

GOMAC CHALLENGE

Post-Campaign

Report for **KIKA**



Campaign overview

Company: KIKA

Duration: 8th of April - 30th April (23 days)

Budget allocated: 270€

Campaign type: Search

Total number of campaigns: 3

Total number of ad groups: 9

Additional resources redeemed: Google Ads 45€ offer

Ads extensions used: sitelink extensions, callout extensions and promotion extensions

Main goal: Increase sales and profits of 3 product groups: „Velvet Paw“ Tofu litter, „Tauro Pro Line“ cosmetics products and diapers and absorbent rugs products

Social media campaign's goal: raise engagement and inform KIKA's client's about the new products



Actions overview

- Our team of 5 people created a new Google Ads account for the whole campaign. During it, KIKA did an additional sale which helped to increase our sales.
- A list of keywords was created and negative keywords were excluded, so that pet cosmetics products ads wouldn't be shown to the audiences which are interested in cosmetics dedicated for humans.
- We used maximise clicks bidding strategy type. We didn't use maximise conversions bidding strategy type as well as smart bidding due to the short period of the campaign. It is recommended to use it when the campaign is running at least for 1 month or longer duration.
- At first we had 3 ad groups in total, but on the 11th of April we decided to decompose them into 9 smaller ad groups by products to increase the keywords relevance for the audiences.
- During the campaign - organic social media posts were created for KIKA on Facebook, Instagram and LinkedIn accompanied with Instagram stories questionnaires. During it, we managed to suggest our posts ideas to the marketing agency which was responsible for the social media posts publishing and later on - publish some of them.
- We managed to spend a total budget of 314.98€ and reach a 2.05% CR, with a total bounce rate of 42.18%, and 49 conversions. Also, 2 additional conversions worth 33.72€ were attributed to our account by the Google Analytics attribution model after our campaign was over. All of our team's actions were reviewed and approved by our client. Afterwards the team got a highly positive feedback from the client about the campaign's results and collaboration.

Keywords Research

To start the campaign, we conducted a keyword research. We made a list of keywords for each ad group and negative keywords list (account level).

Expected spend of keywords (campaign Kraikas)

Keyword	Average monthly searches	Average CPC	Budget (CTR=20%)
kaciu kraikas	500	0.12 €	11.50 €
Kačių kraikas	500	0.12 €	11.50 €
kraikas katems	500	0.13 €	12.50 €
tofu kraikas	500	0.11 €	11.00 €
kates kraikas	50	0.25 €	2.45 €
katino kraikas	50	0.07 €	0.70 €
kraikas katems kika	50	0.14 €	1.40 €
kraikas tofu	50	0.12 €	1.20 €
Total	2200	0.13 €	52.25 €

Keywords plan (campaign Sauskelnės ir palos)

Campaign	Keywords	Negative keywords
Sauskelnės ir palos	Ad group: Sauskelnės ir palutes	
	"palutės"	"Alus"
	"Palos gyvūnams"	"ragas"
	"Sauskelnės šunims"	"paaugliams"

Next step was to forecast the expected spend for keywords (to be sure if we would fit in the budget of 270€). We used the Keyword Planner Tool and downloaded Plan historical metrics.

[Average CPC was calculated by picking an average of top bid value and low bid value of each keyword. Expected CTR value which we have chosen was 20%.]

Overall PPC campaign goals and results

Our campaign budget was 270€ gained from client and extra 45€ from Google promotion code (Total - 315 €). CTR was set to be over 15%, but as it's seen from results, the campaign reached 24.26% click-through rate! It is more than 9% higher rate than the average in Lithuania. Conversion rate goal was set to 1.5%, but we have reached 2.05% CR, which is 25% higher than the expected rate.

