



Media Contacts Internet Campaign Analytics

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Team 11

# Overview

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24 campaigns



4 publishers



4.5k keywords



4k bookings



4.4 avg ROAS



\$3.9 million profit

# Two Success Metrics

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Profit

Sales - Costs



ROAS

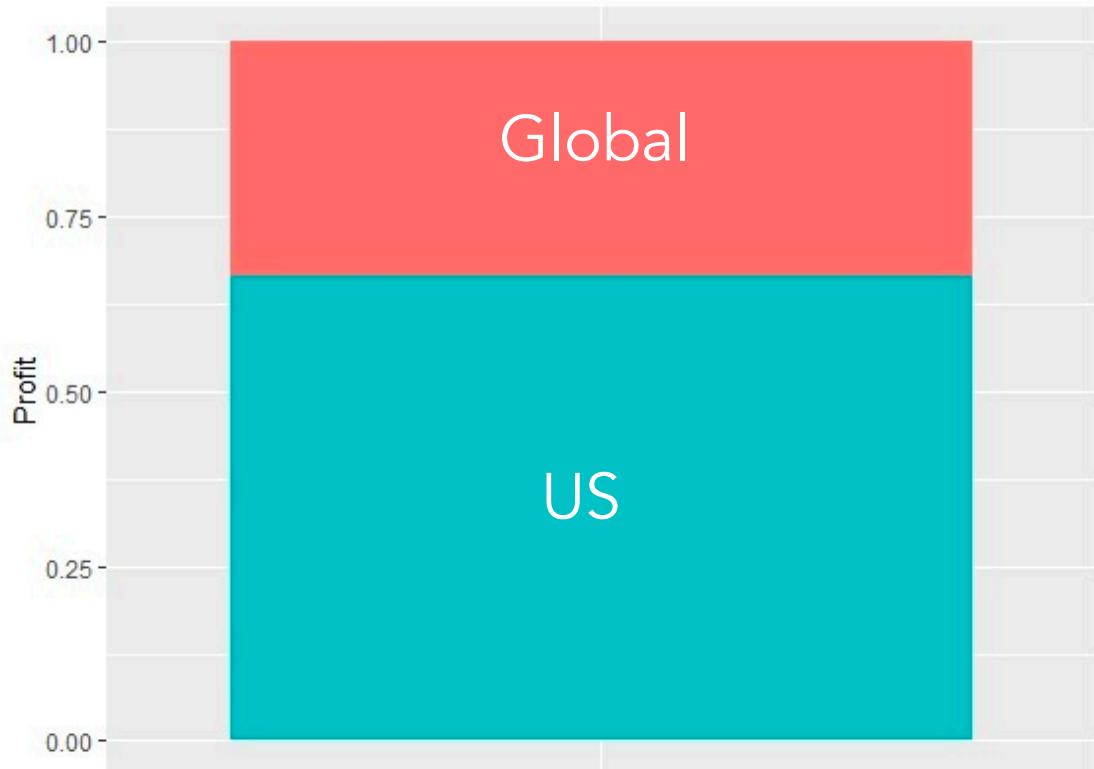
*Return on Ad Spend*

Sales/Costs

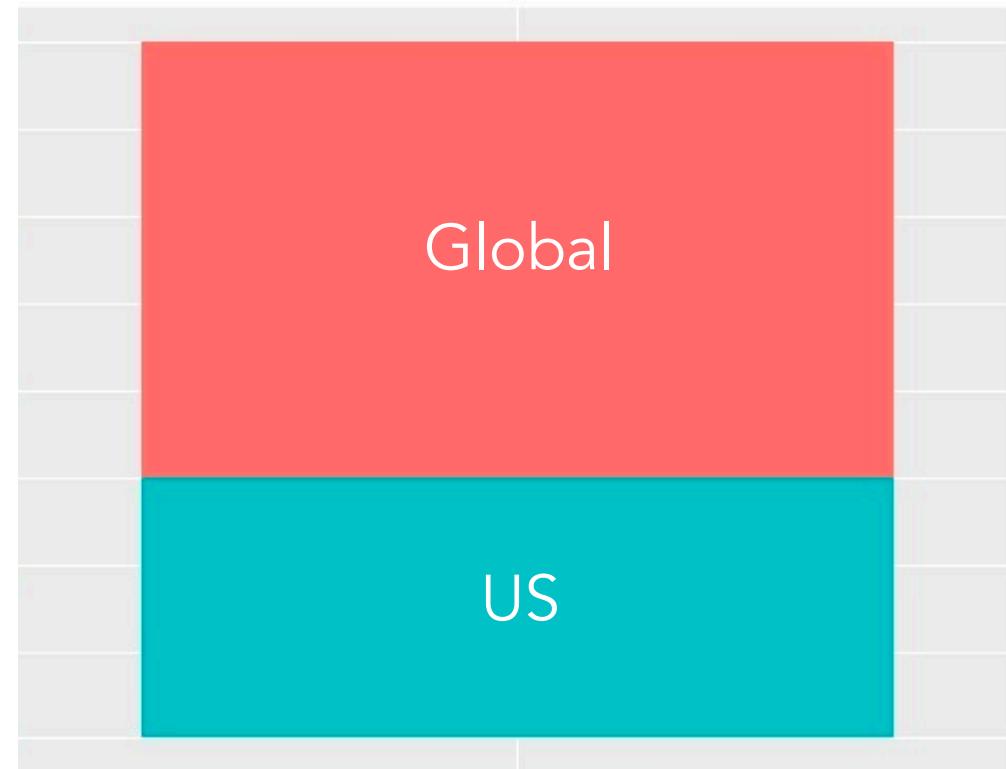
# Profit by Region

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Total Profit



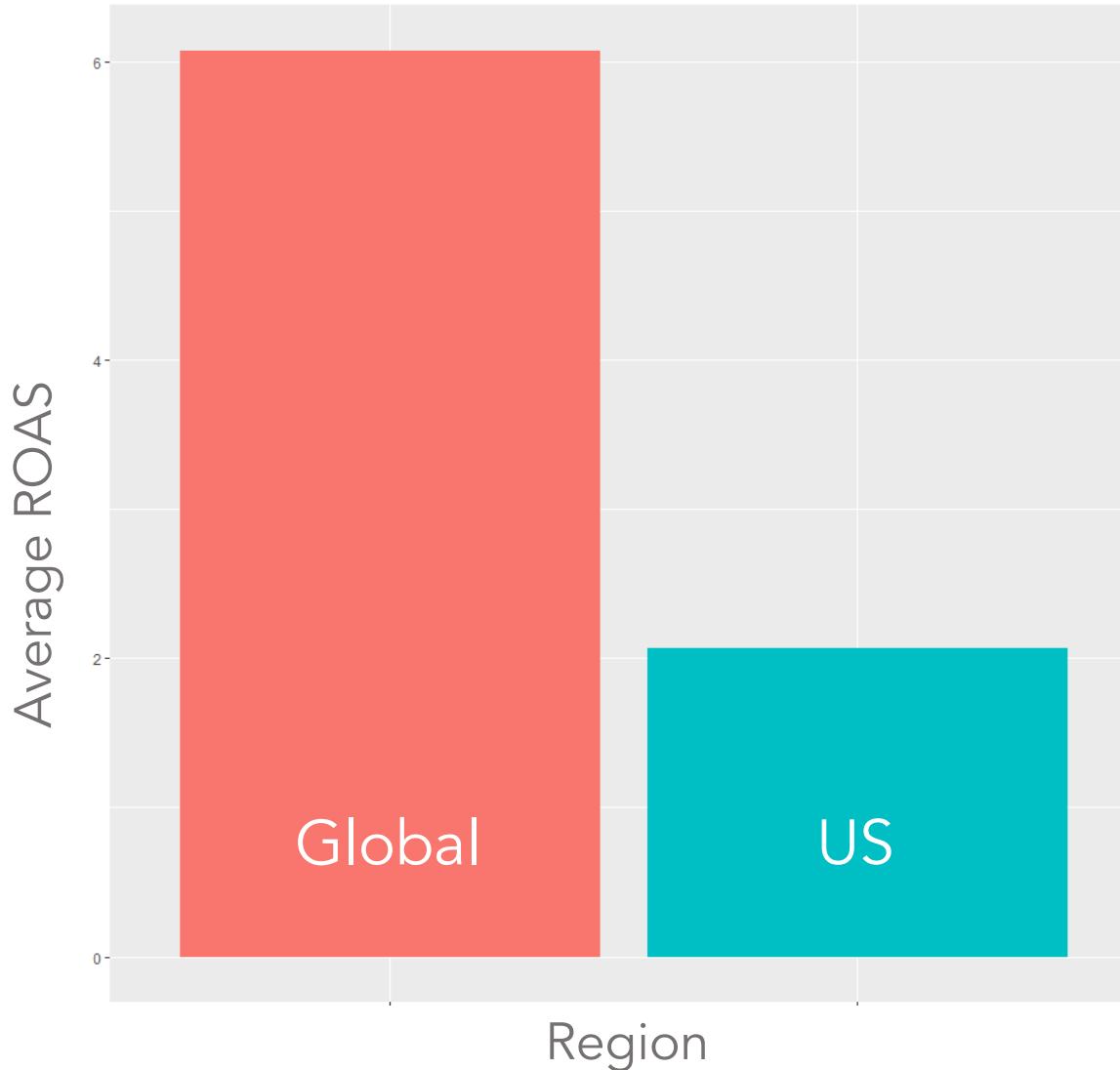
Average Profit



region  
Global  
US

# Average ROAS by Region

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Global ROAS is more  
than triple US ROAS

