Digital Marketing
Search Engine Marketing
Tracking & Optimizing Ad Performance
Tracking Ad Performance

- Ads control the content your customers will see
- Also, what page of your website they’ll be directed to if they click
- Create relevant ads for the keywords in each ad group, test frequently and pause your low-performing ads

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<th>Status</th>
<th>Campaign type</th>
<th>Campaign subtype</th>
<th>Labels</th>
<th>% Served</th>
<th>Clicks</th>
<th>Impr.</th>
<th>CTR</th>
<th>Avg. CPC</th>
<th>Cost</th>
<th>Avg. Pos.</th>
<th>Conv. (1-per-click)</th>
<th>Cost / conv. (1-per-click)</th>
<th>Conv. rate (1-per-click)</th>
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</thead>
<tbody>
<tr>
<td>□ Approved</td>
<td>Search Network only</td>
<td>All features</td>
<td>--</td>
<td>15.60%</td>
<td>9</td>
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<td>$1.99</td>
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<tr>
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</tr>
</tbody>
</table>
Tracking Ad Performance

Key metrics to look for are:

- **Conversion cost**: How much it cost to get each conversion on average
- **Conversions**: How many conversions it earned
- **Cost**: How much money it spent
- **CTR**: How often it was clicked when it appeared
- **Conversion Rate**: How often its clicks resulted in conversions
- **Clicks**: How many times it was clicked
- **Impressions**: How many times it was shown
Optimizing Cost Per Click

• Enabling conversion tracking
• Use phrase or exact matching
• Target geographically and language
• Filter content network tracking
Optimizing Ad Performance – Optimize Account & landing page

Optimize Account:

- **Modify keywords bid**: Lower the bid or pause keywords that decrease your budget with little or no ROI
- **Modify bids based on device**: Bid adjustment will allow to increase or decrease a bid based on the device used by those searching for you

Bid Adjustment
Optimizing Ad Performance – Optimize Account & landing page

• **Add Negative Keywords:** Add some negative keywords that you know might show your ads but wouldn't convert a visitor
Optimizing Ad Performance – Optimize Account & landing page

- **Optimize Ad Text:** Adgoup should be specific enough so the keywords that display the ad show up in the ad text and optimizing ad copy isn't a one time thing.

  ![Google Ads](https://www.google.com/AdWords)
  
  Google Ads
  
  www.google.com/AdWords
  
  1 (855) 331 6713
  
  Bring new visitors to your website. Place your ad on Google today!

- **Improving landing page:** Build a responsive landing page that looks beautiful on desktop, tablet and mobile phone.
Optimizing Ad Performance – Optimize Account & landing page

Optimizing Landing Pages

• Understand your target audience
• Set up analytics account
• Your ad message should match your landing page
• Analyze your landing page’s first look
• Create a clear, compelling and precise value proposition
• Social proof, authority and testimonials are the key
• Call to action should be clear
• Test your page with A/B testing
Example of good landing page

Be part of the Barclays Premier League

Strikr by Carlsberg takes you straight to the heart of all the football action. Get That Premier Feeling.

Download on the App Store

Download on Google Play
Measuring ROI

Three metrics that measure the return on investment are:

• Cost per thousand ad impressions
• Cost per click
• Cost per acquisition

Return on investment (ROI) = (Gain from Investment – Cost of Investment) / Cost of Investment.
“Take a risk and keep testing, because what works today won’t work tomorrow, but what worked yesterday may work again.”

Amrita Sahasrabudhe

Thank you. 😊