Guide to Optimizing Catalog Campaigns with Boostic.cloud

Table of Contents:

Introduction

In an e-commerce business with a large catalog, one of the biggest challenges is identifying which products are truly profitable, where to focus the campaign budget, and which items have the greatest growth potential. This is where Boostic.cloud comes in, a platform that automates catalog analysis using a data-driven approach.

The main idea behind Boostic.cloud is to automatically classify all products in an e-commerce catalog into groups or clusters with similar characteristics or performance patterns. Each cluster will be composed of products that present similar behavior based on different key indices that measure their performance. Based on these metrics, Boostic.cloud automatically organizes and classifies all this information, updating and classifying the products in their corresponding cluster.

To elaborate this classification, Boostic.cloud generates a total of 17 indices that evaluate the individual performance of each product. These indices are automatically generated from different metrics (individualized at the product level) obtained by integrating diverse data sources such as Google Analytics 4 (GA4), Google Merchant, Google Search Console, Google Ads, and Meta Ads.

These indices are calculated in a data-driven approach following an automatic modeling process that Boostic.cloud generates and adapts for each e-commerce business based on its own metrics.

By using these 17 metrics, Boostic.cloud automatically classifies products into 6 main clusters and over 60 subclusters. This classification allows us to gain direct insights into the performance of each product (and, by the way, its brand and category). In addition, Boostic.cloud can apply this clustering based on the input channel, with a distinction between SEO and SEM (and within SEM, Google and Meta).

For a Paid Media team, this means being able to:

- Quickly identify which products are particularly valuable to maintain or increase investment in (Champions).
- Identify conversion opportunities where to increase bids or gradually expand coverage.
- Identify inactive or underperforming products where it is appropriate to reduce investment or test alternative strategies.

- Identify hidden potential: products with good organic results or low costs that can be scaled up with well-structured campaigns.
- Assess actual profitability taking margins into account: which products are worth continuing to invest in, and which ones may be cannibalizing the budget without contributing to profits?

Clusters: automatic classification of products based on their performance

Boostic.cloud provides automatic classification that allows you to quickly analyze catalogs of thousands or even hundreds of thousands of products, giving you a quick diagnosis of your catalog's performance and direct insights to make decisions and take tactical actions on specific products, brands, or categories.

Boostic.cloud's automatic analysis begins by classifying products into six main clusters, providing us with a quick and agile initial diagnosis of our catalog:

Champions: Products that generate high revenues with high or medium potential for attracting interaction and traffic. They typically have a medium or high cost in Paid Media, reflecting their high demand and competitiveness in the market. How are we going to sustain and promote these top products in our catalog even more?

Conversion opportunities: Products with high potential (impressions, clicks, and/or adds to cart) but low sales performance. Candidates for adjustments in pricing, campaigns, SEO, or PDPs to convert better.

Back catalog: Products that are not best sellers or featured items, but represent a large part of the catalog. Although their performance is moderate or low, their volume has a significant impact on total revenue. We can consider strategies such as bundles or more focused campaigns.

Inactive assets: Products with no activity in sales and minimal or no interaction in terms of traffic or interest (Add To Cart) during the period analyzed. They usually represent a significant percentage of the catalog. Should we make a low-cost investment in them or remove them from the catalog?

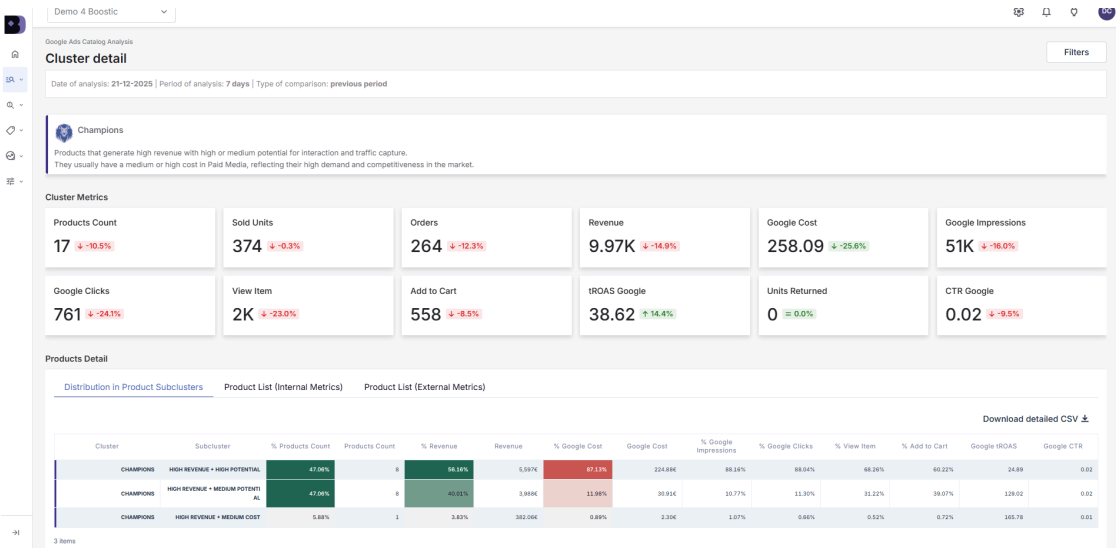
Hidden potential: Products with good revenue performance but margin for improvement in engagement. Some sell with little investment, while others, despite generating revenue, have low engagement and can grow with more investment and improvements.

Outliers: Products with anomalous statistical behavior that deviate drastically from the average. This includes both cases of inefficiency (high cost without sales) and high volatility (high turnover, few sales, and very high tROAS).

Champions (REVENUE_CHAMPIONS)

This cluster groups together products with significant performance: these are SKUs that generate high revenue and capture a significant volume of interaction and traffic. This can be seen in metrics such as % of revenue or tROAS.

They usually have a medium-high investment, which means they are in competitive markets where demand is high. The objective for this type of product is not to solve any deficiencies they may have, rather to ensure that they maintain their position and optimize their leadership, contributing to the e-commerce business, as well as ensuring that they are the products we really want to be champions (do they have the right margin? Does their high demand cause us any problems? etc.).



📢 What situations will we typically find?

- Products with a very high tROAS, high %Revenue, but the %Cost SEM is not as high.

When you are in this situation, it means you have found the most efficient and profitable products. It is a safe bet, as every investment you make generates a very high return and is likely to still have some margin for growth.

In this case, we could increase investment with greater confidence: review the campaigns we have created and verify that the budget limit, if any, is very high. We could also consider expanding higher bidding strategies for these products, trying to capture the largest possible share of impressions and maximize sales.

However, it is crucial to understand that a Champion product can be dynamic, meaning that a change in competitor prices or the seasonality of the product itself can cause its performance to decline. To control this situation, it is necessary to monitor that tROAS remains stable to ensure the profitability of the product.

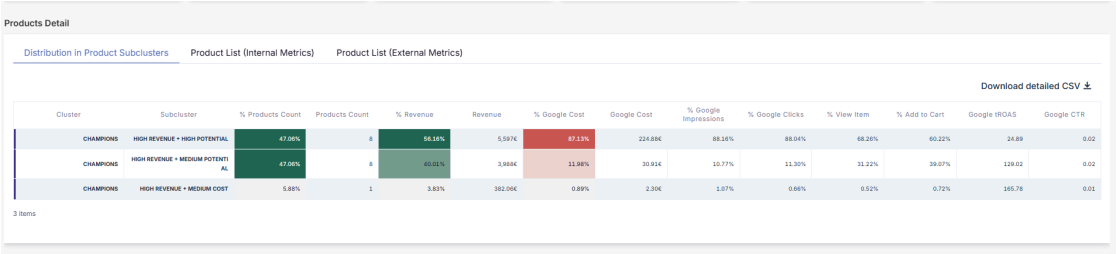
- Products with a very high %Revenue and a very high %SEM Cost. tROAS will also be positive, but not as high as in the previous situation.

  These products drive e-commerce, but they operate in a very competitive market, which makes them more expensive to acquire and much less profitable. The main objective in this case would be to reduce costs while maintaining revenue, for which we could improve the CPC of campaigns or combine it with an SEO positioning strategy (an organic sale saves on SEM costs, increasing net profit).

