google.

Google Ads Anomalies and Opportunities

Date of analysis: 02-10-2024 | Period of analysis: **7 days** | Type of comparison: **previous period**   ⚠ The data analysis for 22-12-2025 is not yet available.

Google Ads Metrics Anomalies	Google Ads Growth Opportunities	Google Ads High Performers with issues	Google Ads vs Meta Ads Anomalies	Google Ads vs Meta Ads Anomalies	Google Ads vs Meta Ads High Performers
312 ↑ 7.2%	206 ↑ 10.2%	136 ↓ -20.0%	7 ↑ 16.7%	22 ↓ -29.0%	2 ↓ -33.3%

Metrics

Products Count	Google Cost	Google Clicks	Sold Units	Revenue	Google tROAS
683 ↓ -0.6%	3.57K ↓ -28.5%	14K ↓ -31.5%	4K ↑ 25.0%	67.97K ↑ 23.0%	19.04 ↑ 72.0%

Cluster Detail

Google Anomalies and Opportunities Clusters | Clusters Variation | Clusters by Brand | Clusters by Category | Clusters by Custom Label

Download detailed CSV ↓

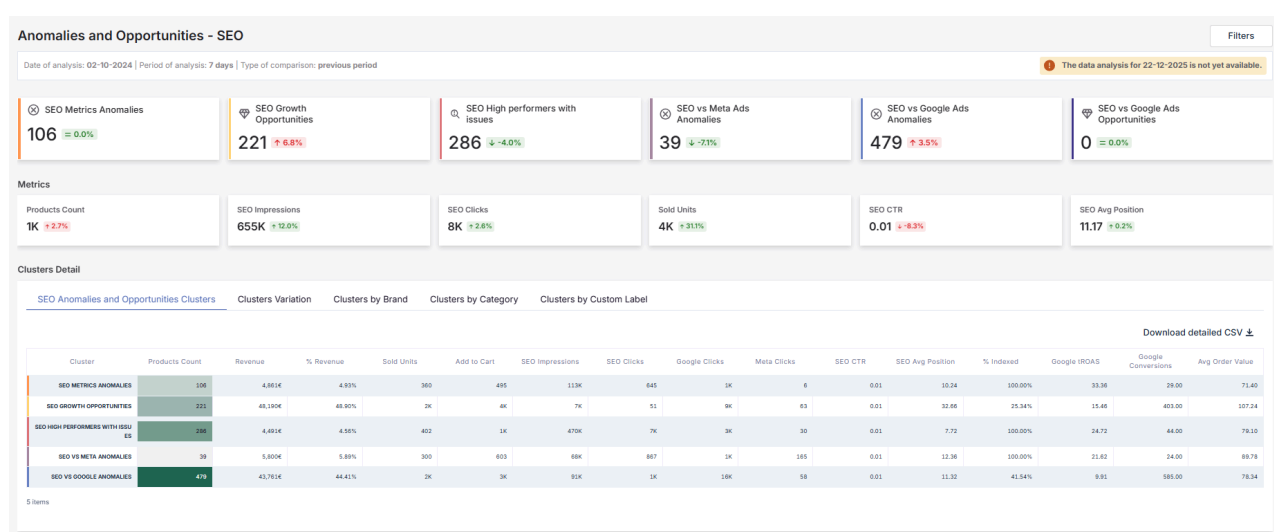| Cluster	Products Count	Revenue	% Revenue	Google Cost	% Google Cost	Google Clicks	Google Impressions	Meta Clicks	Sold Units	Google CTR	Google CPC	Google tROAS	Google Conversions	Avg Order Value
GOOGLE METRICS ANOMALIES	312	17,585€	25.84%	815.22€	22.83%	2K	598K	75	698	0.00	0.37€	21.55	52.00	95.33
GOOGLE GROWTH OPPORTUNITIES	208	38,800€	56.79%	90.20€	2.53%	442	89K	38	2K	0.01	0.20€	427.94	20.00	99.41
HIGH GOOGLE PERFORMANCE WITH ISSUES	136	9,367€	13.78%	2,361€	66.67%	10K	678K	30	344	0.02	0.23€	3.93	236.00	81.36
GOOGLE VS META ANOMALIES	7	225.76€	0.33%	3.31€	0.09%	8	4K	59	5	0.00	0.41€	68.21	0.00	111.89
GOOGLE VS META OPPORTUNITIES	22	48.00€	0.07%	1.96€	0.05%	23	4K	338	3	0.01	0.09€	24.49	0.00	37.77
HIGH PERFORMERS GOOGLE VS META	2	2,306€	3.39%	282.30€	7.91%	703	37K	20	23	0.02	0.40€	8.17	24.00	93.63

6 items

We can find the following subcategories:

- **Google Ads metrics Anomalies** Products that get a lot of impressions but barely receive any clicks, and vice versa.

