



Online Marketing Campaigns & Event Tracking

Digital Marketing Agency

Evaluated performance of marketing campaigns across various digital channels (Google AdWords, FB, Bing etc.). Recommended keywords based on performance and objective of the campaign

Online marketing campaign analysis for a digital marketing agency

Situation

- Client also owns an online financial marketplace and was looking to optimize their website by tracking visitor behavior and improve campaign performance
- Partnered with the client to optimize the marketing spend across various campaigns for improved ROI and helped their marketers take data-driven decisions

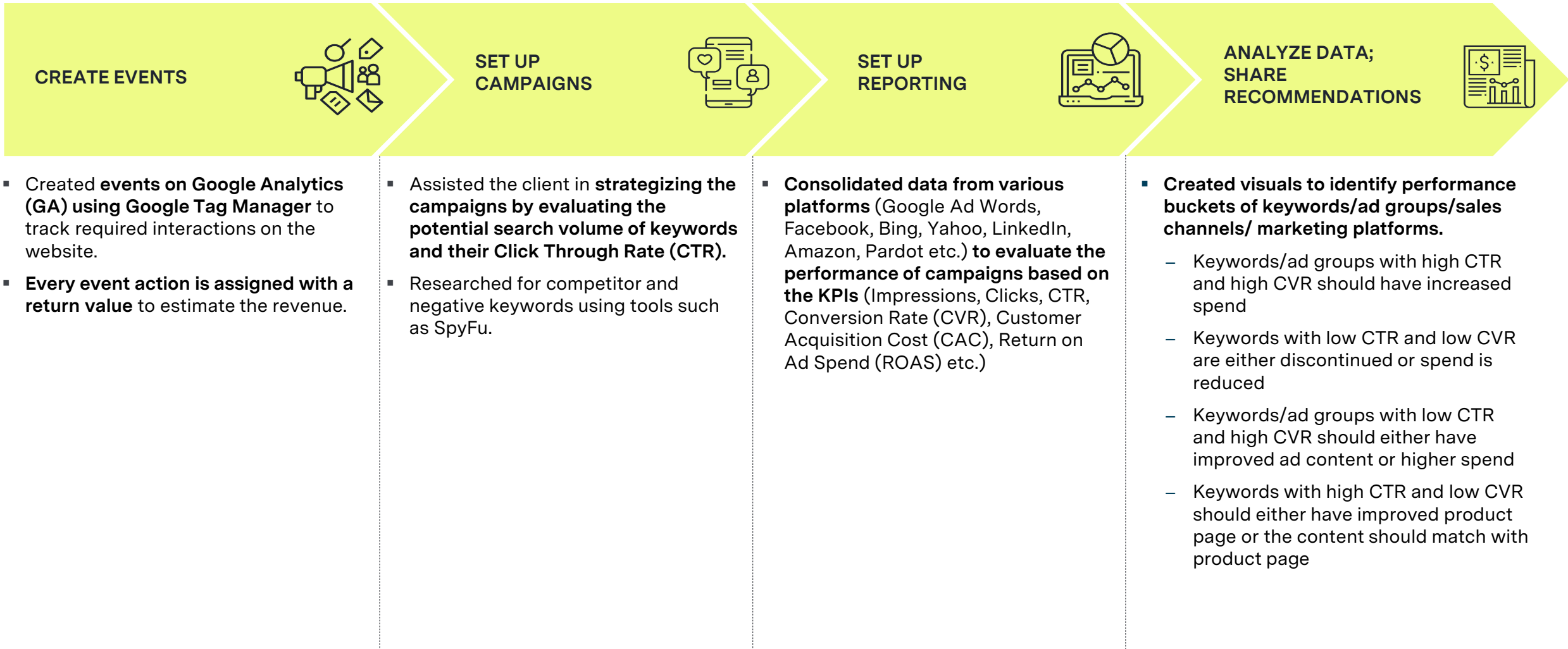
Accordion Value Add

- Created events on Google Analytics using Google Tag Manager to track interactions on their website and recommended structural changes to the website to improve Click Through Rates (CTR) on the landing pages
- Consolidated data from various platforms (Google, Facebook, Bing, Amazon, etc.) and set up the reporting infrastructure to track important KPIs (Clicks, CTR, CPC, Conversions etc.) for all marketing campaigns
- Optimized ad spends by creating CTR/Conversion rate trends for each keyword/ad group/campaign on different platforms and recommending an action (Stop, Spend less, Spend more) based on the performance
- Recommended additional marketing campaigns to increase advertised revenue by analyzing the product category level revenue trends across various sales channels (Amazon, Magento, Shopify etc.)

