AdWords Exercise Xenofon Georgitsaros

Executive Summary

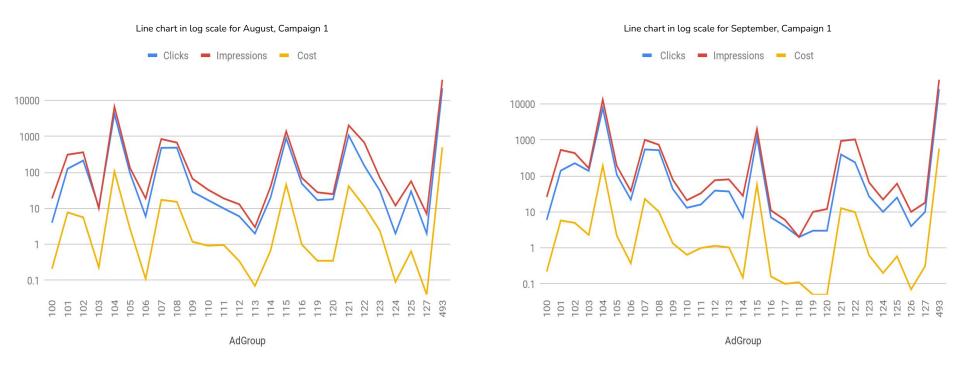
Campaign 1: We see a significant rise in clicks and impressions for AdGroup '493'. Impressions and clicks are higher in September than in August. September has higher Cost value but lower CPC value.

Campaign 3: In Campaign 3, we notice a high number of Clicks and Impressions for the first AdGroups and then, after Adgroup '226' there is a significant decrease in these two values. Impressions and clicks are higher in September than in August. Again September has higher Cost value but lower CPC value.

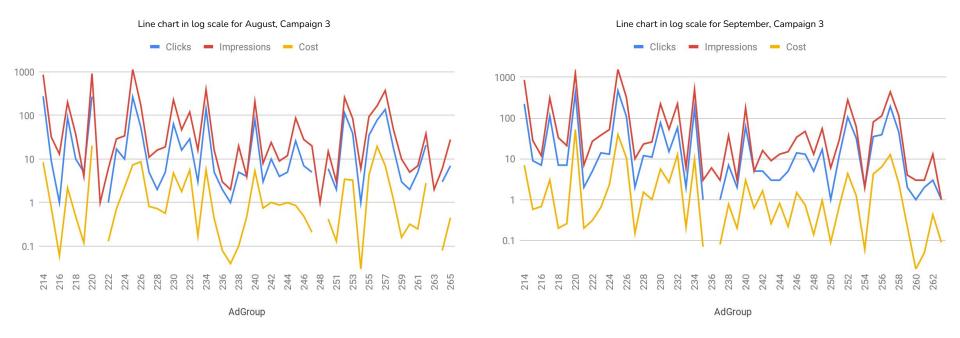
Campaign 7: In Campaign 7, we see a spike in the amount of Clicks and Impressions for AdGroup '303', followed by a sharp decrease. In this campaign, September and August are very similar. However, based on the results, September performs a bit better than August. It has higher Cost value overall, but lower CPC value. Campaign 15: We find a low amount of Clicks and Impressions in Campaign 15. there is a sudden spike for AdGroup '536'. We see a little rise in clicks and impressions from August, but a rather high overall cost value in September. In August, the CPC value was higher overall.

Data Section

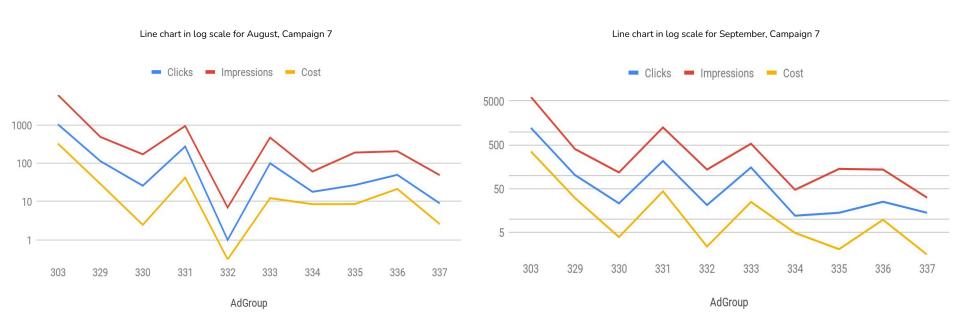
In Campaign 1, it is observed that there is a radical increase in Clicks and Impressions for AdGroup '493'. Overall September has a higher number of Impressions and Clicks, but follows the same pattern per AdGroup as August



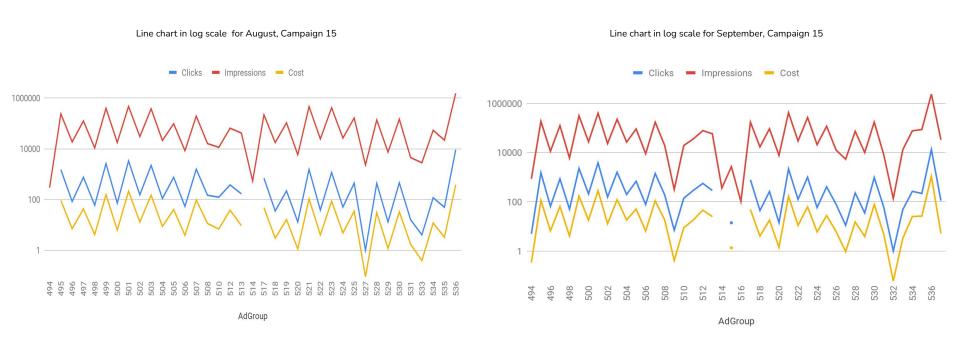
In Campaign 3, it is observed that there is a high number of Clicks and Impressions for the first AdGroups and then, after Adgroup '226' there is a radical decrease in these two KPIs. On September, Impressions and Clicks are higher than August



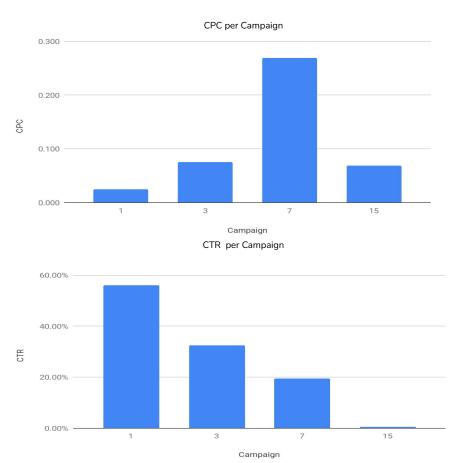
In Campaign 7, it is observed that there is a high number of Clicks and Impressions for AdGroup '303' and then there is a decrease in these KPIs. September and August were very similar in this campaign

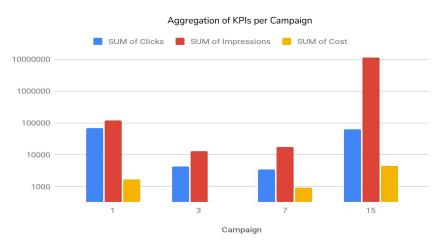


In Campaign 15, it is observed that there is a very low number of Clicks and Impressions. However, there is spike for AdGroup '536' on these KPIs and then the they decrease again



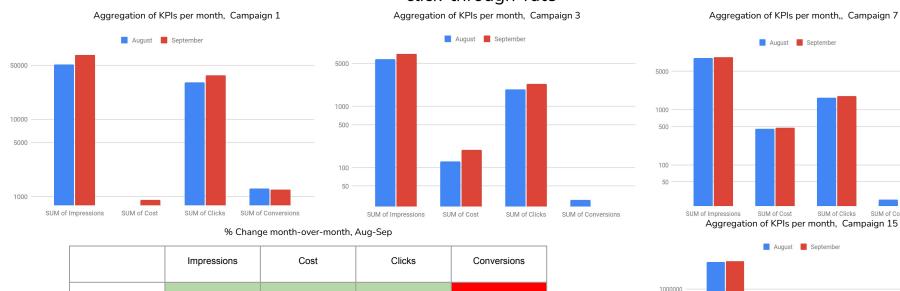
Campaigns' Performance Overview



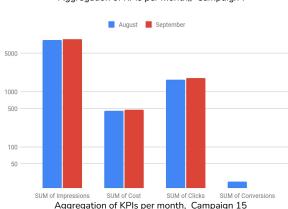


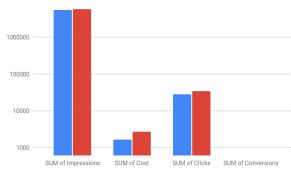
It is observed that the most efficient campaign is Campaign 1. It is clear that the CPC value is significantly lower compared to Campaigns 3, 7 and 15. Also, Campaign 1 has witnessed the highest Click-through-rate, which enables the campaign to achieve higher number of impressions by appearing in higher ranking positions. Optimising the click-through-rate and following the strategy of Campaign 1 further improvement may achieved for the rest of the campaigns

It is observed that September has higher number of Clicks, Impressions and Cost. Although, August has higher number of Conversions, the potential available headroom of conversions can be attained by applying best practises of click-through-rate

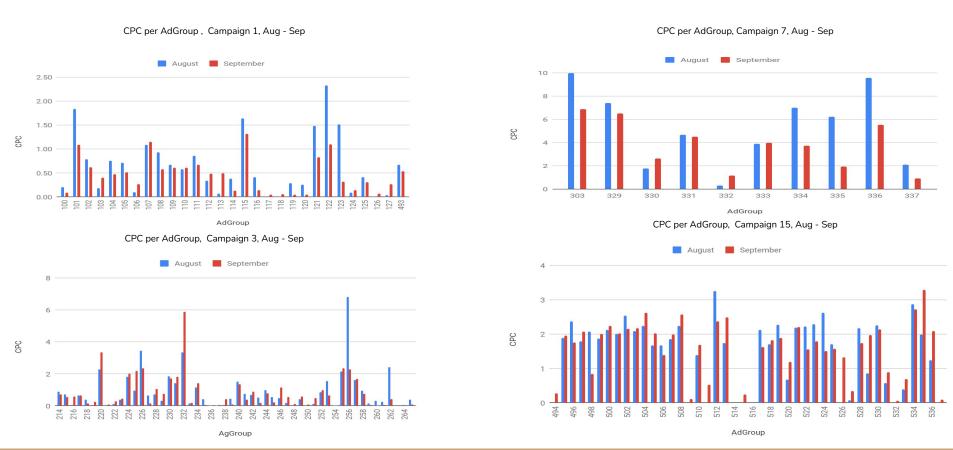


	Impressions	Cost	Clicks	Conversions
Campaign 1	+32%	+18%	+24%	-3%
Campaign 3	+22%	+54%	+23%	-23%
Campaign 7	+4%	+5%	+8%	-25%
Campaign 15	+7%	+63%	+22%	+2%





By breaking down CPC per AdGroups on each Campaign, it is observed that the month August, appears to have a higher Cost-per-Click compared to month September. This can be a result of a seasonality in this specific advertisement domain



The end