



# **Digital Marketing Strategy: An implementation of online marketing campaign for L'Oreal PARIS using Google AdWords**

***SUBMITTED BY  
Muhammad Usman  
EMBA 2k14***

***PROJECT SUPERVISOR  
DR WASEEM HASSAN***

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**Abstract:** *Reaching out to new customers and establishing an online presence of a brand is an important part of succeeding in business. Without online marketing strategies in the era of digital world, a business has a very high chance of failure. Online marketing is a strategy that helps build up a company's reputation and exposure online by using a variety of internet tools and solutions.*

*Online advertising with Google AdWords is one of the most effective ways to reach new customers and grow your business. Using AdWords effectively is important to enhance return on investment and avoid making mistakes. Success of AdWords campaign is dependent upon strategic allocation of budget. Google AdWords can target users across two main networks – the search network (pay-per-click advertising), and the Display network (placing visual banner-style advertisements on websites). In this project, an online marketing campaign will be executed for an established brand having no online marketing strategy and impact on its sales will be analyzed.*

## A - Digital Marketing

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Digital marketing is an umbrella term for all of online marketing efforts. Businesses leverage digital channels such as Google search, social media, email, and their websites to connect with their current and prospective customers. People spend twice as much time online as they used to 12 years ago. And the way people shop and buy *really has* changed, meaning offline marketing isn't as effective as it used to be. Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means that you need to meet them where they are already spending time: on the internet.

From company's website itself to online branding assets -- digital advertising, email marketing, online brochures, and beyond -- there's a huge spectrum of tactics and assets that fall under the umbrella of digital marketing. And the best digital marketers have a clear picture of how each asset or tactic supports their overarching goals.

Here's a quick rundown of some of the most common assets and tactics:

### Assets

- Your website
- Blog posts
- Ebooks and whitepapers
- Infographics
- Interactive tools
- Social media channels (Facebook, LinkedIn, Twitter, Instagram, etc.)
- Earned online coverage (PR, social media, and reviews)
- Online brochures and lookbooks
- Branding assets (logos, fonts, etc.)

### Tactics

#### *Search Engine Optimization (SEO)*

The process of optimizing your website to 'rank' higher in search engine results pages, therefore increasing the amount of organic (or free) traffic that your website receives.

#### *Content Marketing*

The creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generation, or customers.

#### *Inbound Marketing*

Inbound marketing refers to the 'full-funnel' approach to attracting, converting, closing, and delighting customers using online content.

#### *Social Media Marketing*

The practice of promoting your brand and your content on social media channels to increase brand awareness, drive traffic, and generate leads for your business.

### *Pay-Per-Click (PPC)*

A method of driving traffic to your website by paying a publisher every time your ad is clicked. One of the most common types of PPC is **Google AdWords**.

### *Affiliate Marketing*

A type of performance-based advertising where you receive commission for promoting someone else's products or services on your website.

### *Native Advertising*

Native advertising refers to advertisements that are primarily content-led and featured on a platform alongside other, non-paid content. BuzzFeed sponsored posts are a good example, but many people also consider social media advertising to be 'native' -- for example, Facebook advertising and Instagram advertising.

### *Marketing Automation*

Marketing automation refers to the software that exists with the goal of automating marketing actions. Many marketing departments have to automate repetitive tasks such as emails, social media, and other website actions.

### *Email Marketing*

Companies use email marketing as a way of communicating with their audiences. Email is often used to promote content, discounts and events, as well as to direct people towards the business' website.

### *Online PR*

Online PR is the practice of securing earned online coverage with digital publications, blogs, and other content-based websites. It's much like traditional PR, but in the online space.

### **Difference between Digital Marketing and Inbound Marketing**

On the surface, the two seem similar: Both occur primarily online, and both focus on creating digital content for people to consume. So what's the difference?



## IMPLEMENTATION OF ADWORDS CAMPAIGN FOR L'OREAL PARIS

The term 'digital marketing' doesn't differentiate between push and pull marketing tactics (or what we might now refer to as 'inbound' and 'outbound' methods). Both can still fall under the umbrella of digital marketing.

Digital *outbound* tactics aim to put a marketing message directly in front of as many people as possible in the online space -- regardless of whether it's relevant or welcomed. For example, the garish banner ads you see at the top of many websites try to *push* a product or promotion onto people who aren't necessarily ready to receive it.

On the other hand, marketers who employ digital *inbound* tactics use online content to attract their target customers onto their websites by providing assets that are helpful to them. One of the simplest yet most powerful inbound digital marketing assets is a blog, which allows your website to capitalize on the terms which your ideal customers are searching for.

Ultimately, inbound marketing is a methodology that uses digital marketing assets to attract, convert, close, and delight customers online. Digital marketing, on the other hand, is simply an umbrella term to describe online marketing tactics of any kind, regardless of whether they're considered inbound or outbound.

### **Digital Marketing for B2B and B2C**

Digital marketing can work for any business in any industry. Regardless of what your company sells, digital marketing still involves building out buyer personas to identify your audience's needs, and creating valuable online content. However, that's not to say that all businesses should implement a digital marketing strategy in the same way.

#### **For B2B**

If your company is B2B, your digital marketing efforts are likely to be centered around online lead generation, with the end goal being for someone to speak to a salesperson. For that reason, the role of your marketing strategy is to attract and convert the highest quality leads for your salespeople via your website and supporting digital channels.

Beyond your website, you'll probably choose to focus your efforts on business-focused channels like LinkedIn where your demographic is spending their time online.

### **For B2C**

If your company is B2C, depending on the price point of your products, it's likely that the goal of your digital marketing efforts is to attract people to your website and have them become customers without ever needing to speak to a salesperson.

For that reason, you're probably less likely to focus on 'leads' in their traditional sense, and more likely to focus on building an accelerated buyer's journey, from the moment someone lands on your website, to the moment that they make a purchase. This will often mean your product features in your content higher up in the marketing funnel than it might for a B2B business, and you might need to use stronger calls-to-action (CTAs).

For B2C companies, channels like Instagram and Pinterest can often be more valuable than business-focused platforms LinkedIn.

### **Benefits of Digital Marketing**

Unlike most offline marketing efforts, digital marketing allows marketers to see accurate results in real time. If you've ever put an advert in a newspaper, you'll know how difficult it is to estimate how many people actually flipped to that page and paid attention to your ad. There's no surefire way to know if that ad was responsible for any sales at all.

On the other hand, with digital marketing, you can measure the ROI of pretty much any aspect of your marketing efforts.

Here are some examples:

### **Website Traffic**

With digital marketing, you can see the exact number of people who have viewed your website's homepage in real time by using digital analytics tools like Google Analytics. You can also see how many

pages they visited, what device they were using, and where they came from, amongst other digital analytics data.

This intelligence helps you to prioritize which marketing channels to spend more or less time on, based on the number of people those channels are driving to your website. For example, if only 10% of your traffic is coming from organic search, you know that you probably need to spend some time on SEO to increase that percentage.

With offline marketing, it's very difficult to tell how people are interacting with your brand before they have an interaction with a salesperson or make a purchase. With digital marketing, you can identify trends and patterns in people's behavior before they've reached the final stage in their buyer's journey, meaning you can make more informed decisions about how to attract them to your website right at the top of the marketing funnel.

### **Content Performance and Lead Generation**

Imagine you've created a product brochure and posted it through people's letterboxes -- that brochure is a form of content, albeit offline. The problem is that you have no idea how many people opened your brochure or how many people threw it straight into the trash.

Now imagine you had that brochure on your website instead. You can measure exactly how many people viewed the page where it's hosted, and you can collect the contact details of those who download it by using forms. Not only can you measure how many people are engaging with your content, but you're also generating qualified leads when people download it.

### **Attribution Modeling**

An effective digital marketing strategy combined with the right tools and technologies allows to trace all of sales back to a customer's first digital touchpoint with your business. We call this attribution modeling, and it allows you to identify trends in the way people research and buy your product, helping you to make more informed decisions about what parts of your marketing strategy deserve more attention, and what parts of your sales cycle need refining.

Connecting the dots between marketing and sales is hugely important -- according to Aberdeen Group, companies with strong sales and marketing alignment achieve a 20% annual growth rate, compared to a 4% decline in revenue for companies with poor alignment. If you can improve your customer's' journey through the buying cycle by using digital technologies, then it's likely to reflect positively on your business's bottom line.

### Type of Content

The kind of content you create depends on your audience's needs at different stages in the buyer's journey. You should start by creating buyer personas to identify what audience's goals and challenges are in relation to your business. On a basic level, online content should aim to help them meet these goals, and overcome their challenges.

Then, think about when they're most likely to be ready to consume this content in relation to what stage they're at in their buyer's journey. This is known as content mapping.

With content mapping, the goal is to target content according to:

1. The characteristics of the person who will be consuming it (that's where buyer personas come in).
2. How close that person is to making a purchase (i.e., their lifecycle stage).

In terms of the format of your content, there are a lot of different things to try. Here are some options recommended using at each stage of the buyer's journey:

### Awareness Stage

- **Blog posts.** Great for increasing your organic traffic when paired with a strong SEO and keyword strategy.
- **Infographics.** Very shareable, meaning they increase your chances of being found via social media when others share your content.
- **Short videos.** Again, these are very shareable and can help your brand get found by new audiences by hosting them on platforms like YouTube.

### Consideration Stage

- **Ebooks.** Great for lead generation as they're generally more comprehensive than a blog post or infographic, meaning someone is more likely to exchange their contact information to receive it.
- **Research reports.** Again, this is a high value content piece which is great for lead generation. Research reports and new data for your industry can also work for the awareness stage though, as they're often picked-up by the media or industry press.
- **Webinars.** As they're a more detailed, interactive form of video content, webinars are an effective consideration stage content format as they offer more comprehensive content than a blog post or short video.

### Decision Stage

- **Case studies.** Having detailed case studies on website can be an effective form of content for those who are ready to make a purchasing decision, as it helps you positively influence their decision.
- **Testimonials.** If case studies aren't a good fit for your business, having short testimonials around your website is a good alternative. For B2C brands, think of testimonials a little more loosely. If you're a clothing brand, these might take the form of photos of how other people styled a shirt or dress, pulled from a branded hashtag where people can contribute.

### Results

With digital marketing, it can often feel like you're able to see results much faster than you might with offline marketing due to the fact it's easier to measure ROI. However, it ultimately depends entirely on the scale and effectiveness of your digital marketing strategy.

If you spend time building comprehensive buyer personas to identify the needs of your audience, and you focus on creating quality online content to attract and convert them, then you're likely to see strong results within the first six months.

If paid advertising is part of your digital strategy, then the results come even quicker -- but it's recommended to focus on building your organic (or 'free') reach using content, SEO, and social media for long-term, sustainable success.

### **Budget for Digital Marketing**

As with anything, it really depends on what elements of digital marketing you're looking to add to your strategy.

Presuming you already have a website, if you're focusing on inbound techniques like SEO, social media, and content creation then the good news is you don't need very much budget at all. With inbound marketing, the main focus is on creating high quality content that your audience will want to consume, which unless you're planning to outsource the work, the only investment you'll need is your time.

With outbound techniques like online advertising and purchasing email lists, there is undoubtedly some expense. What it costs comes down to what kind of visibility you want to receive as a result of the advertising.

For example, to implement PPC using Google AdWords, you'll bid against other companies in your industry to appear at the top of Google's search results for keywords associated with your business. Depending on the competitiveness of the keyword, this can be reasonably affordable, or extremely expensive, which is why it's a good idea to focus building your organic reach, too.

### **Mobile Marketing & Digital Marketing**

Another key component of digital marketing is mobile marketing. In fact, mobile usage as a whole accounts for 60% of time spent consuming digital media, while desktop-based digital media consumption makes up the remaining 40%. This means that it's essential to optimize your digital ads, web pages, social media images, and other digital assets for mobile devices. If your company has a mobile app that enables users to engage with your brand or shop your products, your app falls under the digital marketing umbrella, too.

Those engaging with your company online via mobile devices need to have the same positive experience as they would on desktop. This means implementing a mobile-friendly or responsive website design to make browsing user-friendly for those on mobile devices. It might also mean reducing the length of your lead generation forms to create a hassle-free experience for people downloading your content on-the-go. As for your social media images, it's important to always have a mobile user in mind when creating them as image dimensions are smaller on mobile devices, meaning text can be cut-off.

There are lots of ways you can optimize your digital marketing assets for mobile users, and when implementing any digital marketing strategy, it's hugely important to consider how the experience will translate on mobile devices. By ensuring this is always front-of-mind, you'll be creating digital experiences that work for your audience, and consequently achieve the results you're hoping for.

## B - Online Advertising & Google AdWords

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Reaching out to consumers and establishing a brand is an important part of succeeding in business. Without marketing solutions, a business has a very high chance of failure. Online marketing is a strategy that helps build up a company's reputation and exposure online by using a variety of internet tools and solutions.

Online advertising is one of the most effective ways for businesses of all sizes to expand their reach, find new customers, and diversify their revenue streams.

Online advertising with Google AdWords is one of the most effective ways to reach new customers and grow your business. However, it's important to know, how to use AdWords effectively in order to maximize the return on investment from your advertising spend and avoid making mistakes.

