CANADIAN VirtualHospice

Post campaign report
Global Online Marketing Academic Challenge
CID: 382-218-8113

Canadian Virtual Hospice Overview

Web-based platform that address palliative care all over Canada

Thousands of questions have been answered by :
- Specially trained palliative care physicians
- Clinical nurse specialists
- Social worker
- Spiritual care adviser
- Pharmacist

The 9 employees physical offices are located in **Winnipeg city, Manitoba, Canada**

2001 A group of palliative care leaders envisioned the creation of a "virtual hospice."

2008 More than 900 questions had been answered by the "Ask a Professional Team"

2000	2002	2004	2006	2008	2010	2012	2014	2016	2018	2021

2004 www.virtualhospice.ca went online with evidence-based information and an **e-health** pioneering called: *"Ask a Professional"*

2009 CVH re-launched with new features, articles and the creation of an innovation hub: "*The Exchange*"

Since then, and the addition of countless services, CVH as been a safe place to sort through issues related to death. The information and support helps to bring sense in times of confusion, offers compassion in times of isolation, and reassurance in times of anxiety.

The **mission** is to provide support and personalized information about palliative and end-of-life care to patients, family members, health care providers, researchers and educators.

The **Vision** is to have a place where:

People could ask questions to a clinical team specialized in palliative care.

Families could read articles about symptoms, financial benefits, and other topics to help them

Health care professionals could access tools to better communicate with patients and families.

Researchers could share their findings, allowing front-line health care providers to stay on top of important developments.

What is palliative care?
Palliative care is a type of health care for patients and families facing life-limiting illness. Palliative care helps patients to achieve the best possible quality of life right up until the end of life.

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Target Audience

The **Persona A : Joyce**

Joyce Friesen

45 years old

She speaks English

She lives in a remote Toronto suburb

Her parents are facing the end of life

She's looking for resources and answers

She's starting to have anxiety

She uses a mobile phone

The **Persona B: Monique**

Monique Pelletier

54 years old

She speaks French

She lives in Gatineau, QC

Her husband is facing the end of life

She's looking for resources and answers

She's starting to have anxiety

She uses a desktop

The **Persona C: Lisa**

Lisa Stewart

27 years old

She speaks English

She lives in Vancouver

She works in a hospice care institution

She's looking for practical tools to relieve her patient's pain

She's struggling in how is the best way to act.

She uses a mobile phone

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Executive Summary

The Google Ads campaign for Virtual Hospice had, as main strategy, the creation of 5 Ads campaigns. The ads were targeted at 3 persona who were identified as users and customers of the organization services.

The Google Ads campaign began on April 1st, 2021 and ended on April 29 of the same year.
The **objective of the campaign**, requested by the organization, was to **increase the traffic of its website** on pages that they had previously identified.

Budget

• The total budget for the campaign was $10,000 USD (**Google Ad Grants**)
• At the launch of the campaign, the "Bid strategy" and the "Ad rotation" were "manual". Then, the "Bid strategy" was changed for "Maximise CPC" and "Target Impression Share". The bid strategy changed for "optimize - best performing ads".

• Our Max CPC was $2.00 USD, and our daily budget was $329.00 USD
• The **total cost was $3,227.83 USD**. The total number of **impressions was 19,953**, the final **CTR was 10.22%** and the total number of **clicks was 2,042**, results that were much higher than the initial objectives.

Operational details

The organization previously had two Google Ads campaigns that were paused during the new campaign.

One of the biggest challenges was the validation and approval process of various ads with Google Ads as a result of the landing page using drug words like Fentanyl.

According to Google regulations, legal drugs cannot be promoted in campaigns. Google thought it was an online drug store.

The changes were made individually. This means that ads and keywords were precisely edited in each campaign considering targets and persona.

All campaigns, advertisements, keywords, and strategies were reviewed and approved by the organization before the start of the campaign.

