

# Omnify Google Ads Insights

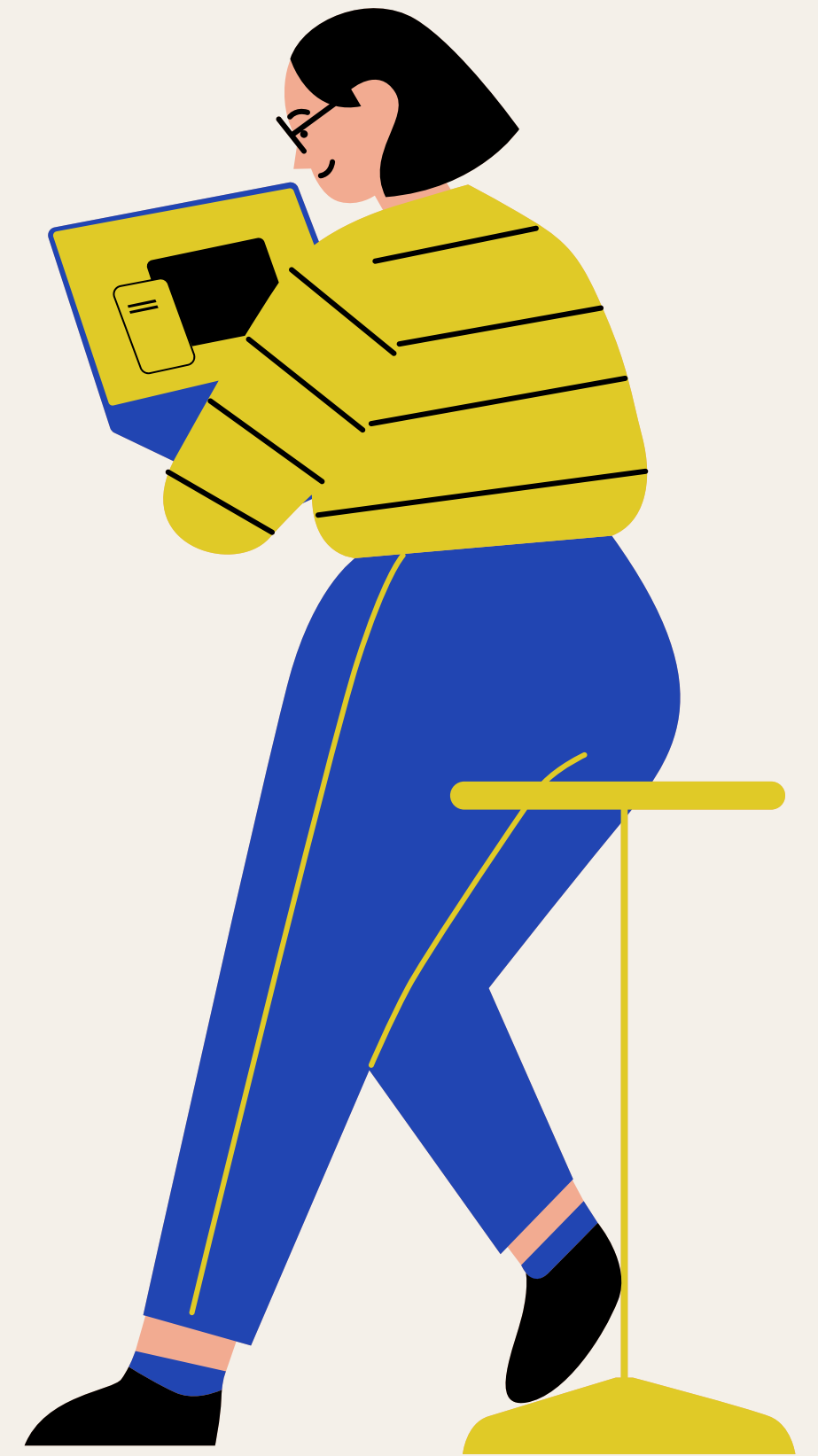


# About Company

- Omnify is a Global SaaS platform for small services business.
- Hundreds of professionals across the world have been using Omnify to sell and schedule their services online.
- Since the launch in 2016, its strategy has centered around building a platform to help businesses manage their scheduling, selling omnichannel and better engagement with their customers.

