

# Post-Campaign Presentation

## Team 12

Kogta, Sushil  
Pandey, Pratik  
Prasad, Manasvi  
Poipatla, Nihal  
Peng, Qiyuan  
Sharma, Sakshi

# Executive Summary

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# Overview

- **Mission** : To make natural normal and affordable
- **Vision** : To make Shea Olein a staple household product
- Natural Skin Care brand founded in 2016
- Has a sister company operating in the domain
- Community service through creation of jobs

# Campaign Goals and Highlights

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- All goals aligned with organizational strategy of the client
- Brand awareness for Shea Olein
- To build a strong social media network
- Invite distributors and partners
- Invite other Businesses to manufacture for
- Understand user demographics for the client

# Overall recommendations

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- Improvement in website by adding “About us” page, maintaining industry standards for UI like grey color for ‘Out of stock’ and by adding product description.
- Different age groups are responding; a marketing strategy for youngsters(**social media**) and for older audience(**call and SMS**) should be implemented differently
- There are different states like Texas, California and New York which show a good traffic; market the product according to state festivals and huge events coming up
- About 70% traffic is through mobile and with customers in lower 50% income groups; website can be curtailed for better mobile experience and pricing can be worked upon accordingly

# Key Takeaways

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- Have plenty of keywords to cover bases and to beat budget limitations
- Use specific keywords
- Remove low search volume keywords
- Negative keywords need to be added on a regular basis
- Attain the trifecta for high quality scores
- High quality scores and better ad ranks help in budgeting strategy

# Highlights

1.03/  
25.6

Clicks/Impressions  
(Thousands)

130

Ads

68

Ad Groups

294.5

Total cost(\$)

2075

Key Words

4.01

CTR(%)

0.29

Average CPC(\$)

106

High QS(>=7)

# Strategy

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# Campaign Strategy Progression

Permission and Access setup, Meetings & coordination with Client, Technical Setup of the Analytics and Adwords accounts. Marketing Analysis for search keywords.

Week 0

Add more Keywords, create more ad groups & add more relevant descriptions to landing pages. Strive to achieve the Trifecta for better budget management

Week 2

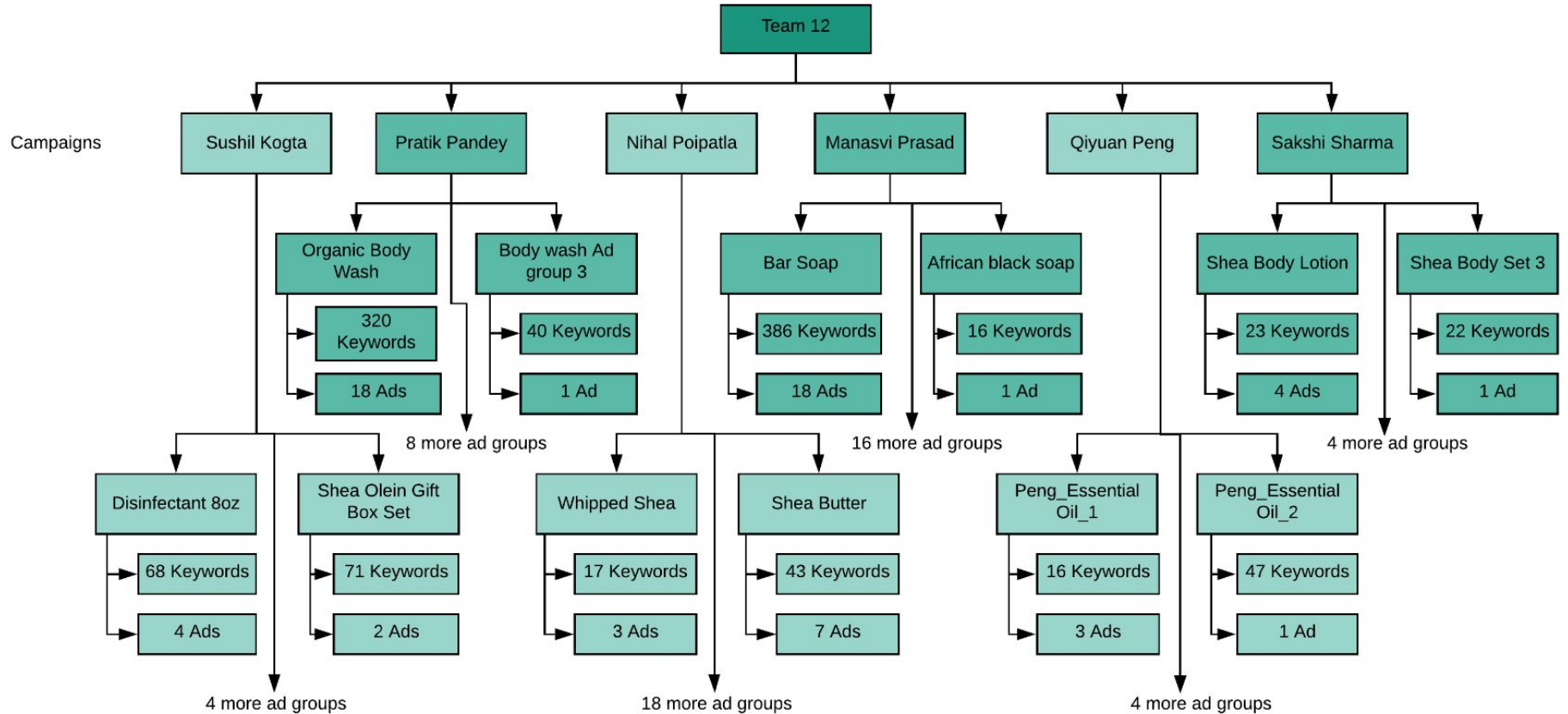
Week 1

Add basic keywords, add negative keywords mostly Broad searches and allow minimal daily budget.

