

Kiev-it-service.com.ua Project Case Study

Small- and medium-sized business advertising is what our company is specialized in. Many of our Clients' businesses have grown with us from the very beginning. We've been working with this Project since 2010 and started developing it from the zero benchmark.

Not only GDN capabilities were used, but the channel potential for our Client's service market niche was truly underestimated.

GDN provides fairly cheap customers by now.

Client Specialisation

Printer cartridge refill and sale, multibrand printer sale and repair

Our Task

Discussing 2016 Project Development Media Plan with our Client, we focused on the following:

- to provide 70 service orders per month or more;
- to prepare recommendations and launch the whole website instead of landing-page;
- GSP campaign start and DSK-beta setup to reach a broader and much more targeted audience;
- launched GDN campaign analysis and placements work;
- Search Campaigns optimization.

Location targeting - Kiev.

Collaboration Retrospective

In September, 2010 the Client working for one of Kiev printer cartridge refill companies applied to us. He had some time besides his full-time job so that he could convert it into money. The Client had neither website nor his idea development insights and the way to turn his metier into a profitable business.

We created landing page and set up Search Campaign.

Each month the campaign became more efficient. One day in June, 2013 the benefit exceeded our Client's regular workplace salary. So he quitted and started his own business giving us substantial leeway.

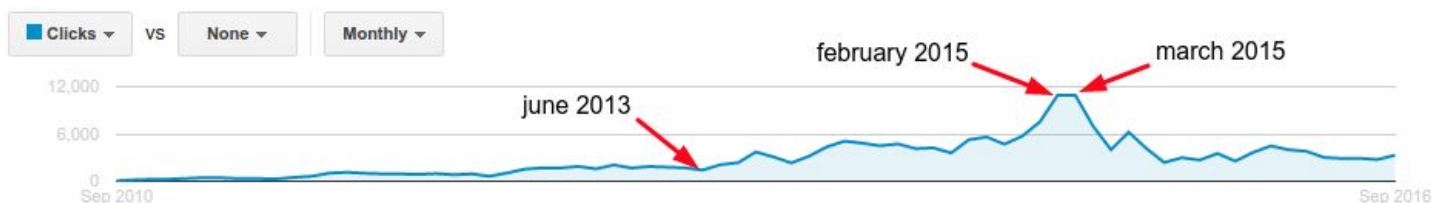


Chart 1 - Ad clicks for the whole campaign maintenance time

During the following months we thoroughly expanded the Search Campaign semantic core and launched GDN and remarketing campaigns.

Our Client hired two specialists and expanded the service list, adding printer and cartridge sell, printer repair.

11 people worked for our Client by February - March 2015, we developed media plan to open affiliates in Lviv and Kharkov.

Unfortunately, series of events that have shaken Ukrainian economics and devaluated the hryvnia against the dollar led to a significant reduction in the number and volume of orders, our Client staff. Ad Clicks amount decrease is shown on Chart 1.

After the market situation changed the extension of our Client's business to other cities had become impossible, but to stop is not the way we go.

We offered to intensify GDN Campaign. Our Client did not believe it is possible to get customers from Display Network, but he trusted us and agreed to test it with highly limited budget.

Ad Campaign Maintenance

By the time we did total GDN Campaign review GSP and simple GDN Campaign were launched, but they had branding, not conversion-oriented budget.

To get the best advertising results we committed a few brainstorms including one with Google PM. As a result:





- we created several ad texts based on the most conversional Search Campaign ones;
- 7 banners were designed, the best one was implemented in 13 variations in Ad gallery Adwords;
- interests, keywords and placements targeting applied.

The main advertising purpose was to receive customers for our Client. To optimize the Campaign and decide what gives entries and what is not effective we setup Google Analytics goals on order form submit. Google Analytics goals were imported into Adwords.

In fact, our Client receives customers by phone in majority. He manually registers calls in Google Spreadsheet, but it gives no way to figure out the exact channel or placement provided conversion. Ad optimization is based on website conversion statistics.