It can be concluded that the campaign exceeded the initial expectations and goals

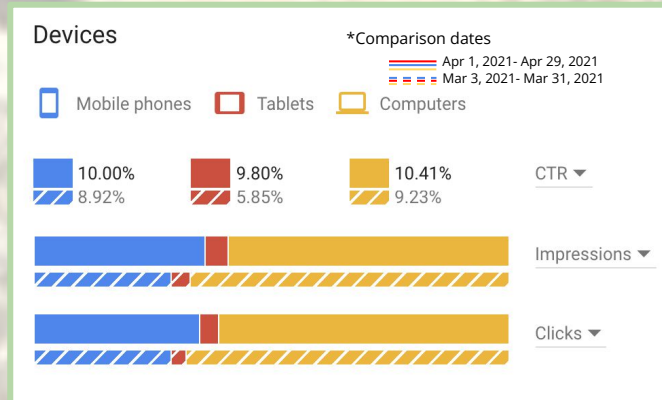# Campaign Overview

Campaigns: 5

Ad Groups: 15

Keywords: 205

Negative words: 74

Ads: 51

Ads extensions: 34

- **Sitelink extensions:** 22
- **Callout extensions:** 11
- **Structure snippet:** 1
- **Location:** 1

Clicks ▾
2.04K
↑ 1.58K

Impressions ▾
20K
↑ 14.6K

CTR
10.23%
↑ 1.60%

Avg. CPC
$1.58
↓ $0.09

*Comparison dates
Apr 1, 2021- Apr 29, 2021
Mar 3, 2021- Mar 31, 2021

Devices

*Comparison dates
Apr 1, 2021- Apr 29, 2021
Mar 3, 2021- Mar 31, 2021

📱 Mobile phones   ⬜ Tablets   💻 Computers

10.00%   9.80%   10.41%
8.92%   5.85%   9.23%   CTR ▾

Impressions ▾

Clicks ▾

The impressions and clicks of our campaigns **performed better on computers than the other devices**. We had an **augmentation on impressions and clicks on mobile** phones if compared to the previous month. The **CTR also augmented**, especially on **tablets** where we can see an important difference between dates.

Campaign Overview

Week 1

There were some dysfunction in the existing campaigns in the account that we wanted to fix and only two Ad groups enable.

The results were mixed. During the last month before our intervention, only 1 click occurs for the ad group "Palliative care" for exemple.
We started the first week by trying to get as much visibility as possible by subdividing our campaigns, according to the priorities given by the organization.

The **English** and **French** campaigns were separate. Our five campaigns were :
- **Website traffic Persona A - EN**
- **Website traffic Persona B - FR**
- **Website traffic Persona C - EN**
- **Branding - EN & FR**

We selected some generic and strategic words, such ''**PALLIATIVE CARE**'' or ''**CANADIAN VIRTUAL HOSPICE**''.

Campaigns — Week 1: METRICS

Campaigns	Impressio...	Clicks	CTR
Traffic web - Persona A - Luis	2,300	182	7.91%
Web traffic / Persona B FR - Carlos	173	21	12.14%
Virtualhospice.ca (Branding EN) -...	39	17	43.59%
Web traffic- Healthcare professionals EN -...	25	1	4.00%
Virtualhospice.ca (Branding FR) -...	0	0	0.00%

✓ **Succes**

Campaigns — Week 2: METRICS

Campaigns	Impressio...	Clicks	CTR
Traffic web - Persona A - Luis	3,749	300	8.00%
Web traffic / Persona B FR - Carlos	253	38	15.02%
Web traffic- Healthcare professionals EN -...	90	7	7.78%
Virtualhospice.ca (Branding EN) -...	76	29	38.16%
Virtualhospice.ca (Branding FR) -...	2	1	50.00%

Week 2

After one week we started to have some results. The campaign that stand out was **Website traffic Persona A - EN**, with high impressions and clicks. This target seems to be the more receptive customers and the only one with a real history of keywords.

We started to do some optimizations and adjusted some of our settings to aim effectively our target. Most of those changes were made to the campaigns and/or ad groups that didn't had enough impressions and not a good CTR.

