

THE CASE

The growth of the number of conversions by 3 times while increasing the budget by 20%



By 3 times multiplied the number of incoming requests



By 105,3% increased conversion rate



33,67% conversion rate from Facebook

Client

Sports complex of premium class "Fifth Element".

Our task

Increase the conversion rate for the received traffic.

Customer's Business

Fitness center "Fifth Element" is the largest sports complex in Ukraine.

The club has a gym with an area of more than 2000 sq. m., 7 swimming pools, including a hydromassage pool and a heated children's pool. The fitness center monitors the high quality of training simulators, playgrounds, and water.

Group classes on Pilates, yoga, dancing, boxing, aerobics, and stretching are conducted by competent and certified trainers.

The quality of customer service is confirmed by an independent premium "Luxury Lifestyle Awards" for three times.

Introduction

The client had been conducting an advertising campaign in the Google Adwords account since 2013. Initially, the client had been conducting it himself and then handed it over to a large internet agency.

At the time of our audit, the account had several working advertising campaigns in the search network, two on the display network and one campaign in Youtube.

Advertising campaigns were set up without regard to the specifics of the business. The semantic core included everything that concerned the gym, fitness, and pool. At the same time, the semantics for target search requests was worked out only by 64%.

A classic mistake was the inclusion of conversion and non-conversion keywords into one advertising campaign, with a limited budget for clicks. Since the budget was not enough, Adwords gave an advantage to keywords with higher CTR, without regard for conversion. Only calls and the orders of the club card were tracked from the existing goals. There were several more types of cards in addition to club card on the site and the effectiveness for them was recorded through tracking the passing to the service page, which was not an indicator of efficiency for us.

After immersing ourselves in the client's business tasks and analyzing the available macro-conversions (calls, requests for the Club card), micro-conversions and engagement rates, we formed a new structure of advertising campaigns.

Search Network

- Branded advertising campaigns. Separate Ukrainian-language and Russian-language requests. Branded inquiries are the most highly convertible, the budget for them is always with a margin and only the accelerated method of showing.
- Advertising campaigns for narrow customer requests with categorization. Examples of campaigns: Gym season ticket, Fitness season ticket, Tennis season tickets, etc.
- Campaigns of priority for the club categories of training. The client's club is one of the few clubs that have professional equipment and coaching staff. The probability of ordering of these services is quite high. Examples of campaigns: TRX-training, Functional training, Queenax fitness, etc.
- Advertising on general requests with reference to the location or specificity. Examples of keywords: luxury class sports club, Podol fitness center, VIP fitness, best gym with swimming pool.
- Advertising on general requests. This category of keywords includes requests like gym Kiev, fitness center Kiev, etc. Although the club is a luxury class, users do not always enter a search request with the words "luxury" or "premium" and this type of request cannot be ignored. These advertising campaigns were configured with very limited targeting, though they were paid a special attention in the process of performing.

When collecting the semantic core for advertising campaigns on common requests, all keywords with the percentage of the interested audience not exceeding 1.5% were severely cut off. The definition of this indicator was carried out according to a simple algorithm:

1. Keywords and search requests for 10 months have been unloaded from the Adwords account. As it was described above, the core was not assembled completely, but the keywords consisting of one word, for example, gym, were added to the account. These keywords collected invaluable statistics on both minus-words and conversion requests.
2. The key performance indicators were determined by using statistics that have already been obtained in Google Analytics. In our case: calls and sending the form for the order of the Club Card.

3. Statistics of advertising campaigns for keywords for the last 6 months was unloaded from Google Analytics. Unloaded information included statistics for the keywords and key performance indicators.
4. The existing semantic core was divided into clusters. This operation was necessary because both macro and micro-conversions were imported into Adwords account and we can not rely on conversion statistics from the Adwords account. At the same time, we significantly expanded the existing list of keywords (+36%) from the received search requests during the configuration process. Clustering was necessary for correct and quick assessing of the suitability or ineptitude of the keywords and the search requests received for them.
5. The resulting clusters were filtered by the conversion rate. Clusters in which the conversion rate did not exceed 0.5% were excluded.

