



FILLACTIVE · FITSPIRIT

EXTRACURRICULAR ACTIVITY SPECIALLY DESIGNED FOR GIRLS AGED 12-17

**GOMAC CHALLENGE
Post-Campaign Report
CID 269-878-3937**

CAMPAIGN OVERVIEW

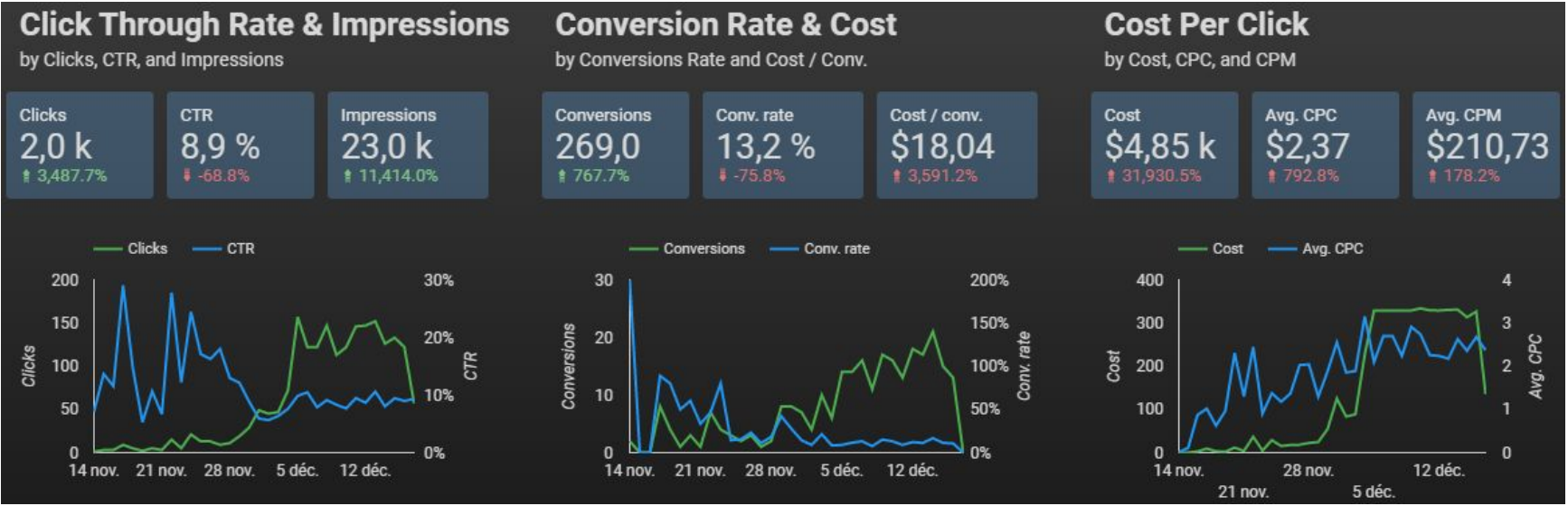


Our goal was to generate traffic on the website and get notoriety for the organism with parents and teenage girls.

From November 14th to December 17th

Audiences	Ages	Gender	Locations	Devices
Lifestyle & Hobbies: 46 conversions	Unknown: 19 conversions	Woman: 143 conversions	Quebec: 257 conversions	Computer: 174 conversions
Sport & Fitness : 18 conversions	25 to 65+ years old : 134 conversions	Man: 24 conversions	Ontario: 13 conversions	Tablets: 17 conversions
Beauty & Wellness: 8 conversions	18 to 24 years old: 27 conversions	Unknown 13 conversions		Mobiles phone: 78 conversions

