

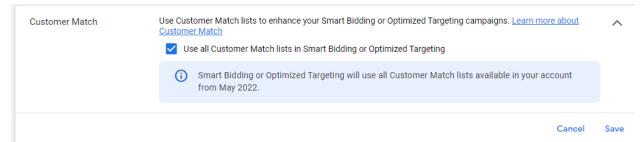
Google Ads Account Audit



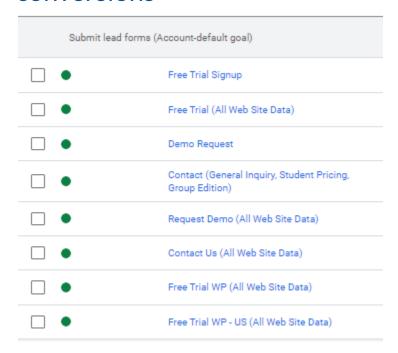
Google Ads audit

Exclude Customer Targeting

- We should exclude customer targeting at the account level.
- When enabled, this could lead to Google chasing existing users and in cases where we promote eBooks, it could just push new lead magnets to users who are already on customers lists boosting Conversions but not bringing new leads in.



Break up the Free trial conversion into three individual conversions + define the rest of the conversions

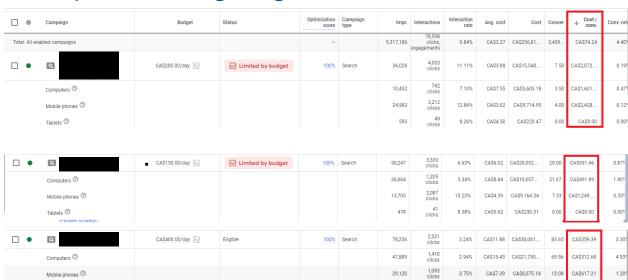




Free trial conversion has 3 steps to complete.

- We suggest breaking up this conversion into 3 individual conversions instead of 1 and defining the rest of the app conversions.
- We should track every action that is happening on the website and in the app.
- This would help us use the target ROAS strategy in the future.

Modify Device Targeting



 We should use device adjustments to lower the conversion cost on mobile devices or exclude them from targeting.

1.227

CA\$8.40 CA\$235.14

 Except for Google Display campaigns where bids for mobile devices are set to -100%, device targeting has not been modified for the following search campaigns:





Pause Search partners



- Except for the search partners should be paused in all of the campaigns because search partners have way higher costs per conversion in comparison to search.
- See the screenshot: Search for this campaign has a cost per conversion of CA\$728.03 compared to Search partners (CA\$10,808.40)

Create a Dynamic Search campaign



- Create one low-budget and low-bid dynamic search campaign.
- Dynamic search campaigns are an excellent way to generate potential new keywords that we can then use for targeting.
- Dynamic campaigns are unique because they don't use keywords, but a website to show the most relevant ad to the person's search query
- Based on historical data, the Dynamic Search campaign had a cost per lead of CA\$294.52.
- We should check with the client about why the Dynamic Search campaign is paused. If the reason is the quality of the leads, then it is good that they are paused.

Enable the Remarketing campaign





- Three Remarketing campaigns are paused.
- We should enable one of the remarketing campaigns and test different audience segments, ad copies, and creatives.

Exclude Mobile apps and Kid's YouTube channels

- Currently, there are some exclusions in the remarketing display campaigns, but we should expand the list by excluding additional apps and Youtube channels.
- We should exclude all app categories since they are generally big spenders without any returns. People often click by accident on ads in apps thus only spending our money.
- We have also built a list of popular kid's youtube channels to exclude placements that children watch (on their parent's devices).

Create a Performance Max campaign





- Contrary to the traditional campaigns, this campaign type has a broad reach across Google's Network, reaching customers on: Display, Search, Maps, Discover Feed, YouTube, Gmail, Shopping Ad Inventory
- With a focus on goals, Performance Max campaigns use automated bidding and targeting technology to help you invest your budget more efficiently to spend where the highest-ROI opportunities are.



- Different asset groups with relevant audience signals should be created so we make sure the traffic is as relevant as possible.
- Currently, there are no Performance max campaigns in the account.

Set Relevant In-Market and Affinity audiences on Observation

- Some of our search campaigns currently don't have any audiences on Observation.
 - Observation is a good way to monitor the performance of individual audiences, and then based on performance, we can bid more or less to improve results even further.
- We should add relevant audiences to the observation.

Remove Audience targeting from Search campaigns and set them to observation

- Some of our search campaigns targeting custom audiences instead of observation.
- This campaign has been targeting custom audiences that interacted with our site.
- That means that this campaign is partially a remarketing campaign.
- This drastically limits our reach and ability to generate new leads.



