

AdWords Business Post-Campaign Strategy Report Research Fox

1. Executive Summary

Campaign Overview: ResearchFox [www.researchfox.com] is a business solution provider through its market research and consulting services. It provides consulting to organizations in the areas of market intelligence and emerging markets through business reports and the utilization of its market research tools. The main target for Researchfox AdWords campaign was to increase the customer awareness of its products and services and to also influence new customers to subscribe to/purchase its services/products. The campaign ran for 19 days (4th-22nd April) with a final cost of \$250. We created 3 campaigns and 8 ad groups with 306 keywords showing 13 ads. KPIs identified were: 1) achieve a click-through- rate (CTR) of at least 1%, 2) maintain an average cost-per-click (CPC) of no more than \$0.65, and 3) increase leads for the company and the number of people signed up for their free trials.

Key Results: All three goals exceeded expectations as the overall CTR was 1.85%, the average CPC was \$0.05, and we generated many leads for the company. The account accumulated 4593 total clicks and 248,612 total impressions. The best performing Campaign in terms of CTR was the Products Campaign which achieved an overall CTR of 2.01% and 2300 clicks. The campaign generated around 6 people signing up for the free trial (up from 1 the last month) and 30 new leads (up from 10).

Conclusion: Campaign success was attributed to a well-structured account that mirrored the structure of the ResearchFox website, frequent monitoring of performance metrics and regular adjustment of keyword selection, matching options. New keywords with high search potential, as revealed by the Traffic Estimator, were continuously added from the Search Term and Keyword Report, to maximize clicks and the CTR.

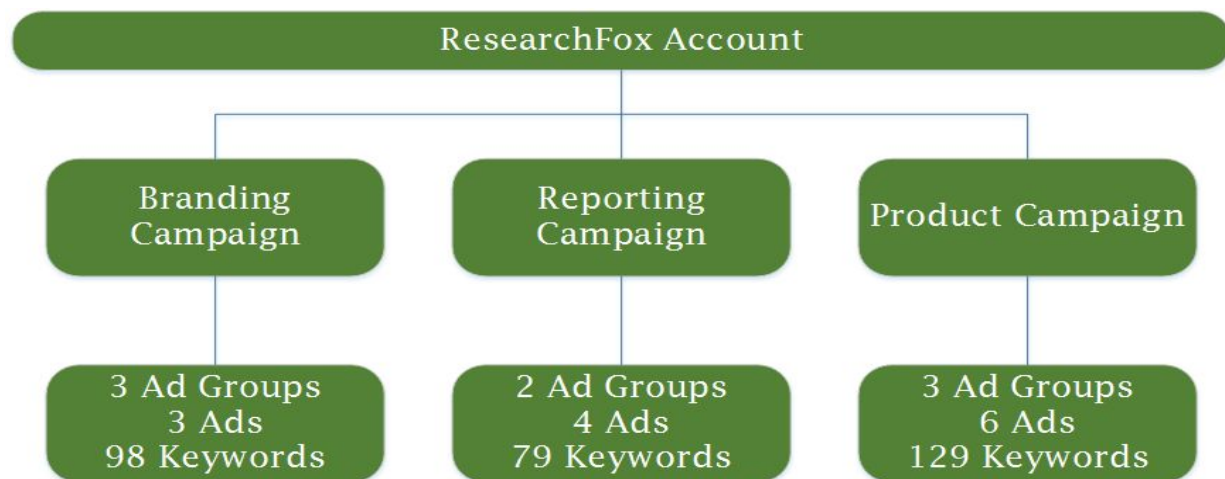
Future online marketing recommendations: It is highly recommended that researchfox.com continue to use AdWords to enhance their online marketing presence and customer base. Due to highly competitive nature of the consulting industry we advise Researchfox to focus on the present branding, reporting and products. Campaigns should be tightly focused and bids must be set high enough to reach Avg.Pos. of at least three of the best result. The use of google analytics, implementation of Trueview ads, better SEO techniques and demographic based targeting are

recommended to help the company in terms of marketing and sales.