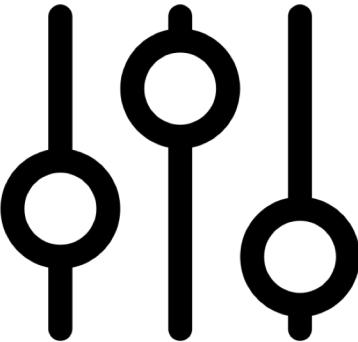
# Three Key Improvement Possibilities

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Publishers

Google, Yahoo  
Overture, MSN  
Kayak



Match type

Broad  
Exact

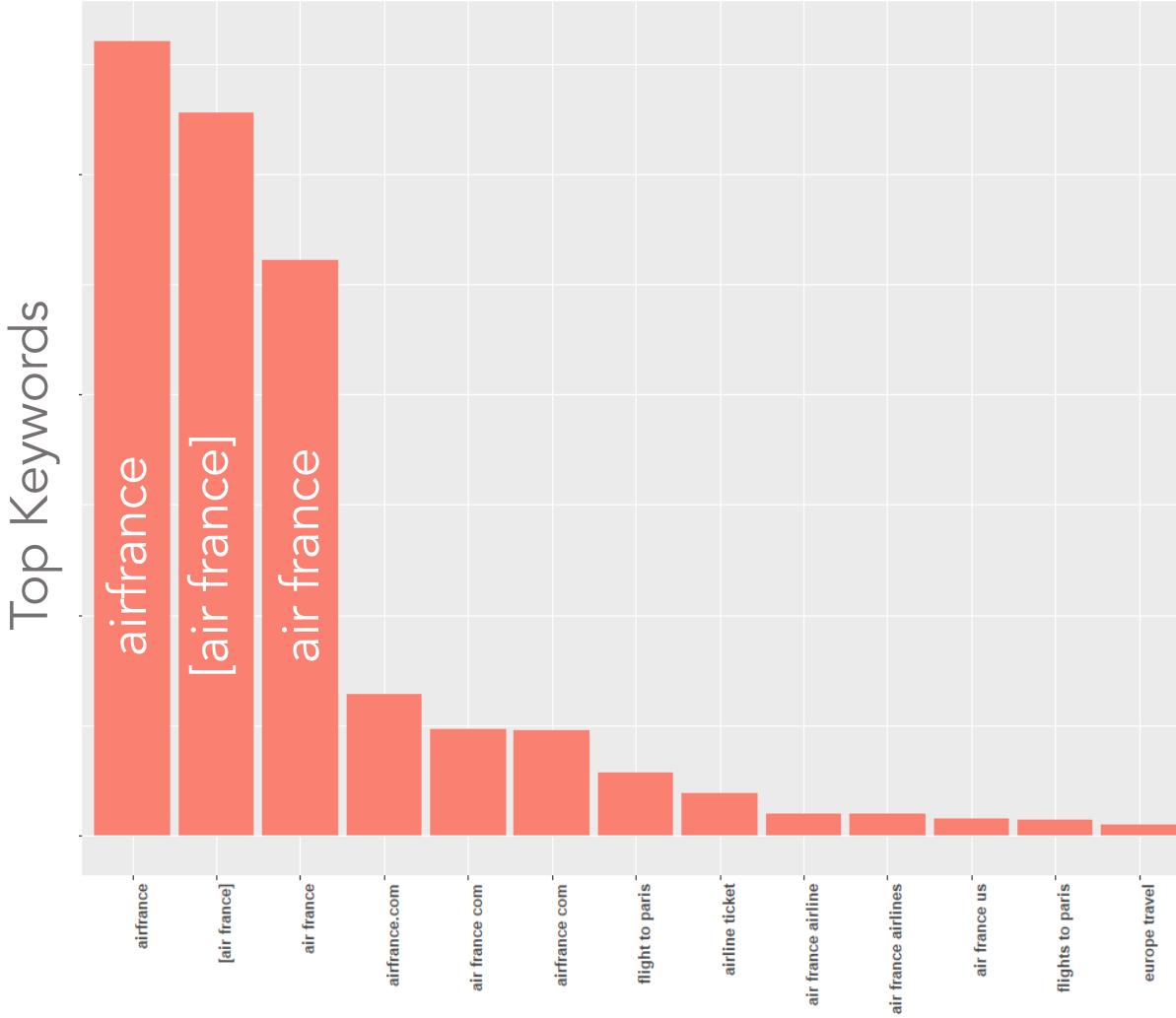


Keywords

Branded  
Non-branded

