



# GOOGLE ANALYTICS AND ADWORDS CAMPAIGN

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## POST-CAMPAIGN REPORT

### SECTION 0502 – TEAM F

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## EXECUTIVE SUMMARY

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**CAMPAIGN OVERVIEW :** Running Start, located in Washington, D.C., is a nonpartisan, nonprofit that trains young women to run for public office. They have over 100 training programs across the country, most of which can be identified as programs for high schoolers, college students and graduates. They also have mentorship programs, catered by political experts, online. Our Google Ads Campaign focused on targeting the right audience through a marketing campaign in order to increase the number of trainings for our client and promote brand awareness. We ran our campaign for a period of 24 days, that is, from 14th April – 7th May and spent \$231.82 during the campaign duration. We had five campaigns consisting of 55 ad groups, 624 keywords, 10 negative keywords, and 126 Ad copies to complement our marketing campaign.

**KEY RESULTS :** We managed to achieve a few of our pre-defined pre-campaign objectives. The ad campaign got 217(100% of our goal) social media likes/followers, 78 sessions with more than average pages/session, 22 sessions with more than the average number of sessions. We achieved **9,133** impressions and **218** clicks resulting in an average CTR of **2.31%** and average CPC of **\$1.06**, maintaining an average page position of **1.7**. We got an ROAS (Return on Ad Spend) of 0.6:1, which means we earned 66 cents for every \$1 dollar spent. We had 258 micro conversions and 19 macro conversions. These conversions were valued at \$0.89 for each micro and \$1.50 at each macro-conversion.

**CONCLUSION :** We managed to run a successful campaign and attain our goals of attracting more customers and increasing their awareness and engagement on the website, thus leading to more customers taking up the trainings and programs, offered by our client. We learned how to target customers who would be interested in political trainings and running for office and thus leverage this to create more relevant keywords and ad copies. Running our campaign optimally within the limited budget of \$250 and to make it work for us was our main aim and we managed to achieve that. We managed to recursively improve our campaign over a span of 24 days and achieved most of our pre-defined goals.

**FUTURE ONLINE MARKETING RECOMMENDATIONS :** Running start has a decent level of footfall on the website but there is very less content about their trainings and programs on the webpages, as most of it is present in PDFs. Running Start should update their website and add more content on the webpages. This would improve the quality score & improve landing page experience. They could also work on providing separate web pages for different programs as this would lead to increased program page relevance, drive clicks & increase

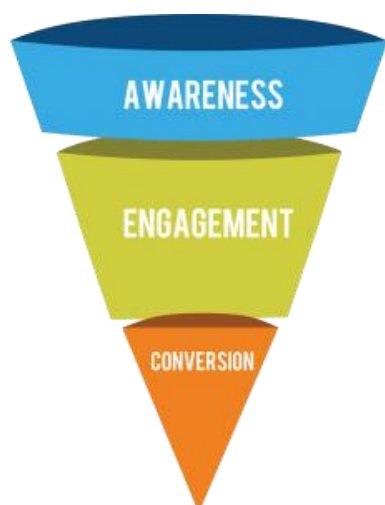
number of interested customers. All this would lead to attracting more customers, increasing their awareness and engagement, help in getting better quality scores and most importantly, improving the relevance between ad groups, their keywords, and their respective ad copies.

## INDUSTRY COMPONENT

**CAMPAIGN OVERVIEW :** Our goals for the client were to use Google Ads to 1) increase number of donations and 2) Increase number of applications for various programs of Running Start, especially the High School Program. We held discussions with our client to discuss these objectives and understand the various programs which helped us in understanding the target groups for each of our campaigns. We enlisted three of their programs – High School, College Program and Congressional Fellowship as three of our campaign. Further, we also decided to include a Donation campaign, since the client wanted to increase the number of donations as they had been low for our client. We also had a Brand Campaign for our client which revolved around increasing awareness and brand recognition for our client. We built our ad-groups centered around these five areas. We ran our campaigns in the DC-Maryland-Virginia and New York locations since these were the locations from where we had the most number of visitors to the website, based on monitoring the analytics account of Running Start. We created about 55 ad groups, 126 ad copies under five campaigns. We had about 600+ keywords. Our ads were set to even rotation. The campaign lasted for a little more than three weeks from 04/14/2019 - 05/16/2019. Weeks 1 and 2 used less than 1% budget but we utilized the budget in the next two weeks. Each team member kept a check on Google AdWords and Analytics account to track the performance of the keywords and make bid adjustments. We also evaluated the macro and micro conversions, to help us increase the conversion rate. We set the goals under Google Analytics to track the number of visitors through our ad-copies.

