

MIS 6344-501

Group 14

Members:

- 1) Avinit Mohanty
- 2) Nupur Ray
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- 5) Tapish Tandon
- 6) Varun Sharma

Google AdWords
and
Facebook Ads



GET BEYOND LIMITS



Company Overview

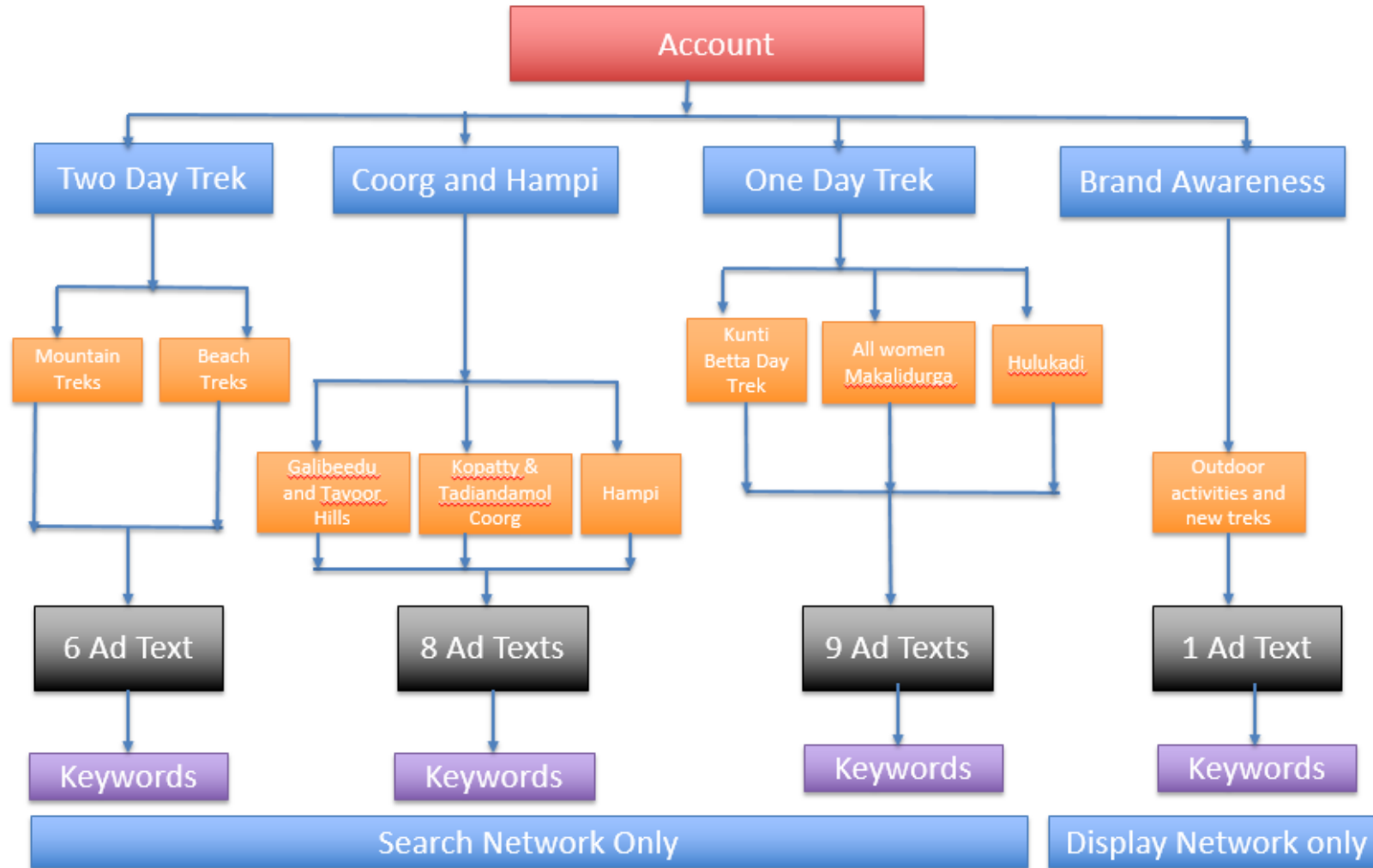
- ◀ Get Beyond Limits is a trekking and outdoors company- founded in 2014; based in Bangalore, India
- ◀ They organize treks and outdoor activities in the Western Ghats
- ◀ The firm is founded by Ishan Sharma and Salwat Hamrah, whose passion for travelling and the outdoors made them leave their IT jobs and form Get Beyond Limits
- ◀ They organize one-day treks, weekend treks, getaways, bouldering, beach treks and other outdoor activities
- ◀ There is a detailed itinerary of each trek and getaway on their website, allowing customers to choose accordingly

Unique Selling Points!

