

Google ads: principles, functions of its information system, getting skills and learning, examples

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The purpose and tasks of Google Ads

REACH

- 24x7x365 Delivery
- Google Network reaches >80% of the world

RELEVANCE

- Targeting User Intent
- Further Target by Language, Geo, Device, etc

ROI

- Extremely Measurable
- ...in Near Real Time

Types of ads: text, banner, video, mobile. Search opportunities



[Search Ads »](#)

Reach people who are looking for you



[Display Ads »](#)

Reach customers across the web



[Video & YouTube Ads »](#)

Tell your video story

Computer



Tablet



Mobile phone



Web Images More ▾ Search tools

About 3,560,000 results (0.32 seconds)



Placement of ads for the browsing user: search vs Image, Video ads

Search Ads

The screenshot shows a Google search results page for the query "kelionės". The results are divided into two main sections: "Search Ads" (highlighted with a red border) and regular search results.

Search Ads:

- Poilsinės Kelionės Pigiau - baltictours.lt**
Ad www.baltictours.lt/Poilsines (8-5) 266 1616
Specialūs pasiūlymai užsakant internetu. Mažiausią kainų kelionės Mėnesio pasiūlymai - Egzotinės kelionės - Užsakyk Internetu Pigiau - Viešbučiai
- Pigios Kelionės - toptravel.lt**
Ad www.toptravel.lt/Pigios+Kelionės
Paskutinės Minutės Kelionės Nuo 700 Lt. Portugalija, Kipras ir kt. Savaitgalio Kelionė 348Lt - Turkija Nuo 917 Lt - Slidinėjimas Nuo 957 Lt
- Geriausi kelionių - pasiūlymai - sofatravel.lt**
Ad www.sofatravel.lt/kelionės
Poilsio, pažintinės ir kitos kelionės geromis kainomis!

www.novaturas.lt/ • Translate this page
Didžiausias kelionių organizatorius Baltijos šalyse. Žinios apie įmonę, re keliones, paskutinės minutės pasiūlymus. Diskusijų apie populiariausias paskutinės minutės kelionės - Poilsinės - Autobusu - Turkija

Regular Search Results:

- Kelionės Nuo 648 Lt**
www.kelioniukademija.lt/kelionės
Įsigyk Vasaros Sezono Kelionę Iki Gruodžio 31 d. Net iki 50% Pigiau.
- Novaturo vasaros kelionės**
www.novaturas.lt/pirk_internetu
Nuolaidos net iki 50 %
Mažiausios kainos garantija!
- Idomiausios kelionės**
www.bigtravel.lt/
Pažintinės, poilsinės kelionės lėktuvu, autobusu. Egzotika.
- Keliauk su Idėja**
www.keliauksuideja.lt/
Poilsinės Pažintinės Kruizai ir kit Visos kelionių idėjos



Text Ads on websites



Image Ads on websites



Video Ads on websites



Ads on Mobile Websites

Structure

How To Create Effective Ads

SOS Children's Villages® | A Loving Home for Every Child | sos-usa.org
[Ad] give.sos-usa.org/ ▾
We Give Orphaned Children a Safe Home & Family in our Villages. Donate to Help!
Help a child today · BBB accredited charity · 100% Tax-Deductible
Types: One-Time Donation, Monthly Donation, Corporate Partnerships, Memorial/Honor Gifts
Africa · avg \$1.00/day · Sponsor a Child · More ▾

[Sponsor a Family](#) [Give Hope in Syria](#)

Structured Snippet Extensions

Hollows.org | Fred Hollows Foundation | Restores Sight Worldwide
[Ad] www.hollows.org/ ▾
You Can Help Restore Someone's Sight for Less than \$2 a Day. Donate Now!
Tax-Deductible · End Avoidable Blindness
Types: Tax-Deductible Donations, Christmas Charity Gift, One-time Donations, Children Need Your Help
· Gift of Sight · About Us · Donate Now · Restore Sight For \$25

Dynamic Sitelink Extensions

Barnardos.ie - Make a Donation
[Ad] www.barnardos.ie/MakeDonation ▾ [1800 902 337](tel:1800902337)
Make a Donation to Barnardos. €7 a Month Will Help Children
📍 Christchurch Square, Dublin 8

[Donate](#)
[Change a Child's Life](#) [Get Involved](#)

Call Extension

Add Strong Call To Action

Location Extension

[Learn more about
creating effective ads](#)

Advertising in search network

Type: Search Network only - All features

Name this ad group

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in about how to structure your account.

Ad Group name:

Pirmoji raktažodžių grupė

Create an ad

- Text ad Specialised - search WAP mobile ad Product listing ad Dynamic search ad

To get started, just write your first ad below. Remember, you can always create more ads later. [Help me write a great text ad.](#)

Headline	Kalėdinis Išpardavimas
Description line 1	Tik Šią Savaitę Rožiniai Drambliai
Description line 2	90% Pigiau! Pristatome Nemokamai.
Display URL	www.manopuslapis.lt/drambliai
Destination URL	<input type="text"/> http:// <input type="text"/> www.manopuslapis.lt

Ad preview: The following ad previews may be formatted slightly differently from what is shown to users. [Learn more](#)

Side ad

[Kalėdinis Išpardavimas](#)
www.manopuslapis.lt/drambliai
Tik Šią Savaitę Rožiniai Drambliai
90% Pigiau! Pristatome Nemokamai.

Top ad

[Kalėdinis Išpardavimas](#)
www.manopuslapis.lt/drambliai
Tik Šią Savaitę Rožiniai Drambliai 90% Pigiau! Pristatome Nemokamai.

Main rules for writing an Ad:

- structure,
- content,
- syntax,
- keywords,
- landing page,
- extension

Information adjustment

In „campaigns“ add columns with „impression share“

The screenshot shows the 'Customise columns' feature in Google AdWords. On the left, under 'Select metrics', there are categories: Performance, Conversions, Attributes, Call details, and Competitive metrics. Under Competitive metrics, several options are listed: Search Impr. share (Added), Search Exact match IS (Add), Search Lost IS (rank) (Added), Search Lost IS (budget) (Added), Display Impr. share (Add), Display Lost IS (rank) (Add), Display Lost IS (budget) (Add), and Impr. share (Add). A note says 'columns will be available after Feb 2013.' and 'Learn more.' To the right, under 'Drag and drop to reorder', a list of metrics is shown with 'Remove' links: Campaign, Status, Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., and Copy (1 per click).

