



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 Lotary etc.

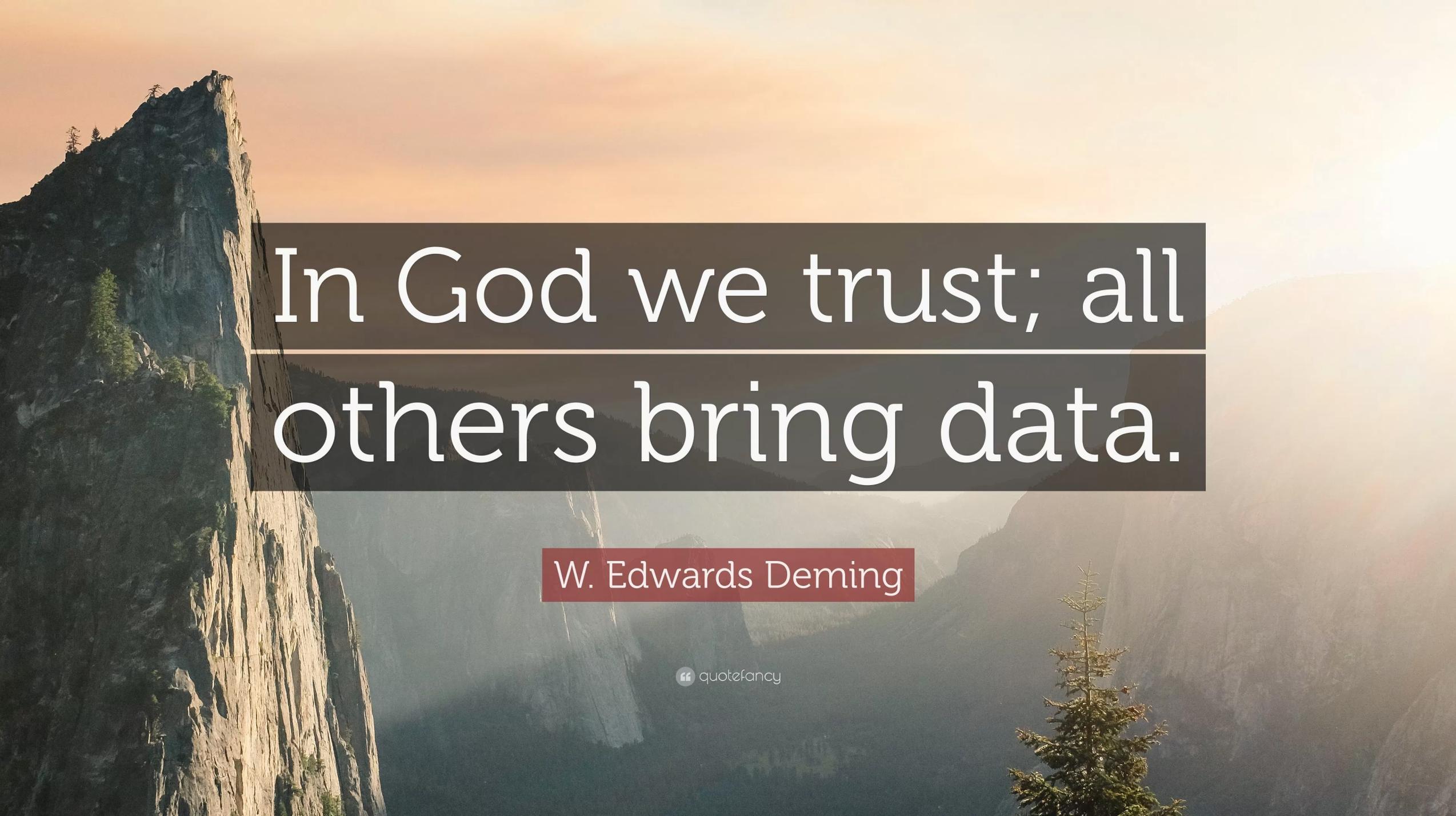


AGENDA



- 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.



