

Evaluating Paid Search Campaigns: Data Analysis Using Google Sheets

Digital Marketing
Lesson 10.4



Class Objectives

By the end of today's class, you will be able to:



Review and manipulate data to provide insights on campaign objectives.



Create pivot tables in Google Sheets.



Perform data analysis using pivot tables.



Provide actionable recommendations derived from data analysis.

At this point, you have learned about **paid search campaigns**.





Today you will learn how to use **Google Sheets** to evaluate the data that results from executing a paid search campaign.



Before we dive into data analysis, let's revisit

UNIT 6

What is the value of measurement
and reporting in **ad campaigns**?



Reporting ensures marketers are measuring the performance of individual campaigns to make sure they align with the broader business objectives.

A good report helps members of an organization understand what worked, what didn't, and how the results can inform budget and resource decisions in the future.



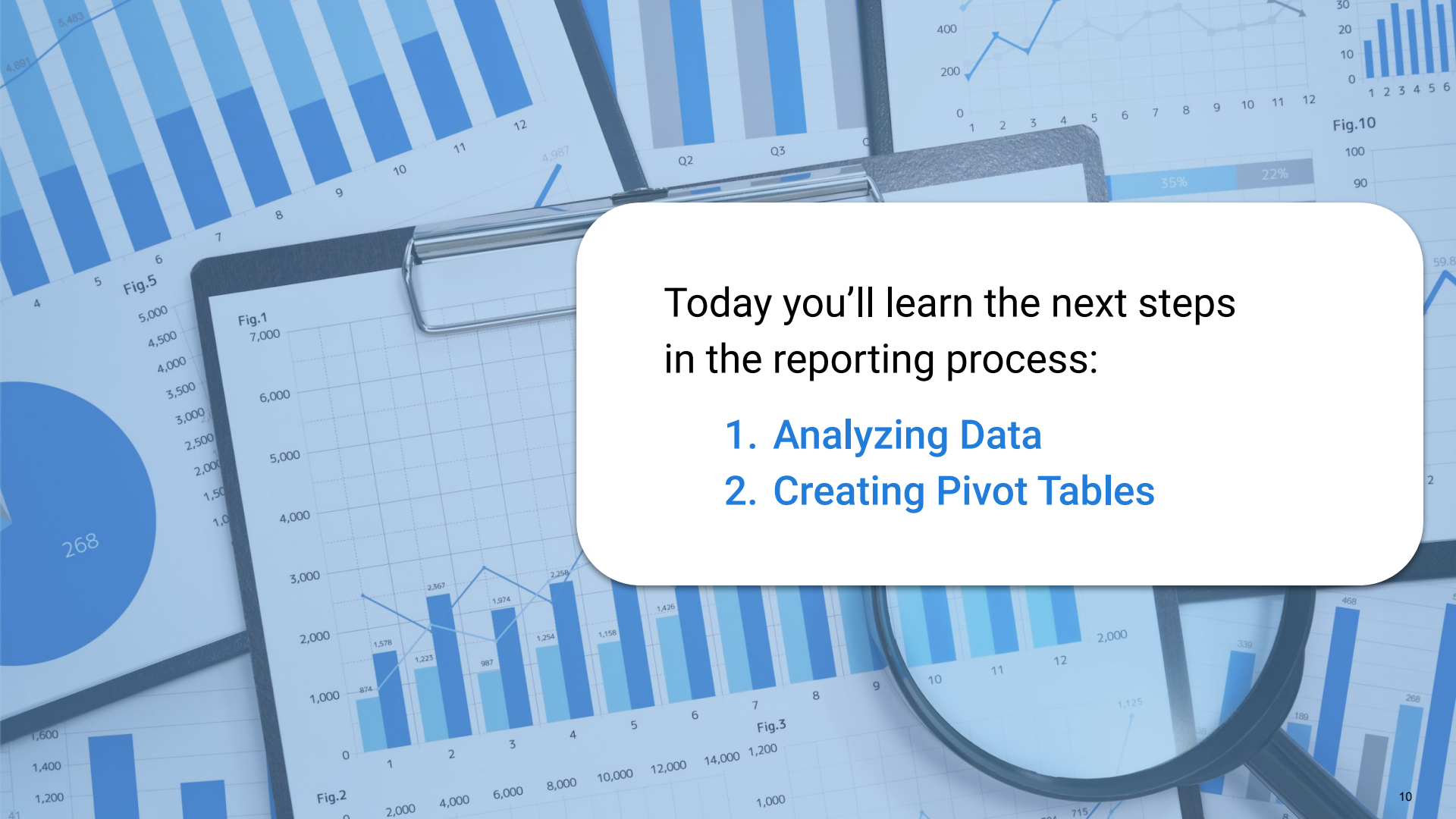
What are the **first two steps**
in the reporting process?



