**WEB ANALYTICS**

**POST CAMPAIGN REPORT**

**GROUP 1**

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**Mitul Gada & Associates Post-Campaign Report**

**Campaign overview:**

The purpose of online advertising for Mitul Gada and associates was to create awareness about the institution, increase admissions and thereby revenue. During this campaign, we targeted the people living in target area or searching for entrance exam institutes in it. The target areas included Mumbai, Bhiwandi, Dombivli, Kalyan, Mira, Bhayandar, Navi Mumbai, Thane and Vasai.

We ran the AdWords campaign for 23 days with two campaign groups and 5 Ad Groups. The first campaign targeted the people interested in Graduate & Business school entrance exams (GRE & GMAT) and the second campaign targeted the population interested in SAT, LSAT, ACT, IB, SSAT.

We ran Facebook ads campaign for 14 days with 2 campaigns (Traffic GRE and Traffic SAT) having 1 Ad Set each. The Ad Set for campaign 1 was GRE/GMAT and that for campaign 2 was SAT/ACT/LSAT/IB/SSAT.

**Google AdWords Campaign Strategy Evolution, Money spent, Changes & Effects:**

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| **Phase** | **Campaign Evolution** | **Impact** |
| **Week 1**  Campaign1  (Oct 26th –  Nov 1st)  Campaign2  (Oct 28th –  Nov 3rd) | ·   20% of the budget was allocated for the first week  · CPC method was used with Automatic bidding strategy on keywords  ·   Broad match was used for all the keywords  · Campaign was initiated with the focus on increasing the brand Awareness | **Campaign 1**  Clicks: 43  Impressions: 1,469  CTR: 2.93%  Avg. CPC: $0.52  Cost: $23  **Campaign 2**  Clicks: 37  Impressions: 824  CTR: 4.49%  Avg. CPC: $0.44  Cost: $16 |
| **Week 2**  Campaign1 (Nov 2nd –  Nov 8th)  Campaign2 (Nov 4th –  Nov 10th) | ***Changes***  · 30% of the budget was allocated for the 2nd week  · Review extensions, call extension & call out extensions were added to improve Ad quality  · Paused the keywords which gave low impressions & CTR  · New keywords suggested in the opportunity tab were added which are relevant to the Ad content  ***Observation/Effects***  · During 2nd week, low CTR was observed for campaign 1 and less impressions were generated for campaign 2 compared to first week  · Even though the addition of review extensions generated a lot of impressions, the number of clicks generated due to review extensions is not significant | **Campaign 1**  Clicks: 339  Impressions: 17,506  CTR: 1.94%  Avg. CPC: $0.14  Cost: $46  **Campaign 2**  Clicks: 31  Impressions: 496  CTR: 6.25%  Avg. CPC: $0.45  Cost: $14 |
| **Week 3**  Campaign1 (Nov 9th –  Nov 15th)  Campaign2  (Nov 11th –  Nov 15th) | ***Changes***  ·    30% of the budget was allocated to 3rd week  ·    Excluded possible negative keywords to improve the CTR of campaign 1  ·    Paused the keywords which gave less impressions and low CTR  ·    Added many new keywords suggested in opportunity tab for campaign 2  ***Observation/Effects***  ·    Excluding the negative keywords improved the CTR of campaign1 by ensuring that the ads are showed to the right audience  ·    Using the keywords suggested by the opportunity tab increased the number of impressions generated and used up the budget allocated unlike previous week | **Campaign 1**  Clicks: 430  Impressions: 12,993  CTR: 3.31%  Avg. CPC: $0.16  Cost: $68  **Campaign 2**  Clicks: 60  Impressions: 1,364  CTR: 4.4%  Avg. CPC: $0.68  Cost: $41 |
| **Week 4 (Manual Bidding)**  Nov 16th –  Nov 17th | ***Changes***  ·   Did manual bidding for the key words which were below the min. first bid amount  ·   Changed keyword match type from broad match to phrase match/exact match based on the keyword performance and min. first bid amount  ***Observation/Effects***  · The number of impressions generated per day is twice when compared to number of impressions generated per day in automatic bidding  · However, the CTR is low and the CPC is high for both the campaigns while the number of clicks generated per day is not different between automatic and manual bidding  · From these observations, automatic bidding strategy gave better results in this marketing campaign when compared to manual bidding | **Campaign 1**  Clicks: 85  Impressions: 4,829  CTR: 1.76%  Avg. CPC: $0.21  Cost: $18  **Campaign 2**  Clicks: 21  Impressions: 558  CTR: 3.76%  Avg. CPC: $1  Cost: $21 |

