

## OVERALL PERFORMANCE SUMMARY – Jan 1 – 31, 2017

<b>Avg Cost per Click (CPC)</b>	<b>Impressions</b>	<b>Click-through Rate (CTR)</b>	<b>Conversion Rate</b>	<b>Cost per Acquisition (CPA)</b>
<b>\$5.00</b>	<b>778,300</b>	<b>0.40%</b>	<b>26.31%</b>	<b>\$19.00</b>

### Goals

Improve the Key Performance Indicators (KPI) that directly affects your Revenue, Return on Ad Spend (ROAS), and Return on Investment (ROI). Increase 0.40% CTR by making ad copy compelling and relevant to the keywords connected to them. Organize Ad Groups so that keywords, negative keywords, and long tail keywords are not duplicating and competing against each other. Listen to recorded calls to improve conversion rate and use call tracking optimization to remove keywords that are not leading to conversions.

### Approach

Performing Ads PPC managers divide the keywords into two portfolios: Non-converting Keywords and Converting Keywords. We plot the keywords in each portfolio on a graph that quickly identifies which areas need optimization and which Key Performance Indicators (KPI) are directly affecting your Return on Investment (ROI) and Revenue.

## CONVERTING KEYWORD PORTFOLIO

These are all the keywords that generated revenue for the campaign

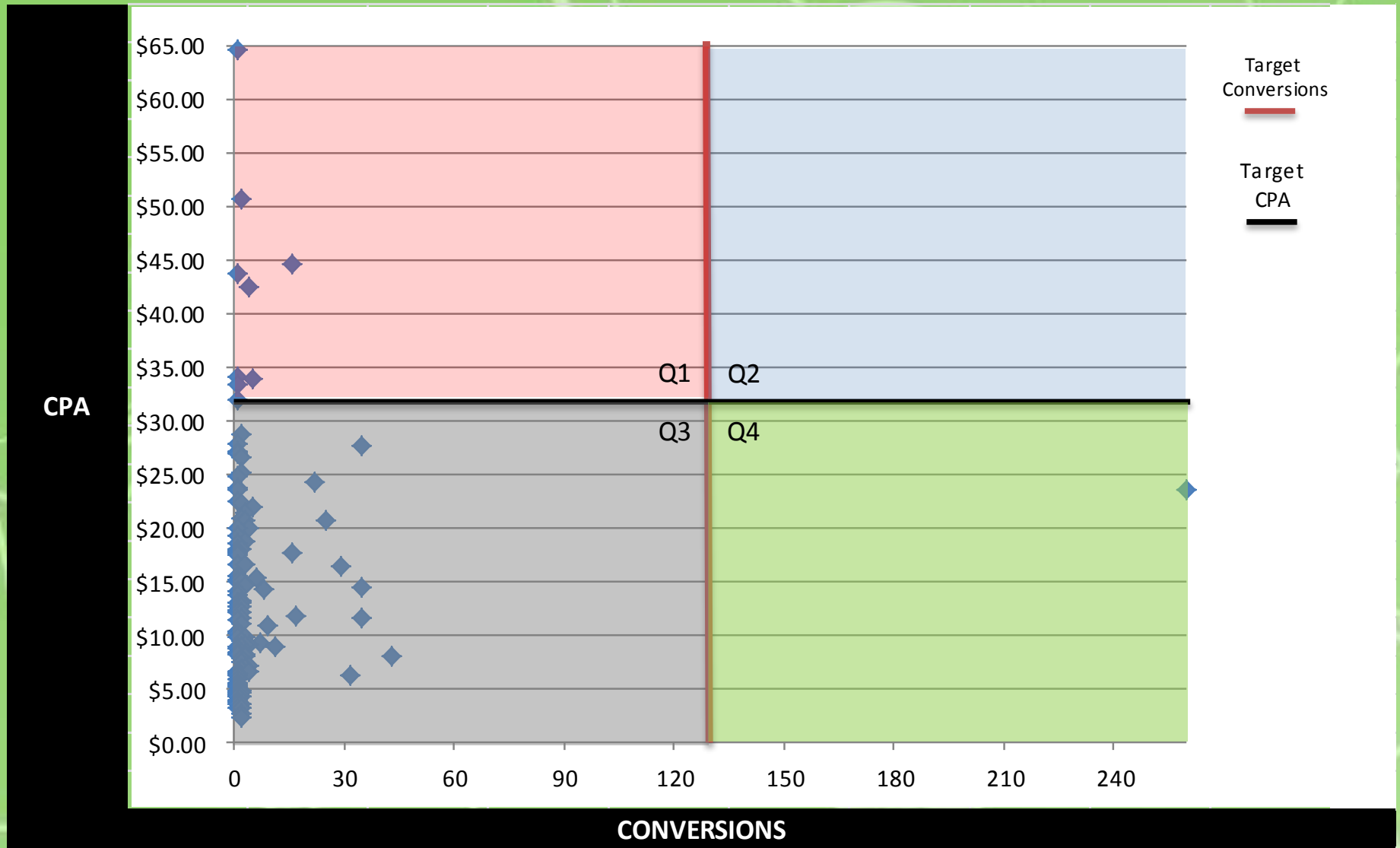
Keyword	Clicks	Impressions	CTR	Avg. CPC	Cost	Conversion Rate	Conversions	CPA
addiction	14	9,995	0.14%	\$4.61	\$64.51	7.14%	1	\$64.51
+drug +help	19	1,756	1.08%	\$5.33	\$101.22	10.53%	2	\$50.61
drug overdose	73	26,426	0.28%	\$9.76	\$712.30	21.92%	16	\$44.52
+stop +drugs	8	1,265	0.63%	\$5.46	\$43.65	12.50%	1	\$43.65
+addiction +help	21	4,660	0.45%	\$8.09	\$169.92	19.05%	4	\$42.48
