Ad Metrics

Advanced Google Adwords

Learning Objectives

- To understand the effectiveness of the Ad created.

- To measure the ROI.

- To identify the different types of metrics to be used on Google.

Ad Metrics

- Advertising metrics measure the progress of your ad campaigns and give you a crystal clear picture of where you are succeeding and what needs to change. Think of them as a navigation system for your business.

Ad Metrics

- Marketing metrics measure the success of marketing campaigns and show how well campaigns are tracking toward key performance indicators (KPIs).

- They are one of the most important elements of any campaign, and without them, marketing teams wouldn't have a clear picture of whether their marketing strategy is a success.

Online advertising metrics

- Online advertising metrics are the quantitative measurements that show you how your ads are doing in different aspects, such as reach, engagement, and results.

- For example, some common online advertising metrics are impressions, click-through rate (CTR), cost per click (CPC), and conversion rate.

Why tracking advertising metrics is necessary?

- The end-game of every business is growth. You want to increase your bottom line. For digital marketers, this means their advertising ROI must generate positive results month after month.

- But without an established plan to monitor ad campaign results.

- a list of advertising metrics that are checked regularly so you can adjust your campaigns as necessary — a checklist of sorts.

Google advertising metrics

- If you're running paid advertising campaigns in Google Ads or simply tracking website traffic metrics in Google Analytics – the search engine giant provides you with a long list of digital advertising metrics that help you keep a close eye on your advertising ROI.

Google advertising metrics

- Total site traffic
- Bounce rate
- Page value
- Impressions
- CPM (cost-per-thousand impressions)
- Clicks
- CPC (cost-per-click)
- Conversions
- CPC (cost-per-conversion)
- Average cost-per-acquisition (CPA)

Total site traffic

Total site traffic is the measure of unique visitors that arrive at your website (or post-click landing page) and is an accumulation of seven traffic sources:

- **Referral:** Visitors who find your website by clicking a link through another website instead of a search engine or any other source listed here.
- **Social:** Visitors who come from social networks such as Facebook, LinkedIn, or Twitter.
- **Organic:** Visitors who come from search engine queries who click on a result that doesn't include "ad" next to it.
- **Paid search:** People who visit from search ads at the top or bottom of engine searches (highlighted with "ad").
- **Email:** Visitors who arrive on your site from an email message.
- **Other:** These visitors don't fit into any other traffic source and are tagged as "Other" via a URL parameter.
- **Direct:** The traffic includes users who come from a source or referrer that is unknown, like a bookmark saved in the user's browser.

Bounce rate

- Bounce rate measures the percentage of users who land on your website, perform no action on the page and leave.

- Google calculates bounce rate as single-page sessions divided by all sessions, or the percentage of all sessions on your site in which users only viewed a single page and triggered only a single request to the analytics server.

Page value

- Page value is the average value for a page that a user visited before landing on the goal page (the page where the user performs a specific action) or completing an ecommerce transaction.

- The value gives you an idea of which website page has contributed more to your website's revenue.

Impressions

- This metric is the number of times ads have appeared in paid search ads to people and/or the total amount that your display ad was shown on a third-party site.

- Impressions can help you calculate brand awareness. However, impressions does not indicate that a user saw your ad, it just means that your ad was displayed.

CPM (cost-per-thousand impressions)

- CPM is the bid you pay per one thousand views (impressions) when running ads on the Google Display Network. Selecting viewable CPM bidding ensures that you only pay when your ads are seen.

Clicks

- Clicks help you measure any specific action that users take on your ad or web page and help you understand how well your audience is responding to your marketing message.

- You can use click triggers to fire tags based on click events in Google Tag Manager. This helps you see when a page element is clicked on a page that matches the trigger conditions.

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- **CPC (cost-per-click)**

    the amount you pay every time a user clicks your Google ad. Your maximum CPC is the maximum amount you're charged for a click.

- **Conversions**

    a completed activity and conversions can be either macro or micro. A macro conversion is a completed *purchase transaction,* while a micro conversion is a completed *activity,* such as email signup, an action that indicates that the user is progressing toward the macro conversion.

CPC (cost-per-conversion)

- After you begin tracking conversions, you can derive the cost per conversion by dividing the total cost of the campaign by the total number of conversions for a given date range.

$$CPC = \frac{Total\ Cost}{Total\ No.\ of\ Conversions}$$

Average cost-per-acquisition (CPA)

- Average cost-per-acquisition is the amount you've been charged for a conversion from your ad. The value is calculated by dividing the total cost of conversions by the total number of conversions:

$$CPA = \frac{Cost}{Conversions}$$

Learning Objectives

- Students understand that how to evaluate the effectiveness of the Ad created.

- Students understand the importance of measuring the ROI for further strategies.

- Students get aware about the different types of metrics to be used on Google.

Thanks