- **Google Ads Growth Opportunities:** Products that stand out for their high sales performance but currently have little to no advertising investment on Google.

- **Google Ads High Performers with Issues:** Products that receive a high advertising investment on Google and generate a considerable volume of traffic but have a low sales conversion rate.

- **Google Ads vs Meta Ads Anomalies:** Products that show a high capacity for engagement on Meta but achieve a notably low visibility or click performance on Google.

- **Google Ads vs Meta Ads Opportunities:** Products that generate a high volume of clicks in Meta campaigns but currently have little to no advertising investment on Google.

- **Google Ads vs Meta Ads High Performers:** Products that, despite receiving a high advertising investment on Meta, show low sales performance in their Google campaigns.

Meta Ads Anomalies and Opportunities

This section evaluates the effectiveness of your creatives and audiences on Facebook and Instagram. Its goal is to identify symptoms of ad fatigue (ads that are shown a lot but don't generate interest) and detect products with high potential for interaction on the web that are not being exploited in social campaigns. It also compares this data with performance on Google Ads to align demand generation with actual search intent, detecting products that work on the search engine but are not making an impact on social media.
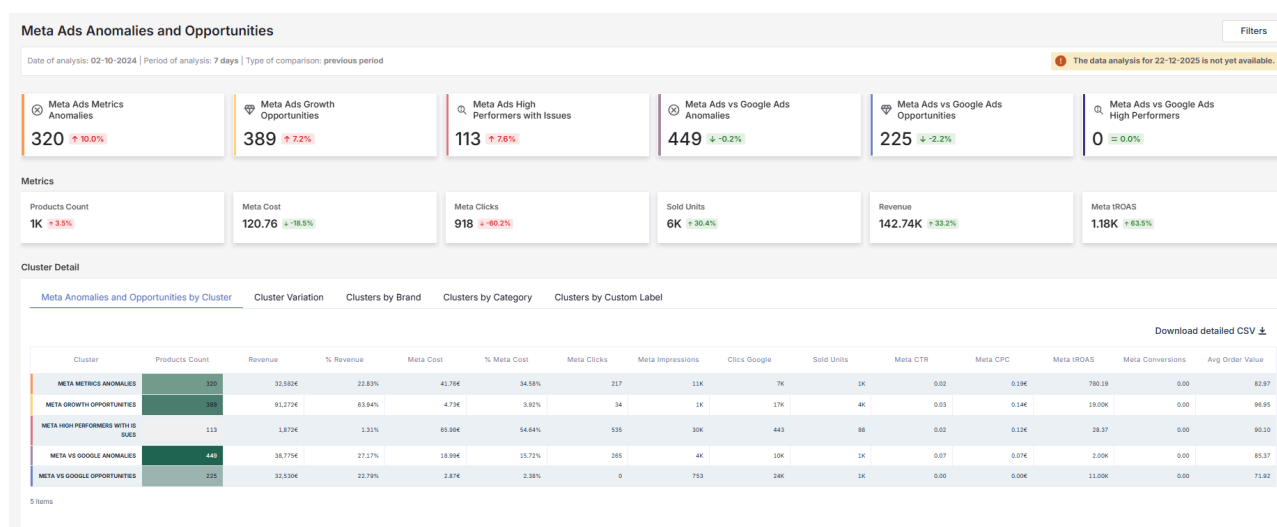
We can find the following subcategories:

- **Meta Ads Metrics Anomalies:** Products that get a lot of impressions but barely receive any clicks, and vice versa.

- **Meta Ads Growth Opportunities:** Products that stand out for their high sales performance but currently have little to no advertising investment on Meta.

- **Meta Ads High Performers with Issues:** Products that receive a high advertising investment on Meta and generate a considerable volume of traffic but have a low sales conversion rate.

- **Meta Ads vs Google Ads Anomalies:** Products that show a high capacity for engagement on Google but achieve a notably low visibility or click performance on Meta.