Impression share: parodymų dalis - procentais išreikštasis jūsų reklamos parodymų ir paieškų srauto santykis. Šį kriterijų įtakoja reklaminės kampanijos nustatymai, ar skelbimai yra patvirtinti Google, nustatyta raktažodžių kaina ir skelbimų „kokybės balas“.

Lost IS(budget): parodymų dalis kurią praradote dėl biudžeto ribojimų. Šituos parodymus būtų galima gauti nuėmus biudžeto ribojimus.

Lost IS(rank): parodymų dalis kurią praradote dėl skelbimo reitingo. Šituos parodymus būtų galima gauti pagerinus reklaminės kampanijos kokybę.

Keyword optimization

Kelios pastabos apie raktažodžius:

- Adwords sistemoje nėra skirtumo tarp mažųjų ir didžiujų raidžių – pavyzdžiui „Vilnius“ ir „vilnius“ yra atpažįstami kaip vienas ir tas pats žodis.
- Nėra reikalo raktažodžiuose naudoti skyrybos ženklų, Vilnius-Londonas ir Vilnius Londonas tai sistemoje yra viena ir ta pati frazė.

„Keyword matching“ –

broad match:

skelbimas rodomas, jei ieškoma panašių frazių ir susijusių variantų

+modified broad match:

**galimybė, turintį daugiau kontrolės megų broad match, bet platesnę negu „phrase match“. Reikalauja, kad frazėje būtų tikslus žodis, prie kurio yra +

„phrase match“:

skelbimas rodomas, jei yra tiksliai frazės atitinkis.

[exact match]:

skelbimas rodomas tik konkrečiam raktažodžiui

„Keyword matching“ pasirinkimai

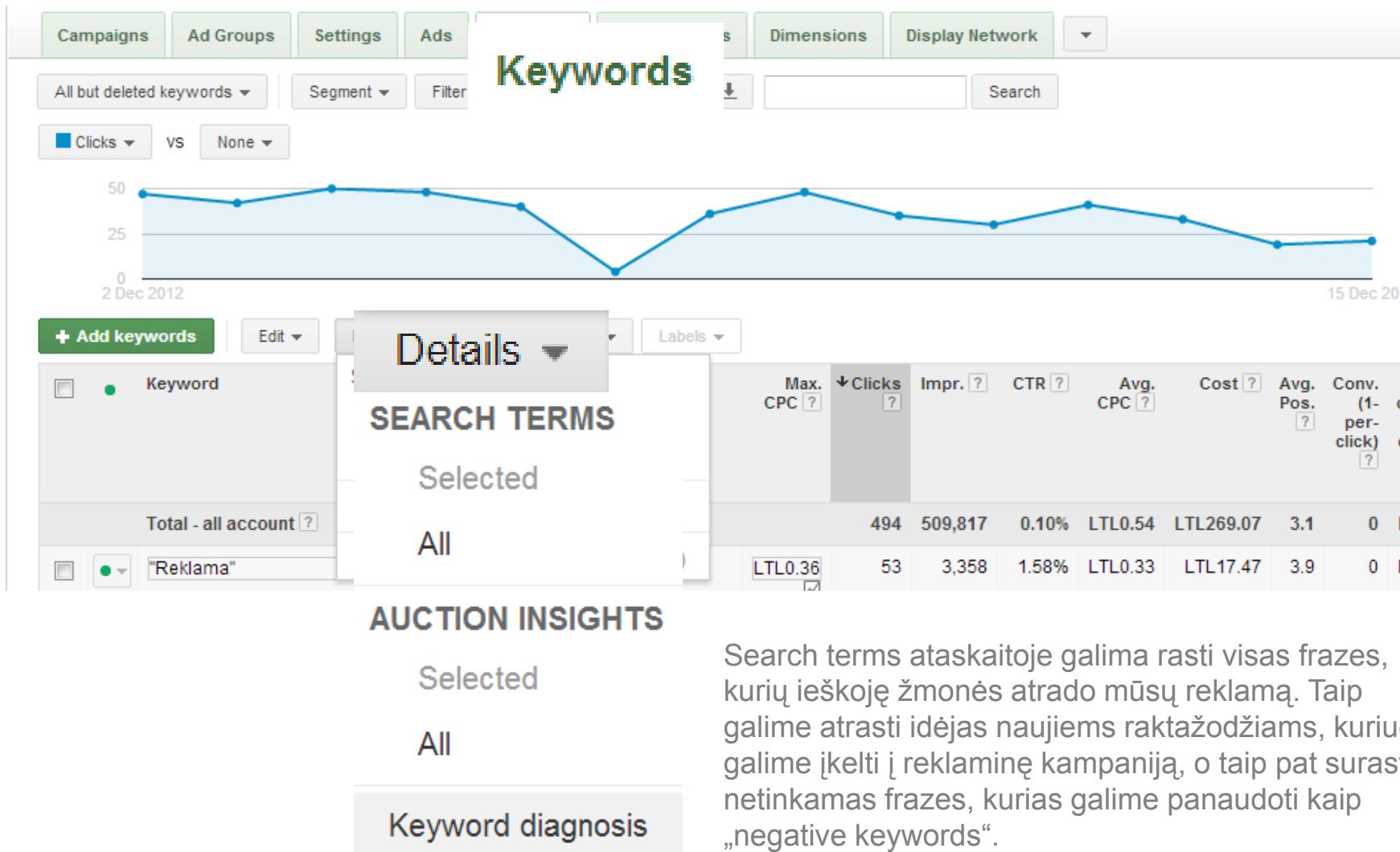
Exact match: [plastikiniai langai] – tik, jei kažkas įveda į paiešką būtent plastikiniai langai;

Phrase match: „plastikiniai langai“ – plastikiniai langai, pigūs plastikiniai langai, plastikiniai langai vilniuje ir t.t.

Extended broad match: +plastikiniai +langai – plastikiniai langai, gamina plastikinius langus, plastikinių langų montavimas, plastikiniai apvalūs langai ir t.t.

Broad match: plastikiniai langai – plastiko langai, mediniai langai, langų skaičiuoklė, geri langai, langų gamyba šiauliouose ir t.t.