It should be noted that the groups with the conversion rate not exceeding 0.5, but which contained requests like VIP, Luxury, Best, etc. were also included in advertising campaigns. These requests are interesting from the point of view of branding.

The Display Network and Youtube

Advertising campaigns in the display network and Youtube had two directions:

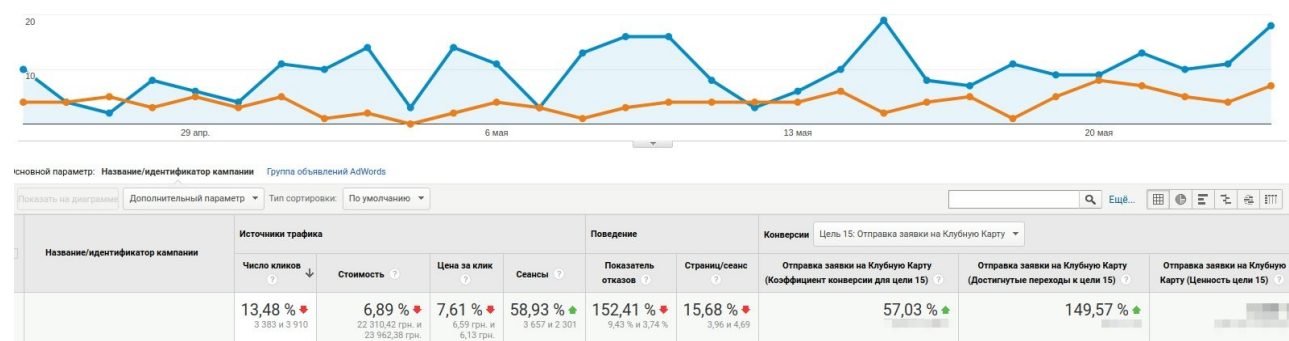
1. Remarketing advertising campaigns. Due to the fact that the season ticket can be purchased only for a year, users need time to think about buying it.
2. Campaigns aimed at the potential target audience of the club. A clear understanding of the target audience by the client helped in this case. We should only set up advertising campaigns. The purpose of these advertising campaigns is branding.

Results

Indicators of the first month of performing compared to the same period last year:

Conversion rate +57.3%

Received conversion +149%

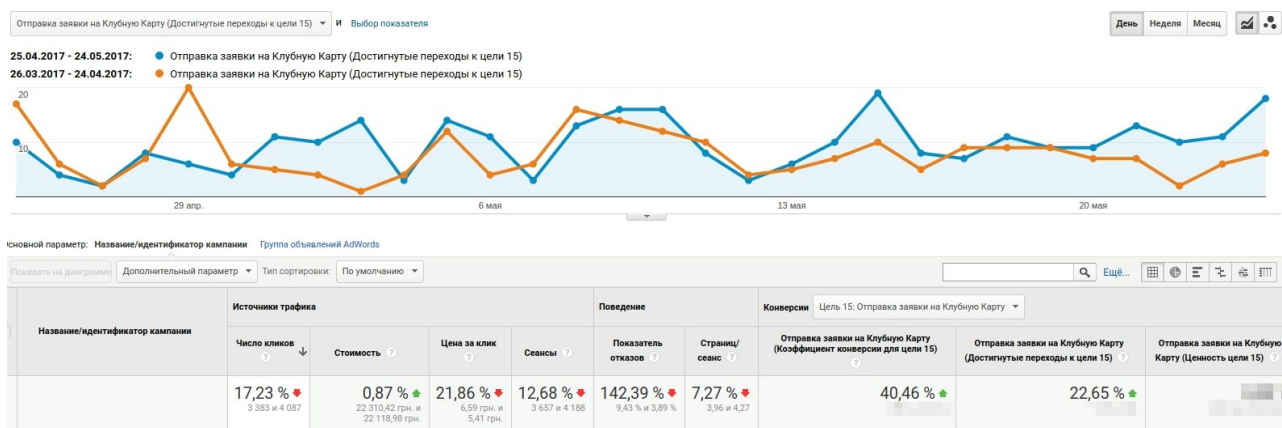


The results are compared with the statistics of the last year because there is a pronounced seasonality in the subjects of the gym and pool. For example, demand is falling in summer.

