



M32 Academy

INTRODUCTION TO ONLINE ADVERTISING – PAID MARKETING

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Answers

TO YOUR QUESTIONS



Don't hesitate to contact me with your questions!

Mention this course – it's free.

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Success Metric / KPI

ONLINE ADVERTISING



Measurability = Responsibility

- All digital platforms are measurable in real time.
- This data allows you to validate if you are reaching your objectives.
- You're now responsible to follow all your ad placements and online marketing efforts (paid, owned & earned). This implies adjusting (optimising) your ad placements relative to the evolving performance of each ad.
- ***You should always end a campaign with a better performance than was initially planned.***

Ok, but which metric / which ratio should I track?

- *More importantly, which one is really linked to your objective?*

Success Metric by Objective



Other Ratios

CTR

Clickthrough rate
 $\# \text{ clicks} \div \# \text{ impressions}$

Ad Frequency

Net frequency of ad exposer for the campaign's period
 $\# \text{ impressions} \div \# \text{ exposed users}$

CPR

Cost per reach(ed individual)
 $\$ \text{ media spend} \div \# \text{ exposed users}$

CVR

Conversion rate
 $\# \text{ conversions} \div \# \text{ clicks (or \# site sessions)}$

- Conversion rate by objective or ad

CPA

Cost per acquisition
 $\$ \text{ media spend} \div \# \text{ conversions}$

Q1- What is a conversion?

- When the prospect completes a desired action, that includes, but is not limited to transactions.

Q2- Where do clicks, impressions, exposed users, and conversions come from?

- The answer in 3 slides!

Be careful how you interpret **clicks**!

- The click as a success metric is misleading!
- What is a click, really?
 - An instantaneous and spontaneous positive reaction to an ad exposure.
 - NOT the % of people that clicked
 - NOT a level of interest for your offer
 - NOT an indicator of sales to come
 - **NOT a normal human behavior** when exposed to an ad!
 - *It's an immediate reaction of people who were already interested to see your ad.*

Source : many (5+) Canadian and American studies since 2007 confirm these trends.

Be careful how you interpret **clicks!**

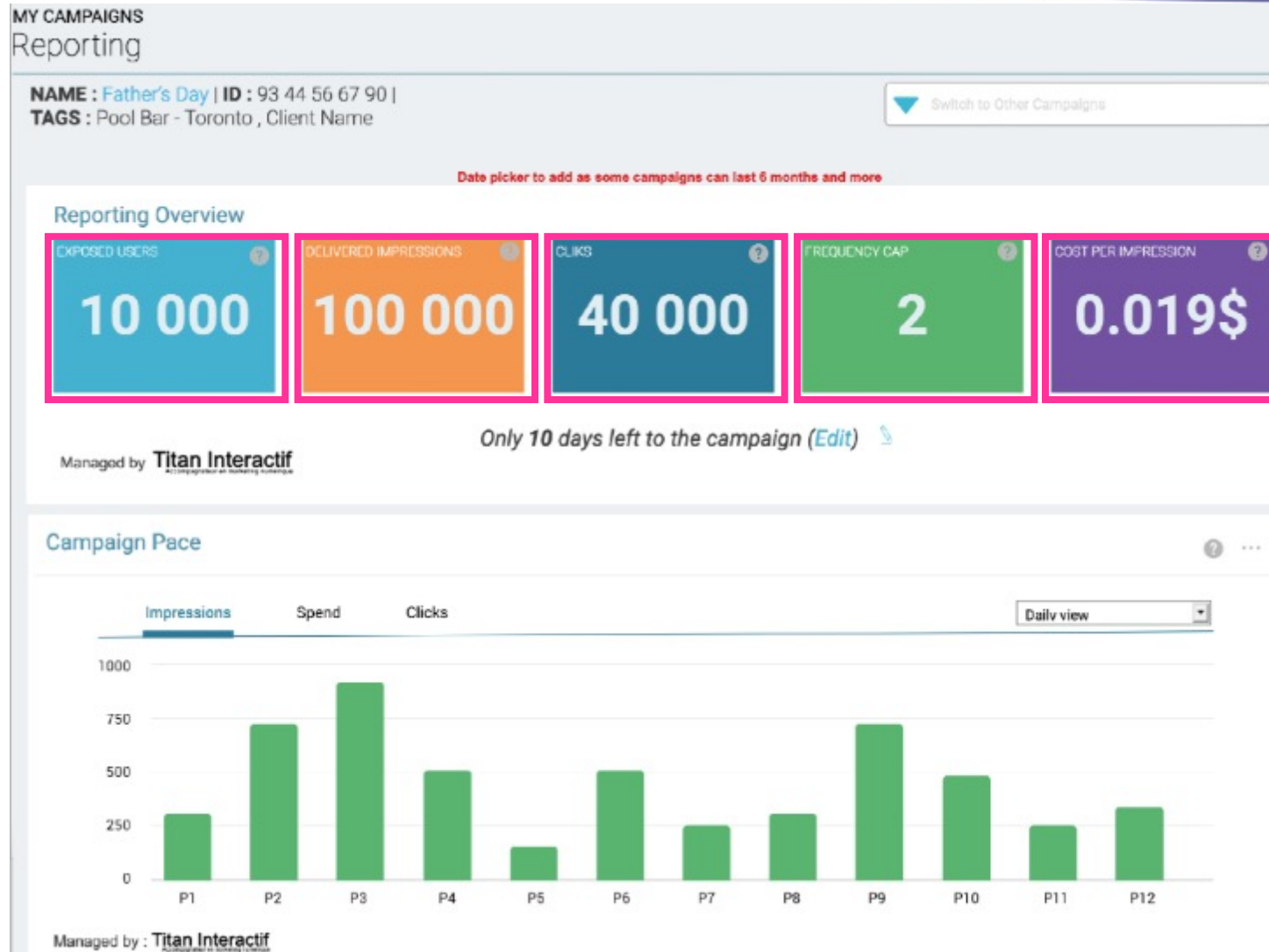
- Who clicks on online ads?
 - 16% of people exposed to ads click at least on one ad per month.
 - **4%** of people exposed generate **2/3** of all campaign clicks!
 - They are over 50 years old, have a household income between \$75-150,000
 - They are mostly men
 - Unique clickers (8%) generate the largest sales
 - Heavy clickers (**4%**) are mostly “window shoppers”
- The **BULK** of clicks is generated within the first 4 ad exposures.
 - Clickers that convert were looking for your ad to click on it. They were waiting for your deal/offer.