Week 3

Continue adding more keywords and ad groups. Addition of Phrase matches. Analyze reports to pause and enable campaign for budget management and to make minor modifications to ads and landing page for improved quality score

# Ad Group Structure



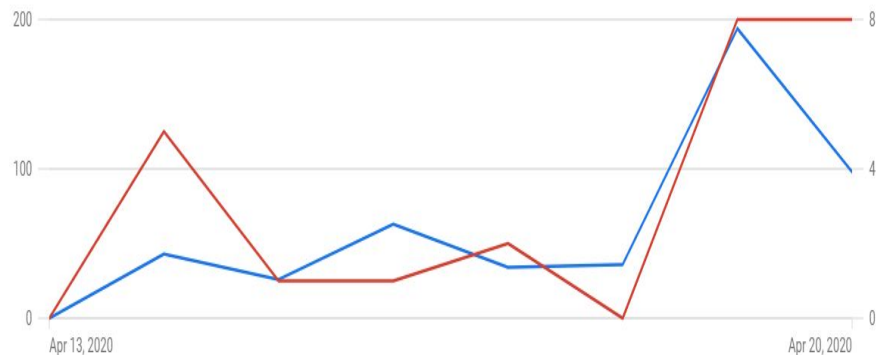
# Week-By-Week Analysis

Week 0	Week 1	Week 2	Week 3
<ul style="list-style-type: none"><li>• Research keywords and negative keywords using the keyword planner</li><li>• Set up goals to track visitor behavior on the website</li><li>• Design ad groups and modify landing pages</li></ul>	<ul style="list-style-type: none"><li>• 16 Ad groups with 873 keywords</li><li>• 57 Ad texts designed</li></ul>	<ul style="list-style-type: none"><li>• 39 Ad groups with 1724 keywords</li><li>• 93 Ad texts designed</li></ul>	<ul style="list-style-type: none"><li>• 68 Ad groups with 2056 keywords</li><li>• 130 ad texts designed</li></ul>

# Week 1 Analysis - Per Member

Member	Keywords	Ad Groups	Strategy
Pratik	179	3	<ul style="list-style-type: none"><li>• Brainstorm additional keywords to maximize impressions and clicks</li><li>• Improve landing page experience</li></ul>
Manasvi	223	3	<ul style="list-style-type: none"><li>• Increase budget to \$2.5 to maximize clicks and lower the cost per click</li></ul>
Sushil	112	3	<ul style="list-style-type: none"><li>• Create additional keywords related to “disinfectant”</li><li>• Lower the max. cost per click</li></ul>
Sakshi	82	2	<ul style="list-style-type: none"><li>• Set up negative keywords</li><li>• Increase daily budget to \$3</li></ul>
Peng	98	5	<ul style="list-style-type: none"><li>• Lower the daily budget to \$1</li><li>• Exercise caution to not exceed budget</li></ul>
Nihal	107	3	<ul style="list-style-type: none"><li>• Increase the number of keywords</li><li>• Improve the landing page experience</li></ul>

