CASE STUDY

Google Ads Audit and Report
Sept. 2019

BUGG
MARKETING INC.

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GOOGLE ADS ACCOUNT AUDIT

BUGG Marketing Inc. reviewed Google Ad performance for the current Campaign(s), Ad Groups, Ads, Audiences and keywords for this account. This included an investigation into all display ad creative and current enabled ads. Upon initial review, the following determinations were made:

- For all case study Google Ads, the overall *CTR% (Click Thru Rate)* was well below the industry benchmark for non-profits/advocacy. CTR is determined by dividing the number of clicks an ad receives by the number of impressions the ad receives.
- At the time of the audit, the average *CPC (Cost Per Click)* for the case study Google Ads were well above industry benchmarks for non-profits/advocacy.
- Based on these observations, it was determined that there could be improvement made for these specific metrics as well additional ones that would be directly impacted by these changes.

CONTROL GROUP COMPARISON DATES: May 27 - June 2, August 27 - September 2

For purposes of comparison, we selected an equal timeframe between two distinct months: one managed by the previous service provider (**May 27 - June 2**) and by BUGG Marketing Inc. for (**August 27 - September 2**).

TYPES OF GOOGLE CAMPAIGNS

There are two types of Google Ads campaigns the account is is currently running:

Search Ads and **Display Ads**

Search Ads essentially are the ads that show when a user searches for a keyword or phrase in Google itself or one of its Search Partners. Based on various rules and algorithms, an ad will show that has been bid on by an advertiser.

Display Ads are ads shown can help you reach people while they're browsing their favorite websites, showing a friend a YouTube video, checking their Gmail account, or using mobile devices and apps.

GOOGLE ADS PERFORMANCE BENCHMARKS

Each industry reports different performance benchmarks for pay per click advertising. Some of the main measurables would include 'how many times the ad was shown', 'how many people clicked/ interacted with an ad', 'how many times the ad was shown and how many people clicked the ad (Interaction Rate, CTR or click thru rate)', 'cost per interaction' amongst others.

The chart below shows the benchmark CPC (cost per click/interaction) for the Advocacy/Non-profit classification for each of the Google Display Network and Search Network.

Industry	Google Display Network (GDN)	Search
Advocacy	$0.32	$1.72

Reference: *Kristina Volovich*, 2019, 'What's a Good Clickthrough Rate? New Benchmark Data for Google AdWords', Hubspot; <https://blog.hubspot.com/agency/google-adwords-benchmark-data>

The chart below (**FIG. 1**) shows the **actual CPC** (cost per click/interaction) for the case study Google Ads ads for each of the Google Display Network and Search Network. The circled numbers show the decreased % of a CPC (cost per click). A lower CPC indicates more clicks/budget for the campaign.

Example: The budget for a campaign is $10. If a single click is $1, then you will receive 10 clicks. The CPC is $1.

If the CPC is $0.50, then you will receive 20 clicks for the same budget = more exposure.

Campaign	Budget	Status ↑	Campaign type	Impr. <>	Interactions <>	Interaction rate <>	Avg. cost <>
Traffic - Custom Audiences		Eligible	Display	116,328 (+45.55%)	2,887 clicks	2.48% (+348.75%)	CA$0.04 (-63.13%)
Traffic - Broad ✏		Eligible (Learning)	Search	7,409 (-29.71%)	183 clicks	2.47% (+277.33%)	CA$0.42 (-11.52%)
Total: All enabled campaigns				123,737 (+36.78%)	3,070 clicks	2.48% (+339.22%)	CA$0.06 (-60.33%)
Total: Account ⓘ	CA$ Export CSV	☆ Add All Keywords		141,793 (-40.50%)	3,084 clicks	2.18% (+819.07%)	CA$0.07 (-72.00%)
Total: Search campaigns ⓘ				7,467 (-29.16%)	187 clicks	2.50% (+282.59%)	CA$0.42 (-11.44%)
Total: Display campaigns ⓘ				134,326 (-41.03%)	2,897 clicks	2.16% (+892.44%)	CA$0.04 (-78.70%)

CPC (Cost per click)

Fig. 1

What these charts (Fig. 1, Fig. 2) are showing is that, after BUGG Marketing Inc. audited and made some changes to the current ads, the **CPC (cost per click)** for both the Google Display campaign and Google Search campaign decreased which greatly impacted the performance of the campaign positively.

