UT DALLAS | Naveen Jindal School of Management

ZERO REALITY VR

ADWORDS – FACEBOOK CAMPAIGN REPORT

ZERO REALITY VR

Web Analytics – Group 8

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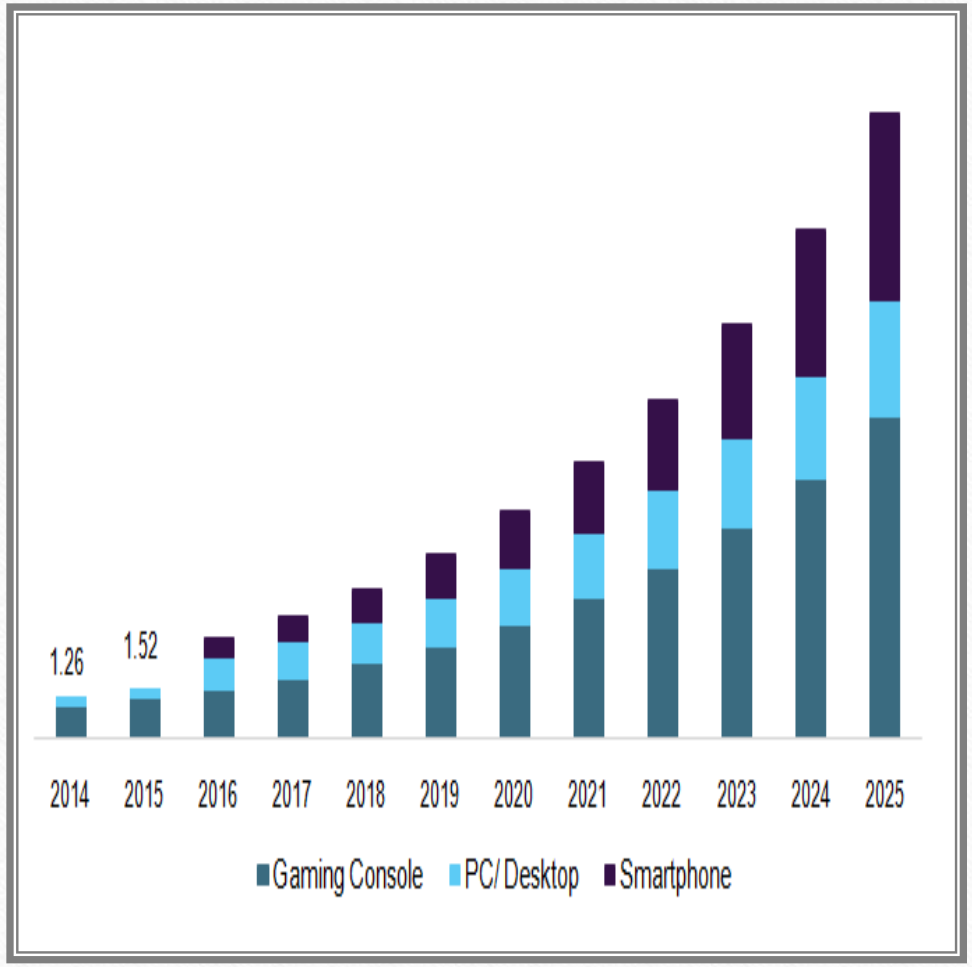
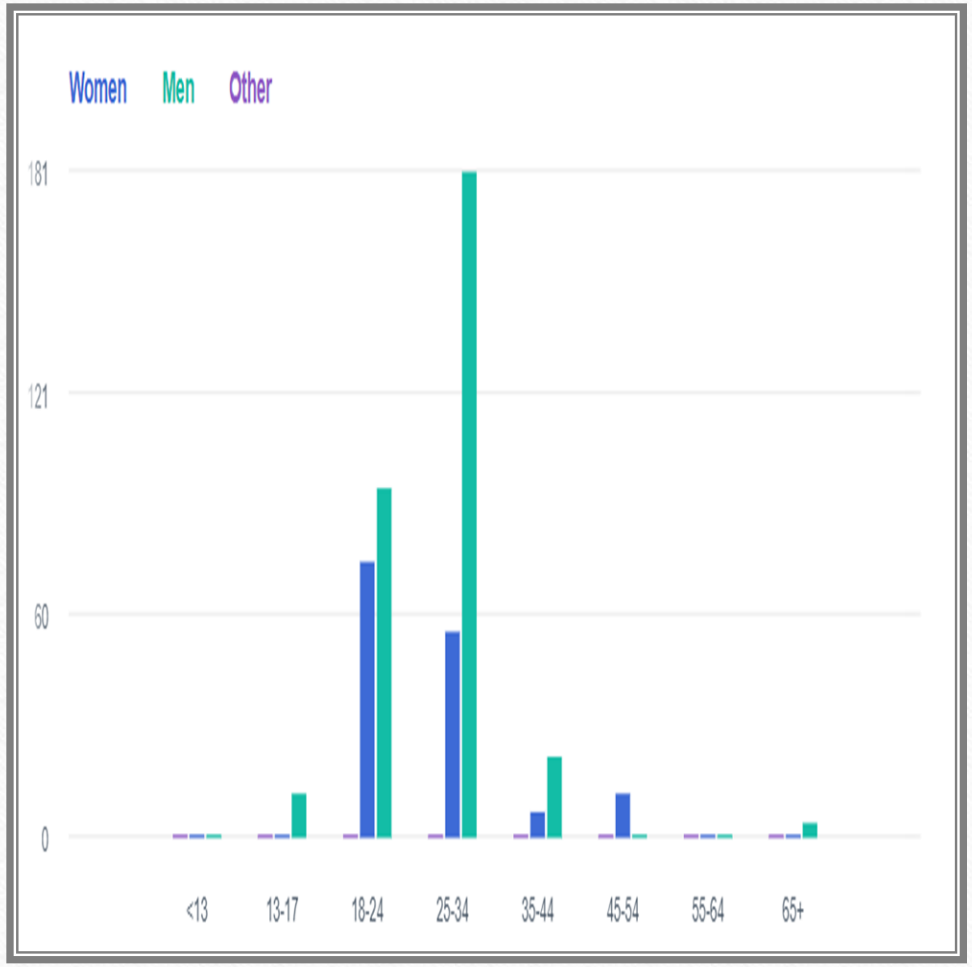