We got the following results for test period (12.28.2015-04.30.2016):

Table 1 - GDN Campaign results for 12.28.2015-04.30.2016

Campaign	Budget ?	Status ?	Clicks ?	Impr. ? ↓	CTR ?	Conversions ?	Conv. rate ?	Cost / conv. ?	Converted clicks ?	Cost / converted click ?	Click conversion rate ?
 NEW_KMC_DSK	UAH250.00/day	Eligible	3,033	1,982,438	0.15%	34.00	1.12%	UAH267.51	31	UAH293.40	1.02%
 New_GDN	UAH100.00/day	Eligible	1,169	339,533	0.34%	3.00	0.26%	UAH334.66	3	UAH334.66	0.26%
 New_Remarketing	UAH100.00/day	Eligible	1,527	264,075	0.58%	10.00	0.65%	UAH158.13	10	UAH158.13	0.65%
 New_GDN_GSP	UAH75.00/day	Eligible	302	5,623	5.37%	0.00	0.00%	UAH0.00	0	UAH0.00	0.00%

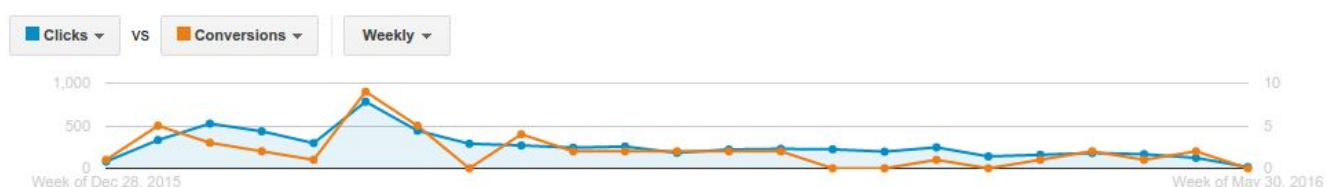


Chart 2 - GDN Campaign Clicks and Conversions (12.28.2015-04.30.2016)

As we can see from Table 1, DSK advertising is the most efficient.

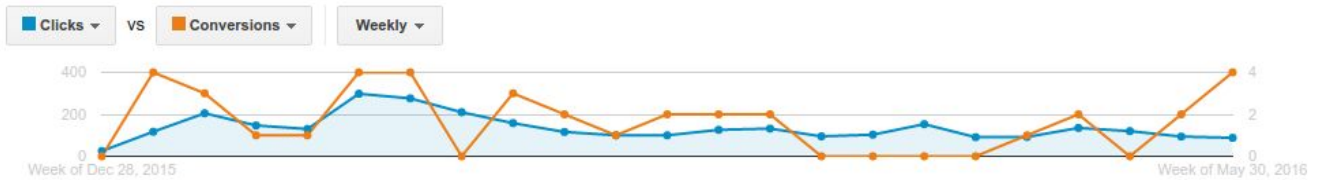


Chart 3 - DSK Ad Clicks and Conversions (12.28.2015-04.30.2016)

Despite of rather low CTR (0,15%) the Conversion Rate for website form orders was 1.02% which was higher than some Search Campaigns had. Conversion cost was more than three times less comparing with the average bill profit.

GDN Campaign excluding DSK showed itself to be less efficient.

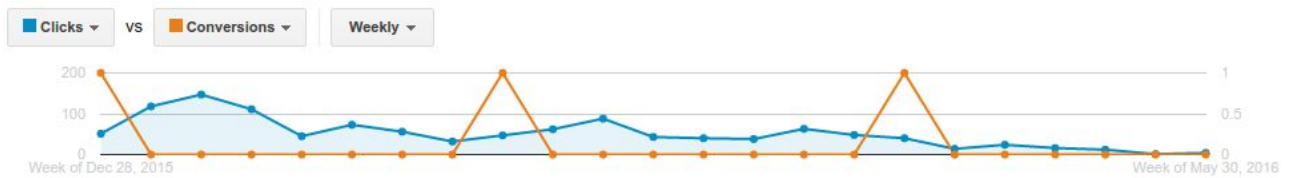


Chart 4 - GDN Campaign excluding DSK Clicks and Conversions (12.28.2015-04.30.2016)

GDN Campaign had Interests, keywords and placements targeting but the GDN CTR of 0.34% appeared to be two times higher than the DSK one. Conversion rate was much lower with its 0.28%, and Conversion Cost went up to 343,66 uah. Considering that GDN and DSK are targeted similarly, the GDN budget was substantially reduced by the end of testing period.

