PAID SEARCH PILOT CAMPAIGN E2E MANAGEMENT

Summary & Key Learning from EMEA Pilot Campaigns

Wei Li
EMEA Marketing Demand Gen

Outline

- Campaign Objectives

- Campaign Goals

- Approach

- Campaign Execution

- Performance & Analysis

- Campaign Optimization

- Key Learnings

Campaign Objectives

- To increase awareness of CA App Delivery products (Awareness)

- To generate new leads across the relevant App Delivery community, and drive conversion on the landing pages to downloads of the whitepapers (e.g. Forrester Report SV Testing Q 1 2014), to feed inquirities to MOFO (Lead Generation)

- To drive traffic to the CA DevOps Perspectives and the Dysfonctions ca.com landing pages (Drive Ca.com Traffic)
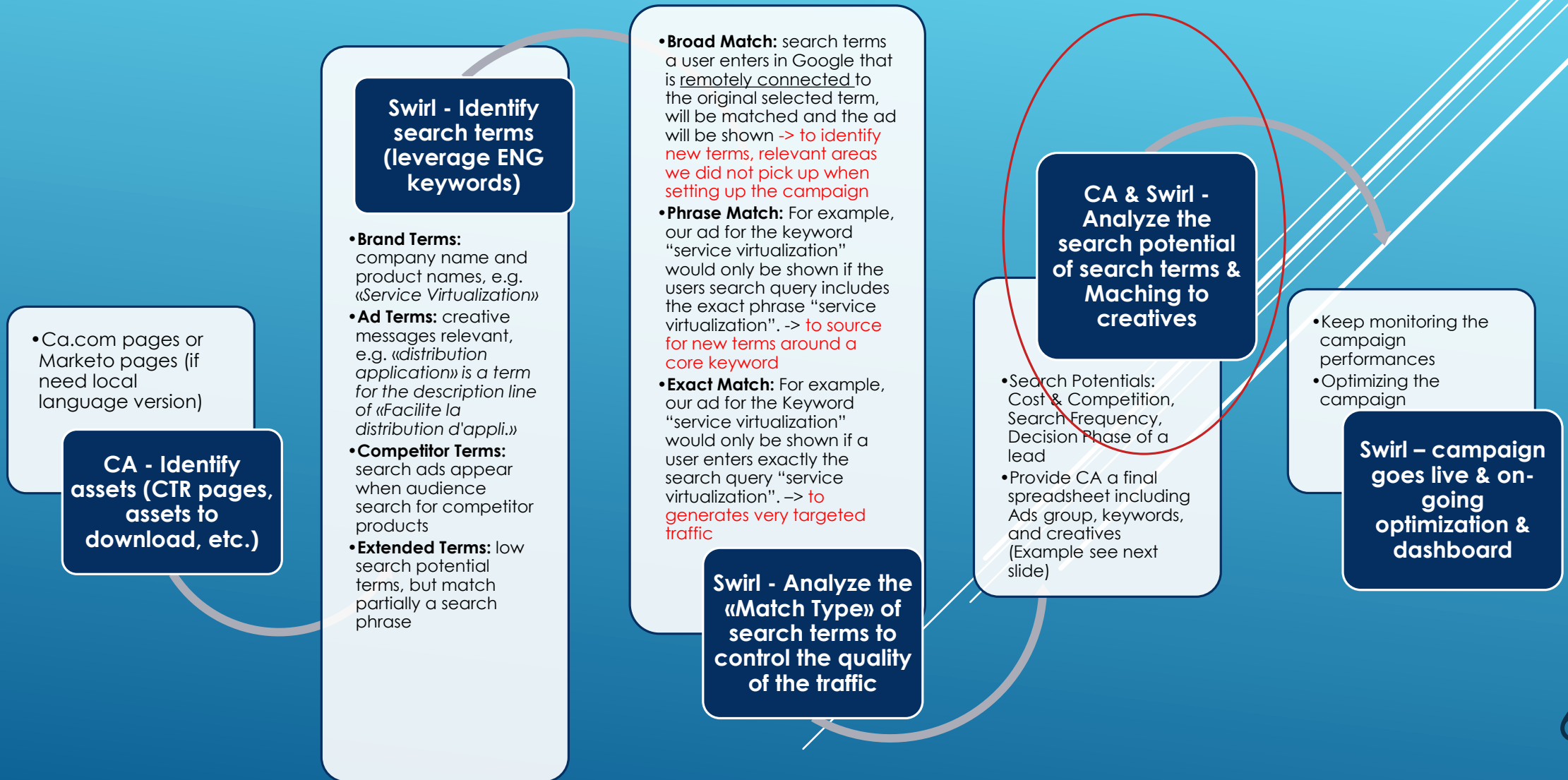
Campaign Goals

