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PPC **BBQ** - GDN

DISPLAY ADVERTISING

Agenda

1. Case Study (Testing impact of GDN)
2. Case Study (HTML5 banners)
3. Case Study / Hint (B2B and GDN)



Case study 1

Measuring performance of display ads?

Funpark Žirafa

Start: May 2014

Small GDN budget: 8 000 - 10 000 Kč /month

Comparison: March 2015 vs January 2015

Conversions: Ecommerce (tickets) and Contact page visit

Bounce rate of GDN: 44%



How can we measure impact of GDN?

Last click non direct conversions or Adwords conversions, did it work?

Yes! Good job!

NO? What about assisted conversions or any attribution model, did it work?

Yes! Good job!

NO? Have you tried turning it off and on again?, did it work?

Yes! Good job!



Theory / Hypothesis

By turning off GDN we will face lower number of conversions (contact page)

? → !

	January (GDN)	January (all sources)	March (GDN)	March (all sources)
Ecommerce Con. Rate / revenue	0,42% / 3 000 Kč	1,33% / 160 000 Kč	-	1,85% / 100 000 Kč
Visit contact page Con. Rate / visits	34% / 3 000 visits	33% / 8 000 visits	-	27% / 3 000 visits

Disabled GDN leads to highest negative impact on new visitors (web and park visitors)

Google organic dropped by 17%

Seznam organic dropped by 10%

Direct traffic dropped by 18%



**Zirafa
FUNPARK**

**Online
rezervace
20% sleva**



**Zirafa
FUNPARK**

**Chci
slevu 20%
Právě teď!**



**Zirafa
FUNPARK**

**Zábava pro děti
za jakéhokoli počasí.
Největší dětská prolézačka
v Evropě! 2000m³**

Chci slevu 10%



Case study 2

Using HTML5 Banners and their CTR?

Jewellery store/eshop, Silverrepublic

Start: March 2015

Eshop is using **product rotation instead of static images**

Using **Google Webdesigner Tool** for HTML5

STATIC

SILVER REPUBLIC
STŘÍBRNÉ & OCELOVÉ ŠPERKY ONLINE

Prstény
od 190 Kč



KOUPIT

HTML5

SILVER REPUBLIC
STŘÍBRNÉ & OCELOVÉ ŠPERKY ONLINE

Prstény
od 190 Kč



KOUPIT

Theory / Hypothesis

HTML5 banners will have higher CTR (by 50%)

? → !

		JPG / PNG	HTML 5	Change %
		CTR (%)	CTR (%)	
TEST 1 (women)	Desktop (incl. tablets with full browser)	0,15 %	1,63 %	1086 %
	Mobile devices	0,31 %	0,73 %	235 %
TEST 2 (men)	Desktop (incl. tablets with full browser)	0,08 %	1,14 %	1425 %
	Mobile devices	0,17 %	0,94 %	553 %

Each test

- same size, target (very general), time period, almost the same CPC
- each ad group (one ad) had at least 10 000 impressions

One problem arise

During the test CPC changed a lot!!!

		Camp. setting	Static	HTML5
		Devices %	Avg. CPC	Avg. CPC
TEST 1 (women)	Desktop (incl. tablets with full browser)	- 100%	6,61 Kč (Max 10)	0,61 Kč (Max 6)
	Mobile devices	+ 300%	17,53 Kč (Max 10)	4,41 Kč (Max 6)
TEST 2 (men)	Desktop (incl. tablets with full browser)	- 100%	6,18 Kč (Max 10)	0,59 Kč (Max 6)
	Mobile devices	+ 300%	14,82 Kč (Max 10)	3,68 Kč (Max 6)

Each test

- same size, target (very general), time period, almost the CPC
- each ad group (one ad) has at least 10 000 impressions



Case study 3

B2B and GDN? Usually, I am not here...

Leady.cz

- Financial industry focused on B2B
- Emailing and Print ads
- Remarketing - that is the point
- Using Leady.cz
- Using Leady for few weeks - looking forward to see results



Leady.cz

Leady recognizes corporate visitors of your website. It gives you new opportunities that can be easily turned into new customers.

