Weekly Report 10
Group #12
Group Leader: Pratik Pandey
Group Members: Sushil Kogta, Pratik Pandey, Qiyuan Peng, Nihal Poipatla, Manasvi Prasad, Sakshi Sharma

Week 10 (04/18/2020 – 04/24/2020)
The team has spent the past week monitoring and improving their campaigns individually. Please find the accomplishments and challenges of the campaign below:

1. Qiyuan Peng - Essential Oil
Accomplishment:
1. Campaign has a total of 7 Ad groups, 5 landing pages, 89 keywords, of which 5 have a quality score of 3 or more.
2. Modified Landing Pages to achieve Trifecta and achieved 4.24 k impressions and 37 clicks in the past 7 days and the highest CTR of an ad is 5.71%, while 3 have it over 1%.
Challenges & Difficulties:
1. High bidding on keywords results in huge costs and due to budget exhaustion, the campaign had to be paused.
2.**Possible Solutions**:
1. Adjusting bidding strategy for different keywords and finding the optimized solution.

2. Pratik Pandey- Body Wash
Accomplishment:
1. The campaign has 1 Ad group, 118 keywords and 14 ads that resulted in 904 impressions, 51 clicks in the past 7 days and an average CTR of 5.64%, with the highest being 25%.
2. Modified landing page of the ads to achieve the Trifecta for better budgeting to manage the constraint of budget.
Challenges & Difficulties:
1. Limited products have made it difficult to innovate and come up with varying keywords and ads.
Possible Solutions:
1. Keep generating keywords that have low to moderate bid values and focus on the 'trifecta'.

3. Nihal Poipatla - Whipped Shea
Accomplishment:
1. Created 2 Ad groups with 57 keywords and 7 of them achieved a quality score over or equals 3.
2. Added meaningful description to landing pages to achieve the Trifecta and contributed with 1.76 k impressions, 63 clicks in the past 7 days and an average of greater than 3% CTR.
Challenges & Difficulties
1. With a lot of the firm's products being sold on Amazon & Walmart, bidding for the keywords is taxing. Due to the Pandemic, keywords warrants high bids now and weren't during our Pre-campaign strategy.
Possible Solutions:
1. Manage budget with new, inexpensive keywords and incorporate phrase matches and exact matches.

4. Sushil Kogta - Disinfectant and Gift box set

Accomplishment:

1. Created 3 Ad groups for 3 landing pages. Currently, I am learning about different times and locations to understand when and where my products get a good reach and developed 75 keywords with quality scores of 8,7,6,5 and 3.

2. Contributed 1.774 k impressions and 68 clicks in the past week with 2 ad groups having CTR over 3%.

Challenges & Difficulties:

1. High bidding on keywords results in limited budget problems. I am using trifecta but still can't improve quality score.

Possible Solutions:

1. Adjusting bidding strategy for different keywords and finding the optimized solution, and adding more keywords and making changes in landing pages accordingly.

5. Manasvi Prasad - Bar Soaps

Accomplishment:

1. The campaign has a total of 2 ad groups with 2 landing pages and 218 keywords designed for a total of 18 text ads.

2. The current spent budget is $18.41 with a total 57 clicks, an average CTR of 2.97% with 2 ads at 33.33%.

Challenges & Difficulties:

1. First page bids are high for most keywords & despite utilizing the Trifecta concept, quality scores are tough to achieve.

2. The client is preoccupied dealing with disinfectant products and are not restocking a whole range of Luxury Soaps.

Possible Solutions:

1. Managing bids when competing with giants advertising in the same domain.

6. Sakshi Sharma- Body Lotion

Accomplishment:

1. The campaign has 2 Ad groups and 33 keywords that resulted in 1058 impressions, 63 clicks and the highest average CTR of 5.95% in the group. One of the keywords has a quality score of 8/10.

2. Modified landing page of the ads to achieve the Trifecta for better quality score.

Challenges & Difficulties:

1. Only one keyword has a quality score so far.

Possible Solutions:

1. Possibly align other keywords with my ads and the ad text recently added on the landing page.

7. Reflection on Last Week's Works:

We have tried our best. made some mistakes, learnt from them, but the past week has been a great learning experience in terms of applying to use what we have been learning theoretically about for a while.

8. Upcoming Tasks:

1.Continue adding new inexpensive keywords with new strategies to target the audience, while managing bids.

2. Increase budget for the last week to utilize the remaining amount and be mindful of the expenses by last week**.**

9. Question:

How else do we achieve Quality scores as we are already mindful of the Trifecta and have incorporated that already?