Medium	Channel	Start Date	End Date	Geographies	Total Cost	% Total Cost	Estimated Impressions	Estimated Clicks	Estimated CPC	Estimated CPM	Estimated CTR	Estimated Inquiries	Estimated Inquiry Rate	Estimated Cost per Inquiry
Search	Google	8th Dec	2nd Mar.	DE	$13,000	26%	196,970	2,364	$ 5.50	$ 66.00	1.2%	59	2.50%	$ 220.00
Retargeting	Google Display Network	8th Dec	2nd Mar.	DE	$9,400	19%	854,545	855	$ 3.25	$ 11.00	0.1%	85	0.01%	$ 110.00
Search	Google	11st, Feb	15th Apr.	FR	$13,000	26%	206,349	2,476	$ 5.25	$ 63.00	1.2%	50	2.00%	$ 262.50
Retargeting	Google Display Network	11st, Feb	15th Apr.	FR	$9,319	19%	1,035,404	1,035	$ 2.75	$ 9.00	0.1%	104	0.01%	$ 90.00
Total							**2,293,269**	**6,730**	**$ 6.64**	**$ 19.50**	**0.29%**	**298**	**4.42%**	**$ 150.26**

Proposed by Swirl

4

Approach

Ad Group & Keywords Approach

See the outcome of this stage in the next page

Swirl - Identify search terms (leverage ENG keywords)

- **Brand Terms:** company name and product names, e.g. «Service Virtualization»
- **Ad Terms:** creative messages relevant, e.g. «distribution application» is a term for the description line of «Facilite la distribution d'appli.»
- **Competitor Terms:** search ads appear when audience search for competitor products
- **Extended Terms:** low search potential terms, but match partially a search phrase

- Ca.com pages or Marketo pages (if need local language version)

CA - Identify assets (CTR pages, assets to download, etc.)

- **Broad Match:** search terms a user enters in Google that is remotely connected to the original selected term, will be matched and the ad will be shown -> to identify new terms, relevant areas we did not pick up when setting up the campaign
- **Phrase Match:** For example, our ad for the keyword "service virtualization" would only be shown if the users search query includes the exact phrase "service virtualization". -> to source for new terms around a core keyword
- **Exact Match:** For example, our ad for the Keyword "service virtualization" would only be shown if a user enters exactly the search query "service virtualization". –> to generates very targeted traffic

Swirl - Analyze the «Match Type» of search terms to control the quality of the traffic

CA & Swirl - Analyze the search potential of search terms & Maching to creatives

- Search Potentials: Cost & Competition, Search Frequency, Decision Phase of a lead
- Provide CA a final spreadsheet including Ads group, keywords, and creatives (Example see next slide)

- Keep monitoring the campaign performances
- Optimizing the campaign

Swirl – campaign goes live & on-going optimization & dashboard

6

Creative + Keywords

What you should expect to receive from Swirl as a campaign proposal?