2. Industry Component

Campaign Overview: The main campaign goal was brand awareness for our company. The website did not have an analytics page setup before the campaign started, so we did not have a lot of data to predict how many clicks we would hit. 1) We were looking to promote the free trial being provided for their market research platform. 2) Increase the number of people who had heard of the company by using Display Ads. We ran the campaign for 3 weeks from the 3rd of April to the 21st to meet the goal. The planned success metrics were high impressions for the Branding campaign and a CTR of at least 1% on the products campaigns. We created 3 Campaigns: **Branding**, **Reporting** and **Product**; all of which were focused on different aspects of the business. The campaigns had a total of 8 Ad Groups with 13 Ads and 306 Keywords, split as seen below:

Figure 1: Account Structure



We split responsibilities for each campaign among the team, with two people working on each campaign. Each group worked on adding keywords and negative keywords for their campaigns, Fixing and adding Ads for each of their Ad Groups by looking at clicks they were receiving for the ad campaign, adjusting budgets by consulting the daily cost for their campaign, and coming up with any strategies to optimize the cost/impression for their

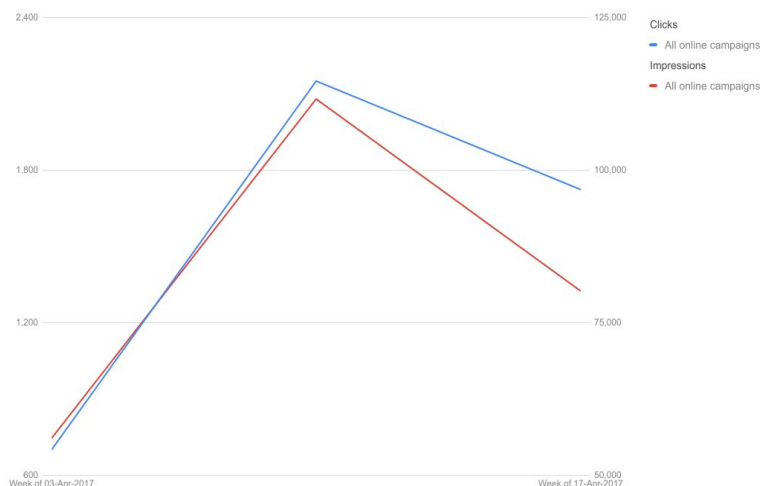
campaign.

The campaign used sitelinks, callouts and the phone number ad extensions to improve the user's chances of being interested in the ads. The original campaign split was 40% for Branding, and 30% each for Reporting and Products. 20% was to be used in the first week, 30% and 50% in the next two weeks. This was adhered to generally, with some changes being made during the week as the campaign required. This campaign had a few high value keywords which were expensive to run ads on.

Campaign Evolution: We set the locations for showing the Ads for the first week as India and the USA, as those were the markets we were trying to aim for.

Initially the Ads we created were not of a high AdRank. Our keywords were getting very few clicks due to our ad positions being low. We had 2 Ad Groups for the product campaign, one of which was not getting any clicks for it. The product was also still in development. During the first week, we worked through these issues. The Ads were made more in line with our products, we removed keywords which were

| | Branding Campaign (48.13%) | Reporting Campaign (27.26%) | Products Campaign (24.60%) | Weekly Total |
|--------------------|-------------------------------|--------------------------------|-------------------------------|--------------|
| Week 1 (22.6%) | \$22.33 | \$19.94 | \$11.99 | \$54.26 |
| Week 2 (47.47%) | \$57.56 | \$29.28 | \$26.90 | \$113.74 |
| Week 3 (29.88%) | \$35.44 | \$16.10 | \$20.05 | \$71.59 |
| Campaign Totals | \$115.33 | \$65.32 | \$58.94 | \$239.59 |



performing badly through the week, we removed the campaign for the product campaign which wasn't showing results so we could use that budget in other areas and we fixed the budget to reach our weekly goal.

During the second week, we added a new Ad Group to the

Products Campaign to market the Social media aspect of the reports ResearchFox creates. This

Ad Group got a very large number of clicks through the next couple of weeks and a CTR of 1.75%. We added a larger number of keywords that matched our campaign requirements. We noticed that most of our clicks were coming from Display Network Ads, and focused more on those by making our Ads more concise and to the point. We monitored the budget closely for the week, and using data from the previous week, increased budgets on the product and branding campaigns.

