Bill Su

Adword Literacy Analysis

1. Which two campaigns in The Juice Laundry account yielded the highest CTR?

Post Foxfields Raffle and Brand Campaign

2. Which The Juice Laundry campaign had the lowest average CPC?

Brand Campaign

3. What was the overall average ad position for The Juice Laundry?

1.8

4. How many total ad groups did The Juice Laundry develop that received at least one impression?

6

5. Of all The Juice Laundry ad groups that received at least 100 impressions, which two yielded the lowest CTR?

Events and Pre-Summer/Spring Diet

6. For The Juice Laundry’s “Why Cleanse” ad Group, which ad Copy was the least effective?

Juice cleanse benefits

7. For Laura Lee Designs, which ad extension site link attained the most clicks?

Online Promotion

8. For Laura Lee Designs, which product-related keyword attained the most clicks?

[wedding guest books]

9. What were the average CPC and final quality score for this keyword?

$3.25, 6/10

10. For Laura Lee Designs, of all keywords that received more than 100 impressions, which three had the lowest CTR?

“white clutch”, [handbags], “evening clutch”

11. How many total impressions did Angels for Allison’s Product Sales campaign receive?

18,618

12. Within this campaign, of the ad groups receiving at least 1,000 impressions, which one had the lowest CTR and highest CPC?

Angel Notecards Ad Group

13. For the ad group mentioned in #12, looking only at the basic ad group overview metrics in the table, why do you think this ad group had such a low CTR?

Ad position is at 5.5, which is very behind.

14. Digging deeper into this particular ad group’s keywords, further elaborate on your answer for #13. In other words, which keyword-level metrics seem to explain the ad group’s poor performance?

The impression shares for the keywords with most impression (gift for first communion) is less than 10%.

15. Going back to “All Online Campaigns” for Angels for Allison, sort their keywords in descending order by impressions. Fill in the table below for their three keywords with the highest impression counts: Keyword Max CPC Clicks Impressions CTR Quality Score Avg. Ad Position Looking at this table, and based on best practices discussed in class, list 5 things the team could have done better.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Keyword | Max CPC | Clicks | Impressions | CTR | Quality Score | Avg. Ad Position |
| Angel gifts | $1.25 | 17 | 2,381 | .71% | 6/10 | 2.1 |
| gifts for first communion | $1.50 | 4 | 1,241 | .32% | 6/10 | 6.1 |
| Festival of flight | $1.00 | 45 | 1,187 | 3.79% | 6/10 | 1.6 |

* The search words used by the group are not niche enough, targeting common words such as angle gifts or gifts for first communion, which are too general and have low CTR because it is behind in ad position
* Need more careful analysis of keywords relevant to the customers, most keyword generate very little impression and almost no clicks
* No negative keywords further reduce CTR because irrelevant impressions prevent the correct customers from seeing the advertisements
* Lack of specific search specification in most cost/impression driving search keywords. Perhaps delete those non-specific keywords.
* First three impression keywords does not give any product details, those keywords should be gone and replaced by specific products they want to advertise based on client needs.