+drug +detoxification	4	697	0.57%	\$8.53	\$34.13	25.00%	1	\$34.13
addiction help	26	5,421	0.48%	\$6.53	\$169.70	19.23%	5	\$33.94
addiction counselor	6	872	0.69%	\$5.58	\$33.45	16.67%	1	\$33.45
+alcohol +help	5	545	0.92%	\$6.38	\$31.92	20.00%	1	\$31.92
alcohol consumption	14	3,565	0.39%	\$4.11	\$57.55	14.29%	2	\$28.77
+stop +drink	5	1,028	0.49%	\$5.57	\$27.85	20.00%	1	\$27.85
+drug and +alcohol	101	21,564	0.47%	\$9.56	\$965.75	34.65%	35	\$27.59
detox tips	6	651	0.92%	\$4.52	\$27.14	16.67%	1	\$27.14
+drug +problems	5	1,051	0.48%	\$5.40	\$26.98	20.00%	1	\$26.98
home detox	13	4,076	0.32%	\$4.09	\$53.15	15.38%	2	\$26.57
addiction counsellor	9	554	1.62%	\$5.58	\$50.19	22.22%	2	\$25.09
home drug detox	4	550	0.73%	\$6.19	\$24.76	25.00%	1	\$24.76
+rehabilitation	97	24,103	0.40%	\$5.51	\$534.68	22.68%	22	\$24.30
treatment programs	5	831	0.60%	\$4.75	\$23.77	20.00%	1	\$23.77
marijuana addiction help	5	585	0.85%	\$4.70	\$23.51	20.00%	1	\$23.51
+drugs	1,382	316,661	0.44%	\$4.42	\$6,109.26	18.81%	260	\$23.50
+alcohol +counseling	3	331	0.91%	\$7.51	\$22.54	33.33%	1	\$22.54

This is an excerpt for the purpose of this sample report. The official report will have all the converted keywords listed.

# Detox Helpline Case Analysis

# Performing Ads

All 136 active and enabled converting keywords plotted



## Optimization Strategy:

Quadrant 1 (Q1) - HIGH PRIORITY. These keywords cost a lot but are not converting very well. Optimization is prioritized on these keywords to make sure their ad copy, negatives, bid caps, and landing pages are all complimenting each other. If these keywords continue to underperform or not assist other conversion metrics, reduce the bids or remove completely.