# Most Profitable Keywords

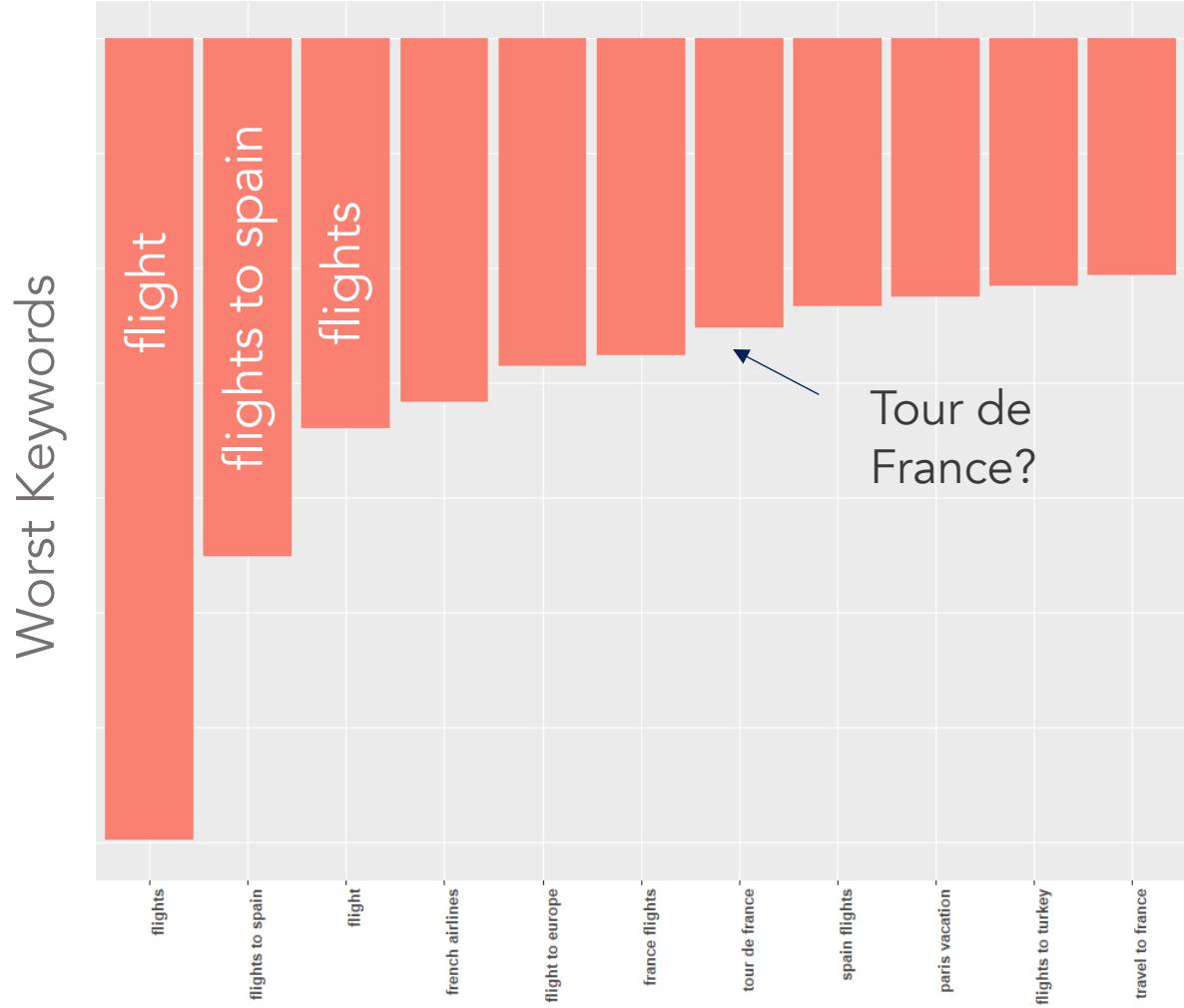
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Top three  
keywords account  
for 35% of profit

# Least Profitable Keywords

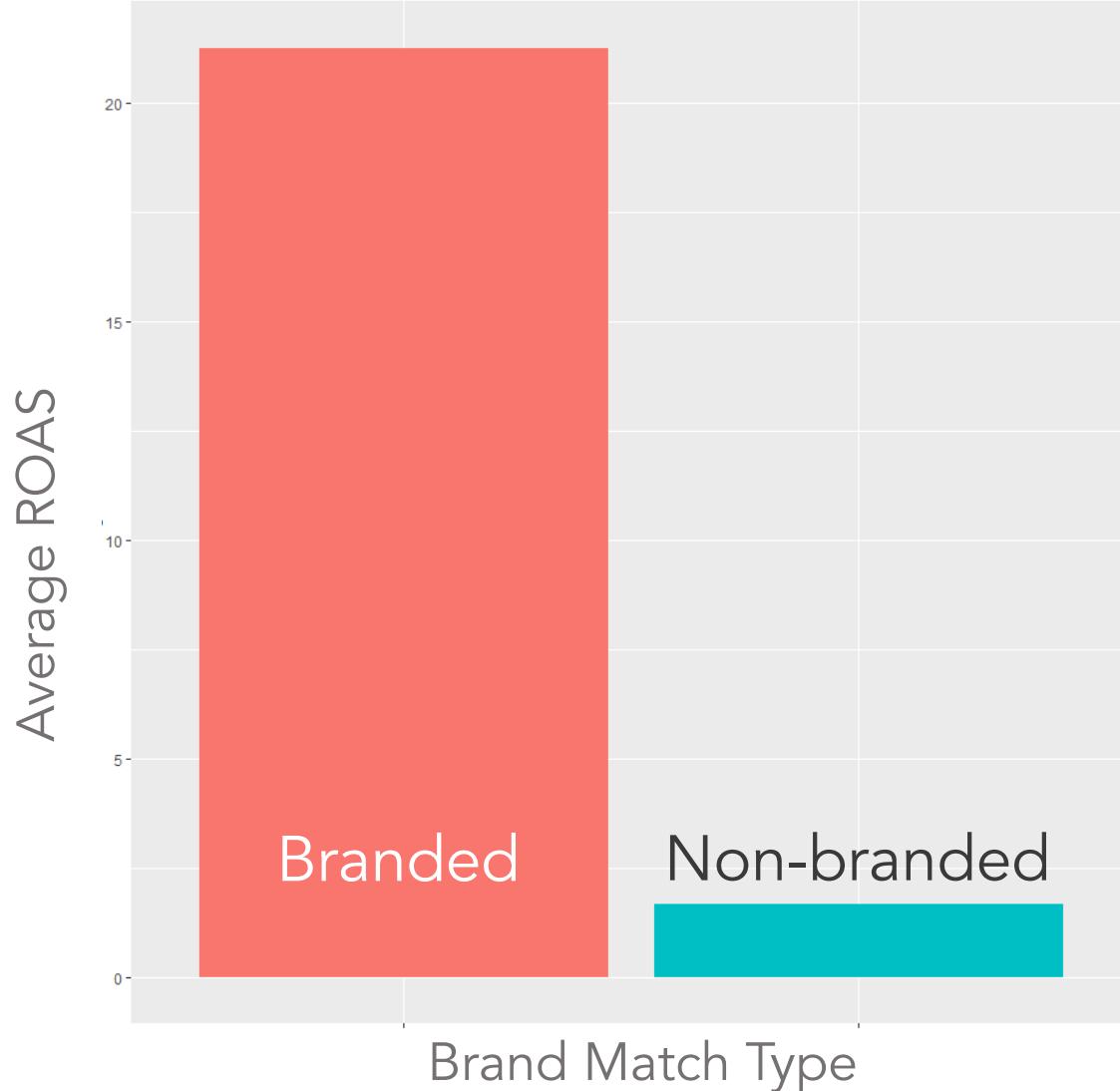
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We lose a total of  
\$249,665 because of  
BAD keywords