## Week 1 Analysis: Pratik



Clicks ▼

244

Impressions ▼

9.72K

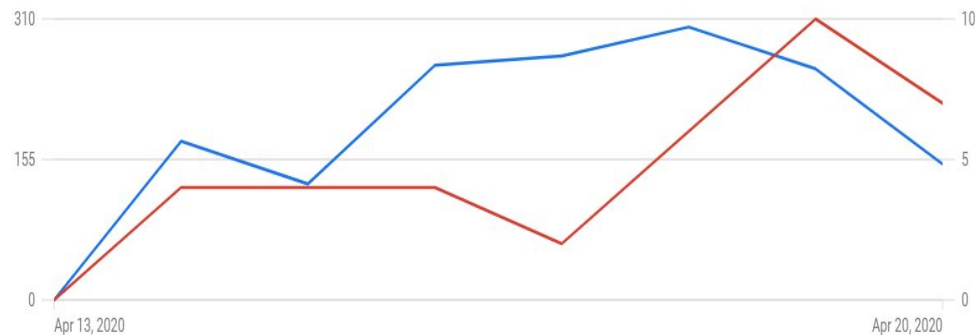
Avg. CPC

\$0.36

Cost

\$8.89

## Week 1 Analysis: Manasvi



Impressions ▼

1.54K

Clicks ▼

37

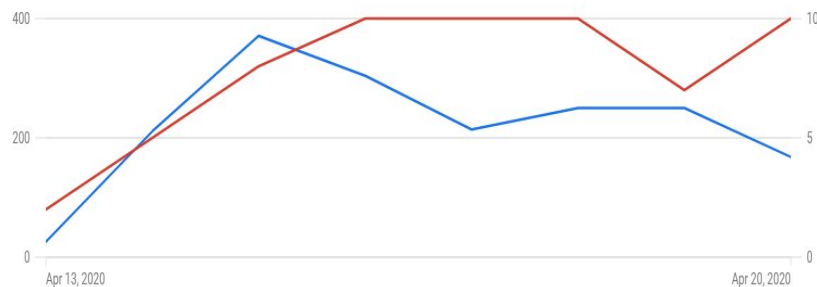
Avg. CPC

\$0.34

Cost

\$12.69

## Week 1 Analysis: Sushil



Impressions ▼

1.79K

Clicks ▼

62

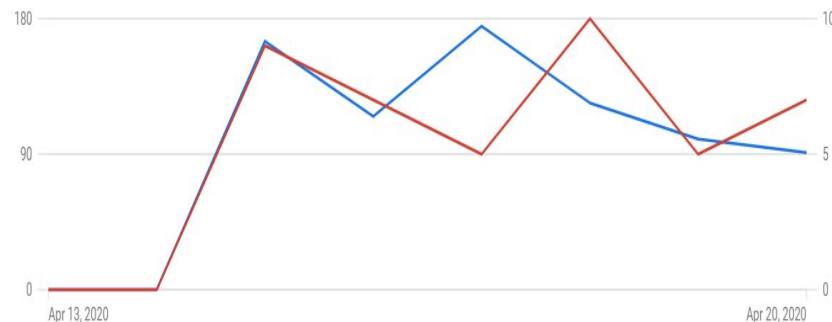
Avg. CPC

\$0.24

Cost

\$14.68

## Week 1 Analysis: Sakshi



Impressions ▼

770

Clicks ▼

43

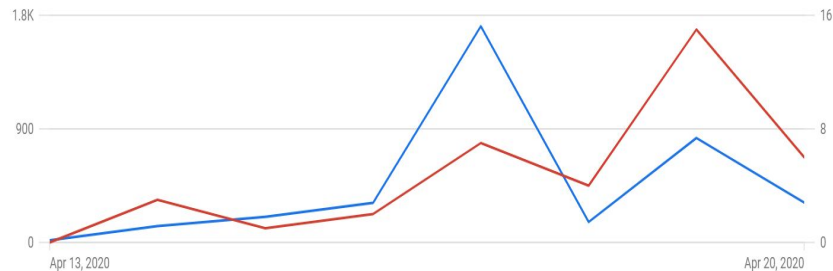
Avg. CPC

\$0.27

Cost

\$11.42

# Week 1 Analysis: Peng



Impressions ▼

3.68K

Clicks ▼

38

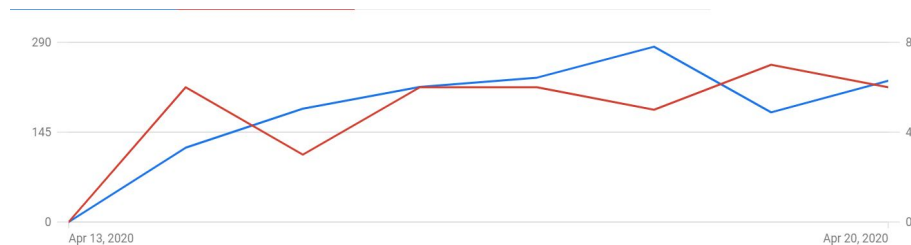
Avg. CPC

\$1.04

Cost

\$39.54

# Week 1 Analysis: Nihal



Impressions ▼

1.44K

Clicks ▼

39

Avg. CPC

\$0.33

Cost

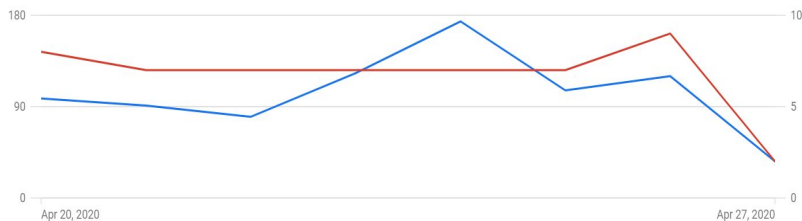
\$12.94

# Week 2 Analysis - Per Member

Member	Keywords	Ad Groups	Strategy
Pratik	389	7	<ul style="list-style-type: none"><li>• Add more add groups to target organic body wash</li><li>• Increase daily budget to \$3.5</li></ul>
Manasvi	438	13	<ul style="list-style-type: none"><li>• Improve ad text to increase quality score</li><li>• Add additional keywords to target luxury bar soaps</li></ul>
Sushil	179	5	<ul style="list-style-type: none"><li>• Increase budget to \$3</li><li>• Lower Max CPC</li><li>• Add additional keywords to gift category</li></ul>
Sakshi	109	4	<ul style="list-style-type: none"><li>• Set up negative keywords</li><li>• Add ad groups and keywords to target moisturizing benefits</li></ul>
Peng	126	7	<ul style="list-style-type: none"><li>• Lower the daily budget to \$0.50</li><li>• Exercise caution to not exceed budget</li></ul>
Nihal	193	12	<ul style="list-style-type: none"><li>• Add additional keywords to target the category, "Cocoa Butter"</li><li>• Modify Ad texts to improve ad relevance</li><li>• Add additional Ad groups</li></ul>



