



Online Advertising Overview

Objectives

- Maximize traffic to Cornucopia site
 - Used 14 keywords, changed to 50, to increase SEM
 - No negative keywords
 - AdWords set to bid for best keywords to maximize clicks
- Increase awareness about company's products, in order to increase sale
 - Adgroups specifically made for situations that Cornucopia wants people to purchase their products. Ex: Corporate gifts, in order to lead to big purchases

Metrics Goals

- 25,000 Impressions/day
- CTR of 10
- Maximize CPC

Campaign Changes

- Ad groups
 - Additional keywords added, 50 total
 - More ads created
- Dates
 - Campaign ended April 25th
 - Snack and Gift group ran concurrently
 - Re-ran popcorn last two days of campaign
 - April 25th: Budget increased from \$17.00 to \$45.00

Operations

Three Flight Structure with "Standard Delivery Setting"

- Flight 1: Popcorn Group, April 12th-16th
- Flight 2: Snack Group, April 17th- 22nd
- Flight 3: Gift Group, April 22nd-26th

These changes were implemented in order to increase impressions and clicks.

Overall stats:

Impressions: 265,334
 Clicks: 271
 CTR: 0.10%
 Avg. CPC: \$0.90
 Cost: \$242.94
 Avg. Ad Pos.: 3.1

Cornucopia's Online Sales:

April 15th-26th, 2012: \$1705.91
 April 2011: \$525
 April 2010: \$123
 April 2009: \$472

Keywords:

Snacks: 51 clicks
 Finger Food: 39 clicks
 Popcorn: 22 clicks
 Gourmet Popcorn: 11 clicks
 Party Snacks: 11 clicks
 Secretary Gift: 9 clicks

Snack AdGroup: Best Performance

Impressions: 139,219
 Clicks: 172
 CTR: 0.12%
 Avg. CPC: \$0.82
 Cost: \$140.19
 Avg. Pos: 3.3

Gifts AdGroup: Second Best Performance

Impressions: 109,938
 Clicks: 55
 CTR: 0.05%
 Avg. CPC: \$0.89
 Cost: \$48.74
 Avg. Pos: 2.8

Popcorn AdGroup: Third Best Performance

Impressions: 16,186
 Clicks: 44
 CTR: 0.27%
 Avg. CPC: \$1.23
 Cost: \$54.01
 Avg. Pos: 3