However, even taking into account the decrease of demand due to seasonality, the results for the requests are the following:

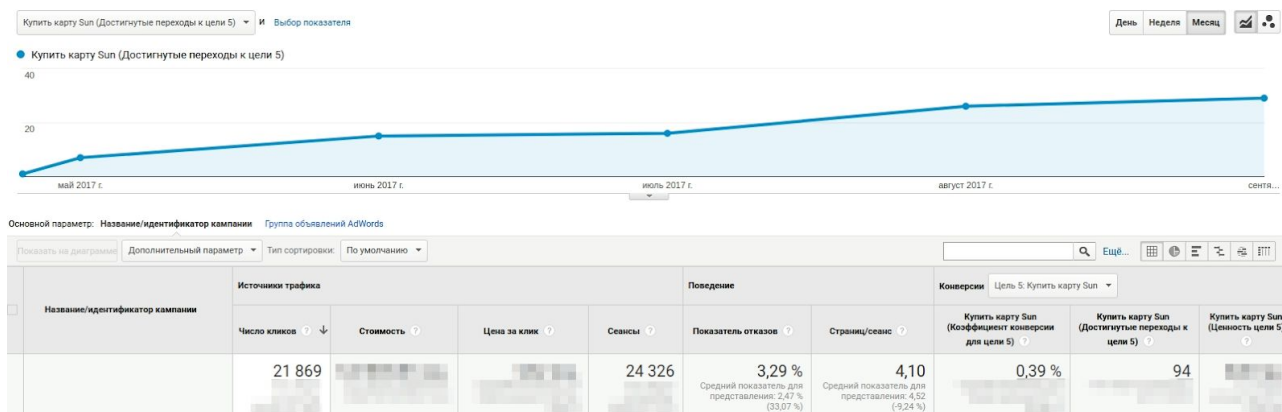
Conversion rate +40.46%

Received conversion +22.65%

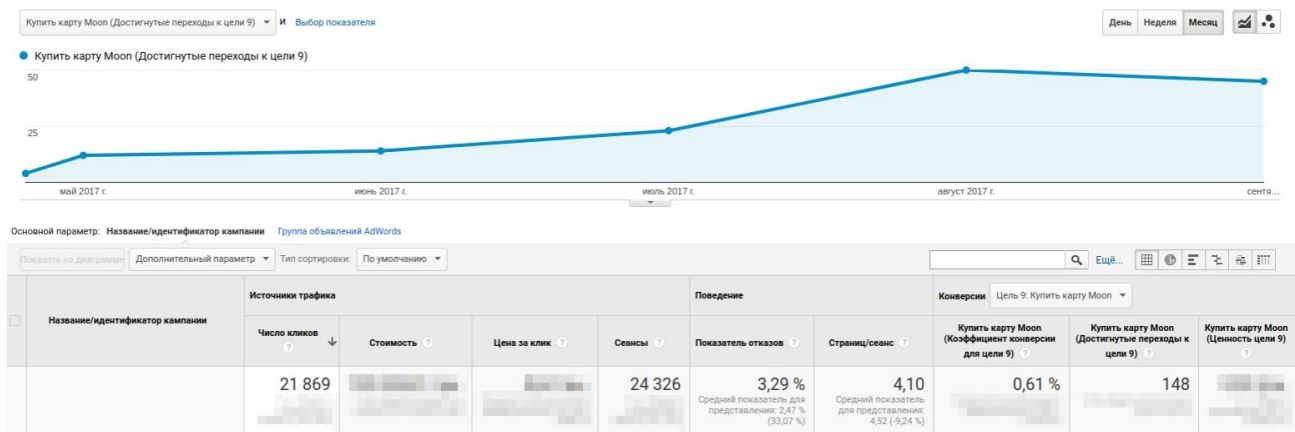


In the process of optimizing configured campaigns and adding new ones, all results were tracked by the number of requests for each type of card.