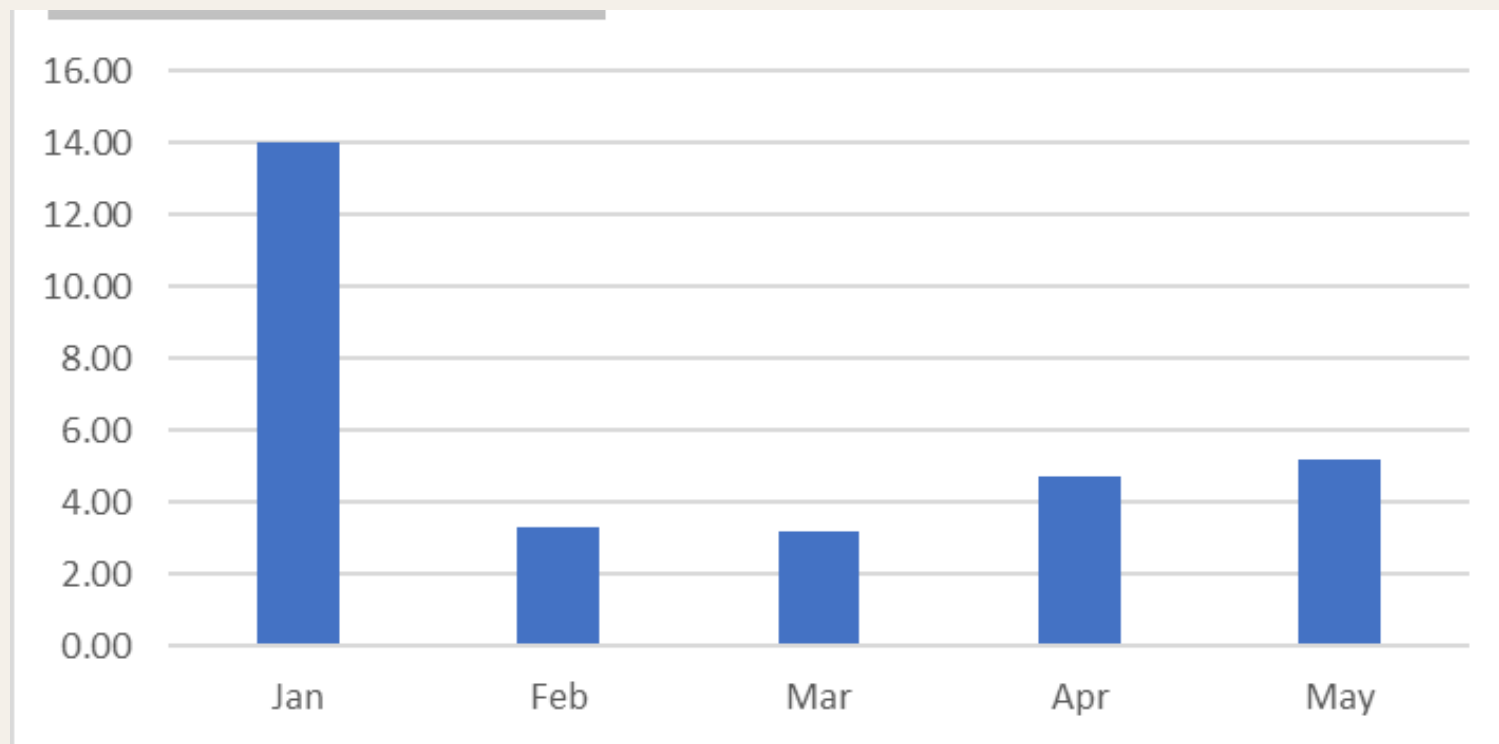


- 01 - Return On Ad Spends
- 02 - Profitable Channel
- 03 - Profitable Keyword
- 04 - Time Series Analysis
- 05 - Geographical Impact
- 06 - Conversion rate
- 07 - Successful Campaigns



# 1.1 – Return On Ad Spend Monthly

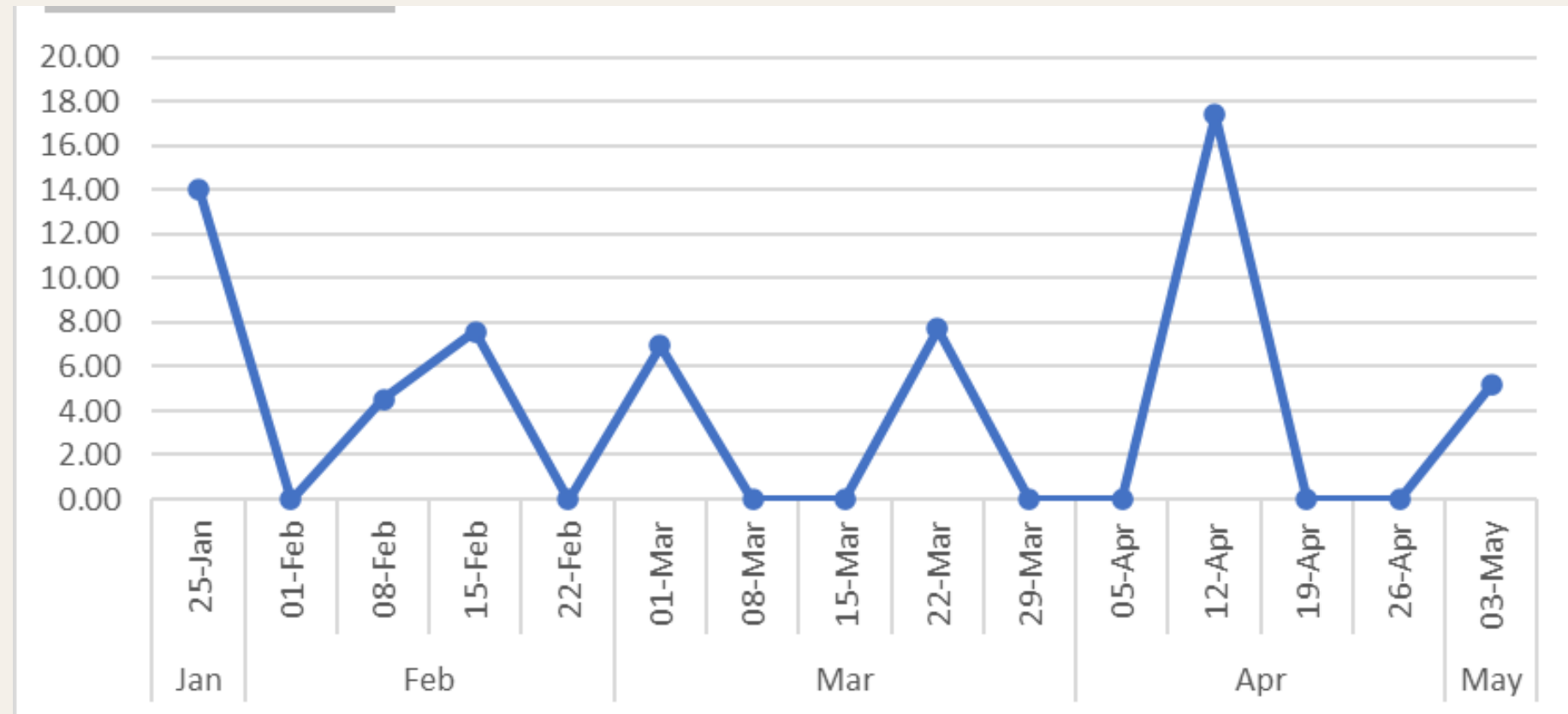
Row Labels	Return on Ad Spent In percentage
+ Jan	14.01
+ Feb	3.32
+ Mar	3.16
+ Apr	4.73
+ May	5.18
Grand Total	4.26



