



GLOFIX®

GOMAC CHALLENGE Post-campaign report

CID: 350-363-7295



Campaign Overview

GOALS

Google Ads goal

Social media goal

Generate 12 conversions (product purchases) in four weeks on the *glofix.com* website

Increase engagement in three weeks through Facebook and Instagram.

Stay on the *glofix.com* website for a set period of time (longer than 2 minutes).

An additional goal was added at the beginning of the campaign to increase brand awareness. It is measured by conversions.

Product

Food supplement "SKIN BOOST" with 10 different natural ingredients (such as Biotin, Selenium, Zinc, Copper, Vitamin C and Vitamin E)

Campaign

Campaign duration

Budget & Location

Bidding strategy

Type: Search
Number of campaigns: 2
Number of ad groups: 7
Campaign no. 1 "Food supplements"
Campaign no. 2 "Mother's day"

Campaign no.1 ran for four weeks (April 11th to May 8th inclusive) with no. 2 intervening in the second week (April 18th to May 1st inclusive)

Allocated: 500 €
Spent: 369 €
Location: Lithuania
***Language:** lithuanian

Planned: maximize conversions
Implemented: maximize clicks

* Due to the convenience, ads and KW are translated in english

Overview of weekly changes

All changes have been made to make the campaign more effective and achieve better results (CTR, CPC, impressions, etc.)

Week 1 (11-17 April)

- Both campaigns' bid strategy types changed from "Maximise conversions" to "Maximise clicks".
- 2.16K keyword changes were made in the first week, mostly by changing broad match keywords to phrase and exact match.
- We created a new ad group "GLOFIX" which contained keywords related to the brand.

Week 2 (18-24 April)

- We followed Google's recommendations on changing the bid strategy type for both campaigns from "Maximise clicks" to "Maximise conversions".
- After two days "maximize clicks" strategy was returned as it was more effective for the new website and budget optimization.
- 399 keyword changes were made.

Week 3 (25 April-1 May)

- We succeed to increase the quality score by modifying the final URL of the website.
- We changed the maximum CPC bid limit from 0,70 € to 0,15 €.
- 261 keyword changes were made mostly by pausing poor performance keywords and adding negative keywords by analysing using Search Query Report.
- The expensive (0,25 € CPC) keywords were paused.

Week 4 (2-8 May)

- In the last week of the campaign, only the keywords' matches were changed.
- Ads have also been slightly modified.
- No other major changes were made.

Google Ads budget (planned vs executed)

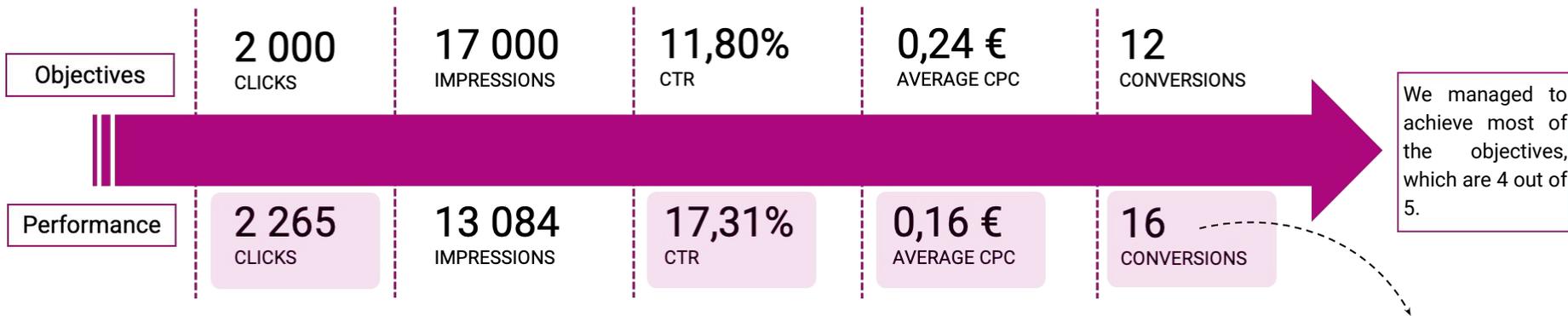
	Week 1				Week 2				Week 3				Week 4			
	Planned		Executed		Planned		Executed		Planned		Executed		Planned		Executed	
Food supplements	20%	100€	15,3%	76,64€	36%	60€	34,4%	45,35€	28%	60€	21,6%	16,14€	16%	80€	2,5%	12,26€
Mother's day*		-		-		120€		126,61 €		80€		91,92€		-		-
Total		100€		76,64€		180€		171,96 €		140€		108,06 €		80€		12,26€

