



novagrow
Cultivez votre santé

GOMAC CHALLENGE
Post-campaign report
CID : 749-250-4711

Campaign Overview

From 11 November 2020
to 29 November 2020



Our goal with Google ads was to increase garden sales

- Countertop gardens, small technological devices with functional design that allow anyone to grow 25 types of fresh herbs.
- Website : <https://novagrow.io/>

- 4 campaigns
- 13 Ad Groups
- 48 Ads
- 226 Keywords



Audiences

- Cooking Enthusiasts
▸ 4.5 conversions
- Home & Garden
▸ 4.13 conversions
- Green Living Enthusiasts
▸ 4 conversions

Ages

- 25-34 years old
▸ 6 conversions
- 35-44 years old
▸ 5 conversions
- 45-54 years old
▸ 5 conversions

Gender

- Women
▸ 17 conversions
- Men
▸ 7 conversions
- Unknown
▸ 3 conversions

Locations

- Montreal
▸ 6.53 conversions
- Boucherville
▸ 3 conversions
- La Prairie
▸ 2 conversions

Devices

- Computers
▸ 19 conversions
- Mobile phones
▸ 6 conversions
- Tablets
▸ 2 conversions

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks
548.0
‡ N/A

CTR
14.5%
‡ N/A

Impressions
3.8K
‡ N/A

Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

Conversions
27.0
‡ N/A

Conv. rate
4.9%
‡ N/A

Cost / conv.
\$10.67
‡ N/A

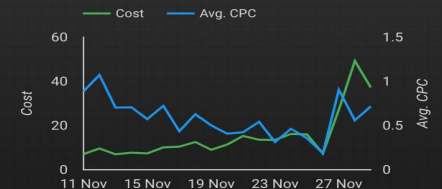
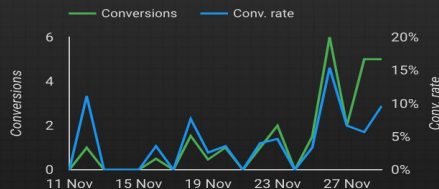
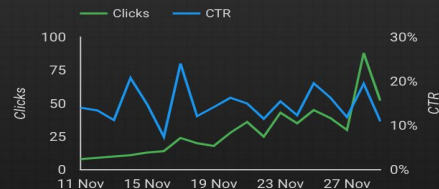
Cost Per Click

by Cost, CPC, and CPM

Cost
\$288.18
‡ N/A

Avg. CPC
\$0.53
‡ N/A

Avg. CPM (depreca
\$76.38
‡ N/A



Weekly summary



Week 1 (testing) 11-17 November

Observed

- According to Google Analytics, the time users spend on the website is higher than average;
- The vast majority of users that clicked on our ad were first-time visitors;
- The daily budgets were too low to reach our conversion objective;

Changes

- We combined new ad groups to Jardin_FR campaign;
- We followed Google's recommendations on adding snippet structured extensions;
- The poor performance of Brand_EN led us to pause it. The budget allocated for that campaign was redistributed to Brand_FR;
- The expensive keywords were paused.

Week 2 (optimization and budget reallocation) 18-24 November

Observed

- A few impressions were observed between 3 a.m. and 4 a.m., but no clicks or conversions;
- We observe more conversions on desktop than on mobile. However, there are still more clicks on mobile than on the desktop. Thus, it was relevant to target both devices;
- The landing page experience was below average which affected negatively our keywords quality score and their CPC;
- Our campaign performance was overwhelmed by the lack of a budget, making our ads stopped too early to reach our conversion goal;

Changes

- Ad Rotation: "Prefer best performing ads" instead of "Don't optimize rotate ads indefinitely";
- Bidding strategy: "Manual CPC" changed to "Maximize clicks";
- Ads were scheduled from 6 a.m. to 12 a.m.;
- Change in the budget (decrease: started from \$600 to \$350) reallocation on the other campaigns Jardin_EN was paused;
- The campaign will run over the course of three weeks instead of four;
- We aimed to increase the quality score by modifying the final URL;
- Bid adjustments on devices targeting : 30% increase for desktop and 20% decrease for mobiles.

