



Analytics Deck PART II: Google AdWords Test Data

## **Facebook & AdWords Test**

Prepared for Blastom! By Sara Warwick

# Blastom! – Corporation Overview

- Blastom! was founded as start-up corporation in March 2016.
- Blastom! is a web based business at: [blastom.com](http://blastom.com)
- Our objective is to build, support and promote, a new to market product called, “Bites,” (a ringtone/notification hybrid) and an app that supplies/provides the Bite.
- In order to fund the development of Bites, Blastom! sells Bites and wallpapers.
- Blastom! Is promoted online on most social media outlets as: @blast0m
- Its social media presence allows Blastom! to stay close to marketplace trends, reach consumers, and develop a client base for Blastom! products.
- Blastom!’s overall online presence is currently focused on making early adopters comfortable with the Bites concept, prior to its product launch.

PART II  
GOOGLE ADWORDS TEST



# Facebook and AdWords Tests - Overview

- In late January 2018, Blastom! initiated a media test in order to find out how interested digital consumers are presently in customizing their devices.
- We also wanted to gain an understanding of who our main demographic is?
- This test was comprised of:

- 3 x Ads on **Facebook**
  - 2 x Wallpapers messaging
  - 1 x Website launch w/ brand messaging
- 1 x **Google AdWords** campaign

Analytics from both tests were used, as well as data from WIX (our website host) for post-analysis.

Brand and topical messaging appeared on social media throughout the campaign.



# AdWords Test – Overview

- Blastom! studied keywords having to do with device customization.
- This was done for two reasons:
  - a) To see what resonated as an offer in the marketplace.
  - b) To pick the strongest keywords, going forward to speak to our customers.
- The AdWords test was run independently of the Facebook test, with no data shared between the two.
- This was done purposely to obtain as much raw data as possible, and to not prejudice either test.

# AdWords Test - Overview

- From February 15 – 22<sup>nd</sup> a Google AdWords Test was run.
- There were 110 **clicks** on the ad (Mobile, Display and Desktop).
- There were 747 ad **impressions** made.
- The test budget was \$7 per day.

**Clicks** - The number of times that the ad was clicked.

**Impressions** - The number of single times an ad was posted on screen for view by a page visitor.

# AdWords Test - Creative

## Desktop ad

**BLASTOM | Customization Innovation**

 [www.blastom.com](http://www.blastom.com)

Customize your cell. BLASTOM! Boutique has fresh wallpapers & Bites (ringtones).  
Custom Wallpapers · Arcade Bites · Bites-10

BLASTOM

wallpapers

## Mobile Ad

**BLASTOM | Customization Innovation**

 [www.blastom.com](http://www.blastom.com)

Customize your cell. BLASTOM! Boutique has fresh  
wallpapers & Bites (ringtones). Custom Wallpapers. Arcade  
Bites. Bites-10.

## Display ad

**BLASTOM** 

Customization Innovation

Customize your cell. BLASTOM!  
Boutique has fresh wallpapers &  
Bites (ringtones).



[blastom.com](http://blastom.com)

# AdWords Test - Creative


- From the ad layouts on the previous page, you can see that Blastom! decided to lead with a sell message.
- A sell message was the only way to:
  - a) Test all of the keywords in context of the ad.
  - b) Determine the allure of a customizing message to a broad audience.
- All creative featured a website hyperlink to drive traffic and study click rates.

# Google AdWords Test – Keywords

- To gain a stronger sense of if people are looking for device customizing products, a test of keywords was run using Google AdWords.
- The test featured 6 keywords that were examined over the same time frames.
- The 6 keywords were:

**Wallpaper(s)**      **Bites-10**      **Blastom**      **Customize**      **Ringtones**      **Cellphone**

# AdWords Test - Keywords

 Keyword status: **All but removed**

<input type="checkbox"/>	<input type="radio"/>	Keyword <span>↑</span>	Ad group	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	Bites-10	<a href="#">Ad Group #1</a>	<a href="#">Campaign paused</a>	auto: CA\$0.07	Approved	—	0	0	0.00%	CA\$0.00	CA\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	BLASTOM	<a href="#">Ad Group #1</a>	<a href="#">Campaign paused</a>	auto: CA\$0.07	Approved	—	0	1	0.00%	CA\$0.00	CA\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	cell phone	<a href="#">Ad Group #1</a>	<a href="#">Campaign paused</a>	auto: CA\$0.07	Approved	—	0	0	0.00%	CA\$0.00	CA\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	customize	<a href="#">Ad Group #1</a>	<a href="#">Campaign paused</a>	auto: CA\$0.07	Approved	—	0	8	0.00%	CA\$0.00	CA\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Ringtones	<a href="#">Ad Group #1</a>	<a href="#">Campaign paused</a>	auto: CA\$0.07	Approved	—	109	687	15.87%	CA\$0.26	CA\$28.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Wallpaper	<a href="#">Ad Group #1</a>	<a href="#">Campaign paused</a>	auto: CA\$0.07	Approved	—	1	43	2.33%	CA\$0.26	CA\$0.26
<input type="checkbox"/>	<input checked="" type="radio"/>	wallpapers	<a href="#">Ad Group #1</a>	<a href="#">Campaign paused</a>	auto: CA\$0.07	Approved	—	0	0	0.00%	CA\$0.00	CA\$0.00
Total: All but removed keywords								110	739	14.88%	CA\$0.26	CA\$28.26

# AdWords Test - Keywords

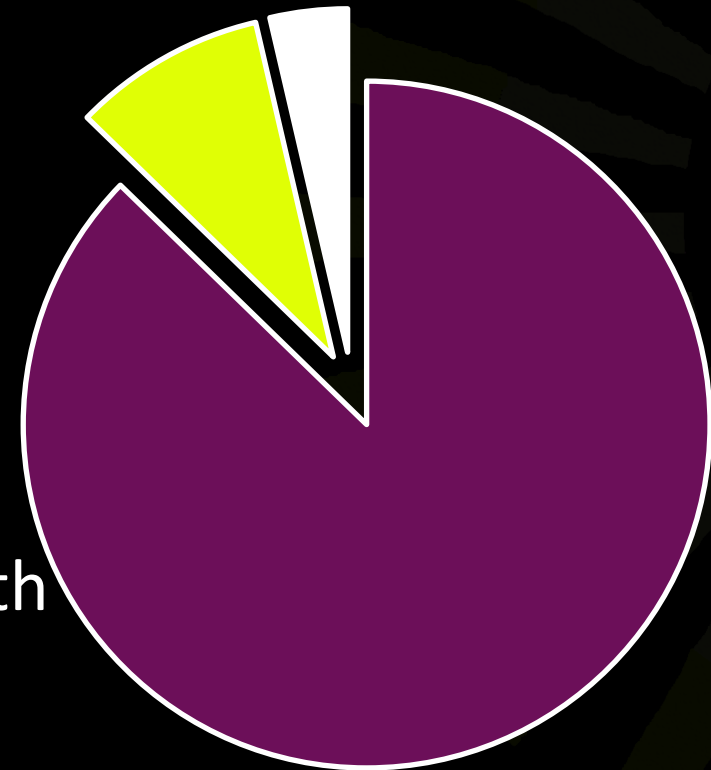
- Based on the number of impressions generated by our keywords, it's clear that:
  - a) Ringtones
  - b) Wallpaper(s)are the standout search terms that customizers are looking for.

# AdWords Test -Gender

- From the test, we're able to establish clicks per gender:

MALE:	96
FEMALE:	10
UNKNOWN:	4

- As in the Facebook test, males were largely more interested, and interactive with our message than females were.



Male Female Unknown



# AdWords Test - Demographics

<input type="checkbox"/>	<input type="radio"/>	Age ↑	Ad group	Status	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	18 - 24	<a href="#">Ad Group #1</a>	Campaign paused	+100%	104	679	15.32%	CA\$0.26	CA\$27.29
<input type="checkbox"/>	<input checked="" type="radio"/>	25 - 34	<a href="#">Ad Group #1</a>	Campaign paused	—	1	17	5.88%	CA\$0.14	CA\$0.14
<input type="checkbox"/>	<input checked="" type="radio"/>	35 - 44	<a href="#">Ad Group #1</a>	Campaign paused	—	0	3	0.00%	CA\$0.00	CA\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	45 - 54	<a href="#">Ad Group #1</a>	Excluded from ad group	—	0	0	0.00%	CA\$0.00	CA\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	55 - 64	<a href="#">Ad Group #1</a>	Excluded from ad group	—	0	0	0.00%	CA\$0.00	CA\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	65+	<a href="#">Ad Group #1</a>	Excluded from ad group	—	0	0	0.00%	CA\$0.00	CA\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Unknown	<a href="#">Ad Group #1</a>	Campaign paused	—	5	48	10.42%	CA\$0.17	CA\$0.83
Total: Ages						110	747	14.73%	CA\$0.26	CA\$28.26