- **Meta Ads vs Google Ads Opportunities:** Products that generate a high volume of clicks in Google campaigns but currently have little to no advertising investment on Meta.

- **Meta Ads vs Google Ads High Performers:** Products that, despite receiving a high advertising investment on Google, show low sales performance in their Meta campaigns.

Anomalies and Opportunities - SEO

This section analyzes the quality of your organic positioning and its actual ability to generate business. Its goal is to detect products that have many visits without conversion, identify commercial successes in the catalog that lack SEO visibility (missed opportunities), and alert you to risks of cannibalization between your free results and your paid campaigns.

Anomalies and Opportunities - SEO　　　　　Filters

Date of analysis: **02-10-2024** | Period of analysis: **7 days** | Type of comparison: **previous period**　　　　　⚠ The data analysis for 22-12-2025 is not yet available.

Metric	Value	Change
SEO Metrics Anomalies	106	= 0.0%
SEO Growth Opportunities	221	↑ 6.8%
SEO High performers with issues	286	↓ -4.0%
SEO vs Meta Ads Anomalies	39	↓ -7.1%
SEO vs Google Ads Anomalies	479	↑ 3.5%
SEO vs Google Ads Opportunities	0	= 0.0%

Metrics

Metric	Value	Change
Products Count	1K	↑ 2.7%
SEO Impressions	655K	↑ 12.0%
SEO Clicks	8K	↑ 2.6%
Sold Units	4K	↑ 31.1%
SEO CTR	0.01	↓ -8.3%
SEO Avg Position	11.17	↑ 0.2%

Clusters Detail

SEO Anomalies and Opportunities Clusters | Clusters Variation | Clusters by Brand | Clusters by Category | Clusters by Custom Label

Download detailed CSV ⬇

Cluster	Products Count	Revenue	% Revenue	Sold Units	Add to Cart	SEO Impressions	SEO Clicks	Google Clicks	Meta Clicks	SEO CTR	SEO Avg Position	% Indexed	Google tROAS	Google Conversions	Avg Order Value
SEO METRICS ANOMALIES	106	4,861€	4.93%	360	495	113K	845	1K	6	0.01	10.24	100.00%	33.36	29.00	71.40
SEO GROWTH OPPORTUNITIES	221	48,190€	48.90%	2K	4K	7K	51	9K	63	0.01	32.66	25.34%	15.46	403.00	107.24
SEO HIGH PERFORMERS WITH ISSUES	286	4,491€	4.56%	402	1K	470K	7K	3K	30	0.01	7.72	100.00%	24.72	44.00	79.10
SEO VS META ANOMALIES	39	5,800€	5.89%	300	603	88K	867	1K	165	0.01	12.36	100.00%	21.82	24.00	88.78
SEO VS GOOGLE ANOMALIES	479	43,761€	44.41%	2K	3K	91K	1K	16K	58	0.01	11.32	41.54%	9.91	585.00	78.34

5 items

We can find the following subcategories:

- **SEO Metrics Anomalies:** Products that get a lot of organic impressions but barely receive any clicks, and vice versa.

- **SEO Growth Opportunities:** Products that are already bestsellers or show high purchase intent, but have zero or very low organic visibility.

- **SEO High Performers with Issues:** Products that attract a significant volume of organic traffic thanks to good SEO performance, but have a low sales rate.

- **SEO vs Meta Ads Anomalies:** Products with low organic performance that show great potential for engagement and traffic through paid Meta campaigns

- **SEO vs Google Ads Anomalies:** Products with low organic performance that show great potential for engagement and traffic through paid Google campaigns.

- **SEO vs Google Ads Opportunities:** Products that sell very well thanks to advertising, but have little visibility in the organic channel.

Use cases

Beyond technical definitions, the true value of this module lies in its ability to translate complex data into tangible business problems. Below is a selection of real-world cases that illustrate how to interpret these alerts, providing you with the context you need to move from automatic diagnosis to immediate strategic action.

Google Ads Growth Opportunities

When accessing the 'Google Ads Growth Opportunities' category within the Google Ads A&O section, we find a group of 206 products that generate 38.60K€ in revenue and more than 2K units sold in the analyzed period with a total investment of just 90.20€. We are looking at an unexploited gold mine where specific products, such as Exelvit shown in the table, demonstrate extremely high natural demand and excellent conversion rates, but whose Paid Media strategy is almost completely ignoring them.

