

# Case Study: Efektívne akvizičné kampane v GDN s malým budgetom

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# Hypotéza

Aj s malým budgetom je možné vytvoriť efektívnu akvizičnú kampaň v GDN

Čo je to malý budget?

# Čo je to efektívna kampaň?

- **Direct Response (Action):** Konverzie, PNO, CPA, Kliky
- **Awareness:** Impresie, new visitors a ich enagement na webe
- **Dlhodobý dopad??**

## Case na dvoch typoch klientov

- LeadGen
- Ecommerce

## LeadGen klient – Pracovná agentúra

Ciel': Navýšenie počtu registrovaných so záujmom o prácu

Konverzia: Registrácia

CPA: 3.5 Eur

Budget: 300 Eur

Testované obdobie: 1 mesiac

# Kampane

Cielenia: Custom Intent Audience + Topics

Similar to Convert 1x + Topics

In Market Audience + Topics

Top Placements

Testovanie tCPA vs manual CPC – experiment split 50%

# Performance kampaní

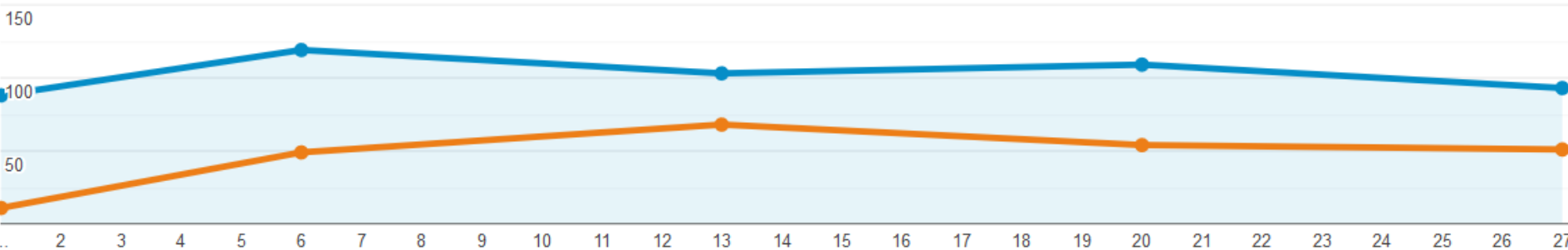
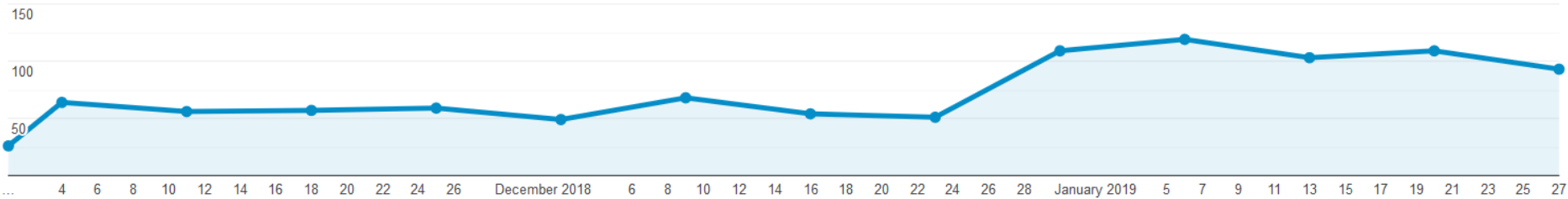
Campaign	Clicks	Impr.	CTR	Conversions	View-through conv.	Cost / conv.	Conv. rate	Viewable impr.	Display impr. share
In Market + Topics - tCPA	1 327	103 304	1,28%	28	1	3,40	2,11%	52 969	13,12%
Custom Int. Audience - tCPA	1 680	87 997	1,91%	18	3	4,43	1,07%	37 329	< 10%
Similar aud. + Topics - tCPA	1 591	50 173	3,17%	15	0	4,06	0,94%	20 612	26,12%
Similar aud. + Topics - Manual CPC	558	15 227	3,66%	6	0	2,59	1,08%	5 539	17,13%
Top Placements - tCPA	133	10 287	1,29%	5	0	2,01	3,76%	5 580	10,96%
In Market + Topics - Manual CPC	277	24 112	1,15%	4	0	5,33	1,44%	13 188	13,93%
Custom Int. Audience - Manual CPC	482	72 208	0,67%	3	0	9,36	0,62%	29 657	< 10%
Top Placements - Manual CPC	164	11 458	1,43%	2	1	6,39	1,22%	7 540	10,24%
<b>TOTAL</b>	<b>6 212</b>	<b>374 766</b>	<b>1,66%</b>	<b>81</b>	<b>5</b>	<b>4,00</b>	<b>1,30%</b>	<b>172 414</b>	<b>&lt; 10%</b>