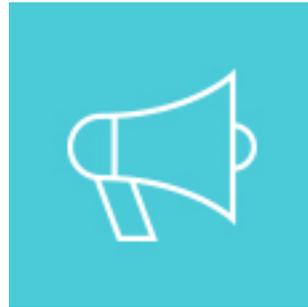
TYPES OF CONVERSIONS



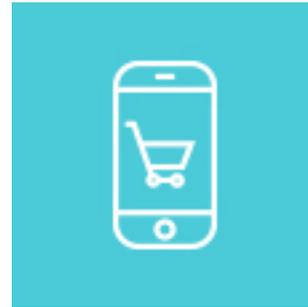
Enquiry



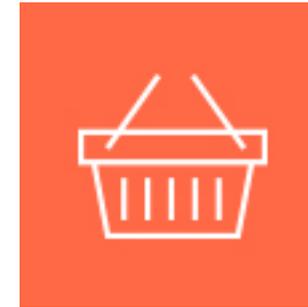
Subscription



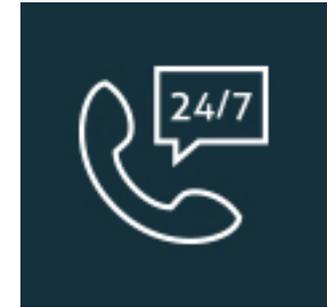
App purchase
or download



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

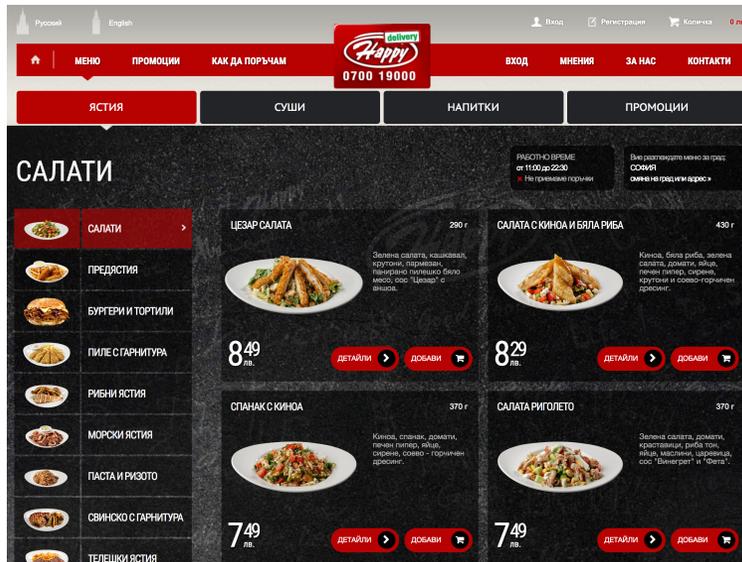
User log-in



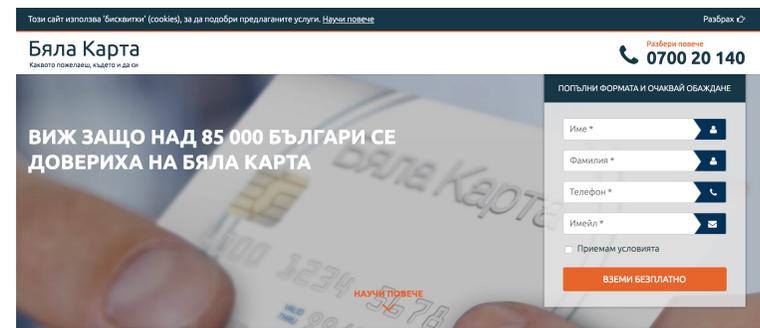
BUSINESS TYPES



eCommerce



Lead Generation



Бяла Карта е ТВОЯТА КРЕДИТНА КАРТА, която се наглася спрямо нуждите ти, каквото пожелаеш, където и да си.

Кредитна карта Бяла Карта се използва от хора като теб, които търсят достъпен, алтернативен и гъвкав финансов инструмент с цел да избегнат стандартните банкови процедури и изисквания.

