

Executive Summary

Campaign Overview: Our main goal was getting as many leads (name and phone number) as possible, using google Adwords. We Hoped that an increase in incoming traffic to the website will result in more online form submissions and direct phone calls. Every lead or direct phone call is estimated by our client to be worth around 60 ILS (16.5\$). We hoped to get the highest ROI possible, and so focused on getting high quality leads rather just high click rate. The campaign was splitted into three different Ad Groups, “Bat mitzvah”, “Corporate Events”, “Drumming Workshops”, which targeted three different relevant niches trying to find the best niche where online advertising using Adwords is the most efficient. During the campaign we implemented some adjustment and changes, namely focusing on the “Corporate Events” nitch.

Key Results: There were total of **19** online form submission and around **20** direct phone calls. There were **90,632** ad impressions, **290** clicks, with **0.32%** average CTR and average CPC of **0.86\$**. The total ROI of the campaign was approximately **175%**. and we found that than the most recommended niche for Tiduf.co.il is “**Corporate Events**”.

Conclusions: For obvious reasons words that can result with quality leads will usually cost more than others, so the click per dollar measurement can be relatively low for these words, while the ROI will be high. We took a cautious decision to focus on these type of word, and payed in lower click rate than potentially could be achieved. If the client continues to promote its' business using the same strategies as define by us we can have a better knowledge of the campaign effectiveness, from its' short lifetime it is hard to derive decisive conclusions.

Future Recommendations: Continuing the campaign using the same strategies should result in more quality leads, therefore it is recommended. Future promotional strategies development highly depends on client's market preferences. Further development of customer profiles, and division of the campaign into more target markets should be worthwhile, it can help reach new markets, as well as understand the dynamics of the markets.

Industry Component

The Campaign's High Level Overview: Our main goal was to drive relevant traffic into Tifuf.co.il. So the main focus was on getting as many leads (name and phone number) as possible. There were two sources for potential leads, contact form in Tifuf.co.il, or direct calls from potential customers who are interested in a drumming workshop. We had different goals for each of our three ad groups, although the main goal was a common one, quality leads. We aim at getting around 18,000 **impressions**, with average of 4.1%; **CTR** with **maximum CPC** of 0.8\$ and **average CPC** of 0.32\$. Oriya (owner of tifuf.co.il) estimated that value of a relevant lead/income phone call for her is around 60 ILS (16.5\$). So we were trying to do our best to make the campaign result with as high ROI as possible.

Operational Details: The campaign was running for three weeks from May 19, 2013 to June 9, 2013. It was active five days a week sunday-thursday 24 hours every day.

A short summary of our budget use per ad group for each of the three weeks:

Ad Group	week 1	week 2	week 3	Total
Bat mitzvah	35.27\$	43.25\$	6.88\$	85.4\$
Corporate Events	18.50\$	42.94\$	52.71\$	114.15\$
Drumming Workshops	26.50\$	23.28\$	0.62\$	50.4\$
Total	80.27\$	109.48\$	60.21\$	249.96\$

We monitored our account on a daily basis, trying to understand which keywords were relevant and which were not. Different Maximum CPC were tested to see if more expensive clicks can give us better results.

Evolution of the Campaign's Strategy: We started our campaign with three different ad groups focusing different target audiences. Drumming workshops are suitable for many different occasions. Initially, Oriya it did not care if she made her workshops for bat-mitzvah, birthdays, or cooperated events. One of our goals was to find the perfect niche for her, where she can get the

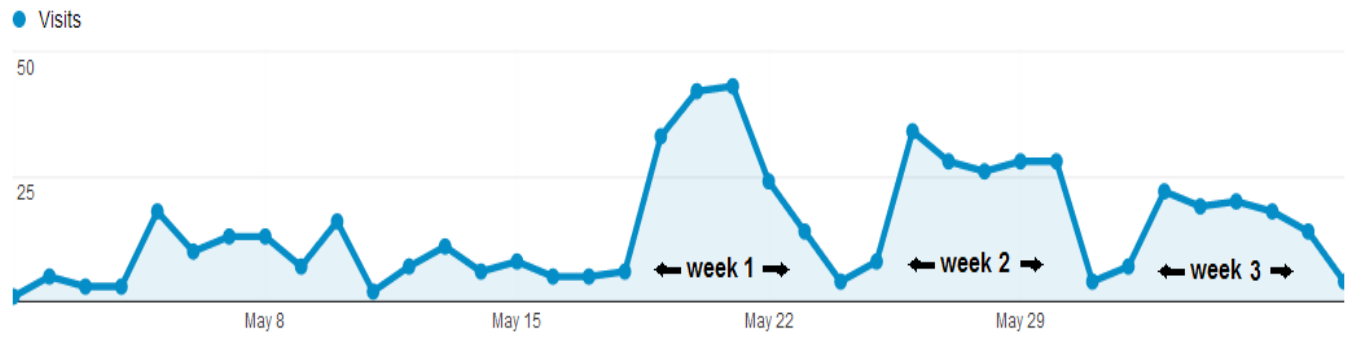
highest ROI, to produce a “system” for her, in a way that she knows that she can efficiently invest every month in an online marketing plan using Google Adwords; Having a constant flow of customers that view an AdWords ad ⇒ Click ⇒ Read the content on the landing page ⇒ Call or leave their details ⇒ Order a drumming workshop. After two weeks we summarized all the data we collected and analyzed it with the feedback of Oriya from Tifuf.co.il.