6 Campaigns
20 Ad Groups
61 Ads
1,011 Search Keywords
684 Negative Keywords



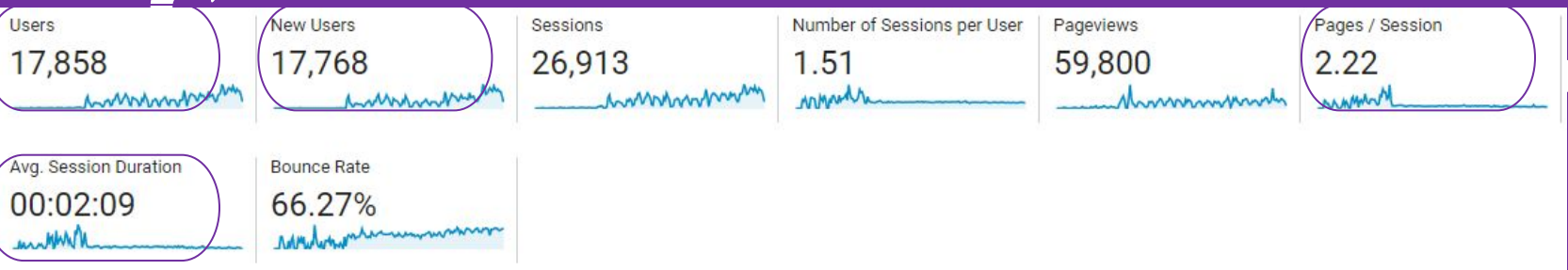
DOUBLE THE AMOUNT OF THE TRAFFIC WHILE MAINTAINING THE QUALITY

WEBSITE

Data from **Google Analytics** before the start of the project (136 days).



Data from **Google Analytics** at the end of the project (170 jours).



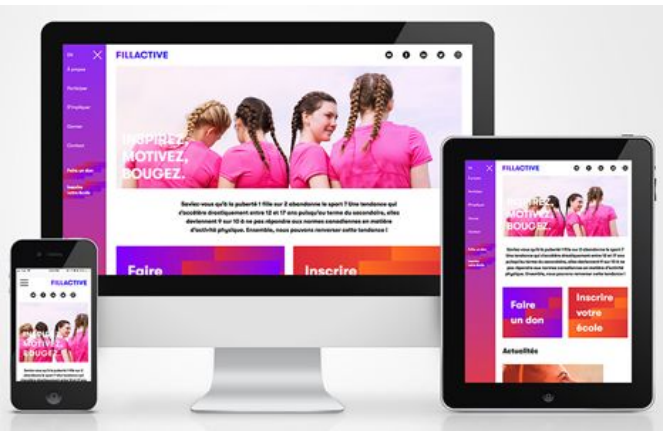
Before our project:
9,466 users in 136 days = **69 users/day**

Impact of our project:
Gain of an extra 8,392 users in 34 days! **249 users a day!**

Look at the results of the increase of new users! We obtained 8,353 new users in only 34 days!

We did an amazing job!

“Qualify visit” is identified by pages/session (>2 pages) and session duration (>1 minute).



MORE FOLLOWERS ON SOCIAL MEDIAS



From 22,121 to **22,235** followers




From 6,324 to **6,485** followers



From 1,569 to **1,638** followers

WE AIM FOR THE STARS AND WE REACHED THE MOON!

Objectives		IMPRESSIONS	CLICKS	CTR	AVERAGE CPC	CONVERSIONS
		25,000	5,000	20%	\$1.84	50

Achievements:


We were very close to **25,000** impressions.
And we definitely reached our **conversions** goal!

What is a conversion?

It's a **Qualified Visit**, of at least **1** minute/per session
or
2 pages viewed during the visit.



Performance Snapshot

Clicks 2,05 k ↑ 3,489.5%	Impressions 23,05 k ↑ 11,424.5%
CTR 8,88 % ↓ -68.8%	Avg. CPC \$2,38 ↑ 793.7%
Cost \$4,86 k ↑ 31,973.0%	 Conversions 269,00 ↑ 767.7%

Celebrate every success!

We used **\$4,595.76** of the 10k budget for the period when in general teams use around **\$1,000** in a month of Google Ads Grant project.

We maintained a satisfaction **CTR** of **8.88%** versus the minimum required of 5%.