# ROAS by Brand Match Type

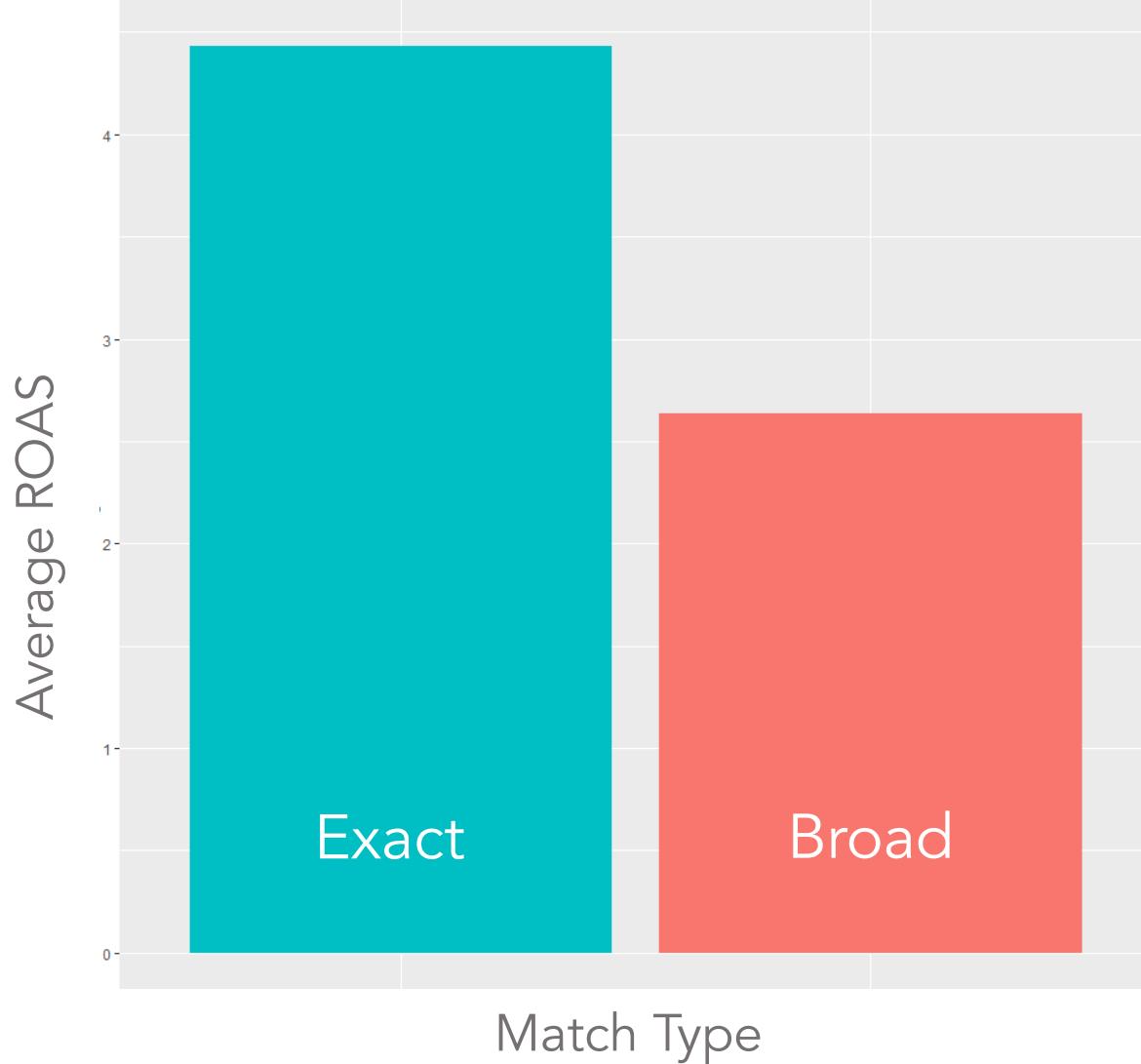
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Branded Keywords  
have a lower ROAS  
than non branded  
keywords

# ROAS by Keyword Match Type

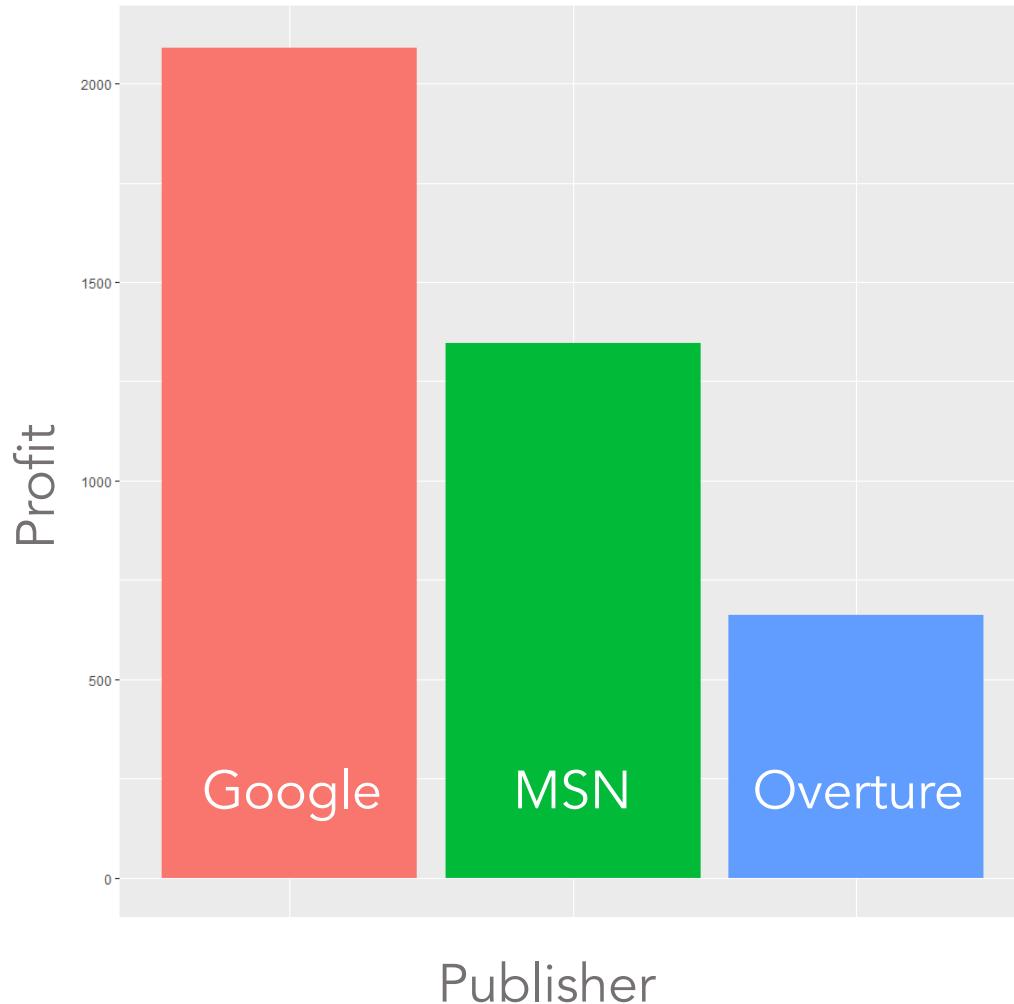
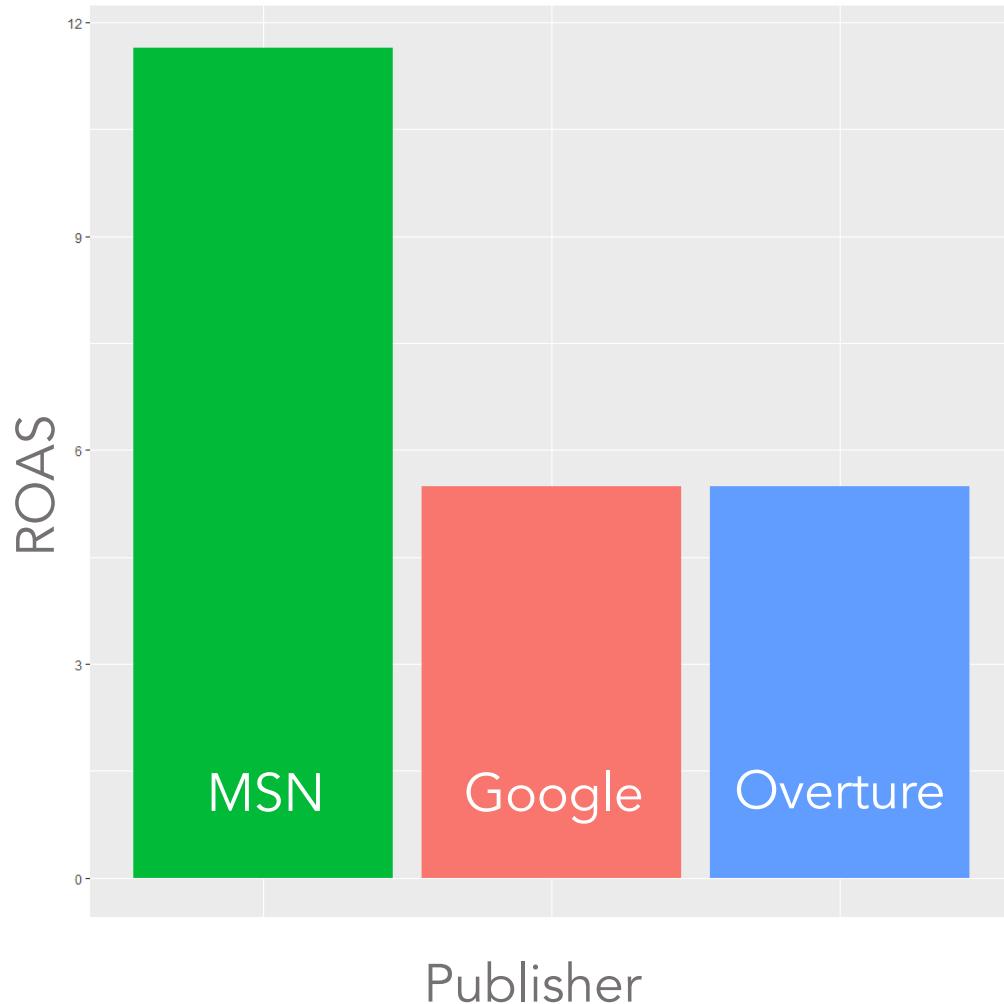
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Exact match for  
keywords leads to  
higher ROAS

