

METASEARCH CAMPAIGN MONTHLY UPDATE MAY 2016

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FOR KODDI ANALYTICS

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Executive Summary

This is a report for Koddi Analytics, to present the Insights, Findings, and Recommendation based on the Metasearch Campaign Data given.

The report comprises the following:

- Detailed Content for the Monthly Update to be shared by the Account Manager with a client of Koddi Analytics. The Client of Koddi Analytics runs a Hotel Business. The Monthly Update comprises of:
 - Recent Trends in Digital Marketing
 - Summary of the Data
 - Key Figures, Metrics and Calculations used in the Report
 - Analytics based on Google Search Data
 - Dashboard - Google Search
 - Analytics based on TripAdvisor Search Data
 - Dashboard – TripAdvisor
 - Dashboard – Google Search & TripAdvisor Comparison
 - Forecasting – Google Search & TripAdvisor
 - Recommendation for the Account
- E-Mail Template: The Content on the Body of the E-mail to be sent to the concerned person of the Account

Note:

The report includes 3 Dashboards, that have been build on Tableau. The Dashboards can be leveraged as a reusable asset for the Organization and the template can be used every Month.

Monthly Update

The objective of this Monthly Update Report is to analyze the data generated from Google AdWords and Trip Advisor for a Hotel Client of Koddi Analytics.

This report provides:

- Insights from the Monthly Data
- Recommendations:
 - to improve the Return Per Dollar Spend for running an Online Advertisement Campaign
 - to optimally leverage each Platform (i.e. Google and TripAdvisor) to maximize the Returns

Recent Trends in Digital Marketing

Post Introduction to the Internet, Traditional Marketing which consisted of Television Advertisements, Newspaper and Magazine Promotions took a leap towards Digital Marketing. Digital Marketing comprises placing advertisements online and targeting the right user. This trend continued and kept generating profitable income to several companies who were exposed to these trends.

In the modern era, people are harnessing the power of such techniques combined with the power of data and social media. Below are two examples of Innovative Trends which are currently used by Enterprises to generate revenue.

Influencer Marketing:

Recently, Burger King used a great Influencer marketing strategy to roll-back their old menus.

Burger King liked comments of some huge social media influencers, that were 8 to 10 years old, for no reason. These influencers included Casey Neistat who has 10,927,036 subscribers as of date. These Influencers had no idea why this had happened, and they started making videos and tweeting about it on social media.

Once the hype was at the pinnacle, Burger King tweeted that they are bringing back their 10-year-old menu which was popular at that time. The first step in the process was to involve such influencers and then let the misery hype increase. Once it had its audience, with an eye on the brand, Burger King leveraged the hype.

The approach they used was Influencer Marketing, but the strategy was new which helped the brand acquire their goals spending a lesser amount on advertisement and publicity.

Power of Data - #10YearChallenge

Facebook/Instagram is known for their robust advertisement and data collection techniques. After the Cambridge Analytica data breach, they have been strict and vigilant with data collection and usage.

One of the vital data forms of Google and Facebook is Pictures / Images. The prediction and photo recognition algorithms these giants have are unparalleled in the world.

Even after that, Facebook was striving hard to detect how a person ages over time. To ask for such data is a major privacy breach and would be a legal issue again.

This is where Facebook started promotions about the #10YearChallenge which makes people upload a before and after photographs of 10 years. This was performed by celebrities and a huge number of Facebook/Instagram users. The challenge made it easier and simpler for Facebook to collect the data and then train their algorithms with available training datasets to predict the aging of a human been over time.

Summary of the Data

This segment includes a summary to understand the type of data and details about the data which help in the analysis.

The data is extracted from the source API which is on Google AdWords and Trip Advisor and then exported in Excel. The Excel file comprises two Worksheets. One Worksheet comprises Data from Google Search Campaign and the other Worksheet comprises data from Trip Advisor Campaign

Listed below are the Interpretation of the key Data Variables for both the platforms

1. Google AdWords

Hotel ID	Unique ID for each Hotel
Search Type	Localuniversal, Mapresults, PlacePage, Verification
Device Type	Mobile, Desktop, Tablet: Devices the Advertisement was viewed on
Hotel Sub-brand	A, B: Hotel Sub Category:
Daily Date	Daily Dates of each record
Opportunities	Number of times there was a chance the result showed up our advertisement based on search
Impressions	Number of times the Ad was viewed without opening during the search
Clicks	Number of times the Advertisement was clicked after searching
Bookings	Number of bookings made post clicking the advertisement
Cost	Cost for bidding and placing the advertisement online
Revenue	\$ generated through bookings

2. Trip Advisor

Hotel ID	Unique ID for each Hotel
Placement	US-DMeta, US-Images, US-Mobile: Devices the Advertisement was on
Daily Date	Daily Dates of each record
Clicks	Number of times the Advertisement was clicked after searching
Bookings	Number of bookings made post clicking the advertisement
Cost	Cost for bidding and placing the advertisement online
Revenue	\$ generated through bookings

Metrics and Calculations

The following segment indicates the metrics used to derive the analysis and calculations for some of the metrics which are a [part of feature extraction from the dataset.

