



ADWORDS MASTER CLASS

ABOUT ME



Hi, I am Alex! Nice to meet you!

- ✓ 15 years of experience in eCommerce & 11 years in Digital Marketing
- ✓ BSc eCommerce, MSc WEBS
- ✓ Google Certified Trainer, AdWords Certified Individual, Analytics Certified Individual
- ✓ Digital Strategy, CRO, Analytics
- ✓ BMW, Cannon, Easy Credit, Sport Depot, White Card, Plesio, Technopolis, Domino's Pizza, Peugeot, Konica Minolta, Cannon, Happy Bar & Grill, National Lottery etc.



AGENDA



- Why is data important
- Types of business & conversions
- Data measurement tools & Best Practices
- URL Tagging for Google Analytics
- Key Performance Indicators (KPIs)
- KPI Calculation Workshop
- Life Time Value (LTV)
- AdWords Reporting features & application in campaign optimization





In God we trust; all
others bring data.

W. Edwards Deming



"Half the money I spend on advertising is wasted; the trouble is, I don't know which half"

--John Wanamaker

THE ERA OF “BIG DATA”



With all the available data one should never face this challenge
ever again, right?

WRONG

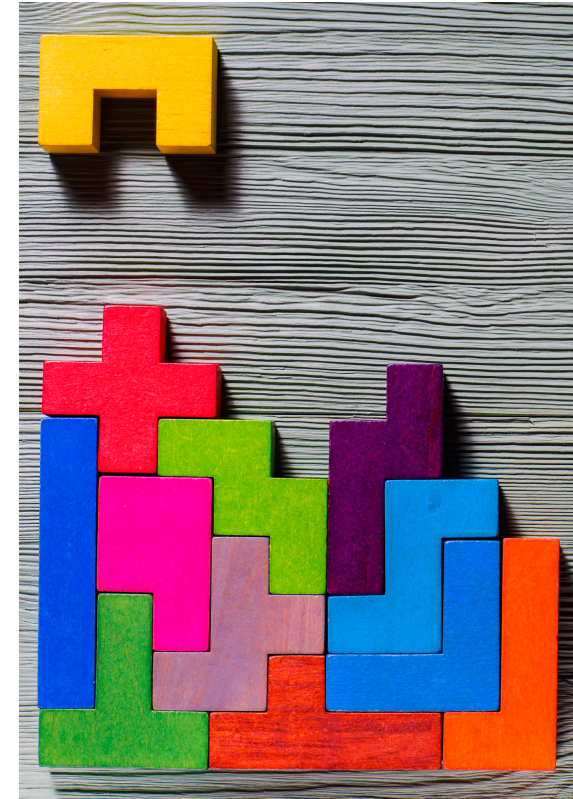


HOW TO BUILD AN EFFECTIVE CAMPAIGN



Our 11 years of experience show that there are consecutive steps that you can take to achieve success from your digital efforts.

1. Gathering of available data;
2. Calculation & Analysis;
3. Definition of campaign KPIs;
4. Selection of digital channels;
5. Measurement & analysis of the achieved results;
6. Optimization;
7. Repetition of steps 5 and 6.



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CONSUMER JOURNEY



EFFECTIVE MARKETING CAMPAIGN



CONVERSION



We define a conversion as an action that the consumer takes that brings business **value**.

There are many different types of conversions. However, we can generally categorize them in two ways - macro & micro conversions.



VALUE OF THE CONVERSIONS



The value of a conversion can be **real**, **average** or **symbolic**.
Let's check out some examples of each.

| Value | Example |
|----------|---|
| Real | Payment with a credit card. |
| Average | Average income per lead. |
| Symbolic | Symbolic income/ Action that is most important. |



TYPES OF CONVERSIONS



Enquiry



Subscription



App purchase
or download



Purchase



Call



MACRO vs MICRO CONVERSIONS



Macro are the conversions executed by the users that bring the highest business value.

Micro conversions are actions from the user that bring additional non-direct value or support macro conversions.



