#### Hello. Going up?





#### Improving your online campaigns.







## 1) Why video advertising?





# a) The first 5 seconds.b) The costs.c) The story.







Unique viewers 📔	🗈 🕀 Impress		ions 🔸 Views 🖬		Avg. CPV 💽		Total o	Total cost 🖬 🛛 C		icks 🖪		/ideo p	layed to				
											25%	50%	75%	6 10	0%		
96,943	3	326,793	326,793 116		RON0.03 RON0.03					4,8 <mark>27</mark> 7	72%	<mark>43</mark> %	6 36%	32	2%		
98,320	D	320,094		,464						4,598 73%		45%	37%	6 3	3%		
1{ Uni	Unique viewers 🔝 🛛 🛛		∃ Impressions ↓		Views 🖬 🖌		g. CPV 📳	Total cost 🛐		Clicks		Video play		ed to: 🔝			
17							_					25%	50%	<mark>7</mark> 5%	100%		
11	112	,704	404,10	8	145,590		RON0.02	RON3,	046.44		5,835	77%	45%	37%	34%		
	109	,831	<mark>398,9</mark> 2	6	142,575		RON0.02	RON3,	017.19		5,832	76%	44%	37%	33%		
206				^	0	_	0.010.00	n/	NO 00		ы	00/	00/	00/	00/		
		Unique vi	ewers 📳	🛨 Im	Impressions		✓ Views II	Avg. CPV	V 🗊	Total cost		C	licks 🛛	U.	Video pla	ayed to:	?
														25%	50%	75%	100%
			259		13,506	3,689		RO	N0.01	1	RON53.80		306	80%	36%	28%	24%
	199		275		10,714	2,462		RON0.01		RON35.4		46	202	81%	33%	% 25%	21%
			0-0		0		0	RO	N0.00		RON0.	00	0	) 0%	0%	0%	0%
					0		0	RO	N0.00		RON0.0	00	0	) 0%	6 <mark>0%</mark>	0%	0%
			_		24,220		6, <b>151</b>	RO	N0.01		RON89.2	26	508	80%	35%	27%	23%
			525		24,220		6,151	RO	N0.01	1	RON89.2	26	508	80%	35%	27%	23%





# The impact of the story.









URL: <u>https://www.youtube.com/watch?v=uSHkIIMmfj4</u>





URL: <a href="https://www.youtube.com/watch?v=Ui5TTViwZLo">https://www.youtube.com/watch?v=Ui5TTViwZLo</a>





URL: <a href="https://www.youtube.com/watch?v=DPqAfeAzQKA">https://www.youtube.com/watch?v=DPqAfeAzQKA</a>