- CPC (**Cost Per Click**) = $\text{SUM}(\text{Cost}) / \text{SUM}(\text{Clicks})$
- Conversion = Bookings/Clicks
- Conversion Rate = $(\text{SUM}(\text{Bookings}) / \text{SUM}(\text{Clicks})) * 100$
- ROAS (**Return on Advertisement spent (per dollar)**) = $\text{SUM}(\text{Revenue}) / \text{SUM}(\text{Cost})$
- Property Count = Distinct Count (Hotel ID)

Analytics based on Google Search Data

Following is an overview of activities on your Google AdWords account for the month of May 2016

- Total number of unique properties running advertisement through Google AdWords are **1323 Properties**
- The Total Ad Spend was **\$122K** and Total Revenue generated was **\$1161K**, for the month of May 2016
- **ROAS** of **\$9.5: \$1** that is, a return of 9.5 times for every dollar spent
- The Overall **Conversion Rate** was **13.72%** with a total of **11,973** Bookings
- Advertisements viewed on **Mobile** devices have generated maximum revenue while keeping the cost factor in control. Also, **Mobile** advertisements have the least **CPC**
- Most used **search type** was **Local-Universal** and had a revenue generation of **\$838K** whereas the other search-type used was **Map-results** which contributed less than half of what local-Universal did.
- It could be said that Local-Universal search was most used.
- In Our Analysis, we have been excluded **Place-page** and **Verification**, as their contribution was less than \$24 for revenue
- The **Daily View** on the Dashboard gives an interesting insight where spikes on revenues are prominent on **Fridays** assuming it is the **Pay Day** in the United States. Observe days with date – **6th 13th 20th and 27th**
- There is a high spike for **CPC** as well before these **Fridays** hypothesizing people would be surfing and viewing hotels, offers before the Pay Day. **CPC** drastically drops on **Fridays** which translates that more people clicked the Ads and booked (Converted)