- **Return On Advertising Spend (ROAS), is a marketing metric that measures the efficiency of a digital advertising campaign.**
- **In our data it is calculated by deviding "payments" with "cost".**
- **Here we can see that in month of january RoAS was highest with 14.01%.**
- **It means For every 1\$ company has spent on ads company gained 14\$.**
- **It is due to the particular marketing campaigns that are taken in January month.**
- **With just 3.16%, RoAS in the month of March was lowest.**

# 1.2 – Return On Ad Spent Weekly

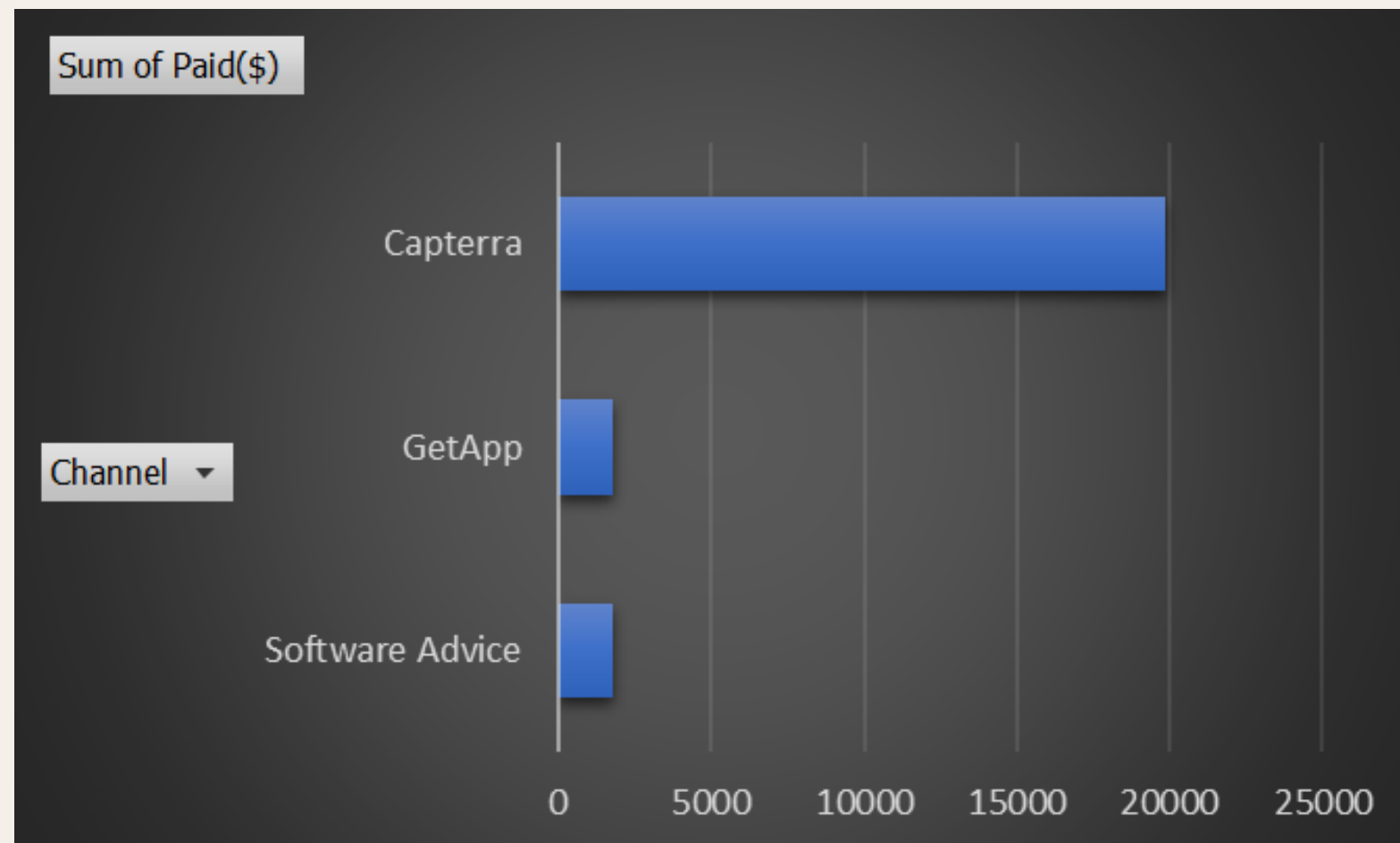
week	Return on spends in %
Jan	14.01
+ 25-Jan	14.01
Feb	3.32
+ 01-Feb	0.00
+ 08-Feb	4.53
+ 15-Feb	7.60
+ 22-Feb	0.00
Mar	3.16
+ 01-Mar	6.93
+ 08-Mar	0.00
+ 15-Mar	0.00
+ 22-Mar	7.73
+ 29-Mar	0.00
Apr	4.73
+ 05-Apr	0.00
+ 12-Apr	17.40
+ 19-Apr	0.00
+ 26-Apr	0.00
May	5.18
+ 03-May	5.18
Grand Total	4.26