# Asistované konverzie

Kampaň	Assisted conversion	Conversions
In Market + Topics - tCPA	27	28
Custom Int. Audience - tCPA	9	18
Similar aud. + Topics - tCPA	13	15
Similar aud. + Topics - Manual CPC	5	6
Top Placements - tCPA	0	5
In Market + Topics - Manual CPC	1	4
Custom Int. Audience - Manual CPC	5	3
Top Placements - Manual CPC	0	2

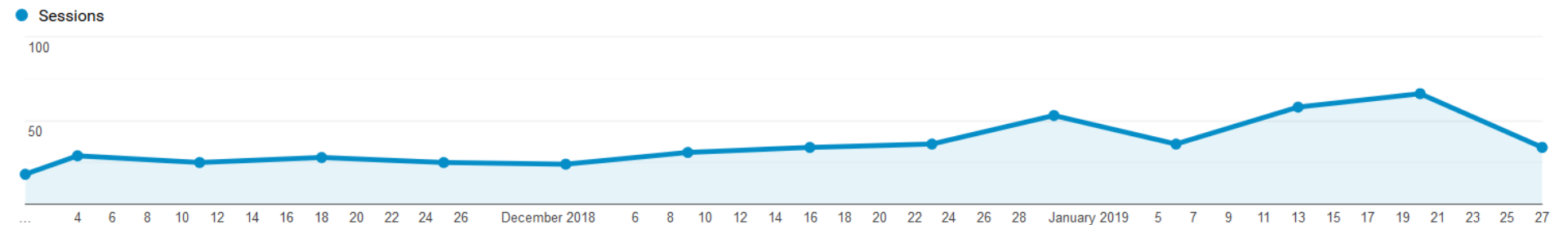
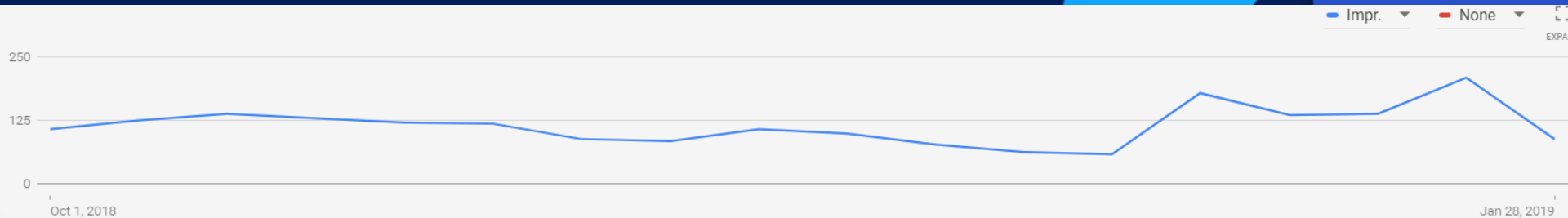
# PPC kampane - konverzie