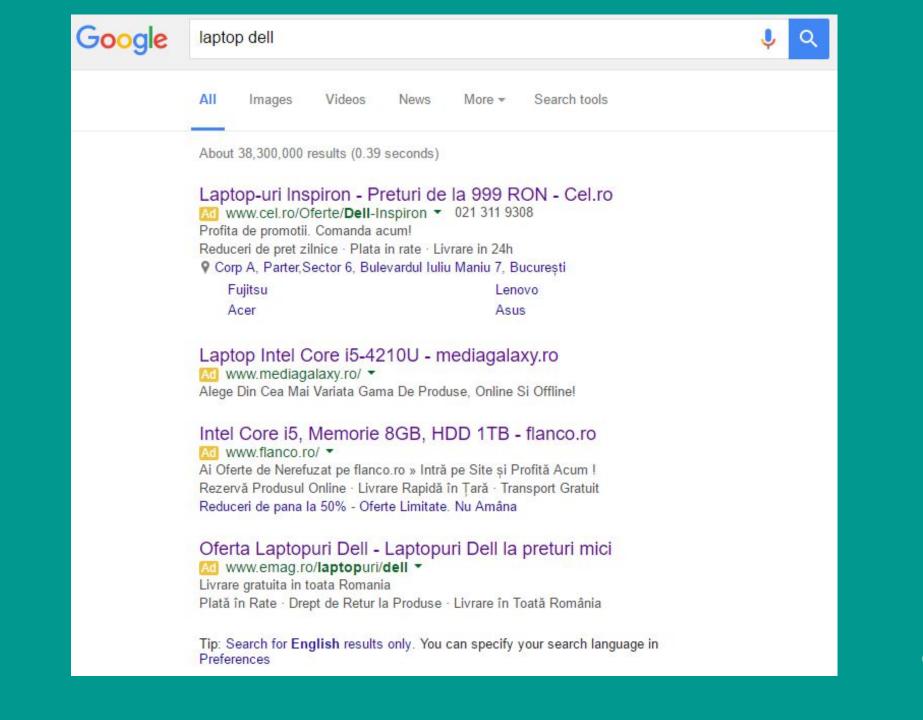




URL: <u>https://www.youtube.com/watch?v=TVwYcLfofqw</u>

## 2) Search – Ad – Landing Page.





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Ξ

Vezi ofertele saptamanii

#### Afla ultimele noutati

Ex: nume@yahoo.com

Ma Abonez



Octa-Core 1.6GHz lemorie: 16 GB / RAM: 2 GE



# 200 lei

♡ Retine

# -450<sup>le</sup>

Laptop Dell Inspiron 3542 500GB 4GB GT820M 2GB 3ani garantie 1899 lei

1449<sup>lei</sup>

Sorteaza dupa >>

promo

sunt mărci comerciale ale Intel Corporation în Statele Unite si/sau în alte tări

vandute

vazute pret

Model Procesor: Procesor Intel® Core™ i3-4005U Capacitate HDD: 500GB Chipset video: nVidia GeForce 820M