	PRE-CAMPAIGN GOALS	POST-CAMPAIGN RESULTS
CTR	>15%	24.26%
CR	1.5%	2.05%
ROAS	6	5

Campaign performance

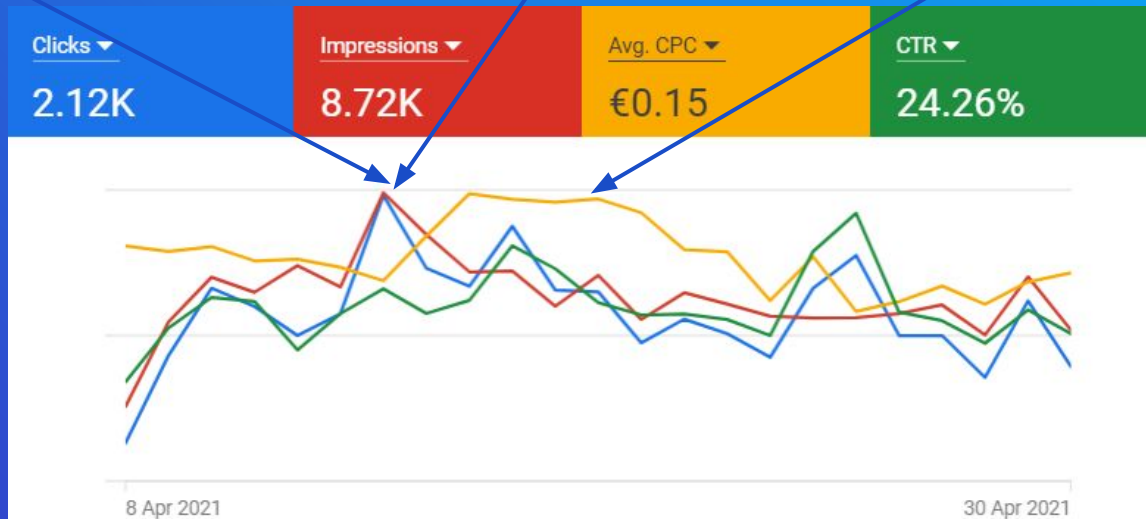
During the campaign's time frame (April 8th - April 30th) was collecting various metrics. 1) Impressions reached a total the number above 8700. The best performance was during the ongoing "KIKARIEKŪ" sale. 2) The Clicks graph had more ups and downs than the Impressions graph, but the greatest results were reached during the same ongoing sale.

To sum up, all examined metrics showed great results. In first days, numbers were low because of learning phase and testing ads. Later, there was made corrections in ads (switching headlines, editing descriptions and etc.) to get better ads quality score. There were some increases in CTR and Clicks, but the the trend numbers stayed as high, as after the first improvements.

The maximum number of impressions (600/day) was reached during the "KIKARIEKŪ" sale

Maximum number of Clicks (160/day) - reached during the same ongoing sales.

Average CPC increase was influenced by the increased bidding competition.



Best performing keywords

During the campaign, there were more than 100 keywords created. Top 6 performing keywords are shown in the table below. Keyword "kraikas" was the most popular and the most clicked. But the best click-through rate was reached by other keyword - "Sauskelnēs šunims" (CTR=57.79%). Quality score of this keyword was perfect 10/10! Our 3 keywords CR was over 10% which is a great achievement.

During the marketing campaign period, we improved our responsive ad text to increase the quality score to 7 and above, and to minimize the cost per click/CPC.

Keyword	Campaign	Ad Group	Impr.	Clicks	CTR	Cost €	CR	Quality score	Ad relevance
"kraikas"	KRAIKAS	Kraikas	2939	502	17.08%	56.81	11.35%	5/10	Above average
"Tofu kraikas"	KRAIKAS	TOFU Kraikas	803	250	31.13%	25.78	18.40%	8/10	Above average
"palutēs"	SAUSKELNĒS	Palos	993	217	21.85%	42.18	6.91%	7/10	Above average
"Šampūnas šunims"	TAURO PRO LINE	Šampūnai	397	114	28.72%	35.13	2.63%	8/10	Above average
"palutes sunims"	SAUSKELNĒS	Palos	328	101	30.79%	16.60	6.93%	6/10	Below average
"Sauskelnēs šunims"	SAUSKELNĒS	Sauskelnēs	154	89	57.79%	12.33	20.22%	10/10	Above average

