

# CEREMONY COFFEE ROASTERS

Post-Campaign strategy presentation

Group 10





# **Table of Contents**

- 1. Executive Summary**
- 2. Strategy**
- 3. Performance**
- 4. Findings and Analysis**
- 5. Group Dynamics**



# EXECUTIVE SUMMARY

M T W T F S S

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						

# About Ceremony Coffee

Established in 2002, the company is passionate about Coffee and have always focused on creating a community of coffee lovers, sharing beautiful experiences together.

Website: <https://shop.ceremonycoffee.com/>

They operate 7 branches spread throughout the DMV area and main competitors include local coffee roasters of the DMV area such as Rise Up and Chesapeake Bay Roasting.

Coffee should  
be something  
special.

# About Ceremony Coffee

## Marketing Goals:

- Build Ecommerce Department Sales and Audience
- Compete and reclaim the niche specialty coffee territory in the DMV area.

## Response to COVID-19:

- Launched app to promote online ordering and takeaways.
- Launched Grocery delivery service.
- Changed Operating hours for physical stores.
- Shipping of orders was unaffected.

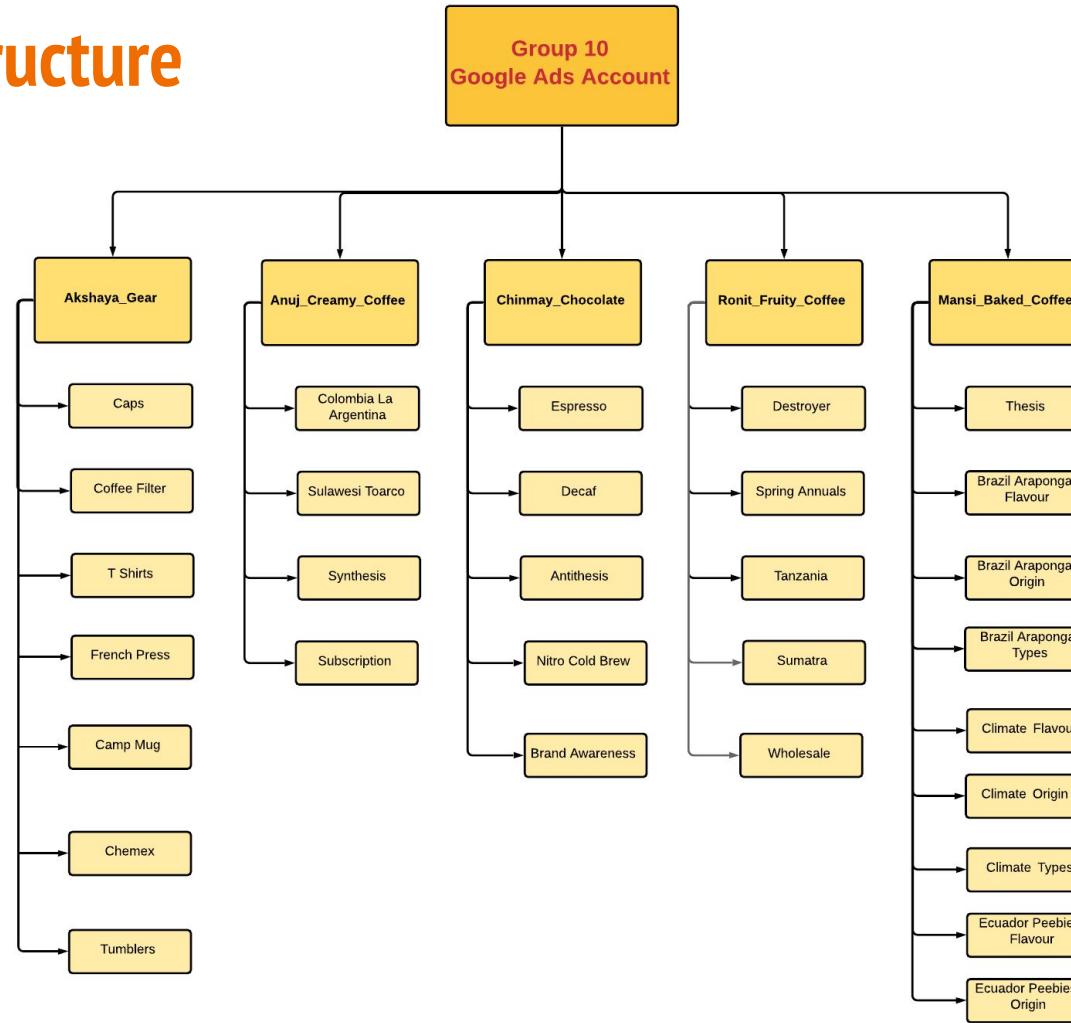
# Key Takeaways

- Extensions are a great way to improve the IS rank of an Ad.
- Extensions improve the CTR.
- Adapting to the behavior of Customers.
- Coffee Keywords were quite expensive.
- A potential solution is to increase the bid to improve the QS, then decrease the bid.