Campaign type	Impr. <>	Interactions <>	Interaction rate <>	Avg. cost <>
Display	116,328 (+45.55%)	2,887 clicks	2.48% (+348.75%)	CA$0.04 (-63.13%)
Search	7,409 (-29.71%)	183 clicks	2.47% (+277.33%)	CA$0.42 (-11.52%)
	123,737 (+36.78%)	3,070 clicks	2.48% (+339.22%)	CA$0.06 (-60.33%)

Fig. 2

May 27 - June 2, 2019

Impr.	Interactions	Interaction rate	Avg. cost
79,921	442 clicks	0.55%	CA$0.11
10,541	69 clicks	0.65%	CA$0.48
90,462	511 clicks	0.56%	CA$0.16
238,324	564 clicks	0.24%	CA$0.24
10,541	69 clicks	0.65%	CA$0.48
227,783	495 clicks	0.22%	CA$0.20

Fig. 3

August 27 - September 2, 2019

Impr.	Interactions	Interaction rate	Avg. cost
116,328	2,886 clicks	2.48%	CA$0.04
7,409	183 clicks	2.47%	CA$0.42
123,737	3,069 clicks	2.48%	CA$0.06
141,793	3,083 clicks	2.17%	CA$0.07
7,467	187 clicks	2.50%	CA$0.42
134,326	2,896 clicks	2.16%	CA$0.04

Fig. 4

After our audit, the stats showed the following:

- increased the Interaction Rate (CTR) for display by **+348.75%** and the Search by **+277.33% (See Fig. 2)** based on the same monthly budget.
- decreased the CPC on Display Ads by **-63.13%** and **-11.52%** for Google Search. **(See Fig. 2)** based on the same monthly budget.
- by creating mobile ads, an increased the Impressions of the Display ads by **+45.55% (See Fig. 2)** based on the same monthly budget.
- **Fig. 3 and Fig. 4** show a dramatic increase in Interactions (clicks) between the two control group periods. This is a direct result of better performing ads, monitoring poorly performing variables, a greatly increased CTR and lower CPC (cost per click).

GOALS AND KEY PERFORMANCE INDICATORS

Part of the audit process included determining goals and KPI for the website and Google Ads campaign. *Why do users come to the site? What do you want users to do? How will you track what a user is doing?*

Google goals for both the Google Ads campaign and tracking in Google Analytics was set up to determine the success of the Google Ads campaign.

The following tracking goals were set up:

- **User on site for 30 seconds**
- **User on site for 5+ minutes**
- **User on site for 10+ minutes**
- **User on site for 15+ minutes**
- **User on site for 20+ minutes**
- **User on site for 25+ minutes**
- **User on site for 30+ minutes**

The purpose of setting these goals would be to tell us how long users remain on the site and, if they do, how long they potentially would be listening to a program. These indicators could then allow us to determine success or if changes needed to be made based on goals.
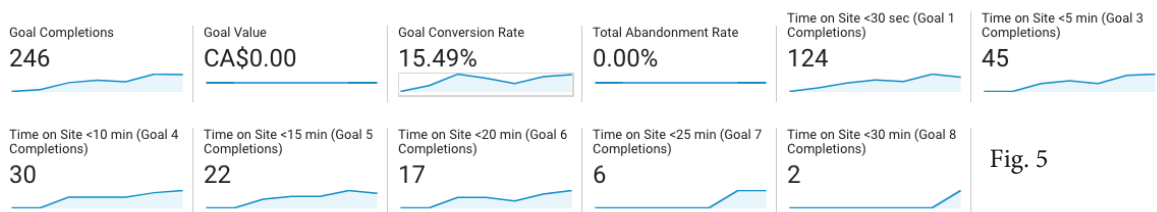
Fig. 5 Google Analytics goal date ranges from August 27 - September 2, 2019.
There is no comparison data as goals were not implimented previously.