Campaign	Headline	Description Line 1	Description Line 2	Display URL	Click Through URL	Key Words
CA - SV: Release Automation GOLD US - (S)	Release Automation by CA	Deploy Your Own App Release During	Your Free Interactive Guided Tour!	www.CA.com/ReleaseAutomation	http://transform.ca.com/424912-mtg-mkt-demands-new-app-svcs.html	Xxx, xxxx, xxxxxxx
	CA - Release Automation	Accelerate Your App Dev Processes.	Take Our Interactive Guided Tour!	www.CA.com/ReleaseAutomation	http://transform.ca.com/424912-mtg-mkt-demands-new-app-svcs.html	Xxx, xxxx, xxxxxxx
	Meet Market Demands w/ CA	Discover the Business Benefits of	Release Automation - Free Tour!	www.CA.com/ReleaseAutomation	http://transform.ca.com/424912-mtg-mkt-demands-new-app-svcs.html	Xxx, xxxx, xxxxxxx

N.B. It is recommended to share this spreadsheet with country marketing team for their feedbacks.

Key words

Headline

Display URL

Description lines

CT URL (ca.com)

CT URL (marketo)

7

Campaign Execution

Program Management

Use «?mrm=xxxxxx» to track ca.com pages

Decide the page source in the campaign planning stage

Use different MFM ID for different asset in different languages

Ca.com landing pages Need SEO advices From Swirl or Internet Marketing team

Creat local language pages for ENG only ca.com pages

Overall Campaign Status	Landing Page Language	Page Source	MFM ID	Asset Type	Asset Name	Asset Language	Asset Link	URL_ca.com	Marketo LP URL (after SEO)	Page Meta Tag SEO	Marketo Program Status	Campaign Analytics / Reporting
Live	DE	using ca.com page	438869	eBooklet	devops-perspectives-it-luminaries-discuss-the-major-issues-impacting-devops-today	DE		https://www.ca.com/de/register/forms/collateral/devops-perspectives-it-luminaries-discuss-the-major-issues-impacting-devops-today.aspx?mrm=438869	NA	KeyWord:Software Entwicklung, CA Software Lebenszyklus, Applikationsentwicklung; DevOps CA Technologies; DevOps Implementierung, CA Technologies, Entwicklerteam, Entwickler, Operations Dave Farley, Continuous Delivery, digitale Transformation, software development, automation	Live	https://ca.my.salesforce.com/00Oa0000008dxmx
Live	FR	using ca.com page	439804	eBooklet	devops-perspectives-it-luminaries-discuss-the-major-issues-impacting-devops-today	FR	http://www.ca.com/fr/?media/Files/eBooks/ca-devops-perspectives-interactive-FRA.pdf	https://www.ca.com/fr/register/forms/collateral/devops-perspectives-it-luminaries-discuss-the-major-issues-impacting-devops-today.aspx?mrm=439804			Finalized	https://ca.my.salesforce.com/00Oa0000008dpS6?newid=00Oa0000008dpS6
Live	DE	using ca.com page	438872	eBooklet	Dysfunction Junction	DE		https://www.ca.com/de/register/forms/collateral/dysfunction-junction-a-pragmatic-guide-to-getting-started-with-devops.aspx?mrm=438872	NA	DevOps, Softwareentwicklung, Service-Virtualisierung, Agilität, Entwicklung, IT-Betrieb, App Dev, Anwendungsentwicklung, Softwareentwickler, Anwendungsrelease; Software Entwicklung, CA Software Lebenszyklus, Applikationsentwicklung; DevOps CA	Live	https://ca.my.salesforce.com/00Oa0000008dxmx
Live	FR	using ca.com page	439805	eBooklet	Dysfunction Junction	FR	http://www.ca.com/fr/?media/Files/eBooks/dysfunction-junction-a-pragmatic-guide-to-getting-started-with-devops-fr.pdf	https://www.ca.com/fr/register/forms/collateral/dysfunction-junction-a-pragmatic-guide-to-getting-started-with-devops.aspx?mrm=439805			Finalized	https://ca.my.salesforce.com/00Oa0000008dpS6?newid=00Oa0000008dpS6
Live	DE	using marketo landing page	438873	Analyst Report	Forrester Report SV Testing Q1 2014	EN		https://www.ca.com/us/register/forms/collateral/the-forrester-wave-service-virtualization-and-testing-solutions-q1-2014.aspx	http://transform.ca.com/438873-de-Forrester-Report-SV-Testing-wp-lp.html		Live	https://ca.my.salesforce.com/00Oa0000008dxmx
Live	FR	using marketo landing page	439795	Analyst Report	Forrester Report SV Testing Q1 2014	EN (analyst report stays at English)	http://www.forrester.com/pimages/rws/reprints/document/79761?id/1-PUM2SP		http://transform.ca.com/439795-fr-Forrester-Report-SV-Testing-wp-lp.html		Finalized	https://ca.my.salesforce.com/00Oa0000008dpS6?newid=00Oa0000008dpS6