- Margin analysis: we can add a custom label that indicates the margin percentage or type for each product, for example, if the product has a high margin (top_margin), medium margin (medium_margin), or low margin (low_margin). In the first case, if we filter those champion products by high margin, we will obtain those star products in which we should invest with confidence and a large budget. However, if we filter by those with a low margin, we must monitor the profitability obtained, as the advertising cost being invested may not be justified.

💡 Case study:

In this case study, we have a total of 17 products that are Champions. Thanks to Boostic.cloud, not only can we obtain this information quickly, we can also easily see it disaggregated into subclusters, each with its own characteristics.

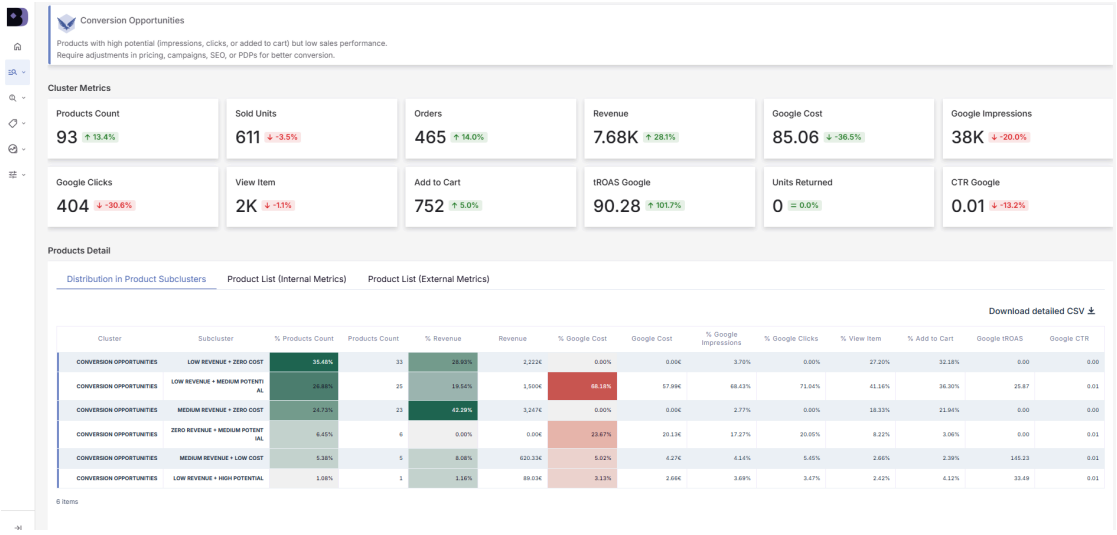


If we analyze the second one, the name itself tells us that these are products with high revenue and medium potential. This means that the revenue percentage is high, as are the click and impression percentages, etc. In addition, the tROAS is considerably high (129.02). Therefore, they are our “safest bet” when it comes to investing in them.

In this case, the priority would be to increase the budget and check Google Ads to ensure that it is not limited, since every additional investment made or bid that can be maximized will improve your impression share, increasing the potential.

Conversion opportunities (CONVERSION_OPPORTUNITIES)

This cluster groups SKUs that have potential in the market but do not sell much. They are products that have high values of impressions, clicks, adds to cart, etc. but that find impediments that do not enable the sale to be carried out. The main objective when working with these products is to review what is causing the bottleneck that prevents the sale from being completed and solve it.



🎣 What situations will we typically find?

- Products with high impression values but low click values and, therefore, low CTR values.

  This situation indicates that the snippet (SEO) or ad (Shopping) is not relevant or attractive enough for the user to click on, so the click-through rate must be improved in order to also increase the CTR.

  In this case, we can rewrite the titles to include keywords and make them more descriptive, improve the quality of the main image or choose one that enhances the product over the competition, and also check that the price displayed is competitive and that the offers are correctly indicated.

- A medium or medium-high click rate, a high add to cart rate, but a very low percentage of sales and units (purchases). This alerts us to a bottleneck: since they select and add the product to the cart, something happens that stops the sale.

  With this situation, we can see that the PDP (Product Detail Page) has convinced the user and they've added the product to their shopping cart. Therefore, it seems more like a problem at checkout, because there is a bottleneck that can be caused by various reasons, such as the payment methods being used causing errors or not being optimized for users, or issues concerning the product shipping: they have very high shipping costs, the shipping times for the products are very long, etc.

- Products that have values for Units (Purchases) and low, very low, or even zero revenue, with very high values for clicks and impressions.

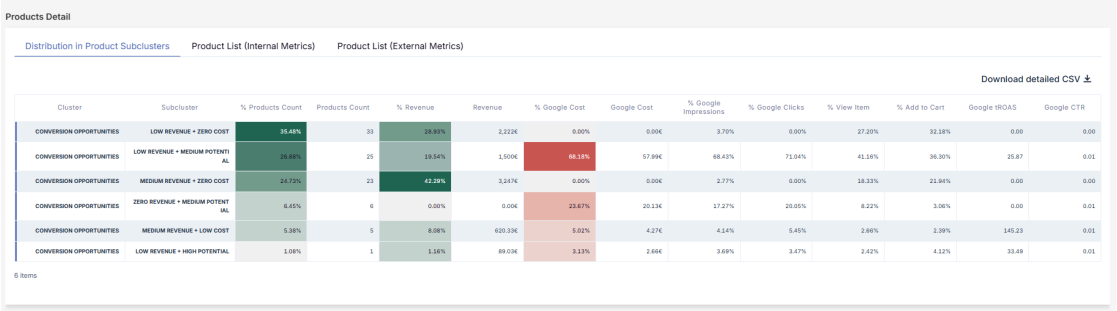
  It is important to review and check that these are not loss leaders: products that serve as a gateway to the e-commerce website and, once there, customers decide to buy other products. If they are not loss leaders and are products that do not add anything to the catalog, the main objective is to stop wasting money on them, so you could consider excluding them from the paid campaigns in which they are active and from the budget, and segmenting them into a new one.

- Margin analysis: we can add a custom label that indicates the margin percentage or type for each product, for example, if the product has a high margin (top_margin), medium margin (medium_margin), or low margin (low_margin). In the first case, if we filter the products by high margin, we find a list of SKUs that we should prioritize for

optimization (resolve deficiencies on the product page or ad), as they could be very cost-effective future champions. However, if we filter by those with a low margin, we must evaluate if the complete optimization is worth it, or if we could improve the margin directly with small solutions.

💡 Case study:

In this case study, we have a total of 93 products that are conversion opportunities. Thanks to Boostic.cloud, we can see this information disaggregated into subclusters, each with its own characteristics.



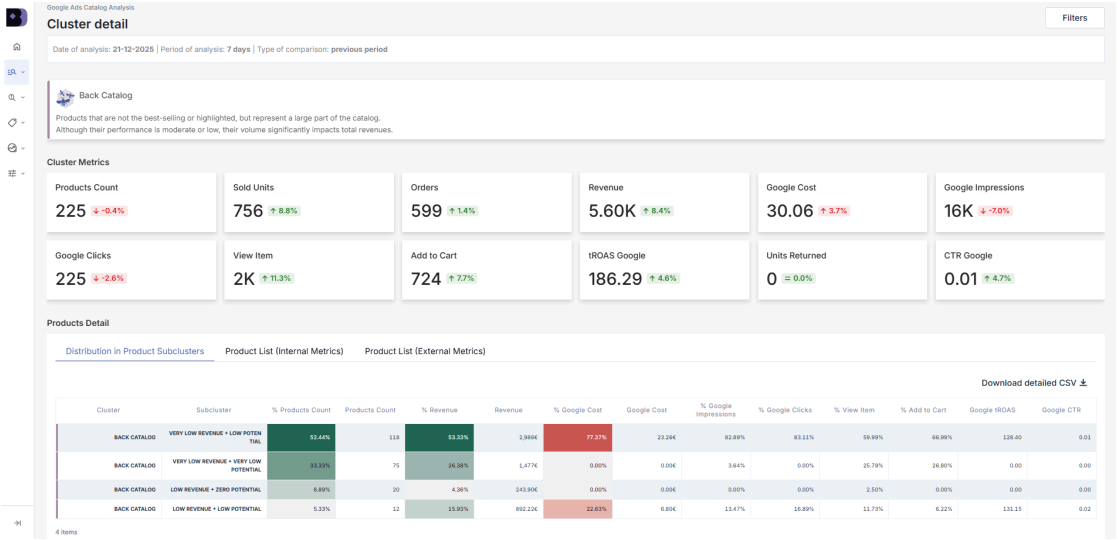
In this case, if we look at the second subcluster, we can see that it has slightly low revenue values. The potential for clicks, impressions, etc. is medium and captures most of the traffic, but the %Cost SEM is very high (68%). This tells us that these are products that are spending a lot of our budget and not giving us a great return. If we look at the tROAS, although it is positive, it is not very high.