Január vs. December

+101,56%

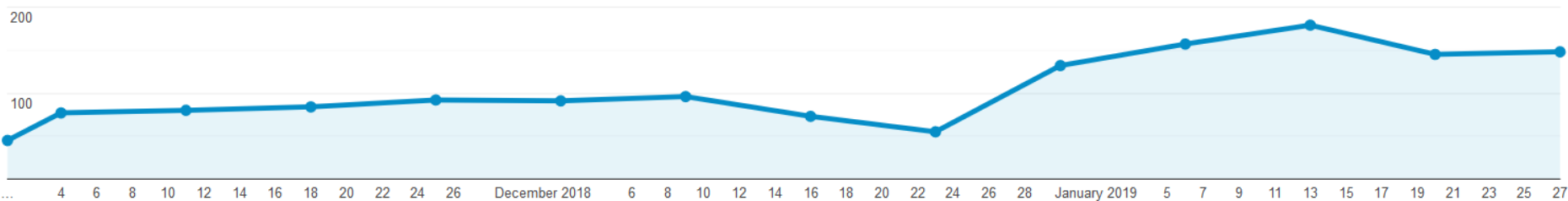
# Navýšenie hľadania brandu



Január vs. December

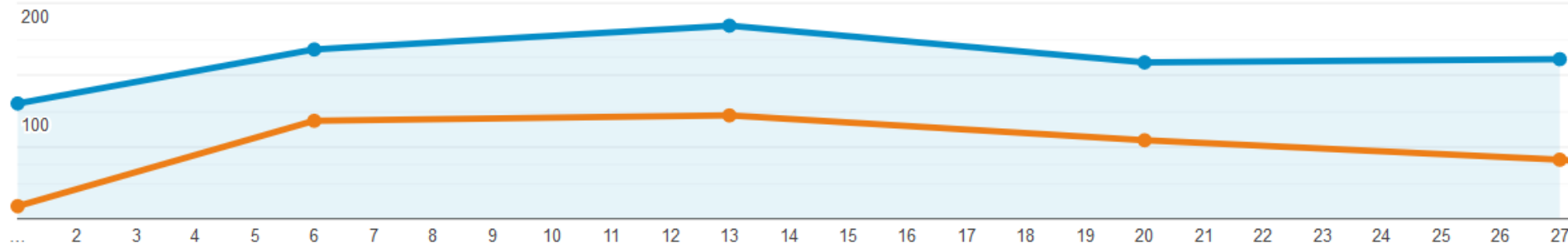
+72,26%

# Organic Sessions



Jan 1, 2019 - Jan 31, 2019: ● Sessions

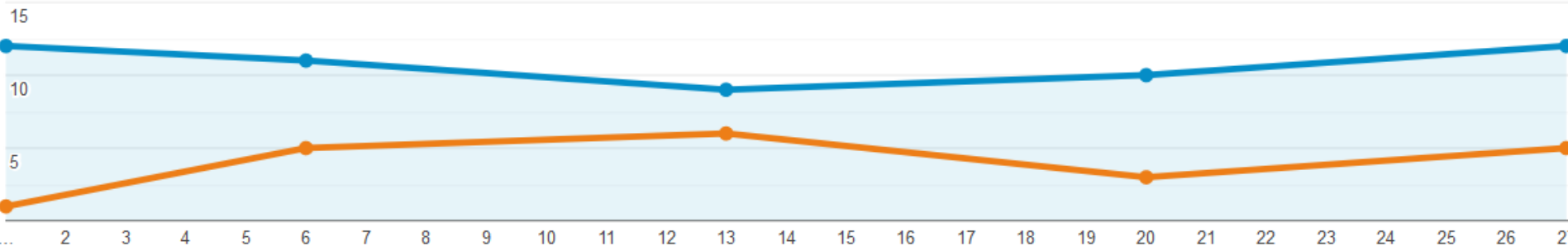
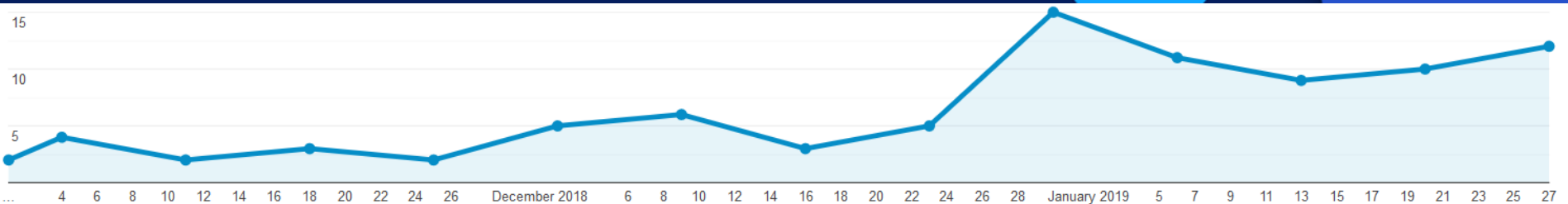
Dec 1, 2018 - Dec 31, 2018: ● Sessions