The reporting process:

1. Measurement planning
2. Pulling data





Today you'll learn the next steps
in the reporting process:

1. Analyzing Data
2. Creating Pivot Tables



In evaluating paid search campaigns, **goals and objectives** should guide our framework for analysis.



Why is it important to know the goals for ads and what business objectives they support?



If we don't know what we are trying to accomplish, we don't know which **metrics are most important to evaluate**.

It's important to understand goals and objectives to assess if a strategy is working.



Buy something?



Complete an appointment request?




Download an ebook?



View a video?



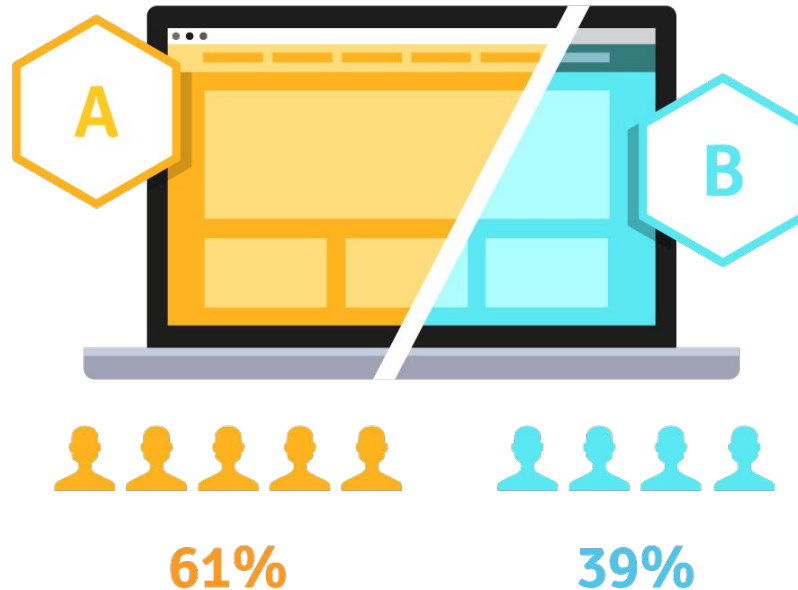
Call a number?




What other questions
do we need to answer?

A/B Testing:

Did the ad targeting moms get more clicks than the ads targeting dads?





