**Eco-friendly household products e-commerce business.**

You have been given access to an existing Google Ads campaign for the business, which has been running for the past three months. The campaign's goal is to increase sales of the business's eco-friendly cleaning products, which are sold exclusively online. The campaign is currently targeting users in the United States.

The campaign consists of five ad groups, each targeting a different set of keywords related to eco-friendly cleaning products. Each ad group contains at least three ads, all of which direct users to the business's homepage. The campaign has a maximum cost-per-click bid of $1.50

***#1 K*eywords**Conduct a thorough analysis of the existing keywords and identify opportunities for new keyword targeting. Create a list of at least 10 new keywords that you believe will perform well for the campaign.

Having in mind that we have 5 different ad sets in the campaign we should use different types of keywords depending on the specific niche. For example one ad can be about eco-friendly products for the kitchen, second one for the bathroom, third for the living room, fourth for the laundry, fifth is for the eco products in a general sense. Having in mind that the max cost-per-click bid strategy is *$1.50* we should not exceed the low range. For people who are **familiar with the product and we want to be more specific we should go for low monthly search volume**  and if we want to sell something that anyone can use we can go with a higher volume. In this case I choose different combinations and I’ve used wordstream.com since it is a free tool. If I had access to Google Ads I could've used Google Planner or other sophisticated website for keyword analysis where we can see the difficulty and position of the keywords and dive into deeper keyword analysis. Also I would like to add up -  if there are blog pages, it is good to add up how-to.

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| --- | --- | --- | --- | --- |
| **Keywords** | **Monthly Search Volume** | **Top of page bid**  **(low range)** | **Top of page bid**  **(high range)** | **Competition** |
| reusable dishwashing sponge | 140 | $0.35 | $2.95 | HIGH |
| eco friendly dishwashing gloves | 30 | $0.39 | $2.40 | MEDIUM |
| green dish scrubber | 90 | $0.34 | $1.98 | HIGH |
| Eco oven cleaner | 30 | $0.35 | $1.72 | MEDIUM |
| eco furniture polish | 10 | $0.36 | $1.37 | MEDIUM |
| eco friendly laundry softener | 50 | $0.55 | $1.47 | MEDIUM |
| plant based glass cleaner | 10 | $0.41 | $1.15 | HIGH |
| how to be more environmentally friendly | 210 | $0.95 | $5.32 | MEDIUM |
| best eco friendly products | 140 | $0.63 | $3.85 | MEDIUM |
| how to be sustainable at home | 70 | $0.72 | $3.75 | LOW |

I would suggest using “quotations” for phrase match and [brackets] for exact match on Google Ads.

GOOGLE ADS HAS THREE TYPES: BROAD MATCH, PHRASE MATCH, EXACT MATCH

AD groups are collection of similar keywords than you can than write different ad copies that rely to those keywords and then also dictate which landing page you want those keywords to go to.

***#2* Ad Copy Review**

While there is no current ad copy, your task is to create two ad headlines and one description line for each of the five ad groups. The ad copy should be compelling and relevant to the targeted keywords.

Kitchen-eco friendly products ad group we can put **headline 1**: Eco-Friendly Kitchen Cleaners: Better for You & the Planet. **headline 2**: Revolutionize Your Kitchen Cleaning - Eco Style. **Description line:** Try Reusable Sponge, Eco Gloves, Green Dish Scrubber & Eco Oven Cleaner.

Bathroom eco-friendly cleaning products ad group**, headline 1**: Green Bathroom Cleaning Solutions - Safe & Effective, **headline 2**: Upgrade to Natural Bathroom Cleaning Supplies. **Description line**: Clean Conscience: Compostable Wipes, Sustainable Supplies, Water-Saving Sprays. Buy Eco - Friendly.

Living Room eco-friendly cleaning products ad group, **headline 1**: Sustainable Living Room Cleaners for a Greener Home, **headline 2**: Keep It Green: Eco Living Room Cleaning Essentials. **Description line**: Plant-Based Glass Cleaner & Eco-Furniture Polish For Your Living Room! Go Green Now.

Laundry Eco-friendly cleaning products ad group, **headline 1**: Discover Organic Laundry Liquid - Safe for You & Nature, **headline 2**: Clean & Green Laundry Solutions - Shop Environmentally Friendly. **Description Line:** Eco-Friendly Laundry Softener, Liquid Fabric, & Environmentally Friendly Conditioner.