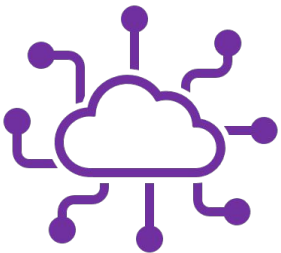
A total of **269** conversions versus a target of **50**... More than 5 times multiple!

Optimization: THE KEY TO OUR SUCCESS

Week 1 (Nov. 15 th to Nov. 21 st)	Week 2 (Nov. 22 nd to Nov. 28 th)	Week 3 (Nov. 29 th to Dec. 5 th)	Week 4 (Dec. 6 th to 12 th)	Week 5 (Dec. 13 th to 20 th)
<p>Campaign starts.</p> <p>Bidding strategy is on maximum clicks.</p> <p>Goal for conversions is set and named "qualified visit". A qualified visit is more than 1 minute on the website, or 2 pages viewed.</p> <p>We linked Google Analytics to Google Ads to follow the conversions.</p> <p>This first week is more about observation. There is not enough data to use the learning machine.</p> <p>We read the recommendations of the system; we tried some of the suggestions.</p>	<p>The second week, we started to optimize.</p> <p>Adding more headlines and descriptions.</p> <p>Removed redundant Keywords.</p> <p>Changed strategy bidding on certain campaigns from maximize clicks to maximize conversions.</p> <p>We reviewed the quality score of each keyword to see which one is the best or the worst. We didn't put anything on pause at this stage, since it was too early.</p>	<p>We created new ad groups in French and English about nutrition and workout programs to increase the traffic on the web site.</p> <p>Based on the search terms used as a target, we added extra keywords and also negative keywords to make sure we reach the right people.</p> <p>We also created an A/B CAMPAIGN EXPERIMENT on the Parents campaign in French to analyze and see how we can optimize the results. During the test, the bidding strategy was max. conversions versus max. clicks.</p>	<p>We changed the A/B Campaign Experiment from max conv. to max imp., at the beginning of the week.</p> <p>We optimized the Ad Groups Nutrition in English by separating the ads per recipes.</p> <p>We reviewed every extension to put minimum 4-5 per ad groups and we made sure that we have the right one attached to the right ad groups.</p> <p>We changed CPA max for Teenage Girl campaign in French from 25\$ to 35\$.</p> <p>We used more Camel Case in the ads to get more attention.</p>	<p>Finally, we paused some of the keywords who were redundant or had low quality score ≤ 3.</p> <p>Suppression of the A/B test, results, the max clicks strategy bidding is the best for Parents campaign in French.</p> <p>Dynamic KW insertion in testing for one ad in the Nutrition ad groups in French.</p> <p>Modification of the budget for Teenage Girl campaign in French from 329\$ to 300\$ because we saw that this campaign took all budget the previous week.</p>

BUDGET SPENT THROUGH CONSTANT ACCOUNT OPTIMIZATION

	Week 1 (Nov. 15 th to Nov. 21 st)		Week 2 (Nov. 22 nd to Nov. 28 th)		Week 3 (Nov. 29 th to Dec. 5 th)		Week 4 (Dec. 6 th to 12 th)		Week 5 (Dec. 13 th to 17 th)	
Campaign	Allocation /per day	Spent	Allocation /per day	Spent	Allocation /per day	Spent	Allocation /per day	Spent	Allocation /per day	Spent
Brand FR	\$329	\$6.89	\$329	\$3.17	\$329	\$5.68	\$329	\$5.77	\$329	\$3.26
Brand EN	\$329	\$0.72	\$329	\$0.00	\$329	\$0.03	\$329	\$3.48	\$329	\$0.00
Teenage girls FR	\$329	\$14.47	\$329	\$55.59	\$329	\$805.87	\$329	\$2,215.06	\$300	\$1,419.32
Teenage girls EN	\$329	\$1.90	\$329	\$0.00	\$329	\$21.55	\$329	\$23.11	\$329	\$3.14
Parents FR	\$329	\$6.66	\$329	\$107.05	\$329	\$90.31	\$329	\$38.69	\$329	\$24.05
Parents EN	\$329	\$1.92	\$329	\$2.65	\$329	\$8.58	\$329	\$20.18	\$329	\$5.92
Total		\$32.56		\$168.46		\$932.02		\$2,007.03		\$1,455.69



Grand total used: \$4,595.76.

