

# GOMAC Challenge

Post-Campaign Report  
883-082-4970



# / Campaign overview

During the campaign, we put focus on increasing domain traffic and attracting first freelance developers from Poland. As it turned out, **we far exceeded most of the goals we set for ourselves at the beginning**. Officially, we ended the campaign on June 27th, but due to payment issues our ads stopped working on June 24th.

	Goal	Final result	
<b>KPI 1.</b> Visits from Google Ads	1,5 K	1,9 K	← 400 visits more!
<b>KPI 2.</b> Forms filled out	10	87	← 8.7 times higher!
<b>KPI 3.</b> Engagement rate	80%	98%	← 1.2 times higher!
<b>KPI 4.</b> CTR	5%	0.82%*	↓

Average Click-Through-Rate was lower than estimated, because of the search campaign with keywords including names of the competition. However, that campaign was crucial to build brand awareness. Excluding this one campaign, the rest of the search campaigns reached **4.57% CTR** (counted without Performance MAX and GDN campaign).

**Start:** 20th May 2022

**End:** 27th June 2022

**7** campaigns

**44** ad groups

**190** ads

**105** keywords

**1 200 K** views

**9.89 K** clicks

**75** IT talents attracted

**6 470** PLN spent

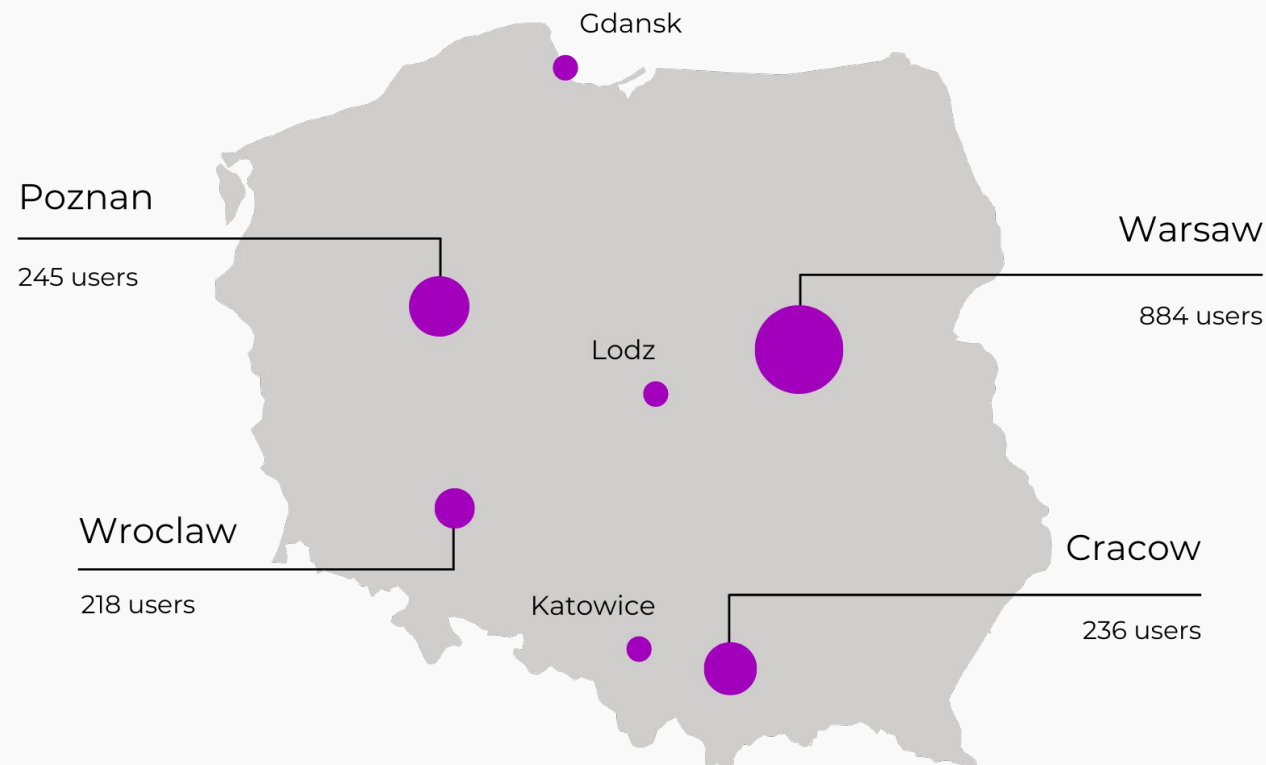
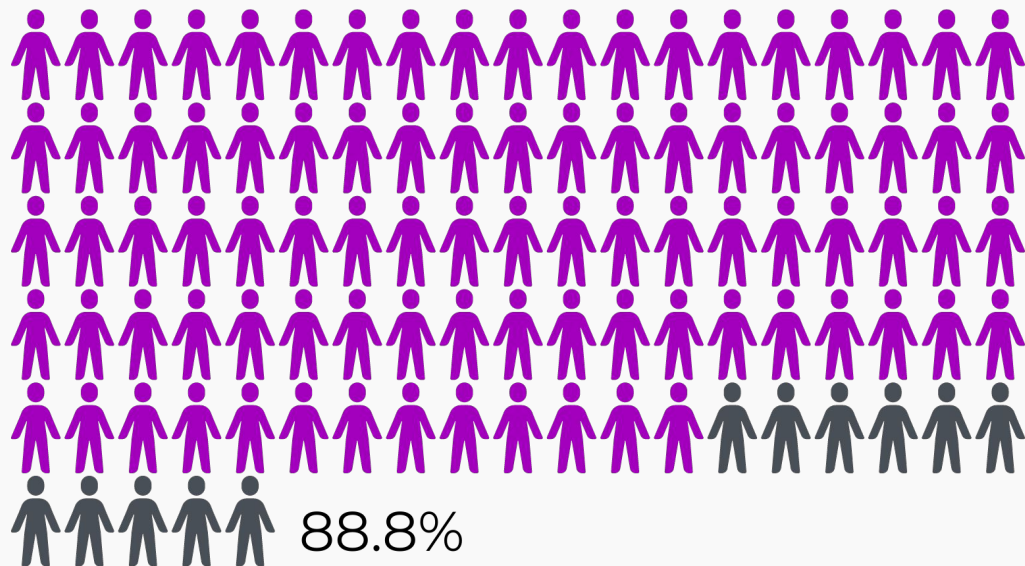
**Countless** satisfaction

