

Royon Run To Breathe Post-campaign Report

Group 9

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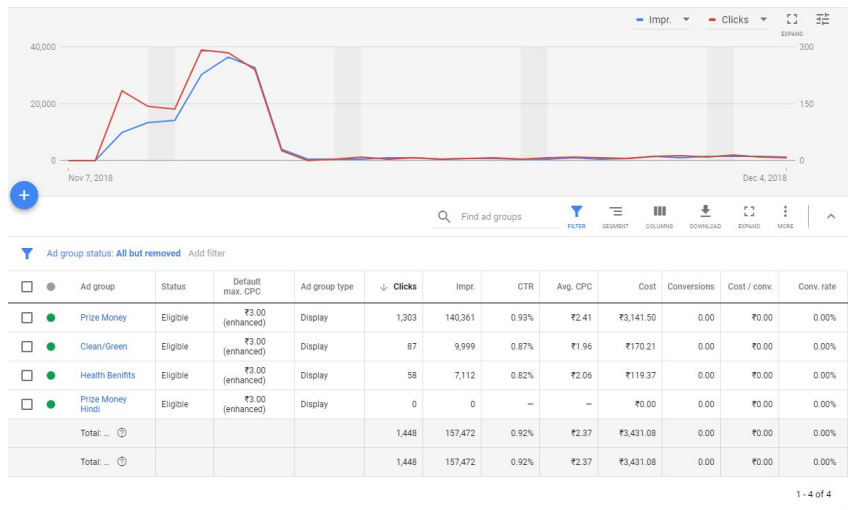
Priyash Maini

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Campaign Overview

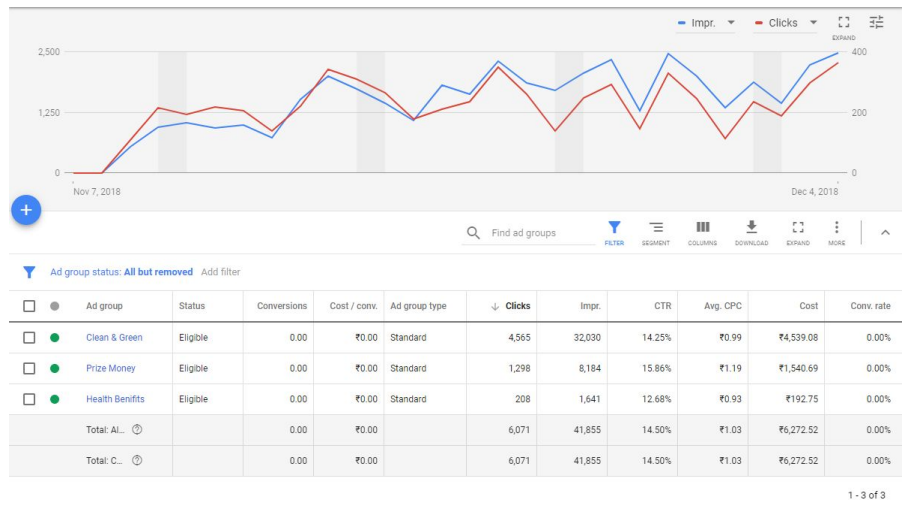
WebA Display

Google Display Network Campaign



WebA Search

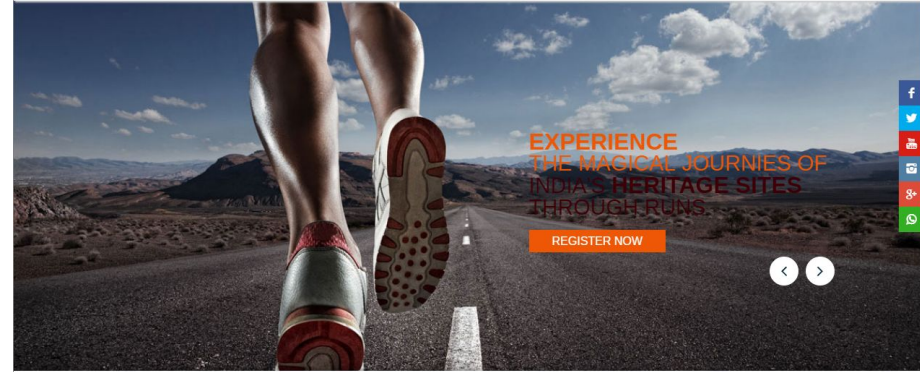
Google Search Network Campaign



Executive Summary

- 1 Made use of display ads for building brand awareness
- 2 Made use of search ads to drive quality traffic
- 3 Made use of Hindi ads to appeal to the Hindi speaking audience
- 4 Improved the average CTR by 3.8 times (2018 vs. 2017)
- 5 Reduced the average CPC by 50% (2018 vs. 2017)

Core Performance Metrics



| | Strategy A | Strategy B | Overall |
|---------------------|-----------------|------------|---------|
| | Brand Awareness | CTR | |
| Impressions | 157,472 | 41,855 | 199,327 |
| Clicks | 1,448 | 6,071 | 7,519 |
| Click Through Rate% | 0.92% | 14.50% | 3.77% |
| CPC | ₹2.37 | ₹1.03 | ₹1.36 |

Educate Mission/ Awareness

- The primary goal of the organization is to educate the people in Ghaziabad regarding civic issues like bad roads, pollution and road safely.
- Promote the brand 'Run To Breathe'.
- Improve the current CTR.
- Promote the health benefits of an active lifestyle

Promote Events

- Promote the run upcoming on 16th December 2018 in Ghaziabad.
- Increase the revenue through registration sales.

2017



74 Registrations

2018



91 Registrations

Marketing Goal Achievement and Social Impact

Proprietary + Confidential

Every registered runner will be provided with a tree sapling to be planted at a designated spot. The run is part of Govt. of India 'Swachh Bharat Abhiyan'. Primary goal of this NGO is to improve the air quality of the city of Ghaziabad by encouraging.

We designed the ads as follows:

- The first category attracted participants through the mention of the prize money
- The second category promoted a cleaner and greener Ghaziabad
- The third category focused on the health benefits of an active lifestyle

Through our campaigns over the three weeks, there has been a significant increase in the number of impressions, which has resulted in an increase in number of registrations.

Going forward, we would suggest the non-profit to run remarketing campaigns, and increase the budget on GSN campaigns.

Google



Run To Breathe is a series of walks and runs to create awareness about the environment.

The website provides visitors with information for past/upcoming races, and the ability to register for future races. The primary goal of the organization is to educate the people in Ghaziabad regarding civic issues like bad roads, pollution and road safety.

Learning Component

Learning Objectives

- Try different strategies
- Observe and react to different strategy results

Group Dynamics

- One group member acted as official liaison between group and client
- Group member met with rest of team to discuss expectations and strategy

Outcome

- Overall, the campaigns were successful
- Display Network campaign needs to be improved
- Search Network campaign could be continued as is

Client Dynamics

- Responsive
- Alerted group to problems with implemented campaigns

Recommended Next Steps

Strategy A

Initiate the remarketing campaigns once the remarketing audience is populated.

Strategy B

Refine keywords and negative keywords. Increase the budget in the days leading up to the event.

Strategy C

Alter the budget to focus more on GSN as these ads are getting a better CTR as compared to the GDN ads.