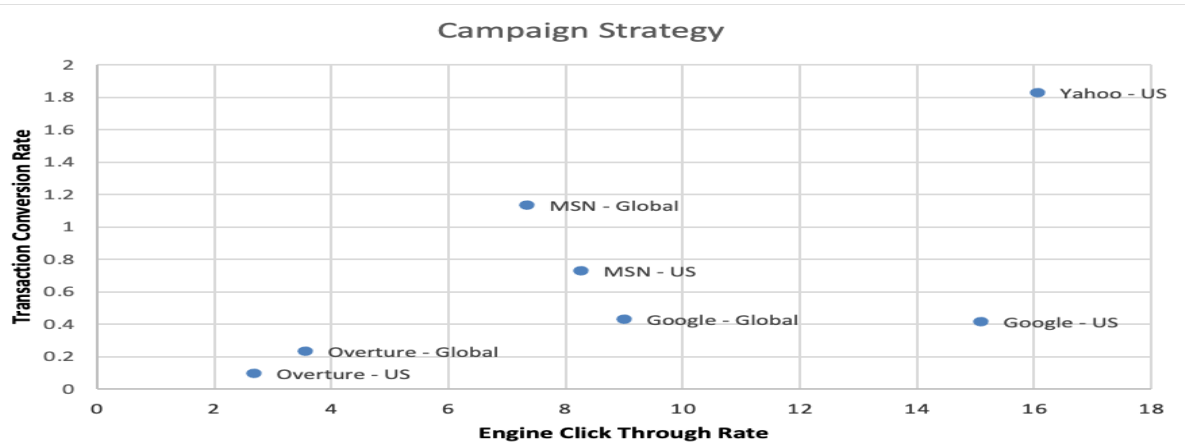**Air France Internet Marketing**

Question 1: Google and MSN-US Campaigns

Based on the Campaign Strategy developed using the Air France Internet Marketing, a graph has been drawn accordingly based on Engine Click-Through Rate and Transaction Conversion Rate as attached below.

This shows that both MSN-US and Google (US, Global) have high CTR but low TCR. This implies that customers when they encounter the link, they are clicking through but not buying enough. It well understood by the numbers calculated as below:

Publisher Name	Data Average of Engine Click Thru %	Average of Trans. Conv. %
Google - Global	8.994484886	0.432664146
Google - US	15.08974547	0.414798732
MSN - US	8.26352104	0.731464797
Grand Total	13.89364578	0.429652121

For all 3 Publishers their campaigns have less than 1% TCR Rate such as MSN-US, Google – US, Google – Global with 0.73, 0.41, 0.43 respectively. Where Google – US has highest Engine CTR rate with 15% compared to Google – Global and MSN -US with 8.99%, 8.26% respectively. This shows that Publishers should invest more on the strategies to increase their TCR. The following Pivot table is the Campaign level metrics for MSN-US, Google (Global, US).

Publisher Name	Campaign	Data Average of Engine Click Thru %	Average of Trans. Conv. %
⊟ Google - Global	Air France Brand & French Destinations	12.42351221	0.59464168
	Air France Global Campaign	7.644761365	0.368907032
Google - Global Total		8.994484886	0.432664146
⊟ Google - US	Air France Branded	15.33694994	2.730069449
	Business Class	6.729091191	0.023068051
	French Destinations	17.39157276	0.201752182
	Geo Targeted Boston	22.38058164	0.347452476
	Geo Targeted Chicago	23.7011688	0.546820405
	Geo Targeted DC	22.64068027	0.706214689
	Geo Targeted Detroit	17.77330923	0.602409639
	Geo Targeted Houston	23.86409565	0.467089728
	Geo Targeted Los Angeles	19.51798722	0.150543901
	Geo Targeted Miami	27.54790503	3.03030303
	Geo Targeted New York	23.73813206	0.858927757
	Geo Targeted Philadelphia	29.59725272	0.724637681
	Geo Targeted San Francisco	22.37056733	0.514558233
	Geo Targeted Seattle	19.76410473	0.651706064
	Google_Yearlong 2006	5.841766598	0.053887602
	Outside Western Europe	11.4493599	0
	Paris & France Terms	10.9430763	0.225990232
	Western Europe Destinations	6.204144132	0.036824036
Google - US Total		15.08974547	0.414798732
⊟ MSN - US	Air France Brand & French Destinations	7.533086977	0.762590959
	Business Class	0.57162869	0
	Geo Targeted Seattle	100	0
MSN - US Total		8.26352104	0.731464797
Grand Total		13.89364578	0.429652121

Question 2: Metrics to Optimize MSN – US, Google (Global, US) Campaigns

From the above explanation, all these 3 campaigns lack with TCR rate but their CTR rate is above average. It means "customers are clicking enough but they do not buy enough" This explains that they require Web-Side improvements for their application and the user interface improvements as it increases visibility in the search engines.