*Note that for week #5, we didn't have a full week. In reality, if we had took a full week we would have seen a constant increase of the budget spent.

The actual budget is \$329/day for each campaign since it's a GOMAC CHALLENGE and we didn't want to miss any opportunity.

BRAND CAMPAIGN – PERFORMANCE OVERVIEW

Brand Campaign – Ad Groups Performance

Data from Google Ads

Ad group	Conversions	Clicks ▾	Impressions	CTR	Avg. CPC	Cost	Cost / conv.
Brand_FR	89	161	486	33,13 %	\$0,23	\$37,38	\$0,42
Brand_EN	2	4	24	16,67 %	\$0,69	\$2,77	\$1,39
Father/Daughter Ball_EN	0	2	40	5 %	\$1,74	\$3,48	\$0
Bal Père/Fille_FR	0	1	1	100 %	\$0,08	\$0,08	\$0
Défi Mère/Fille_FR	0	0	0	0 %	\$0	\$0,00	\$0
Mother/daughter Challenge_EN	0	0	6	0 %	\$0	\$0,00	\$0

Observations:

The best performance goes to the Brand_FR Ad group which generated **89 conversions** itself. The CTR was also very good at **33.13%** compared to the average account at **8.88%**. That specific Ad Group met the expectation for a Brand Campaign.

Without any surprise, the Ad Group for the events in both language didn't work well because it wasn't the time of the year for those events. The **Father/Daughter Ball** is usually in April and the **Mother/Daughter challenge** is usually in August. During those periods, they will generate more search and clicks. **Clients will maintain those and use them in the appropriate time of the year.**



BRAND CAMPAIGN – BEST PERFORMING ADS

Observations:

Those are the most popular Ads for the Brand in both language. As a reminder, the Brand campaign started before the beginning of the project during the testing period (Oct. 24th to Nov. 13th).

The best Ad for the Brand campaign in French generated **58** conversions in total including the test period.

This Ad was really used to build a Community Spirit of keeping the teenage girls active with those following **Call-to-Action** : **“Ask for FitSpirit at your school”** and **“talk about it to your friends”**.

● 02.Brand_FR > ● Brand_FR

Demande Fillactive à ton école | Parles-en à toutes tes amies | Fill...

Ad

www.fillactive.ca/Activités/Écoles (450) 430-5322

Lancez une équipe Fillactive à votre école secondaire pour encourager les ados à bouger. 9 filles sur 10 ne sont pas suffisamment actives à l'adolescence.

Headlines:

Ask for FitSpirit at your school | Talk about it to your friend | FitSpirit

Description:

Build a FitSpirit Team in your high School | 9 out 10 teenage girls aren't active enough

Ad	Impressions	Clicks ▾	CTR ▾
● Enabled	274	94	34.31%

● Brand_EN

Be Part Of The FitSpirit Team | Are you a FitSpirit Girl? | Discover ...

Ad

fitspirit.ca/Fitspirit/For_Girls (450) 430-5322

FitSpirit Experience: girls, fun, surpassing your own limits, etc. FitSpirit is an extracurricular program specially designed for girls aged 12-17.