•	Audience segment	Туре	Ad group	Bid adj.	Targeting setting
•	Similar to All Converters	Similar segment		- 🗵	Targeting
8	Technology > Technophiles Cloud Services Power Users	Affinity segment		_	Targeting
0	Employment > Industry Healthcare Industry	Detailed demographics		_	Targeting
•	Education > Highest Level of Edu Bachelor's Degree	Detailed demographics		- 🗵	Targeting
•	Education > Highest Level of Edu Advanced Degree	Detailed demographics		- 🗵	Targeting
•	Employment > Industry Education Sector	Detailed demographics		- 🗵	Targeting
•	All visitors (AdWords)	Website visitors		- 🗵	Targeting
•	All Users	Website visitors		- 🗵	Targeting
		Similar		.	

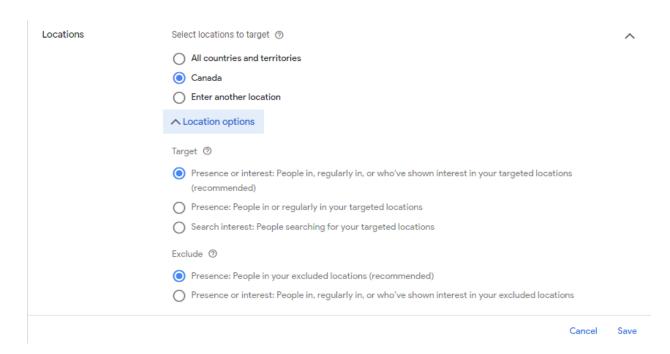
Consider adjusting bids for the audiences in the search campaigns

• We should consider adjusting bids for certain audiences to bid more efficiently on top-performing audiences while still reaching users who searched our keywords but are not in the audiences.

	Audience segment		Bid adj.	Impr.	Interactions	Interaction rate	Avg. cost	Cost	↓ Conver
□ •	AdWords optimized list	n	0% 🔀	11,980	3,192 clicks	26.64%	CA\$1.18	CA\$3,758.14	364.34
□ •	Lifestyles & Hobbies Family-Focused	n	0% 🔀	10,492	3,258 clicks	31.05%	CA\$0.93	CA\$3,020.43	225.78
	Competitor Intent		_	3,762,620	14,421 clicks	0.38%	CA\$2.04	CA\$29,423.60	204.33
□ •	Lifestyles & Hobbies Family-Focused	n	0% 🔀	16,590	1,131 clicks	6.82%	CA\$10.10	CA\$11,419.45	56.58
□ •	Education > Highest Level of Edu Bachelor's Degree	n	- 🗵	7,200	324 clicks	4.50%	CA\$11.46	CA\$3,711.85	12.08



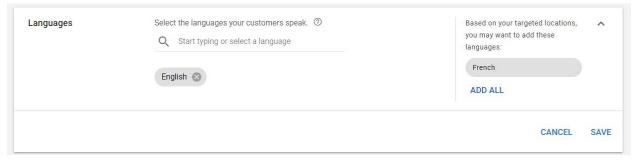
Make sure we target users in targeted locations only



- We see that campaigns are targeting people who also show interest in our target location.
 - That means, for example, if someone in India researches something about Canada, they will be eligible to see our ads although we are not targeting India.
- We should target only people who are in our targeted locations.

Test Targeting all languages instead of English only

- Currently, our campaigns are targeting only the English language.
- That means only people who have browser language settings to English will see the ads.



- Although this sounds perfectly logical, data on other accounts show that is more beneficial to target all languages.
- There are many people who know English but have a browser language in their native language.



 And since we are using English keywords, people need to search in English to be eligible to see our ads - thus we are sure they know English.

Expand campaign negative keywords and negative keyword list



- Currently, there is one negative list with only 1 keyword applied.
- The client is probably using automation software for managing negative keywords
- We should apply more generic negative keywords (more than 600) that we have collected over time.
- We should also check search terms to exclude irrelevant search terms on the campaign level so they are not triggered in the future.
- This would further reduce wasted spend.

Optimize keyword bids

- We have many keywords that are with the below first page bid.
- We should go through all keywords and adjust bids to be eligible to show on at least the first page, ideally at the top of the page.





Remove redundant keywords to streamline management

- We can see that there are Low search volume keywords in the active campaigns.
- We should remove all non-serving keywords from the account to streamline management and that will help us to focus on things that work for business instead.



