



TWM 22/23

Final Campaign Report

Group 8



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1. Group composition

- **Ferri Diletta** - Team Leader - Master Degree in Data Science & Business Informatics, Bachelor Degree in Management Engineering
- **Fabbri Lucia** - Master Degree in Data Science & Business Informatics, Bachelor Degree in Computer Science and Engineering
- **Galli Valentina** - Master Degree in Digital Humanities, Bachelor Degree in Digital Humanities
- **Gneri Jacopo** - Master Degree in Data Science & Business Informatics, Bachelor Degree in Digital Humanities
- **Sabbatini Rachele** - Master Degree in Digital Humanities, Bachelor Degree in History



2. Internal Organization



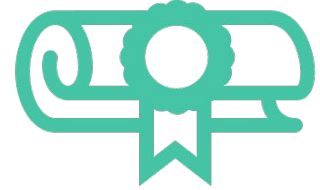
Our team is composed by members with different backgrounds, both concerning bachelor and master degree.

For this reason, we've decided not to completely divide tasks among us, so that any of us can directly contribute on the work, but according to the task we're asked to do or to the changes needed, we'll try to divide the work as equal as possible among all the team members.

The most important decisions are taken all together after having discussed and listened to all different opinions.

Our team captain has the role to coordinate all the work and to officially communicate on behalf of the group.

3. Google Ads Certificates and Dates



- **Google Ads Search Certification**

Build and optimize automated solutions to improve and boost performance campaigns based on Google Search. This is done in order to reach and to achieve specific marketing objectives.

- **Google Ads Measurement Certification**

Understand the best and most important metrics able to turn insights into real user's actions to make an impact on their business. These metrics are measurable and optimised through specific Google measurement solutions.

All the certifications were accomplished between the 21st and the 27th of March.

4. Presentation of our non-profit



- **Name:** Comitato Promotore San Michele Cammino di Cammini ETS
- **Location:** Rome, Italy
- **Goal:** Gather and organize Municipalities, Provinces, associations and volunteers on the Italian territory in order to recover, reclaim and promote ancient paths linked to faith and history of the archangel Michael. These paths must be seen not only from a hiking point of view but also from an introspective, spiritual and environmental vision.

“Cammino di San Michele”