**STRATEGY**

# Ad Groups Structure



# Chinmay Week 1

Clicks ▾	Impressions ▾	CTR ▾	Avg. CPC ▾
36	581	6.20%	\$0.37

## Problems faced:

- Initial few days were very slow. Very few impressions and no clicks.
- High Avg. CPC
- Lot of overlapping keywords.
- Spent more than the allocated budget of \$10.
- No Quality Scores Available.
- Money being spent in night.

## Changes made:

- Kept on adding keywords.(250+)
- Edited Ads to improve Trifecta.

**Number of Keywords:** 301

Bid changes	Keyword changes	Ad changes
11	182	12
10	192	4
0	0	0
0	0	0
9	135	7

# Chinmay Week 2

Clicks ▾	Impressions ▾	CTR ▾	Avg. CPC ▾
122	1.34K	9.10%	\$0.19

## Changes Made:

- Created 2 new Ad Groups.
- Started running ads on schedule from 6am to 9pm. (Max traffic according to analytics)
- Removed 150+ redundant keywords.
- Edited Ads to improve the Trifecta.
- Changed broad match to modified broad match and exact match to reduce overlapping keywords.
- Added more phrase match keywords.
- Increased bids of individual keywords but decreased bids of ad groups.
- Changed the target audience.

## Problems Faced:

- Very few quality scores.(7/97 keywords)
- Spent more than allocated budget of \$25.

**Number of Keywords:** 97

Bid changes	Keyword changes	Ad changes
13	100	4
22	91	2
2	7	1
1	7	3
17	94	3

# Chinmay Week 3

Clicks ▾	Impressions ▾	CTR ▾	Avg. CPC ▾
76	944	8.05%	\$0.16

## Changes Made:

- Promoted recently launched grocery delivery service.
- Lowered bids of individual keywords.
- Shifted focus to better performing adgroups.

## Problems faced:

- Very few quality scores. (11/97 keywords)
- Ran out of budget by Friday(05/01)

**Number of Keywords:** 97

Bid changes	Keyword changes	Ad changes
4	10	0
7	9	0
2	4	0
0	5	0
4	4	0

# Anuj Week 1

Clicks ▾	Impressions ▾	CTR ▾	Avg. CPC ▾
22	812	2.71%	\$0.39

## Problems faced :

- Slow start. Trial and Error week
- Figuring out keywords and resolving conflict regarding overlapping keywords among team members.
- More impressions, less clicks on irrelevant keywords
- Difficulty in setting up the conversion funnel

Bid changes	Keyword changes	Status changes	Ad changes	All changes
135	885	16	27	948

## Changes made :

- Experimental optimization of keywords based on initial insights
- Transformed ad text to get more clicks
- Set up conversion funnel
- Removal of keywords with more impressions and less clicks

**Number of Keywords:** 111

# Anuj Week 2

Clicks ▾	Impressions ▾	CTR ▾	Avg. CPC ▾
31	1.39K	2.24%	\$0.46

## Problems faced :

- High Avg. CPC
- Popular keywords having low quality scores
- Decrease in CTR with an increase in clicks and impressions
- Redundant keywords in Ad text underperforming due to their absence in the landing page of the product

## Changes made :

Bid changes	Keyword changes	Status changes	Ad changes	All changes
63	174	0	3	188

- Aligned the trifecta to further improve the quality scores of popular keywords
- Removal of similar keywords to reduce competition and cut down costs
- Addition of multiple ads to improve the CTR

**Number of Keywords:** 70

# Anuj Week 3

Clicks ▾	Impressions ▾	CTR ▾	Avg. CPC ▾
136	1.78K	7.65%	\$0.19

## Problems faced :

- Discontinuity of Colombia La Argentina
- Relevant keywords underperforming because of high competition and first page bid
- Costs rapidly increasing to meet the cut-off of 50\$

Bid changes	Keyword changes	Status changes	Ad changes	All changes
31	84	18	5	113

## Changes made :

- Adoption of new Ad group (subscription) to compensate for the loss of a high performing product
- Managing the budget to run the campaign till the end.
- Changes in relevant keywords according to popular keywords used by users to adapt to the competition

**Number of Keywords:** 70

# Ronit Week 1

Clicks ▾	Impressions ▾	CTR ▾	Avg. CPC ▾
31	2.11K	1.47%	\$0.40

## Problems faced:

- Low Click through rate
- High CPC
- Lot of impressions at night without any clicks
- Experimentation week. Led to lot of impressions without generating clicks.
- Difficulty in figuring out how keyword bidding works