During the third week, our budget was lower than we expected it to be at this point in the campaign as the second week had gone over budget. We had to work around this issue by reducing the budgets we would set for the campaigns. We also saw that the way we wrote our

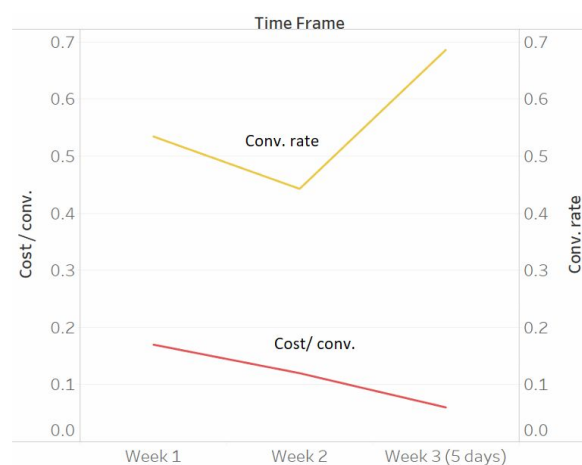
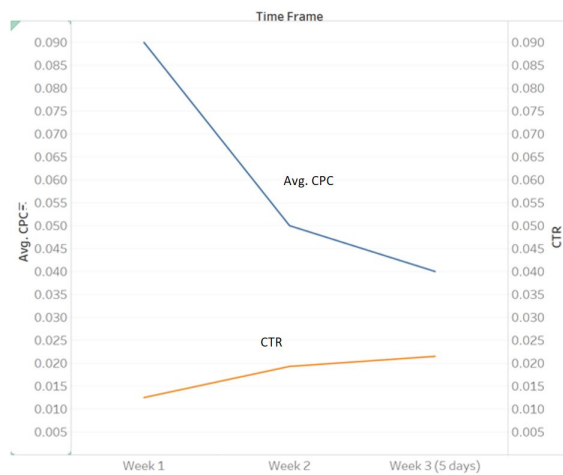


Ads was resulting in a bump in CTR for some of the Ads. Ads with the call to action in the first headline and the company name in the 2nd were resulting in a higher number of clicks into our website. We changed all our ads to match this observation and saw a rise in the CTR during the week.

Key Results: Here is why we consider our campaign a success, suggesting our client to implement Google's digital marketing strategies:

- The total number of ad impressions we managed was a whopping 248,612 with 4,593 clicks and a click through rate of 1.85%. This has positively impacted company's branding
- Total conversions are 554. Since our client sell high end marketing reports and consulting services, we have not considered a final purchase as our conversions. An attribution of a customer navigating to 'demo request' page on the company's website has been considered a conversion.
- Average ad position we achieved is 1.6
- Average cost per click is as low as US\$0.05
- Throughout our campaign we have optimized our campaign strategies. A reduction in CPC,

conversion cost and an increase in CTR and conversion rate can be seen from following graph



- Generated approximately 25-30 leads in a month for the client, a substantial increase from the previous month which was around 10
- 5 registrations for ResearchCafe (market research software package), against 1 registration in the previous month.

Campaign: Below is a summary of our performance at campaign level:

| Time Frame | Impression s | Clicks | CTR | Avg. CPC | Cost US\$ | Avg. position | Cost / conv. | Conv. rate |
|------------|--------------|--------|-------|----------|-----------|---------------|--------------|------------|
| Week 1 | 56,002 | 699 | 1.25% | US\$0.09 | 65.1 | 1.45 | US\$0.17 | 53.46% |
| Week 2 | 111,597 | 2,149 | 1.93% | US\$0.05 | 113.74 | 1.61 | US\$0.12 | 44.29% |

| | | | | | | | | |
|----------------------------|---------|-------|-------|----------|-------|------|----------|--------|
| Week 3 (5 days) | 81,013 | 1,745 | 2.15% | US\$0.04 | 71.59 | 1.77 | US\$0.06 | 68.65% |
| Totals | 248,612 | 4,593 | 1.84% | US\$0.05 | 239 | 1.6 | US\$0.10 | 53.69% |

Product campaign is the most successful campaign with a CTR of 2.01% and an average position of 1.29. Maximum budget has been allocated to Branding campaign since our client is a start-up and emphasis had to be placed on brand awareness.