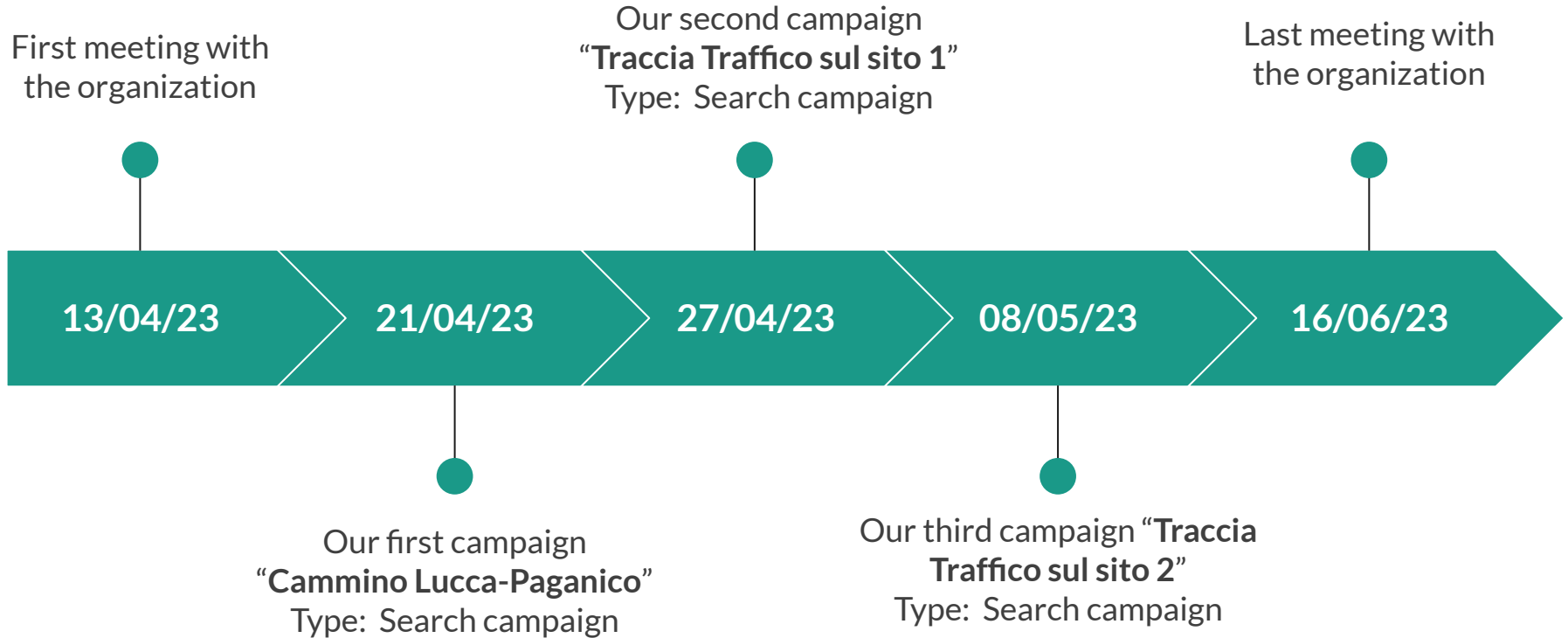
It's a long cultural and pilgrimage route that diagonally crosses several European states, in order: Ireland, Great Britain, France, Italy and Greece. These states are crossed following a distinctive line, said to be traced by the Archangel Michael.

Awards

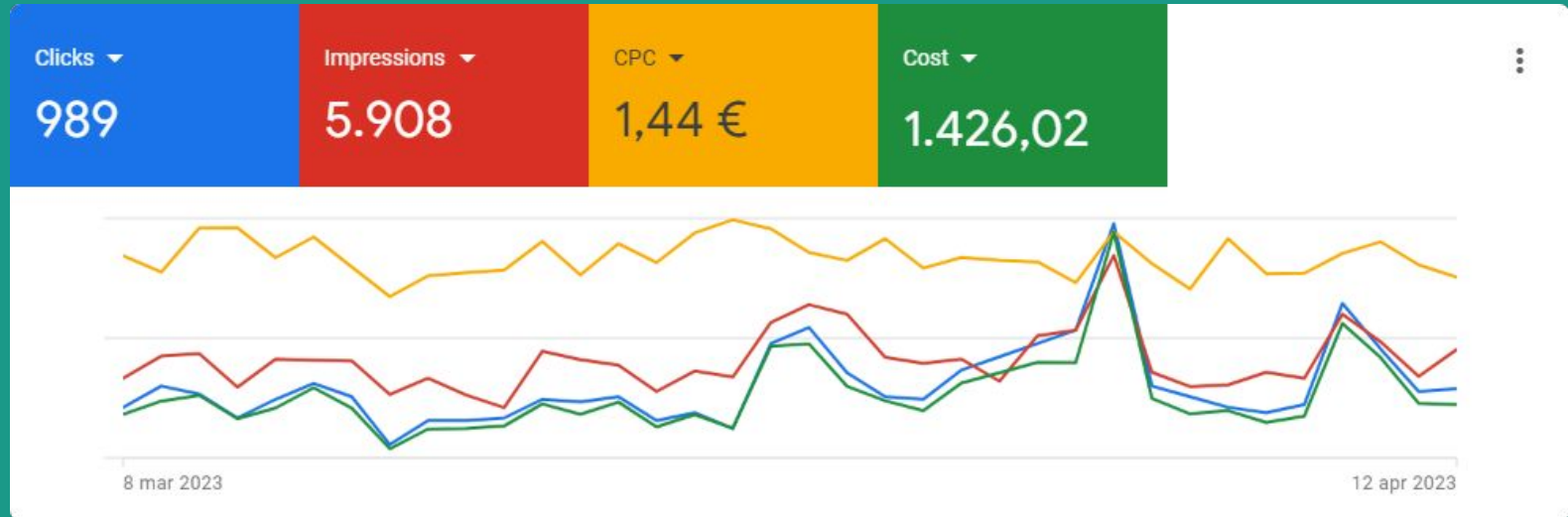
In 2022, it has become an official member of the RESCSM, a French association that collects and manages all the European paths dedicated to the Archangel Michael.