- ← Customers have the choice of customizing their treks and Get Beyond Limits will work with them to chart out a plan
- ← Customers have specifically mentioned that they chose Get Beyond Limits due to the website
- ← Most of their competitors do not have well-designed sites
- ← It is user engaging with lots of pictures and experiences from previous trekkers
- ← The company maintains good relationships with past customers and have great reviews

Account Structure

Google AdWords



Account Structure Brief Overview

Campaign	Targeting	Devices	Schedule	Network
One Day	India	Mobiles/Computers/Tablets	Showing Ad all the time	Search Network only
Two Day	India	Mobiles/Computers/Tablets	Showing Ad all the time	Search Network only
Coorg & Hampi	India	Mobiles/Computers/Tablets	Showing Ad all the time	Search Network only
Brand Awareness	India	Mobiles/Computers/Tablets	Showing Ad all the time	Display Network only

Advanced Features

► Ad Extensions:-

Callout

Callout	Status	Clicks <small>?</small> ↓	Impr. <small>?</small>	CTR <small>?</small>	Avg. CPC <small>?</small>	Cost <small>?</small>	Avg. Pos. <small>?</small>
🗨 New Year Treks	Approved	121	4,468	2.71%	\$0.22	\$27.13	1.7
🗨 Christmas Treks	Approved	121	4,468	2.71%	\$0.22	\$27.13	1.7
Total - all callouts		121	4,468	2.71%	\$0.22	\$27.13	1.7

Call extension

Phone number	Status	Clicks <small>?</small> ↓	Impr. <small>?</small>	CTR <small>?</small>	Avg. CPC <small>?</small>	Cost <small>?</small>	Avg. Pos. <small>?</small>
🗨 +91-9108788047	Approved	95	3,619	2.63%	\$0.23	\$21.83	1.7
Total - all phone numbers		95	3,619	2.63%	\$0.23	\$21.83	1.7

► Dynamic Keyword Insertion Ads

<p>Trekking at {KeyWord:Coorg} In The Midst Of Nature www.getbeyondlimits.com Experience the delightful beauty of the Western Ghats!</p>	<p>Galibeedu and Tavor Hills</p>	<p>Campaign paused</p>
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► Image Ads



Weekend Karnataka Treks

Beach Treks-Mountaineering-
Bangalore Weekend treks(one day
and two day)-All women treks


 



Beach Treks-Mountaineering- Bangalore
Weekend treks(one day and two day)-All
women treks
GetBeyondLimits [VISIT SITE](#)

**Weekend Karnataka
Treks**

Beach Treks-Mountaineering-
Bangalore Weekend treks(one day
and two day)-All women treks


GetBeyondLimits

Goals In Pre-Campaign

- ← Week 1 - refining our keywords and Ads and monitoring results of ad extensions
- ← Week 2 onwards - incorporating negative keywords so that there are more relevant searches for the site
- ← Click Through Rate should be higher
- ← Reduced Cost per Click is an indication of better Quality Score
- ← More the Impressions = More the number of times the ad is shown
- ← If the ad is relevant and the text is appealing, the number of Clicks will be more
- ← Long term goal - increase the ranking of site by advertising for brand awareness



Modifications during the Campaign

- ← Max CPC reduced
- ← Added additional relevant keywords
- ← Added more negative keywords
- ← Created new ads - dynamic and image ads
- ← modified lower performing ads
- ← Added extensions- callout
- ← Increased budget of best performing campaign 1.5x
- ← For maintaining first bid positions, routinely changed the bid
- ← Used the Keyword Planner tool to get an idea of how the keyword is performing
- ← Used “phrase match type” for keywords

Purpose of Alteration

- ← To improve the relevancy and Clicks
- ← To increase Ad Rank
- ← To increase Page Rank for organic searches
- ← To avoid the ad being shown for keywords which are not related to the theme of campaign
- ← To dynamically edit ads instead of making several ads

How did these changes affect the campaign?

- ← Paying less for more number of clicks for the same amount
- ← Better Quality score due to adding relevant keywords, negative keywords and extensions -> Better CTR
- ← Modifying lower performing ads for making them more appealing and increase their chances to be clicked
- ← More relevant ads were shown more number of times throughout the day due to increased daily budget of better performing campaigns.

What we could have done better?

- ← To increase Click Through Rate- We could have added more negative keywords
- ← We could have added adjustments to target only specific locations, instead of whole of India
- ← Unnecessarily high bids is not always a solution.

Results & Conclusions

- ← 78.33% of the budget spent in 21 days - \$236.90
- ← Exceeded pre-mediated goals & results from the pre-campaign report
- ← Highest amount of clicks (CTR - 6.22%) received for the 'One Day' campaign
- ← People in the age-groups of 25-34 are the most likely to click and take action (conversions).
- ← Mobile devices with full browsers have resulted in 77.37% of total registered clicks. The client should definitely focus more on mobile browser compatible branding and on mobile ads