# / Data on the audience

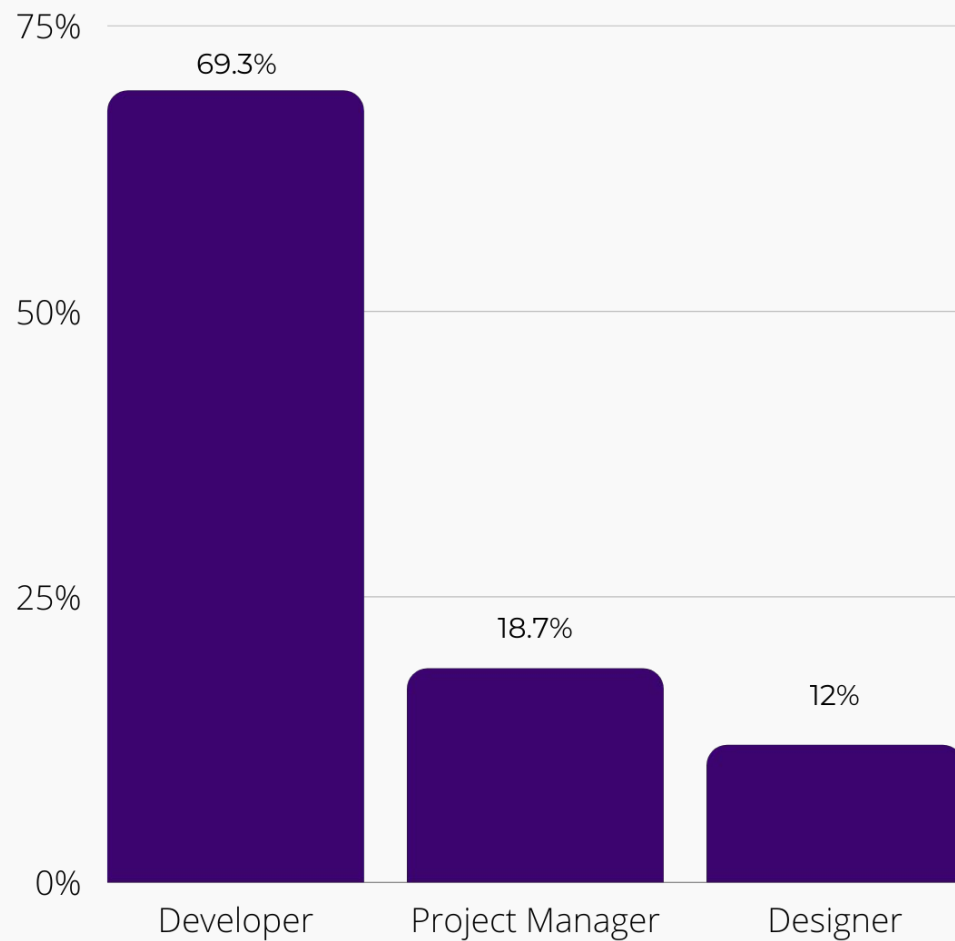
As we worked with a newly established company, we had no baseline data about the audience. Before launching the campaign, **we had to implement Google Analytics 4** and this allowed us to draw conclusions about visitors to devmatch.it. We did it by using **Google Tag Manager**.

The majority of the visitors comes from Poland (88.8%). There is also a significant group of visitors from India and Ukraine (8.1% and 1.9% respectively). As far as Polish cities are concerned, the largest number of users log in from Warsaw. Many visits were also recorded among users from Poznan or Cracow.

## Audience from Poland



# / Attracted IT Talents



As a result of the campaign, we obtained 87 form responses. We classified twelve responses, accounting for 13% of the group, as spam or a submission that did not meet basic conditions. From the filtered group (75 records), almost 70% turned out to be Developers, almost 19% Project Managers, and 12% Designers. The level of experience also varied among respondents, but those at the beginning of their journey predominated:

- **58.7%** Junior / Junior +
- **20%** Mid / Mid +
- **21.3%** Senior / Senior +

Views	Starts	Submissions	Completion rate	Time to complete
452	337	87	25.8%	04:19

Source: Typeform account

# / Our adventure with optimization

## Week 1. (testing) 21st May - 28th May

### What have we done?

- Creating 6 search campaigns with ad groups (SKAGs) containing 1 responsive ads and 3 extended ads each using Google Ads Editor
- Allocating campaign budgets between campaigns
- Increasing max CPC per ad group so that they are not limited
- First negative broad keywords added (keywords not connected to DEVMATCH business)
- Increasing budgets during the first days according to Google recommendations
- Using "Observation" audience settings in search campaigns to check which audience segments were most interested in company's offer

## Week 2-4. (optimization) 29th May - 17th June

### What have we discovered?

- Google Recommendations
- After creating GDN campaign, we reached our goal in building brand awareness: brand campaign with 'devmatch' keyword gained its first impressions and clicks.
- We discover the difference between conversions definition in GA4 and Google Ads.

### What have we changed?

- Creating GDN Campaign with image ads and responsive ads to build brand awareness
- Adding the best audience segments from "observations" used in search campaigns to target in GDN and creating custom audience segments containing IT related keywords
- Changing final URL to more informative one to adjust Google Ads conversion to GA4 definition
- Adding more negative keywords
- Enhancing ads effectiveness by changing ad texts and adding more audience segments following Google recommendations
- Adding structured snippets, sitelinks, and callouts
- Changing bidding strategy from *Enhanced Cost-per-click (eCPC)* to *Maximize Conversions* bidding strategy
- Creating Performance Max Campaign

## Week 5. (final ops) 18th June - 24th June

### What have we discovered?

- Enhanced conversions
- Problems with remarketing tag

### What have we changed?

- Adding enhanced conversions feature to the account
- Adding keywords suggested by Google recommendations
- Editing headlines in responsive ads to improve their effectiveness
- Reducing budgets in order not to exceed the total budget set

# / Some troubles on the way

## Delayed campaign launch

Due to a delay in connecting payments by the client, the campaign **launched 5 days later than planned.** There was some doubt whether we would have time to run the Performance Max campaign.

...