Dashboard - Google Search

Clicks
87,249

Cost
\$122K

CPC
\$1.395

Bookings
11,973


Conversion Rate
13.72%

Revenue
\$1,161K


ROAS
\$9.544

Device

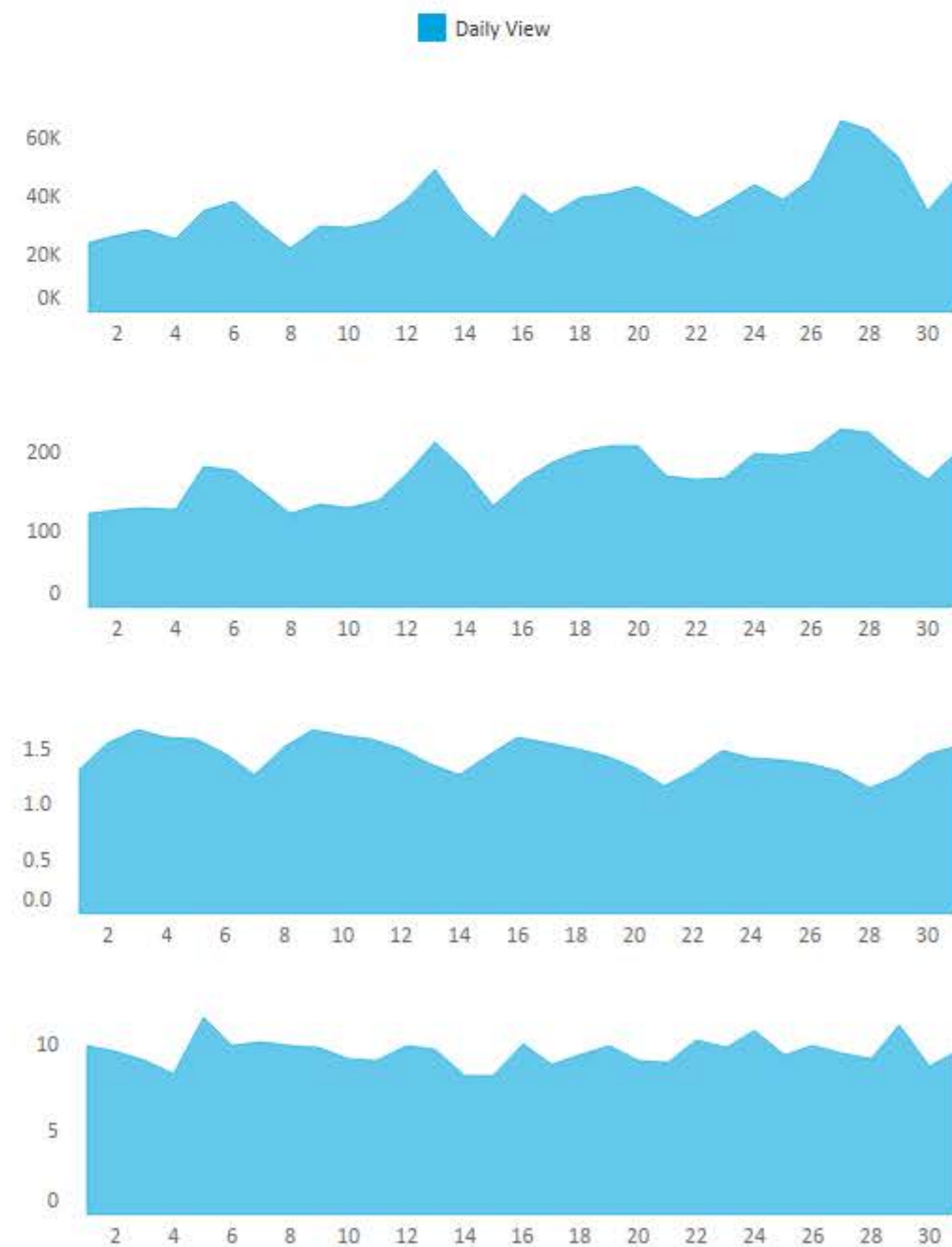
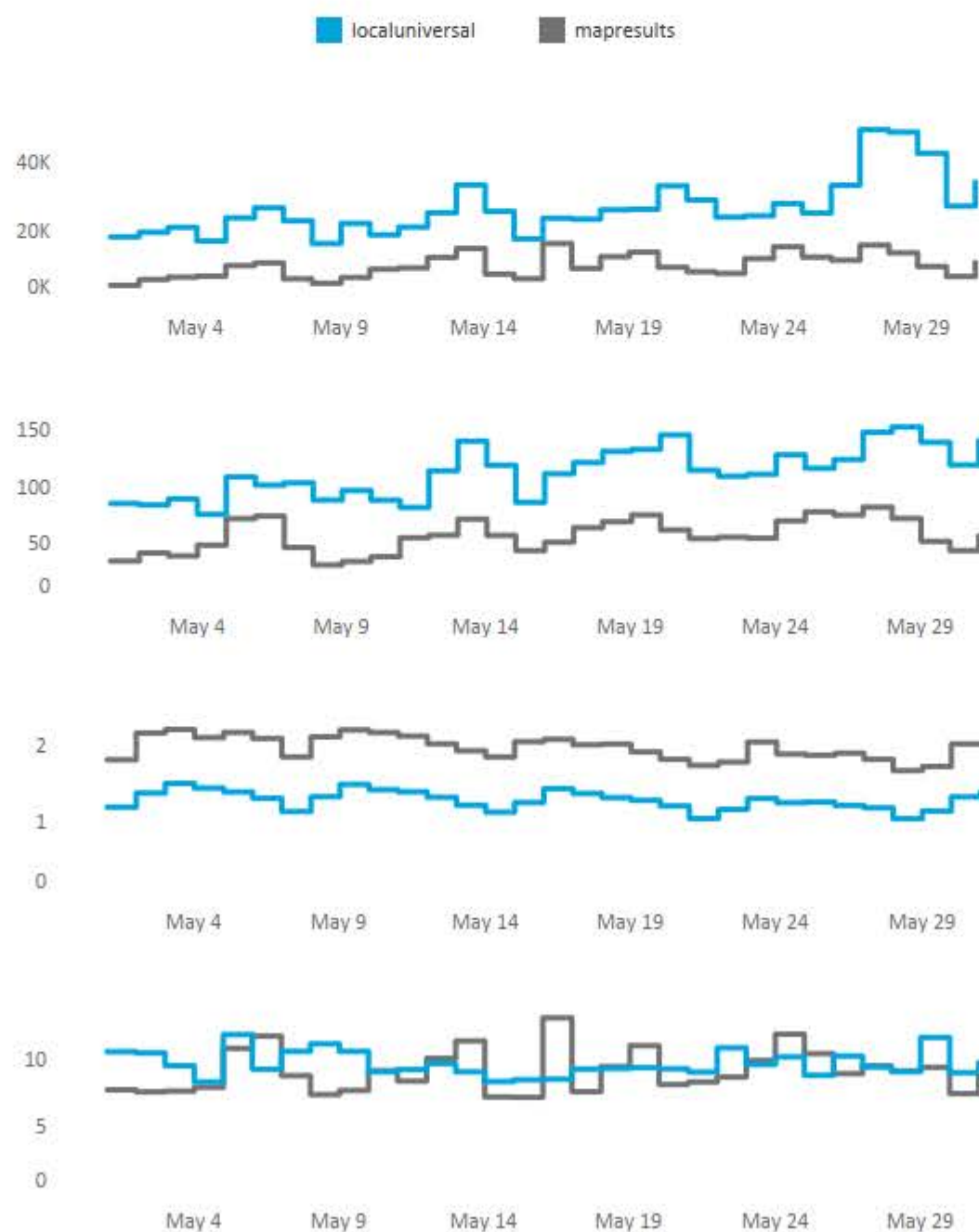
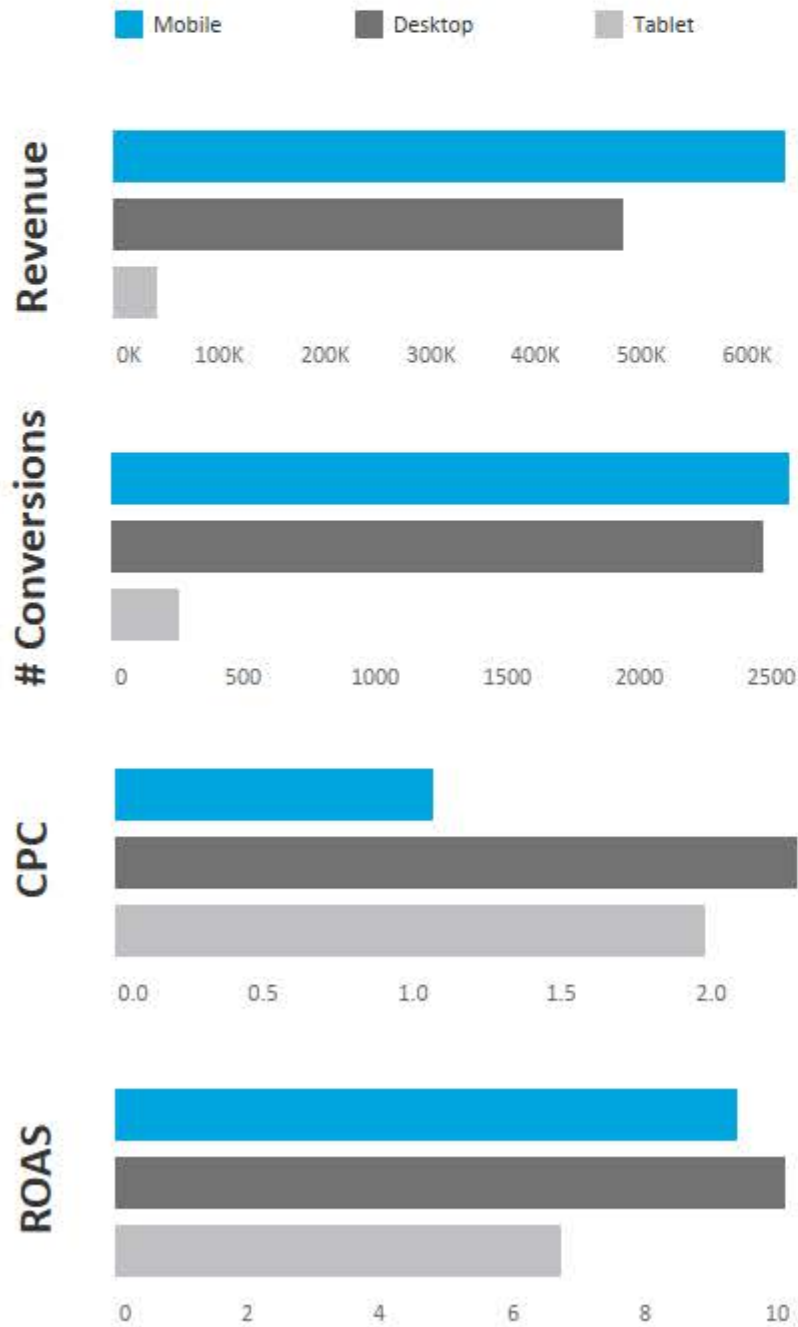
Revenue and Conversions generated via Mobile are higher than Desktop and Tablet. Cost for Advertisement on Mobile is lower on an average.

