



ADWORDS MASTER CLASS
HOMEWORK WEEK 1

TASKS FOR THE WEEK



For the following sites:

- [schuh.eu /](https://schuh.eu/)
 - <https://fintrade.bg/>
1. Devise a list in excel with micro & macro conversions;
 2. Devise a list of suitable goals;
 3. Devise a list of suitable events (include labels, categories & actions of your choosing);
 4. Devise a list conversion that you are going to use in AdWords;
 5. Create a goal in Google Analytics for the following thank-you page:
https://fintrade.bg/thankyou?app_data=eyJ1c2VyX2kljoxNTcyfQ==
 6. Create a goal for a contact page visit –
<http://sports.mymall.bg/pages/%D0%9A%D0%BE%D0%BD%D1%82%D0%B0%D0%BA%D1%82%D0%B8.html>

Additional Tasks

1. Create an AdWords Account
2. Create an Analytics Account
3. Link Your AdWords & Analytics Accounts

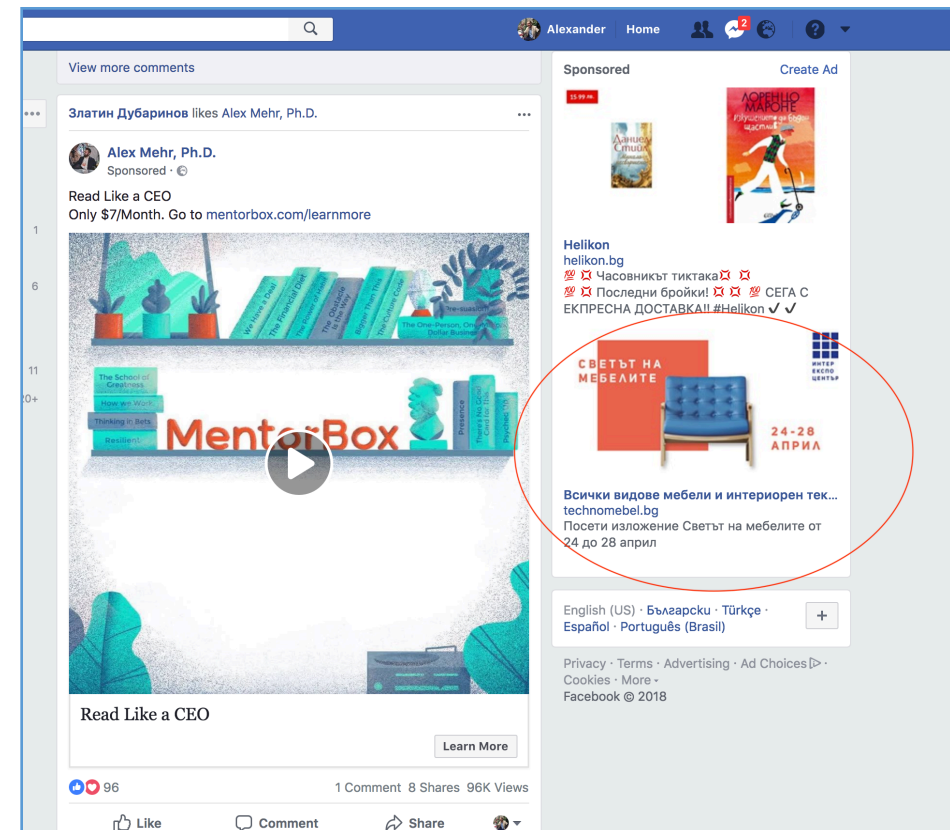
TASKS FOR THE WEEK

Tagging

1. Using the URL Builder <https://ga-dev-tools.appspot.com/campaign-url-builder/>. Suggest a suitable tags for the following campaigns.



