

# ACMT Rete

## *Ongoing-Campaign Report*



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*MAY 21, 2021*



# Current Account Performance

Proprietary + Confidential

1 - 14 March VS. 3 - 16 May 2021

## Impressions

+1.123

March 17.811

May 18.934

## Clicks

-333

March 2.540

May 2.207

## Average CPC

-0,34\$

March 1,72\$

May 1,38\$

## Click-Through rate (CTR)

-1,82%

March 13.47%

May 11,66%

## Conversions and Conversion Rate

+2,31%

March 57,16 (2,38%)

May 103,50 (4,69%)

# Our Campaigns

## Associazione\_MF

Aims to make the association known to those affected by the disease and their families.

## \* CMT&Me\_MF

Application for smartphone for collecting data on patients' health condition to evaluate the burden of the disease on their daily life.

## Diritti\_MF

Aims to raise awareness of all rights concerning this disability (Diritti generici, legge 104, invalidità).

## 2019 Sintomi\_MF

Campaign about the symptoms that manifest in people affected by the CMT disease.

## Trattamenti\_MF

Aims to help users with health therapy and rehabilitation.

## Specialisti

Aims to help users to find specialist in CMT disease.

## Donazioni\_MF

Aims to maximize donations for ACMT.

# Our Campaigns

Campaign	Clicks	Impressions	CTR	Conv. Rate	Cost
Associazione_MF	19	92	20.65%	3.47%	44.82\$
Diritti_MF	401	5080	7.89%	3.49%	227.09\$
2019 Sintomi_MF	1,757	13,507	13.01%	4.70%	2,708.56\$
Trattamenti_MF	20	82	24.39%	15.00%	54.67\$
Specialisti	1	4	25.00%	0.00%	0.16\$
Donazioni_MF	0	0	0.00%	0.00%	0.00\$

# Associazione\_MF

The numbers of this campaign have **dropped**, but this is perfectly normal and due to the elimination of a dynamic ad group that which included categories concerning topics of the others campaigns and that has instead been implemented in each campaign. This ad group was responsible of the 99% of the click.

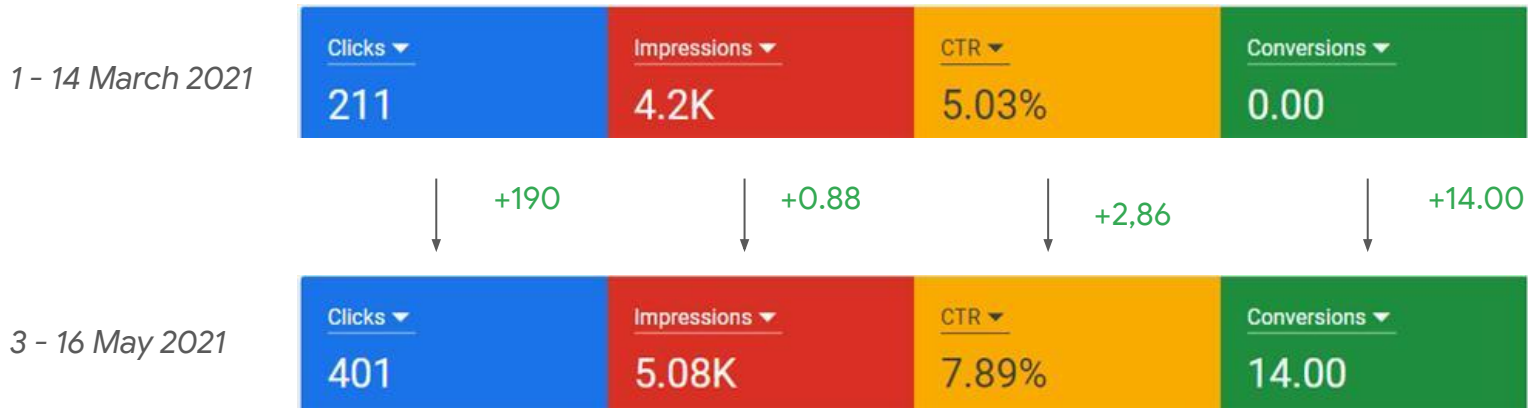
1 - 14 march 2021	<u>Clicks</u> ▼ 1.92K	<u>Impressions</u> ▼ 11.3K	<u>CTR</u> ▼ 17.02%	<u>Conversions</u> ▼ 33.16
3 - 16 may 2021	<u>Clicks</u> ▼ 19	<u>Impressions</u> ▼ 92	<u>CTR</u> ▼ 20.65%	<u>Conversions</u> ▼ 0.66

