

## Campaign Overview

Saint-Gobain India is a leading roofing product industry that produces state of art, sustainable and world class exterior building products. Saint-Gobain India markets its “Roofing Shingles” product under the brand CertainTeed and has its headquarters in Bangalore, in the evergreen campus of Saint-Gobain Grindwell Norton Limited. Our goal was to promote the new Kerala branch of Saint-Gobain primarily by enhancing the sales leads for their product roofing shingles followed by increasing the brand awareness of their product. We chose Google AdWords for this purpose and run campaigns in both Google Search Network (GSN) and Display Network (GDN). We ran 3 campaigns: **Branded** and **Non-Branded** for the Google Search Network and **Shingle Awareness** for the Display Network. Initial goals were to have a monthly average CTR of 10%, average CPC of \$ 0.27 or lower, 210 impressions per keyword and 22 clicks per keyword for branded campaign and monthly average CTR of 9.6%, average CPC of \$ 0.31 or lower, 650 impressions per keyword and 62 clicks per keyword for non-branded campaigns.

For improving CTR, we analyzed ad-copies with high CTR and quality scores for the positive features and implemented these features to other ad-copies. Also, we utilized extensions like sitelink, call-out, call extensions and observed increase in the traffic. After every week, we revised our keyword list by removing poor performing keywords and added keywords that were similar to those that were performing well.

We ran our campaign from 25<sup>th</sup> March to 15<sup>th</sup> April and spent a total of \$248 of which \$210 was effective as \$38 was spent on taxes (GST) as we were running our campaigns on business which is in India. So, budget of \$248 was spread over 3 weeks with \$55 spent in 1<sup>st</sup> week, spent \$85 in 2<sup>nd</sup> Week and \$108 in 3<sup>rd</sup> Week. Our bidding strategy was to maximize clicks. The campaigns had 7 Ad Groups, 22 ads, 295 keywords. We optimized ad-rotation by preferring best performing ads. We had standard as the ad-delivery method so that the money is spent at an even rate throughout the day.




## Evolution of the campaign strategy

**Ads and Keywords:** During the first week, the Branded campaign performed better than the Non-Branded campaign followed by the Display campaign, in terms of number of Impressions and CTR. So, in order to generate more traffic for Non-Branded keywords, we added more long tail keywords. We also took help of Google AdWords’ feature to make list of keywords used by people to land at our site. With the help of this feature, we could identify the gaps in our keyword list, add those missing ones to our list and create ads around those keywords. As our main competitors are GAF and Hindalco, we also did Backlinking to identify the keywords that attract customers to their site. We could identify few keywords around which we did not have any ads. After adding keyword and making changes to ads, we were able to see the desired result.

Now, the performance of Non-Branded campaign got better than Branded campaign. We also created multiple ad copies under an ad group to experiment the performances of ad copies. Ad copies closely followed the landing page content to enhance the ad - landing page relevance. We also identified few **negative keywords** that were generating irrelevant impressions and traffic on the website. During the campaign, keyword optimization was done by adding negative keywords, matching keywords better with ad copies, and developing match types from broad to phrase and exact match. The less relevant keywords were paused, as they didn't generate clicks. Overall the campaign used **283 keywords and 10 negative keywords**.

During our campaign, we noticed that keywords that included ‘Kerala’ were performing better in terms of Click-Through rate. So as an experiment we added ‘**Kerala**’ to other keywords, but to our surprise the CTR

of those ads started falling after the change. Thus, we decided not to go with those changes. Below is the tabular representation of campaign's performance in terms of CTR, Clicks and Average position secured –

Campaign	Budget	Status	Bid strategy type	Campaign Type	Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Avg. pos.
 Non-Branded Campaign	₹845.71/day	Ended	Maximise	Search	1,605	17,930	8.95%	₹7.02	₹11,270.40	2.0
 Branded Campaign	₹105.71/day	Ended	Maximise	Search	239	3,040	7.86%	₹5.73	₹1,369.80	2.1
 Shingles Awareness Campaign	₹105.71/day	Ended	Maximise	Search	73	17,186	0.42%	₹10.66	₹778.37	1.1
Total: Campaigns					1,917	38,156	5.02%	₹7.00	₹13,418.57	1.6
Total: Account	₹1,057.13/d...				1,917	38,156	5.02%	₹7.00	₹13,418.57	1.6
Total: Search					1,917	38,156	5.02%	₹7.00	₹13,418.57	1.6

**Figure 1. Overall Campaign Performance**

For the ad-group that performed better, we added more relevant keywords and created more ad copies. Overall, with all the learnings and experiments, we were able to achieve our goal.