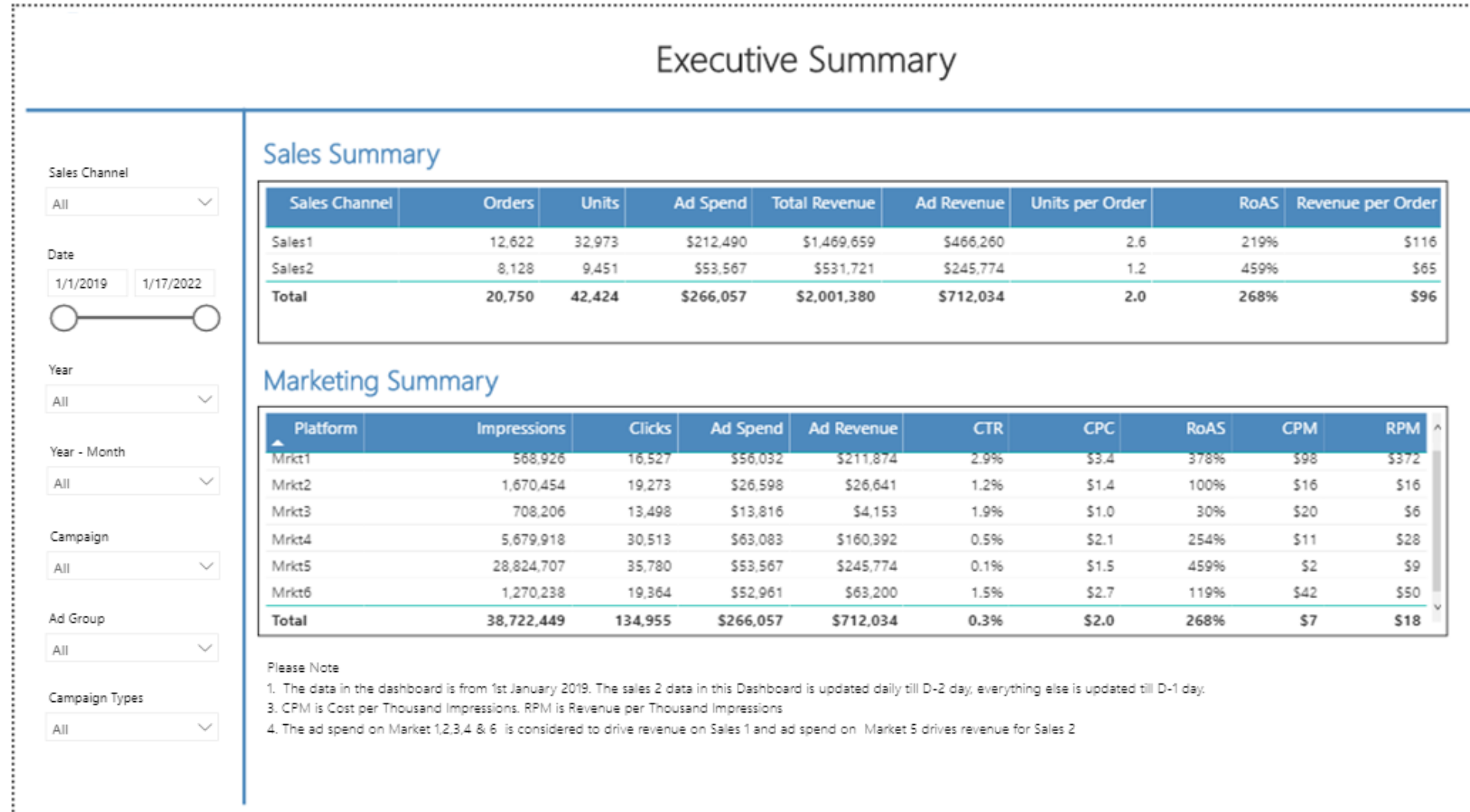
Impact

- The client is now able to proactively identify the keywords/ad groups/campaigns that are generating zero/low revenue and fix the potential problems such as ad content, broken webpage, etc.
- Tracking the events on their website helped the client to restructure their website which resulted in higher CTR on their landing pages

