

## Executive summary

**Campaign overview-** The campaign for "Leoshit-yad" organization lasted 21 days and cost 917 NIS with average CPC of 2.08 NIS. The main goals of the campaign were to raise awareness to the organization as it had no promotion strategy, increase the number of phone calls to the donation call center and aid in recruiting volunteers. In order to achieve the goals we created 3 major campaigns focusing on each goal, and 10 ad groups. It was also decided to run our campaign according to the following time-line:

**First week:** low budget, more keywords, search and display networks, with focus on impressions (raise awareness).

**Second week:** search only, filter words from first week and focus on clicks especially in the volunteer's campaign.

**Third week:** search only, increase budget significantly and focus on a small set of words that proved efficiency and large number of clicks.

**Key results-** Our campaign resulted in 219,407 impressions and 441 clicks with CTR of 0.2%. The impressions came mostly from the first week when the campaign ran with "Search and Display networks". Our organization contact reported an increase of 24% in calls made to the call center in comparison to previous months, and an increase of 26% in actual donations!

**Conclusion -** There is no doubt that we learned a lot during this campaign about online behavior and advertising, and learned from this experience that one must have tight suit of proven valued keywords, constant monitoring, and the use of Google Tools such as the Opportunities Tab, Traffic Estimator, and Keyword Tool- in a successful Adwords campaign.

**Future recommendations-** Given the increase of traffic to "Leoshit-Yad"'s website during the campaign window, We highly recommend this organization to continue the campaign. The "general-donations" campaign generated the highest CTR and number of clicks, and therefore should be continued even with more budget, along with the constant search of high subject-connected keywords. Definitely AdWords is a great help to increase online presence, exposure and even income in some cases (for profitable businesses) in an easy, cost effective manner.

## Industry Component

**Campaign Overview-** The overarching goal of our campaign was to drive traffic to the organization website in order to meet the objectives we had set before:

- 1) Increase the number of phone calls in general, and the numbers of donations to be specific.
- 2) Increase awareness of public to the organization existence and its activities, especially for the fact that it's a small non-profitable organization, with more than a few colleague organization that have bigger recognition, resources and such.

Our AdWords objectives (measurable objectives) that were set in the Pre-Campaign Strategy was:

- 1) Do not exceed an average CPC of \$1.00
- 2) Achieve a CTR of 1.5% (about 150 clicks out of 10,000 impressions).
- 3) maintain an Avg. Pos. of 1.5.

We have to admit that very quickly (within a week actually) we realized that we won't be able to reach those numbers, mainly because of the audience feedback – we did get a steady amount of clicks in our cancer or “helping others” related campaigns, but we were not having clicks almost at all from our creative campaigns!

Despite our efforts to “revive” them (for example trying new ideas or topics for keywords), we didn't succeeded. We found out that for this kind of organizations it is very hard to attract non relevant people to this issue from their searches in the network.

Besides that, in order to achieve these numerical goals, we focused primarily on raising our CTR score by restricting numbers of impressions (in second week), having very few but highly relevant ads and keeping a low average CPC by using keywords with high quality scores, that we saw that they gave us value.

**Operational Details-** The account was active from May 22, 2013 to June 11, 2013, 24 hours a day/7 days a week for the three week campaign window. The table below shows the total and daily budget spent by campaign and week:

	donation campaign		volunteers campaign		general exposure campaign		new	total per week	
	Luxuries products	general donations	Celebrities	Volunteers	free time	kids	competitors	in USD	in percentage
week1(\$):	10.40	25.00	1.00	2.60	1.60	12.50	1.50	54.60	0.22
week2(\$):	0.00	74.00	0.00	3.00	0.00	0.00	3.00	80.00	0.32
week3(\$):	0.00	112.00	0.00	3.40	0.00	0.00	0.00	115.40	0.46
Total per campaign(\$):	10.40	211.00	1.00	9.00	1.60	12.50	4.50	250.00	
Total per campaign(%):	0.04	0.84	0.00	0.04	0.01	0.05	0.02		

At the end of Week 1 the actual budget spent was as planned and a bit more. Thus, the budget was adjusted in Week 3 by decreasing little from daily budget. Since most of the campaigns (planned and new) in week 1 and 2 were receiving very low CTR and few clicks, these campaigns were paused and in week 3 the focus was on maximizing output of general donations words campaign (and a few more Appendices from kids and volunteers campaigns ).

