



Executive summary | Campaign overview The AdWords campaign for Rowery Embassy lasted 18 days (22.05-8.06) and cost \$249,99. The major goal of the following campaign was to boost company's sales while the secondary one to raise the brand awareness. We created a special 10% discount coupon to encourage potential customers to place an order. Moreover, a number of new Facebook fans, phone calls and e-mails was tracked. The **Top-Down approach** which was adopted resulted in the creation of 43 AdGroups in 7 campaigns. As we focus on bicycle niches we distinguished 985 keywords and approx. 2000 negative ones. Additionally, in order to strengthen the campaign we recorded a special **YouTube video** which aimed at creating a buzz. Following key results indicate success of the campaign.

Key results It should be emphasized that our pre-defined goals were met and all of the key statistics were significantly higher than expected. We reported over **38 thousand impressions** (384% of assumed), **3088 clicks** (772%), **\$0,08 average CPC** (13%) and **70 coupons** registrations (438%) **25** of which were **cashed** (833%). One generated coupon cost amounted to \$3,57. The **8,05% CTR**, **\$6016 sales** value and **ROI** of 334,4% (including cannibalization) were registered. The best performing campaign was *Bike sales* (83% of conversions) and AdGroup - Embassy bicycles.

Conclusion Basing on the gained experience we can state that there is no universal structure of AdWords campaign. It should be always adjusted to the business and customers' characteristics and constant changes in the environment. The **usage of Insert Tool**, landing page optimization or even YouTube video release enhanced the campaign efficiency. Furthermore, while working with the client we have also learned that **flexibility, communication improvements, data flow** and **delay expectance** should characterize applied way of cooperating. Moreover, in the future the Embassy can improve presented key results by further **website development** and the provided recommendations.

Future online marketing recommendations In terms of Embassy's business run in a market niche, appropriate AdWords campaign seem to be effective and rather inexpensive marketing tool as \$15 a day is in this case enough. However, for full exploitation of its possibilities, we recommend some changes presented below.

MUST	<ul style="list-style-type: none"> • establishing merchant account and offering online payments • expanding and still optimizing existing AdWords account structure • enhancing keywords, ad texts and landing page content coherency • implementing cross- and up-selling product advice system
OPTIONAL	<ul style="list-style-type: none"> • adding dynamic content to the website • implementing online booking system (bicycle rental) • adding online bicycle customizer tool • categorizing products by colors and patterns



Industry Component | Campaign overview The Embassy AdWords campaign’s major goal was to boost company’s sales. However, increasing brand awareness and familiarizing customers with cruiser bikes (firm’s **mission statement**) were also very important objectives. In order to persuade potential customers to place an order we **implemented 10% discount coupons** that were generated after typing an e-mail in a **pecially created pop-up** form. Secondary goal was measured by number of new Facebook fans as well as e-mails and phone calls that were monitored by an experimental switching script. We expected 10000 impressions, 4% CTR, \$0,63 CPC, 16 coupons, 20 calls, 20 mails, 40 FB fans and ROI=15%.

Our campaign was scheduled to begin in the first two weeks of May but due to the new website development delay (problems with outsourced IT agency) and a contest deadline, it lasted 18 days (22.05 – 8.06). During this time we were reacting in response to the campaign performance and modifying proactively our pre-campaign assumptions (budget, no. of campaigns and AdGroups etc.). To distinguish more precise and better suited to searches AdGroups the **Top-Down approach** was **adopted**. We have also **used long tail keywords** such as “online store with beach cruiser bicycles”. Monitoring, on daily basis, **Keyword** and **Searched Query Reports** resulted in filtering out ineffective and misleading keywords (negative) plus unveiling perspective ones. The quality score was enhanced by grouping specific phrases and matching ad texts to them. Additionally, basing on the **data from Analytics** and campaign statistics we decided to **focus on sales campaigns** as the most effective ones. Consequently the structure of planned and executed campaign did not overlap.