Search terms



New account

The screenshot shows the Google AdWords interface for a new account. At the top, the navigation bar includes the AdWords logo, Home, Campaigns (which is underlined in blue), Opportunities, Tools, and a user profile section with Manager ID: 106-116-3983 and email povelaukas@gmail.com. A notification bell icon has a red '1' on it. A dropdown menu from the profile icon lists: Billing summary (selected), Billing preferences, Account settings, Send feedback, and Help. Below the dropdown, a link to Worldwide phone support is visible. A search bar labeled 'Search Help Centre' is at the bottom right of the dropdown. The main content area features a 'Welcome to AdWords!' message and a large button labeled 'Create your first campaign'. Under 'Getting started', there are four steps with icons: 1. Choose your budget (cash icon), 2. Create your ads (document icon), 3. Select keywords that match your ads to potential customers (magnifying glass icon), and 4. Enter your billing information. (credit card icon). To the right of the steps, a 'More resources' section lists: For free campaign setup, Want to learn all the basics, and Want to find an AdWords partner.

Manager ID: 106-116-3983
povelaukas@gmail.com

Billing summary

Billing preferences

Account settings

Send feedback

Help

Worldwide phone support

Search Help Centre

Welcome to AdWords!

Create your first campaign

Getting started

1. Choose your budget
2. Create your ads
3. Select keywords that match your ads to potential customers
4. Enter your billing information.

More resources

- For free campaign setup
- Want to learn all the basics
- Want to find an AdWords partner

Payment

Tax informationTax status [?](#)

Business

This service can only be used for business or commercial reasons. You are responsible for assessing and reporting VAT.

VAT ID

LT - Enter VAT ID (Optional)

What you pay with [?](#)

Credit or debit card

Card number



MM / YY

CVC



Cardholder name

 Credit or debit card address is same as above**Name and address** [?](#)

Business name

Contact name

Street address

Postal code

City

Primary contact [?](#)

Name

Phone number

mokymai1@intentagency.lt

Billing communication language [?](#)

English (United States)

Terms and conditions

Carefully read the following terms and conditions and click the checkbox below to agree.

[\(Printable version\)](#)**Google Ireland Limited Advertising Programme Terms**

These Google Ireland Limited Advertising Programme Terms ("Terms") are entered into by Google Ireland Limited (registered number: 368047) with its registered office located at Gordon House, Barrow Street, Dublin 4, Ireland ("Google") and the entity executing these Terms or that accepts these Terms electronically ("Customer"). These Terms govern Customer's participation in

 Yes, I agree to the above terms and conditions.**How you pay** [?](#)

Automatic payments (recommended)

