



Creative. Data. Social

Levi9 – September 2017

Campaign Summary

Results and learnings – Google Adwords

Period

01 September 2017 until 31 September 2017

KPI Adwords	Goal	Result	Average 2017
Applications	36	58	52
Cost per Application	€ 20,83	€ 14,33	€ 14,08

Budget

Spent: € 831,21

Mediabudget: € 750,00

Totalbudget: € 750,00

Budget is proportionally divided over all three countries

Learnings

- September was a good month for the Adwords campaign. In total we received 58 applications.
- Because the campaign performed very well this month, extra budget was spent. Usually the budget is € 750 a month, however this month €81,21 more was spent. A part of the leftover budget of previous months was used to financed this.
- Most applications were from Serbia, 51 in total. Two conversions from Romania and five from Ukraine.
 - Most applications in Serbia came from Belgrade, if this does not match with the demand of the HR department we can change the focus of the campaign to other cities.
- There was an improvement in all the KPI's. More clicks and impressions were achieved against lower costs than in August.
- Last month we raised the maximum bid for the high performing keywords. The higher ad position achieved by the increased bid resulted in an improved CTR.
- Next month the goal is to try to improve the CTR even more. We aim to achieve this goal by testing with new copy and maximizing the bid on high performing keywords.
- If the Adwords campaign performs as well in October as it did in September, leftover budget of previous months from Adwords and Facebook budget will be used to achieve as much applications as possible.

Result

Serbia

01 September 2017

30 September 2017

KPI	Result	%
Spent	€ 330,01	+20,19%
Impressions	18.129	+3,59%
Website clicks	1486	+6,14%
CPC	€ 0,22	+13,23%
CTR	8,20%	+2,47%
Conversions	51	+ 47%
Conversion rate	3,4%	+55%
Cost per conversion	€ 6,47	-43%

01 August 2017

31 August 2017

KPI	Result
Spent	€ 274,58
Impressions	17.501
Website clicks	1400
CPC	€ 0,20
CTR	8%
Conversions	27
Conversion rate	1,9%
Cost per conversion	€ 10,16

Result

Romania

01 September 2017

30 September 2017

KPI	Result	%
Spent	€ 238,50	+19,76%
Impressions	14.750	+8,15%
Website clicks	654	+13,54%
CPC	€ 0,36	+5,48%
CTR	4,43%	+4,98%
Conversions	2	-
Conversion rate	0,3%	-
Cost per conversion	€ 119,25	-

01 August 2017

31 August 2017

KPI	Result
Spent	€ 199,15
Impressions	13.638
Website clicks	576
CPC	€ 0,35
CTR	4,22%
Conversions	0
Conversion rate	0
Cost per conversion	0

Result

Ukraine

01 September 2017

30 September 2017

KPI	Result	%
Spent	€ 262,70	+31,83%
Impressions	29.699	+3,43%
Website clicks	959	+9,10%
CPC	€ 0,27	+20,83%
CTR	3,23%	+5,48%
Conversions	5	500%
Conversion rate	1%	-40%
Cost per conversion	€ 24,03	+61,5%