Background

- VR technology is blooming in Gaming and Entertainment sector
- Global market for Virtual Reality is predicted to grow to $14.4 billion in 2018, stats by Super Data Research
- Zero Reality VR - emerging start-up in the area of Virtual Reality gaming industry
- Powered by Alienware and HTC Vive
- Located in Pondicherry, India
- Promotions – majorly offline and Facebook

Challenges

- Relatively new company with **prime focus** on **branding awareness** to improve their customer base
- Active in Facebook and Instagram only
- Website was under development and launched a week ago
- Bookings only through offline channels
  - Phone Calls
  - Store Visits



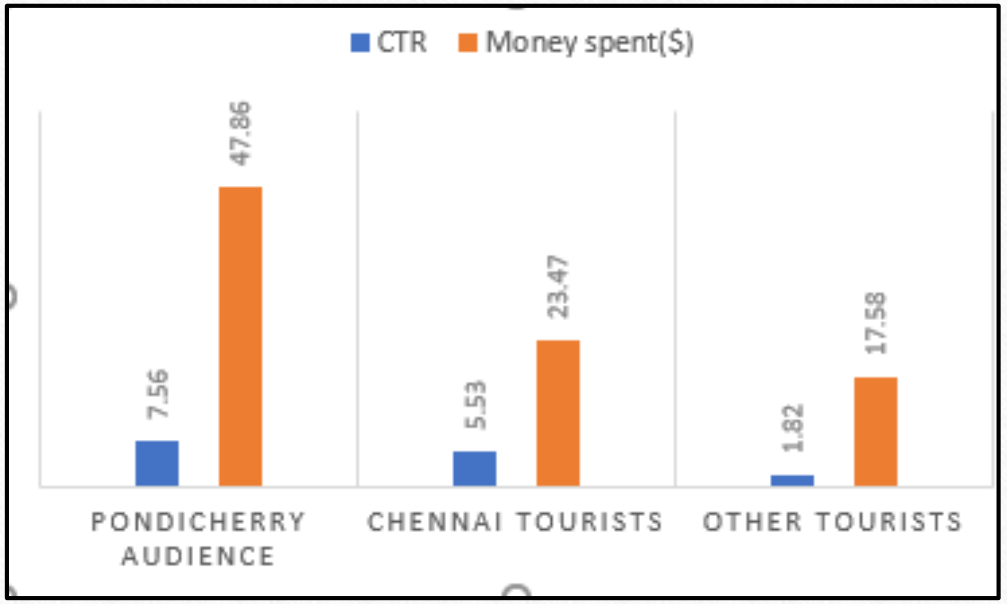
Leads and Strategy

- **Facebook Insights Summary** –
  - Most followers are Men - 78% compared to Women - 22%
  - By Age, most followers fall in the age range of 18-34
  - Chennai, Pondicherry are the major sources of traffic for the company
- **Objective** – Local market establishment, Attract domestic and international tourists who visit Pondicherry
- **AdWords and Facebook Campaign Objective** – increase brand-awareness

Campaign Overview

Metrics	AdWords	Facebook
Number of Campaigns	5	3
Type of Campaigns	Search Only and Display Only	Brand Awareness
Duration	3 weeks	2 weeks
Time Lapsed	26-Oct-2017 to 19-Nov-2017	01-Nov-2017 to 17-Nov-2017
Budget	$225	$125
Amount Spent	$199	$112
Percentage Spent	88.44%	89.60%

Search Campaign Summary



Objective : Show ads to relevant keyword searches and to divert traffic to the company's Facebook page.

- Average CTR of 4.97%, Bid type : Max CPC
- **Best performing ads** :

Campaign	Ad	Ad group	CTR	Avg. osition	Avg. CPC
Chennai Tourists	Must visit in Pondy : VR world - New Tourist Attraction www.facebook.com/zerorealityvr Jump into Virtual Reality & have fun with your friends. Free Snacks & Smoothie!	Youth Tourists	9.59 %	1.27	$0.34
Pondicherry Audience	Enjoy a new world in 3D Realm Cozy Lounge & Free Snacks www.facebook.com/zerorealityvr Spend Quality Time with your Family @Zero Reality VR. Fun 3D Games for all Ages!	Middle-Aged Audience	9.54 %	1.35	$0.25

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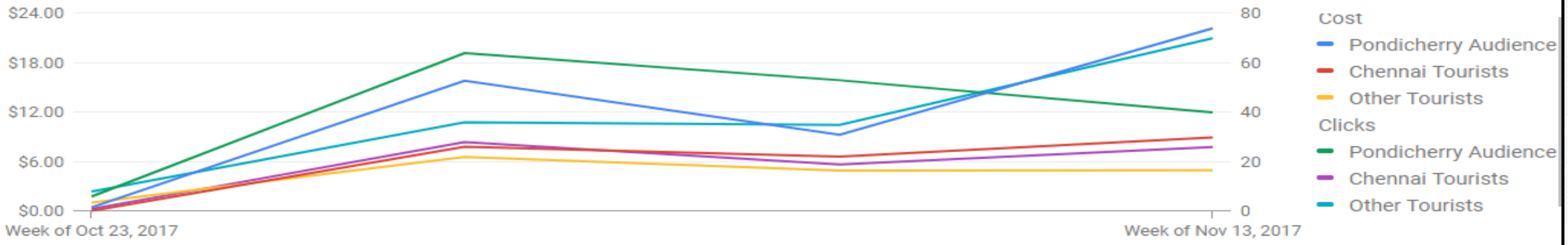
Search Campaign – A Statistics Walkthrough



