

Ad Words Case Study

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Introduction:

The client wanted to run an Online Marketing Campaign to cover a back-to-school promotion. Planning began in the first week of August and ran through to September . A “back to school” market primarily consists of secondary, post-secondary students (and their parents). Customer decisions are almost entirely based on online product research.

This client is a Telecomm Company which is a highly competitive market in Canada. The number of competitors is small with each company relying on service transfer as a method of increasing their customer base.

Under contractual agreement, the clients name has been removed as well as specific overall budget setting requirements.

Client Request:

This small window of opportunity is ideal for running this targeted SEM Campaign. The client invests a significant amount of their Marketing budget during this time. For budget guidelines, average CPC (Cost per Click) for brand name products was to be \$1.00 or under and non-brand items \$6.00.

The main object of the month long campaign was to increase conversions on various phone products. As a result, they wanted to see their ads showing up where it counts, right at the top.

Initial Findings:

The 30 day challenge needed to be researched well. I knew that the ad copy and landing pages needed to be fully optimized. That way, the CPC will keep below limits and we will quickly see conversion results.

Account Strategies:

A Search Engine Marketing Plan using Google Ad Words.

Upon setup, specific Ad group creation was made with:

- Targeted keywords
- Targeted Ad Copy
- Conversion tracking implemented

Ad group Setup

Within the non-branded Ad groups I recommended 12 Ad groups to target to deliver the highest impact.

Optimizing Ad Copy

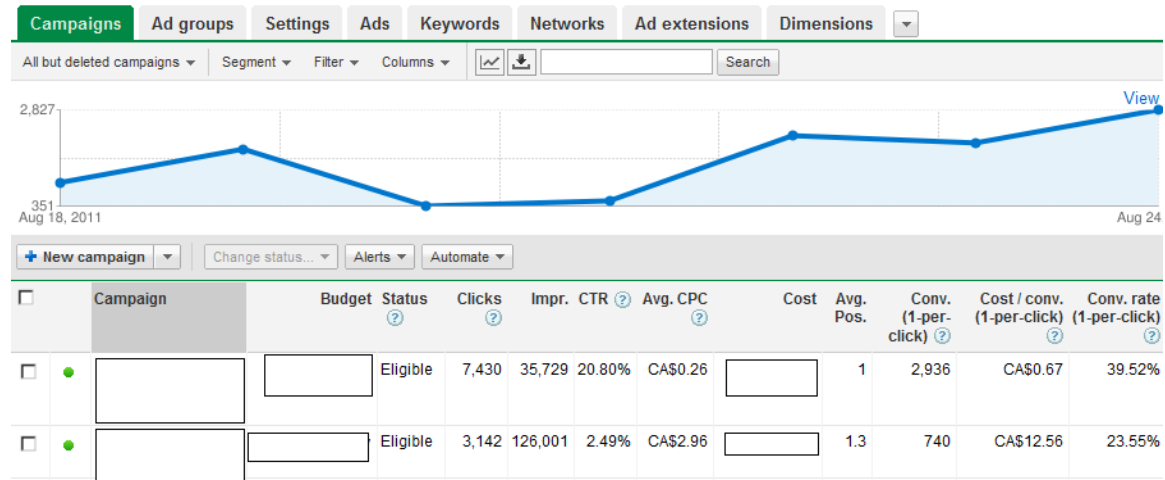
Optimizing Landing Pages

Top Term Selection

Accomplishments:

I delivered the highest conversion rate within a one month targeted campaign possible utilizing proper term targeting, optimized ad copy and optimized landing pages.

I was able to deliver a CPC of 0.26. Average CPC for non-branded terms was set to a max of \$6.00 and I was able to deliver a CPC of \$2.96. (See column Avg. CPC in Image 1.0 below)



(Impressions from Aug 18-24)

