



IMC 616: Search Engine Marketing
Exercise 7: Smart Campaign Summary
October 17, 2023
Dawkins-Taylor, Hostinsky, Smith, White

Overview of Smart Campaigns

CTR (Click-Through Rate):

Quick and Easy Recycling CTR = $5 / 16 \times 100 = 31.25\%$

Simple Recycling CTR = $2 / 10 \times 100 = 20\%$

Performance shift insights ● Last 7 days: Oct 9 - 15, 2023 ○ Last 28 days Compared: Oct 2 - 8, 2023 Clicks ▾

Performance highlights in your account
View top performers and significant performance changes in your account

[Campaigns](#) [Portfolios](#) [Targeted locations](#) [Devices](#)

Top performing
Oct 9 - 15, 2023

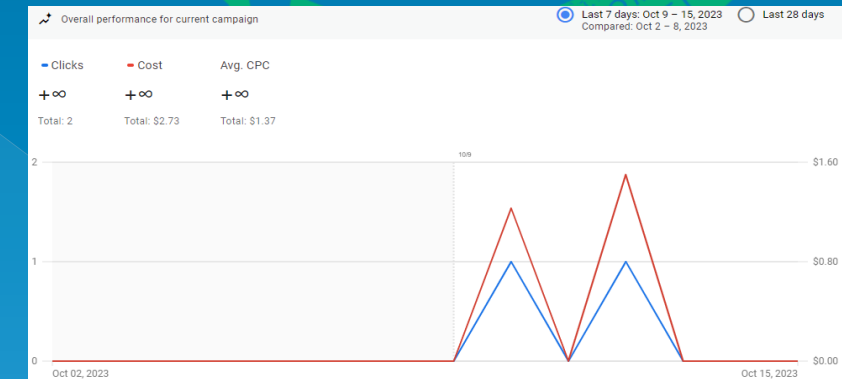
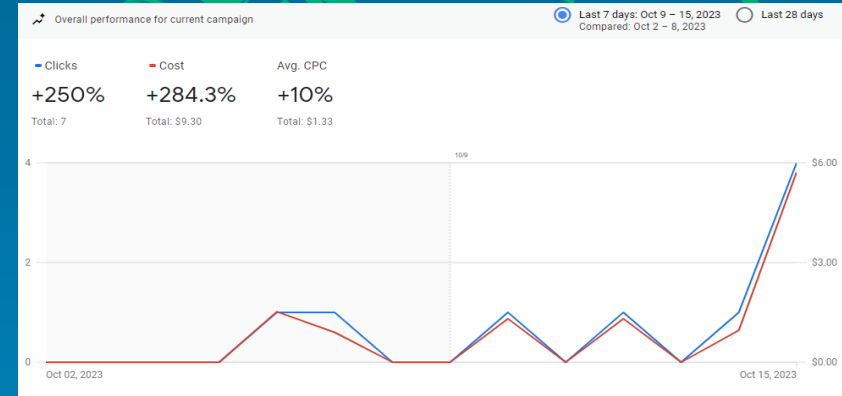
Recycle A2 UG: Computer Recycling	11
Recycle A2 UG: Large Appliance Recycling	7
Quick And Easy Recycling	7

Significant increases
Oct 9 - 15, 2023 compared to Oct 2 - 8, 2023

Simple Recycling	+∞ (+2)
Recycle A2 UG: Recycle your Phone Accessories	+∞ (+4)
Recycle A2 UG: Computer Recycling	+∞ (+11)

Significant decreases
Oct 9 - 15, 2023 compared to Oct 2 - 8, 2023

Recycle A2 UG: Don't Gamble With Privacy	-100% (-4)
Recycle A2 UG: Glass, Bottles, and Jars	-65% (-11)
Recycle A2 UG: Give us your batteries!	-33% (-1)



Campaign	Status	Optimization score	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	↓ Cost	Bid strategy type	Clicks	Conv. rate	Conversion:	Avg. CPC	Cost / conv.
Quick And Easy Recycling	Eligible	-	Smart	16	5 clicks	31.25%	\$1.20	\$6.00	Maximize clicks	5	20.00%	1.00	\$1.20	\$6.00
Simple Recycling	Eligible	-	Smart	10	2 clicks	20.00%	\$1.37	\$2.73	Maximize clicks	2	0.00%	0.00	\$1.37	\$0.00

Quick And Easy Recycling: Smart Campaign Keywords, Ads, and Targeted Persona

Search terms report & keyword themes

Search Terms	Clicks	Spend
ann arbor recycling	1	\$1.52
getting rid of old paint	1	\$1.31
where to recycle propane...	1	\$1.31
recycle bottles for money	1	\$0.96
ann arbor recycling cen...	1	\$0.90

The persona targeted for Smart Campaign “Quick and Easy Recycling” is Gen Xer Carol. Targeted Services are Recycle Ann Arbor’s A-Z Recycling Guide and Drop-off Station.