Campaign	Ad group	Clicks	Impressions	CTR	Cost	Avg. CPC
Chennai Tourists	Middle-aged Tourists	28	686	4.08%	$8.59	$0.31
Chennai Tourists	Youth Tourists	46	652	7.06%	$14.88	$0.32
Other Tourists	Middle Aged Tourists	5	111	4.50%	$0.60	$0.12
Other Tourists	Youth Tourists	**144**	**8,072**	1.78%	$16.98	$0.12
Pondicherry Audience	Student Audience	61	980	6.22%	$17.33	$0.28
Pondicherry Audience	Middle-Aged Audience	**103**	**1,190**	**8.66%**	$30.53	$0.30
TOTAL		387	11691	5.38%	$88.91	$0.24

Contd….

Filter Campaign type is Search Only

Row: Campaign, Ad group, Search keyword

Column: Clicks, Impressions

Campaign	Ad group	Search keyword	Clicks	Impressions
includes Chennai Tourists - Display and 4 more				
Pondicherry Audience	Middle-Aged Audience	+online games	69	620
Chennai Tourists	Youth Tourists	+Places to visit in +Pondicherry	28	273
Other Tourists	Youth Tourists	virtual reality for	27	1,288
Other Tourists	Youth Tourists	virtual and reality	24	982
Other Tourists	Youth Tourists	virtual reality video	24	665
Other Tourists	Youth Tourists	in virtual reality	20	1,380

Search - Keywords

- Top Performing Search Keywords by Clicks
  - +online games
  - +Places to visit in +Pondicherry
- Top Performing Search Keywords by Impressions
  - Virtual reality for
  - In virtual reality

AdWords - Display Campaign Summary

- **Campaign Names:**
  - Chennai Tourists- Display - **Keyword Based**
  - Pondicherry Audience- Display – **Affinity Audience**
- **Campaign Duration:** October 29, 2017 to November 19, 2017
- **Campaign Goals:** Increase brand awareness about Zero Reality VR among Chennai tourists and Pondicherry audience
- **Best Performing Campaign (Impressions):** Pondicherry Audience: Display (280502 impressions; 2212 clicks; 0.79% Click Through Rate)
- **Best Performing AdGroup (Impressions):** Student Audience (Pondicherry Audience: Display; 153589 impressions; 1,281 clicks; 0.83% Click Through Rate)

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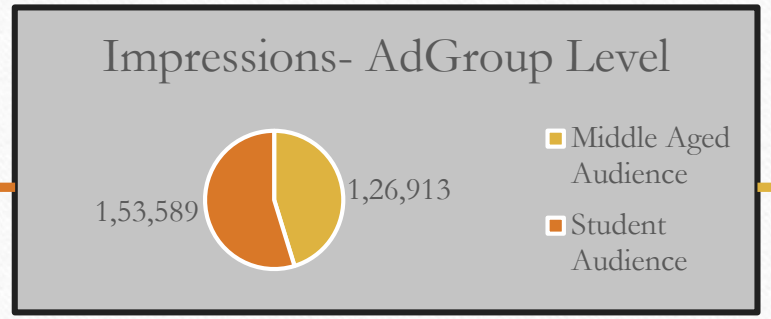
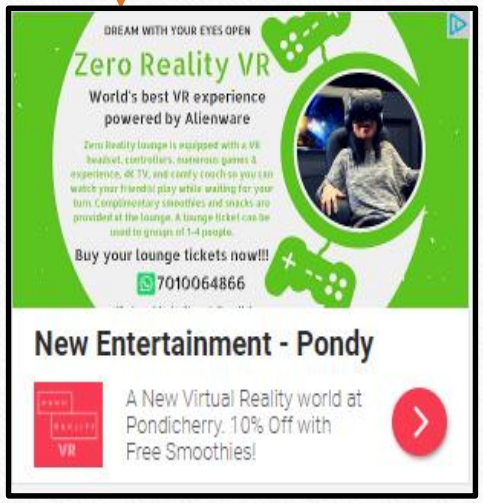
Pondicherry Audience- Display Campaign

(280502 Impressions, 2212 Clicks, 0.79% CTR)





Impressions - 90417

Impressions - 63172

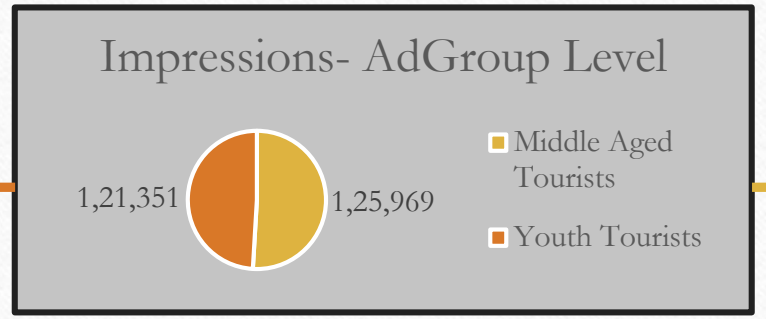
Impressions - 70921

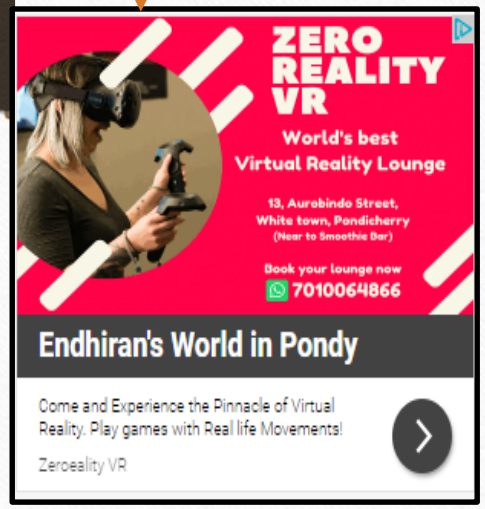
Impressions - 55992

Contd….