Manual payments

Complete sign up

„Ads account structure

El. pašto adresas ir slaptažodis
Mokėjimų nustatymai

KAMPANIJA

Dienos biudžetas
Taikymas pagal vietovę, kalbą

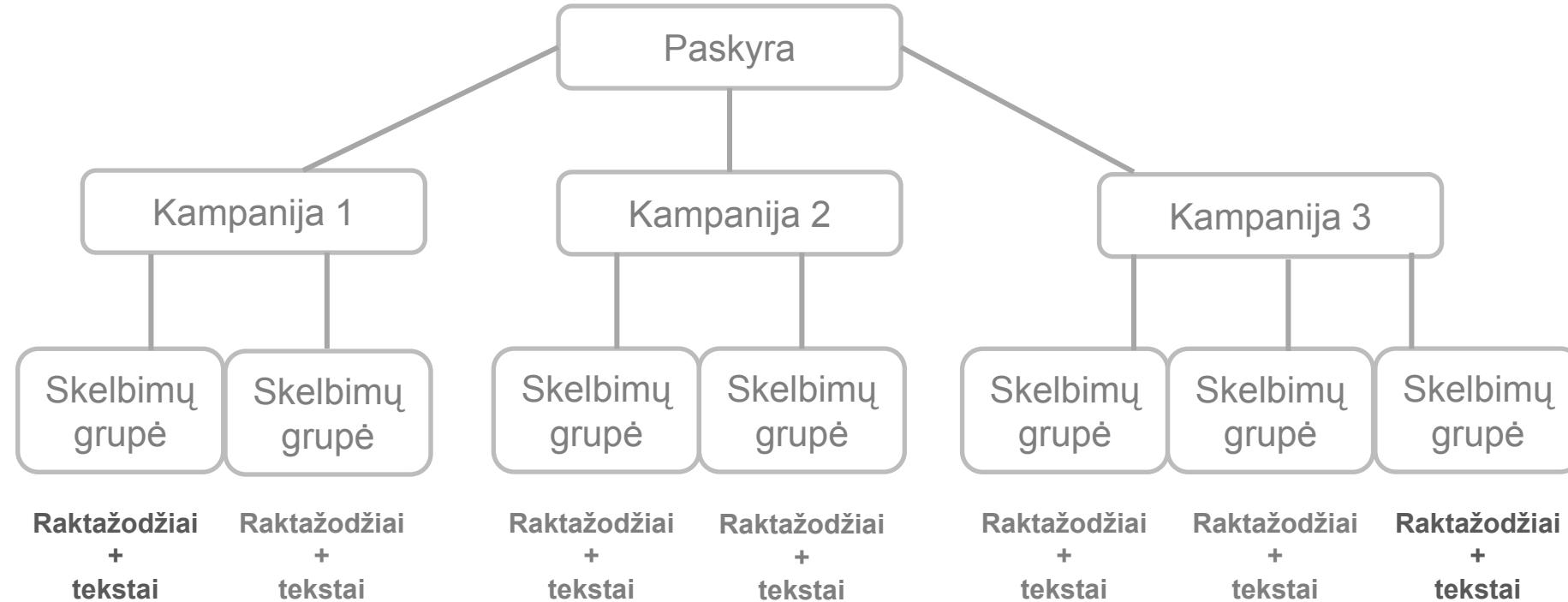
KAMPANIJA

Dienos biudžetas
Taikymas pagal vietovę, kalbą

SKELBIMŲ GRUPĖ

Raktiniai žodžiai
Skelbimai

Ads account structure

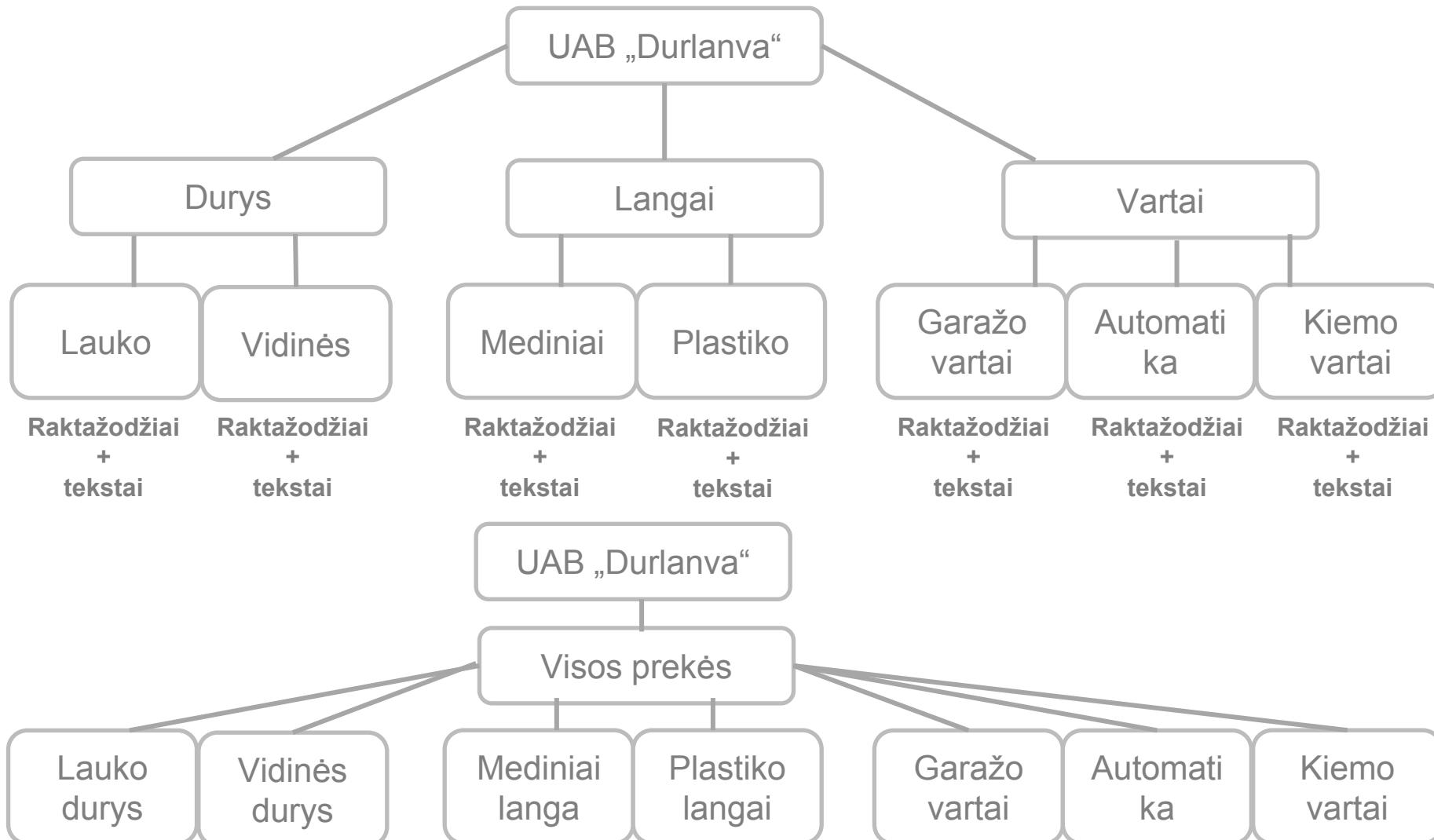


Kampanijos – atskiras kampanijas verta kurti tada, kai norime reklamuotis keliose šalyse, kai planuojame reklamuotis paieškoje ir vaizdiniame reklamos tinkle, kai turime skirtinges veiklos rūšis, kai norime skirtingoms veikloms priskirti skirtinges biudžetus;

Skelbimų grupės – jas kuriame taip, kad kiekvienoje jų galima būtų sugrupuoti panašius raktažodžius. Galima kurti atskiras grupes skirtintiems produktui ar paslaugų rūšims, skirtinges grupes bendrinėms ir tikslinėms frazėms ir t.t.

Pastaba – vienas iš paprastų ir veiksmingų būdų sukurti reklaminės kampanijos struktūrą – remtis reklamuojamo tinklapio struktūra.

Pavyzdys – paskyros struktūra



Navigacija paskyroje

The screenshot shows the Google AdWords interface with the 'Campaigns' tab selected. The main area displays 'All online campaigns' for the date range 'Last 7 days: Jan 15, 2014 - Jan 21, 2014'. A timeline chart shows activity levels from Wednesday, January 15, 2014, to Tuesday, January 21, 2014. Below the chart, a table lists the campaign 'Testine kampanija' with details: Campaign type is 'Search Network with Display Select', subtype is 'All features', budget is 'LTL2.00/day', status is 'Eligible', and performance metrics are 0 Clicks, 0 Impr., and 0.00% CTR.

	Campaign	Campaign type	Campaign subtype	Budget	Status	Clicks	Impr.	CTR
	Testine kampanija	Search Network with Display Select	All features	LTL2.00/day	Eligible	0	0	0.00%

- **Home** – bendros paskyros statistikos;
- **Campaigns** – kampanijų statistikos ir administravimas;
- **Opportunities** – automatiniai pasiūlymai, susiję su kampanijomis;
- **Tools and analysis** – šioje rubrikoje rasime pakeitimų istoriją, sąsają su Google Analytics, raktinių žodžių įrankį;
- **Billing** – viskas, kas susiję su mokėjimais;
- **My account** – paskyros nustatymai, tarp jų vartotojų administravimas.

Navigacija paskyroje

The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with links for Home, Campaigns (which is underlined), Opportunities, and Tools. On the right side of the bar, it displays Customer ID: 962-084-6751 and an email address mokymai@digitalacademy.lt, along with a gear icon and a notification bell with a red '1'.

In the main content area, there's a search bar labeled "Search" and a date range selector "Last 7 days: Jan 15, 2014 - Jan 21, 2014". Below these, a title "All online campaigns" is displayed, followed by a "Campaigns" navigation tab and several other tabs: Ad Groups, Settings, Ads, Keywords, Audiences, Ad extensions, and Dimensions.