We had different campaigns with a lack of impressions. For these cases we **searched for new keywords and adapt the match type** for the ones that we already had.

We follow up the issue with some of our landing pages with Google Ads support team.

Campaign Overview

Week 3

This week we started to do some changes in our **bid strategy** to increase the performance in our campaigns.

The campaigns that were having a good impression index changed to a bid strategy to **maximize clicks**.

For the campaigns with a lack of impressions, we changed the bid strategy to **impression share** (we tried with 80% of the IS at the top of the results). This modification help the campaign **PERSONA C** to perform better. We also added some **sitelinks** that included the social media of the NPO.

At this moment we couldn't resolve the problem we had with one of our landing pages and we **paused the Ad group** "**eNews**".

Campaigns — Week 3: METRICS

Campaigns	Impressio...	Clicks	CTR
Traffic web - Persona A - Luis	4,387	393	8.96%
Web traffic / Persona B FR - Carlos	692	146	21.10%
Web traffic- Healthcare professionals EN -...	129	15	11.63%
Virtualhospice.ca (Branding EN) -...	117	43	36.75%
Virtualhospice.ca (Branding FR) -...	24	3	12.50%

✓ **Succes**

Campaigns — Week 4: METRICS

Campaigns	Impressio...	Clicks	CTR
Traffic web - Persona A - Luis	6,482	585	9.02%
Web traffic / Persona B FR - Carlos	993	186	18.73%
Web traffic- Healthcare professionals EN -...	263	33	12.55%
Virtualhospice.ca (Branding EN) -...	122	39	31.97%
Virtualhospice.ca (Branding FR) -...	37	3	8.11%

Week 4

The last week we continue the optimisations to drive more traffic to the website.

We continued with the same maximize clicks strategy for all campaigns. The campaign that targeted the **Persona C** changed the bid strategy. It continue with a **bid strategy to impression share**, but now with 80% of the IS at any place of the results. This change was crucial to increase the performance of one of the ad groups.

The campaign **Persona C (HEALTHCARE PROFESSIONALS)** began to gave results at the end of our action.

The best campaign was the one who target the **Persona A.** It had a total of 16,124 impressions with a total 1,383 of clicks (CTR of 8.58%).

Google Ads Goals Vs Performance

Initial campaign goal :
Increase **Website Traffic** ✓

WOW = Great Performance

Clicks ↓	Cost	CPC	Users	Sessions	Bounce Rate
269.57% ⬆	294.74% ⬆	6.81% ⬆	266.12% ⬆	261.80% ⬆	3.11% ⬆
2,040 vs 552	$3,223.98 vs $816.74	$1.58 vs $1.48	1,783 vs 487	2,055 vs 568	81.51% vs 79.05%

* Comparison dates: Apr 1, 2021 - Apr 29, 2021 to Mar 3, 2021 - Mar 31, 2021

Metrics	CTR	Clicks	Impressions	Bounce rate
Historic	10.16%	Monthly average before changes: 560	Monthly average before changes: 6,600	Historic: 87.06% Month before: 79.05%
Goal	9%	1,300	15,000	80%
Achieved *Apr 1, 2021 - Apr 29, 2021*	**10.22 %**	**2,040**	**19,953**	**81.51%**

** Note that our influence on the "**bounce rate**" is limited. We can only work on the relevance of the ads to the landing pages they direct customers to*

