



GOOGLE ADWORDS POST - CAMPAIGN REPORT

EXECUTIVE SUMMARY

Campaign Overview: Ding – The Store is an online business that aims to facilitate reliable online shopping for quirky products such as cases, mugs and apparel that are in vogue. Located in India, Ding's goals were to increase awareness amongst the people and promote the business resulting in higher sales. To accomplish these goals, we ran the Google AdWords campaign for a time period of 21 days. Three campaigns were developed with an overall budget of \$250 through metrics like Click through Rate, Number of impressions, and Cost per Click CPC. The campaigns were operated through Ad Groups, ads and keywords to work towards the direction of our objective.

Key Results: A majority of our goals were achieved through the campaign. A CTR of 1.65% was achieved by obtaining 49,562 impressions and 820 clicks at an average CPC of \$0.31. One of our campaigns received an exceptional CTR of 7.50%. The entire \$250 budget was spent for the execution.

Conclusion: Through this campaign, we intend to increase the awareness about this store to large audiences. Search network was used to run the campaigns and we intend to target cities in India, where the company is set up. Through continuous improvements of our keywords and campaigns, improvements could be seen. From the derived CTR and impression metrics, we can say that the landing page of the website could be further improved.

Future Online Marketing Recommendations: A startup like Ding is looking for continuous improvements on various levels. Since the Google AdWords campaign proved to be successful, we recommend adding the Google Display Network to the Adwords account too gain a high visibility according to the interests of the customers. We also suggest Ding to optimize the SEO of its website and its landing page for conversions to improve to sales. More products can be released on this platform, for which new campaigns could be introduced as well. This way, they can reach to more customers through their diverse products.

INDUSTRY COMPONENT

Campaign Overview: Our campaign for DingTheStore aimed at increasing awareness about the store and making people consider online shopping at Ding for phone cases, mugs and customized apparels. For this, we ran an AdWords Campaign with 3 campaigns and used Google Analytics in order to evaluate the performance of the campaigns. The campaigns consisted of AdGroups and each ad promoted the products and services to the audience extensively. The 3 campaigns we ran are the following

1) Mugs

2) Cases

3) Customization.







We also had the following Ad Groups in our campaigns.

Mugs: Single Mugs, Couple Mugs

Cases: Micromax, Nokia, Asus, Samsung, Sony, Motorola, Lenovo, Xiaomi, Phone Cases

Customise: Customise T Shirts, Customise Mobile Cases, Customise Hoodies, Customise Mugs, Customise

Our aim was to achieve a click through rate of 1.5% for the overall campaign and 2500 impressions and 150 clicks for the 1st week. We believed this would drive more customers to visit the website. We used Key Performance Indicators such as CTR, number of impressions, average CPC and since it was a shopping website, we considered average position with respect to the competitors as well. The results after the first week of our campaign are shown.

<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget <small>?</small>	Status <small>?</small>	Campaign type <small>?</small>	Campaign subtype	Clicks <small>?</small> <small>↓</small>	Impr. <small>?</small>	CTR <small>?</small>	Avg. CPC <small>?</small>	Cost <small>?</small>	Avg. Pos. <small>?</small>
<input type="checkbox"/>	<input checked="" type="radio"/>	 Mugs	\$15.00/day <input checked="" type="checkbox"/>	Eligible 	Search Network only	All features	107	13,496	0.79%	\$0.30	\$31.68	1.3
<input type="checkbox"/>	<input checked="" type="radio"/>	 Cases	\$15.00/day <input checked="" type="checkbox"/>	Eligible 	Search Network only	All features	67	4,500	1.49%	\$0.33	\$21.88	1.2
<input type="checkbox"/>	<input checked="" type="radio"/>	 Customise	\$15.00/day <input checked="" type="checkbox"/>	Eligible 	Search Network only	All features	56	1,035	5.41%	\$0.29	\$16.05	2.7
		Total - all but removed campaigns					230	19,031	1.21%	\$0.30	\$69.61	1.4
		Total - Search	\$45.00/day				230	19,031	1.21%	\$0.30	\$69.61	1.4

