Title:
Track Your Ads for Success

Word Count:
639

Summary:
How to check the productivity of your ads by split testing

Keywords:
ads, ad testing, split testing, marketing

Article Body:
In order to create the most effective ad for your business, you will need to test different versions of your copy and track the effectiveness of where you advertise. Experiment by changing the copy, tweaking the looks, rearranging the layout and testing where you place your ad.

Changing The Copy

Try several different headings for your ad. Just a one word change may have a significant effect on the response rate. Test different versions of your copy to find the most effective wording.

Tweaking The Looks

Change the font style, font sizes, and font colors. Emphasize important words and phrases by placing them in italics, making them bold, changing their color, and highlighting them. Add a border, a different border color and/ or a different border style. Try different combinations of these and find out which combination works best.

Rearranging The Layout

Rearrange the components of your ad to see if it affects the response rate. Add a short testimonial or two to see if that has any effect. Try adding more than one call to action link.

Testing The Placement

Track and test the response rate for your ad. An ad in one

e-zine may result in 100 clicks while an ad in another may only result in 50. You will want to know where you get the best response for your advertising dollars.

You will want to track your ads for these four reasons:

1. To save money.

If you know where you get the best response from, you won't waste money by advertising on places where you get a poor return.

2. To maximize your profit.

While advertising on one place may bring you a better response than advertising on another, you need to take into account the cost of each ad. If you get 200 responses from one advertising source but each response costs you $4.00, it may be better to advertise on a place where you get 100 responses that only cost $1.00 each.

3. To improve your ads.

By testing different versions of your ad, you will find the most effective one. To obtain a true test of a particular ad, you will need to know how may people were shown your ad, how many people acted on your ad, and the result of that action. (For example, your ad was shown to 1000 people of which 100 clicked on your ad link and 2 bought your product.)

4. To find out what works and what doesn't.

You will want to know what components of your ad work and which don't. You can only find this out by tracking different versions of your ad.

While knowing how many people click on your ad and how many sales you make is important, you will want to know how much each click and sale actually costs you. In order to maximize your Return On Investment (ROI) you should monitor the following:

1. How many unique visitors each ad or promotion generates.

2. The number of sales each ad or promotion generates.

3. Which ad or promotion generates the most traffic to your website.

4. The Cost Per Click and Cost Per Sale of each ad or promotion.

5. The Click to Sales Ratio which will show you the quality of the traffic you're getting.

6. The ROI for each ad or promotion.

You will also want to track where your traffic is coming from. You may get traffic from an e-zine ad, from a forum post and from a banner ad. One of these sources may bring you a significant amount of traffic while another brings you little or no traffic at all. By tracking every ad and promotion you place, you will find out where to direct your advertising efforts, thereby saving you both time and money.

Only about 1 of your competitors. At the same time, you will boost your bottom line as you will no longer be wasting money on useless advertising.