- The following data and graphs shows the Weekly Return on Advertising Spend.
- Unlike monthly spend here we can find that in second week of April there was highest RoAS with 17.4.
- Here we can find 0 RoAS in multiple weeks.
- In every last week of month RoAS is 0, it may due to that, most of people don't have much money to spend in end of the month.

# 02 – Most profitable Channel

Channel	Sum of Paid(\$)
Software Advice	1794
GetApp	1788
Capterra	19878
Grand Total	23460

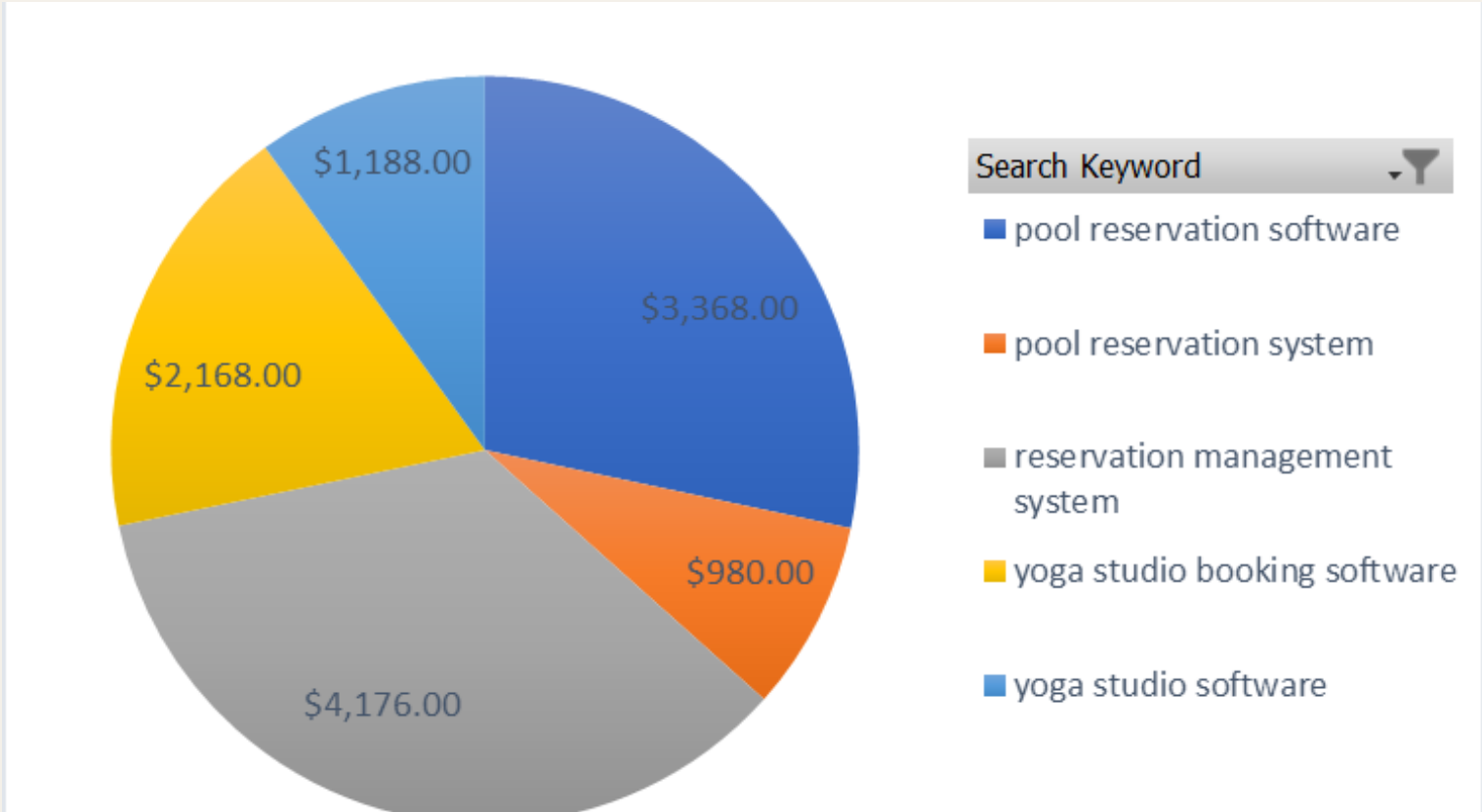


- A "channel" refers to the specific platform or medium through which marketing activities and messages are delivered to reach and engage with the target audience.