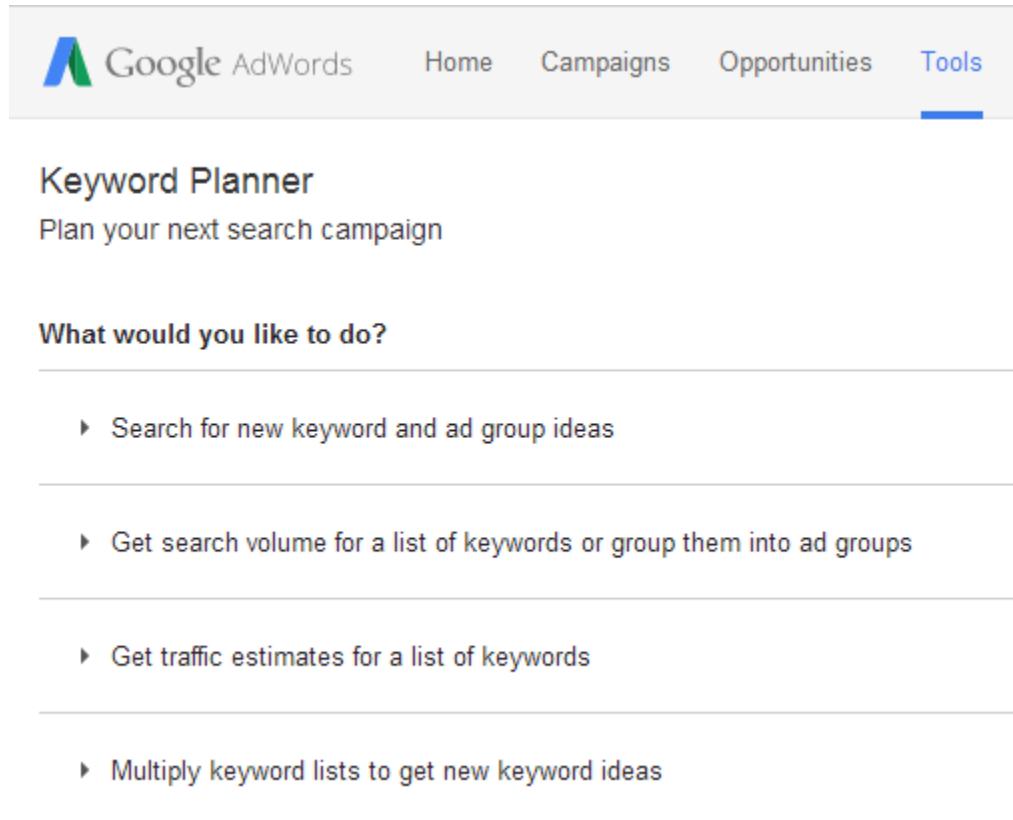
The main pane shows a list of campaigns under the heading "All online campaigns". There are two main sections:

- patalpos**:
 - komercinės patalpos kaunas
 - patalpos
 - sandėlių nuoma kaunas
- patalpos tik kaunas**:
 - komercinės patalpos
 - patalpos
 - sandėlių nuoma

Below the campaign list, there's a timeline from "January 15, 2014" to "Tuesday, January ...". A red button labeled "+ CAMPAIGN" is visible. The bottom of the screen shows a "Bulk operations" section with three status filters: Enabled (green dot), Paused (yellow double slash), and Deleted (red X). A single campaign entry is listed: "Testine kampanija" (Search Network with Display Select) is enabled, has a budget of "LTL2.00/day", and is "Eligible". It has 0 clicks, 0 impressions, and a 0.00% CTR.

Būdami „Campaigns“ skiltyje galime peržiūrėti statistiką, sustabdyti arba atnaujinti kampaniją, susikurti naują kampaniją. Analogiškus pasirinkimus turime ir „Ad groups“ (skelbimų grupių), „Ads“ (skelbimų), „Keywords“ (raktažodžių) skiltyse. „Settings“ skiltyje galime pakeisti kampanijų rodymo šalis ir kalbas, dienos biudžetus ir pan. „Dimensions“ skiltis leidžia pasižiūrėti statistiką pagal dienas, savaites, mėnesius, taip pat pagal vietoves.

Keyword planner: selecting keywords, making their list, adjusting by reach and cost



The screenshot shows the Google AdWords Keyword Planner interface. At the top, there is a navigation bar with the Google AdWords logo and links for Home, Campaigns, Opportunities, and Tools. The Tools link is underlined, indicating it is the active section. Below the navigation bar, the title "Keyword Planner" is displayed, followed by the subtitle "Plan your next search campaign". A section titled "What would you like to do?" lists four options, each preceded by a blue triangle bullet point:

- ▶ Search for new keyword and ad group ideas
- ▶ Get search volume for a list of keywords or group them into ad groups
- ▶ Get traffic estimates for a list of keywords
- ▶ Multiply keyword lists to get new keyword ideas

Keyword Planner

Enter one or more of the following:

Your product or service

For example, flowers or used cars

Your landing page

www.example.com/page

Your product category

Enter or select a product category

Targeting ?

United Kingdom



English



Google



Negative keywords



Customise your search ?

Keyword filters

Avg. monthly searches ≥ 0

Avg. CPC $\geq \text{LTL}0.00$

Ad impr. share $\geq 0\%$

Keyword options

Get ideas

Enter a bid Enter daily budget
LTL 2.00 LTL 150.00 Get detailed estimates Back to search Save to account

Clicks per day Bid range

Daily estimates
136 - 166 Clicks
1.40K - 1.71K Impressions
2.08 - 2.54 Avg. position
LTL135 - LTL165 Cost

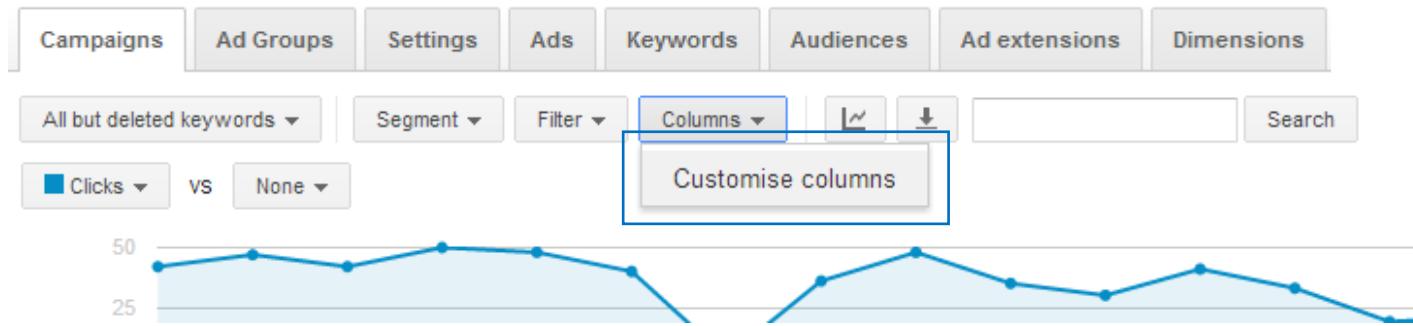
+ Add keywords Edit match types Delete Segment by: Ad Group Keyword Download

	Keyword	Ad Group	Clicks	Impr.	Avg. Pos.	Cost	CTR	Avg. CPC
<input type="checkbox"/>	garažo vartai	My Keyword Ideas	23.86	224.66	1.71	LTL24.29	10.6%	LTL1.02
<input type="checkbox"/>	mediniai langai	My Keyword Ideas	17.36	138.78	1.92	LTL15.92	12.5%	LTL0.92
<input type="checkbox"/>	mediniai langai kainos	My Keyword Ideas	0.57	4.44	2.1	LTL0.74	12.8%	LTL1.30
<input type="checkbox"/>	plastikiniai langai	My Keyword Ideas	83.27	973.01	2.57	LTL87.90	8.6%	LTL1.06
<input type="checkbox"/>	plastikiniai langai kainos	My Keyword Ideas	26.05	214.6	1.85	LTL21.15	12.1%	LTL0.81
Total			151.1	1555.49	2.29	LTL150.00	9.7%	LTL0.99

Send feed

Informacijos atvaizdavimas

Galime keisti duomenis, kurie yra atvaizduojami paskyroje, pridėti ir išimti tam tikrus stulpelius:



Pavyzdžiui, „keywords“ dalyje galime pridėti stulpelį su Quality score“ informacija

Customise columns

Select metrics

Performance	>>	Add all columns
Conversions	>>	Labels
Attributes	>>	Dest. URL
		Qual. score
		Est. first page bid
		Est. top page bid
		Match type

Drag and drop to reorder

Keyword	
Campaign	
Ad group	
Status	
Max. CPC	
Clicks	Remove
...	...

Auction principle, Quality of the webpage (CRT(click through rate+Relevance+Landing page = psge rank and adjusted price



Optimize quality score

Optimizing for Quality Score



What is Quality Score?

The 1-10 Quality Score reported for each keyword in your account is an estimate of the quality of your ads and the landing pages triggered by them. Higher quality ads can lead to lower cost-per-click (CPC) and better ad positions. Three factors determine your Quality Score:

- [Expected clickthrough rate](#)
- [Ad relevance](#)
- [Landing page experience](#)

How to review Quality Score?

Your current [Quality Score and its component scores can be seen](#) with 4 Quality Score status columns: Quality Score, Landing page experience, Ad relevance, and Expected clickthrough rate (CTR).

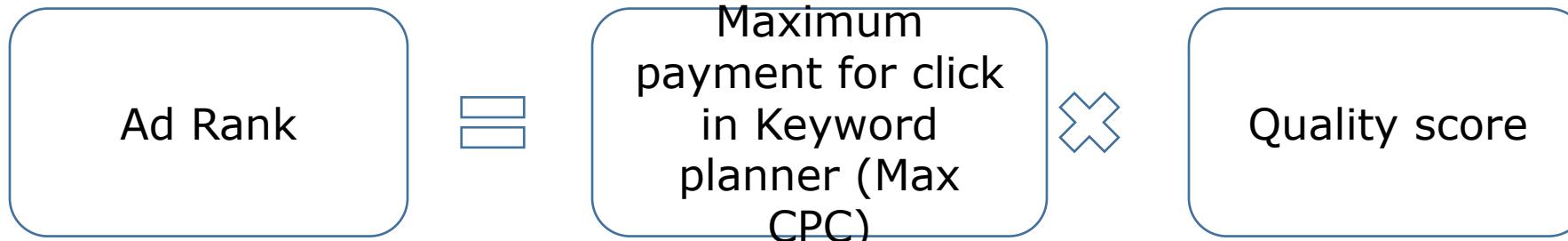
1. Click **Keywords** in the page menu.
2. Hover over a keyword's status in the "Status" column. You'll be able to see ratings for **Expected Click-through Rate, Ad Relevance, Landing Page Experience and Quality Score**.

Tips for optimizing Quality Score

1. Understand Quality Score is a helpful diagnostic tool, not a key performance indicator.
2. Re-evaluate your [keyword choices](#). Keywords should be relevant to your organization's mission, and covered on your website; make sure you group these keywords in tight themes.
3. Create eye-catching and relevant [ad copies](#), include keywords in your ad text and [use strong call to actions](#).
4. Ensure a great [landing page](#) experience by including relevant content on the landing page and ultimately provide a better opportunity for conversions.
5. Improve [expected CTR](#).