Weekly Report 9
Group #12
Group Leader: Pratik Pandey
Group Members: Sushil Kogta, Pratik Pandey, Qiyuan Peng, Nihal Poipatla, Manasvi Prasad, Sakshi Sharma

Week 9 (4/11/2020 – 4/17/2020)

Tasks Completed:

1. Preparation:

The team worked on getting the goals, keywords and ads in order. Each member worked individually and collaborated when necessary to understand and develop an effective campaign for our client. The team agreed upon a strategy of adding generic keywords related to the categories and building on the list with specific ones gradually, as we monitor the performance. We decided to begin the campaign with a maximum of $2 per day and manage the budget based on our observation of the performance of the keywords.

2. Campaign - Week 1:

The first week of campaign began with significant collaboration within the team and some required from the client. The ads took significant time to start to get published on the pages and eversince the team has been monitoring their campaigns individually. Each member is aiming to achieve high quality scores by writing content, keeping the trifecta between the Landing Page, the keywords and the Ad copy in mind. Our strategy is to achieve as many high quality scores as we could, to be able to manage the budget better and utilize the reduced Cost-per-click that Google provides to well managed campaigns.
We have a total of about 300 keywords split up in 13 ad groups and 6 campaigns at this point. We also have a total of 4553 impressions, 99 clicks and have spent a total of $33.04 by now. Due to the pandemic, some products like the Disinfectant are performing very well and seem like a great addition to the business.

		Campaign ↓	Budget	Status	Optimization score	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate
☐	●	Sushil Kogta	$2.00/day	Limited by budget	25.2%	Search	29	1,034	2.80%	$0.27	$7.74	0.00%
☐	●	Sakshi Sharma	$2.00/day	Limited by budget	32.4%	Search	19	434	4.38%	$0.38	$7.26	0.00%
☐	●	Qiyuan Peng	$2.00/day	Eligible	40.2%	Search	9	1,532	0.59%	$0.19	$1.72	0.00%
☐	●	Pratik Pandey	$1.90/day	Limited by budget	29%	Search	9	157	5.73%	$0.40	$3.57	0.00%
☐	●	Nihal Poipatla	$2.70/day	Limited by budget	26.7%	Search	20	675	2.96%	$0.35	$7.00	0.00%
☐	●	Manasvi Prasad	$1.80/day	Limited by budget	30.6%	Search	14	721	1.94%	$0.43	$6.04	0.00%
		Total: All but removed campaigns ⓘ			–		100	4,553	2.20%	$0.33	$33.33	0.00%
⌄		Total: Account ⓘ	$12.40/d..		–		100	4,553	2.20%	$0.33	$33.33	0.00%

4. Reflection on Last Week's Works:
The team prepared a presentation on the Pre-campaign strategy with an efficient process of splitting the topics and then collaborating to compile it, while evaluating each other's analysis and providing constructive feedback. The team also monitored the discussion board of our presentation and watched the presentations of other teams. This was a great experience as it allowed us ample opportunity to learn and spot angles or topics that we might have missed to consider or analyze.

5. Upcoming Tasks:

i. Continue to monitor the Ad campaigns
ii. Implement changes to Client's website for more successful Ad campaign
iii. Add more keywords
iv. Manage the budget effectively

6. Question:

How can we improve our Clickthrugh rate, when the world is facing economic challenges, people are losing jobs and don't want to spend on something that doesn't feel essential? We have significant impressions and clicks, but not a single sales Conversion.

7. Challenges:

i. Our client is swamped with orders from Distributors and has no time to contribute.
ii. Amazon sells our clients' products and offers free shipping and that's a tough competition to beat, as our client doesn't offer free shipping.
iii. We are competing against big names operating in the same business vertical like Target, Bath & Body Works, Bulk Naturals, who have the resources to bid higher.
iv. With the pandemic, the client has shifted focus from all other products to the essential ones. This means no restocking of luxury products like the whole collection of luxury bar soaps is out of stock.

Weekly Report 8
Group #12
Group Leader: Pratik Pandey
Group Members: Sushil Kogta, Pratik Pandey, Qiyuan Peng, Nihal Poipatla, Manasvi Prasad, Sakshi Sharma

Week 8 (3/31/2020 – 4/10/2020)

Tasks Completed:

1. Preparations for Presentation:

To adhere to the current COVID crisis, the live presentation moved to an online platform, like so many other things in these unprecedented times. We collaborated on google docs and hangouts and a significant portion of our efforts went in refining presentation slides and putting up a final version of recorded presentation.