**Budget:** Originally, we started the campaign with lowest of all the 3 weeks. After first week, we were able to develop insight on how to reassign our budget as per our campaign structure. We increased the budget for following weeks and reassigned the budget as well, depending on ad's performance. To manage ad spend wisely, the team carefully evaluated Keyword Reports, and significantly lowered any keyword bids with high Quality Scores and Average Positions. The table below highlights the budget reallocation done during the campaign –

Campaign	Budget Allocation (\$)		
	First Week	Second Week	Third Week
Branded Campaign	5.5	8.5	11
Non-Branded Campaign	44	68	88
Shingles Awareness Campaign	5.5	8.5	11

**Figure 2. Budget Allocation**

The search network campaign met almost all its pre-defined targets, resulting in 1,917 clicks, 38,156 impressions, and 5.02 % CTR (see Figure 1). We regard this as a very satisfactory performance for this niche brand. As Figure 1 indicates, our best performing campaign was Non-Branded campaign and particularly 'Roofing Shingles' ad-group, with the goal of bringing the searchers of roofing shingles in Kerala to our website. Our focus on generic keywords, intention-matching ads, and relevant landing pages yielded promising results. The **Non-Branded** campaign was the most cost-effective one due to the use of specific keywords. The **Branded** campaign was intended to create awareness, which it achieved with 3040 impressions. We succeeded in familiarizing people with the brand and driving new potential customers to the site. As we used generic keywords throughout the campaign, we assume that we made customers reach closer to the beginning of their buying-decision funnel, looking for information and searching for alternatives. Thus, increasing the brand awareness is particularly beneficial for future sales.

## Key results and Summary

Throughout the campaign, we focused on implementing strategies to optimize campaigns by 1) Editing ads to include similar phrasing as that of ads with higher CTRs and better-quality scores, 2) Improving the relevancy and quality of keywords and Ad groups 3) Included location Kerala as keywords in ads to target specific audiences as they were performing better. By the end of the 3 weeks, we had successfully improved Non-Branded and Branded Campaign's CTR by 38% and increased number of clicks by 268%. We also focused on maximizing the budget for clicks by lowering the average cost, improving Quality Score, and lowering keyword bids. We could lower Average CPC from \$0.17(₹11.18) in week 1 to \$0.096 (₹6.28) in Week 3. All the ads were set to 'rotate indefinitely' for a week. After observing 251 clicks on non-branded campaign, we changed the ad rotation to 'Optimize for best performing ads'.

As shown in Figure 3 below, "Branded" and "Non-Branded" campaigns in GSN generated 1844 clicks at an Average CPC of \$0.1 and an average CTR of 8.41%. The GDN campaign generated 73 clicks at an average CPC of \$0.16 and an overall CTR of 0.42%. This strong CTR across all the campaigns was achieved using highly specific targeting options based on **Demographics like age, income, and location-based targeting**. The **Non-Brand Campaign** was the most successful with 1605 clicks, highest CTR of 8.95% and average CPC at \$0.11 with an average position of 2. The high CTR was due to the use of broad match for common keywords like Roofing shingle prices and Shingle material. Below is the table for campaign level statistics –

TYPE	Campaign	Impressions	Clicks	CTR	Average CPC	Avg. Position	Total Cost
GSN	Non Branded Campaign	17930	1605	8.95%	₹ 7.02	2	11270.4 (\$175.39)
	Branded Campaign	3040	239	7.86%	₹ 5.73	2.1	1369.8(\$22.07)
	Overall GSN	20970	1844	8.41%	₹ 6.38	2.05	12640.2(\$198.03)
GDN	Shingles Awareness	17186	73	0.42%	₹ 10.66	1.1	778.37(\$11.97)