## Temporary interruptions in payments

Our campaigns **have been halted twice** due to lack of funds on the customer's card. We had to wait for the funds to transfer. The second pause was at the very end of the campaign (**June 24**), which made it **difficult for us to see the results** of the most recent optimizations.

...

## Remarketing tag not working

The remarketing group wasn't collecting automatically, which we didn't notice until the last week of the campaign. Audience data collection didn't start **until we implemented an enhanced conversions model** using the Google Ads tag.

...

## Delayed page indexation

We've been watching how the new site is doing on Google. Unfortunately, it was not indexed for a long time, which raised our concerns. Therefore, we created a campaign on the brand to nevertheless show up for the phrase "DEVMATCH". The **indexation did not take place until the beginning of June.**

Fortunately, these small stumbles did not throw us off our rhythm. Thanks to strong cooperation with the client, we were able to solve the problems and run the campaign with great results. It also showed us that even with the best organization, **some things are beyond us, and improvisation is sometimes necessary.**

# / Campaign performance overview DEVMATCH

## [ENG] Performance Max Campaign

**Type:** Performance Max  
**Impressions:** 660 116  
**Clicks:** 2 948  
**CTR:** 0.45%  
**Conversions:** 19  
**Cost:** 1 026,57 PLN  
**New users:** 1 332  
**Avg. CPC:** 0.35 PLN

## [ENG] [GDN] DevMatch

**Type:** GDN  
**Impressions:** 133 807  
**Clicks:** 2 709  
**CTR:** 2.02%  
**Conversions:** 12  
**Cost:** 710,48 PLN  
**New users:** 973  
**Unique users:** 82 936  
**Avg. CPC:** 0.26 PLN

## [PL] [SEARCH\_GENERIC] IT Related Keywords

**Type:** Search  
**Impressions:** 31 562  
**Clicks:** 1 367  
**CTR:** 4.33%  
**Conversions:** 48  
**Cost:** 1 386,18 PLN  
**New users:** 549  
**Avg. CPC:** 1.01 PLN

## [ENG] [SEARCH\_GENERIC] IT Related Keywords

**Type:** Search  
**Impressions:** 21 725  
**Clicks:** 1 164  
**CTR:** 5.36%  
**Conversions:** 118  
**Cost:** 1 385,18 PLN  
**New users:** 513  
**Avg. CPC:** 1.19 PLN

Even though Polish **[SEARCH\_GENERIC] IT Related Keywords campaign** had 45% more impressions than the English one, the English version of the campaign **had higher CTR by 1,03 pp**. Also the number of conversions for English version of the campaign was **2,45 times higher than for the Polish one**. Performance Max and GDN Campaigns are discussed more in 10th and 11th page of the report.

# / Campaign performance overview DEVMATCH

[ENG] [SEARCH\_GENERIC] Developers

**Type:** Search  
**Impressions:** 17 289  
**Clicks:** 679  
**CTR:** 3.93%  
**Conversions:** 46  
**Cost:** 868,79 PLN  
**New users:** 343  
**Avg. CPC:** 1.28 PLN

[ENG] [SEARCH\_GENERIC] Job Boards / Software houses / competition

**Type:** Search  
**Impressions:** 338 264  
**Clicks:** 1 010  
**CTR:** 0.30%  
**Conversions:** 53  
**Cost:** 1 095,16 PLN  
**New users:** 329  
**Avg. CPC:** 1.08 PLN

[PL] [SEARCH\_BRAND] DevMatch

**Type:** Search  
**Impressions:** 53  
**Clicks:** 15  
**CTR:** 28,30%  
**Conversions:** 3  
**Cost:** 1 PLN  
**New users:** 6  
**Avg. CPC:** 0.07 PLN

'Developers' search campaign was divided into narrow ad groups that contained keywords with developers positions (the target audience). Job Boards / Software houses / competition campaign was split into ad groups with names of generic job boards as 'pracuj.pl' and also into more specific as e.g. 'nofluff jobs'. Brand search campaign contained 'Devmatch' in all keyword matching options. Although it generated low traffic, it was needed since **DEVMATCH does not rank on the first page in SERP for its brand name yet.**



# / Best performing search campaign

[ENG] [SEARCH\_GENERIC] IT Related  
Keywords

**Impressions:** 21 725

**Clicks:** 1 164

**CTR:** 5.36%

**Conversions:** 118

**Cost:** 1 385.18 PLN

**New users:** 513

**Avg. CPC:** 1.19 PLN

## Expanded text ads

IT jobs | Remote Job Offers | Devmatch  
[www.devmatch.it](http://www.devmatch.it)

Do you want to work remotely only on exciting, challenging, international projects? Join the DevMatch partnership network.

DevMatch | Praca w IT | Globalne projekty  
[www.devmatch.it](http://www.devmatch.it)

Praca w 100% zdalnie na międzynarodowych projektach. Sprawdź ofertę Devmatch i dołącz do sieci partnerskiej.

## Responsive search ads

Ad · [www.devmatch.it/](http://www.devmatch.it/)

IT jobs | Discover remote job offers | IT projects with DevMatch

Do you want to work remotely only on exciting, challenging, international projects? Be first, get favored. Join the DevMatch partnership network.

Ad · [www.devmatch.it/](http://www.devmatch.it/)

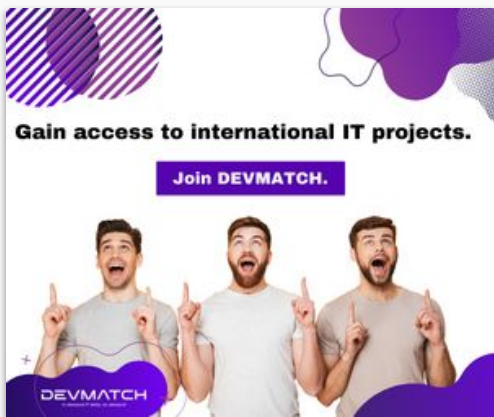
IT jobs | We are looking for IT Talents | JOIN DEVMATCH Talent Network

Do you want to work remotely only on exciting, challenging, international projects? Join the DevMatch partnership network.

