

A  
PROJECT  
ON



Google Ads

BUSINESS: - SHOES SHOPPING



WEBSITE: - <https://shop.gottahavemypumps.com/>

**SUBMITTED TO**

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**GROUP 6**

**CLASS NUMBER**

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**GOOGLE ADS ACCOUNT NUMBER**

**118-192-2837(mis6344.003.2020.6@gmail.com)**

**CAMPAIGN START AND END DATE**

**27 March 2020 – 23 April 2020**

**TOTAL BUDGET SPENT**

**\$250**

## INTRODUCTION

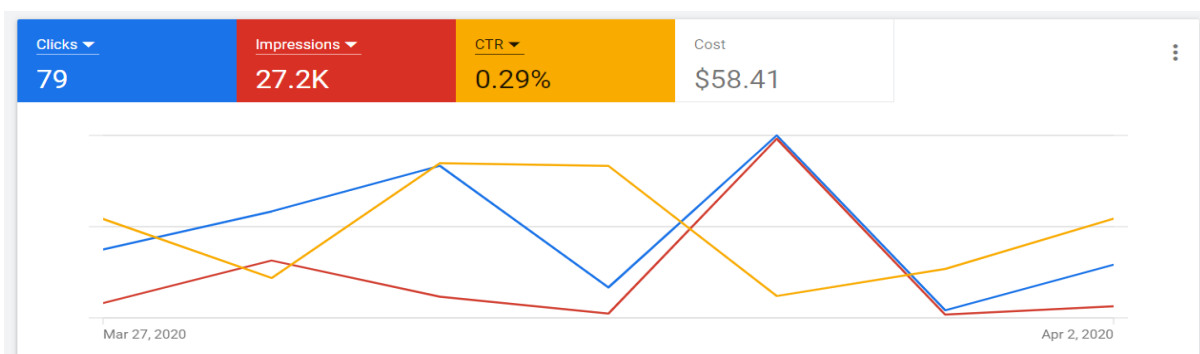
Pumps Boutique is a high-octane footwear store that provides high end footwear from known and upcoming designers in downtown McKinney. The store is now planning to expand its online presence to increase its brand awareness thereby increasing its customer portfolio. For the promotional purpose, the store is providing free shipping across the United States across all product categories.

## SUMMARY OF CAMPAIGN PERFORMANCE

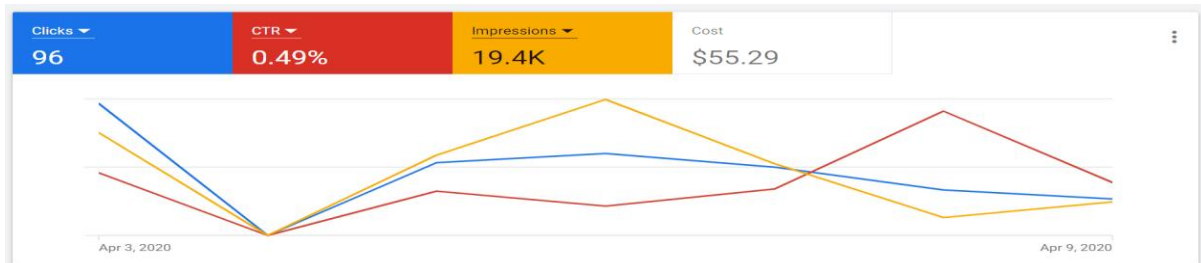
Website url of business	Final Advertising goal(s)	Total number of impressions generated on search network	Total number of clicks generated on search network	Word Stream performance report rating (at end of campaign)	Word Stream performance report rating (at midterm)	Click through rate as per word stream performance report	Budget spent
<a href="https://shop.gottahavevempumps.com/">https://shop.gottahavevempumps.com/</a>	Drive website traffic	73709	381	79%	77%	3.89%	250

We were able to achieve this performance by monitoring the campaign and analysing results daily. Every day, new keywords were added, and some keywords were paused due to very high impressions but no clicks at all. Weekly performance is presented below:

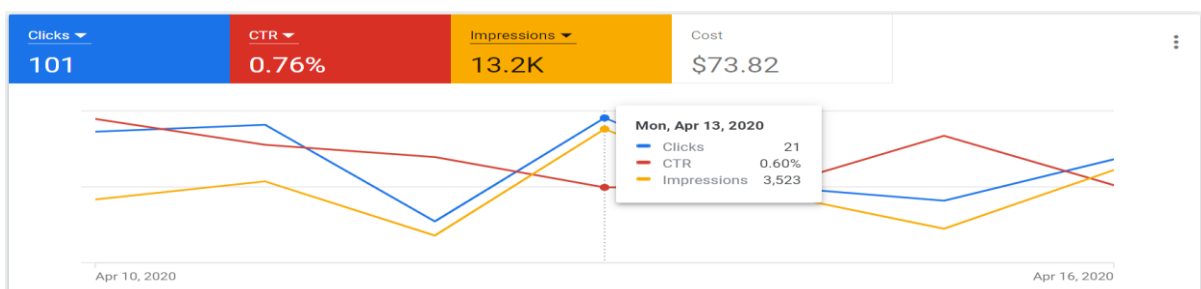
In the **first week**, CTR was only 0.29% which tells that impressions were very high, but clicks were very less. On analysis we found that some of the keywords like “flats near me” were related to category(houses) other than shoes due to which we were getting a lot of impressions, so we ended up pausing them. Also, we were concerned about the budget spent during the first week so kept an average budget of \$9/day. Below is the graph for the week 1 performance:



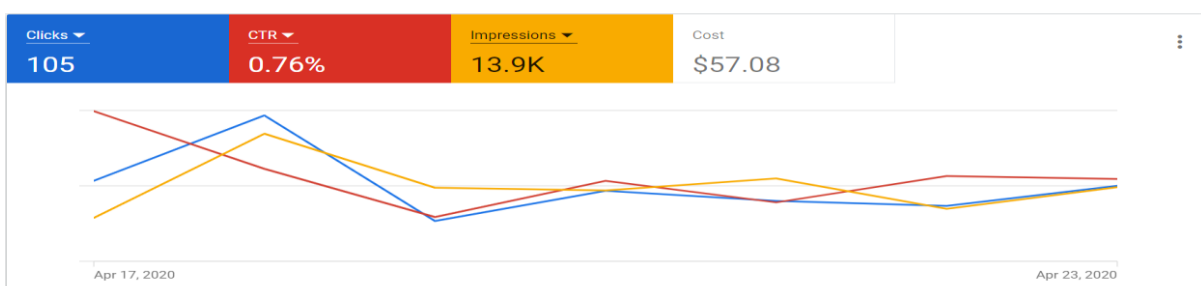
In the **second week**, in order to reduce expenditure, we paused the high value keywords that were not generating many clicks. Also, we doubled the timings of the campaign figuring that most of the people are at home right now so would browse during lunch time as well. As a result, a higher CTR was achieved compared to the previous week. Below is the performance chart:



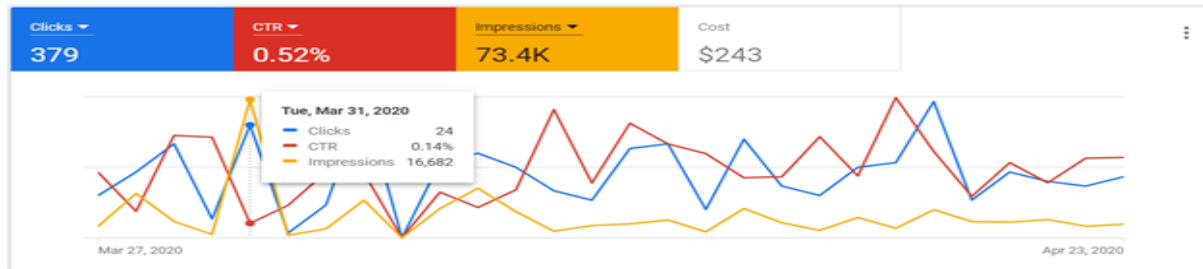
In the **third week**, we decided to reduce the irrelevant impressions further by observing all the parameters like location, device type, demographics etc. For the type of devices, mobiles were performing the best. Computers and tablets were just increasing impressions but very less clicks. Also, CPC for tablets and computers were high. So, we made bid adjustments and reduced it by 50% for both low performing devices. By doing so, the performance increased and CTR became 0.76%. Below is the performance chart:



**Fourth week**, during the first 3 weeks, we observed very low results for Wedges since clicks and impressions both were very low and thought that people may not be interested in buying wedges right now. Therefore, in the fourth week, we made responsive search ads to analyse the performance again and found surprising results: one of the display ads even had a click. Then, in the fourth week, we made responsive search ads to see the performance again. Then we found surprising results that one of the display ads has a click through rate of 1.66%.



## SUMMARY OF OPTIMIZATION



**Optimization 1:** Added key negative keyword. One of the worst performance days was 3/31/2020, we had a high impression of 16,682, but a click through rate 0.14%. After research, we found that a Birkenstock ad generated more than 10,000 impressions in about three days due to an extremely broad keyword: women's sandals. We optimized our ads by adding the keyword as a negative keyword. As a result, the click through rate immediately doubled to 0.32% the next day. Since a higher click through rate is one factor of higher quality score. We also benefited from lower ads cost because of more effective web traffic.

**Optimization 2:** Added responsive display ads. Among the 5 ads groups, "Wedges" has the worst performance. It generated less than 4000 impressions and no clicks for more than 10 days. We thought that people may be not interested in wedges as they are not allowed to go out during the coronavirus crisis. We almost gave up the ads. We decided to give it another try by designing responsive display ads. Although it takes more time to select and upload shoes pictures, the ads are very successful. A picture is worth a thousand words, shoes pictures are way more attractive than regular text ads. One of the display ads even has a click through rate 1.66%, the second highest click through rate ad.

**Optimization 3:** Changed location from the United States to DFW area cities. Initially at the start of the campaign, we thought it would be better, especially with the onslaught of the coronavirus, to run the ads all over the United States. However, after just a week, we realized this was not a good strategy as we accrued a very high number of impressions (over 31k) with a very low CTR of just 0.34%. We decided to focus our target locations from the US to about 15 cities within a 20-mile proximity to the store. This change had a significant result just the following week, as it reduced unnecessary impressions by more than 40% and almost double the CTR to about 0.60%. This small but huge tweak taught us that the more specific the campaign location, the much better the overall performance.

## SUPPORTING DOCUMENTS

I have attached all the supporting documents in the XLSX format downloaded from the Google Ads Account.

1. **Campaigns report**
2. **Ad Groups report**
3. **Ads report**
4. **Extensions report**
5. **Search KWs report**
6. **Negative KWs report**

Also, I have attached **Word Stream performance grader report** generated after the campaign has ended.