Facebook Post

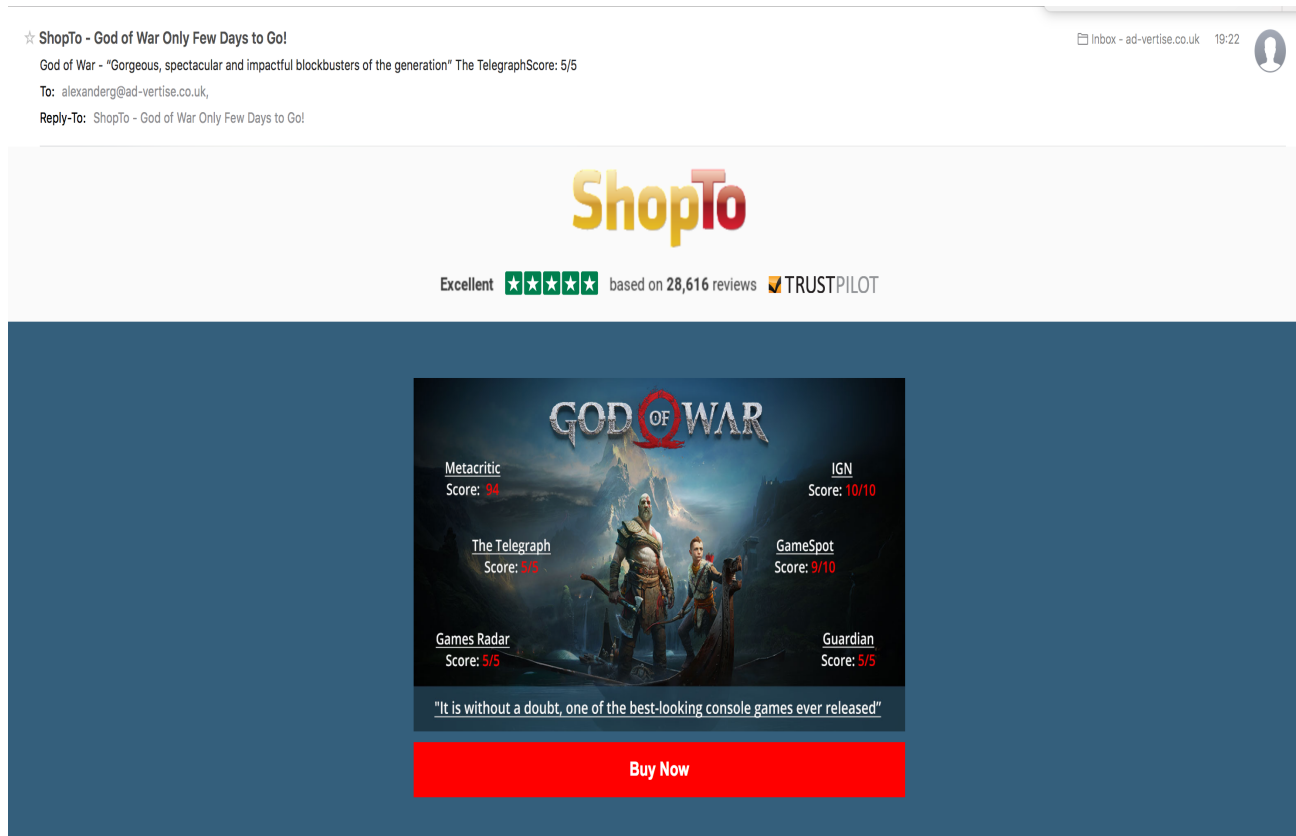


Facebook Ad

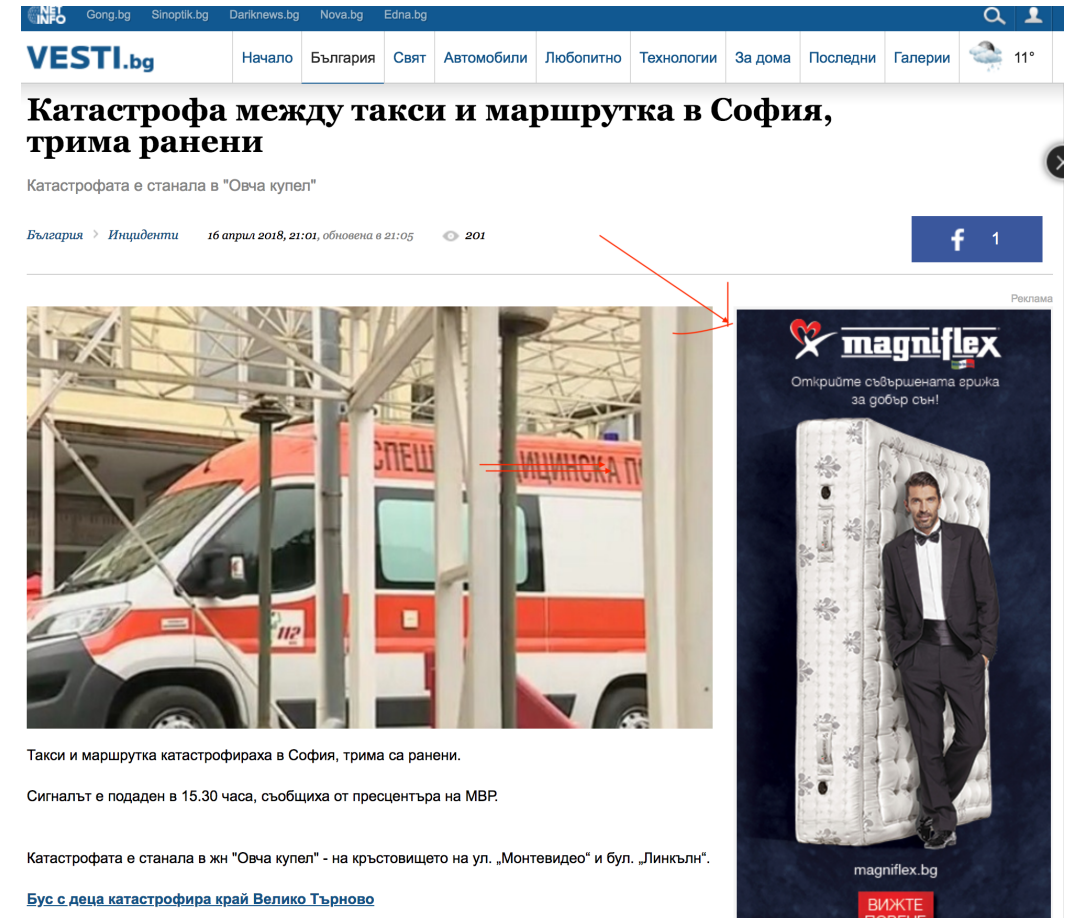
TASKS FOR THE WEEK



1. Using the URL Builder <https://ga-dev-tools.appspot.com/campaign-url-builder/>. Suggest a suitable tags for the following campaigns.



Email Campaign



Premium Campaign


TASKS FOR THE WEEK



Based on the statistics below please calculate the following KPIs:

- CPA
- Conversion Rate
- ERS
- ROAS
- ROI
- Is this campaign profitable for our client

Profit margin = 15%

	Campaign / Campaign ID	Acquisition					Behavior		Conversions eCommerce ▾		
		Clicks ?	Cost ?	CPC ?	Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
		6,613 <small>% of Total: 11.04% (59,893)</small>	\$2,050.60 <small>% of Total: 10.91% (\$18,791.51)</small>	\$0.31 <small>Avg for View: \$0.31 (-1.17%)</small>	4,652 <small>% of Total: 2.06% (225,375)</small>	5,929 <small>% of Total: 1.92% (308,983)</small>	30.16% <small>Avg for View: 50.63% (-40.44%)</small>	6.23 <small>Avg for View: 4.05 (54.01%)</small>	1.79% <small>Avg for View: 2.17% (-17.80%)</small>	106 <small>% of Total: 1.58% (6,720)</small>	\$14,740.80 <small>% of Total: 1.07% (\$1,383,811.98)</small>
<input type="checkbox"/>	1. AW - Dynamic Search Ads Whole Site 301191558 	6,613(100.00%)	\$2,050.60(100.00%)	\$0.31	4,652(100.00%)	5,929(100.00%)	30.16%	6.23	1.79%	106(100.00%)	\$14,740.80(100.00%)