

## **Final Project Report**

MIS6344.002

Group-1

### Team Members

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Google Ads Account Number- 515-908-4437

Campaign Start Date- 03/27/2020

Campaign End Date- 04/23/2020

Total Budget Spend on Campaign- 183.70 (Including Promotion Coupon)

◆ **Summary of Campaign Performance**

Website url of business	Final Advertising goal(s)	Total number of impressions generated on search network	Total number of clicks generated on search network	Total number of impressions generated on display network	Total number of clicks generate d on display network	Wordstream performance report rating (at end of campaign)	Wordstream performanc e report rating (at midterm)	Budget spent
<a href="https://littlelikes.com/">https://little-likes.com/</a>	Website traffic	208,419	510	Not used	Not used	82%	79%	183.70

## ◆ Summary of Campaign Optimization

1. **Campaign Optimization : Added Negative Keywords-** essential oil spray, [oil free aromatherapy], "real eucalyptus leaves", "using ozonated olive oil in diffuser", vegetable oil, what are essential oils, [what is essential oil], [what is eucalyptus oil used for], essential oils uses, essential oils benefits, crazy balls, cricket balls, foot balls, ping pong balls, rubber balls, squash balls, tennis balls, balls, -sanitary pads, -cricket pads,-menstrual pads,-gel pads,-dressing pads,-cotton pads,-training bibs, -soccer bibs, -elastic bibs.

**Reasons why this campaign optimization was chosen:** A lot of unnecessary clicks were observed initially because of the broad matches

**Observed Outcome-** Reduced number of clicks but increase in CTR.

**Learning-** It's important to target the right audience and realized that broad keywords and modifiers trigger a lot of unnecessary keywords so using phrase or exact match can be better at times.

2. **Campaign Optimization: Added Extensions-** Added Callout extensions and pricing extensions.

**Reasons why this campaign optimization was chosen:** Google Ads Recommendations

**Observed Outcome-** The two callout extensions had a CTR of 0.57% and 0.51% and the three price extensions had an overall CTR of 0.19%. Number of clicks generated by Callout extension are 68 and price extension is 51

**Learning-** Highlighting and calling out the promising features of the company are beneficial for advertising and pricing extensions can show the products and its prices before clicking on the website which can reduce the number of unnecessary clicks.

3. **Campaign Optimization: Changes to Max CPC bidding-** Constantly kept changing the bidding limit to see what the best cap would be given the daily budget. \$0.5 → \$0.3 → \$0.1 → \$0.3.

**Reasons why this campaign optimization was chosen:** Draining out budget early

**Observed Outcome-** \$0.5 was too high and drained out quick. \$0.3 was ideal as this company is running its first campaign it does not have a quality score. \$0.1 to see how it would do but that particular day it did not end up with any clicks as it did not create any impressions so changed it back to \$0.3.

**Learning-** Need to experiment to find the optimal Max bidding for the company and it cannot be too low since it has no quality score as this is their first campaign.