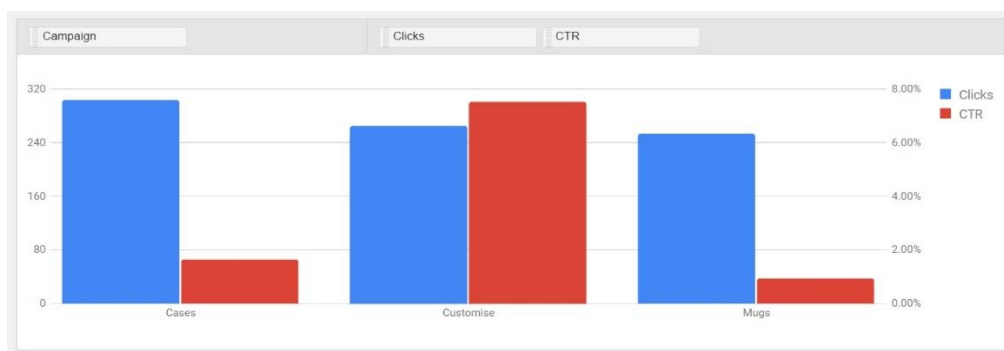
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We used search networks as they target active searchers, i.e., those who are currently looking to find something. Since search ads act as a typical link between those who are currently searching for your product and the advertiser, they drive a lot of attention to the website. We also expected a high CPC for the keywords as they were very common and we also had big competitors who sold the same products. Since we didn't want to compete against these big competitors, we decided not to go with Display ads. Also, we looked to increase brand promotion and the aspect by which DING differs from the other stores.

We also used our overall budget of \$250 out of the \$250 available. Our campaigns were optimized keeping the following metrics in mind; keywords, ads and budget allocation.

Evolution of Your Campaign Strategy:

After monitoring the campaigns for a few days, we could see that our campaigns 'Cases' and 'Mugs' did not perform as expected. This is due to high competition from the various online businesses in India. 'Cases' includes phone cases from major brands in different colors and themes and 'Mugs' includes high quality mugs in different quotes, themes and colors etc. These are products are quite common with other competitors and are offered at a relatively lower cost. While products from 'Customize' campaign have unique designs, quotes and themes that are not available with most of the competitors. Hence, we decided to change the budget allocation for all the campaigns in the following week. We also paused the ads for which the CTR was less than 2%. Initially, we proposed to use broad match for our keywords. However, to improve the CTR, we decided to include exact match and phrase match as well. Below graph shows the Clicks and CTR for the three campaigns.



We could see from the above graph that the CTR for ‘Cases’ and ‘Mugs’ were low when compared to ‘Customize’. We believe this is due to high competition for phone cases and mugs from other well established sites. But on the other hand, there aren’t many online businesses that sell customized products like T-Shirts, Mugs, Hoodies and Phone Cases.

Initially we created ads for all the major brands in the Indian market. We used keywords for ‘Cases’ specific to brands like Samsung, Sony, Nexus etc. This gave us very few clicks and impressions. Therefore, we decided to target low-end phones like Micromax, Asus, and Nokia that are popular among students who are our target audience. Thus, we could increase the clicks and impressions in the following week. For the campaign, ‘Mugs’ we realized there wasn’t a huge market for ‘Couple Mugs’ when compared to ‘Single Mugs’. Hence, we decided to focus on the Ad Group ‘Single Mugs’ and added more keywords to it. This improved the number of clicks and impressions to a great extent. In case of ‘Customise’, we were receiving clicks and impressions more than we expected and to further improve the campaign, we added more relevant keywords suggested by ‘Google’.

Key Results:

The daily budgets for the 3 campaigns are shown below.