Figure 3. Overall Campaign Level Statistics

A total of 7 Ad Groups were created, out of which 6 were driven by Google Search Network and 1 was driven by Google Display Network. To maximize targeting efforts each campaign was set to geographic location Kerala, India. The three top Ad Groups were **Roofing Shingles** with 1173 clicks and 10.21% CTR, **Shingles Information** with 257 clicks and 7.18% CTR, and **CertainTeed Shingles** with 188 clicks and a CTR of 7.69%. Please refer Figure 4 for the performance statistics for all ad groups and Figure 5 for top performing ads. The Display campaign, "Shingle Awareness" was one of the major challenges. To improve the CTR on the Display network, we added Display Keywords and implemented Demographic Targeting. While this did increase CTR, we were unable to reach our full desired outcome.

Campaign	Ad group	Impressions	Clicks	CTR	Avg. CPC	Avg. Position	Total Cost
Non Branded Campaign	Shingles Information	3581	257	7.18%	₹ 8.03	2.0	₹ 2,063.85
	Housing Exterior	1316	107	8.13%	₹ 9.84	2.4	₹ 1,052.37
	Designs and Patterns	1543	68	4.41%	₹ 10.38	2.7	₹ 705.76
	Roofing Shingles	11490	1173	10.21%	₹ 6.35	1.9	₹ 7,448.42
Branded Campaign	Saint Gobain Shingles	594	51	8.59%	₹ 5.25	2.0	₹ 267.56
	CertainTeed Shingles	2446	188	7.69%	₹ 5.86	2.1	₹ 1,102.24
Shingles Awareness Campaign	Roofing Shingles	17186	73	0.42%	₹ 10.66	1.1	₹ 778.37

Figure 4. Performance Statistics at Ad Group Level

Roofing Shingles Description and Benefits <a href="http://www.certainteed.in/roofingshingles">www.certainteed.in/roofingshingles</a> Waterproof   Unbreakable   Algae resistance   Zero maintenance. Know more.
Best Roofing Shingles - Kerala High Quality Material <a href="http://www.certainteed.in/Roofing/Shingles">www.certainteed.in/Roofing/Shingles</a> High Grade Asphalt   3 Feet * 1 Feet Sheets   4mm to 12 mm Thickness   Call Us!

Figure 5. Top Performing Ads

In order to optimize further, at the end of every week, we removed keywords that were not performing well, added new keywords, removed unnecessary extensions that were not generating sales leads. **Callout Extensions** received 57.8% of overall clicks (10.17% CTR), **Message Extensions** received 24.7% of overall clicks (10.36% CTR), and **Call Extensions** received 15.6% of overall clicks (5.01% CTR).

Ad Extensions	Impressions	Clicks	CTR	Avg. CPC	Total Cost
Sitelink extensions	472	48	10.17%	₹ 5.04	₹ 241.83
Callout extensions	17438	1571	9.01%	₹ 6.95	₹ 10,917.74
Call extensions	8457	424	5.01%	₹ 7.93	₹ 3,364.22
Message extensions	6476	671	10.36%	₹ 7.07	₹ 4,742.47

Figure 6. Performance Statistics for Ad Extensions

**Conclusion:** The overall AdWords results for the account, shown in Figure 7, far exceeded the original proposed success metrics and AdWords would be an exceptionally valuable tool for Saint Gobain India moving forward. The primary goal of generating sales leads was achieved by tracking Call extensions which were 424 in total. A final CTR of 5.02% and 1920 clicks and avg. position of 1.6 was achieved. For display network, we could not achieve projected CTR, but we could get 17186 impressions due to relevant keywords. The substantial number of clicks obtained as a result of optimization efforts generated sales leads with additional awareness within the demographics they serve. A reduced average CPC of \$0.06 also allowed maximum use of the \$248.00 budget.

