



agencia  
**KOKO**

# GOOGLE ADS VIABILITY TEST

**A Tu Lado – LATAM Markets**  
Test Period: September 22 – October 30, 2024 • 5-Week Pilot Program



>







## GEOGRAPHIC PERFORMANCE

## 6 LATAM MARKETS TESTED

**MEXICO** 🇲🇽

412 conversions • \$0.58 CPA • Best volume

**COLOMBIA** 🇨🇴

298 conversions • \$0.62 CPA • Strong efficiency

**ARGENTINA** 

224 conversions • \$0.71 CPA • Solid performer



**CHILE** 🇨🇱 + **PERU** 🇵🇪 + **ECUADOR** 🇪🇨

Combined: 543 conversions • \$0.75 avg CPA













## KEY LEARNINGS

## STRATEGIC INSIGHTS

## PATIENCE

Week 1-2 learning period essential.  
Performance improved 79% by Week 5.

## AGILITY

Quick pivot from EH to EVC focus in Week 4 unlocked best performance.

## DATA-DRIVEN

Weekly analysis enabled evidence-based decisions over assumptions.

## FOCUS

Double down on winners: Display EVC + Quiz = 8.2:1 advantage.





# DECISION FACTORS

*WHY GOOGLE ADS WORKS*

## PERFORMANCE

79% CPA improvement from Week 1 to Week 5 demonstrates optimization success.

## SCALE

10x volume growth (74 to 750 conv/week) proves scalability across markets.

## EFFICIENCY

Best performers achieved \$0.35 CPA – well below target thresholds.

## PLAYBOOK

Clear winning formula: Display EVC + Quiz CTA + Top 3 markets.



## APPENDIX: CONSOLIDATED METRICS

### 5-WEEK TOTALS

Total Spend	Conversions	Avg CPA	Avg CVR
\$1,016	1,477	\$0.69	5.89%
Clicks	Impressions	CTR	Avg CPC
25,061	858K	2.92%	\$0.04







# TOP CAMPAIGNS (6-10)

## STRONG PERFORMERS

<div>6. Display EVC - Chile</div> <div>112 conversions • \$0.57 CPA • 3.6% CVR</div>	6	
<div>7. Search EVC - Argentina</div> <div>98 conversions • \$0.61 CPA • 13.8% CVR</div>	7	
<div>8. Display EVC - Peru</div> <div>87 conversions • \$0.64 CPA • 3.4% CVR</div>	8	
<div>9. Search EVC - Chile</div> <div>76 conversions • \$0.68 CPA • 12.4% CVR</div>	9	
<div>10. Display EVC - Ecuador</div> <div>64 conversions • \$0.72 CPA • 3.1% CVR</div>	10	



## TEST FRAMEWORK

## TEST DESIGN

Structured testing approach with clear hypotheses for each campaign objective and format.

- Equal budget allocation initially
- Weekly performance reviews
- Statistical significance thresholds
- Consistent tracking implementation

## DATA COLLECTION

Comprehensive tracking covering full customer journey from impression to conversion.

- Google Analytics 4 integration
- Conversion pixel validation
- UTM parameter standardization
- Cross-market attribution

**Test Period:** September 22 - October 30, 2024 (35 days) • **Sample Size:** 25,061 clicks • **Confidence Level:** 95%