

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

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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

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Approach / methodology for project delivery

CREATE EVENTS



SET UP CAMPAIGNS



SET UP REPORTING



ANALYZE DATA; SHARE RECOMMENDATIONS



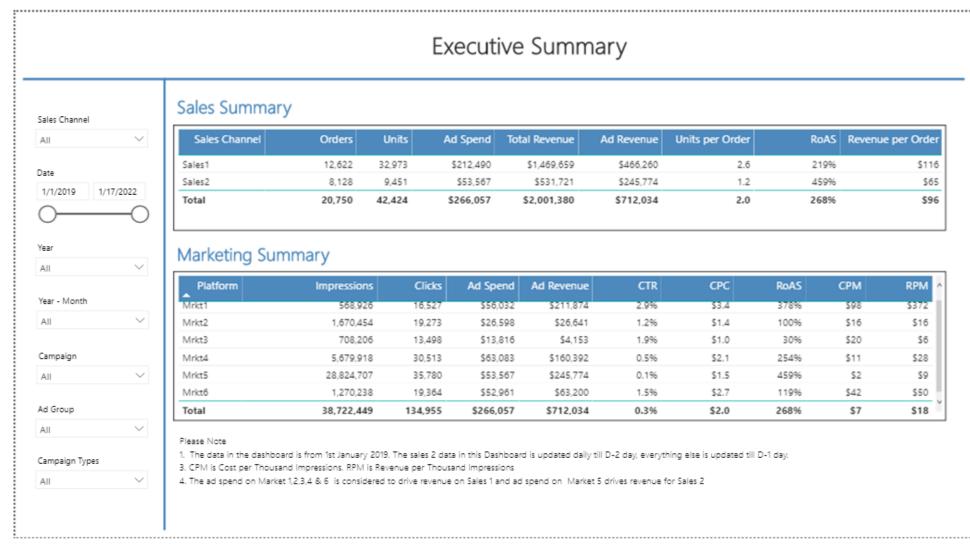
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- Created events on Google Analytics (GA) using Google Tag Manager to track required interactions on the website.
- Every event action is assigned with a return value to estimate the revenue.
- Assisted the client in strategizing the campaigns by evaluating the potential search volume of keywords and their Click Through Rate (CTR).
- Researched for competitor and negative keywords using tools such as SpyFu.
- Consolidated data from various platforms (Google Ad Words, Facebook, Bing, Yahoo, LinkedIn, Amazon, Pardot etc.) to evaluate the performance of campaigns based on the KPIs (Impressions, Clicks, CTR, Conversion Rate (CVR), Customer Acquisition Cost (CAC), Return on Ad Spend (ROAS) etc.)
- Created visuals to identify performance buckets of keywords/ad groups/sales channels/ marketing platforms.
 - Keywords/ad groups with high CTR and high CVR should have increased spend
 - Keywords with low CTR and low CVR are either discontinued or spend is reduced
 - Keywords/ad groups with low CTR and high CVR should either have improved ad content or higher spend
 - Keywords with high CTR and low CVR should either have improved product page or the content should match with product page

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ILLUSTRATIVE

Performance of platforms/ channels



Note:

CTR - Click Through Rate

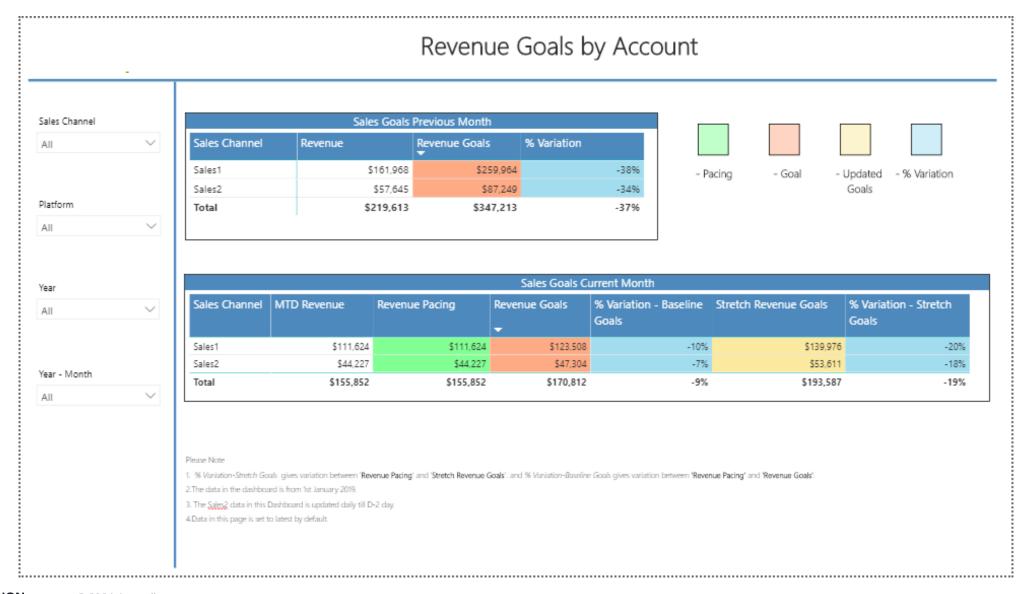
CPC - Cost Per Click

CPM - Cost Per Thousand Impressions

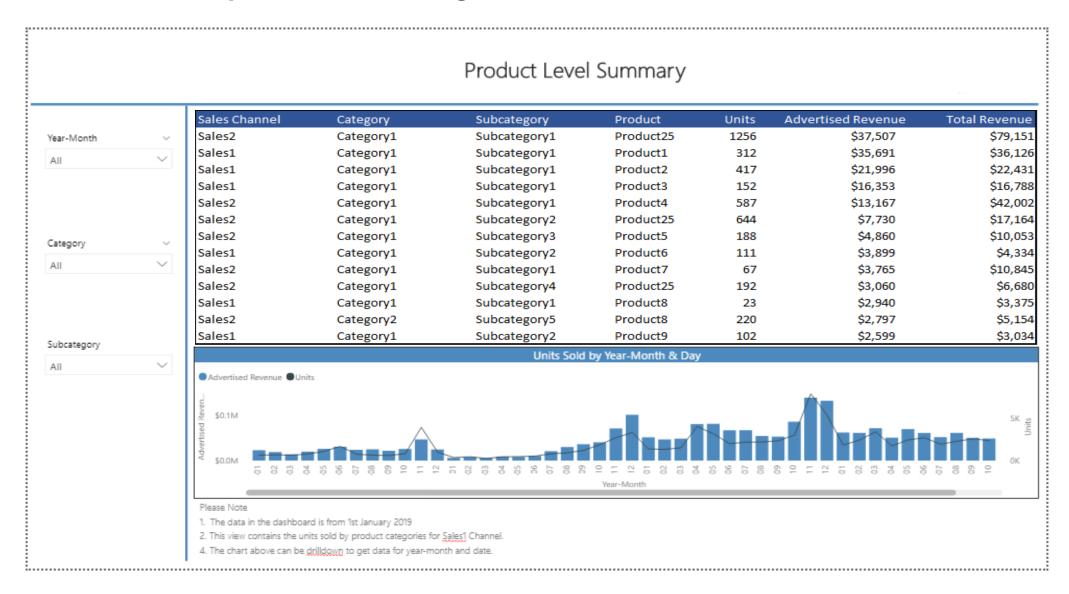
RPM - Revenue Per Thousand Impressions

RoAS - Return on Ad Spend

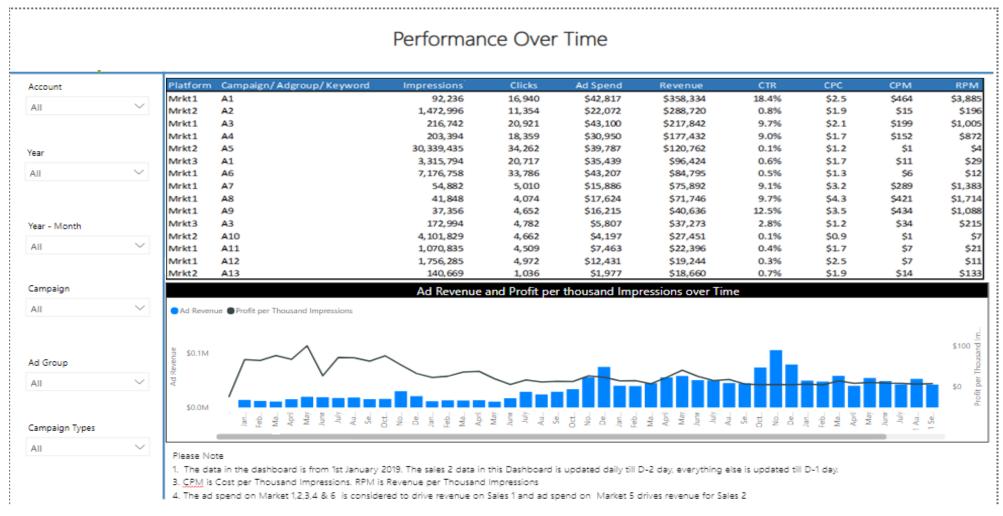
Performance of channels compared to goals



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