Approach / methodology for project delivery



Performance of platforms/ channels



Note:

CTR – Click Through Rate

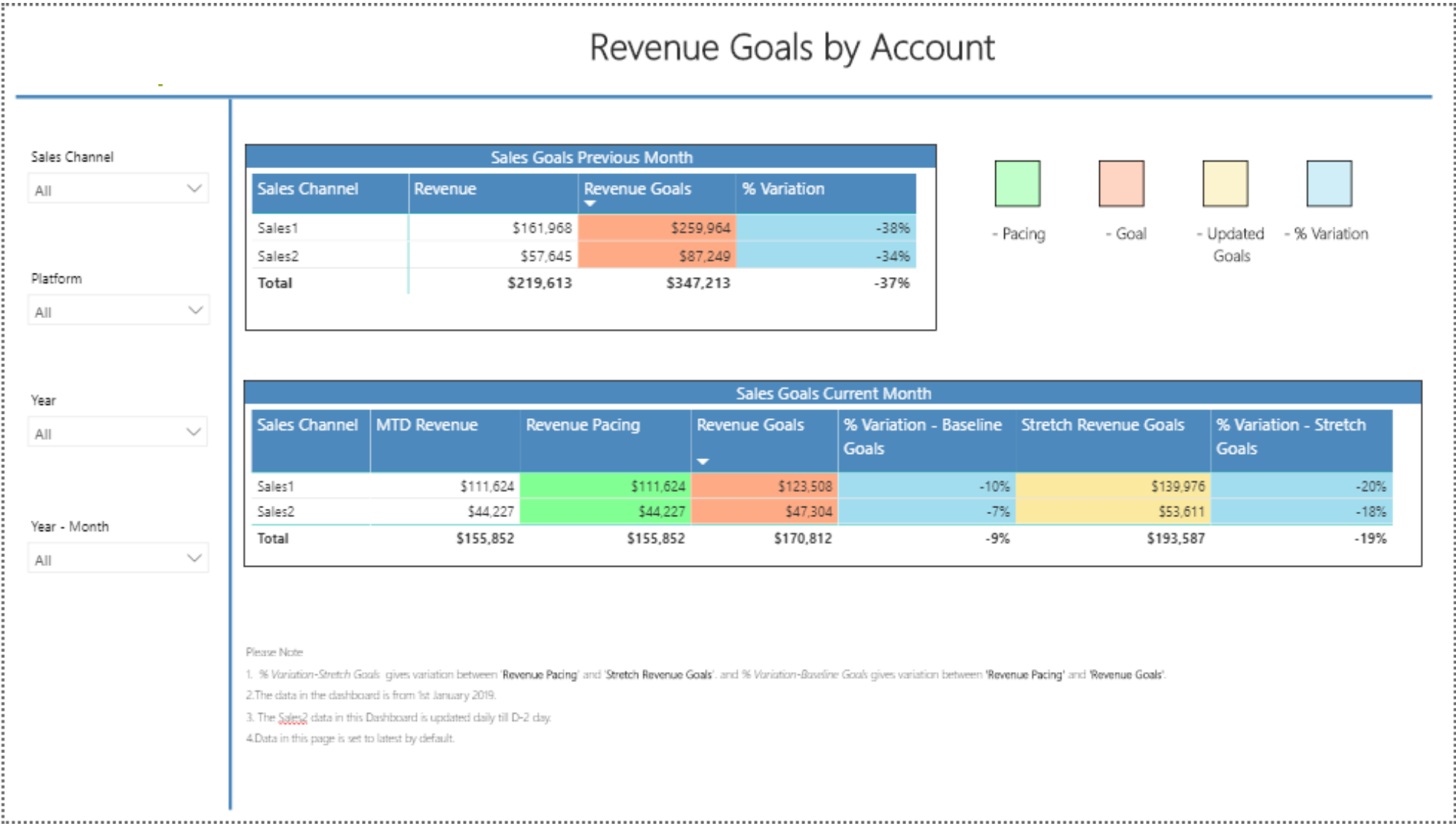
CPC – Cost Per Click

CPM – Cost Per Thousand Impressions