Best performed extensions review

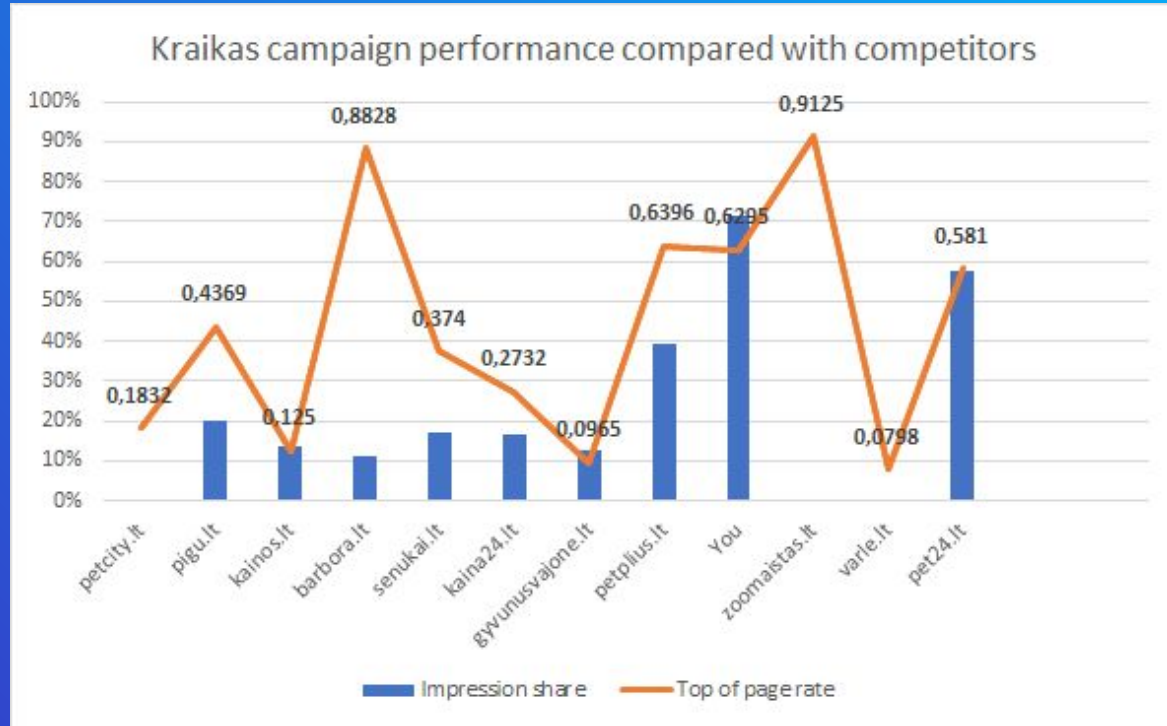
We tested all extensions for the best customer experience in search type campaign. After our analysis, the best performing promotion extension was the one which communicated the 40 percent off discount (green colored row in the image below). This extension framed the meanwhile ongoing “KIKARIEKŪ” sales. Promotion extensions easily grab the customers attention because they have a bolded text, and it helps to increase the conversion rate.

Why it is important to use all suitable extensions? By adding more content to our ad, extensions gave our ad greater visibility and prominence on the search results page. That means that our audience tend to get more value from our ad. Extensions helped to increase our total number of clicks and given an additional and interactive way of reaching the products.