	Campaign budget			
	Planned		Executed	
Food supplements	60%	300€	30,08%	150,39€
Mother's day	40%	200€	43,7%	218,53€
Total	100%	500€	73,78%	368,92€

The budget was unused possibly due to a change in bidding strategy at the beginning, not suitable or unpopular keywords, and the website is not well-prepared in terms of content, thus it has an impact on the usefulness of the landing page. In addition, it has been observed that campaigns run during the holidays attract more attention, while on ordinary days it is more difficult to reach the target consumers with a little-known product on the market.

*Mother's day campaign only lasts for two weeks

Objectives vs Performance



The results were influenced not only by well-chosen keywords and a regular selection of negative words but also by the campaign of the partner "Newcrush" on social networks for value-added communication (additional gifts when purchasing the product, discounts).

However, conversions were challenging to achieve due to the search campaigns run by these partners. The company was not considered a direct competitor, as both companies belong to the same group of companies and pursue the same goal of selling food supplements "Glofix". Due to the number of loyal customers and the additional benefits for purchasing on the website, it was difficult to compete to get the best place for your ad on Google search.

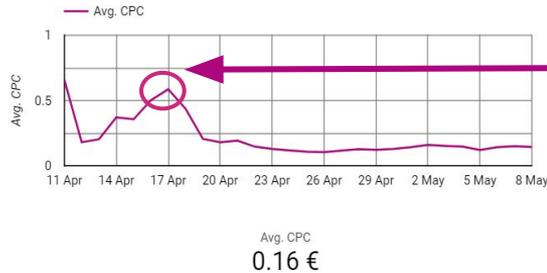
The campaign generated 2 sales*. The product was sold in sets, which would be equal to 5 units of the product. The second goal of increasing the popularity of the website has been achieved. This was measured by conversions - 14 users stayed on the web page for more than 2 minutes. It is significant to note that a "Glofix" website has only approximately five pages.

*Source: Google Analytics

Campaign performance overview



- The maximum number of clicks (252/day) was reached during the "Mother's day" campaign.
- The best CTR was 25,02%.



- The maximum CPC selected was €0.59.
- The optimal lower CPC was chosen during the campaign to reach set goals.



- The maximum number of impressions (1156/day) was reached during the "Mother's day" campaign.

- It is important to note that the Google Ads campaign has not been run before.
- During campaign time April 11th - May 8th was collecting the most achieved important metrics.
- Later, there were made some corrections: switching headlines, editing negative keywords, adding new keywords, descriptions, etc. To achieve better CTR and get more clicks.
- The biggest positive changes were achieved during the Mother's Day (April 18th - May 1st) campaign which brought the best results.

Campaign performance overview

Engagement by Age & Gender



March 1-31th

Engagement by Age & Gender

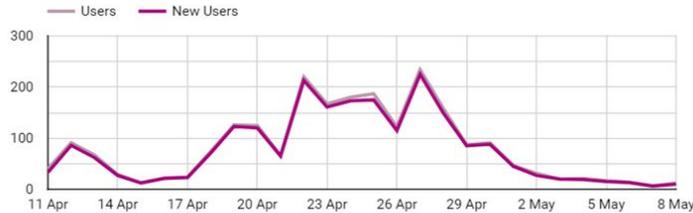
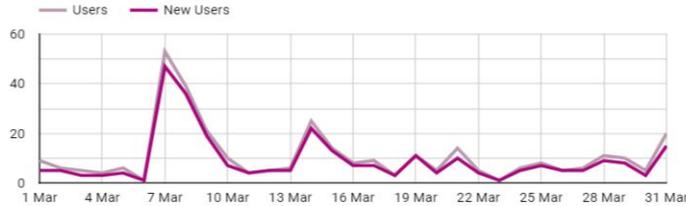


April 11th – May 8th

*Images source: Google Analytics (2022)

- Firstly, before our campaign (March 1-31th), by pageviews, the audience for the "Glofix" website was 26.2% men and 73.8% women. It was difficult to determine the age of the male audience, as it was speculated that they did not determine their age in a personal Google Account. As a result, women accounted for a larger share of the target audience than men.
- According to the identified target audience of the campaign, which was women aged 25-37, it can be stated that this target group was reached during the campaign (April 11th – May 8t). Also, the part of women audience was 64.8%, and women from different age groups also visited the site. The target audience of women was attracted more, and the number of their visits to the site increased.
- In addition, the visits of men on the site increased to 35.2%. This may have been influenced by a Mother's Day campaign in which men searched for gifts for their mothers.
- **According to the results, the number of visitors increased in all age groups among the representatives of different genders.**

Significant changes after the campaign



Users
300
↓ -90.6%

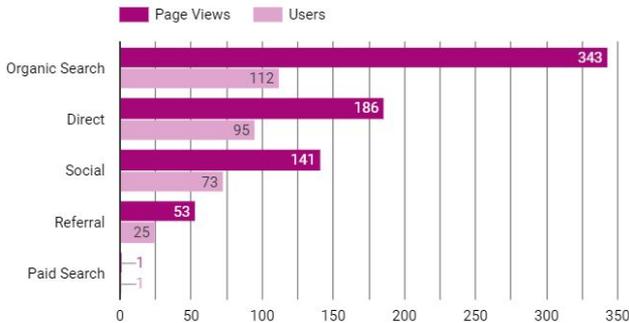
New Users
283
↓ -91.1%

Avg. Time on Page
00:02:28
↑ 250.0%

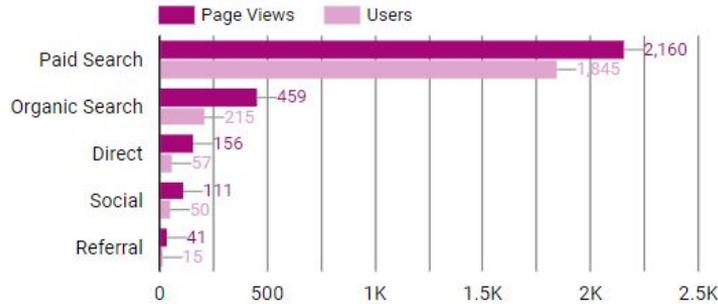
Users
2,196
↑ 800.0%

New Users
2,182
↑ 861.2%

Avg. Time on Page
00:01:27
↓ -16.7%



*Traffic before campaign (1-31 March)



*Traffic after campaign (11 April – 8 May)

- ✓ **Before the campaign**, most of the traffic to the website went through organic search and only 300 users were reached per month (1-31 March).
- ✓ **After the campaign**, the number of users and new users increased sharply (800%) compared to the previous period. However, the time spent on the page decreased. Nevertheless, due to the paid search, page views increased to 2160.
- ✓ All things considered, digital marketing campaign attracted a large number of new users, increased traffic and **helped to achieve awareness and popularity of the brand.**

Best performing keywords

Keyword with highest quality scores		Keyword that delivered the highest number of impressions and clicks		Keyword that delivered the highest number of conversions		Keyword with lowest average CPC		Keyword with highest CTR	
Food supplements	Mother's day	Food supplements	Mother's day	Food supplements	Mother's day	Food supplements	Mother's day	Food supplements	Mother's day
"glofix"	[a gift for mom]	food supplements for the skin 1535 impressions 139 clicks	"gifts for mom" 2520 impressions 515 clicks	"vitamins for facial skin"	"gifts for mom"	best vitamins for women 0,16€	[a gift for mom] 0,13€	"vitamins for facial skin" 33,33%	"gifts for Mother's Day" 25,39%
10/10	7/10			1 conversion	3 conversion				
"supplement for skin"				"vitamins for women"	"a gift for Mother's Day"				
7/10				1 conversion	3 conversion				