**If increasing sales is the objective,
what data can we measure?**



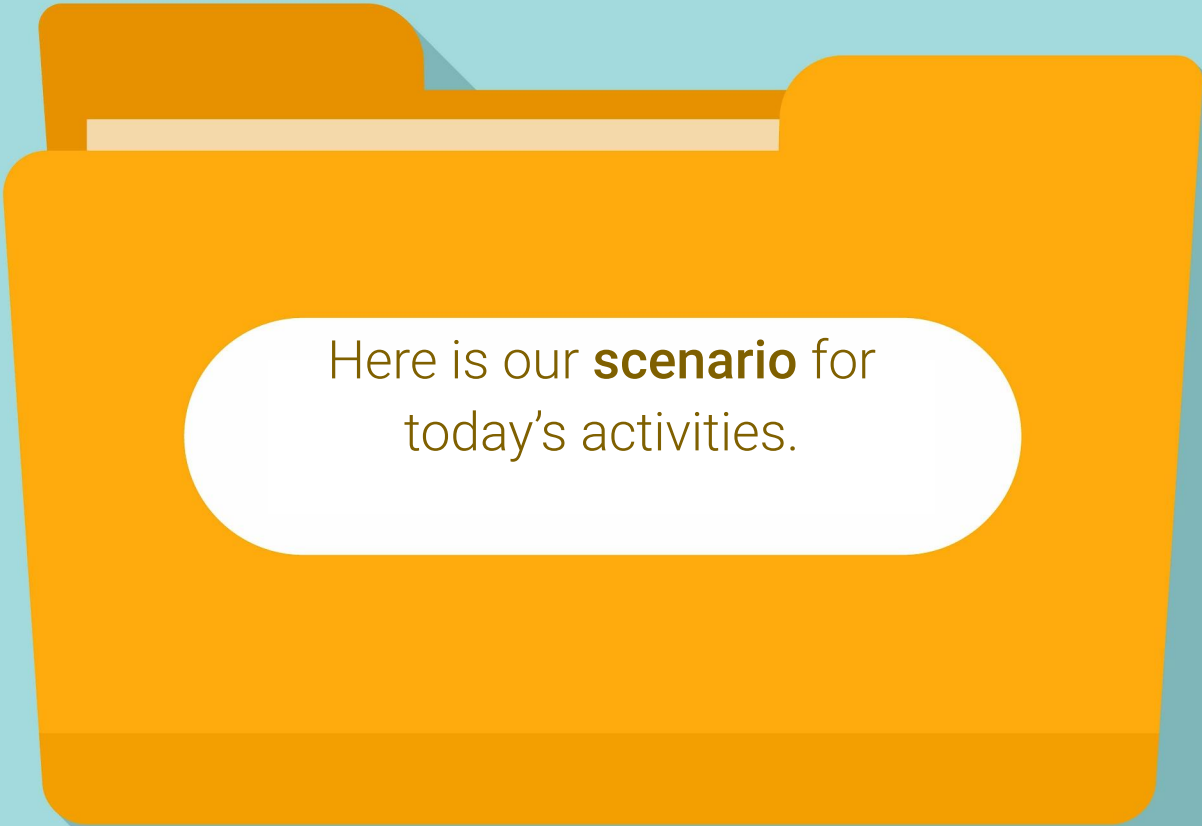
Objective: Increase sales of a product

- **Objective**—Which ad group increases sales most effectively?
- **Ad Relevance/Performance Data**—impressions and clicks, CTR, conversion rates and trends.
- **Sales Performance Data**—conversions, revenue, average order value.



Interesting vs. Insights

Q: How do you know which metrics are integral to objectives and goals?

An orange folder icon with a white label. The folder is open, showing a light orange interior. The label is a white rounded rectangle with the text "Here is our **scenario** for today's activities." in a dark brown font. The folder has a long shadow to its right and bottom.

Here is our **scenario** for
today's activities.