Campaign	Network	Date		Number of AdGroups		Budget	
		From	To	Plan	Execution	Plan	Execution
Bike Sales	Search	22.05	08.06	7	22	\$140,00	\$172,64
Bicycle Accessories	Search	22.05	08.06	5	6	\$42,5	\$60,48
Brand Awareness	Search	22.05	24.05	3	2	\$17,5	\$0,89
Rent-a-bike	Search	04.06	08.06	4	5	\$25,00	\$15,29
Women’s bicycles	Display	22.05	24.05	2	4	\$12,50	\$0,00
Men’s bicycles	Display	22.05	24.05	2	2	\$12,50	\$0,00
Made In Warsaw	Search	31.05	08.06	-	2	-	\$0,69
						Σ	\$249,99

The operational goal was to establish the best possible balance between **maximizing CTR** and **minimizing CPC**. Additionally we tried to locate our **ads** between **1st** and **3rd** **position**. However, at some points we were ready to sacrifice those statistics to increase the level of impressions as a try to introduce cruiser bikes to wider range of bikers. The switch to **usage of phrase** and **exact match** mostly (as better controllable), optimization of the most efficient ads techniques (CTR rotation, Insert Tool), a landing page and coupon modifications as well as persistent campaign monitoring allowed us to report **substantial excess of break-even point** and reach our pre-defined goals. The campaign ended with significant success.



Evolution of campaign strategy The Embassy's campaign which lasted 18 days was **divided into 4 periods**. Each period **started and ended with a major change** we have implemented after **deep face-to-face** and **virtual brainstorming**.

1st period (22.05-25.05): *Assumptions vs. reality* During this time our pre-campaign assumptions **faced the harsh reality** and we started learning the business. On May 22 the daily budget lasted only till mid afternoon providing only 32 clicks (3,22% CTR, \$0,30 CPC). We found that the major problem was **too high CPC** to the potential of our campaign. Therefore we manually **decreased bids** to very low levels what led to losing competitive positions of our ads. Having noticed that positions lower than 4th are ineffective, the CPC bids were increased to reasonable levels and focus was set on enlisting better quality keywords. On May 24 we stopped Brand Awareness and Display Network Campaigns as the most ineffective ones. Broad match keywords as well as inadequate number of negative ones resulted in average 2,84% CTR and 9600 impressions (\$0,11 CPC). At the end of this period Google Analytics was linked, conversion tracking set and first coupon registrations observed.

2nd period (26.05-30.05): *Constant improvement* The second period started with switching to phrase and exact match. AdWords reports showed us that campaign was run too widely. However the time was not lost. Gaining the market knowledge and attentive analysis of reports resulted in adoption of Top-Down approach and distinguishing new and sometimes **niche AdGroups**. At the same time the **landing page optimization** was run (texts, headlines, meta tags etc.) and **tracking e-mail** conversion started. Additionally, in a majority of cases Insert Tool technique was outstandingly efficient and therefore we modified existing ads. The changes **began to show tangible benefits** as average 7,66% CTR and 11700 impressions were reported. What is more, the average **CPC** was lowered to **\$0,08** not resulting in losing **ad position - 2,6**. The break-even point was reached as coupons started to be cashed.

3rd period (31.05-4.06): *Skimming* In order to increase conversion and reduce a bounce rate we decided to **change a coupon layout** (new colors, graphics, "Zero Spam" statement) and postpone pop-up time from 2 to 8 sec. We **implemented** the expand **corner reminder**, that enabled signing up for a coupon even after closing the main pop-up or during next website visit (registered in cookies files after first ad click). The bounce rate, CTR, clicks and conversions during specific day parts were compared. As a result between 2 to 5 a.m. ads displaying was stopped while between 3 to 5 p.m. CPC bids increased by 10-20%. Website links ad extension was added, CTR ad rotation started and "Made in Warsaw" YouTube film¹

¹ Due to the GOMC's terms and conditions we are forced no to provide direct YouTube link, however, the video can be found by typing "Made in Warsaw" phrase in its search engine.

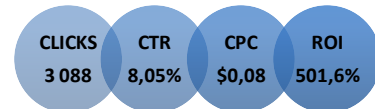


released. The video **created** a significant **buzz** (2 weeks: 3700 impressions, 66 likes, one video answer) as “Rowery Embassy” phrase searches and clicks skyrocketed by approx. 100-120%. The Conversion Optimizer was available for Bicycle Sales campaign but due to only few days of the campaign left we decided not to launch it. All resulted in an Embassy frenzy with average 11,33% CTR, 13000 impressions, \$0,07 CPC and 1,9 average ad position, 30 coupon registrations, 8 discounted purchases recorded in Analytics and 6 in other channels.