These products are currently selling by default thanks to direct, organic, or recurring traffic, but no new qualified traffic is being captured for them. Since these products are already winners and do not need validation, the strategic action is immediate: activate specific campaigns (such as Shopping or PMax) by allocating an aggressive budget to these SKUs. If a residual investment of 90€ has generated nearly 38K€ in revenue, scaling the investment will exponentially multiply its reach and return.

Meta Ads Metrics Anomalies

In the 'Meta Ads Metrics Anomalies' category within the A&O Meta Ads section, the system has identified a group of 320 products with concerning behavior: although they maintain visibility, the volume of clicks has suffered a drastic drop of 32.4%. When analyzing the details of the table, we see that products from brands such as Nutricia and Lipok that are labeled under the pattern 'HIGH META IMP. + LOW CLICKS'.

This is a textbook symptom of ad fatigue or lack of visual relevance. The target audience is seeing the ad (high impressions), but the message or creative no longer sparks interest (low clicks), which is degrading CTR and return on investment. The platform is warning you that you are wasting impressions. The recommended action is immediate: renew the creatives for these products (changing the image, hook, or video format) to reactivate user attention and recover lost traffic.

SEO High Performers with Issues
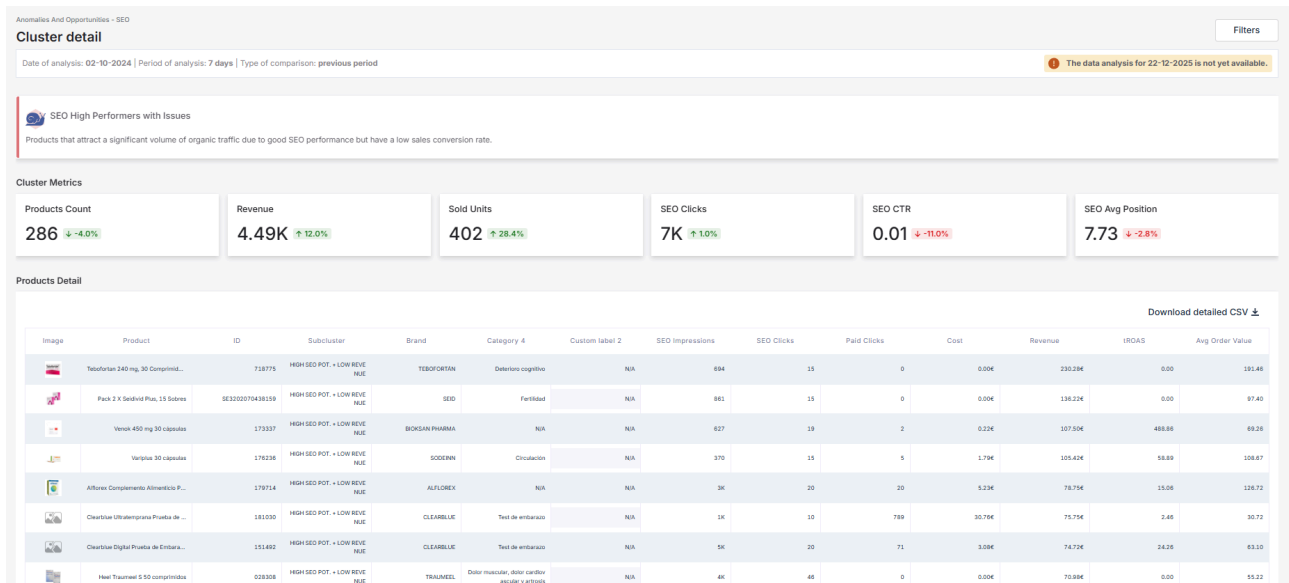
When analyzing the 'High performance with problems' category within the A&O SEO section, the system isolates a group of 286 products that present a critical paradox. Despite enjoying enviable organic positioning the subcluster label 'HIGH SEO POT. + LOW REVENUE' reveals where the leak is: you are successful in attracting visits, but you fail to close the sale.

SEO is doing its job by bringing users to the website, but once there, there is friction in the product detail page (PDP) that is slowing down conversion. This could be due to an uncompetitive price, stock shortages in key variants, or poor visual content. The immediate strategic action is not to touch the SEO, which is already working, but to apply urgent CRO actions: audit prices, availability, and usability on these specific pages to stop wasting the qualified traffic you have already achieved.

Appendix: technical classification

This appendix details the technical tags you will find in the Anomalies and Opportunities feeds. These classifications detect immediate inconsistencies and compare performance across channels so you can act quickly.