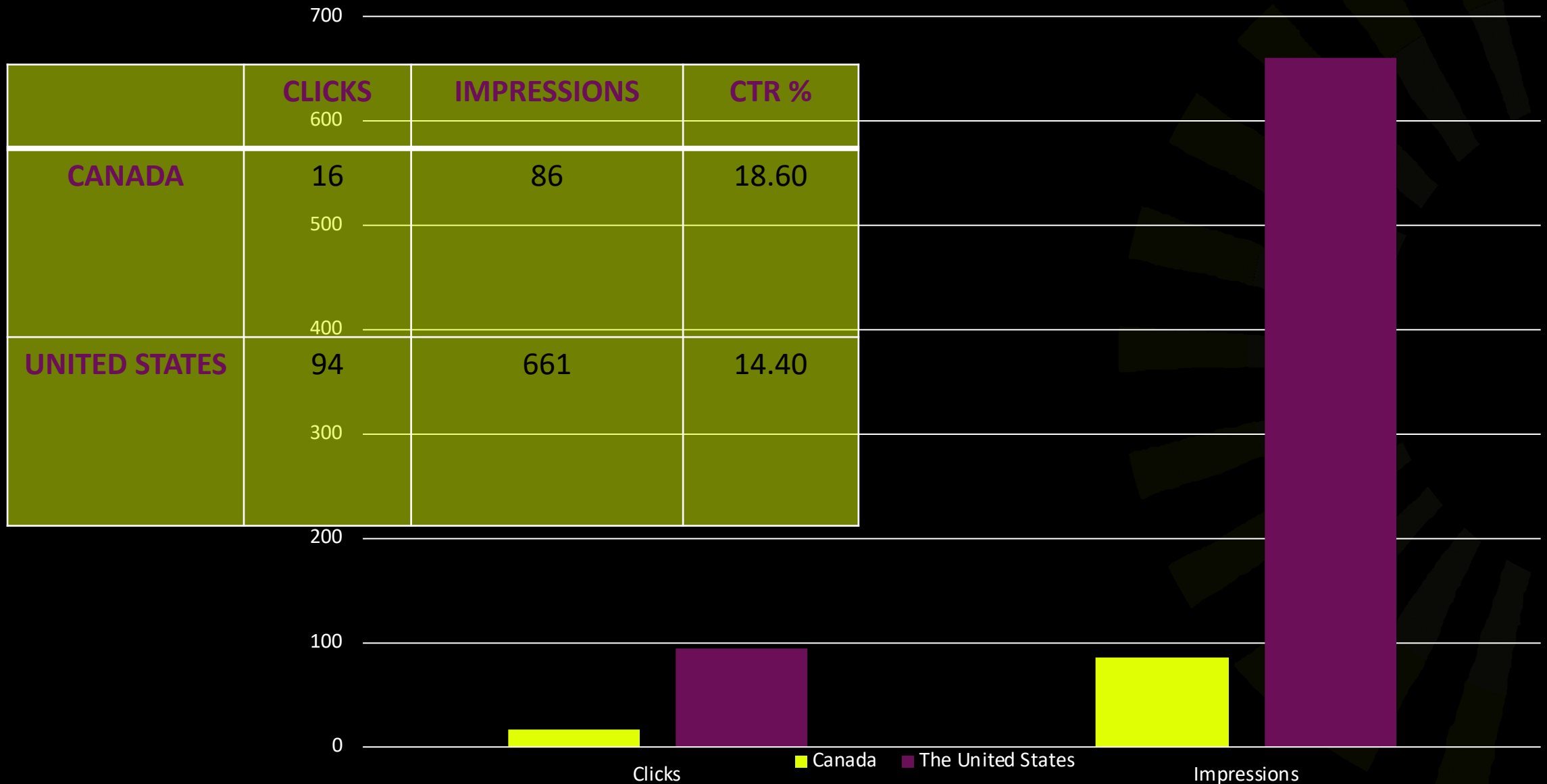
# AdWords Test - Demographics

- In future studies, Blastom! will examine the possibilities of an audience younger than 18 y/o.
- With the bulk of clicks and impressions belonging to the 18- 24 y/o demographic, we'd be amiss not to explore around that age group further.