Week 3 (increase sales) 25-29 November

Observed

- Our CTR hit 15.41%, which is considerable compared to the industry's CTR of 2.44%;
- Seventy-two percent of total conversions (gardens + growing mats);
- Our average CVR attain 7.68%, which is good, compared to the industry's CVR of 2.70%.

Changes

- Location : we targeted the Province of Quebec instead of Montreal +25 miles, to have a greater reach of potential customers;
- *jardin_de_pousses* and *jardin_de_micropousses* ad groups were paused because of their low performances;
- We selected our best ads (with a minimum of 5% of CTR) and changed their headlines to be in link with Black Friday (discounts, call-outs, etc.);
- The gardens were out of stock two days before the end of our campaign (on Cyber Monday eve). So, we had to stop our campaign at the client's request.

Budget (planned vs executed)



	Week 1				Week 2				Week 3				Week 4			
	Planned		Executed		Planned		Executed		Planned		Executed		Planned		Executed	
Initial budget : \$600	10%	\$60	9.92%	\$59.55	20%	\$120			40%	\$240			30%	\$180		
Budget changed during the 2nd week : \$350	N/A		17%	\$59.55	25%	\$87.90	26%	\$91.62	58%	\$203	39%	\$137	Canceled*			
Budget spent : \$288.18			20%	\$59.55			32%	\$91.62			48%	\$137	Canceled*			

*The last week was canceled due to budget cuts that would not have been enough to run our ads for 4 weeks.

	Planned budget: \$600				Budget changed to \$350				The end date was earlier than planned due to the gardens being out of stock			
	Week 1				Week 2				Week 3			
	Planned		Executed		Planned		Executed		Planned		Executed	
Jardin d'intérieur FR	56%	\$33.60	63%	\$37.81	56%	\$49.22	67%	\$61.15	80%	\$162.40	92%	\$126.53
Indoor garden EN	24%	\$14.40	27%	\$15.86	24%	\$21.10	22%	\$20.04	0%	\$0	0%	\$0
Brand FR	14%	\$8.40	10%	\$5.88	20%	\$17.58	11%	\$10.43	20%	\$40.60	8%	\$10.48
Brand EN	6%	\$3.60	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0
Total		\$60		\$59.55		\$87.90		\$91.62		\$203		\$137.01

Objectives vs Performance

› **We achieved our main goal** of 5 conversions by reaching a **total of 17 garden sales conversions**. We also achieved our other objectives by exceeding the majority of the estimated rates and metrics results to meet our main goal. Because of our low budget of \$288.18, we didn't reach our objective of 8,361 impressions, but with a bigger budget, we would have probably been closer to our initial impressions goal.

Initial campaign goals

With a \$600 budget

\$2.94*

Average CPC

8,361

Impressions

2.44 %*

CTR

204

Clicks

2.70 %*

CVR

5

Conversions

Final campaign results

With \$288.18 spent

\$0.53

Average CPC

3,770

Impressions

14.52 %

CTR

548

Clicks

4.93 %

CVR

17

Conversions
(garden sales)

Campaign performance overview

Considering that our English-speaking campaigns (Brand_EN and Jardin_EN) lacked budget and were paused right from the first few weeks of our campaign, we decided to analyze our French-speaking campaigns, the ones that brought a large part of results.