Google Ads Classification

1. **Google Ads Metrics Anomalies** (GOOGLE_METRICS_ANOMALIES)

- ZERO_ADS_VISIBILITY__HIGH_CLICKS: ZERO GOOGLE IMP. + HIGH CLICKS
- HIGH_ADS_VISIBILITY__ZERO_CLICKS: HIGH GOOGLE IMP. + ZERO CLICKS
- LOW_ADS_VISIBILITY__HIGH_CLICKS: LOW GOOGLE IMP. + HIGH CLICKS
- HIGH_ADS_VISIBILITY__LOW_CLICKS: HIGH GOOGLE IMP. + LOW CLICKS

2. **Google Ads Growth Opportunities** (GOOGLE_GROWTH_OPPORTUNITIES)

- ZERO_COST__HIGH_ADD_TO_CART_OR_PURCHASES: ZERO COST + HIGH REVENUE
- LOW_COST__HIGH_ADD_TO_CART_OR_PURCHASES: LOW COST + HIGH REVENUE

3. **Google Ads High Performers with Issues** (GOOGLE_HIGH_PERFORMERS_WITH_ISSUES)

- HIGH_COST__ZERO_ADD_TO_CART_OR_PURCHASES: HIGH COST + ZERO REVENUE
- HIGH_COST__LOW_ADD_TO_CART_OR_PURCHASES: HIGH COST + LOW REVENUE

4. **Google Ads vs Meta Ads Anomalies** (GOOGLE_VS_META_ANOMALIES)

- LOW_CLICKS_GOOGLE__HIGH_CLICKS_META: LOW GOOGLE CLICKS + HIGH META CLICKS
- LOW_IMPRESSIONS_GOOGLE__HIGH_CLICKS_META: LOW GOOGLE IMP. + HIGH META CLICKS
- LOW_CTR_GOOGLE__HIGH_CTR_META: LOW GOOGLE CTR + HIGH META CTR
- LOW_IMPRESSIONS_GOOGLE__HIGH_CTR_META: LOW GOOGLE IMP. + HIGH META CTR
- ZERO_COST_GOOGLE__HIGH_CTR_META: ZERO GOOGLE COST + HIGH META CTR

5. **Google Ads vs Meta Ads Opportunities** (GOOGLE_VS_META_OPPORTUNITIES)

- HIGH_CLICKS_META__LOW_COST_GOOGLE: HIGH META CLICKS + LOW GOOGLE COST
- ZERO_COST_GOOGLE__HIGH_CLICKS_META: ZERO GOOGLE COST + HIGH META CLICKS

6. **Google Ads vs Meta Ads High Performers** (GOOGLE_VS_META_HIGH_PERFORMERS)

- HIGH_CLICKS_META__LOW_CONVERSIONS_GOOGLE: HIGH META CLICKS + LOW GOOGLE CONV.

Meta Ads Classification

1. **Meta Ads Metrics Anomalies** (META_METRICS_ANOMALIES)

- ZERO_ADS_VISIBILITY__HIGH_CLICKS: ZERO META IMP. + HIGH CLICKS
- HIGH_ADS_VISIBILITY__ZERO_CLICKS: HIGH META IMP. + ZERO CLICKS
- LOW_ADS_VISIBILITY__HIGH_CLICKS: LOW META IMP. + HIGH CLICKS
- HIGH_ADS_VISIBILITY__LOW_CLICKS: HIGH META IMP. + LOW CLICKS

2. **Meta Ads Growth Opportunities** (META_GROWTH_OPPORTUNITIES)

- ZERO_COST__HIGH_ADD_TO_CART_OR_PURCHASES: ZERO META COST + HIGH REVENUE
- LOW_COST__HIGH_ADD_TO_CART_OR_PURCHASES: LOW META COST + HIGH REVENUE

3. **Meta Ads High Performers with Issues** (META_HIGH_PERFORMERS_WITH_ISSUES)

- HIGH_COST__ZERO_ADD_TO_CART_OR_PURCHASES: HIGH META COST + ZERO REVENUE
- HIGH_COST__LOW_ADD_TO_CART_OR_PURCHASES: HIGH META COST + LOW REVENUE

4. **Meta Ads vs Google Ads Anomalies** (META_VS_GOOGLE_ANOMALIES)

