Post Campaign Report

Executive Summary

Campaign overview: Shakti Pharmatech Pvt. Ltd is a prominent pharmaceutical lab equipment manufacturer and supplying company which manufactures various lab machines for R&D purposes. It recently agreed to participate in the Google Adwords Campaign as the owner of the company knows one of the team members. The AdWords campaign started on April 18, 2017 and completed on April 30 2017, targeting pharmaceutical machineries,educational institutions, pharmacies and R&D work conducted in pharmaceutical Industry. The goal for number of impressions was 6500 and 65 clicks over 3 weeks and 1% Click through rate at an average cost-per- click (CPC) of $3.85. The proposed success depended on number of click throughs which was monitored throughout the campaign. The campaign was monitored each day of the total of 13 days of campaign execution.

Key Results: The campaign resulted in 1852 clicks, 158,814 impressions, 1.17% average CTR, average CPC of $0.07, and total cost of $123.81; and average position of 1.8.

Conclusion: We concluded that with the pharmaceutical industry and with even though less developed countries like India, the average click through was higher than anticipated. Shakti Pharmatech Pvt Ltd. has been in existence for about 22 years and seem to have a dedicated customer base outside India too. Thus, though being a B2B company customers seem to search for the website to get the knowhow of the products. It is certain that with this industry, if the

customer searching for the product bothers to get in touch with the company, he is bound to be likely to buy the product in the near future.

Future Online Marketing Recommendation: The website is average considering that it is related to the pharmaceutical industry. But with some good tweeks and making it more user friendly can certainly yield more clickthroughs in comparison. We used many keywords like "pharmaceutical machinery", "pharmacy", "lab tablet machine", "mixer and grinder" and other industry-applicable keywords. However, we were not able to add extra budget to each and every machine to be advertised in the project which would have produced better results for sure and should be considered while mass marketing the company in future.

<u>**Industry Component**</u>

Campaign Overview: Major campaign goals were to have 6500 impressions, 65 clicks over 3 weeks and 1% Click Through Rate(CTR) at an average cost-per- click (CPC) of $3.85. The success was dependent on number of click throughs and spread more and more awareness about the company as they do not sell anything online while monitoring CTR and the campaign was a Search Network and Display Network.

Strategies to generate these results first started off by planning what the specific ad would entail. The Budget of the campaign is $125, thus the campaign did not include different ad groups and only one adgroup was displayed. It was decided that this one ad group would focus mainly on lab machinery used in pharmaceutical industry. Since most of Shakti Pharmatech's sale and search of product is mainly focused on the independent machines. The title of the ad was decided to be " Pharmaceutical Lab Machinery - Manufacturer and Exporter" and the description to be "

Manufacturers of R&D and Lab Machinery distributors in India and overseas.

Slide Ad

Top ad

The Campaign started on April 18,2017 and was planned to run for two weeks. The Campaign ended on April 30,2017. We used only one ad group for our campaign.

From $125 reduced budget, $75 was intended for week 1 and $50 for week 2 as illustrated in the table below. The budget used for week one was $73.45 and $50.36 during week two. Because this was our first time for the company and for our team to utilize Google AdWords, we monitored the account every couple of days . Actual amount spent was in line with the budget , and the goals of the campaign were satisfied. Hence, no changes were made with the budget.

	Week 1	Week 2	Total
Budgeted	$75	$50	$125
Actual	$73.45	$50.36	$123.81

Table 1

Evolution of Campaign Strategy: There were no major changes in the campaign regarding the budget and in the keywords of the ad. No new changes were made in terms of broad and exact match keywords after declaring the keywords at the beginning of the campaign. The budget was in limited amount throughout the campaign due to which we stopped the campaign after two weeks. The proposed Google AdWords strategy for Shakti Pharmatech Pvt. Ltd was consisting of only one campaign focusing on the main products of pharmaceutical machineries. Due to low budget, Shakti Pharma has not participated in brand marketing. Also, their clients are not active in social media. The Campaign's main focus was to spread awareness about the pharmaceutical machines. Using simple words like "Pharmaceutical Machinery, Lab Machinery Manufacturer and Pharmaceutical R&D" have expanded the target audiences to those who will be future potential customers. Moreover, advanced specific keywords such as "Ribbon Blender, Powder mixer, Industrial mixer, Tablet Press have targeted the organizations searching for requirement of particular industry.