4th period (5.06-8.06): Euro2012 turmoil The last period was **turbulent** as **Euro2012 kick-off** was approaching. People became football crazy and decreased searches. Furthermore on May 5 we noticed that possibly our **competitors** were trying to **click out** our budget. The 83 **invalid clicks** (~30% of day clicks) were reported what emphasized that our campaign was rather successfully taking away their potential clients. Additionally after one-week-delay the **Embassy’s store and rental was open** (location and phone **ad extensions** were **added**). We created and started new campaigns targeted at Warsaw citizens (radius 25 km) and tourists (English version for football supporters). During this time we had 10,31% CTR, 6200 impressions, \$0,09 CPC, 1,9 average ad position and 6 coupon registrations.

Entire length of the campaign Thanks to AdWords reports, three additional columns (**budget, rank and exact match**), campaign monitoring and changes implemented as fast as possible, our campaign reported constant growth (weekends - better results than workdays).

Key results Our campaign performed much better than we expected and all of our **assumptions were met**. The total sales of 13 bikes and 17 accessories worth together **\$6016** was reported. One generated coupon cost \$3,57. Consequently the initial break-



even point was significantly exceeded and ROI amounted to staggering 501,6%. However, the **cannibalization effect** should be taken into

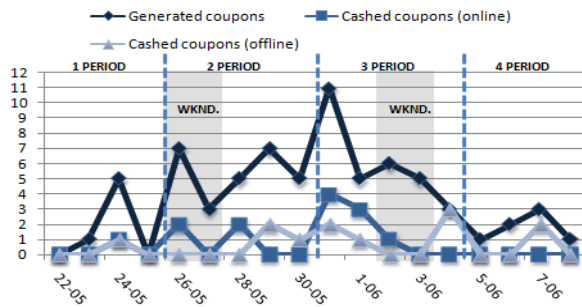
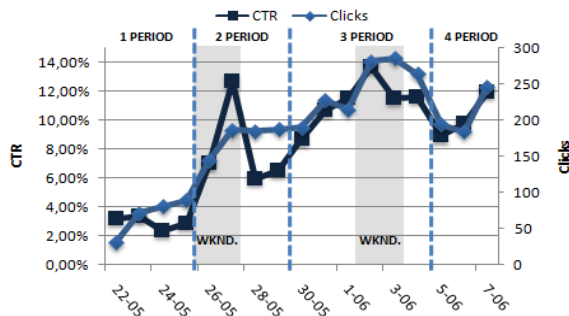
	Assumptions	Results					Total	% of rel.**
		1 period (4 days)	2 period (5 days)	3 period (5 days)	4 period (4 days)			
Impressions	10 000	9 637	11 691	10 802	6 237	38 367	384%	
Clicks	400	274	895	1 276	643	3 088	772%	
CTR	4%	2,84%	7,66%	11,81%	10,31%	8,05%	201%	
CPC	\$0,63	\$0,14	\$0,08	\$0,07	\$0,09	\$0,08	13%	
Generated coupons	16	6	27	29	8	70	438%	
Cashed coupons*	3	2 (1+1)	7 (4+3)	14 (8+6)	2 (0+2)	25	833%	
Sales value	\$1150	\$881	\$1817	\$1983	\$1335	\$6016	523%	
Facebook fans	40	10	13	13	9	45	113%	
E-mail inquiries	20	N/A***	5	7	4	16	80%	
Phone inquiries	20	1	10	17	34	62	310%	

* Cashed coupons (via website + via other channels)
 ** % of rel. – the % of assumptions realization
 ***N/A – data not available as the monitoring by the experimental script was started on May 26

consideration. We assumed that one third of our sales were a result of cannibalization. The modified **ROI** accounted for **334,4%**. Our assumptions and relevant metrics are listed in the

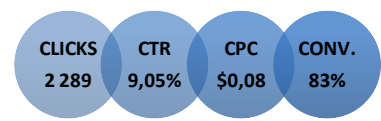


table above. Not only Facebook fans, phone calls and e-mails but also the YouTube video popularity, number of new visitors (2381) contributed to the increase of brand awareness.



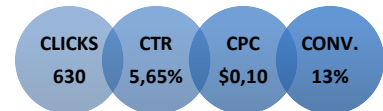
Campaigns The characteristics of campaigns are listed below.

Bike sales Our major campaign aiming at **boosting** bicycle **sales** consisted of the **greatest number of AdGroups**. It generated the best results but at the same time consumed almost 70% of our budget which we decided to increase due to the **conversion potential**.

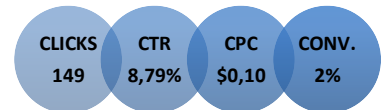


conv. - % of total conversions

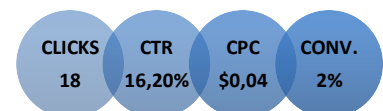
Bicycle accessories Sales supporting campaign run on highly **competitive market** field. Because of limited product portfolio we were forced to abandon the most common phrases and focus on long tail keywords. The **quality score** was enhanced by ads relevance and landing **page optimization**.



