ZERO REALITY VR

POST – CAMPAIGN REPORT

The document discusses about the activities and changes carried out in AdWords and Facebook campaign. It captures our learnings and future suggestions for the company.

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ZERO REALITY VR Post-Campaign Report

1. Objective & Strategy

Our main objective was to improve their **brand-awareness** through Google AdWords and Facebook Ads. From the company's Facebook Insights page, we made the following findings

a. Most followers are Men - 78% compared to Women - 22%

b. By Age, most followers fall in the age range of 18-34

c. Chennai and Pondicherry are the major sources of traffic for the company
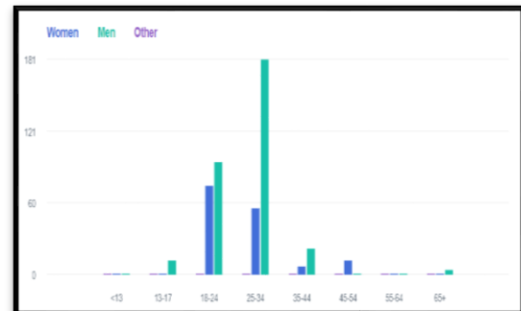
Based on above, we devised separate strategies for AdWords and Facebook. Both campaigns were targeted to specific locations- Puducherry and Chennai respectively, with Facebook having have a more acute focus on Male between age range of 13-44. Also, we modified our budget for each campaign to maximize ad effectiveness to reach the targeted group of people. The complete list of Campaigns, Ad Groups/AdSets and Budgets are listed below:

Zero Reality VR Campaign Details

		ADWORDS					FACEBOOK		
1	Campaign Name	Pondicherry Audience	Chennai Tourists	Other Tourists	Pondicherry Audience - Display	Chennai Tourists Display	Pondicherry Residents	Chennai Residents	International & Domestic Tourists
2	Network Type	Search	Search	Search	Display	Display	NA	NA	NA
3	Name of Ad Groups	1.Student Audience 2.Middle-Aged Audience	1.Youth Tourists 2.Middle-Aged Tourists	1.Youth Tourists 2.Middle-Aged Tourists	1.Student Audience 2.Middle-Aged Audience	1.Youth Tourists 2.Middle-Aged Tourists	1.Youth Audience - Male(13-34) 2.Youth Audience - Female(13-34) 3.Family Audience - Male & Female(35-65)	1.Youth Audience - Male(13-34) 2.Youth Audience - Female(13-34) 3.Family Audience - Male & Female(35-65)	General Audience - (13-65)
4	Time	24x7	24x7	24x7	24x7	24x7	24x7	24x7	24x7
5	Location	Pondicherry	Chennai	Exclude Pondicherry and Chennai	Pondicherry	Chennai	Pondicherry	Chennai	Exclude Pondicherry and Chennai
6	Ad Period	26-Oct-2017 to 19-Nov-2017	26-Oct-2017 to 19-Nov-2017	26-Oct-2017 to 19-Nov-2017	29-Oct-2017 to 19-Nov-2017	29-Oct-2017 to 19-Nov-2017	01-Nov-2017 to 17-Nov-2017	01-Nov-2017 to 17-Nov-2017	01-Nov-2017 to 17-Nov-2017

Overall Budget Plan

	Campaign	Percentage of Budget	Budget per Campaign	Week 1	Week 2	Week 3	
	Metrics						
AdWords	**Pondicherry Audience**	26%	$59.00	$17.00	$21.00	$21.00	**$225.00**
	Chennai Tourists	11%	$24.00	$9.00	$7.50	$7.50	
	Other Tourists	4%	$8.00	$4.00	$2.00	$2.00	
	Pondicherry Audience - Display	32%	$71.00	$8.00	$31.50	$31.50	
	Chennai Tourists - Display	28%	$63.00	$7.00	$28.00	$28.00	
Facebook	**Pondicherry Residents**	50%	$62.50	$33.75	$28.75	NA	**$125.00**
	Chennai Residents	35%	$43.75	$23.63	$20.13	NA	
	International & Domestic Tourists	15%	$18.75	$10.13	$8.63	NA	
	TOTAL	100%	$350.00	$112.50	$147.50	$90.00	

AdWords Pre-Campaign Target- (Search Campaign Only)

| Impressions	Clicks	CTR	CPC
10000-12000	300-400	3%	$0.08 – $0.20

2. <u>Changes & Activities</u>

To ensure our campaign effectiveness, we started with Search Only campaign in Google AdWords and triggered Display campaign later. The keywords for each ad-group were effectively analysed from **Google Keywords Planner** and **ubersuggest.org**. The basic activities, changes and impacts carried out by the team are listed out below

