

Group Number: Group 10
Class Number: MIS 6344.002
Web Analytics Project Report

Group Members:

ATREYEE SEN

GAURAV KAPOOR

HARSHENI KRISHNAN SREEDHARAN

MUTHU RISHIKESHWARAN ESWARAN

SHASWATH TAMBAD

Google Ads Account Number: 113-094-2013

Actual Campaign Start Date: 27 March 2020 8:00 AM

Actual Campaign End Date: 23 April 2020 10:00 PM

Total budget spent during the campaign: \$238

Summary of campaign performance

Website url of business	www.aplhafly.co*
Final Advertising Goals	Awareness
Total Number of impressions generated on search network	962K
Total Number of clicks generated on search network	888
Total Number of impressions generated on display network	1015
Total Number of clicks generated on search network	9
Wordstream performance report rating (at end of campaign)	64%
Wordstream performance report rating (at end of campaign)	64%
Budget Spent	\$238

Summary of campaign optimizations

Campaign Optimization Technique 1: Added Negative keywords: Clothing Shoes, College, Gucci Accessories, Museum, Toys men

Reason for Choosing this Campaign Optimization:

By analyzing the performance of the Campaign, we identified that the regular keywords are triggering responses from the audience who is not interested in the product but general fashion, resulting in less conversion rate and unwanted traffic.

In order to reduce the cost and improve the awareness of the brand to the right set of targets we decided to alter the keywords that bring irrelevant traffic and add them to negative keywords. The above-mentioned negative keywords help in segregating the customers and keep uninterested targets from clicking the advertisement.

Observed Outcome and Learning:

Considering that the campaign time period was less, analyzing the performance of the keywords and introducing negative keywords was not possible at a very early stage. Optimizing the campaign using negative keywords increased the click through rate and the ratio between number of impressions and click through rates which eventually resulted in cost reduction.

Campaign Optimization Technique 2:

Changed Ad Type:

Reason for Choosing this Campaign Optimization:

As we progressed, we saw that the responsive search ads were getting more clicks than the expanded text even though they were getting the same number of impressions.

In order to increase the performance of the campaign, some of the ads which were expanded text ads were changed to responsive search ads because responsive ads provided a greater number of clicks as compared to the expanded text ads and also number of impressions was comparatively lesser than expanded text ads.

Observed outcome and Learning:

As a result of campaign optimization, the number of clicks in responsive search ads increased as well as number of impressions were reduced. Some of the ads which belonged to expanded text ad type were paused because they did not provide necessary clicks for the ad copy.

Campaign Optimization Technique 3:

Keywords Optimization:

Reason for Choosing the campaign optimization:

We removed keywords such as rate, is this fly and keychain because these keywords were not effective in terms of Impressions and Clicks. The keyword rate was added to let the customers know that they can rate their products using our new accessory. Is this fly was added to create brand awareness. It is the motto tagged to our product. The main motive behind this was that the traffic that is directed to our page can come to know about our new rating accessory. Keychain was added to direct the customers who can replace their normal regular keychains with our cool rating accessory as it has a keychain attached along with the rating card.

Observed Outcome and Learning:

To optimize our campaign, we removed these keywords as money was being wasted and the customers that were directed to our page were not aligning to the goal of our product. This removed the wrong traffic and saved the money of the campaign which was then directed to the right keywords that attracted customers aligning with our product goals