After weighing and summarizing all the parameters, we reached a conclusion that the best niche for Oriya to focus on right now is the “**Corporate Events**” this niche gave here by far the highest ROI in the first two weeks the campaign was running, so we decided to pause the two other Ad groups and focus only on this Ad group in the last week of the campaign. This change obviously had a major impact on the campaign. As a result in the last week all the leads and phone calls from where from customers who were interested in ordering a drumming workshop for a corporate event/Team building days. One of the major reasons we selected this niche was due to the fact that target audience for corporate events usually know exactly what they want and most likely to eventually order a workshop after making a call. In our case, according to Oriya, around 50% of the callers interested in a corporate event ended up ordering a workshop, opposed to 20% of the calls ended up in a sale in the other niches.

Key Results: Perior the the adwords campaign Tifuf.co.il had almost no traffic at all, the marking efforts was not focused on the online website, but rather on a word to mouth approach. The campaign resulted in a big increase of income traffic to the site, contact form submissions, and direct calls.

There were total of nineteen online form submissions (Measured by google analytics), and around twenty direct phone calls from people who visited the site after clicked an adwords ad (measured manually by Oriya from Tifuf.co.il).

Tifuf.co.il visitors graph from google analytics:



There were 90,632 ad impressions, 290 clicks, with 0.32% average CTR and average CPC of 0.86\$.

The table below summarizes the performances per each ad group:

Ad Group	Clicks	Impr.	CTR	Avg CPC	Avg. position
Bat mitzvah	104	46258	0.22%	2.99	3.3
Corporate Events	125	18861	0.66%	3.33	3.6
Drumming Workshops	61	25513	0.24%	3.01	3.4
Total	290	90632	0.32%	3.14	3.4

Our final CTR, and CPC were different from the expected 4.1% CTR and 0.32\$ CPC. Even though the campaign resulted with great success, the measured submissions of the contact form and direct phone is only 39, that means 6\$ per lead, a lot less than what is worth to Tifuf.co.il, who estimated it around 16.5\$ worth of a lead for them. This gives as a total ROI of 175% for the whole campaign. Please note that we could not measure the ROI per ad group because we cannot accurately assign each direct phone call to an ad groups.

The most effective keywords were the ones related to cooperated events. The table below summarize Impressions, clicks CPC, CTR, for the most effective keywords in each ad group:

Keyword	Ad group	Impr.	Clicks	CTR	Avg. CPC
“סדנאות מנהלים”	Corporate Events	134	3	2.24%	0.88\$
“מעגל מתופפים לילדים”	Drumming Workshops	151	2	1.32%	0.92\$
“רעיון לבת מצווה”	Bat mitzvah	180	4	2.22%	0.87\$
“פעילות לעובדים”	Corporate Events	235	17	7.23%	0.87\$
“בת מצווה דתית”	Bat mitzvah	350	7	2.00%	0.81\$
“הפעלות לקבוצות”	Corporate Events	532	13	2.44%	0.98\$

“הפעלות למבוגרים”	Corporate Events	854	18	2.11%	0.88\$
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Conclusions: The campaign can be viewed as a successful one, if we define our objective function as quality leads and high ROI, even though the ROI measured using Google Analytics is lower than the ROI estimated by the client. If the objective function is defined as a high click rate then the campaign can still be successful within reasonable limits, if we compare the traffic before and after the campaign. For obvious reasons words that can result with quality leads will usually cost more than others, and so the click per dollar measurement can be relatively low for these word, while the ROI will be high. We took a cautious decision to focus on these type of word, and payed in lower click rate than potentially could be achieved. During the campaign we implemented some adjustment and changes, which seemed to pay off ROI wise, namely focusing on the cooperated event nitch. If Oriya continues to promote her business using the same strategies as define by us we can have a better knowledge of the campaign effectiveness, since from its' short lifetime it is hard to derive decisive conclusions.

