

Module 7

SEM: Live Project

SEM & Display

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Q1: Your campaign problem statement and information provided (Budget provided, Campaign objective)

We have to set up a Google search and display campaign of our blog or website. The objective of this project is to get quality traffic.

By the end of the project, the result rate or the click-through rate of the search campaign should be around 5-10% and for the display ad at 0.5 - 3% for a successful campaign.

We have to set up one search ad campaign, which will run for 5 days. The total budget for this project is **₹1700** (₹500 for the display campaign and ₹1200 for the Search Campaign)

[I have used CAD due to my geographic location, by converting the minimum daily allotment from INR to CAD]

Q2: Here you need to list out the keywords which you have used in the search campaign. You need to justify the reason behind choosing these keywords.

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Match type	Status	Final URL	Impr.	CTR	Cost	↓ Clicks
<input type="checkbox"/>	<input checked="" type="radio"/>	movies	Broad match	Eligible	—	46,176	0.60%	CA\$6.32	277
<input type="checkbox"/>	<input checked="" type="radio"/>	film	Broad match	Eligible	—	10,790	0.52%	CA\$1.34	56
<input type="checkbox"/>	<input checked="" type="radio"/>	hindi film	Broad match	Eligible	—	9,591	0.56%	CA\$1.08	54
<input type="checkbox"/>	<input checked="" type="radio"/>	hindi movie	Broad match	Eligible	—	4,185	0.79%	CA\$0.80	33
<input type="checkbox"/>	<input checked="" type="radio"/>	bollywood movies	Broad match	Eligible	—	5,491	0.53%	CA\$0.68	29
<input type="checkbox"/>	<input checked="" type="radio"/>	cinema	Broad match	Eligible	—	2,533	0.75%	CA\$0.49	19
<input type="checkbox"/>	<input checked="" type="radio"/>	cinema movies	Broad match	Eligible	—	1,417	0.92%	CA\$0.36	13
<input type="checkbox"/>	<input checked="" type="radio"/>	bollywood	Broad match	Eligible	—	878	1.14%	CA\$0.22	10
<input type="checkbox"/>	<input checked="" type="radio"/>	indian movies	Broad match	Eligible	—	1,258	0.48%	CA\$0.16	6
<input type="checkbox"/>	<input checked="" type="radio"/>	south asian movies	Broad match	Eligible	—	533	0.56%	CA\$0.06	3

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Match type	Status	Final URL	Impr.	CTR	Cost	↓ Clicks
<input type="checkbox"/>	<input checked="" type="radio"/>	hindi picture	Broad match	Eligible	—	511	0.39%	CA\$0.04	2
<input type="checkbox"/>	<input checked="" type="radio"/>	Bollywood cinema history	Broad match	Eligible	—	5	20.00%	CA\$0.02	1
<input type="checkbox"/>	<input checked="" type="radio"/>	cinema art	Broad match	Eligible	—	1	0.00%	CA\$0.00	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Bollywood classics	Broad match	Eligible	—	82	0.00%	CA\$0.00	0
<input type="checkbox"/>	<input checked="" type="radio"/>	art cinema	Broad match	Eligible	—	1	0.00%	CA\$0.00	0
<input type="checkbox"/>	<input checked="" type="radio"/>	home of the arts cinema	Broad match	Eligible	—	0	—	CA\$0.00	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Cinema and culture	Broad match	Eligible	—	0	—	CA\$0.00	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Evolution of film industry	Broad match	Eligible	—	0	—	CA\$0.00	0

The keywords I have used are movies, film, hindi film, hindi movie, Bollywood movies, cinema movies, Bollywood, Indian movies, south Asian movies, hindi picture, Bollywood cinema history, cinema art, bollywood classics, art cinema, home of the arts cinema, cinema and culture, evolution of film industry. As my blog is related to hindi cinema, its evolution, and its critique, I used the given related keywords appropriate to my blog.