MACRO & MICRO EXAMPLES



Macro Conversions

Purchase

Enquiry

Subscription

Reservation

Micro Conversions

Download

Video interactions

Comments on content

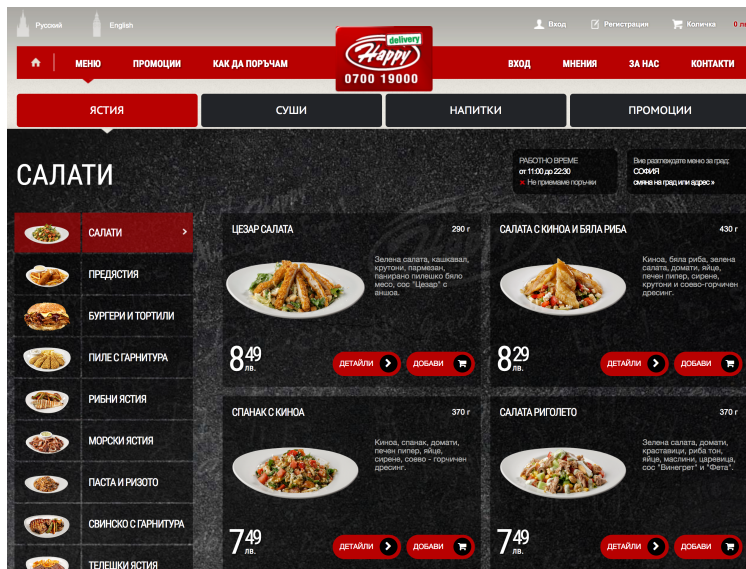
User log-in



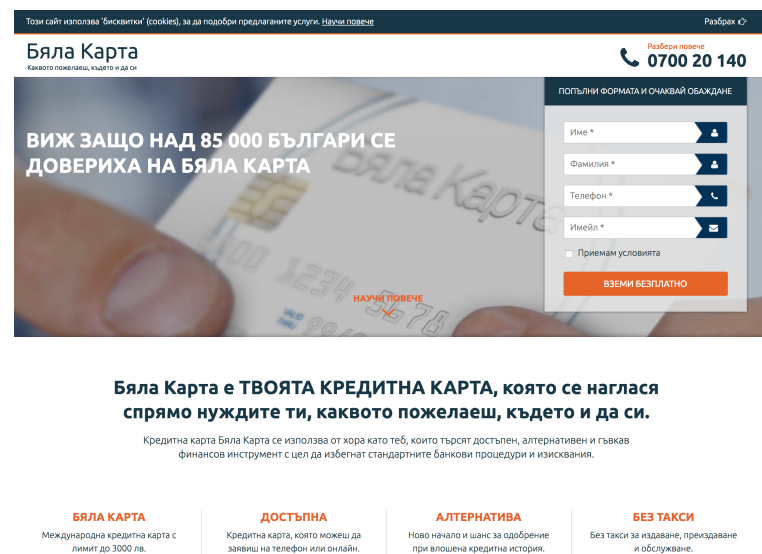
BUSINESS TYPES



eCommerce



Lead Generation



Awareness & Support



DATA SOURCES



ADWORDS CONVERSION PIXEL



- Allows you to record conversions in Google AdWords
- Global tag for the whole site complimented with events for the specific actions.
- You can track the following types of conversions:
 - Conversion page / key element
 - Mobile app action install/purchase
 - Call tracking
 - Offline data import



ADWORDS PIXEL (DEMO)



Уебсайт



Проследяване на продажбите и други действия на уебсайта Ви

Приложение



Проследяване на инсталиранията на приложения и действията в тях

Телефонни обаждания



Проследяване на обажданията от рекламите или уебсайта Ви

Импортиране



Импортиране на реализации от друга система



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GOOGLE ANALYTICS

- Analytics can show you what happens on your website after a user clicked and before he converts on your site.
- Also it help you determine traffic from a variety of different channels not only Google AdWords.
- More in-depth eCommerce statistics.
- Core reports – Audience, Acquisition, Behavior, Conversions.
- Good practices for implementing Google Analytics.

GA Report Overview

Audience- Who came to our site?

- Where geographically?
- Have they been here before?
- How often do they come back?
- What devices do they use?

Acquisition- How did they get here?

- What channels are driving the most traffic?
- Which sites are sending traffic to your site?
- Which campaigns are driving the most traffic?

Behavior- What did they look at?

- Which pages?
- Where did they enter and leave?
- What did they search for?
- What actions did they take?

Conversions- Were they successful?

- Did they complete our goals?
- Did they complete a transaction?
- If not, where did they drop out?