Negative keywords			
<ul style="list-style-type: none"> sapiens biofitus newcrush noage eurovaistine Camelia 	<ul style="list-style-type: none"> collagen iron vitamin a vitamin d folic acid echinacea 	<ul style="list-style-type: none"> kids 60+ age over 50 vitamins 55+ 	<p>During the campaign, we noticed that the search for food supplements is mainly related to competitors' brands, different ingredients components, and age groups. Thus, these keywords were included in our campaigns as negative keywords based on recommendations and search results.</p>

*All negative keywords have an exact match and broad match modifier.

*The most popular examples are selected from 1585 of all negative keywords.

Paused keywords	
<ul style="list-style-type: none"> [zinc] (57 impressions, 3 clicks) "vitamin c" (11 impressions, 2 clicks) <p>The main ingredients of the food supplement such as zinc or vitamin c did not attract the attention of consumers, because most often the search for these words was related to the search for information, benefits to the body, or specific vitamin tablets, but not supplements for the skin.</p>	<ul style="list-style-type: none"> "food supplement" (118 impressions, 8 clicks) best vitamins for skin (22 impressions, 1 click) <p>Some variations of the search for food supplements, such as best vitamins for skin, did not attract users' attention, possibly due to an incorrectly selected match type or low keyword popularity.</p>

Best performing ads

Mother's day

Type of ad:
Interactive search ad
Impressions: 7601
Clicks: 1609
CTR: 21,17%
Conversions: 10

Ad · www.glofix.com/food-supplement ▾

A unique gift for Mother's Day | For the first order -10%

Glofix food supplement is an exclusive gift for mom. For inner and outer glow! 15% discount when buying the recommended minimum three-month course! Buy now.

Ingredients

Unique ingredients for your skin
Complex of vitamins and minerals

Delivery

Delivery information and time
Shipment tracking

Contacts

Necessary information
Contact us

Food supplements

GLOFIX SKIN BOOST
One supplement for your skin!

Sitelink extensions

Impressions: 4042
Clicks: 974
CTR: 24,10%

Adding sitelinks extensions (ingredients, contacts, shipping, and food supplements) has contributed to better ad performance and more accurate search for users.

During the holidays, consumers are looking for a wide range of gifts that are not directly related to a particular product. For this reason, keywords related to the gift to mom were used in this campaign to make it easier to reach consumers. The ad for this campaign has reached the maximum number of users possible due to the exclusive gift offered to the mother and her fostering beauty, as well as the discounts offered for the first purchase and the 3-month course.

Best performing ads

Food supplements

Type of ad:

Interactive search ad

Impressions: 2275

Clicks: 322

CTR: 14,15 %

Conversions: 1

Ad · www.glofix.com/food-supplement ▾

GLOFIX supplement for women | -15% for the 3 month course

Glofix is one of the best food supplement for women with vegan ingredients. Use promo code: FIRST10 and get a 10% discount on your first purchase. Order now! Fast delivery. Convenient shopping. Special offers.

Ingredients

Unique ingredients for your skin
Complex of vitamins and minerals

Delivery

Delivery information and time
Shipment tracking

Contacts

Necessary information
Contact us

Food supplements

GLOFIX SKIN BOOST
One supplement for your skin!