Following Google's recommendations, each ad group contained **3 expanded text ads and 1 responsive search ad**. The campaigns were divided into narrowed ad groups. Keywords were used in the first headlines, while CTA and brand name were used in subsequent headlines. As mentioned in slide 7, the [SEARCH\_GENERIC] IT Related Keywords campaign in English was more effective than the Polish version as can be seen primarily by the fact that the English version **had 146% more conversions, while the cost of the campaign was almost identical**. To easily control the performance of our campaigns, **we created SKAGs (Single Keyword Ad Groups)** - ad groups that have only one keyword. The keyword was added to the list in different match types.

# / Google Display Network ads

In our GDN Campaign, we used responsive ads as well as image ads in the most popular formats. The goal of this campaign **was to build brand awareness**. Displayed ads were kept in color purple, which is the main color of the landing page. We also wanted to test two versions of the static creations to see which one performs better:



## Version 1:

Clicks: 37  
Impressions: 2 031  
CTR: 1.82%  
Avg. CPC: 0.43 PLN

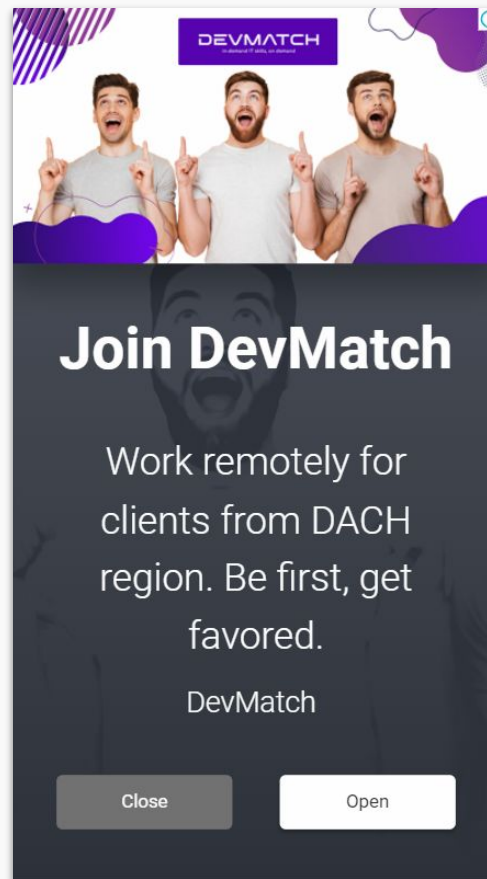


## Version 2:

Clicks: 27  
Impressions: 1 384  
CTR: 1.95%  
Avg. CPC: 0.43 PLN

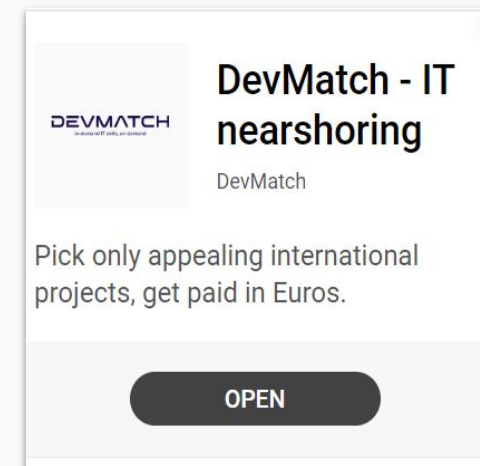
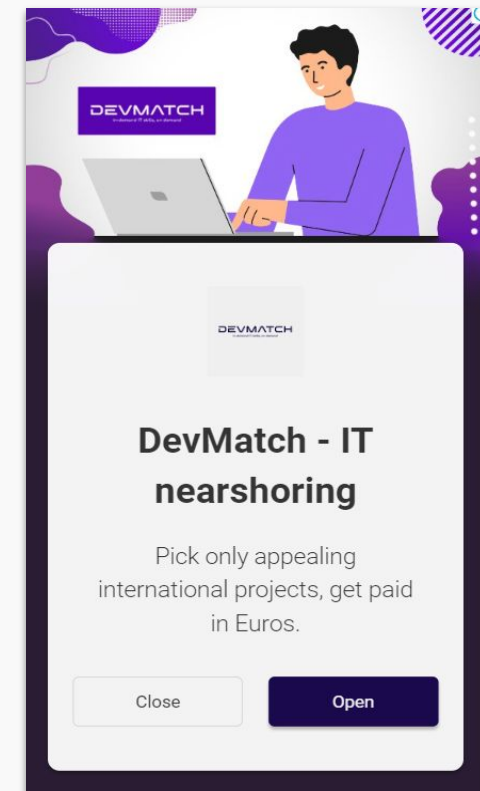
Image ads ←