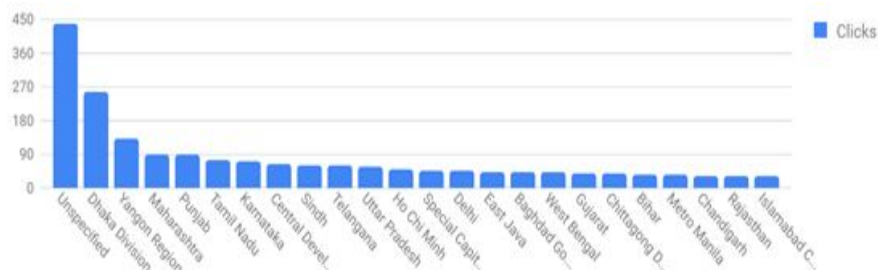


Performance at Ad groups level

(Conversions as KPI):

Top performing Ad groups is Cloud Computing reports under the reporting

campaign with highest conversion. Industry-Information Technology has the highest CTR of 2.82%.



Geography:

Our client is a startup company in Bangalore, a metropolitan city in south India. Majority of the clicks are coming

from south Indian states which again compliments our marketing goal of targeted demographics. This data also indicates potential customer base.

Conclusions: Compared to the previous month (10), the number of leads generated for the services offered has increased almost **threefold** (from 10 to 30). Moreover, there has been a **fourfold** increase in the number of registrations for ResearchCafe, a high-end market research tool provided to customers on a subscription basis. We consequently went with the automated “**Maximize clicks**” bid strategy to reroute high levels of traffic to our client’s website. By

continually following AdWords best-practices coupled with steady optimization of the budget on a periodic basis, our campaign has been a huge success for our client with a click-through rate of **1.85%** (thus beating our initial expectations by **85%**) and a **300%** increase in newly generated leads.

Future Recommendations: From our experience of campaigning for Researchfox over the past 3 weeks, we decided on few strategic recommendations to aid our clients in the long term.

Search Engine Optimization: More efforts must be taken to increase the quality score of the client's website and there should be specific landing pages to track conversions for each category of offering correctly to reinforce their web presence. **Google display network:** The company would also benefit by targeted remarketing for prospective return visitors to the website to promote greater engagement and increased conversion rates. Viral Trueview ads with celebrities would help attract potential customers for the company. **Google analytics:** We recommend our clients to use google analytics to incorporate real-time feedback about customer activity and website performance to make improvements and setting up the "**USER ID**" feature in google analytics would help to keep track of unique users from multiple platforms.

3. Learning Component

Learning Objectives and Outcomes: As we have gained sufficient theoretical knowledge on the google analytics, we are interested in practically setting up campaigns in order reach new customers, create brand awareness, improve the leads, drive new sales for the client ResearchFox. By setting up a new google AdWords account with different campaigns with various preference settings and digging down to the ad groups and creating the ads and coming up the keywords, we have applied the concepts learned about these in the class. We have analyzed the reports regularly to improve the performance over the weeks by regular adjustment of keyword selection, matching options, and bidding strategy. We have made changes to the ads and budgets to improve their performance in terms of CTC, CTR. Now, team has gained sound knowledge in the concepts of web analytics through the application of the concepts in this project which is worthy as we can memorize much better than just reading. We have suggestions and recommendations from team members about the improvements to the current settings,

discussed the pros and cons of each suggestion and then finally used the optimal recommendations for improving the performances.

Group Dynamics: We faced many challenges to set up the campaign. The first and foremost challenge was that we required varied knowledge and inputs on the campaigns from every team member. Everyone participated to gain the knowledge and try out different things on the campaigns such as tracking conversions, changing keywords etc. Another problem was to coordinate with the group frequently. Initially many team meetings were cancelled due to unavailability of team members because of different schedules of each one of us. Hence, we used hangouts call, google drive to add flexibility to meeting schedules. At last, we ended with commendable metric result from the campaign. Thus, Research Fox's Business Engagement Manager appreciated our work which was totally unexpected which motivated us perform better.

Client Dynamics: Our main point of contact for the client was Mr. Chetan. He was very enthusiastic, helpful and professional towards this marketing campaign. Our main communication channel was through emails and over phone. Main challenge in contacting the client is the difference between the time zones as the client is in India. The response to any clarifications or questions that the team had were answered only the following business day. We made sure the communication was carried in client's time zone adjusting our schedules accordingly.

Future Recommendations: Campaign would have given better clarity about how it performs in long run if we could have used it for some more weeks rather than just 3 weeks. We could optimize it based on results from the long run which would be more stable. Additionally, team faced challenges with the knowledge it has and improved it simultaneously as campaign ran. We could have prepared well in advance to kick off the campaign for more performance at the start. Having said that, team was very cooperative and had enthusiasm to make this project a success.