Január vs. December

+109,09%

# Organic konverzie



Január vs. December

+134,78%

# New visitors engagement

- Sessions: 4150
- Bounce Rate: 62,3%
- Pages per Session: 2,36

# Záver

Hypotéza potvrdená: 324 Eur – 81 konverzií – CPA 4 Eur

Top kampane Konverzie: In Market Audience + Topics - tCPA  
Custom Intent Audience + Topics - tCPA  
Similar to Convert 1x + Topics - tCPA

Top kampane CPA: In Market Audience + Topics - tCPA  
Similar to Convert 1x + Topics – Manual CPC  
Top Placements - tCPA

tCPA – lepší výkon ako Manual CPC

Výkon ovplyvnený aj sezonalitou

# Ecommerce klient – E-shop s pánskou módou (no brand)

Ciel': Navýšenie počtu predajov + zvýšenie počtu brand vyhľadávaní

Konverzia: Sales

PNO: 20%

Budget: 10 000 Kč

Testované obdobie: 1 mesiac

Hlavné kanály: Facebook, Instagram, Glami



# Kampane – dynamic prospecting

Cielenia: Similar to Purchased 1x + Topics

Similar to Purchased 2x

Similar to Purchased 2x + Topics

Custom Intent Audience + Topics

Demograficky: Len muži od 18 – 34 rokov

V minulosti: Similar to Purchased 1x + Keywords

Nefungovalo ☹️

# Performance kampaní

Campaign	Clicks	Impr.	CTR	Conversions	Conv. rate	View-through conv.	Viewable impr.	Display impr. share	PNO
Similar to purchased 2x + Topics	1 446	332 398	0,44%	3	0,21%	0	142 195	< 10%	134,33%
Similar to purchased 2x	1 454	615 538	0,24%	2	0,14%	0	369 963	< 10%	168,05%
Custom Int. Audience+ Topics	18	4 790	0,38%	0	0,00%	0	2 819	15,56%	0,00%
Similar to purchased 1x	1 651	600 555	0,27%	6	0,36%	1	325 270	< 10%	67,79%
<b>TOTAL</b>	<b>4 569</b>	<b>1 553 281</b>	<b>0,33%</b>	<b>11</b>	<b>0,18%</b>	<b>1</b>	<b>840 247</b>	<b>&lt; 10%</b>	<b>92,54%</b>

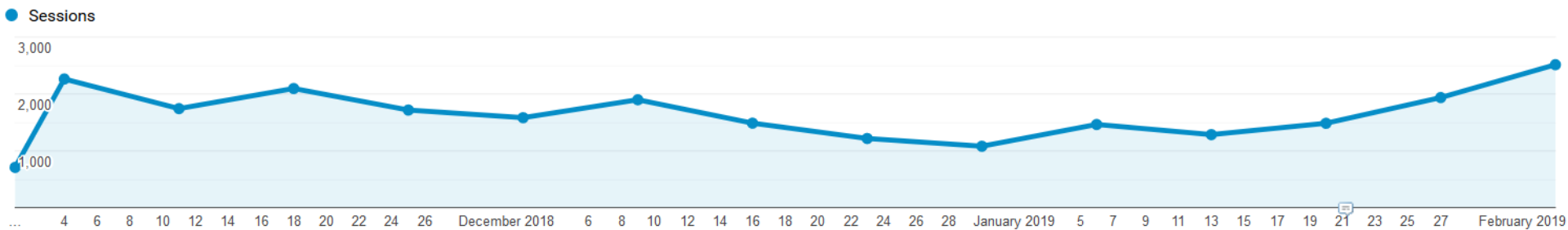
# Ďalší dopad kampaní?

