



# MIS 6344.002 GROUP3

## Group Members:

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Actual Campaign start date:  
04/01/2020

Actual Campaign end date:  
04/25/2020

Total budget spent during the campaign:  
\$256.7

- **Summary of campaign performance**

Website URL of Business	Final advertising goal	Total number of impressions generated on search network	Total number of clicks generated on search network	Total number of clicks generated on display network	Wordstream performance report rating(at ending campaign)	Wordstream performance report rating(at midterm)	Budget spent
<a href="https://bitmax.io/bitmaxhelp20">https://bitmax.io/bitmaxhelp20</a>	clicks	56173	1031	not used	79%, Quality score is 5.54	75%, Quality score is 4.9	78.58
<a href="https://bitmax.io/bitmaxhelp20">https://bitmax.io/bitmaxhelp20</a>	clicks	16232	447	not used			54.76
<a href="https://bitmax.io/bitmaxhelp20">https://bitmax.io/bitmaxhelp20</a>	clicks	15479	420	not used			58.73
<a href="https://bitmax.io/bitmaxhelp20">https://bitmax.io/bitmaxhelp20</a>	clicks	11672	383	not used			47.78
<a href="https://bitmax.io/bitmaxhelp20">https://bitmax.io/bitmaxhelp20</a>	clicks	3091	63	not used			10.06
<a href="https://bitmax.io/bitmaxhelp20">https://bitmax.io/bitmaxhelp20</a>	clicks	1484	55	not used			6.79
total	/	104131	2399	/	/	/	256.7

\*From first to fifth URLs are both link to BitMax homepage, but every link is unique.

Overview: The total number of impressions and total number of clicks generated on the search network is 104,131 and 2,399, respectively. The average click through rate is 2.3%, and average cost per clicks is \$0.11. We received an improvement of 4% (from 75% to 79%) on Wordstream performance.

- **Summary of campaign optimizations**

1) **Campaign optimization:** Add and modify KWs:

**Added:**

**Crypto Trading** - bitcoin india; where to buy bitcoin; bitcoin trading sites; bitcoin contract; buy EOS; buy ITC; trade BNB; stacked assets;

**Crypto Investment**- Investment option; digital asset management;

**User with background**- cryptocurrency advantages; cryptocurrency features; digital investment; high return investment; high return cryptocurrency; short term investment;

**User without background**- top crypto trading platform; crypto trend

**Modified:**

Ad group	Original	Modified
Crypto Trading	Bitcoin +future trading platform	bitcoin future trading
	bitcoin trading platform with high leverage	bitcoin leverage trading
	BTC/USDT	BTC to USD
Crypto Investment	financial product platform	digital financial product
	quality cryptocurrency financial products	bitcoin derivatives
	stable digital asset investment	digital asset investment
User with background	"trading efficiency"	"high trading efficiency"
	"low margin trading fee"	low margin rates
User without background	-	-

#### The reason why this campaign optimization was chosen:

Because digital assets are relatively niche investments, we need to use many broader keywords. Firstly, we restrict the length of long-tail keywords to a maximum of 3 words and modified some terminology to more general words to ensure the search volume. Secondly, we added some new keywords based on the second round of brainstorming and recommendation of google ads.

#### Observed outcome:

Ad group:	Impr/day (before)	Impr/day(after)	Clicks/day(before)	Clicks/day(after)
Crypto Trading	414.875	810.67	12.75	21.2
Crypto Investment	127.375	3674.267	3.25	66.8
User with background	135.625	73.467	3.75	1.6
User without background	142.75	690.467	6.625	22
*Before: April 3 - 10   After: April 11 - 25				

**Learning:** Based on the different situations of each company, the advertising strategy could be different. For example, Long-tail keywords may work well for some companies, but in this case, long-tail keywords have deficient search volume, Therefore, it is significant to keep tracking the keywords' performance and adjusting them in time.

#### 2) Campaign optimization: Added negative KWs: [mining], [etf], [Pangea].

**Reasons why this campaign optimization was chosen:** Adding negative KWs is in order to increase CTR as well as decrease the cost. Firstly, we applied 'mining' as our first negative KW in the campaign level. The obvious reason is that BitMax.io is a digital asset trading platform which means there is no information about cryptocurrency mining. Secondly, by referring to the overview webpage, we have observed some unrelated searches which might result in lowering

our quality score and increasing the cost, [etf] is one of them. Thirdly, because Pangea is our competitive platform, we added it to the negative KWs list.

**Observed outcome:**

Negative KWs	CTR	CTR(after)	Cost/click	Cost/click(after)
[mining]	2.42%	2.61%	0.25	0.13
[etf]	1.44%	1.45%	0.23	0.08
[pangea]	3.68%	3.03%	0.18	0.1

**Learning:** Because we added positive keywords set and negative keywords set at the same time, it is hard to say the increase in the CTR was totally attributed to positive or negative keywords. Nevertheless, adding negative KWs contributed to decreasing the cost per click significantly.

**3) Campaign optimization:** Increase daily budget and bid cap

**Reasons why this campaign optimization was chosen:** As our marketing goal is driving more traffic and our bidding strategy is to maximize clicks, the most straightforward method is increasing the budget. However, due to the limited budget of \$250, we started increasing our daily budget and bid cap until we considered our campaign was mature enough on April 16th.

**Observed outcome:**

	Clicks in Existing Users	Clicks in Potential Customers
4/6-4/15 (before)	134	371
4/16-4/25 (after)	321	1430
	\$1.2->\$4 (bid cap \$1.2->\$1.5)	\$5.94->\$12 (bid cap \$4->\$5)

**Learning:** According to the total number of clicks table for two campaigns above, the fact that the total number of clicks were increased greatly in both campaigns met our expectation.