In this case, we must control and reduce advertising investment (reduce the budget or reduce bids) and analyze what may be causing this data. Perhaps it is due to a bottleneck when making the payment. If we look at the Add to cart, it is not particularly low, but the revenue percentage is reduced by half. Maybe after implementing an adjustment at that point, we can gradually restart the investment in Google Ads.

Back catalog (BACK_CATALOG)

This cluster usually groups together a large part of the products in the e-commerce catalog with sales, as they are neither the best sellers nor the most prominent, but due to the large number of products in it, together they account for a significant portion of total turnover. Therefore, the objective is to manage them efficiently, trying to ensure that they do not

consume resources or budget that should be allocated to products with higher performance.



📢 What situations will we typically find?

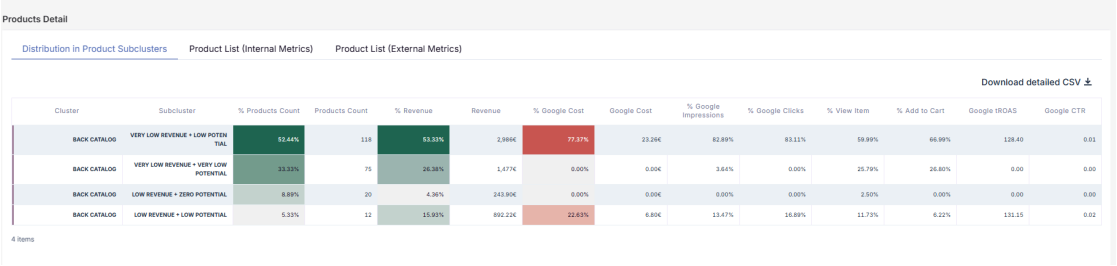
- Products that have low % revenue with very low or zero % costs, so we will obtain a reasonably good and efficient tROAS.

  In this case, we obtain a constant flow of sales of niche products that are produced as a result of a very efficient advertising investment. In these cases, it is advisable not to invest more, but rather to automate these sales by creating a campaign in Google Ads or Meta Ads, where you can group these products and assign them a controlled budget so that an automatic bid is made when the probability of a profitable sale is very high.

- Margin analysis: we can add a custom label that indicates the margin percentage or type for each product, for example, whether it has a high margin (top_margin), medium margin (medium_margin), or low margin (low_margin). In the first case, if we filter those products with a high margin, we should apply a niche campaign to them or use them as bundles (sold in sets or packs) because their sales are profitable. However, if we filter for those with a low margin, we should consider maintaining a low-priority, very low-budget campaign for those products.

💡 Case study:

In this case study, we have 225 products that belong to Back Catalog. With Boostic.cloud, we can see this information disaggregated into subclusters, each with its own characteristics.



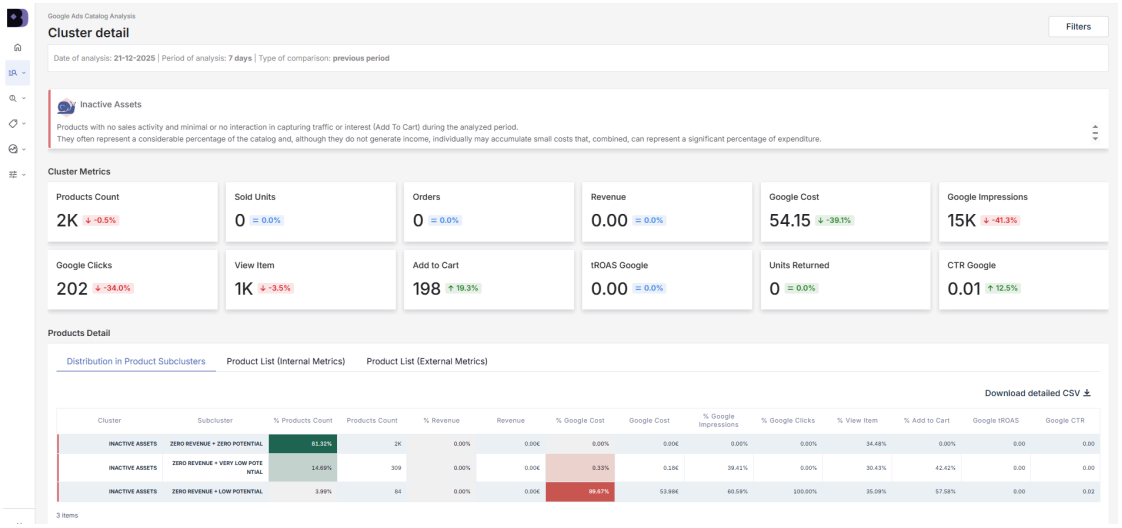
If we look at the last of the cases shown, we can see products that have a low impression and click value, with a relatively low SEM cost but with a positive tROAS.

This is a clear example of products that, despite not having much visibility (impressions, clicks, etc.), are profitable because they respond to a very specific demand (long-tail). These are products that do not have very high demand rates, but collectively can contribute significantly to e-commerce revenue, so excluding them would be a mistake.

Boostic.cloud's automatic grouping feature allows us to easily identify these products and run an advertising campaign for them or readjust the campaign budget. The main idea is to set a controlled daily budget that is not too high, limiting the risk of total spending on this group of products increasing significantly. More specifically, you can set up automatic bidding to try to obtain a higher tROAS, even if the current one is already relatively high. To do this, you can activate the 'Maximize conversion value' option in the settings. The main thing is to adjust that budget as efficiently as possible to prevent any leakage, but also not to remove it because these are products that benefit us.

Inactive assets (INACTIVE_ASSETS)

This cluster groups together products that have little performance, little value in terms of both SEO and SEM, and this may be due to various causes, such as the fact that they are not in demand or that there are errors in the product listing itself. In this case, it is necessary to assess whether it is worth trying to reactivate them, carry out a specific experiment to see if they rebound, or whether it is more efficient to create a personalized campaign with only these products. The fact that there is no performance data available means that we cannot assess the potential of these products either.



📢 What situations will we typically find?

- There are some products that, even though they are inactive, you want to sell because you have a lot of stock, they are from a specific brand that you want to advertise, etc.

  In this specific case, as there is an intention to promote them, what can be done is a small SEM investment campaign with a very low and controlled budget as a test. This will allow us to assess whether, with this investment, any interaction (clicks, impressions, etc.) or even any sales are generated. To carry out this test, it is important to first check that the product has not been rejected or restricted in the Google Merchant Center file. Once everything has been checked and is in order, it is necessary to check that there are no errors in the PDP content (poor quality images, no description, etc.).

- The other products in this cluster have no interaction with or business interest from e-commerce.

  From an SEM perspective, it would be advisable to keep product listings in the feed active so that they remain eligible for free listings in the Shopping tab and dynamic remarketing (campaigns that show users products they have already visited). In these cases, it is recommended to include them in a separate campaign directly with a low budget, as they could sell but do not have enough potential to allocate a large budget. It is also important to bear in mind that e-commerce may have a high level of stock and campaigns could be carried out to try to reduce the accumulated stock of those particular products.

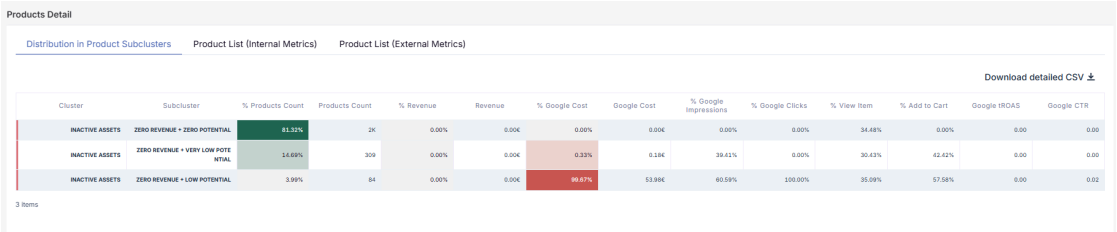
From an SEO perspective, these products may be lowering Google's index and affecting the overall perception of e-commerce. These are products that may not be worth indexing, so you could remove the indexing (noindex tag) or redirect (301) to another product that is similar or belongs to a prominent category. In addition, it is important to check that it is not competing with the same keywords as other products such as Champions.