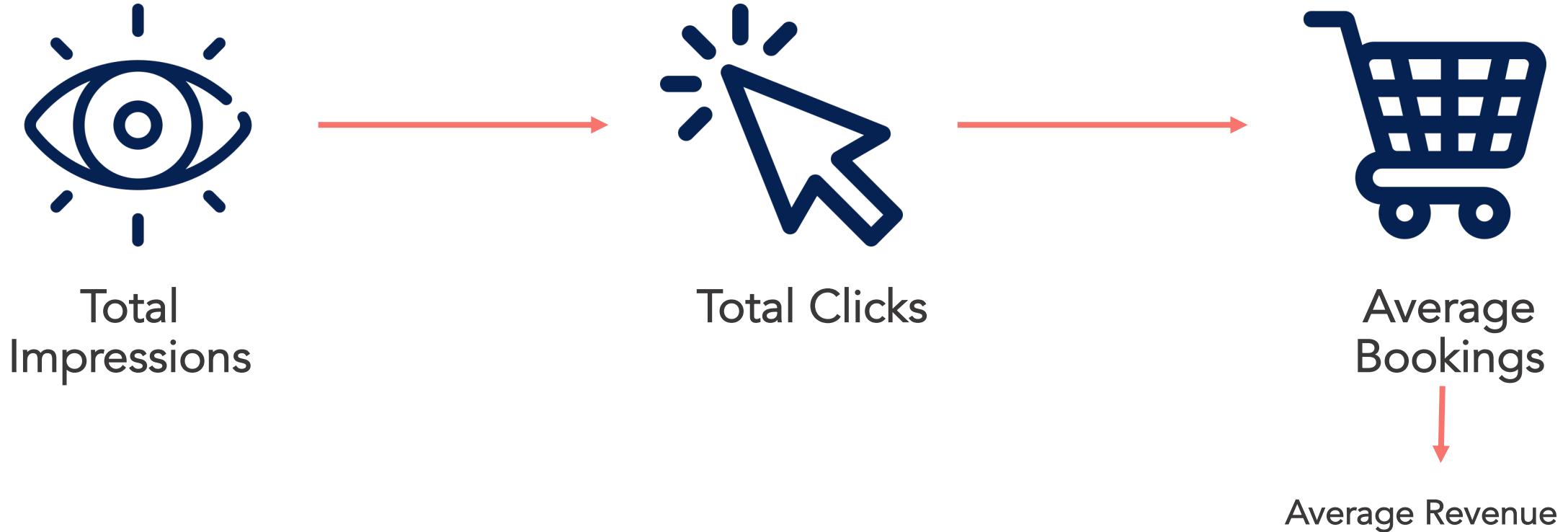
# Global Average ROAS

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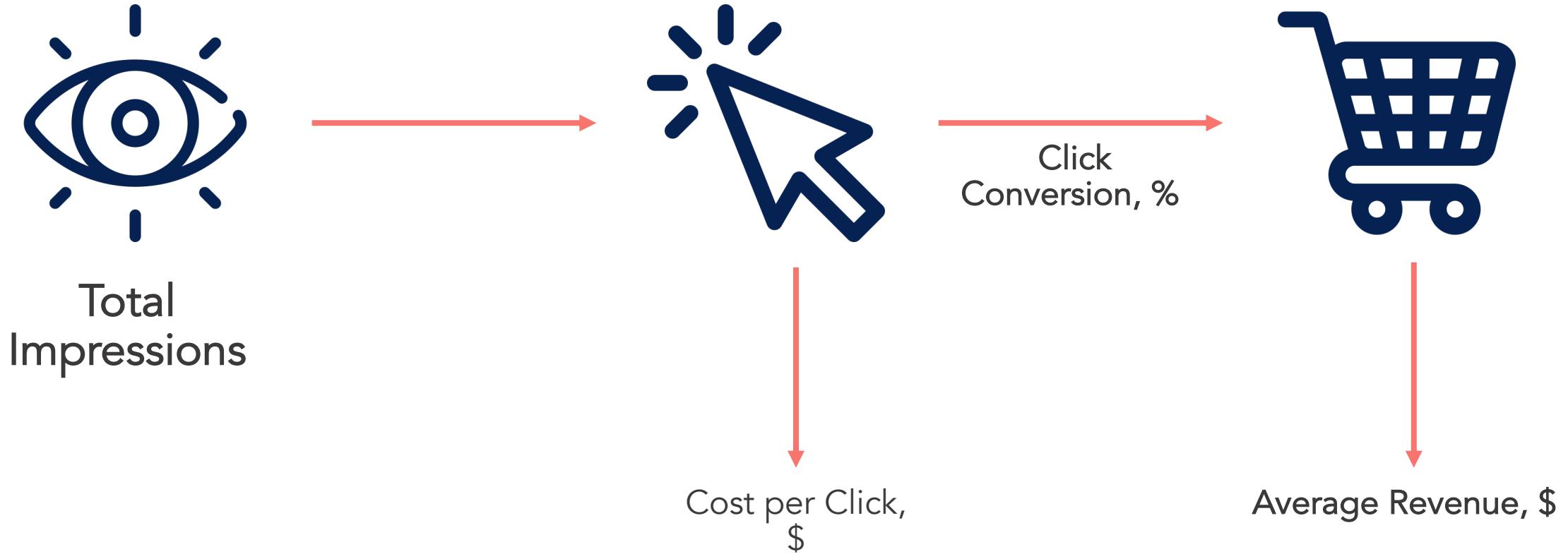
# Marketing Funnel by Publishers