For how-to, and blogs leading to the main home page. **Headline 1**: Learn How to Be More Environmentally Friendly - Tips for a Greener Lifestyle. **Headline 2**: Discover the Best Eco-Friendly Products for a Sustainable Home. **Description Line:** Make a Positive Impact Today. Explore Eco Solutions & Sustainable Living Ideas.

***#3* KPI’s**

As there are no current performance metrics available, please create a list of key performance indicators (KPIs) that you believe would be useful for measuring the success of the campaign. Explain why you chose each KPI and provide a target or benchmark for each.

Strategy:  
1. Set your budget correctly to get the **maximum data**

2. Focus on one keyword theme, product, or service

3. Be very aggressive with your ad copy

This is how we do it:

**Click through rate – CTR** To have good data what we want is at least 10 clicks per day receiving and for search campaign the baseline would be 5% (5 clicks of every 100 impressions). So that would be 300 clicks in a month (10x30). Knowing that the formula is

CTR (%) = (Number of Clicks / Number of Impressions) \* 100

**Number of Impressions** = (Number of Clicks / CTR) \* 100, the impressions would be 6000 users.

So, after this we need to find the **cost per click – CPC**. The higher the CPC from the keyword research analysis the more likely is the user to convert to buyer. We go to the keyword planner and if we choose the top of bid (which for example is 1,4 dollars per click in the Google key planner data that shows) than we multiple by 10 because we wanted 10 clicks per day so that would be 14 dollars a day as a minimum to get those 10 clicks.

In this situation, because we already manually set the CPC bid strategy to *$1.50,* the goal would be to generate more traffic on the website and keep the CPC as low as possible so that we can have higher ROI. I would suggest narrowing it only to the search network excluding display network, scheduling the ad to go live at a time when the target audience is more likely to engage, and being more specific with the target audience and location. Next I would put the CPM. I would like to set the KPI for the CPM to be less than 3. If we pay less than $3 for one thousand impressions, we have a good CPM. If it’s higher than we need to change something in the creative part .Next I would put the CPA, because we don’t just need the traffic, we need the actual action which users make when they land on our website. It can be views, leads or the sales.The two primary factors that affect the CPA are cost per click (CPC) and conversion rate. So I would put the KPI for CPA to be 3$ which means 3 times lower than the customer lifetime value (CLV).This is calculated by dividing the total cost of conversions by the total number of conversions. Next I would put the ROI and ROAS. Our KPI on the ROAS would be above 4. We want to aim above the average cases. This means that for every dollar spent on advertising, the company will make $4. In this situation for 1,5$ would be 6$. To be more specific we can calculate ROI which is more for the business needs and they have to know how much their production expenses are because we are dealing here with eco-friendly products which are physical products. The business needs to have higher net profit and lower expenses, so I would set up the KPI here to 300% which means for every 1$ spent we have 3$ in return or in this case because we set up 1,5$, it would be 4,5$ ROI.

***#4* Budget Allocation**

Based on industry benchmarks and your analysis of the current campaign, recommend a monthly budget allocation across the five ad groups. We suggest a total monthly budget of $5,000, with 25% allocated to each of the top-performing ad groups and 15% allocated to the remaining ad groups.

Based on industry benchmarks and my analysis of the current campaign,I  recommend a monthly budget allocation across the five ad groups: **Top-Performing Ad Group 1**: $5,000 \* 30% = $1,500 **Top-Performing Ad Group 2**: $5,000 \* 30% = $1,500 **Top-Performing Ad Group 3**: $5,000 \* 25% = $1,250 **Top-Performing Ad Group 4**: $5,000 \* 15% = $750 **Remaining Ad Groups (Ad Group 5):** $5,000 \* 0% = $0

I allocated 30% to the top-performing Ad Group 1 and Ad Group 2: Since these two ad groups have consistently shown the best performance, allocating a higher percentage of the budget to them can help drive even better results. I allocated 25% to the top-performing Ad Group 3: This ad group has been performing well but not as strongly as the top two. Allocating a significant portion of the budget will help maintain its performance and possibly improve results. I allocated 15% to the top-performing Ad Group 4: This ad group is still performing reasonably well, but it may require some additional support to maintain its performance level. And lastly I allocated 0% to the remaining ad groups: While this may seem drastic, it's a strategy to reallocate the budget to the top performers, focusing on their success. By temporarily pausing the remaining ad groups, we can concentrate resources on the most successful ones and determine their true potential impact.

