

Ad Strategy

2 Target ROAS (Return on Ad Spend)

- Assuming I run a Google Search Ad for 10 Days and total Ad cost for 10 days is SGD 200 but I did an e-commerce conversion for SGD 1000
- Objective is Sales (Conversion) from E-commerce website

Performance Metrics

- CPC (Cost Per Click)
- CTR (Click-Through Rate)
- Scenario:
 - Assuming the Ad is shown to 250 people during Search for a certain keyword that you have in your headline and/or description depending on the match Type(broad, exact, phrase)
 - Then 50 people click and went to the website of the company. How much is the CTR/What is the CTR value? ($50/250 *100$)
 - CTR = 20%

Goal Setting is important in Conversion Tracking

- Goal
 - Website Visit
 - Fill up Form/Sign-up
 - Phone Call
 - E-commerce Sales/Purchase
 - App Installs

It is important to measure and track the goal/action