

Post-Campaign Report – Cornucopia

Executive Summary

Campaign Overview

Cornucopia had two objectives during their Google AdWords campaign. The first goal was to maximize traffic to Cornucopia's new and improved website. To achieve this, Tradigital start with 14 keywords to increase Cornucopia's SEM presence. No negative keywords were chosen to minimize the loss of potential customer impressions and clicks. AdWords then set to bid for the best keywords to best strategize our budget of \$250. The second goal of the campaign was to increase awareness about Cornucopia's products, which would then lead to increased sales. Ad groups were created specifically for the situations that Cornucopia wants customers to purchase its products. The first two Ad groups were the Popcorn group, running for four days, and the Snack group, running for five days. Each group would have a limit of \$17/day. Our final and heavier Ad group was the Gift group, which would run for four days but use the limit of \$19.40/day.

Key Results

Overall the campaign achieved 265,334 impressions with 271 clicks. The Popcorn Ad Group was least successful with 16,186 impressions and 44 clicks. After noticing the small number of impressions, the team added more keywords adding up to 50 search terms. Following that, the next AdGroup, Gifts, received 109,938 impressions with 55 clicks. The most successful Ad Group was the Gifts group, bringing in 139,219 impressions and 172 clicks. The average cost per click was \$0.21/keyword with a campaign totaling \$242.92. According to the Google Analytics of Cornucopia's website, 96% new users stemmed from the AdWords ads. However, there was a 77% bounce rate and the average time spent on the site was 20 seconds.

Conclusion

Overall, the AdWords campaign did not succeed as the team had previously hoped for, but the ads did receive a great number of impressions and clicks. A greater number of searchers discovered who Cornucopia is and what they provide. Ultimately, when these consumers are looking for something delicious, they will remember stumbling upon Cornucopia and purchase some popcorn for the first time and hopefully for many more after that.

Future Online Marketing Recommendations

Cornucopia should continue to use AdWords to drive traffic to their new website. They should set aside a budget of at least \$20/day to get as many impressions and hopefully clicks without spending too much. They should start out with greater than 15 keywords in an AdGroup and make changes when needed as the campaign begins. A mistake that Tradigital made at the beginning was not running multiple Ad Groups at the same time.

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Cornucopia should begin their new campaign by doing that, including the Ad Group of Gifts, which will most likely be the most successful group to start off. Using AdWords, and other social media sites to drive users to the Cornucopia website should continue to be used. Most of the time, online shoppers don't know exactly what they're looking for. For example, consumers may stumble across Cornucopia's ad while searching for a treat, gift, etc. or like and follow Cornucopia's Facebook and Twitter for special deals in case they are in the market to get these items.

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Industry Component

Campaign Overview

In the beginning, the AdWords campaign started out a little slow. However, after a few adjustments were made, it ended up using all of the money and doing very well. The first goal of the campaign was to maximize traffic to the Cornucopia website. We used 14 different keywords to increase our SEM in order to reach this goal. These keywords were strategically divided up into AdGroups that were implemented at different times throughout the two weeks that the campaign ran. No negative keywords were used because this would block potential customers and clicks from going to the Cornucopia website. Thus, they would hinder us from reaching our goal. Additionally, to maximize traffic to the company's website, the settings on AdWords were made to bid for the best keywords to maximize clicks within the budget.

The second goal of the campaign was to increase awareness about the company's products in order to generate sales. The AdGroups were specifically made for this reason. For example, one of the AdGroups was "Corporate Gifts". Cornucopia generates a lot of its revenue from these types of sales, so we used keywords such as "National Secretary Day" and "secretary gift" in order to escalate these purchases. In addition to these goals, we also had several goals for our metrics. Cornucopia wanted to generate an average of 25,000 impressions per day, and we actually generated an average of 17,688 per day. We did not reach our goal, but now we understand that this amount of impressions was unrealistic for our campaign. During our campaign, we ran a three-flight structure with the "standard delivery setting" on AdWords. Each flight had a different AdGroup that ran through it.

Flight one consisted of the "Popcorn" group, which ran April 12-16. The budget for this group was limited to \$17 per day. However, due to the limited success of this group during its flight, we decided to change our strategy and start it up again on April 24 and run this group until the end of the campaign on April 26. The second flight was our "Snack" group. This group was also limited to \$17 per day and was planned to run from April 17-22. However, we had to adapt and make changes to our campaign because we were not generating enough clicks. Therefore, this AdGroup ended up running from April 17-26.

The third and final flight of the campaign was the "Gift" group. This ran April 22-26 and was allotted \$19.40 per day because Cornucopia generates most of its revenue from corporate gifts. Additionally, this flight was aiming to take advantage of Earth Day and Secretary's Day. This group ran before Earth day because it aimed to promote healthy eating during this time in order to go along with the "Earth Day" theme. Furthermore, Secretary's day is a time when a lot of corporate gifts would be purchased, so we chose to heavy up around this holiday. Throughout all three of the flights, adjustments were made as we used Google Analytics and AdWords

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to monitor CPCs. Then, the flights were changed based on daily performances. Since the third flight was so successful, the leftover money from the other two flights was inserted into it because it generated more clicks and, ultimately, maximized our budget.