Therefore, the final decision between keeping these products for the commercial flexibility they offer or segmenting them to improve the quality of e-commerce will depend on the strategy you want to follow.

- Margin analysis: we can add a custom label that indicates the margin percentage or type for each product, for example, whether it has a high margin (top_margin), medium margin (medium_margin), or low margin (low_margin). In the first case, if we filter those products with a high margin, they are the only SKUs worth testing with a trial campaign. However, if we filter for those with a low margin, we must consider deciding what budget they will have in a segmented paid campaign composed only of these products.

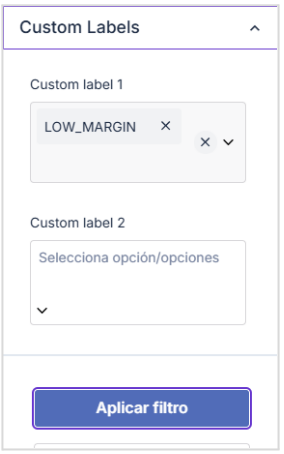
💡 Case study:

In this case study, we have 2k products that are inactive in our e-commerce catalog. With Boostic.cloud, we can see this information disaggregated into subclusters, each with its own characteristics.

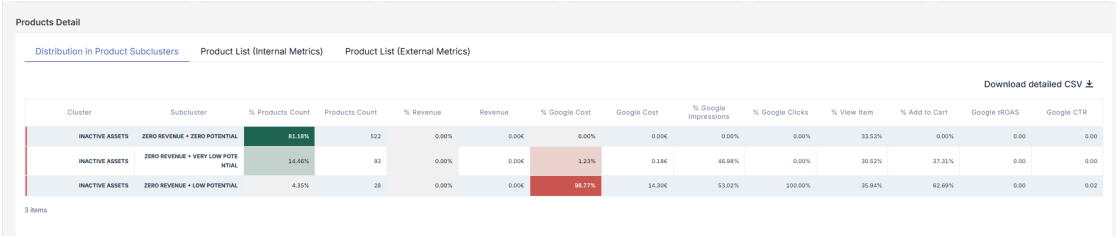


We find that we have more than 80% of SKUs that have no turnover, no cost, no clicks, etc., so they do not provide us with any kind of benefit or return. It is quite common for most of the products in the catalog to be in this cluster, especially in catalogs consisting of hundreds and thousands of products.

One of the strategies we can follow to determine what to do with these products, which do not generate much profitability or profit and only take up space, would be to apply the custom label to analyze the margin.



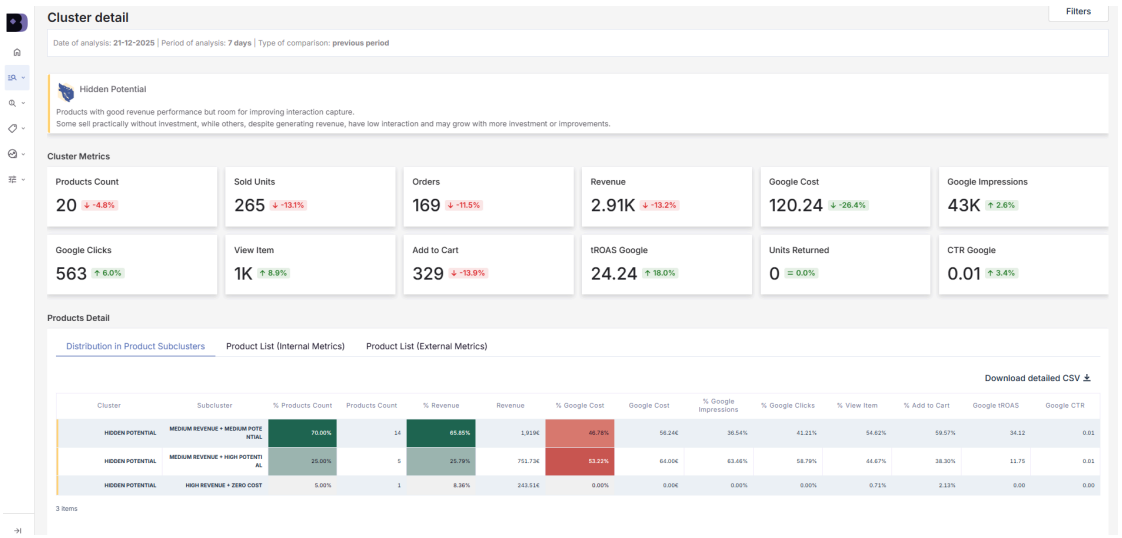
If we apply a low margin (low_margin), we obtain a series of products classified by those that are inactive and also have a very low profit margin.



Given these results, the best strategy would be to create a paid media campaign with a very low budget and even consider de-indexing or redirecting them, as they currently add no value but, over time, are products that could attract customers' attention again due to a trend, for example.

Hidden Potential (HIDDEN_POTENTIAL)

This cluster includes SKUs that generate good sales performance and solid revenue organically, as they receive little advertising investment. This indicates that these products have natural consumer demand, which validates the market on its own (products that sell well without assistance). With this type of product, the ideal approach is to amplify this situation so that they can become Champion products.



📢 What situations will we typically find?

- These are good and positive values for Revenue and Units (Purchases) but with zero or practically zero SEM Cost. In this case, these are products that have been validated by the market: customers search for them directly and buy them. Therefore, any investment in this type of product is a safe bet.

  Some of the SEM strategies that can be implemented include activating specific campaigns for these products and evaluating if they result in higher demand and sales than those obtained organically. When doing this, it is important to keep in mind that it is normal for some SEO sales to shift to SEM. The important thing is to measure the overall growth of the product.

  As this is a safe investment, it would be assigned a test budget with greater confidence than any other cluster. From an SEO perspective, it will also allow us to evaluate which keywords are generating sales for this type of product and use them as a basis for certain campaigns. It is recommended that these types of products also have visibility on the e-commerce website, either on the home page or in banners, to maximize their exposure at every possible point.

- Margin analysis: we can add a custom label that indicates the margin percentage or type for each product, for example, if the product has a high margin (top_margin), medium margin (medium_margin), or low margin (low_margin). In the first case, if we filter products that have a high margin, these are the products that we should definitely invest in with an SEM campaign, giving them the highest priority. In the second case, if the margin is low, it is still a good opportunity, but the

tROAS must be evaluated in more detail to ensure that profitability remains positive.

💡 **Case study:**

In this case study, we have 20 products that represent hidden potential that is not being optimized in our catalog. Thanks to Boostic.cloud, we can see this information divided into subclusters, each one with its own characteristics.

If we analyze the last one, which in this case contains a single product, we see that it has no investment in SEM (SEM cost is equal to 0), but we do have positive data in terms of revenue.

This finding means that Boostic.cloud has automatically detected a product that customers find through organic search, direct traffic, or even from another product, and purchase it without any investment in promotion.

