



An Inbound Revenue Audit

ABC Company

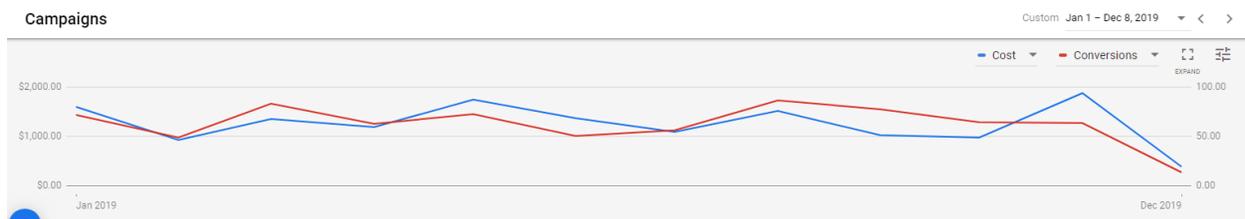
Overview and initial comments

Overall, the account has a lot of data which can be used for optimizations. However, it is not well organized, which makes it harder to find the right information and make data-driven decisions to optimize the performance of the campaigns.

There is a lot of room for improvement. The campaigns are running and generating some conversions. But once an expert digs deeper, they can find many [areas to improve, save money, and increase sales](#).

Goals

The number of conversions varies from 50 to 86 per month. The problem is that conversion tracking isn't implemented correctly, so we can't be so sure about this (more details below). [However, even if we observe the data we have, it is noticeable that the costs increased in the last several months, while the number of conversions went down](#). Our immediate goal would be to [cut the waste and focus on the elements which bring the actual leads](#). But our primary goal would be to [optimize the account to bring as many real leads as possible at the lowest possible cost per lead](#).



[As we go through this audit, this is the goal we want to strategize towards.](#)



Conversion tracking

Conversion tracking is implemented, but it needs to be reviewed and updated. There are 15 conversion actions being tracked. 10 of those are registered as conversions, and just 4 of those recorded an event in the last 30 days.

The way the conversion actions are currently set makes managing the campaigns unnecessarily complex.

Calls from website are not tracked. There are conversion actions which track clicks on phone number, but using an actual call tracking platform such as Phone Wagon would provide much more information about the phone calls. Plus, you will also know when somebody calls your phone number manually, which won't be the case if you track just the clicks on phone number.

Smart campaign

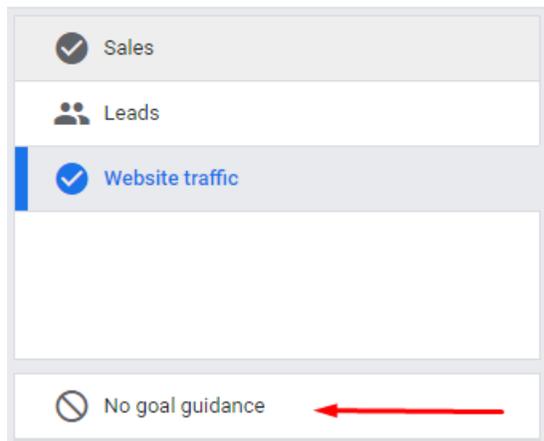
Smart campaigns need to have their goals aligned with the conversion tracking. You will notice that not too many of the conversions in the campaigns are phone calls, or the real conversions at all.

#1 Star Station	\$40.00/day \$1,216.00...	Eligible	545	7,986	6.82%	\$3.70	\$2,017.88	142.00
awx_ad_call			-	-	-	-	-	14.00
awx_maps_call			-	-	-	-	-	36.00
awx_maps_directions			-	-	-	-	-	61.00
Calls from Smart Campaign Ads			-	-	-	-	-	6.00
Click on number 703-554-1011 (All Web Site Data)			-	-	-	-	-	22.00
Click Submit Form (All Web Site Data)			-	-	-	-	-	3.00

The main issue with the Smart campaigns is that they are hermetically sealed. You can't do much to optimize the Smart campaigns. Their performance is completely automatized, and you have to trust Google that they won't waste your money on the wrong search terms. And you don't have a way to even check this, because you can't see the actual search terms in the Smart campaigns. So, optimizing the regular search campaigns should be a priority instead.

Campaign goal

By selecting a campaign goal, many useful campaign options get hidden. It is recommended to [create the campaign without the specific goal](#). At this moment, the search campaigns are set to get as many traffic as possible. It means that Google is optimizing the campaigns to generate as many clicks as possible, without taking the quality of traffic into consideration..



Location Targeting

The location targeting in the Display campaign is not good. The ads should be [displayed only to people in your targeted location](#), not to everyone in the world just because they showed interest in the USA.

Locations

Select locations to target ?

- All countries and territories
- United States and Canada
- United States
- Enter another location

[Advanced search](#)

^ Location options

Target ?

- People in, or who show interest in, your targeted locations (recommended)
- People in or regularly in your targeted locations
- People who show interest in your targeted locations



Language settings

As a melting pot, the United States is home to people with non-English first languages. [Don't miss out on their browsers by including only English \(or Spanish\)!](#) They are still English speakers and use your targeted keywords when searching for your products, and they should see your ads as well.