## Changes Made:

- Played around with Keywords.
- Changed the bid value for Keywords frequently

**Number of Keywords:** 244

Bid changes	Keyword changes	Ad changes
127	376	9
65	169	4
111	327	8
0	0	0
37	165	7
340	1,037	28

# Ronit Week 2

Clicks ▾	Impressions ▾	CTR ▾	Avg. CPC ▾
51	790	6.46%	\$0.26

## Problems faced:

- CTR went up but still not upto the mark
- Less number of High Scoring Keywords
- 2 coffee products were eliminated from the website
- Ended up with only 2 Ad Groups

## Changes Made:

- Added a new Ad Group 'Wholesale'
- Omitted some broad match keywords
- Strategically changed keyword bids
- Paused 2 Ad Groups

**Number of Keywords:** 220

Bid changes	Keyword changes	Ad changes
42	49	5
11	13	1
59	66	6
2	54	1
6	11	5
120	193	18

# Ronit Week 3

Clicks ▾	Impressions ▾	CTR ▾	Avg. CPC ▾
125	1.16K	10.79%	\$0.23

## Problems faced:

- Impressions and Clicks were directed more towards one Ad Group
- Certain Keywords ended up with lot of Impressions and no clicks

## Changes Made:

- Strategically changed keyword bids
- Changed ads structure for underperforming ads

**Number of Keywords:** 220

Bid changes	Keyword changes	Ad changes
9	27	2
0	0	1
19	51	2
11	67	1
0	0	1
39	145	7

# Mansi Week 1

Clicks ▾	Impressions ▾	CTR ▾	Avg. CPC ▾
59	1.02K	5.78%	\$0.20

## Problems faced:

- Low Impressions for the first day.
- Low CTR for a few days

## Changes Made:

- Found lower bid keywords.
- Paused keywords that were giving low CTR
- Doing some research on quality score and its functioning.
- Researched more into keywords by reading blogs and articles to gain more knowledge about coffee.

**Number of Keywords:** 324

Bid changes	Keyword changes	Status changes	Ad changes	All changes
0	0	0	0	0
0	0	0	0	0
36	396	13	5	407
0	0	0	0	0
13	111	2	3	120
14	151	9	2	159
0	0	0	0	0
14	96	8	5	106
0	0	0	0	0
77	754	32	15	792

# Mansi Week 2

Clicks ▾	Impressions ▾	CTR ▾	Avg. CPC ▾
22	478	4.60%	\$0.23

## Problems faced:

- Not a lot of problems as such, I just wanted to gain more high scoring keywords.

## Changes Made:

- Made a lot of changes to pre-existing Ads and also added 5 new Ad groups by breaking down each category. Eg- Broke down Brazil Araponga into Brazil Araponga- Flavour, Brazil Araponga- Origin, Brazil Araponga - Types.

**Number of Keywords:** 324

Bid changes	Keyword changes	Status changes	Ad changes	All changes
22	84	12	1	88
32	102	11	7	113
50	78	0	1	79
2	32	0	3	36
5	24	0	0	25
12	100	81	1	103
9	42	0	2	45
10	32	7	2	36
8	56	0	1	59
150	550	111	18	584

# Mansi Week 3

Clicks ▾	Impressions ▾	CTR ▾	Avg. CPC ▾
59	1.71K	3.44%	\$0.56

## Problems faced:

- Low Impressions and clicks on the first few days of the new strategy

## Changes Made:

- Performance improved eventually, I also scraped the landing page for more relevant keywords.

**Number of Keywords:** 324

Bid changes	Keyword changes	Status changes	Ad changes	All changes
2	14	0	0	15
3	13	9	0	14
0	6	0	1	7
1	24	16	1	26
8	40	4	0	41
32	51	0	1	53
23	44	17	0	45
7	31	9	1	32
79	263	59	4	274

# Akshaya Week 1

Clicks ▾	Impressions ▾	CTR ▾	Avg. CPC ▾
48	966	4.97%	\$0.27

## Problems faced:

- Previous client closed. New to this client.
- Had to do select campaigns and complete technical set up in 3 days.
- There were no impressions in the first few days.
- Had to increase the CPC more than intended.
- It was tough to figure out the peak hours.

## Changes made:

- Added different types of keywords.
- Made some changes to the ads.
- Tried a combination of pausing certain ads during certain hours of the day.

**Number of Keywords:** 198

Bid changes	Keyword changes	Status changes	Ad changes
10	96	1	0
7	47	3	1
8	81	5	4
4	103	7	7
3	25	5	1
7	28	4	3
12	47	6	5
51	427	31	21

# Akshaya Week 2

Clicks ▾	Impressions ▾	CTR ▾	Avg. CPC ▾
86	1.91K	4.50%	\$0.22

## Problems faced:

- Had to maintain a higher CPC than intended.
- Though impressions were coming in, the number of clicks were relatively low.
- Number of keywords with quality scores were low.

