

Sculpture Shop

July 2026

Reporting through July 20, 2026. Evidence-backed delivery, current results, protected value, and the next highest-priority actions.

STATUS: AGENCY REVIEW

EXECUTIVE SUMMARY

July concentrated on repairing the product-feed and local-inventory chain, improving catalog identifiers, and adding tightly controlled Google Ads discovery coverage.

Merchant Center now processes the primary feed and local inventory without file issues, with 350 matched local-inventory products after the final identifier correction. Native WooCommerce stock was also standardized to 50 across the active catalog records reviewed.

The ineffective generic test Performance Max campaign was paused while the main revenue-producing campaign remained enabled. DSA coverage was narrowed toward mailbox intent and supporting assets were added without raising the existing budget.

COMPLETED INITIATIVES 5 Evidence-backed workstreams in this report	DOCUMENTED HOURS 9.31 Exact completed Codex task-system durations	ESTIMATED HOURS 0.00 No estimates used
TOTAL HOURS 9.31 Documented plus estimated hours	EQUIVALENT VALUE \$698.25 At \$75 per hour; not the invoice total	REPORT STATUS Agency Review Month-to-date through July 20, 2026

Evidence-backed implementation

Statuses distinguish live, verified, pending, and monitoring states.

Repaired Shopping and local-inventory feeds

2026-07-20 - Verified live

Corrected item identifiers and file structure, updated the Merchant Center primary source, reprocessed both sources, and verified 350 matched local-inventory products with no file issues.

Evidence: SS-001, SS-002

Standardized native WooCommerce stock

2026-07-20 - Verified live

Set stock management and quantity 50 for 349 variations and one simple product, while keeping 35 variable parents in stock.

Evidence: SS-003

Built and connected controlled DSA coverage

2026-07-19 - Live - monitoring

Generated a clean page feed, connected it in Google Ads, created an eligible Dynamic ad group and ad, then narrowed live targeting toward mailbox URLs while pausing the broad catalog target.

Evidence: SS-004, SS-005

Added free-shipping and trust support

2026-07-20 - Under platform review

Created the Merchant Center Free Shipping Nationwide promotion and added account-level Google Ads callouts for free shipping, anti-rust aluminum, and weatherproof construction.

Evidence: SS-006

Paused non-performing generic PMax test

2026-07-20 - Verified live

Paused the generic test campaign after 38 clicks, \$9.98 spend, zero conversions, no primary conversion goal, and a policy-limited asset group; preserved the main PMax campaign.

Evidence: SS-007

Documented time and equivalent value

Time category	Hours
Documented Hours	9.31
Estimated Hours	0.00
Total Hours	9.31

Completed Codex task runs from exact system timestamps. Idle time between task runs is excluded.

EQUIVALENT PROFESSIONAL VALUE	\$698.25
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This amount represents the value of professional services performed and is not the invoice total.

Where the work stands now

Merchant local inventory	Functionally corrected
CURRENT 350 matched products, recognized attributes, and no file issues after reprocessing.	EXPECTED Diagnostics should finish clearing delayed item-level warnings after Google reconciliation.
Main Performance Max	Protected
CURRENT Main campaign remained enabled; the visible 28-day Merchant view showed 4.67 conversions, \$1,818 conversion value, and 857.68% ROAS.	EXPECTED Protect the main campaign while removing low-value tests and improving catalog eligibility.
Dynamic Search Ads	Early learning
CURRENT Mailbox URL target is enabled and the former broad all-catalog target is paused.	EXPECTED Search-term data should be reviewed after sufficient impressions before adding negatives or budget.

Observed metrics only

Shopping feed items	350	Final validated feed Source: Merchant Center and live feed - Processed
Matched local inventory	350	Final validated source Source: Merchant Center - Matched
Native variation stock	349 at qty 50	WooCommerce catalog update Source: WooCommerce live update - Updated
DSA feed URLs	26	Verified Jul 16 feed Source: CTX DSA feed - No blanks or duplicates
Main PMax conversion value	\$1,818	Visible 28-day Merchant view Source: Merchant Center - Observed
Main PMax ROAS	857.68%	Visible 28-day Merchant view Source: Merchant Center - Observed

07 / BEFORE & AFTER GALLERY

Visual proof

No paired, date-verified before-and-after images were available. The gap is explicit rather than filled with illustrative media.

08 / OPPORTUNITIES FOUND

Opportunities Found

Evidence-backed leverage points discovered this month.

- Monitor DSA search terms after sufficient delivery and add negatives based on observed non-commercial queries.
- Upload or connect the segmented page-feed labels so mailbox and outdoor-garden coverage can be controlled independently.
- Resolve the remaining personalized-advertising restriction affecting Buddha-related products without weakening compliant catalog coverage.
- Replace shared parent imagery with true finish-specific variation images where source photography exists.