## Updates

- For some ads has been improve the strength by adding some keywords in the headers
- Some keywords have been transformed from broad match modifier to phrase match to be less generic

# Diritti\_MF

Groups **104** and **Invalidità** seem to work quite well, with a trend that is repeated over time and in line with past data. Groups **Diritti Generici** and **Diritti Dinamico**, on the other hand, have metrics with lower values than the other groups.



## Updates

- We have added new keywords in the less performing ad groups
- We have changed announcements to optimize the ad groups

# 2019 Sintomi\_MF

This is the campaign that is getting the best results (probably because of the keywords).  
The optimization value is **88,8%**: we set new parameters for actions of conversions.



Considering the conversions, the best ad groups are *Piedi e Gambe* (39 conv.) and *Generici* (35,98 conv.).  
Considering the CTR, the best ad group is *Sintomi dinamico* (CTR 20,32%).

# Trattamenti\_MF

The click and impression metrics of this campaign work quite well. They are quite in line with the general trend, considering how CMT does not have specific treatments, we notice a small general improvement.

**Trattamenti\_Dinamico** and **Terapia** are showing the best performances. On the other hand **Generici** is ineffective.

1 - 14 March 2021

Clicks ▼	Impressions ▼	CTR ▼	Conversions ▼
2	11	18.18%	0.00



+18



+71



+6,21



+3

3 - 16 May 2021

Clicks ▼	Impressions ▼	CTR ▼	Conversions ▼
20	82	24.39%	3.00



# Specialisti

The values for the metrics are not very high, but still in line with previous data

1 - 14 March 2021

Clicks ▼	Impressions ▼	CTR ▼	Conversions ▼
1	6	16.67%	0.00

↓ +0

↓ -2

↓ +8.33

↓ +0

3 - 16 May 2021

Clicks ▼	Impressions ▼	CTR ▼	Conversions ▼
1	4	25.00%	0.00

## Updates

- For the dynamic ad group we have extended the category of the dynamic target

# Donazioni\_MF

It is a campaign that is not working well, the metrics are quite low. This may probably be due to the use of too specific targeting, with the use of very competitive keywords (eg Amazon is one of the competitors). In the coming weeks we will try to eliminate the targets to try to get more satisfying results.

1 - 14 March 2021

Clicks ▼	Conversions ▼	CTR ▼	Impressions ▼
0	0.00	0.00%	0

1 - 14 March 2021  
(5x1000)

Clicks ▼	Conversions ▼	CTR ▼	Impressions ▼
1	0.00	10.00%	10

3 - 16 May 2021

Clicks ▼	Conversions ▼	CTR ▼	Impressions ▼
0	0.00	0.00%	0

# Donazioni\_MF

## Problem founds

The ads are never even shown and consequently all the metrics are equal to zero.

There are no auction datas, but we already are giving the maximum budget available to the campaign.

## Solution adopted

We remove all the restrictions about the targets.


We add categories to the dynamic ad group.

# Keywords

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3 - 16 May 2021

The keywords with the highest number of impressions, clicks, Click-Through Rate and Conversions are from the *Diritti\_MF* and the *2019 Sintomi\_MF* campaigns.

Keyword	Campaign	AdGroup	 <u>Impr.</u>	Clicks	CTR	Conv.
invalidita civile	Diritti_MF	Invalidità	1.930	211	10,93%	2,00
"dolori muscolari"	2019 Sintomi_MF	Piedi e gambe	1.546	192	12,42%	3,00
inps invalidità civile	Diritti_MF	Invalidità	1.459	173	11,86%	5,00
neuropatia sintomi	2019 Sintomi_MF	Generici	1.261	163	12,93%	11,50
legge 104	Diritti_MF	104	1.064	128	12,03%	2,00
"crampi alle gambe"	2019 Sintomi_MF	Piedi e gambe	760	125	16,45%	5,50

# Announcements

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3 - 16 May 2021

The announcements with the highest number of impressions, clicks, Click-Through Rate and Conversions are from the *Diritti\_MF* and the *2019 Sintomi\_MF* campaigns.