# Google AdWords Test – Countries

- As with the Facebook test, The United States and Canada, were studied.
- One noticeable difference is that China is not studied in this test.
- However, some noteworthy behaviors from countries other than the USA and Canada do crop up later in this presentation, and in PART III, and will be examined when possible.

# AdWords Test - Countries



# AdWords Test - Countries

- As held true with the Facebook test, once again, The United States dominates in clicks, and impressions.
- The new news is here is that there is a fairly even **click through rate** between the countries.
- This shows that of those users interested, an equal number between countries, were enticed to proceed to the website.
- This narrows the anomaly gap in behavior between North American countries noted in ad viewers from the Facebook test.

**Click Rate** – The percentage of people who visit a website as directed by a hyperlink that they click on.

# AdWords Test – Clicks by Regions of Interest

	<b>CANADA</b>	<b>THE UNITED STATES</b>
	Ontario - 5	California - 62
	British Columbia - 2	Oklahoma - 11
	Nova Scotia - 2	New York - 2
		Washington - 3
Clicks Remaining	7	16
<b>Total Clicks In All</b>	<b>16</b>	<b>94</b>

- This chart shows regions of particular interest in our countries of study.

# Google AdWords Test – Schedule

- Keywords were used to promote the ad that ran based on a schedule selected to maximize views to a relevant target audience.
- The schedule was developed on the hypothesis that customizers were between the ages of (18-44), mainly students, whose internet usage would be based based on:
  - a) High School schedule
  - b) University/ Collage schedule
- Secondarily, adults, whose internet behavior would be influenced by:
  - a) Work
  - b) Children
  - c) Homecare responsibilities
- To capture both groups, ads ran on weekends, and late into the morning.

# AdWords Test – Ad Schedule

AD SCHEDULE		DAY & HOUR	DAY	HOUR					Custom
									Feb 15 – 22, 2018
<input type="checkbox"/>	Day & time ↑	Campaign		Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	Mondays, 12:00 AM - 11:45 PM	#1 - Website, Wallpapers, & Bites generic		–	43	407	10.57%	CA\$0.29	CA\$12.35
<input type="checkbox"/>	Tuesdays, 12:00 AM - 11:45 PM	#1 - Website, Wallpapers, & Bites generic		–	7	41	17.07%	CA\$0.16	CA\$1.12
<input type="checkbox"/>	Fridays, 3:00 PM - 11:45 PM	#1 - Website, Wallpapers, & Bites generic		–	46	221	20.81%	CA\$0.27	CA\$12.37
<input type="checkbox"/>	Saturdays, 12:00 AM - 11:45 PM	#1 - Website, Wallpapers, & Bites generic		–	7	53	13.21%	CA\$0.23	CA\$1.61
<input type="checkbox"/>	Sundays, 12:00 AM - 11:45 PM	#1 - Website, Wallpapers, & Bites generic		–	7	25	28.00%	CA\$0.12	CA\$0.81
Total: Ad schedules					110	747	14.73%	CA\$0.26	CA\$28.26
Total: Removed ad schedules					0	0	0.00%	CA\$0.00	CA\$0.00
Total: Account					110	747	14.73%	CA\$0.26	CA\$28.26
Total: Search					110	747	14.73%	CA\$0.26	CA\$28.26

