

## Post-campaign Summary Analysis

Each group will deliver a presentation summarizing (17-20 minutes – precisely) + 5 minutes for questions – Everyone must give equal representation.

### Content & Grading Criteria

The content may be arranged in any way the group decides is appropriate. It must include the following:

Content	Description	Points
<b>Executive Summary</b>	<ul style="list-style-type: none"><li>Summary of client's organization and goals</li><li>Project highlights</li><li>Overall recommendations</li><li>Key takeaways</li></ul>	10
<b>Strategy</b>	<ul style="list-style-type: none"><li>Updated ad group structure</li><li>Summary of major week-by-week updates made to the campaigns including keywords, landing pages, strategy, etc. (per group member)</li><li>Include specific data analysis using data from Google Analytics and/or Google Ads that drove the strategy changes</li></ul>	20
<b>Performance</b>	<ul style="list-style-type: none"><li>Completed conversion funnel</li><li>Ad group performance summary per group member (# of quality score keywords <math>\geq 7</math>, # impressions, # clicks, average CPC, average CTR, and # conversions)</li></ul>	20
<b>Findings/Analysis</b>	<ul style="list-style-type: none"><li>Recommendations for a campaign going forward<ul style="list-style-type: none"><li>What could the group do with more money/time?</li><li>What parts of the campaign did not work as anticipated? Why?</li></ul></li><li>Recommendations for the client<ul style="list-style-type: none"><li>Consider their website, general marketing strategy, and any other things the group did not have control over</li></ul></li><li>Include specific data analysis using data from Google Analytics and/or Google Ads that supports the findings/analysis</li></ul>	20
<b>Learning Component</b>	<ul style="list-style-type: none"><li>Group dynamics (among group members)<ul style="list-style-type: none"><li>What challenges did your group encounter?</li><li>How did you work together to overcome the challenges?</li></ul></li><li>Client dynamics (with the client)<ul style="list-style-type: none"><li>What challenges did you encounter working with the client?</li><li>How did you work together to overcome the challenges?</li></ul></li><li>Based on what was learned, what would the group do differently from the start?</li></ul>	10
<b>Communication and Readability</b>	<ul style="list-style-type: none"><li>Clear and attractive slides, free of spelling and grammatical errors</li><li>Understandable verbal presentation</li><li>Logical progression of content/presentation tells a story</li><li>Stays within time constraints</li></ul>	20
<b>Total</b>		<b>100</b>