

TASK 03 – GOOGLE ADS PERFORMANCE ANALYSIS

1 Account Overview (Demo Account)

Industry: Online Education Institute

Campaign Type: Search Campaign

Duration Analyzed: Last 30 Days

Key Metrics:

Metric

Value

Impressions

125,000

Clicks

4,200

CTR

3.36%

Avg CPC

₹28

Conversions

185

Conversion Rate

4.4%

Cost per Conversion

₹635

2 Identifying Low-Performing Keywords

✗ Keywords with Problems:

Keyword

CTR

Conv Rate

Issue

Free online courses

1.2%

0.8%

Low buying intent

Cheap MBA

2.1%

1.5%

Price-sensitive audience

Study abroad

0.9%

0.3%

Irrelevant traffic

Certificate free

1.0%

0.5%

Free seekers

Issues Found:

Broad match keywords bringing irrelevant traffic

No negative keywords added

Too generic search intent

Low commercial intent keywords

Recommended Fix:

Switch to Phrase & Exact match

Add negative keywords: free, cheap, scholarship, abroad

Focus on high-intent keywords like:

“UGC approved online degree”

“Online BA admission 2026”

“Accredited online courses India”

✗ Poor Performing Ad Example:

Headline: Best Online Courses Available

Description: Join today. Many courses available. Apply now.

🔍 Problems:

No USP

No numbers

No urgency

No CTA strength

No keyword insertion

4 Redesigned Ad Groups with A/B Testing

● AD GROUP 1: Online BA Degree

Target Keywords:

Online BA admission

BA online degree India

UGC approved BA online

● Variant A (Trust-Based)

Headline 1: UGC Approved Online BA Degree

Headline 2: Admission Open 2026

Headline 3: Limited Seats Available

Description:

Earn your BA degree from a UGC-approved university. Flexible learning. Apply before deadline.

CTA: Apply Now

● Variant B (Benefit-Based)

Headline 1: Study BA Online From Home

Headline 2: Affordable & Recognized Degree

Headline 3: Enroll Today

Description:

Complete your BA while working. Live + recorded classes. Career support included.

CTA: Start Today

A/B Testing Plan:

Metric to Compare

Expected Winner

CTR


Variant B

Conversion Rate

Variant A

Quality Score

Variant A

 AD GROUP 2: Online MBA

Target Keywords:

Online MBA India

MBA admission 2026

Accredited online MBA

 Variant A (Authority Focused)

Headline 1: Top Ranked Online MBA

Headline 2: AICTE & UGC Approved

Headline 3: Apply Before Closing

Description:

Upgrade your career with an accredited MBA. Industry-driven curriculum.

CTA: Apply Today

 Variant B (Career Growth Focused)

Headline 1: Get Promoted With Online MBA

Headline 2: Study While Working

Headline 3: Admissions Open

Description:

Boost salary & leadership skills. Flexible weekend classes. Enroll now.

CTA: Start MBA Now

5 Data Studio Dashboard Plan

Using Google Data Studio (Looker Studio) create dashboard with:

Pages:

Performance Overview

CTR

CPC

Conversions

Cost per Conversion

Keyword Analysis

Top 10 converting keywords

Low CTR keywords

Search term report

Ad Performance

Variant A vs B comparison

Heatmap of CTR by ad group

6 Optimization Strategy Using Optmyzr

Using Optmyzr:

Rule-based alerts for:

CTR < 2%

CPC > ₹40

Conversion Rate < 3%

Automated bid adjustments

Negative keyword suggestions

Budget reallocation to high converting ad groups

7 Final Recommendations

✓ Remove low intent keywords

✓ Improve ad copy with USP + urgency

✓ Run A/B test for minimum 14 days


✓ Optimize based on conversion rate, not just CTR

✓ Add extensions:

Call extensions

Site link extensions

Structured snippets

 Conclusion

The account suffers from:

Poor keyword targeting

Weak ad messaging

No structured A/B testing

After redesign:

CTR expected to improve to 5–6%

Conversion rate expected to increase to 7–9%

Cost per conversion expected to reduce by 25–30%

TASK 04 – PROGRAMMATIC ADVERTISING SETUP

Platform: Google Display & Video 360 (DV360)

Tracking: Google Tag Manager (GTM)

Verification: IAS / MOAT

Objective: Conversions + High Viewability

Campaign Overview

Advertiser: Online MBA Institute

Campaign Goal: Lead Generation (Application Form Submissions)

Primary KPI: Cost per Lead (CPL)

Secondary KPI: Viewability Rate (>70%)

DV360 Campaign Structure

 Hierarchy Setup

Copy code

Advertiser


↳ Campaign (MBA Lead Gen 2026)

↳ Insertion Order (Prospecting)

↳ Insertion Order (Remarketing)

↳ Line Items

Insertion Order Configuration

 IO 1 – Prospecting

Budget: ₹5,00,000

Flight: 30 Days

KPI: Viewable CPM (vCPM)

Bid Strategy: Maximize Conversions

IO 2 – Remarketing

Budget: ₹2,00,000

Flight: 30 Days

KPI: CPA

Bid Strategy: Target CPA

4 Line Item Setup

Line Item 1 – Display Ads (Prospecting)

Format: Responsive Display Ads

Inventory: Open Auction + PMP Deals

Bidding: vCPM

Frequency Cap: 3 impressions per user per day

Device: Mobile + Desktop

Geo: India

Line Item 2 – YouTube Video Ads

Format: Skippable In-Stream (TrueView)

Optimization: Conversions

Target Viewability: 75%

Companion banner enabled

5 Audience Targeting Strategy

1st Party Data (Using GTM)

Created in DV360 Audience Manager:

A. Website Visitors (Last 30 Days)

All visitors

Visited MBA page

Started form but not submitted

B. Converters

Form Submitted (exclude from targeting)

3rd Party Data (DV360 Marketplace)

Purchased audience segments:

MBA aspirants

Business & Finance interest group

Working professionals 22–35

Affinity: Career advancement

☒ Custom Intent Audience

Keywords Used:

“online MBA admission 2026”

“best MBA program India”

“distance MBA UGC approved”

6 Google Tag Manager Implementation

Step 1: Install GTM Container

Add GTM code to website header & body.

Step 2: Create Conversion Tag

Tag Type: Floodlight Activity Tag

Trigger:

Form submission confirmation page

Button Click Event

Step 3: Event Tracking Setup

Tracked Events:

Page View

Scroll Depth 75%

Video Play

Form Start

Form Submit

Step 4: Link GTM with DV360

Publish container

Verify conversion tracking in DV360

7 Brand Safety & Viewability Setup

Using IAS (Integral Ad Science)

Configured:

Pre-bid brand safety filters

Fraud detection

Viewability targeting (70%+)

Using MOAT

Viewability measurement

Attention metrics

Invalid traffic detection

8 Optimization Strategy

Week 1 Optimization

Pause placements with:

Viewability < 50%

CTR < 0.3%

Exclude mobile apps (if poor performance)

Adjust bids based on top-performing inventory

Week 2 Optimization

Shift budget to:

High conversion placements

High attention scores (MOAT)

Refine frequency cap (reduce ad fatigue)

Expand lookalike audiences (based on converters)

9 Expected Results

Metric

Before Optimization

After Optimization

Viewability

55%

72%

CTR

0.35%

0.60%

Conversion Rate

1.8%

3.5%

Cost per Lead

₹1,200

₹750

Final Campaign Strategy Summary

- ✓ Structured prospecting + remarketing funnel
- ✓ Implemented 1st & 3rd party audience layering
- ✓ Conversion tracking via GTM
- ✓ Brand safety filters via IAS
- ✓ Viewability optimization using MOAT
- ✓ Continuous bid & placement optimization

Conclusion

The DV360 setup ensures:

High-quality traffic

Improved brand safety

Higher viewability

Better conversion efficiency