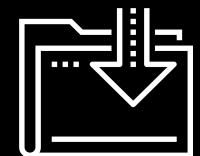


Search Campaign Evaluation & Optimization

Digital Marketing
Lesson 10.3



Class Objectives

Today we'll cover:



Metrics to look for in search campaign performance evaluations.



Navigating Google Ads for performance evaluation.



Tips for optimizing a paid search campaign and next steps.

Evaluating Campaign Performance



**What are some
reasons you should
track campaign
metrics?**

Possible answers:

Changing
settings for better
performance

Rearranging budget
so you don't
waste funds



Campaign Performance in a Business Setting

- There may be a paid search specialist if a company is large enough. A paid search specialist does both the analysis (viewing the metrics) and evaluation (subjective interpretation of metrics).
- In a smaller organization, these tasks may be done by a marketing manager.



PPC specialist

Looking at Metrics Can Quickly Become Overwhelming

Keep your campaign goals in mind when you look at account statistics. It will be much easier to focus on the metrics that are relevant and to ignore the ones that may not be as useful to the situation.





**What are two
common goals one
might have for a paid
search campaign?**

**Brand awareness
and traffic to a
business' website.**





**At what stage of
the funnel do you
want to focus on
brand awareness
as a goal?**

**Businesses
that make brand
awareness for potential
customers their campaign
goal intervene at an
early stage in the
customer journey.**

! Just getting in front
of a new person could
be the primary goal.
To measure this,
marketers typically
first look at
impressions.

Brand Awareness



Impressions

- Reach
- Frequency
- Customer Engagement



**At what stage
of the funnel would
you focus on traffic
to a website
as a goal?**

Perhaps you're focusing lower on the funnel by re-engaging a customer who is specifically looking for your product. You want them to click to your website and perform a desired action (like purchase).

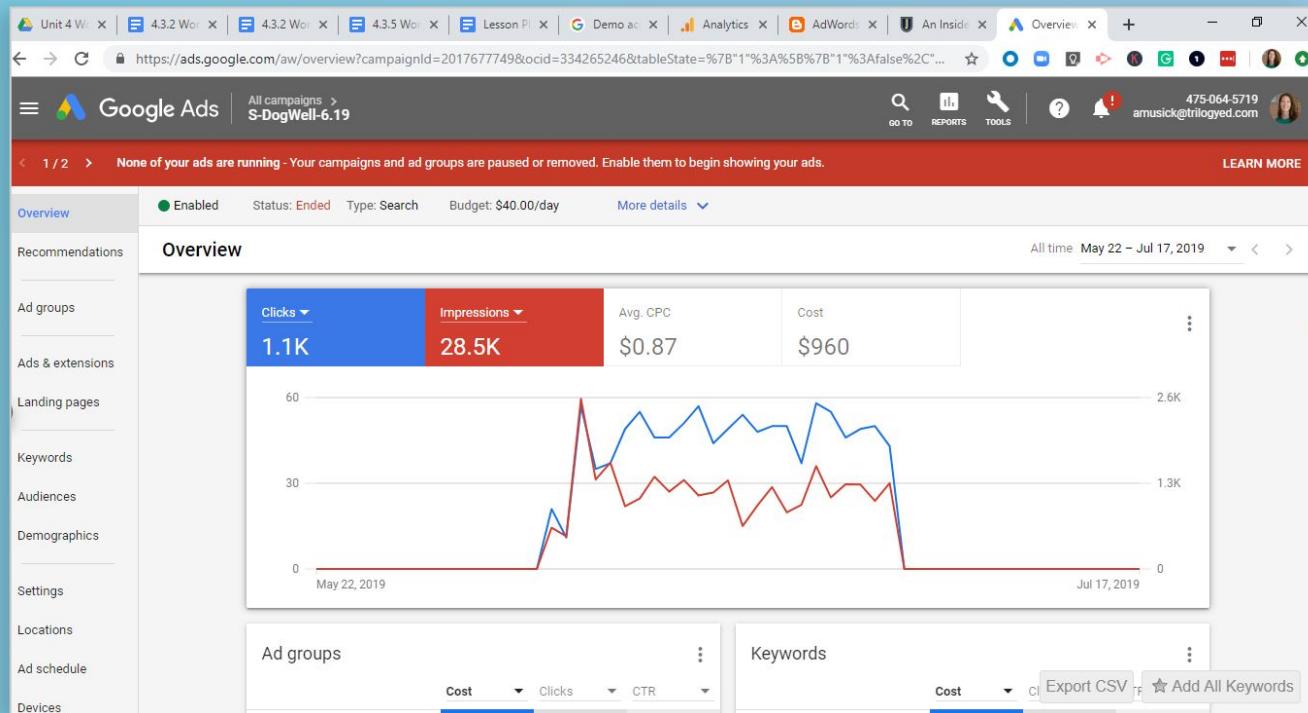


Traffic to a Website Metrics

Clicks and Clickthrough Rate (CTR)