2. Finalized Pre-campaign Report:

 We divided six categories and assigned them to each team member as follows:

Manasvi- Bar Soap
Pratik- Body Wash
Sushil- Disinfectant and Bundles
Peng- Essential Oils
Sakshi- Lotion
Nihal- Whipped Shea Butter.

The presentation consists of client overview, market analysis, current market strategy, market goals, proposed Google Ads strategies. Before working on the report, we had a detailed conversation with our client about the company's history, current customers, future prospects and their expectations out of the campaign. The client having Analytics since a significant duration helped us with our analysis. We acquired the data from Google Analytics to conduct Market and Customer Analysis and conclude the goals of our campaign. In addition, we used Business frameworks like Porter's Five Forces and SWOT analyses to explain and discover how SheaOlein could sustain different levels of profitability. This also helped us as a team to understand our client better.

3. Presentation:

Through a healthy process of evaluating each other's analysis and performance and giving constructive feedback, we successfully presented a version which each team member was content with and agreed upon. We hoped to cover each point on the rubric and more and used Zoom as the platform through this.

4. Reflection on Last Week's Works:

After submission of a version of our presentation that everyone felt content with, we moved on to individually watching the presentation of other teams and providing constructive feedback. The process was beneficial as it allowed us to learn about how there could be different approaches to the campaign. For example, some groups gave very good descriptions of their client and target customers. We received feedback from members of other teams and worked

jointly to answer the questions they posted coherently. We also tried to absorb some suggestions such as improving brand awareness through emails.

We watched different groups' presentations and tried to write some comments and ask some questions. All other groups did a great job. For example, some groups gave very good descriptions of their client and target customers. We found that we have geo-targeting strategies that are mentioned in others' presentations in little capacity. We also received some comments and questions to which we tried our best to answer and absorb some suggestions such as improving brand awareness through emails. We will continue to dig more potential information which is useful to help client's business from Google Analytics.

5. Upcoming Tasks:

i. Analyze data and self-study Google Ads to better perform in the upcoming campaign.
ii. Design Ad Groups.
iii. Connect with Prof. Bono and discuss Ad Groups design.
iv. Start the individual campaigns.
v. To dig more potential information useful to client's business through Analytics

6. Question:

Ad words for some words have really high bidding rates in the current Google ads market. Considering the budget of $50 per person, how can we approach the challenge?

7. Challenges:

i. Shipping of products is currently facing a hit because of the COVID-19 situation.
ii. Client communication through zoom and hangout is difficult as their regular workload has increased because of the crisis.
iii. Presentation recording was difficult as we faced poor connection issues, recording errors, background noise and proper sync of slides and speech.
iv. Finalizing the keywords for the different campaigns was a huge task as some of the ad words have high bidding rates as compared to others and rates for some ad words were unavailable making it difficult to place a bid on those ad words.
v. Each team member working out of a different location makes collaboration a challenge

Weekly Report 7
Group #12
Group Leader: Pratik Pandey
Group Members: Sushil Kogta, Pratik Pandey, Qiyuan Peng, Nihal Poipatla, Manasvi Prasad, Sakshi Sharma

Week 3(3/16/2020 – 3/30/2020)
Tasks Completed:
1. Client finalization
A meeting was scheduled and attended by the client and all team members to successfully setup Google analytics, Tag Manager and Google Ads. There were several follow up calls regarding the access and coordination for different stages of setup.

2. Email conversation with Finalized client.

Client Name	Interactions
SheaOlein	- Technical set-up call was scheduled by email and every step of the process and exchange of credentials has been documented through emails. - The whole team collaborated with the client to discuss about the setting up of Google Analytics, Tag Manager and Google Ads on Google Hangouts and completed the setup

3. Reflection on last week's work

The team formulated campaign strategies after the finalization of the client. The Google Analytics and Tag Manager setup has been completed. The tracking code has been incorporated across all the web pages in collaboration with the Client. Google Ads has been set up and linked successfully with Google Analytics . Goals for each individual has been finalized. 6 individual campaigns have been created on Google Ads and the ownership has been assigned to the team members.

4. Upcoming tasks

i. Work on our keywords continuously and improve the quality score of our campaigns.
ii. Validate with the client if the selling point is being captured through our Ad campaigns and capture the geographical focus areas of the client.
iii. Come up with weekly goals as we head into the second phase of the project.
iv. Continue to keep the client looped in and informed about all actions being taken to run the campaign.
v. Maintain trust with the client and continue to inculcate their advice through the course of the campaign.