I used google keyword planner and put “Bollywood, cinema, art” in it to get related keywords with good read and CTR. After a day of running the ads, I saw that some of the keywords were redundant, so I deleted some irrelevant keywords and modified some low performing ones to optimize the campaign further. Google ads also suggested some related keywords after going through my blog while making the ads as well, which I ended up using on the spot.

Q3: Identify the low performing keyword for your search ad from the result. What approach/steps would you take to increase the Quality Score of the low-performing Keyword? Mention at least two steps.

Some of the low performing keywords were hindi picture, Bollywood cinema history, cinema art, bollywood classics, art cinema, home of the arts cinema, cinema and culture, and evolution of film industry.

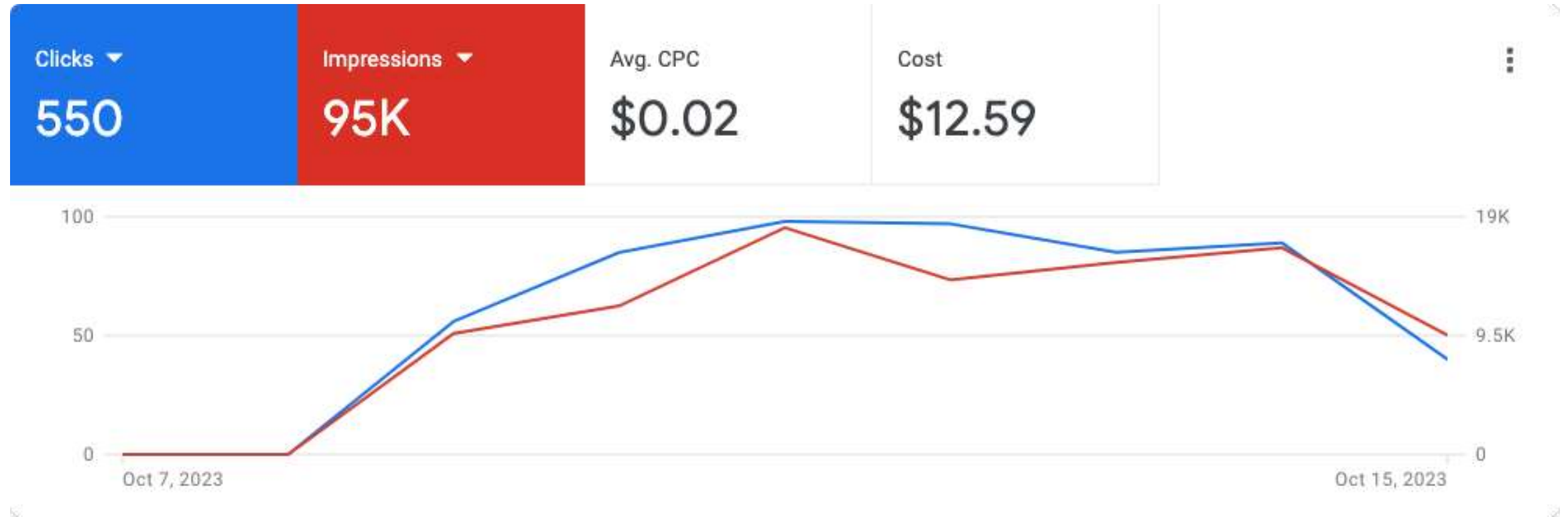
Although I optimized the campaign after a day of running by using google suggestions as well as looking for low performing keywords , I could have further optimized it 2 days later looking for keywords with 0 CTRs.

I could have modified keywords with low relevance for a low CPC cost.