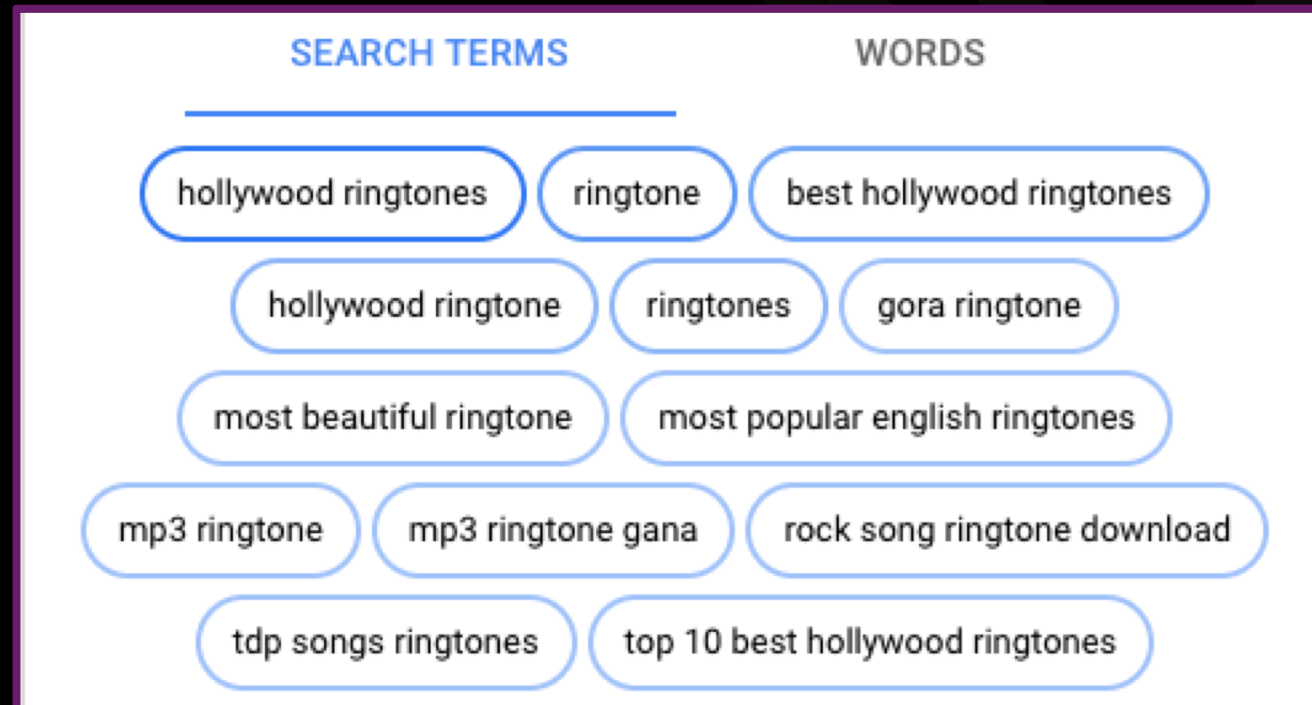


# AdWords Test – Ad Schedule

- Interestingly, the late night, student, weekend user, hypothesis held water.
- Friday's from 3pm – 11:45pm, was the most rewarding daypart for our message, in impressions.
- Other dayparts were equally as strong as each other, supporting the hypothesis.
- Only Monday, which was used as a weekday earmark, fared better in impressions. It doubles Friday's impressions, but do note, Monday spans a 24hr period, while Friday only captures only half that.
- Still, the Friday time slot generated more clicks. That means, worked harder for less money, which is what we want.

# AdWords Test – Worth Mentioning

- Some live Search Terms associated with our AdWords test are pictured below.
- They indicate four things:
  - a) There is a strong interest in ringtones in the marketplace.
  - b) The strongest demand comes from India.
  - c) The subject of most ringtone searches is Western in nature.
  - d) Most are searches for Hollywood ringtones.



# AdWords Test - Synopsis

- A 'Keyword' test was run using Google AdWords feedback as the analytic data.
- Of the keywords studied, "ringtones" and "wallpaper" scored highest in clicks and impressions.
- Males are extraordinarily more apt to interact with a Blastom! message than females.
- The 18 – 24 y/o demographic is most active with our customization message. This gives way to further study of a younger demographic.
- Americans still interact more readily with a Blastom! Message, however, the CTR amongst North Americans is almost flush.

# AdWords Test - Synopsis

- Weekends and late-night users, are targeted efficiently according to their “student” age group in this test.
- Without a doubt, there seems to be a real interest in ringtones, more so than wallpapers, in the market.
- Ringtones, are being heavily requested from India.
- Hollywood ringtones seem to be of the most interest to date.

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