## Changes made:

- Removed over 30 redundant keywords.
- Made changes in the ad texts.
- Experimented with different bid amounts to see what works the best.

**Number of Keywords:** 171

Bid changes	Keyword changes	Status changes
3	16	3
4	4	2
4	0	0
3	1	0
4	4	0
3	0	0
3	5	2
24	30	7

# Akshaya Week 3

Clicks ▾	Impressions ▾	CTR ▾	Avg. CPC ▾
81	1.82K	4.46%	\$0.21

## Problems faced:

- Budget started fading out.
- The number of clicks were going down.
- Composing high quality keywords

## Changes made:

- Continued editing keywords.
- Changed bids according to the budget.

**Number of Keywords:** 171

Bid changes	Keyword changes	Status changes
2	5	2
2	0	0
3	1	0
2	0	0
3	1	0
3	1	1
3	1	0
18	9	3

# Budget Overview

	Week1		Week 2		Week 3		Total	
Chinmay	\$13.82	27.64%	\$26.78	53.56%	\$12.23	24.46%	\$49.09	
Akshaya	\$15.58	31.16%	\$21.43	42.86%	\$17.23	34.46%	\$49.22	
Mansi	\$11.52	23.04%	\$12.44	24.88%	\$33	66%	\$49.67	
Anuj	\$10.88	21.76%	\$16.64	33.28%	\$26.30	52.6%	\$49.25	
Ronit	\$12.53	25.06%	\$13.37	26.74%	\$28.79	57.58%	\$49.43	
Total	\$64.33	25.73%	\$90.66	36.26%	\$117.55	47.02%	\$246.66	



# PERFORMANCE

A conceptual illustration featuring a large, stylized scale in the background. The scale's left arm is labeled "POOR" and its right arm is labeled "GOOD". A man in a suit is shown from behind, pushing a massive, dark circular weight along the scale's central axis. The word "PERFORMANCE" is prominently displayed in a white rectangular box positioned above the scale's midpoint.