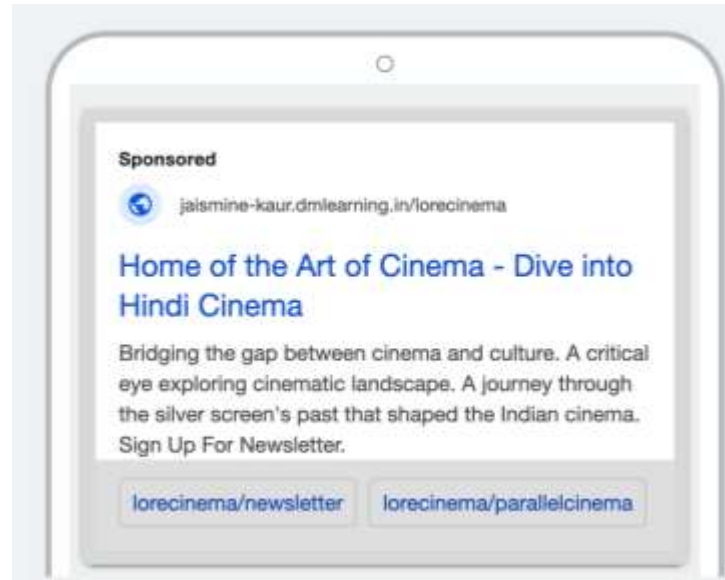
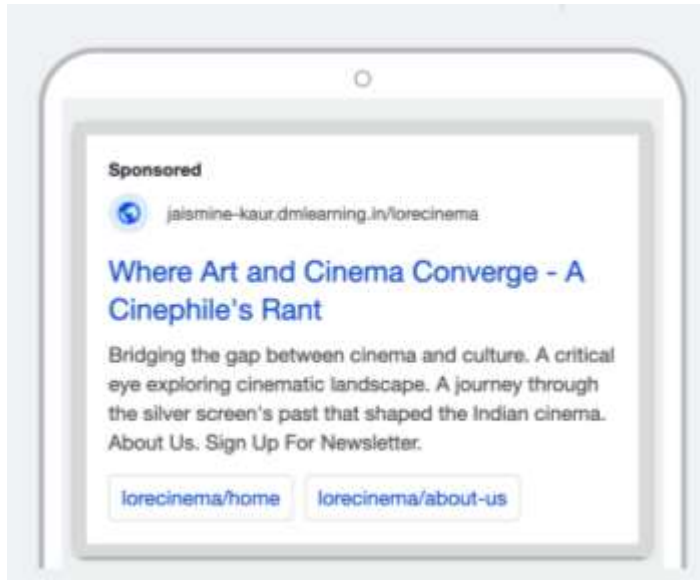
I could have optimized the ad copy to make it more specific with a variety of headlines and descriptions to improve the quality scores of the keywords.

I could have used ad extensions better to further improve the quality score.

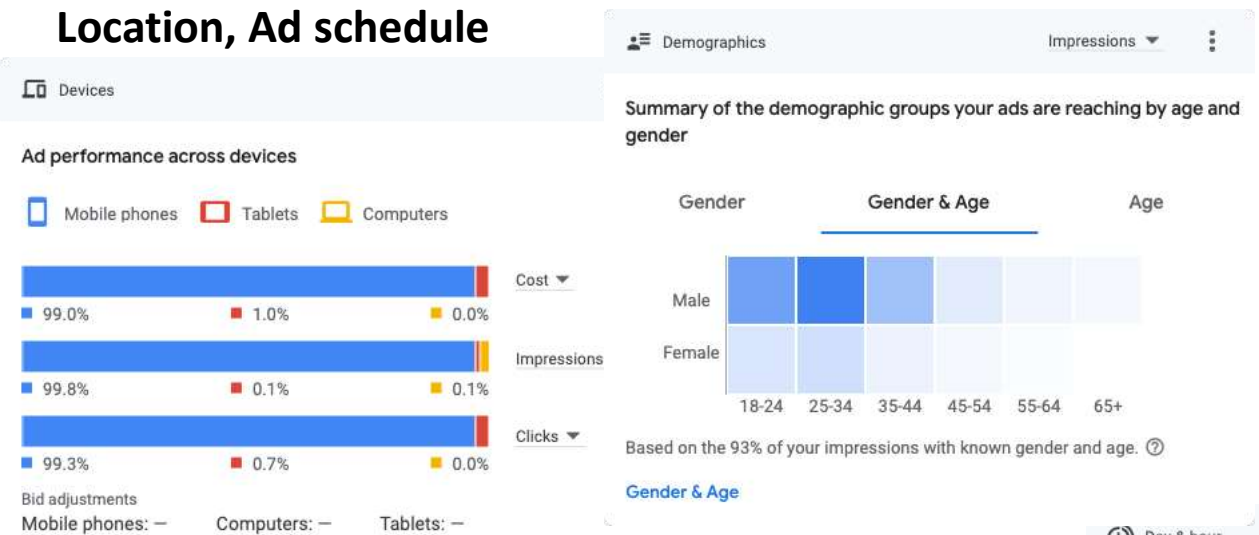
Q4: Here you need to share the screenshot of search campaign summary.