Source: Google Analytics & Google Ads
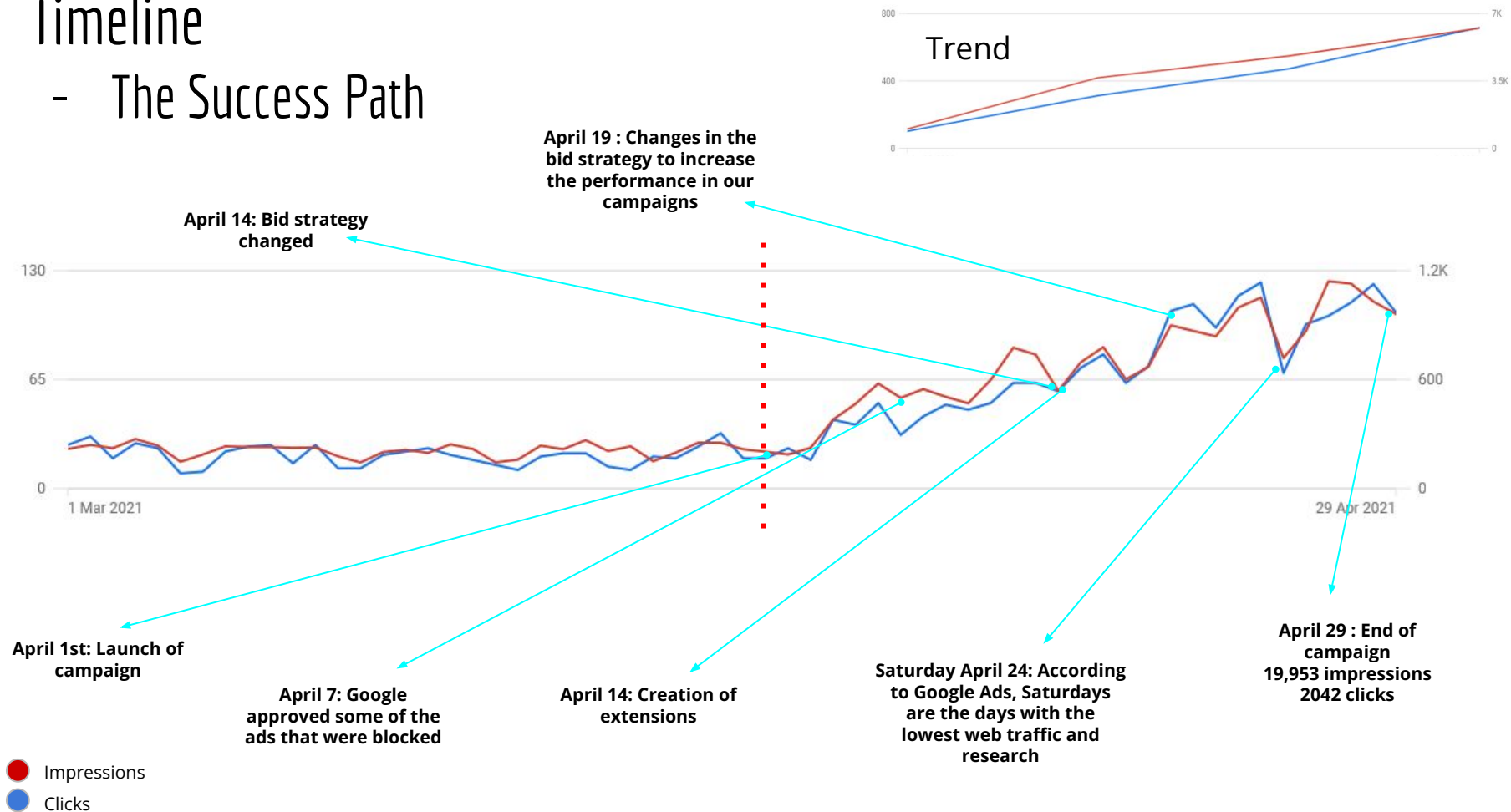
Google Ads Goals Vs Performance

WOW = Great Performance

Campaign	Persona	Impressions	Clicks	CTR	Avg. CPC & Cost	Bounce rate	Avg. Session duration (sec)
Website traffic Persona A - EN	Joyce	16,918	1,460	8.63%	$1.68 $2,453.77	86.84%	42
Website traffic Persona B - FR	Monique	2,111	391	18,52%	$1.48 $579.01	80.15%	93
Website traffic Persona C - EN	Lisa	507	56	11,05%	$1.83 $102.24	64.15%	29
Branding - EN	Joyce Lisa	354	128	36.16%	$0.64 $81.76	38.36%	163
Branding - FR	Monique	63	7	11.11%	$1.58 $11.05	100%	0
TOTAL		19,953	2,042	10.22%	$1.58 $3,227.83	81.51%	60