Sitelink extensions

Impressions: 1312

Clicks: 205

CTR: 15,63%

Structured snippet extensions

Impressions: 801

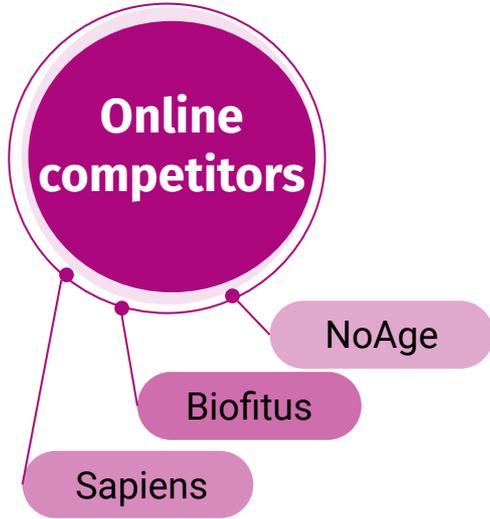
Clicks: 125

CTR: 15,61%

Not only sitelink extensions but also structured snippet extensions (fast delivery, convenient shopping, special offers) were used in the "Food supplements" campaign, which helped to improve the search for the product for sale.

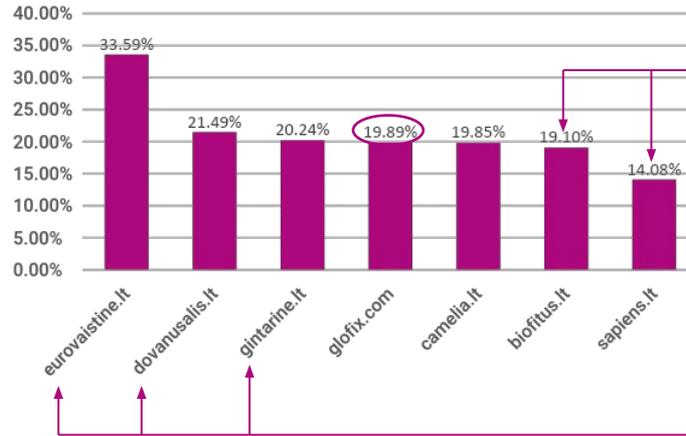
Users looking for supplements for women may have noticed this ad because the ads are generated so that the headline and description are directly related to website descriptions and the product they are looking for. Discount offers for first-time shopping or buying the recommended 3-month course also may attract more attention. However, it is important to emphasize that "Glofix" is a relatively new and little-known brand in the market and is sold and advertised on another website – "Newcrush", which makes it harder to reach the target consumers and stand out from other well-known brands.

Competition



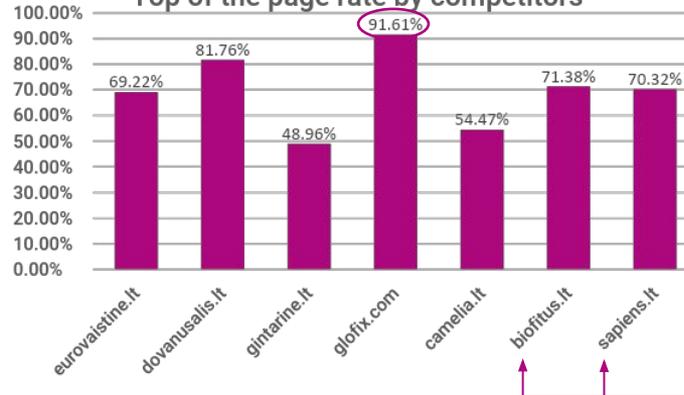
Due to "Mother's Day" campaign, we've come across unexpected competitors (dovanusalis.it, etc.) who do not sell the same product but use similar keywords in advertising.

Impression share by competitors



- During the campaign, our impression share rate is higher than our two main competitors - "Biofitus" and "Sapiens". "NoAge" impression share is less than 10%.
- Nevertheless, the biggest competition by impressions was from pharmacies and other indirect competitors.

Top of the page rate by competitors



- "GLOFIX" was able to maintain the highest top of the page rate.
- Direct competitors lag by more than 20%, which contributes to the success of the campaign and has become a competitive advantage.