Kampaň	Assisted conversion	Conversion
Similar to Purchased 1x	1	6
Similar to Purchased 2x + Topics	1	3
Similar to Purchased 2x	0	2
Custom Int. + Topics	0	0

# Nárast impresií

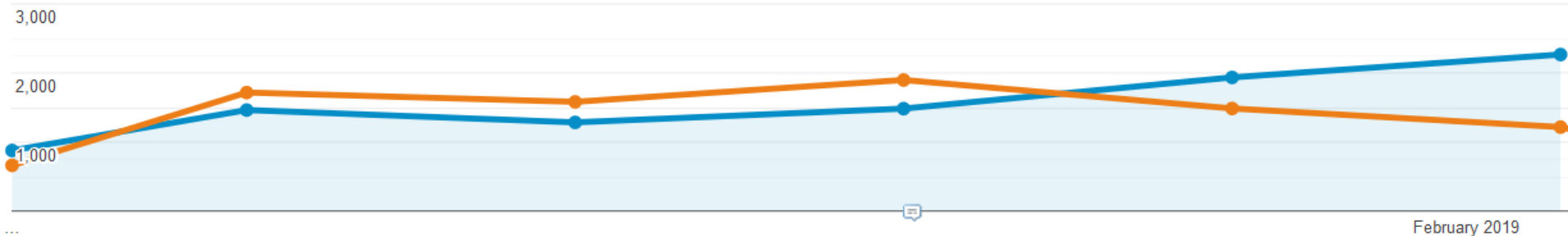


# Sessions z PPC



Jan 1, 2019 - Feb 8, 2019: ● Sessions

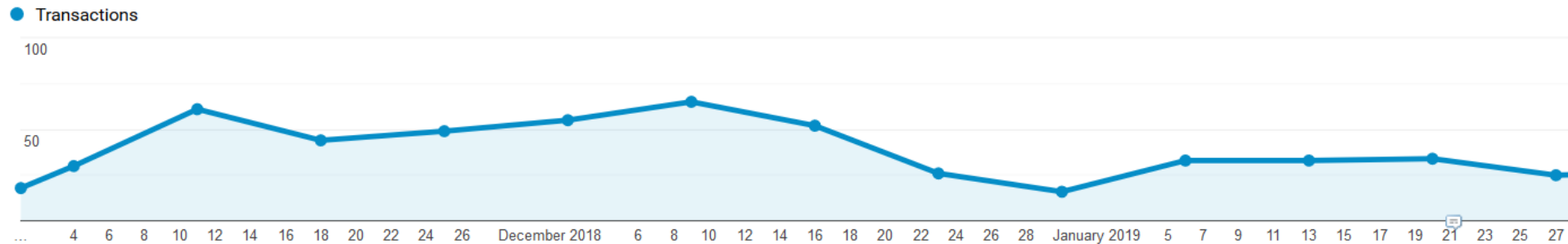