Budget Breakdown	Weekly Budget Spent		Program & Events Campaign		Mentorship & Donation Campaign	
			65%		35%	
	Budget	Actual	Budget	Actual	Budget	Actual
<b>Week 1 (25%)</b>	\$62.50	\$10.17	\$40.63	\$3.99	\$21.88	\$6.18
<b>Week 2 (35%)</b>	\$87.50	\$19.08	\$56.88	\$13.89	\$30.63	\$5.19
<b>Week 3 (40%)</b>	\$100	\$202.57	\$65	\$117.88	\$35	\$84.69
<b>Total for Campaigns</b>	\$250	\$231.82	\$162.50	\$135.77	\$87.50	\$96.06

Table 2 : Budget Vs Actual Spend



Conversion Funnel	Metric	Goals	Post Campaign
Awareness	Number of visits	506	186
	Number of new users	486	180
Engagement	Pages/session	2.69	3.39
	Number of returning users	47	6
	Average Session Duration	02:52	01:03
Conversion	Donation	NA	0
	Application	NA	19
	Pay Program Fees	NA	0
	Social Media Tracking	NA	71

Table 1: Conversion Funnel and Metric

**Week 1 (14 April -21 April 2019) :** We started the campaign with about 2-5 ad groups per person and about 200+ keywords which we made based on the respective landing pages of our website and Keyword Planner. We used the Manual CPC bidding and had the default CPC set to 0.30-0.50 for all our keywords. Our client's target audience is a very specific one – we needed to include 'women' in all our keywords, which is an expensive keyword to bid for. We also required to keep either 'high-school', 'college' or 'fellowship/internship' in our keywords which are again expensive. Because of this reason we were not able to bid for the first page. Some of our keywords were a broad match because of which we did receive a lot of impressions but they did not contribute towards our goals. We had about 21 clicks, 660 impressions and a CTR of 3.18%. The actual cost we spent was \$10.17, with the average bid of all campaigns combined was \$0.46

**Week 2 (22 April -26 April 2017) :** We made more keywords and identified new ad groups. We used a combination of phrase matches, exact matches and modified broad matches to tweak our keywords. By the end of week 2, we received some Quality Scores on different campaigns. We had about 34 clicks, 1,389 impressions but our CTR decreased to 2.45% since we had removed broad match search from our keywords. In this week we spent about \$19.08. The average position of our ads was 2.0 and the average CPC this week was \$0.56 since we had all increased bids on our keywords.

**Week 3 and ahead (27 April - 07 May 2017) :** We ran our campaign for a total of 24 days. During this time we spent a total of \$199.20. By this time each of us was able to identify keywords that were getting us more clicks for our respective campaigns. We made several combinations of those keywords and were able to achieve a QS of 7 and above. We also had many keywords with QS of 5 and 6. We increased our bids on the

keywords that we knew were working and matched the top of the page bids. We also identified some common low bid keywords that could replace high bid keywords, for example, we found that ‘high-school women’ could be replaced by ‘girls’, and they both would convey essentially the same idea. We regularly monitored our campaigns to check for budget overshoot. We did receive about 19 visitors landing onto the ‘High School Program’ and moving to the application page, which is our macro conversion. In this week we garnered 6.981 impressions, a CTR of 2.29%, 160 clicks and an average CPC of \$1.25.

**KEY RESULTS :** Since, Running Start operates in a niche market with considerable competition, we decided to keep our words long-tailed in order to be specific and not drive irrelevant traffic to the website. The campaign kicked-off with a good performance on brand awareness getting 103 impressions and 8 clicks in the first week. Campaigns picked speed and the performance improved over the weeks as can be seen in Figure 1, achieving a total of 147 clicks and 6.76K impressions within the last 10 days.