We initiated our campaign with the budget of $12 per day and we observed that there was sudden hike in CTR(3.5%) after day 2 (20th April 2017) of the campaign. According to figure 1, after the hike the CTR continuously decreased until 24th April and then slight increase was observed on 26th April. Also according to Figure 1, the cost increased to $13.66 on April 19 and remained steady till 23rd April. Subsequently the cost decreased to lowest point of $3 on 24th April and again increased to original cost of $12 and remained almost steady till the end of the campaign.
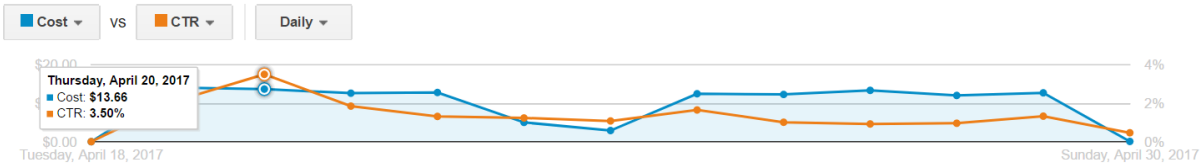
Figure 1

Key Results

The campaign's results were overachieved. The number of actual impressions exceeded the goal by over 152,314. The ad also reached the goal of clicks by over 1,787. The average CPC was extremely low with only $0.07 and CTR was a bit high than the goals with 1.17%. Table 2 compares the goal with actual.

	Clicks	Impressions	CTR	Cost	Avg. CPC	Avg. Position
Goals	65	6500	1%	$125.00	$1.925	
Actual	1852	158814	1.17%	$123.81	$0.07	1.8

Table 2

Interesting fact is CTR of 3.5% is higher just at one day (20th April) and cost is always higher than CTR in whole campaign when the budget was also higher as shown in below figure 2.
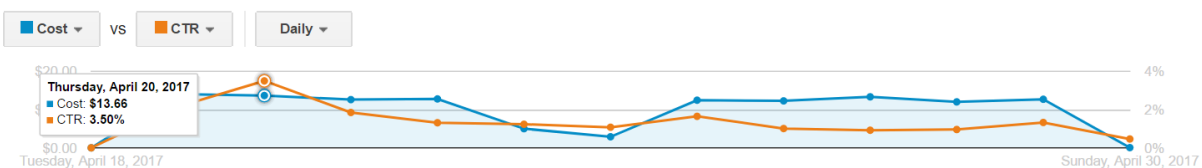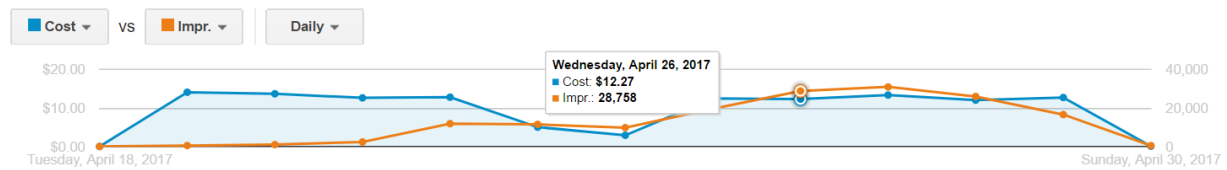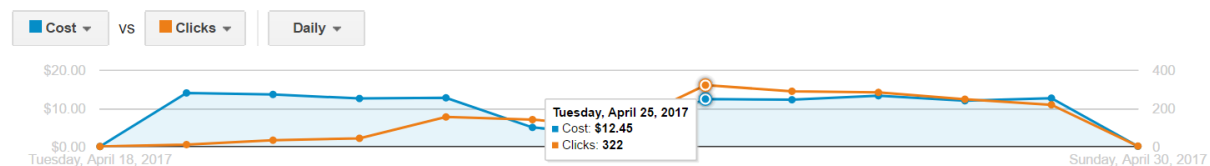

Figure 2

Impressions were very low in the initial stages of campaign but they are higher when the cost for

campaign is higher at the last days of campaign as shown in below figure 3. If we observe in the figure 3 on 26th April the cost and impressions were $12.27 and 28,758 respectively.

Figure 3

Considering the figure 4, Clicks are increasing at low pace and got higher in the second week of campaign there was sudden increase in cost as shown in below figure. If we observe the figure on 25th April the cost was $12.45 and clicks were 322.

Figure 4

If we talk about the Ad state most of the impressions were generated from Pharmaceuticals and CTR was higher from Search. Overall the average ad position was higher for pharmaceutical machinery manufacturers.

Chart 3 the ad report generated from Google Adwords. As illustrated in the table the maximum 129,493 impressions were generated from Display network, followed by 23,158 from search partners and lastly minimum of 23,158 impressions from Google Search. CTR and Avg.CPC

were higher from Google Search whereas avg.position was higher from search partners.

Network (with search partners)	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position
Search partners	175	23,158	0.76%	$0.09	$16.10	4.21
Google search	197	6,163	3.20%	$0.22	$43.41	2.89
Display Network	1,480	129,493	1.14%	$0.04	$64.30	1.31
Total	1852	158814	1.17%	$0.07	$123.81	1.79

Chart 3

Conclusion: Pharmaceutical machinery is a very niche B2B segment and developing specific keywords for which customers search is a difficult task. Experienced knowledgeable customers might search for the specific pharmaceutical machineries whereas new customers might search with generic keywords. Initial decision at the start of the campaign was to use generic keywords such as pharmaceutical machinery, pharmaceutical machinery manufacturers, tablet press etcetera as most of the customers would not be aware of the specific lab machinery names. The strategy seems to have worked as the impressions were 158,814 much higher than expected. Clicks of 1,852 and CTR of 1.17% also overachieved the goals set.The allocation of budget for week 1 was $75 and for week 2 was $50 was justified as CTR decreased during the second week.