** Note that our influence on the "**bounce rate**" is limited. We can only work on the relevance of the ads to the landing pages they direct customers to*

Timeline
- ## The Success Path

Trend

April 19 : Changes in the bid strategy to increase the performance in our campaigns

April 14: Bid strategy changed

April 1st: Launch of campaign

April 7: Google approved some of the ads that were blocked

April 14: Creation of extensions

Saturday April 24: According to Google Ads, Saturdays are the days with the lowest web traffic and research

**April 29 : End of campaign
19,953 impressions
2042 clicks**

- Impressions
- Clicks

Optimisation Changes ✅

To reach our goals we've made **850 changes**.

The most important ones were :

- Bid strategies (Maximize clicks & Impression share)

- Added new ad texts and new keywords

- Various bid adjustments

- Paused ad groups & keywords

- Ad rotation : optimize - best performing ads

All changes	Account changes	Ad changes	Bid changes	Budget changes	
850	21	44	117	2	
Budget changes	Access changes	Conversion changes	Keyword changes	Audience changes	
2	0	0	677	0	
Audience changes	Network changes	Status changes	Targeting changes	Optimisation goal changes	
0	0	436	3	0	

Example of an optimization change on the campaign "Website traffic Persona B – FR"

Wed, Apr 14, 2021
- Clicks   4
- Impressions 44

Bid strategy changed to "Maximize clicks" & 1 language added; English

Apr 1, 2021   Apr 27, 2021

Campaign Performance - Ad Groups

Campaigns (Performance by clicks)				
Web Traffic Persona A -EN	Web Traffic Persona B -FR	Web Traffic Persona C -EN	Branding -EN	Branding -FR

Ad Groups (Performance by clicks and their best two keywords)				
Palliative Care -"palliative care" -what is palliative care	**Quand la fin est proche** -"fin de vie" -accompagnement d'un mourant"	**Tools for practice** -palliative care research topics -nursing care of dying patient	**Branding Canada** -The Virtual Hospice -[Canadian Virtual Hospice]	**Branding Canada** -Portail Canadien -"Portail Canadien" (no clicks)
When death is near -"death" -[when death is near]	**Surmonter le deuil** -accompagnement deuil soutien -"surmonter le deuil"	**Infographic** -"palliative care topics" -"palliative care pdf"	**Branding provinces** -"Virtual Hospice Ontario" -"Virtual Hospice Alberta" (no impressions)	**Branding provinces - cities** -"Soins Palliatifs Québec" -"Soins Palliatifs Montréal" (no clicks)
Tips for talking -"end of life" -"what to say to someone who is dying"	**Que sont les soins palliatifs?** -palliatifs définition" -"soins palliatifs définition"	**Forum page** -grief forum (no clicks) -"grief forum" (no clicks)		
Grief work -"grief process" -"what grief"	**Que dire à une personne mourante?** -"personne mourante" -"fin de vie quoi dire"			

🔵 More than 500 clicks	🟢 More than 100 clicks	🟡 More than 30 clicks	🔴 Less than 30 clicks

Campaign Performance – ✓
Ads And Keywords

Best campaign overall

Web traffic Persona A

-Impressions………...16,918

-Clicks……………..1,460

-CTR………………8.83%

Best Ad

-Responsive search ad

-Impressions………...3,585

-Clicks………………247

-CTR…………………6.89%

You Don't Have to Do It Alone | Challenges at
end-of-life | Information for Final Days +4…
virtualhospice.ca/deathisnear/canada
Considerations to understand the final days of
a loved one. All you need to know when final…