- БЯЛА КАРТА**
Международна кредитна карта с лимит до 3000 лв.
- ДОСТЪПНА**
Кредитна карта, която можеш да заявиш на телефон или онлайн.
- АЛТЕРНАТИВА**
Ново начало и шанс за одобрение при влошена кредитна история.
- БЕЗ ТАКСИ**
Без такси за издаване, преиздаване и обслужване.

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?

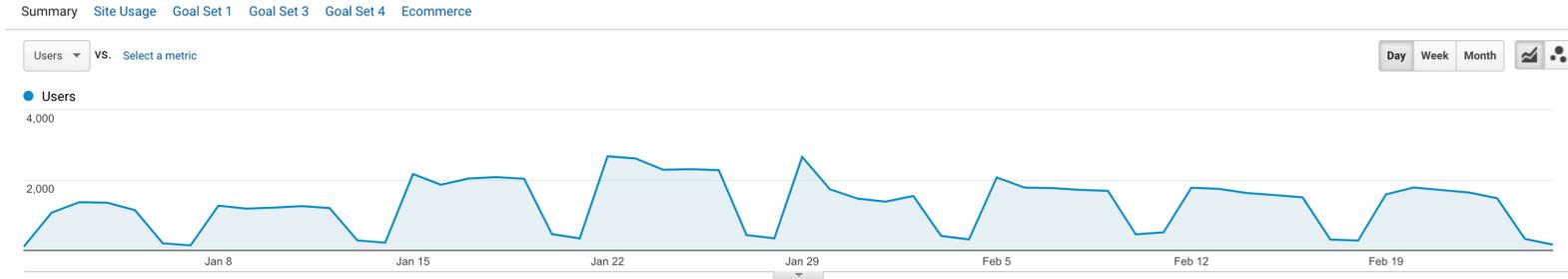
Conversions- Were they successful?

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



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GOOGLE ANALYTICS GOALS



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

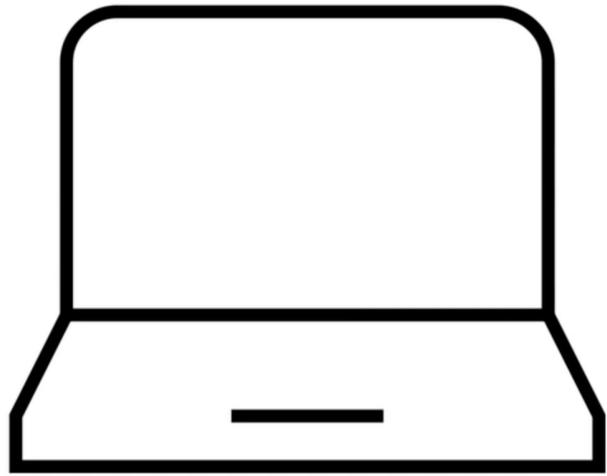
advanced

Source / Medium	Acquisition			Behavior			Conversions Goal 4: Landing Leads		
	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 <small>% of Total: 100.00% (54,412)</small>	49,954 <small>% of Total: 100.08% (49,913)</small>	82,259 <small>% of Total: 100.00% (82,259)</small>	81.08% <small>Avg for View: 1.42 (0.00%)</small>	1.42 <small>Avg for View: 1.42 (0.00%)</small>	00:04:53 <small>Avg for View: 00:04:53 (0.00%)</small>	3.57% <small>Avg for View: 3.57% (0.00%)</small>	2,939 <small>% of Total: 100.00% (2,939)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
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%)
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%)
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%)
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%)
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%)
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%)
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%)
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%)
9. [REDACTED]	340 (0.59%)	273 (0.55%)	366 (0.44%)	88.52%	1.35	00:02:40	2.46%	0 (0.00%)	\$0.00 (0.00%)
10. [REDACTED]	187 (0.33%)	90 (0.18%)	207 (0.25%)	63.77%	1.79	00:06:28	16.43%	0 (0.00%)	\$0.00 (0.00%)