Active girls · Register a school · Take part in team sports

Ad	Impressions	Clicks ▾	CTR ▾
● Enabled	8	2	25.00%



TEENAGE GIRLS CAMPAIGN – PERFORMANCE OVERVIEW

Teenage Girls Campaign – Ad Groups Performance

Data from Google Ads

Ad group	Conversions	Clicks ▾	Impressions	CTR	Avg. CPC	Cost	Cost / conv.
Nutrition_FR	156	1624	17 801	9,12 %	\$2,49	\$4,04 k	\$25,9
Programme d'entraînement course_FR	9	56	873	6,41 %	\$1,9	\$106,35	\$11,82
Appartenance à un groupe_FR	8	50	673	7,43 %	\$4,6	\$229,80	\$28,73
Activités Sportives_FR	7	25	260	9,62 %	\$4,49	\$112,31	\$16,04
Nutrition_EN	6	22	839	2,62 %	\$1,82	\$40,00	\$6,67
Sports_EN	1	5	160	3,13 %	\$1,94	\$9,70	\$9,7
Programme d'entraînement vélo_FR	0	4	201	1,99 %	\$3,77	\$15,08	\$0
Programme d'entraînement marche_FR	0	1	24	4,17 %	\$0,8	\$0,80	\$0
Being part of a group_EN	0	0	19	0 %	\$0	\$0,00	\$0
Training program_EN	0	0	20	0 %	\$0	\$0,00	\$0

Observations:

A surprise for us, the Nutrition Ad Group exploded and have been added only in the middle of the project. It generated 58% of the total conversions.

In second place comes the Ad Group for Running Program which have also been created in the middle of the project too.



Observations:

As you will notice, all the Ad Groups in English did not perform as well as the French ones. The Teenage Girls campaign in English performed better with the Nutrition Ad Group, which was added three weeks after the beginning, just like the French. We succeed with this Ad Group by generating the highest conversions within all English Ad Groups.



TEENAGE GIRLS CAMPAIGN –BEST PERFORMING ADS

Observations:

As you can see, our Ad Groups about Nutrition performed very well. The 3 most showed Ads were about Nutrition in French.

For **Ad #1** we use the Dynamic {Keyword} Insertion and it worked very well with 9,041 impressions.

We also used Camelcase on important words to catch eye attention.

The KW generated a lot of success with **Recipe, Fast, Easy, Simple** and **Free**.



#1 Headlines: Free FitSpirit Recipies | Bananas and Choco Bread | An excellent snack
Description: I make myself delicious home made recipes from FitSpirit. Those recipes are free.

#2

Nutrition_FR

Recette Fillactive Simple | Je me fais un Couscous Maison | La Collation parfaite pour moi

Ad fillactive.ca/Collation_pour/Filles_Actives

Je me fais des collations maison avec les recettes de Fillactive et c'est super rapide. Les recettes sont

Ad	Impressions	Clicks	CTR
Enabled	1,456	68	4.67%

#2 Headlines: Simple FitSpirit Recipes | I make a homemade Couscous | Perfect snack for me
Description: I make myself delicious home made recipes from FitSpirit. Those recipes are free.

#1

Nutrition_FR

Recette FILLACTIVE Gratuite | Le pain aux Bananes et Choco | Une excellente Collation

Ad fillactive.ca/Collation_pour/filles_actives

Je me fais des collations maison avec les recettes de Fillactive et c'est délicieux. Les recettes sont gratuites

Ad	Impressions	Clicks	CTR
Enabled	9,041	910	10.07%

#3

Nutrition_FR

Recette Fillactive Rapide | Je me fais une Barre d'Énergie | Une C...

Ad fillactive.ca/Collation_pour/Filles_Actives (450) 430-5322

Je me fais des collations maison avec les recettes de Fillactive et c'est délicieux. Les recettes sont gratuites et tellement facile à suivre. Je découvre pleins de nouveautés.

Collation santé · Collation délicieuse · Recettes et nutrition · Recette facile

RECETTES ET NUTRITION

Ad	Impressions	Clicks	CTR
Enabled	3,111	247	7.94%

#3 Headlines: Fast FitSpirit Recipe | I make an energy bar | A delicious snack
Description: I make myself delicious home made recipes from FitSpirit. Those recipes are free.