In order to ensure the success of the campaigns, daily attention was paid to the keywords and Ad Groups. The keywords that were receiving more than 100 impressions but only few (1-3) clicks were modified or paused after the few first days of such a “failure”. In most cases, these keywords were broad match in which the ads were not highly relevant to the searched terms, or were too deep and serious for the Display Network. Additionally, the Ad Groups whose keywords were too expensive to maintain an Average Position of 2 or higher were kept of avg. position of 3-5 (mostly in first page). After these considerations the budget was reallocated and in week 3 was built of more successful and relevant Ad Groups and Keywords.

**Evolution of Campaign Strategy-** There were four major changes made during the campaign window:

1) Pausing Luxuries Campaigns – During the pre-campaign period, we came up with several different approaches for a variety of campaigns. The goal was to get maximum exposure in all

variety of population. One main issue we encountered was to reach high-income population. The potential we saw in that population was great. Obviously, the potential for marginal profit is better than other regions of society. The major problem in reaching this section was that the keywords they are looking for in Google is slightly different than others. That's why we decided to initiate a campaign including keywords that were about luxury products. We thought it might be a good idea to try and 'seize' the moment the consumer is ready to spend money on a luxury product and re-direct this money to a much better cause.

After the first week we saw really low results for this campaign. We concluded from this campaign and from other campaign that didn't took the 'straight-forward' approach as this, that when the consumer is looking for something specific, it's rather hard to change its course to something entirely different. Thus, after the first week we stopped this campaign and focused a lot more on a straight-forward approach.

2) Reducing funds for 'Celebrities' and free-time campaigns – as we mentioned in the previous section, we tried to reach out for as many audiences as possible. Another idea we had, after consulting with the head of the organization, was to create campaign that includes celebrities' names. We used only the names of celebrities that volunteered in this organization. We assigned this campaign with a relevant ad saying – "come and reach a hand, like the famous do" (in Hebrew), hoping to use the sense of admiration of the crowd to those famous people, and of course, translate it to clicks. Eventually, we reached to the same conclusion as before – campaigns that are not taking the straight-forward approach can get a reasonable amount of impressions but low amount of clicks. After the first week we decided to reduce funds for this campaign and the one that included keywords that relate to 'free-time' (i.e. 'holiday', 'summer', 'summer camps'). in the next few weeks, we tried to change the keywords for celebrities, changing ads and budget ,but mainly focused on other campaigns.

3) Stop advertising to Display Networks, and make use of a focused specific Ad – after the first 10 days, we noticed that there's low CTR level for the ads in the display networks. Thus, we decided to cancel nearly every option for showing our ads in the display network and focused our funds and time solely on search networks. This step has result a significant increase in the CTR levels almost without any additional funding.

4) CTR-focused and stable in week 3 – by week 3 we stabilized our CTR levels, mainly by canceling the luxuries campaign and several keywords from the 'free-time' campaign. We knew by then, which keywords were too expensive for us to invest in order to get a decent CTR levels, and which were just irrelevant and not attractive for the audience. Thus, we focused mainly on our straight-forward campaign that included relevant keywords such as 'donation' 'fund raising' 'volunteering' (in Hebrew) and that eventually resulted the best CTR. By focusing on this campaign, we were able to assign more of our funding to each click, and by that, to appear in more searches and in higher places.

**Key Results-** We achieved 441 clicks and the overall CTR of 0.2% were far from our goal of 1.5%, but most of it was because of our experiments with different campaigns and keywords. We can see that in week 3 the CTR was 0.5 and the Max value in this week was 0.76% ...

