

Bid - It Post-Campaign Report

Executive Summary

Campaign Overview

[Bid-It](#) is a web application built by a team of 5 undergraduates from Tel-Aviv University, Israel, as part of Google Workshop for 3rd year computer science undergraduates. The main use for this application is to help TAU's student in organizing and plan their class schedule.

Our main goal was to raise site's visibility and awareness. We had three main Ad groups: Class Schedule, Courses and Bidding, and Bid-It.

Since the application is designed for Tel-Aviv University (TAU) students, we focused on keywords that will attract students from Tel Aviv University.

Key Results



During the campaign, the site was viewed by 506 unique visitors, and 993 times.

Our campaign resulted in a decent amount of impressions and a smaller amount of clicks.

The campaign received 141,150 impressions, 175 clicks, a CTR of 0.12% and an Avg. CPC of \$1.43.

The most successful AdGroup was "Class Schedule", which got 57% of our total clicks. The "Bid-It" AdGroup was a more focused group, whose target was people who already knew Bid-It, and therefore had a relatively high CTR of 2.95%, but a low amount of clicks and impressions overall.

AdGroup	Clicks	Impressions	CTR	Avg. CPC	Cost
Class Schedule	100	78,323	0.13%	\$1.50	\$150.02
Course & Bidding	54	62,115	0.09%	\$1.76	\$94.82
Bid-it	21	712	2.95%	\$0.27	\$5.68

Conclusion

Our campaign did not get a large amount of clicks because it has a small target audience and since students use this site mainly at the beginning of the semester when they choose their courses and schedule, the timing of the campaign was problematic. We believe that running this campaign in the course choosing and scheduling phase of the semester will result in much greater numbers.

Future Online Marketing Directions

Judging by our results, we recommend running the campaign in a different period, because Bid-It's traffic highly depends on the time of the year.

Also, because the product is a web application with very limited text on his front page the creators of it need to improve its Google rating in order to improve the quality score it gets. Since Bid-It is a web application, we believe that online marketing is the right way of promoting the site, and the campaign should focus on course schedule planning and Tel-Aviv University.

Industry Component

Campaign Overview

Our main goal in the campaign was to increase student's awareness to this new product, new and existing students alike. Our main focus group was students seeking information about class enrollment and courses' bidding at TAU.

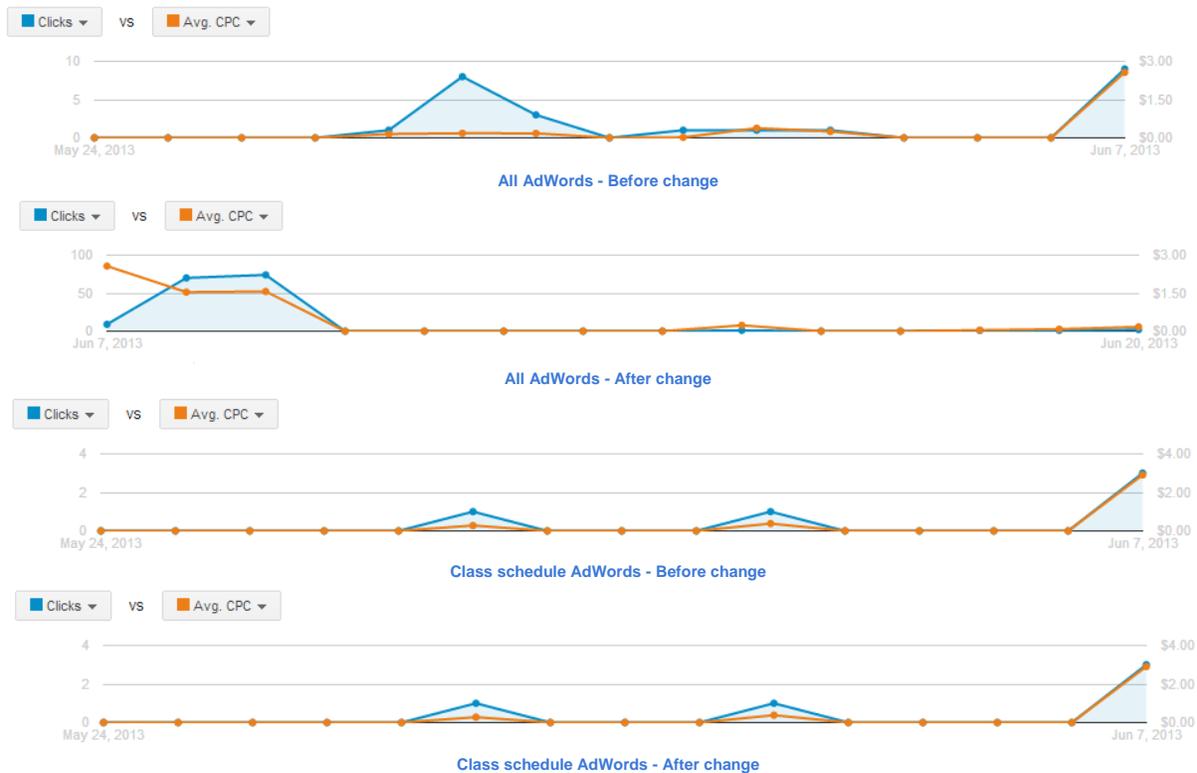
In order to achieve this goal we and the app's creator worked on two levels:

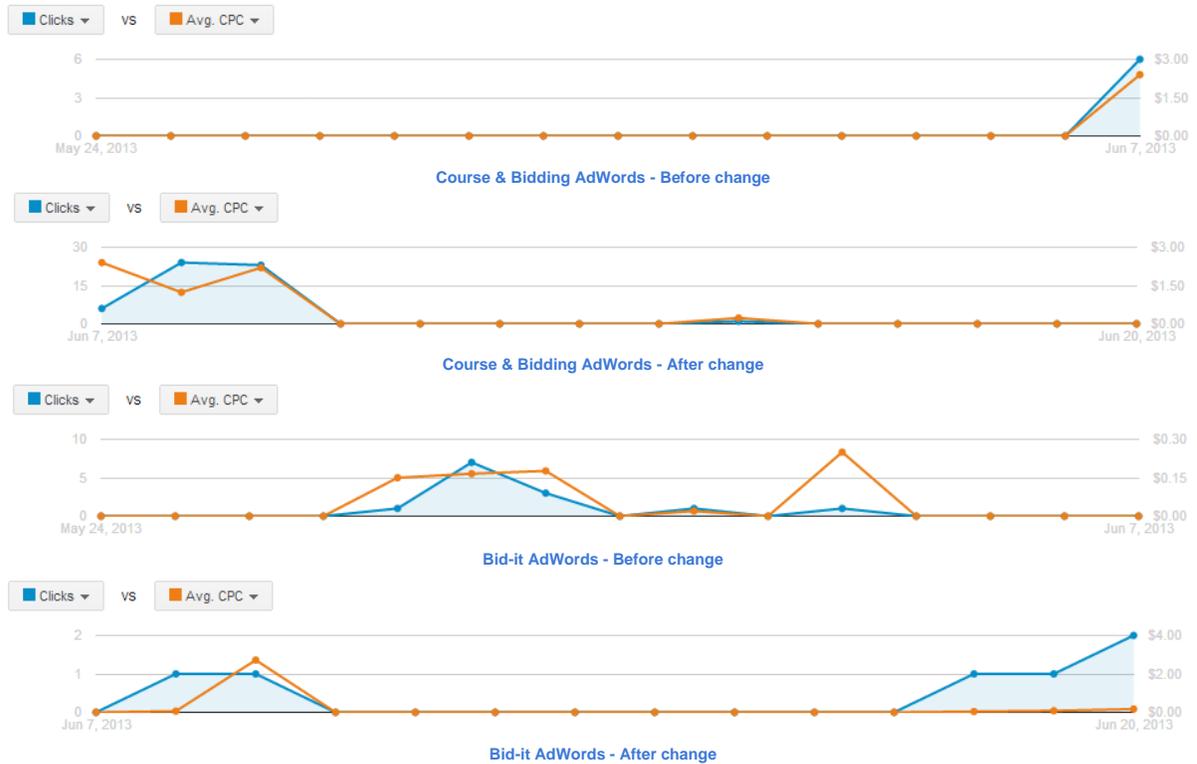
1. Maximize clicks from Google ads.
2. Increasing site's traffic and awareness using social networks (mainly Facebook).

Our campaign began in 24/5 and ended by 10/6 because of insufficient funds. Up to 9/6 the ads got only a couple of clicks per day and only a couple hundreds of impressions, mainly due to low traffic and low quality score for the more popular words.

At 7/6 we have decided to change our strategy: in order to achieve our goals we have raised the max CPC of the ads from \$0.3 to \$3. We based this price following the Traffic Estimator suggestion. The high CPC helped us beat our competitors on the main keywords: "Tel-Aviv University" and "Tel-Aviv University Courses". Throughout that day we got most of our campaign clicks and in the following day we decided to spend all of our campaign balance in order to get as many click as possible before the end of the competition.

The following graphs represent clicks vs. average CPC divided up and following the 7/6:





Evolution of campaign strategy:

The evolution of the campaign strategy can be described as follows :

- At the first three days we tested our initial keywords and ads.
- We have analyzed the initial statistics and noticed that we got many impressions but very few clicks. We have decided to change our ads text since we had a very low quality score on most of the keywords.
- The ads change raised our quality score, however, in the following week we still got very few clicks.

In order to improve our campaign's performance we have tried to add more keywords and convert some of the existing keywords to exact match. The exact match keywords cause our ads to be at the first ad position.

- At the second week of the campaign we have tried to focus only on the "Class schedule" and "Course & Bidding" groups because they got most of our ads impressions.
- We have increased the max CPC of the keywords to \$3, which made our clicks rate to increase greatly.