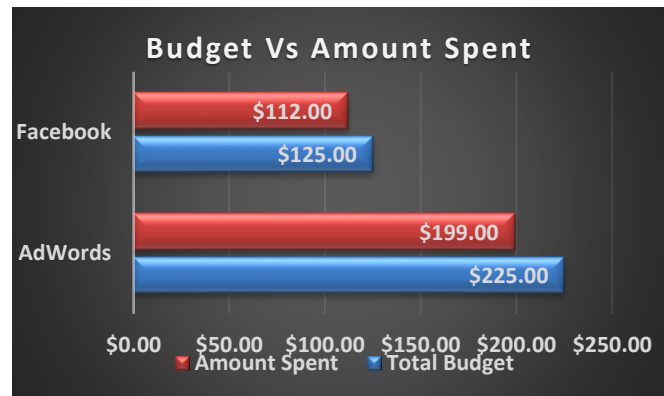|	1	2	3	4
Activity Description	Monitor clicks, impressions and budgets daily	Triggered Search Only for first two days	Max.CPC for each Ad	Modify Ad Description and Inclusion of Google suggested keywords
Type	AdWords/Facebook	AdWords	AdWords	AdWords
Why?	1.Ensure campaign effectiveness remains intact from the start 2.We don't miss out on budget changes	1. Google suggestion - assist in finding most effective keywords for Display campaign	1.Low AdRank and low CPC - missing out on bids 2.Very few impressions and clicks for all ads irrespective of ad ranks	1.Low impressions and Many Ads were not dislayed as Ad Rank was lower 3/10 or 2/10 2.Also, part of Google suggestion
Changes	NA	NA	Maximize Cost per click	1.Changed the Ad Text and Headlines and Included specific keywords - google suggested 2.Incorporated negative keywords
Impact	1.Plan or change budget for next week 2.Circle out non-performing ads and make changes to improve its performance	1.Targeted and specific keywords for Display campaign - Chennai Tourists 2.Performed Affinity Audience for Pondicherry Audience Display Campaign	1.Sharp increase in the number of impressions shown from both search & display campaign 2.More impressions & clicks leading to improved CTR	1. Increased impressions and clicks 2. Improvement in Ad Ranks - More ads became prominent in Google - improved to 7/10 3.Reduced wastage of impressions for irrelevant organic searches

	5	6	7	8
Activity Description	Incorporated Callout and Sitelink Extensions	Incorporated Structured Snippet Extension	Stopped Image Ads to Slideshow and Video Ads	Budget change for Female Audience
Type	AdWords	AdWords	Facebook	Facebook
Why?	1. Over the week, the impressions and CTR reduced, became stagnant 2.The effectivness of campaign decreased by mid of week 2	As extensions were getting positive response, we incorpoated strategy to show Game itineraries as company does not have its own website.	Image Ads received poor response having least clicks, while slideshow and video ads performed much better with more views, link clicks and Ad Recall lift Rate	Poor response - reach not as great as Men Audience. Allocated budget was not utilized.
Changes	1.Callout Extensions - displaying freebies, compliments & offers. 2.Sitelink Extensions to Instagram page	Added Structured Snippet Extension to Search only Ads in Pondicherry - showing the game dictionary at Zero Reality VR	Stopped Image Ads. Increased budget for video Ads and ran Video Ad Post boost for one day forced delivery	Initially, the least budget was allocated for Female Audience, now it was reduced further to capture audience from other adsets
Impact	1.Improved Ad Quality Score and sharp increase in amount of clicks and impressions 2. CTR improved effectively 3. More number of clicks that compliments and offers attracted more audience	1. Not able to measure the exact response - activity was performed two days prior to campaign closure 2. Number of impressions improved and Ad Quality Score improved to 9(one ad)	1.Increased views in Youth adsets across campaigns 2.Increased Reach and Views for videos	1.Money well spent on other adset which targeted Male Audience and General Audience specifically
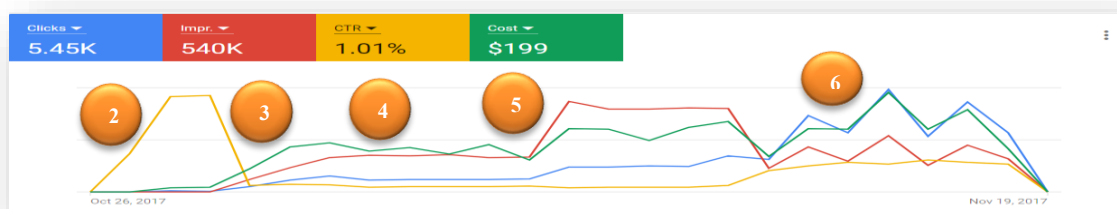
3. Key Results

The campaigns in AdWords and Facebook both had a positive response towards capturing the interest of people living in Pondicherry, Chennai and among International Tourists. It increased company's Facebook Pageviews, Page Likes, Followers and Store Visits. To improve our campaign effectiveness, utilize budget efficiently and increase reach, we explored the below listed tools and carried out the activities listed out under **Changes & Activities** Section.