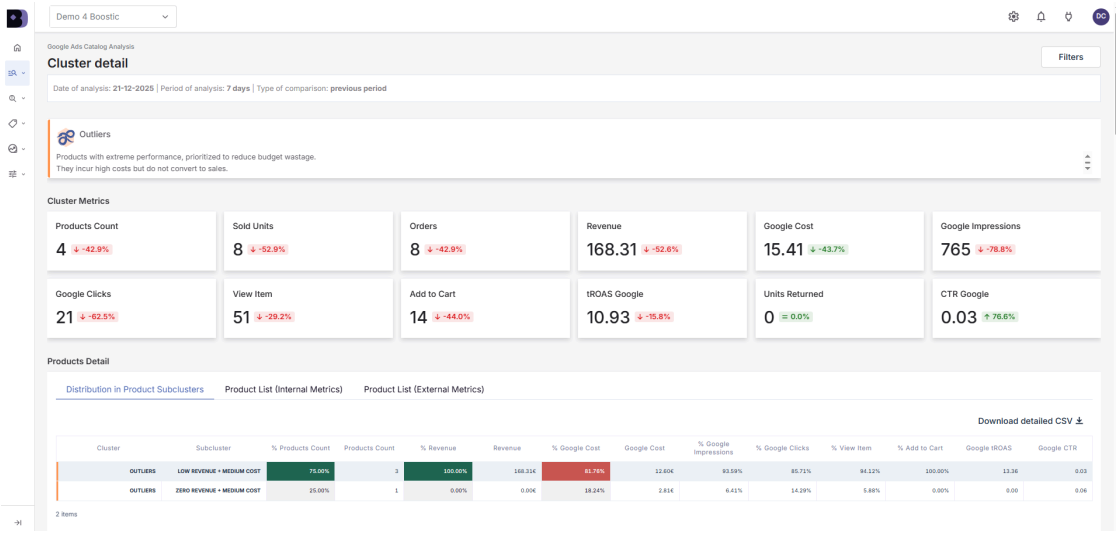
In this situation, we could review the keywords that are working well to enrich the titles and descriptions of the products in the main feed, to improve relevance in Shopping and Pmax (Performance Max) campaigns. You can also create a test search campaign using these keywords, assigning a small and controlled budget.

Outliers (STRATEGIC_OUTLIERS)

This cluster groups together SKUs that show anomalous statistical behavior or deviate significantly from the account's average trend, regardless of whether their final profitability is positive or negative.

We are not referring exclusively to low-performing products. In this segment, we find products with irregular or extreme sales patterns: from items that consume budget without generating return, to products with very high turnover and low sales frequency that, despite selling little, generate a very high tROAS due to their high value.

The goal with these products is to isolate volatility. By segregating them, we prevent these extreme cases from distorting the main campaigns (making them appear falsely profitable or inefficient) and allow us to manage their instability in a specific way.



📢 What situations will we typically find?

- Products that will have a medium SEM cost, with a certain volume of clicks, but with zero or practically zero values in Revenue and Units (Purchases), which means that their tROAS will also be very low.

  This is a clear example of budget leakage, paying for users to see a product they don't buy. To do this, advertising spending on the corresponding platform must be stopped and these products must be paused from active campaigns. Once advertising spending has been paused, we must analyze what may be happening: whether there are problems with the PDP, whether they are priced uncompetitively, or whether they are simply attracting the wrong audience.

  Once the issues have been identified, we can work on solving them and analyze how the metrics evolve after these changes.

  Once these issues are resolved, it could become a profitable product, allowing you to move to a campaign with a more demanding bidding strategy (such as a very high tROAS). If none of the options discussed are viable, you could ultimately segment them into a new campaign with a low budget.

- Margin analysis: we can add a custom label that indicates the margin percentage or type for each product, for example, whether it has a high margin (top_margin), medium margin (medium_margin), or low margin (low_margin). In the first case, if we filter those products with a high margin and find data, it will be an atypical and very serious case, as it implies that you are wasting money on campaigns for products that should definitely provide a certain return. These are the products that need to be reviewed most urgently.

  On the other hand, if the margin is low, it indicates that these products are not profitable and, furthermore, are not working, so in addition to pausing the investment, the following strategies could be considered:

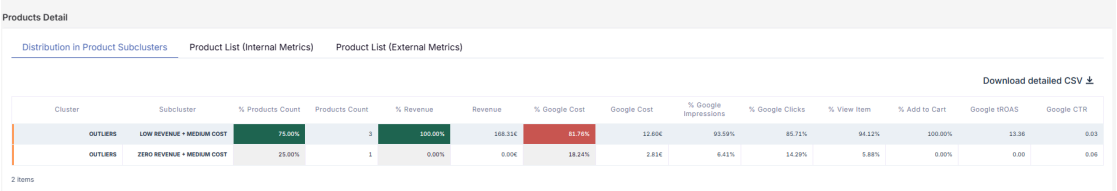
  - Segment products into new paid campaigns while keeping them active in the feed: this can generate visibility through free Shopping listings and also prevents budget wastage.

  - Remove the product from the feed if it does not generate any value (not even in the free listings) and you do not want it to appear.

  - Discontinue the product if it will no longer be sold through any channel.

💡 Case study:

In this case study, we have 4 products that consume investment but do not generate returns. Thanks to Boostic.cloud, we can see this information divided into subclusters, each with its own characteristics.



If we look at the second subcluster, we see a product that is consuming budget and generating initial interest from consumers but then disappearing completely when they reach it, as there are no Add to Cart actions. Therefore, we are paying for clicks that are not converting. In this situation, we can pause advertising for the product directly and exclude it from the campaign you are using, subsequently creating a campaign with a small budget for this type of SKU.

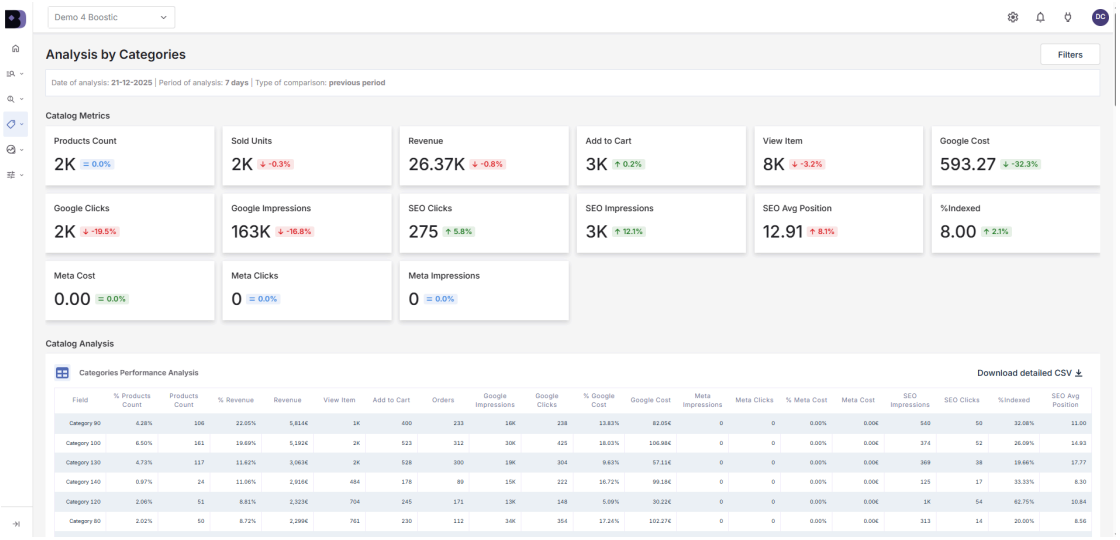
Categories

In addition to automatically generating performance clusters, Boostic.cloud also offers an additional layer of analysis that is essential for certain business strategies: data aggregation by category.

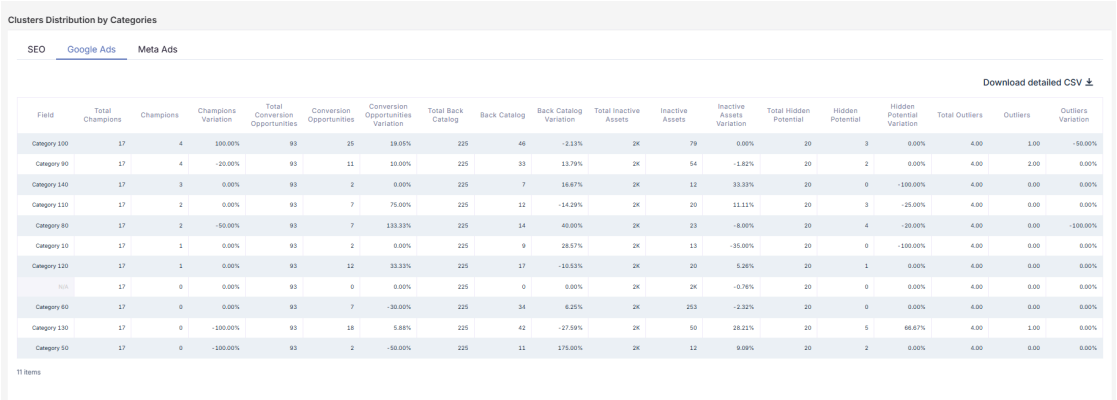
Strategic decisions in e-commerce are often made at the category level, such as budget allocation, promotion planning, etc. That is why it is essential to know the aggregate performance of these products in order to effectively align commercial objectives with advertising actions.