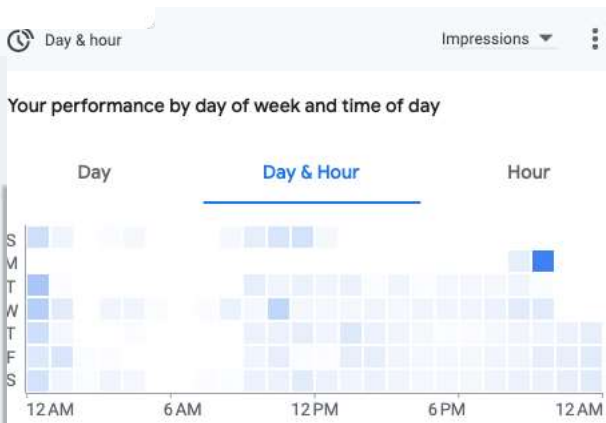
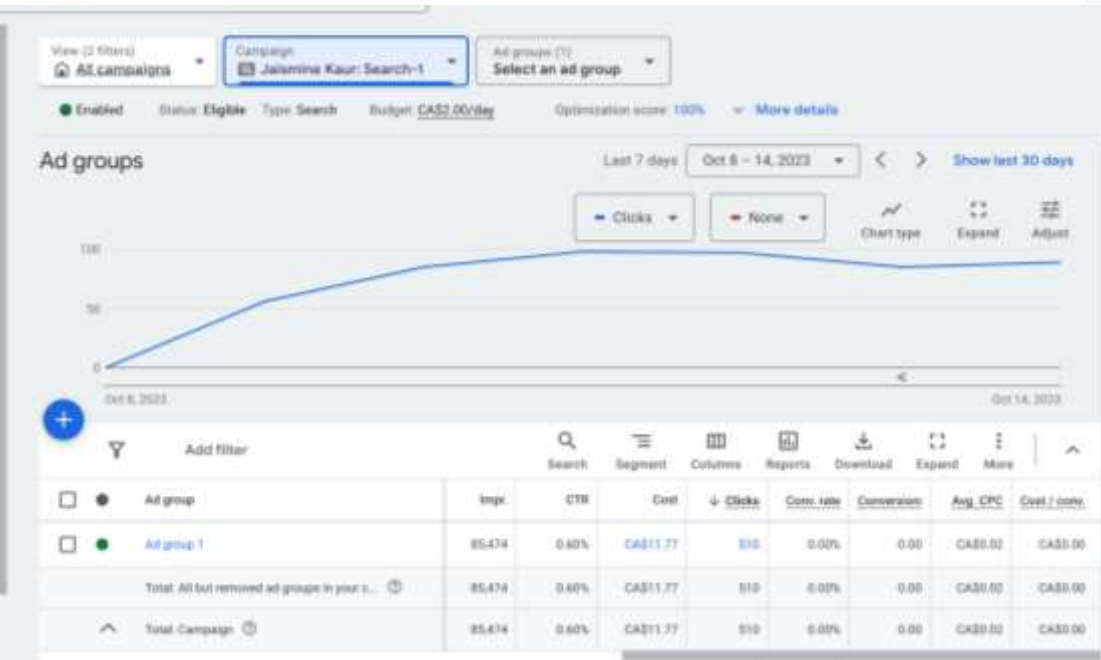
Q5: Here you need to share the screenshot of your search ad copy.