Google AdWords can target users across two main networks – the search network, and the Display network. The search network refers to pay-per-click advertising, in which advertisers bid on keywords that are relevant to their business and have a chance to display their advertisements to users who enter those keywords into Google as part of a search query. Pay-per-click advertising is also known as paid search.

The Display network offers advertisers the option of placing visual banner-style advertisements on websites that are part of the Display network. The Google Display Network reaches approximately 90% of global internet users, a vast potential audience.

Although both search and display advertising campaigns are managed via Google AdWords, the term “AdWords” is typically used to refer to the search network. Digital marketers usually refer to the Display network by its own name.

Implementation of online marketing campaign using Google AdWords is only scope of this project as part of digital marketing strategy.

## Google AdWords

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AdWords allows you to take advantage of the benefits of online advertising: show your ads to the right people in the right place and at the right time. AdWords offers several benefits, but here are the key ones:

### Target Your Ads

Targeting gives you the ability to show your ads to reach people with specific interests — namely, people who are interested in your products and services — and show them relevant ads. Make your AdWord campaigns even more targeted by using keywords, ad location, age, location, language, days, times, frequency, and devices.

- **Keywords:** Words or phrases relevant to your products and services, which are used to show your ads when customers search for those terms or visit relevant websites.
- **Ad location:** Show your ads on Google search results pages and websites that are part of the Google Search and Display Networks.
- **Age, location and language:** Choose the age, geographic location and language of your customers.



- **Days, times and frequency:** Show your ads during certain hours or days of the week and determine how often your ads appear.
- **Devices:** Your ads can appear on all types of devices and you can fine-tune which devices your ads appear on and when.

### Control Your Costs

AdWords gives you control over how you spend your money. There's no minimum. And you can choose how much you spend per month, per day and per ad. You'll only pay when someone clicks your ad.

### Measure your success

With AdWords, if someone has clicked your ad, you'll know. If they clicked your ad and then did something valuable to your business – purchased your product, downloaded your app or phoned in an order – you can track that too.

By seeing which ads get clicks and which ones don't, you'll also quickly see where to invest in your campaign. That, in turn, can boost the return on your investment.

You can get other valuable data, including how much it costs you, on average, for advertising that leads to your customers' online purchases or phone calls. And you can also use analytical tools to learn about your customer's shopping habits – for instance, for how long they tend to research your product before they buy.

### Manage your campaigns

AdWords also offers you tools to easily manage and monitor accounts.

If you manage multiple AdWords accounts, a My Client Centre (MCC) manager account is a powerful tool that could save you time. It lets you easily view and manage all of your AdWords accounts from a single location.

You can also manage your AdWords account offline with AdWords Editor, a free, downloadable desktop application that allows you to quickly and conveniently make changes to your account. With AdWords Editor, you can download your account information, edit your campaigns offline and then upload your changes to AdWords. You can use AdWords editor to manage, edit and view multiple accounts at the

same time, copy or move items between ad groups and campaigns, and undo and redo multiple changes while editing campaigns.

### Google's advertising networks

With AdWords, your ads can show on one or both of Google's advertising networks: the Google Search Network and the Display Network.

- **The Search Network** includes Google Search, other Google sites such as Maps and Shopping, and hundreds of non-Google search partner websites (like AOL) that show AdWords ads matched to search results.

It can help advertisers show their text ads next to Google search results, and reach customers actively searching for their specific product or service.

- **The Display Network** includes a collection of Google websites (like Google Finance, Gmail, Blogger, and YouTube), partner sites, and mobile sites and apps that show AdWords ads matched to the content on a given page.

It can help advertisers use appealing ad formats to reach a wide range of customers with broad interests. It can also build brand awareness, customer loyalty and engagement, and allows for specific choices on where their ads can appear, and to what type of audience.

### Where ads can appear

To understand how AdWords works, you'll want to familiarize yourself with some of the key building blocks: where your ads can appear, the quality of your ads, and what you pay for them.

## Showing ads alongside search results

You'll use keywords — words or phrases that describe your product or service to target your ads. When someone searches for terms that are similar to your keywords, your ads can appear alongside or above search results on sites that are part of the Search Network.

Keywords also help determine how much you pay. Each of your keywords has a maximum cost-per-click bid amount (or "max. CPC").

## Search ad formats

It's also important to think about text ads and ads with extensions, which are the different types of ads that can appear on Search Network sites.

- **Text ads** are made up of a headline, a display URL that shows the address of your website and a description.
- **Ad extensions** are visual enhancements to search ads that more prominently display information about your business, such as a phone number, location, or links to other pieces of relevant content from deeper within your sitemap.

## Showing your ads on websites across the Internet

You can choose to show your ads to people as they browse the web, on the Display Network. Your ads can appear on specific websites or placements that you choose, or on websites based on the targeting methods that you choose, such as keywords, placement, audiences, and topics.

## Display ad formats

Here's a list of ad formats you can use on the Display Network:

- Text ads
- Image ads
- Rich media ads
- Video ads

## Showing your ads on mobile phones

Reach potential customers as they search or visit websites on the go — researching or completing purchases on their mobile phones, for example.

## Showing your ads to specific audiences

If you have text ads, you can choose to show them to customers in an entire country, a certain geographic location, and even to customers who use names of locations in their searches. You can also target your campaigns to the languages that your potential customers speak.

## Understanding Quality Score and Ad Rank

Higher quality ads can lead to lower prices and better ad positions. The Quality Score reported in your account is an estimate of the quality of your ads and landing pages triggered by that keyword in auctions throughout the day. Ad Rank determines the order in which your ad shows up on the page (also known as ad position). The components of Quality Score are expected clickthrough rate (CTR), ad relevance, and landing page experience. Each keyword gets a Quality Score on a scale from 1 to 10, where 1 is the lowest score and 10 is the highest. The more relevant your ads and landing pages are to the user, the more likely it is that you'll have a higher Quality Score and benefit from having higher quality components of your Ad Rank, such as a higher ad position or lower cost-per-click (CPC).

## Payments

AdWords gives you control over your advertising costs, and there's no minimum amount that you have to spend. Instead, you set a daily budget and choose how you'll spend your money.

## Choosing a bidding strategy

Choosing how you'll spend your money means choosing how you'd like to bid. Try choosing a bidding strategy based on your goals, such as whether you want to focus on getting clicks, impressions, or conversions. Bidding strategies include cost-per-click (CPC), cost-per-thousand impressions (CPM) and cost per-acquisition (CPA).

- **Cost per click (CPC):** If you want to focus on clicks on your ads and drive traffic to your website, you'll want to use CPC bidding.

- **Cost-per-thousand impressions (CPM):** If you want to focus on impressions - the number of times your ad shows - and increase awareness of your brand, you'll want to use CPM bidding. Note that CPM bidding is available for Display Network campaigns only.
- **Cost per acquisition (CPA):** If you want to focus on conversions - which is when people take a specific action on your website after clicking one of your ads - you'll want to use CPA bidding.

### Setting a daily budget

Your daily budget is the amount you're willing to spend each day, on average, for each ad campaign in your account. But even though your actual costs may vary, your daily budget limits the costs you can accrue over the average number of days in a month.

### How much you're charged

If you're using CPC or CPM bidding, you'll only be charged what's needed for your ad to appear higher than the advertiser immediately below you. If you're using CPA bidding, the actual amount you'll be charged might exceed your specific bid. That's because this amount depends on factors outside of Google's control, such as changes to your website or ads, or increased competition in ad auctions. However, our system is designed to adjust over time, so the longer you use CPA bidding, the less likely it is that your actual CPA will exceed your specific bid.

## Setting up an AdWords campaign

### Choosing a campaign type

When you start setting up your AdWords campaign, you'll need to choose a campaign type and a campaign sub-type. The most commonly used campaign types include:

- **Search Network only** Ads can appear throughout websites on the Google Search Network. Your AdWords keywords are linked to the words or phrases that someone uses to search on Google, then relevant text ads are shown on search results pages.
- **Display Network only** Ads can show throughout the Display Network. This campaign type works by matching your ads – including text, image, rich media, and video ads – to websites and other placements, such as YouTube and mobile apps, with content related to your targeting.

- **Search Network with Display Select** Allows you to show your ads – including text, image, rich media and video ads – with search results on the Google Search Network and relevant placements within the Display Network. With this option, your budget is shared across both networks.

### Campaign sub-types

When you create any of the above campaign types, you'll also need to choose a more specific campaign sub-type; the most common are the “Standard” or “All features” sub-types.

You might choose a specialized campaign sub-type so you can remarket your ads, or show them in mobile apps.

### Remarketing

Show text, image, or video ads to people who have already visited your website when they browse other websites on the Display Network.

### Ads in mobile apps

Reach the growing audience of people using mobile phones and tablets by showing your ads in apps. Your ads will be matched to apps through the Display Network.

### Structuring your campaign

AdWords is organized into three layers: account, campaigns and ad groups.

- **Account:** Your account is associated with a unique email address, password and billing information.
- **Campaigns:** Each campaign in your account has its own budget and settings that determine where your ads will appear.
- **Ad groups:** Each ad group within a campaign contains a set of similar ads and keywords that you want to trigger your ads to show.
- With AdWords, you'll organize your account into separate campaigns, with each campaign focusing on a single business goal. One effective approach is to organize your campaigns around specific themes or products. You control the following at the campaign level:
  - How much you're willing to spend on clicks, impressions or conversions from your ads
  - Networks and geographical locations where you want your ads to show

Other top-level settings that affect your ad groups

### Organizing your ad groups

Each campaign contains one or more ad groups. An ad group allows you to organize your campaign into sets of ads and keywords that directly relate to each other, which can improve your Quality Score and help to boost your return on investment. For Search Network campaigns, this helps you show ads that are relevant to the searches of people that you're trying to reach. For campaigns targeting the Display Network, you can create relevant ads to show to customers browsing websites about similar topics.

### Targeting your audience

Showing your ads to the right customer is a key part of a successful advertising campaign that helps you reach your goals. Here are the different ways in which you can use AdWords to display your ads:

#### Keyword targeting

Use keyword match types such as broad match, broad match modifier, phrase match, exact match and negative match to control which searches trigger your ad. You can also add negative keywords for campaigns that show ads on the Search Network or keyword exclusions for campaigns that show ads on the Display Network.

#### Display Network targeting

In addition to keywords, you can use different targeting methods to match your ad to places or audiences on the Display Network. These include:

- **Contextual targeting:** Match relevant website content using keywords or topics
- **Audiences:** Reach specific groups of people using affinity audience, in-market audiences, remarketing and/or demographics
- **Managed placement targeting:** Select specific websites and apps

#### Location and language targeting

With location settings, you can target the geographic areas in which you'd like your ads to appear. Language targeting helps ensure that your ads will appear on websites that are written in the language of the customers you'd like to reach.

## Device targeting

You can also reach your customers while they're on the move by showing your ads when people are searching or visiting Display Network websites on their mobile phones with full browsers, such as iPhones and Android devices.

## Setting bids and budgets

Once you have decided which networks you want to display your ads on and who you want to show them to, you're ready to think about your budget. There are two things that you'll want to consider:

- **Your budget:** Your daily budget is the amount that you set for each campaign to indicate how much, on average, you're willing to spend per day.
- **Your bidding strategy:** Depending on which networks your campaign is targeting, and your advertising goals, you can determine which strategy is best for you.

## Tools to plan a campaign

You can use **Keyword Planner** to build your Search Network campaigns, getting keyword and ad groups ideas along with search traffic estimates. Or, you can use the **Display Planner** to plan your Display Network campaigns, getting targeting ideas along with impression estimates. Both tools allow you to add your plan to new campaigns or existing ones, or download your plan to share with clients and colleagues.

## Measuring and optimizing performance

### Measure your results

You can analyze basic account, campaign and ad group information using different data and reports available in AdWords. There are also advanced reports that go beyond the number of clicks or impressions that you're getting, allowing you to see the impact AdWords has on your business.



## Understanding AdWords reports and statistics

### Customize your data

You'll want to think about your AdWords goals and decide which statistics are most important for measuring progress toward those goals. Then, you can customize the data in your statistics table to see how your campaigns, ad groups, ads and keywords are performing.

### Dimensions tab

You can use the Dimensions tab to look at data across your entire account, an individual campaign or an ad group.

### Search terms report

The Search terms report allows you to see the terms that people were searching for when your ad was shown. You can also see the performance metrics for those searches.

### Top movers report

The top movers report lets you see which campaigns have the biggest changes (increases or decreases) in clicks, costs and conversions, and shows you some possible causes for those changes.

### Paid & organic report

With the paid & organic report, you can see how often pages from your website are showing in Google search results, and which queries triggered those results to show on the search results page.

### Auction insights

Use the Auction insights report to compare your performance with other advertisers who are participating in the same auctions that you are.

### Tools to measure performance

As you get your campaign up and running, you'll want to consider several different tools that can help you measure and optimize your ad performance. These tools include the following:

## Conversion tracking

Conversion tracking is a free tool that can measure what happens after a customer clicks on your ads - for example, whether they purchased your product, signed up for your newsletter or filled in a contact form.

## Google Analytics

Google Analytics is a free Google product that shows you how people found your site and how they explored it, giving you ideas for how to optimize your website. You can also link Google Analytics and your AdWords account to get an entire view of your customers' behaviour.

## Campaign experiments

AdWords Campaign Experiments allow you to test changes to your account - such as your keywords, bids, ad groups or placements - on a portion of the auctions that your ads participate in.