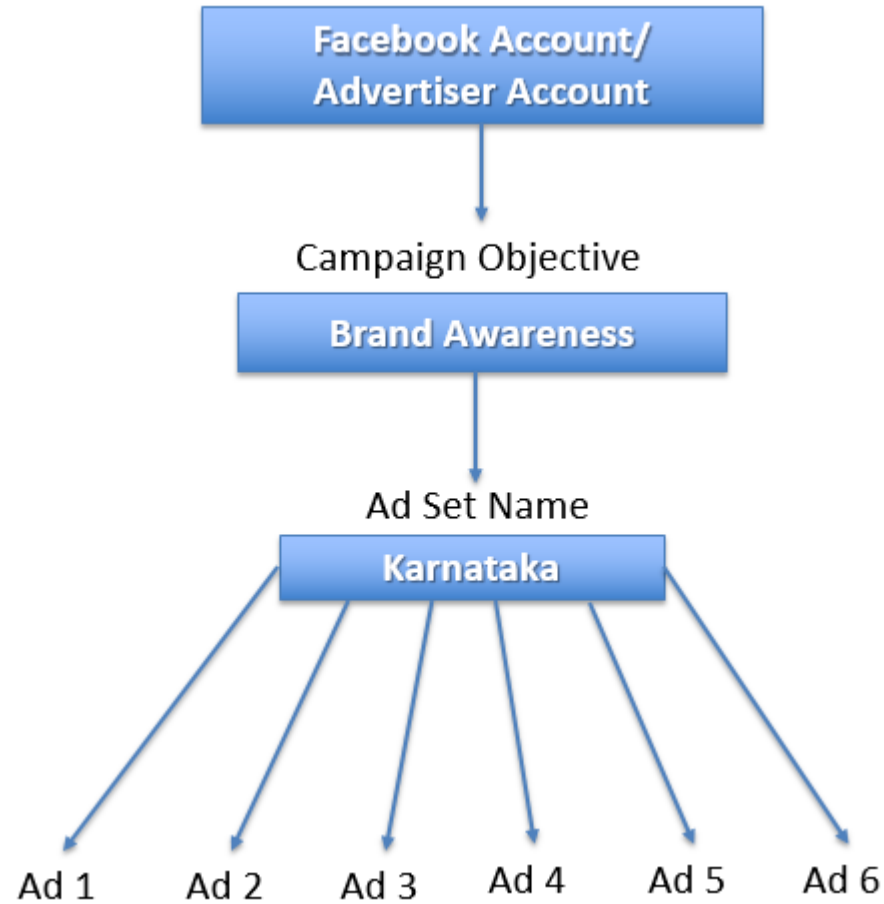


facebook

Ads

Facebook Structure

Budget	\$ 50
Audience	18 - 55 age group
Bid	CPC
Delivery	Standard
Schedule	All type
Device Type	Mobile, Desktop and Feature Phone



Facebook Account Overview and Ads

Facebook Objective	Brand awareness
Ad set	Karnataka
Targeting	In the news feed
Locations	Karnataka
Type of ads	Single image ads
Optimized according to	Link clicks, Reach



Reach Statistics

3,973 Reach 3.19 Frequency 12,658 Impressions \$12.21 Cost per 1,000 People Reached

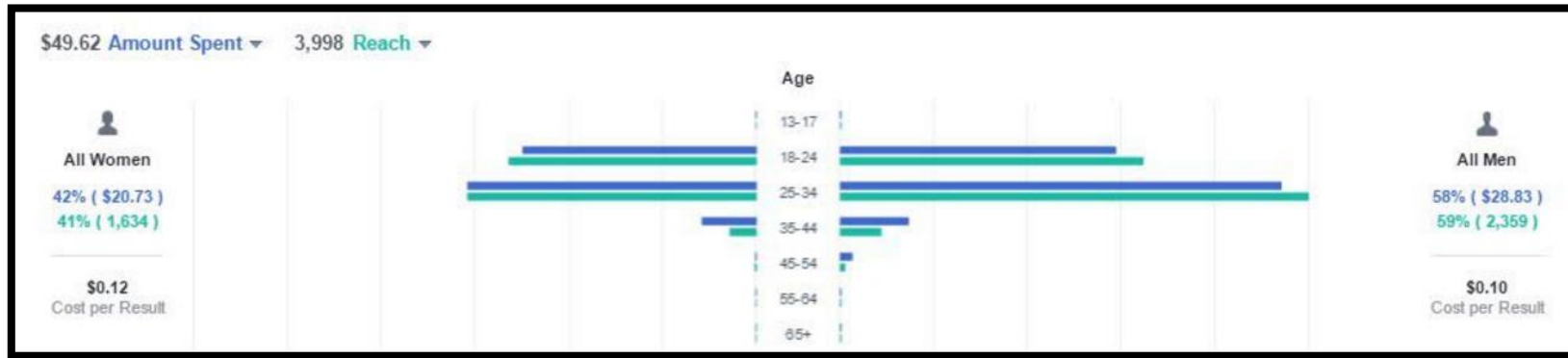


Facebook Results

Reporting Starts	2016-11-23
Reporting Ends	2016-12-03
Campaign	Brand awareness
Reach	3998
Link Clicks	175
Post Shares	3
Post Engagement	257
Post Reactions	79
CTR (Link)	1.372764
Clicks (All)	334

Results & Conclusions

- ← \$50 worth of budget allotted. (16.67%)
- ← Men have responded better than females to the creatives



- ← According to our suggestions to the client about including customized women's treks which was implemented after the reception of the above results
- ← As our objective was Brand awareness we focused on the reach & link clicks which was accomplished in the 10 day period span. As per the data in the engagement on post and post shares, the client should focus on Engagement.

Thank You!
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