Adauga in cos

in stoc



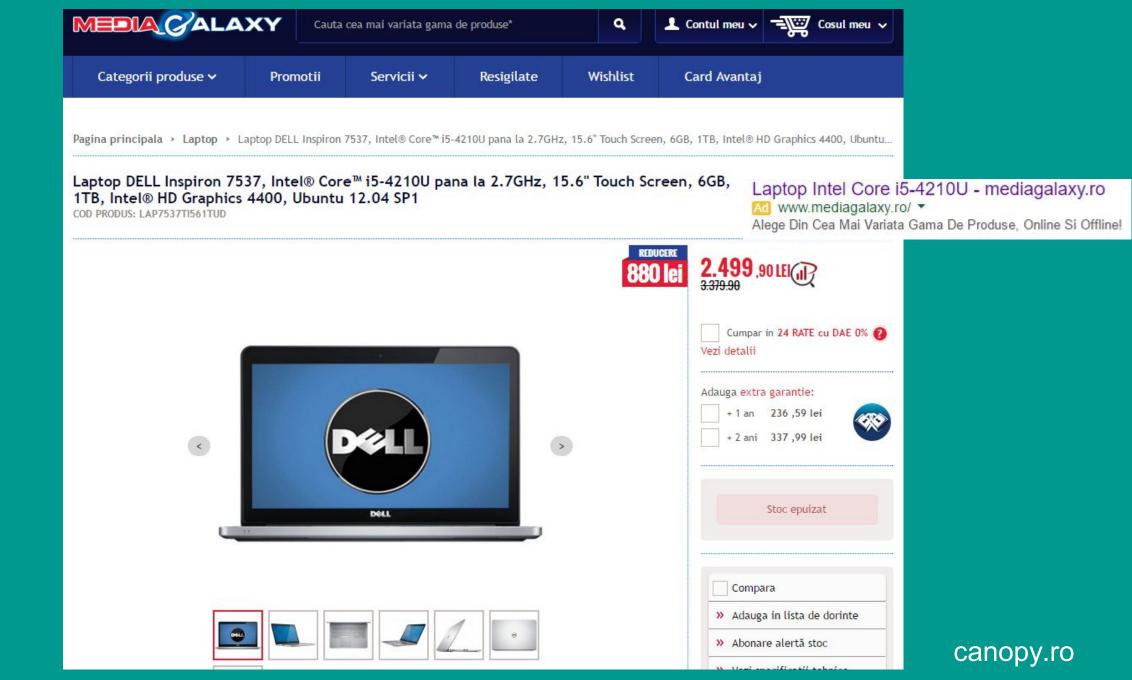
Fujitsu Lenovo Acer Asus

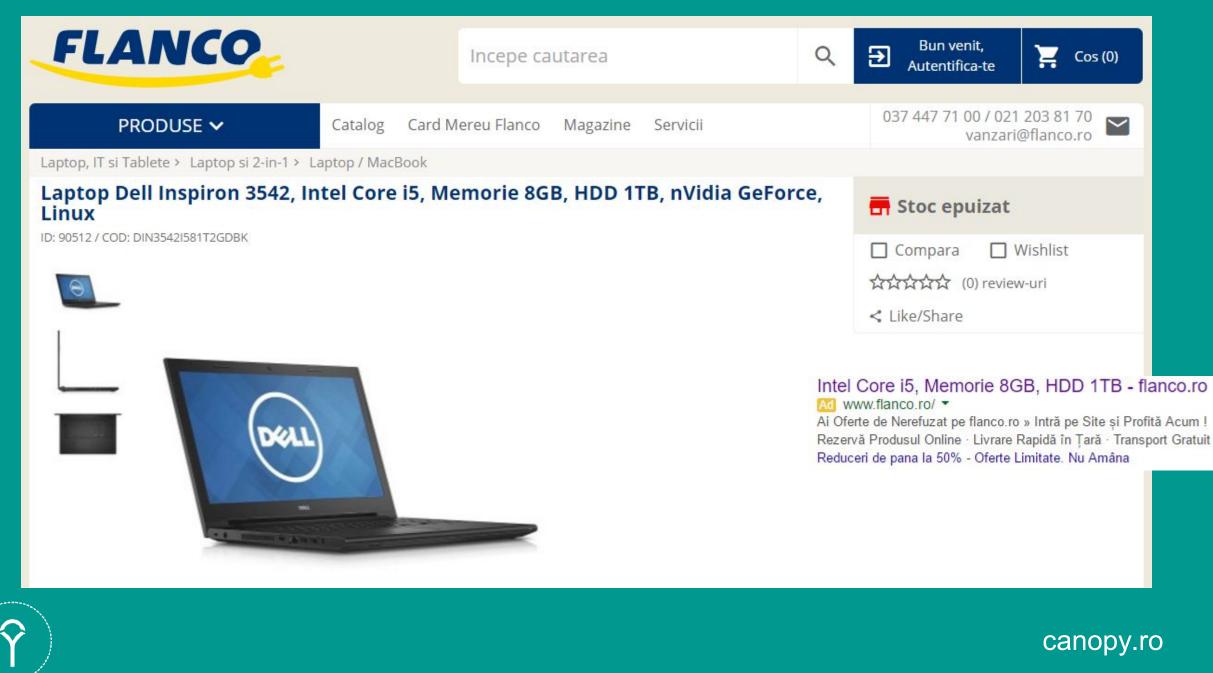
canopy.ro

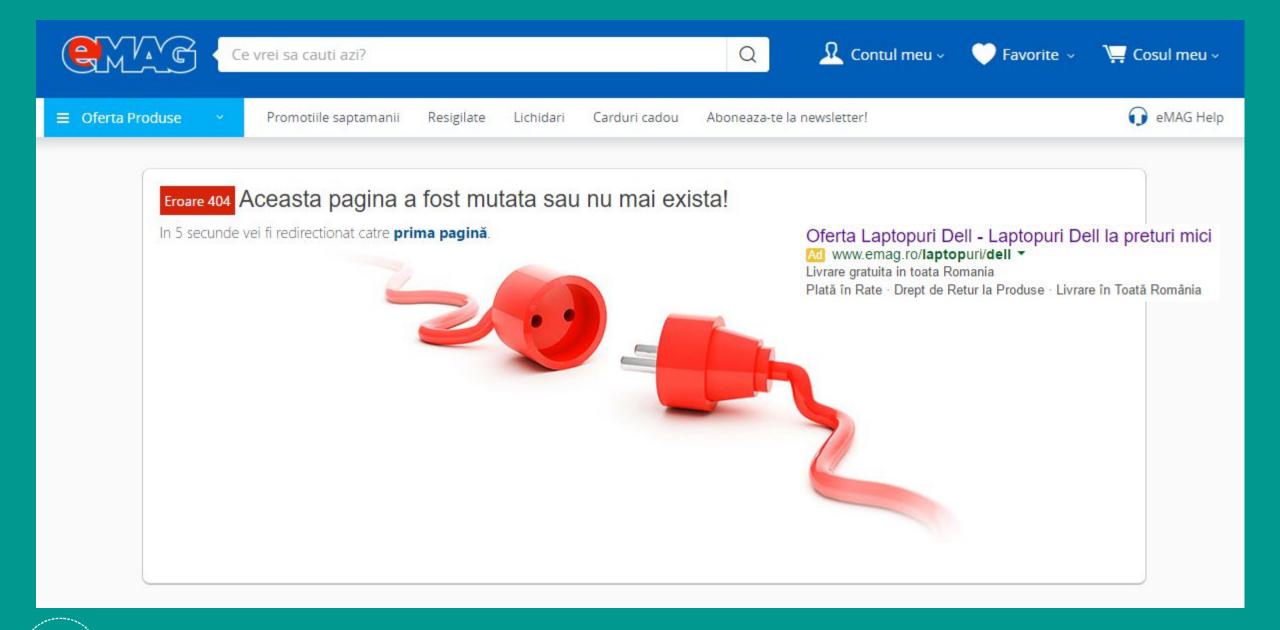
URL: http://www.cel.ro/pagini/dell-inspiron?gclid=CN-soryz5MsCFY4V0wodjG4FmA

>> CUMPARA ACUM

noutati