## Evaluate metrics relevant to goals

To use AdWords more effectively, it's important to understand the business goals that you're trying to achieve and the data that's most relevant to those goals.

## Measuring website traffic

If your main advertising goal is to drive traffic to your website, try focusing on increasing your clicks and clickthrough rate (CTR). You'll want to start by creating great ad text and choosing strong keywords so that your ads are relevant and compelling to your customers.

## Measuring conversions

To measure your results, you'll need to make sure that you're measuring conversions.

## Measuring return on investment

If you're using AdWords to increase conversions such as sales, leads or downloads, you'll want to measure your return on investment (ROI) - the ratio of your net profit to your costs.

## Measuring return on ad spend

Measure your return on ad spend (ROAS) to see how much revenue you're generating for each dollar spent on your campaigns. Measuring your return on ad spend can give you insight into how your campaigns are performing and optimize them based on your revenue.

## Measuring brand awareness

Your main goal may be to raise awareness and visibility of your product, service or cause. You'll need to decide whether you want to increase traffic to your website or to encourage customers to interact with your brand.

# C – Implementation of AdWords Campaign

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## Pre-Campaign Report

Before the implementation and execution of all knowledge learnt in previous two sections (literature review); a pre-campaign report was prepared including business chosen, market analysis, goals and strategy devised to better execute the campaign and compare result with post-campaign stats. Below is the complete pre-campaign planning and analysis.

## Client Profile

**L'Oréal Paris** is a Beauty Care Company. It is No 1 beauty brand of the world with offices in more than 65 countries including Pakistan. It has four major categories – Hair Color, Cosmetics, Hair Care and Skin Care. L'Oréal Pakistan has a very huge retail chain & presence on almost all major stores but for online sales, it is still dependent on third party e-commerce stores. **According to Syed Farhan, e-commerce manager at L'Oréal Pakistan**, keyword search and crawlers can help in boosting the online sales. There are certain e-commerce stores not using any online advertising, which is showing poor result on sales; added Farhan. Farhan introduced Shopaholic (online beauty shop) where he wanted execution of AdWords campaign for his brands: **L'Oréal Paris, Maybelline New York and Garnier**. As an e-commerce manager, Farhan was worried about it's online retail partners and wanted some real stats to set a future strategy for digital marketing strategy.

Shopaholic is a multi-brand online retail that market and sells beauty products ranging from drugstore brands to the high-end luxury brands. In 2013 Shopaholic was just a beauty advisory. Shopaholic was originally founded in 2014 as a personal passion for beauty and makeup products. The launch was humble and initially based on facebook, limited to providing beauty related tips and guidance. The online retail sales started in 2014 which set a strong foothold for ecommerce launch in 2016 as

shopaholic.com.pk. Shopaholic has expanded to become a trusted name for all the beauty and fashion needs of its fabulous customers. Vision of shopaholic is to “Become Pakistan’s No. 1 Beauty & Fashion destination”. With the mission to provide customers with a one-stop solution to buy authentic beauty products from all around the globe, strive to recognize as a one-stop cosmetics specialty store, with online and physical presence and to help customers choose best products with top notch customer service and product advisor. Shopaholic delivers partner products all across Pakistan.

### Market Analysis

There is a boom for startups now-a-days. Shopaholic is one such start. Shopaholic is **positioned** as “**premier online makeup retail destination**”. It sells only original and recommended brands and is a trusted retailer to original brands (USP). Shopaholic is most favorite to women and **97% of its current customers are females**. Females in Pakistan mostly dependant on other family members for shopping and any other outdoor movement. Hence, Shopaholic has an edge in sales, since in a conservative society like Pakistan, it helps females to search & order their favourite branded make up products online while staying in their comfort zones. Through its unique selling point Shopaholic has tapped a very big untapped market. More and more females are interested in getting beauty tips and ordering products to get cosmetics at their door step. Very precisely, **Target Market** demographics for Shopaholic are **females, 17 to 38 years of age** with interest in makeup, cosmetics and international brands having high income.

Talking about competition, biggest competitor for Shopaholic in Pakistan is ‘**daraz.pk**’. It got huge success for their Black Friday promotions and discounts. But they are selling in all categories as a whole sale retailer while Shopaholic.com.pk sells only beauty products from trusted brands of the world and no counterfeits. ‘Yehvoh.com’ and ‘lootlo.pk’ are two other entrants in the category of daraz.pk but they lack awareness when compared to daraz.pk. That is the reason, core objective for Shopaholic is to increase customer awareness that will help in differentiating it as an only recommended online makeup shop. Daraz is using online marketing heavily.

### Current Marketing

Shopaholic is using **social media** to some extent, although the effectiveness of that needs to be gauged. Primary marketing is through **social contact and connections**, though it is limited but **effective so far**. Currently they are lacking reach. They have been successful in facebook paid campaign but they haven’t

## IMPLEMENTATION OF ADWORDS CAMPAIGN FOR L'OREAL PARIS

tried Google AdWords till now. Right now communication channels for Shopaholic other than personal website are Facebook (/ beashopaholic) with **37,247 likes**, Instagram (beashopaholic\_pk ) with **827 followers** and Snapchat (beashopaholic) with **1200 followers**. Overall SWOT Analysis is shown in Table 1 including strengths and weaknesses of the website:

**Table 1 SWOT Analysis**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>-Famous brands sell, Genuine products</li><li>-Better site, Cash on delivery (COD)</li><li>-Free Delivery for Rs.5000 &amp; above</li><li>-Diverse payment methods</li></ul>	<ul style="list-style-type: none"><li>-Google Analytics</li><li>-Page Rank 0/10 (<a href="http://checkpagerank.net">http://checkpagerank.net</a>)</li><li>-No targeted campaigns</li><li>-Less customer reach</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>-Potential for online marketing</li><li>-Customer facing shops</li><li>-Innovative user experience</li><li>-Youth under age 25 is 63% of population</li></ul>	<ul style="list-style-type: none"><li>-Competitor focus on cosmetic brands</li><li>-Bad online site performance when traffic increases</li></ul>

## Conclusion

L'Oréal's objectives for this campaign are: **Customer awareness, increased site visitors and online sales**. Google Adwords will help L'Oréal (on Shopaholic) to capture majority of its target market which is 'females'. Before campaign, enhanced version of site will be launched & Google Analytics will be installed in it. It will remove the first weakness and others will be removed after AdWords campaign. Shopaholic haven't run any targeted campaign till now and is lacking reach and awareness; which will be achieved through this campaign. Awareness and increased traffic is highly important since site sales process is perpetual, so customers should be aware where to land next time they want to buy a L'Oréal's cosmetic product.

## Proposed AdWords Strategy

Strategy will be to generate more traffic by redirecting original customers of L'Oréal in Pakistan to this site since this cosmetic brands do not have e-commerce site in Pakistan and they are selling through online (3<sup>rd</sup> party) e-commerce start ups. This strategy will be used primarily for GSN while GDN will be primarily used for creating awareness of Shopaholic brand. Combined effect of both networks will promote L'Oréal eventually. Highly **targeted campaigns** will be created **using Ad groups** for mentioned brands that shopaholic sells e.g. L'Oreal Paris, Maybelline Newyork & Garnier. Small portion of budget will be allocated to another brand (Victoria's Secret) to compare results with focused and targeted brands through this campaign and to analyze behavior of redirect audience towards other brands. Initial plan is to create **4 GSN campaigns and 1 GDN campaign** (see sample campaign structure below in fig 1 & ads in fig 2). Campaigns will have greater focus towards metro cities (Rawalpindi/Islamabad, Lahore, Karachi, Faisalabad, Multan, Hyderabad, Peshawar, Quetta, Sukkur, Sialkot) since branded products are mostly purchased by high income customers so more budget will be spent on these cities. GDN is very important. It will be given considerable amount of budget since purpose is to generate traffic and create awareness; it is must to show graphical ads on display network by reaching out target audience hence keeping the brand in evoked set of customers' cognitive map. For GDN campaign, specialized campaign sub-type **Remarketing** will be used, if required.

Keyword types **Broad, Broad match modifier** will be used commonly. **Exact Match type** will be used to avoid appearance of ads in irrelevant searches. For example, baby lips is a lipstick product from Maybelline Newyork, while people might be searching phrase 'baby lips dry' for healthcare problems of their kids. So to **enhance CTR and avoid unnecessary impressions** we will see each keyword from different perspectives. Keywords will be added in ads' text to attract customers and **increase CTR**. Keywords will be **relevant to ads & landing pages** to increase **the quality score and ad rank**. It will reduce CPC and budget will be utilized more efficiently. Only text and image based ads for display network will be used. **Ad extensions** will be used to help people call and to click directly on site link from ads. Google tools like **keywords planner** will be used to optimize bidding. **Negative keywords** like "-dresses,-jobs, -export, -import" will also be used. **AdServing** options for campaigns will be active from 9AM to 2AM since target audience is commonly active on internet during these hours. **Search terms report** will help to refine keywords for different ad groups. **Top movers report** will be used to optimize ad groups and to allocate budget for better performing campaigns. Core **bidding strategy** will be **CPC**.

Figure 1 Sample AdWords Campaign Structure

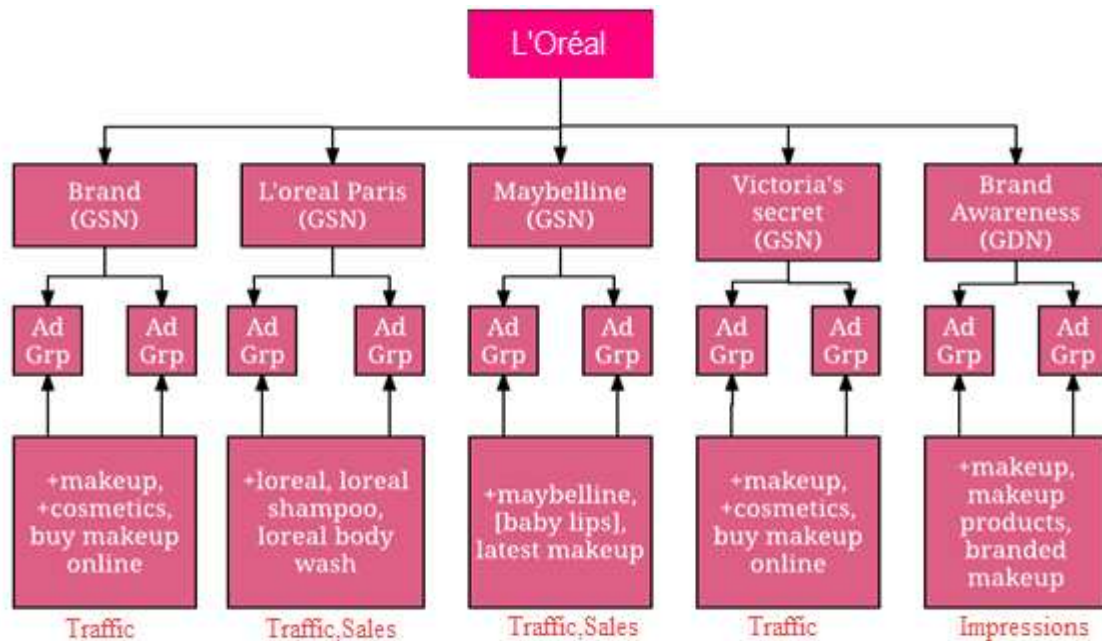


Figure 2 GSN Sample Ads



## Budgeting

First week will be an experiment week. Different ads will be displayed in first week to see the effectiveness of each ad. Then in seconding week more budget will be spent on only those ads/keywords which can generate more ROI. Campaigns will be paused based on the results and more budget will be allocated to best performing campaign that will help to define strategy. **Auction insights and organic report** will help in efficient bidding. Weekly budget distribution is shown below in Table 2.

**Table 2 Tentative Budget Distribution for 3 weeks campaign**

CAMPAIGNS	Total		Week 1		Week 2		Week 3	
	Amount	%age	Per Day	25%	Per Day	30%	Per Day	45%
<b>Brand (GSN)</b>	50	20	1.79	12.5	2.14	15	3.21	22.5
<b>L'Oreal Paris (GSN)</b>	50	20	1.79	12.5	2.14	15	3.21	22.5
<b>Maybelline (GSN)</b>	50	20	1.79	12.5	2.14	15	3.21	22.5
<b>Victoria's Secret (GSN)</b>	50	20	1.79	12.5	2.14	15	3.21	22.5
<b>Brand Awareness(GDN)</b>	50	20	1.79	12.5	2.14	15	3.21	22.5
<b>Total</b>	<b>250</b>	<b>100</b>	<b>12.5</b>	<b>62.5</b>	<b>15</b>	<b>75</b>	<b>22.5</b>	<b>112.5</b>

## KPIs

Taking into consideration the objectives of business; first effort will be to increase the brand awareness and traffic with the target to achieve **CTR of 2%** (which will require 240 clicks per 12000 impressions) and **CPC of 0.65** . Second goal will to increase minimum 4 sales. Conversion tracking will be used to track conversions.



## Post Campaign Report

After successful execution of three weeks campaign using Google AdWords, below is the analysis and comparison of pre and post campaign stats with the recap of campaign including realistic events and revision of some initial goals.