Impressions	38200
Clicks	1920
CTR	5.02%
Avg. CPC	7(\$0.11)
Avg. Position	1.6
Total Cost	13418.57(\$210)
Sales Leads Clicks (call extensions)	424

Figure 7. Overall Account Statistics

## Future Recommendations

### AdWords

The main goal of the client was to market its product 'Roofing Shingles' by generating the Sales Leads, which means customers should engage by pursuing a specific action. In our case, we utilized extension feature to measure the customer engagement with the business. Thus, the Return on Investment for the

client should be measured in terms of the following features. All generated clicks are **leads** and has the potential to be converted. Please refer Figure 6.

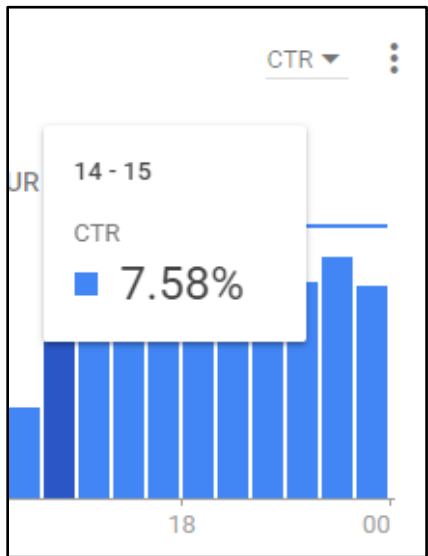


Figure 8. Maximum CTR on Friday and Saturday

For **callout extensions** in our case, the cost is much more with respect to the clicks over impressions received, thus it is preferable to have such extensions in the campaigns with the lower budget. It is recommended to invest more for Sitelink extensions with the above features as mentioned in the Figure 6 and to include them in the campaigns with the higher budget. Figure 8 shows that it is preferable to invest more on **Friday** and **Saturday** as compared to other days to get better CTR. It can also be seen from Figure 9 that mostly people are clicking on the ads in the time frame of 2 pm to 12 am on each day and using mobile devices.

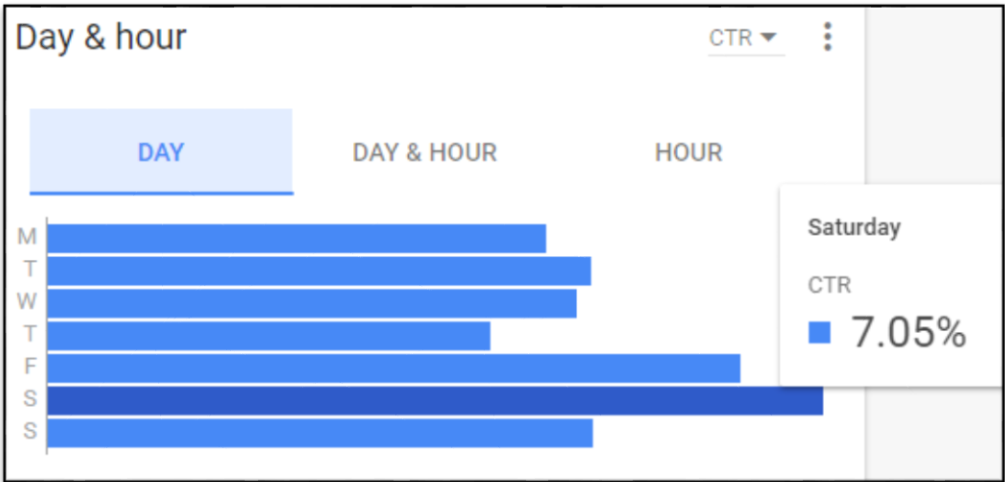


Figure 9. Maximum CTR on Friday and Saturday

**Website**

From Figure 6, we can see that Sitelink Extensions with additional links for contact us form, downloading brochure & view portfolios has the maximum CTR and performs better than others. Thus, it is good if

website will have such interactive forms asking about the customer preferences for the designs, price range or immediate need etc.