## Week 2 Analysis: Pratik



Impressions ▼

828

Clicks ▼

54

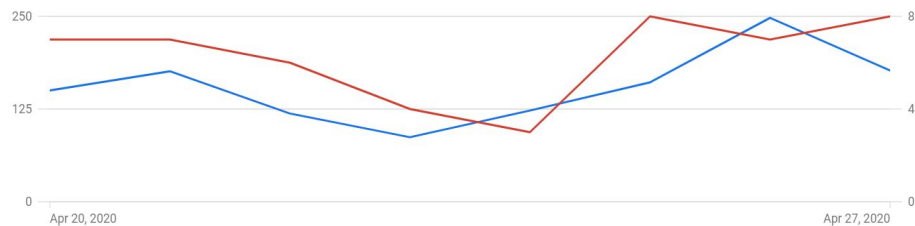
Avg. CPC

\$0.36

Cost

\$19.65

## Week 2 Analysis: Manasvi



Impressions ▼

1.24K

Clicks ▼

50

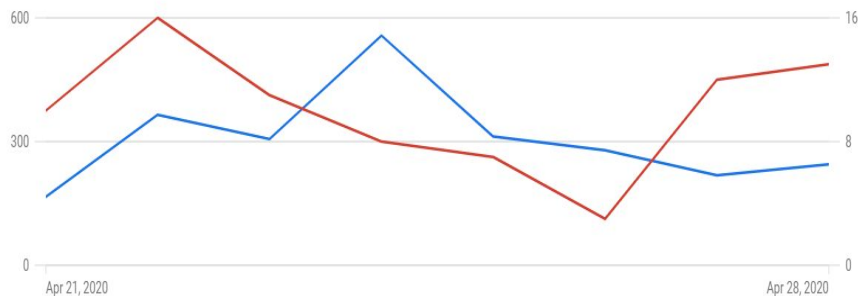
Avg. CPC

\$0.30

Cost

\$14.90

## Week 2 Analysis: Sushil



Impressions ▼

2.45K

Clicks ▼

80

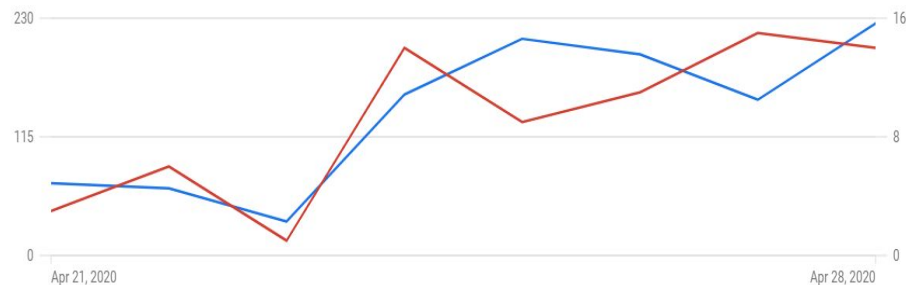
Avg. CPC

\$0.21

Cost

\$16.40

## Week 2 Analysis: Sakshi



Impressions ▼

1.1K

Clicks ▼

73

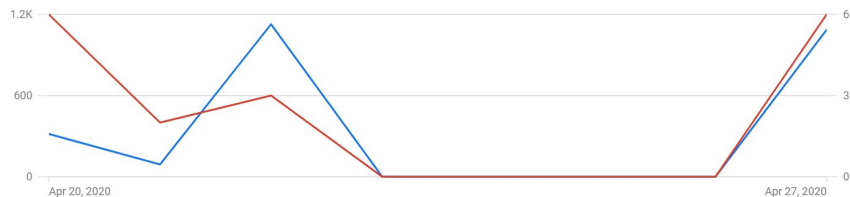
Avg. CPC

\$0.27

Cost

\$19.51

## Week 2 Analysis: Peng



Impressions ▼

2.62K

Clicks ▼

17

Avg. CPC

\$0.98

Cost

\$16.65

## Week 2 Analysis: Nihal



Impressions ▼

1.07K

Clicks ▼

48

Avg. CPC

\$0.33

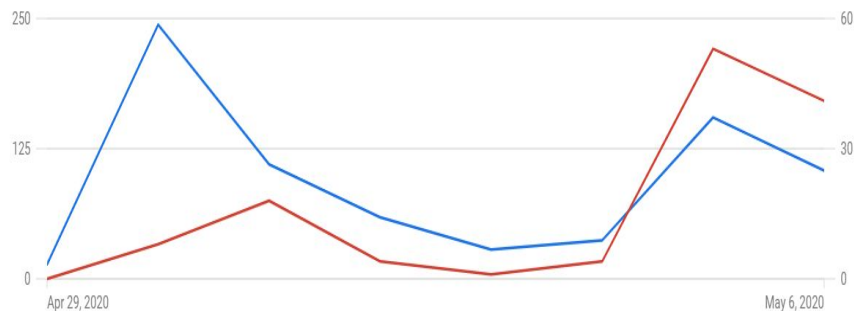
Cost

\$16.05

# Week 3 Analysis - Per Member

Member	Keywords	Ad Groups	Strategy
Pratik	535	10	<ul style="list-style-type: none"><li>• Maximize High Quality Score</li><li>• Increase budget to \$6 to generate more impressions and clicks</li></ul>
Manasvi	680	18	<ul style="list-style-type: none"><li>• Increase budget to \$5</li><li>• Add ad groups for more targeted marketing</li></ul>
Sushil	217	6	<ul style="list-style-type: none"><li>• Increase budget to \$4</li><li>• Add keywords to target gifts for Mother's day</li><li>• Improve ad texts to boost quality score</li></ul>
Sakshi	131	6	<ul style="list-style-type: none"><li>• Add additional keywords</li><li>• Add additional ad groups</li></ul>
Peng	126	7	<ul style="list-style-type: none"><li>• Maximize High Quality Score</li><li>• Maintain a low daily budget to not exceed the \$50 budget</li></ul>
Nihal	386	20	<ul style="list-style-type: none"><li>• Maximize high quality keywords</li><li>• Improve ad texts to attract more customers</li></ul>