- Capterra was the most effective and profitable channel.
- 80% of purchase is done through the Capterra.

# O3 – Most profitable Keyword

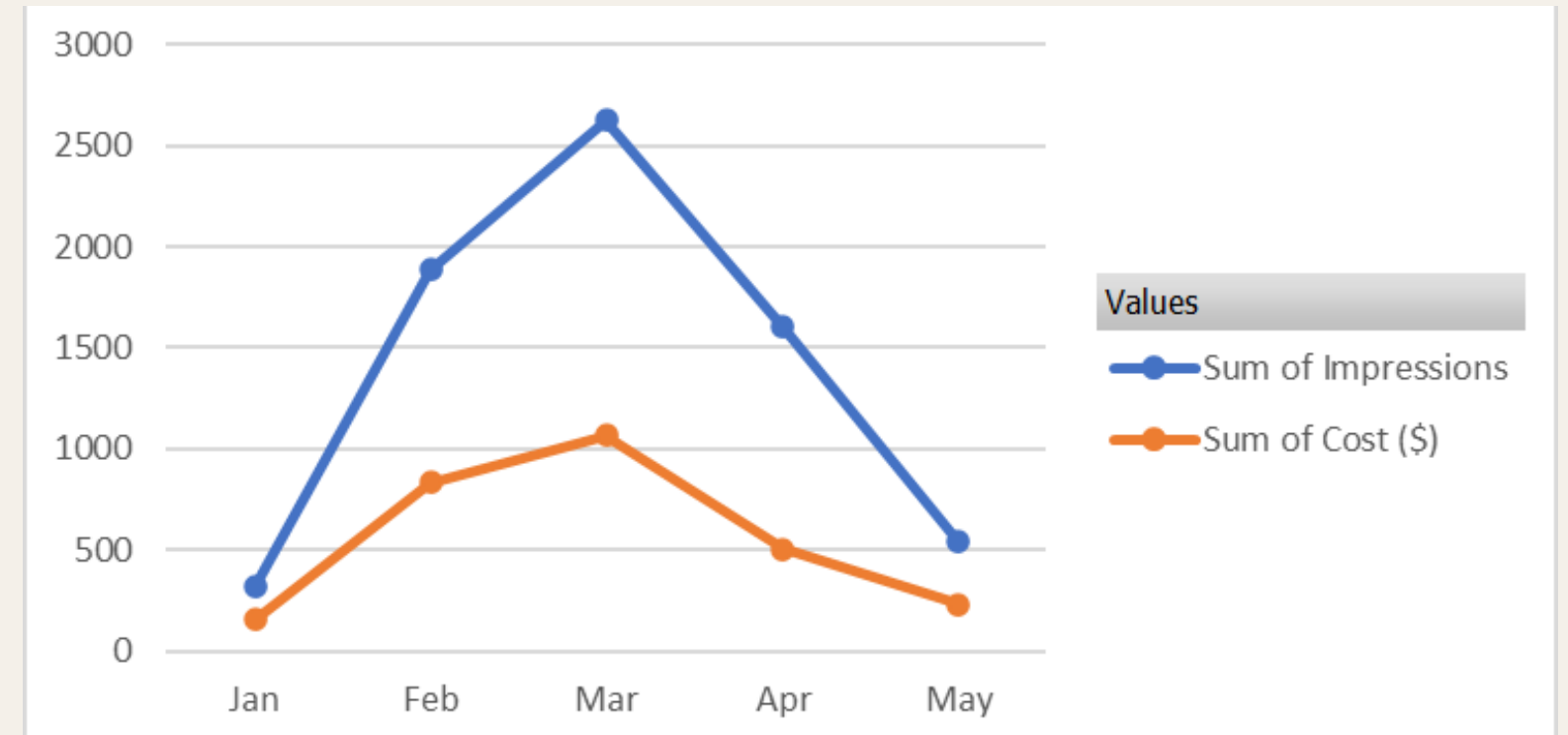
Keyword	Sum of Payment ( )
pool reservation software	\$ 3,368.00
pool reservation system	\$ 980.00
reservation management system	\$ 4,176.00
yoga studio booking software	\$ 2,168.00
yoga studio software	\$ 1,188.00
Grand Total	\$ 11,880.00

- A "keyword" refers to a specific word or phrase that is used strategically in marketing campaigns.
- "reservation management system" considered to be most profitable keyword.
- "pool reservation system" was lest profitable keyword.