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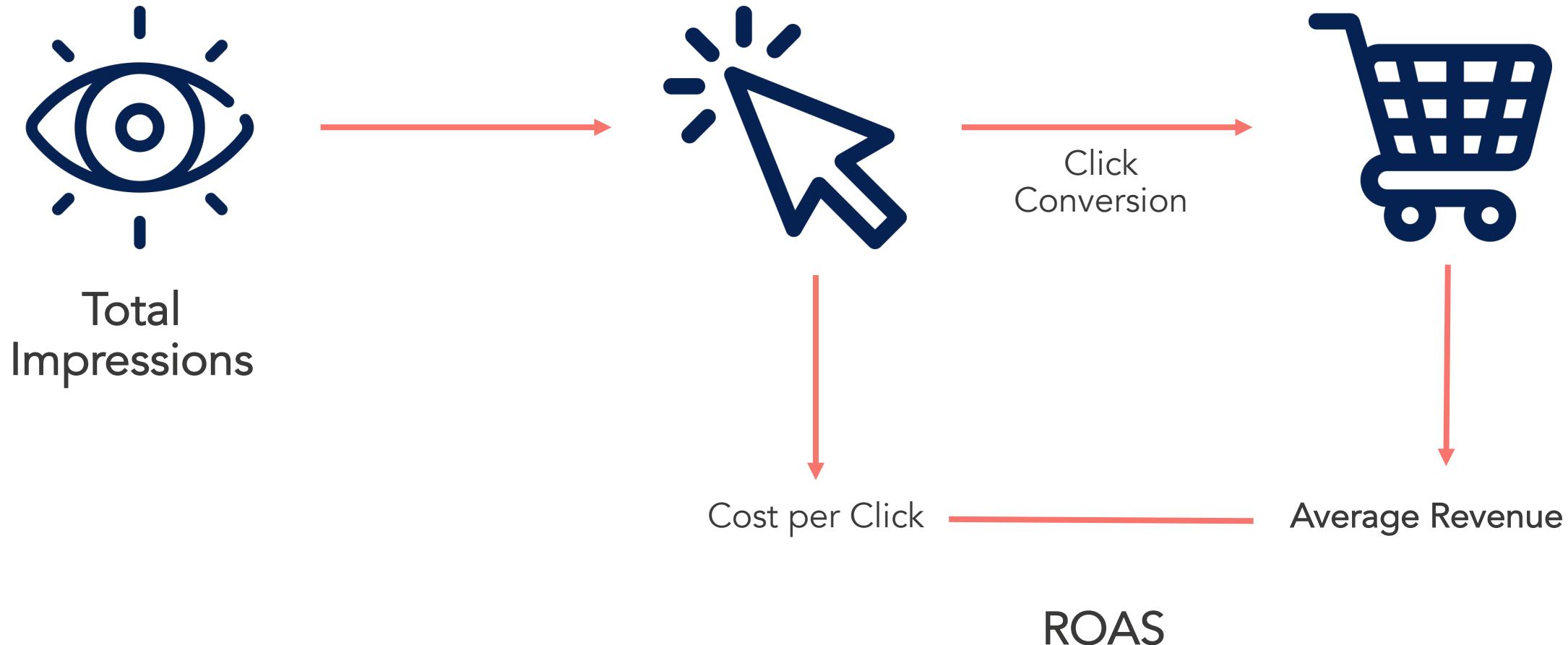
# Marketing Funnel by Publishers

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# Marketing Funnel by Publishers

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# Global

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	Reach	Conversion	Bookings	Revenue	Primary KPI
Publishers	Total Impressions	Click Conversion, %	Average Bookings	Average Revenue, \$	ROAS
Google					
Overture					
MSN					

# Global

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	Reach	Conversion	Bookings	Revenue	Primary KPI
Publishers	Total Impressions	Click Conversion, %	Average Bookings	Average Revenue, \$	ROAS
Google	1.8M	0.4	2	2400	5.5
Overture	18M	0.23	0.6	770	5.5
MSN	0.14M	1.1	1.3	1480	12

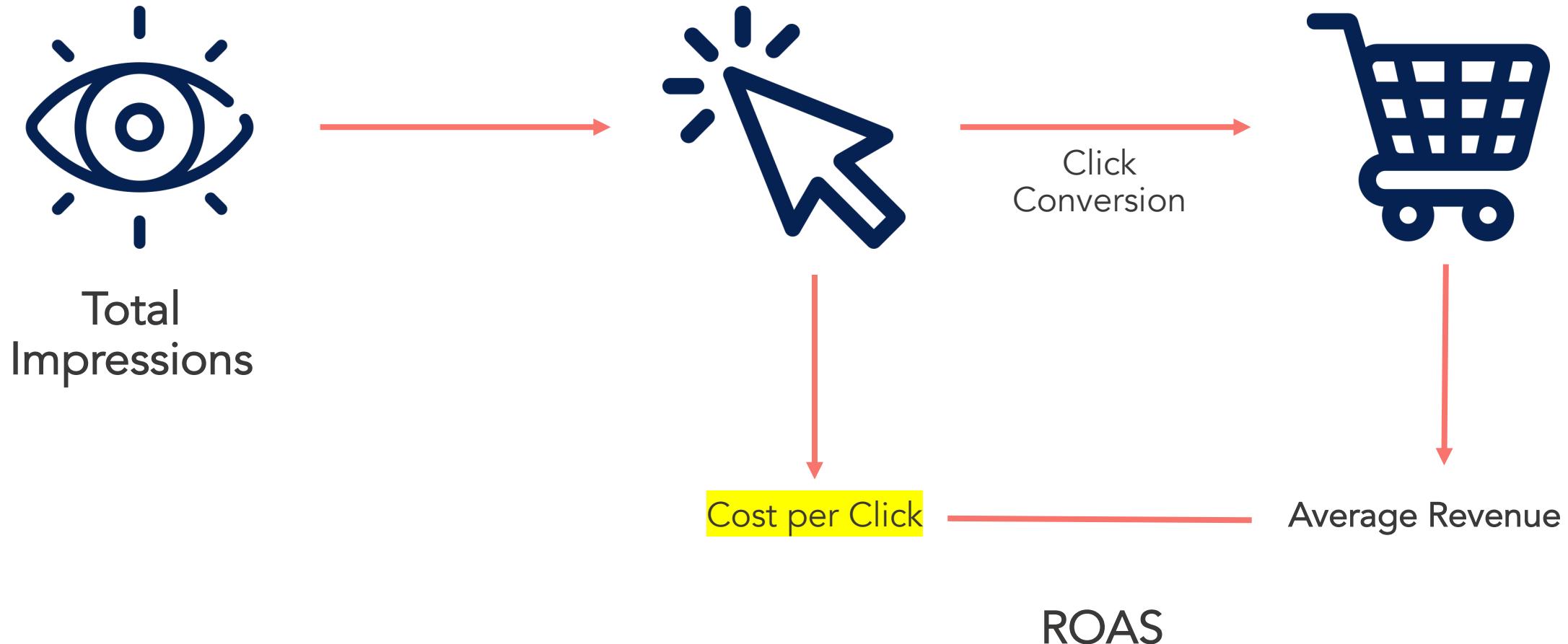
# US

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	Reach	Conversion	Bookings	Revenue	Primary KPI
Publishers	Total Impressions	Click Conversion, %	Average Bookings	Average Revenue, \$	ROAS
Google	3M	0.42	0.76	858	2.2
Yahoo	1M	0.25	1	1389	1.4
Overture	17M	0.09	0.4	525	2.2
MSN	0.2M	0.73	1.4	1852	2.2