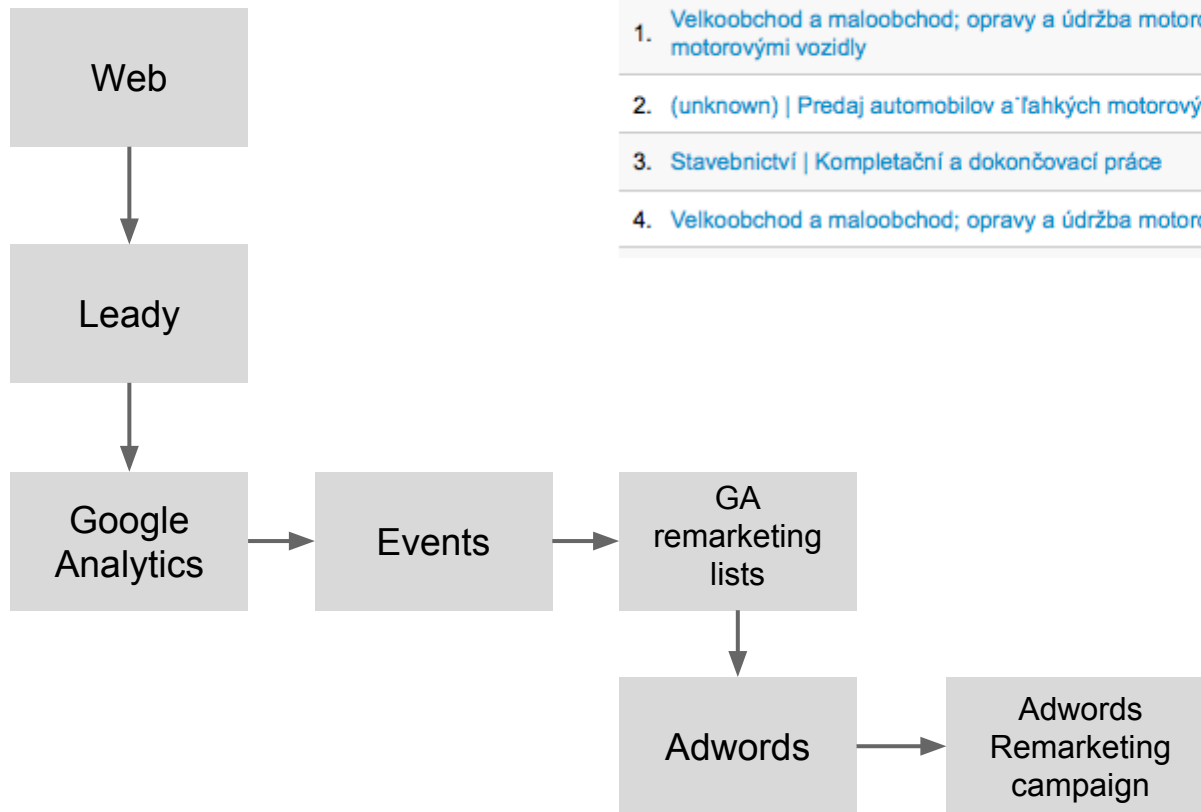
What do you know about your visitors:

- contact details
- visitors industry
- visitors turnover
- amount of visited pages
- time spent on site



Main focus:

- Connecting list of recognized visitors from Leady with Google Analytics
- But we CANNOT identify visitors in GA
- But we CAN send visitors industry and turnover as events and we are creating GA remarketing lists based on events labels

**Event Label**

1. [Velkoobchod a maloobchod; opravy a údržba motorových vozidel | Obchod s automobily a jinými lehkými motorovými vozidly](#)
2. [\(unknown\) | Predaj automobilov a ťahkých motorových vozidiel](#)
3. [Stavebnictví | Kompletační a dokončovací práce](#)
4. [Velkoobchod a maloobchod; opravy a údržba motorových vozidel | Nеспециализованý velkoobchod](#)

2. 5-9,9 mil. Kč | 1-5

3. 10-29 mil. Kč | 1-5

4. <1 mil. € | 0

Conclusion

- Sometimes the best test for measuring the impact of GDN is to turn it on / off
- GDN is great tool for clients that are starting online business / marketing
- Try the power of HTML5 banners (especially for mobile)
- Looking forward seeing results of Leady.cz and Google Analytics Remarketing

Thank you
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