



Paid Search and Paid Social Advertising Using Google Ads and Facebook Ads



Project Overview

Our team of PPC advertising specialists focused on driving sales and subscriptions through advanced shopping campaigns, branded search, display, shopping, and retargeting campaigns with Google Ads. We conducted continual A/B testing by testing headlines, ad copy, creatives, and call-to-actions to identify ad variants that worked significantly better on Facebook Ads. These efforts fueled an increase in return on ad spend and revenue, while helping the client to achieve their pay-per-click advertising goals.

Client Profile

The client is a leading US-based subscription-based sports apparel and accessories company. Their two main business assets include an eCommerce site and a subscription platform for online delivery services. They also run an SMS platform where flash deals are texted to users; the deals redirect the users to purchase products via a Shopify store.

Business Challenges

- A major share of the budget was invested in paid search campaigns, and these campaigns were driving below-goal CPAs
- Display campaigns could not bring in profitable traffic and were under-invested due to a lack of potential to drive conversion volume




Business Requirement

- Identify and scale campaigns that can efficiently convert and subsequently expand to other opportunities from a budget management perspective
- Launch non-branded campaigns by identifying high-performing terms, along with good distribution of match types using search query reporting and keyword research
- Orchestrate a low-cost traffic-driving mechanism for display campaigns to build up audience and cookie pools for remarketing
- Scale remarketing campaigns on Facebook using look-alike audiences and split testing
- Build a fully automated reporting dashboard with real-time data that can help streamline communication within the team

QBurst Solution

We started by analyzing the client's historical search terms, audience categories, and product performance. Keyword research was done using syndicated tools such as Keyword planner and SEMrush. Search terms based on Google Ads suggestions were also included in the keyword list, which helped serve as a guide for restructuring the campaigns. Based on the attribution model, we set separate targets for high-assisting keywords. Google Search and Google Shopping campaigns were restructured and segmented to enable better bid and budget management. The high-level research and analysis done by the team facilitated strategic use of the ad budget

The launch of non-branded campaigns enabled them to reach customers who would not otherwise have entered the marketing






funnel. These campaigns helped increase the customer base and created more opportunities to create loyal customers. While bidding on non-branded terms, we discovered new search terms that had the potential to garner more traffic and generate new customers. We incorporated these search terms in the non-branded campaigns.

We noticed that the display campaigns lacked the potential needed to drive conversion volume. Looking at the location-wise performance of the campaigns, we identified locations that outperformed others. We modified the location-based bid modifiers for all the campaigns and developed a location-based bid modifier strategy for each state which was adjusted as the seasons changed. Similarly, we identified the timings and days of the week during which sales were high. The bid was modified to pick up as much traffic as possible during these times and also to pick up any lost opportunities.

For Facebook, click and reach-focused campaigns were run to increase customer reach. We worked on developing a rich audience base and excluded people who did not spend time on the site. Look-alike audiences were created based on the category of subscription, the recency of users, and the frequency with which they visited the site. Ad sets were split based on the subscriptions being promoted. We created a testing strategy for each placement – this included unique creative, offerings, and messaging as user experience/intent differs by placement. Rather than continuing to add ads to existing ad sets, we duplicated winning ads into new ad sets to run against new creatives.

For reporting marketing activities, the client wanted to build actionable and interactive reports for the executive, operational,



and marketing teams. Using Google Data Studio, we built a fully automated consolidated reporting dashboard with real-time marketing data from various channels such as website, social, search, and PPC. Automated reporting enabled them to reduce the time spent on building reports and invest more towards developing and implementing data-driven insights. Faster workflows and more precise insights helped optimize campaigns and increase ROI.

Key Reports

- Performance Summary Dashboard presents a consolidated view of the entire business and displays data on key performance indicators such as spend, revenue, ROAS, and profit
- Channel Summary Report displays data on key performance indicators across each of the channels/platforms under management
- Daily Progress Report tracks the clicks, impressions, cost, conversions, and CPA for each channel on a daily basis. Users can compare figures for the present day, week, and month with the previous period. The differences are indicated using colored up/down arrows.

Technologies Used



Google Ads



Facebook Ads



Google Analytics



Google
Data Studio

Impact

- High-level keyword analysis and attribution modeling facilitated strategic use of ad budget and improved the efficiency of Google Search and Google Shopping campaigns
- Non-branded campaigns strengthened the customer base growth rate and created more opportunities to build loyal customers
- Location-based bid modifiers and maximum bidding on the identified high sales periods doubled the display campaigns' CTR and conversion rate
- Look-alike audiences created based on user behavior, as well as continual split testing with creatives, offerings, and messaging helped scale remarketing campaigns on Facebook
- The automated Google Data Studio reporting process significantly reduced time and effort
- Faster insights into KPIs helped to quickly analyze campaign performance and identify top converting areas
- Data-driven insights led to informed decision-making that helped optimize campaigns and increase ROI
- Business teams could easily explore and analyze data, extending the value of data throughout the organization



Overall Summary of performance:

- Spend - \$23,128 (Last week) vs. \$10,339 (Previous week)
- Revenue - \$33,386 (Last week) vs. \$21,749 (Previous week)
- ROAS - \$1.44 (Last week) vs. \$2.10 (Previous week)
- Profit - \$10,258 (Last week) vs. \$11,410 (Previous week)

Subscription - Last week we spent \$14,776 and generated \$19,705 in revenue, 117% of goal with a cost per acquisition of \$36. From a conversions perspective, we were 3% higher than last week.