•Q6: Here you need to share the screenshots of search campaign result summary. Mention areas that require improvement and areas which fared well. This should cover the important metrics like CTR, Clicks, Impressions, CPC, etc. You also need to mention bid adjustments for optimising your ads on four parameters: Devices, Gender & Age, Location, Ad schedule



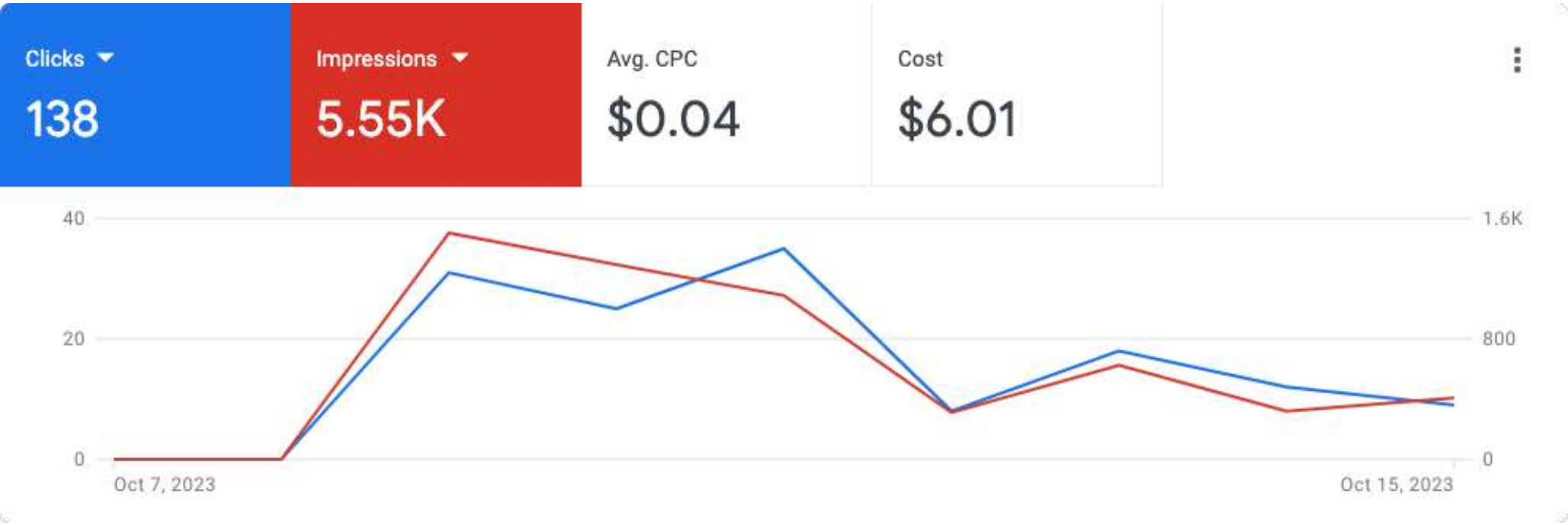
<input type="checkbox"/> Targeted location	Bid adj.	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/> India	—	551	95,092	0.58%	CA\$0.02	CA\$12.60
<input type="checkbox"/> United Kingdom	—	1	22	4.55%	CA\$0.03	CA\$0.03
<input type="checkbox"/> Australia	—	0	9	0.00%	—	CA\$0.00
<input type="checkbox"/> Canada	—	0	2	0.00%	—	CA\$0.00
<input type="checkbox"/> United States	—	0	12	0.00%	—	CA\$0.00
Total: Locations ?		552	95,137	0.58%	CA\$0.02	CA\$12.63
✓ Total: Campaign ?		552	95,137	0.58%	CA\$0.02	CA\$12.63