Nov 23, 2018 - Dec 31, 2018: ● Sessions



Január vs. December

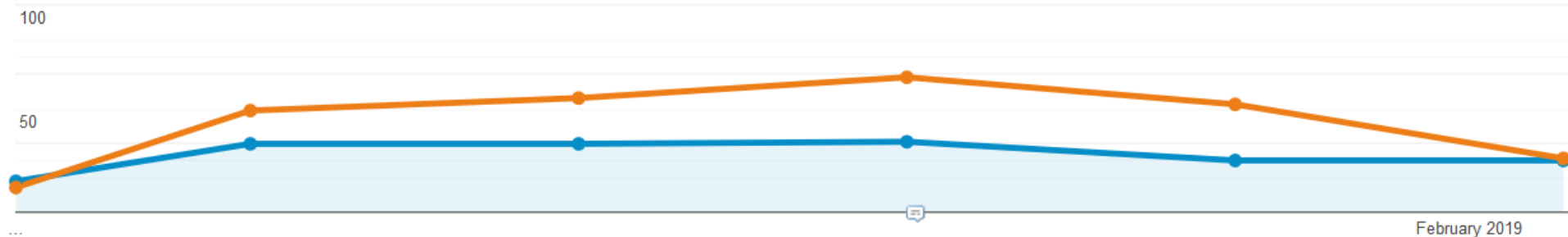
+5,15%

# PPC kampane - konverzie



Jan 1, 2019 - Feb 8, 2019: ● Transactions

Nov 23, 2018 - Dec 31, 2018: ● Transactions

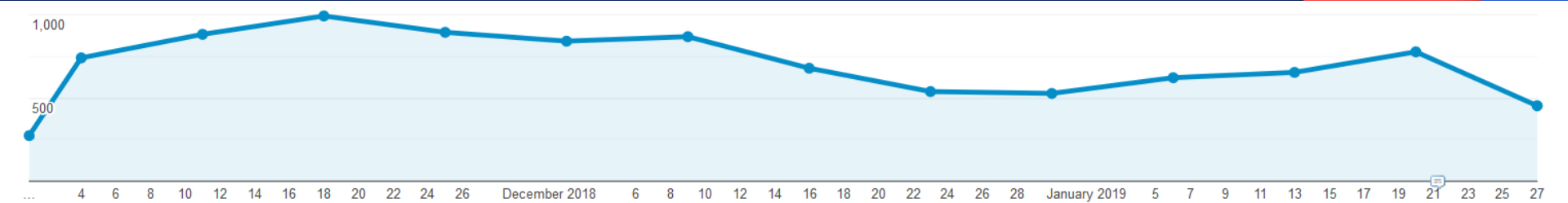
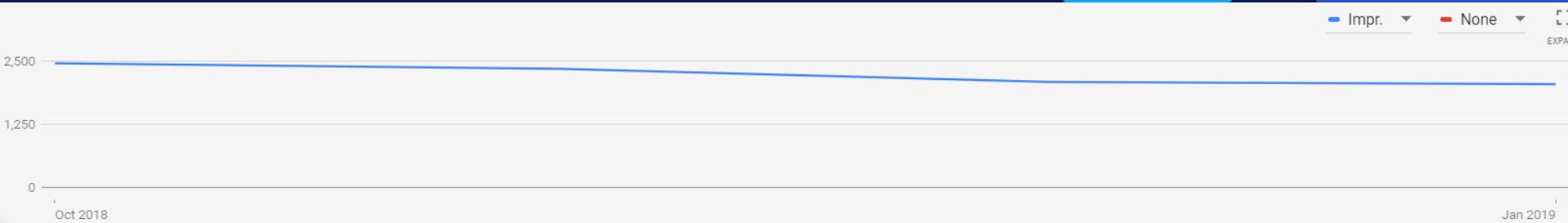