Chennai Residents- Display Campaign

(247320 Impressions, 2848 clicks, 1.15% CTR)

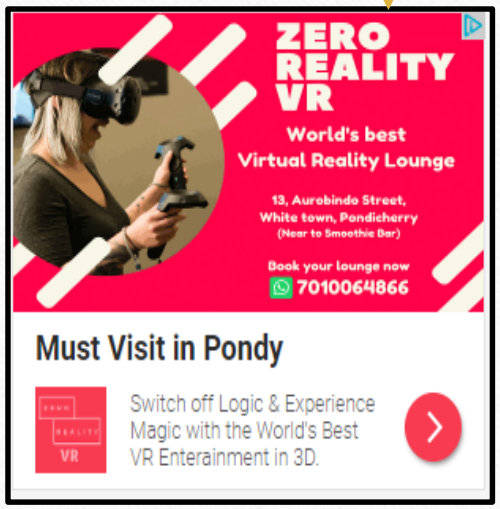




Impressions - 57881

Impressions - 63470

Impressions - 42913



Impressions - 83056

Contd….

Display - Keywords

Filter Campaign type is Display Only

Row: Campaign, Ad group, Display keyword

Column: Impressions

Campaign	Ad group	Display keyword	Impressions
Chennai Tourists - Display	Youth Tourists	pondicherry tourist places	75
Chennai Tourists - Display	Middle Aged Tourists	pondicherry tour	66
Chennai Tourists - Display	Middle Aged Tourists	puducherry tourism	66
Chennai Tourists - Display	Youth Tourists	puducherry tourism	52
Chennai Tourists - Display	Middle Aged Tourists	pondicherry map	39
Chennai Tourists - Display	Middle Aged Tourists	pondicherry india	29
Chennai Tourists - Display	Middle Aged Tourists	pondicherry tourist places	26

- Top Performing Search Keywords by Impressions
  - Pondicherry tourist places
  - Pondicherry tour
  - Puducherry tourism

Extension	Extension Placeholder Type	Impressions	Clicks	CTR	Cost
Follow us in Instagram; http://www.instagram.com/zerorealityvr/	Sitelinks extension	**6,748**	**287**	4.25%	$66.81
Check our Insta page here; http://www.instagram.com/zerorealityvr	Sitelinks extension	5,755	217	3.77%	$48.20
Single | Multiplayer	Callout extension	1,894	116	**6.12%**	$35.04
4K TV | Lounge | 10% off	Callout extension	1,850	110	**5.95%**	$33.52
Open All Days	Callout extension	3,091	100	3.24%	$11.78
Free Snacks and Smoothies	Callout extension	2,910	87	2.99%	$9.91
Exclusive Access To Demo	Callout extension	2,905	79	2.72%	$9.83
10% off Limited time only	Callout extension	2,921	79	2.70%	$9.28
Total	NA	28,074	1075	3.97%	$157.56

Extension Performance

- Sitelink, Callout and Structured Snippet Extensions were included to campaigns
- Sitelink Extensions had more impressions than Callouts
- Extensions which had description about facilities being offered at gaming centre had better CTR than others.

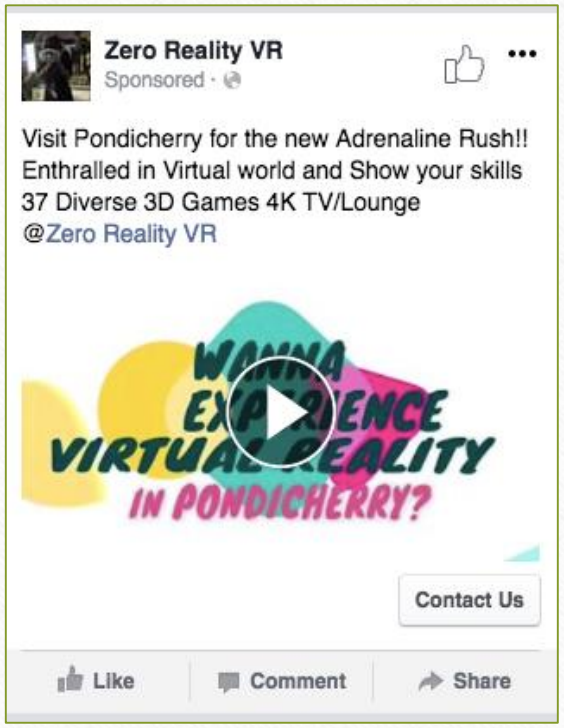
Activities Performed

- Triggered the Search Only campaigns in first two days, later on triggered Display Only campaigns
- The first three days of the campaign had low impressions and clicks, due to low ad rank and max CPC – Increased the Max CPC based upon each campaign and budget
- At the end of first week, depending upon Google's keyword suggestion– we included the suggested keywords as phrase and exact matches, which resulted in increased impressions per day
- In second week, we included sitelink and call-out extensions for each ad-group which resulted in improved Quality Score for the ads and increase in the number of impressions in the search and display campaigns
- In third week, we included Structured Snippet Extension – displaying the service catalogue of the company to improve CTR from Youth audience ad-groups
- Monitored the campaigns and incorporated negative keywords regularly to avoid showing ads for irrelevant keyword searches.