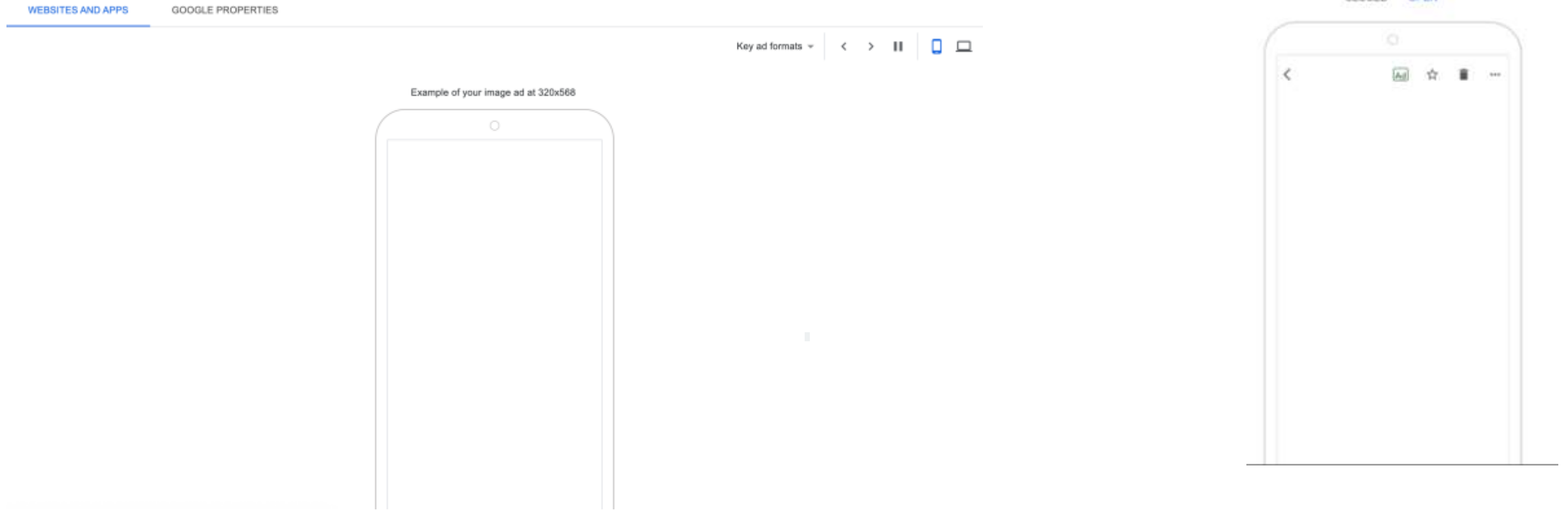
As seen from the given results, I could only target India as my location, as the targeting of overseas NRIs failed here. The schedule can exclude times from 2am – 9am everyday, and 1pm – 12 am on sundays. Bid can be maximized for monday from 9pm-10pm, as well as from 12 am to 1 am on Tuesdays and Wednesdays.

In devices, phones were used the most for every action, so the bid can be optimized for them the most. In gender and age, bid can be optimized most for males between the ages of 18-44. The campaign had an overall 0.60% of CTR, so it bid fairly well.

Q7: Here you need to share the screenshot of your display campaign summary.