## Week 3 Analysis: Pratik



Impressions ▼

751

Clicks ▼

129

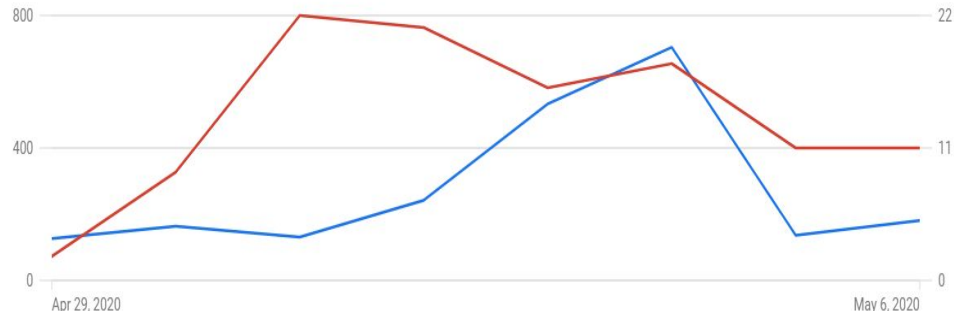
Avg. CPC

\$0.18

Cost

\$22.60

## Week 3 Analysis: Manasvi



Impressions ▼

2.22K

Clicks ▼

110

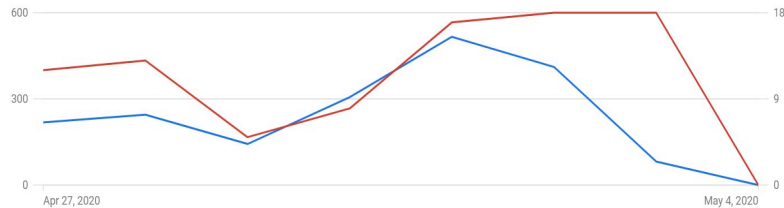
Avg. CPC

\$0.20

Cost

\$21.97

## Week 3 Analysis: Sushil



Impressions ▼

1.92K

Clicks ▼

91

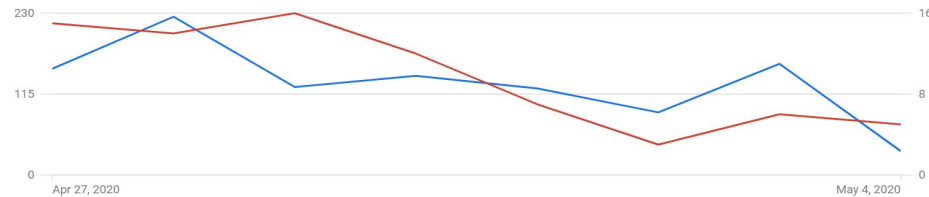
Avg. CPC

\$0.22

Cost

\$20.41

## Week 3 Analysis: Sakshi



Impressions ▼

1.05K

Clicks ▼

78

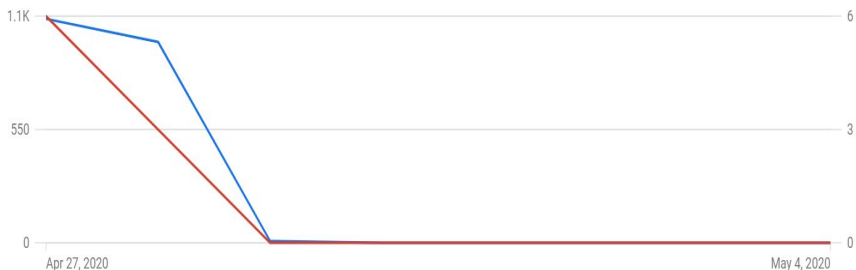
Avg. CPC

\$0.34

Cost

\$26.82

## Week 3 Analysis: Peng



Impressions ▼

2.07K

Clicks ▼

9

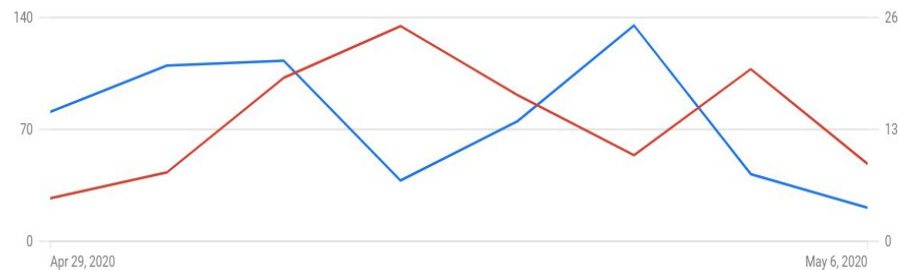
Avg. CPC

\$0.20

Cost

\$1.81

## Week 3 Analysis: Nihal



Impressions ▼

615

Clicks ▼

113

Avg. CPC

\$0.18

Cost

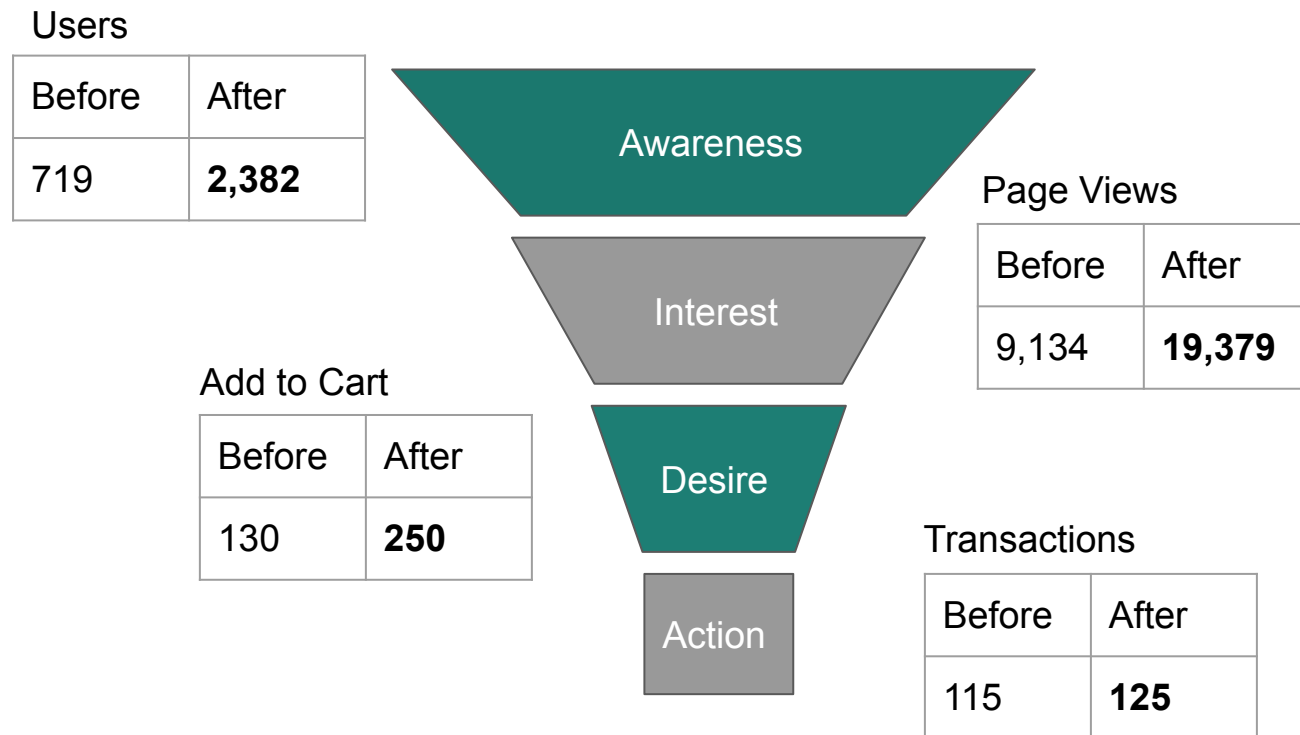
\$20.13

# Performance

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# Purchase Funnel



# Performance Summary - Per Member

	High quality score ( $\geq 7$ )	Impression	Click	Average CPC	Average CTR	Total Cost
Sakshi	1	2.54 k	165	\$0.30	6.48%	\$49.87
Nihal	12	3.07 k	199	\$0.25	6.49%	\$49.56
Manasvi	43	5.01 k	196	\$0.25	3.91%	\$49.26
Pratik	34	2.02 k	201	\$0.24	9.96%	\$49.04
Sushil	15	5.95 k	213	\$0.23	3.58%	\$48.72
Peng	1	6.97 k	52	\$0.92	0.75%	\$48.05
Total	106	25.6 k	1.03 k	\$0.29	4.01%	\$295

# Weekly and Total Budget Overview

	Week 1		Week 2		Last 10 days		Total	
Sakshi	\$9.62	19.2%	\$13.43	26.93%	\$26.82	53.77%	\$49.87	
Nihal	\$11.40	23.0%	\$14.22	28.69%	\$23.94	48.30%	\$49.56	