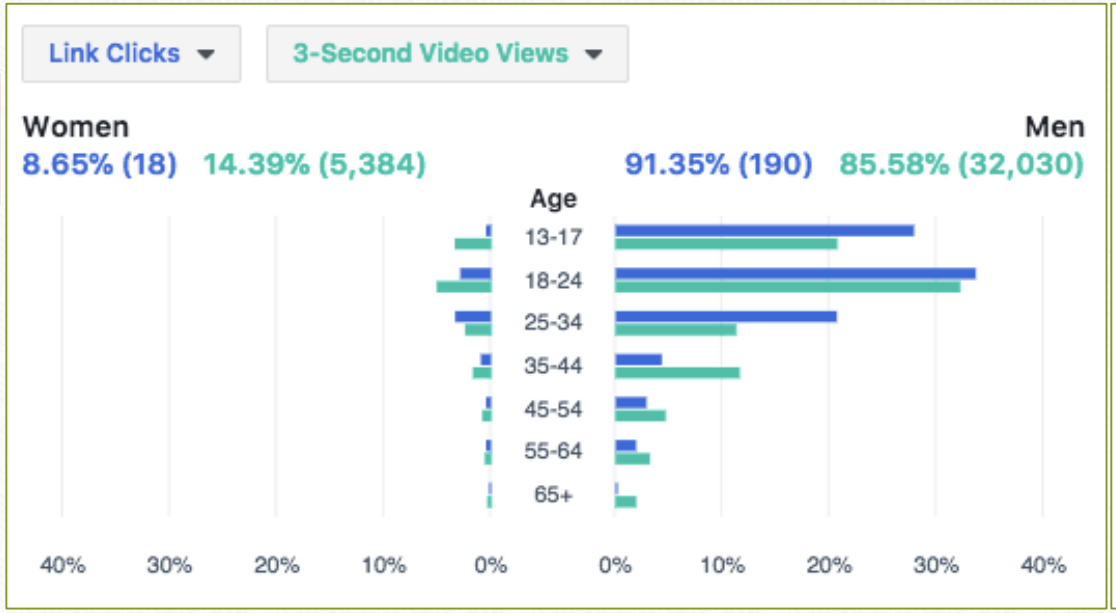
Facebook Campaign Summary

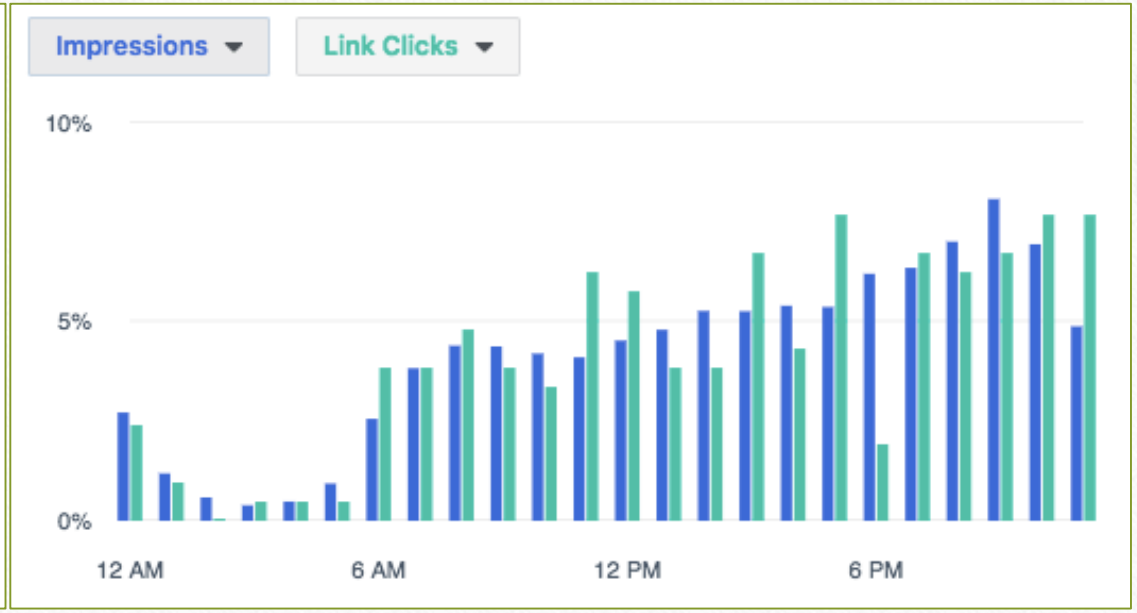
Campaign Idea / Project Description	Reason	Campaign Audience/Target Population	Language & Schedule	Budget	Objective/Goal
To generate Brand Awareness about ZeroRealityVR through various campaigns to target audience demographically	Unparalleled Reach & High User Engagement	**Pondicherry Residents**	**English (US); 24 x 7 Standard Delivery**	**$111.53**	Brand Awareness focusing on large communities living in Pondicherry
		Chennai Residents			Brand Awareness focusing on large communities living in Chennai
		Tourists (International &Domestic)			Brand Awareness focusing on prospective tourists