Responsive ads →



## Responsive ads:

Clicks: 2 493  
Impressions: 120 679  
CTR: 2,07%  
Avg. CPC: 0,24 PLN



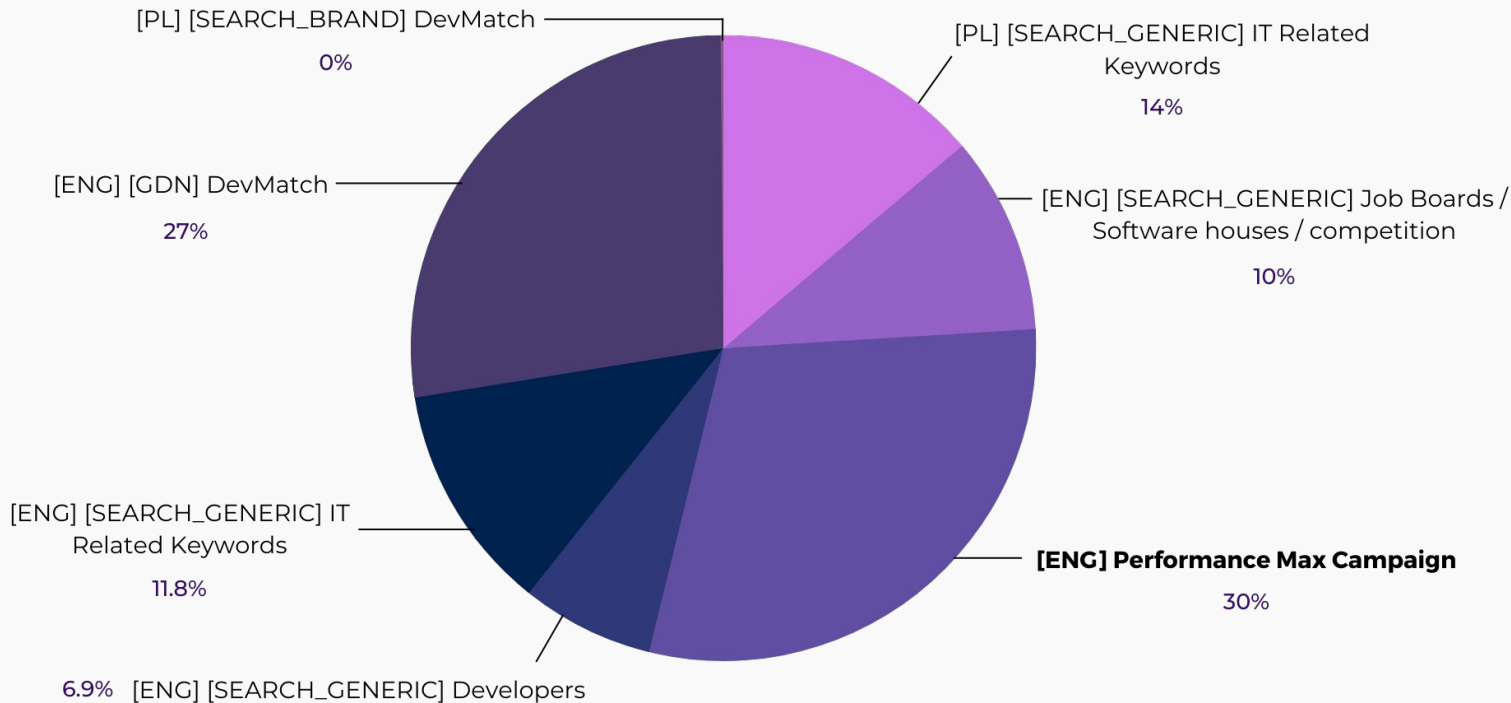
Even though Version 1 had more clicks - **Version 2's CTR was higher**, which means that it was more willingly clicked. Due to the limited budget, **we decided only on the most popular image ad formats**. We also created responsive ads because of that, which by their very nature adapt to the websites where they are displayed. This is visible in the disproportion of responsive and static ad impressions in our campaign. It appears that **responsive ads are also cheaper and more effective** (higher CTR than in image ads). In our GDN campaign we reached 82 936 unique users.

# / Performance Max campaign

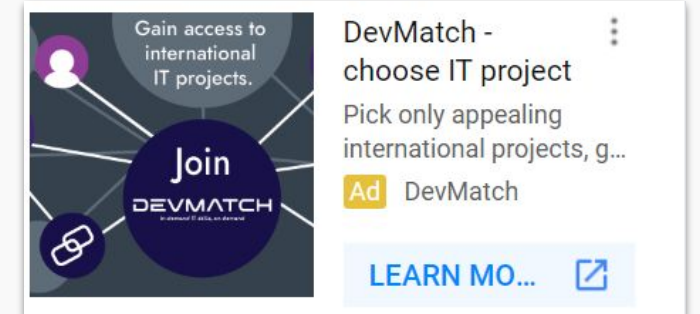
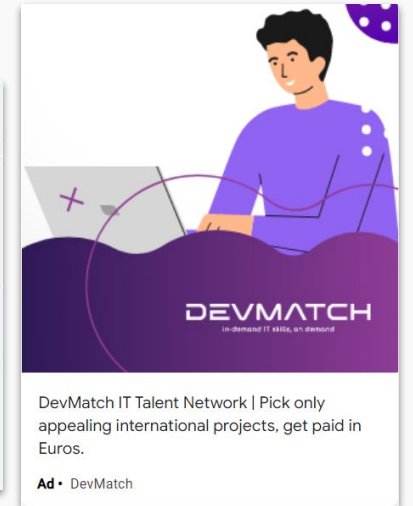
We decided to create a Performance Max Campaign to support our keyword-based search campaigns and to find more converting customers across all of Google's channels. Although we have hesitated whether we want to implement such a novelty into our campaign, at the end of the day we are happy with the results, since it was one of our most effective campaigns.

The Performance Max Campaign gained **30% (8 414)** of all clicks from the campaigns.

Clicks per campaign (21st May-24th June 2022)



## Examples of Performance Max Ads:



# / Performance Max campaign

Interests & detailed demographics People based on their interests, life events, or detailed demographics

IT & Technical Jobs	In-market segment	⊗
Web Design & Development	In-market segment	⊗
Resumes & Portfolios	In-market segment	⊗
Internships	In-market segment	⊗
Sales & Marketing Jobs	In-market segment	⊗
SEO & SEM Services	In-market segment	⊗
Web Hosting	In-market segment	⊗
Staffing & Recruitment Services	In-market segment	⊗

Our campaign had one asset group with audience signals. Audience signals contained interests and custom segments. \*

The cost of this campaign compared to other campaigns was similar. However, PMAX gave us not only the most clicks from one campaign, but also the most impressions come from Performance Max Campaign, accounted for **55%** of all the impressions (**660 116**).

Custom segments People based on their search activity, downloaded apps, or visited sites