Promotion text	Percent off	Campaign	Impr.	Cost €	Clicks	Conv. rate	Cost/ conv. €
KIKARIEKŪ NUOLAIDOS	40	GOMAC/STUDENT/TAURO_PRO_LINE 04-08	198	19.69	65	20%	1.51
TREČIAM VNT*	20	GOMAC/STUDENT/SAUSKELNĒS/PALOS 04-08	678	28.93	197	5.08%	2.89
KIKARIEKŪ NUOLAIDOS	40	GOMAC/STUDENT/SAUSKELNĒS/PALOS 04-08	492	28.22	159	20.13%	0.88
HIQ PERKANT JRS	100	GOMAC/STUDENT/KRAIKAS 04-08	974	18.15	192	8.33%	1.13
PRIEDAS SU 35%	35	GOMAC/STUDENT/TAURO_PRO_LINE 04-08	472	33.35	181	4.97%	3.71
OAKS PERKANT FINKO	100	GOMAC/STUDENT/KRAIKAS 04-08	993	18.56	196	9.69%	0.98
KIKARIEKŪ NUOLAIDOS	40	GOMAC/STUDENT/KRAIKAS 04-08	981	34.55	246	21.14%	0.66

Campaign's performance compared with competitors

Kraikas campaign was chosen to analyze as seen in the adjacent image due to the best collected results and good data compliance. Kraikas campaign performance data chart shows how KIKA delivered results compared with competitors. Data shows that top of the page rate was 62.95% and impression share was 70%. This was caused by good quality score, high ad relevance and aptly targeted keywords.



Strategy for inclusive text ads

4 search text Matches in our ad text (1 headline, 1 URL path, 2 descriptions)

Path to the product page. The exact name of the product is displayed.

Emphasized the prominent features of the product and utilized the promotion extension to force the customer to make an impulsive purchase.

Promotion extensions have bolded text and it helps to grab the customer's attention.

Mostly used responsive ad text and AI automatically choose best performed headlines and ad text.

The advantage was taken of using all the maximum availability of the sitelinks. All the descriptions were completely filled and that helped to take as much space as possible to make the ad more visible.

The screenshot shows a search engine results page for the query "tofu kraikas". The search bar at the top contains the text "tofu kraikas". Below the search bar, there are navigation options: "Viskas", "Vaizdai", "Žemėlapiai", "Naujienos", "Vaizdo įrašai", "Daugiau", "Nustatymai", and "Įrankiai". The search results show "Apie 12 100 rezult. (0,39 sek.)". The main result is from "Skelbimas" with the URL "https://www.kika.lt/velvet_paw_tofu/kraikas_katems". The headline is "Natūralus Kačių Kraikas - TOFU kraiko kaina nuo 8,19€". Below the headline, there is a description: "Aukščiausios kokybės **TOFU kraikas** internetu. Velvet Paw **TOFU kraikas** katėms, 2 mm granulės". A promotion extension is displayed: "Pavasario išpardavimas: 40 % nuolaida KIKARIEKŪ NUOLAIDOS - Galioja nuo 04-14 iki 04-...". Below the main result, there are four sitelinks: "Bambuko Anglies", "Originalus Kraikas", "Tauro Pro Line Kosmetika", and "Arbatos ekstrakto". Each sitelink has a short description. Arrows from the surrounding text boxes point to various elements in the screenshot: the search bar, the URL, the headline, the product description, the promotion extension, the sitelinks, and the price.

Filtered out not relevant audience by showing the product's price instantly on search results page (if the price was too high for customer, he wouldn't click on our ad and we wouldn't waste our budget).

Expiry date of the promotion was mentioned to create FOMO (Fear Of Missing Out).

Best performing ad text

During the campaign, we have created 17 ads (11 responsive search ads, and 6 text ads). The best performing ad was from campaign Sauskelnės. We mostly used responsive search ads text, because it lets the Google AI select the most relevant search text to the audience.

