Task 2 Summary

Introduction to Terms

1. Objective
   a. Explore the data of a US mall digital marketing campaign (Google Ads via search engine) that was carried out for 5 months (July, 2021 – Nov, 2021).
   b. Use WordStream's Google Ads Benchmark for the Ecommerce industry to analyze our Key Performance Indicators (KPI's).
   c. Give summary and interpretation on the Return on Investment and KPI's in the end of the 5-month campaign.
   d. Create a Visual Report for better understanding.
2. Key terms
   a. Advertisement Types
      i. Promo codes: Includes ads promoted where they have beneficial offer codes within the ads.
      ii. Coupons: Includes ads promoted where they have different percentage coupon.
      iii. Discount campaign: Discount offers and Sales promotions such as rebates, price packs and premium's (products that are free or at low cost) are included in the ad type.
      iv. Others: Includes Competitor targeted ads (Ads made targeting competitors), Free shippings and Seasonal offers (Black Fridays and Cyber Mondays)
   b. Key Performance Indicators (KPI's)
      i. CPC: Cost Per Click, helps us understand the cost strategy and how well our costs are optimized.
      ii. CTR: Click Through Rate per Impression, tells us the percentage of people who clicked on our ads from the total number of people who viewed the ads, it also helps us understand the effectiveness of the Advertisements Content.
      iii. Conv Rate: Conversion Rate per Clicks, tells us the percentage of people who finalized their purchase after clicking and viewing the ads.
      iv. ROI: Return on Investment, tells us the percentage we get back on our investment's.

Executive Summary

- We can see through that CTR that we have good Traffic Quality (the audience we are targeting are interested in our ads) for our business product.
- The CPC that we incurred shows that we have optimized our cost, we minimized our cost by almost 40% of that of the industry which is a great sign.
- The CVR on our perspective data is doing good but seeing the result of our ROI I believe that the right conversions are not being properly measured, Irrelevant Conversions such as Newsletter's signup or Button clicks could be misleading.
  I recommend to measure the conversions based on our final purchases or subscription's that came from the ad, as that will reflect on our conversions better.
- The ROI of negative 11.55% indicates that we have incurred a loss of 11.55% from that of our total cost which in our case that came to be 635,372$. 11.55 percent of 635,372$ becomes 73,385.47$. So, the total loss is 73,385.47$.

Problem Statement

- The clear and obvious reason for this campaign's failure is that of conversions, we had high CTR and lower CPC from that of the industry but very little people got to convert, purchase or take the final action that drives our revenue.
- The ads content where able to gain good attention people clicked the ads but then reaching the landing page where the final checkout occurred people dropped off.
- There is a huge disconnect between the Ads (coupons promotions and discount guarantees) and the users experience once they clicked.

Final Recommendation

1. Improve Landing page Quality
2. Audit and align the User Journey
3. Refine Conversion Tracking