GOOGLE ANALYTICS GOALS



Summary Site Usage Goal Set 1 Goal Set 3 Goal Set 4 Ecommerce

Users VS. Select a metric

Day Week Month

Users

4,000

2,000

Jan 8

Jan 15

Jan 22

Jan 29

Feb 5

Feb 12

Feb 19

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows

Secondary dimension

Sort Type: Default

Q

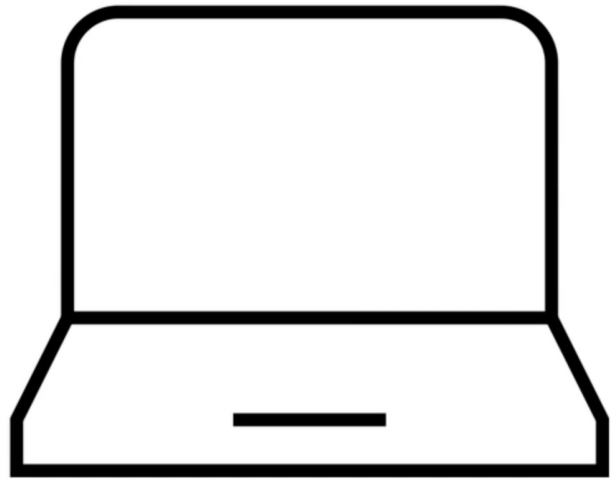
advanced

| | Source / Medium ? | Acquisition | | | Behavior | | | Conversions | | |
|--------------------------|-------------------|---|---|---|---|---------------------------------------|---|--|---|---------------------------------------|
| | | Users ? | New Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? | Landing Leads (Goal 4 Conversion Rate) ? | Landing Leads (Goal 4 Completions) ? | Landing Leads (Goal 4 Value) ? |
| | | 54,412 % of Total: 100.00% (54,412) | 49,954 % of Total: 100.08% (49,913) | 82,259 % of Total: 100.00% (82,259) | 81.08% Avg for View: 81.08% (0.00%) | 1.42 Avg for View: 1.42 (0.00%) | 00:04:53 Avg for View: 00:04:53 (0.00%) | 3.57% Avg for View: 3.57% (0.00%) | 2,939 % of Total: 100.00% (2,939) | \$0.00 % of Total: 0.00% (0.00) |
| <input type="checkbox"/> | 1. google / cpc | 47,707 (83.23%) | 43,209 (86.50%) | 70,355 (85.53%) | 83.78% | 1.31 | 00:04:24 | 3.72% | 2,620 (89.15%) | \$0.00 (0.00%) |
| <input type="checkbox"/> | 2. [REDACTED] | 2,749 (4.80%) | 1,444 (2.89%) | 3,736 (4.54%) | 44.83% | 2.82 | 00:12:49 | 0.64% | 24 (0.82%) | \$0.00 (0.00%) |
| <input type="checkbox"/> | 3. [REDACTED] | 2,117 (3.69%) | 1,837 (3.68%) | 2,532 (3.08%) | 79.19% | 1.38 | 00:03:30 | 6.71% | 170 (5.78%) | \$0.00 (0.00%) |
| <input type="checkbox"/> | 4. [REDACTED] | 981 (1.71%) | 875 (1.75%) | 1,280 (1.56%) | 54.61% | 2.56 | 00:10:14 | 0.47% | 6 (0.20%) | \$0.00 (0.00%) |
| <input type="checkbox"/> | 5. [REDACTED] | 771 (1.35%) | 570 (1.14%) | 934 (1.14%) | 88.33% | 1.19 | 00:03:38 | 1.50% | 14 (0.48%) | \$0.00 (0.00%) |
| <input type="checkbox"/> | 6. [REDACTED] | 585 (1.02%) | 295 (0.59%) | 620 (0.75%) | 67.42% | 1.71 | 00:02:44 | 6.29% | 39 (1.33%) | \$0.00 (0.00%) |
| <input type="checkbox"/> | 7. [REDACTED] | 487 (0.85%) | 331 (0.66%) | 588 (0.71%) | 86.90% | 1.21 | 00:04:24 | 1.70% | 10 (0.34%) | \$0.00 (0.00%) |
| <input type="checkbox"/> | 8. [REDACTED] | 473 (0.83%) | 424 (0.85%) | 519 (0.63%) | 88.44% | 1.24 | 00:01:06 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| <input type="checkbox"/> | 9. [REDACTED] | 340 (0.59%) | 273 (0.55%) | 366 (0.44%) | 88.52% | 1.35 | 00:02:40 | 2.46% | | |
| <input type="checkbox"/> | 10. [REDACTED] | 187 (0.33%) | 90 (0.18%) | 207 (0.25%) | 63.77% | 1.79 | 00:06:28 | 16.43% | | |

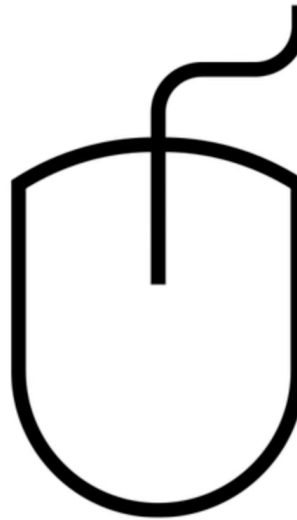


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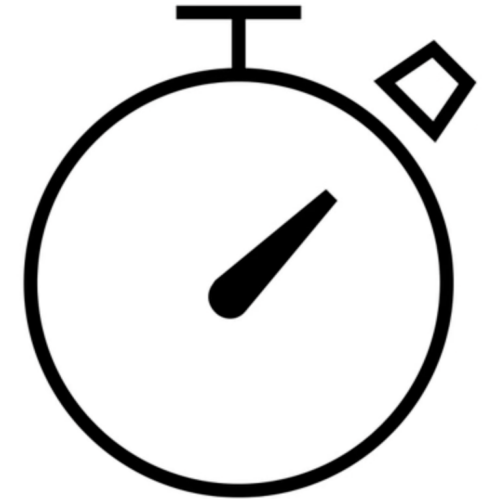
TYPES OF GOALS



Pages



Events



Engagement

CONFIGURING A GOAL (DEMO)



1 Goal description

Name

My first goal :)|

Goal slot ID

Goal Id 7 / Goal Set 2 ▾

Type

- ☐ Destination ex: thanks.html
- ☐ Duration ex: 5 minutes or more
- ☐ Pages/Screens per session ex: 3 pages
- ☐ Event ex: played a video
- ☐ Smart Goal

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

Continue

Cancel

2 Goal details

Cancel



GOAL MATCHING OPTIONS 1



Equals To

- Matches URLs exactly
- For example:
 - /thank-you
- Matches:
 - /thank-you
- Does not match:
 - /thank-you?id=1&user=563
 - /thank-you?id=1&user=892



Begins with

- Matches URLs with (or without) parameters
- For example:
 - /thank-you
- Matches:
 - /thank-you/contact?id=1
 - /thank-you?status=true

GOAL MATCHING OPTIONS 3



Regular Expression

- Matches URLs using regular expressions
- For example:
 - `/thank-you?id=(news | contact)`
- Matches:
 - `/thank-you?id=news`
 - `/thank-you?id=contact`
- Does not match:
 - `/thank-you?id=promo`