5. Question:

Our Client has geographical preferences for the campaign. By what degree should we take into account their request for the same?

6. Challenges:

i. Developing strategies for individual campaigns and finalizing quality keywords.
ii. Coordination with team members during the campaign.
iiii. Given the current Shelter in and lockdown that is in place, it is a challenge to communicate the technical aspects with the client and with the team.
iv. There are very limited resources in terms of common spaces to host meetings and discussions due to the pandemic situation.
v. Maintaining quality score of the keywords and understanding how keywords are matched.
vi. Given the lucrative nature of the client's business and the current market, running the campaign and selectin

7. Summary:

Due to COVID-19 and the market plummeting, we are worried about how to sail through these unprecedented times, however with the professor's guidance and reassurance, and the nature of industry we have fortunately selected, we hope to make a success out of the campaign.

Weekly Report 6
Group #12
Group Leader: Pratik Pandey
Group Members: Sushil Kogta, Pratik Pandey, Qiyuan Peng, Nihal Poipatla, Manasvi Prasad, Sakshi Sharma

Week 3(3/9/2020 – 3/14/2020)

Tasks Completed:

1. Client finalization

A meeting has been set up to complete the Google analytics, Tag Manager and Google Ads installation. It will mostly be a phone call or a Skype conference.

2. Potential clients and background

As the client is finalized, no new mails were sent out by the team.

3. Email conversation with connected clients.

Client Name	Interactions
SheaOlein	- Technical set-up call has been scheduled on email.

4. Reflection on last week's work

The team started building campaign strategies after client finalization. The effort that has been put in to help each other come up with good ads and quality keywords.

5. Upcoming tasks

i. Host the scheduled calls with the client and effectively communicate the technical aspects of the setup.
ii. Complete technical setup on client machine.
iii. Finalize campaign strategy and distribution of categories among team members.
iv. Come up with weekly goals as we head into the second phase of the project.
v. Keep the client informed about all actions being taken to run the campaign.
vi. The client's Tag manager and Analytics have been set up and we need to check if they are working fine or not.

6. Question:

With the market plummeting, it is a serious concern that these small businesses would receive any help from the campaign. What do we do about this?

7. Challenges:

i. Developing strategies for individual campaigns and finalizing quality keywords.
ii. Traveling to Shea's office every time they face an issue is a possibility.
iii. Changing approach and strategy mid-campaign if earlier strategies don't work.
iv. Coordination with team members during the campaign.

v. Retaining the budget to run the course of the campaign.

vi. Given the new no in-person interaction, it has become challenging to communicate the technical aspects with the client and with the other team members.

vii. There are very limited resources in terms of common spaces to host meetings and discussions due to the pandemic situation.

viii. Explaining everything to the client on call is going to be a challenge.

Weekly Report 5
Group #12
Group Leader: Pratik Pandey
Group Members: Sushil Kogta, Pratik Pandey, Qiyuan Peng, Nihal Poipatla, Manasvi Prasad, Sakshi Sharma

Week 3(3/2/2020 – 3/7/2020)

 Tasks Completed:

1. Client finalization

After the meeting with Prof. Bono, we expedited our client selection process. We had an on-site meeting with the Owner and CMO of Shea Olein on Tuesday(March 3rd). We had prepared a questionnaire and received positive responses to all the concerns on it. The primary concern was related to categories and was solved when they decided to make changes to the landing page as and when required. We discussed technical setup and came to know they already have Google Analytics set up to which they are ready to provide us access. Apart from that, they are willing to use our Google Ads account to run the campaigns. We feel extremely positive about the client at this point.

We have decided to run campaigns on six categories which focus largely on sales. They are:

i. Bar Soaps (We can have three strong sub categories in this section if needed : African black, Thai lemon grass, Love butter, Spanish saffron are a few of their most strong running products)

ii. Body Wash

iii. Lotion

iv. Whipped Shea butter

v. Essential Oils

vi. Bundles or gift boxes (This will also include gift certificates and customized bundle options)

All of these categories are going to have at least 6 types of products in each of them.

2. Potential clients and background

Since we were in the process of finalizing clients, we decided to stop looking for new ones. However, we sent emails to all the clients who responded positively to thank them for their time and consideration. We let them know that we were moving ahead with someone else in a very professional and polite manner.