Keyword	Impressions	Clicks	CTR %	QS	Campaign
"Palliative care"	6,093	530	8.70	8/10	Website traffic Persona A - EN
"Death" *	4,301	261	6.07	7/10	Website traffic Persona A - EN
What is palliative care	2,095	206	9.83	8/10	Website traffic Persona A - EN
"Fin de vie"	799	150	18.77	7/10	Website traffic Persona B - FR
"What to say to someone who is dying"	560	105	18.75	10/10	Website traffic Persona A - EN
"Palliative care is"	542	66	12.18	7/10	Website traffic Persona A - EN
"End of life"	688	45	6.54	-	Website traffic Persona A - EN
The Virtual Hospice	121	43	35.54	-	Branding - EN
[Canadian Virtual Hospice]	97	43	44.33	10/10	Branding - EN
Accompagnement deuil soutien	233	41	10.28	-	Website traffic Persona B - FR

Source: Google Analytics & Google Ads

* *combined with several negative words*

WOW = Great Performance

Campaign Performance - Other Keywords - Interesting Case

WOW = Great Performance

Keyword	Campaign	QS	CTR %	Impr.	Clicks	Avg. CPC	Search impr. share	Bounce rate	Avg. sessions duration (sec)
"Virtual Hospice Ontario"	*Branding - EN*	8	150%	2	3	$0.14	66.67%	33.33%	522
[The Virtual Hospice]	*Branding - EN*	-	75%	4	3	$0.02	80%	0%	49
"soins palliatifs et de fin de vie"	*Website traffic Persona B - FR*	10	31.82%	22	7	$1.48	45.83%	77.78%	307
Virtual hospice Canada	*Branding - EN*	10	30%	60	18	$1.22	51.75%	27.78%	160
Canadian Virtual Hospice	*Branding - EN*	10	22%	50	11	$0.98	32.89%	27.27%	307
[accompagnement mourant]	*Website traffic Persona B - FR*	-	45.15%	13	6	$1.29	76.47%	80%	178
[Virtual hospice Canada]	*Branding - EN*	10	55.56%	9	5	$1.06	100%	60%	65
"palliative care myths"	*Website traffic Persona C - EN*	8	50%	8	4	$1.07	88.89%	75%	20
"quoi dire à une personne qui va mourir"	*Website traffic Persona B - FR*	6	33.33%	6	2	$0.70	100%	50%	113
"Canadian Virtual Hospice"	*Branding - EN*	10	25%	8	2	$1.42	47.06%	0%	745
"fin de vie quoi dire"	*Website traffic Persona B - FR*	-	66.67%	15	10	$1.38	71.43%	100%	0

* Note that our influence on the "bounce rate" is limited. We can only work on the relevance of the ads to the landing pages they direct customers to

Campaign Performance - Extensions

Extension type	Quantity	Impr.	Clicks	CTR %
Sitelink	22 (18 created)	12,800	1,360	11 %
Callout	11 (8 created)	10,800	1,070	10%
Structured snippet	1	6,550	657	10%
Location	1	-	-	-

Comparison dates:
Apr 1, 2021 - Apr 29, 2021
Mar 3, 2021 - Mar 31, 2021

Clicks ⬇	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session
769.23% ▲ 113 vs 13	865.31% ▲ $178.39 vs $18.48	11.05% ▲ $1.58 vs $1.42	827.27% ▲ 102 vs 11	908.33% ▲ 121 vs 12	78.51% ▲ 59.50% vs 33.33%	20.23% ▼ 3.06 vs 3.83

Top 3 best performing sitelinks

Sitelink created	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / sessions
Total	113	$178.38	$1.58	102	121	59.50%	3.6 (avg. 1.37)
FAQ of Palliative Care Any doubt about palliative care? The most common questions answered.	48	$81.91	$1.71	46	49	28.57%	5.12
Parler à un mourant Savoir comment parler de la mort Conseils d'experts pour communiquer	21	$33.54	$1.60	20	26	84.62%	1.35
Quoi dire ? Conseils Peur de ne pas dire ce qu'il faut Nerveux de parler à votre proche?	20	$28.84	$1.44	21	21	95.24%	1.14