CAROL

Age: 43 (Gen X)
Position: Billing Specialist, Married with 2 kids
Temperament: Aggressive, Logical Consumer
Trigger Words: Closeout, Deals, Recommend, Fast & Easy
General Traits: Organized, Goal Oriented, Self Starter
Reason For Purchase: Confidence in Brand, Sales, Limited Time
Web Knowledge: Uses web for work & Pleasure, confident on web.

Ad Preview

Ad · www.recycleannarbor.org

Recycle On The Go | Hassle Free Recycling | Quick And Easy Recycling

Too busy? Quick and easy drop off recycling for old electronics. On the go but want to do your part? Drop off locations for all your old...

Ad Preview

Ad · www.recycleannarbor.org

Hassle Free Recycling | Recycle On The Go | Quick And Easy Recycling

Hassle Free Recycling with drop-off locations near you for big electronics. Too busy? Quick and easy drop off recycling for old electronics.

Ad Preview

Ad · www.recycleannarbor.org

Quick And Easy Recycling | Hassle Free Recycling | Recycle On The Go

On the go but want to do your part? Drop off locations for all your old electronics. Too busy? Quick and easy drop off recycling for old...

Simple Recycling:

Smart Campaign Keywords, Ads, and Targeted Persona

Search terms report & keyword themes

Search Terms	Clicks	Spend
where can recycle paint	1	\$1.50
ann arbor recycling cen...	1	\$1.23
paint disposal near me	0	\$0.00
simple recycling	0	\$0.00
toxic recycling near me	0	\$0.00

The persona targeted for Smart Campaign "Simple Recycling" is Millennial Lewis. Targeted Service is Recycle Ann Arbor's Drop-off Station.



LEWIS

Age: 40 (Millennial)
Position: Attorney
Temperament: Aggressive, Logical
Trigger Words: Easy, Benefit, Waste Reduction
General Traits: In Control, Aggressive
Reason For Purchase: The services help him "Do His Part"
Web Knowledge: Intermediate web knowledge, uses twitter, [Instagram](#), legal software, and internet shopping.

Ad Preview

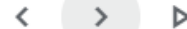


Ad · www.recycleannarbor.org

Smart Recycling Made Simple | Simplify Recycling | Recycle With Ease

Revolutionize recycling and make a lasting impact. Easy, convenient, and eco-friendly!
 Make recycling a breeze. Easily sort and...

Ad Preview



Ad · www.recycleannarbor.org

Recycle With Ease | Simplify Recycling | Smart Recycling Made Simple

Make recycling a breeze. Easily sort and dispose of recyclables. Revolutionize recycling and make a lasting impact. Easy, convenient,...

Ad Preview



Ad · www.recycleannarbor.org

Simplify Recycling | Smart Recycling Made Simple | Recycle With Ease

Make positive impacts on the environment. Contribute to a greener future. Make recycling a breeze. Easily sort and dispose of recyclables.

Landing Pages and URLs

Quick and Easy Recycling

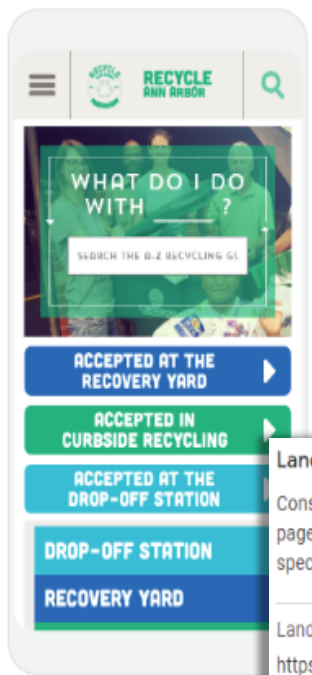
Landing page

Consider what you're advertising, and enter the most relevant page of your website. This might be your homepage, or a more specific page.