Traditionally, to obtain this information, a team had to manually cross-reference data from Google SEM, Meta SEM, SEO, and sales, whereas with Boostic.cloud, you will find everything in the same suite.

In this section, we will find the main KPIs and, in addition, we will have a detailed analysis of the main metrics for each of the categories.



Additionally, we will also find the cluster distribution seen above, but by category, which will provide us with information on the performance of the products that make up each category. We can consult this at the SEO and SEM (Google and Meta) level:



Clusters Distribution by Categories

SEO | Google Ads | Meta Ads

Download detailed CSV

Field	Total Champions	Champions	Champions Variation	Total Conversion Opportunities	Conversion Opportunities	Conversion Opportunities Variation	Total Back Catalog	Back Catalog	Back Catalog Variation	Total Inactive Assets	Inactive Assets	Inactive Assets Variation	Total Hidden Potential	Hidden Potential	Hidden Potential Variation	Total Outliers	Outliers	Outliers Variation
Category 100	17	4	100.00%	93	25	19.05%	225	46	-2.13%	2K	79	0.00%	20	3	0.00%	4.00	1.00	-50.00%
Category 90	17	4	-20.00%	93	11	10.00%	225	33	13.79%	2K	54	-1.82%	20	2	0.00%	4.00	2.00	0.00%
Category 140	17	3	0.00%	93	2	0.00%	225	7	16.67%	2K	12	33.33%	20	0	-100.00%	4.00	0.00	0.00%
Category 110	17	2	0.00%	93	7	75.00%	225	12	-14.29%	2K	20	11.11%	20	3	-25.00%	4.00	0.00	0.00%
Category 80	17	2	-50.00%	93	7	133.33%	225	14	40.00%	2K	23	-8.00%	20	4	-20.00%	4.00	0.00	-100.00%
Category 10	17	1	0.00%	93	2	0.00%	225	9	28.57%	2K	13	-35.00%	20	0	-100.00%	4.00	0.00	0.00%
Category 120	17	1	0.00%	93	12	33.33%	225	17	-10.53%	2K	20	5.26%	20	1	0.00%	4.00	0.00	0.00%
N/A	17	0	0.00%	93	0	0.00%	225	0	0.00%	2K	2K	-0.76%	20	0	0.00%	4.00	0.00	0.00%
Category 60	17	0	0.00%	93	7	-30.00%	225	34	6.25%	2K	253	-2.32%	20	0	0.00%	4.00	0.00	0.00%
Category 130	17	0	-100.00%	93	18	5.88%	225	42	-27.59%	2K	50	28.21%	20	5	66.67%	4.00	1.00	0.00%
Category 50	17	0	-100.00%	93	2	-50.00%	225	11	175.00%	2K	12	9.09%	20	2	0.00%	4.00	0.00	0.00%

11 items

This will allow us to diagnose, for example, if the low profitability of a certain category is due to the fact that most of its products are outliers, or perhaps in a certain category we find many products that have hidden potential, and we can consider implementing improvements.

📢 What situations might we find?

- Categories with high revenue and moderate SEM costs.

  It is probably the most profitable product category in the catalog, and its distribution into clusters likely brings together champion products, products with hidden potential, and perhaps some outliers, although this is not very probable.

  In this case, it is important to ensure that campaigns associated with this category have sufficient budget, and a gradual increase in investment could be considered by monitoring tROAS to maintain good levels.

- Categories with low revenue and high SEM costs.

  We are faced with a category that probably contains a group of products that are outliers and are causing a significant drain on the allocated budget.

  In this case, we need to identify which products are causing this leakage. To do so, we could check if this category includes certain outliers and then work on them, improving the profitability of the particular category.

- Categories with a low number of products and high revenue.

  If we find a number of products that is relatively low compared to the revenue level, that category is probably made up of top-selling

products. In this case, the main objective is to keep them that way, even increasing the budget allocated to the category for a short period.

- Categories with a high number of products and moderate revenue.

  Otherwise, if we find a high number of products for that category, but sales are moderate, it is possible that this category is composed of products from the Back Catalog cluster. In this situation, we could create a campaign with a controlled budget and set up automatic bidding when the probability of a profitable sale is very high.

Brands

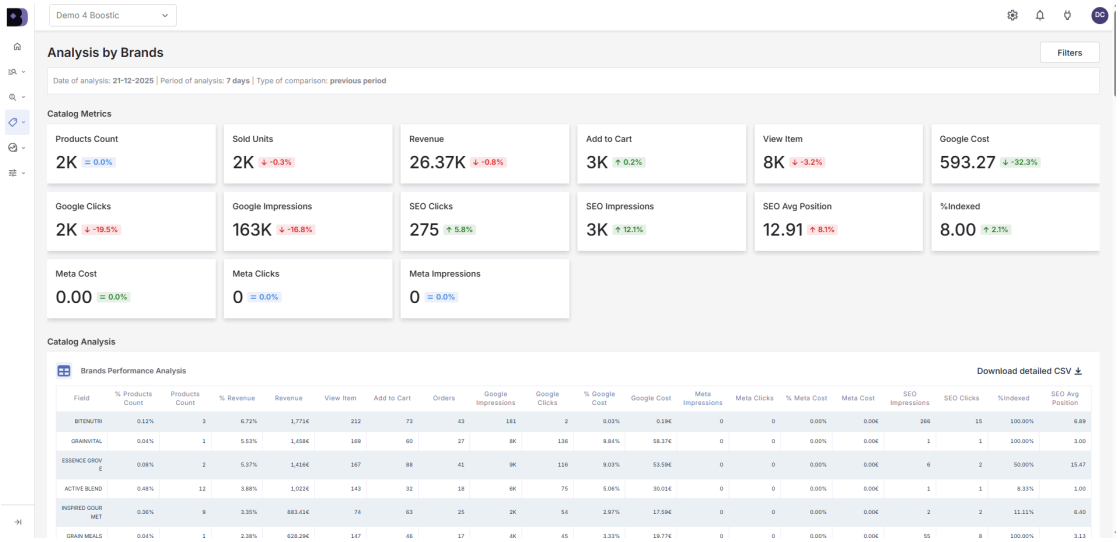
In addition to automatically generating performance cluster classifications, Boostic.cloud provides an additional level of analysis that is essential for commercial strategy: data aggregation by brand.

Business decisions in e-commerce often revolve around brand management, either to promote the launch of a new brand or to evaluate the profitability of the most consolidated brands on the market. Therefore, it is essential to have a clear view of the aggregate performance of your products in order to align commercial objectives with the possible marketing or advertising actions that will be carried out.

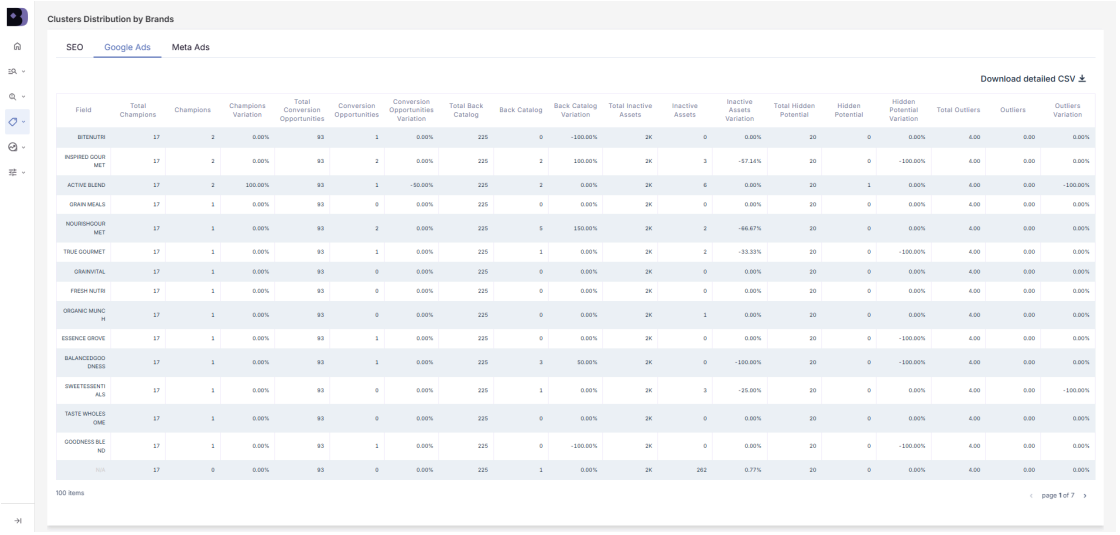
Historically, obtaining this unified perspective has been a manual and complex process, as it required cross-referencing data from SEM (Meta and Google), SEO, and sales, but Boostic.cloud automates this task, centralizing the information in a single suite.