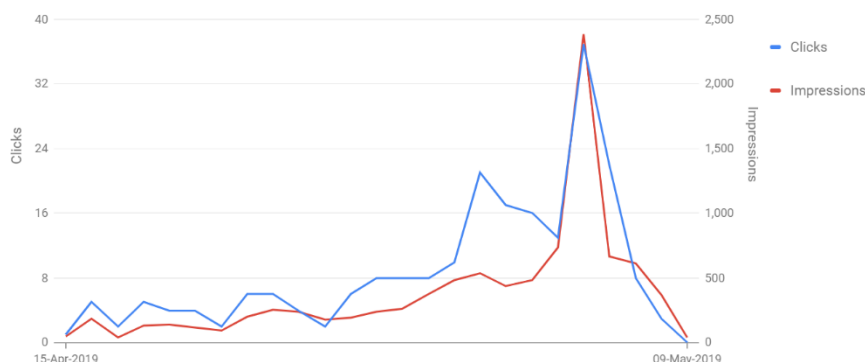


Figure 1 : Clicks and Impressions across all campaigns

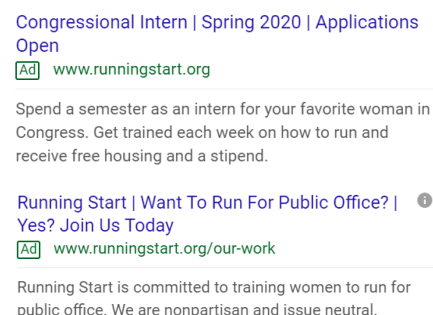


Figure 2 : Sample Ads

As we made our way our way through the campaign, with Professor’s guidance, we were able to gain an insight of how keywords and ads are correlated, which helped us boost our performance. Figure 2 shows the best performing ads in term of best CTRs. Also, after the first week we were able to increase our daily budget and bid slightly higher which helped us get better slots for the ads. Figure 3 shows the average position of ads for 5 ad groups that had the best position for their ads.

Our clicks increased from 22 in Week 1 to 155 Week 3, which shows an improvement of 604.5%. Our best performing campaign in terms of CTR was the ‘Congressional Fellowship’ campaign, with a CTR of 4.49 %. In terms of clicks, ‘Donation’ campaign performed best with a total of 60 clicks. In terms of impressions, ‘College Women Program’ campaign performed the best with a total of 3.3k impressions. In terms of average position, ‘College Women Program’ campaign had ads with the topmost slots for ads. Brand awareness campaign

'Running Start' has achieved the highest quality scores. Table 3 and Figure 4 shows a summary of the performance.

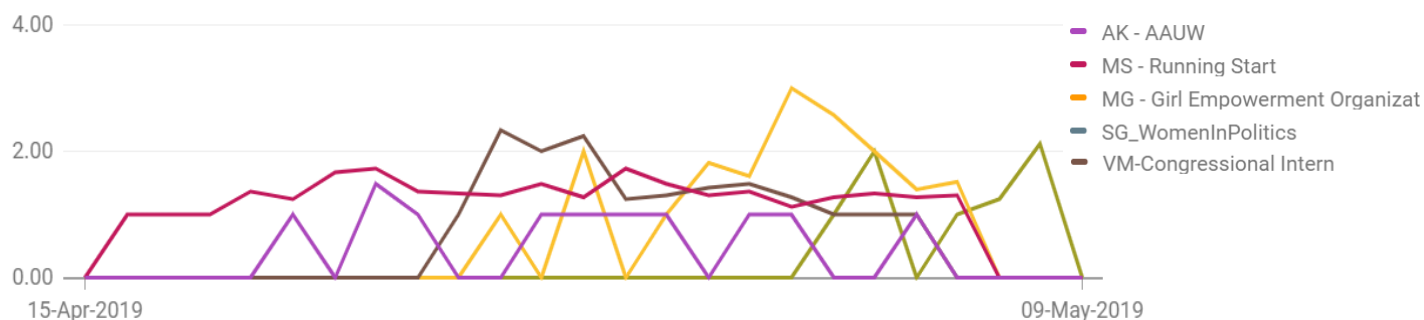


Figure 3 : Average position of ads for ad groups

Metric	Week 1	Week 2	Week 3
Impressions	730	1555	7134
Clicks	22	40	155
CTR	3.15%	2.57%	2.24%
Average CPC	\$0.46	\$0.63	\$1.24
Average Position	2.3	2.0	1.5