Ads Delivery

- Campaign Ads ran in local language only; Keywords are mixed between local language and ENG
- After the initial-run, ads extension added to improve the quality score (relevance keywords & lp) and CTR
- We cannot influence which page audience would land after seeing CA ads

German Ads

French Ads

10

Performance Analysis

Campaign Performance

Targets (**for 3 months**)

Medium	Channel	Geographies	Total Cost	% Total Cost	Estimated Impressions	Estimated Clicks	Estimated CPC (cost per click)	Estimated CPM (cost per thousand views)	Estimated CTR	Estimated Inquiries	Estimated Inquiry Rate	Estimated Cost per Inquiry
Search	Google	DE	$13,000	50%	196,970	2,364	$ 5.50	$ 66.00	1.2%	59	2.50%	$ 220.00
Search	Google	FR	$13,000	50%	206,349	2,476	$ 5.25	$ 63.00	1.2%	50	2.00%	$ 262.50

1st Pilot: German (**after runing for 4 weeks**) – using Swirl.Analytics

Week Ending Sunday	Impr.	Impr Change	Clicks	Click Change	Cost	Cost $ Change	CPC	CPC $ Change	CTR	C.T.R. Change	Inquiries	Inquiries Change	CPI	C.P.I. Change	CVR	C.V.R. Change
1/4/2015	21K	28%	157	0%	$1.2K	-6%	$7.80	-6%	0.73%	-22%	3		$408		1.91%	
12/28/2014	17K	-43%	157	-14%	$1.3K	-5%	$8.27	10%	0.93%	53%	0	-100%	$0	-100%	0.00%	-100%
12/21/2014	30K	58%	182	72%	$1.4K	68%	$7.52	-2%	0.61%	8%	7	75%	$196	-4%	3.85%	2%
12/14/2014	19K		106		$0.8K		$7.68		0.56%		4		$204		3.77%	
Grand Total	87K		602		$4.7K		$7.82		0.69%		14		$336		2.33%	

2nd Pilot: French (**after runing for 4 weeks**) – using Swirl.Analytics

Market	Impr.	Clicks	Cost	CPC	CTR	Inquiries	CPI	CVR
FR	101,936	422	$1,301	$3.08	0.41%	28	$46.45	6.64%
Grand Total	101,936	422	$1,301	$3.08	0.41%	28	$46.45	6.64%

12

Performance Analysis

- 14k more impressions in FR campaign than in GER – *GER covering Christmas period*

- CPC of FR campaign ($3.08) was improved to less than 50% of the one of GER campaign ($7.82)

- GER campaign though had a better CTR than FR one

- FR campaign received double Inquiries than GER with a more optimized CPI at $46 (which is even better than global AD PPC campaign)

13

Keyword Performance

Devops: best performing keywords with best CVR

However, some keywords with strong Impr., Clicks and CTR, but didn't Convert.