You will have access to key KPIs and will also be able to analyze each brand's performance by analyzing the internal distribution of its products across different clusters, as well as main metrics for each brand: number of SEM clicks, SEO impressions, etc.

This tracking will also let you diagnose precisely if a well-known brand you want to promote is being hindered by products that are outliers, or if a new/emerging brand you just added to your e-commerce site contains a large number of products with hidden potential, allowing you to make smarter, data-driven investment and optimization decisions.



Additionally, we will also find the cluster distribution seen above, but by brand, which will provide us with information on the performance of the products that make up each one. We can consult this at the SEO and SEM level (Google and Meta):



This will enable us to diagnose the performance trends for each brand, which is essential since there can be a wide variety of products in a specific brand, and this will help us measure profitability in greater detail.

📢 What situations might we find?

- Brands with very high revenue and much lower SEM costs.

  We are looking at brands that have a great deal of success in the market and that the advertising investment dedicated to them, despite not being very high, works very efficiently.

In this case, we must ensure that the campaigns aimed for these brands have sufficient budget and even consider increasing it periodically to analyze the evolution of revenue.

- Brands with moderate revenue and very high SEM costs.

  These are brands that, for various reasons such as low demand, highly competitive products, etc., are consuming part of the budgetary investment and not producing the expected return.

  One strategy to follow would be to conduct a detailed investigation of the brand, analyzing which clusters compose it, as there could be many products that belong to the outliers cluster that would explain the results of these metrics.

- SEO ranking: allows us to evaluate which brands are ranking best in search engines.

  We are facing brands that have a strong SEO position, which allows them to be more accessible to users and improve metrics such as impressions or clicks.

  In this case, the ideal approach for a brand with great SEO position is to study the keywords that are performing well and perhaps use them for other brands that are not yet positioned as well but are similar, and then apply them to those brands.

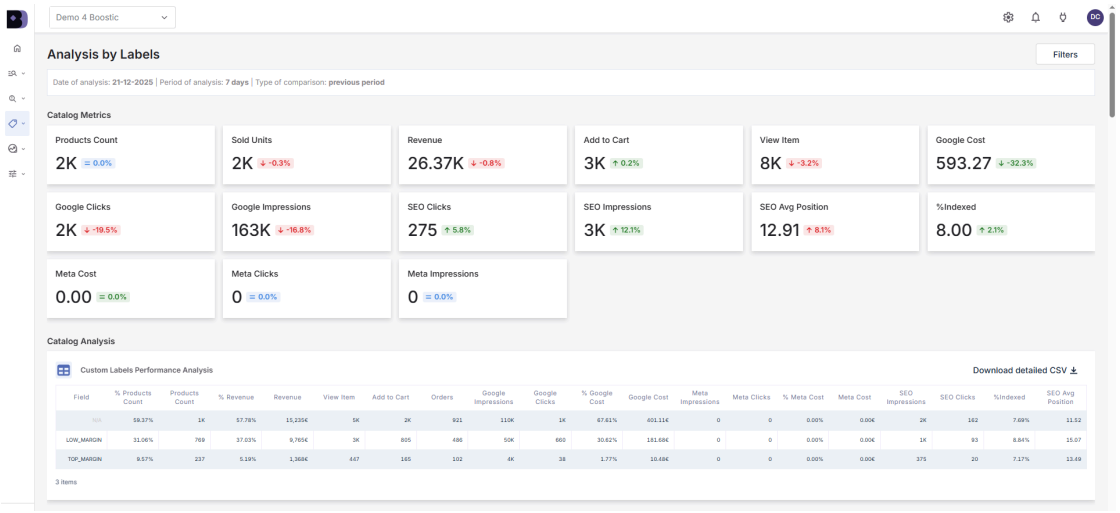
Custom labels

If the analysis by categories and brands allows you to understand the standard performance of the catalog, the analysis by custom labels will allow Boostic.cloud to adapt to the complete business logic.

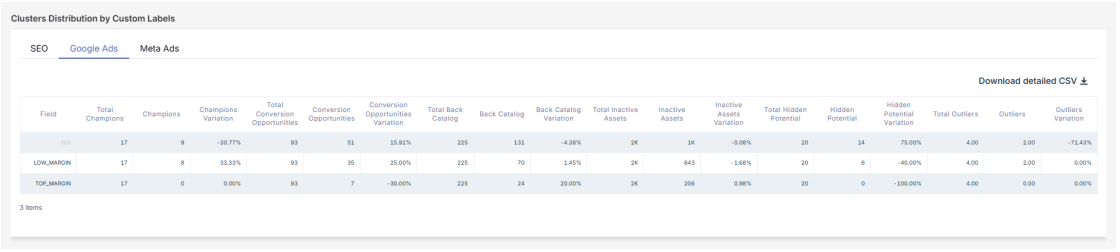
Each e-commerce site uses its own rules to segment its products beyond the category they belong to and the brand. To do this, they use custom labels that allow them to identify the benefit margin (top_margin), seasonality (summer_sales), stock status (clearance), or any other label that is essential to their strategy. Boostic.cloud allows you to import and analyze the performance of any segmentation you already have integrated into your feed.

Obtaining an overview of the performance of these custom groups has traditionally been a manual and time-consuming task, but now Boostic.cloud automates this process, allowing you to validate if your business strategies are reflected in the results obtained.

In this section, you can validate the actual performance of your business segments using custom labels. For each one, Boostic.cloud provides a detailed overview of your performance metrics, giving you a clear picture of which strategies are working as expected and which ones need to be optimized.



Additionally, we will also find the cluster distribution seen above, but by label, which will provide us with information on the performance of the products that make up each one. We can consult this at the SEO and SEM (Google and Meta) level:



📢 What situations might we find?

Let's look at some possible examples, as in this case they can change a lot and depend only and exclusively on the custom labels that the e-commerce site has configured.

- If we have a custom label indicating the profit margin, we could use a filter to see when it is high margin (top_margin), medium margin (medium_margin), or low margin (low_margin).

In this case, you could review the SEM Cost metric when filtering by top_margin and see if the budget is being invested correctly in products that actually have a profitable margin.

- If we have a custom label for specific promotions: sales, flash offers, etc.

  In this case, we could apply the filter we want and review the main KPIs such as Revenue, SEM Cost, number of products, number of purchases, etc.

  This information, along with the cluster table, will show us which products have been best sellers during sales periods and which have been outliers, and perhaps we should create campaigns segmented by these labels.

- If we have a custom label for seasonal products: summer, winter, etc.

  In this case, we could apply the filter to review the seasonality of our products. This information could tell us which products were best sellers during the previous summer season, ensuring that we have sufficient stock and invest in an SEM campaign for them. In addition, once this season is over, we could review which products have ended up in the back catalog cluster or inactive products and create a liquidation campaign afterwards.

- If we have a personalized label that tells us the material of the product: leather, polyester, etc.

  This information allows us to know what users prefer and see the sales figures for leather products vs. polyester products. We could also review the cost of each type of product and therefore evaluate their profitability. If we discover that the first ones are more profitable, we could give them more visibility in certain campaigns.

  Also we can check if inside the champions cluster, we are going to have many products that are, for example, leather, that gives us a clear insight into what type of material customers prefer.

Appendix: list of clusters and subclusters

This appendix details the structure of the automatic clustering performed by Boostic.cloud on the individual performance of catalog products. Below, you will find the exact names of the tags that will be generated in your complementary feed, organized by their main cluster hierarchy, with the definition of each group and the translation of the technical tag to understand which combination of Revenue (REV.), Potential (POT.), and Cost (COST) defines each product.

You can use these specific tags to filter your campaigns, create exclusion rules, or design advanced segments in your marketing tools.

SEM Clustering (Google Ads and Meta Ads)

This ranking combines three key variables: Revenue, Potential (based on traffic and interaction), and Advertising Cost.