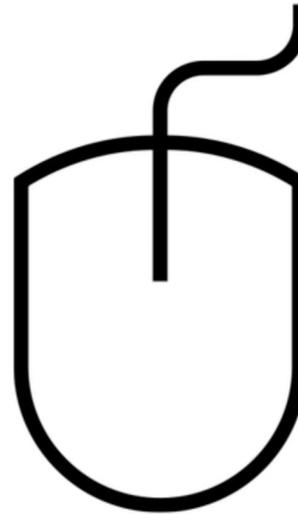


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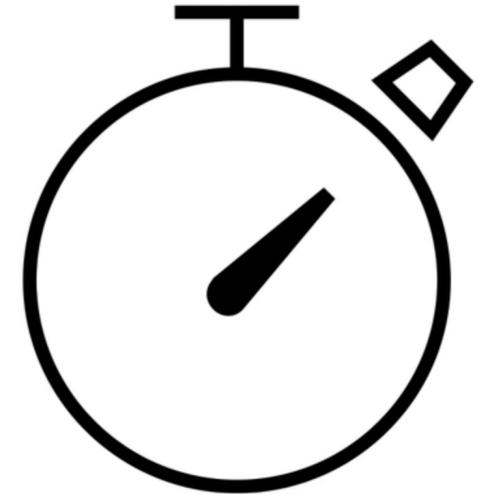
TYPES OF GOALS



Pages



Events



Engagement

CONFIGURING A GOAL (DEMO)



1 Goal description

Name

Goal slot ID

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](#)