These metrics help you understand how many people found an ad compelling enough to actually click on it.

If an ad for a keyword was shown to 100 people (impressions) and 5 of those people clicked the ad (clicks), it would have a 5% click-through rate.



You can measure
clicks and CTR at all
levels of an account.

	Ad group	Campaign	Status	Target CPA	Ad group type	CTR	Impr.
<input type="checkbox"/>	● Ad group 1 - Dog Lovers	DWT-Website traffic-Display-1	Campaign ended	—	Display	0.36%	318,295
<input type="checkbox"/>	● Ad group 1	Smart Dog 10	Campaign paused	—	Standard	0.56%	152,378
<input type="checkbox"/>	● AG2 - happy	S-DogWell-6.19	Campaign ended	—	Standard	6.69%	7,135
<input type="checkbox"/>	● AG1 - test	S-DogWell-6.19	Campaign ended	—	Standard	2.78%	14,412
<input type="checkbox"/>	● Ad group - headline test	S-DogWell-8.19	Campaign paused	—	Standard	5.37%	7,250
<input type="checkbox"/>	▲ 8.19-headline test	Search-4 Dog Wellness - headline test	Campaign ended	—	Standard	4.91%	6,209
<input type="checkbox"/>	● 8.19-headline test	Search-4	Campaign paused	—	Standard	4.32%	7,010
<input type="checkbox"/>	● Ad group 1	Really Smart Dog	Campaign paused	\$4.00 ✖	Dynamic	23.53%	1,126
<input type="checkbox"/>	● AG4 - Anxiety	S-DogWell-6.19	Campaign ended	—	Standard	2.77%	6,749
<input type="checkbox"/>	● AG5 - Hamsterson	S-DogWell-6.19	Campaign ended	—	Standard	19.54%	174
<input type="checkbox"/>	● AG3 - Couples	S-DogWell-6.19	Campaign ended	—	Standard	—	0
<input type="checkbox"/>	● Dog Wellness	Website traffic-Search-2	Campaign paused	—	Standard	—	0
<input type="checkbox"/>	● Austin, TX	Search-DigitalMarketing	Campaign ended	—	Standard	—	0
<input type="checkbox"/>	▲ Dog Wellness	Website traffic-Search-2 Experiment 1	Campaign paused	—	Standard	—	0
Total... ②						0.84%	520,738
▼	Total... ②					0.84%	520,738

What Is a Good CTR?

- A good average CTR is industry-dependent.
- You need to run a few campaigns to determine an ideal CTR.
- Specific keywords, and how competitive they are, also factor in.
- In 2018, the average CTR across all industries was 1.91% ([source](#)).
- There are some benchmarking tools you can use to measure, [like this one from WordStream](#).





Tip:

When you set up your first campaign in the last lesson, you used the **website traffic goal**. Using this campaign goal, you can build a list of site visitors you can reconnect with later. This is one potential technique for retargeting.

Return on Investment (ROI)

A product that costs \$100 to produce, and sells for \$200. You sell 6 of these products as a result of advertising them on Google Ads, so your total cost is \$600 and your total sales is \$1,200.

Let's say your Google Ads costs are \$200, for a total investment of \$800.

ROI: $(\text{Revenue} - \text{Cost of Goods Sold}) / \text{Cost of Goods Sold} * 100$

$$(\$1200 - \$800) / \$800 \times 100$$

$$= \$400 / \$800$$

$$= 50\% \text{ ROI}$$

In this example, you're earning a 50% return on investment. For every \$1 you spend, you get \$1.50 back.



**How can ROI help when
looking at campaign
structure and deciding
which campaigns to
spend more or less
money on?**

If you find that a certain campaign is generating a higher ROI than others, you can apply more of your budget to the successful campaign and less money to campaigns that aren't performing well.