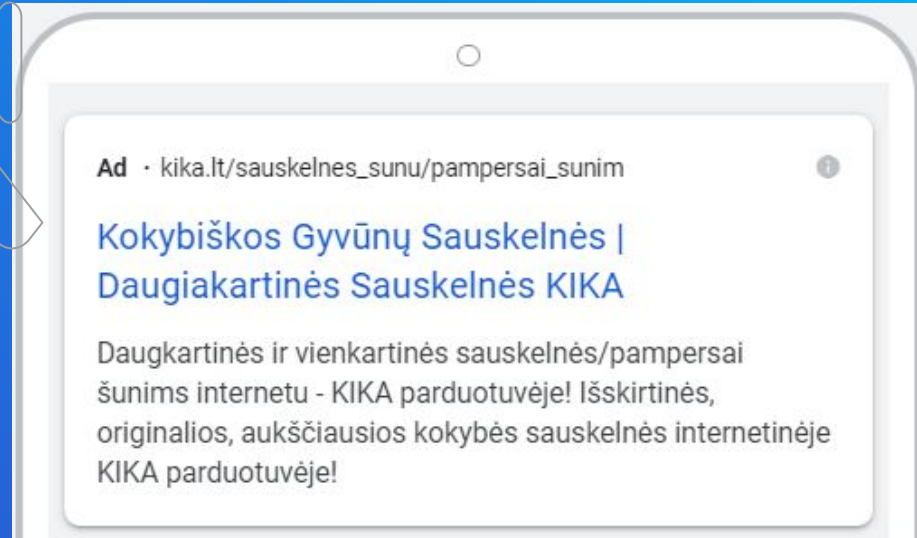
Here are the key factors for the best performing ad text:

- Fully utilized URL paths
- Company name in headline
- Highlighting the benefits in headlines
- Unique selling points (exclusive and the highest quality)

+Extensions (not shown in the preview mode):

- Structure snippets
- Callout
- Promotion
- Sitelink

Preview and results of the best performing ad

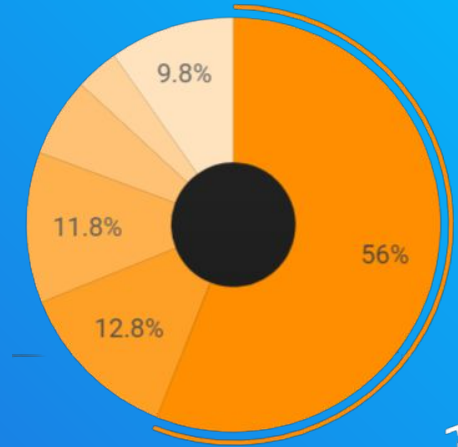


Impr.	Interactions	↓ Interaction rate	Avg. cost	Cost	Conversion	Cost / conv.	Conv. rate
293	178 Clicks	60.75%	€0.13	€23.33	31.00	€0.75	17.42%

Revenue by City



Vilnius 56 %
Kaunas 12.9 %
Klaipėda 6.2 %
Šiauliai 3.4 %
(not set) 11.8 %
Others 9.8 %



Since the client's avatar matches to the population of metropolitan and larger cities, we can see from statistics that the best revenue result was reached in Vilnius county, where the capital of the country is located. The worst results of revenue were reached in Šiauliai county, where the lowest amount of local KIKa shops are situated.

Optimizations made during the campaign

- Excluded keywords which did not convert during the campaign
- Added new relevant keywords which increased the conversion rate
- Decomposed ad groups into smaller ones for better quality score, and in reach for more relevant URLs and more relevant headlines.
- Increased budget during the campaign according to the traffic volume increases and decreases, mainly due to the “KIKARIEKŪ” sale.
- Added new extensions for better customer experience and relevance.
- Used only phrase match keywords to match the most relevant customer
- Added new headlines to the responsive search ads to increase the ads strength
- Web’s backend was fixed as we suggested, the search engine on the website started to show more relevant results when searching for products through search field.

Social media campaign's overview

Primary campaign's schedule plan

	Mo Apr-19	Tu Apr-20	We Apr-21	Th Apr-22	Fr Apr-23
Facebook					Engagement post
Instagram				Survey story	Engagement post
LinkedIn	Social post				
	Mo Apr-26	Tu Apr-27	We Apr-28	Th Apr-29	Fr Apr-30
Facebook	Engagement post				Engagement post
Instagram	Engagement post			Survey story	Engagement post
	Sat May-1	Tu May-4	We May-5	Th May-6	Fr May-7
Facebook	Giveaway post				Engagement post
Instagram				Survey story	Engagement post