Social Media Campaign's Overview

Primary campaign's schedule plan

	Monday	Tuesday	Wednesday	Thursday	Friday
 Facebook			Entertainment (Easter theme)		
 Instagram			Entertainment (Easter theme)		
	Monday	Tuesday	Wednesday	Thursday	Friday
 Facebook			Education post (beauty tips)		
 Instagram	Series of conversation stories (polls)		Education post (beauty tips)		
	Monday	Tuesday	Wednesday	Thursday	Friday
 Facebook			Education post (information about product)		
 Instagram	Series of conversation stories (question)		Education post (information about product)		

Updated campaign's schedule plan

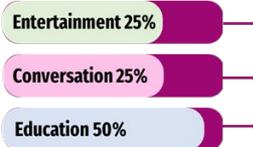
	Mo Apr-11	Tu Apr-12	We Apr-13	Th Apr-14	Fr Apr-15
 Facebook			Entertainment (Easter theme)		
 Instagram			Entertainment (Easter theme)		
	Mo Apr-18	Tu Apr-19	We Apr-20	Th Apr-21	Fr Apr-22
 Facebook			Education post series (Mother's Day and product benefits)		
 Instagram	Series of conversation stories (polls)		Education post series (Mother's Day and product benefits)		
	Mo Apr-25	Tu Apr-26	We Apr-27	Th Apr-28	Fr Apr-29
 Facebook			Education post (information about product)		
 Instagram	Series of conversation stories (polls)		Education post (information about product)		

The social media campaign has almost fully complied with the set schedule dates and post content types.

The main goal was to grow engagement in three weeks through "Facebook" and "Instagram" social networks by increasing the average number of posts likes, comments, followers and interactions with stories.

As "GLOFIX SKIN BOOST" product is a food supplement, the information used in the posts and story series was limited by legal regulations.

The campaign had no budget, due to this reason the number of people who have seen the campaign content was through unpaid distribution.



Types of social media content

Examples Of Approved Posts And Stories

Approved stories

1

Series of conversation stories (polls)



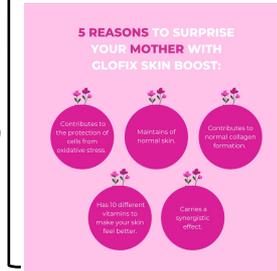
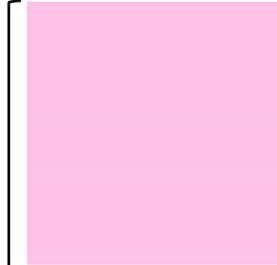
Story number	The views number of first story series	The views number of second story series
1	68	57
2	67	57
3	64	57
4	61	

2

Series of conversation stories (polls)

1

Education post (Mother's day theme beauty tips)



Post number	Facebook likes	Facebook comments	Instagram likes	Instagram comments
1	13	3	37	2
2	11	1	33	14
3	15	2	29	2

Approved posts

2

Entertainment (Easter theme)

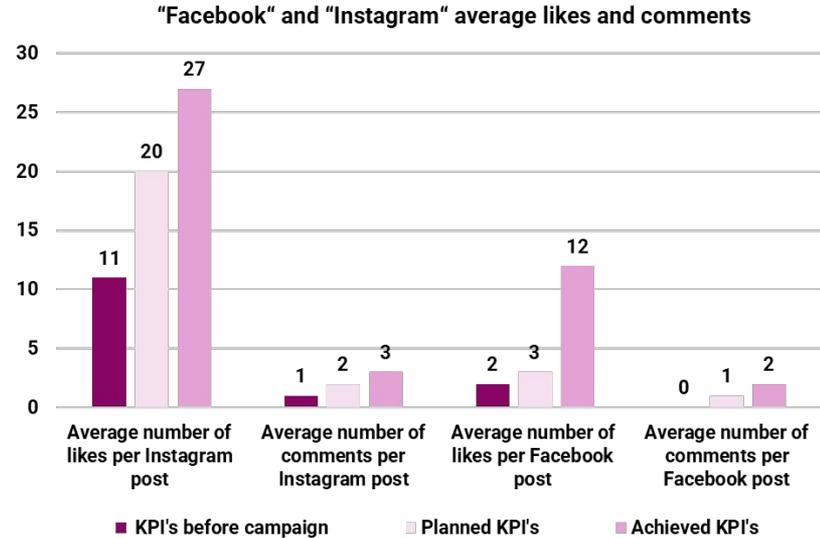
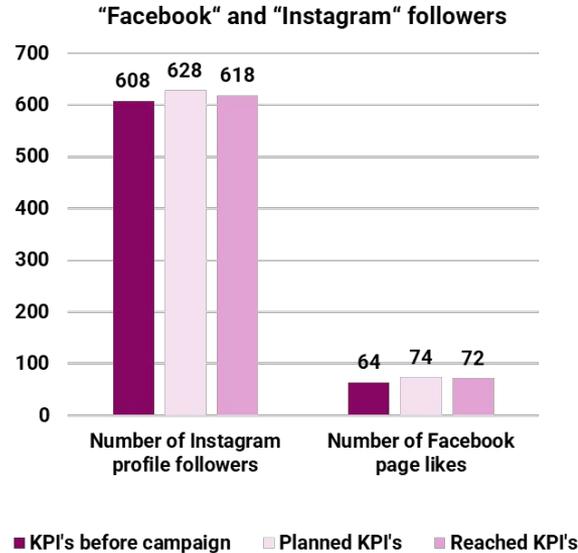