# 4 ads with false promising.





# Solution:

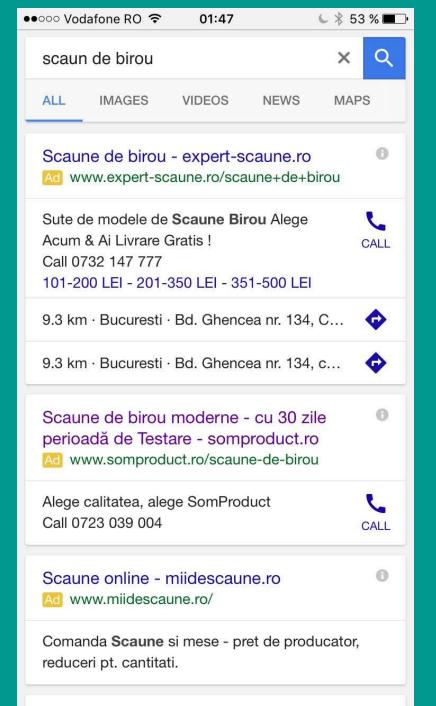
- a) Check your most expensive keywords for the last month.
- b) Check the ads for those keywords.
- c) Google the keywords.
- d) Analyze your landing pages.
- e) Analyze your competitor's ads & landing pages.