You can also use ROI data to try to improve the performance of the less successful campaigns. (e.g. are there techniques in the ad copy or keywords you could mimic?)

Return on Ad Spend (ROAS)

Since true cost of “investment” is often difficult to include as a campaign input, many organizations use a simpler calculation, ROAS, to represent campaign efficiency. In this metric, the “cost” component is simply ad spend.

ROAS: Revenue/Ad Spend * 100

$$\$1200 / \$200 * 100$$

$$= 6 \text{ or } 6:1 \text{ or } 600\% \text{ ROAS}$$

*Many marketers use “ROI” to describe the simpler ROAS metric, though this is technically incorrect.

Conversions Are the Key Element for Determining ROI and ROAS

Once you start to measure conversions, you can begin to evaluate ROI or ROAS. The value of each conversion should be greater than the amount you spent to get the conversion.



Conversions

A business spends
\$10.00 on clicks
to get a sale

and

They receive
\$15.00
for that sale,

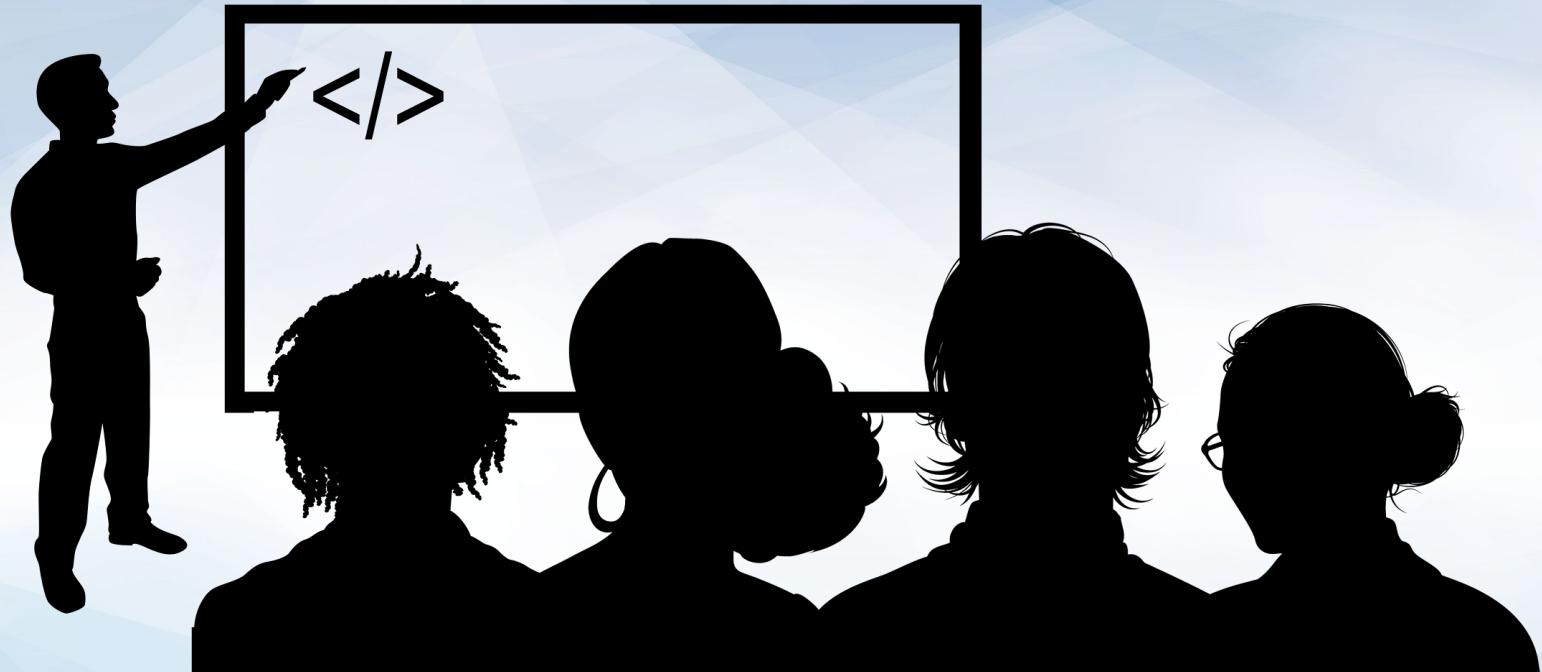
They have made a
\$5.00 return
on their Google Ads spend.