# 04- Time Series of impressions

Months	Sum of Impressions	Sum of Cost (\$)
+ Jan	319	154.79
+ Feb	1886	834.91
+ Mar	2623	1064.8
+ Apr	1600	504.81
+ May	537	229.37
Grand Total	6965	2788.68

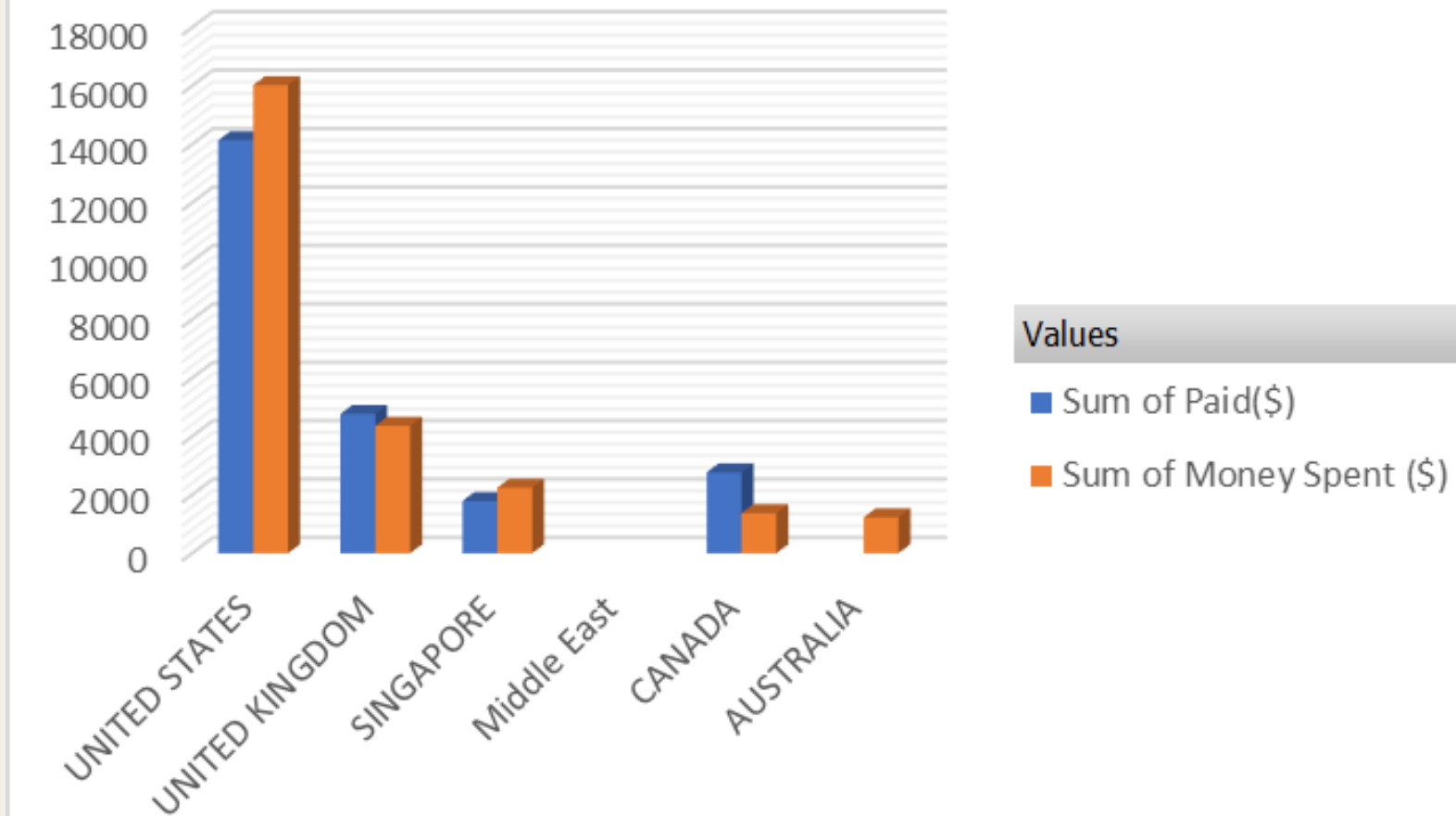


- In marketing metrics, "impressions" refer to the number of times an advertisement or promotional content is displayed or shown to potential viewers or users.
- From the data we can see that in the month of april number of impressions was maximum with total 2623 impressions, its due to the highest spending on ads in april.
- So we can say that cost is directly proportional to impressions.