2 Goal details



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])
```

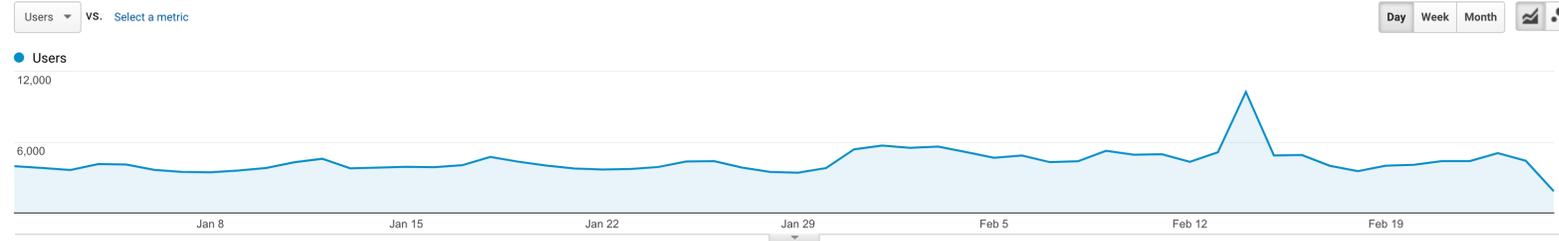
Field Name	Value Type	Required	Description
eventCategory	text	yes	Typically the object that was interacted with (e.g. 'Video')
eventAction	text	yes	The type of interaction (e.g. 'play')
eventLabel	text	no	Useful for categorizing events (e.g. 'Fall Campaign')
eventValue	integer	no	A numeric value associated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



ANALYTICS eCommerce



Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Users	Sessions	Revenue	Transactions	Avg. Order Value	Ecommerce Conversion Rate	Per Session Value
	145,722 <small>% of Total: 100.00% (145,722)</small>	296,072 <small>% of Total: 100.00% (296,079)</small>	BGN 2,019,994.58 <small>% of Total: 100.00% (BGN 2,020,092.15)</small>	65,622 <small>% of Total: 100.00% (65,625)</small>	BGN 30.78 <small>Avg for View: BGN 30.78 (0.00%)</small>	22.16% <small>Avg for View: 22.16% (0.00%)</small>	BGN 6.82 <small>Avg for View: BGN 6.82 (0.00%)</small>
1. google / cpc	64,918 (38.76%)	115,951 (39.16%)	BGN 566,700.67 (28.05%)	18,390 (28.02%)	BGN 30.82	15.86%	BGN 4.89
	48,514 (28.96%)	83,497 (28.20%)	BGN 598,300.39 (29.62%)	19,457 (29.65%)	BGN 30.75	23.30%	BGN 7.17
	26,453 (15.79%)	50,245 (16.97%)	BGN 496,769.42 (24.59%)	15,966 (24.33%)	BGN 31.11	31.78%	BGN 9.89