01 August 2017

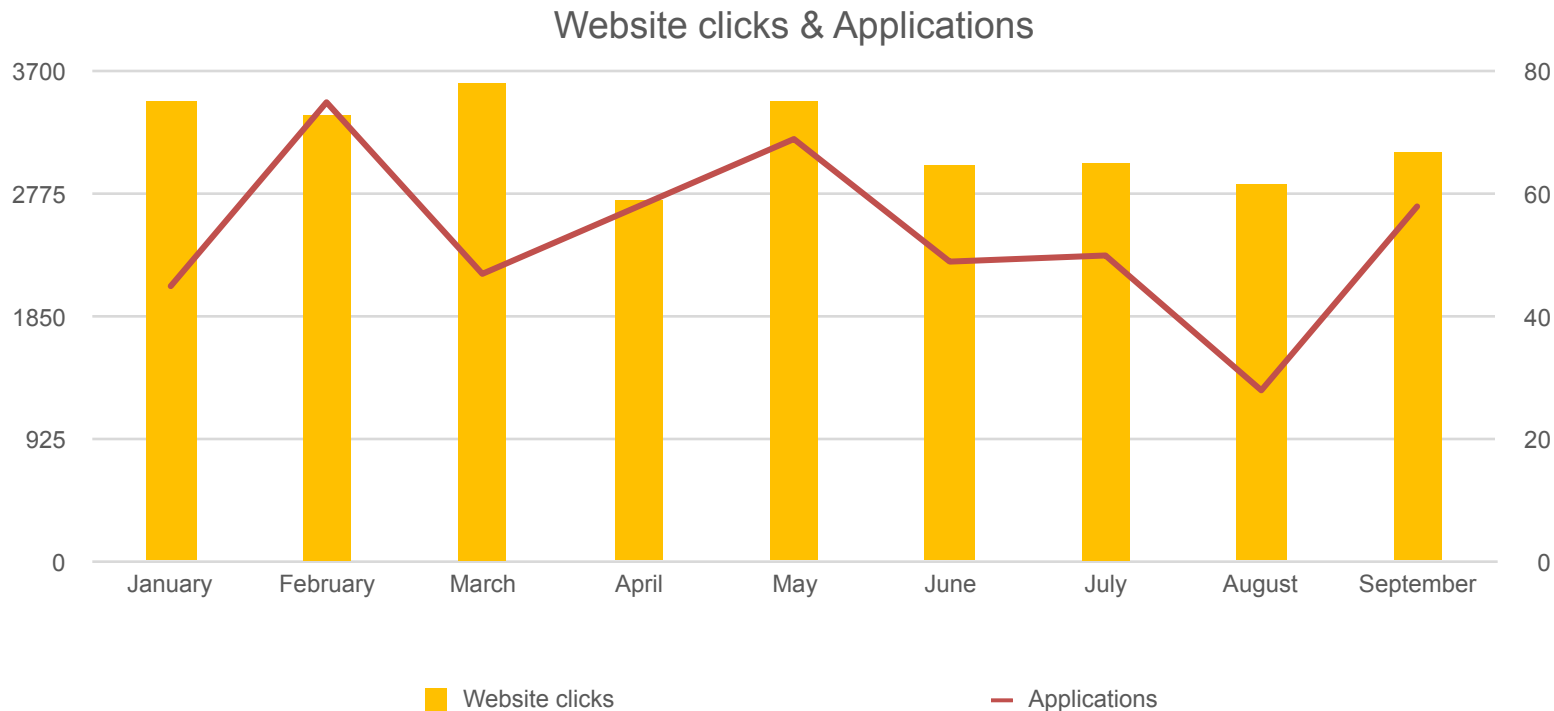
31 August 2017

KPI	Result
Spent	€ 199,27
Impressions	28.713
Website clicks	879
CPC	€ 0,23
CTR	3,06%
Conversions	1
Conversion rate	1,66%
Cost per conversion	€ 14,78

Segmentation

Adwords

Months



- Number of website clicks: 3.099
- Number of applications: 58

Cost

Monthly Adwords spent – Total of three countries

Month	Budget	Spent	Difference
January	€ 750 ,-	€ 745,47	+ € 4,53
February	€ 750,-	€ 774,35	- € 24,34
March	€ 750 ,-	€ 869,13	- € 119,13
April	€ 750,-	€ 589,32	+ 160,68
May	€ 750,-	€ 750,91	- € 0,91
June	€ 750,-	€ 691,34	+ €58,66
July	€ 750,-	€ 739,30	+ €10,70
August	€750,-	€ 673,00	+ €77,00
September	€750,	€ 831,21	- €81,21
October			
November			
December			
Total	€ 6.750,-	€6.664,03	+ € 85,97

Campaign Summary

Result and learnings - Facebook

Period

01 September 2017

30 September 2017

KPI	Goal	Result	Average 2017
Leads (Facebook Pixel)	36	28	34
Cost per Lead (Facebook Pixel)	€ 20,83	€ 13,95	€ 18,55

Budget

Spent: € 390,60

Mediabudget: € 750,00

Totalbudget: € 750,00

Budget is proportionally divided over all three countries

Learnings

- In September we didn't reach the goal. Instead of 36 applications we received 28 applications. In the first part of September very few applications were measured. This is why we shifted budget to the Adwords campaign.
- On September 14th we received 10 applications in one hour. Because we had doubts with this result the campaign was slowed down to test everything. This result skews the Facebook results somewhat, the Serbia Facebook campaign now might seem more successful than it actually was. After the possible measurement error the normal amount of applications per day came in. This was far less than the amount of applications on Adwords, that is why the budget was shifted.
- To improve the campaign we switched the campaign goal. At the start of the campaign we optimized for link clicks. This means that Facebook was looking for people who most likely click on the ad. Midway of September we changed the goal to conversion, meaning that Facebook is searching for people that will most likely convert (apply).
- Tests were done with new ads delivered by Levi9; the new ads with a more corporate feel performed less than the ads with function specific features. Ads with a more corporate feel will most likely work better in branding campaigns.
- Next month we will monitor the Facebook campaign very tightly. If the results don't improve, and the Adwords campaign still out-performs the Facebook campaign, budget will be shifted again.