3. Email conversation with connected clients.

Client Name	Interactions
SheaOlein	- After the meeting with Shea Olein at their office, an email was sent listing all the points of discussion. - Client has been informed about the next steps and have been told that we would proceed to the technical setup upon approval from our Professor. - Through another on-site meeting, we are planning to set up things as all instructed conditions have been agreed upon by the client.

4. Reflection on last week's work

Last week was all about working on finalizing one of the two potential clients. We focused our energy on getting all the questions answered. The work that was put in by the team in coming up with questions and preparing the flow of the meeting was impressive. Each member of the team has completed the Google Ads Measurement Certification Exam.

5. Upcoming tasks

i. Setup Google Ads using the new gmail account that we have created.

ii. Complete technical setup on client machine.
iii. Finalize campaign strategy and distribution of categories among team members.
iv. Come up with weekly goals as we head into the second phase of the project.
v. Keep the client informed about all actions being taken to run the campaign.

6. Question:

Do we need to keep in touch with another potential client and hold on to them as a backup?

7. Challenges:

i. Developing strategies for individual campaigns and finalizing quality keywords.
ii. Traveling to Shea's office every time they face an issue is a possibility.
iii. Changing approach and strategy mid-campaign if earlier strategies don't work.
iv. Coordination with team members during the campaign.
v. Retaining the budget to run the course of the campaign.

Weekly Report 4
Group #12
Group Leader: Pratik Pandey
Group Members: Sushil Kogta, Pratik Pandey, Qiyuan Peng, Nihal Poipatla, Manasvi Prasad, Sakshi Sharma

Week 3(2/24/2020 – 02/29/2020)
Tasks Completed:

1. Meeting with Prof. John Bono. As instructed, 5 clients were shortlisted and ranked by keeping several parameters in consideration. Our first meeting with Professor Bono, he guided us further into prioritizing 2 most potential clients and focusing on them. It was pointed out that the number of categories the clients carry should be given due importance for the order of preference. Factoring in the comments provided by Prof. Bono, we are finalizing some minor details with one of the clients and plan to proceed accordingly.

2. Potential Clients and Background: Although, we have potentially good shortlisted clients who are more than willing to work with us, we are still exploring other options keeping the finalized ones as base reference. Hence, we have a list of attractive clients that we are contacting with the proposal.

Member	Company Name	Basic Information
Qiyuan Peng	Mount Royal Soaps	The client sells body care products. It has 8 categories to run campaigns on and payments are handled on the website.
Pratik Pandey	Dillons	It is an online groceries retailer with numerous categories to run campaigns on. Card payments are done on the site.

Nihal Poipatla	Planet Natural	It is an online platform to sell eco-friendly products. There are multiple categories to run the campaign on and the site has a lot of buttons.
Sushil Kogta	Choosy	It gives customers an online shopping experience based on feedback from social platforms and consumer preferences.
Manasvi Prasad	Maryland Print House	Provides printing solutions for personalized merchandise to other Businesses and retail customers.
Sakshi Sharma	Tn Nursery	Provides online plant products with a variety to choose from a variety of seeds, plants, flowers and trees at wholesome prices and options for ad campaigns.

3. Email conversation with connected clients. The 2 clients that we finalized with the Professor's guidance are listed below along with the current status of the progress. Both the clients show promise, are quite responsive and carry a very wide range of products to run campaigns on.

Client Name	Team Member	Interactions
SheaOlein	Manasvi Prasad	An in-person meeting has been scheduled for 03/03 at Shea's office with the Business owner and the CMO. The client already has 4 broadly classified categories. We have shortlisted a few others, which we'll finalize with the client's opinion.The client also manufactures products for other businesses with their Logo and we think this is a potential category to cater to other businesses.
EcoGirlShop	Nihal Poipatla	Have a second call scheduled and awaiting confirmation on a few questions we need answered to take this further.

4.Reflection on Last Week's Work
Every team member has contributed effectively in the past week to keep on looking for better clients. Although we didn't hear back from quite a few of them and our favorite ones have run the campaign in the last 4 months, the effort that has been put in is satisfactory.

5. Upcoming Tasks
1. Based on the scheduled meeting and response from the other client, we hope to finalize a client and have about 2 in backup.
2. Once the client is finalized, we plan to regularly be in touch with them throughout the campaign until the official close-out.
3. Finalizing Shea Olein's categories.
4. Reflection on the first stage of the project.
5. Summarizing the first stage.

6. Challenges:
1. Eco Girl Shop takes significant time between scheduling calls, lacks proactiveness and promptness.
2. Finding additional clients as back-up and holding onto them in the event of a back-out from the finalized client.