# 05 - Geography Impact

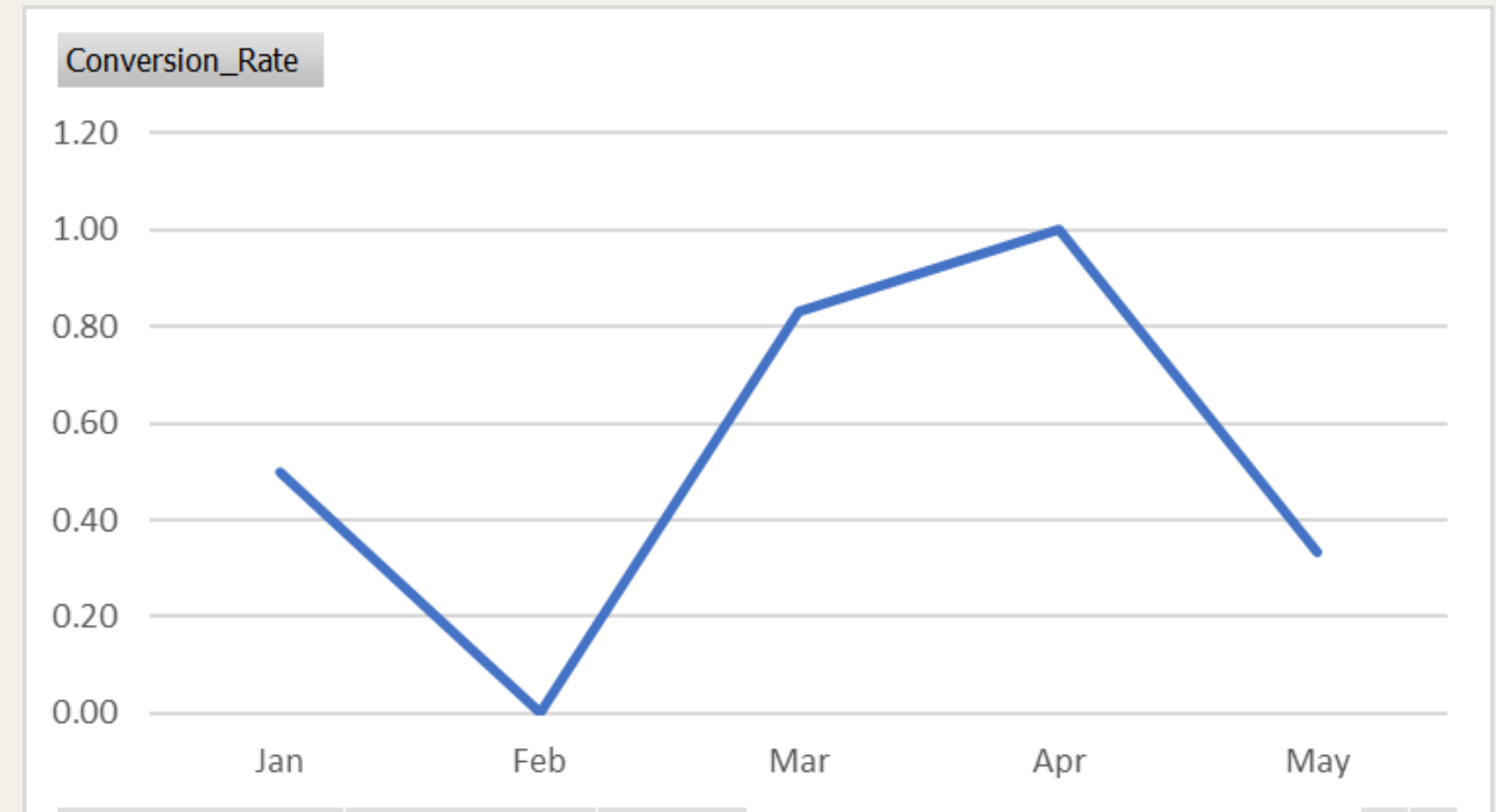
Row Labels	Sum of Paid(\$)	Sum of Money Spent (\$)
UNITED STATES	14136	16024.15
UNITED KINGDOM	4768	4361.85
SINGAPORE	1788	2243.25
Middle East		
CANADA	2768	1369.75
AUSTRALIA		1224.25
Grand Total	23460	25223.25



- **Geography impact means marketing and sales in different countries.**
- **United kingdom and Canada are considered to be profitable market where money paid is more than money spent on Ads.**
- **United states is biggest market for omnify with almost 50% sales.**
- **In Middle east and Australlia, omnify has negligible presence.**