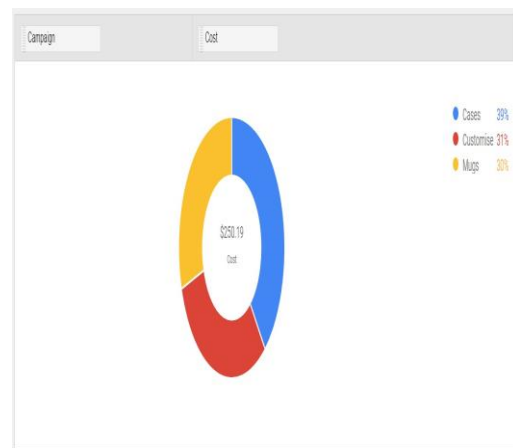
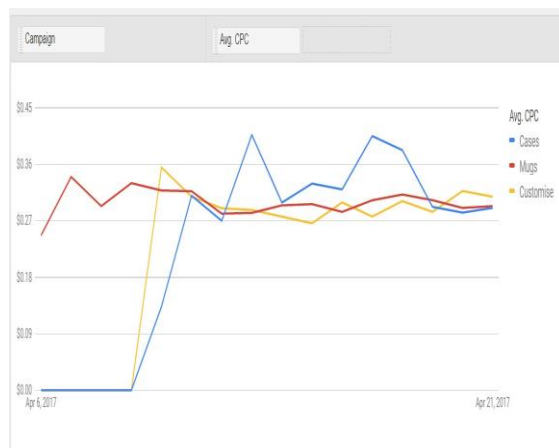
Campaign	Day	Cost	Campaign	Day	Cost	Campaign	Day	Cost
Cases	09-Apr-17	\$0.00	Mugs	09-Apr-17	\$1.65	Customise	09-Apr-17	\$0.00
Cases	10-Apr-17	\$0.40	Mugs	10-Apr-17	\$1.91	Customise	10-Apr-17	\$0.71
Cases	11-Apr-17	\$2.48	Mugs	11-Apr-17	\$4.44	Customise	11-Apr-17	\$1.85
Cases	12-Apr-17	\$1.08	Mugs	12-Apr-17	\$5.91	Customise	12-Apr-17	\$2.03
Cases	13-Apr-17	\$8.95	Mugs	13-Apr-17	\$6.50	Customise	13-Apr-17	\$3.16
Cases	14-Apr-17	\$8.97	Mugs	14-Apr-17	\$7.07	Customise	14-Apr-17	\$8.30
Cases	15-Apr-17	\$8.89	Mugs	15-Apr-17	\$7.71	Customise	15-Apr-17	\$7.98
Cases	16-Apr-17	\$8.96	Mugs	16-Apr-17	\$5.40	Customise	16-Apr-17	\$8.08

Cases	17-Apr-17	\$12.15	Mugs	17-Apr-17	\$6.66	Customise	17-Apr-17	\$8.58
Cases	18-Apr-17	\$10.71	Mugs	18-Apr-17	\$8.42	Customise	18-Apr-17	\$10.85
Cases	19-Apr-17	\$10.52	Mugs	19-Apr-17	\$8.48	Customise	19-Apr-17	\$10.80
Cases	20-Apr-17	\$15.85	Mugs	20-Apr-17	\$6.10	Customise	20-Apr-17	\$12.70
Cases	21-Apr-17	\$9.01	Mugs	21-Apr-17	\$0.88	Customise	21-Apr-17	\$1.85

Our overall success metrics for the campaign after 3 weeks is shown below.

<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget <input type="text"/>	Status <input type="text"/>	Clicks <input type="text"/>	Impr. <input type="text"/>	CTR <input type="text"/>	Avg. CPC <input type="text"/>	Cost <input type="text"/>	Avg. Pos. <input type="text"/>
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="text" value="Cases"/>	\$15.00/day <input type="text"/>	Eligible <input type="text"/>	303	18,739	1.62%	\$0.32	\$97.97	1.1
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="text" value="Customise"/>	\$15.00/day <input type="text"/>	Eligible <input type="text"/>	264	3,519	7.50%	\$0.29	\$76.89	2.4
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="text" value="Mugs"/>	\$15.00/day <input type="text"/>	Eligible <input type="text"/>	253	27,304	0.93%	\$0.30	\$75.33	1.4
		Total - all but removed campaigns			820	49,562	1.65%	\$0.31	\$250.19	1.4
		Total - Search	\$45.00/day		820	49,562	1.65%	\$0.31	\$250.19	1.4

Budget Overview and CPC Distribution:



Though our initial plan was to allocate a majority of our budget for cases, since more clicks were being generated for customized goods, we increased the daily budgets for the same. The budgets for the 3 campaigns were distributed as follows.

Mugs: \$75.33

Cases: \$97.97

Customizations: \$76.89

Conclusions: The main aim of driving more traffic into our website has been achieved. We have also reached the metrics we have specified. Our final CTR is 1.65%, Average CPC is \$0.31 and we have utilized a total of \$250.19 at the end of our campaign. Using search networks helped us campaign under a limited budget, when we target an active searcher, who is looking to find something while he is searching. For stores like DING that sell products when user searches for them, a search network works better than a display network.

Future Recommendations: Though the number of impressions were very high, the CTR could still be improved. Even more, the quality of the landing page could be further improved. The DING store can look into further expansion by bringing in more diversity in their products such as concentrating on products that offered customization. Mugs and cases had large existing competitors and competing with them would be very challenging. Also, call extensions could be set up. Since it was an online store, they didn't have any methods of interaction other than through email. Reward policies and inquiries from the customers could be resolved if we could have a call extension set up for their ads. Most of the clicks were obtained through mobile devices, but they did not have a mobile compatible website. This could also be further improved.