Sample Facebook Ads



Overall Performance - Demographic Classification





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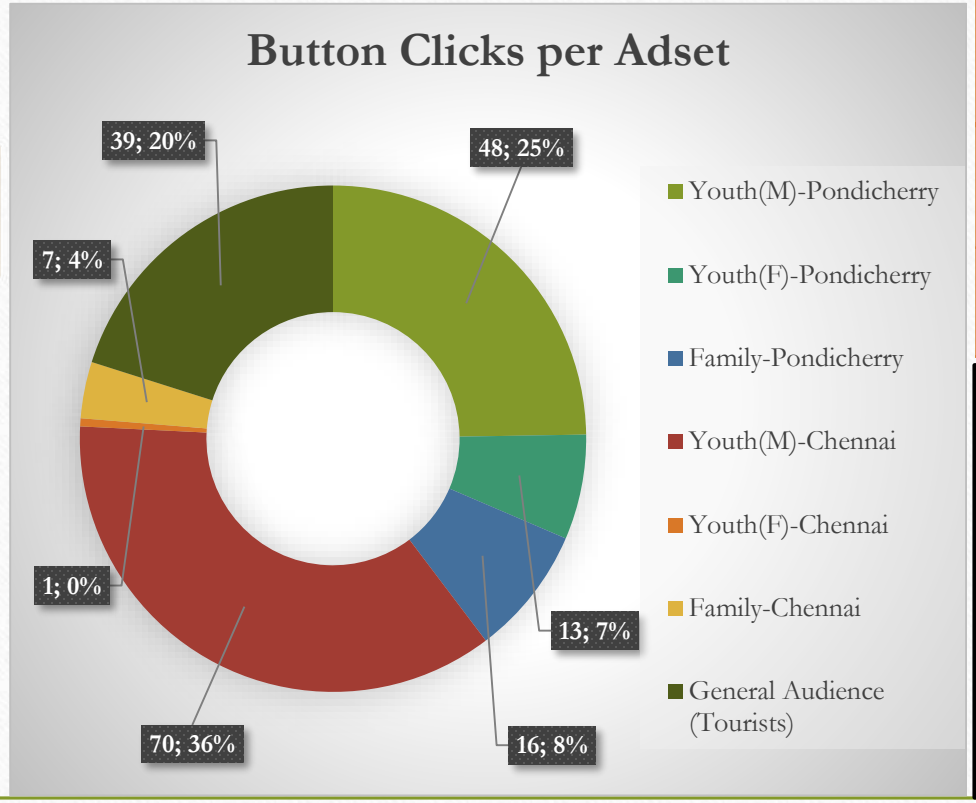
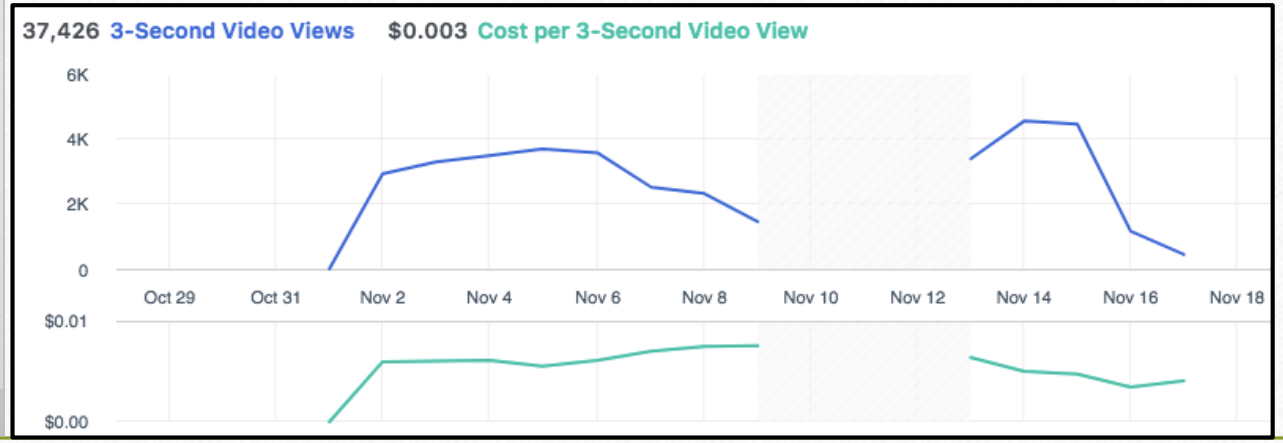
Campaign-wise Performance

Particulars	Campaign-1 Pondicherry Residents	Campaign-2 Chennai Residents	Campaign-3 Tourist - Domestic	Boost Post	Total
Reach	43,707	**59,674**	25,055	3,492	1,27,829
Impressions	**1,05,480**	73,535	29,855	3,536	2,12,406
Button/Link Clicks	77	**78**	39	-	194/208
Ad Recall Lift Rate	**8.83%**	8.21%	8.14%	7.73%	8.06%
Amount Spent	$53.78	$39.75	$16.00	$2.00	$111.53

