



ADWORDS MASTER CLASS
HOMEWORK WEEK 2

TASKS FOR THE WEEK



For the following site:

- [schuh.eu /](http://schuh.eu/)

1. The client above has hired you to build an AdWords Campaign for their business. Devise a possible campaign structure based on the information that you can gather from their website (eg Brand Campaign, Kids Shoes...).
2. Label the campaigns using the technique discussed in the lecture (SN,DSA).
3. What ad extensions do you suggest the client should use and why (clarify)?
4. You would like to improve your campaign performance by adjusting the bids manually for some of your clients. Here is that data that the clients have provided you with.

Business 1 – Online Sports Good Store	Business 2 – Insurance Comparison Site
Avg. Order Value: BGN 95лв.	No. Clients for period: 10
Profit Margin: 30%	No. Enquires: 245
eCommerce Conversion Rate: 0.9%	Avg. Profit per client: \$745
	Avg. Conversion Rate: 4.35%

TASKS FOR THE WEEK



1. Using the data provided in the table calculate the following metrics for both businesses:
 - Break-even CPA
 - Break-even CPC
 - Ideal CPC
2. Please open the excel file titled **Bid_Management_Exercise** and use the bid management matrix to assess the current effectiveness and decide upon which bids should be held/raised/decreased. For this exercise please use the ideal CPC and break-even CPA that you have calculated for your **Sport Goods Store** client in the previous section. Note your new bid in the column 'New Bid' and place a label that would help you identify the keywords that you have adjusted next week.