

Key stats

- Impressions : 962,247 Clicks: 7,270 Sessions: 6,678
- Users: 5,784 Page views: 8,104

962,247
Impressions7,270
Clicks

Google AdWords Campaign Breakdown

Campaign	Spend	Impressions	Clicks	CTR	Avg. CPC	Avg. position	Conversions	Conv. Rate	Sessions	Pages / Session
MA - Interests Display	£456	254,867	975	0.38%	£0.47	1.10	39	4.00%	843	1.14
MA - Topics Display	£669	421,611	1,938	0.46%	£0.35	1.00	50	2.58%	1918	1.12
MA - Remarketing Display	£83	86,524	232	0.27%	£0.36	1.10	17	7.33%	252	1.25
MA - Programming Search	£2,431	106,680	1,217	1.14%	£2.00	2.80	158	12.98%	1233	1.65
Total	£3,639	869,682	4,362	0.50%	£0.83	1.50	264	6.05%	4246	1.29

Ronin Online Course Campaign Breakdown For June 2015

Campaign	Spend	Impressions	Clicks	CTR	Avg. CPC	Avg. position	Conversions	Conv. Rate	Sessions	Signups
Ronin - Online Course	£4,066.64	92,565	2,908	3.14%	£1.40	2.8	30	1.03%	~	~
Total	£4,066.64	92,565	2,908	3.14%	£1.40	2.8	30	1.03%	~	~

Completed Tasks - April

The main focus in June was building massive lists of negative keywords for each of the search campaigns – Ronin and MA Search campaign.

This has resulted in a significant reduction in cost per conversion.

Ronin campaign budgets were set to £250 / day which means the campaign is now capturing the bulk of search impressions available (80% impression share), compared to competitors like Lynda.com (17.23%), justit.co.uk(13.44%) & training-square.co.uk(12.01%).

Focus in July – adding more negative keywords, setting up remarketing lists. Remarketing through Google Analytics has been enabled.

Recommended Next Steps

Set up relevant remarketing lists in preparation for the new site launch. This should give us a sizeable audience to target through the Google Display Network and Google search network.