Google Analytics Events



Google Analytics Events

| <input type="checkbox"/> | Event Label ? | Source / Medium ? | Total Events ? | Unique Events ? |
|--------------------------|---------------------|-----------------------|--------------------------------------|--------------------------------------|
| | | | 2,333 % of Total: 100.00% (2,333) | 1,872 % of Total: 100.00% (1,872) |
| <input type="checkbox"/> | 1. ButtonOrder | facebook / cpc-200218 | 928 (39.78%) | 723 (38.62%) |
| <input type="checkbox"/> | 2. ButtonOrder | google / cpc | 843 (36.13%) | 674 (36.00%) |
| <input type="checkbox"/> | 3. ButtonLocation | google / cpc | 211 (9.04%) | 198 (10.58%) |
| <input type="checkbox"/> | 4. ButtonCall | google / cpc | 193 (8.27%) | 157 (8.39%) |
| <input type="checkbox"/> | 5. ButtonOrder | facebook / cpc | 59 (2.53%) | 43 (2.30%) |
| <input type="checkbox"/> | 6. ButtonSocial | google / cpc | 27 (1.16%) | 24 (1.28%) |
| <input type="checkbox"/> | 7. ButtonLocation | (direct) / (none) | 18 (0.77%) | 9 (0.48%) |
| <input type="checkbox"/> | 8. ButtonLocation | facebook / cpc-200218 | 15 (0.64%) | 15 (0.80%) |
| <input type="checkbox"/> | 9. ButtonOrder | (direct) / (none) | 15 (0.64%) | 11 (0.59%) |
| <input type="checkbox"/> | 10. ButtonSocial | (direct) / (none) | 6 (0.26%) | 4 (0.21%) |
| <input type="checkbox"/> | 11. ButtonSocial | facebook / cpc-200218 | 5 (0.21%) | 5 (0.27%) |
| <input type="checkbox"/> | 12. ButtonCall | (direct) / (none) | 4 (0.17%) | 2 (0.11%) |
| <input type="checkbox"/> | 13. ButtonSubscribe | google / cpc | 3 (0.13%) | 1 (0.05%) |
| <input type="checkbox"/> | 14. ButtonCall | facebook / cpc | 2 (0.09%) | 2 (0.11%) |
| <input type="checkbox"/> | 15. ButtonLocation | facebook / cpc | 2 (0.09%) | 2 (0.11%) |
| <input type="checkbox"/> | 16. ButtonSocial | facebook / cpc | 1 (0.04%) | 1 (0.05%) |
| <input type="checkbox"/> | 17. ButtonSubscribe | (direct) / (none) | 1 (0.04%) | 1 (0.05%) |



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HOW TO DEFINE EVENTS



It is a good practice to define the event fields yourself prior to sending them to your developer.

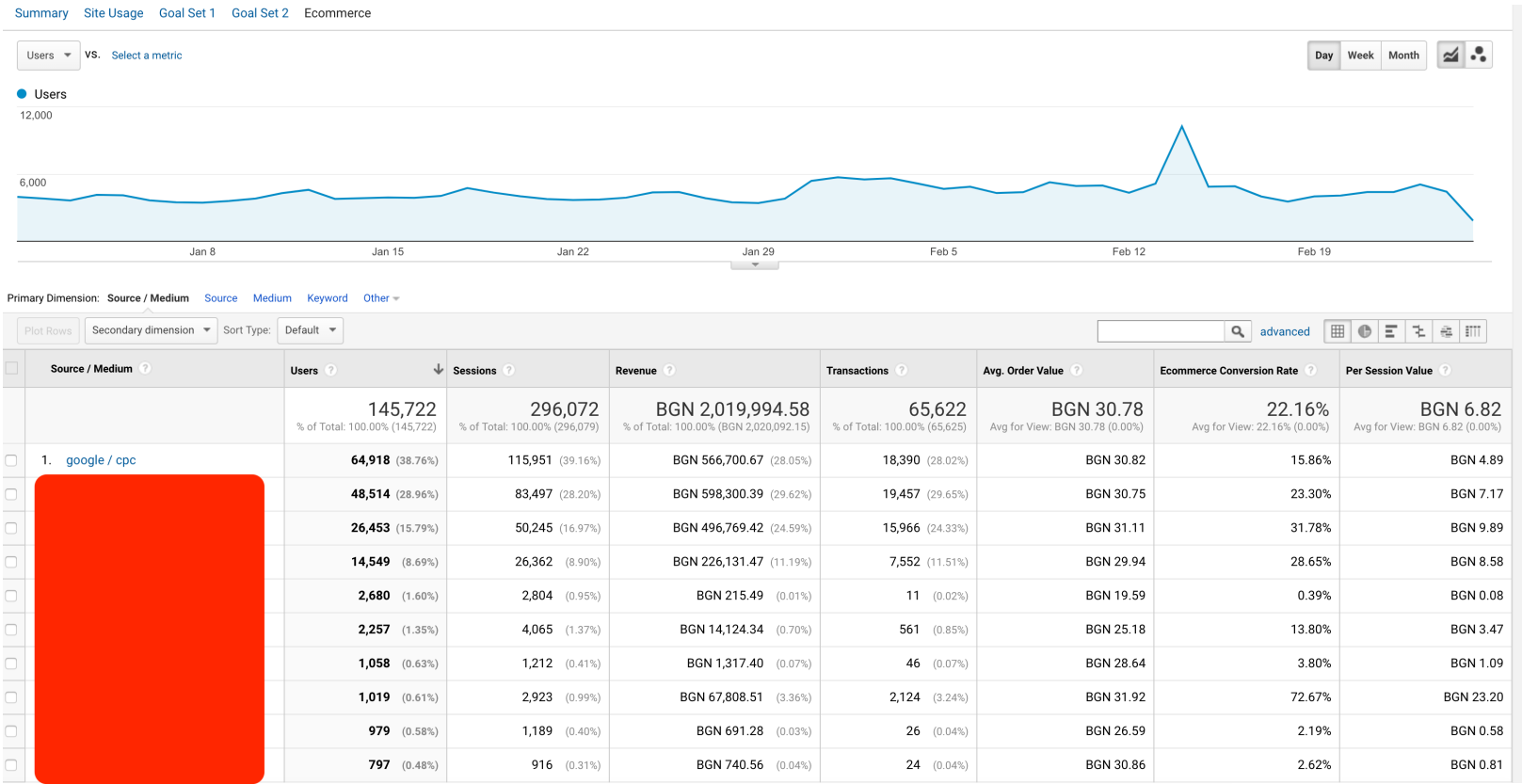
When an interaction with the element in question occurs we need to tell Google Analytics about it. Here is how to do it:

```
ga('send', 'event', [eventCategory], [eventAction], [eventLabel], [eventValue],  
[fieldsObject])
```