POOR

GOOD

# Performance Conversion Funnel



# Akshaya's Campaign Performance

Clicks ▾

215

Impressions ▾

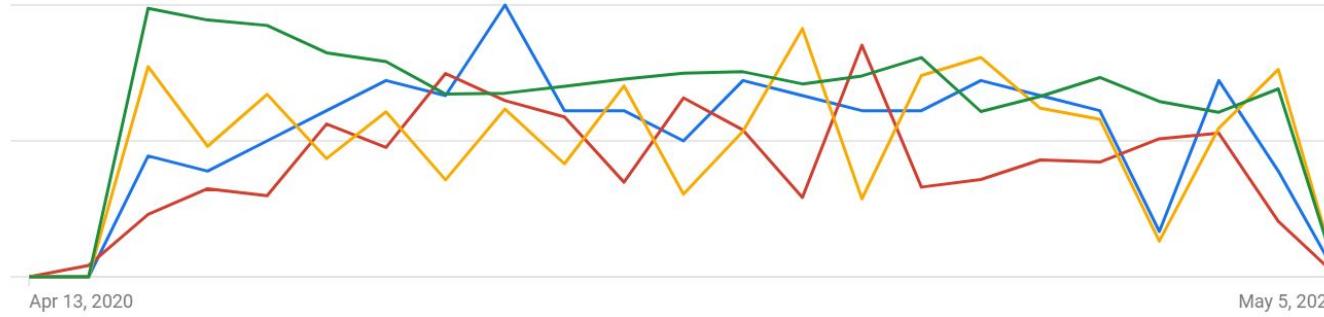
4.69K

CTR ▾

4.58%

Avg. CPC ▾

\$0.23



Apr 13, 2020

May 5, 2020

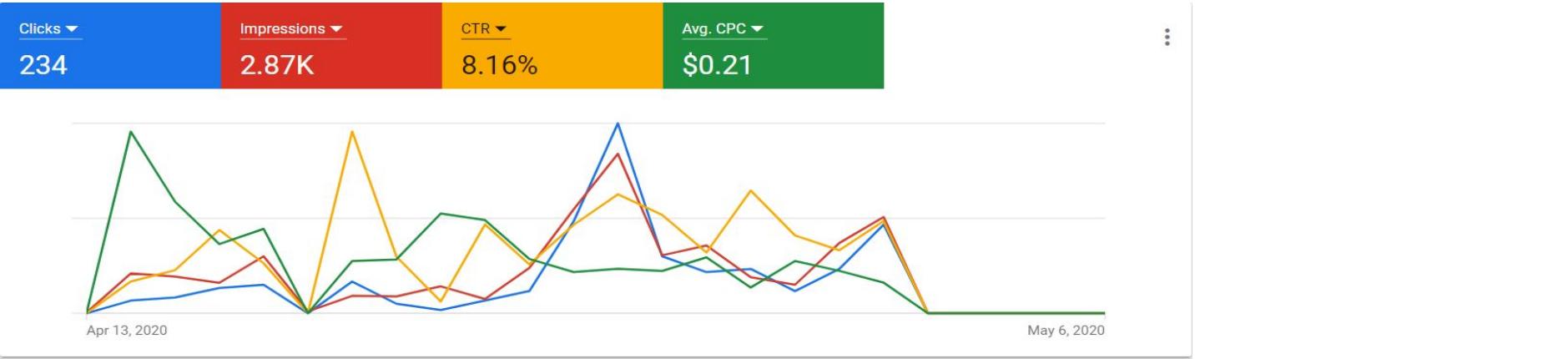
Google Ads: Ad Group	Acquisition					Behavior		Conversions		
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
	215 % of Total: 22.19% (969)	\$49.22 % of Total: 19.95% (\$246.66)	\$0.23 Avg for View: \$0.25 (-10.07%)	194 % of Total: 1.17% (16,600)	207 % of Total: 0.83% (24,868)	1.45% Avg for View: 27.14% (-94.66%)	2.62 Avg for View: 6.24 (-58.03%)	0.97% Avg for View: 5.62% (-82.81%)	2 % of Total: 0.14% (1,398)	\$42.40 % of Total: 0.07% (\$62,051.68)
1. Coffee filter	70 (32.56%)	\$14.42 (29.30%)	\$0.21	63 (32.47%)	66 (31.88%)	0.00%	3.17	3.03%	2 (100.00%)	\$42.40 (100.00%)
2. Caps	67 (31.16%)	\$15.48 (31.45%)	\$0.23	57 (29.38%)	63 (30.43%)	3.17%	2.13	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. T-shirts	35 (16.28%)	\$8.60 (17.47%)	\$0.25	32 (16.49%)	35 (16.91%)	0.00%	2.09	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. French press	17 (7.91%)	\$4.70 (9.55%)	\$0.28	19 (9.79%)	20 (9.66%)	0.00%	2.40	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Chemex	10 (4.65%)	\$2.03 (4.12%)	\$0.20	10 (5.15%)	10 (4.83%)	10.00%	4.30	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Camp Mug	10 (4.65%)	\$2.70 (5.49%)	\$0.27	8 (4.12%)	8 (3.86%)	0.00%	2.25	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Tumblers	6 (2.79%)	\$1.29 (2.62%)	\$0.22	5 (2.58%)	5 (2.42%)	0.00%	3.40	0.00%	0 (0.00%)	\$0.00 (0.00%)

# Akshaya's ad groups and Keywords

	Cost	Clicks	Impressions
Caps	\$15.48	67	1,286
Coffee filter	\$14.42	70	1,603
T-shirts	\$8.60	35	597
French press	\$4.70	17	539
Camp Mug	\$2.70	10	194

	Cost	Impressio...	Clicks
● hat cap	\$8.20	743	34
● +filter for coffee+machine	\$4.58	490	22
● coffee filter paper	\$3.31	471	16
● +coffee machine +filter	\$5.63	455	27
● [tshirts] online	\$3.15	263	13

# Chinmay Campaign Performance



Google Ads: Ad Group <span>?</span>	Acquisition					Behavior		Conversions	eCommerce	
	Clicks <span>?</span> <span>▼</span>	Cost <span>?</span>	CPC <span>?</span>	Users <span>?</span>	Sessions <span>?</span>	Bounce Rate <span>?</span>	Pages / Session <span>?</span>		Ecommerce Conversion Rate <span>?</span>	Transactions <span>?</span>
	234 % of Total: 24.15% (969)	\$49.09 % of Total: 19.90% (\$246.66)	\$0.21 Avg for View: \$0.25 (-17.59%)	195 % of Total: 1.17% (16,600)	262 % of Total: 1.05% (24,868)	19.47% Avg for View: 27.14% (-28.26%)	6.59 Avg for View: 6.24 (5.66%)	8.40% Avg for View: 5.62% (49.37%)	22 % of Total: 1.57% (1,398)	\$1,211.15 % of Total: 1.95% (\$62,051.68)
1. Brand_Awareness	152 (64.96%)	\$14.85 (30.25%)	\$0.10	129 (66.15%)	177 (67.56%)	18.08%	7.76	10.17%	18 (81.82%)	\$945.15 (78.04%)
2. Decaf_Columbia	55 (23.50%)	\$19.79 (40.31%)	\$0.36	40 (20.51%)	59 (22.52%)	5.08%	5.36	6.78%	4 (18.18%)	\$266.00 (21.96%)
3. Cold_Brew	17 (7.26%)	\$7.76 (15.81%)	\$0.46	17 (8.72%)	17 (6.49%)	88.24%	1.12	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Espresso_Mass_Appeal	10 (4.27%)	\$6.69 (13.63%)	\$0.67	9 (4.62%)	9 (3.44%)	11.11%	2.11	0.00%	0 (0.00%)	\$0.00 (0.00%)