	14,549 (8.69%)	26,362 (8.90%)	BGN 226,131.47 (11.19%)	7,552 (11.51%)	BGN 29.94	28.65%	BGN 8.58
	2,680 (1.60%)	2,804 (0.95%)	BGN 215.49 (0.01%)	11 (0.02%)	BGN 19.59	0.39%	BGN 0.08
	2,257 (1.35%)	4,065 (1.37%)	BGN 14,124.34 (0.70%)	561 (0.85%)	BGN 25.18	13.80%	BGN 3.47
	1,058 (0.63%)	1,212 (0.41%)	BGN 1,317.40 (0.07%)	46 (0.07%)	BGN 28.64	3.80%	BGN 1.09
	1,019 (0.61%)	2,923 (0.99%)	BGN 67,808.51 (3.36%)	2,124 (3.24%)	BGN 31.92	72.67%	BGN 23.20
	979 (0.58%)	1,189 (0.40%)	BGN 691.28 (0.03%)	26 (0.04%)	BGN 26.59	2.19%	BGN 0.58
	797 (0.48%)	916 (0.31%)	BGN 740.56 (0.04%)	24 (0.04%)	BGN 30.86	2.62%	BGN 0.81



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LINKING ADWORDS & ANALYTICS



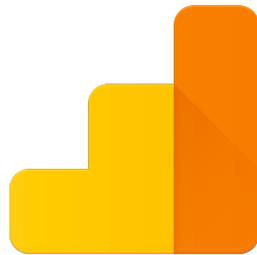
How to Link
AdWords + Analytics



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

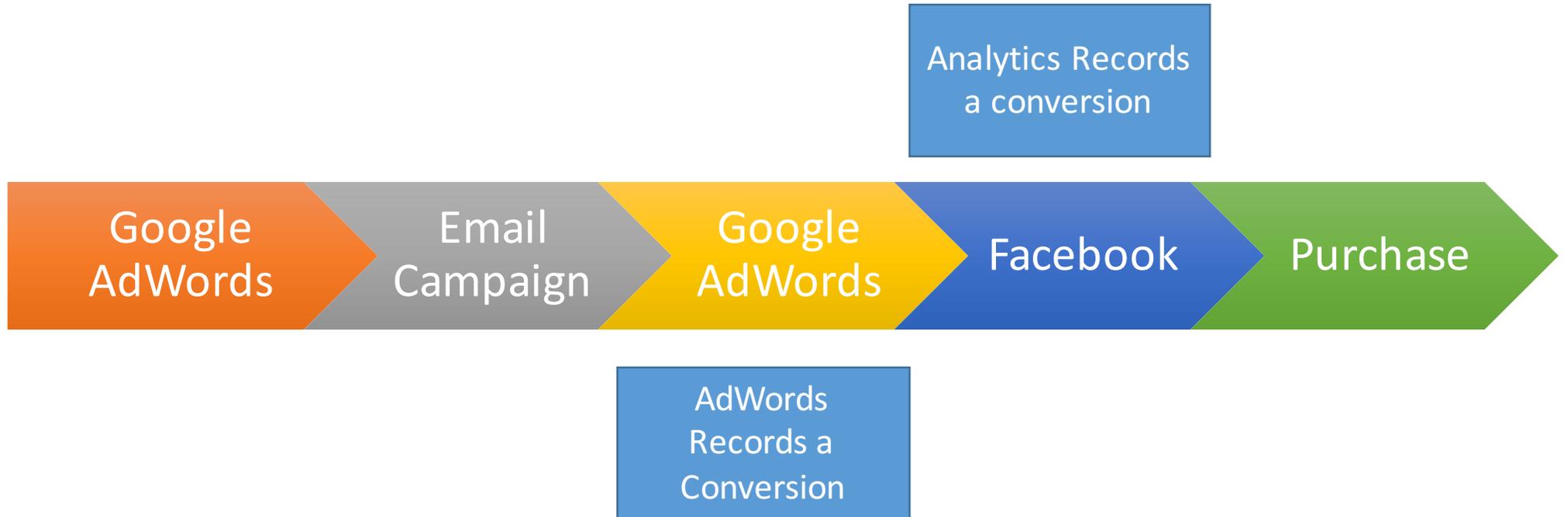


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EXAMPLE



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.

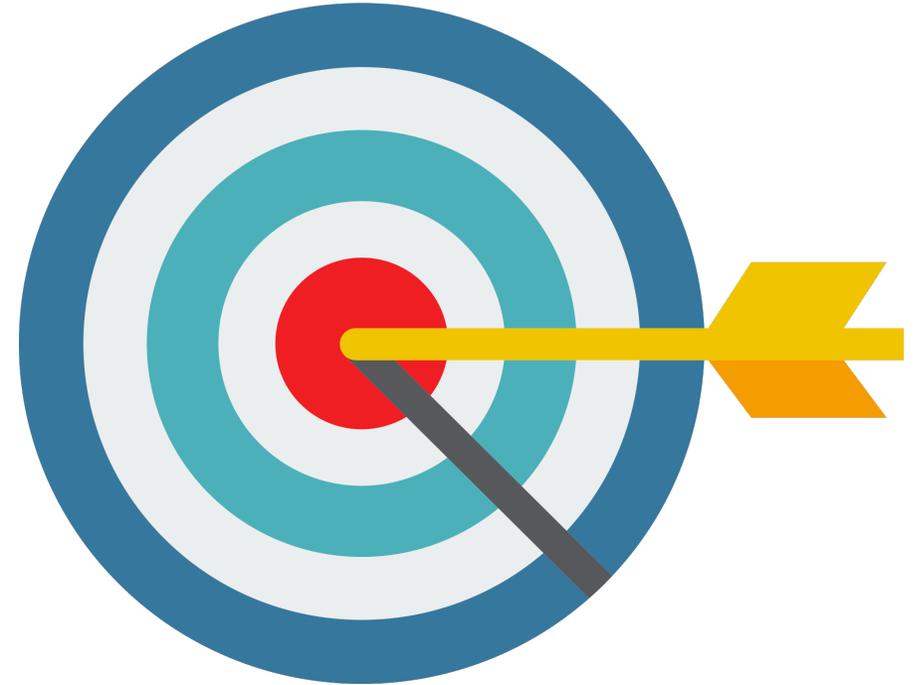
Тип	Описание	Допълнителни Коментари
Пиксели	<ul style="list-style-type: none">• Google AdWords Event Purchase (URL)• Google AdWords Event Contact Form (URL/Action)	Скриптовете са прикачени в отделни текстови файлове.
Събития	<ul style="list-style-type: none">• Използване на Login• Използване на социални приставки• Сваляне на PDF Брошура• Старт 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