5. Project timeline



6. Pre-campaign State



Starting goals



- **Create awareness**

The organization's website had 5000 impressions but only 1000 clicks. The main goal from an awareness point of view is to make these routes known as an alternative to other, more famous, ones.

- **Promote events**

The events promoted are linked to outdoors activities along the Michaelic routes, specifically in the Italian regions of Piemonte and Toscana. These events usually engage about 50 people, and involve a several days journey walk. Since they cover a set amount of time, the events are easily marketable through campaigns.

- **Donations**

Even though it is possible for users to donate through the website, there are no specific goals for donations as they are not one of the main focuses.

7. Our campaigns



- **“Cammino Lucca-Paganico”**

Goal: Promoting one specific event in Tuscany.

- **“Traccia traffico sul sito”**

Goal: Promoting and increasing the organization's visibility and brand awareness, without using their competitors' keywords.

- **“Traccia traffico sul sito 2”**

Goal: Promoting the organization as the previous one, but this time only focusing on the regions of Toscana, Piemonte and Puglia which are the three regions with the longest stretches of the path.

“Cammino Lucca-Paganico”

GOAL: Aims to promote one specific event in Tuscany

DATE: 21st April - 1st of May

PARAMETERS:

Campaign Aim: Lead

Location: Italy

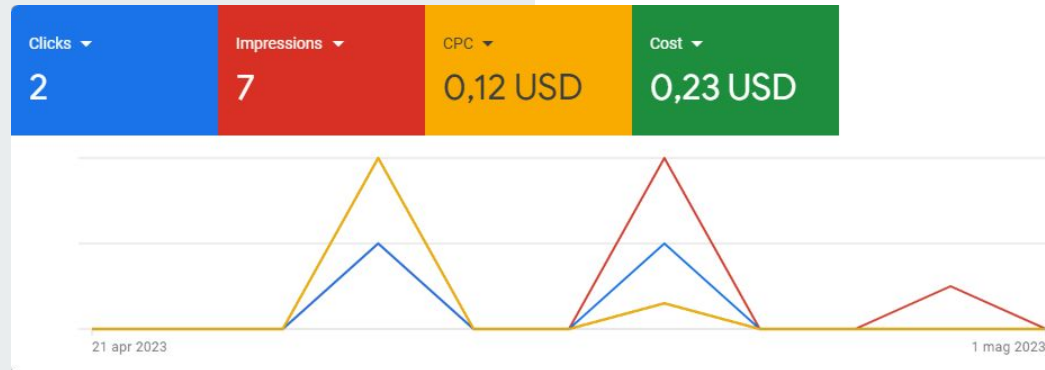
Language: Italian

Budget: 160,00 USD/Day

Offers Strategy: Maximize conversions (CPA target 30,00 USD)

Pros and disadvantages

- This campaign had a CTR really high if compared to the others (28.57%).
- Google Ads could not perform its best since there were not enough days to optimize the campaign parameters: we started setting up the campaign immediately after our first meeting with the organization, but the event was just about to start the week after. We could have set up the tracking of the conversions.



“Traccia traffico sul sito”

GOAL: Aims to promote and increase the organization's visibility and brand awareness, without using their competitors' keywords.