# Chinmay Ad Groups

Ad groups				⋮
	Cost	Clicks	Impressions	⋮
Decaf_Columbia	\$19.79	55	1,102	
Brand_Awareness	\$14.85	152	831	
Cold_Brew	\$7.76	17	580	
Espresso_Mass_Appeal	\$6.69	10	335	
Antithesis	\$0.00	0	18	

[ALL AD GROUPS >](#) Page 1 of 1 ⌂ ⌃

Keywords				⋮
	Avg. CPC	Impressions	Clicks	⋮
coffee cafe	\$0.09	351	73	
ceremony coffee roasters	\$0.10	241	73	
best+coffee	\$0.51	588	18	
coffee+roaster	\$0.31	128	16	
ceremony+coffee+roasters	\$0.21	33	13	

[ALL KEYWORDS >](#) Page 1 of 10 ⌂ ⌃

# Ronit's Campaign Performance



	Google Ads: Ad Group	Acquisition					Behavior		Conversions	eCommerce	
		Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	
		191 % of Total: 20.30% (941)	\$49.43 % of Total: 20.18% (\$244.89)	\$0.26 Avg for View: \$0.26 (-0.56%)	185 % of Total: 1.19% (15,591)	231 % of Total: 1.00% (23,055)	9.09% Avg for View: 27.22% (-66.60%)	6.70 Avg for View: 6.23 (7.63%)	5.19% Avg for View: 5.57% (-6.80%)	12 % of Total: 0.93% (1,285)	\$520.98 % of Total: 0.91% (\$57,184.27)
1.	Ronit_Spring	145 (75.92%)	\$32.21 (65.16%)	\$0.22	153 (81.82%)	191 (82.68%)	8.38%	7.00	5.76%	11 (91.67%)	\$474.98 (91.17%)
2.	Ronit_Destroyer	31 (16.23%)	\$12.72 (25.73%)	\$0.41	25 (13.37%)	30 (12.99%)	6.67%	6.23	3.33%	1 (8.33%)	\$46.00 (8.83%)
3.	Ronit Wholesale	7 (3.66%)	\$2.16 (4.37%)	\$0.31	5 (2.67%)	6 (2.60%)	50.00%	2.00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4.	Ronit_Tanzania	5 (2.62%)	\$1.49 (3.01%)	\$0.30	3 (1.60%)	3 (1.30%)	0.00%	3.33	0.00%	0 (0.00%)	\$0.00 (0.00%)
5.	Ronit_Sumatra	3 (1.57%)	\$0.85 (1.72%)	\$0.28	1 (0.53%)	1 (0.43%)	0.00%	2.00	0.00%	0 (0.00%)	\$0.00 (0.00%)

# Ronit's Ad Groups and Keywords

## Ad groups

		Cost	Clicks	Impressio...
①	Ronit_Spring	\$32.21	145	2,289
①	Ronit_Destroyer	\$12.72	31	1,285
①	Ronit Wholesale	\$2.16	7	140
①	Ronit_Sumatra	\$0.85	3	120
①	Ronit_Tanzania	\$1.49	5	54

[ALL AD GROUPS >](#)

Page 1 of 1 ▲ ▼

## Keywords

		Cost	Impressions	Clicks
●	[ceremony coffee roasters]	\$12.99	245	63
●	ceremony coffee	\$7.09	176	49
●	best+coffee	\$9.40	1,052	20
●	"peru"	\$6.15	403	16

[+ ADD KEYWORD](#)

# Anuj's Campaign Performance



Metric	Google Ads: Ad Group	Acquisition					Behavior		Conversions	eCommerce			
		Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue		
		189 % of Total: 19.50% (969)	\$49.25 % of Total: 19.97% (\$246.66)	\$0.26 Avg for View: \$0.25 (2.37%)	155 % of Total: 0.93% (16,600)	194 % of Total: 0.78% (24,868)	10.31% Avg for View: 27.14% (-62.01%)	5.10 Avg for View: 6.24 (-18.20%)	6.19% Avg for View: 5.62% (10.03%)	12 % of Total: 0.86% (1,398)	\$436.80 % of Total: 0.70% (\$62,051.68)		
1.	Brand_Awareness	86 (45.50%)	\$9.82 (19.94%)	\$0.11	72 (45.86%)	95 (48.97%)	13.68%	6.74	12.63%	12 (100.00%)	\$436.80 (100.00%)		
2.	Colombia La Argentina	30 (15.87%)	\$12.90 (26.19%)	\$0.43	22 (14.01%)	24 (12.37%)	16.67%	2.92	0.00%	0 (0.00%)	\$0.00 (0.00%)		
3.	Sulawesi Toarco	29 (15.34%)	\$13.13 (26.66%)	\$0.45	22 (14.01%)	27 (13.92%)	7.41%	2.48	0.00%	0 (0.00%)	\$0.00 (0.00%)		
4.	Subscription	26 (13.76%)	\$6.21 (12.61%)	\$0.24	25 (15.92%)	30 (15.46%)	3.33%	4.43	0.00%	0 (0.00%)	\$0.00 (0.00%)		
5.	Synthesis	18 (9.52%)	\$7.19 (14.60%)	\$0.40	16 (10.19%)	18 (9.28%)	0.00%	4.44	0.00%	0 (0.00%)	\$0.00 (0.00%)		