•	Keyword	Match type	Campaign	Ad group	Status ↓	Max. CPC	Final URL	Impr.	Interactions
•		Exact match			Not eligible Ad group paused, Low search volume	CA\$0.84 (enhanc	-	0	0
•	ijΥ	Phrase match			Not eligible Ad group paused, Low search volume	CA\$0.0' (enhanc	-	0	0
•)g	Phrase match			Not eligible Ad group paused, Low search volume	CA\$0.0' (enhanc	-	0	0
•	alth	Phrase match	W -		Not eligible Low search volume	-	-	0	0
•	or alth	Broad match	W -		Not eligible Low search volume	-	-	0	0
•	alth	Exact match	W -		Not eligible Low search volume	-	-	0	0
•	ıg	Phrase match	W - S -		Not eligible Low search volume	CA\$2.00 (enhanc	-	0	0
	0				volume			0	0
•	ing	Phrase match	ow US		Not eligible Low search		_	0	0

Improve the quality of Responsive search ads

- Currently, most of the ads have "good" or "excellent" quality.
- However, 30% of the active ads (15 out of 50 enabled ads) have "average" or "poor" quality.
- This negatively impacts CTR (click-through rate) and consequently the Conversion rate and increases Cost per click.
- We need to update Ad headlines and descriptions to make the ad quality Good or excellent.
- That should increase CTR and have a positive impact on cost per click and in the end, on conversion rate.



Ad	Campaign	Ad group	Status	Ad strength	Ad type
	No		Eligible	Average	Responsive search ad
	No DW-NB JS-	-	Eligible	Average	Responsive search ad
_ x	No DW - NB JS - tCf DW - NB JS - tCf		Eligible	Average	Responsive search ad
	No DW- NB DA- Ma		Eligible	Average	Responsive search ad
	No DW-NB JS-Ma		Eligible	Average	Responsive search ad
	Co A		Eligible	Poor	Responsive search ad
	No ow -		Eligible	Poor	Responsive search ad
	No bw- NB DA		Eligible	Average	Responsive search ad

Use Dynamic Keyword Insertion in our Ad Headlines

- All our Headlines and Descriptions in responsive search ads are hardcoded and don't use dynamic insertion.
 - o Dynamic insertion is when we automatically insert the searched keyword in the ad.
 - For example, If we have Headline: Best {Keyword Software}
 - If a person searches software keyword, it will see Best ht Software
 - If a person searches
 Company keyword, it will see Best
 Company
 - If a person searches a keyword that is too long, it will see default Best
 Footbase Software
 - This is an excellent strategy that consistently increases CTR and impacts positively on performance since it shows a hyper-relevant ad.



 We should create Dynamic Keyword insertion headlines to make our ads more relevant.

Pause Expanded Text Ads

- Currently, the main ad format when it comes to Google Ads is Responsive Ad, so we should pause Expanded Text Ads and focus completely on Responsive.
- At the moment, there are 6 out of 36 enabled Expanded Text Ads in the account (around 16% of all ads).

Create Image Extensions

Currently, there are no Image extensions in the account.
 We should create relevant image extensions so our ads take more real estate on Google search to increase CTR.

Reallocate the budget to the best-performing campaigns

- Considering the quality of leads is good, we should reallocate more budget to one of the best-performing campaigns (
- This campaign is losing more than 36% of impressions due to the limited budget.
- We should give more budget to this campaign in order to get more leads.
- We have a similar situation with the CPA campaign (losing 25% of impressions due to the limited budget).





Create new experiments



- At the moment, there is only 1 active experiment.
- Except for the current experiment, the experiments have not been launched since September 2021.
- We should have several experiments active all the time in terms of bidding strategy, keyword match type, ad copy, landing page, etc.

Rethink the keyword strategy

- At the moment, there are phrase, exact and broad match type keywords in the same campaigns.
- We can create an A/B test (by using the experiment feature in Google Ads) where we would send 50% of the budget and the traffic to the campaign with the phrase and exact match type keywords and the other 50% to the campaign with broad match type keywords.
- This way we would find a clear winner and see if we can streamline the campaign even further with broad match keywords.
- We should try to focus on broad match keywords if possible since this type of keyword receives signals in terms of machine learning that other keyword match types do not receive.
- Of course, in case we realize that the broad match type triggers irrelevant search terms and bring low-quality leads all the time, we will stick to the phrase and exact.

Consider creating a new landing page

- When it comes to the current campaigns, these have been using website pages as landing pages most of the time.
- We should consider creating new landing pages with more social proof, testimonials (video testimonials if possible), and video of how the software works.

Launch Google Optimize experiments



- Google Optimize is a powerful tool that could help us test different stuff on the website.
- We should check with the client if they launched Google Optimize experiments.
- Tag Assistant is not showing that Google Optimize is installed on Owl Practices'swebsite.

Create a Data studio Report for Real-time reporting

- It is good to create reports that will show all relevant KPIs and data in one place in real-time.
 - For that, we can use a Data Studio report that is dynamic and connect all platforms we use for advertising to show all performance data at one palace.
- Example of Campaign Data for Google Ads:

