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BUMK776

Action Learning Project

Team 9

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Overview

Introduction

K $6.9M | 674 downloads

T $7.6M | 376 downloads
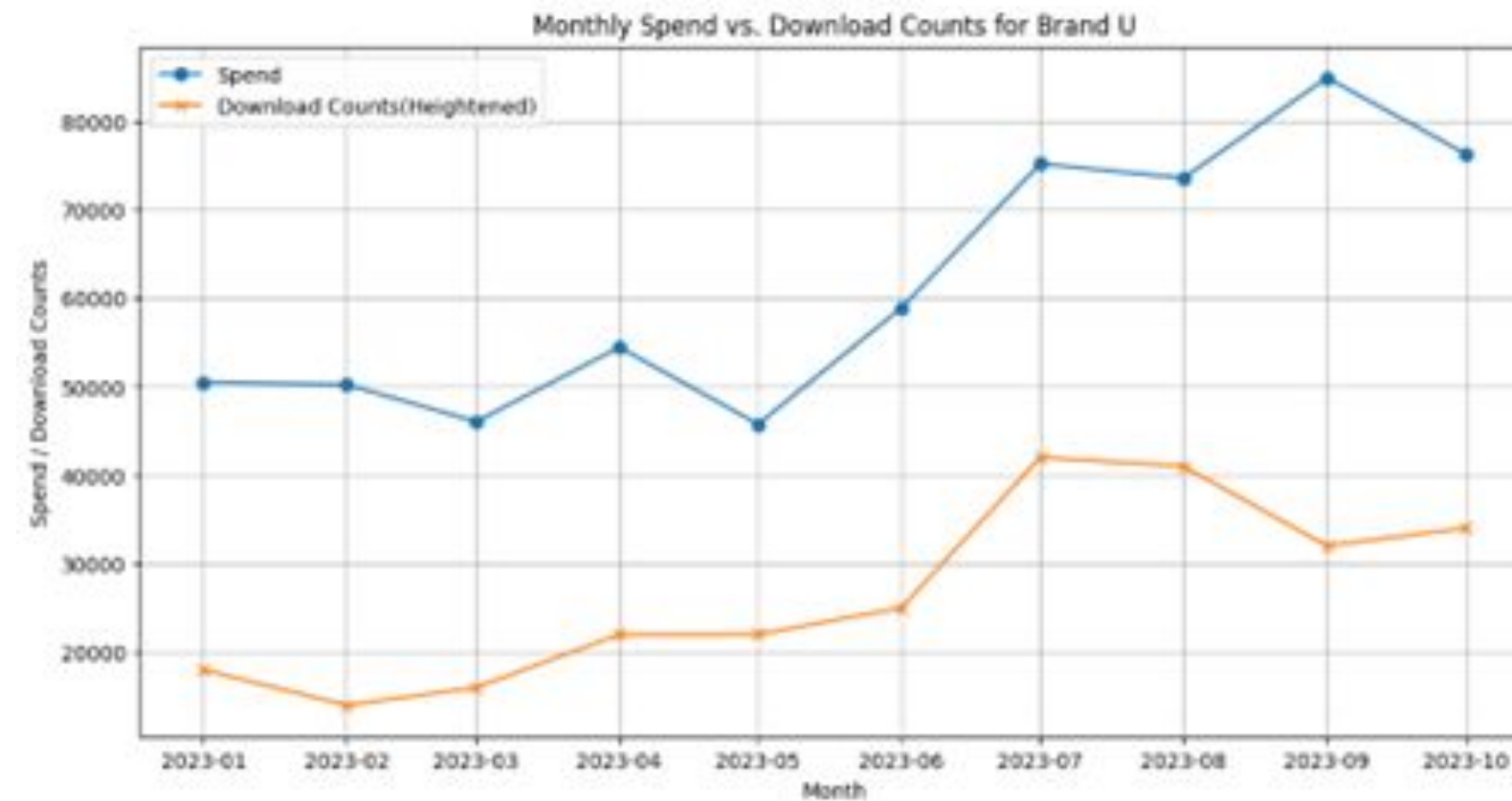
U $615K | 266 downloads
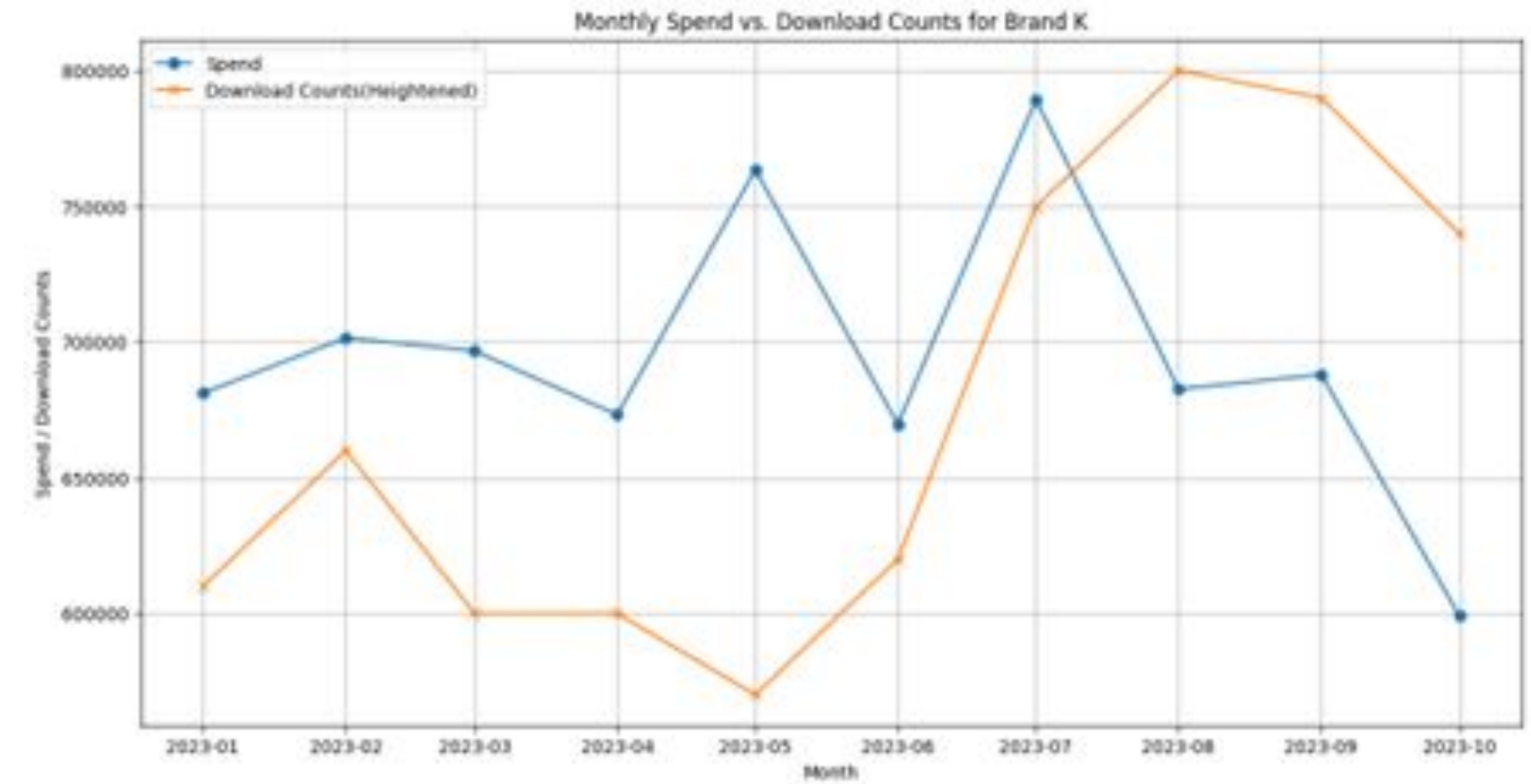
Objective

1   Effectiveness of Paid Search

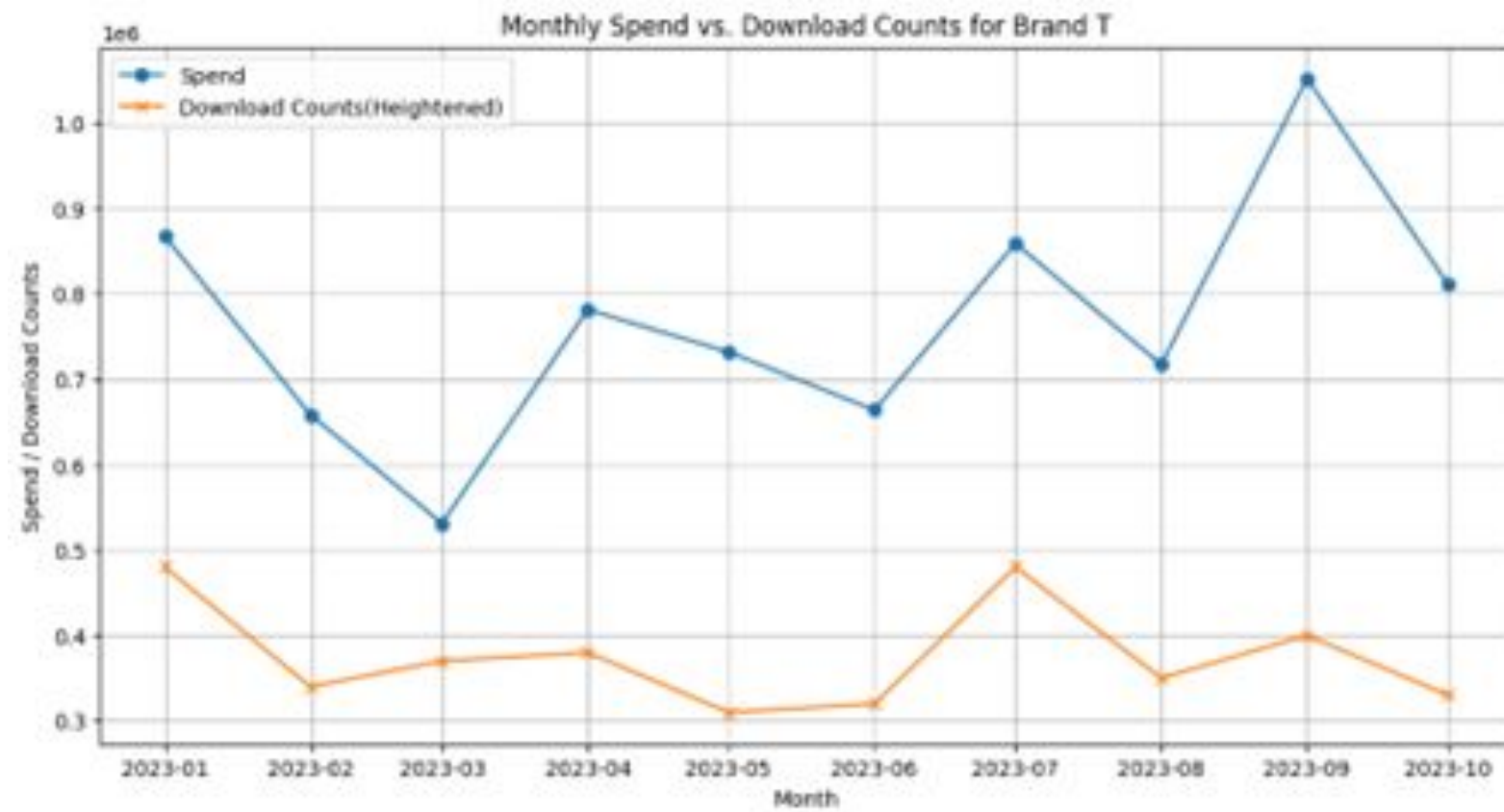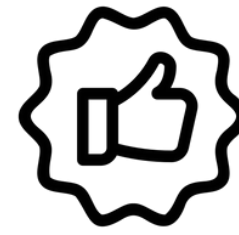2   Paid Search Channels | Device Category

3   Insights from Website Visit

Findings

Monthly Spend vs. Download Counts for Brand T

Monthly Spend vs. Download Counts for Brand K

Monthly Spend vs. Download Counts for Brand U
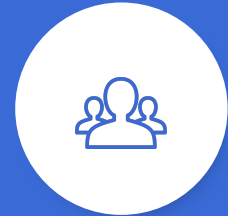
Recommendations

Brand K

1. Restructure Paid Search Marketing
2. Remarketing Activities
3. Review Keywords

Brand T

1. Optimize Website for Mobile
2. Enhance User Experience
3. Refine and Redesign the Content

Brand U

1. Include Short and Long - Tailed Keywords
2. Promotion through Offline Activities
3. Social Media Marketing

Recommendations

Brand K

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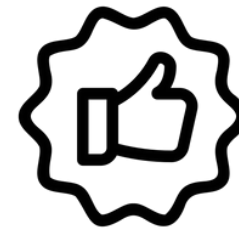2. Remarketing Activities
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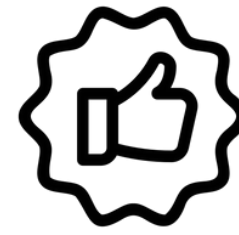3. Review Keywords

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Thank You

Q&A