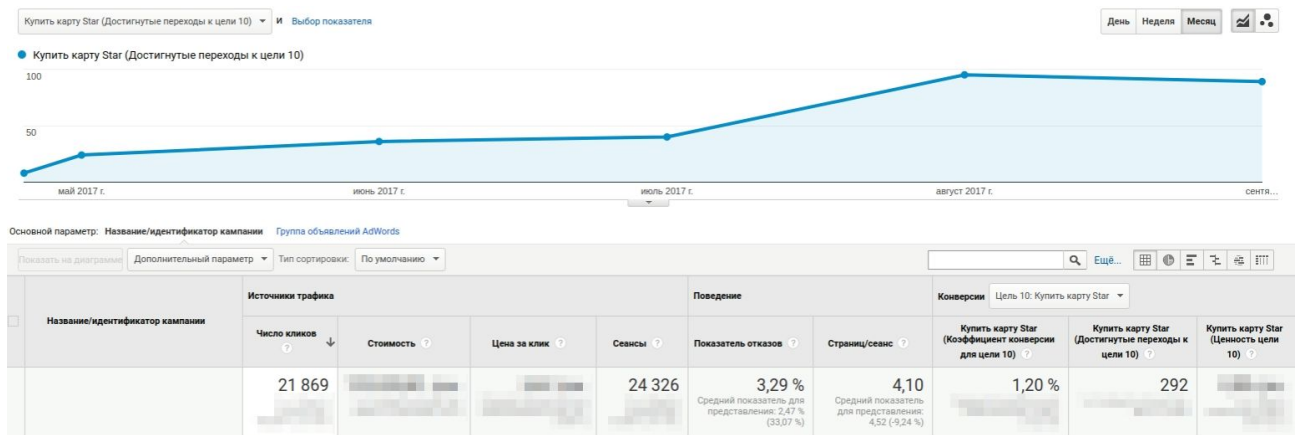
Sun Card



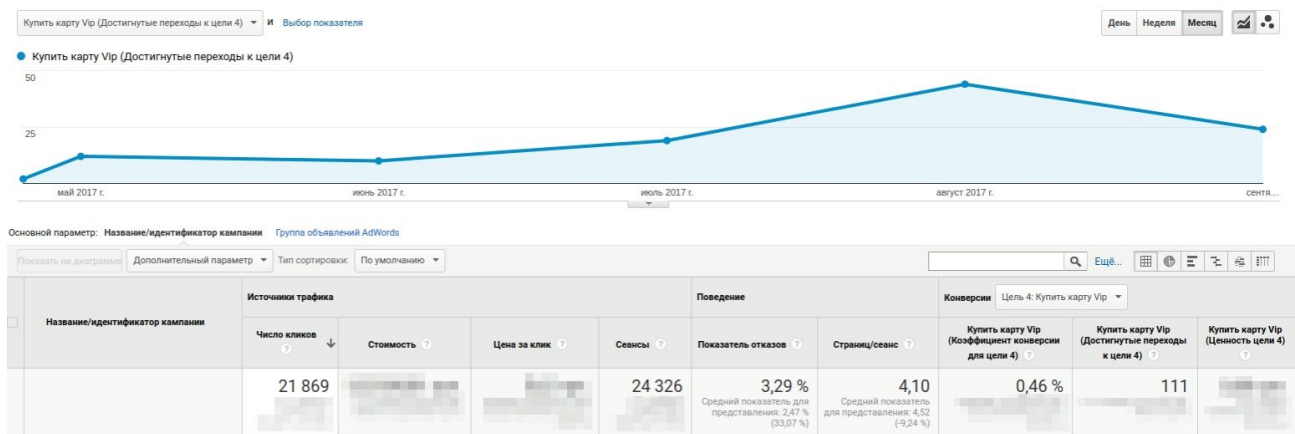
Moon Card



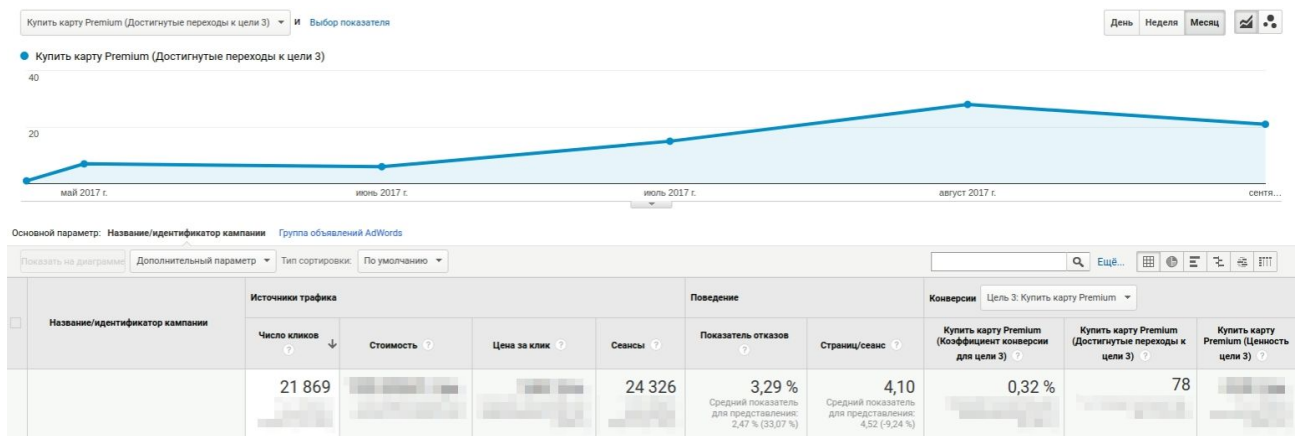
Star Card



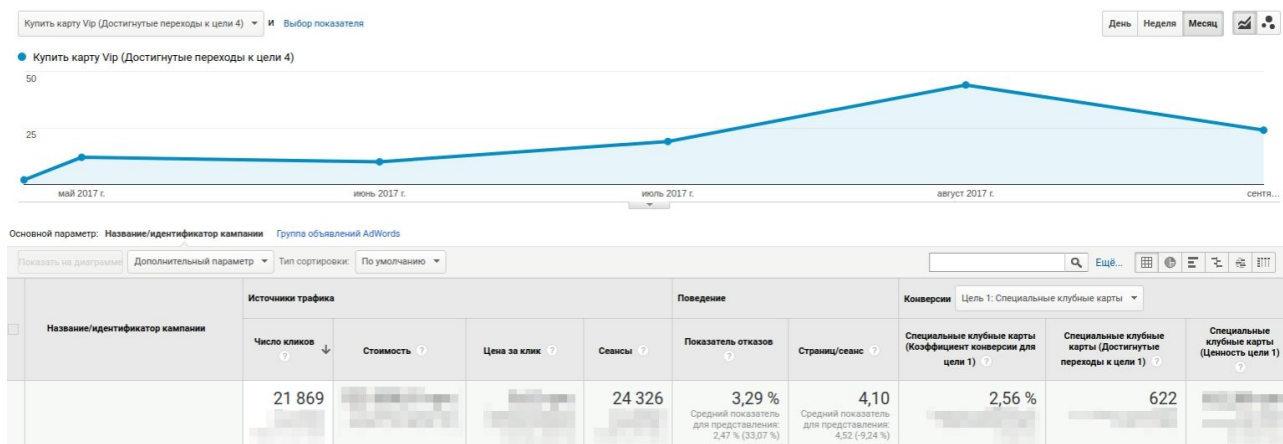
VIP Card



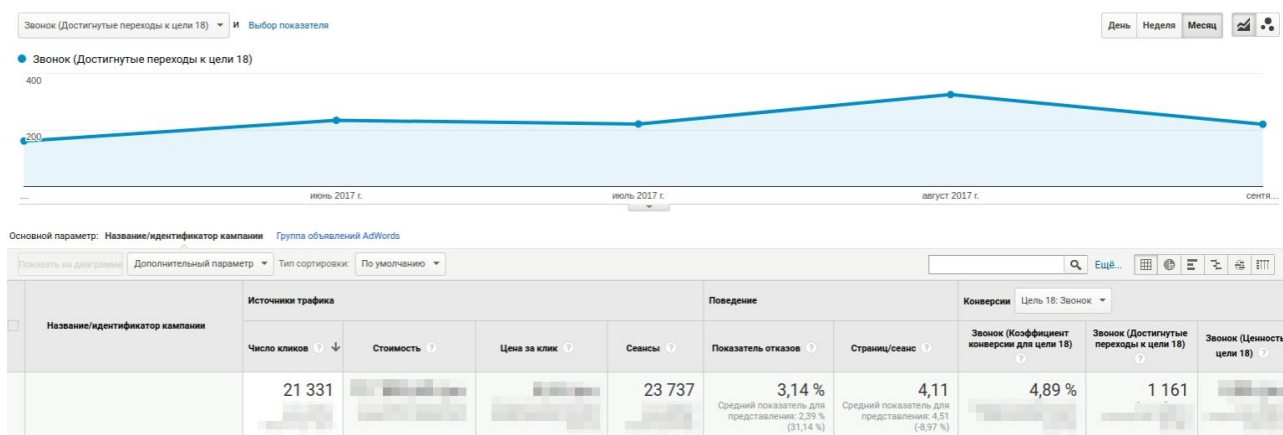
Premium Card



Special Club Cards



Number of Calls



Advertising campaign in Facebook

At the end of the summer, the club celebrates its birthday. Due to the holiday, customers registering season tickets will receive discounts for them and other pleasant bonuses. In turn, the client expected from us the growth of requests.