Landing page

<https://www.recycleannarbor.org/>

Edit



Simple Recycling

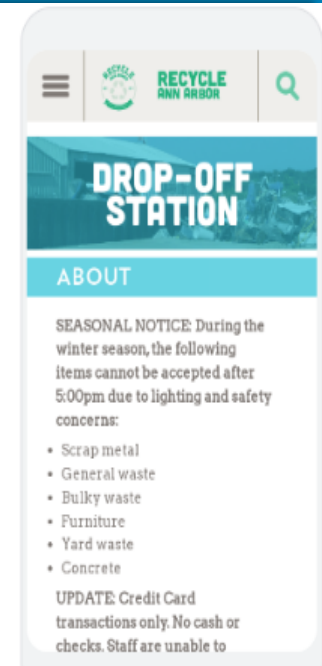
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Landing page

<https://www.recycleannarbor.org/divisions/drop-off-station>

Edit



Quick and Easy Recycling: Google Analytics performance outcome





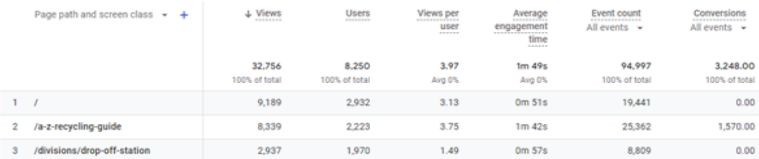
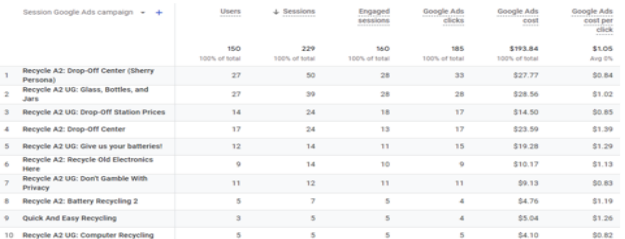
Landing Page Views:	Sessions by Source:	Goal Completions/ Conversions:	Interaction Rate:																																										
<p>Quick and Easy landing page is Recycle Ann Arbor's "Home" (https://www.recycleannarbor.org/)</p> <table border="1"> <thead> <tr> <th>Landing page</th> <th>Sessions</th> </tr> </thead> <tbody> <tr> <td>1 /</td> <td>3,065</td> </tr> <tr> <td>2 /divisions/drop-off-station</td> <td>1,732</td> </tr> </tbody> </table>	Landing page	Sessions	1 /	3,065	2 /divisions/drop-off-station	1,732	<table border="1"> <thead> <tr> <th>Session source</th> <th>Users</th> <th>Sessions</th> <th>Engaged sessions</th> <th>Average engagement time per session</th> <th>Engaged sessions per user</th> </tr> </thead> <tbody> <tr> <td>1 google</td> <td>5,412</td> <td>7,937</td> <td>5,120</td> <td>1m 05s</td> <td>0.95</td> </tr> <tr> <td>2 (direct)</td> <td>1,651</td> <td>2,189</td> <td>1,128</td> <td>0m 58s</td> <td>0.68</td> </tr> <tr> <td>3 washtenaw.org</td> <td>346</td> <td>514</td> <td>356</td> <td>1m 19s</td> <td>1.03</td> </tr> <tr> <td>4 (not set)</td> <td>246</td> <td>88</td> <td>0</td> <td>17m 12s</td> <td>0.00</td> </tr> <tr> <td>5 bing</td> <td>201</td> <td>327</td> <td>234</td> <td>2m 08s</td> <td>1.16</td> </tr> </tbody> </table>	Session source	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	1 google	5,412	7,937	5,120	1m 05s	0.95	2 (direct)	1,651	2,189	1,128	0m 58s	0.68	3 washtenaw.org	346	514	356	1m 19s	1.03	4 (not set)	246	88	0	17m 12s	0.00	5 bing	201	327	234	2m 08s	1.16	<p>Gain leads from the Gen X generation ages 43-58 with busy households.</p> <p>Conversions: 1</p>	<p>4 clicks / 11 impressions = 36.36%</p>
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Simple Recycling: Google Analytics Performance Outcome