Additionally, the average CPC was 0.6\$ which met the anticipated goal of <\$1.00. This was because the majority of the clicks came from keywords with high Quality Scores, low competition and very low CPCs.

General exposure of 219,000 impressions IS an achievement, because we wanted to increase the exposure of the issue, but about a week after the starting campaign we excluded all Ads from the Display Network in order to increase quality and CTR of the campaigns.

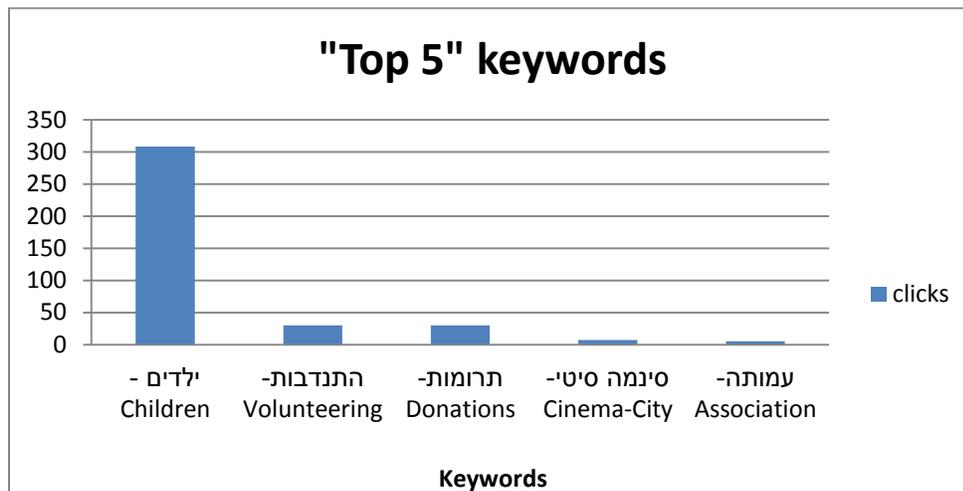
Lastly, with a final Average Position of 3.6, the goal to obtain an Avg. Pos. of 1.5 was also not met due to more competition in certain words (cancer, Israel cancer association, children, Association,...) than originally expected. The table below shows the overall performance as described:

Campaign	<u>Clicks</u>	Impr.	CTR	avg. CPC	avg. Pos
luxury	21	93,939	0.02	1.8	2.7
donation	333	67,400	0.49	2.32	3.9
volunteers	37	7,802	0.47	0.99	3.8
exposure	40	23,643	0.17	1.32	5.3
competition(new)	10	26,623	0.04	1.7	2.1

In spite of not achieving all the goals, the campaign was successful and generated more phone calls and donations than before- and thus it is a success! Below is the table from the pre-campaign report with the column of our results:

Parameter/ time	Current:	Campaign goal:	Results:
# of phone calls	150	200	187
# of donations	80	110	101

The most successful keyword was definitely “ילדים” (in English: Children). This keyword being searched very much and although it had average scores in Avg. position , CPC, and CTR, it gave us over 300 clicks within the campaign period. Some of the other keywords that were effective were “תרומות” (Donations) and “התנדבות”(Volunteering) . The table below shows the “top 5” keywords by clicks. An interesting phenomenon we noticed was that in weekends there were more clicks than in the middle of the week, so we adjust the weekly budget and save some of it in addition to the planned costs.



All other keywords were very far from the expected results as mentioned earlier, even those who suggested by the Keyword Tool and examined in the Traffic Estimator...

**Conclusions-** We learned a lot during the campaign about online behavior of Google users in Israel. For instance weekends proved to be the best time for increased budget as they generated more clicks than week days. Also we noticed that preserving the budget for evening hours is also a better approach as the click and impression rate during those hours were better. Last we noticed people are more prone to clicking an ad that was a result of a "direct approach" meaning the word had more in common with the keyword searched. Regardless of some attempts to secure highly searched words the words which generated more clicks were in fact directly connected to the organization goals.