Rating of our ad



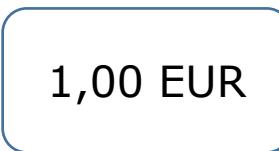
Ad rank

Max CPC

Quality score



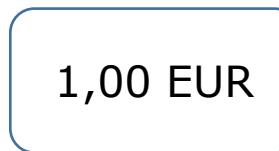
≈



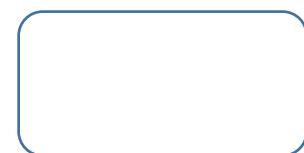
×



≈



×



≈



×



Actual CPC what exactly is paid per click

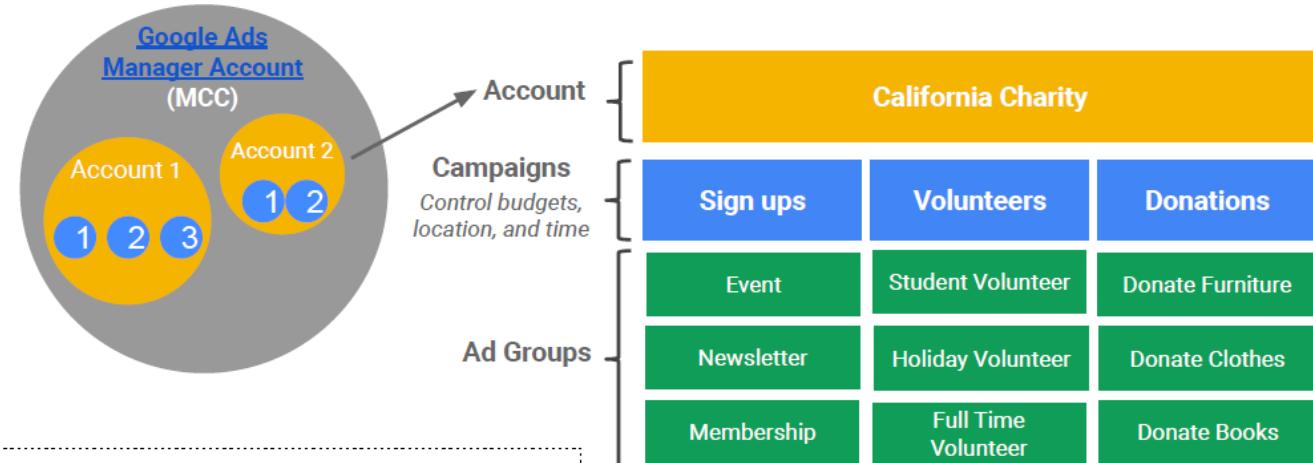
Ad rank	Max CPC	Quality score	Actual CPC
10	= 1,00 EUR	×	10 = 8/10 0.80 EUR
8	= 1,00 EUR	×	8 = 7/8 0.88 EUR
7	= 2,35 EUR	×	3 = minimum Min. EUR

Paskutinėje vietoje esantis moka tam tikrą minimalią vertę, reikalingą pasiodymui paieškos rezultatuose (Google neatskleidžia, kiek konkrečiai). Kuo quality score yra mažesnis, tuo tokia reklama gali turėti aukštesnę kainą (matuojama taip vadinamu „estimated first page bid“).

Google Ad Grants is a social impact program that connects people to causes through free Google Ads.
Since 2003, the Ad Grants Program has awarded over 115,000 Ad Grants and \$8B dollars in free advertising to organizations in 50+ countries.

Set Up An Account That Meets Your Goals

Sample Of Account Structure



Minimum Requirements for Account Structure:

- 1 active campaign
- With 2 active ad groups
- With 2 text ads in each ad group

[Learn more about account structure](#)

Budget allocation: per click, daily, monthly

- Daily may vary + / - 20 %
- Monthly will not exceed the set value

Google Ads pricing application: how much does it cost to advertise, risk due to auction principle

- Start payment from above 50 USD
- Mainly payment with periodic adjustment
- Minimum value (not announced) for expense <50

Connection of Google Ads and Google Analytics

- As menu items in GA

Google Ads monitoring of the Google Merchandise Store (In Google Analytics Demo account

- Demo

Google Ads skills, certification

- <https://analytics.google.com/analytics/academy/>

Ads sample

Headline	[child pratices] in Child Care Service Association			
Description line 1	Additional activities for children near home			
Description line 2	The best place for children summer camp!			
Display URL	www.childcareservices.org			
Destination URL	https://www.childcareservices.org/families/additional-resources/			
Keywords	additional child activities	activities	children activities in North Carolina	
Additional keywords	more activities for children	perfect summer camp		practices for children near home

Gusté - Find child care			
Headline	Child care + near home		
Description line 1	find the best child care in CCSA		
Description line 2	best quality child care in North Carolina		
Display URL	www.childcareservices.org/paying-for-child-care		
Destination URL	https://www.childcareservices.org/families/find-child-care/		
Keywords	child care near home	education for children near home	
Additional keywords	best quality care for children	children education in North Carolina	

Ads strategy sample

Strategy	Increase website traffic and donations					
Goals	providers in North Carolina		looking for child care in North		Increase donations	
Main landing page	providers/		amilies/		donate/	
Ad group	Providers Group		Families Group		Donators Group	
Ad Company	Educators	Directors	Find Child Care	Resources	CCSA	19 Relief Fund
Ads Heading	of the future for	professional	for Your Child	additional	community for	in a difficult
Landing Pages	careservices.org/	careservices.org/	careservices.org/	careservices.org/	careservices.org/	careservices.org/
Keywords	teacher extra job	extra job	near home	activities	children	during a
	educator	can help	in north carolina	near home	care	pandemic
	daycare job	directors	care	north carolina	north carolina	fund during
	childhood	child care wages	quality child care	camp	providers	CCSA
	scholarship	toddler educator	programs	kindergarten	education	fund
	community	professional	children care	kindergarten	care services	fund
	learn	childhood	care	with my child	child care fund	CCSA
	teachers training		subsidy	camp		

Google Ad grants experience for students: GOMC (Google online marketing challenge) by Google

- <https://www.google.com/grants/get-help/nonprofit-marketing-immersion/>



Ad Grants OMC Post-campaign Report

Executive Summary

- 1 Identify problem and set a goal to increase website traffic and donations.
- 2 Working with strategy development.
- 3 Analyzed Child Care Services Association website and systematized the information.
- 4 Identify ad group of CCSA: Providers group, Families group, Donators group.
- 5 Identify and create ad company: Educators, Directors, Find Child Care, Additional Resources, Donate for CCSA, Donate to Covid-19 Relief Fund.
- 6 Upload created ad campaigns to Google Adwords system.

Campaign Overview

Campaign 1: Providers

We aimed to attract as many service providers to the CCSA website.

What can be improved:

More interesting ad content;
Keyword optimization.

Campaign 2: Family

We tried to direct families with children in need of financial and informational assistance as possible to the CCSA website.

What can be improved:

More interesting ad content;
Keyword optimization.