# 06 – Conversion rate

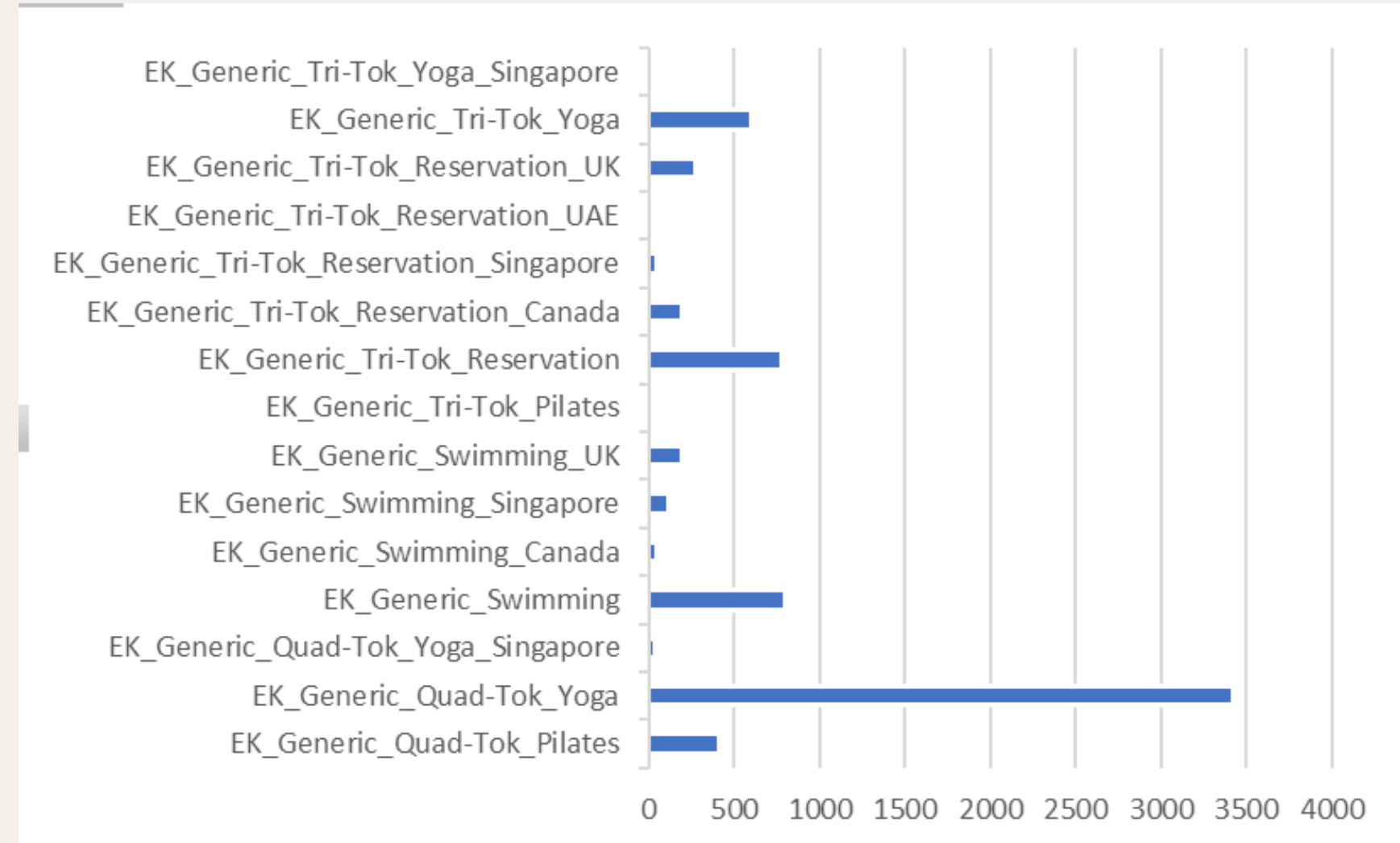
Row Labels	Conversion_Rate
+ Jan	50%
+ Feb	0%
+ Mar	83%
+ Apr	100%
+ May	33%
Grand Total	57%



- **Conversion rate refers to the percentage of people who take a specific action or complete a desired goal out of the total number of visitors or prospects.**
- **It is calculated by deviding "leads" with "prospects".**
- **Here in the month of april there was 100% conversion rate which is due to the high spend on ads and marketing.**
- **February month has least conversion rate.**

# 07 – Successful Campaigns

Campaign	Sum of Impressions
EK_Generic_Tri-Tok_Yoga_Singapore	1
EK_Generic_Tri-Tok_Yoga	600
EK_Generic_Tri-Tok_Reservation_UK	277
EK_Generic_Tri-Tok_Reservation_UAE	22
EK_Generic_Tri-Tok_Reservation_Singapore	45
EK_Generic_Tri-Tok_Reservation_Canada	191
EK_Generic_Tri-Tok_Reservation	782
EK_Generic_Tri-Tok_Pilates	19
EK_Generic_Swimming_UK	195
EK_Generic_Swimming_Singapore	116
EK_Generic_Swimming_Canada	44
EK_Generic_Swimming	802
EK_Generic_Quad-Tok_Yoga_Singapore	34
EK_Generic_Quad-Tok_Yoga	3423
EK_Generic_Quad-Tok_Pilates	414



- A "campaigns" refer to specific and organized marketing initiatives or efforts that have a defined objective, target audience, and timeframe.
- "EK\_Generic\_Quad-Tok\_Yoga" considered to be most successful campaigns with maximum impressions.

**Thank You**