PARENTS CAMPAIGN – PERFORMANCE OVERVIEW

Parents Campaign – Ad Groups Performance

Data from Google Ads

Ad group	Conversions	Clicks ▾	Impressions	CTR	Avg. CPC	Cost	Cost / conv.
Acitivité physique_FR	9	80	787	10,17 %	\$1,92	\$153,84	\$17,09
Inactivité adolescentes_FR	10	40	551	7,26 %	\$1,89	\$75,44	\$7,54
Physical Activities_EN	1	16	149	10,74 %	\$1,96	\$31,42	\$31,42
Bien-être	0	11	215	5,12 %	\$1,79	\$19,71	\$0
Teenage inactivity_EN	2	5	157	3,18 %	\$1,43	\$7,17	\$3,59

Observations:

Parents campaign gave us results in the first week which was, encouraging to us. The Ad Groups Activité physique_Fr and Inactivité Adolescentes_FR were the most popular with many clicks. Therefore, we decided to optimize the result and implant a campaign test on it to observe the differences between maximizing clicks bidding and maximizing conversions bidding (impressions shared 50%-50%). The trial showed us that the maximizing clicks bidding strategy was the best for us with poor results in the conversions bidding part, but it did reduce the performance of the campaign.

Amongst all English campaigns, “Parents” were the most difficult to convert. Our goal was to target parents in their searches to find out about teenagers physical activities. Even though ads were regularly optimized and keywords were added, both English Ad Group did not perform as well as we hoped. Although, “Physical Activites_EN” has a high CTR which indicates that we were relevant to our audience. As a comparaison, for showing almost as many times as “Teenage inactivity_EN”, our CTR was 7.56% higher.



PARENTS CAMPAIGN – BEST PERFORMING ADS

Observations:

Sport-étude Parascolaire Ad gave us great results all along the project, emphasizing on the extracurricular program. It's an ad that we upgraded many times and cherish.

However, contrary to what one might think with the results showing here, the **adolescente inactive Ad** was more efficient. Targeting teenage girls in their every day and based on market research, we used a strategy where the first title was dynamic, depending on the problem sought (Bien-être Ad Groups also). Unfortunately, the results were disappointing because we didn't go over the budget with the popularity of the Teenage girls campaign. With a higher budget, we could have seen better results.



● 06.Parents_FR_M. > ● Acitivité physique_FR

Sport-étude Parascolaire | Fillactive 12-17 ans | Activités valorisan...

[Ad](#) www.fillactive.ca/Programme (450) 430-5322

Programmation stimulante destinée aux adolescentes. Santé et Bien-être.

Entraide entre filles · Entre filles seulement · Corps et Esprit · sport entre filles

Headlines: Extracurricular Sport-Study | Fitspirit 12-17 years old | Rewarding Activities

Description: Stimulating programmation for teenage girls. Health and wellbeing

Ad	Impressions	Clicks ▼	CTR ▼
● Enabled	603	74	12.27%

● 06.Parents_FR_M. > ● Inactivité adolescentes_FR

Adolescente inactive? | Activités Fillactive 12-17 ans | Encouragez...

[Ad](#) fillactive.ca/Renseignements/Fille_en_santé (450) 430-5322

Un grand nombre de filles 12-17 ans vivent un désengagement vis-à-vis l'activité physique. Fillactive souhaite renverser la tendance et te donne pleins d'idées

Headlines: Inactive teenager? | Fitspirit Activities 12-17 years old | Encourage sport

Description: A large number of girls 12-17 years old experience a disengagement from physical activity. Fitspirit want to reverse the trend and give you lots of ideas

