



## GROZIP: POST CAMPAIGN REPORT

### EXECUTIVE SUMMARY:

**Campaign Overview:** Grozip is a technology focused on-demand hyper-local delivery company (e-commerce) facilitating doorstep delivery of groceries and other home essentials in Bhubaneswar and surrounding places; however, they lacked effective presence in online e-commerce space. As set by the client and the team, primary objective of the AdWords Campaign was to drive traffic to its official website; while the secondary goal was to reach new potential customers for expanding their delivery services to more areas. The campaign lasted 18 days (19th February to 8th March) and costed \$250.68. The team created 4 campaigns, 23 Ad-Groups, 381 keywords, 95 negative keywords and a special 20% promo code on products of a certain brand; namely Patanjali; to achieve the aforementioned goals.

**Key results:** Important pre-defined statistics of AdWords campaign were met and the results were significantly higher than the team's expectations. The campaign reported 1,26,352 impressions, 3869 clicks and 3.06% CTR at an average CPC of \$0.06.

**Conclusion:** AdWords campaign owes its success to efficient campaign structure, relevant keyword building and consistent monitoring and modification of the strategy. Despite significant changes in the account structure and budget and the non-cooperation faced from the company's side the campaign showcased clarity on the objectives to be achieved. Through constant experimentation within the tightly knit ad groups, the campaign was able to deliver the objectives set for the client. The emergence of the idea of delivering essential daily need products at your doorstep was embarked by Grozip.

**Future Online Marketing Recommendations:** The Campaign was able to carve a niche for Grozip in the online market and displayed great potential for online conversions. With a better website and effective use of AdWords, the online arena will not only showcase Grozip's product portfolio but also serve as a sustainable marketplace for it. Grozip should use AdWords to identify and impact these new categories and increase ROI despite the fierce competition.

### INDUSTRY COMPONENT:

**Campaign Overview:** AdWords Campaign aimed to achieve two goals for Grozip. While the primary goal was to drive traffic to its official website and increase customer awareness of its products and accessories; the secondary goal was to reach new potential customers for Grozip to increase sales. Due to low internet penetration in the country, highly unorganized industry



and fierce competition from similar e-commerce sites like Grofers, Nykaa, Big Basket; the team set conservative performance indicators. However, soon the result metrics of the campaign exceeded the assumed KPIs by a significant margin.

Campaign	Network Type	Clicks	Impressions	Avg. CPC	CTR
Social Awareness	Video	9	3,183	\$0.98	0.28%
Products	Shopping	60	1,854	\$0.14	3.24%
Holi	Search Network with Display Select	378	6,540	\$0.26	5.78%
Hiring	Search Network with Display Select	1,391	47,856	\$0.05	2.91%
Display Network	Search Network with Display Select	1,513	66,919	\$0.04	2.26%

Table 1: Campaigns and results

The team created 4 campaigns, 23 Ad-Groups, 381 keywords, 95 negative keywords and a special 20% promo code, used in the Patanjali Campaign, to achieve the set goals. However, due to certain internal turmoil in Grozip, a certain department refusing to share information with other departments which was essential for our campaigns. This non-cooperation not only delayed the campaign but also hampered the performance of our campaign for the first ten days. Due to this and proliferation of the ad groups in Search, the budget allocation was changed significantly as per the weekly performance of ad groups.

	Impressions	Interactions	Interaction rate	Avg. cost
Week 1	25,511	421	1.65%	\$0.05
Week 2	87,119	2,678	3.07%	\$0.05
Week 3	22,405	1,264	5.64%	\$0.10
TOTAL	126,352	3,869	3.06%	\$0.06

Table 2: Key Performance Indicator

Over the course of 20 days, the campaign CTR was continuously monitored and optimized through pruning of keywords and match types on the basis of the Search Terms Report, Google Analytics and Google Trends. Quality of ad copies and a minimum quality score for keywords was set to ensure visibility of ads above the fold to increase impressions.

Employing Landing page optimization and SEO, Dynamic Keyword Insertion, Ad extensions and scheduling assisted the campaign performance. Due to strong competition, the CPC for keywords was high; however, the campaign was able to deliver successful metrics without exceeding the average CPC range.



Evolution of Campaign Strategy: The campaign went through major changes during the 18 days run time. The following table accounts the important milestones that it observed. It can be divided in three phases for the almost three weeks (18 days) the campaign ran for.

## **Campaigns Overview**

**Display Network:** This was one of the most essential campaign which helped in driving maximum traffic to our site and it also aimed and succeeded in increasing awareness about online grocery shopping and also increasing profit of Grozip. It generated the maximum number of impressions and clicks and maintained an average CPC of \$0.04. However, it generated the most number of impressions as it was run for the most number of days (all 18 days).