The Following Metrics can help to improve the TCR Rate:
1. **Adding Images & Videos**: The tow open secrets "Images break big blocks of text, and they are more inviting to the visitors", "Videos – demonstrating how to use the product can buy more visitors". Implementing these two can help generating more transactions from customers and not just clicking the links.
2. **Improving Page Speed**: If your website pages load slowly or if there is unwanted information, it may put visitors in bad phase to leave out the site and they may never go beyond it, and it decreases the TCR Rate. Also, slow pages can affect the rankings in the search engines.
3. **Mobile Adaptive**: In the new century, website viewing in desktops/laptops is as important as viewable in Mobile. This especially helps when a person is looking for a quick check on their mobile and they might have the access to the desktop. So, considering your site "responsive" and "adaptive" reinforces to increase TCR.

Increasing TCR in turn also helps in improving the Revenue and they're by increasing the Return on Ads (ROI). This is showed as below by considering Google – Global publisher, if TCR is increased by 10% this helps in increasing ROI.

1 Publisher Name	Google - Global ▾▼			
2				
3	Data			
4	Average of Trans. Conv. %	Average of Total Cost	Average of Net Revenue	Average of ROI
5 Total	0.432664146	307.7524478	2057.514219	4.690426755
6				
7 If TCR is increased by 10% for Google - Global Publisher				
8	0.475930561	286.2824478	2057.514219	7.187007918
9				

Question 3: Recommendations for Air France

Publisher and Campaign Strategies quadrants graphs have been plotted using Actual Cost per Click, Take Rate and Engine Click Through Rate, Transaction Conversion Rate respectively. The two graphs below depict the same for all Publishers and their Campaigns. Overall, for the Publisher Strategy the ideal place is high Take Rate and low CPC, but no publishers have succeeded to win this place. On the other hand, for Campaign Strategy the ideal place to end up is high TCR and high CTR, Yahoo – US wins this place and therefore no recommendations are needed.

Overall, Air France requires in improving the web-side copy, search – side copy, and decreasing CPC taking into consideration both Publisher and Campaign levels. The below table helps in understanding the metrics in high level
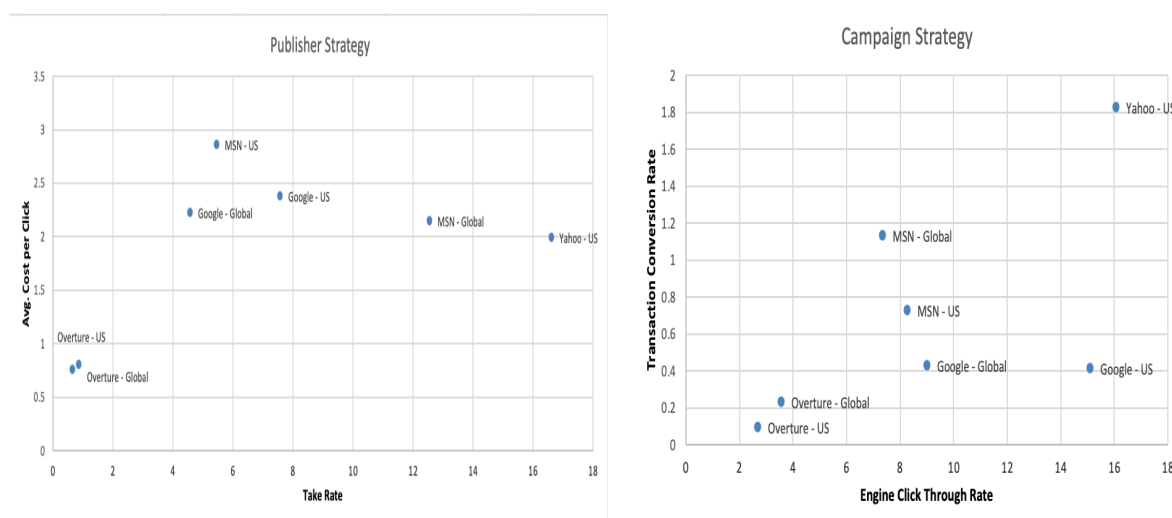
Recommendations:

No.	Strategy	Publisher name	Place in Quadrant Graph	Recommendation
1	Publisher	MSN - Global, Yahoo - US	High Take Rate, High CPC	Both these publishers can end up in ideal place of Publisher Strategy by following the High ROI activities of other Publishers i.e., optimizing the CPC like **reducing CPC**
2	Publisher	MSN - US, Google - Global, Google - US	Low Take Rate, High CPC	Solution is to **cut down these publishers** at all
3	Publisher & Campaign	Overture US, Overture - Global	Low Take Rate (CTR, TCR), Low CPC	The best way to improve ROI is to **increase Take Rate** i.e., both CTR and TCR which in turn helps in Purchases
4	Campaign	MSN - Global	Low CTR, High TCR	MSN - Global needs to optimize and **increase CTR** for keywords and improve search - side improvements. Example: Increasing CTR for "France" keyword group.
5	Campaign	MSN - US, Google - Global, Google - US	High CTR, Low TCR	Which means "customers click enough but not buying enough". Solution is to improve Web-side copy and user interface to increase the visibility by **High CTR**