Search Type

Advertisement on local-universal are most rewarding considering Revenue, Conversions, and Cost per click

Daily View

Most Revenue and Conversions are generated on FRIDAYS (Pay Day) CPCs are higher just before FRIDAYS and lower on FRIDAYS which indicate high browsing before conversion



Analytics based on TripAdvisor Search Data

Following is an overview of activities on your TripAdvisor account for the month of May 2016

- Total number of unique properties running advertisement through Trip Advisor are **1109 Properties**
- The Total Ad Spend was **\$22K** and Total Revenue generated was **\$187K**, for the month of May 2016
- **ROAS** of **\$8.3: \$1** that is, a return of **8.3** times for every dollar spent
- The Overall **Conversion Rate** was **6.45%** with a total of **1,343** Bookings
- At the **Placement** level, **US-DMeta** has the highest **revenue, conversion rate, and ROAS**. At the same time having lowest **CPC** when compared to **Mobile** and **Images**
- To find insights, we fetched the weekday view which gives an overview of what day is more popular in terms of revenue generation and lower **CPC**. The data shows a spike on **Tuesdays** which is due to the 24th of May else, **Fridays** are the best days of the week. An Ad-hoc analysis is required if this trend continues else, our hypothesis about **Friday** being the **Pay Day** can be used as a tool to capture strategic profits on future advertisements. Observe days with date – **6th 13th 20th and 27th**

Dashboard – TripAdvisor

Clicks
20,819Cost
\$22KCPC
\$1.075Bookings
1,343Conversion Rate
6.45%Revenue
\$187KROAS
\$8.349

Placement

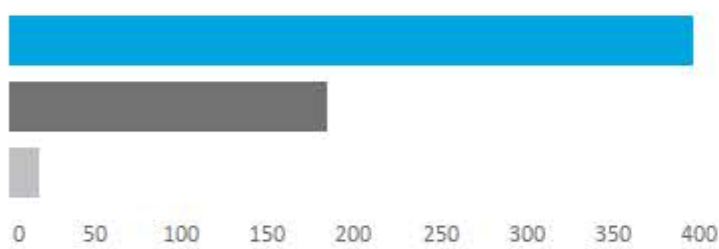
US-DMeta overall is better than the US-Mobile and US-Images when compared across metrics like Revenue, CPC, Conversion, and ROAS

