

AdWords Pre-Campaign Report

Client profile: ResQ is a recently founded company with a mission to help consumers “rescue” leftovers from restaurants and acquire quality meals at a cheap price. Additionally, the restaurants gain extra revenues from selling food that would otherwise be wasted. The service works through an application available in App store. With this easy-to-use app, consumers can locate the closest restaurants offering leftover meals, check their menu and prices, choose a suitable meal, pay online and go pick it up. One of the essential features of the app is notifications that enable leftovers to be sold sometimes in only a few minutes.

ResQ was established in December 2015 in Helsinki, Finland, and has 12 employees. At the moment, the service is operating in four different cities in Finland but the firm is expanding all the time. Currently, the Technology Strategist of ResQ is in charge of digital marketing but in the future, the Chief Designer will take more responsibility in this function. The official version of the website (<https://resq.club/>) was published when the business was launched on January 28, 2016. The Technology Strategist updates and manages the site. ResQ posts news on their different Facebook pages. They also have an account on Twitter, LinkedIn and Instagram where they tend to upload food pictures.

Market Analysis: The service offered by ResQ is current due to growing awareness of the urgency of reducing the depletion of resources. In Finland, there has been discussion on the use of food waste, and often the food waste from lunch cafeterias is transported to farms and fed to animals or composted. There have even been experiments of transporting leftover meals from schools to retirement homes etc. However, it is not feasible for private, smaller restaurants to take part in these recycling chains. The public authorities in European countries have taken up measures to combat the issue of food waste and for example in France, a law has been passed that requires supermarkets to donate food waste instead of throwing it away.

ResQ wishes to promote itself as a provider of an ecological, fun and convenient meal option. On one hand, the ecological aspect of the service makes it especially attractive for people who endorse ecological lifestyle while exploring new trendy restaurants. On the other hand, the convenience aspect of the service attracts people with a busy lifestyle; hungry people who do not want to compromise between fast food and healthy food, e.g. families and people working long hours. Moreover, the low price of the meals attracts people with low financial resources, like students and retired people. Besides consumers, the second group of clients includes the restaurants providing the meals.

The service is unique in Finland because there is no other company with a similar business idea. Nevertheless, the major competitors could include all the companies that deliver food, as potential customers might view them as a more convenient option, though we could see them as potential business partners in the future. Some supermarkets offer a delivery service, though marginal in Finland still, it is growing and without a doubt affects consumer behavior. In the future, direct competition might also emerge as Finnish companies with the same business idea start their operations, or foreign companies such as *Opti-Miam* and *Too Good To Go* expand to Finland.

Current marketing: The company website is visual and has a video, offering the basic idea of the service. The registration for downloading the app is situated prominently on the landing page. There is no direct link to AppStore because ResQ wants to keep the market in balance by restricting the number of users. Additionally, the site includes a web app that allows users to see the offering in nearby restaurants. Users can also leave a message or a contact request on the page. There is a separate registration form for restaurants.

Search engine optimization (SEO) of the page should be improved; the website could include keywords to direct more traffic to the site. Also, the idea of the service should be explained more clearly. However, it does include the names of towns where it operates so that the site would appear in search results for people looking for meals in these towns. We consider the restricted access to the app challenging, as it might lower the conversion rate of customers signing up for the service. As the company is young, they have had only one paid advertising campaign, which was in Facebook. According to Google Analytics, the weekly number of visitors is on average 12 696 of which 70% are returning visitors. Current marketing relies strongly on PR and there is a visible peak in the number of visitors after the company has appeared in media.

Conclusion: Our AdWords campaign will be well aligned with ResQ's objectives, as the company is closely cooperating with our team and excited about increasing their customer base. Moreover, being in contact with the company makes it easier for us to be aware of their marketing efforts during this time period and coordinate our adverts accordingly. As new competitors using the same business idea will emerge in future with their own apps, it is essential that ResQ has a strong focus on AdWords Campaign from the beginning so that it appears in search results when people search meal options online. The more it gets users, the harder it is for other companies to enter the market.