By that time, we had already learned all the hot traffic from Adwords and the increase of sales through Google advertising would have been accompanied by a significant increase in advertising costs. Here Facebook appeared on the scene.

It should be noted that Facebook easily assigns interests to users and, admitting to minor inaccuracies in its definition, you can get an audience that only indirectly comes into contact with the one that was planned for the show. Therefore, we approached advertising in this network very seriously.

The client gave us a portrait of the target audience. The problem was that for advertising in the social network such a description was quite broad. By the time of the launch of advertising on Facebook, we had already collected the amount of data that allowed us to identify the interests and behavior of the right users more specifically.

So, we launched two advertising campaigns:

1. Remarketing to all users of the site for the last 3 months. Advertising campaign Birthday-Remarketing in the table.
2. Audience formed on the basis of the analysis of interests of users that have committed macro-conversion. Advertising campaign Birthday in the table.

The term of the advertising campaign was 1 month.

Results

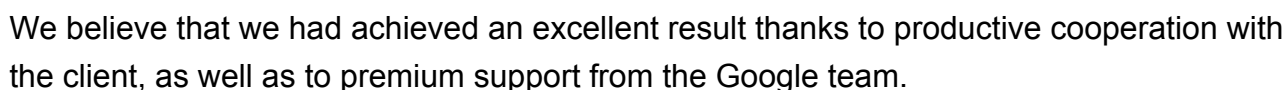
The conversion rate of advertising campaign Birthday-Remarketing is 26.44%, 1.52% of all conversions.