Quadrant 2 (Q2) - INVESTIGATE. These keywords convert well but are going over the target CPA. The PPC Manager will investigate to understand why these keywords are spending more money than they should, make adjustments, before lowering the bid or making any drastic changes. Spends a lot of money. Goes over target CPA. Converts well. Lowering the bids on these keywords doesn't mean it will solve the problem.

Quadrant 3 (Q3) - LOW PRIORITY. These keywords have not gained enough data to make an educated decision.

Quadrant 4 (Q4) - OPPORTUNITIES. These keywords converts well and has a good CPA. We can increase the bids to make them more competitive in traffic and ranking while maintaining the conversion rate to drive up the volume. We can also optimize negative keywords and relevance to try to maintain or lower the CPA without affecting rank.

The optimization strategies below are only for some of the keywords on the portfolio. Once partnered with Performing Ads, our firm will optimize all the converting keywords.

## Solutions:

**Q1: HIGH PRIORITY** - The keyword **addiction** needs immediate optimization.

- This converting keyword has the highest CPA on this portfolio with the **lowest CTR**. Out of 10,000 impressions, only 14 people clicked in the past 30 days. Of the 14, only 1 converted. This shows a lot of clicks are not our target market. Minimal negative keywords and ads not being relevant to the keyword itself affects the quality score/rank.
- **Dynamic Keyword Insertion** and additional **Long Tail Keywords** will narrow down searches that will positively influence the CTR and Conversion Rate. **Ad Copy Quality** and **Split Testing** will be done to ensure relevancy. **Call Tracking** and **Quality Assurance** will be used as a way to gather data and find out what keywords became a call conversion.
- There are no negative keywords present for this ad group. For a broad keyword like addiction, negatives like **statistics, jane, meaning, documentary, synonym, antonym, death, drama, case, movie, song, celebrity, shopping**, and **definition** are a must to avoid searches like **addiction movie, jane's addiction** (a rock band), and **addiction statistics**. These searches will not lead to conversions.
- We can compose an ad that talks about fears, uncertainties, and doubts involving addiction and recovery in general. Addicts want help but are tired of constant failure and are afraid of relapsing. We can use wording that will motivate them to call and turn fears into hope. Addiction is also a serious topic but the ads don't have to be so serious. We can test ad copy that has a lighter tone to separate us from the competition. Use rhythmic word play and humor to appeal to the senses. Use psychology and cognitive biases to attract callers. Combining all these strategies should improve our CTR and conversions. There is also the option to pause this keyword immediately as it is costing us.

**Q3: LOW PRIORITY** - The majority of the 136 converting keywords are in this quadrant. They are converting but in 30 days are still not hitting their targets. We have the option to wait longer or start optimizing the ones closest to our target CPA and target Conversion. Let's take a look at one example.

The keyword **+drug and +alcohol**.

- This keyword has a good Conversion Rate of 34.65% but a low Click-through Rate (CTR) of 0.47%. This means that not a lot of people click the ad but when they do, they convert.
- Since this has a good number of conversions, it is important for us to **listen to the calls** and optimize using the **information gathered** on **QA call validation** and **call tracking data**.
- We can add negative keywords to avoid the wrong broad mod combinations. **Drug and Alcohol party, studies, cases, sales, supplier, history, companies, paraphernalia, drinking, movies, song, anti, festival, books**, to name a few examples. The ad has to show **drug and alcohol** if we want the quality score and ad copy relevance to improve. Adding **tail keywords** and **ad extensions** will positively affect performance and improve conversions.

**Q4: OPPORTUNITIES** - There is only one keyword in this quadrant and it is the top converting keyword in this portfolio: **+drugs**.

- This keyword has an average CPC of \$4.42 and a CPA of \$23.50. There are multiple opportunities to improve the performance of this keyword.