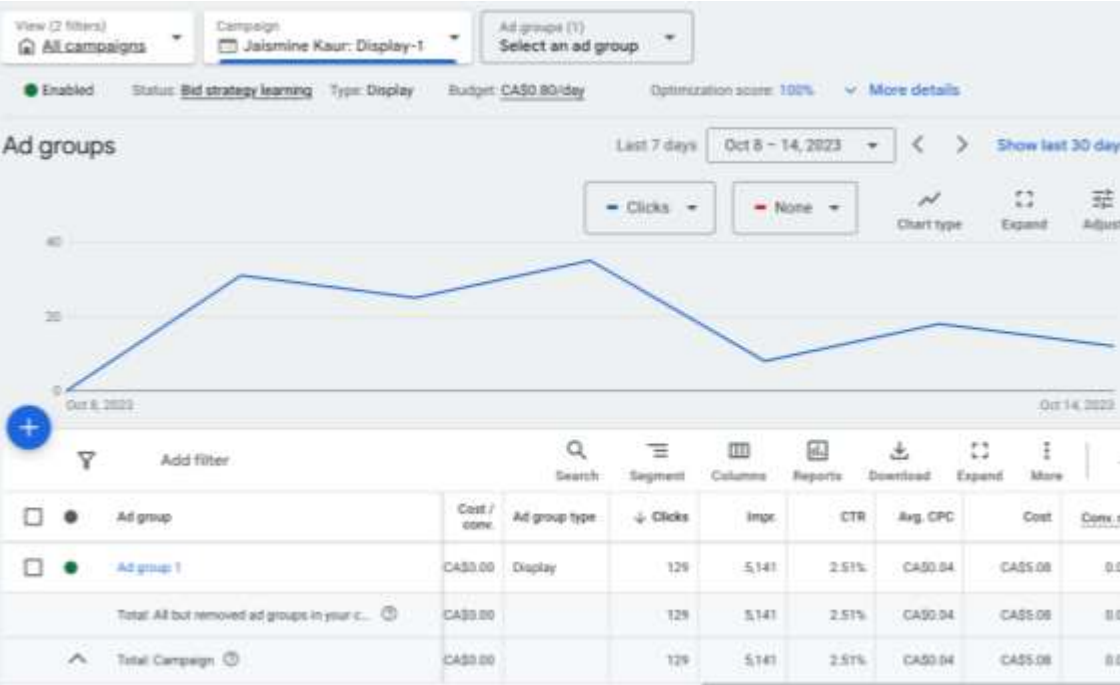


Q8: Here you need to share the screenshot of the display ad which you had created.

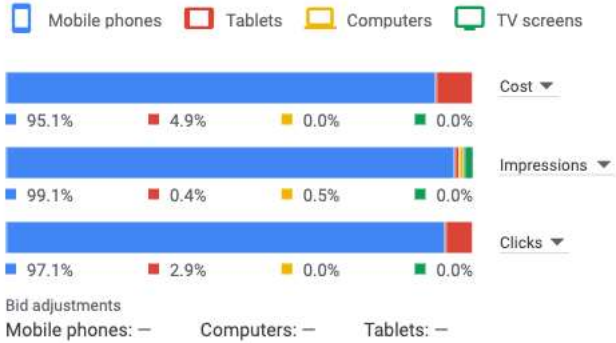


(google ads was not showing previews of the images for Display Ads)

Q9: Here you need to share the screenshot of display campaign result summary. Mention areas that require improvement and areas which fared well. This should cover the important metrics like CTR, Clicks, Impressions, CPC, etc. You also need to mention bid adjustments for optimising your ads on four parameters: Devices, Gender & Age, Location, Ad schedule



Ad performance across devices



Demographics

Impressions

Summary of the demographic groups your ads are reaching by age and gender



Based on the 70% of your impressions with known gender and age.

For the number of impressions, the CTR of 2.52% was good, and the campaign did well, with “entertainment” and “movie lovers” topics giving the most CTR and impressions.

Bid for Mobiles can be increased overall the most, with tablets also being optimized for clicks. In gender and age, bid can be optimized most for males between the ages of 18-44.

Bids can be maximized for Tuesday 12am-1am, and Monday 6pm-7pm.