# Anuj's Ad Groups and Keywords

## Ad groups

	Cost	Clicks	Impressio...	
① Colombia La Argentina	\$12.90	30	926	
① Subscription	\$6.21	26	808	
① Sulawesi Toarco	\$13.13	29	781	
① Synthesis	\$7.19	18	746	

## Keywords

	Avg. CPC	Impressio...	Clicks
● coffee +cafe	\$0.47	686	25
● best +coffee	\$0.41	576	12
● coffee cafe	\$0.21	359	24
● caramel +coffee	\$0.45	305	1

# Mansi's Campaign Performance

Clicks ▾

140

Impressions ▾

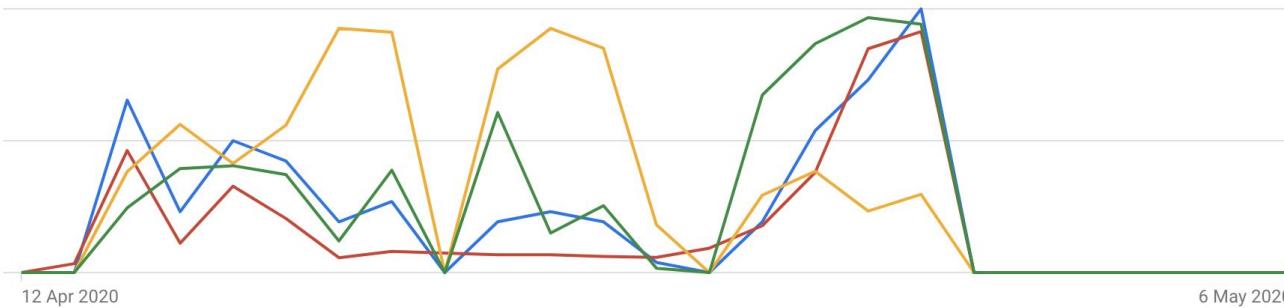
3.21K

CTR ▾

4.36%

Avg. CPC ▾

\$0.35



12 Apr 2020

6 May 2020

Google Ads: Ad Group		Acquisition				Behavior			Conversions		
		Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
		140 % of Total: 14.45% (969)	\$49.67 % of Total: 20.14% (\$246.66)	\$0.35 Avg for View: \$0.25 (39.38%)	106 % of Total: 0.62% (17,532)	122 % of Total: 0.47% (25,916)	5.74% Avg for View: 26.98% (-78.74%)	3.47 Avg for View: 6.24 (-44.40%)	0.82% Avg for View: 5.65% (-85.49%)	1 % of Total: 0.07% (1,464)	\$34.00 % of Total: 0.05% (\$64,852.08)
1.	Thesis	58 (41.43%)	\$11.84 (23.84%)	\$0.20	41 (38.32%)	53 (43.44%)	9.43%	4.08	1.89%	1 (100.00%)	\$34.00 (100.00%)
2.	Brazil Araponga_t	29 (20.71%)	\$14.21 (28.61%)	\$0.49	22 (20.56%)	24 (19.67%)	0.00%	4.54	0.00%	0 (0.00%)	\$0.00 (0.00%)
3.	Ecuador Cuximbaba Peebies_f	20 (14.29%)	\$8.39 (16.89%)	\$0.42	16 (14.95%)	17 (13.93%)	5.88%	2.12	0.00%	0 (0.00%)	\$0.00 (0.00%)
4.	Climate project_t	9 (6.43%)	\$1.42 (2.86%)	\$0.16	6 (5.61%)	6 (4.92%)	16.67%	1.83	0.00%	0 (0.00%)	\$0.00 (0.00%)
5.	Climate Project: f	9 (6.43%)	\$4.70 (9.46%)	\$0.52	8 (7.48%)	8 (6.56%)	0.00%	2.00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6.	Brazil Araponga_o	6 (4.29%)	\$3.97 (7.99%)	\$0.66	5 (4.67%)	5 (4.10%)	0.00%	2.40	0.00%	0 (0.00%)	\$0.00 (0.00%)
7.	Ecuador Peebies_o	5 (3.57%)	\$2.66 (5.36%)	\$0.53	5 (4.67%)	5 (4.10%)	0.00%	2.20	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.	Climate Project_o	3 (2.14%)	\$1.97 (3.97%)	\$0.66	3 (2.80%)	3 (2.46%)	0.00%	3.33	0.00%	0 (0.00%)	\$0.00 (0.00%)
9.	Brazil Araponga_f	1 (0.71%)	\$0.51 (1.03%)	\$0.51	1 (0.93%)	1 (0.82%)	0.00%	2.00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 9 of 9