09 / WHAT WE PROTECTED

What We Protected

Risk avoided, spend controlled, and historical value preserved.

- The main revenue-producing Performance Max campaign remained enabled while the non-performing generic test was paused.
- Budget stayed unchanged at \$17/day for the existing Search campaign during DSA setup.
- No broad all-pages DSA expansion or unsupported free-shipping discount asset was created.
- Feed identifiers were validated against Merchant requirements before the final reprocessing step.

10 / NEXT 30-DAY PRIORITIES

Next 30-Day Priorities

The next actions in priority order.

- Confirm delayed Merchant diagnostics and item-level inventory warnings clear after reconciliation.
- Review DSA delivery and search terms before changing budget or match scope.
- Connect segmented DSA labels for mailbox and outdoor-garden groups.
- Monitor the Free Shipping promotion and new callouts through policy and SKU review.
- Plan true variation-specific imagery for the highest-value finishes.

11 / CLIENT ACTIONS

Client Actions

Decisions and inputs needed to unlock the next stage.

- Confirm whether finish-specific product photography is available for variation image upgrades.
- Approve the next DSA segmentation step after initial mailbox-target delivery is reviewed.
- Review whether Buddha-related products should remain in personalized advertising programs or be excluded from those campaigns.

12 / INVOICE SUMMARY

Service time and value reference

Service period	July 2026
Documented hours	9.31
Estimated hours	0.00
Total hours	9.31
Equivalent value at \$75/hour	\$698.25
Invoice number	Not provided
Invoice total	Not provided

This amount represents the value of professional services performed and is not the invoice total.

Equivalent professional value is a service-value reference and is not the invoice total.

APPENDIX A

Evidence log

SS-001 - Merchant product and local-inventory corrections

Date: 2026-07-20

Source: Merchant Center and live feed verification

Status: Verified

Reference:

/Users/minion/Documents/Codex/2026-06-09/execute-full-google-ads-audit-for/outputs/sculpture-shops-merchant-center-product-fixes-2026-07-20.md

SS-002 - 350 matched local-inventory products

Date: 2026-07-20

Source: Merchant Center final verification

Status: Verified

Reference:

/Users/minion/Documents/Codex/2026-06-09/execute-full-google-ads-audit-for/outputs/sculpture-shops-merchant-local-inventory-final-fix-2026-07-20.md

SS-003 - Native stock quantity normalization

Date: 2026-07-20

Source: WooCommerce live update

Status: Verified

Reference: Codex thread 019eae5-1b4c-7902-bb23-9c0f61e2e338

SS-004 - DSA feed, ad group, and target verification

Date: 2026-07-16

Source: CTX feed and Google Ads

Status: Verified

Reference:

/Users/minion/Documents/Codex/2026-06-09/execute-full-google-ads-audit-for/outputs/sculpture-shops-ctx-feed-regeneration-status-2026-07-14.md

SS-005 - Mailbox URL target enabled; broad label paused

Date: 2026-07-19

Source: Google Ads change verification

Status: Verified

Reference: /Users/minion/Documents/Codex/2026-06-09/execute-full-google-ads-audit-for/outputs/sculpture-shops-dsa-promotion-segmentation-update-2026-07-19.md

SS-006 - Free shipping promotion and trust callouts

Date: 2026-07-20

Source: Merchant Center and Google Ads

Status: Saved; platform review pending

Reference:

/Users/minion/Documents/Codex/2026-06-09/execute-full-google-ads-audit-for/outputs/sculpture-shops-free-shipping-promotion-2026-07-20.md

SS-007 - Generic PMax test pause and main PMax protection

Date: 2026-07-20

Source: Google Ads live review

Status: Verified

Reference:

/Users/minion/Documents/Codex/2026-06-09/execute-full-google-ads-audit-for/outputs/sculpture-shops-merchant-local-inventory-final-fix-2026-07-20.md

APPENDIX B

Missing data

GA4

Reason: No July ecommerce and acquisition export was available for this report build.

Reporting impact: Sessions, engagement, add-to-cart, and purchase trends are not stated.

Google Search Console

Reason: No July query/page export was available.

Reporting impact: Organic visibility changes are not quantified.

Google Ads

Reason: No complete July account export by campaign, search term, and conversion action was available.

Reporting impact: Only metrics explicitly verified in live task evidence are shown.

CRM and HighLevel

Reason: No July opportunity or revenue attribution export was available.

Reporting impact: Lead-to-sale outcomes cannot be tied to the work in this report.

Email campaigns

Reason: No July campaign export was provided.

Reporting impact: Email activity and results are omitted.

Before-and-after media

Reason: No paired, date-verified before/after screenshots were available for this reporting period.

Reporting impact: The gallery shows an evidence gap rather than illustrative images.

Invoice

Reason: No approved invoice number or invoice total was provided.

Reporting impact: The invoice summary reports hours and equivalent service value only.