Ad	Impressions	Clicks ▼	CTR ▼
● Enabled	354	29	8.19%

BEST PERFORMING KEYWORDS

Keywords Performance

Data from Google Ads

Search keyword	Keyword quality score	Match type	Conversions	Clicks ▾	Impressions	CTR	Cost
recettes faciles	5	Broad	42	461	5 159	8,94 %	\$1,05 k
recette rapide et simple	6	Broad	22	285	3 256	8,75 %	\$594,36
recettes faciles	5	Phrase	11	140	1 175	11,91 %	\$271,00
idée de plat facile	null	Broad	11	139	1 865	7,45 %	\$364,70
recette sante	6	Broad	23	117	1 095	10,68 %	\$374,81
idees recettes facile	5	Broad	6	94	1 063	8,84 %	\$249,68
plat facile et rapide	6	Broad	4	67	838	8 %	\$158,95
fillactive	10	Exact	29	52	131	39,69 %	\$0,96
recette sante	6	Phrase	4	41	251	16,33 %	\$147,75
recette gratuite	null	Broad	7	34	424	8,02 %	\$136,56
activité adolescente	null	Phrase	5	31	161	19,25 %	\$60,43
recette santé	null	Broad	4	24	250	9,6 %	\$78,71
recettes faciles	5	Exact	4	21	252	8,33 %	\$57,11

Keywords traduction

- Easy Recipes
- Recipe fast and simple
- "Easy Recipes"
- Easy Meal Idea
- Healthy Recipe
- Easy recipe idea
- Easy and fast meal
- [Fillactive]
- "Healthy Recipe"
- Free Recipe
- "Teenager activity"
- Healthy Recipe
- [Easy Recipe]



Observations:

- Food, cooking, nutrition, etc. were very popular type of keywords;
- People are looking for **fast** and **simple**, even before **free**;
- We got more clicks on keywords related to cooking than for the brand itself.



WE SUCCEED DESPITE THE STRONG COMPETITION

We did some search with our Keywords and the results demonstrated that we had competition. We took the following examples.

- Search with "FitSpirit": [Amazon](#) shows an Ad for training equipment.
- Search with "Activité Parascolaire pour fille": [Sport Montréal](#) showed up before us. It was a competitor from Montreal region that we didn't see before. Third and Fourth places went to [Scoop École Branchée](#) (this is more for Teachers) and [Champions for life](#) (Competition Club for different type of Sports), and as per the client, are real competitors for them.

<https://ca.linkedin.com> > fitspirit-ca · Translate this page ·

FitSpirit /Fillactive Careers and Current Employee Profiles

FitSpirit /Fillactive | 1582 followers on LinkedIn. INSPIRER, MOTIVER, BOUGER. INSPIRE, MOTIVATE, MOVE. | FitSpirit is a non-profit organization whose ...

Ad · www.amazon.ca/ ·

Shop Fit Spirit on Amazon - Low Prices for Fit Spirit

Read Customer Reviews & Find Best Sellers. Free 2-Day Shipping w/Amazon Prime

★★★★★ Rating for amazon.ca: 4.6 - 48 reviews

Exercise & Fitness · Sports Apparel · Deals · Outdoor Gear · Fan Shop · Leisure & Game Room

Ad · www.fitspirit.ca/teenage_girls/activites · (450) 430-5322

Talk about it now - Fitspirit

FitSpirit Is an Extracurricular Activity Specially Designed for Girls Aged 12-17. Contact Your Coordinator. FitSpirit Offer. Up to 3 Physical Activities. Register a school. Active girls. Take part...



activité parascolaire pour fille



All Images News Shopping Videos More

About 272,000 results (0.52 seconds)

Ad · <https://www.sportsmontreal.com/activites/parascolaires> · (514) 872-7177

Activité sportive parascolaire - Service aux écoles à Montréal

Organisation d'**activités** sportives en **parascolaires**, pendant le dîner ou après l'école.

Modalités d'inscription

Tarifs et frais

En personne ou en ligne

Plus de 100 activités

Liste de nos activités sportives

Pour toute la famille

Ad · <https://www.fillactive.ca/activités/adolescentes> · (450) 430-5322

Activités Sécuritaires filles - Activités Filles de 12-17 ans

Fillactive peut t'aider à avoir une bien meilleure confiance en toi. Inscris-toi à l'école. Participe aux **activités** Fillactive de ton École **pour** t'aider à bâtir ton estime de soi.

RECETTES ET NUTRITION · Missions Et Valeurs · Notre Équipe · Faire Un Don · À Propos

Ad · <http://scoop.ecolebranchee.com/> ·

Guides pédagogiques gratuits - Activités pour enseignants

Des guides pédagogiques multidisciplinaires **pour** vous faire sauver du temps. Sauvez du temps en utilisant nos guides multidisciplinaires dans vos classes. Laissez-vous inspirer.