## Executive Summary

### Campaign Overview

L'Oréal is a world no.1 beauty brand, which wanted to increase its online **brand awareness, traffic** and **sales** to its customers through Adwords. To achieve these goals **6 campaigns (1 GDN and 5 GSN)** were created. GDN helped in achieving awareness quickly and pre-campaign goal of **impressions & CTR** was achieved in the first week. Full budget was utilized over the 21 days of campaign from 23<sup>rd</sup> April 2017 to 13<sup>th</sup> May 2017. Total budget spent on this campaign was **\$250.21**, while keeping the average cost in control. Total of **9 Ad groups** were created, **15 Ads** with **275 keywords** (reports attached in appendix). Ads were so successful that only few ads helped in achieving better results. Focus was kept on making few and quality ads. The brands were multi-product (each brand had multiple products), so generic ads attracting many keywords was only reasonable approach in a 3 weeks campaign window to quickly sort out best performing ads to increase the ad spend on those and to get better results.

### Key Results

**17, 444 impressions** were achieved in the first week, far more than expected 12,000 and **2 conversions** (Conversions code was installed on the last (Thank you) page of checkout process followed by one product). After 1<sup>st</sup> week, focus on GSN campaigns was increased to improve results. In three weeks campaign, results achieved are **37,107 impressions, 1,453 interactions, CTR of 3.92%** with average **CPC of 0.17**. GSN was much more successful and was mainly focused after the first week. **GSN campaigns** resulted in: **13,554 impressions, 1016 clicks** with **CTR of 7.50%** and Avg. **CPC of 0.22** with the best outcome of all; **20 conversions/sales**.

## Conclusion

To achieve better results, strategy was based on **consumer psychology**. Strategy derived results by using the **consumer knowledge**. In Pakistan while typing in Google search, people are not spelling conscious; so focus was kept on **broad keyword matches** and got almost all sales on broad/phrase matches. Another important factor was, focus on **GSN more than GDN** and to show ads to people, who had an **intention to buy**. It helped in conversions.

**Future Online Marketing Recommendations** Based on three weeks experience, It is recommend that first of all **increase site ranking**. Run campaigns for one product or one brand than whole store. Use **discount offers** and **spread awareness through GDN**, it will generate more sales.

## Industry Component

23<sup>rd</sup> April was the first day; the day AdWords campaign started (first time interaction with the tool). Based on pre-campaign planning and strategy, campaigns were prepared to achieve desired results of business i.e. **more sales, traffic and awareness**. To achieve these goals, first strategy was to run **one GDN** campaign to reach the audience and increase awareness through brand logo and its description and to create **4 GSN** campaigns to **increase CTR** and **reduce CPC**. For the first week all these campaigns were experiment and acted as baseline for upcoming strategy. Based on the success of certain campaigns, more budgets was allocated to those successful campaigns, which narrowed down the strategy. Table 3 shows the pre-campaign goals:

**Table 3 Pre-campaign goals**

CTR	Clicks	Impressions	CPC	Conversions
2.0%	240	12000	0.65	4

To achieve these goals, created **6 campaigns** (1 GDN, 5 GSN) with **9 ad groups**, **15 Ads** with **site links as extensions** and **275 keywords & 11 negative** keywords (reports attached in appendix). During 21 days (23<sup>rd</sup> April to 13<sup>th</sup> May) of campaign, all these campaigns were not active all the time. Some campaigns were paused and more budget was allocated to best performing campaign. Moved from broader strategy to narrow strategy, which changed initial **budget allocation**. The actual budget spent per week in three weeks is shown in the table 4 below:

**Table 4 Three weeks budget allocation**

CAMPAIGNS	Total		Week 1		Week 2		Week 3	
	Planned	Executed	Planned	Executed	Planned	Executed	Planned	Executed
Brand (GSN)	50.00	14.73	12.5	13.47	15	1.26	22.5	0
L'oreal Paris (GSN)	50.00	29.77	12.5	9.66	15	12.45	22.5	7.66
Maybelline (GSN)	50.00	163.51	12.5	12.89	15	75.97	22.5	74.65
Victoria's Secret (GSN)	50.00	18.82	12.5	14.85	15	3.97	22.5	0
Garnier (GSN)	\$0.00	1.23	0.00	1.03	0	0.2	0	0
Brand Awareness(GDN)	\$50.00	22.15	12.5	12.91	15	9.24	22.5	0
Total	\$250	\$250.21	\$62.5	\$64.81	\$75	\$103.09	\$112.5	\$82.31

## Evolution of the campaign strategy

### Week 1 (23<sup>rd</sup> April to 29<sup>th</sup> April 2017)

Campaign started with a goal to achieve **CTR of 2%** and **12,000 impressions** in **3 weeks**. This goal was achieved by the end of first week. **5 campaigns** started on the first day for the first week with a daily budget of \$1.79. Bid strategy was **ECPC**. For display network, Ad-serving hours were set. After first day, squeezed the target audience using **demographics** tab. Demographic charts (attached in appendix) helped us to see who clicked more on our ads and whether that is our target audience or not. Then we changed age and gender criteria that matched our target audience (age and gender report attached in appendix). It improved the **CTR**. **Opportunities** from Google AdWords helped a lot in **optimizing** campaigns since second day. **keyword planner** was used to add more relevant keywords to the campaigns in the first week. Adjusted **keywords bids manually** to achieve first page bid estimate. **Average Ad Position** for 1<sup>st</sup> and 2<sup>nd</sup> day was 1.2 & 1.3 respectively. But then achieved Avg. Position of 1.0 for last three days of the week. **Search terms report** (AdWords tool) helped in adding the new keywords and discovered one mistake that negative keywords was appearing in keywords section. Added **negative**

**keywords** to the right section of negative keywords. Hence, in the first week, achieved **17,444 impressions** from all campaigns, **501 clicks**, **2.87% CTR** and average **CPC of \$0.13**. Got **2 conversions** on 6<sup>th</sup> day of the campaign (on L'Oreal Campaign; \$9.66). These conversions helped sharpen the next week strategy. At the end of first week, another campaign 'Garnier' was created for a short period to see the impact of Brand name on sales and CTR. Garnier campaign was paused soon since very less products of this brand were available on e-commerce portal. Total budget spent in the first week was **\$64.81**,

### Week 2 (30<sup>th</sup> April to 6<sup>th</sup> May 2017)

After achieving more than desired goals in first week, specially 2 conversions (sales), decided to achieve higher goals and changed budget allocation. **Stopped** the **GDN campaign** for Brand Awareness and realized that having broad campaign for all the items on site is not a fruitful strategy as the **audience having intentions to buy** a specific product should be targeted through **GSN campaigns**. Looking at the overall stats all other campaigns, decided to move on with a new brand "**Maybelline**" (campaign also named as 'Maybelline'; refer to attached AdWords's screenshots in appendix). It was realized from all the campaigns that best strategy is to spend more on GSN and on one brand. So spent **\$75.97** on 'Maybelline' in this week. Got **first conversion** on second day of the week (Dimensions report). Then to increase conversions, floated one ad for this brand on **GDN on May 4<sup>th</sup>**. And achieved **6 more conversions** in the same week. **Auction Insights report** (AdWords tool) further helped in finding the actual competitor of our business is 'just4girls.pk' which was participating in the same auctions. Also increased bids for keywords our competitor were using. In this same week, added **site links** as extensions to our Ads with the focus on mobile and made our ads more relevant to keywords (extensions report attached in appendix). It closed second week with **7 conversions**, **CTR of 3.71%** (CTR on **GSN** alone was **8.81%**). Average CPC for this week was **\$0.18**. **CTR** for most focused campaign '**Maybelline**' was **9.03%**.

### Week 3 (May 7 to May 13 2017)

Constantly **optimizing the campaigns**, third week was all about using experience of previous 2 weeks and optimizing the best campaign to achieve **more sales with less cost**. Started **increasing bids** on individual and **best running keywords**. Campaign included **exact, broad and phrase match keywords**. However exact keywords are best strategy but got almost **all conversions on broad and phrase matches**. Increased the bid on best performing keyword to more than 100%. **Average position** was **1.0** constantly at the end of campaign. **Impression share** was **76.61%** as compared to 18.96% of competitor (auction insights report in Google AdWords). After 9<sup>th</sup> May, paused another campaign running with

'Maybelline' and rest of the budget was fully spent on 'Maybelline'. In the **first 2 weeks 9 conversions were achieved** but in **third week** alone, achieved **11 conversions** with the **budget spent** only **\$82.31** as compared to **\$167.9 spent** in first **2 weeks** to get **9 conversions**. Hence, optimization and evolution of strategy can increase sales and decreases cost. Overall results in third week were: **4,573 Impressions, 392 Clicks, CTR 8.57% & Avg. CPC of \$0.21.**

## Key Results

Shopaholic is in a competitive industry. Its competitors have huge marketing spend. For us it was a red ocean. From brand awareness to sales, we kept focus on metrics and optimization. Manually handling keywords, bidding, adding site extensions, pausing bad performing ads, keywords and campaigns helped

**Table 5 Overall campaign metrics for 3 weeks**

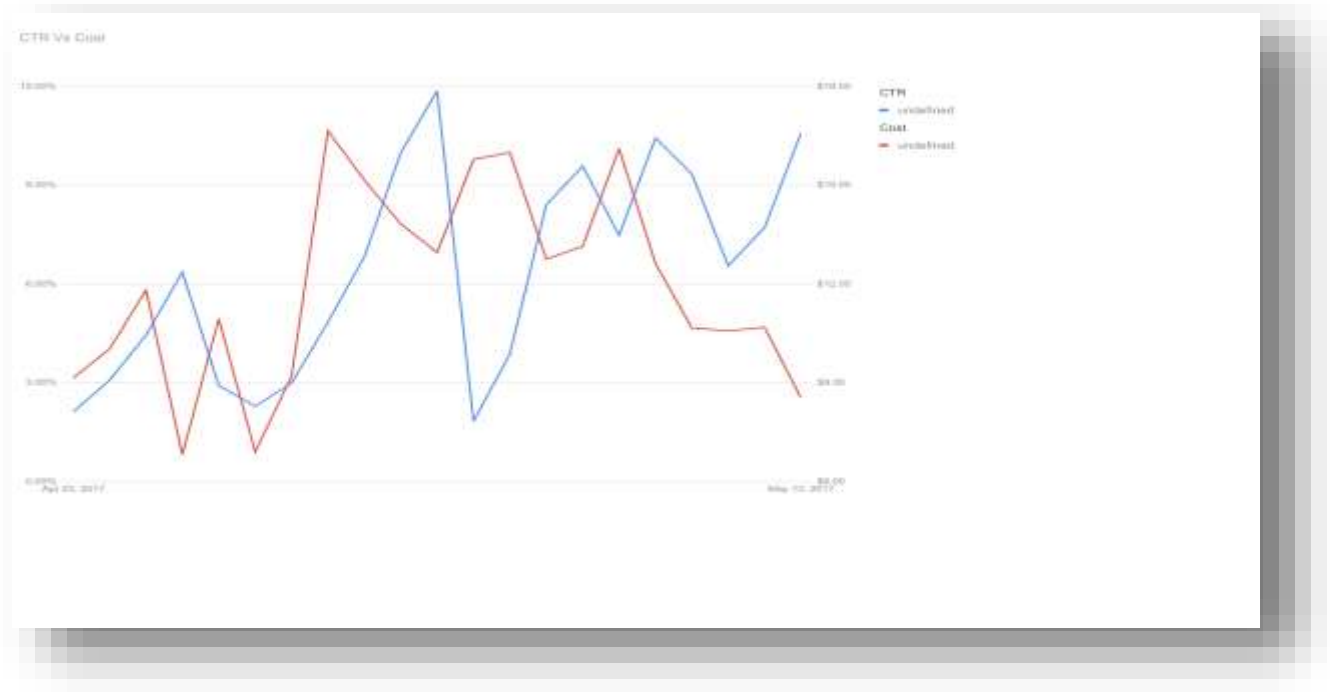
Metrics	Target	Result	Week 1	Week 2	Week 3
<b>Impressions</b>	12,000	37,107	17,444	15,090	4,573
<b>Clicks</b>	240	1,453	501	560	392
<b>CTR</b>	2.00%	3.92%	2.87%	3.71%	8.57%
<b>Avg CPC</b>	\$0.65	\$0.17	\$0.13	\$0.18	\$0.21
<b>Conv./sales</b>	4	20	2	7	11
<b>Cost</b>	\$250	\$250.21	\$64.81	\$103.09	\$82.31

in improving **CTR from 2.87% in first week to 8.57% in third week**. Since Shopaholic had no brand awareness and state of the art user experience, very less or no sales were expected. But consistent efforts and evolution of strategy helped in increasing sales for L'Oreal drastically from **2 in first week to 7 in second week and 11 in third week**. Budget spent in last week was lesser than 2<sup>nd</sup> week but all metrics achieved were highest. It was the main success of whole campaign since a proper strategy as POC was in place to move forward for the business. Outperformed Shopaholic's competitor. As per Auction Insights report, **impression share** was **22.49%** while competitor's was **<10%**. **Avg. Position** was **1**, while for competitor it was **1.9**. For 'Maybelline' campaign, **impression share** was **62.61%** much higher than competitors **18.42%**. In the last week, **top of page** rate was **99.27%** much higher than competitor. **Conversion tracking** window was **3 weeks**. Maximum conversions were in **less than 1 day** but one was **less than 10** and one was **12+ days**, according to **Attribution report** (AdWords internal

## IMPLEMENTATION OF ADWORDS CAMPAIGN FOR L'OREAL PARIS

report). Figure 3 below shows how the cost was higher than CTR in beginning of campaign but by the end cost was reduced and CTR went high through constant optimization and tactical approach.