Result

Serbia

01 September 2017

until

30 September 2017

KPI	Resultaat	%
Spent	€147,62	- 38%
Reach	36.953	-28,4%
Website clicks	876	-48%
CPC	€ 0,13	+18,50%
CTR	2,37%	-28%
Conversions	20	100%
Cost per conversion	€ 7,38	-325%

01 August 2017

until

31 August2017

KPI	Resultaat
Spent	€ 240,94
Reach	51.915
Website clicks	1685
CPC	€ 0,11
CTR	3,25%
Conversion	10
Cost per conversion	€ 24

Result

Romania

01 September 2017 until 30 September 2017

KPI	Result	%
Spent	€ 124,28	- 50%
Reach	35.649	-40,4%
Website clicks	836	-58,65%
CPC	€ 0,15	+20%
CTR	1,84%	-29,8%
Conversions	6	+50%
Cost per conversion	€ 20,71	-300%

01 August 2017 until 31 August 2017

KPI	Result
Spent	€ 248,68
Reach	59.900
Website clicks	2022
CPC	€ 0,12
CTR	2,62%
Conversion	4
Cost per conversion	€ 62,17

Result

Ukraine

01 September 2017

until

30 September 2017

KPI	Result	%
Spent	€ 118,70	-41,75%
Reach	28.742	-26,25%
Website clicks	535	-36,91%
CPC	€ 0,16	+14,84%
CTR	1,86%	-14,46%
Conversions	2	-60%
Cost per conversion	€ 59,35	+32%

01 August 2017

until

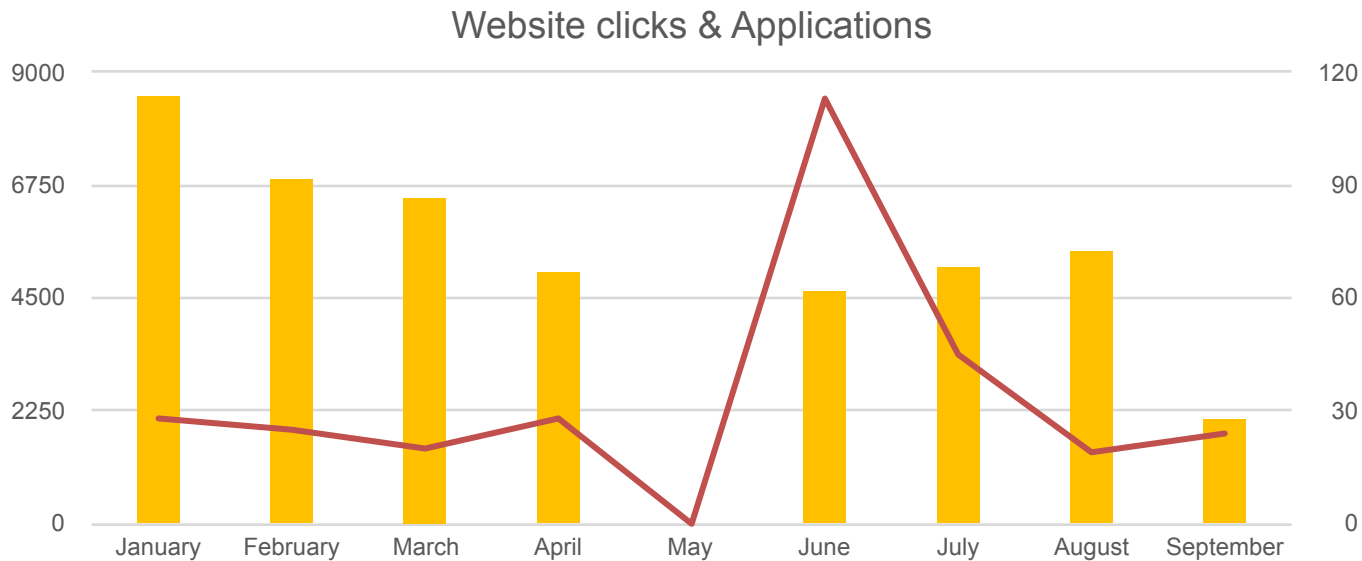
31 August 2017

KPI	Result
Spent	€ 203,96
Reach	38.970
Website clicks	848
CPC	€ 0,14
CTR	2,18%
Conversion	5
Cost per conversion	€ 40,79

Segmentation

Facebook

Months



- Number of website clicks: 2.067
- Number of applications: 28

Website clicks

Applications

* Measurement in September might be skewed because of a measurement error on September 14th.