**Hiring:** The purpose of this campaign was to draw the attention of people who were looking for jobs in sectors such as delivery, software development, marketing etc. it generated 47,856 impressions, 1,391 clicks and CTR of 2.91% at an average CPC of \$0.05. This campaign had run for a total number of 18 days.

**Holi:** This was a festive campaign and was run during the time of holi. It showcased the special products that were sold by grozip during holi like water guns, organic colours, special sweets etc. Special discounts that were provided by grozip was also displayed in this campaign. It generated 6,540 impressions, 378 clicks. It achieved the maximum CTR of 5.78% with average CPC of \$0.26. This campaign had run for a total number of 5 days. This campaign utilized the highest chunk of the budget (\$98.56).

**Products:** Products campaign was linked with a merchant account for better ads. Products was our main campaign however due to certain problems within Grozip we received the details of their merchant account after a long time. As a result, the campaign could be run for only 7 days. The budget for other campaigns had to be corrected accordingly due to this and this hampered our overall CTR. It generated 1,854 impressions, 60 clicks and CTR of 3.24% on average CPC of \$0.14.

**Social Awareness:** It was a video campaign which was run for a very short period of time (4 days). It was to make people aware of Grozip and the service they provided. It cost \$8.82 with 527 views from 3,183 impressions and had a view rate of 16.56%.

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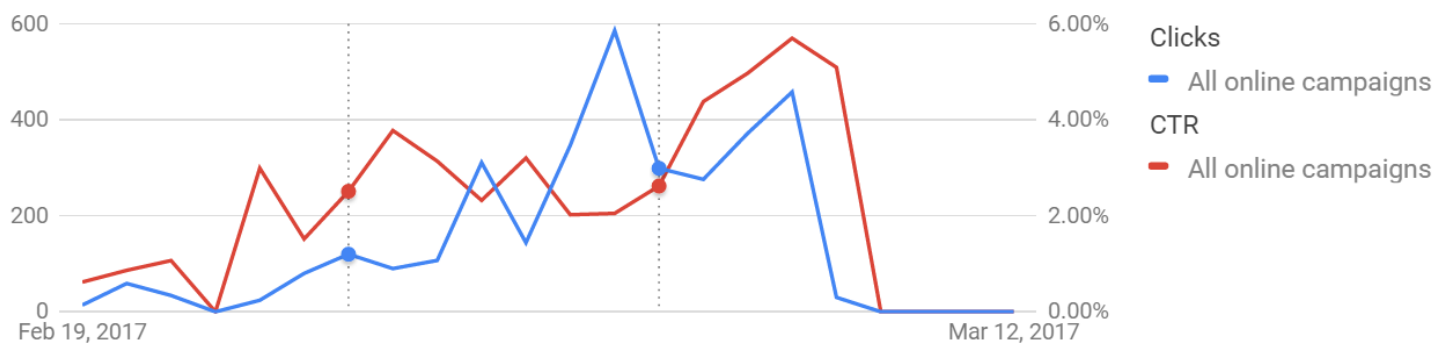