The conversion rate of advertising campaign Birthday is 32.67%, 10.07% of all conversions.

Comparing the results of the month for all advertising channels:

Источник или канал	Кампания	Источники трафика			Действия			Конверсии		
		Семисы	Новые семисы, %	Новые пользователи	Показатель отказов	Страниц/сесис	Сред. длительность сесиса	Отправка заявки на Клубную Карту (Коэффициент конверсии для цели 15)	Отправка заявки на Клубную Карту (Достигнутые переходы к цели 15)	Отправка заявки на Клубную Карту (Ценность цели 15)
		20 432 % от общего количества: 35,57 % (57 445)	57,38 % Средний показатель для представления: 60,81 % (-5,64 %)	11 724 % от общего количества: 33,56 % (34 934)	3,49 % Средний показатель для представления: 2,72 % (28,17 %)	4,09 Средний показатель для представления: 4,51 (-9,28 %)	00:01:35 Средний показатель для представления: 00:01:49 (-12,78 %)	7,39 % Средний показатель для представления: 7,09 % (4,31 %)	1 510 % от общего количества: 37,10 % (4 070)	
1. google / cpc			49,47 %	6 740 (57,49 %)	2,61 %	4,50	00:01:52			
2. fb / cpc	Birthday	466 (2,28 %)	91,20 %	425 (3,63 %)	1,72 %	2,91	00:00:50	32,62 %	152 (10,07 %)	
3. google / cpc			84,42 %	1 322 (11,28 %)	6,77 %	3,58	00:01:13			
4. google / cpc			80,83 %	586 (5,00 %)	1,52 %	3,46	00:01:09			
5. google / cpc			81,98 %	323 (2,76 %)	16,24 %	3,77	00:01:21			
6. google / cpc			86,89 %	583 (4,97 %)	0,60 %	3,56	00:00:53			
7. google / cpc			80,77 %	126 (1,07 %)	19,23 %	4,20	00:01:21			
8. fb / cpc	Birthday-Remarketing	87 (0,43 %)	63,22 %	55 (0,47 %)	0,00 %	3,05	00:00:53	26,44 %	23 (1,52 %)	
9. google / cpc			90,91 %	320 (2,73 %)	1,99 %	2,99	00:01:01			
10. google / cpc			88,03 %	125 (1,07 %)	1,41 %	3,04	00:01:04			
11. google / cpc			85,11 %	703 (6,00 %)	10,17 %	2,06	00:00:16			
12. google / cpc			9,23 %	59 (0,50 %)	0,94 %	3,25	00:01:00			
13. google / cpc			1,92 %	5 (0,04 %)	3,46 %	3,02	00:01:11			

With an increase of the budget by 19.72%, the number of sent requests was increased by 307.41%. The conversion rate was increased by 105.3%.



Premium support benefits our customers because all technical issues related to the adjustment and maintenance of the advertising campaign are being solved much more quickly than without such support.

If you are interested in the case, fill out the form so that we can discuss your business tasks.

In working with Aweb, first of all, we liked that we immediately saw the results in the form of the received conversions. At the same time, they did not start spending huge amounts of money on advertising, which indicates a good optimization of campaigns.

Since the beginning of cooperation, we have increased the number of calls and our sales plans are being implemented. The current situation on the market combined with

high-quality advertising led to the fact that we were able to raise the cost of club cards while keeping the number of clients that we needed.

Separately it is worth noting a well-tuned advertisement on Facebook. I know that Facebook is a very delicate thing by my own experience and that with the minimum incorrect settings it is possible not to get the desired results. We are pleased that this channel has become very effective for us.

Initially, it was unusual that there is no hotline that can be contacted in an emergency. Nevertheless, even in this situation we found a compromise and established comfortable communication. It is also important that we managed to establish cooperation with other contractors responsible for technical changes.

Finally, we are satisfied that we have transferred all our projects to Aweb. We can recommend other companies to do the same.