**Figure 3 CTR vs Cost**



Maybelline was best performing campaign **with highest CTR and 18 conversions**. Most of the budget was spent on it, based on its initial CTR. Most of the conversions were on mobile and tablets. Table 6 shows metrics of best performing campaigns:

**Table 6 Best Performing Campaigns**

Campaign	Impression	Clicks	CTR	Avg CPC	Conversions	Cost
Maybelline	9,121	758	8.31%	\$0.22	18	\$163.51
L'Oreal Paris	1,540	123	7.99%	\$0.24	2	\$29.77

And **Maybelline General** was best performing **Ad Group**. Allocated most budget to best performing Ad groups/Ads while others were paused. Table 7 shows ad metrics for best performing ad group:

**Table 7 Best Performing Ads**

Ad Title	%Served	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos	Conv.	Cost/Conv
Maybelline NewYork	42.25%	289	3,854	7.50%	\$0.23	1	10	\$6.57
Shop the new makeup	55.71%	462	5,081	9.09%	\$0.21	1	6	\$15.94

Similarly **maybelline** (QS 7/10), **maybelline makeup** (QS 8/10), **Maybelline online**, **Maybelline Pakistan** & **Maybelline products** (with QS 7/10) were **best performing keywords** (keywords report attached in appendix) in Maybelline General Campaign. Bids for these keyword were kept high specifically. **Site link extensions** generated **CTR of 9.29%** and **11 conversions** in Maybelline campaign.

## Conclusions

PPC was the first marketing campaign for L'Oreal Pakistan. It exceeded their expectation and helped in **better relationship** with their e-commerce partners because of enhanced sales count. With the focus on **campaign strategy, optimization and knowledge of target audience**, generated **67.66% more impressions, 77.77% more conversions** and in **reducing CPC by 73.84%**. These are the best results that L'Oreal could have achieved in a 3 weeks span. Now they are ready to expand on this with a readymade strategy. Shopaholic needs to spend more on improving **user experience**. During this campaign they had **less investment** so they can't made recommended changes. Another shortcoming for Shopaholic was that they **can't offer any discount** or one day offer. If they do it, GDN can help a lot in more and more conversions and better communication about promotion will be achieved.

## Future Recommendations

L'Oreal should first work with their e-commerce partners to increase their **page rank / SEO** and **user experience**. Easier is the checkout, more are the conversions. As per their Google Analytics report, site's bounce rate is too high, so it's highly recommended to work on it.

Secondly, L'Oreal should recommend Shopaholic to **offer discounts and promotions** and they should be communicated to target audience through GDN.

Thirdly, the strategy; best strategy for L'Oreal to become an e-commerce shop is to **run campaigns only for one product or one brand** instead of whole shop. Their audience is looking to buy a product for their need, so it's better to grab them on your site otherwise they can land on competitor's page. You have to sell your products in PPC campaign not your brand. It is recommended to allocate a small budget of the running campaign on GDN, it can help boost the sales. But most of the budget should be allocated to GSN.

Since most of their audience is searching on Mobile, they should **enhance mobile experience** of their site as per latest **UI/UX practices** and should give it a due attention.

Last but not least; **strategy is turbulent and it evolves**, so constant optimization, regular keyword bidding and adjusting bids as per auction insights is the key to successful AdWords campaign.

### Client Dynamics

Client was **good in communication**. They shared their corporate presentation to know about their **business and vision**. Client was exciting about the campaign since no other campaign like this was run by client and they didn't have any marketing budget in place while they were facing competition in the industry as well. Client didn't have enough resources to make **on spot changes to landing pages** nor did they have any **discount offer**. These were some complexities that made things tough. Since deriving traffic to non- discounted items while there are other options available online, was a difficult task. But to **outperform the competition** and to achieve result through **better strategy** and use of tool, obstacles could not stop. Client wasn't aware of its **real competitor**. Knew it in second week and then informed client about that.



## References

### Section A:

Books: Why Digital Marketing by Niti Shah

The Complete Guide to Creating a Digital Marketing Strategy by Elissa Hudson

### Section B:

Google AdWords Certification Material / Google AdWords Documentation

### Section C:

Google AdWords Account: CID 969-057-0995

### L'Oreal Contact Person:

Syed Farhan, e-commerce manager at L'Oréal Pakistan

0321-4433395

farhan.syed@loreal.com

## Appendix

### Campaign Report

Campaign	Impressions	Interactions	Interaction Types	Interaction Rate	Avg. Cost	Cost	Conversions
Garnier	224	9	Clicks	4.02%	0.14	1.23	0.0
Brand	1614	44	Clicks	2.73%	0.33	14.73	0.0
Maybelline	9121	758	Clicks	8.31%	0.22	163.51	18.0
Loreal Paris	1540	123	Clicks	7.99%	0.24	29.77	2.0
Victorias secret	1055	82	Clicks	7.77%	0.23	18.82	0.0
Brand Awareness	23553	437	Clicks	1.86%	0.05	22.15	0.0
Total	37107	1453	--	3.92%	0.17	250.21	20.0
Total - Search	13554	1016	--	7.50%	0.22	228.06	20.0
Total - Display	23553	437	--	1.86%	0.05	22.15	0.0

### Ad Group Report

Ad group	Campaign	Default max. CPC	Impressions	Interactions	Interaction Rate	Avg. Cost	Cost
Loreal General	Loreal Paris	0.45	1540	123	7.99%	0.24	29.77
Shopaholic	Brand Awareness	0.45	13752	292	2.12%	0.05	14.42
Maybelline	Brand Awareness	0.50	9801	145	1.48%	0.05	7.73
Skin face wash	Garnier	0.45	64	1	1.56%	0.17	0.17
Ad group #1	Victorias secret	0.45	1055	82	7.77%	0.23	18.82
Ad group #1	Brand	0.45	1614	44	2.73%	0.33	14.73
Maybelline General	Maybelline	1.00	8935	751	8.41%	0.21	161.34
Lips	Maybelline	0.60	186	7	3.76%	0.31	2.17
Color Naturals	Garnier	0.45	160	8	5.00%	0.13	1.06
Total	--	--	37107	1453	3.92%	0.17	250.21
Total - Search	--	--	13554	1016	7.50%	0.22	228.06
Total - Display	--	--	23553	437	1.86%	0.05	22.15

IMPLEMENTATION OF ADWORDS CAMPAIGN FOR L'OREAL PARIS

Ad Report - 1

Headline 1	Headline 2	Description	Campaign	Ad group
Victoria's secret in Pakistan	Buy most favorite products	Hurry up. Pakistani women are rushing to order romantic beauty products online.	Victorias secret	Ad group #1
Garnier Skin Naturals	Healthy looking skin	Original Garnier skin naturals face wash and cream. Available now in Pakistan	Garnier	Skin face wash
		Shopaholic is women's favorite online beauty shop in Pakistan. Order like a Queen!	Brand Awareness	Shopaholic
L'Oréal available in Pakistan	Shop Online	Get your favorite L'Oréal products at your door step by authorized retailer	Loreal Paris	Loreal General
Garnier face wash	For fresh looking skin	Shop Garnier face wash and skin naturals now online through authorized retailer.	Garnier	Skin face wash
Get branded makeup at doorstep	Cash on delivery	All international make up brands are available in Pakistan. Order now!	Brand	Ad group #1
Loreal original products	Buy online now	Loreal beauty products are all available on your click. Order like a queen.	Loreal Paris	Loreal General
Let your lips do the talking	Maybelline New York	We have all the lipsticks, lip balms, and lip liners you could ever need.	Maybelline	Lips
Shop the new 2017 makeup	Maybelline New York	Get your spring looks. Look vivid, fun & bold. Its all about Eyes, Face, Lips!	Maybelline	Maybelline General
Victoria's beauty products	Makes you more beautiful	Shop online Victoria's secret cosmetic products. Mist, Perfume, Lotion & Gloss.	Victorias secret	Ad group #1
		Its affordable, latest, guides you how to use it. Will be delivered at your door step.	Brand Awareness	Maybelline
Get branded makeup in Pakistan	Cash on delivery	Shopaholic is an authorized retailer to international makeup brands. Order now.	Brand	Ad group #1
Garnier Color Naturals	Variety of shades available	Original Garnier hair color is available at a reasonable price.	Garnier	Color Naturals
Garnier Color Naturals	Best color for your hairs	You can shop your favorite Garnier hair color here. Pay on delivery.	Garnier	Color Naturals
Maybelline NewYork in Pakistan	Make It Happen	Make up and cosmetics for women. Ultimate festival makeup look. New 2017 make up	Maybelline	Maybelline General
Total	--	--	--	--
Total - Search	--	--	--	--
Total - Display	--	--	--	--

## Ad Report - 2

Headline 1	Impressions	Interactions	Interaction Rate	Avg. Cost	Cost	Conversions	Avg. position
Victoria's secret in Pakistan	796	67	8.42%	0.23	15.50	0.0	1.4
Garnier Skin Naturals	48	1	2.08%	0.17	0.17	0.0	1.0
	13752	292	2.12%	0.05	14.42	0.0	1.0
L'Oréal available in Pakistan	707	64	9.05%	0.23	14.59	0.0	1.1
Garnier face wash	16	0	0.00%	0.00	0.00	0.0	1.0
Get branded makeup at doorstep	216	4	1.85%	0.08	0.34	0.0	2.0
Loreal original products	833	59	7.08%	0.26	15.18	2.0	1.0
Let your lips do the talking	186	7	3.76%	0.31	2.17	0.0	1.0
Shop the new 2017 makeup	5081	462	9.09%	0.21	95.63	6.0	1.0
Victoria's beauty products	259	15	5.79%	0.22	3.32	0.0	1.2
	9801	145	1.48%	0.05	7.73	0.0	1.0
Get branded makeup in Pakistan	1398	40	2.86%	0.36	14.39	0.0	1.6
Garnier Color Naturals	23	1	4.35%	0.26	0.26	0.0	1.0
Garnier Color Naturals	137	7	5.11%	0.11	0.80	0.0	1.0
Maybelline NewYork in Pakistan	3854	289	7.50%	0.23	65.71	12.0	1.0
<b>Total</b>	<b>37107</b>	<b>1453</b>	<b>3.92%</b>	<b>0.17</b>	<b>250.21</b>	<b>20.0</b>	<b>1.1</b>
Total Search -	13554	1016	7.50%	0.22	228.06	20.0	1.1
Total Display -	23553	437	1.86%	0.05	22.15	0.0	1.0

## Keywords Report

Keyword	Campaign	Ad group	Max. CPC	Impressions	Interactions	Interaction Rate	Avg. Cost	Cost	Quality score
maybelline cosmetic products	Maybelline	Maybelline General	0.45	5	0	0.00%	0.00	0.00	--
buy makeup online	Brand	Ad group #1	0.45	7	2	28.57%	0.26	0.53	--
[garnier face wash]	Garnier	Skin face wash	0.45	57	1	1.75%	0.17	0.17	5
maybelline makeup concealer	Maybelline	Maybelline General	0.70	13	1	7.69%	0.24	0.24	--
maybelline online pakistan	Maybelline	Maybelline General	1.50	118	14	11.86%	0.09	1.25	7
mabiline foundation online pakistan	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
+maybelline nails color	Maybelline	Maybelline General	1.50	0	0	0.00%	0.00	0.00	--
maybelline outlet store	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
[garnier color]	Garnier	Color Naturals	0.45	4	0	0.00%	0.00	0.00	5
[garnier hair colour shades]	Garnier	Color Naturals	0.45	7	1	14.29%	0.26	0.26	4
maybelline eyeliner online	Maybelline	Maybelline General	1.00	4	0	0.00%	0.00	0.00	--
maybelline makeup powder	Maybelline	Maybelline General	1.20	10	1	10.00%	0.70	0.70	--
maybelline new york products	Maybelline	Maybelline General	1.00	4	0	0.00%	0.00	0.00	6
[maybelline pencil]	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
maybelline new	Maybelline	Maybelline General	1.00	74	6	8.11%	0.26	1.58	--
baby lips maybelline	Maybelline	Maybelline General	0.51	0	0	0.00%	0.00	0.00	--
+maybelline nails	Maybelline	Maybelline General	7.00	50	1	2.00%	0.47	0.47	--
maybelline concealer stick for black dark circles	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
where to buy maybelline	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
maybelline pancake makeup	Maybelline	Maybelline General	0.45	25	1	4.00%	0.45	0.45	--
maybelline lip products	Maybelline	Maybelline General	0.45	6	1	16.67%	0.34	0.34	--
[garnier skin naturals]	Garnier	Skin face wash	0.45	1	0	0.00%	0.00	0.00	7
maybelline 3 in 1 new nuevo	Maybelline	Maybelline General	1.40	0	0	0.00%	0.00	0.00	--
+maybelline lip balm	Maybelline	Lips	0.60	0	0	0.00%	0.00	0.00	--
+maybelline new york electro oh orange	Maybelline	Maybelline General	1.50	0	0	0.00%	0.00	0.00	--
[loreal makeup online shopping]	Loreal Paris	Loreal General	0.50	1	0	0.00%	0.00	0.00	5
[loreal online]	Loreal Paris	Loreal General	0.45	2	0	0.00%	0.00	0.00	5
maybelline lip	Maybelline	Maybelline General	0.54	14	1	7.14%	0.22	0.22	--
maybelline colossal eyeliner online	Maybelline	Maybelline General	1.40	0	0	0.00%	0.00	0.00	--