Manasvi	\$10.71	21.7%	\$12.71	25.80%	\$25.84	52.45%	\$49.26	
Pratik	\$6.25	12.7%	\$19.30	39.35%	\$23.49	47.89%	\$49.04	
Sushil	\$12.57	25.8%	\$13.41	27.5%	\$22.74	46.67%	\$48.72	
Peng	\$30.87	64.24%	\$15.37	31.98%	\$1.81	3.76%	\$48.05	
Total	\$81.42	27.64%	\$88.44	30.00%	\$124.64	42.32%	\$294.50	

# Findings/ Analysis

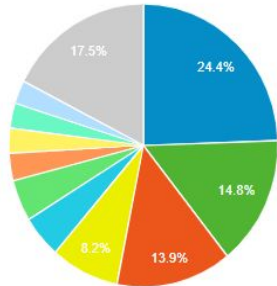
# Recommendations for the campaign going forward

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## What could the group do with more money/time?


- Focus on conversions
- Increase the daily budget
- Increase exposure/ reach
- Increase bids
- Focus on additional campaign types
- Use reports to improve quality scores, which in turn would reduce ad costs

- Practice improved geotargeting for better ROI

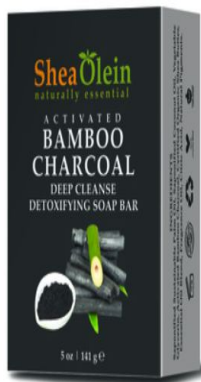
Region	Users ▾ ↓	Users	Contribution to total: Users ▾
	604 % of Total: 79.89% (756)	604 % of Total: 79.89% (756)	
1. <span style="color: #0070C0;">■</span> Maryland	155	24.45%	
2. <span style="color: #4F81BD;">■</span> Texas	94	14.83%	
3. <span style="color: #C00000;">■</span> Virginia	88	13.88%	
4. <span style="color: #FFD700;">■</span> New Jersey	52	8.20%	
5. <span style="color: #00B0F0;">■</span> Georgia	31	4.89%	
6. <span style="color: #4682B4;">■</span> New York	30	4.73%	
7. <span style="color: #FF8C00;">■</span> California	20	3.15%	
8. <span style="color: #FFD700;">■</span> Florida	18	2.84%	
9. <span style="color: #3CB371;">■</span> Ohio	18	2.84%	
10. <span style="color: #ADD8E6;">■</span> Pennsylvania	17	2.68%	