1. **CHAMPIONS (REVENUE_CHAMPIONS):** Products generating high revenue. These are your sales leaders, either due to high natural demand or strong investment.

    - HIGH_REVENUE__HIGH_POTENTIAL: HIGH REV. + HIGH POT.
    - HIGH_REVENUE__MEDIUM_POTENTIAL: HIGH REV. + MED. POT.
    - HIGH_REVENUE__HIGH_COST: HIGH REV. + HIGH COST
    - HIGH_REVENUE__MEDIUM_COST: HIGH REV. + MED. COST

2. **HIDDEN POTENTIAL (HIDDEN_POTENTIAL):** Products that sell well (market-validated) but have little visibility or investment. These are efficient scaling opportunities.

    - HIGH_REVENUE__ZERO_COST: HIGH REV. + ZERO COST
    - HIGH_REVENUE__LOW_COST: HIGH REV. + LOW COST
    - HIGH_REVENUE__ZERO_POTENTIAL: HIGH REV. + ZERO POT.
    - HIGH_REVENUE__LOW_POTENTIAL: HIGH REV. + LOW POT.
    - HIGH_REVENUE__VERY_LOW_POTENTIAL: HIGH REV. + VERY LOW POT.
    - MEDIUM_REVENUE__HIGH_POTENTIAL: MED. REV. + HIGH POT.
    - MEDIUM_REVENUE__MEDIUM_POTENTIAL: MED. REV. + MED. POT.

3. **CONVERSION OPPORTUNITIES (CONVERSION_OPPORTUNITIES):** Products attracting significant interest (traffic or add-to-carts) but not closing the sale. Possible pricing or checkout issues. Also includes

medium-revenue products with low costs or visibility that are ready to scale.

- ZERO_REVENUE__HIGH_POTENTIAL: ZERO REV. + HIGH POT.
- ZERO_REVENUE__MEDIUM_POTENTIAL: ZERO REV. + MED. POT.
- LOW_REVENUE__HIGH_POTENTIAL: LOW REV. + HIGH POT.
- LOW_REVENUE__MEDIUM_POTENTIAL: LOW REV. + MED. POT.
- MEDIUM_REVENUE__ZERO_POTENTIAL: MED. REV. + ZERO POT.
- MEDIUM_REVENUE__LOW_POTENTIAL: MED. REV. + LOW POT.
- MEDIUM_REVENUE__VERY_LOW_POTENTIAL: MED. REV. + VERY LOW POT.
- MEDIUM_REVENUE__ZERO_COST: MED. REV. + ZERO COST
- MEDIUM_REVENUE__LOW_COST: MED. REV. + LOW COST
- LOW_REVENUE__ZERO_COST: LOW REV. + ZERO COST

4. **STRATEGIC OUTLIERS (STRATEGIC_OUTLIERS):** Inefficient products consuming budget without providing an adequate sales return. Profitability leaks.

    - ZERO_REVENUE__HIGH_COST: ZERO REV. + HIGH COST
    - ZERO_REVENUE__MEDIUM_COST: ZERO REV. + MED. COST
    - LOW_REVENUE__HIGH_COST: LOW REV. + HIGH COST
    - LOW_REVENUE__MEDIUM_COST: LOW REV. + MED. COST
    - UNCLASSIFIED: UNCLASSIFIED

5. **BACK CATALOG (BACK_CATALOG):** The bulk of the inventory with moderate or low performance across all metrics.

    - LOW_REVENUE__LOW_POTENTIAL: LOW REV. + LOW POT.
    - LOW_REVENUE__VERY_LOW_POTENTIAL: LOW REV. + VERY LOW POT.
    - LOW_REVENUE__LOW_COST: LOW REV. + LOW COST
    - VERY_LOW_REVENUE__LOW_POTENTIAL: VERY LOW REV. + LOW POT.
    - VERY_LOW_REVENUE__VERY_LOW_POTENTIAL: VERY LOW REV. + VERY LOW POT.
    - LOW_REVENUE__ZERO_POTENTIAL: LOW REV. + ZERO POT.

6. **INACTIVE ASSETS (INACTIVE_ASSETS):** Products with no sales, no relevant costs, and no significant interaction during the period.

    - ZERO_REVENUE__LOW_POTENTIAL: ZERO REV. + LOW POT.

- ZERO_REVENUE__VERY_LOW_POTENTIAL: ZERO REV. + VERY LOW POT.
- ZERO_REVENUE__ZERO_POTENTIAL: ZERO REV. + ZERO POT.
- ZERO_REVENUE__LOW_COST: ZERO REV. + LOW COST
- ZERO_REVENUE__ZERO_COST: ZERO REV. + ZERO COST
- ZERO__ZERO

SEO Clustering

This classification focuses exclusively on organic metrics, evaluating Revenue against SEO Potential (organic impressions, organic clicks, and average position).

1. **CHAMPIONS (REVENUE_CHAMPIONS):** Sales leaders that also enjoy strong organic visibility.
    - HIGH_REVENUE__HIGH_SEO_POTENTIAL: HIGH REV. + HIGH SEO POT.
    - HIGH_REVENUE__MEDIUM_SEO_POTENTIAL: HIGH REV. + MED. SEO POT.
2. **HIDDEN POTENTIAL (HIDDEN_POTENTIAL):** Products that sell well despite having low SEO visibility, or products with medium sales and high organic potential.
    - HIGH_REVENUE__ZERO_SEO_POTENTIAL: HIGH REV. + ZERO SEO POT.
    - HIGH_REVENUE__LOW_SEO_POTENTIAL: HIGH REV. + LOW SEO POT.
    - HIGH_REVENUE__VERY_LOW_SEO_POTENTIAL: HIGH REV. + VERY LOW SEO POT.
    - MEDIUM_REVENUE__HIGH_SEO_POTENTIAL: MED. REV. + HIGH SEO POT.
    - MEDIUM_REVENUE__MEDIUM_SEO_POTENTIAL: MED. REV. + MED. SEO POT.
3. **CONVERSION OPPORTUNITIES (CONVERSION_OPPORTUNITIES):** Products highly visible in search engines that are not converting that traffic into sales and products that generate average sales but have little organic visibility.
    - ZERO_REVENUE__HIGH_SEO_POTENTIAL: ZERO REV. + HIGH SEO POT.
    - LOW_REVENUE__HIGH_SEO_POTENTIAL: LOW REV. + HIGH SEO POT.
    - ZERO_REVENUE__MEDIUM_SEO_POTENTIAL: ZERO REV. + MED. SEO POT.

- LOW_REVENUE__MEDIUM_SEO_POTENTIAL: LOW REV. + MED. SEO POT.
- MEDIUM_REVENUE__ZERO_SEO_POTENTIAL: MED. REV. + ZERO SEO POT.
- MEDIUM_REVENUE__LOW_SEO_POTENTIAL: MED. REV. + LOW SEO POT.
- MEDIUM_REVENUE__VERY_LOW_SEO_POTENTIAL: MED. REV. + VERY LOW SEO POT.

4. **BACK CATALOG (BACK_CATALOG):** Products with low sales and low or moderate organic visibility.

    - LOW_REVENUE__LOW_SEO_POTENTIAL: LOW REV. + LOW SEO POT.
    - LOW_REVENUE__VERY_LOW_SEO_POTENTIAL: LOW REV. + VERY LOW SEO POT.
    - LOW_REVENUE__ZERO_SEO_POTENTIAL: LOW REV. + ZERO SEO POT.
    - VERY_LOW_REVENUE__LOW_SEO_POTENTIAL: VERY LOW REV. + LOW SEO POT.
    - VERY_LOW_REVENUE__VERY_LOW_SEO_POTENTIAL: VERY LOW REV. + VERY LOW SEO POT.
    - VERY_LOW_REVENUE__ZERO_SEO_POTENTIAL: VERY LOW REV. + ZERO SEO POT.

5. **INACTIVE ASSETS (INACTIVE_ASSETS):** Products with no sales and no detected organic presence.

    - ZERO_REVENUE__LOW_SEO_POTENTIAL: ZERO REV. + LOW SEO POT.
    - ZERO_REVENUE__VERY_LOW_SEO_POTENTIAL: ZERO REV. + VERY LOW SEO POT.
    - ZERO_REVENUE__ZERO_SEO_POTENTIAL: ZERO REV. + ZERO SEO POT.
    - ZERO__ZERO