The Six Most Important Metrics in Google Ads

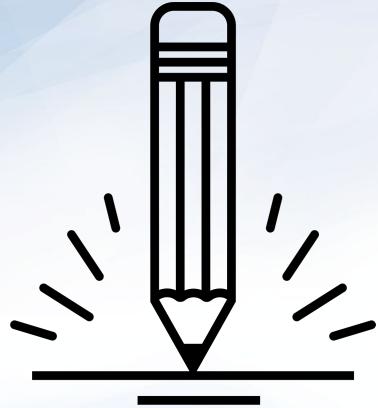
A screenshot of a Google search results page. The search bar at the top contains the query "six most common metrics". Below the search bar, the "All" tab is selected, followed by "Images", "News", "Videos", "Shopping", "More", "Settings", and "Tools". The main content area displays a list of six metrics, each preceded by a yellow and green arrow icon:

- Impressions
- Clicks
- Average Cost Per Click (CPC)
- Clickthrough Rate (CTR)
- Cost/Conversion
- Conversions and Conversion Rate



Instructor Demonstration

Dognitive Wellness Campaign Dashboard Demo



Activity: Dognitive Seek & Find

With a partner, go to the Dognitive Wellness search campaign dashboard and find the answers to the evaluation questions.
([Worksheet](#) sent via Slack)

Suggested Time:
30 Minutes





Time's Up! Let's Review.



Instructor Demonstration Dognitive Seek & Find Questions Review



**Is there a general
relationship to
the number of
impressions and
number of clicks?**

**Yes, they
generally
correlate.**



For example, if an ad is shown more times—i.e. more impressions—it will generally garner more clicks. Keep in mind that this doesn't mean that it will convert more—that is contingent on the overall user experience.



If you wanted to
run a new campaign,
would you remove
any of the
ad groups?

**Yes, remove the
“Couples” ad group.
It likely underperformed
because it was too specific
with a low volume of
search queries.**





Instructor Demonstration

How to Download Campaign Data to a Spreadsheet



Break



Optimizing Paid Search



In the first half of class, you used the metrics to analyze what was happening in the campaign.

The improvements made to a campaign based on the results are what we refer to as “**optimization**.”



**When and why
do you optimize
a campaign?**

Optimizing is a continual process that starts after the launch of a campaign.



You can analyze performance data to see what is (and is not) doing well. *Optimizing is simply updating a campaign to favor aspects that are doing well.*



How Often Do You Optimize?

- Some teams may only be able to optimize monthly, others will be able to optimize weekly.
- More advanced paid search managers will employ scripts to automate their optimizations.

Top Five Ways to Optimize

1

Focus on High Performing Keywords

How do you know if a keyword is high performing?

It depends on your goals and which KPIs are important.

Click-through rate and **conversions** are common success markers.





In a pure brand
awareness campaign,
are keywords still
relevant?

Yes, even though you may be more concerned with impressions, top performing keywords are still relevant. Keywords that perform well will bring an ad in front of more eyeballs.



Top Five Ways to Optimize

2

Review Ad Relevance

Look at the performance of ads in a group.

Compare them to the keywords in the same ad group to make sure that the ads are relevant to the keywords that are performing well.

The image displays two side-by-side screenshots of the Google Ads interface, illustrating the process of reviewing ad relevance.

Screenshot 1: Ad Group Performance Overview

This screenshot shows the "Ads & extensions" section of the Google Ads interface. The main table lists ads within an ad group, with one specific ad highlighted as a "RESPONSIVE SEARCH AD". The columns include Status, Ad type, Clicks, Impr., CTR, Avg. CPC, Cost, Conversion, and Cost / conv. The ad highlighted has a status of "Campaign ended".

Ad	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion	Cost / conv.	Conv. rate
RESPONSIVE SEARCH AD	Campaign ended	Expanded text ad	281	11,811	2.38%	\$0.94	\$265.35	0.00	\$0.00	0.00%

Screenshot 2: Keyword Performance Overview

This screenshot shows the "Keywords" section of the Google Ads interface. The main table lists keywords within an ad group, with one keyword highlighted. The columns include Keyword, Status, Clicks, Impr., CTR, Avg. CPC, Cost, Cost / conv., Conv. rate, and Quality Score. The keyword highlighted has a status of "Campaign ended".