Cost

Monthly Facebook spent – total of three countries

Month	Budget	Spend	Difference
January	€ 750 ,-	€ 824,41	+ € 74,40
February	€ 750,-	€ 593,85	- € 156,15
March	€ 750 ,-	€ 955,95	- € 205,95
April	€ 750,-	€ 820,73	- € 70,7
May	€ 750,-	€ 0	+ € 750
June	€ 750,-	€ 781,73	+ €58,66
July	€ 750,-	€ 747,52	- € 2,48
August	€750,-	€ 693,38	- € 56,62
September	€750,	€ 390,60	- € 359,40
October			
November			
December			
Total	€ 6750,-	€ 5.808,17	+ € 941,83

Campaign Summary

Result and learnings – LinkedIn - Romania

Period

01 September 2017 until 30 September 2017

KPI	Goal	Result
Applications	36	129

Learnings

- A lot of applications were received for the month September. Most applications came from the Delivery Manager vacancy. There were 75 applications on this vacancy.
- The following vacancies are open on LinkedIn at the moment:
 - .NET Developer (2)
 - Front-End Developer (0)
 - Delivery Manager (75)
 - Java Software Developer (10)
 - Software Test Developer (6)*
- The number (2) behind .NET Developer is the number of applications that were received for this vacancy.

* Total amount of applications is less than 129 because there are other vacancies which are not online right now.

Result

Comparison last month LinkedIn

01 September 2017

until

31 September 2017

KPI	Result	%
Views	1287	+49,7%
Applications	129	+46,5%
Applications per view	0,10	-10%

01 August 2017

until

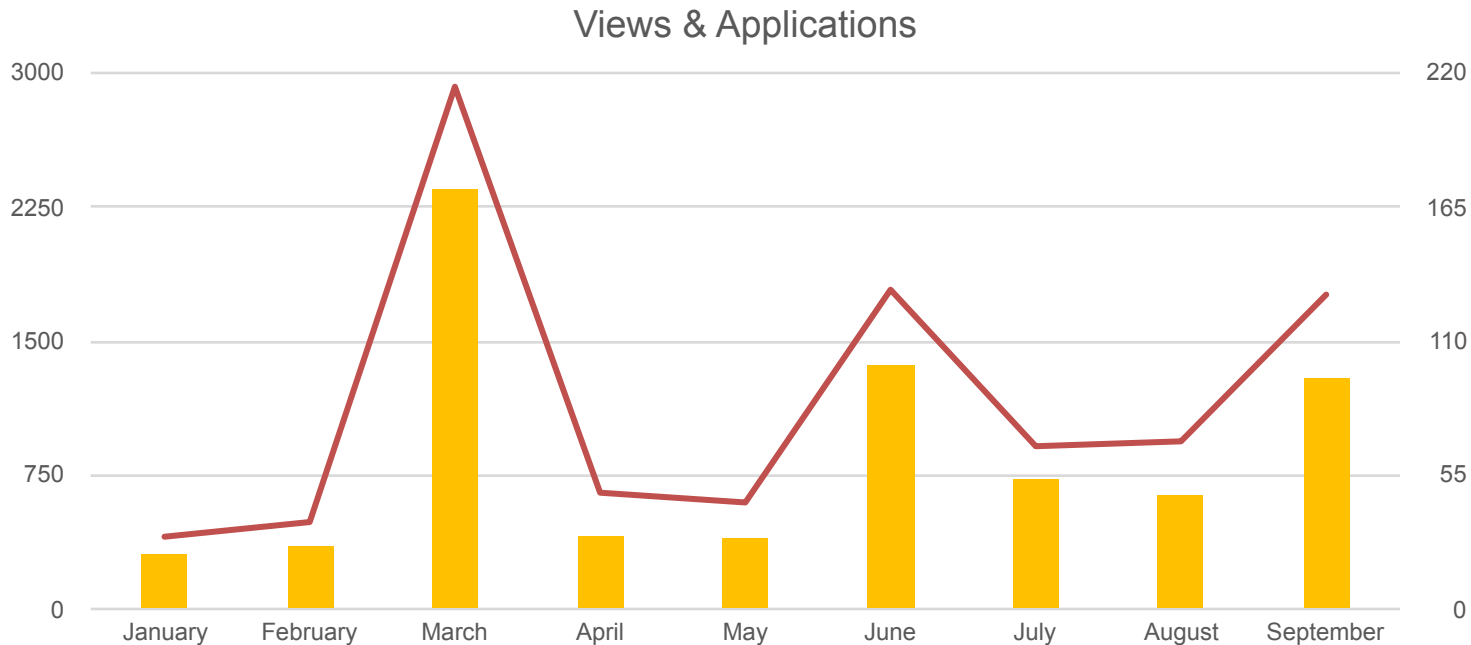
31 August 2017

KPI	Result
Views	640
Applications	69
Applications per view	0,11

Segmentation

LinkedIn

Months



- Number of views: 1.287
- Number of applications: 129

Views

Applications