Messaging - Last week we spent \$644, and generated \$1,094 in revenue with \$1.7 ROAS. From a conversion perspective we were 8% higher than last week.



Channel Summary:

Channel - Facebook:

Subscription - Last week we spent \$12,375 and generated \$15,679 in revenue and sales for a cost per acquisition of \$45 and profit of \$3,304.

Messaging - Last week we spent \$644 and generated \$1,094 in revenue with \$1.7 ROAS and profit of \$450.

Channel - Google:

Subscription - Last week we spent \$2,041, and generated \$4,026 in revenue and sales for a cost per acquisition of \$14, and profit of \$1,985.

Channel - Snapchat:

Subscription - Last week we spent \$5, and generated \$31 in revenue and sales for a cost per acquisition of \$4, and profit of \$26.

All Channels + Performance

Week ▼	Cost	Revenue	ROAS	Profit	Subscription	Purchases	CPA	Messaging Sign Up	Messaging CPA	Margin	AOV
Aug 3, 2020	\$660	\$699	\$1.06	\$39	10	12	\$39	40	\$17	558%	\$58.25
Aug 10, 2020	\$10,504	\$10,730	\$1.02	\$226	66	195	\$54	411	\$26	211%	\$55.03
Aug 17, 2020	\$15,215	\$15,919	\$1.05	\$704	52	235	\$65	361	\$42	442%	\$67.74
Aug 24, 2020	\$9,110	\$10,436	\$1.15	\$1,326	48	216	\$42	209	\$44	1271%	\$48.31
Aug 31, 2020	\$10,354	\$10,014	\$0.97	-\$340	56	182	\$57	81	\$128	-340%	\$55.02
Sep 7, 2020	\$23,143	\$23,805	\$1.03	\$662	73	354	\$65	86	\$269	278%	\$67.25
Sep 14, 2020	\$20,414	\$20,414	\$1.03	\$604	61	347	\$57	84	\$236	296%	\$58.83
Sep 21, 2020	\$19,213	\$19,386	\$1.01	\$173	85	336	\$57	87	\$221	89%	\$57.70
Sep 28, 2020	\$14,826	\$15,330	\$1.03	\$504	76	259	\$57	146	\$102	329%	\$59.19

Facebook

Week ▼	Cost	Revenue	ROAS	Profit	Subscription	Purchases	CPA	Messaging Sign Up	Messaging CPA	Margin	AOV
Aug 3, 2020	\$645	\$689	\$1.07	\$44	10	10	\$65	40	\$16	634%	\$68.87
Aug 10, 2020	\$4,958	\$5,276	\$1.06	\$317	66	70	\$71	411	\$12	602%	\$75.37
Aug 17, 2020	\$5,272	\$5,359	\$1.02	\$88	52	63	\$84	361	\$15	164%	\$85.07
Aug 24, 2020	\$3,891	\$4,374	\$1.12	\$482	48	52	\$75	209	\$19	1103%	\$84.11
Aug 31, 2020	\$4,239	\$3,942	\$0.93	-\$297	56	56	\$76	81	\$52	-754%	\$70.39
Sep 7, 2020	\$8,176	\$8,249	\$1.01	\$73	73	116	\$70	86	\$95	88%	\$71.11
Sep 14, 2020	\$4,691	\$4,858	\$1.04	\$167	61	67	\$70	84	\$56	344%	\$72.51
Sep 21, 2020	\$6,358	\$6,284	\$0.99	\$173	85	97	\$66	87	\$73	-118%	\$64.78
Sep 28, 2020	\$6,186	\$6,358	\$1.03	\$504	76	83	\$75	146	\$42	270%	\$76.60