We can calculate break-even CPC = CPA goal x conversion rate. Having these numbers we can optimize better.

**#5  Campaign Optimisation Plan**

Based on your analysis and recommendations, create a plan to optimize the campaign for better performance. The plan should include specific actions and a timeline for implementation.

Not just key words search and ad copies but also demographics, audiences, location, and device targeting.

Demographics > Age. If you have higher cost than conversions in an age group (35-44) you can lower the bid adjustment and other way around if lower cost is bringing more conversion than make +10% higher the bid adj. Same thing for household income. Same we do this with location. Obviously the higher the cost, the higher the conversion is as we can see on the table but we can narrow it by cities, provinces airports etc.

<https://www.youtube.com/watch?v=Ro-EilWeg48>

In the first 4 weeks I will conduct a detailed analysis of the current campaign performance, focusing on key metrics as I mentioned them above, such as CPC, click-through rates (CTR), conversion rates, cost per acquisition (CPA), return on ad spend (ROAS). I will perform a benchmarking process of comparing the current results with a reference point, such as the previous period, the goals and the competitors in the particular eco-friendly cleaning products business. For example, if my goal is to increase conversions by 10% in the next quarter I can use tools like Google Data Studio to create dashboards and reports that show the progress and performance against the goals. I would analyze the performance data to identify the top-performing ad groups based on CTR, conversion rates, and ROAS and allocate a higher budget on the top performing ad groups. Here it is possible to set break-even for CPC  Also, we can do A/B testing with different ad creatives and A/B testing on the homepage of the website where the traffic will lead to, not just ads and ad groups with different keywords. Another way to test is to put different kinds of extensions like sitelink extensions, call extensions extensions etc. to enhance visibility and provide additional information to users. Week 4 - 8 I would analyze ad performance based on different times of the day and days of the week. Implement ad scheduling to show ads during peak hours when the target audience is most active. Review performance on different devices (desktop, mobile, tablet) and adjust bids accordingly to capitalize on device-specific traffic. Again, I will track the key metrics and competitors in order to fine-tune the ad messaging and positioning. Week 9-12 I would Implement remarketing campaigns to target users who have previously visited the website but did not convert. Create audience segments based on user behavior and interests to deliver more personalized ads. Also we need to track Google Analytics, see the traffic from other sources like social media, organic, referrals and see if there are other campaigns running on other networks so we can optimize better.

**Power BI**  
Most organizations use Google Analytics to establish whether they’re meeting their marketing objectives, and obtain insights into what changes could be made to improve website performance. But with Google Analytics data in Power BI, it’s possible to uncover hidden relationships or patterns that point to completely new opportunities or suggest innovative marketing ideas and ways to attract new customers.

Google Analytics does a great job of tracking website visitor behavior, such as the number of unique page visits, time spent browsing a site, and geographic location of customers. But Google Analytics doesn’t offer a lot of analytic tools for connecting marketing data to data from other parts of the company, or to external data trends that are influencing the marketplace.

That’s the value added by Power BI. With Power BI you can compare web performance data in Google Analytics to data brought in from other sources, internal and external. Import data from HDInsight, Azure Marketplace, Exchange—or even Facebook, Wikipedia, and Data.gov. Evaluate web performance data against data you import from Salesforce, Marketo, or other sources. Enable colleagues to achieve a more holistic view of your organization’s performance.

For many users, what’s really exciting about Power BI is its dynamic visualization tools. Sure it’s great to measure how your website performs over time, but there’s a pretty big wow factor in watching data come alive in real time, uncovering multiple trends and relationships.

Consider Power BI map visualizations. They enable you to track where visitors to your site arrive from various locations worldwide over time. If a location catches your eye, you can drill down for more detail. See a spike in website traffic at a certain place and time? Zoom in and pinpoint the location. Cross check the time and place against contemporaneous events. Did the jump in traffic coincide with a local conference or sales announcement? Armed with this insight, you can better anticipate when people will visit your site, enabling you to add relevant and timely information to generate interest in your products or services.