# What parts of the campaign did not work as anticipated? Why?

- Getting Sales conversion

<input type="checkbox"/> ● Campaign	Status	Optimization score	Campaign type	Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Conv. rate	Conversion	Cost / conv.
<input type="checkbox"/> II  Sakshi Sharma	Paused	—	Search	165	2,545	6.48%	\$0.30	\$49.87	0.00%	0.00	\$0.00
<input type="checkbox"/> II  Nihal Poipatla	Paused	—	Search	199	3,066	6.49%	\$0.25	\$49.56	0.00%	0.00	\$0.00
<input type="checkbox"/> II  Manasvi Prasad	Paused	—	Search	196	5,015	3.91%	\$0.25	\$49.26	0.00%	0.00	\$0.00
<input type="checkbox"/> II  Pratik Pandey	Paused	—	Search	201	2,019	9.96%	\$0.24	\$49.04	0.00%	0.00	\$0.00
<input type="checkbox"/> II  Sushil Kogta	Paused	—	Search	213	5,950	3.58%	\$0.23	\$48.72	0.00%	0.00	\$0.00
<input type="checkbox"/> II  Qiyuan Peng	Paused	—	Search	52	6,971	0.75%	\$0.92	\$48.05	0.00%	0.00	\$0.00

- Keywords' quality scores took a hit due to landing page experience



## ACTIVATED BAMBOO CHARCOAL DEEP CLEANSE DETOXIFYING SOAP BAR

PRICE:

\$3.99

SKU:

603161017612

WEIGHT:

6.00 Ounces

RATING:



 Sorry but this item is currently unavailable.

Please check back at a later stage.



ADD TO WISHLIST



SHARE



## PRODUCT DESCRIPTION



Shea Olein's certified organic African Black Soap is a 100% all-natural Shea Olein Aloe Butter and Vitamin E oil blend full of natural minerals and antioxidants. Designed to calm, cleanse, and hydrate it will leave your skin feeling soft, refreshed and perfectly balanced. Its preventive, regenerative, and anti-aging properties aid in thinning facial lines, diminishing acne, preventing razor bumps, and reduces the symptoms of skin issues such as eczema, seborrhea, and psoriasis.

**BALANCING | ANTI-AGING | REGENERATIVE**

## INGREDIENTS

- Saponified Mass Balance Sustainable Palm Oil
- Saponified Coconut Oil
- Vegetable Glycerin
- Original African Black Soap
- Certified Organic African SheaOlein
- Certified Organic Aloe Butter
- Vitamin E
- Essential Oil Blend
- Fragrance Oil
- Citric Acid
- Natural Pigments



- Amazon selling same products for no shipping costs (Client selling its products through multiple other platforms)




EN
Hello, Pratik Account & Lists

Deliver to Pratik Hyattsville 20783
Whole Foods
Prime Video
Pratik's Amazon.com
Help
Best Sellers
Browsing History
Find a Gift
New Releases
Buy Again
Gift Cards
Pantry
Registry

All Beauty
Premium Beauty
Makeup
Skin Care
Hair Care
Fragrance
Tools & Accessories
Personal Care
Oral Care
Men's Grooming
Professional Beauty
Best Sellers
New Arrivals




**Biotin by Amazon**
★★★★★

Always tested for quality and customer-loved



Back to results






## SheaOlein-African Black Soap w/Shea Olein, Aloe Butter & Vitamin E. 5 oz Bar (12 Bars)

by [Shea Olein](#)

★★★★★ 3 ratings

Price: **\$29.95** (\$29.95 / Count) & **FREE Shipping**

Thank you for being a Prime member. Get \$70 off instantly: Pay \$0.00 upon approval for the Amazon Prime Rewards Visa Card. No annual fee.

Not eligible for Amazon Prime.

Item is returnable in 30 days and restocking fee may apply

Size: **12 Bars**

- Organic Ingredients.
- 100% Vegetable Base
- Extreme Moisturizing.

[Report incorrect product information.](#)

Save 5%

# Recommendations for Website Modification

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- The website design is clean, however the elements of the page could be positioned better, this would engross new as well as returning customers.
- Products that are out of stock need to be colored with a darker shade to make it distinctly visible.
- As most of the fragrance combinations are unique to Shea Olein, a short product description would help improve the customer experience
- An “About Us” page is missing which can be effectively used to share the company’s story across its users.

# Strategy Recommendations

01

## Bar Soaps: Manasvi

- Demand origin locations: Maryland, Virginia, Pennsylvania, New York, and New Jersey
- Focus on Lemon, Almond, Charcoal, Shea butter, Tea Tree, and Honey
- Strategize to appeal to females of age group 25-45

02

## Lotions : Sakshi

- Virginia, Texas, New York, and New Jersey
- Focus more on Milk and Butter lotions and develop more around these

# Strategy Recommendations

03

## Body Wash: Pratik

- Maryland, Texas, New Jersey, Virginia generate the most demand.
- Aloe, Avocado and Lemon generate the most demand and should be major focus areas

04

## Whipped Shea: Nihal

- High potential to expand into Texas , New York, and Florida
- Capitalize on Shea butter in general and its benefits, like moisturizing and anti-aging

# Strategy Recommendations

05

Essential Oils:  
Qiyuan

- Focused locations: New York, California, and Texas
- **Helping relax and sleep** is a good direction for advertising
- Females and over 35 years old