Why? Keywords are too generic

Keyword	Market	Impr.	Clicks	Cost	CPC	CTR	Inquiries	CPI	CVR
devops	FR	7,731	183	$619	$3.38	2.37%	14	$44.22	7.65%
développer une application	FR	1,307	15	$90	$6.01	1.15%	1	$90.14	6.67%
+developpement +agile	FR	362	1	$3	$3.10	0.28%	0	$0.00	0.00%
+développement +app	FR	325	2	$8	$4.21	0.62%	0	$0.00	0.00%
+developpement +appli	FR	46	1	$3	$2.86	2.17%	0	$0.00	0.00%
+developpement +application	FR	138	1	$4	$3.89	0.72%	0	$0.00	0.00%
+developpement +application +rapide	FR	21	0	$0		0.00%	0	$0.00	
+développement +application +rapide	FR	56	1	$5	$5.09	1.79%	0	$0.00	0.00%
+developpement +application +web	FR	47	1	$3	$2.84	2.13%	0	$0.00	0.00%
+developpement +logiciel	FR	1,635	14	$45	$3.24	0.86%	0	$0.00	0.00%
+développement +logiciel	FR	1,670	3	$10	$3.38	0.18%	0	$0.00	0.00%
+developpement +logiciel +web	FR	252	1	$7	$6.68	0.40%	0	$0.00	0.00%
+developper +application	FR								0.00%
+développer +application	FR								0.00%
+distribution +logiciel	FR								0.00%
+gestion +version	FR								0.00%
+livraison +appli	FR								0.00%
+livraison +application	FR								0.00%
+livraison +logiciel	FR	1,021	12	$69	$5.77	1.18%	0	$0.00	0.00%
+méthode +agile	FR	1,626	3	$11	$3.55	0.18%	0	$0.00	0.00%
+mthode +agile	FR	1,718	2	$5	$2.45	0.12%	0	$0.00	0.00%
+outils +développement +application	FR	16	0	$0		0.00%	0	$0.00	

Ad Group	Keyword	CT URL		
Application Delivery - Generic	+livraison +logiciel	http://transform.ca.com/439795-fr-Forrester-Report-SV-Testing-wp-lp.html		
Application Development - Generic	développement application	http://transform.ca.com/439795-fr-Forrester-Report-SV-Testing-wp-lp.html		
Application Development - Generic	développement application	http://transform.ca.com/439795-fr-Forrester-Report-SV-Testing-wp-lp.html		
Application Development - Generic	développement applications	http://transform.ca.com/439795-fr-Forrester-Report-SV-Testing-wp-lp.html		
Application Development - Generic	développement applications	http://transform.ca.com/439795-fr-Forrester-Report-SV-Testing-wp-lp.html		
Application Development - Generic	développement applis	http://transform.ca.com/439795-fr-Forrester-Report-SV-Testing-wp-lp.html		
Application Development - Generic	développement applis	http://transform.ca.com/439795-fr-Forrester-Report-SV-Testing-wp-lp.html		
Application Development - Generic	développement d'appli	http://transform.ca.com/439795-fr-Forrester-Report-SV-Testing-wp-lp.html		

Campaign Optimization

Campaign Optimization

Ads Group Optimization

On-going optimization on the campaign: replace non-performing ads groups, updated and improved
- Ads Quality Score (relevance between the keywords group and the content of the landing pages): the higher Google think our campaign's Ads Quality Score is, the lower the CPC will be
- However, Swirl also recommend that if page converts really well, we can ignore the CPC to certain extent

Key Words Optimization

On-going optimization on the keywords list (refer to slide 4):
- Direct keywords -> great CVR -> promote, if not then kick out the list
- Indirect keywords with CVR -> add into list
- A long keywords list under each Ads Group in the initial stage to capture as many as search possibilities
- As long as no one click on the banner, Google is not charging this campaign

Key Learnings

Key Learnings

- **<u>Pilot 1 – German Paid Search Campaign:</u>**
  - Creative & Asset preparation was largely done internally – lack of agency support
  - Faced problems in tracking the conversions – lack of agency involvement in marketo tracking

  Conversions tracking was set up wrongly by Swirl (took 1 month for Swirl from identification to problem resolution).

- **<u>Pilot 2 – French Paid Search Campaign:</u>**
  - Benefited from the 1st Pilot
  - As of 14th March, $ 60 / INQ (vs. Estimation was over $200 / INQ, corporate campaign was over $ 200 / INQ for TBKF)
  - SFDC campaign tracking in CA end: leads quantitiy + quality
  - French team provides valuable supports