Brand_FR

Impressions › 610
Clicks › 289
CTR › 47.38%
Average CPC › 0.09\$
Conversions (garden sales) › 17
CVR › 8.33%
Cost/conversions › \$1.11
New users › 35.47% of all users
Bounce rate › 34.11%

Because Jardin_FR had more ad groups and more keywords, it's normal to observe a **higher number of impressions** on it than on **Brand_FR**. It can also be explained by the high volume of searches on Jardin_FR's keywords (ex: "jardin d'intérieur", "jardin intelligent") compared to **Brand_FR's keywords** (ex: "novagrow", "jardin novagrow"), which are **more specific** to the company. Therefore, people who were looking for those precise keywords were **likely to click** on our ad because they already knew the association and were searching for their gardens. Overall, it isn't surprising that the Brand_FR campaign had better results;

Jardin_FR

Impressions › 2720
Clicks › 230
CTR › 8.45%
Average CPC › \$0.98
Conversions (garden sales) › 0
New users › 36.60% of all users
Bounce rate › 65.62%

Despite the evidence that **Jardin_FR didn't create any conversion**, it had proper results. Indeed, its CTR of 8.45% exceeded the industry CTR of 2.44%. Also, by observing the conversion paths, which weren't linear, we can notice that **Jardin_FR led to conversions on Brand_FR campaign**. Since novagrow's gardens are sold at high prices, we assume that the users who are not familiar with novagrow's garden would **take more time before purchasing** the product. On their future search of this product, they will most likely search for the brand since they are already familiar with the company name.

MCF Channel Grouping Path ?	Google Ads Campaign Path ?	Conversions ?
1. Paid Search → Direct → Paid Search × 2 → Direct	Jardin_FR → unavailable → Brand_FR × 2 → unavailable	1 (50.00%)
2. Paid Search → Direct → Paid Search × 2 → Direct × 2	Jardin_FR → unavailable → Brand_FR × 2 → unavailable × 2	1 (50.00%)

Source: Top Conversions path from Google Analytics

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› In three weeks, we **weren't apt to see** a real tendency or **correlation between ads from Jardin_FR and those from Brand_FR** leading to a conversion. However, with a campaign running for a greater period of time, we may be able to observe a **trend explaining the long consumer purchasing decision-making process**;

› Additionally to achieving our goal of five conversions, both of our campaigns have created a **lot of traffic** on the website. Indeed, they brought **382 new customers**, which represents **72% of all users** who clicked on our ads since the beginning;

› Unfortunately, our **huge bounce rates** are a **weakness** in our campaign. We suspect that it's due to the **mediocre landing page experience** or the **high cost of the product** that stopped users in their **purchasing decision-making process**.

Best performing keywords

Lowest Average CPC		Highest Quality Scores		Keyword that delivered the highest number of conversions		Keywords that delivered the highest number of impressions and clicks	
Brand_FR	Jardin_FR	Brand_FR	Jardin_FR	Brand_FR	Jardin_FR	Brand_FR	Jardin_FR
[novagrow] › \$0.03	“jardin d’intérieur intelligent” › \$0.43	[novagrow] › 10/10	jardin d’intérieur hiver (exact match, phrase match, broad match modifier) › 8/10	[novagrow] › 18.27 conversions	petit jardin interieur › 2 conversions	[novagrow] › 444 impressions, 231 clicks	+jardin +interieur › 574 impressions, 36 clicks
		“jardin novagrow” › 10/10	+jardin +intérieur+intelligent › 8/10			“novagrow” › 107 impressions, 33 clicks	[jardin interieur] › 211 impressions, 19 clicks

Losing keywords		Negative keywords	
[jardinage intérieur] › 85 impressions, 1 click It would lead to confusion because our product doesn’t involve the action of gardening itself , but rather, to substitute planting which usually occurs outdoors. Perhaps users may not have thought of that when searching for these keywords. Fortunately, only one click was generated thanks to the clarity of our ads!	jardin intérieur › 231 impressions, 6 clicks The use of the type match broad may have been too wide and the search terms associated to it did not correspond to the users’ needs .	<ul style="list-style-type: none"> › jardin vertical (exact match, phrase match) › canadian tire (exact match, phrase match, broad match modifier) › ikea (exact match, phrase match, broad match modifier) › costco (exact match, phrase match, broad match modifier) › [lampe jardin interieur] › +serre › “potager” › “fish” › “lampe” › “weed” › +vertical 	During the course of our campaign, we realized that the search terms were related to the indoor garden theme indeed, but weren’t relevant to our client’s products . Hence, these keywords were added as negative keywords to our campaigns.