Weekly Report 3
Group #12
Group Leader: Pratik Pandey
Group Members: Sushil Kogta, Pratik Pandey, Qiyuan Peng, Nihal Poipatla, Manasvi Prasad, Sakshi Sharma

Week 3(2/17/2020 – 02/22/2020)
Tasks Completed
1. Potential Clients and Background: Although we have quite a few clients ready to work with us, we are still on the lookout for other options to hold as backup and are listing 12 best ones:

Member	Company Name	Basic Information
Qiyuan Peng	Annapolis & Maryland SCOUT Bags	They provide a variety of bags. The payment is done on the website.
Pratik Pandey	ASOS, Zenni opticals	ASOS is an online apparel retailer. Both the websites have multiple categories and payments are done on the website.
Nihal Poipatla	Northern sun EcoGirlShop	They provide merchandise in different categories. They provide eco-friendly products. Site has a lot of buttons.
Sushil Kogta	Eventfarm Eatigo	Provides event professionals invitation, registration and event activation technologies. Restaurant reservation platform in South East Asia .
Manasvi Prasad	Etsy The pink store	A retailer of female accessories.. Has Multiple on-site payment options. Have the USP of carrying only pink products. Carry a wide range of retail items in shades of pink.
Sakshi Sharma	Aritzia Loli Beauty	A Canadian Fashion boutique website with multiple categories in Clothing. They are a beauty brand providing make up with several categories to browse through.

2. Connected Clients.
We have had several meaningful interactions with clients and have identified 4 best clients (listed here) of all those we could establish contact with and have started to rank them against several parameters like payment methods, in-house or outsourced e-commerce solutions, monthly hits and so on.

Client Name	Team Member	Interactions

Mobile Medical Care, Inc	Peng, Qiyuan	Had our first conference call with the owner and Tech SPOC, tallied their response to our selection criteria. They agreed to work with us, but their payment page redirects and they lack social media presence.
AFI Silver	Peng, Qiyuan	The client has an attractive internet presence and has agreed to work with us. We have scheduled a call for next week and will judge them against our requirements with information we gather from the call.
The new red shoes	Pandey, Pratik	Client is willing to work with us. Asked them questions related to payment and online presence. We have kept this client on standby as we are not very confident about the user traffic.
Shea Olein	Prasad, Manasvi	The CMO was very responsive and agreed to work with us. Payment page doesn't redirect and has several payment options.Have a call and visit scheduled for next week.

3.Reflection on Last Week's Work

The team is getting to know each other better and getting along very well, which is beneficial to us. We have identified a few high quality clients and are still in pursuit of better/backup alternatives. Mobile Medical care and The new red shoes are on standby for now as there are a few concerns we have about them. We have become aware of their business model, website, ecommerce solutions and strategies. AFI Silver and Shea Olein seem like high quality clients and we will gain more insights after our call with them. We have an upcoming meeting with the Professor and hope to gain more clarity post that. We have created a collaborative sheet for tracking all the clients who have agreed to work with us.

4. Upcoming Tasks

1. Keep looking for better/backup alternatives.

2. Maintain dialog with clients who have agreed to work with us and rank them against instructed parameters.

3. Get in touch with Tech SPOC and get details like count of monthly hits, etc.

5. Challenges:

1. Most of the shortlisted clients are non-profits and lack the capability to readily provide answers to technical questions. This is making it difficult to judge their user traffic.

2. Two of our clients seem to lack proper internal structure of roles, making it difficult to identify the Tech SPOC.

3. Convincing the client of our authenticity and to get them to provide us with access to their website.

Weekly Report 2
Group #12
Group Leader: Pratik Pandey
Group Members: Sushil Kogta, Pratik Pandey, Qiyuan Peng, Nihal Poipatla, Manasvi Prasad, Sakshi Sharma

After a discussion about our skills and realizing that we have varied skills, we formed the team on Feb 3rd . Besides our statistical and coding ability, team members show strengths in different areas that makes the team effective.