KEY PERFORMANCE INDICATORS (KPIs)

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

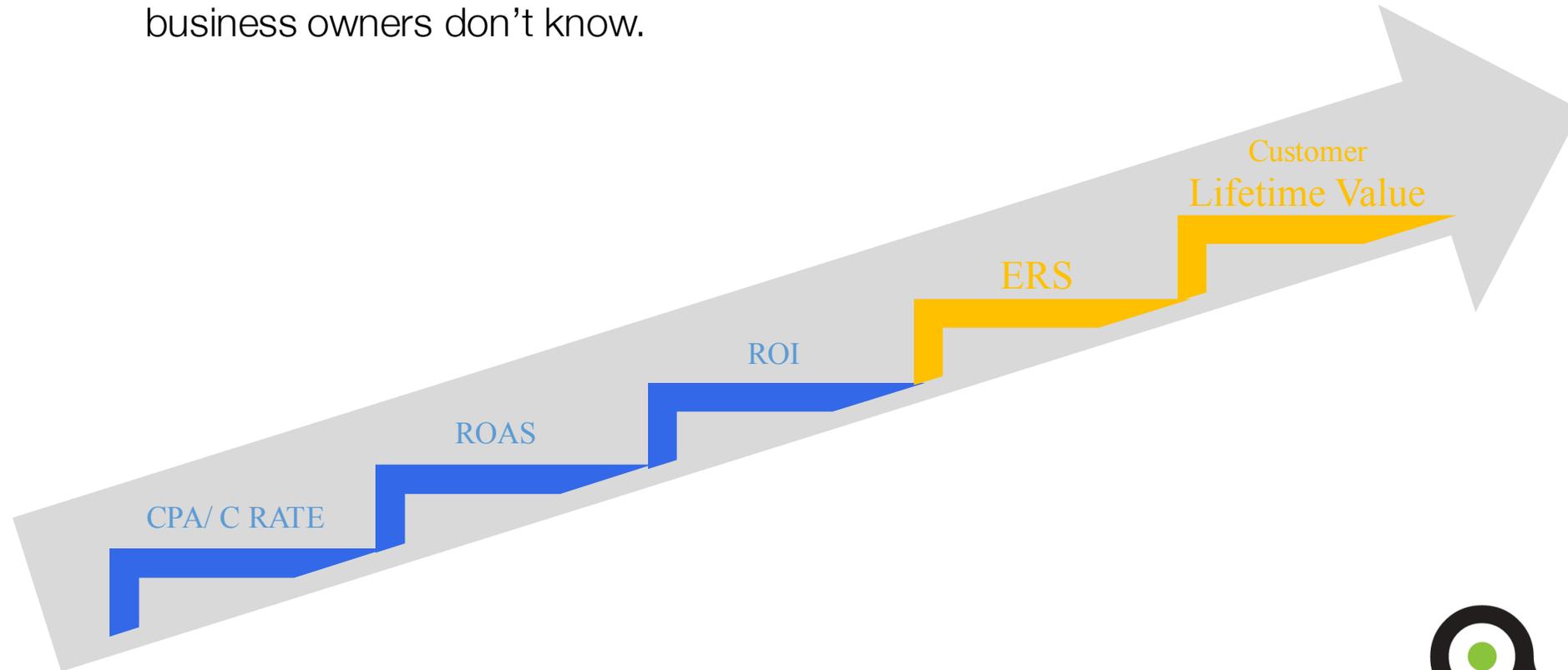
We use it to ensure that the campaigns that we are running are bringing value to our client or business.



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 ACQUISITION (CPA)



CPA – The cost of client acquisition.

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

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

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

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>
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.

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

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

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.

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

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

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>
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%)

Profit margin = 10%



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EFFECTIVE REVENUE SHARE



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

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

Campaign / Campaign ID	Acquisition					Behavior		Conversions eCommerce		
	Clicks ?	Cost ?	CPC ?	Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ? ↓