**Facebook Ads Campaign Strategy Evolution, Money spent, Changes & Effects**

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| **Phase** | **Campaign Evolution** | **Impact** |
| **Week 1:**  Nov 4 – Nov 10 | * 40% of the total budget was allocated to week 1 where Ad Set 1 was allocated 60% and Ad Set 2 was allocated 40% of the total budget. * CPM was used for ad pricing. * Optimization was done for link clicks. | * Ad Sets received satisfactory reach, impressions and link clicks. |
| **Week 2:**  Nov 11- Nov 17 | * 60% of the total budget was allocated to week 2 with the same distribution for the Ad Sets. * CPC was used for ad pricing for Ad Set 1 and CPM was used for ad pricing for Ad Set 2. * Changes were made in the content of ads in both the Ad Sets. | * Both Ad Sets saw increase in reach, impressions and link clicks. |

**Google AdWords Performance at Ad group level:**

Overall, the campaign generated 40,039 impressions, 1,048 clicks with a CTR 2.61%. The results we achieved are better than expected. The performance is shown below using various metrics:

GRE Ad group gave the best results followed by SAT Ad group. While the campaign 1 has more impressions and click, campaign 2 has high CTR. Huge market for GRE & GMAT generated a lot of impressions and clicks.

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| --- | --- | --- | --- | --- | --- |
| Metric | Graduate & Business entrance exams | | Other exams | | |
| *Ad group* | GRE | GMAT | SAT | LSAT | ACT, IB, SPJAT |
| *Impressions* | 33,646 | 3,263 | 2,608 | 55 | 579 |
| *Clicks* | 828 | 71 | 123 | 2 | 24 |
| *CTR* | 2.46% | 2.18% | 4.72% | 3.64% | 4.15% |
| *CPC* | $0.17 | $0.23 | $0.65 | $0.47 | $0.47 |
| *Cost* | $139.13 | $16.68 | $79.84 | $0.93 | $11.27 |

**Facebook Ads Performance:**

The Facebook Ads campaign created a good brand awareness as it reached a large audience with a reach of 55,000+ people and 370 link clicks.

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| Metric | Traffic GRE | Traffic SAT |
| *Ad Set* | GRE/GMAT | SAT/ACT/LSAT/IB/SSAT |
| *Impressions* | 91,991 | 58,987 |
| *Clicks* | 209 | 161 |
| *Reach* | 33,994 | 21,089 |
| *Cost* | $58.95 | $39.43 |

**Keyword Combinations:**

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| --- | --- | --- |
| Ad group | Effective keywords | Ineffective keywords |
| GRE | Best gre classes, Gre classes in mumbai | Best gre test prep, gre test prep |
| GMAT | GMAT coaching in mumbai, gmat prep | Best gmat courses, best gmat coaching |
| SAT | Sat classes, sat test prep | Sat tutor, sat entrance preparation |
| LSAT | LSAT classes, LSAT prep | LSAT tutor, LSAT preparation |
| ACT, IB, SPJAT | ACT test classes, IB test prep | ACT test tutor, SPJAT test classes |

**Success & Failures:**

1. Both AdWords and Facebook ads Campaign had a huge reach and generated 1400+ clicks. Mitul Gada & associates had the highest impression share in the AdWords campaign during the market duration. MG’s impression share when compared to its competitors:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | MG & Associates | Jamboree India | Byjus | IMS India | Others |
| Impression share | 25.90% | 25.53% | 17.06% | 11.04% | 20.47% |

1. The GMAT Ad group in AdWords campaign performed less than expected (71 clicks & 3,263 imp.). The frequency of Facebook Ads was about 2.7 which brings down the unique audience by a factor of 2.7.

**Conclusion:**

Campaign was successful, and we lucratively increased the digital presence of our client through this digital marketing drive. Our client, being content with the result, expressed deep interest in continuing such digital campaigns (both Facebook and AdWords) for increasing their brand awareness multi folds

**Future Recommendations:**

1. Use Google analytics to better analyze the metrics associated in regards user involvement and engagement with the website
2. Conduct a separate campaign for GMAT instead of keeping it as an Ad group. This will give more budget control for GMAT and hence reach more students interested in GMAT
3. Make website more user friendly by giving more access to the website content and create informative Facebook page to attract new users while maintaining the old ones