| Field Name | Value Type | Required | Description |
|-------------------------------|------------|----------|---|
| eventCategory | text | yes | Typically the object that was interacted with (e.g. ' Video ') |
| eventAction | text | yes | The type of interaction (e.g. ' play ') |
| eventLabel | text | no | Useful for categorizing events (e.g. ' Fall Campaign ') |
| eventValue | integer | no | A numeric value associated with the event (e.g. 42) |



ANALYTICS eCommerce



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LINKING ADWORDS & ANALYTICS



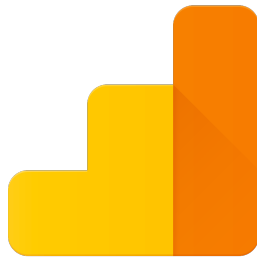
How to Link
AdWords + Analytics



30 DAYS VS LAST CLICK



There is usually a discrepancy between the conversions in Google AdWords and Google Analytics.



Google Analytics

Last non-direct



30-days cookie window

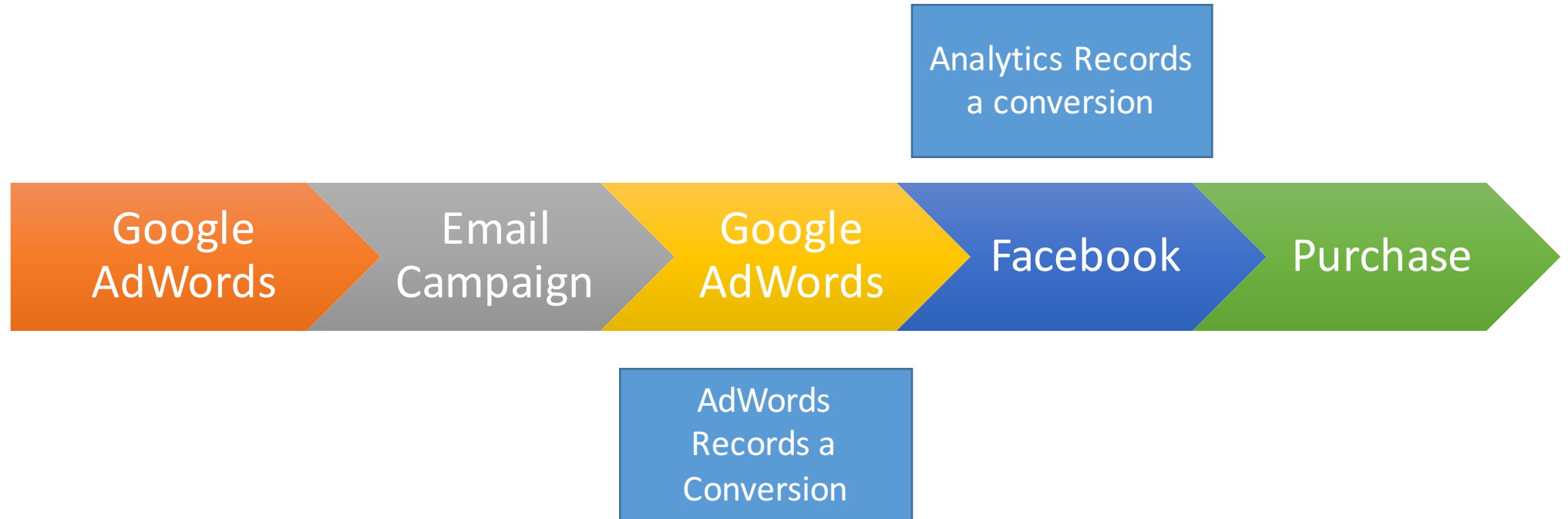


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EXAMPLE



Let's look at an example how Analytics & AdWords would record this conversion.