Keyword	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Cost / conv.	Conv. rate	Quality Score
therapy for dogs	Campaign ended	134	4,384	3.06%	\$0.93	\$124.55	\$0.00	0.00%	4/10
pet therapy	Campaign ended	101	4,896	2.06%	\$0.97	\$98.10	\$0.00	0.00%	4/10
pet therapy dogs	Campaign ended	80	3,704	2.16%	\$0.92	\$73.73	\$0.00	0.00%	2/10
dog wellness	Campaign ended	42	1,323	3.17%	\$0.87	\$36.58	\$27.72	2.70%	7/10
cognitive therapy	Campaign ended	22	57	38.60%	\$0.63	\$13.91	\$0.00	0.00%	7/10
cognitive wellness	Campaign ended	14	27	51.85%	\$0.63	\$8.78	\$0.00	0.00%	7/10

Example

- Target is trying to promote a line of bedsheet sets during its “back-to-school” sale.
- One keyword in its ad group—“dorm room bedding”—has a very good click-through rate and a high ad quality score.
- To optimize Target’s campaign, they should remove the keywords that are not performing as well, and add in variations of the high performing keywords. Then they should update the ad copy to work better with the remaining or new keywords to enhance their ad quality.

Ad • www.target.com/bedding

Back to school sale | Dorm room bedding

Shop Target for bedding—including sheets, pillowcases, shams, comforters and more. Free shipping on orders \$35+ & free returns.

Top Five Ways to Optimize

3

Review the Negative Keyword List

It is easy to waste money on searches that are not related to your business if negatives are not set up.

4

Pause Poor Performing Keywords

1. Gather enough data
(10 days is typically recommended).
2. Investigate why the keyword isn't performing well:
 - a. Bid is not high enough
 - b. Low search volume
3. Match type is too restrictive.

Example

You work for a premium vacation portal so you want to exclude people looking for bargains and discounts. You could include **negative keywords** like: free, discount, bargain, etc.

Negative Keywords

Add negative keywords

Add negative keywords or Use negative keyword list

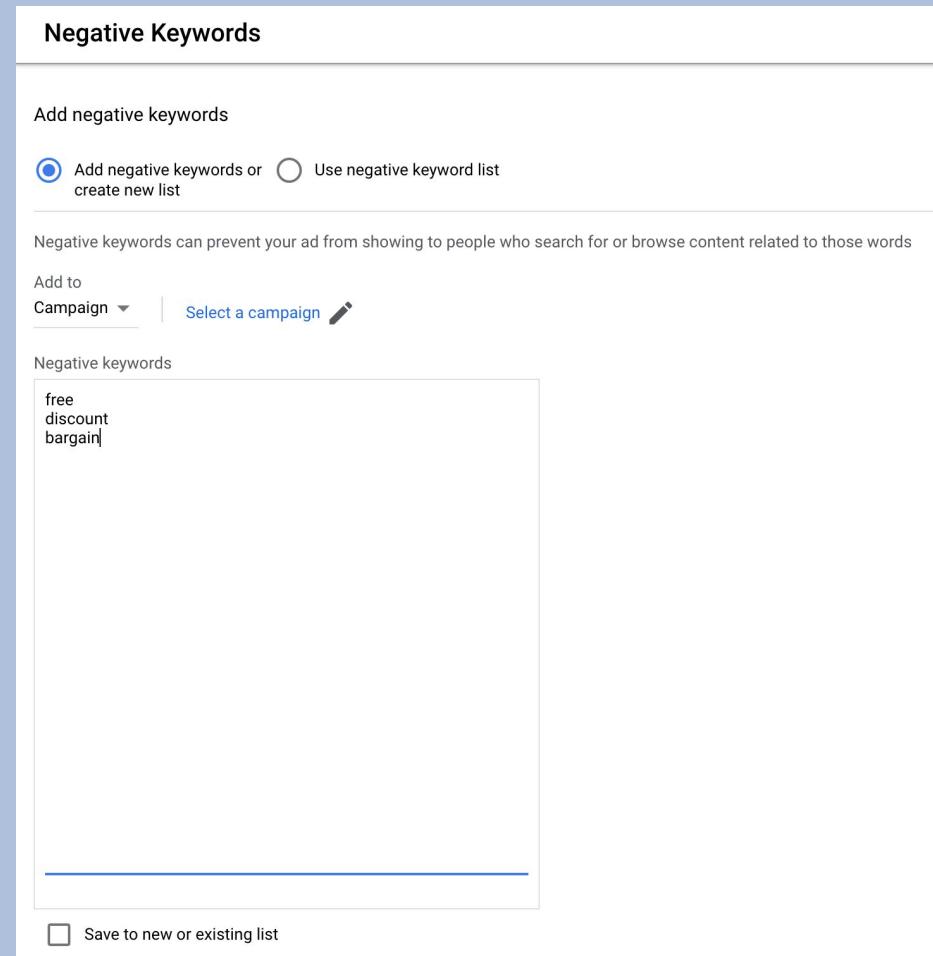
Negative keywords can prevent your ad from showing to people who search for or browse content related to those words