Select the languages your customers speak

Your ads show to customers with these language preferences, or on sites with these languages.

English

Bidding strategies

The Search campaigns use Manual CPC bidding strategy. We should [test other bidding options as well, including Target CPA](#), but only after the conversion tracking has been reviewed and updated.

Budget	A\$30.00/day
Bidding	Maximize conversions

Ad rotation

When using automated settings, Google tends to prefer just one ad, leaving the other ads without traffic. By selecting the other option, [all ads receive approximately the same number of impressions](#), and then we can determine which ad actually performs better and improve the ads.

- Ad rotation
- Optimize: Prefer best performing ads
 - Do not optimize: Rotate ads indefinitely
 - Optimize for conversions (Not supported)
 - Rotate evenly (Not supported)

Ad suggestions

It is strongly recommended to keep this option disabled. [You don't want a dozen of text ads automatically created by Google](#) bots suddenly jumping out in front of your audience. The literacy of Google bots is on the level of Google Translate, and it's vernacular does not reflect that of actual humans speaking.

- Ad suggestions
- Change how ad suggestions are applied for this customer (Search Network only)
- Automatically apply ad suggestions after 14 days
Ideal setting for most advertisers
 - Don't automatically apply ad suggestions
Not recommended

Campaign structure



The campaigns need [a more defined structure](#). There are dozens of relevant keywords you don't have in the account. There should be [more ad groups](#) as well, because that way we can [customize ads and target the audience](#) with a more relevant ad copy, depending on the search terms. The top keywords should definitely have their own single-keyword ad groups, so we could pay more attention to those.

Keyword match type

Only modified broad keywords are used, which trigger the ads for a variety of relevant search terms. However, we recommend using phrase and exact match type keywords as well, in order to get more data about [which search terms exactly generate the leads, so we could bid higher on those](#).

Search ads

You have 3 expanded text ads in every ad group. You should [consider adding responsive search ads](#) and test how they perform in comparison with the expanded text ads.

Ad extensions

You have the majority of the ad extension types in the campaigns. However, one of the search campaigns is missing the sitelink extensions, and the sitelinks in the other campaign could be improved by adding the description. Structured Snippets could be used to increase the visibility of the ads as well.

Negative keywords

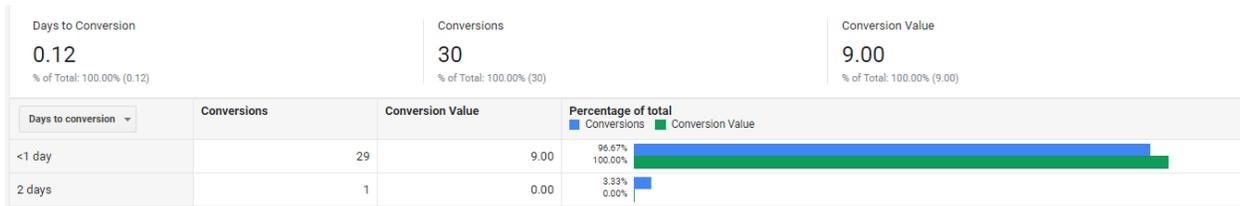
There are 58 negative keywords in the campaigns, but none in the shared negative lists. [We recommend using the negative lists to reduce redundant tasks](#) such as adding the same negative keywords to every campaign separately (or every ad group, which is worse).

Display Remarketing

The remarketing campaign has spent \$966.89 so far this year, generating just 3 conversions. This campaign is targeting people who visited your website in the last 30 days. We recommend reducing this period, if the amount of traffic allows it, and



increase the frequency of displaying the ads. People usually become the customers very soon after clicking on the ads, mostly the same day, so it's not so usefully to spam them with the ads and spend money on them.



Also, the past customers should be excluded from this campaign's targeting.

Campaign dimensions & demographics

The campaigns should be optimized based on the different traffic segments. Those are:

- **User location** - Certain zip codes can perform better than the others. Or worse, in which case we can completely exclude them from the targeting.
- **Day of the week** - The campaigns don't perform the same on certain days of the week. Adding bid adjustments in ad schedule is another way to improve the profitability of the campaigns.
- **Devices** - Desktop computers, cell phones, and tablets don't contribute to the sales equally.
- **Age** - Certain age groups are more interested into weighted blankets than the others.
- **Gender** - We should check the past data and monitor the performance of the campaigns to find different genders perform differently.
- **Household income** - The conversion rate varies depending on the income group. But you have an income group excluded in one of your ad groups. The data shows that it wasn't the worst performing income group, and it should be better to manage this type of targeting using bid adjustments instead. Otherwise, you risk leaving a lot of money on the table.
- **In-market audiences** - Google has data about the behavior of the users which clicked on your ads. We should use this data to better target your potential customers.



Conclusion

The campaigns, in the state they are now, were a good start. But now they need a dedicated expert who will spend time and effort on [achieving our goal of getting more real leads and while maximizing the profitability of the campaigns at an optimal level.](#)

The immediate changes we would make include:

- [Implementing proper conversion tracking](#)
- [Restructuring](#) the current Search campaigns
- A better [remarketing campaign](#) setup
- Implementation of a bid adjustment system developed internally by us that [automatically determines the best bid adjustments](#) for all dimensions based on CPL, average CPL and/or conversion rate