- Data gathered during call tracking and QA lead validation will help optimize Key Performance Indicators (KPI). Listening to calls with this many conversions will give us a lot of data that will help the entire campaign across all ad groups.
- The ad rank is 1.7 for this keyword. We can increase the **bid cap** to get a more competitive position that will lead to more impressions and conversions.
- We must support the **bid management** strategy by improving **ad copy relevancy**, **quality score**, adding **tail keywords**, and adding **negative keywords** to ensure that our conversion rates do not go down. There's a good list of negative keywords we can add to remove irrelevant searches. Examples are **documentary**, **photos**, **den**, **legal**, **poisoning**, **cops**, **song**, **movie**, **paraphernalia**, **legalization**, **lord**, **cartel**, and **party**. Anyone typing **drug cartel** or **drug legalization** is not our target market. Not all the ads in this ad group have the keyword in it. This affects relevancy and quality score.
- This is the top performing keyword and we must build our campaigns off of this keyword using the 80/20 methodology. Optimize and build from the top 20% that perform and cut the 80% that doesn't.

## NON-CONVERTING KEYWORD PORTFOLIO

These are all the keywords that spent a total of **\$942.00** during Jan 1 – 31, 2017 but did not have a single conversion

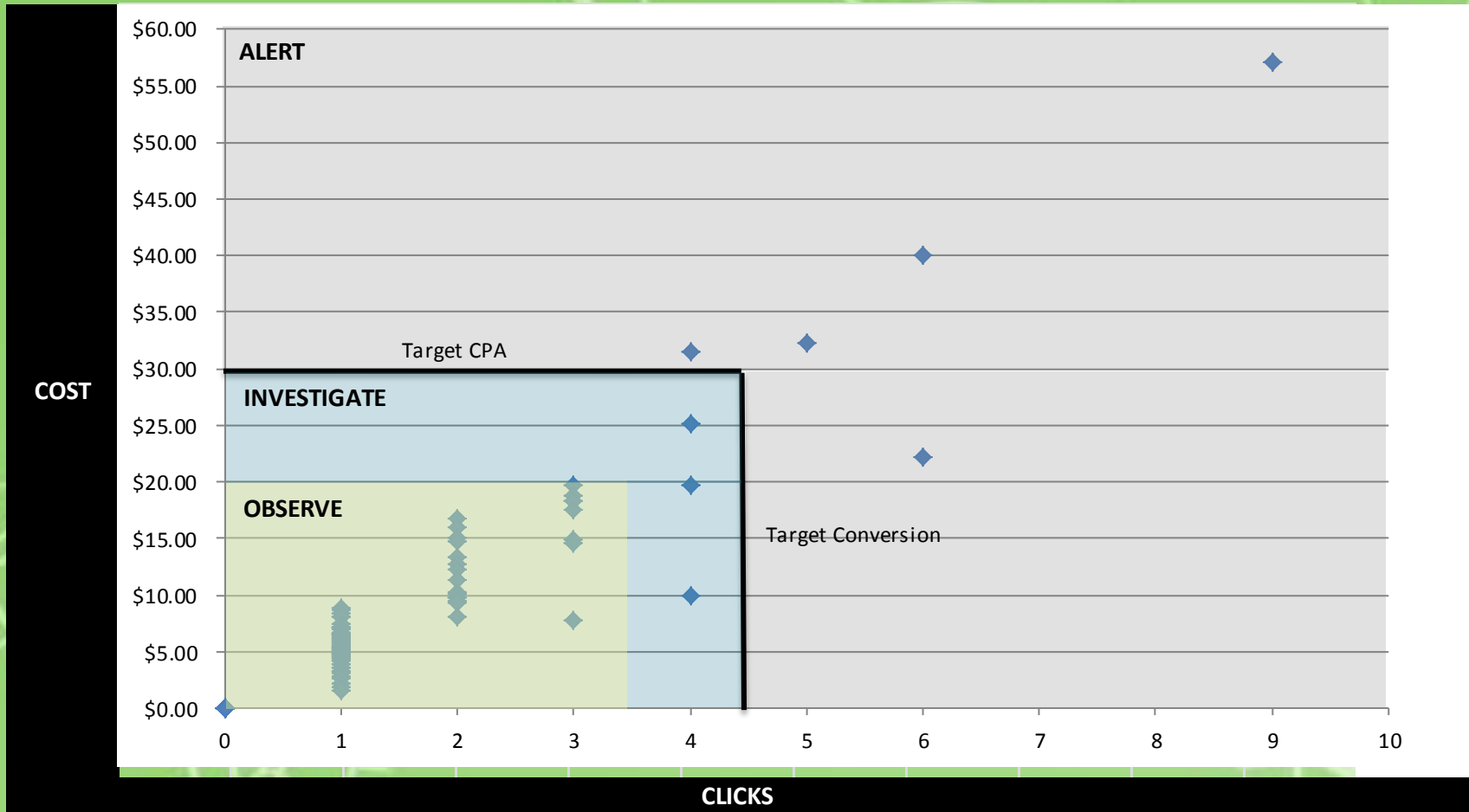
Keyword	Impressions	CTR	Avg. CPC	Avg. Position	Clicks	Cost
drug detoxification	1,579	0.57%	\$6.35	4.2	9	\$57.15
+detox +drugs	1,364	0.44%	\$6.68	4.1	6	\$40.06
+alcoholic +help	458	1.09%	\$6.46	5	5	\$32.32
+how +to +detox +from +drugs	1,240	0.32%	\$7.86	3.7	4	\$31.44
alcohol detox at home	117	3.42%	\$6.30	4.2	4	\$25.22
drug aid	503	1.19%	\$3.69	2.8	6	\$22.15
alcohol helpline	151	1.99%	\$6.57	4.6	3	\$19.70
outpatient treatment	781	0.51%	\$4.92	3.7	4	\$19.67
+stop +drinking	1,165	0.26%	\$6.27	4	3	\$18.80
+addiction +problems	159	1.89%	\$6.11	3.5	3	\$18.33
+addiction +problems	159	1.89%	\$6.11	3.5	3	\$18.33
+quit +alcohol	234	1.28%	\$5.84	4.4	3	\$17.52
+detox +drug	1,311	0.15%	\$8.40	3.8	2	\$16.81
+alcohol +counselling	324	0.62%	\$7.99	4.4	2	\$15.98