Table 3 : Performance summary

Keyword	↓ Quality Score	Exp. CTR (hist.)	Ad relevance	Landing page exp.	Quality Score (hist.)
"running start"	8/10	Average	Above average	Above average	8/10
+running +start	8/10	Average	Above average	Above average	8/10
[running start]	8/10	Average	Above average	Above average	8/10
[running start dc]	7/10	Below average	Above average	Above average	7/10
"running start dc"	7/10	Below average	Above average	Above average	7/10

Figure 4 : Quality score for brand campaign

Table 4 states the cost per conversion, macro as well as micro. We have managed to achieve an ROAS of 66.66% which means that for every dollar spent, the have earned a profit of 66 cents. Also, during the course of the campaign we have received 19 new applications for the High-school Training Program through our ads, which translates to \$1.5 per conversion. Apart from this, micro-conversions such as number of returning users and social media hits result in \$0.89 per conversion.

Metric	Metric Value	Cost per Conversion
Impressions	9133	$231.82/9133 = \$0.025$
Clicks	212	$231.82/212 = \$1.093$
Micro-conversions	258	$231.82/234 = \$0.89$
Macro-conversions	19	\$1.50
Return on Ad Spend	28.5/42.75	66.66% or 0.6:1

Table 4 : Return on Ad Spend

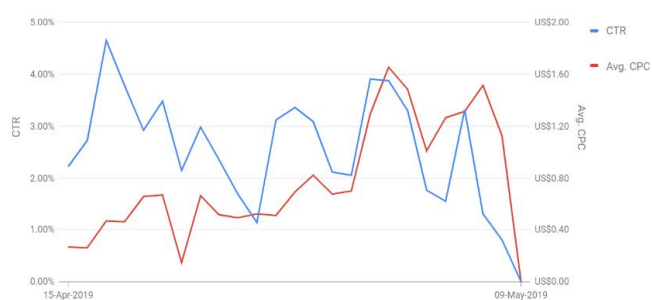


Table 5 : CTR vs Average CPC

**CONCLUSION :** Our Campaign resulted in 9.03K impressions and 215 clicks, with an average CPC of \$1.06. Through experimentation, we identified 22 distinct keywords having 6+ quality scores. By regularly monitoring the campaign and making regular changes, we were able to significantly improve our campaign in the final week. This resulted in an increase in not only the website visits but also boosted the social media following & the number of visitors starting a program application. Additionally, using Google AdWords, we identified some changes that could be made to the website to make it more search user-friendly.

**FUTURE RECOMMENDATIONS :** The Campaign helped generate certain insights that we would like Running Start to implement for their website & also for future AdWords campaigns.

Recommendation	Rationale	Key Benefits
Web pages need to have a more detailed description of the programs	The lack of information makes the website less search	Will improve Landing page experience leading to an improved quality score of keywords & also an increase in visitors from organic searches
Provide separate web pages for different programs (Elect Her & Congressional Fellowship)	As multiple programs are listed on the same page, redirecting the applicant to such pages reduces the chance of a conversion	Will lead to an increase in program page relevance. Will drive clicks & increase the number of interested customers

*Table: Recommendations to Improve Running Start Website*

Recommendation	Rationale	Key Benefits
Target only the Washington DC metropolitan area for the campaign	The first 2 weeks of our campaign included New York as a target region, leading to higher keywords cost.	35% of the website visitors are from the Washington Metropolitan Area. Making them the target audience, will lower keyword costs, thereby driving more clicks to the website within the same overall budget.
Adding more long tail keywords	As Running Start has a niche target audience, make use of specific keywords to attract the right customers.	Such keywords tend to attract highly qualified traffic that is more likely to convert to applications.