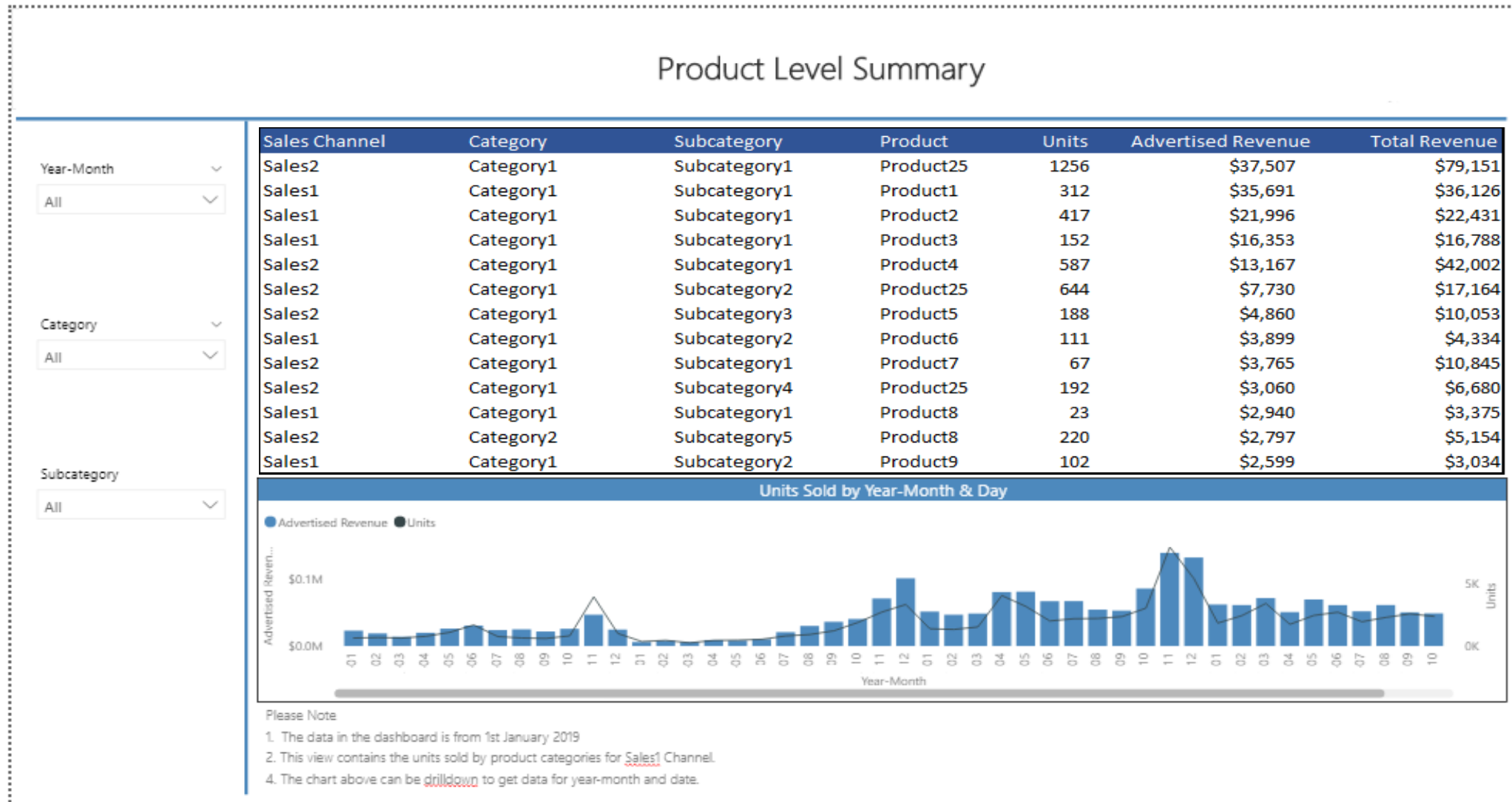
RPM – Revenue Per Thousand Impressions

RoAS – Return on Ad Spend

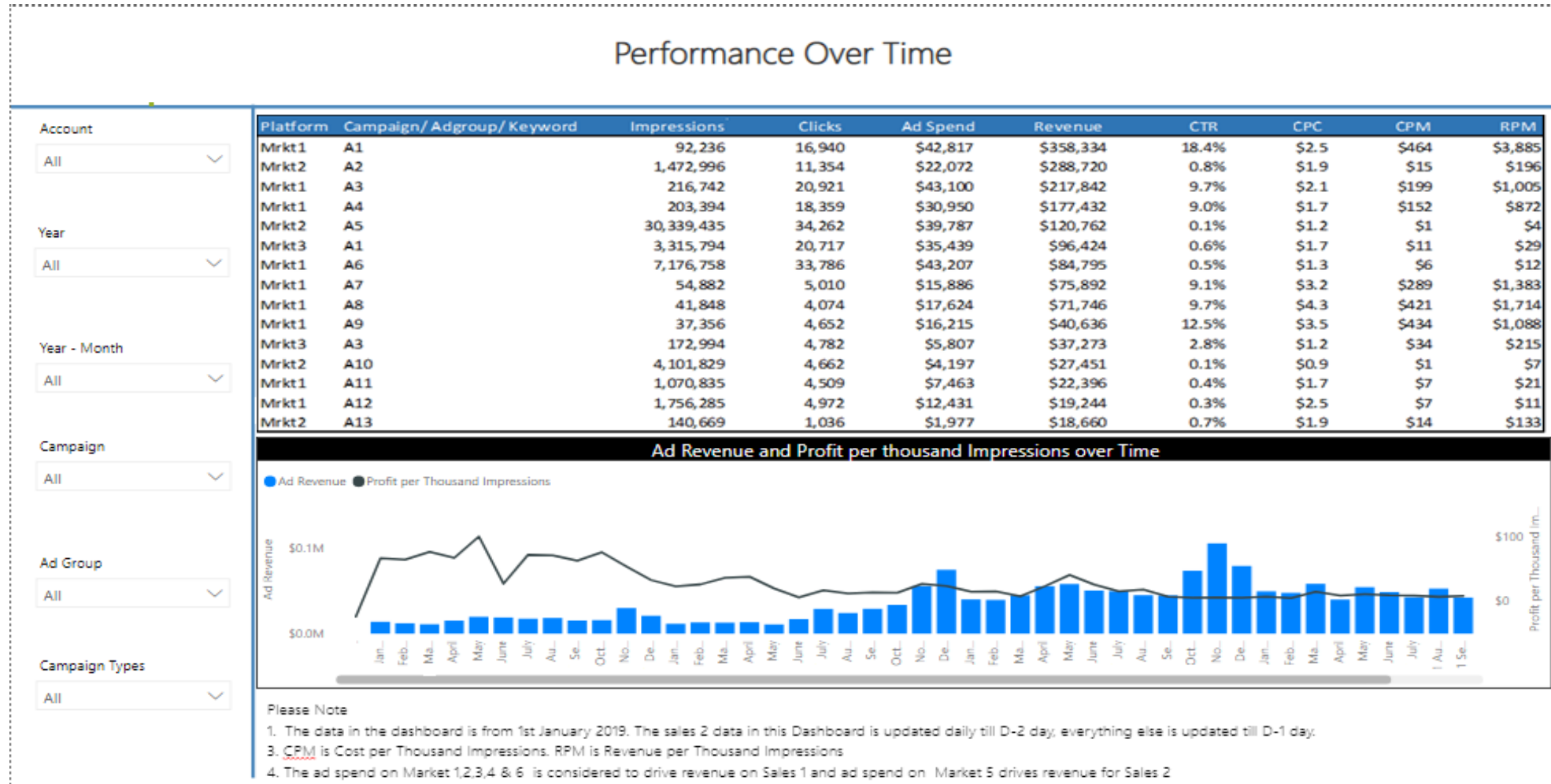
Performance of channels compared to goals



Performance of products through sales channels



Performance of campaigns/ adgroup/ keyword on different platforms



Note:

CTR – Click Through Rate CPC – Cost Per Click CPM – Cost Per Thousand Impressions RPM – Revenue Per Thousand Impressions