<input type="checkbox"/>	Device	Campaign	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
<input type="checkbox"/>	Mobile devices with full browsers	Cases	--	247	10,713	2.31%	\$0.30	\$73.97	1.1
<input type="checkbox"/>	Mobile devices with full browsers	Mugs	--	200	12,005	1.67%	\$0.30	\$59.77	1.2
<input type="checkbox"/>	Mobile devices with full browsers	Customise	--	194	2,204	8.80%	\$0.28	\$53.35	1.9
<input type="checkbox"/>	Computers	Customise	--	69	1,265	5.45%	\$0.34	\$23.15	3.2
<input type="checkbox"/>	Computers	Cases	--	55	7,747	0.71%	\$0.43	\$23.48	1.2
<input type="checkbox"/>	Computers	Mugs	--	51	14,536	0.35%	\$0.29	\$14.92	1.6
<input type="checkbox"/>	Tablets with full browsers	Mugs	--	2	763	0.26%	\$0.32	\$0.64	1.1
<input type="checkbox"/>	Tablets with full browsers	Cases	--	1	279	0.36%	\$0.52	\$0.52	1.2
<input type="checkbox"/>	Tablets with full browsers	Customise	--	1	50	2.00%	\$0.39	\$0.39	2.5
Total				820	49,562	1.65%	\$0.31	\$250.19	1.4

LEARNING COMPONENT

Learning Objectives and Outcomes: Through the Google Online Marketing Challenge (GOMC), a platform was provided for a hands on experience with the basics of digital marketing and the emergence of social and digital media in influencing several domains and customer behavior. Our team was continuously engaged in exploring and discovering various resources

and tools available within AdWords to make use of the resources to a maximum extent. We looked forward to learn about the impacts of online campaign on a business, offline to online strategies and what metrics are most important in creating significant changes to the desired output. When we initiated our campaign, we had a few difficulties navigating through the options. Using special keywords in the name of advertising was not approved by Google. We came to know that certain words could not be used by us in advertising without special Copyright rights. The policies and rules that every Ad must comply were learnt as well. Throughout the execution of the campaign, we learnt that despite the number of impressions an ad can generate, there must be strategic measures to improve the number of clicks as well. Keyword relevancy is important in improving the CTR. Multitasking was learnt as a team, wherein we had to handle several campaigns within time and budget constraint of three weeks and \$250. One key takeaway learning from the project was that customer behavior is a live example of real time data that is dynamically changing for every slight change in the environment.

One of our learning outcomes was that the marketing goals set by the client or the goals that we intend to achieve, along with the landing page and its journey is key in the execution of a campaign. With regard to an expected outcome that our team learnt, basics of SEO, CTR and a practical hands-on marketing experience was obtained. An unexpected outcome that our team learnt was that principles of marketing were interrelated to the web analytics on various levels of data. It is very important for us to take relevant decisions by careful consideration of the qualitative and quantitative results.

Group Dynamics: Our group consisted of 6 members, all of whom had some prior knowledge on search engine optimization strategies and were currently learning AdWords and related concepts. As a team, we had initial difficulties as we were not fully skilled in this domain and it was a learning process for all of us. Thus, we needed to exchange knowledge amongst ourselves for which efficient communication was required. Planned meetings, timely schedules and sub-division of work was carried out during the last few weeks. We believed in divide and conquer and tasks were split amongst us, for Campaigning, updating the progress, and handling with real time metrics. The execution of the Google Online Campaign not only taught us fundamentals of

Ad campaigns, but also marketing strategies, time and resource management, simulation and forecasting risks and uncertainties.

Client Dynamics: Choosing a client that would work with our Google AdWords specifications and have their goals in alignment with our campaigns was critical for the success of our campaign. One of the major difficulties we faced with our client was coordinating through the varied time zones and targeting audiences in India from USA. Our client is a startup, and thus they didn't have large metrics and details on their business firm. There were time gaps in their reports as well. However, our client cooperated with us in providing us with their company's statistics with trust with the hope that we would bring about some fruitful results for them.

Future Recommendations: One finding from our campaign was that, in spite of the number of impressions generated and the clicks obtained, it still hasn't seen a significant increase in the revenue. This means that the landing page is probably poor in quality and content. Better landing pages, improvements in the CTR and high quality pages providing a link to DING would improve its page rank. There could also be hyperlinks to other websites, thus increasing its page rank. DING should also consider increasing its diversity through rare non-selling products, that making it stand apart from its competitors.