Job Boards / Software houses / c...	⊗
IT Websites	⊗

Q Add or create custom segments

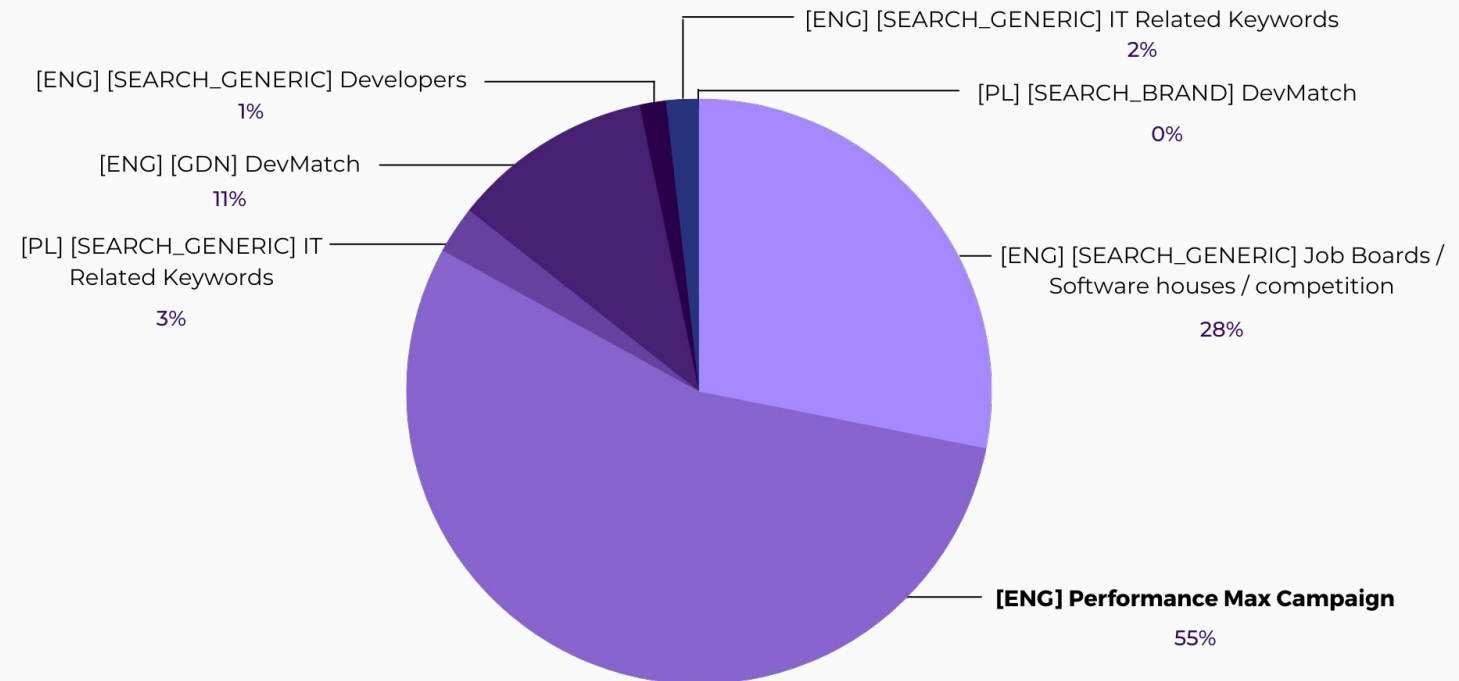
Segment name IT Websites

Include people with following interests or behaviors

People who browse websites similar to

- justjoin.it
- toptal.com
- rocketjobs.pl
- flatworld.co
- nofluffjobs.com

Clicks per campaign (21st May-24th June 2022)



\* Custom Audience and interest & detailed demographics were also used in Google Display Network Campaign



## Best performing keywords per campaign

The table shows the keywords that gained the most clicks in our search campaigns.

Polish phrases with the most clicks are *praca.pl* (job board) and *Praca IT* (Eng. IT Job).

Despite the fact that the CTR for 'praca.pl' was very low, **we see 235 526 impressions for this phrase as a success** - our ads were displayed next to the ads of a very popular job board in Poland, which certainly made users see the name of the company, even if they did not click on the ad.

An English phrase with the most clicks was *IT jobs*.

In campaign 'Developers' phrases **did not have a lot of clicks but their CTRs were high.**

Campaign	Keyword	Match Type	Ad Group	Impressions	Clicks	CTR
[PL] [SEARCH_GENERIC] IT Related Keywords	Praca IT	Broad	Praca IT	11 848	619	5,22%
	oferty pracy IT	Broad	oferty pracy IT	4 099	279	6,81%
	praca w IT	Broad	praca w IT	4 097	147	3,59%
[PL] [SEARCH_BRAND] DevMatch	"DevMatch"	Phrase	DevMatch Plus	5	-	-
	[DevMatch]	Exact	DevMatch	48	15	31,25%
[ENG] [SEARCH_GENERIC] Job Boards / Software houses / competition	Praca.pl	Broad	Praca.pl	<b>235 526</b>	641	0,27%
	Pracuj.pl	Broad	Pracuj.pl	92 917	190	0,20%
	"Rocketjobs"	Phrase	Rocketjobs	339	35	10,32%
[ENG] [SEARCH_GENERIC] IT Related Keywords	IT jobs	Broad	IT jobs	7 798	<b>485</b>	6,22%
	IT remote jobs	Broad	IT remote jobs	4 619	344	7,45%
	"IT jobs"	Phrase	IT jobs	2 191	130	5,93%
[ENG] [SEARCH_GENERIC] Developers	Software Developer Jobs	Broad	Software Developer Jobs	3 074	131	4,26%
	Frontend Developer Jobs	Broad	Frontend Developer Jobs	1 232	90	7,31%
	Java Developer Jobs	Broad	Java Developer Jobs	1 179	67	5,68%
	Web Developer Jobs	Broad	Web Developer Jobs	870	46	5,29%
	PHP Developer Jobs	Broad	PHP Developer Jobs	459	42	<b>9,15%</b>
	.net Developer Jobs	Broad	.net Developer Jobs	744	41	5,51%
	Go Developer Jobs	Broad	Go Developer Jobs	240	16	6,67%

# / Examples of ad extensions

Extensions with extra information were added to boost campaign effectiveness. They not only generated more clicks for the campaign (by increasing visibility of the ad), but also helped us provide more information about the offer to the user (e.g. amenities).

**Sitelinks** ← 62.3 K, Impressions, 795, Clicks, 1%, CTR

## JOIN TALENT NETWORK

Fill out the contact form.  
Boost your IT career.

## WHY IT NEARSHORING?

Find out more about  
nearshoring.

Not only our landing page, but also information about the sense of IT nearshoring (educational aspect). We wanted the user to have more interaction with the website.

**Structured snippets** ← 9.94 K Impressions, 186 Clicks, 2% CTR

Description 1 Amenities: Guarantee of remote work, Short recruitment process, Free membership

Description 1 IT Nearshoring. Udogodnienia: Praca zdalna, Krótki proces rekrutacji, Bezpłatne członkostwo

With structured snippets, we easily served the users information they may be looking for on the website.

**Callouts** ← 20.4 K Impressions, 591, Clicks 3%

Description 1 Udogodnienia: Praca zdalna, Krótki proces rekrutacji, Bezpłatne członkostwo

We highlighted the most important selling points that may be at the same time the strongest drives for the user to join the network. The same aspects were hammered home on the landing page that we prepared for the campaign.