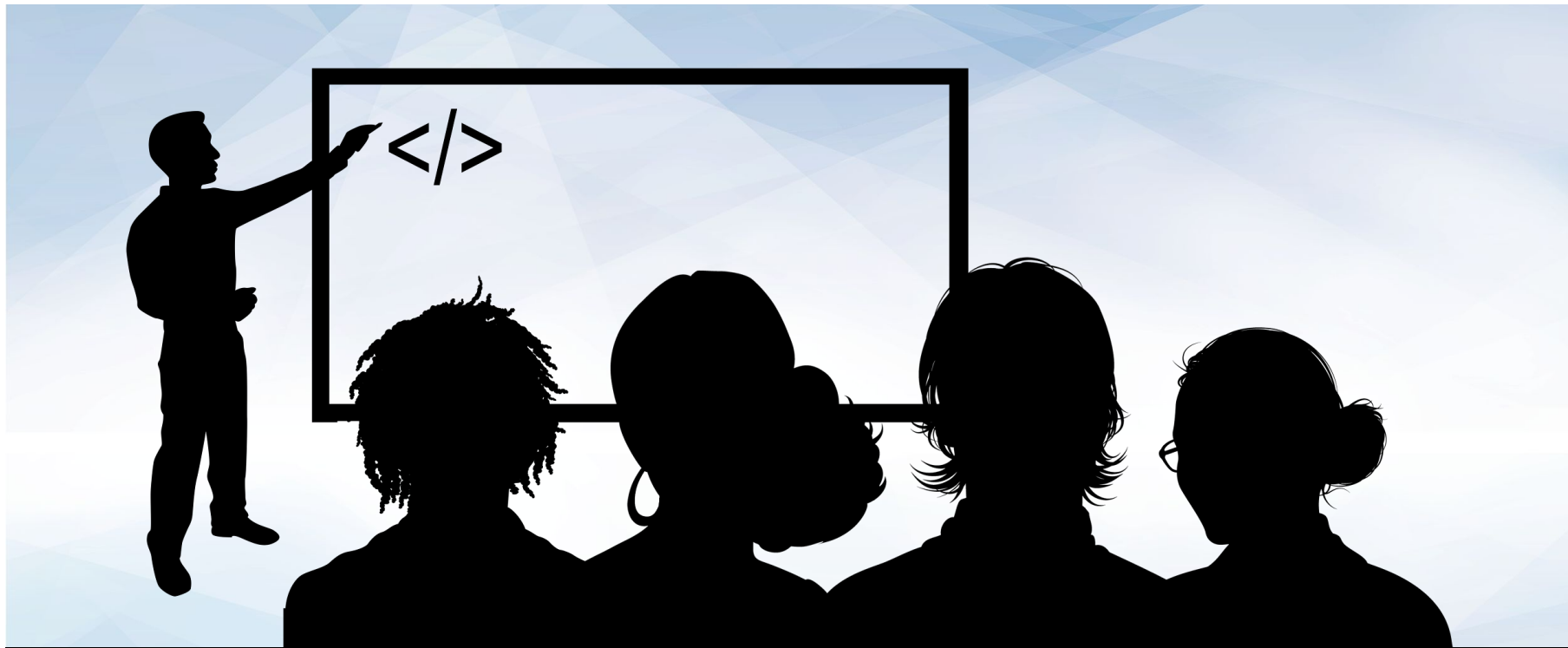
Clint's Camera Cove

- **Action Cameras Campaign Ad Group 1** promotes the GoPro Line by targeting brands and buying related keywords.
- **Ad Group 2** is the narrowest audience and targets adventure enthusiasts by using affinity categories plus geography in addition to keywords.
- **Ad Group 3** targets in-market customers who are comparing camera brands and is triggered by keywords like, “best action camera” or “Go Pro vs. Garmin.”

Data Analysis

You are going to make recommendations to Clint's Camera Cove after reviewing and analyzing ad performance AND sales data.





Instructor Demonstration

Report Analysis

Data Analysis

You are going to make recommendations to Clint's Camera Cove after reviewing and analyzing ad performance AND sales data.





What might a top objective for Camera Cove be? How might we analyze it in the search campaign data?



Remember!

The answers you seek in your analysis should always tie back to the objectives and KPIs you laid out in your digital marketing plan and measurement planning.



Instructor Demonstration

Calculating AOV and ROAS

STUDENT ACTIVITY

Calculating AOV and ROAS



10:00

Use [10.4 Pivot Table Cheat Sheet](#) as a reference during this demonstration.



