Web Analytics Assignment 4

Case reading: Air France Internet Marketing: Optimizing Google, Yahoo!, MSN, and Kayak Sponsored Search (KEL 319).

Please answer the following questions (Please try your best to control the length of your answers. Write the most important points first.)

1. What are the top 3 metrics you would pick in to evaluate the success of Air France’s Campaign? Please provide a simple justification why the metrics are important.
2. According to the top 3 metrics you picked, can you analyze the performance of each publisher? Your analysis should use the excel file. Visualized results are encouraged.
3. Could you please illustrate how do the following metrics affect each other: CTR, TCR, and Booking Probability? What should Media Contacts do with low CTR campaigns? What should they do with low TCR campaigns?
4. Your manager wants to drill down to the campaign performance on Google US. Focusing on **net revenue**. Please list the top 10 campaigns (keyword groups) and the bottom 10 campaigns? Based on the analysis of these campaigns and keywords included in each campaign, what suggestion will you provide? (Only list the campaign names not all the keywords). (Clarification: the excel file calls “campaign”, they are equivalent to ad groups or keyword groups in the lecture.)
5. Using MSN U.S. as an example, what is your observation of keywords that generates highest **ROA**? (Hint: focus on keyword selection and matching type)
6. Focusing on keyword performance, what could affect the **average position** (rank in ad campaign) of a keyword? Illustrate with an example from Air France case.
7. Summarize your recommendations to the following type of observed campaigns: (1) for search engines with high probability of booking and low CPC; (2) for search engines with low probability of book and low CTR; and (3) for search engines with high probability of booking and high CPC.