Ad · <https://www.championsforlife.ca/> · (514) 395-9431

Activités Amusantes En Ligne - Activités Pour Les Enfants

Nos programmes ont touché plus de 10 000 participants dans plus de 112 écoles aux Canada

RECOMMENDATIONS FOR HIGHER SUCCESS

#1 TRAFFIC TRACKING FOR THE BENEFIT EVENT PAGES

Situation:

When we click on the Father/Daughter Ball or the Mother/Daughter Challenge on the Website we are redirect to another platform to collect donation. Those events generates a lot of traffic, interactions and useful datas for the organism.

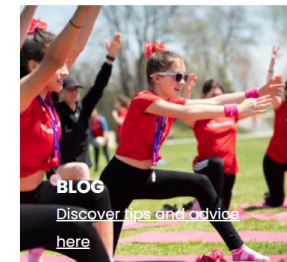
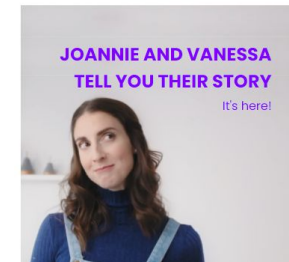
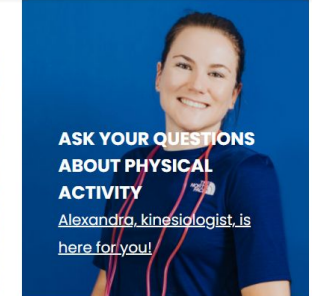
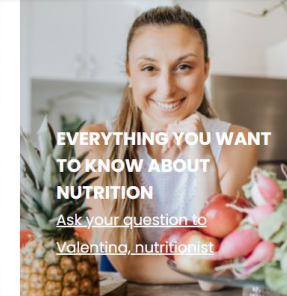
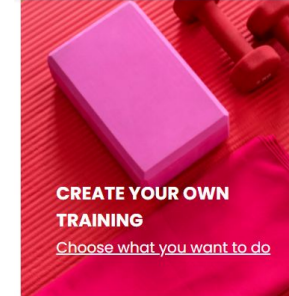
Recommendation:

Find a way to track the traffic of those pages, maybe with a second Google Analytics Account or Google Tag Manager and use the information to build targeted campaigns for those important charity events.

GOAL: More visibility could increase donation amounts.



FITSPIRIT

[SCHOOLS](#)[GIRLS](#)[AMBASSADORS](#)[BENEFIT EVENTS](#)[DONATE](#)

#2 REGULARLY UPDATE THE GIRL'S PAGE

Situation:

The content on this page was the same, nothing new and nothing was added for few months.

Recommendation:

Regularly add new contents to make the website more interactive to make sure the girls visit the website more often. We saw that nutrition was very popular in the search terms, use it at your advantage.

GOAL: The more info you collected on your persona, the more focus and successful your future campaigns will be.



To conclude, with the combination of our Google Search Ads Project and the Mass Media Campaign that FitSpirit did at the same time, we got a lot of exposure on the website and on different social media platforms. It was our main goal. With all the efforts that we put throughout the project, it felt like a training itself. We really felt the FitSpirit Vibe within us. After the client saw our work, she was very impressed. Same for the external marketing consultant they had. They will use what we started in the future without many changes.

We also received the information that **26** more High Schools registered during the period and this was a wonderful news. Was it our work? We strongly believe that we contributed to their overall success. One School does generate \$300, for a total of \$7,800 for 26 schools. The ROI was at 70% on the budget spent.

We are very satisfied overall and we wish we had started to talk about **Nutrition** earlier. With the amazing results we got around that topic, we did suggest to FitSpirit to add extra healthy **EASY & FAST** recipes on their website since it was very popular. The nutritionist of FitSpirit joined us for our last meeting and she was really happy and pleased to hear us. **We are very proud of what we did to help them!**