Gmail advertising was also rather efficient.

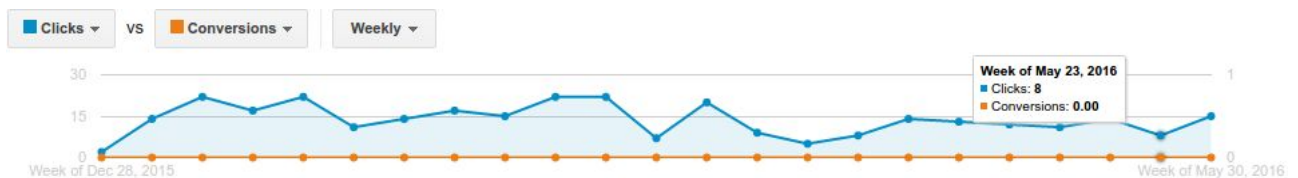


Chart 5 - GSP Campaign Clicks and Conversions (12.28.2015-04.30.2016)

In comparison with the two previously described Campaigns the GSP Campaign CTR appeared to be the highest - 5.37%, but there were no form submits registered. Our Client reported some of his customers marked they found him out through Gmail mailbox. Total interaction summary is given below on Chart 6.

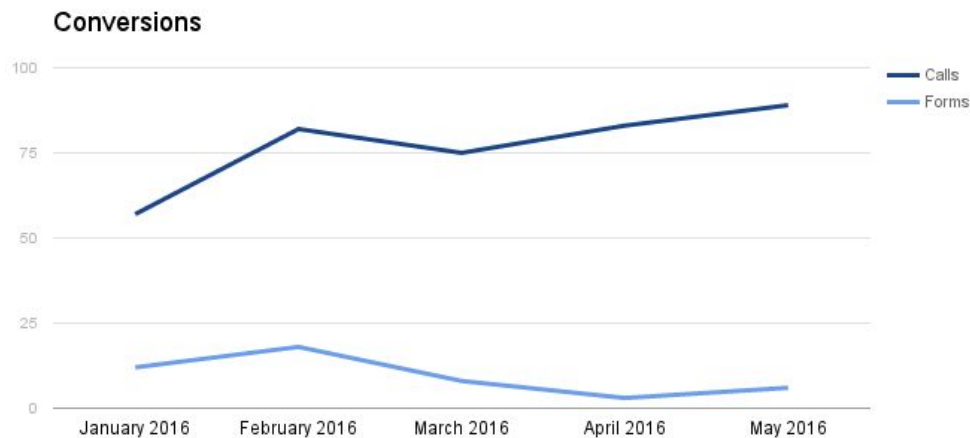


Chart 6 - Received calls/sent website order forms total (01.01.2015-05.30.2016)

Considering that our Client's service is the one his customers need urgently and its necessity is usually unpredictable no one expected to have so many orders via GDN.

As we can see on Chart 6, in spite of website order form submit amount decrease the number of calls and customers in general kept growing.

After analyzing all Campaign data and business seasonality we drew a conclusion that the amount of orders increased due to GDN advertising particularly.

As the test period finished our Client made a decision to double GSP Campaign budget and to increase DSK expenses four times.

By the end of September the GDN Campaign budget is not still raised because of significant expenses our Client had with the new website development we recommended instead of the landing page.

We work at usability and mobile friendliness of the new site for several weeks. Widescale GDN activity is planned as we finish with it.

Collaboration Achievements Summary

We collaborate for 6 years. Our Client started his own business and expanded it significantly, now he maintains a firm position in the niche of services he provides. As it was initially 6 years ago our Client gets customers only from Google Ad Channel and feels good about it.

In turn we are open to innovations and ready to use new tools to increase Client's benefit.