US-DMeta US-Mobile US-Images

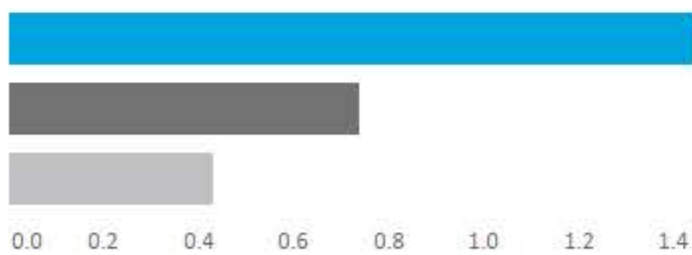
Revenue



Conversion



CPC



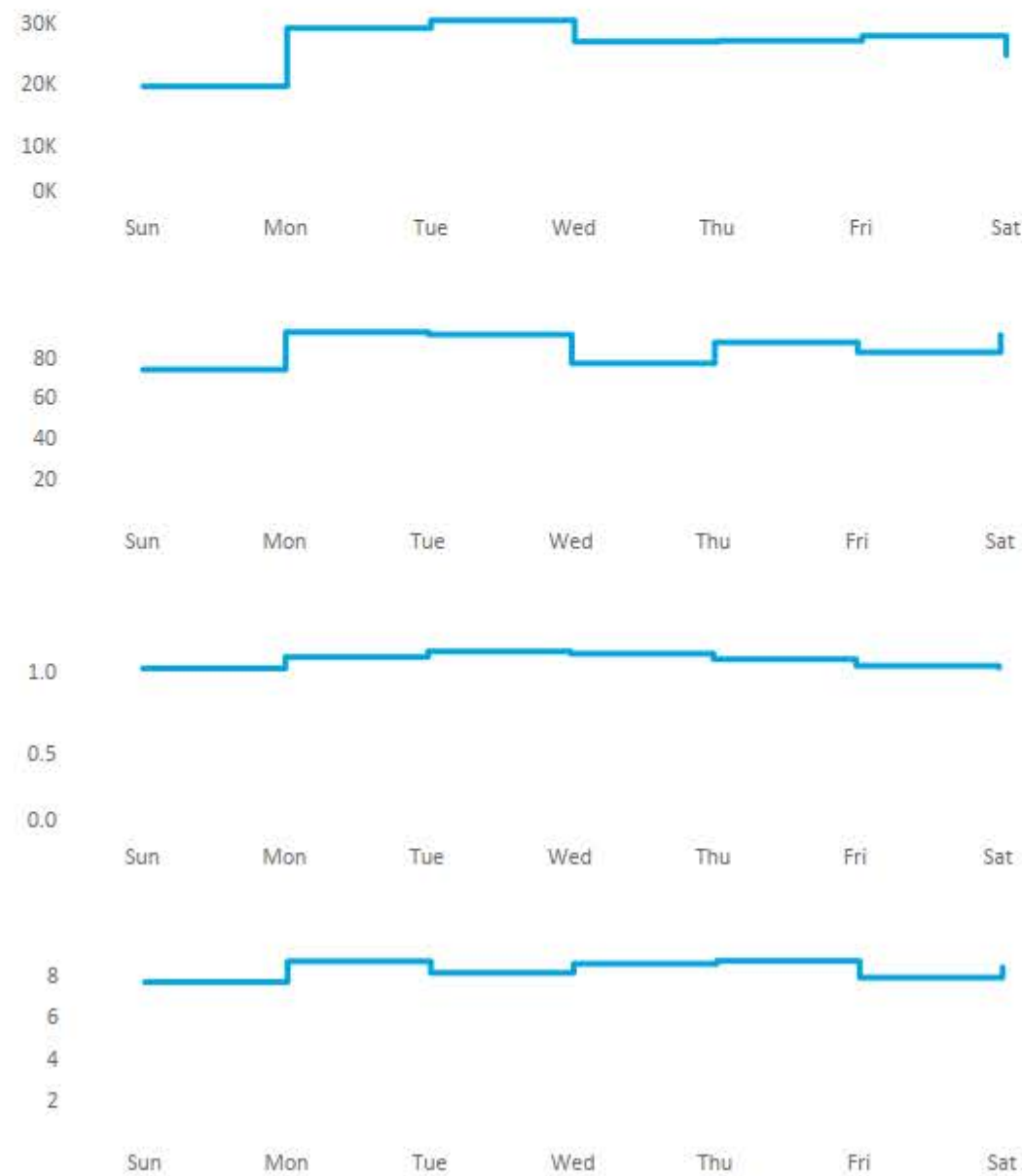
ROAS



Weekday view

Tuesdays have an overall hike due to 24th May else, FRIDAYS (Pay Day) are the most revenue generating days of the week in May