06

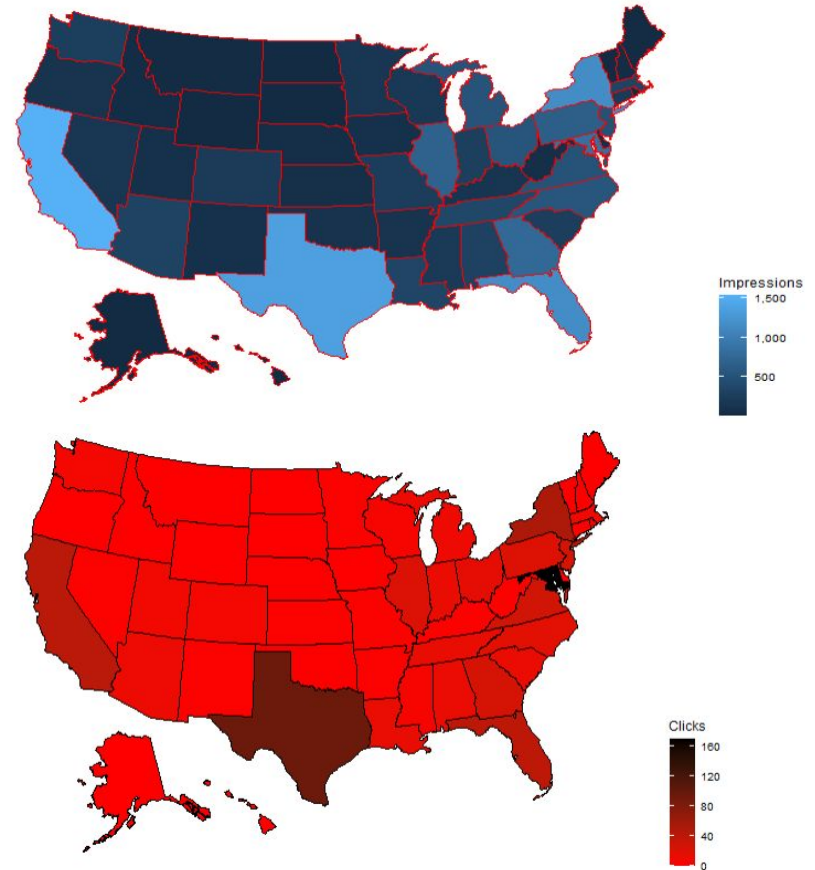
Disinfectant and  
Gift Box set :  
Sushil

- Gift boxes: Age range 18-34, Disinfectants : 45 and above
- Expand into Disinfectant wipes and sanitizers
- Advertise through SMS and calls for older customers

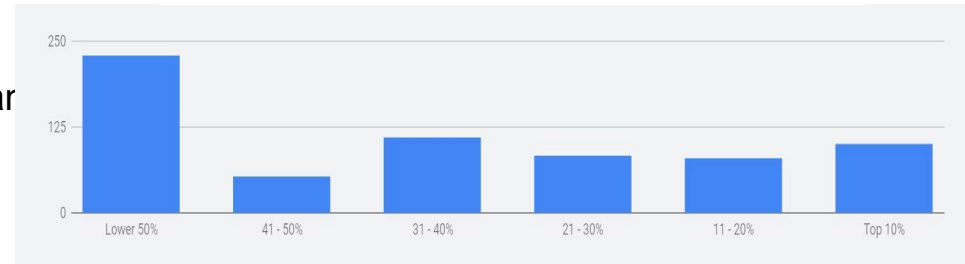
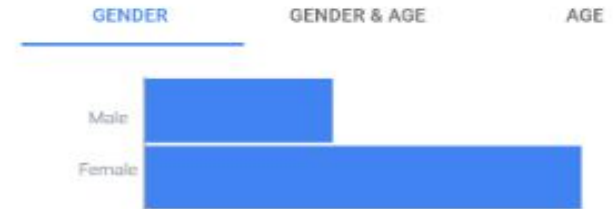
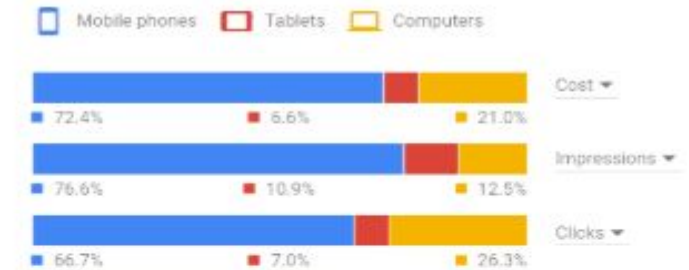
# Recommendations for the client

## Marketing

- A more active presence across all social media platforms can help boost their customer base.
- The campaign showed a very positive response in New York, Texas and California. Shea Olein can concentrate their marketing efforts in these three states
- Promotional offers during the holiday season could help attract more customers



- According to the Google Ads report, more than 70% users are from mobile phones. The client should focus on mobile website or App development.
- The demographics suggest higher number of female customers to male customers. Strategies can be developed to target the user base.
- The income for majority of the customers lie in the lower 50% of the national median. Suitable pricing and advertising strategies can be developed to capture the market share



# Learning Component



# Group Dynamics

What **challenges** did your group encounter?

- Severe degree of overlap of ingredients
- Lack of hands-on experience with Google Ads
- Virtual meetings led to misinterpretations at times
- Long Tailed Keywords ended as low search volume keywords

How did you work together to overcome the challenges?

- Tried to communicate information as effectively as possible
- Tried to be creative with keyword generation
- Invested a lot of time in learning about the AdWords platform
- Educated each other about learnings from mistakes

# Client Dynamics

- Congenial to collaborate with client
- Trustful relations maintained throughout
- Received all access approvals without any hassle
- Authorized to make changes to website when required
- Communication with the client became a challenge due to COVID-19

# What could be done differently?

- Focus on improving landing page experience
- Manage budget more effectively
- Add majority of the keywords in the first week of the campaign
- Create targeted Ad Groups in the initial stages
- Come up with strategies to ensure high quality scores
- Generate keywords with low average CPC.
- More usage of report feature of AdWords account

**Thank You!**

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