This report was generated on 5/8/20 at 2:00:38 AM - Refresh Report

# Mansi's Ad groups and Keywords

Ad groups				⋮
	Cost	Clicks	Impressio...	⋮
② Brazil Araponga_t	\$14.21	29	907	
② Ecuador Cuxibamba Peebies_f	\$8.39	20	756	
② Thesis	\$11.84	58	580	
② Climate project_t	\$1.42	9	464	
② Brazil Araponga_o	\$3.97	6	214	

## Keywords

	Avg. CPC	Impressions	Clicks
● "roast coffee"	US\$0.87	34	2
● "french press"	US\$0.70	13	2
● best coffee beans	US\$0.70	28	1
● buy coffee beans	US\$0.69	43	1
● columbian coffee	US\$0.69	9	2
<a href="#">ALL KEYWORDS &gt;</a>			
Page 1 of 10 ⌂ ⌄			

# Revenue Collection

Campaign / Campaign ID	Conversions			eCommerce
	Ecommerce Conversion Rate	Transactions	Revenue	
	4.79% Avg for View: 5.62% (-14.80%)	49 % of Total: 3.51% (1,398)	\$2,245.33 % of Total: 3.62% (\$62,051.68)	
1. Chinmay_Chocolate_Coffee 9787145927		8.40%	22 (44.90%)	\$1,211.15 (53.94%)
2. Akshaya's Campaign_Gear 9857554213		0.97%	2 (4.08%)	\$42.40 (1.89%)
3. Ronit's Campaign 9793198548		5.06%	12 (24.49%)	\$520.98 (23.20%)
4. Anuj's campaign 9793162447		6.19%	12 (24.49%)	\$436.80 (19.45%)
5. Mansi's Campaign 9793122904		0.82%	1 (2.04%)	\$34.00 (1.51%)



# FINDINGS AND ANALYSIS

# Performance Metrics

Performance Metrics					
	Quality Score >= 7	Impressions	Clicks	Avg. CPC	Avg. CTR
Chinmay	4	2866	234	0.21	8.16%
Anuj	4	3976	189	0.26	4.75%
Mansi	8	3213	140	0.35	4.36%
Akshaya	11	4695	215	0.23	4.58%
Ronit	13	3888	191	0.26	4.91%
Total	40	18638	969	0.262	5.35%

# Comparison with previous 21 days

Metric	Before Campaign	During Campaign	%Change
Users	12,383	16,600	34.05%
New Users	11,214	14,738	31.43%
Sessions	19,031	25,000	30.67%
Transactions	1394	1398	0.29%
Revenue	\$66,827	\$62,000	-7.15%
Avg Order Value	\$47.94	\$44.39	-7.41%

## *With more Money :*

- Try advertising with a higher CPC.
- Target of specific products.
- Promote Ceremony coffee as a brand.
- Being more flexible with the ads and creating more ad copies.

## *What did not work?*

- The CTR was lower than expected.
- Number of high quality keywords fell low.
- All the products did not have the same search volume.
- Broad Match Keywords

## *Recommendations for the client :*

- Concentrate on products that are not popular but has the potential.
- Regularly update website with the product availability.

A graphic featuring five stylized human silhouettes in a light orange color. Four silhouettes are arranged in a loose circle, while one is positioned directly behind a central white rectangular sign. The sign contains the title text.

# CLIENT AND GROUP DYNAMICS

# Client Dynamics

Before Covid-19 Situation :

- Point of Contact - Olivia Dean
- Calls vs E-mails
- Friendly
- Eager
- Quick Responses :

After Covid-19 Situation

- Slower Responses
- Last 3 E-mails - No responses yet



# Client Dynamics

## Challenges:

- Confusion regarding Tag Manager Setup
- Miscommunication

## Solutions:

- Getting contact of the technical person.



# Group Dynamics

Accomplishments: -

- Got a total revenue of \$2,245
- Made 30 ad groups
- Total 1334 keywords
- 52 Ads

Challenges: -

- Overlapping Keywords amongst team-mates.
- Juggling with other assignments and projects.
- Coffee Keywords were very expensive.
- Very Few Quality Scores for keywords.



# Group Dynamics

Solutions:

1. Used Excel Sheets to review clashing keywords.
2. Fixing a time for Reviewing the Campaigns.



# THANK YOU!