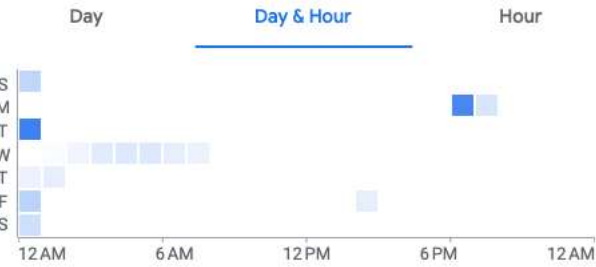
As seen from the given results, I could only target India as my location, as the targeting of overseas NRIs failed here.

Targeted location	Bid adj.	Clicks	Imps.	CTR	Avg. CPC	Cost
India	—	138	5,549	2.49%	CA\$0.04	CA\$6.01
Australia	—	0	0	—	—	CA\$0.00
Canada	—	0	0	—	—	CA\$0.00
United Kingdom	—	0	0	—	—	CA\$0.00
United States	—	0	0	—	—	CA\$0.00
Total Locations		138	5,549	2.49%	CA\$0.04	CA\$6.01

Day & hour

Impressions

Your performance by day of week and time of day



Q10: You are running an ad campaign to increase awareness for the website and bring in more quality traffic. The metrics to track are Impressions, Clicks, Search Impression Share and Click through Rate (CTR). Now, assuming that the industry average CTR for your industry is 2% and yours is lower than that. What are the possible actions that you can take to improve the CTR? Mention at least two actions.

To get higher CTRs, relevant and good keywords should be used for a better quality-score by google. Relevant keywords in the ad group should match your landing page and the blog topic.

Good ad copies ensure that its description is relevant to the landing page and the keywords alike. There should not be any discrepancy or irrelevancy between ad copy, headline, landing page, and the overall website and its topic. This alignment helps potential customers recognize that your ad is relevant to their search. The quality of the landing page makes sure it is relevant and provides a good user experience. A mismatch between the ad and landing page can lead to high bounce rates and lower CTR.

Q11: Identify at least three possible websites where your display ads for your blog should run and also give reasons for the same.

My display ads can run on IMDB, rotten tomatoes, and filmfare.

As my blog is related to hindi cinema, Bollywood, its evolution, and its social critique, the keywords overlap with the reviews of rotten tomatoes, imdb>india, and filmfare reviews.

As their ratings and reviews reflect the latest Bollywood movies and Indian cinema, my ads can run on the side and manage to get that particular target audience.

Q12: Describe your approach to search and display campaign in 250 words or less. Discuss what target audience you have identified for your landing page and how you have approached targeting, campaign structure and your ad copy. (Your description must include which blog and location you targeted and the reason for doing so.)

The blog I have used is my Upgrad blog <https://jaismine-kaur.dmlearning.in/>

My blog is related to hindi cinema, Bollywood, its evolution, and its social critique.

My landing page is About-Us, which explains why the blog was made and what all the people can expect to find on it. It also prompts them to sign up for newsletter and get regular updates from the blog.

I wanted more CTRs through the search engine and display campaigns, so I made a lot of headlines and ad copies to see which one will give the best results.

Along with a catchy headline, my ad copies clearly tell the target audience what to expect regarding the content material of the blog. I tried my display ad campaigns have attractive cinema and movie posters which catch the TA's eye.

Location – India, Canada, Australia, UK, USA – I originally wanted to target people from these geographies which had a higher concentration of south Asian and Indian-subcontinent population with a higher chance of CTR.

Age – I went for an 18+ targeting to capture as much audience and observe for which age group it appealed the most.

I targeted through interests, affinity towards entertainment and cinema, relevant Bollywood and cinema related keywords, and at all times to observe around which time it was suitable to show the ads.

Through this I learnt that I should target India, maximise my bid for makes between ages 18-44, and on Monday evenings and Tuesday morning.