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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%

Campaign / Campaign ID	Acquisition					Behavior		Conversions eCommerce			
	Clicks ?	Cost ?	CPC ?	Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ? ↓	
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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.

Your Data		Your Results		
AdWords	AdWords cost in time frame	\$120,000.00	Cost To Aquire Customer	\$10.00
	Number of converted clicks	12,000	Avg. Customer Lifetime Revenue	\$130.00
My Business	Percentage of customers who purchase again	20%	Break-even Acquisiton Cost	\$26.00
	Average revenue per purchase	\$50.00	Avg. Customer Lifetime Profit	\$16.00
	Average purchases per year	3	LTV Calculator	
	How many years will they be a customer?	3	Disclaimer*	
	Profit margin	20%		

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



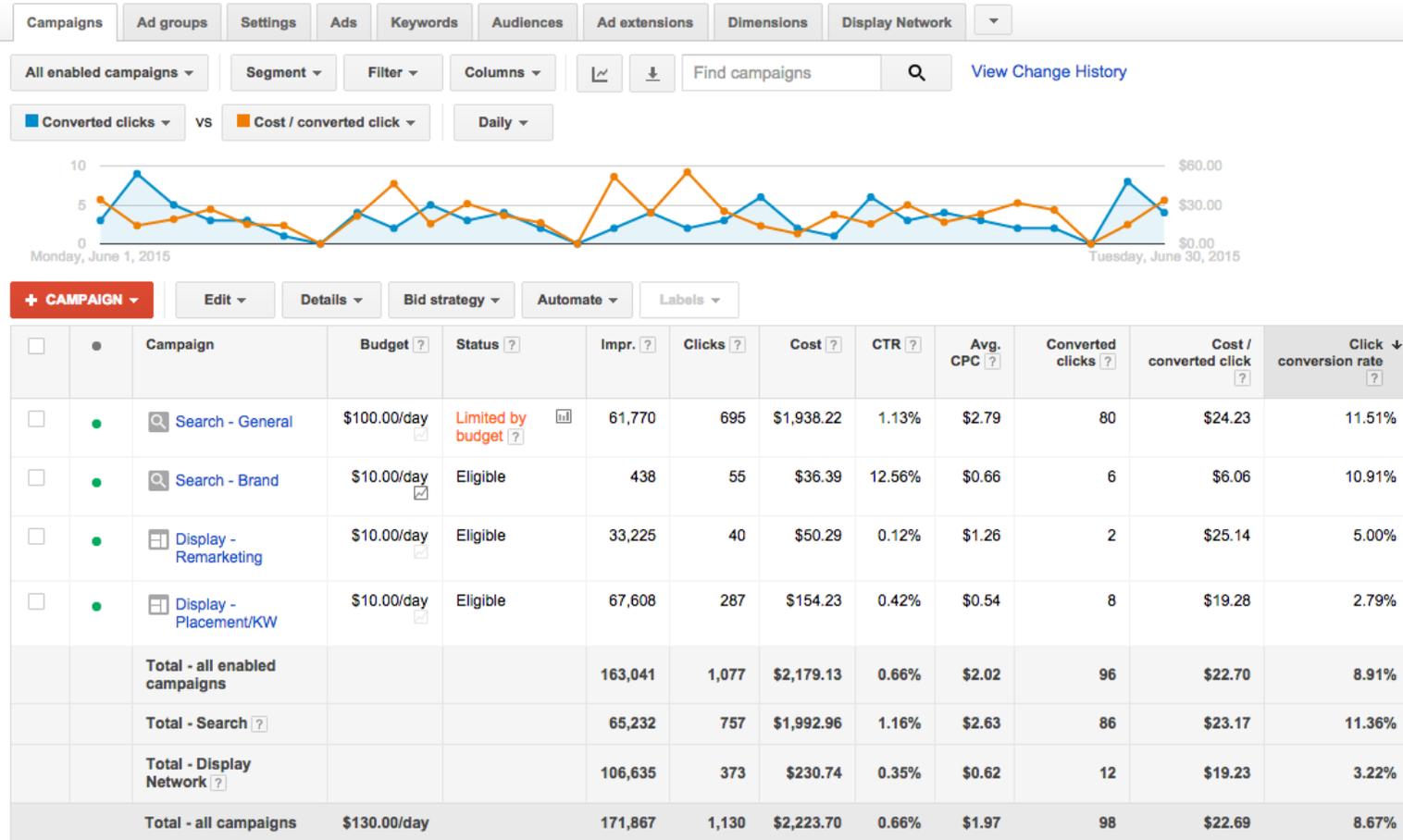
Converting Retention Rate to Average Customer Lifetime Period		
Customer Retention Rate (% pa)	Customer Churn Rate (% pa)	Average Customer Lifetime (in Years)
5%	95%	1.05
10%	90%	1.11
15%	85%	1.18
20%	80%	1.25
25%	75%	1.33
30%	70%	1.43
35%	65%	1.54
40%	60%	1.67
45%	55%	1.82
50%	50%	2.00
55%	45%	2.22
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!



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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