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SCM 651

Homework #2

Do 1-3 independently before meeting Sunday

1. What were the time frames for each marketing campaign? How much was spent on each campaign? What was the effectiveness of previous campaigns? (40%) a. whitman.syr.edu b. MBA Marketing – Full-time c. MBA Marketing – iMBA d. Delta

**Whitman.syr.edu-** The initial campaign launched in February 2011 and ran through August 31st, 2011. During this time, $37,851.36 was spent on advertising through Google Adwords. This resulted in 52.2mm impressions being served at at an average cost of $0.72 per thousand impressions (CPM=Spend/impressions\*1000). This could otherwise be expressed by how many times an ad was seen, but not how many unique audience members saw that ad- That would be expressed by unique reach, which is a metric we don’t have access to. Because of the lack of conversion tracking on the site, or the lack of conversion points in general, we look to a vanity metric, like clicks, to judge our success. We registered 9,636 clicks over this campaign for an average CPC of $3.93, and an average CTR of 0.02%. Both of these results fall below industry standard rates- This means that it cost $3.93 per click to our site, and 1 out of 5000 people saw an ad and decided to click . Previous campaign- 10/2009-4/2010. Same CTR, higher cost per click. Are they using Google search ads, or Google display ads, or a mixture of both? Delta between clicks and sessions due to page load times. Actual site traffic isn’t exact with click totals.

1. Identify the key aspects of a United States campaign for next year (20%) a. In which geographic region would you advertise? Which states? Why? b. What key words would you use? Why? c. Which days of the week and what time of day would you advertise? Why?

United States< NorthEast< New york 51% of traffic to Whitman.syr.edu site

Syracuse: 65% of traffic

New York 14% of traffic

If we wanted to expand, we should focus on other large population states, like California, Texas, New Jersey, Massachusetts, Virginia- Most of the traffic is coming from the NE part of the US with the exception of Texas and California.

Money would likely be best spent advertising in the northeastern part of the US.

Of the existing keywords, I would focus most of my efforts on MBA, which is currently where most of the spend is going. Personally, I would put more emphasis on online MBA, or online masters, as that is where my interest stemmed from. Masters programs are becoming more of a convenience thing, where people can make money and go to school at the same time.

I would focus on desktop, as they register the lowest bounce rates, the highest session duration and the most pages per session. This is a common thing about device types, as bigger screens usually mean longer time spent browsing in one particular area, etc.

Returning users spend more time on site, so I would integrate retargeting efforts into my campaign. This is generally a better converting audience, but we don’t have conversion points so it might be moot.\

Age and gender would be helpful to know, as there is usually the most identified variable through cookies, and are usually one of the most weighted predictors to optimize delivery towards.

Most of my traffic comes from 5-11:59, so I’d optimize delivery towards after work hours.

Traffic spikes on the weekend (Saturday and Sunday) so I’d put emphasis o nthose days.

3. Identify the costs for your advertising campaigns (10%) a. By region b. By degree program

**Jake:**

I’d place a majority of my spend in the northeastern geos, with a heavy emphasis on Newyork and Syracuse.

Currently, most of the spend is placed into the distance learning degree program, which renders 45% of the total cost since 2009. Purely looking at click through rate, I would prioritize spend as follows:

MBA without GMAT

AACSB accredited MBA

Distance Learning MBA

4. How would you measure performance of your decisions after implementation? (20%) 5. What other factors or considerations are important? What other data would help in developing an Internet advertising strategy, if you could collect it? (10%)

**Jake:**

**CPM, CPC, Conversion Count, Click Count, Impression/reach.**

**Conversion data would be useful, as it expands upon an initial first click interaction. It’s less of a vanity metric, and removes the fraud/misclicks that happen in a Display network environment.**

**Age and Gender would be helpful. Often, user data, particularly on mobile, is not identifiable. Gender and age are usually the two buckets of personal identifiers that don’t get lost or go unclassified. Hence, these are two of the best variables to work off of in terms of optimizations. I think it would be useful to know if we were dealing with a google search campaign, or a google display campaign. I would be interested to know what our actual end goal projections were, and from there would could back into some of the other metrics and how to better hit those marks- I would also want to know if we were trying to make a push to enhance traffic or engagement to any program, and what the corresponding budget ceilings were there.**

5. What other factors or considerations are important? What other data would help in developing an Internet advertising strategy, if you could collect it? (10%)