Proposed AdWords Strategy: According to the CEO, the current challenge for the company is to activate consumers to use the service. He is happy about the current state of customer

loyalty and retention but he would like to increase the number of active users since new registrations themselves do not bring any revenues. The visibility of the service is not an issue as the company estimates that it has already been successful in raising public awareness. Additionally, ResQ wants to expand its operations to cover bakeries, catering companies and hotels, as currently its network includes only restaurants. However, the CEO estimates that Google ads is not the best way to reach those companies. It is better done through personal selling and word-of-mouth. That is why our campaigns are mainly targeted to consumers.

Keeping these objectives in mind, we decided to create three different campaigns: 1) Activating consumers 2) Acquiring new members and 3) Gaining visibility. The first two are Google Search Network (GSN) campaigns and the third is a Google Display Network (GDN) campaign, which has less emphasis than the other three. The first campaign will have the most emphasis since the main objective of ResQ is to increase the use of the app by non-active registered members. As the website of ResQ is available in Finnish and English and the service is targeted also to foreigners living in Finland, we will select our keywords in both languages. Examples of keywords for each campaign are shown in the table below.

<i>Campaigns</i>	Activating consumers	Acquiring new members	Display Network
Sample Ad groups	<ul style="list-style-type: none"> ➢ Ecologically conscious ➢ Price conscious ➢ Explorers 	<ul style="list-style-type: none"> ➢ Ecologically conscious ➢ Price conscious ➢ Explorers 	<ul style="list-style-type: none"> ➢ Ecological food ➢ Affordable food
Sample keywords/topics	[ResQ], +restaurant +app, [surplus food]	[surplus food], [dinner Helsinki], “ecological food”, “take-away Helsinki”, -recipe, -delivery	restaurant, take-away
Location targeting	Relevant towns	Relevant towns	Whole Finland
Device targeting	Mobile, desktop	Mobile, desktop	Desktop, mobile
Performance indicator	Purchase, adding a credit card	Sign up	Sign up

Following ads are examples of AdWords versions that we thought we could use. The plan is to rotate alternative versions of ad texts to test which has the best CTR and then stick to those. If we are able to collect enough data on conversions, the rotation setting for optimizing for conversions will be used.

ResQ meals – affordably!
 resq.club
 Don't let your dinner go to waste Save quality food from restaurants

ResQ - New opportunities every day
 resq.club
 Which meal will you resQ today?

The \$250 budget will be allocated for the three weeks in the following way: 25-35-40%. The budget for the first week is lower because we want to try out different features and later, invest more on the ones that we found the most effective. The biggest share of the

budget (around 50%) will be dedicated to the first campaign to respond to ResQ's main goal and the share of GDN is approximately 20%. Since the company has made a very nice presentation video, we would like to try video advertising as well.

Our goal is to target consumers who are environmentally conscious and interested in buying quality food affordably as well as exploring new restaurants. Different ad groups in the campaigns reflect these segments. For now, we are targeting four cities where ResQ already operates. However, we will expand our target location in case the company expands to new cities during the campaign. Advertising in all campaigns will be targeted for both mobile and desktop devices but extra emphasis will be put on mobile platform since the app is mainly used in mobile devices. Thus, keyword bidding could be increased by 100% in the mobile category. For targeting settings in GDN we will use placement on relevant sites (such as sites on lunch information and food blogs), remarketing and topics to show ads on websites related to restaurants. We thought that remarketing could be especially suitable for activating passive members.

Our goals for GSN and GDN are calculated separately because the average CTRs differ so much in these categories. We tested keywords in AdWords Keyword Planner to see their suggested bids and concluded that our average CPC would be \$0.55. We will avoid using the most expensive keywords, so that we do not exceed the budget. In GSN, we are aiming at a CTR of 3%. The CTR in display ads is usually a lot lower and we aim to reach to 0,1% CTR in GDN. Quality score, CPC and CTR will be monitored in Google AdWords and Google Analytics to measure the success of the campaign. We aim to improve the quality score by encouraging ResQ to optimize their website for AdWords.

	CPC	CTR	Impressions	Clicks	Budget
GSN	\$0.55	3.0%	12 121	363	\$200
GDN	\$0.25	0.1%	200 000	200	\$50

From the company perspective, we can measure the success by the number of new users for the app and our goal is to achieve 25 new users with the help of the campaign. In the long term, the company is interested in seeing what kind of adverts are effective and result in new customers and increased activity. We would also like to track the activity of users in the app, as the company requested. However, at the moment, they do not have a tracking system in place for that but hopefully, that will be possible by the time the campaign is launched.