Campaign 3: Donations

We strive to attract as many donations as possible to the CCSA

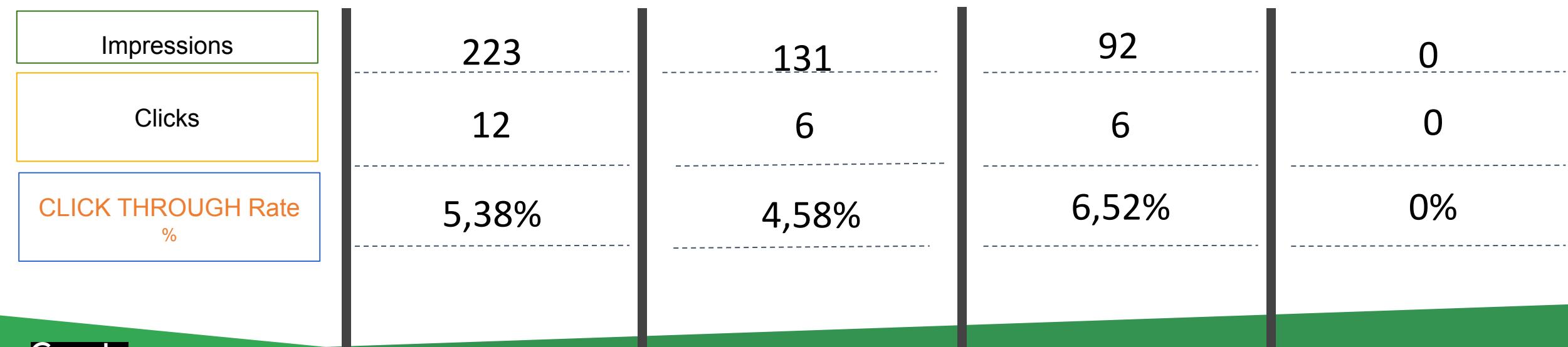
What can be improved: Due to the Covid-19 situation, Google is sensitive to related ads and they has been blocked.

Core Performance Metrics

The campaign had solid number of impressions, although total number of impressions decreased, the same was with clicks and CTR. On the other hand, it is hard to say if the campaign was weak or it had to be active for more time to increase some metrics.



Campaign **Ad group 1** **Ad group 2** **Ad group 3**



Online Marketing Strategy Analysis

Proprietary + Confidential

Strategy: Increase website traffic and donations

Achieved overall quite good impressions total rate (223). Total clicks rate is very low (12)

Goal 1: Drive more web traffic of child care providers in North Carolina

Overall this goal is not achieved, because clicks rate is very low (6), but impressions rate is quite good (131).

Goal 2: Drive more web traffic of families looking for child care in North Carolina

Overall this goal is not achieved, because clicks rate is very low (6), but impressions rate is quite good (91).

Goal 3: Increase donations

This goal is not achieved. Campaign and ad groups have no impressions and clicks.

Marketing Goal Achievement and Social Impact

- The organization is doing a great job in a child care area. They are helping the children in need to get a proper child care and education and moreover they are helping the educators and child care providers to get some additional money for their work.
- Our campaign was focused on the goal the non-profit organization had to us, to increase the web traffic of their target audience, so we did our best to show the ads to the target audience and not to the people who are not interested in the activity of this organization.

Recommended Next Steps

A

The company could optimise their website to include more text and searched keywords and negative keywords.

B

Create at least 100 different ads for each group.

C

Invest in more expensive keywords in the first week of your ads for better ads competition.

D

To make an online donation's form for better website quality and google search optimisation.

Learning Component

Learning Objectives

Create a campaign

Team work

Increase site traffic

3 Ads Campaign

13 running ads

223 Impressions

Outcome

Group Dynamics

Time management

Division of activities

Repairing each
other
Compromises

Knowledge

Quick responses

Client Dynamics

Teams experience of participation in GOMC

Google Ads experience for students: GOMAC competition by university alliance initiative

Example of student participation in GOMAC

<https://www.gomachallenge.com/>

- Winners by Regions and Years : <https://www.gomachallenge.com/2022-gomac-winners/>



2023 GOMAC ▾

2023 GOMAC Timeline

Registrations: September 1, 2022 – June 29, 2023

Deadline for submitting Pre-Campaign report: June 29, 2023

Deadline for submitting Post-Campaign report and Looker Studio reports: July 1, 2023

Professors nominate their best Teams: June 1, 2023 – July 5, 2023

Finalists announcement: September 15, 2023

Winner announcement: October 15, 2023

All deadlines are 23:59 (11:59 pm) GMT

Price levels for advertising in the internet

- The most common price range is 0.02 – 4 EUR per click
- Depending on the type of ad, and the competition the prices differ
- In Lithuania the horoscope webpage is cheap to advertise – 0.01- 0.02 EUR per click
- However if there are 50 enterprises willing to advertise in this webpage and only 11 places for putting advertisement, the price goes up and can reach 0.5-0.6 EUR

How to decide worth of advertising?

- Main thing is conversion:
- If we have only 5% response from the customers viewing the ad, it means that after 20 shows, one customer asks for the purchase (e.g. yielding 10EUR profit). This profit has to be similar to the sum of advertising expenses for 20 customers ($20 \times \text{CPC}$)

Examples of conversions

- The advertising by Adwords of legal (law) or insurance services in United States can cost 50-60 USD
- However conversion yields about 4000 USD
- In Lithuania the fast credits are rather expensive 1-2 EUR per click. But the conversions do not sufficiently cover expense. However the second credit has much larger level of conversion, than the first - about 20% . Thus it is reasonable to advertise 0% for the first credit as it attracts 2-time customers.

Possible abuse

- Automatically generated clicks can click on your ads. It means, that you will pay the cost per click sum as much as you have set in your budget, but no real customers will see your ad.
- The competitors using same keywords for their product search can manually click your ads till they reach sum of your budget (usually similar firms use similar advertising budgets, therefore it is easy to guess). Then your ads will never be shown to customers using the competitive keyword set

Possible solution

- You can apply to Google for detecting automated click or manual clicking (defined by IP, location and reasonable interval of clicks or usual patterns of customer behaviour)
- If the abuse is confirmed, Google returns advertising expenses

You can even make market forecast and define budget by Ads keyword prices

- The real estate ad prices grew for 3 times till 2008, then fell down for 2 times, now recovering up
- The most common advertising budget is 200-300 EUR per month
- Largest enterprises have it 10,000/month
- The top high- hosting centres (Mediashop)
- Large enterprises are now moving to Youtube (acquired by Google due to its potential)