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maybelline liner online	Maybelline	Maybelline General	1.00	4	1	25.00%	0.22	0.22	--
[garnier pure active]	Garnier	Skin face wash	0.45	3	0	0.00%	0.00	0.00	3
maybelline product for oily skin	Maybelline	Maybelline General	1.40	0	0	0.00%	0.00	0.00	--
[loreal pairs]	Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--
[maybelline mascara]	Maybelline	Maybelline General	1.00	34	0	0.00%	0.00	0.00	1
maybelline new collection	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
+maybelline color sensational bold lipstick	Maybelline	Maybelline General	0.60	0	0	0.00%	0.00	0.00	--
cheap maybelline makeup online	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
new maybelline mascara	Maybelline	Maybelline General	0.69	3	0	0.00%	0.00	0.00	--
maybelline face makeup	Maybelline	Maybelline General	1.00	42	3	7.14%	0.32	0.96	--
buy maybelline	Maybelline	Maybelline General	1.00	18	4	22.22%	0.10	0.38	--
+maybelline new york electro oh orange	Maybelline	Lips	1.50	0	0	0.00%	0.00	0.00	--
maybelline offer	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
[victoria secret lotion]	Victorias secret	Ad group #1	0.45	1	0	0.00%	0.00	0.00	3
[loreal conditioner]	Loreal Paris	Loreal General	0.45	18	0	0.00%	0.00	0.00	1
maybelline new launch	Maybelline	Maybelline General	1.40	0	0	0.00%	0.00	0.00	--
baby lips colors	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
maybelline new york color	Maybelline	Maybelline General	1.00	3	2	66.67%	0.28	0.56	--
[loreal international]	Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--
maybelline new york makeup	Maybelline	Maybelline General	0.80	7	1	14.29%	0.31	0.31	--
maybelline express makeup 3 in 1	Maybelline	Maybelline General	0.90	0	0	0.00%	0.00	0.00	--
maybelline discontinued products	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
maybelline eyeshadow	Maybelline	Maybelline General	0.70	117	9	7.69%	0.20	1.80	3
maybelline eye products	Maybelline	Maybelline General	0.45	10	1	10.00%	0.17	0.17	--
maybelline website	Maybelline	Maybelline General	0.45	22	1	4.55%	0.05	0.05	7
maybelline color	Maybelline	Maybelline General	0.90	15	0	0.00%	0.00	0.00	--
old maybelline products	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
[loreal shop online]	Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--
[loreal 5]	Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--
[victoria secret love spell]	Victorias secret	Ad group #1	0.45	2	0	0.00%	0.00	0.00	1
maybelline products online	Maybelline	Maybelline General	0.70	14	3	21.43%	0.12	0.35	5
maybelline new york store	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--

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maybelline make up	Maybelline	Maybelline General	0.80	655	33	5.04%	0.15	5.10	--
maybelline offers online	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
maybelline kajal with brush online	Maybelline	Maybelline General	1.40	0	0	0.00%	0.00	0.00	--
mny by maybelline	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
maybelline gel kajal online	Maybelline	Maybelline General	0.60	3	2	66.67%	0.19	0.38	--
[maybelline bold lipstick]	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
maybelline products online shopping	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
+maybelline lip paint	Maybelline	Lips	1.38	4	0	0.00%	0.00	0.00	--
+maybelline dream fresh BB cream	Maybelline	Maybelline General	1.50	93	9	9.68%	0.30	2.69	3
"maybelline mascara"	Maybelline	Maybelline General	0.90	6	1	16.67%	0.28	0.28	1
order maybelline online	Maybelline	Maybelline General	1.00	3	0	0.00%	0.00	0.00	--
maybelline lipstick shades	Maybelline	Maybelline General	1.00	5	0	0.00%	0.00	0.00	--
maybelline make ups	Maybelline	Maybelline General	0.45	1	0	0.00%	0.00	0.00	--
order maybelline products online	Maybelline	Maybelline General	0.80	0	0	0.00%	0.00	0.00	--
+maybelline electro pop	Maybelline	Lips	1.50	0	0	0.00%	0.00	0.00	--
+maybelline new york color show	Maybelline	Maybelline General	1.50	0	0	0.00%	0.00	0.00	--
[loreal face wash]	Loreal Paris	Loreal General	0.45	62	3	4.84%	0.36	1.08	3
"loreal shop"	Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--
[loreal parid]	Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--
[loreal total 5 repair]	Loreal Paris	Loreal General	0.90	0	0	0.00%	0.00	0.00	--
Get beauty tips	Brand	Ad group #1	0.45	9	0	0.00%	0.00	0.00	--
offers on maybelline products	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
mascara maybelline	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
maybelline makeup bag	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
+maybelline new york baby lips tropical punch	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
maybelline beauty products online	Maybelline	Maybelline General	1.00	1	0	0.00%	0.00	0.00	--
maybelline lip balm	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	1
maybelline face products	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
[secret body spray]	Victorias secret	Ad group #1	0.45	5	0	0.00%	0.00	0.00	3
[victoria secret perfume set]	Victorias secret	Ad group #1	0.45	3	0	0.00%	0.00	0.00	5
new maybelline eyeliner	Maybelline	Maybelline General	1.00	6	1	16.67%	0.22	0.22	--
maybelline online store	Maybelline	Maybelline General	1.00	2	0	0.00%	0.00	0.00	--

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maybelline foundation	Maybelline	Maybelline General	1.00	144	13	9.03%	0.15	1.93	4
+maybelline matte	Maybelline	Maybelline General	1.50	60	6	10.00%	0.21	1.24	3
maybelline mousse online	Maybelline	Maybelline General	1.40	3	1	33.33%	0.22	0.22	--
maybelline baby lips price	Maybelline	Maybelline General	1.00	1	0	0.00%	0.00	0.00	--
maybelline eyeshadow online	Maybelline	Maybelline General	1.00	3	1	33.33%	0.09	0.09	--
sampo loreal	Loreal Paris	Loreal General	0.45	24	2	8.33%	0.28	0.56	--
maybelline official site	Maybelline	Maybelline General	0.45	1	0	0.00%	0.00	0.00	5
+maybelline new york baby lips electro pink shock	Maybelline	Lips	1.50	0	0	0.00%	0.00	0.00	--
best maybelline makeup	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
+maybelline concealer	Maybelline	Maybelline General	1.00	37	0	0.00%	0.00	0.00	1
maybelline new york online shopping	Maybelline	Maybelline General	1.50	3	0	0.00%	0.00	0.00	--
maybelline shadow	Maybelline	Maybelline General	0.45	1	0	0.00%	0.00	0.00	--
maybelline colour	Maybelline	Maybelline General	0.45	9	1	11.11%	0.34	0.34	--
maybelline buy one get one	Maybelline	Maybelline General	0.60	0	0	0.00%	0.00	0.00	--
+maybelline lip balm	Maybelline	Maybelline General	1.00	3	0	0.00%	0.00	0.00	1
maybelline offers	Maybelline	Maybelline General	0.45	2	0	0.00%	0.00	0.00	--
+maybelline lip paint	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
maybelline mat 2 online	Maybelline	Maybelline General	1.40	0	0	0.00%	0.00	0.00	--
baby lip balm	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
+maybelline color drama lip pencil	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
maybelline shop	Maybelline	Maybelline General	0.45	7	4	57.14%	0.11	0.43	--
maybelline online	Maybelline	Maybelline General	1.00	17	2	11.76%	0.14	0.28	7
maybelline kajal online offers	Maybelline	Maybelline General	1.40	0	0	0.00%	0.00	0.00	--
[loreal web]	Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--
[loreal]	Loreal Paris	Loreal General	0.45	691	52	7.53%	0.19	9.96	5
+makeup	Brand	Ad group #1	1.38	320	18	5.62%	0.38	6.80	3
maybellines	Maybelline	Maybelline General	0.45	8	0	0.00%	0.00	0.00	--
+maybelline new york baby lips pink lolita	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
maybelline baby lips lip gloss	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
"maybelline lipstick"	Maybelline	Maybelline General	1.00	14	2	14.29%	0.06	0.12	3
top 10 maybelline products	Maybelline	Maybelline General	1.40	2	0	0.00%	0.00	0.00	--
[victoria secret gift set]	Victorias secret	Ad group #1	0.45	1	0	0.00%	0.00	0.00	3



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[o loreal]	Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--
+maybelline baby lips balm	Maybelline	Maybelline General	0.70	5	1	20.00%	0.35	0.35	--
where to buy maybelline products	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
maybelline new makeup	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
maybelline skin care products	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
baby lips shades	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
loreal lipstick	Loreal Paris	Loreal General	0.53	6	0	0.00%	0.00	0.00	--
loreal kajal	Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--
+maybelline colossal kajol	Maybelline	Maybelline General	1.50	3	0	0.00%	0.00	0.00	--
maybelline new foundation	Maybelline	Maybelline General	1.00	17	1	5.88%	0.19	0.19	--
+maybelline new york baby lips electro pink shock	Maybelline	Maybelline General	1.50	1	0	0.00%	0.00	0.00	--
maybelline brand	Maybelline	Maybelline General	0.90	0	0	0.00%	0.00	0.00	--
maybelline lipstick price	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
maybelline catalogue	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
eye makeup maybelline	Maybelline	Maybelline General	0.45	7	0	0.00%	0.00	0.00	--
maybelline bb stick online	Maybelline	Maybelline General	1.40	0	0	0.00%	0.00	0.00	--
maybelline makeup boots	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
buy loreal makeup online	Loreal Paris	Loreal General	0.45	43	6	13.95%	0.27	1.61	--
[loreal cosmetics online]	Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--
where can i buy maybelline products	Maybelline	Maybelline General	0.50	3	1	33.33%	0.20	0.20	--
makeup by maybelline	Maybelline	Maybelline General	1.20	3	0	0.00%	0.00	0.00	--
maybelline kit online	Maybelline	Maybelline General	1.40	3	0	0.00%	0.00	0.00	--
latest maybelline products	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
maybelline stores	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
maybelline makeup palette	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
maybelline new york face product	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
[garnier fructis hair color]	Garnier	Color Naturals	0.45	0	0	0.00%	0.00	0.00	--
[bombshell perfume]	Victorias secret	Ad group #1	0.45	1	0	0.00%	0.00	0.00	1
[loreal online shopping]	Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--
+maybelline pink lipstick shades	Maybelline	Maybelline General	1.50	27	0	0.00%	0.00	0.00	1
+maybelline pink lipstick shades	Maybelline	Lips	1.50	1	0	0.00%	0.00	0.00	--
maybelline products for oily skin	Maybelline	Maybelline General	0.45	1	0	0.00%	0.00	0.00	5

## IMPLEMENTATION OF ADWORDS CAMPAIGN FOR L'OREAL PARIS

maybelline new york nude	Maybelline	Maybelline General	1.00	26	4	15.38%	0.25	1.01	--
maybelline makeup online	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
"maybelline lipstick"	Maybelline	Lips	0.60	5	0	0.00%	0.00	0.00	3
makeup foundation maybelline	Maybelline	Maybelline General	0.45	11	1	9.09%	0.24	0.24	3
loreal lipliner	Loreal Paris	Loreal General	0.55	0	0	0.00%	0.00	0.00	--
lip gloss	Maybelline	Maybelline General	1.00	122	2	1.64%	0.34	0.68	--
maybelline baby lips	Maybelline	Maybelline General	1.00	13	0	0.00%	0.00	0.00	1
[maybelline bold lipstick]	Maybelline	Lips	0.60	0	0	0.00%	0.00	0.00	--
[garnier skin active]	Garnier	Skin face wash	0.45	0	0	0.00%	0.00	0.00	--
buy maybelline products online	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
maybelline makeup kit	Maybelline	Maybelline General	1.00	5	0	0.00%	0.00	0.00	--
+maybelline new york baby lips berry crush	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
cheap maybelline makeup	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
[garnier hair color]	Garnier	Color Naturals	0.45	121	5	4.13%	0.09	0.46	5
[victoria secret]	Victorias secret	Ad group #1	0.74	524	59	11.26%	0.23	13.80	5
[garnier hair color shades]	Garnier	Color Naturals	0.45	27	2	7.41%	0.17	0.34	4
"loreal makeup online"	Loreal Paris	Loreal General	0.45	1	0	0.00%	0.00	0.00	5
[loreal professional online]	Loreal Paris	Loreal General	0.65	0	0	0.00%	0.00	0.00	--
maybelline baby lips	Maybelline	Lips	0.95	53	4	7.55%	0.23	0.93	3
maybelline	Maybelline	Maybelline General	1.50	5318	459	8.63%	0.21	97.24	7
+maybelline new york electro pink shock	Maybelline	Lips	1.50	0	0	0.00%	0.00	0.00	--
maybelline all products	Maybelline	Maybelline General	0.60	2	0	0.00%	0.00	0.00	--
maybelline catalog	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
+maybelline new york baby lips tropical punch	Maybelline	Lips	0.60	0	0	0.00%	0.00	0.00	--
[buy loreal online]	Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--
[loreal oaris]	Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--
+maybelline matte mousse	Maybelline	Maybelline General	1.50	129	10	7.75%	0.24	2.36	3
maybelline brands	Maybelline	Maybelline General	0.45	1	0	0.00%	0.00	0.00	--
products of maybelline	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
maybelline products on sale	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
+maybelline creamy matte	Maybelline	Lips	1.38	63	1	1.59%	0.39	0.39	--
maybelline makeup	Maybelline	Maybelline General	0.90	519	60	11.56%	0.26	15.73	8

