

Bloom & Botanica — Performance Report

May 2026 · E-commerce · Home & Garden · Prepared 1 June 2026

Executive summary

Revenue came in at \$73,210 for May 2026, up +19.9% versus April 2026. Paid conversions were up +21.7% on up +8.3% ad spend, so return on ad spend improved to 5.67x (+13.8%).

Search · Branded was the most efficient campaign this period, returning 13.6x on its spend. Cost per acquisition moved -11.0%, which is a healthy sign of improving efficiency.

On the organic side, sessions were up +14.0% and Search Console clicks up +13.7%, with average position improving by 1.7 spots. Paid Search remains the top revenue channel. Recommended focus next month: scale Search · Branded while holding CPA, and keep building on the organic gains.

REVENUE

\$73,210

▲ 19.9% vs prev

CONVERSIONS

612

▲ 21.7% vs prev

ROAS

5.67x

▲ 13.8% vs prev

AD SPEND

\$8,640

▲ 8.3% vs prev

Google Ads performance

CTR

3.61%

▲ 1.8%

AVG. CPC

\$0.58

▲ 7.5%

CPA

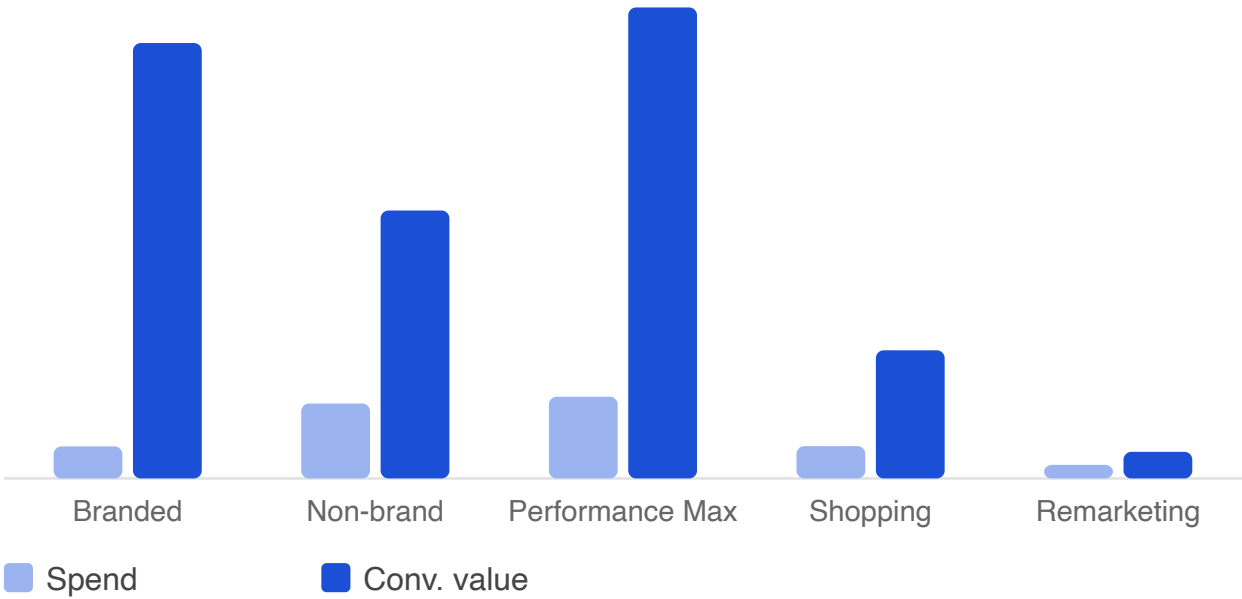
\$14.12

▲ 11.0%

IMPRESSIONS

412,800

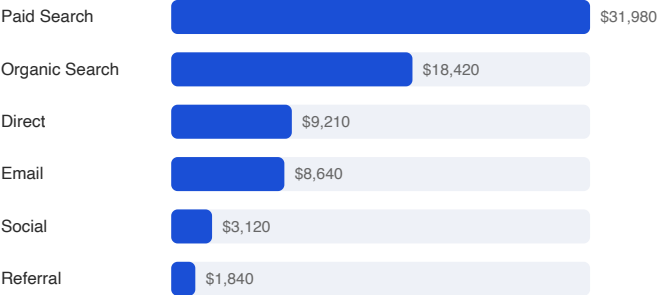
Spend vs conversion value by campaign



CAMPAIGN	SPEND	CLICKS	CONV.	CONV. VALUE	ROAS
Search · Branded	\$1,180	3,120	188	\$16,040	13.6x
Search · Non-brand	\$2,760	4,880	142	\$9,870	3.6x
Performance Max	\$3,010	4,015	201	\$17,350	5.8x
Shopping	\$1,190	2,240	71	\$4,720	4.0x
Display · Remarketing	\$500	665	10	\$980	2.0x

Traffic & engagement (GA4)

Revenue by channel



SESSIONS

58,420

▲ 14.0%

USERS

41,360

▲ 8.9%

ENGAGED SESSIONS

38,770

▲ 20.7%

REVENUE

\$73,210

▲ 19.9%

Search visibility (Search Console)

CLICKS	IMPRESSIONS	AVG. POSITION
12,840	486,200	12.4
▲ 13.7%	▼ 5.0%	▲ 12.1%

TOP QUERY	CLICKS	IMPRESSIONS	AVG. POS.
indoor plant subscription	1,840	38,900	3.2
low light houseplants	1,320	42,100	6.8
botanical home decor	980	51,200	9.4
plant gift box	870	24,300	4.1
self watering planter	640	33,700	11.2