Week 2(2/10/2020 – 02/15/2020)
Tasks Completed
1. Potential Clients and Background

Like week 1, we found around 8 potential clients each and in the interest of space, we are enlisting just a few of those. We have contacted most of the clients from previous week's list and have received positive response from a few and have listed them below:

Member	Company Name	Basic Information
Qiyuan Peng	Upskill, Popvox	Both have several products to sell and don't have google ads.
Pratik Pandey	The new red shoes, Mobile fun	'The new red shoes' is a non-profit organization. Mobile fun is an online mobile accessories seller. Both have high potential for running successful campaigns.
Nihal Poipatla	Awesome Merch, Snorg T-shirts	Both the clients have a wide variety of categories that can be campaigned on and have a lot of buttons, making them potential candidates to run successful campaigns.
Sushil Kogta	Zoox, Peleton Interactive	Both clients don't run google ads and have several categories to work upon. Zoox has social media presence on platforms like facebook, twitter, etc.
Manasvi Prasad	ThredUp, Boon Edam	ThredUp is an online apparel dealer. Boon Edam deals with smart security solutions. Both clients have numerous categories to run successful campaigns on.
Sakshi Sharma	Beauty Bakerie, The Feya Candle Co.	Both clients are not running ads and are good potential clients with multiple categories to browse through in their websites. They also have good social media presence and are working towards a great cause.

2. Connected Clients. We summarized the interactions between those clients and us here: We received several replies from quite a few potential clients, however, we had to dissociate from a few because they didn't meet all the instructed criteria, like **Visit Albuquerque**.

Member	Client	Interaction
Qiyuan Peng	Mobile Medical Care	They are willing to do the campaign, so we scheduled a phone call.
	National Cued Speech Association	The Executive Director said that she needed verification and I sent the email back.
Pratik Pandey	My new red shoes	The Director of Community Engagement is interested and wants to know the next steps.
Manasvi Prasad	Avishya	The client responded positively and put us in touch with the marketing team, which has asked for some time to make the decision.

Reflection on Last Week's Work

We received positive feedback and got appreciated for the work, however, we exceeded the number of pages limit. This we made a point to fix in the second report. We all have prepared and taken and cleared the **Google Analytics Individual Qualification Exam** successfully**.**

Questions
1. What is the appropriate duration to follow up on a client, if they said they are interested but start to ghost us?

Challenges:
Identifying the most effective point of contact of any potential client.

Upcoming Tasks
1. To continue with client search and to approach them at a consistent pace and to maintain dialog with them.
2. To follow up with reminder mails and answer courteously to negative responses.
3. To form and structure a standardized meeting agenda for a more efficient and effective conversation.
4. Prepare for the upcoming scheduled calls.
5. Host daily meetings or calls with the team to catch up on the progress.

Weekly Report 1

Group #12

Group Leader: Pratik Pandey

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

After a discussion about our skills and realizing that we have varied skills, we formed the team on Feb 3rd . Besides our statistical and coding ability, team members show different strengths in different areas:

Member	Skill/Strength
Peng, Qiyuan	Communication, Slide making, Data analysis
Prasad, Manasvi	Marketing, Communication, World class cook
Pandey, Pratik	Data Analysis, Communication.
Kogta, Sushil	Communication, Data Analysis, Project Management, Client interaction, Marketing.
Sharma, Sakshi	Communications, presentation
Poipatla, Nihal	Marketing, Communication

Week 1 (02/03/2020 – 02/8/2019)

Tasks Completed

1. Task Allocation. As guided by Prof. Bono to maintain consistency, each one of the team members shortlisted 5 online marketplaces for the report that met the criteria. We have started to reach out and have received positive responses from Keen Greater Dc and some others. We have started to meticulously analyze these firms against the detailed parameters for now and would soon choose the best fit.

2. Potential Clients & Background. The team in all, shortlisted 50 clients to approach. However, in the interest of space, we are enlisting the best 30, which are as follows:

Peng, Qiyuan

KEEN Greater DC	1) Empower youth with disabilities by providing free, non-competitive one-to-one programs of exercise, fitness and fun, led by volunteer coaches.

	2) The website has a lot of different programs to help children or donation
The Electronic Security Association	1) It aims to educate consumers and businesses about security technologies 2) It includes intrusion and fire detection, video surveillance and electronic access control.
10.Deep	1) 10.Deep® is an independent heritage street fashion brand founded in 1995. 2) There are 6 categories on which the campaigns can be run.
National Cued Speech Association.	1) It is a donation-based website. 2) It has several programs that can be helpful in running analytical campaigns.
Arts Business Institute	1) The Arts Business Institute serves a crucial, common need in the fine art and maker communities. Their workshops provide the resources most communities don't have. 2) Satisfies the metrics needed to run successful campaigns.

Poipatla, Nihal

Bona Drag	1) The company deals with clothing, apparel and home furnishings. 2) A total of 7 product categories are present on their homepage. 3) The client has multiple product categories, with numerous products being sold across each category.
ChefKraft	1) The company prepares and delivers food. 2) A total of 6 categories are present on their homepage. 3) The homepage is simple and not too ambiguous. Plenty of buttons to click
Dunzo	1) The client provides delivery services 2) There are over 10 categories on their homepage 3) The client is a popular delivery service and a lot of hits can be expected.