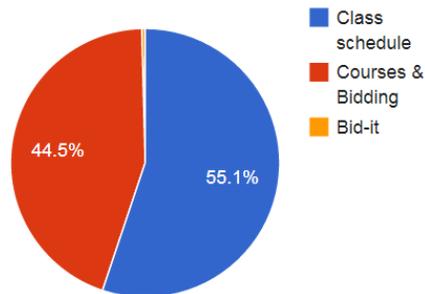
Key results

The result of the campaign was not as we anticipated. The site's traffic was not as high as we hoped during the entire duration of the campaign. Nevertheless, after the change of strategy the site did get a lot of impressions and clicks, but it didn't last long because we ran out of credit.

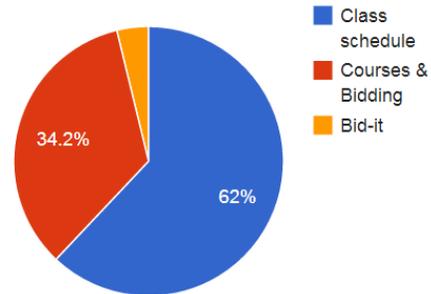
Overall Campaign data:

Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. Pos.
158	139,376	0.11%	\$1.57	\$247.42	1.2

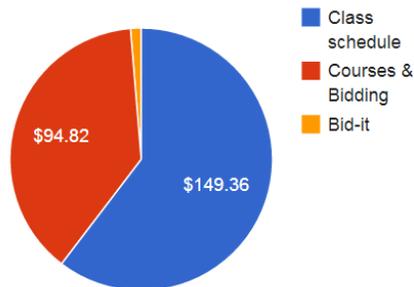
Impressions



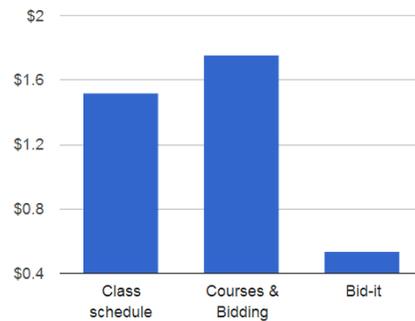
Clicks



Cost



Average CPC



Class schedule

Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. Pos.
98	76,836	0.13%	\$1.52	\$149.36	1.2

Courses & Bidding

Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. Pos.
54	61,969	0.09%	\$1.76	\$94.82	1.3

Bid-it

Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. Pos.
6	571	1.05%	\$0.54	\$3.24	1.2

Conclusions:

Our main goal in this campaign was to raise TAU students' awareness to the new app and to its unique services.

As said before, the main reason for the poor amount of clicks we achieved was the period of time that the campaign ran in. However, another problem that caused the poor results was the low quality score of some of our ads. Google sets the quality score according to how your ad really related to the site it refers to. It's computed by the amount of shared keywords in the ad and in the site. Google doesn't present Ads with low quality score.

"Bid-it" supplies a very intuitive GUI that eases the use of the application. Therefore, there is almost no text in the site, and that caused the low quality score of the ads.

After long discussions with the site's managers on how to increase the quality score of the ads, we came into conclusion that there is no way to add text (related to the ads) to the site without harming the user experience.

Further Recommendations:

Our main recommendation for the client for future campaign is to wisely choose the campaign period. Our suggestion is to run the campaign at the period of the beginning of the semesters: September-October and January-February.

In addition, we recommend the site's managers to supply course schedule for the summer semester too, and then run the campaign on June-July.

Finally, we recommend the site's managers to continue thinking of a way to increase the quality score of the ads, maybe by adding a homepage with some words about the app.

Learning Component:

Learning Objectives

Our main goal, besides having a real hands-on experience with a real online marketing system, was to understand the terminology that we encounter during our course with Prof. Fiat. Terms like CPC, CTR, Impressions, etc. were all theoretic until this experience.

It was a very good practice, for every member of the team, for the day that he will want to advertise his own product.

Group Dynamics

Our group consisted of 5 undergraduates who took the course "Fundamentals of Electronic Commerce" by Professor Amos Fiat. Our group proved to be a flexible and initiative group. Even though we did not get much success in the challenge, we had the opportunity to get to know each other, both in a personal aspect and a professional one, and for that we are thankful.

Client Dynamics

Since one of the founders of "Bid-it", Mr. Eden Gal, was a member in our GOMC-team, client Dynamic was the most natural thing for us, as opposed to other teams that were experiencing some difficulties contacting and co-operating with their client. Having such a personal contact with the client made the members of the team feel like they were "selling" their own product, which added some enthusiasm to the challenge, and a real excitement for every new click.

Future recommendations

We would recommend the future teams of GOMC to be prepared for the challenge well before the online campaign begins. That includes having a client which is easy to co-operate with, having an existing product which you can "sell" during the campaign time period itself.

We recommend choosing a product that you can really relate to, a product that you believe in and would want to use.

Moreover, we would recommend preparing the pre-campaign goals and reports in the right after the first contact with the client, in opposed to waiting for the start of the campaign in order to set goals.

Perhaps the most important thing for this challenge is to have a good website for the client, which is already online, well designed, well organized and easy to navigate so that to campaign as a good structure to rely on. We also would recommend that the future site would use Google analytics so it's easier to analyze the results and the effect of the campaign on the clients.