Source : many Canadian ad American studies since 2007 confirm these trends.

Where does the **data** come from?

1. Campaign reports (adserver, advertising platform, social media)
2. Email reports
3. Web analytics
4. Sales reports (ecom and real)
5. Secondary indicators:
 - Search Engine Rank Position
 - Branded/Campaign Term Search Volume
 - Social Channel Subscriptions

Sample Report



Budget: \$1,900

You can calculate many ratios to compare your performance :

- Clickthrough: 40%
- Actual exposure frequency: 10x
- CPI: \$0.019
- CPM: \$19
- CPC: \$0.0475
- CPR: \$0.19

What about Conversions?

Conversions, and transactions, are tracked on your website.

- *In your Google Analytics account.*

- Associate website conversions to your advertising in general, or to specific ads and placements, use a UTM!
- Google Analytics URL Builder
 - To simply and quickly create UTM
 1. Final URL
 2. Source
 3. Medium
 4. Campaign
 5. Term (*search*)
 6. Content= Unique URL

The screenshot shows the Google Analytics Campaign URL Builder interface. On the left is a dark sidebar menu with options like 'Demos & Tools', 'Autotrack', 'Account Explorer', 'Campaign URL Builder' (highlighted), 'Dimensions & Metrics Explorer', 'Embed API', 'Basic Dashboard', 'Multiple Views', 'Interactive Charts', 'Working with Custom Components', 'Third Party Visualizations', 'Server-side Authorization', 'Enhanced Ecommerce', 'Hit Builder', 'Polymer Elements', 'Query Explorer', 'Request Composer', 'Spreadsheet Add-on', 'Tag Assistant', 'Usage Trends', 'Resources', 'About this Site', and 'Help & Feedback'. The main content area is titled 'Campaign URL Builder' and includes a description: 'This tool allows you to easily add campaign parameters to URLs so you can track Custom Campaigns in Google Analytics.' Below this is a form with the following fields: 'Website URL' (http://maoirpierrefonds.com/?lang=fr), 'Campaign Source' (Facebook), 'Campaign Medium' (social), 'Campaign Name' (PortesOuvertes), 'Campaign Term' (empty), and 'Campaign Content' (septembre). At the bottom, it shows the generated URL: 'http://maoirpierrefonds.com/?lang=fr&utm_source=Facebook&utm_medium=social&utm_campaign=PortesOuvertes&utm_content=septembre' and buttons for 'Copy URL' and 'Convert URL to Short Link'.

UTM as a story

http://deathstar.is/?utm_source=rebelbase?utm_medium=xwing?utm_campaign=stop-darth-vader

Where
are they
going?



Where are
they coming
from?



How are they
getting there?



Why?



A Perfect Alignment is Necessary

1- Campaign Objective

2- Success Metric / KPI

3- Pricing

4- Ad Format

5- Environment

6- Platform

7- Ad Targeting

8- Creative / Message

9- Landing Page

Thank You!

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