*Table: Recommendations for future AdWords campaign*



## LEARNING COMPONENT

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**LEARNING OBJECTIVES AND OUTCOMES :** The Google Online Analytics marketing challenge was a very transformative experience which gave our team members real-world training as we interacted with a set client with specific business objectives. Each of us also earned AdWords and Google analytics certifications which gave us the workable knowledge to work with our client, RunningStart and support their business by creating a tailored marketing campaign to promote their woman/congressional leadership programs. Throughout our campaign, we ran into a few challenges which included maintaining a high-quality score finding relevant keywords for our niche target group and most notably managing costs for running our campaign. And from our challenges, we've learned how to manage keyword, ad-copies and landing pages to be in sync, how to tradeoff between big value and keyword, monitor our campaign and regularly examine/test keywords to find a good match. During our campaign, it was necessary that we manage the relevance between ads, keywords and landing pages that are targeted. We learned that this also influences our click-through ratio. Within our campaign, we learned to create ad groups which are distinct from one another but that are also relevant for our campaign. And in each ad group, we decided that we could only put one or two keywords so that our relevancy won't be diluted which would affect our quality score negatively. We learned to create a separate ad for each ad group we have, and we learned to make sure that the given ad contained the key phrase which the ad group targeted. From trial and error, we also made sure that the landing pages for each ad contained the keyword in the description meta tags and the title. Over time, we found out that if we started off with a large campaign, some of the ad groups and keywords performed better than others. Consequently, later on in the campaign, we had to prune our ads and keywords with a low click-through rate so that only the keywords that were the best performing remained. We also learned to use audience data when the creator the visitor segments so that we would be able to see the age, location, gender of our target demographic. This gave us a wealth of information about which kinds of users are interacting with our client's site. We found that our target demographic was females that ranged from ages 20 to 40. This allowed us to also measure this segment against other visitor traffic in order to gain knowledge on how types of visitors behaved in comparison to each other. Additionally, we used and identified patterns in our historical traffic trends which gave us valuable insight into how the website traffic altered over time. From this, we saw a great variation from the traffic last year, which was significantly higher than traffic this year.

**GROUP DYNAMICS :** For all of our team members, the Google online marketing challenge was very informative and gave us practical experience which could be applied to real-world scenarios we may face in the future. The 4 week challenge allowed us to interpret our target demographic behavior through audience data and historical trends while constantly iterating our keywords allowed us to test what our target demographic was searching for. For our campaign, it required meticulous planning as we had to check and iterate our keywords multiple times a day. Due to the fact that the campaign was during the busiest few weeks of our program, we were forced to use our time very wisely and put certain campaign activities first which improved team efficiency overall. We met face to face a few times a week and met with Prof. Siva once a week to ensure our campaign went smoothly. Prof. Siva guided us throughout the entire campaign to foster good decisions and how to properly structure our ad groups to yield the best results. In the beginning of our campaign, it was hard for us to find relevant keywords that we could afford since our campaign was targeted within New York and Washington D.C. which are very expensive areas to target in. However, as the weeks progressed, our team was able to find relevant short-tail and long-tail keywords which was within our budget.

**CLIENT DYNAMICS :** RunningStart did not have any marketing or google analytics implementation before our involvement. However the were involved with Ginger Soul Records who maintained their website and technical support. This required extra planning and work to setup a google tag manager account and google analytic account access. During our involvement, we spoke to Melissa Richmond, the chief strategy officer at RunningStart and afterwards, spoke to Dave Bloom from Ginger Soul Records who handled the technical support at RunningStart. We sent regular updates on our campaign results and analytics to both RunningStart and Ginger Soul Records. They were unable to provide much feedback, but when they did, it was very invaluable and we implemented their suggestions into our respective google analytics marketing campaigns.

**FUTURE RECOMMENDATIONS :** From our campaign, we were able to identify multiple areas and practices we could improve in for future campaigns. Overall, in our strategy, it was very difficult to find high-volume keywords that were within our budget early in our campaign. From the 'good' keywords that we initially found, the team barely received bids and we only spent about 20\$ in our first 2 weeks of running the campaign as a team. We also failed to identify high-volume keywords in the campaign which gave us a high number of impressions but no clicks or conversions. In the future, we would highly prioritize experimentation in order to prevent losing valuable time in our analytics campaign. In the beginning, as a team, we also did not realize the importance of the ad copy to our relevant keywords which also resulted in

a low number of clicks from our impressions. In the future, we would recommend setting a compulsory meeting at least twice a week to peer review ad groups and keywords; we would also help each other make decisions on bid adjustments and what keywords/ad groups to drop entirely. In the future, we would also speak with our client regularly to gain insight on keyword suggestions or information on their target audience. This would allow our team to build ad groups and campaigns around the correct business initiatives and gather more clicks from our ad copies.