Chart 1: Clicks VS CTR throughout the campaign

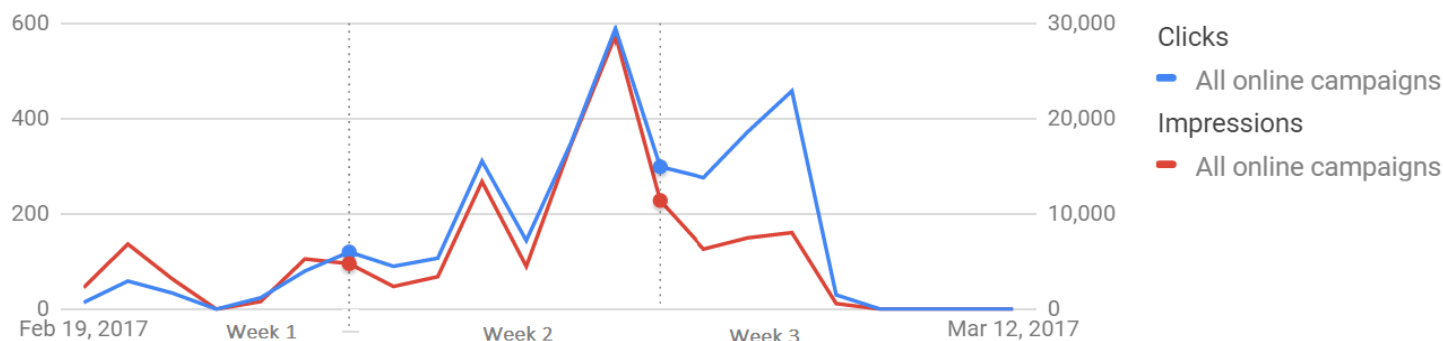


Chart 2: Clicks VS Impressions throughout the campaign

Phase	Milestone	Impact
Week 1 19th Feb to 25th Feb	<ul style="list-style-type: none"><li>● Campaign initiated with 16 Ad-Groups and used DKI extensively in Sales</li><li>● Display network and hiring campaigns were created</li><li>● Display Network campaign showed best results with high CTR</li><li>● Promo code 5% off on Patanjali product ad</li><li>● 5 campaigns were planned</li><li>● Shift in budget to display Network due to delayed start of product campaign.</li></ul>	Impressions: 23,128 Interactions: 331 CTR: 1.43%
Week 2 26th Feb to 4th Mar	<ul style="list-style-type: none"><li>● Analysis of Search Terms Reports and Google Analytics data to modify the match types to use modifiers more frequently.</li><li>● Due to absence of product campaign display network became the main campaign.</li><li>● Performance of display network was routinely monitored and was up to the mark.</li><li>● More number of ads were added per ad group in Display Network.</li></ul>	Impressions: 80,819 Interactions: 2,274 CTR: 2.81%



	<ul style="list-style-type: none"><li>• Use of modifiers in the Sales campaign resulted increase in number of impressions and clicks, as most of the search queries were long tail</li><li>• Keywords with CTR less than 1.50 were paused.</li><li>• To sustain the performance boost in all campaigns, we increased the</li><li>• Holi campaign was initiated and ads were written in this week</li><li>• Details of the merchant account was obtained thus enabling the product campaign.</li></ul>	
Week 3 5th Mar to 8th Mar	<ul style="list-style-type: none"><li>• Promo codes were provided for Holi on special products</li><li>• Keywords with CTR less than 2.50% were paused</li><li>• Display Network, Hiring and social awareness campaigns were paused as the Holi campaign was performing better than expected.</li><li>• Huge chunk of the budget was invested on Holi campaign due to its performance</li><li>• All the campaigns ended on March 8th with a total budget of \$250.68</li></ul>	Impressions: 22,405 Interactions: 1,264 CTR: 5.64%

**Key results:** Important pre-defined statistics of AdWords campaign were met and the results were significantly higher than the team's expectations. The campaign reported 1,26,352 impressions, 3,896 clicks and 3.06% CTR at an average CPC of \$0.06. Thus, after spending \$250.68 the team believes it has been able to create a market for Grozip and also all the campaign goals were met.

**Ad Groups:** Overall AdWords campaign consisted of 23 Ad-Groups. All the ad groups generated impressions, 21 ad groups received more than 1 click and 17 ad groups reported a CTR higher than 2%. Delivery ad group showed the maximum CTR of 5.02%.

Ad group	Campaign	CTR	Impressions	Clicks	Average CPC
Colours	Holi	7.15%	4,641	332	\$0.27
Delivery	Hiring	5.02%	24,266	1,218	\$0.04
Bakery	Display Network	4.45%	6,852	305	\$0.04

*Table 3: Most popular Ad groups*

**Keywords:** 381 keywords and 95 negative keywords were used to run Grozip's AdWords campaign. Keywords were routinely monitored and poor performing keywords were paused. Opportunities were used to add more relevant keywords. This helped us reduce our CPC and maintain our CTR. Keywords with relatively lower search volume had "phrase" and broad match types in order to assess the search behavior with help of Search Terms Report and were later transferred into new ad groups. The highlight of our keyword strategy involved use of modifiers, as most of the search queries were long tail.



Keyword	Campaign	Ad group	Max. CPC	Interaction Rate	Avg. Cost
holi pichkari online shopping	Holi	Water Gun	\$1.00	40.00%	\$0.32
holi color powder	Holi	Colours	\$0.70	33.33%	\$0.05
holi powder for sale	Holi	Colours	\$0.70	33.33%	\$0.17
patanjali hair cleanser	Display Network	Patanjali	\$0.19	25.00%	\$0.01
patanjali ayurvedic hair oil	Display Network	Patanjali	\$0.19	25.00%	\$0.07
organic cow milk	Display Network	Dairy	\$0.19	23.08%	\$0.01

Table 4: Keywords with highest CTR

**Conclusion:** The overall strategy defined by the team was to experiment in order to achieve best results without burning a lot of credit. Due to high bids posed by the competition, our strategy evolved from competing by improving Quality Score to identifying and experimenting with new and uncharted keyword categories. As we found better performing keywords with higher CTR, we allocated separate Ad-Groups to them to optimize the clicks. We were able to capture the long tail keywords by the extensive use of modifiers that added to our CTR. Through collaboration and quick decision-making; our team improvised the strategy to manage the setbacks faced due to delay from the company's end. With the help of promo code and a short stint at the Hiring campaign, the team recognized potential in the Display Network campaign. The campaign showcased encouraging metrics for e-commerce conversion potential for Grozip in the online grocery delivery.