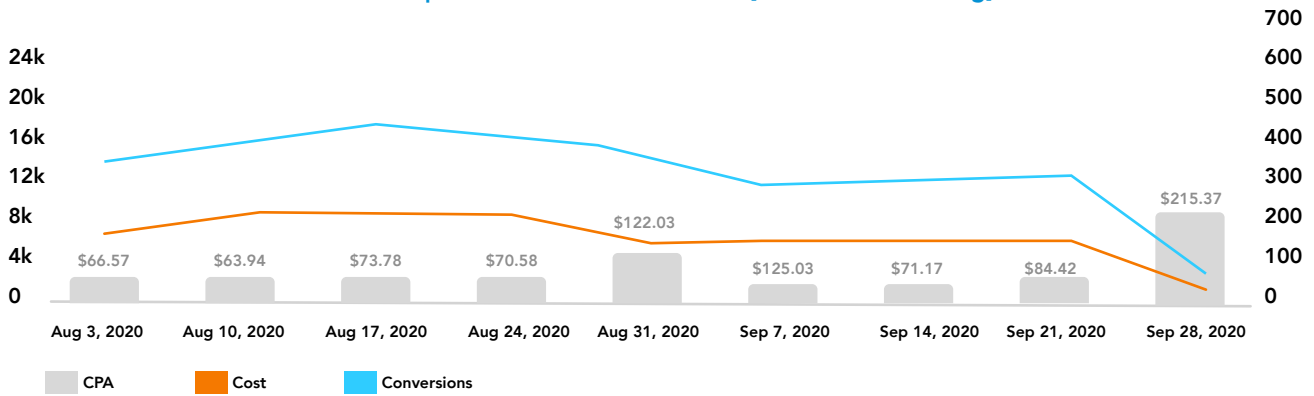
Google Ads

Week ▼	Cost	Revenue	ROAS	Profit	Purchases	CPA	Margin	AOV
Aug 3, 2020	\$15	\$10	\$0.69	-\$5	2	\$8	-45.48981571	\$8
Aug 10, 2020	\$15,546	\$5,454	\$0.98	-\$91	125	\$44	-1.677389074	\$44
Aug 17, 2020	\$9,943	\$10,560	\$1.06	\$616	172.27	\$58	5.837074805	\$58
Aug 24, 2020	\$5,219	\$6,072	\$1.16	\$844	164.47	\$32	13.9150208542	\$32
Aug 31, 2020	\$6,115	\$15,556	\$0.99	-\$43	126.27	\$48	-0.7068208542	\$48
Sep 7, 2020	\$14,967	\$15,556	\$1.04	\$589	238	\$63	3.786758207	\$63
Sep 14, 2020	\$15,119	\$20,414	\$1.03	\$437	279.68	\$54	2.807571282	\$54
Sep 21, 2020	\$12,855	\$13,102	\$1.02	\$247	239.27	\$54	1.888462921	\$54
Sep 28, 2020	\$8,640	\$8,972	\$1.04	\$332	175.63	\$49	3.703237254	\$49

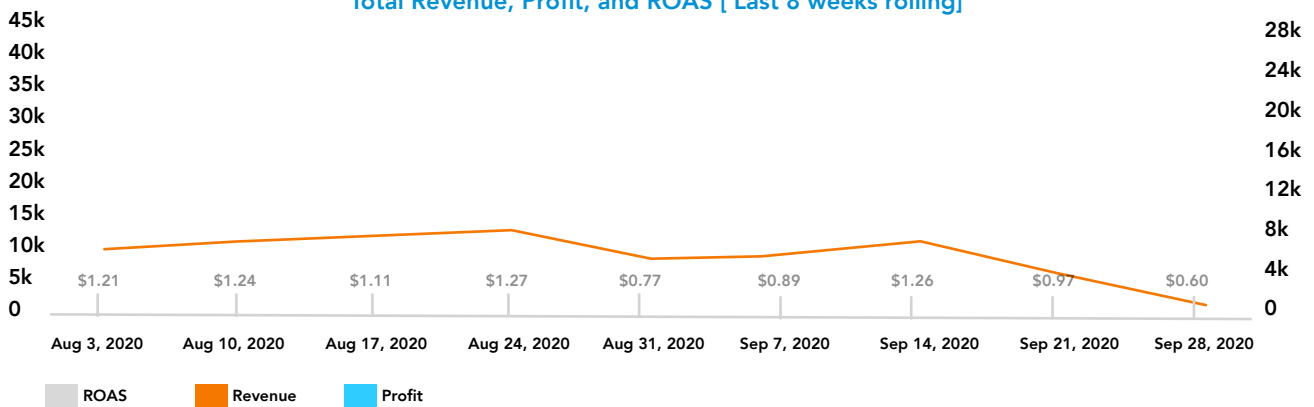
All Channels + Performance

Week ▼	Cost	Revenue	ROAS	Profit	Margin	Weekly Revenue Goal
Aug 3, 2020	\$660	\$699	\$1.06	\$39	-229%	14,289.72
Aug 10, 2020	\$10,504	\$10,730	\$1.02	\$226	-50%	14,289.72
Aug 17, 2020	\$15,215	\$15,919	\$1.05	\$704	-5%	14,289.72
Aug 24, 2020	\$9,110	\$10,436	\$1.15	\$1,326	-70%	14,289.72
Aug 31, 2020	\$10,354	\$10,014	\$0.97	\$-340	-113%	14,289.72
Sep 7, 2020	\$23,143	\$23,805	\$1.03	\$662	-3%	14,289.72
Sep 14, 2020	\$20,414	\$20,414	\$1.03	\$604	-23%	\$18,290
Sep 21, 2020	\$19,213	\$19,386	\$1.01	\$173	-6%	\$18,290
Sep 28, 2020	\$14,826	\$15,330	\$1.03	\$504	-10%	\$18,290

Total Spend, Conversions, and CPA [Last 8 weeks rolling]



Total Revenue, Profit, and ROAS [Last 8 weeks rolling]



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