# / Crucial optimization

- Following Google's recommendations (increasing budgets and bids, editing text ads)
- Change of bidding strategy (from Enhanced Cost-per-click to Maximize Conversions bidding strategy with target CPA)
- Irrelevant keywords exclusion (our campaigns were more precise in their reach of the target group of the audience)
- Adding extensions (provided more information about the company and improved campaign effectiveness)

## Future recommendations

- Continuing campaign to gather remarketing group big enough
- Extending campaigns with video ads on YouTube (to build brand awareness)
- Setting international campaign reaching second side of the business model (target audience: startup owners)

Data from 14th to 27th June 2022 compared to data from 3rd to 13th June

Performance after changing bid strategy:

**239 conversions**

change +298.33%

**4 430 clicks**

change +14.53%

**0.54 PLN avg. CPC**

change -15.87%

**4.06% conversion rate**

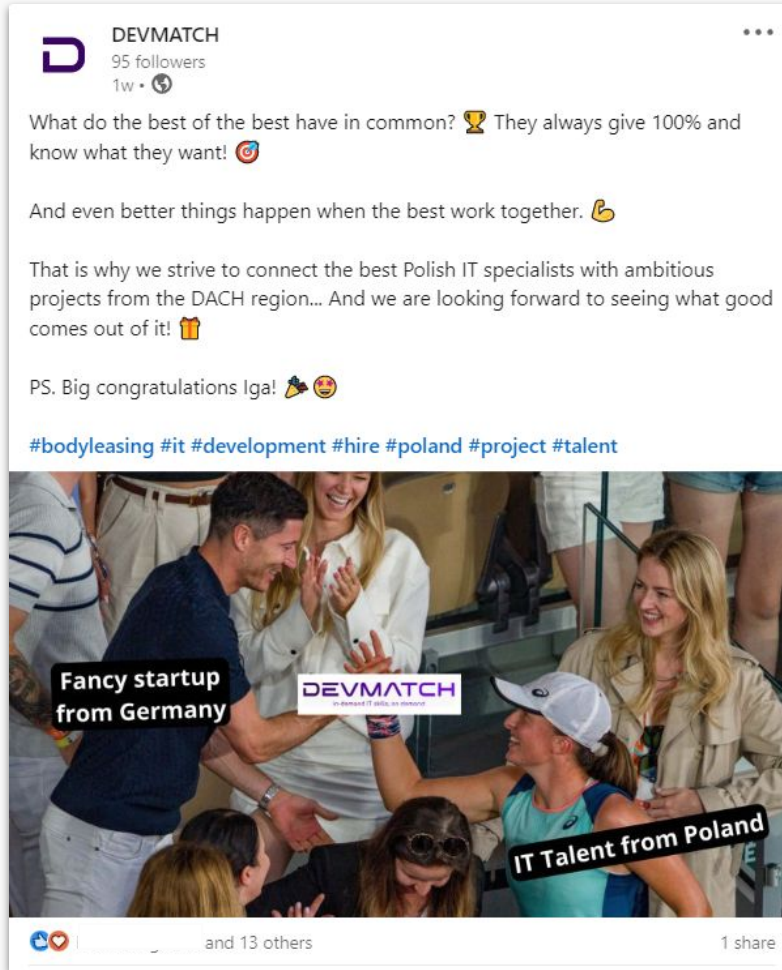
change +432.78%

# / Organic activities on LinkedIn

We started organic activities a week before launching the campaign.

LinkedIn was a tool used to communicate both with clients' side and developers' side. We published **7 posts** on the company's LinkedIn profile. The number corresponds to the posts predicted in the pre-campaign report, although it was **spread over 6 rather than 4 weeks**. The posts were primarily related to the company's offerings, but there were also some that were meant to drive engagement and to educate the audience. We even managed to use **real-time marketing**. Our most popular post reached 657 impressions, and another got the highest CTR at a **whopping 34%** with 240 impressions.

During that month, we helped the company increase the number of followers and increase the visibility of their profile.



Most popular organic post

Data from 13th May 2022  
to 27th June 2022

**45** new followers

change +50%

**168** unique visitors

change +380%

**244** page views

change +286.5%

**657** impressions

of most popular organic post



# / Organic activities on Facebook

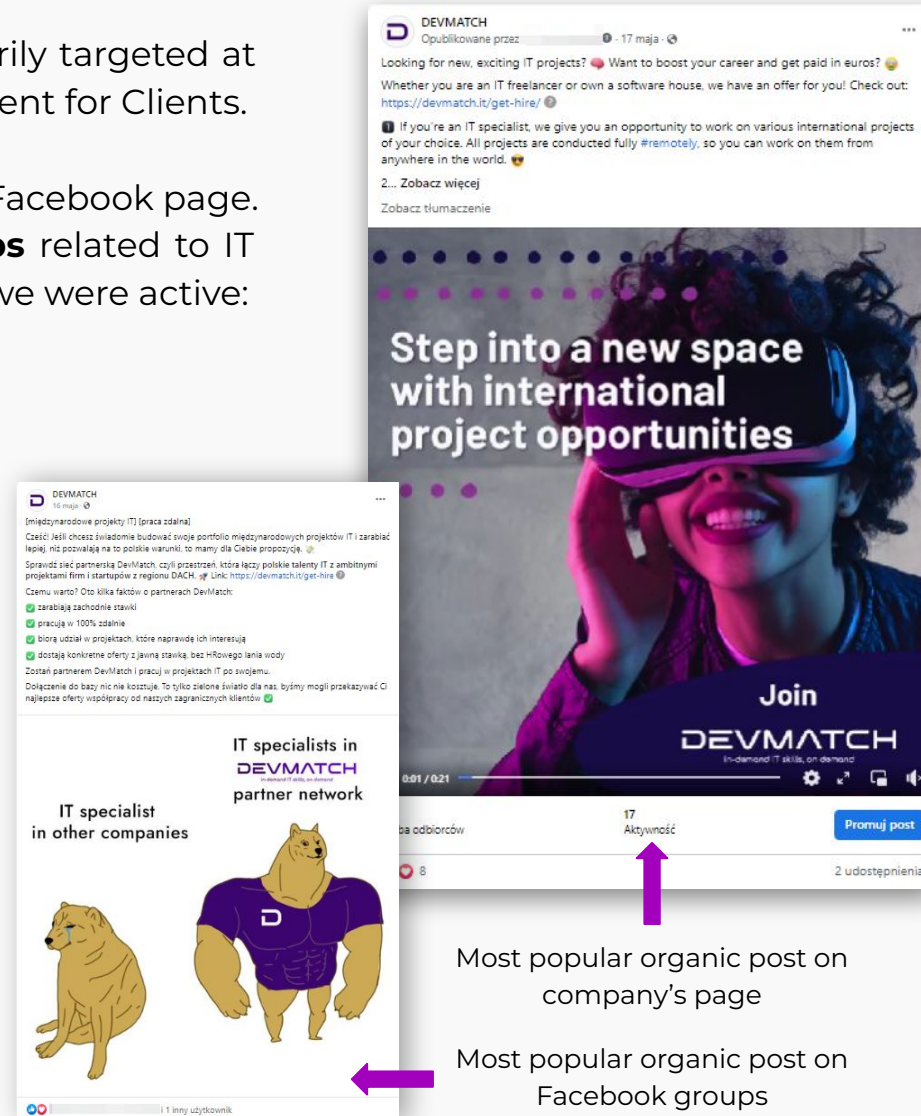
Data from 13th May 2022  
to 27th June 2022