Ad Set Level Statistics

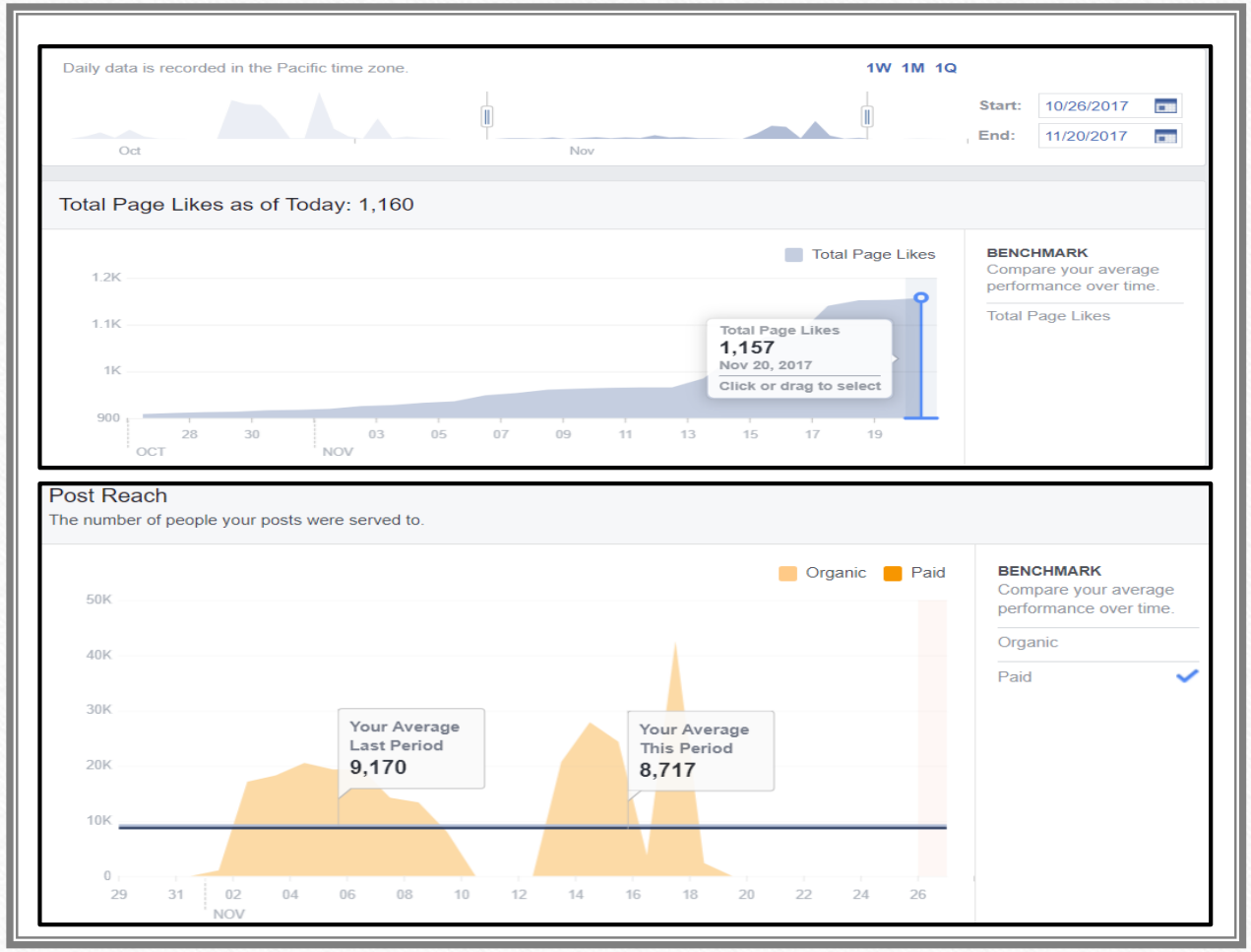


Best Performing AdSet: (Highest Button clicked)	Youth Audience – Male (Chennai Residents)
Most Effective Ad: (Highest Ad Recall lift Rate)	Video Ad (9.29%)
Most viewed on a day:	14th Nov. (Holiday) 4,600 views Approx./ 32 Button Clicks



Campaign Activities & Review

- Initiated with Image ads as well as slide show ads.
- Observed less response towards Image Ads; Initiated new Video Ads for better communication; found positive response as increased button clicks and Ad Recall lift rate.
- Video Ad post boost was done for one day for forced delivery.
- Budget Allocation were decreased for Youth Female Audience – Chennai (poor response) and increased for Youth Male Audience of Pondicherry as well as Chennai (high response with high potential).



Conclusion

- The Number of Likes for Facebook Page ⬆ 27.28%
- Received 200+ likes in their Facebook page
- The Reach was highest about 161,832 obtained from Page Summary report