GA URL BUILDER (DEMO)



 Google Analytics | Demos & Tools

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

| | |
|-------------------|---|
| * Website URL | <input type="text" value="https://rezzo.bg/"/> |
| | <small>The full website URL (e.g. https://www.example.com)</small> |
| * Campaign Source | <input type="text" value="facebook"/> |
| | <small>The referrer (e.g. google, newsletter)</small> |
| Campaign Medium | <input type="text" value="video181017"/> |
| | <small>Marketing medium (e.g. cpc, banner, email)</small> |
| Campaign Name | <input type="text" value="nlvideo"/> |
| | <small>Product, promo code, or slogan (e.g. spring_sale)</small> |
| Campaign Term | <input type="text"/> |
| | <small>Identify the paid keywords</small> |
| Campaign Content | <input type="text"/> |
| | <small>Use to differentiate ads</small> |



URL BUILDER



| Tag | Описание |
|----------|---|
| Source | Къде е видяно посланието |
| Medium | Как е комуникирано посланието |
| Campaign | Име на кампанията |
| Term | Най-често се използва за реклама в търсачки |
| Content | Съдържание на посланието |



TO TAG OR NOT TO TAG



DO TAG:

- Social Media Posts
- Email Campaigns
- CPM Campaigns
- Links from referring sites
- Affiliate Links



DO NOT TAG:

- Google AdWords Campaigns
- Internal Pages
- Internal Promotional Banners



IMPLEMENTATION BRIEF



It's a good idea to create a implementation brief for the measurement strategy.

| Тип | Описание | Допълнителни Коментари |
|---------------------|--|--|
| Пиксели | <ul style="list-style-type: none">Google AdWords Event Purchase (URL)Google AdWords Event Contact Form (URL/Action) | Скриптовете са прикачени в отделни текстови файлове. |
| Събития | <ul style="list-style-type: none">Използване на LoginИзползване на социални приставкиСваляне на PDF БрошураСтарт на видео | Login (button, click, login_button) Social (button, share, social_button) Brouchure (button, download, download_pdf) Video (video, play, video_features) |
| Цели | <ul style="list-style-type: none">(Macro) Покупка(Macro) Запитване(Micro) Време Прекарано на сайта(Micro) Брой разгледани страници(Фуния) Checkout Process | |
| Електронна търговия | Да бъде имплементиран. | https://support.google.com/analytics/answer/1009612?hl=en |

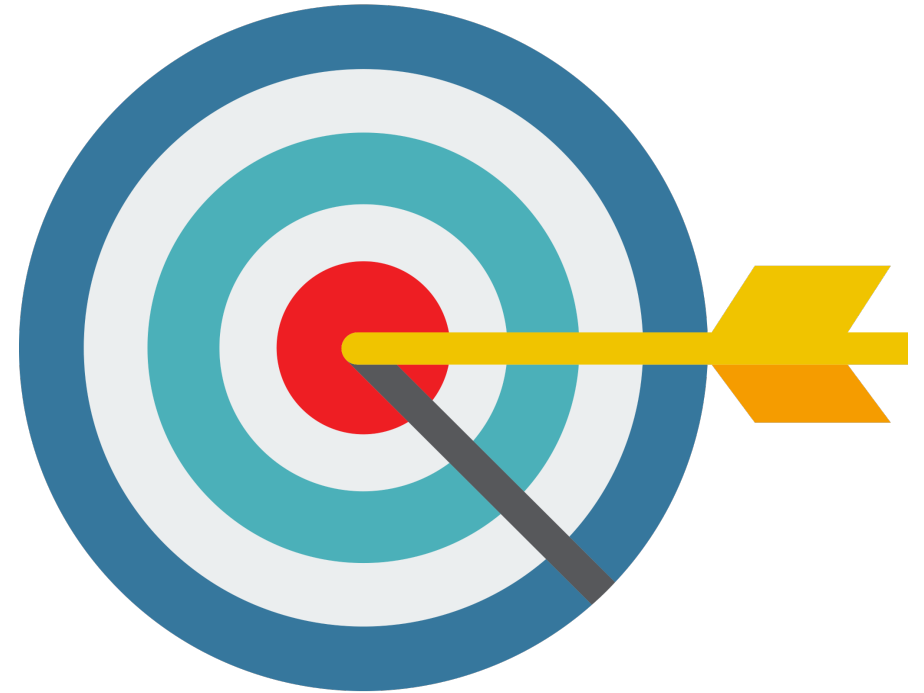


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KEY PERFORMANCE INDICATORS (KPIs)

KPI is a measurable value that shows how effective a marketing campaign is at achieving the business objectives.