DATE: 27th April - not set

PARAMETERS :

Campaign Aim: Web traffic

Location: Italy

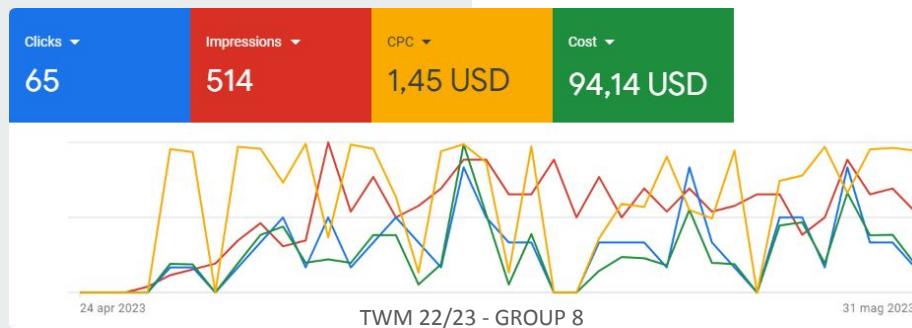
Language: Italian

Budget: 200,00 USD/Day

Offers Strategy: Maximize clicks (CPA target 30,00 USD)

Pros and disadvantages

- This campaign was the one that performed the best, although it took a bit to start learning well. We started setting new and very efficient keywords to get as much traffic as possible and we tried to get the same results as the “Rete di Ricerca” campaign, without using competitors’ keywords. The result was a pretty high number of impressions.
- Despite the high number of impressions, the CTR in the beginning was not that high, but it increased over time. Having more time at our disposal, we could have done a better comparison with the other campaign, in order to increase clicks.



“Traccia traffico sul sito 2”

GOAL: Aims to promote the organization as before, this time only focusing on the regions Toscana, Piemonte and Puglia which are the three regions with the longest stretches of the path.

DATE: 8th May - 8th June

PARAMETERS :