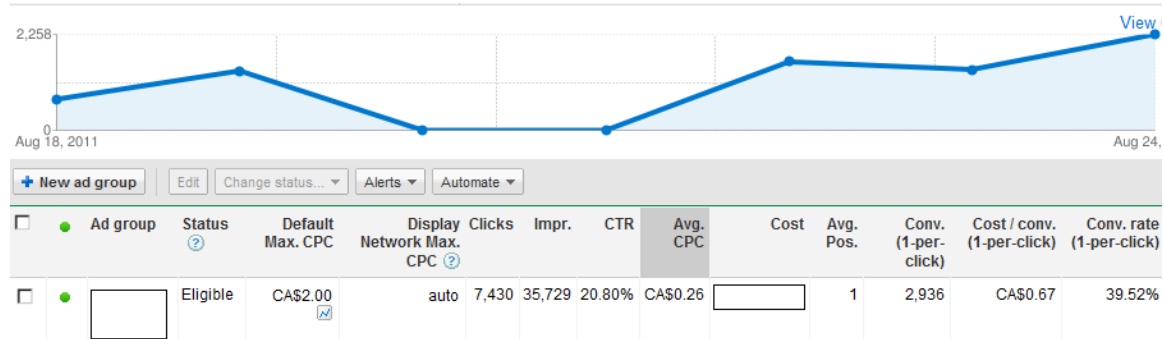
Average positioning on ad group terms resulted in first position for all of the Groups running. (See Image 2.0 below in column Avg Pos.)

● Ad group	Status ?	Default Max. CPC	Display Network Max. CPC ?	Clicks ?	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.	Conv. (1-per-click) ?	Cost / conv. (1-per-click) ?	Conv. rate (1-per-click) ?
● Cell Phone Plans	Eligible	CA\$6.00	auto	894	9,729	9.19%	CA\$3.62	<input type="text"/>	1.5	258	<input type="text"/>	28.86%
● Unlimited Phone Plans	Eligible	CA\$5.50	auto	38	373	10.19%	CA\$3.49	<input type="text"/>	1.4	11	<input type="text"/>	28.95%
● BlackBerry Plans	Eligible	CA\$6.00	auto	155	1,211	12.80%	CA\$3.48	<input type="text"/>	1.2	39	<input type="text"/>	25.16%
● Unlimited Text & Data Plans	Eligible	CA\$6.00	auto	58	569	10.19%	CA\$3.36	<input type="text"/>	1.5	15	<input type="text"/>	25.86%
● Smartphone Plans	Eligible	CA\$6.00	auto	66	456	14.47%	CA\$3.27	<input type="text"/>	1.3	12	<input type="text"/>	18.18%
● Blackberry Curve 3G	Eligible	CA\$5.00	auto	560	43,715	1.28%	CA\$3.07	<input type="text"/>	1.4	61	<input type="text"/>	10.89%
● BlackBerry Bold 9780	Eligible	CA\$4.50	auto	238	26,997	0.88%	CA\$2.69	<input type="text"/>	1.1	27	<input type="text"/>	11.34%
● Back To School Phones	Eligible	CA\$5.00	auto	58	437	13.27%	CA\$2.60	<input type="text"/>	1.7	15	<input type="text"/>	25.86%
● Student Plans	Eligible	CA\$4.50	auto	322	4,577	7.04%	CA\$2.39	<input type="text"/>	1.8	92	<input type="text"/>	28.57%
● LG Optimus 2X	Eligible	CA\$5.00	auto	339	10,221	3.32%	CA\$2.36	<input type="text"/>	1.1	95	<input type="text"/>	28.02%
● Blackberry Curve 3G No Contract	Eligible	CA\$4.00	auto	6	125	4.80%	CA\$2.34	<input type="text"/>	1.2	2	<input type="text"/>	33.33%
● Samsung Nexus S	Eligible	CA\$4.50	auto	408	27,585	1.48%	CA\$2.17	<input type="text"/>	1.5	113	<input type="text"/>	27.70%

Image 2.0 (Ad Groups running during this campaign)

A total of 3,676 conversions were completed within the time period above and the average conversion rate was 31.535%. For the branded term area I delivered a 39.52% conversion rate through highly targeted landing page development.

Results:



- For the branded term area I delivered a 39.52% conversion rate through highly targeted landing page development (See Image 3.0 above in Column- Conv. Rate (1-per-click)).
- The average position for Ad Groups obtained was 1.0.
- Target CPC limits set by the client were not exceeded and less than a third of the assigned CPC was used..

For previously run campaigns for a different SEM provider, this client had CTR results at 0.78%. After working on this 30 day campaign, I reached conversion results of 20.80%

Conclusion:

3,676 conversions were achieved in one week, thus returning a very successful ROI

An effective SEM plan implemented and executed over a minimum of 30 days can increase your bottom line conversion if done correctly. However, for most companies were recommend a 90 day test to work in conjunction with budgeting.