Rent-a-Bike Short campaign geotargeted at Warsaw (radius 25 km) in both **Polish** and **English** version (aimed at tourists and Euro2012 supporters). It also concerned promotion of the Embassy's first POS.



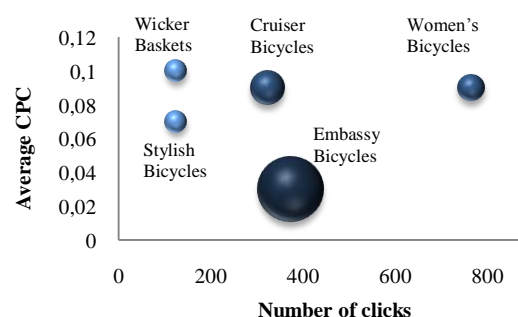
Made in Warsaw The **brand** awareness campaign based on the promotional **YouTube video**. After the release we noticed that it accelerated **traffic** on **Embassy** bicycles phrases (campaign - Bike sales).



Other Brand campaign paused due to its ineffectiveness. Its role of raising brand awareness was overtaken by Made in Warsaw and Bike Sales (AdGroup - Embassy bicycle) campaigns. We abandoned Display Campaigns as their display criteria were set too narrow.

AdGroups Overall campaign **consisted of 43 AdGroups**. 32 of them received clicks and 22 reached at least 4% CTR. The most successful AdGroup taking into consideration the number

AdGroup	No. of clicks	CTR	Average CPC	Total cost	Conv.
Embassy Bicycles	374	21,36%	\$0,03	\$10,74	48%
Cruiser Bicycles	323	8,31%	\$0,09	\$27,92	13%
Women's Bicycles	765	9,53%	\$0,09	\$69,94	8%
Stylish bicycles	125	16,64%	\$0,07	\$8,76	5%
Wicker baskets	125	18,06%	\$0,10	\$12,48	5%





of conversions, CTR level and average CPC was **Embassy bicycles**. In terms of number of clicks and conversions **Cruiser** and **Women’s bicycles** were also successful. Bubble size on the chart indicates conversions generated by particular AdGroup.

Keywords We used **985 keywords** (starting with broad and thereafter phrase and exact match) and approx. **2000 negative** ones. In the table we have presented four effective keywords from different AdGroups based on

Keyword	No. of clicks	CTR	Average CPC	Average position	Conv.
[embassy bicycles]	141/324	44%	0,02	1	22%
“stylish bicycles”	100/519	19%	0,07	1	3%
[cruiser bicycles]	62/211	29%	0,07	1,1	3%
“women’s city bicycles”	83/423	20%	0,08	1,9	2%

number of clicks, CTR and CVR. They were **aimed at niche** customers who were searching for particular range of products (i.e. cruisers, stylish bicycles).

Conclusions Over the campaign we were experimenting and searching for **best practices**. We moved from broad to phrase and exact match and applied **Top-Down approach** (niche AdGroups distinguishing and **long tail keywords**). Other implemented key project aspects regarded keywords and ads relevance, **usage of Insert Tool**, **landing page optimization** and adding wide range of **negative keywords**. A new coupon **layout** and **YouTube video** indicate a creative approach differentiating Embassy’s campaign from the competition.

These actions together with practical lessons we learned with the client (**flexibility, communication improvements, data flow** and **delay expectance**) enabled us to reach our predefined goals and assumptions. Our best campaign (Bike sales) generated 83% conversions. Moreover, this figure can be **increased by** further **website development** and **following recommendations** provided in the next paragraph.

Future recommendations We highly recommend the further usage of AdWords in Embassy’s promotional actions as they were effective and led to a significant sales growth.

Concerning *AdWords* strategy we suggest: **expanding** and **still optimizing an existing account structure**, enhancing keywords and landing page content **coherency**, creating other highly **specified AdGroups** and possibly **foreign market expansion**.

We also recommend following changes in *Online store*: setting up **merchant account** and offering **online payments** (i.e. PayU, PayPal), **categorizing products** by colors and patterns, implementing **cross-** and **up-selling** product advice system.

The *website and other* suggestions cover: adding **English website** version, improving design and adding **dynamic content** to the website (i.e. slideshow integrated with news on the home page), adding online bicycle **customizer tool**, implementing **online booking system** (bicycle rental) and using data from coupon subscription list for further remarketing actions.