Campaign Aim: Web traffic

Location: Piemonte, Toscana, Puglia

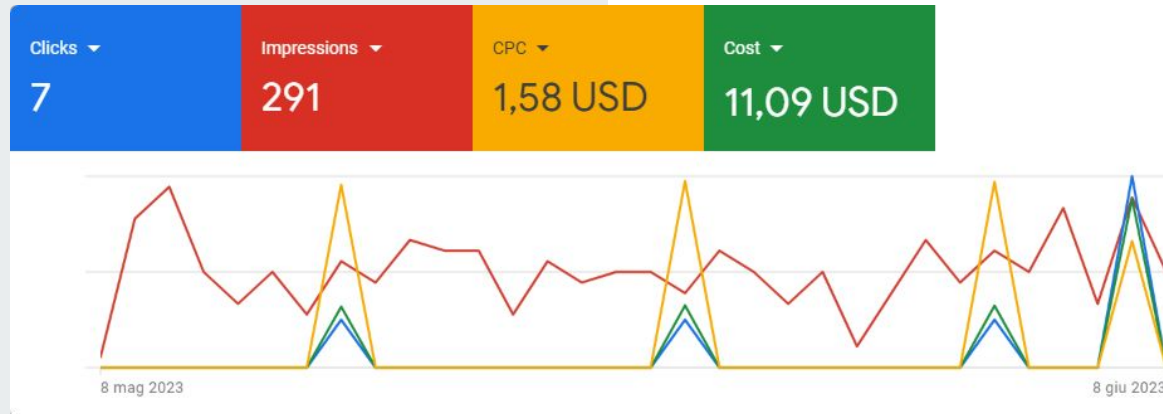
Language: Italian

Budget: 200,00 USD/Day

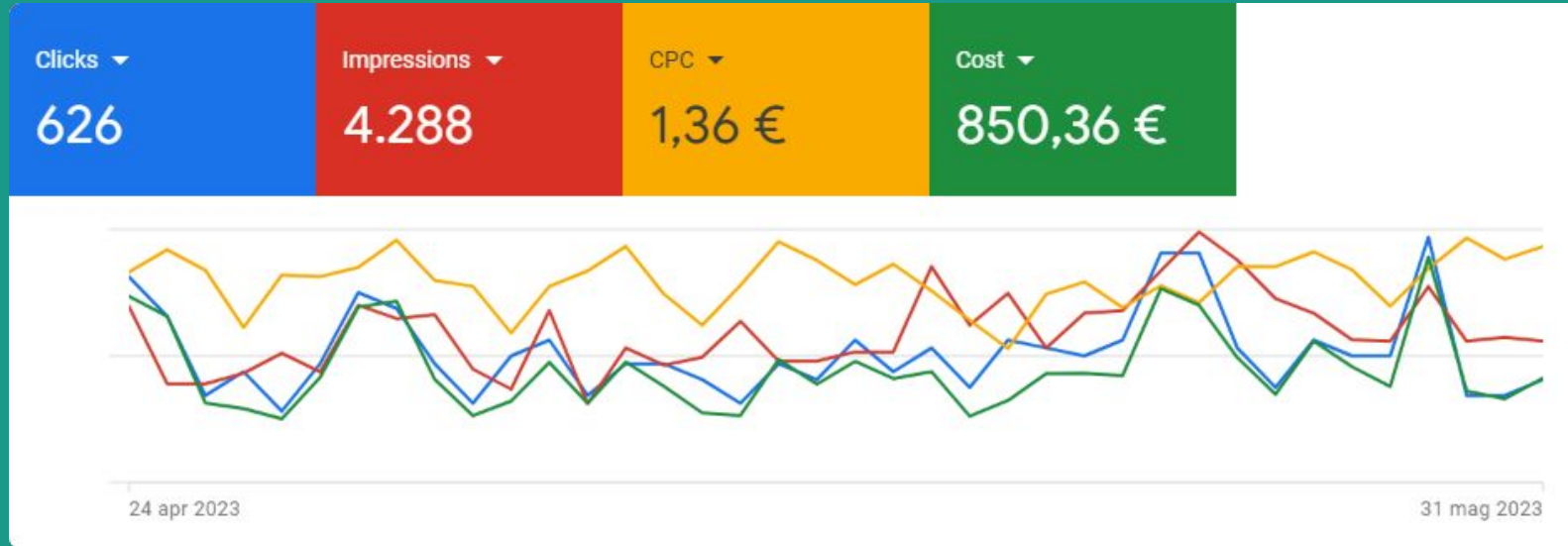
Offers Strategy: Maximize clicks

Pros and disadvantages

- We reached a pretty high number of impressions considering that only three regions were chosen as our target.
- We focused only on the regions where the path passes through, overlooking the interests and the engagement in other regions of Italy. Since CTR was quite low, we could have improved ads creating more appealing text and images, in order to stimulate clicks.



8. Final Campaign Results



9. Goals review & achievements



- **Creating awareness**

We made new campaigns without using our competitors' keywords to make our brand more visible. We checked our past campaigns and used Google Analytics to improve the goals we had set. Although we didn't fully achieve them, these steps were the right way to make things better.

- **Promoting events**

We promoted an upcoming event to get as many participants/walkers as possible. The event's campaign was correctly set and launched. The performance was quite well but having more time at our disposal, we could have improved all the general settings.

- **Donations**

We decided not to implement specific campaigns: we focused more on the correct set up of others campaigns, and this wasn't a priority for the organization.



10. Social impact & recommended steps

- Help the organization realised they can avoid using competitor keywords to grow their brand awareness.
- Create new campaigns every time they plan an event in order to promote their organization.
- Create a strategy for sharing content on Instagram and Facebook platforms; work to keep the website updated and make it simpler and more user friendly.
- Improve donation landing page on the website, conclude the configuration of the conversion rate to gather and analyse all the conversions for that specific page.

**Thank you for your
attention!**