GOOGLE ANALYTICS USER STATISTICS

The audit and improvements with Google Ads had a direct influence on Google Analytics. Indicated in **Fig. 4** below, there was a dramatic change in session and users, pageviews and other variables. With continued monitoring to the Google Ads campaign, there will be an opportunity to grow the brand based on data collected.

The line graph shows the definite increase in users to the website. The next report on October 2019 will indicate even greater improvements.
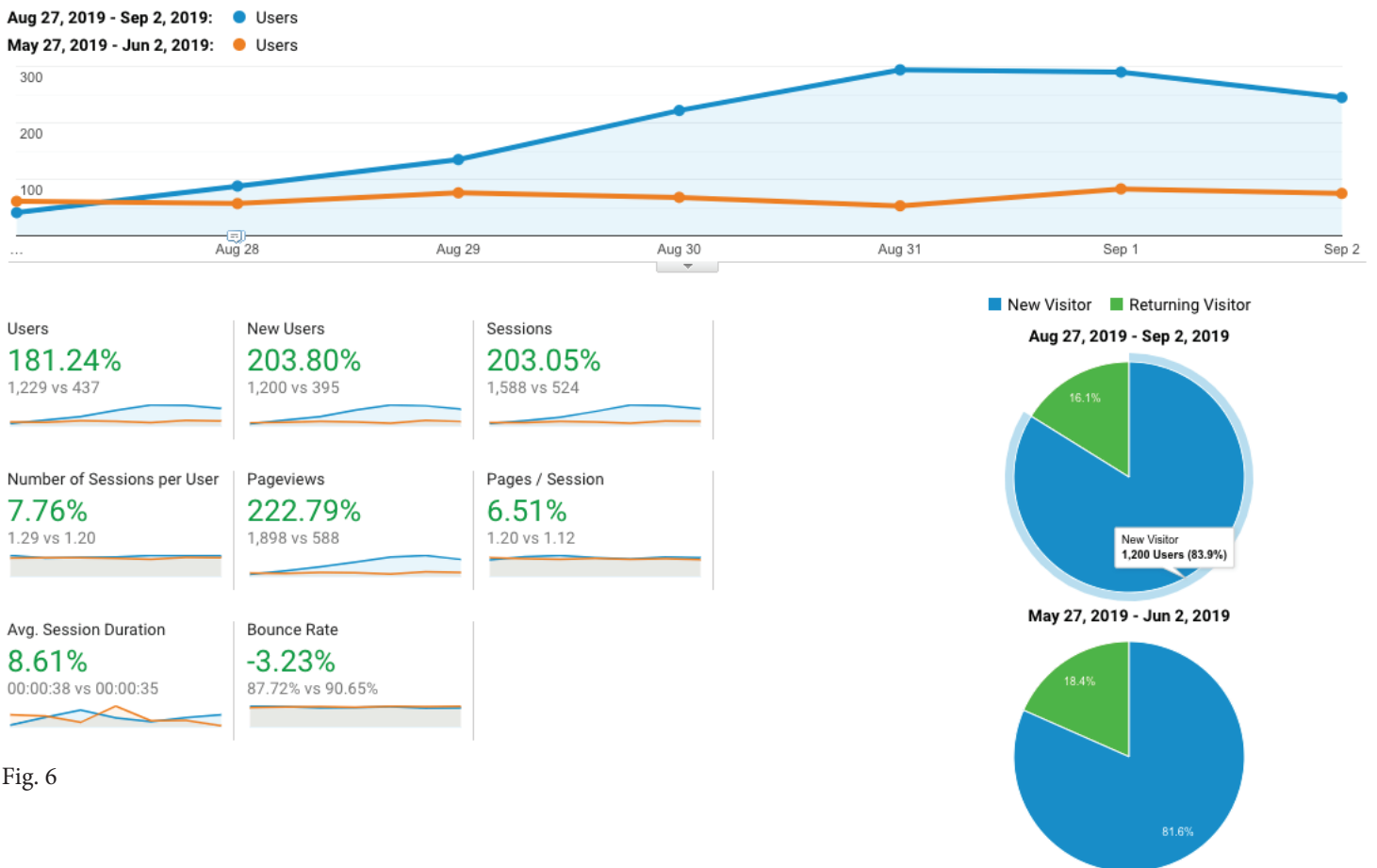

Fig. 6