Best performing ads

Brand_FR

Impressions › 170

Clicks › 89

CTR › 52.35%

Conversions › 7.50

Type of ad › Expanded text ad

› People who were searching for novagrow (or any similar search terms) would see that **their search corresponds to the first headline**. The precision of the product “jardin d’intérieur” also confirms the nature of the merchandise that they were looking for.

› The description of the ad is inspired from novagrow’s many **call-outs** and call-to-actions written on the website, which increase the **ad’s relevance**. Also, the rest of the characterization helps the users to **understand well novagrow’s offer and the garden’s benefits**.

› Knowing that the chosen location aimed the whole province of Quebec, the **structured snippet extension** with “produit québécois” represents an **incentive for Quebecers** who would rather **buy from local businesses** during the ongoing pandemic.

Ad · www.novagrow.io ▾

Jardin d’intérieur Novagrow | Cultivez et récoltez à l’année | Commandez en ligne

Plus de 25 variétés de fines herbes et pousses nutritives à l’année. Fraicheur inégalée. Ajoutez goût, couleur et saveur à vos recettes de tous les jours. [Cuisinez avec style. Croissance garantie. Simple à utiliser. Irrigation automatique.](#) Types: Jardin modulaire, Éclairage DEL automatique, Produit québécois

Nos Recettes

Fines herbes et pousses de légumes.
Pour agrémenter vos plats.

Blogue

La vraie valeur de nos jardins.
Bénéfices nutritifs & écologiques.

À Propos

Découvrez-en plus sur notre équipe.
Notre mission et notre histoire.

Variétés de pousses

Plus de 25 choix de semences bio.
Fines herbes & micropousses.

Sitelink extensions

Impressions › 596

Clicks › 288

CTR › 48.32%

Structured snippet extensions

Impressions › 45

Clicks › 20

CTR › 44.44%

Adding sitelink extensions and structured snippet extensions contributed to the **better performance of the ad**. It allowed it to refine the users search and adding precision on the product sold.

Jardin_FR

Impressions › 38

Clicks › 9

CTR › 23.68%

Conversions › 0

Type of ad › Expanded text ad

Ad · www.novagrow.io/jardin/fines_herbes ▼

Jardin d'intérieur Novagrow | Vos fines herbes à l'année

Ajoutez goût, couleur et saveur à vos recettes de tous les jours. Fraîcheur inégalée. Arrosez 1x par semaine. Irrigation automatique. Récoltez même en hiver. Livraison à domicile. Croissance garantie. Cultivez à la maison. Améliorez votre santé.

- › The search terms (linked to fine herb gardens) may be found in the second caption of the ad. The precision of the product "jardin d'intérieur" confirms to users that the **ad corresponds well to their inquiry**, a fine herb garden;
- › The headlines and the sentences in the description are **texts** and **call-outs** taken **from the company's network**. They create consistency between the ad and its landing page;
- › Thanks to the description, we can **easily understand novagrow's offer** and their **garden's benefits** (e.g. "fraîcheur inégalée", "croissance garantie", "irrigation automatique", "récoltez même en hiver", "vos fines herbes à l'année", "cultivez à la maison"). Hence, there is a clarity and no confusion on the product sold;
- › The **structured snippet extension offers** twice more **information** on the product even before visiting the website.