3

Education post (information about product)



Social Media Posts Engagement Criteria & Success Metrics



- The engagement was only organic and no paid ads were running on any of the mentioned social media platforms.
- The planned KPI's were achieved by increasing the average number of "Instagram" and "Facebook" posts likes and comments.
- Target KPI's number of followers on "Instagram" and "Facebook" was not reached. This could have happened due to the situation that with organic content is more difficult to reach new users and the "GLOFIX SKIN BOOST" product is new to the market.

Google Ads & Website recommendations

Ads campaigns

- Because of the successful Mother's Day campaign for conversions, it would be appropriate to advertise on Google Ads during the various holidays, which would lead to higher demand for the product and link this advertising to the content of the landing page.
- We recommend activating and linking the search console to have more accurate data on keywords and landing pages.
- The results showed that the audiences were made up of groups of women aged 25-34 and 35-44 who reach the target audience for the product. Accordingly in the future, it would be possible to target Google Ads specifically to these two groups, with age restrictions.

Website optimization

- More attention could be paid to improving the landing page and its content, for example, using more keywords that have worked well in our Google Ads campaign and providing a more interesting format that could lead to a longer stay on this site.
- To achieve more conversions, the official website of "Glofix" should be made as only sales channel for this brand, which would not compete with another brand,, "NewCrush" of UAB "Bioklinika", which sells same product and has a better reputation in the market. This negatively affects sales on the official "Glofix" website.

Social media

- Effectively expand the brand's notoriety by systematically uploading posts, reels, and stories to an "Instagram" account and communicating with other users by commenting or liking their posts to improve the algorithm.
- Try paid social media marketing strategy - sponsored posts, collaborate with influencers.
- More often make involvement posts where visitors could participate (answer the questions, express their opinion). It would help to improve the engagement of the followers on social media.
- Collaborate on social networks with "NewCrush" to increase popularity and brand awareness

Learning components. Why it was useful?

Teamwork

- We worked together efficiently with the team.
- Together we learned how Google Ads campaigns work (uses, components, functions).
- We improved our work as a team because always had to find a solution to problems.

Work with client

- We learned to communicate with our client's company and to hear their wants.
- All work was done according to the plan, which was approved by a client.
- It was an invaluable opportunity to get quality experience in the marketing field with professionals.
- We got positive feedback from the client for our consistent teamwork.

Redoing

- Find out about customer expectations through google ads campaign.
- Set goals together with the client.
- Change the budget based on visible results and distribute it efficiently.
- Wait until the learning phase and testing ads process is ending to see the results.

Advice for others

- Set a clear plan and try to follow it in steps
- During the campaign always follow the results and try to make them better. Filter keywords - involve negative keywords, add some new keywords.
- Follow main indicators - impressions, CTR, CPC, clicks, etc.