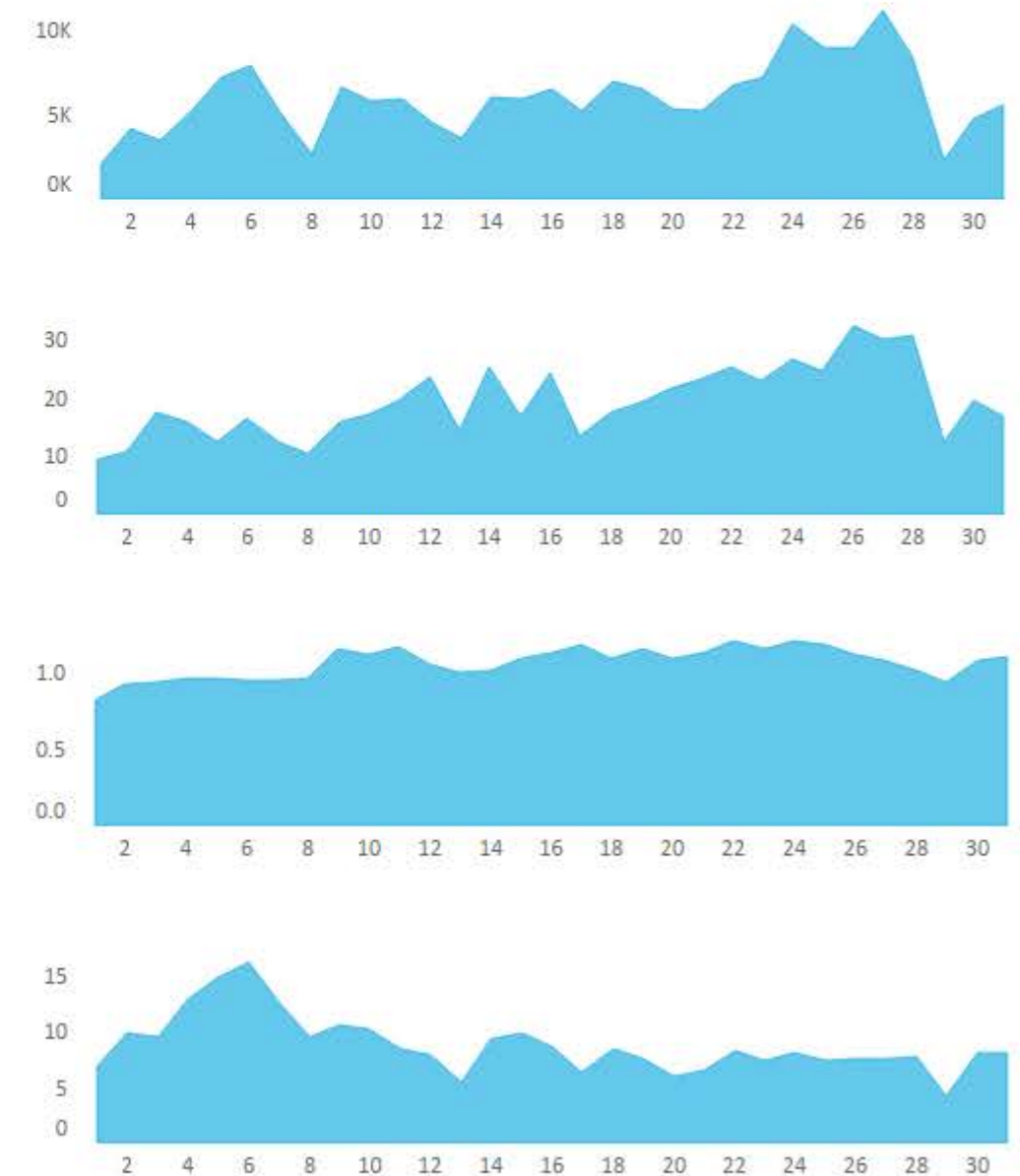
Weekday view



Daily View

Most Revenue and Conversions are generated on FRIDAYS (Pay Day) CPCs are higher just before FRIDAYS and lower on FRIDAYS which indicate high browsing before conversion

Daily View



Analytics & Dashboard – Google Search & TripAdvisor Comparison

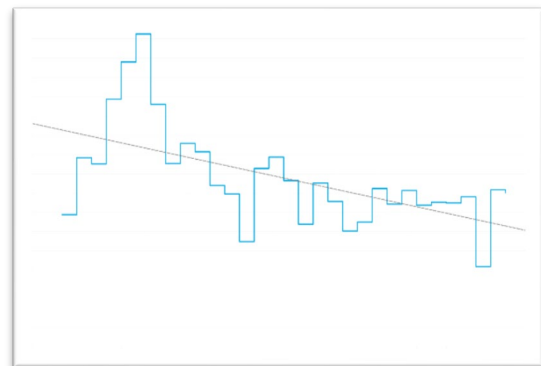
Koddi Analytics would like to make it simpler and give you an apple to apple comparison in this section by comparing both your advertisement channels i.e. Google AdWords and Trip Advisor for your Hotel business.

- While comparing just the ROAS could be tricky and we would just find a difference of \$1 per dollar invested between both the platforms, it is important to notice the overall trend and pattern (Behavior) of the returns
- On seeing the graph which compares the ROAS over the month, Google AdWords ROAS ranges from \$7 to \$10 with a fluctuation of **3** whereas Trip Advisors ROAS fluctuates from \$3 to \$15 with a fluctuation of **12**
- On observing the best line of fit for both the accounts, AdWords remains stable and positive, Trip Advisor's line slope trends downwards