Communication on Facebook was primarily targeted at Developers, but there was also some content for Clients.

We published **6 posts** on the company's Facebook page.  
We also published on **11 thematic groups** related to IT and startups. Examples of groups where we were active:

- Developerzy ASP.NET Core / MVC / WebAPI / Backend
- Specjaliści IT i Programiści/IT Professionals & Software Developers Poznań
- Studenci AGH od 2020/2021

The reach through Facebook wasn't as large as through LinkedIn, but we were also able to generate progress.



134 Facebook page likes

716 site reach

35 reactions to our posts

153 reach of the most popular organic post

Most popular organic post on company's page

Most popular organic post on Facebook groups

# / Other organic activities

To support the campaign, we also conducted other organic activities. These were primarily to **support the company's online visibility**, but also to encourage people to spend more time on the site.

Since we started working with DEVMATCH, we have written **2 blog articles on our own**, and **one was edited and optimized for SEO by us**. The texts were not aimed at developers, but rather explained the point of the DEVMATCH business model. All articles were enhanced **with charts and infographics** to make the information easier to digest.

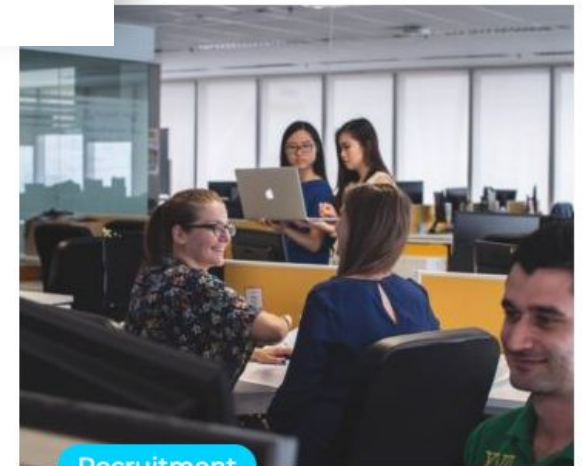
In addition, we helped index the new site in a search engine **using Google Search Console**. We also created appealing **metadata sets** for the most important subpages and started the link-building process. We published about **25 links** by setting up company profiles in various social media and registering in company directories. However, this area requires a lot more work, as the key phrase with the company name is **still treated as a typo** by the search engine.

We have also updated the information about the company in the **Google My Business** and took care of some new reviews from customers and partners.



Google  
My Business

Google  
Search Console



26 maja, 2022 0 Comment

**IT staff augmentation vs. software outsourcing. What is the difference?**

# / How have we faced the challenges?

In the Pre-campaign report, we identified a couple of challenges that we faced at launch that impacted the campaign. How did we deal with them?

No brand awareness & no baseline data

⋮

Ads in GDN to tie the offer to the brand's visual identity. Posting on social media. Inviting friends to follow. Sharing and recommending the content. Implementation of GA4, GTM and Search Console tags.

Demanding target group

⋮

Using outreach forms of communication. Using of benefit language. Clear communication of benefits, simple slogans and headlines. Memes and friendly communication style.

High CPC, strong competition

⋮

Changing the way rates are set to automatic, which helped lower average CPC. Campaigns on competitor's brands, providing lots of impressions.

Poor industry awareness

...

Educational blog articles and social media publications.

Strong cooperation with the client. Preparing the offer description for the landing page. Communicating technical issues to client team. Providing the client with a technical SEO audit from the WooRank tool.

...

Unfinished web infrastructure

# / Takeaways for us

## **Better understanding of the market**

Preparing for the campaign was a challenge due to the nature of the industry we wanted to enter. Our main challenge was to understand our target audience, which was helped by the in-depth interviews we conducted. We believe this was key insight for us to better prepare for the campaign, and an amazing experience to conduct such a survey.

## **Participation in brand launch**

Working with DEVMATCH was a unique opportunity for us to observe the process by which a new brand launched and marketed its new product. We participated not only through the Google campaign but also through social media activity, so we had a broad view of the new brand's digital steps.

## **Using the novelties in practice**

At the beginning of the preparation, we decided to use new methodologies from the market and implement on our own. It was a challenge for us to use the newest technologies (e.g. GA4, Performance Max or enhanced conversion). Despite this, we believed that it was an opportunity to experiment and develop our knowledge on Google Ads campaigns.

## **Cooperation**

We knew that each of us had different skills and experience. This campaign was the first one where we independently prepared and executed the campaign from start to finish - planning the entire campaign portfolio, configuring Search Console, and GA4 with GTM. Each of our talents came in very handy. At the end of the day, we believe that we complemented each other. What's more, this mix of knowledge, and with it a broader view of the campaign, allowed us to achieve such great results.

## **Future plans**

As we mentioned, it was the first time we created such a portfolio from scratch. After this demanding challenge, we made sure that we want to develop ourselves in this industry and seek for new activities that will enrich us with knowledge and experience.

## **Satisfaction**

We feel we were up to the task. 💪