This is an excerpt for the purpose of this sample report.  
The official report will have all the non converting keywords listed.



# Detox Helpline Case Analysis

All 882 active and enabled non-converting keywords plotted



## Optimization Strategy:

**OBSERVE** - These non-converting keywords do not have enough data or experience to make an educated decision on them.

**INVESTIGATE** - Find out why these keywords aren't converting, through a variety of testing methodologies and optimization techniques.

**ALERT** - These non-converting keywords are not meeting our targets and are going over our budget. We must optimize these on **HIGH PRIORITY** and delete them if still not positively influencing the Key Performance Indicators (KPI).

The optimization strategies below are only for some of the keywords on the portfolio. Once partnered with Performing Ads, our firm will optimize all non-converting keywords.

## Solutions:

**ALERT** - The keyword **drug detoxification** is way past our targets and is not converting. We are spending money on this keyword without generating any revenue.

- If this was on its first week, we would add negative keywords like **kit, meaning, shampoo, definition, pill, study, history, cases, drink, statistics,** and **books** to remove irrelevant searches like **drug detoxification book, drug detoxification shampoo,** and **drug detoxification definition.**

- Unfortunately it's been 30 days and the keyword still isn't converting. We recommend replacing this with a longer tail keyword like **drug detoxification help**, **drug detoxification center**, and **drug detoxification hotline**.
- Optimize and split test different ad copy with more compelling and relevant call to action that will lead to a conversion.

**INVESTIGATE** - The keyword **alcohol detox at home** is a long tail keyword that has a CTR of 3.42% and 117 impressions but not converting. Not enough people are seeing the ad and when they do click, they do not convert. No negative keywords. Ad copy needs to be relevant to the keyword.

- Add **match type variations**. Consider **increasing the bid** to get more impressions and higher ranking. Improve **ad copy relevance** and **quality score**. Improve call to action to let people feel they can get help and counseling from home. Add negative keywords to avoid searches that involve **home recipes** and **home remedies**. Use the convenience of calling from home as a motivator for the target market to take the first step to recovery.

## Summary:

The campaign has many opportunities for improvement. Our PPC Specialists will manage and fine tune each strategy using a combination of sophisticated tools, proprietary methodologies, and a high level of industry experience to ensure that every dollar you spend is only for Performing Ads.