Google Analytics - Landing Page (Paid Traffic) ✓

WOW = Great Performance

Landing page	Pageviews	New Users	Avg. Time on page	Bounce rate
"When Death is Near"	+3,200.00% 330 vs 10	+100.00% 248 vs 0	+13.10% 0:04:32 vs 0:04:01	+100.00% 90.21% vs 0.00%
"Tools for Practice"	+608.33% 85 vs 12	+100.00% 36 vs 0	+18.79% 0:00:27 vs 0:00:23	+100.00% 61.90% vs 0.00%
Tips for Talking with Someone Who is Dying	+100.00% 284 vs 0	+100.00% 230 vs 0	+100.00% 0:05:05 vs 0:00:00	+100.00% 85.27% vs 0.00%
Quand la fin est proche	+100.00% 184 vs 0	+100.00% 111 vs 0	+100.00% 0:04:35 vs 0:00:00	+100.00% 82.80% vs 0.00%
Surmonter le deuil	+100.00% 152 vs 0	100.00% 108 vs 0	+100.00% 0:03:25 vs 0:00:00	+100.00% 70.73% vs 0.00%
What Is Palliative Care?	+83.67% 911 vs 496	+87.34% 725 vs 387	-29.78% 0:03:09 vs 0:04:29	1.26% 89.44% vs 88.33%
Que dire à une personne mourante?	+100.00% 48 vs 0	+100.00% 27 vs 0	+100.00% 0:07:54 vs 0:00:00	+100.00% 90.70% vs 0.00%

** Note that our influence on the "**bounce rate**" is limited. We can only work on the relevance of the ads to the landing pages they direct customers to*

Source: Google Analytics

Ads Labelled For Restricted Medical Content Policy

A significant portion of the initial ads (16/51) were labelled "**restricted/disapproved**" for restricted medical content policy.

Why? Some landing pages had opioid terms like **Fentanyl** or **Methadone**.
Google thought it was an online drug store.

We had to appeal and were successful after **24 days** of discussions (March 16 to April 8).

12 ads were accepted, the rest of them (**4) were paused**.

This affected our campaigns during the first seven days.

Future Recommendation

- **To reduce bounce rate and increase performance; optimize your landing pages (and if possible, your website) by**
  - sending people to a page that matches their expectations
  - not including unnecessary links in the landing page (site navigation, additional calls to action, links back to your homepage, etc.)
  - Keeping it fast, easy to use and clear

- **Increase the budget to $329 USD / month for all campaigns**

- **Pause the "smart" campaign**
  - never remove/delete any keyword, ad group or campaign. If you do so, you'll lose precious data

- **Create conversions (to be able to measure your actions and improve with time your goals)**
  - You can start slowly with, for example, a conversion on downloading documents, or a conversion on the newsletter subscription, a conversion when someone uses one of your online tools, etc.

- **Never use the same "keywords" in more than one "Ad group", otherwise your ads will compete against each other, which, of course, is not good for your account's performance.**

- **Optimize your ad rotation for clicks and use at least three extensions for each ad group**

Future Recommendation

- **Because of the opioid terms on the newsletter landing page, we recommend to search another way to recollect emails (e.g. using a landing page without the opioid terms) and use it on a Google Ads campaign.**

- **Continue with our campaign structure**
    - Associate only one "landing page" per "Ad group".
    - For each ad group, create at least one responsive search ad and two expanded text ads.
    - Do not repeat the keywords through different ad groups

- **Reflect about whether the persona "health professional" is worth targeting in advertisements**

- **Continue to use the "branding" campaign for the keywords that use the name of the organization.**

- **Optimize the "Branding" campaign in French. Even if the current performance of this campaign are not high, it will allow to establish a history in terms of "quality score", "landing page experience", "expected CTR" and "Ad Relevance".**

- **In "settings" menu, modify "conversions" to "web traffic", as this is already the current goal of the NPO.**