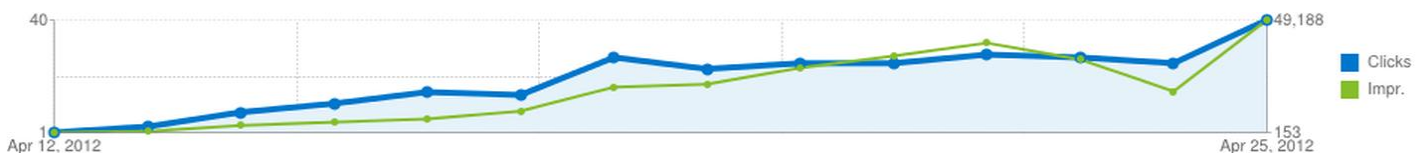
Evolution of your Campaign Strategy

Change was a key factor to the success of our AdWords campaign. From the beginning, the campaign was closely monitored as data was reported. It was quickly realized that modifications were needed in order to amplify our impressions and meet our objectives. On the second day of the campaign, nine keywords were added to the popcorn ad group. Additionally, user interests were added to target specific display networks in order to put our message in front of an audience that would be more responsive. It was also deemed necessary to eliminate the limits on CPC in order to get a better page rank, so we decreased the max CPC from \$1.50 to \$0.00.

Upon the conclusion of our first flight, popcorn, which ended April 16, our team gathered to assess what changes needed to be made in the following flights to bolster the amount of impressions received and the CTR. It was decided that instead of running our second and third ad groups (snacks and gifts) in two separate flights, they would run concurrently. This increased the number of impressions, clicks and thus money spent each day. Again, we added keywords to these groups as well; 18 to “snack” and 20 to “gifts”. These keywords diversified our ad groups and broadened the campaign’s reach. Furthermore, we created more text ads for these ad groups in order to track which message was more effective.

After these changes were implemented, the campaign was monitored to daily to track improvements in the campaign and budget. The only additional change was implemented two days prior to the close of our campaign, which was to run the “popcorn” ad group until the end. We decided to run the ad group again because of its low performance earlier in the campaign, but we felt that it had a lot of potential in the market.

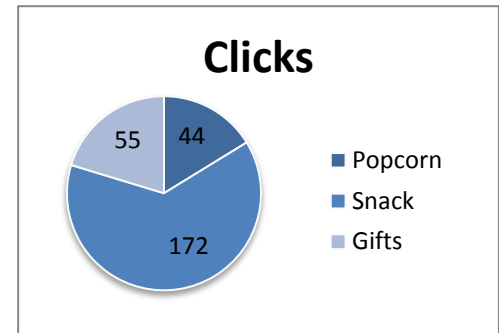
The changes employed throughout the duration of our AdWords campaign directly impacted its success. Prior to starting, we were unfamiliar with how quickly money was spent and thus approached our campaign strategy cautiously. However, within a couple of days we quickly learned that adding more keywords to our ad groups was imperative to achieving our objectives. Prior to any changes, the “popcorn” ad group only garnered 81 impressions and 1 click. After adding keywords and running two ad group simultaneously, impressions soared as did clicks as seen in the change history graph.



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Key Results

Through our three week campaign, we gained 265,334 impressions, 272 clicks, with an overall Click through Rate (CTR) of 0.10%, and an average Cost Per Click (CPC) of \$0.90. That translates to 17688.93 impressions a day, which was less than our goal of 25,000 impressions a day. In terms of individual ad group performance, our most successful group was the “Snack” AdGroup. The group gained 139,219 impressions, which is 30,000 more than the second best group, the “Gifts” AdGroup. Although the “Snack” AdGroup had a lower CTR than the “Popcorn” AdGroup, 0.12% versus 0.27%, the “Snack” AdGroup is still more successful because it displayed a far larger amount of ads, as well as a very large difference in impressions and total cost, \$140.95 spent on “Snacks” and \$54.01 spent on “Popcorn”. When comparing all the AdGroups, flight 1 underperformed greatly compared to the other two groups. “Popcorn” had nine keywords that did not receive any clicks, and the ads performed significantly better after being inserted at the end of our three week campaign and with a higher budget allowed. The most successful words were: Snacks -- 51 clicks, Finger Food -- 39 clicks, popcorn -- 22 clicks, gourmet popcorn -- 11 clicks, Party Snacks -- 11 clicks Secretary Gift -- 9.



During our Google AdWords campaign, Cornucopia’s online sales dramatically increased. When we look at Cornucopia’s online sales from the month of April for the last three years, the results fluctuate. The website generated \$472 during April 2009, \$123 during April 2010, \$525 during April 2011, and exclusively during our campaign, April 15th through the 26th, the website generated \$1705.91. This is 3.25 times greater than all of April 2011’s sales.