Add to
Campaign ▾ | Select a campaign 

Negative keywords

```
free
discount
bargain|
```

Save to new or existing list



Example

You work for a local plumber and have a very small budget. You are 100% focused on intent to call or fill out a form for a quote. One way you can optimize is to build a strong negative keyword list that filters out broader search intent like “how to fix X” content.

Negative Keywords

Add negative keywords

Add negative keywords or Use negative keyword list

Negative keywords can prevent your ad from showing to people who search for or browse content related to those words

Add to
Campaign ▾ | Select a campaign 

Negative keywords

“how to fix a garbage disposal”
“how to repair a leaky faucet”

Save to new or existing list

Why Some Keywords May Not Be Performing Well

The match type is either too broad or too restrictive.

The keyword's bid is not high enough.

Perhaps performance is low because you're being outbid by a competitor. Take a look at the cost per click (CPC) and the maximum bid estimate that gets top ranking.

The keyword has low search volume.

If a keyword is not accruing much traffic even though you are bidding enough, the keyword may be too long-tailed (a long phrase that's specific).

If the volume of impressions is high, but the click-through rate, conversions, etc. are low on a broad keyword, then pause it and add the keyword with a more restrictive match type.

If the keyword is an exact match or phrase match, but it is not getting much traffic, try adding it as a broad match or modified broad match to open it up to more searches.

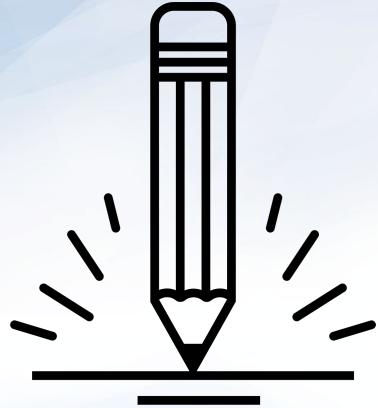
<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keyword ideas					
<input type="checkbox"/> breweries near me	100K – 1M	Low	–	\$2.64	\$7.44
<input type="checkbox"/> ale	10K – 100K	Low	–	\$2.19	\$3.96
<input type="checkbox"/> brewery	1M – 10M	Low	–	\$1.40	\$4.70
<input type="checkbox"/> beer near me	100K – 1M	Low	–	\$2.63	\$10.00

Top Five Ways to Optimize

5

Update and Edit Ad Copy

1. Include ad variations
2. Add site extensions
3. Update URL descriptions
4. Ensure messages present well across devices
5. Customize ads for popular locations



Activity: Optimizing Dognitive's Paid Search

Create a short slide presentation showing why you are recommending optimizations for specific areas in Dognitive's campaign.

([**Worksheet**](#) sent via Slack)

Suggested Time:
30 Minutes





Time's Up! Let's Review.



Reflect on Today's Class

Suggestions for Google Ads practice:

- Set up Google Ads campaigns to promote your own websites.
- Seek out a local small business or nonprofit. They often don't have the resources to hire a professional paid search manager. If they are willing to volunteer, they might provide a small budget to help bring in more customers or donors.

Questions?

Homework Assignment:



After today's lesson, you can start the following parts of the assignment:

- Finalize your campaigns by providing details about future optimization ideas that are realistic and align with the business' needs.
- If you've completed the assignment to this point, get a head start on the bonus assignment by taking the Google Ads Knowledge Check Assessment and study modules.

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
End*