Best performing ads

Best ad of Black Friday

Impressions › 23

Clicks › 11

CTR › 47.83%

Conversions › 1.80

Type of ad › Expanded text ad

Ad · www.novagrow.io ▼

Jardin d'intérieur Novagrow | Obtenez jusqu'à 20% de rabais | Commandez votre jardin

Plus de 25 variétés de fines herbes et pousses nutritives à l'année. Fraicheur inégalée. Ajoutez goût, couleur et saveur à vos recettes de tous les jours. Cuisinez avec style. Croissance garantie. Simple à utiliser. Irrigation automatique. Types: Jardin modulaire, Éclairage DEL automatique, Produit québécois

- › To create our Black Friday ads, we used the **finest description** that worked in Brand_FR and Jardin_FR. As mentioned in the best-performing Brand_FR ad, the call-outs and the structured snippet extension increased the ad's relevance;
- › The **Black Friday discount** represents an **incentive for users to buy a novagrow indoor garden**, and even more for people who thought the product was overpriced.

Least performing ad

Impressions › 483

Clicks › 7

CTR › 1.45%

Conversions › 0

Type of ad › Expanded text ad

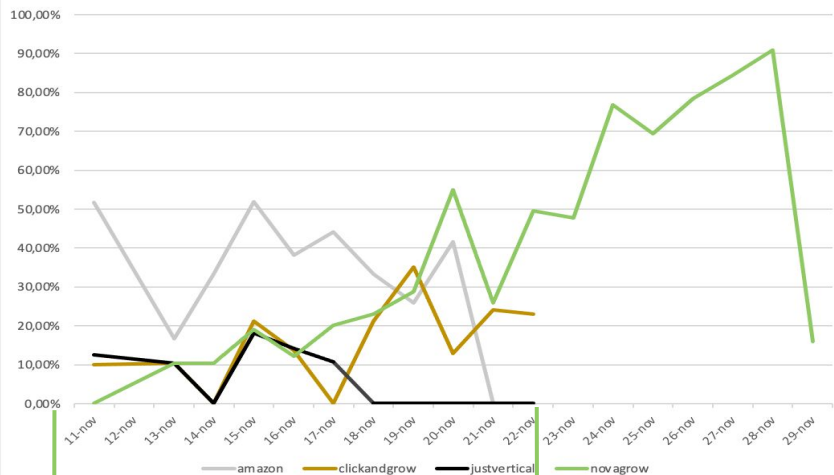
Ad · www.novagrow.io/jardin/dinterieur ▼

Jardin d'intérieur Novagrow | Plus de 25 choix de semences

Fines herbes & pousses fraîches. Ajoutez goût, couleur et saveur à vos recettes. Simple à utiliser. Arrosage automatique. Récoltez même en hiver. Commandez en ligne. Livraison à domicile. Croissance garantie. Cultivez à la maison. Améliorez votre santé.

- › The volume of searches for the keywords of the “jardin d'intérieur” adgroup **generated a lot of impressions**, but the **ad didn't seem to answer the user's needs**;
- › The keyword “jardinage d'intérieur” **may be confusing** since our **product didn't consist in accomplishing the act of gardening itself, but** rather to find an **alternative to cultivate fine herbs and shoots during winter**. The fact that our product didn't match the results explain the low click rate;
- › The headline “plus de 25 choix de semences” **may have been complex** to users searching for an indoor garden like novagrow's and **not landscaping seeds**.

Impression share



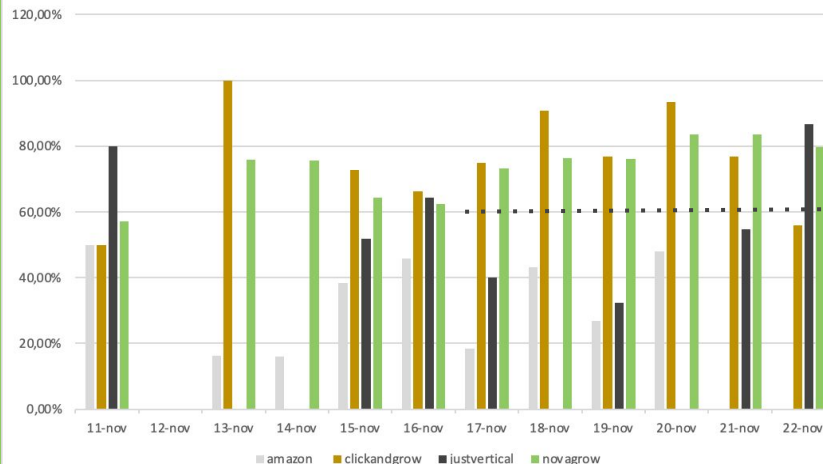
› Since we started our campaign, we can see that novagrow's **impression share** has gradually **increased**;