IMPLEMENTATION OF ADWORDS CAMPAIGN FOR L'OREAL PARIS

+maybelline new york color show	Maybelline	Lips	1.50	0	0	0.00%	0.00	0.00	--
[garnier skin naturals light]	Garnier	Skin face wash	0.45	0	0	0.00%	0.00	0.00	--
maybelline base makeup	Maybelline	Maybelline General	0.45	5	0	0.00%	0.00	0.00	3
lip liner	Maybelline	Maybelline General	1.00	27	1	3.70%	0.39	0.39	--
maybelline matte lipstick	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
maybelline cosmetics products	Maybelline	Maybelline General	0.45	3	1	33.33%	0.36	0.36	--
maybelline official website	Maybelline	Maybelline General	0.45	9	0	0.00%	0.00	0.00	6
maybelline online sale	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
maybelline makeup palettes	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
loreal online store	Loreal Paris	Loreal General	0.60	66	12	18.18%	0.27	3.28	--
loreal cosmetics online shopping	Loreal Paris	Loreal General	0.45	2	0	0.00%	0.00	0.00	--
[loreal paria]	Loreal Paris	Loreal General	0.55	0	0	0.00%	0.00	0.00	--
+maybelline matte mousse	Maybelline	Lips	1.50	4	0	0.00%	0.00	0.00	--
maybelline cosmetics online	Maybelline	Maybelline General	1.00	17	3	17.65%	0.12	0.37	--
+maybelline new york electro pink shock	Maybelline	Maybelline General	1.50	0	0	0.00%	0.00	0.00	--
buy branded make up	Brand	Ad group #1	0.45	0	0	0.00%	0.00	0.00	--
maybelline store	Maybelline	Maybelline General	0.45	1	0	0.00%	0.00	0.00	--
"loreal body wash"	Loreal Paris	Loreal General	0.48	3	0	0.00%	0.00	0.00	--
maybelline bb cream	Maybelline	Maybelline General	1.00	54	3	5.56%	0.44	1.32	3
maybelline outlet	Maybelline	Maybelline General	0.45	1	0	0.00%	0.00	0.00	--
maybelline lipliner	Maybelline	Maybelline General	0.60	1	0	0.00%	0.00	0.00	--
+maybelline creamy matte	Maybelline	Maybelline General	1.00	1	0	0.00%	0.00	0.00	--
maybelline new products	Maybelline	Maybelline General	1.00	89	5	5.62%	0.22	1.12	--
maybelline liquid makeup	Maybelline	Maybelline General	1.00	19	2	10.53%	0.68	1.35	--
[victoria secret bombshell]	Victorias secret	Ad group #1	0.46	11	1	9.09%	0.33	0.33	3
[loreal]	Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--
[victoria secret mist]	Victorias secret	Ad group #1	0.45	5	1	20.00%	0.13	0.13	3
baby lips lipstick	Maybelline	Maybelline General	1.00	1	0	0.00%	0.00	0.00	--
maybelline lip gloss online	Maybelline	Maybelline General	1.00	2	0	0.00%	0.00	0.00	--
[maybelline eyeliner]	Maybelline	Maybelline General	1.00	11	0	0.00%	0.00	0.00	1
+maybelline new york baby lips berry crush	Maybelline	Lips	0.60	0	0	0.00%	0.00	0.00	--
maybelline baby lips online	Maybelline	Maybelline General	1.00	17	4	23.53%	0.29	1.16	--
maybelline products	Maybelline	Maybelline	0.80	340	30	8.82%	0.21	6.43	6

## IMPLEMENTATION OF ADWORDS CAMPAIGN FOR L'OREAL PARIS

		General							
+maybelline colorshow nails	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
lip balm maybelline	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
fit me foundation price in pakistan	Maybelline	Maybelline General	1.00	2	0	0.00%	0.00	0.00	5
maybelline concealer online	Maybelline	Maybelline General	1.00	3	0	0.00%	0.00	0.00	--
maybelline new york cosmetics	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
baby lips price	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
maybelline product	Maybelline	Maybelline General	0.45	36	0	0.00%	0.00	0.00	--
+maybelline electro pop	Maybelline	Maybelline General	1.40	0	0	0.00%	0.00	0.00	--
maybelline lipstick shades with prices	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
[loreal shampoo]	Loreal Paris	Loreal General	0.58	384	22	5.73%	0.29	6.41	3
"loreal"	Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--
"loreal in"	Loreal Paris	Loreal General	0.65	2	0	0.00%	0.00	0.00	--
[victoria secret body mist]	Victorias secret	Ad group #1	0.56	2	0	0.00%	0.00	0.00	1
[loreal paris color palette]	Loreal Paris	Loreal General	1.39	0	0	0.00%	0.00	0.00	--
online make up	Brand	Ad group #1	0.45	21	2	9.52%	0.20	0.40	--
+maybelline baby lips balm	Maybelline	Lips	1.50	8	1	12.50%	0.24	0.24	--
maybelline mineral makeup	Maybelline	Maybelline General	0.45	0	0	0.00%	0.00	0.00	--
maybelline beauty products	Maybelline	Maybelline General	0.45	9	1	11.11%	0.21	0.21	--
+maybelline color show red diva	Maybelline	Maybelline General	1.50	0	0	0.00%	0.00	0.00	--
baby lips electro	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
maybelline hair products	Maybelline	Maybelline General	0.60	1	0	0.00%	0.00	0.00	--
+maybelline lumi touch concealer	Maybelline	Maybelline General	1.50	7	0	0.00%	0.00	0.00	--
maybelline lipstick	Maybelline	Maybelline General	0.57	13	1	7.69%	0.17	0.17	3
+maybelline color drama lip pencil	Maybelline	Lips	1.38	26	1	3.85%	0.61	0.61	1
baby lips lip balm	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
+cosmetics	Brand	Ad group #1	1.79	81	8	9.88%	0.39	3.10	3
[garnier face cream]	Garnier	Skin face wash	0.45	3	0	0.00%	0.00	0.00	5
baby lips lip gloss	Maybelline	Maybelline General	1.00	0	0	0.00%	0.00	0.00	--
"loreal balsam"	Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--
[secret perfume]	Victorias secret	Ad group #1	0.45	7	0	0.00%	0.00	0.00	3
[garnier colour naturals]	Garnier	Color Naturals	0.45	1	0	0.00%	0.00	0.00	5
[l loreal]	Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--

## IMPLEMENTATION OF ADWORDS CAMPAIGN FOR L'OREAL PARIS

+maybelline sensational lipstick	color bold	Maybelline	Lips	1.38	5	0	0.00%	0.00	0.00	--
maybelline lip gloss		Maybelline	Maybelline General	0.53	5	0	0.00%	0.00	0.00	--
maybelline lip liner		Maybelline	Maybelline General	0.59	0	0	0.00%	0.00	0.00	--
new products 2016	maybelline	Maybelline	Maybelline General	1.00	1	0	0.00%	0.00	0.00	--
baby lips		Maybelline	Maybelline General	1.00	13	0	0.00%	0.00	0.00	--
maybelline box	makeup	Maybelline	Maybelline General	0.60	0	0	0.00%	0.00	0.00	--
maybelline pouch	makeup	Maybelline	Maybelline General	1.40	0	0	0.00%	0.00	0.00	--
[loreal eyeliner]		Loreal Paris	Loreal General	0.50	25	4	16.00%	0.28	1.13	3
[victoria perfume]	secret	Victorias secret	Ad group #1	0.48	60	5	8.33%	0.18	0.92	3
[loreal psris]		Loreal Paris	Loreal General	1.50	0	0	0.00%	0.00	0.00	--
[loreal official]		Loreal Paris	Loreal General	0.45	0	0	0.00%	0.00	0.00	--
maybelline product	new	Maybelline	Maybelline General	1.00	18	3	16.67%	0.19	0.57	5
maybelline sale	makeup	Maybelline	Maybelline General	0.47	1	0	0.00%	0.00	0.00	--
mousse foundation		Maybelline	Maybelline General	0.80	24	1	4.17%	0.36	0.36	--
maybelline pakistan		Maybelline	Maybelline General	1.00	150	20	13.33%	0.13	2.58	7
+maybelline new york baby lips pink lolita		Maybelline	Lips	0.60	0	0	0.00%	0.00	0.00	--
highlighter maybelline	makeup	Maybelline	Maybelline General	0.45	2	0	0.00%	0.00	0.00	--
Total - filtered		--	--	--	11584	954	8.24%	0.22	211.20	--
Total - all removed		--	--	--	1970	62	3.15%	0.27	16.86	--
Total		--	--	--	37107	1453	3.92%	0.17	250.21	--
Total - Search		--	--	--	13554	1016	7.50%	0.22	228.06	--
Total - Display		--	--	--	23553	437	1.86%	0.05	22.15	--

## Dimensions Report

Day	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Conversions	Cost / conv.	Conv. rate	All conv.
2017-04-27	114	3916	2.91%	0.10	10.94	1.0	0.0	0.00	0.00%	0.0
2017-04-26	37	582	6.36%	0.18	6.81	1.1	0.0	0.00	0.00%	0.0
2017-05-07	61	637	9.58%	0.22	13.14	1.0	10.0	1.31	16.39%	10.0
2017-05-10	61	653	9.34%	0.17	10.66	1.0	0.0	0.00	0.00%	0.0
2017-05-11	48	733	6.55%	0.22	10.57	1.0	0.0	0.00	0.00%	0.0
2017-04-23	101	4796	2.11%	0.09	9.14	1.2	0.0	0.00	0.00%	0.0
2017-05-03	65	548	11.86%	0.20	12.95	1.0	0.0	0.00	0.00%	0.0
2017-04-25	70	1576	4.44%	0.17	11.81	1.0	0.0	0.00	0.00%	0.0
2017-04-24	69	2244	3.07%	0.15	10.02	1.3	0.0	0.00	0.00%	0.0
2017-05-08	60	803	7.47%	0.27	16.11	1.0	0.0	0.00	0.00%	0.0
2017-05-01	64	938	6.82%	0.24	15.15	1.1	1.0	15.15	1.56%	1.0
2017-05-12	59	765	7.71%	0.18	10.68	1.0	0.0	0.00	0.00%	0.0
2017-04-29	48	1608	2.99%	0.19	9.20	1.0	0.0	0.00	0.00%	0.0
2017-05-06	55	655	8.40%	0.23	12.75	1.0	0.0	0.00	0.00%	0.0
2017-04-30	74	1530	4.84%	0.22	16.65	1.1	0.0	0.00	0.00%	0.0
2017-05-05	91	2350	3.87%	0.18	15.99	1.0	0.0	0.00	0.00%	0.0
2017-05-04	155	8508	1.82%	0.10	15.78	1.0	6.0	2.63	3.87%	6.0
2017-04-28	62	2722	2.28%	0.11	6.89	1.0	2.0	3.44	3.23%	2.0
2017-05-13	40	378	10.58%	0.21	8.53	1.0	0.0	0.00	0.00%	0.0
2017-05-02	56	561	9.98%	0.25	13.82	1.0	0.0	0.00	0.00%	0.0
2017-05-09	63	604	10.43%	0.20	12.62	1.0	1.0	12.62	1.59%	1.0
<b>Total</b>	<b>1453</b>	<b>37107</b>	<b>3.92%</b>	<b>0.17</b>	<b>250.21</b>	<b>1.1</b>	<b>20.0</b>	<b>12.51</b>	<b>1.38%</b>	<b>20.0</b>

