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Sample PPC Audit

SEM Account Audit

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Executive Summary.

About Us ↗

Client came to us looking to achieve a ROAS (return on ad spent) north of 3x while their current campaign was performing under 1x ROAS.

Based on our findings, numerous actions can be taken to drive more conversions at a much lower cost per acquisition than what is currently taking place within the account. We're confident that if we manage this account, that we can lower the overall CPA and drive more sales within the current monthly budget that is being used.

Change History.



In reviewing an account's change history, we often find that many agencies or individuals often do what are known as "set it and forget it" campaigns, where the campaigns will launch and very little, if no follow up work is done to improve the campaigns over time. In reviewing this account, it was fortunately found that that was not the case.

While changes are being made on a weekly / bi-weekly basis, there are many key changes and factors that were neglected and untouched, causing CPAs to be higher than they could be, which we discuss below.



Ad Schedule.

Firstly, it was noted that multiple campaigns have odd ad schedules depending on the day and campaign. The NHP BRAND campaign, as an example, is only running on Tuesdays from 10am - 1pm, Wednesdays from 1pm - 4pm, and Thursday/Friday from 4pm - 7pm. This strategy is causing the brand to miss out on crucial impression shares that could be garnering significantly more conversions than it is right now.

While we don't recommend running the ads 24/7 and during the hours of 11pm - 7am, we would highly suggest modifying the ad schedule to run from 7am - 11pm so that the self-imposed limitations are not preventing them from achieving more sales. Additionally, in this same campaign, necessary bid adjustments are not being updated as often as they should be, which is causing you to bid more for conversions above the account's current average CPA. For instance, on Monday's between 10am-1pm during this date range, the average CPA is £31.26, while the account's average CPA is £16.22; nearly half the cost. Currently there's a +20% bid adjustment on this day when there should be a -20%, so as to not overspend and hemorrhage budget on days that aren't performing well. Conversely, for Saturday between 10am-1pm, the CPA is £20.47 and there is a -30% bid adjustment, when it should be between 0% - +10% since it's performing decently. This is likely causing you to miss out on conversions as a result of the negative bid adjustment.

The same sentiment was noted and found in all of the other campaigns as well (excluding Performance Max campaigns where the ability to modify bid adjustments is limited).

Location Targeting.

Similar to the ad scheduling, the location targeting also needs to have bid adjustments updated. As an example, for the NHP BRAND - Products campaign, the average CPA for Ireland is £72.03, 4x more than the average CPA of the account as a whole, while Scotland, United Kingdom has a CPA of just £15.42. In the first example, we'd do a negative bid adjustment of 30-40%, while for the second we'd do a positive bid adjustment of 10-20%.

Audience Targeting.

In the audience segments, we observed audiences being targeted that are irrelevant for the products being sold and campaigns being run. As examples, we noted users being targeted in the following markets that don't make sense: Consumer Electronics (£50.09 CPA), Real Estate (£48.17 CPA), Travel (£29.20 CPA), Financial Services and Employment. We recommend pausing these market segments and focusing on those that are more appropriate like food/health/wellness.

Age Targeting.

In the BRAND Natural Health Practice campaign, users 65+ have a CPA of £28.44; nearly £12 more per conversion than the overall account average. There's currently a +15% bid adjustment on this audience, and it should be modified to have a -10% - 15% bid adjustment, as opposed to the current bid that's telling Google to pay more for this already expensive demographic.

Many similar sentiments were found throughout the age targeting demographics and necessary bid adjustments are needed to ensure you're not paying too much per conversion, and also to ensure that those that are converting well are getting positive bid adjustments so that more conversions can be garnered at the lowest possible CPA.

Gender Targeting.

Women are by far the top performers for sales during this date range. Females drove 63.93 conversions, Men drove 7, and 35 were driven from Unknown genders.

Similarly and consistently, we're finding necessary bid adjustments aren't being made that could have a significant impact on the account's performance. For instance, the Unknown genders in the BRAND Natural Health Practice campaign have a CPA of just £6.45 and a fantastic conversion rate of 14.20%. There is currently no positive bid adjustment on this audience, when there should be. Conversely, the Unknown genders in the NHP Vitamins campaign has a CPA more than 10x, at £65.44 / conversion and no bid adjustment on it, where there should be -15% to -25%.

Household Income

Targeting.



It was observed that there are zero bid adjustments being made to users based on their household incomes, when there should be. The Unknown Audience in the NHP Brand campaign has a CPA of just £13.20 and a conversion rate of 13.19%. This audience should be using a +20% to +30% bid adjustment since it's converting well and at a CPA below the account average.



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Keyword Targeting.

In reviewing the keywords being targeted, we were surprised to see that the account is currently running a number of broad-match keywords. As best practice, we never run broad-match keywords, as these can eat up an account's budget by having ads trigger for irrelevant terms. While you're telling Google to bid on 206 keywords, the ads are actually triggering for 258. One example of this is for the broad-match keyword "natural health practice", which has a CPA of £92.60. Instead, we recommend adjusting all keywords to be either phrase-match or exact-match to prevent this from happening.

In reviewing the Search Terms report, which shows ALL keywords that are triggering the ads as a result of using Broad-match, below are some examples of keywords that triggered the ads to show in Search as a result of using this keyword match type:

fat around the middle
geek supplements
healf
health span
healthessent
norwood health store
time health

Ad Variants.



Most of the ads running are high quality in terms of their click through rates, conversion rates, and cost per conversions, however, we'd like to see more call-to-actions being used in the second descriptions, as well as CTAs and keywords within the display URLs that are not currently being utilized.



Audit Conclusions.

Final Audit Thoughts and Conclusions

All things considered, there are many actions that can be taken to drive more conversions at a much lower cost per acquisition than what is currently taking place within the account. We're confident that if we manage this account, that we can lower the overall CPA and drive more sales within the current monthly budget that is being used.

THANK-YOU

Get In Touch →

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