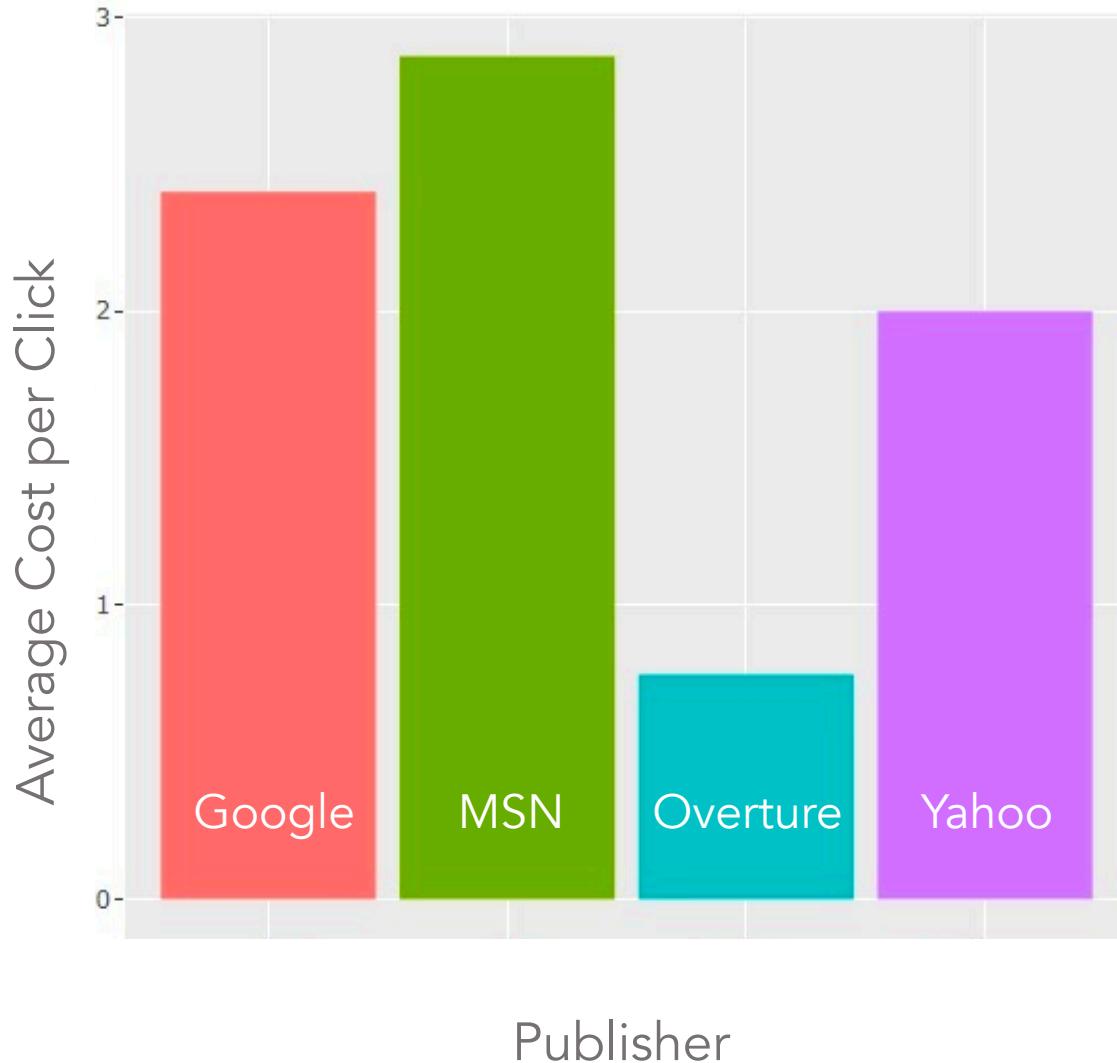
# Marketing Funnel by Publishers

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# US Average Cost per Click

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Inconsistency between ROAS and Revenue is a result of relatively high cost per click

# US

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	Reach	Conversion	Bookings	Revenue	Primary KPI
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MSN	0.2M	0.73	1.4	1852	2.2

# US vs Global

	Reach	Conversion	Bookings	Revenue	Primary KPI	
	Publishers	Total Impressions	Click Conversion, %	Average Bookings	Average Revenue, \$	ROAS
US	Google					
	Yahoo					
	Overture					
	MSN					
Global	Google					
	Overture					
	MSN					

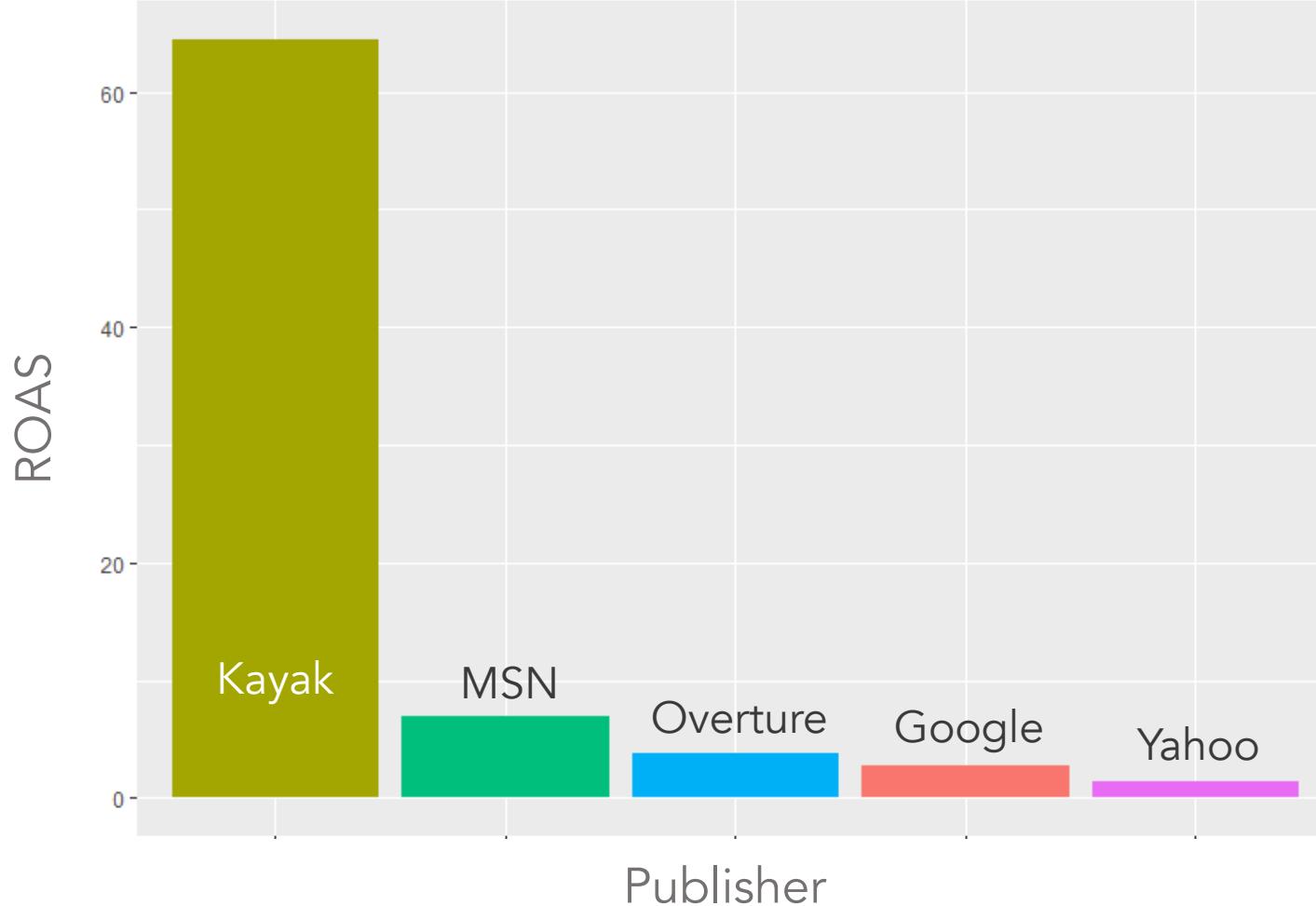
# Recommendations

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		US	Global
	Match type	Broad – 25% Exact – 75%	Exact
	Brand match type	Branded	Branded
	Publisher	Yahoo + Overture	Google

# Kayak

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Kayak is leading in terms of ROAS

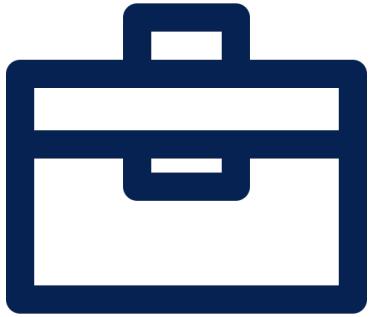
# Kayak

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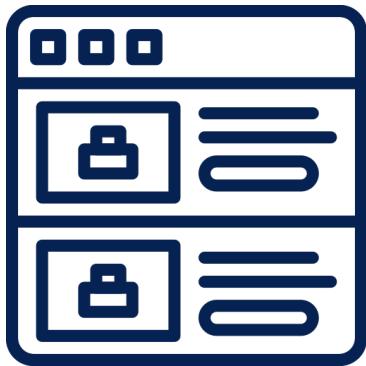
	Kayak	Others
Click Conversion, %	7%	0.35%
ROAS	65	3
Average Cost per Click	\$1.26	\$1.9