Learning Component | Learning objectives & outcomes For each group member participation in GOMC was **tremendously valuable experience**. This was a unique chance to **use** our mostly **theoretical background** from different fields (marketing, data analysis, and IT) **in practice**. We hoped to learn how to effectively **promote small businesses** with a limited budget among the billions of web pages. Moreover we expected to **improve** our **knowledge** concerning online marketing, efficient teamwork and business consulting.

At the beginning of 2012, terms such as CTR, CPC, CVR or a landing page were for most of us inexplicable. Now, thanks to GOMC, we may **share** our **experience** concerning AdWords campaign implementation and execution, usage of Google Tools and building reliable relationships with business organizations. We have **learned** that a **comprehensive approach** to AdWords is a must. Keywords, ads texts and a landing page optimization need to be **coherent** in order to enhance the campaign's **quality**. Moreover with the limited budget it is recommended to **find a niche** instead of competing on general and expensive keywords.

However, the key thing to remember is the fact that **campaigns are not linear**. Results differ among each other because of many external factors such as hours, days of the week, holidays etc. Implementing changes should not have impulsive character but rather be based on proper cause and effect analysis. We have not expected that AdWords campaign might **generate** so **high ROI** and **website traffic**. It is perfect for small companies to become visible on the Internet without substantial financial expenses.

Group dynamics During our group project we have encountered certain challenges which we will treat as crucial experience. Below we have enlisted the most important of them.

Be flexible – **do not adamantly follow predefined plan** as the market situation might be different than previously expected. For instance, basing on the data from Analytics we estimated possible number of impressions, multiplied it with assumed CTR, compared it with our budget and came up with desired CPC (\$0,63). Actually in our campaign average CPC amounted to \$0,08.

Factorize – each **problem** should be **broken down to basic factors** which are much **easier to be analyzed**. As an example, we observed a problem of high a bounce rate and enlisted possible reasons for that situation. In order to solve it, we not only started to optimize keywords but also layout, pop-up-time and information on the coupon.

Behave proactively – **constant** campaign **monitoring** and **prompt responses** are essential as the market might be changing in unexpected direction. Such attitude helped us to recover from a short downturn just before Euro 2012 kick-off (June 5 and 6).



Compete and compare – at the beginning we had different ideas how to **increase campaign efficiency**. We have decided to split into groups, assign different AdGroups and work out **best practices**. Thereafter they were compared and the most effective implemented.

Do not rest on laurels – at the beginning of the third period (*Skimming*) of our campaign we were reporting great statistics. Nevertheless, we were still brainstorming and motivating each other in order to **apply further improvements** to provide a steady growth.

From our teamwork we expected that our skills and strengths will be complementary resulting in effective cooperation but it was a great surprise that we were so much devoted, spent numerous hours and significant efforts to improve our campaign.

Client dynamics Our cooperation with Embassy was very effectual. Nonetheless we have encountered some problems. First of all, the delay of the introduction of the new website significantly endangered our GOMC participation. Later on we **experienced** other **delays** in terms of POS opening date or extensions of online product portfolio. These delays contributed to shortening and postponing campaign dates. To overcome the problems we emphasized that the campaign will **provide mutual benefits** to both parts. For such small company it is noticeable to **boost its promotional budget** and **gain additional valuable traffic data** that we were providing. Over the time, Embassy's owners engagement was increasing as the sales **results** were more and **more visible**. Moreover **customers** were **enlightening** that the ads are on the highest positions. The YouTube video also **created** a significant **buzz**. We were expecting good cooperation with the participating company, however undertaken collaboration was on unexpectedly high level. Besides **receiving feedback** about Embassy's business and their customers, we have **obtained access** to the new online **store panel** and full **insight into Analytics** data. What is more we have started the project as business partners and right now we may call ourselves **friends**.

Future recommendations In the future our actions will include the gained experience and some changes concerning teamwork, cooperation with the client and the campaign strategy.

Better responsibility distribution **Clear duty distribution** enhances members' **engagement** and team's **time management**. As a result decisions are made faster and efficiency of the cooperation is significantly higher.

Do not overwrite ads and keywords Ads and keywords overwriting lead to the **lost of performance history** and unable comparison of implemented changes.

Applying sufficient buffers to important dates Time reserves should include possible delays and **ensure campaign security**. Efficient communication with the client **minimizes** the potential **threats** of not meeting the deadlines and decreases **necessary buffers**.