**Future Recommendations:** With a heightened understanding of the online grocery delivery service and search behavior, we would recommend Grozip to continue with Google AdWords. The following recommendations can help Grozip dominate the market in the online sphere -

- Website and SEO:** It is extremely important for Grozip to revamp its website on the latest platform in order to make it user friendly. Landing Page Optimizations and SEO is extremely important for a good user experience on the website in order to propel new and repeat visits.
- AdWords Search and Display:** Grozip can benefit by improving their website by adding catchy taglines on their products and increasing their stock variety to withstand the competition. Reducing their delivery charges will also help them in the long run. Use of modifiers and DKI along with keyword pruning in Ad-Groups is needed to achieve granularity. Site extensions and ad scheduling should be specifically used to benefit from the Google Analytics data. With better campaign results, reduction in CPC is possible despite the high first page bids. Display campaign



has huge potential and should be frequently used to recapture niche audiences. Also, festive campaigns will go a long way in increasing their sales.

3. *Digital Ecosystem Synergy*: Grozip is not active in social media platform. However, their presence in social media will help them engage good audience. Regular monitoring of Google Trends and GA data is essential for Grozip to maintain its hold in the online space.

## LEARNING COMPONENT:

**Learning objectives and outcomes:** The team viewed Google Online Marketing Challenge as a unique opportunity to gain knowledge and experience about Google AdWords and Google Analytics. Our aim was to produce beneficial marketing results and acquire valuable insights for Grozip through a rigorous understanding of goal setting, account structure, budget management, keyword selection, campaign optimization and various Google AdWords tools. Thus, by closely aligning the goals of the campaign to that of the client and constantly thinking from consumer's point of view, we were able to successfully manage the financial resources and fulfill the pre-defined goals.

Firstly, utilizing Keyword Planner Tool and Search Volume Estimator we drew up a list of most effective and comprehensive keywords for all the campaigns. Keywords had "phrase" and broad match types in order to assess the search behavior with help of Search Terms Report and optimize our strategy based on daily performance. Secondly, all the underperforming keywords were paused, while the good ones were put in separate Ad-Groups as well as allocated a greater share of money to further increase their effectiveness. Lastly, we paused all the campaigns except the ones which were performing the best to increase our CTC to make-up for the bad beginning. Thus, GOMC was one of the best ways to experience the fundamentals of running digital campaigns and structuring websites to enhance visitor navigation and usability. Google AdWords proved to be one of the most effective ways to increase traffic and awareness of Grozip's website.

**Group dynamics:** Our GOMC Team comprised of six members, each with a different skill set in order to make the most of this opportunity. The team decided that display network and hiring were handled by three members and the other two campaigns social awareness and Holi was managed by two others, the analytics was handled entirely by one members. Though we worked on different campaigns, regular face-to-face meetings ensured sharing of each campaign's details and progress to keep everyone informed about the overall progress of Google AdWords. Healthy discussions regarding changes in budget allocation, addition or deletion of Ad-Groups and modification of ad copies to align to consumers' searches prevailed these meetings. Various opinions were brought to the table while solving important problems related to the campaign; however, the most logical solution was implemented. Thus, we learnt





a lot about Google AdWords, managing and monitoring AdWords campaigns, taking calculated risks, being flexible with strategies, optimizing websites for easy navigation and handling each other's schedules for best possible results. GOMC not only added to our digital marketing skills, but also honed our analytical and strategy-building skills.

**Client dynamics:** Grozip was an apt client for Google Online Marketing Challenge because the company lacked online presence, the website was updated regularly and the marketing team showed interest in utilizing Google AdWords to maximize their brand awareness on digital platforms. The team had several consultations in person and via phone and email with the client to align our hard work to their goals as well as keep them updated about the overall performance of the AdWords campaign. Grozip had complete trust in our ability and strategies. Thus, an exceedingly accommodating and encouraging response from our client allowed us to put together a successful Google AdWords Campaign for them.

**Future recommendations:** Google AdWords proved to be a powerful tool in maximizing Grozip's online presence. Hence, the team highly recommends that the company should continue using the same. Furthermore, regular website development and maintenance is necessary to improve the website experience as well as enhance the effectiveness of AdWords campaign. While running future AdWords campaign the team recommends setting easily measurable goals; aligning AdWords account structure to the website; addition and deletion of keywords in relation to the performance of the campaign; avoid duplication of keywords; create more targeted Ad-Groups to better track frequent performance of A/B Testing in order avail an array of effective options; and generate more appealing and effective ad copies by inclusion of offers, discount codes, sitelinks, ad extensions and a distinct call-to-action. Thus, we believe that an efficient website, a logical account structure and teamwork are necessary mandates for a successful Google AdWords campaign.