Announcement	Campaign	AdGroup	Cost	Conv	Cost/ conv	Impr.	Int.
<a href="#">Inciampo spesso   Piede Equino?   Non ho riflessi alle ginocchia</a> E altri 12 <a href="#">www.acmt-rete.it/patologia/sintomi</a> I tuoi problemi di equilibrio potrebbero avere un nome, scopri di più sulla CMT. La Charcot... <a href="#">Visualizza dettagli asset</a>	2019 Sintomi_MF	Piedi e gambe	1.161,74 USD	35,00	33,19 USD	6.867	923 clic
<a href="#">Agevolazioni e invalidità   Legge 68/99 per l'invalidità   Iter INPS per l'invalidità</a> E altri 11 <a href="#">www.acmt-rete.it/diritti/invalidità</a> Il riconoscimento dell'invalidità civile può aiutarti nel mondo del lavoro, scopri di più!... <a href="#">Visualizza dettagli asset</a>	Diritti_MF	Invalidità	680,20 USD	13,00	52,32 USD	5.077	660 clic
<a href="#">Inciampo spesso   Perdo Spesso l'Equilibrio   Ho le Gambe Magre, Cado Spesso</a> E altri 12 <a href="#">www.acmt-rete.it/patologia/sintomi</a> I tuoi problemi di equilibrio potrebbero avere un nome, scopri di più sulla CMT. La Charcot... <a href="#">Visualizza dettagli asset</a>	2019 Sintomi_MF	Generici	952,64 USD	37,50	25,40 USD	3.989	505 clic
<a href="#">Agevolazioni fiscali   Informati sui tuoi Diritti   I diritti legati all'Handicap</a> E altri 12 <a href="#">acmt-rete.it/diritti/la-legge-104</a> La legge 104 garantisce una serie di agevolazioni di cui può usufruire chi ha un... <a href="#">Visualizza dettagli asset</a>	Diritti_MF	104	364,46 USD	17,00	21,44 USD	3.904	511 clic
<a href="#">Scopri i sintomi della CMT   Ecco perché potresti avere CMT   Non afferro bene le cose...</a> <a href="#">www.acmt-rete.it/patologia/sintomi</a> Ottieni più informazioni su una malattia che ti impedisce di muovere le mani come vorresti... <a href="#">Visualizza dettagli asset</a>	2019 Sintomi_MF	Mani	535,44 USD	1,00	535,44 USD	1.894	275 clic

# Cost

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3 - 16 May 2021

The overall cost of the account is mostly used by the 2019 Sintomi\_MF campaign, which is spending **2,7K\$**, while the cost of the whole account is **3,04K\$**.

The average Cost Per Click is **1.38\$**, better than the previous value in March, which was **1.76\$**.

1 - 14 march 2021


Cost ▼	Avg. CPC ▼
\$4.37K	\$1.72

3 - 16 may 2021

Cost ▼	Avg. CPC ▼
\$3.04K	\$1.38

	Cost ▼
2019 Sintomi_MF	US\$2,708.56
Diritti_MF	US\$227.09
Trattamenti_MF	US\$54.67
Associazione_MF	US\$44.82
CMT&Me_MF	US\$5.14
Specialisti	US\$0.16
Donazioni_MF	US\$0.00
Bomboniere	US\$3.43

# Campaign Weekly Plan Summary

			Start Date: 3 May 2021			End Date: 3 June 2021	
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Strategy							
- Kickoff Meetings with the ACMT representative			Strategy				
- Identify & agree on:			- Budget redistribution				
• Number of campaigns			- Modify some characteristics of the campaigns		Strategy		Strategy
• Keyword strategy					- Check metrics and performance		- Begin collecting performance data
• Goals					- Evaluation of the best campaigns		- Align on next steps
• Success metrics					- Adjust strategies if needed		- Closing Meeting

# Thank you for the attention!