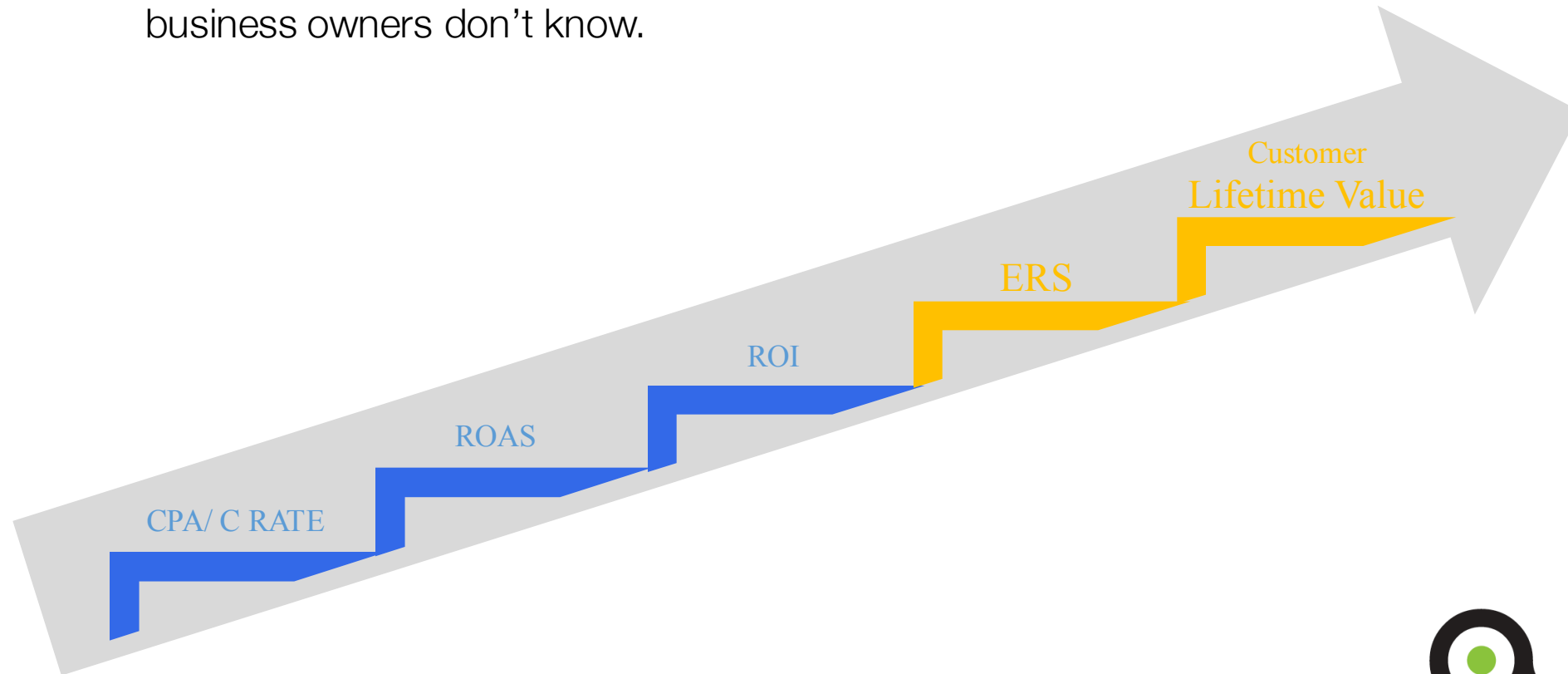
We use it to ensure that the campaigns that we are running are bringing value to our client or business.



WHAT TYPES OF KPIs CAN WE USE



The only thing that a business owners are interested or should be interested in is if their campaigns are profitable. But in reality experience shows that 95% of business owners don't know.



COST PER AQUISITION (CPA)




CPA – The cost of client acquisition.

Conversion Rate the percentage of people who take action on our website.

$$\text{CPA} = \text{Cost} / \text{Conversions}$$

$$\text{Conversion Rate (\%)} = \text{Conversion/Clicks} * 100$$

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



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RETURN ON AD SPEND




ROAS is the percentage amount of revenue a company realizes for every dollar spent on advertising.

Can be calculated as a percentage or as income per one BGN.

$$\text{ROAS} = [\text{Revenue from sources}] / [\text{Cost of sources}] * 100$$

$$\text{ROAS per 1 BGN} = [\text{Revenue from sources}] / [\text{Cost of sources}]$$

| <input type="checkbox"/> | 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> |
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RETURN ON INVESTMENT




ROI is the ratio for determining profitability. It lets you know how much you're profiting from a specific investment.

You can calculate it as a percentage or income per 1 BGN.

$$\text{ROI} = [\text{Profit}] / [\text{Cost}] * 100$$

$$\text{ROI per 1 BGN} = [\text{Profit}] / [\text{Cost}]$$

| <input type="checkbox"/> | 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> |
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Profit margin = 10%




EFFECTIVE REVENUE SHARE



ERS how much of the income is consumed by your advertising efforts.

$$\text{ERS} = \text{Cost} / \text{Revenue} \times 100$$

| <input type="checkbox"/> | 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% (\$9,893)</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 checked="" 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%) |




WORKSHOP KPIs



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 = 10%

| <input type="checkbox"/> | 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%) |



advertise™

CUSTOMER LIFETIME VALUE



LTV or CLV Customer Lifetime Value (LTV) is the projected revenue that a single customer will generate during their lifetime.

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$$\text{LTV} = (\text{Average Order Value}) \times (\text{Average Number of Repeat Sales}) \times (\text{Average Retention Time})$$




HOW DOES IT WORK (DEMO)




Let's see how the calculator work in real life.

AdWords




My Business



| Your Data | |
|--|--------------|
| AdWords cost in time frame | \$120,000.00 |
| Number of converted clicks | 12,000 |
| Percentage of customers who purchase again | 20% |
| Average revenue per purchase | \$50.00 |
| Average purchases per year | 3 |
| How many years will they be a customer? | 3 |
| Profit margin | 20% |

| Your Results | |
|--------------------------------------|----------------|
| Cost To Aquire Customer | \$10.00 |
| Avg. Customer Lifetime Revenue | \$130.00 |
| Break-even Acquisiton Cost | \$26.00 |
| Avg. Customer Lifetime Profit | \$16.00 |



LTV Calculator

Disclaimer

The cost to aquire a new customer on Adwords is
The average profit generated from each new customer is