Future Recommendations: Continuing the campaign using the same strategies should result in more quality leads, which is the goal of Oriya, therefore it is recommended. But the key factor for future development is Oriyas' ambitions and goals. As of now Tifuf.co.il has been a side business for her.A small effort if any was dediceted for promoting it. The campaign's continuations and enhancement depends on Oriyas' dedication to it, on her willing to invest time and money into the business, and promotional campaigns in particular.

Furthermore, future promotional strategies development highly depends on Oriyas' preferred markets. In the same way we try to carve a niche for her, Oriya might decide to focus on different customer type and neglect the corporate even niche.

Further development of customer profiles, and division of the campaign into more target markets are worthwhile and can enhance the campaign, as we observed with the three groups we defined. Moreover, this action can help reach new markets, as well as understand the dynamics of the market, and the interest of different crowds in the service offered. Based in that feedback it is also recommended to adjust the different workshops offered to fit the market demand.

Learning Componen

Our Reflections (on What was Learned and Achieved): All of us three team members are

B.Sc students in computer science major, who participate in an “electronic commerce” class, (largely following Easley-Kleinberg, [Networks, Crowds, and Markets](#)). In class we learned different themes that lay on the edge between computer science theory and economic theory. Namely themes in game theory, such as public auctions, price setting, etc... Hence, the course is highly theoretical, with a lot of mathematical analysis, but with very practical implications too. Google AdWords provides very good example of how the material shown in class reflects in real life applications of electronic commerce, and how theoretical knowledge can be applied to real life situations. Namely, how a bid’s price can be determined, and how to effectively balance a bid’s cost with the worth we assigned to it. In other words, how much a word worth to us opposed how much does it cost, in this case represented in the field “conversion rate”.

So, one of our main goals in this campaign was to try and apply or at least analyze, some highly theoretical techniques shown in class. Unfortunately, this goal was hardly achieved, for even if one knows the pricing strategy for each word, one still finds himself going about the simple paths, since overly sophisticated methods seem to be ineffective with the limited amount of time and money that was given. We found ourselves bidding in a conventional way, and making the most obvious decisions to receive the best results. Perhaps this a decoration of honor for Google's pricing techniques and learning algorithms.

Another, very important learning objective is to get familiar with the google provided tools such as AdWord and Google Analytics. These tools are very powerful, widespread, easy to use and intuitive. It was a great opportunity to get familiar with these tools, have a deeper understanding of their uses, and generally gain some experience working outside our field of expertise with a easy to use but powerful product. Provided we encounter a similar challenge in the future, like marketing or others, AdWord and Google Analytics will definitely be our first choice of use.

Because we are B.Sc students in a very demanding field of studies, computer science, the work-life-studies balance (or non-balance) is very demanding and can get quite exhausting. Hence, unfortunately, this campaign had to take the backseat as far as priorities go. The group communicated mostly through skype and Google drive, and emails. It is fair to say that the group member’s skills complemented each other nice, where one member quite experienced with AdWords and other Google provided tools, and others were writing log SA’s in english.

Fortunately, our client, Oriya is a family member of one of the team members, Assaf, so communicating with her was easy, and was fluidly integrated in the campaign. As a result, we changed the campaign to suit her needs. For example we bid more business affiliated words than others, since this is an untapped market for Oriya, which she desires to conquer. Obviously

this comes with a price to us, we might satisfy the client need by focusing on certain parts of the market, but no one says that these parts have a high clicks-per payment factor, they probably do not. Fluid communication with our client was a critical feature of the campaign. Since there is a landing page for her product, but any clicks converted to leads would not have been shown in Google analytics. Hence, the quality of any analysis could be jeopardized without relevant information on click-to-lead rate.

To conclude, our campaign was very much focused on satisfying the client's needs, while trying to apply some techniques to increase the click-rate, with focus on "quality" clicks, that is focus on high click-to-lead rate. These might-be-conflicting goals: Getting the as much clicks as possible, getting quality clicks, with high click-to-lead rate, satisfying the client's needs and wants by focusing on certain areas of the market, have fun and experiment a little. It is not far fetched to assume that because of the different motivations, we failed to fully achieve any of them. Our advice to the future is to choose one goal, and try to achieve it with full force. In this case, the more clicks you get the better of you are, and the closer you are to mountain view. So future participants should try the best they can to get as much clicks as possible, regardless of any other factor.