# IMPLEMENTATION OF ADWORDS CAMPAIGN FOR L'OREAL PARIS

## Age Range Report

Age Range	Campaign	Ad group	Clicks	Impressions	CTR	Avg. CPC	Cost	Conversions	Conv. rate	All conv.
55-64	Brand	Ad group #1	0	5	0.00%	0.00	0.00	0.0	0.00%	0.0
18-24	Victorias secret	Ad group #1	17	183	9.29%	0.23	3.91	0.0	0.00%	0.0
35-44	Garnier	Color Naturals	0	7	0.00%	0.00	0.00	0.0	0.00%	0.0
Undetermined	Brand	Ad group #1	18	1148	1.57%	0.33	5.87	0.0	0.00%	0.0
45-54	Loreal Paris	Loreal General	6	22	27.27%	0.22	1.35	0.0	0.00%	0.0
25-34	Brand	Ad group #1	6	163	3.68%	0.33	1.97	0.0	0.00%	0.0
35-44	Maybelline	Lips	0	11	0.00%	0.00	0.00	0.0	0.00%	0.0
35-44	Loreal Paris	Loreal General	10	104	9.62%	0.28	2.75	0.0	0.00%	0.0
55-64	Garnier	Color Naturals	0	0	0.00%	0.00	0.00	0.0	0.00%	0.0
25-34	Victorias secret	Ad group #1	10	153	6.54%	0.32	3.21	0.0	0.00%	0.0
65 or more	Victorias secret	Ad group #1	2	12	16.67%	0.26	0.53	0.0	0.00%	0.0
45-54	Brand	Ad group #1	0	13	0.00%	0.00	0.00	0.0	0.00%	0.0
18-24	Maybelline	Lips	2	44	4.55%	0.45	0.90	0.0	0.00%	0.0
45-54	Garnier	Color Naturals	1	1	100.00%	0.02	0.02	0.0	0.00%	0.0
Undetermined	Maybelline	Maybelline General	287	4103	6.99%	0.21	60.57	2.0	0.70%	2.0
65 or more	Brand	Ad group #1	1	12	8.33%	1.38	1.38	0.0	0.00%	0.0
45-54	Maybelline	Lips	0	1	0.00%	0.00	0.00	0.0	0.00%	0.0
Undetermined	Maybelline	Lips	1	83	1.20%	0.16	0.16	0.0	0.00%	0.0
55-64	Maybelline	Maybelline General	4	31	12.90%	0.18	0.71	0.0	0.00%	0.0
35-44	Maybelline	Maybelline General	50	442	11.31%	0.20	10.05	1.0	2.00%	1.0
55-64	Maybelline	Lips	0	0	0.00%	0.00	0.00	0.0	0.00%	0.0
35-44	Garnier	Skin face wash	0	4	0.00%	0.00	0.00	0.0	0.00%	0.0
45-54	Maybelline	Maybelline General	19	117	16.24%	0.23	4.34	0.0	0.00%	0.0
55-64	Victorias secret	Ad group #1	0	3	0.00%	0.00	0.00	0.0	0.00%	0.0
Undetermined	Garnier	Color Naturals	2	57	3.51%	0.15	0.30	0.0	0.00%	0.0
25-34	Garnier	Color Naturals	2	49	4.08%	0.12	0.24	0.0	0.00%	0.0
25-34	Maybelline	Maybelline General	151	1644	9.18%	0.21	31.54	5.0	3.31%	5.0
18-24	Brand	Ad group #1	18	231	7.79%	0.28	5.09	0.0	0.00%	0.0
55-64	Garnier	Skin face wash	0	0	0.00%	0.00	0.00	0.0	0.00%	0.0
65 or more	Garnier	Color Naturals	0	5	0.00%	0.00	0.00	0.0	0.00%	0.0
25-34	Garnier	Skin face wash	0	6	0.00%	0.00	0.00	0.0	0.00%	0.0
25-34	Loreal Paris	Loreal General	23	312	7.37%	0.25	5.80	0.0	0.00%	0.0
18-24	Maybelline	Maybelline General	230	2450	9.39%	0.22	51.45	10.0	4.35%	10.0
65 or more	Maybelline	Maybelline General	10	148	6.76%	0.27	2.68	0.0	0.00%	0.0
18-24	Garnier	Skin face wash	1	28	3.57%	0.17	0.17	0.0	0.00%	0.0
55-64	Loreal Paris	Loreal General	0	5	0.00%	0.00	0.00	0.0	0.00%	0.0

## IMPLEMENTATION OF ADWORDS CAMPAIGN FOR L'OREAL PARIS

18-24	Garnier	Color Naturals	3	41	7.32%	0.17	0.50	0.0	0.00%	0.0
45-54	Garnier	Skin face wash	0	2	0.00%	0.00	0.00	0.0	0.00%	0.0
65 or more	Maybelline	Lips	0	6	0.00%	0.00	0.00	0.0	0.00%	0.0
65 or more	Loreal Paris	Loreal General	5	21	23.81%	0.27	1.35	0.0	0.00%	0.0
18-24	Loreal Paris	Loreal General	28	358	7.82%	0.23	6.52	0.0	0.00%	0.0
45-54	Victorias secret	Ad group #1	1	13	7.69%	0.13	0.13	0.0	0.00%	0.0
25-34	Maybelline	Lips	4	41	9.76%	0.28	1.11	0.0	0.00%	0.0
35-44	Brand	Ad group #1	1	42	2.38%	0.42	0.42	0.0	0.00%	0.0
Undetermined	Loreal Paris	Loreal General	51	718	7.10%	0.24	12.00	2.0	3.92%	2.0
Undetermined	Garnier	Skin face wash	0	23	0.00%	0.00	0.00	0.0	0.00%	0.0
65 or more	Garnier	Skin face wash	0	1	0.00%	0.00	0.00	0.0	0.00%	0.0
35-44	Victorias secret	Ad group #1	3	43	6.98%	0.21	0.62	0.0	0.00%	0.0
Undetermined	Victorias secret	Ad group #1	49	648	7.56%	0.21	10.42	0.0	0.00%	0.0

## Gender Report

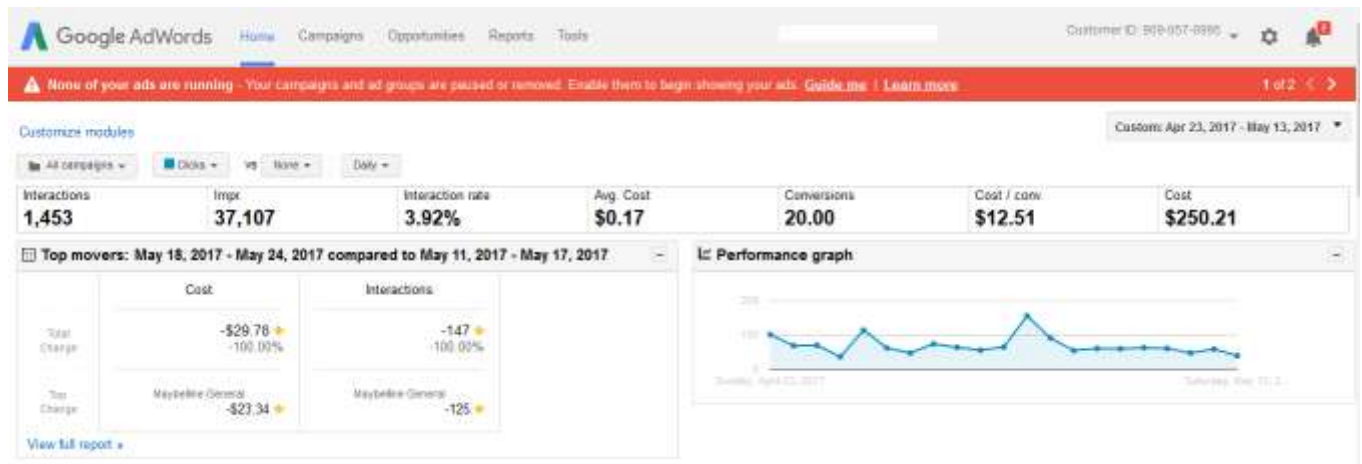
Gender	Campaign	Ad group	Clicks	Impressions	CTR	Avg. CPC	Cost	Conversions	Conv. rate	All conv.
Male	Maybelline	Lips	0	17	0.00%	0.00	0.00	0.0	0.00%	0.0
Female	Brand	Ad group #1	11	176	6.25%	0.31	3.42	0.0	0.00%	0.0
Male	Garnier	Color Naturals	4	57	7.02%	0.12	0.48	0.0	0.00%	0.0
Male	Victorias secret	Ad group #1	24	244	9.84%	0.23	5.42	0.0	0.00%	0.0
Undetermined	Loreal Paris	Loreal General	39	582	6.70%	0.24	9.32	0.0	0.00%	0.0
Undetermined	Garnier	Color Naturals	1	34	2.94%	0.20	0.20	0.0	0.00%	0.0
Male	Loreal Paris	Loreal General	36	412	8.74%	0.26	9.25	0.0	0.00%	0.0
Female	Garnier	Skin face wash	0	24	0.00%	0.00	0.00	0.0	0.00%	0.0
Undetermined	Garnier	Skin face wash	0	16	0.00%	0.00	0.00	0.0	0.00%	0.0
Female	Victorias secret	Ad group #1	21	251	8.37%	0.26	5.47	0.0	0.00%	0.0
Male	Maybelline	Maybelline General	124	1190	10.42%	0.20	24.41	0.0	0.00%	0.0
Male	Brand	Ad group #1	19	353	5.38%	0.38	7.25	0.0	0.00%	0.0
Undetermined	Victorias secret	Ad group #1	37	560	6.61%	0.21	7.93	0.0	0.00%	0.0
Female	Maybelline	Maybelline General	456	4798	9.50%	0.22	101.11	16.0	3.51%	16.0
Female	Loreal Paris	Loreal General	48	546	8.79%	0.23	11.20	2.0	4.17%	2.0
Undetermined	Brand	Ad group #1	14	1085	1.29%	0.29	4.06	0.0	0.00%	0.0
Undetermined	Maybelline	Lips	1	61	1.64%	0.16	0.16	0.0	0.00%	0.0
Female	Garnier	Color Naturals	3	69	4.35%	0.13	0.38	0.0	0.00%	0.0
Undetermined	Maybelline	Maybelline General	171	2947	5.80%	0.21	35.82	2.0	1.17%	2.0
Female	Maybelline	Lips	6	108	5.56%	0.34	2.01	0.0	0.00%	0.0
Male	Garnier	Skin face wash	1	24	4.17%	0.17	0.17	0.0	0.00%	0.0



## Sitelink Extensions Report

Attribute Values	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Conversions	Cost / conv.	All conv.
Maybelline Eyes; Eyes makes you more attractive; Eyeliner, Nude Palette, Mascara; https://www.shopaholic.com.pk/maybelline#/eyes-c59/sort=p.sort_order/order=ASC/limit=100	516	5552	9.29%	0.23	116.72	1.0	13.0	8.98	13.0
Get Branded Make-up; http://www.shopaholic.com.pk	29	649	4.47%	0.27	7.96	1.2	0.0	0.00	0.0
Maybelline Lips; Variety of shades are available; Choose the shade that suits you; http://www.shopaholic.com.pk/maybelline#/lipstick-c88/sort=p.sort_order/order=ASC/limit=100	516	5554	9.29%	0.23	116.72	1.0	13.0	8.98	13.0
Lipstick; Variety of Lip shades & products; Color Riche Lipstick, Lip Liners; http://www.shopaholic.com.pk/lorealparis#/lipstick-c88/sort=p.sort_order/order=ASC/limit=100	77	783	9.83%	0.23	17.55	1.0	0.0	0.00	0.0
Shampoo; Makes your hair stronger, shiner; Conditioner, Anti Hair fall, Cream; http://www.shopaholic.com.pk/lorealparis#/shampoo-c78/sort=p.sort_order/order=ASC/limit=100	77	783	9.83%	0.23	17.55	1.0	0.0	0.00	0.0

## AdWords Account Screenshots



# IMPLEMENTATION OF ADWORDS CAMPAIGN FOR L'OREAL PARIS

Campaign	Budget	Status	Imp.	Interactions	Interaction rate	Avg. cost	Cost	Conversions
Maybelline	\$10.00/day	Paused	3,121	758 clicks	8.31% CTR	\$0.22 per click	\$163.51	18.00
Brand Awareness	\$2.74/day	Paused	23,553	437 clicks	1.86% CTR	\$0.05 per click	\$22.15	0.00
L'oreal Paris	\$5.00/day	Paused	1,548	123 clicks	7.99% CTR	\$0.24 per click	\$29.77	2.00
Victoria's secret	\$3.00/day	Paused	1,055	82 clicks	7.77% CTR	\$0.23 per click	\$18.82	0.00
Brand	\$1.73/day	Paused	1,514	44 clicks	2.73% CTR	\$0.33 per click	\$14.73	0.00
Garnier	\$2.74/day	Paused	224	9 clicks	4.02% CTR	\$0.14 per click	\$1.23	0.00
<b>Total - all campaigns</b>	<b>\$0.00/day</b>		<b>37,107</b>	<b>1,453</b>	<b>3.92%</b>	<b>\$0.17</b>	<b>\$250.21</b>	<b>20.00</b>
<b>Total - Search</b>			<b>13,554</b>	<b>1,016</b>	<b>7.50%</b>	<b>\$0.22</b>	<b>\$228.06</b>	<b>20.00</b>
<b>Total - Display</b>			<b>23,553</b>	<b>437</b>	<b>1.86%</b>	<b>\$0.05</b>	<b>\$22.15</b>	<b>0.00</b>

## All campaigns

Custom: Apr 23, 2017 - May 13, 2017

Campaigns Ad groups Settings Ads Ad extensions Keywords Audiences Dimensions Display Network

Segment Filter Columns View Change History

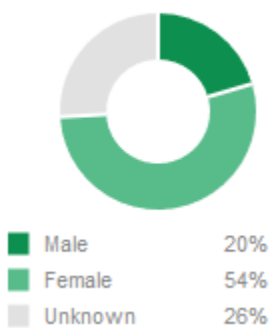
### Auction insights report

See how successful your keywords, ad groups, or campaigns are compared to other advertisers participating in the same auctions. Note: This information is based on Google Search traffic for the date range you selected.

36% of available impressions (from 304 keywords) were used to generate this report. [Learn more](#)

Display url domain	Impression share	Avg. position	Overlap rate	Position above rate	Top of page rate	Outranking share
You	22.49%	1	--	--	97.93%	--
just4girls.pk	< 10%	1.9	19.19%	0.28%	83.72%	22.48%

### Gender



### Age