Google ROAS Slope -Line of Best Fit



Trip Advisor ROAS slope – Line of Best Fit

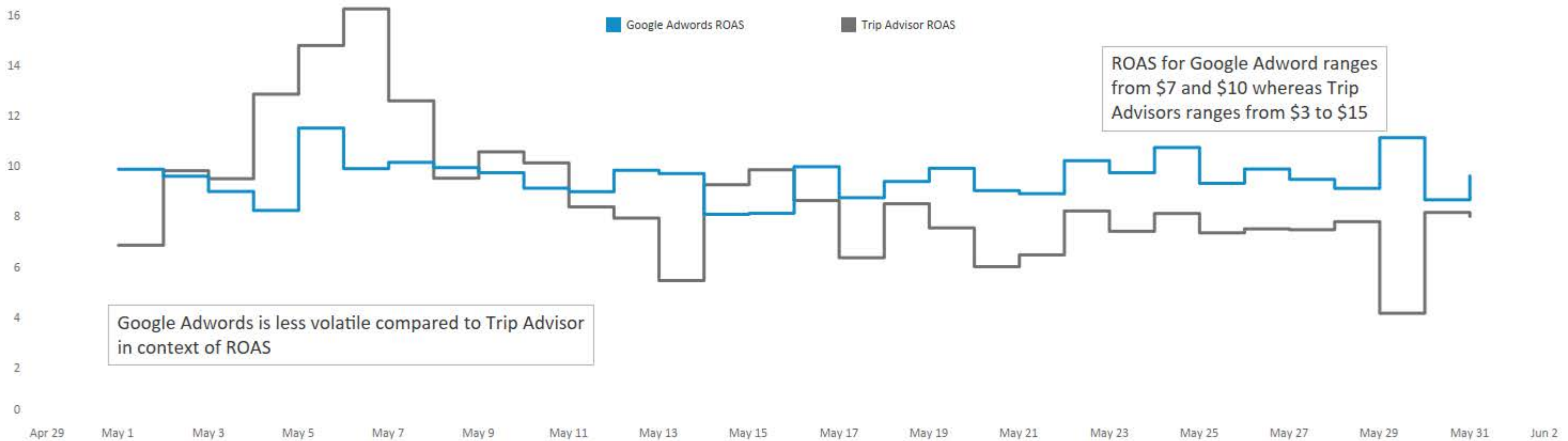


- Another Point of Observation, the **Conversion Rate** of Trip Advisor is half of Google AdWords

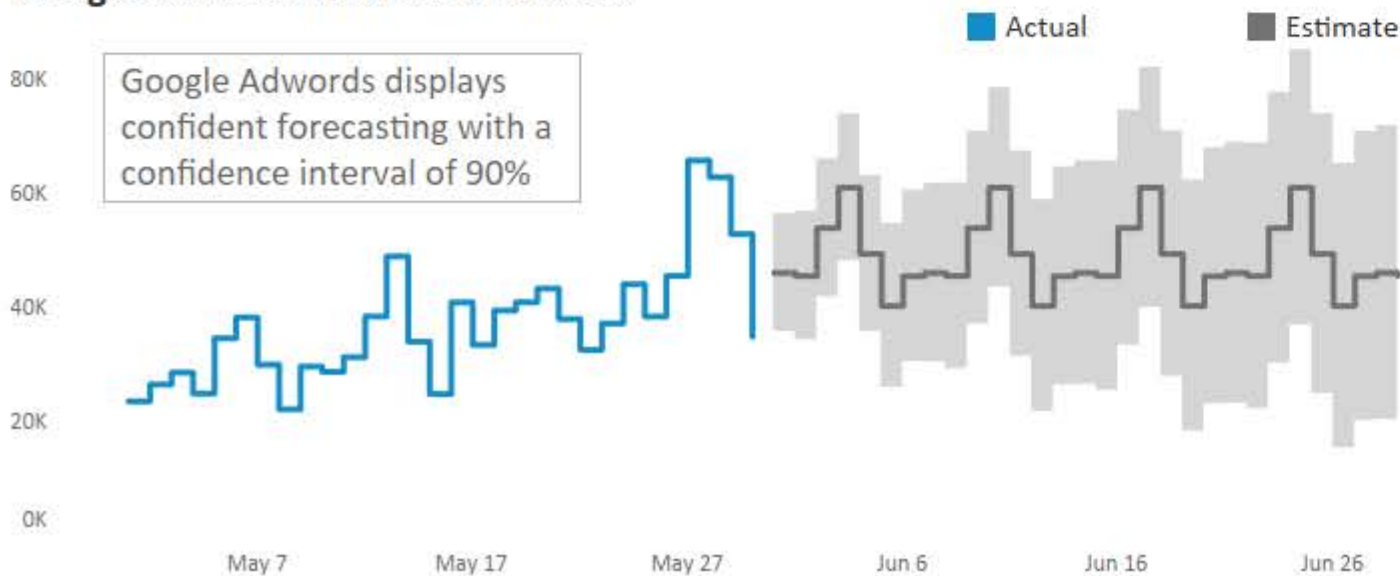
Cost	CPC	Conversion Rate	ROAS	Cost	CPC	Conversion Rate	ROAS
\$122K	\$1.395	13.72%	\$9.544	\$22K	\$1.075	6.45%	\$8.349