As of campaign management we learned not to invest a lot of resources on "Search and Display networks" as they hardly generate clicks and significantly lower the CTR.

**Future recommendation-** We highly recommend "Leoshit – Yad" organization to continue the campaign with some alterations. The clicks generated by the campaign generated donations that surely made the investment worthwhile. The campaign can work even better with the following changes applied: a 10\$ budget in week days and 15\$ budget in weekends, a small set of keywords, working on search network only and utilize social networks.

### Learning Component

**Learning Objectives-** The GOMC was a fantastic opportunity for us to acquire a brand new skill set of online campaign management. All the members on the team are "Computer Science" students and the campaign exposed us to the practical side of ecommerce and campaign management. We wanted to learn how to promote an organization or small business that had no promotion earlier. We also wanted to learn how to promote an organization such as "Leoshit Yad", since most people don't use Google to find places to volunteer at or donate money to. Taking the "Electronic Commerce and Markets" course, words like CTR, CPC were used in practically every class however we feel that thanks to the GOMC we deeply understood these concepts of effective keyword selection and conversion rates.

The GOMC was a very enlightening experience regarding the online habits of common Google users. We learned that a direct approach to the user is always preferable since users are more prone to click when your ad corresponds with the search. We also noted higher traffic with relatively cheaper average CPC during weekends, and that most clicks during week days are

made during evening hours. Knowing these facts from the beginning would have improved our overall strategy during the campaign and for sure would have given us way better results.

Moreover we all learned about the efficiency of Google Adwords especially for small organizations and businesses. Google Adwords offers to significantly increase the traffic and sales with a relatively small investment. We also believe that running a campaign with little to no knowledge will still keep a reasonable ROI for any organization, making Google Adwords campaigns even more worthwhile.

Finally we simply wanted to take this opportunity given to us and channel it to an organization and people who really need our help.

**Group Dynamics-** Our group worked on various projects during the past 3 years, and so we are very familiar with working together. This was a contributing factor to the campaign success. The biggest challenge from a group perspective was identifying the **critical points** during the campaign in which we needed to **switch strategy**. To tackle this issue our team had weekly summary and coordination meetings and daily monitoring conference calls. This proved to be a crucial factor that helped us recover from a fall during the begging of the second week.

Innovation and improvisation was the second challenge that we faced. Since we were not selling a product, but asking for donations we had to come up with innovative ways to approach the end users. To do so we tested a control group of people who fit the general profile of a donor. This was helpful for the second half of the campaign.

Being a group was an essential part in choosing a campaign strategy as it helped us coming up with ideas and an agenda.

**Client Dynamics-** Our cooperation with "Leoshit Yad" was overall good. Nonetheless we did suffer from the organization web infrastructure. The organization refused having any changes done to their site. This proved to be a problem since we couldn't further monitor our conversions using Google analytics. To handle this issue we decided to use the existing donation call center. The volunteers were asked to report how the donor was exposed to the organization.

Another problem was relatively **low availability** of our contact man, since he is a volunteer after all. This caused sometimes a delayed or irrelevant feedback. To deal with this we decided to

make the best of the time our contact dedicated to us by concentrating all of our questions to a weekly interaction with the contact man.

**Future Recommendations-** Our future recommendation will be based on the lessons we learned during the campaign:

- When constructing the campaign plan and agenda, identify potential pitfalls, think of potential incidents and best reactions. For example when our CTR was too low we decided to stop the campaigns on "Display networks". The time spent reaching this decision was very costly and quick reaction would have been a lot better.
- Write everything down. A lot of times important data was lost in the midst of conversation and campaign changes, it is crucial to have a record of your plan in writing and backed up.
- Have responsibility shifts. In some occasions two different team members decided an opposite course of actions simultaneously overriding each other decision. This happened for instance when one member decided to increase the max CPC for a keyword while another decided to pause the entire ad group.
- Have a weekly session to come up with new keywords to test. We found our most effective keywords (in terms of CTR) during the second week of the campaign.