PosterGully	1) The client deals in pop culture merchandise. 2) There are 8 categories on which the campaigns can be run 3) They have a wide variety of products, since these products deal with pop culture we hope to drive more traffic
Box Lunch	1) The client deals with pop culture merchandise 2) There are 12 potential categories on which campaign can be run 3) The site has a lot of buttons.

Prasad, Manasvi

Avishya	1) Avishya offers a wide range of Indian traditional attires and Jewellery and related services. 2) A total of 5 broad categories of products and services are offered for running campaigns.
Grofers	1) It is an Indian online grocery delivery service operating in 28 cities carrying multiple categories. 2) The popularity and reputation is expected to drive traffic.
Jaypore	1)A marketplace that provides traditional products ranging from women's wear to home materials. 2)It has over 10 categories to track with multiple products in each category.
5th Detroit Furniture	1) 5th Detroit is a discounted furniture outlet that has a large selection of stylish brand name furniture and home accents. 2) It has a wide range of categories of furniture to choose from. 3)No redirections and they have their own payment portal.
Alma Mater Store	1) Reputed marketplace for personalized funky hoodies and T-shirts. 2) Carries multiple categories and products to monitor and run campaigns for. 3) The user-friendly website and wide range of products is expected to drive massive traffic.

Pandey, Pratik

1) ShopClues	1) The client is an online retailer with lots of categories to run campaigns on. 2) Payments are done on the same website.
2) Visit Albuquerque	1) The client is an organization that promotes tourism in Albuquerque, New Mexico. 2) The site has a lot of categories to run campaigns on including shopping.
3) Web Retail Mart	1) The client is an online retailer which sells cosmetics and other apparel. 2) The site has five categories on which campaigns can be run and no third-party redirection.
4) CoolBuy	1) The client is an online retailer dealing with apparel and electronics. 2) The site has several categories to explore and no redirects to other payment gateways.
5) J & D Oriental rugs	1) The client is an online rug dealer with enough action areas to run campaigns and provide analytics on. 2) Payments can be done on the website.

Sharma, Sakshi

BUYMA	1) The client is an online retail provider and has categories in Clothing, Shoes and Bags 2) There is no third-party redirection and lots of pages to browse through.
Boombah	1) Boombah is a marketplace for custom Uniforms, Footwear, and Athletic Equipment. 2) Multiple categories to monitor and self-payment portal make it a good potential client.
Earphone Connect	1) Earphone connect is an online retail store which primarily sells different types of earphones and music products. 2) Although they are focused on earphones, they also have microphones and surveillance equipments as well and they have no third-party redirections

K-Pop Beauty	1) Authentic and authorized Korean cosmetic distributor/seller. 2)Carries 7 broad categories to run campaigns for.
E. Dehillerin	1) E.Dehillerin presents a wide range of kitchen utensils, professional cooking equipment and cutlery. 2) They have multiple utensils categories to monitor and diversified kitchen accessories to track.

Kogta, Sushil

Katerra	1) Technology company in construction industry. 2) Multiple pages and social network connection to work on.
Magic Leap	1) Augmented reality wearables technology to interact with digital devices and visualize data. 2) Multiple categories to search on makes it a potential client.
Dosist	1) Modern wellness company through dose-controlled cannabis-based therapy 2) Multiple pages to work on as a potential client.
Kitopi	1) State-of-the-art kitchen network that prepares and delivers food to other retail outlets 2) Services provided are enough to make it a potential client.
Hastee	1) App that features employee benefits allowing employers to take a portion of their earned pay, on-demand. 2) Customer portal and large data makes it a good candidate.

3. Client Review. To ensure the quality of clients on the list, we have collaborated on the list and each suggested client has been reviewed by the rest of the team separately.

4. Client Tracking Table. This is a table that we have used to record information of clients and our interaction with them, for efficient monitoring of clients and to avoid redundancy in work.

5. Questions We have received responses from clients that have asked for the Professor's details and contact information for verification purposes. Is that acceptable?

6. Challenge or Other Information : Most of the attractive clients meeting all other criteria are already being advertised.

7. Upcoming Tasks:

1. To continue with client search and to approach them at a consistent pace and to maintain dialog with them. 2. To follow up with reminder mails and answer courteously to negative responses.