1,323

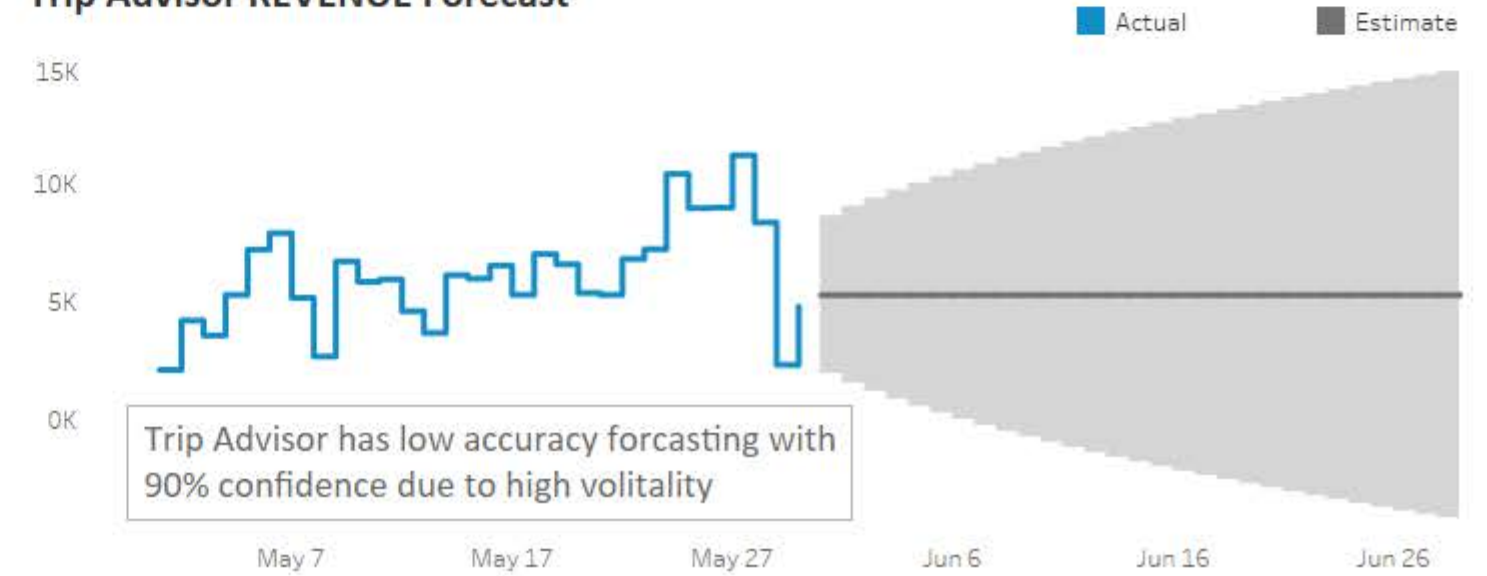
1,109



Google Adwords REVENUE Forecast



Trip Advisor REVENUE Forecast



Forecasting – Google Search & TripAdvisor

This section of the analysis interprets the future trends for the next month which helps make decisions in a better way from a business standpoint. The lower section of the dashboard is the 2 graphs which show a forecast model for the next month. Both these Models are with a **90% confidence level**, this means, the Revenue for the next month will be between the range provided and we are 90% sure about it.

Google AdWords

If all other criteria remain the same, next month Google AdWords would generate minimum \$20K and maximum \$80K daily. The fine gray line is the most accurate prediction of the data which gives a deeper insight into the predictions. The predictions look stable and less volatile.

Trip Advisor

The forecast model for Trip Advisor seems to be weak with a daily max range of \$14K and -\$4K which is huge comparing to the daily change in revenue over the month of May. This forecast seems flat and less accurate due to the high volatility in the month of May. There are uncertainties which the model cannot predict thus the higher range factor.

Recommendation for the Account

Finally, how to optimize the spend for the next month? Here, is a brief idea on what next steps can be taken based on the above analysis.

- For stable revenue, choose Google AdWords over Trip Advisor due to low volatility
- Prefer Mobile Advertisements more than Desktop and Tablets. Make advertisements more Mobile friendly and convenient to convert quickly with good user experience
- Improve bidding on AdWords to reduce CPC
- **BOOST** advertisements with high bidding on Fridays and reduce bidding costs for the rest of the week on Google AdWords and Trip Advisor
- Reduce cost on Map Advertisements for Google AdWords

Some Analyses can be performed to determine some hypothesis which would require more data and domain knowledge. Suggested Hypothesis to be considered for further testing are as follows

- We can check which Hotels (Properties) are doing well with which advertisement platform, and avoid repetition of cost
- More monthly data to prove the hypothesis that Fridays are the best days for revenue generation
- Previous month and next month data to build a strong forecasting model with variables like Cost, clicks, and bookings (Simple Linear Regression)
- Clustering the hotel IDs based on their patterns and behaviors

Email Template

Greetings Mr. XYZ, I am Monil Shah, managing your Enterprise Account at Koddi Analytics.

As the month of May ends, please find attached the Monthly Update Report comprising of a Detailed Campaign Analytics for your Hotel Business. The details are for Campaigns that have been executed on Google AdWords as well as TripAdvisor.

The report comprises of 3 Custom Dashboards, Spend Analytics, Forecast and Our Recommendations to optimize the returns.

We believe the Insights and Recommendations; will help you make informed and Data-Driven Decisions for the coming month.

Please feel free to write back, in case you would need more details or in case of any queries.

We are extremely happy to perform Metasearch campaign analytics for your Hotel properties. Apart from Metasearch, Koddi masters at social media campaigns as well. We help our clients manage ad campaigns for hundreds of thousands of hotels, providing the most actionable insights to scale bookings and increase revenue. Our clients have benefited in the past by achieving maximum relevance, reach a valuable audience and acquired an approach which is high value driven. We strongly recommend you try out our social media campaign management service.