a. Google AdWords Editor
b. Include and Exclude negative and specific keywords
c. Call Extensions
d. Ad and Sitelink Extensions
e. Structured Snippet Extensions
f. Google Opportunities

Budget Vs Amount Spent

Facebook: $112.00 (Amount Spent), $125.00 (Total Budget)
AdWords: $199.00 (Amount Spent), $225.00 (Total Budget)

Overall Performance – AdWords

	Campaign	Ad group	Clicks	Impressions	CTR	Avg. CPC	Cost	A	C
SEARCH	Chennai Tourists	Middle-aged	▼28	▼686	▶4.08%	$0.31	↘$8.59	$23.47	
		Youth Tourists	▼46	▼652	▶7.06%	$0.32	↘$14.88		
	Other Tourists	Middle Aged	▼5	▼111	▶4.50%	$0.12	↓$0.60	$17.58	$88.91
		Youth Tourists	▼144	▲8072	▶1.78%	$0.12	↗$16.98		
	Pondicherry Audience	Student Audience	▼61	▼980	▶6.22%	$0.28	↗$17.33	$47.86	
		Middle-Aged	▼103	▼1190	▶8.66%	$0.30	↑$30.53		
DISPLAY	Chennai Tourists - Display	Middle Aged	▲2380	▼126000	▶1.89%	$0.01	↑$34.35	$54.43	$110.11
		Youth Tourists	▼465	▼121000	▶0.38%	$0.04	↓$20.08		
	Pondicherry Audience - Display	Middle-Aged	▬931	▼127000	▶0.73%	$0.03	↘$25.26	$55.68	
		Student Audience	▬1280	▲154000	▶0.83%	$0.02	↗$30.42		
	Overall Total - (A+C)		5443	539691	5.38%	$0.16	$199.02		

From the table, **Pondicherry Audience** campaign under Search clearly overpowers other campaigns with **164 clicks** and average **CTR** of **7.44%.** In addition to this, we have also met our pre-campaign objective of capturing **12000** impressions with **CTR** of **3.00%** for the Search Campaign only.

Overall Performance - Facebook

Metrics	Campaign-1 Pondicherry Residents	Campaign-2 Chennai Residents	Campaign-3 Tourist - Domestic	Boost Post	Total
Reach	▬43707	▬59674	▼25055	▼3492	127829
Impressions	▲105480	▲73535	▼29855	▼3536	212406
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

'Pondicherry Residents' campaign has the highest impressions (1,05,480) and the highest Ad Recall Lift Rate (8.83%)

The **'Chennai Residents'** campaign has the highest reach (59674) and the highest clicks (78)

Keywords – Performance

Keywords (By CTR)	Campaign	Ad group	Impressions	CTR (%)	Avg. CPC	Avg. position
Zero Reality VR	Pondicherry Audience	Middle-Aged Audience	9	22.22%	$0.28	1.22
+fun events	Pondicherry Audience	Student Audience	5	20%	$0.36	1
+VR +games	Pondicherry Audience	Middle-Aged Audience	28	14.29%	$0.31	1.04
+Places to visit in +Pondich	Other Tourists	Middle Aged Tourists	15	13.33%	$0.10	2
virtual reality	Pondicherry Audience	Middle-Aged Audience	25	12%	$0.85	1.6
things to do in Pondy	Youth Tourists	Chennai Tourists	3	0.00%	$0.00	1
Virtual Reality Games	Student Audience	Pondicherry Audience	0	0.00%	$0.00	0
virtual reality platform	Youth Tourists	Other Tourists	20	0.00%	$0.00	3.3

The most **effective keywords** by **CTR** are +fun events, Zero Reality VR, +VR games and virtual reality. On the other hand, **things to do in Pondy**, **virtual reality** platform had zero clicks.

4. Conclusion:

In our Google AdWords campaign, we observed **5450** clicks, **540,000** impressions in total. The overall CTR is **1.01%,** with the CTR of search campaign is 5.38%.

Our Facebook campaign reached **127,829** Facebook users with **212,406** impressions and **8.06%** ad recall lift rate. In addition to this, there was a **27.28%** increase in Likes for the Facebook page.

5. Recommendations:

We recommend that Facebook advertising is a better fit to our client. In addition, Video Ads and Carousel Ads are more effective than image ads.

Since, CTR is better in mobiles and it was high on Tuesdays and Sundays – we advise the company to target more on mobile advertisements using Mobile Bid Adjustments and utilize Ad Scheduling for best returns on limited budget.

During our campaign, all the traffic was directed towards their Facebook page. Recently, our client has launched their website and we strongly encourage them to focus on **conversions** using Google AdWords for a wider range of audience or Facebook Ads for specific targeted groups.