Instructor Demonstration

Analyze with Pivot Tables

15:00


Break



Activity: From Interesting to Insight

In this [activity](#), students will practice making pivot tables and then look at how each ad group is performing during designated months.

Suggested Time:
40 Minutes



Activity Instructions: From Interesting to Insight

Part One:

Use the clean dataset, [Campaign Data](#), to calculate and display the following: overall lifetime revenue by ad group, overall sales conversion rate by ad group, and revenue share by ad group.

Part Two:

In a new tab, answer the following questions by creating pivot tables. When you complete the activity you should have a total of three pivot tables.

1. How much revenue did each ad group generate overall?
2. Which ad group has the highest average ROAS?
3. Which ad group has the highest overall click-to-conversion rate (CVR)?
4. Which ad group has the lowest average clicks?
5. Craft a question of your own that will help provide the business with actionable insights. Find the answer in the data and write down:
 - a. Why you think that information is important.
 - b. What you think the next steps should be.

Suggested Time: 40 Minutes



How did you do?

What insights do you now have about the campaigns, and what recommendations might you have for the client at this point?

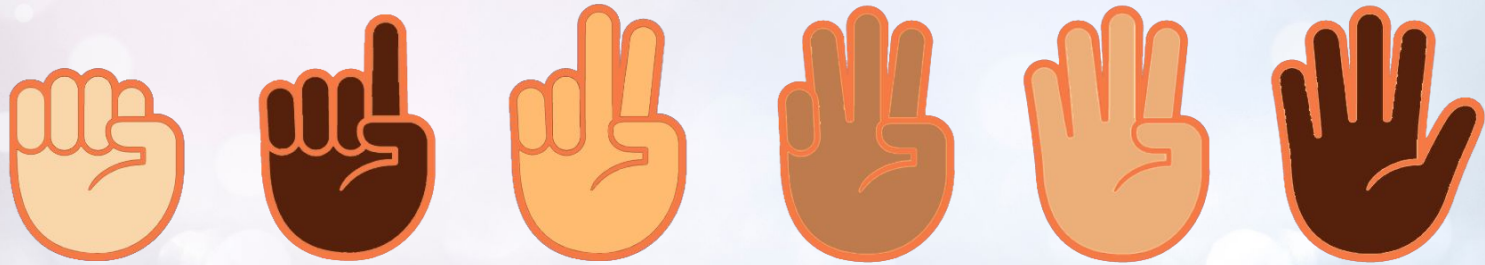
Examples:

Insight: Overall, Group 2 generated more than Ad Group 3. But breaking out the revenue by year helps us see that in 2019 the revenue from Ad Group 2 (targeted to "adventure enthusiasts") dropped significantly from previous years. The ROAS is much lower than **the other ad groups**.

Recommendation: Review targeting for Ad Group 2 or pause and allocate budget to other ad groups that have much higher ROAS.

Insight: Group 3 (brand comparison) generates less revenue than the other ads but has a greater ROAS and CTR. It seems that this ad and landing page do a good job of answering user queries about the differences between brands of action cameras. This, in turn, leads to sales.

Recommendation: Further analysis of targeting may lead to an increase in traffic from these ads which could result in more sales.



FIST TO FIVE:

Pivot Tables

Homework Assignment: Energize Those Leads

You're ready to rock the rest of this homework assignment!

- If you were not able to complete Activity 10.4.9 during class, finish this assignment and submit it with the rest of the assignment.
- If you have completed the bonus assignment and feel confident with your assessment score, take the Google Ads certification.

If you need help:

- ☐ Use the rubric and glossary to complete your homework.
- ☐ Attend office hours.
- ☐ Form study groups with classmates.
- ☐ Slack the instructional staff with questions.



The background is a solid dark blue color. It is decorated with several stylized, hand-drawn fireworks in various colors including gold, light blue, and purple. The fireworks are depicted as bursts of lines and dots radiating from a central point, creating a festive and celebratory atmosphere.

That's All, Folks!