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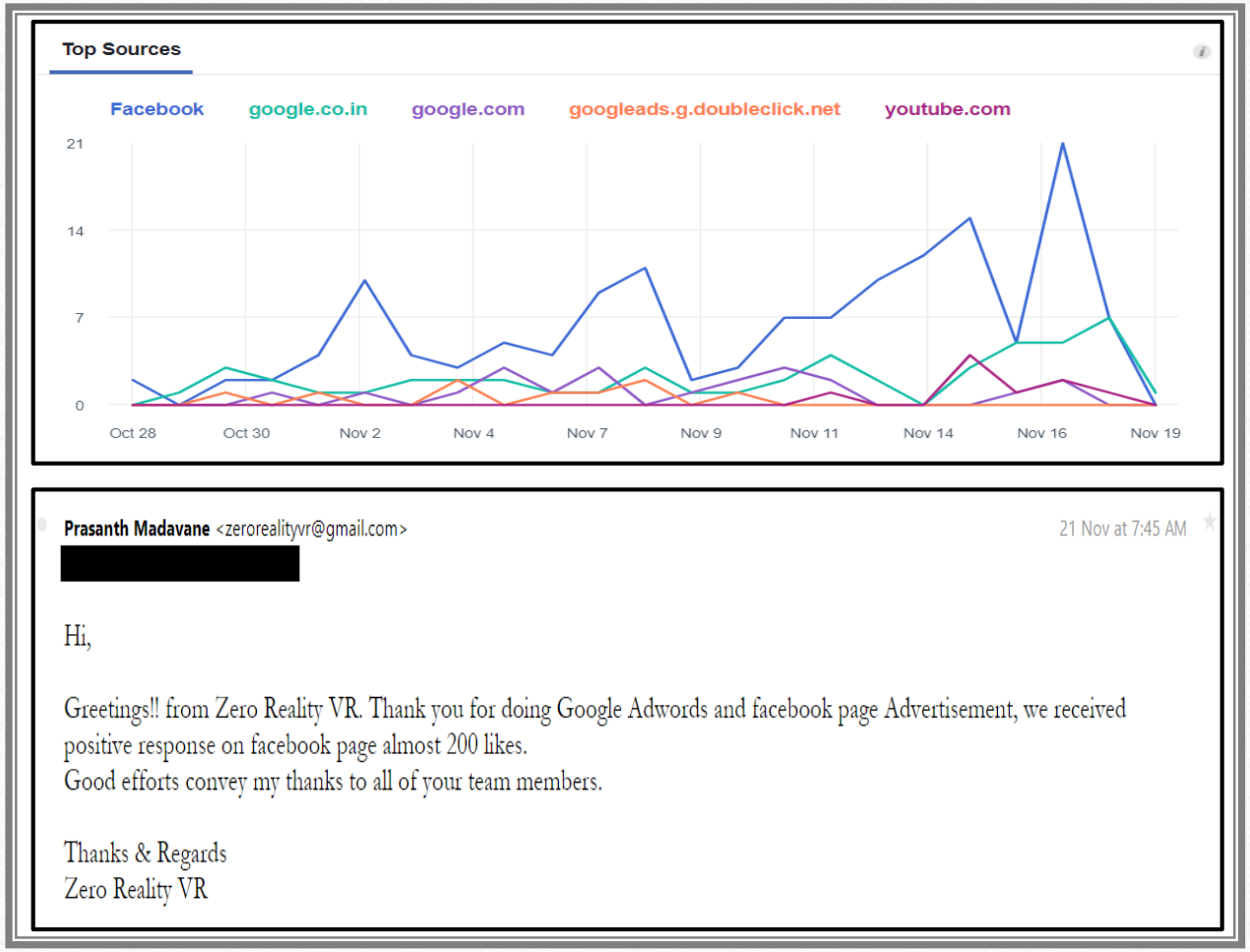
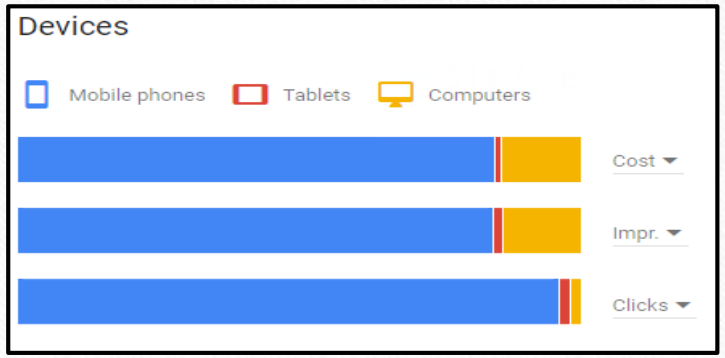


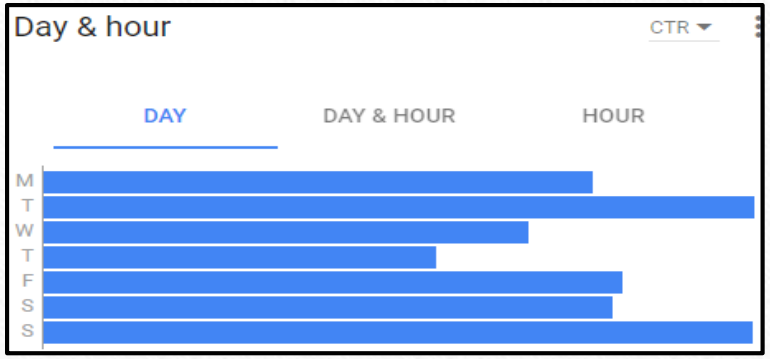
Conclusion

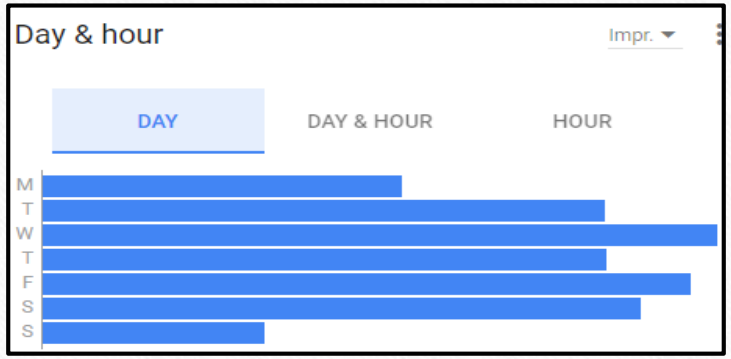
- Facebook is the best medium to reach people for this type of company
- Video Ads and Carousel Ads are most effective than image ads
- As, company's website was under development, the effectiveness of the ads are listed from Facebook Page Insights.

Learnings and Suggestions

- **Devices Report –**
  - Ads more effective on mobiles than other devices
  - Could have explored **Mobile Bid Adjustments** and observed the results
- **Day & Hour Report –**
  - Ads effectively displayed on Wednesday, Friday and Saturday
  - CTR was high on Tuesdays and Sundays
  - **Ad Scheduling** feature could have helped us to spend our budget wisely and getting more pageviews, clicks and impressions.







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Learnings and Suggestions

- Being an academic project, the budget was equally allocated throughout the week, but insights suggests that higher budget allocation on specific days or weekends may have led to more reach and views
- Advertisements should be scheduled during day time after 6:00 am. and more budget should be allocated during evening hours
- The next objective for the company should be on making conversions based on link clicks or button clicks

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Questions?

THANK YOU !!

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