Question 4: CTR and Landing Page Recommendations

MSN – Global requires CTR improvements as per Campaign Strategy as it has Low CTR and High TCR, this explains "Customers buy when they click but they are not clicking enough" this can be optimized by focusing on search - side copy improvements such as Keywords, Ads. This can be achieved by using tools such as **Google Ads**. Google Ads is a digital advertising solution that helps to turn audience to potential leads and then to Customers. It has the following advantages:
1. Increase Sales

2. Get Potential Leads
3. Increase site visits

Google Ads, includes various campaign types, strategies, and keyword types to increase the CTR. It focuses on Customer Targeting with Ad groups and Keywords. Two Strategies to follow are:

1. **Ad Groups** – Creating Ad groups with a list of keywords can help the search engine also it is recommended to create Ad Groups based on themes and products. For Air France, we have keyword groups such as "Air France" "France" "Paris"
2. **Keywords** – Building a strong keyword list can help both customers and owners get what they are looking for.

In my opinion, particularly for Keywords following the "**Broad Match (default)"** match type helps more than others as it helps to promote even with misspellings, synonyms, related searches. Example: Consider the below picture, here keywords like "air France, air France airline, air France airlines, airfrance airline" all these can be included as one keyword using Broad Match type instead of having multiple similar ones.

Publisher Name		(Multiple Items)	
Campaign		**Keyword Group**	**Keyword**
⊟ Air France Brand & French Destinations		⊟ Air France Brand	air france
			air france airline
			air france airlines
			air france deal
			air france deals
			air france ticket
			airfrance
			airfrance airline
			airfrance airlines
			airfrance deals
			book airfrance
			french airline
			french airlines
		Air France Brand Total	
		⊟ Air France Websit	air france com
			airfrance com
			airfrance site
			flight to paris

Landing page Recommendations:
The general recommendations would include as following:

1. **Including a catching Headline**: In the text ads, including a catching a headline would help win more customers. Ex: Deals, Discount Percentages.
2. **More Information**: Including extra information like phone numbers, link to another page (which you want your customers to get to after clicking the initial page) and any maps link.
3. **Video Ads**: Video Ads helps more as it increases the visibility.

Question 5 – Bidding Strategy for Air France

One bidding Strategy that Air France can consider is "**Programmatic Advertising**", it is the best solution for digital advertising as it is done by using automated marketing systems. They are known for the speed and complexity it deals. It has remarkable history of success as the data collection systems analyze customers and target with **real-time bidding**. Also, Programmatic advertising took over the Mobile Ads in both Display and Video ads section by 70%. The following are the reasons for choosing Programmatic Advertising:

1. **Digital Ads**: It includes various categories of Digital Ads which covers all types of audiences and to easily catch their behavior, target, and convert them to transactions.
2. **Working:** All three such as Ad Creation, Customer Targeting, Placement of the Ads are all done at one place in Programmatic Advertising. All these can be done by Ad Agency which helps in communicating for both Advertisers and Publishers.

3. **Programmatic Channels:** It has different channels and types to provide communication between Publishers and Advertisers such as Private Marketplaces, Preferred Deals, Programmatic Direct with various choices to choose about the inventory.

In addition to all these, Programmatic Advertising has great scope and exploration in future by including Machine Learning Methods and Optimization techniques. Publishers such as " MSN – Global" can use these Strategy, whereas Overture – US, Overture – Global can use the Google Ads and Google Analytics help in analyzing for new strategies.

Question 6: WPP - Model

WPP is a world-renowned Ad Agency. Ad Agency come in account when considering for "Programmatic Advertising" and it helps in "Ad Creation, Customer Targeting, Placement of Ad". One advantage is we get data from different publishers at one place by choosing Ad Agency like WPP and thereby reducing time and cost.

Present Model:
1. It includes data from Publishers, ad holdings companies, ad exchanges, ad networks and inventory from various firms such as Google, Amazon.
2. It makes money by selling these data of the customers, ads, and inventory.
3. It provides Advertising Strategies, Creative Services, and recommendations about the placement of the ads by developing analytical reports based on **current/past data**, this provides **insight into which publisher, network might work best for next campaign**.

Future Model:
If the current model is subjected to change, it can be done using:
1. Machine Learning Methods
2. Optimization Strategies

Overview of Future Model:
The drawback about the current model is that analytics are done using the past data and there are applied in next cycle. However, using the two methods mentioned above, we can analyze the **future data** even before it is published i.e., we are analyzing "**which product customers will buy**", "**Expected Hours of Traffic**" "**Studying Customer Behavior for engaging and increasing more leads**".

These help to overcome the Challenges of present model such as:
1. Blocking of Ad
2. Cookies Limitation
3. Incorrect Data
4. Phishing websites