- HIGH_CLICKS_GOOGLE__LOW_CLICKS_META: HIGH GOOGLE CLICKS + LOW META CLICKS

- HIGH_IMPRESSIONS_GOOGLE__LOW_CLICKS_META: HIGH GOOGLE IMP. + LOW META CLICKS
- HIGH_CTR_GOOGLE__LOW_CTR_META: HIGH GOOGLE CTR + LOW META CTR
- HIGH_IMPRESSIONS_GOOGLE__LOW_CTR_META: HIGH GOOGLE IMP. + LOW META CTR
- HIGH_COST_GOOGLE__LOW_CTR_META: HIGH GOOGLE COST + LOW META CTR
- ZERO_COST_META__HIGH_CTR_GOOGLE: HIGH GOOGLE CTR + ZERO META COST

5. **Meta Ads vs Google Ads Opportunities** (META_VS_GOOGLE_OPPORTUNITIES)

- HIGH_CLICKS_GOOGLE__LOW_COST_META: HIGH GOOGLE CLICKS + LOW META COST
- ZERO_COST_META__HIGH_CLICKS_GOOGLE: HIGH GOOGLE CLICKS + ZERO META COST

6. **Meta Ads vs Google Ads High Performers** (META_VS_GOOGLE_HIGH_PERFORMERS)

- HIGH_CLICKS_GOOGLE__LOW_CONVERSIONS_META: HIGH GOOGLE CLICKS + LOW META CONV.

SEO Classification

1. **SEO Metrics Anomalies** (SEO_METRICS_ANOMALIES)

- ZERO_SEO_VISIBILITY__HIGH_CLICKS: ZERO SEO IMP. + HIGH CLICKS
- HIGH_SEO_VISIBILITY__ZERO_CLICKS: HIGH SEO IMP. + ZERO CLICKS
- LOW_SEO_VISIBILITY__HIGH_CLICKS: LOW SEO IMP. + HIGH CLICKS
- HIGH_SEO_VISIBILITY__LOW_CLICKS: HIGH SEO IMP. + LOW CLICKS

2. **SEO Growth Opportunities** (SEO_GROWTH_OPPORTUNITIES)

- ZERO_SEO_SCORE__HIGH_ADD_TO_CART_OR_PURCHASES: ZERO SEO POT. + HIGH REVENUE
- LOW_SEO_SCORE__HIGH_ADD_TO_CART_OR_PURCHASES: LOW SEO POT. + HIGH REVENUE

3. **SEO High Performers with Issues** (SEO_HIGH_PERFORMERS_WITH_ISSUES)

- HIGH_SEO_SCORE__ZERO_ADD_TO_CART_OR_PURCHASES: HIGH SEO POT. + ZERO REVENUE
- HIGH_SEO_SCORE__LOW_ADD_TO_CART_OR_PURCHASES: HIGH SEO POT. + LOW REVENUE

4. **SEO vs Meta Ads Anomalies** (SEO_VS_META_ANOMALIES)

- HIGH_IMPRESSIONS_SEO__LOW_CLICKS_META: HIGH SEO IMP. + LOW META CLICKS
- LOW_IMPRESSIONS_SEO__HIGH_CLICKS_META: LOW SEO IMP. + HIGH META CLICKS
- HIGH_CTR_SEO__ZERO_CTR_META: HIGH SEO CTR + ZERO META CTR
- ZERO_CTR_SEO__HIGH_CTR_META: ZERO SEO CTR + HIGH META CTR

5. **SEO vs Google Ads Anomalies** (SEO_VS_GOOGLE_ANOMALIES)

- HIGH_IMPRESSIONS_SEO__LOW_CLICKS_GOOGLE: HIGH SEO IMP. + LOW GOOGLE CLICKS
- LOW_IMPRESSIONS_SEO__HIGH_CLICKS_GOOGLE: LOW SEO IMP. + HIGH GOOGLE CLICKS
- HIGH_CTR_SEO__ZERO_CTR_GOOGLE: HIGH SEO CTR + ZERO GOOGLE CTR
- ZERO_CTR_SEO__HIGH_CTR_GOOGLE: ZERO SEO CTR + HIGH GOOGLE CTR

6. **SEO vs Google Ads Opportunities** (SEO_VS_GOOGLE_OPPORTUNITIES)

- HIGH_CONVERSION_GOOGLE__LOW_SEO_IMPRESSIONS: HIGH GOOGLE CONV. + LOW SEO IMP.