

PERFORMANCE AND FINAL SUBMISSION PHASE

MODEL PERFORMING METRICES

Project Title : How to Create a Google Ads Campaign for your brand

When evaluating the performance of a project focused on creating a Google Ads campaign for your brand, you'll want to track several key metrics to measure the effectiveness of your campaign. These metrics can help you understand how well your ads are performing and if they are achieving your marketing goals. Here are some essential performance metrics to consider:

1.Click-Through Rate (CTR):

Definition: The ratio of clicks on your ad to the number of times it's shown (impressions).

Importance: Indicates how effective your ad copy and targeting are in encouraging users to click through to your website or landing page.

Formula: $CTR = (Clicks / Impressions) * 100\%$

2.Conversion Rate:

Definition: The percentage of clicks that result in a desired action, such as a purchase, form submission, or other goal.

Importance: Measures how well your ads are driving valuable user actions on your site.

Formula: $Conversion Rate = (Conversions / Clicks) * 100\%$

3.Cost Per Click (CPC):

Definition: The average cost you pay for each click on your ad.

Importance: Helps manage your budget and assess the cost-effectiveness of your campaign.

Formula: $CPC = \text{Total Cost} / \text{Total Clicks}$

4. Cost Per Conversion:

Definition: The average cost of acquiring a conversion (e.g., a sale or a lead).

Importance: Indicates the efficiency of your ad spend in achieving your business goals.

Formula: $\text{Cost Per Conversion} = \text{Total Cost} / \text{Conversions}$

5. Quality Score:

Definition: A metric used by Google to assess the quality and relevance of your ads, keywords, and landing pages.

Importance: Higher quality scores can lead to lower CPC and better ad positions.

Provided by Google Ads, typically on a scale of 1 to 10.

6. Ad Position:

Definition: Where your ad appears on the search results page, typically measured as an average position.

Importance: Higher ad positions can lead to more visibility and potentially higher CTR.

Aim for top positions, but consider your budget and ROI.

7. Impression Share:

Definition: The percentage of times your ad was shown compared to the total number of times it could have been shown.

Importance: Helps identify missed opportunities due to budget constraints or low ad rank.

Formula: $\text{Impression Share} = (\text{Impressions} / \text{Eligible Impressions}) * 100\%$

8.Ad Click-Through Rate (CTR):

Definition: The CTR for individual ads within an ad group.

Importance: Helps identify which ad creatives are performing best.

Optimize underperforming ads and focus on high CTR ad variations.

9.Return on Investment (ROI):

Definition: The ratio of revenue generated from the campaign to the cost of the campaign.

Importance: Measures the profitability of your advertising efforts.

Formula: $\text{ROI} = (\text{Revenue} - \text{Cost}) / \text{Cost}$

10.Ad Schedule Performance:

Definition: Analyzing which days and times your ads perform best.

Importance: Allows you to optimize ad scheduling for peak performance and budget management.

11.Geographic Performance:

Definition: Evaluating how your ads perform in different regions.

Importance: Helps tailor your targeting and budget allocation for specific geographic areas.

12.Search Query Performance:

Definition: Examining which search terms trigger your ads and how they perform.

Importance: Allows you to add negative keywords and refine your targeting.

13.Bounce Rate:

Definition: The percentage of visitors who leave your landing page without taking any action.

Importance: A high bounce rate can indicate issues with landing page relevance and user experience.

14.Ad Copy and Landing Page Testing:

Importance: Regularly A/B test different ad copy and landing page elements to improve ad performance and user experience.