The biggest lesson learned during the campaign was to run multiple groups concurrently, as opposed to running three mutually exclusive flights like we had originally planned. As previously mentioned, AdGroup One began performing much better during the end of our campaign. The two modifications to this AdGroup that we implemented to boost performance were adding even more keywords, totaling up to 50 keywords, and running multiple groups. Our initial plan was to run three distinct flights so we could make sure to not spend a huge amount of our budget, but we learned that we could spend more than we initially thought possible. According to Cornucopia’s Google Analytics, 96% of new users on Cornucopia’s site stemmed from one of our advertisements. While this is a very good statistic, it is concerning that we had a 77% bounce rate, which means that 77% of people that visited Cornucopia’s site left after the first page view. To remedy the situation, the website itself needs some modifications to keep visitors engaged.

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Conclusions

In conclusion, the Adwords campaign expanded Cornucopia's online marketing presence. Although many of our objectives and strategy changed through out the campaign, this allowed for the campaign to evolve and become highly successful. The campaign garnered over 260,000 impressions and 271 clicks. Additionally, the campaign allowed for us to gather insights on successful practices for utilizing AdWords for Cornucopia, which in turn allows us to guide Cornucopia through future successful campaigns.

Future Recommendations

The success of this campaign indicates that AdWords is an appropriate advertising strategy for Cornucopia. It is recommended that Cornucopia continues to utilize this medium to increase its reach and market potential. We encourage Cornucopia to track conversions by placing the link within its website coding. Also, they should track traffic flow from social networks such as Facebook, Twitter and Google +. This will enable Cornucopia to understand its audience and specifically target them through a streamlined, targeted marketing strategy.

It is also recommended that Cornucopia create a diverse campaign that will appeal to a large audience, but is also segmented to efficiently reach their desired audience. This can be achieved by creating more specific ad groups. For example, instead of including corporate gifts into one general gift category, a specific ad group should be created to target businesses specifically. This will also allow for more detailed analysis, tracking and hopefully specific conversion rates for each target segment.

For keywords, we suggest that each ad group maintain at least 15 keywords to ensure that the ad group is effective and the advertisements achieve at least 15,000 impressions a day, which will in turn garner more clicks and thus a higher CTR. The CTR goal should be aimed at around .50% for future campaigns. Additionally, the daily budget should be set around \$17-\$20/day. This budget is still affordable, but will get the impressions needed to ensure a successful campaign. We recommend automatic bidding, but do not suggest placing a limit of CPC bids.

Furthermore, Cornucopia should monitor future campaigns daily to ensure that these goals are being met. It is recommended that two or more ad groups run simultaneously because it will extend the campaigns reach. Each ad group should contain at least three different ads and we recommend using Google's display network, but only relevant sites, such as the food and drink category. We caution running the campaign on weekends because weekdays perform higher. After careful analysis, we believe that these recommendations will provide Cornucopia with the ability to run many successful campaigns in the future.

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Learning Component

When the Google Online Marketing Challenge was first presented to Tradigital Media, the team hoped to learn how to successfully run a search engine marketing campaign. The most important learning experience for the team was getting the opportunity to actually implement a plan for a real client with real money. Last semester, in Media Planning Foundations, teams were assigned to create a media plan for a real client, but never followed through with implementing the strategy. Another first opportunity for the team was being able to work within the digital media market. When using traditional media, a team plans then doesn't get to change anything after the campaign has started. Tradigital has learned that it is important to constantly update the AdWords campaign as it runs. If one keyword isn't working as well as expected, the team is able to change it or take it out completely. To change items while the campaign is running, it takes very fast planning and the ability to make things happen right on the spot. An AdWords lesson that the team learned was that it is more valuable to run multiple AdGroups at one time. Tradigital started off the campaign thinking that it was best to run one AdGroup at a time, however after low numbers of impressions and clicks following the first few days, the team decided to run multiple groups at one time. The team members in Tradigital Media also learned much more about what AdWords does, the tools it uses, and the information it gives back to the owner of the campaign. For example, no one on the team knew what click through rate (CTR) was until AdWords gave the information and explained what it means.

Tradigital Media worked very well as a team. All members were present at every meeting, and every member brought something important and different to the table. At first it was difficult because no members on the team had worked with AdWords before, so it was tricky to figure out where to start. However, with the skills learned through the TexasMedia program, all members were able to adapt to the new digital-planning style and run a successful campaign.

Cornucopia Popcorn Creations created no problems for the team. They were extremely helpful, willing to participate, and open to experimentation. Because this was the first time for the team to implement a strategy with a real client, it was hard to remember to get in touch with the client and letting them in on what the team was planning.

To improve campaign strategy, Tradigital's recommendation would be to do more research on the platform the team is about to use. Doing greater research on AdWords would have been very valuable before beginning the campaign. Also, fully understand the consumers that the client mainly serves. Tradigital discovered that the Popcorn AdGroup (the previously chosen favorite for impressions) was not as successful as the Gift AdGroup. The team learned that most people who clicked on Cornucopia's website link weren't exactly sure what kind of treat they wanted; they just knew that it would be a gift.