# Future Analysis

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Corporate vs.  
Leisure



Aggregator  
Analysis

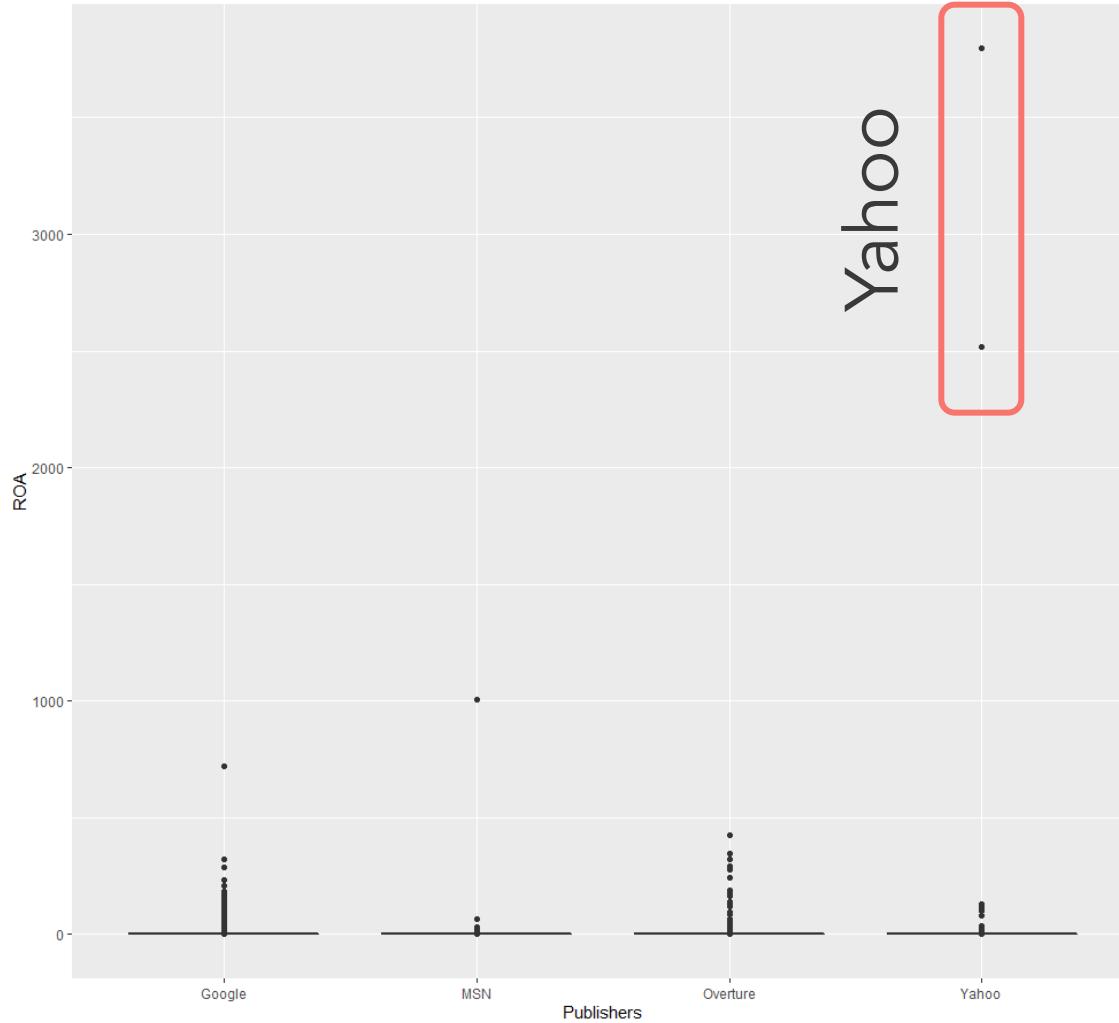


Time Series  
Analysis

# Q&A

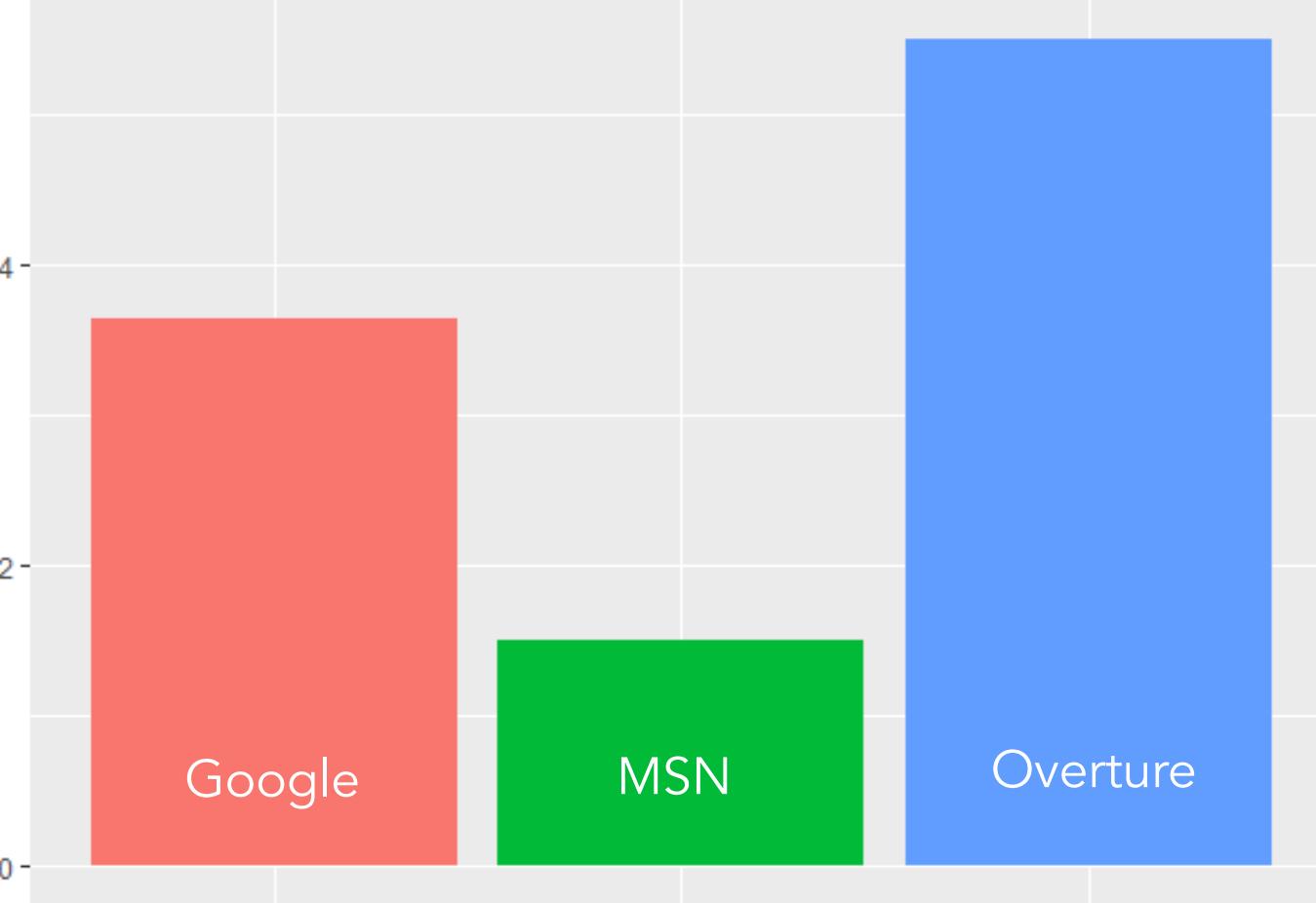
# Appendix

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# Global Average ROAS

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High average ROAS for MSN is driven by one case, excluding which gives following result