\$10.00

\$16.00



CALCULATING RETENTION TIME



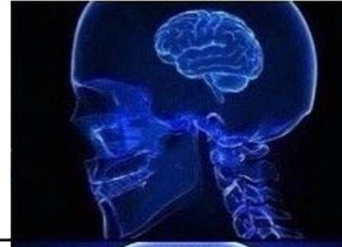
| Converting Retention Rate to Average Customer Lifetime Period | | |
|---|----------------------------|--------------------------------------|
| Customer Retention Rate (% pa) | Customer Churn Rate (% pa) | Average Customer Lifetime (in Years) |
| 5% | 95% | 1.05 |
| 10% | 90% | 1.11 |
| 15% | 85% | 1.18 |
| 20% | 80% | 1.25 |
| 25% | 75% | 1.33 |
| 30% | 70% | 1.43 |
| 35% | 65% | 1.54 |
| 40% | 60% | 1.67 |
| 45% | 55% | 1.82 |
| 50% | 50% | 2.00 |
| 55% | 45% | 2.22 |
| 60% | 40% | 2.50 |
| 65% | 35% | 2.86 |
| 70% | 30% | 3.33 |
| 75% | 25% | 4.00 |
| 80% | 20% | 5.00 |
| 85% | 15% | 6.67 |
| 90% | 10% | 10.00 |
| 95% | 5% | 20.00 |
| 100% | 0% | Ongoing |



NOW YOU KNOW!



Clicks, Impressions



Conversions, Goals, Events,
CPA, Conversion Rate



ROI, ERS, ROAS

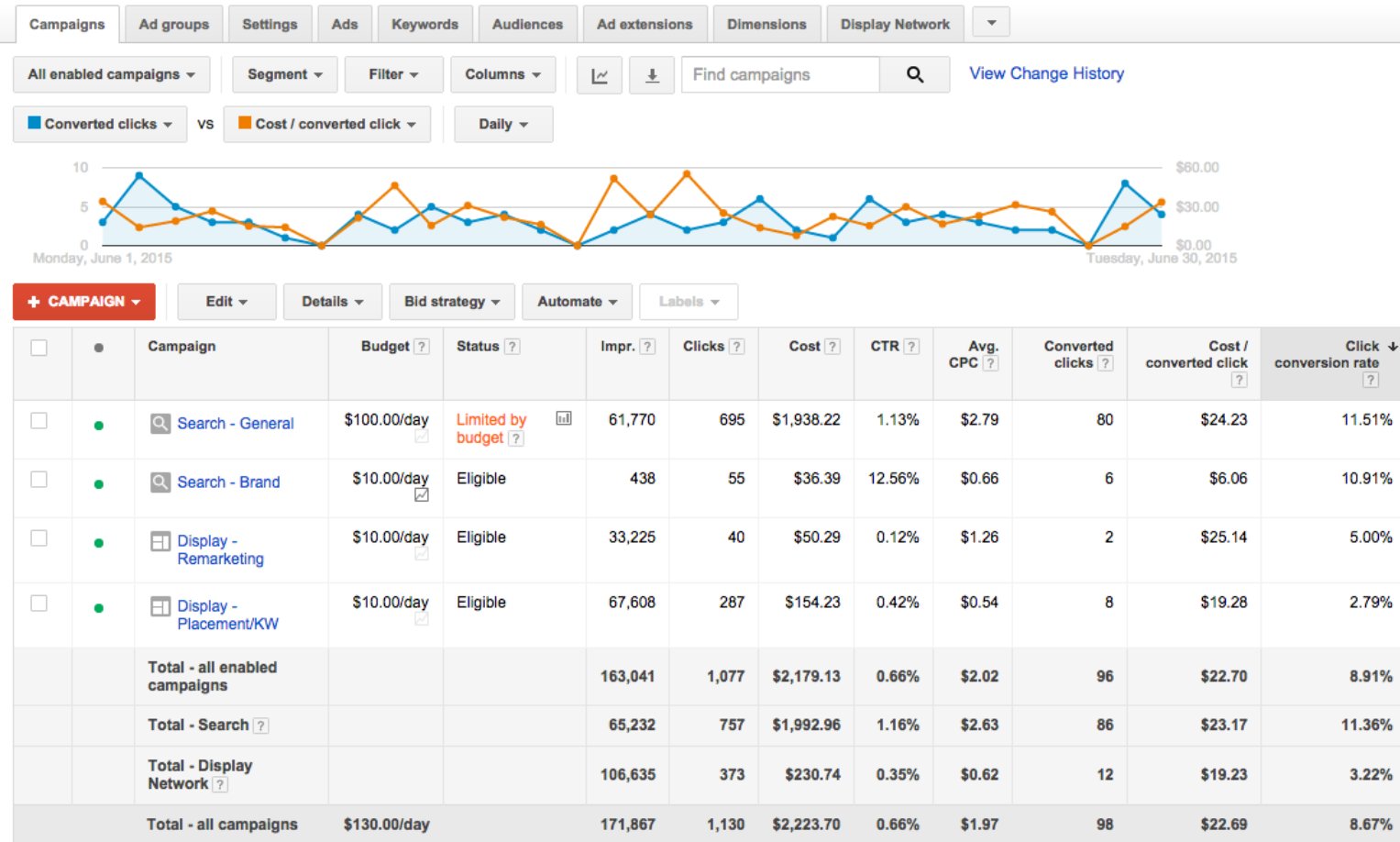


LTV



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ADWORDS REPORTING



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THANK YOU! ANY QUESTIONS?

Please do not hesitate to get in touch with me.

Alexander Georgiev

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