Landing Page Views:	Sessions by Source:	Goal Completions/ Conversions:	Interaction Rate:
<p>Simple Recycling landing page is Recycle Ann Arbor's "Drop-Off" https://www.recycleannarbor.org/divisions/drop-off-station</p> 		<p>Gain leads from the Millennial generation ages 27-42 with busy households. Conversions: 0</p>	<p>7 clicks / 2 impressions = 28.57%</p>

Average Time on Page:	Bounce Rate:	Pages Per Session:	Top Pages by Page Views:
<p>Landing Page is "/divisions/drop-off station"</p> 	<p>1,732 page sessions / 11,939 total sessions * 100 = 14.50%</p>	<p>N/A is not listed in the top 10 to view this info.</p>	<p>Overall landing page "drop-off center" has top views which is linked as landing page for smart campaign "Simple Recycling".</p> 

Ad Improvements & Landing Page Recommendations

Ad Improvement:

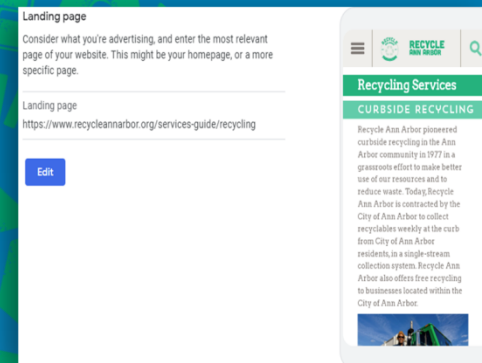
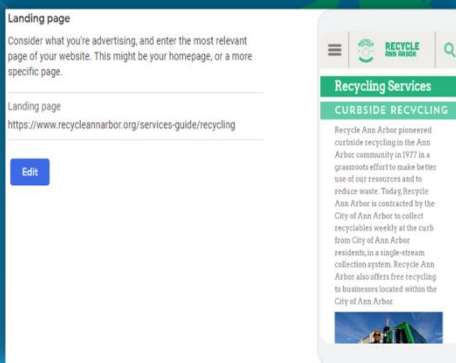
- Keyword Optimization - Our team adjusted/omitted keywords based on user reaction to Smart Campaigns
- Improved Ad Copy - Our team adjusted ad copy language that emphasized simplicity and environmental impact to users (i.e., “Recycling Made Simple” to “Simple Recycling”)
- Improved Target Audience Segmentation - Our team narrowed our focus to specifically targeting the Millennial and Gen X markets
- Altered Geographic Targeting - Our team altered our geographic targeting to help focus our advertising efforts in areas where Recycle Ann Arbor’s services are available (i.e., from surrounding Ann Arbor counties to a clear 40-mile radius of Ann Arbor)

Landing Page Changes

Over the course of this project, landing page adjustments were made to gain more engagement from our targeted markets. Below are screenshots of the previous landing pages for the Smart Campaigns:

Simple Recycling :

Quick and Easy Recycling :



The new landing pages for our Smart Campaigns are referenced on slide 5 of this presentation. These updates were made through observation of our campaigns, discussion with our NPO contact Erica Bertram, and group decisions about where Millennial or Gen X users would ideally seek online information regarding Recycle Ann Arbor’s services offered.

Feedback From NPO Contact

- The keywords used for both Smart Campaigns were good and should continue to be used however a suggestion was made to use the keyword generator “Google Keywords” in Google Analytics.
- The personas created and used for Smart Campaigns were excellent for markets targeted: Millennials and Gen X.
- Suggestion made to switch the landing pages to better reach target markets:
 - Changed “Quick And Easy” smart campaign from www.recycleannarbor.org/services-guide/recycling to www.recycleannarbor.org.
 - Changed “Simple Recycling” from www.recycleannarbor.org/services-guide/recycling to www.recycleannarbor.org/divisions/drop-off-station
- Suggestion made for “Quick and Easy Recycling” Smart Campaign to focus on electronics recycling vs battery recycling. This change targets the Millennial and Gen X target markets as they are more apt to be updating their electronic devices more frequently and the Boomer generation is more prone to recycling batteries.
- Our work for the semester was very appreciated and Recycle Ann Arbor will most likely move forward with some of our recommendations.