› During the 2nd week, we can observe that novagrow **exceeded its most important direct competitor** (click & grow) because of the optimization of the ads;

› We can also notice that even though Amazon had an important impression share, novagrow managed to get a **higher impression share towards the end of the 2nd week**.

› On November 22nd, we can detect a drastic change on the impression share because the campaign Jardin_EN was stopped. Because our biggest competitors weren't bidding on our French keywords, it's normal to see an impression share increase.

Top of the page rate



› After our Jardin_EN campaign was stopped, novagrow was able to maintain a high top of the page rate. During the Black Friday weekend, the amount reached more than 80%.

› novagrow and its direct competitor click & grow had often similar or really close top of the page rate during the second week of our campaign. **More than 60% of impressions** were at the head of the page.

Overall, it's definitely recommended to **use online marketing tools** to increase novagrow's website sales. In order to ensure the efficiency of the measures, the following suggestions should unquestionably be considered.

- Continue functioning the current **Google Ads campaign** especially regarding the Brand campaign because the competition might start to be attentive of our presence on Google exploration;
- Since we don't know the **next conversions objective** of our client for 2021, we recommend to **raise their Google Ads budget to \$500 at least**;
- Adopt the campaign "**Jardin_FR**" in order to:
 - Boost the amount of website traffic and first-time visitors;
 - Effectively expand the brand's notoriety.
- We had to stop the English campaign due to the site's lack of transcription
 - To comply with Google policies and avoid disapproval, we recommend having a **full translation of the website**;
- **Combine ROAS** with other metrics (such as CTR) to help determine whether a particular campaign is profitable or not
 - Our ROAS score is higher than the industry's: 1044% compared to 200%

- Google recommends to have at least 30 conversions in order to have an optimal use of the automated bidding strategies. Our campaigns generated 27 conversions (including indoor gardens and grow mats sales). In order to reach a higher number of conversions, we recommend to create one for "**add to cart**" and select this conversion in the settings
- **Running Standard Shopping campaigns** allow featuring products and their prices
- We recommend to **activate** and **link the search console** to have more accurate data on keywords and landing pages;
- We recommend **adopting remarketing audiences** to stimulate the interest of the users that have already visited the website
 - Practise audience targeting testing the contact list and lookalike;
- We suggest applying **Google Tag Manager** in the interest to have a more efficient campaign tracking;
- **Accumulate data** over time and determine the optimal date and moment for advertising;

Learning components

Learning outcomes

- › The making of this Google Ads campaign was the very first for all team members;
 - Learning how to run an online ad campaign: adgroups, keyword matching options, bidding strategies, automated rules, metrics, A/B testing, etc;
 - Learning about Google Ads campaign: its uses, its features, its components, its different processes, etc;
 - The completion of this Google Ads campaign may have been very challenging, but remains an outstanding learning experience;
- › The Google Ads certification, acquired by all team members, provided us with all the information to have a deep understanding of the Google Ads platform prior to the start of our campaign.

Group dynamic

- › The team members all differ from one another. Hence, our varied personalities are both a challenge and an asset;
- › Every team member has a demanding schedule with school, work and after-school activities. As a result, coordinating calls, meetings, and more have been tricky;
- › Despite the pandemic, we found solutions and were able to work diligently on a project. To overcome the issue, we communicated through Gmail, Google Docs, and Google Sheets;
- › There was the occurrence of criticism between team members, however, it was constructive and in the best interest of the overall account. Our common goals are what drove our disagreements to agreements, though we did have to be more understanding and cooperative with one another.