## 3) Check your mobile landing page.

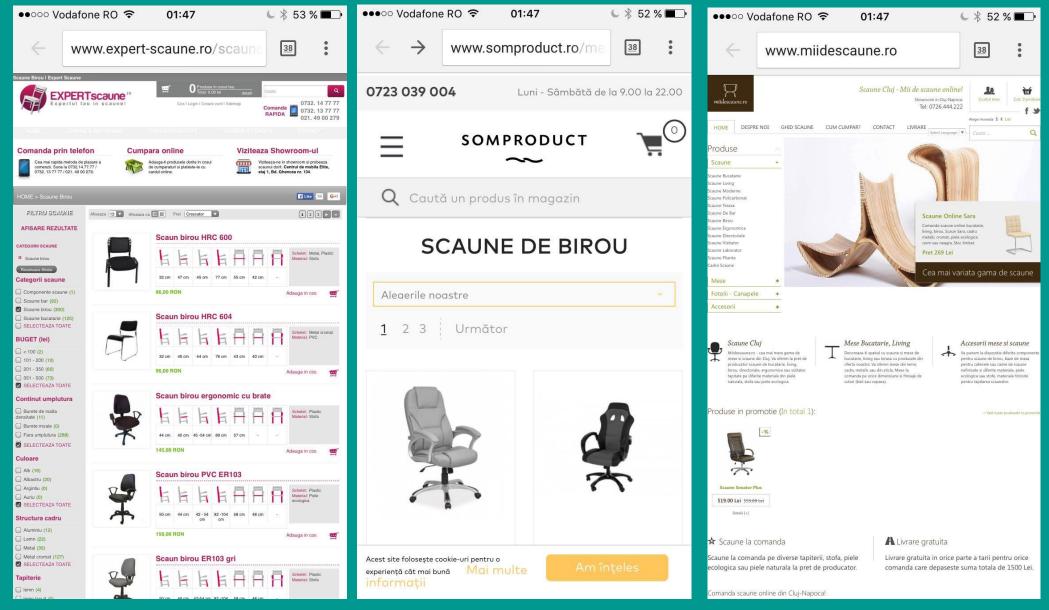












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# In 2016 it is INSANE to not have a mobile friendly website.





# Solution:

a) Optimize your website for mobile experience ©b) Or stop advertising on mobile.





# 4) How to check your agency's Google AdWords performance?





#### Solution: 25% of the most expensive kws $\rightarrow$ high QS

٠	Keyword	Campaign		Ad group Status		Status ?	Max. CPC		Impr. 🕐	Interactions ?	Interaction rate ?	Avg. Pos.	Qual. score	Avg. Cost ?	Cost ? ↓
	Total - all account ?								11,852,057	197,645	1.67%	1.4		RON0.21	RON40,790.29
•		S Te Ge		C		⊊ Eligible	RON0	0 ]]	104,423	6,48 <mark>4</mark> clicks	6.21% CTR	3.2	10/10	RON0.18 per click	RON1,198.55
•		S Gt	R.	C.		□ Eligible	RON0	0 2	16,597	1,775 clicks	10.69% CTR	1.5	10/10	RON0.21 per click	RON366.22
•		S		НU		⊊ Eligible	RON0	0	<mark>14</mark> ,290	849 clicks	5.94% CTR	2.1	10/10	RON0.40 per click	RON338.50
•	e	S	Eco	C		🖓 Eligible	RONO	NO	<mark>9,353</mark>	1,138 clicks	12.17% CTR	2.5	10/10	RON0.26 per click	RON298.39
•		S		5		⊊ Eligible	144		20,642	12,977 clicks	62.87% CTR	1.1	10/10	RON0.02 per click	RON273.46
•	е	S	Eco	C c		⊊ Eligible	RON0	0 2	9,151	1,041 clicks	11.38% CTR	2.6	10/10	RON0.26 per click	RON269.65
•		S		E		🖵 Eligible	RON0	0	14,261	737 clicks	5.17% CTR	2.0	10/10	RON0.24 per click	RON175.87
•		S		Т		🖵 Eligible	RON0	7 ]	6,343	814 clicks	12.83% CTR	2.2	9/10	RON0.19 per click	RON151.28
•		S		F		🖵 Eligible	-		15,541	3,037 clicks	19.54% CTR	1.4	10/10	RON0.05 per click	RON144.84
•	1	S pa		lr F	а	Delow first page bid First page bid estimate: RON0.52	RON0	7 2	5,181	403 clicks	7.78% CTR	3.7	8/10	RON0.35 per click	RON140.48



# Google AdWords brings you interested people on the website.

#### It's up to you to make them buy!



### 5) Your business is naked online.





#### Your business is NAKED online. Some advice:

a) Triple check the promises from your ads.
b) Triple check your landing for the top kws in Google
c) Use prices as much as possible in your ads.
d) Focus on the right clicks >>> don't use too "shiny" ads
d) Use google.co.uk to analyse Ads, Landings, Online Marketing
e) Focus more on your product, landing, marketing than media







#### Thank you, from the **top** of our heart. 🙂



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