Updated campaign's schedule plan

	Mo Apr-19	Tu Apr-20	We Apr-21	Th Apr-22	Fr Apr-23
Facebook			Engagement post		
Instagram			Engagement post		
LinkedIn					Social post
	Mo Apr-26	Tu Apr-27	We Apr-28	Th Apr-29	Fr Apr-30
Facebook					
Instagram	Survey story				
	Sat May-1	Tu May-4	We May-5	Th May-6	Fr May-7
Facebook	Engagement post				
Instagram		Engagement post			

KIKA has high requirements for its content on social media, so not all of our ideas suited the client's needs. In this case, our communication with client was longer due to the long approval process of the posts, and the schedule changed from what we were expecting in the first place. During the social media campaign KIKA approved 2 of our posts and the other ones were overtaken by KIKA due the the high requirements.

Examples of approved posts



*University logo was taken out

LinkedIn post

The text describes the partnership formed between KIKKA and students participating in the international GOMAC competition.



Facebook post

We announced the advantages of dog diapers and the exclusive design that the puppy can feel like on the catwalk.

LinkedIn posts reach (overall)	698
LinkedIn posts engagement	70

Facebook posts reach (overall)	8942
Facebook posts engagement (overall)	236

According to the analysis of social networks, the best performance of organic posts was on Facebook page. It had the highest audience reach and engagement compared to LinkedIn and Instagram.

SOCIAL MEDIA posts engagement criteria & success metrics

	Planned KPIs	Reached KPIs
Reactions on Facebook	200	131
Shares on Facebook	50	9
Reactions on Instagram	100	84
Reactions on LinkedIn	50	28

POST ENGAGEMENT CRITERIA

During this social media campaign we reached a targeted audience of over 40 000.

The engagement was only organic, we did not run paid ads on any of the mentioned social media platforms.

SOCIAL MEDIA CAMPAIGN'S SUCCESS METRICS

The main goal of KIKA social media communication is to educate its audience about pet care products and reach as many people as possible.

	Planned KPIs	Reached KPIs
Average engagement rate	0.05%	0.51%
CTR	2%	5.13%
Post reach (average)	1%	9.87%

FUTURE RECOMMENDATIONS

ADS CAMPAIGNS

Cold-traffic users from Facebook ads lead directly to the product page because they lose customers due to the user's long journey of purchase process.

Assess whether there is a real need to use keywords that put KIKA first in organic search.

Expand the options for customers to buy goods via email: it would increase brand awareness.

Use promotional extensions that represent product promotions in the future.

Use highly-priced competitor names as keywords (competitor ad groups). For example, "Pampers".

KIKA's Google Ads campaigns are profitable. That means, KIKA loses their potential revenue and return on investment that could be potentially generated if the budgets would be increased.

WEBSITE OPTIMIZATION

Because the KIKA website has optimization shortcomings for mobile phone usage, KIKA would need to add more CTA buttons to direct the users to make a purchase.

Manage the site's loading speed so that it is not the reason customers leave the site without making a purchase. This can also be achieved by shortening JavaScript, which would increase the speed of the website.

SOCIAL MEDIA

KIKA is a well-developed and well-known brand, a leader in the Baltic countries, so all the communication is time-tested and effective. Here are just a few observations to help KIKA engage more users:

1. Regularly use quizzes/surveys in instagram stories.
2. Improve the engagement of the followers in social media. Ask visitors questions in post's.
3. Utilize the link of the product page in the posts to increase the exposure and availability to reach the product.
4. Increase the number of Instagram followers, expand awareness of your Instagram account.

LEARNINGS: WHAT DID WE GAIN FROM THIS?

GROUP WORK

Our team managed to plan tasks and time to reach the expected results and communicate with the client efficiently. We got positive feedback from the client for our constructive work.

PREVIOUS EXPERIENCE

All team members had brought in the experience from different fields of marketing, since we are already working in various companies.

LEARNINGS

We understood how communication happens specifically in our client's company and what might be the best way to build the whole marketing campaign. Also, we learned how to make sure the processes are in place and running according to plan.