February 2019

Január vs. December

-36,54%

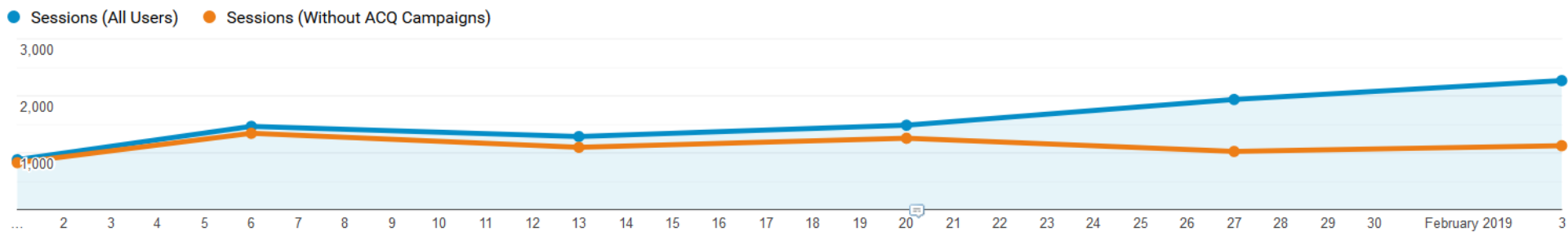
# Navýšenie hľadania brandu



Január vs. December

-5,33%

# Sessions bez GDN kampaní



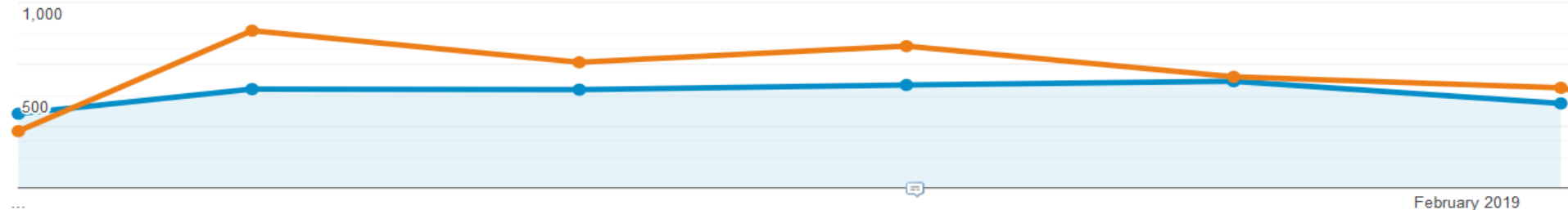
Pokles o 28,3%



# Organic

Jan 1, 2019 - Feb 8, 2019: Sessions

Nov 23, 2018 - Dec 31, 2018: Sessions

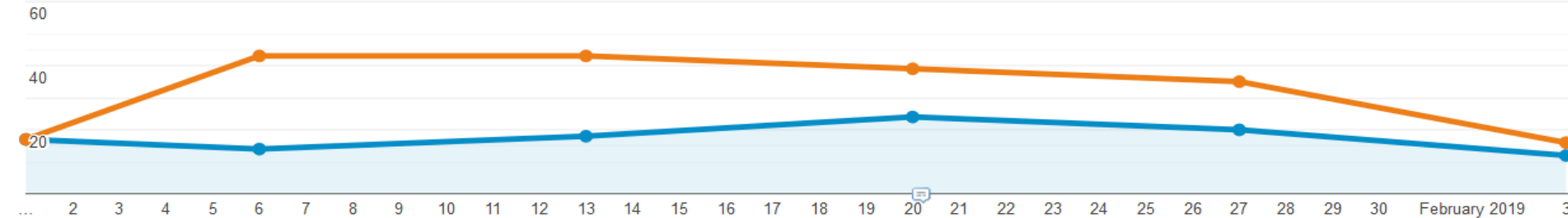


February 2019

Január vs. December -20,82%

Jan 1, 2019 - Feb 8, 2019: Transactions

Nov 23, 2018 - Dec 31, 2018: Transactions



February 2019

Január vs. December -47,24%

# New visitor engagement

- Sessions: 3003
- Bounce Rate: 84,15%
- Pages per Session: 1,46

# Záver

- Hypotéza nepotvrdená: 10 600 Kč – 11 konverzií – 92% PNO
- Top kampane Konverzie: Similar to Purchased 1x  
Similar to Purchased 2x + Topics  
Similar to Purchased 2x
- Efektivita z hľadiska návratnosti: ☹️
- Asistovanie na konverznej ceste s min. dopadom
- Nerelevantné publikum na similar audience (extravagantnejšie oblečenie)??
- Cielenie na Topics – veľa nerelevantných placementov
- Nízky Display Impression Share
- Na FB a IG utlmené kampane
- Výkon ovplyvnený sezonalitou (výpredaje) + u nás takmer žiadne zľavy
- Prepád na všetkých kanáloch

Ďakujem za pozornosť 😊