As illustrated in the figure 5 below, compared to the previous two weeks there was an increase in sessions by about 9% and decrease in bounce rate by about 14%.

Default Channel Grouping	Acquisition			Behavior		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	4,133.33% ▲ 1,016 vs 24	8.98% ▲ 99.90% vs 91.67%	4,513.64% ▲ 1,015 vs 22	14.06% ▼ 99.80% vs 87.50%	28.30% ▼ 1.02 vs 1.42	97.76% ▼ 00:00:01 vs 00:00:24
1. Direct						
Apr 18, 2017 - Apr 30, 2017	1,000 (98.43%)	100.00%	1,000 (98.52%)	100.00%	1.00	00:00:00
Apr 5, 2017 - Apr 17, 2017	9 (37.50%)	100.00%	9 (40.91%)	88.89%	1.89	00:01:01
% Change	11,011.11%	0.00%	11,011.11%	12.50%	-47.06%	-100.00%
2. Organic Search						
Apr 18, 2017 - Apr 30, 2017	14 (1.38%)	92.86%	13 (1.28%)	85.71%	2.14	00:00:39
Apr 5, 2017 - Apr 17, 2017	14 (58.33%)	85.71%	12 (54.55%)	85.71%	1.14	00:00:02
% Change	0.00%	8.33%	8.33%	0.00%	87.50%	1,779.31%
3. Social						
Apr 18, 2017 - Apr 30, 2017	2 (0.20%)	100.00%	2 (0.20%)	100.00%	1.00	00:00:00
Apr 5, 2017 - Apr 17, 2017	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00
% Change	∞%	∞%	∞%	∞%	∞%	0.00%
4. Referral						
Apr 18, 2017 - Apr 30, 2017	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00
Apr 5, 2017 - Apr 17, 2017	1 (4.17%)	100.00%	1 (4.55%)	100.00%	1.00	00:00:00
% Change	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	0.00%

Figure 5

Future Recommendations

Shakti Pharmaceutical has a lot of diversity in the product range, so creating ads now will require focus on various categories of the machineries. Also considering the website according to the pharmaceutical industries our website is average and if it is made more interactive and if a proper content management system is used it will surely help for future Adwords analytics.

Next time more specific keywords and more ads will help in marketing the company. Considering the landing page for now it was our homepage only. Later on if we decide on specific machineries the landing page would be the description of that machinery itself. More detailed ad focusing on specific machineries would surely help in promoting the company for adwords campaign.

Learning Components

Learning Objectives and Outcomes

The team's goal prior to starting the Google Online Marketing Challenge was to understand the concept of google AdWords, CTR, ROI and its actual application. Shakti Pharmatech being a B-to-B company based in India it was difficult to find the target customers and keywords. The one positive aspect was the company's website was informative with less changes required. The team first spoke with the business owner to understand their key products or terms used by the clients. By recognizing these terms the team decided as to which keywords will be the most effective for the campaign. The kind of target audience the company has included manufactures and companies into pharmaceutical research which means that they were aware of its products and most of the times they had very specific demands. Hence while choosing the keywords we made sure that company's bestselling products were used. We also tried to become aware with a very useful tool called keywords planner. This tool helped us understand the possible weight of the keywords we were using. It gave a performance forecast of the keywords. It gave a review plan to analyze the search volume trends to recognize the demographics of the searcher like location, device used for browsing, income, etc.

Group Dynamics: Being graduate students enrolled in different courses it was difficult to meet according to teammates convenience. Hence during the start of the campaign each team member was assigned a set of duties. And every week we would meet after our lecture and update the group with the progress report. All monitoring and documentation was done using Google Drive. This helped us work cohesively with effective results. Except few minor delays, the campaign as a whole went smoothly. All of us made sure that if there is a problem faced by some teammate then we would try to resolve it together.

Client Dynamics: The client being known to one of our team member was very helpful and supportive to the whole campaign. They were aware of the challenges we would face due to the kind of industry and B-B marketing. Yet they provided us with all the necessary resources which the team thought would be required. They also gave suggestions at every step possible. The client also discussed about the products and unique features of each machinery according to industry standards which we could use while shaping our campaign.

Future Recommendations: After understanding the industry further and seeing the results of the campaign the client agreed upon improving the website on immediate basis. We would recommend Shakti Pharmatech to continue using Adwords once they have updated their website. The Google Online Marketing Challenge was an incredible way of understanding the applications we learnt in class in the actual industry. It helped us work in sync with the demands of the industry and goals of the company within a specific timeline.