### Learnings during the Projects

- ➔ Created our schedule for multiple submissions so as to complete each assignment one day prior to the actual deadline.
- ➔ Attended group meetings regularly and discussed the assignments to make sure that everyone contributed.
- ➔ Divided several tasks such as updating the client with the progress of project; making sure that the client gives their input; conveying the client's messages with the team; preparing documentation; informing the group about each deadline to complete the work on time; and keeping track of the changes in the campaign.
- ➔ Contacted our clients once a week and took their input to bring changes in the campaigns if possible. While interacting with the clients, we found that it was better to have each member present there to come up with the clear picture of the goal.
- ➔ We experienced that our ads were getting disapproved many times because of the destination not working. We would suggest contacting AdWords support immediately to take help in case if someone is not able to figure it out. The campaign time is so short and thus, it is very crucial that the ads run continuously without any interruption.

### Executive Summary

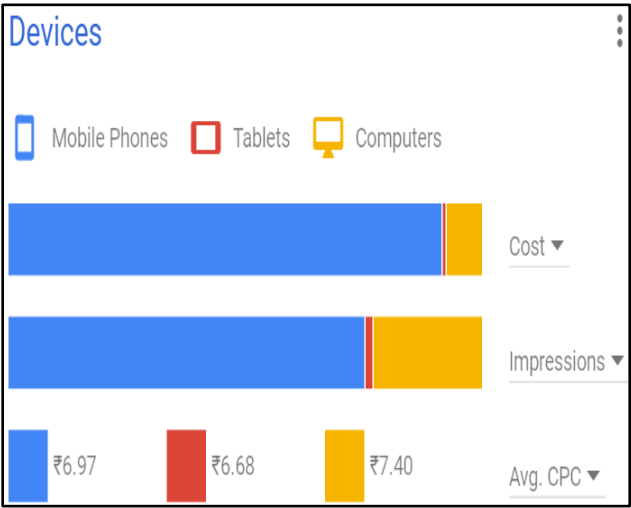
To satisfy the business marketing demand of our Client "Saint-Gobain" which was to enhance the sales leads and awareness of their product "Roofing shingles" in Kerala state of India, we created three campaigns (Campaigns **Branded** and **Non-Branded** for Google Search Network and Campaign **Shingle Awareness** for Display Network). We made our goal to have a monthly average CTR of 10%, average CPC of \$ 0.27 or lower, 210 impressions per keyword and 22 clicks per keyword for branded campaign and monthly average CTR of 9.6%, average CPC of \$ 0.31 or lower, 650 impressions per keyword and 62 clicks per keyword for non-branded campaigns.

Three Ad Groups **Roofing Shingles** followed by **Shingles Information** and **CertainTeed Shingles** performed better than rest of the ad groups by CTR greater than 7%. A final CTR of 5.02% and 1920 clicks and avg. position of 1.6 was achieved at the end of the campaign. Also, sales leads of 424 were recorded by tracking Call Extensions. Broadly, we observed that "Branded" and "Non-Branded" campaigns in GSN generated 1844 clicks at an Average CPC of \$0.1 and an average CTR of 8.41%.

We achieved our intended goal to increase awareness and sales lead by focusing upon generic keywords, intention-matching ads, and the better landing page added to our success of the campaign. We constantly added more relevant keywords, updated negative keyword list and created more ad-copies to improvise our campaign. The Non-Branded Campaign came out to be cost effective by creating 8.95% of CTR. The Brand campaign was intended to create awareness which was achieved with 3040 impressions. We succeeded in familiarizing people with the brand and driving new potential customers to the site.

Our Analysis shows that 75% of the impressions were made on **Mobile** phones with CTR of 6.15% and Avg. cost of \$0.1. This clearly indicates the future online marketing plan for Saint-Gobain. The client can implement Geo-Targeting (targeting more granular location in the Kerala State), Geofencing (targeting areas near the Saint-Gobain store in the city) and Geo-Conquesting (targeting based on nearness to competitor store) to get the maximum sales leads from the mobile users. Also, the client

can display their ads more on Friday and Saturday as they record for the maximum CTR amongst rest days.



**Figure 10. Impressions and CPC for different devices**