Case Study
Performance Marketing Specialist
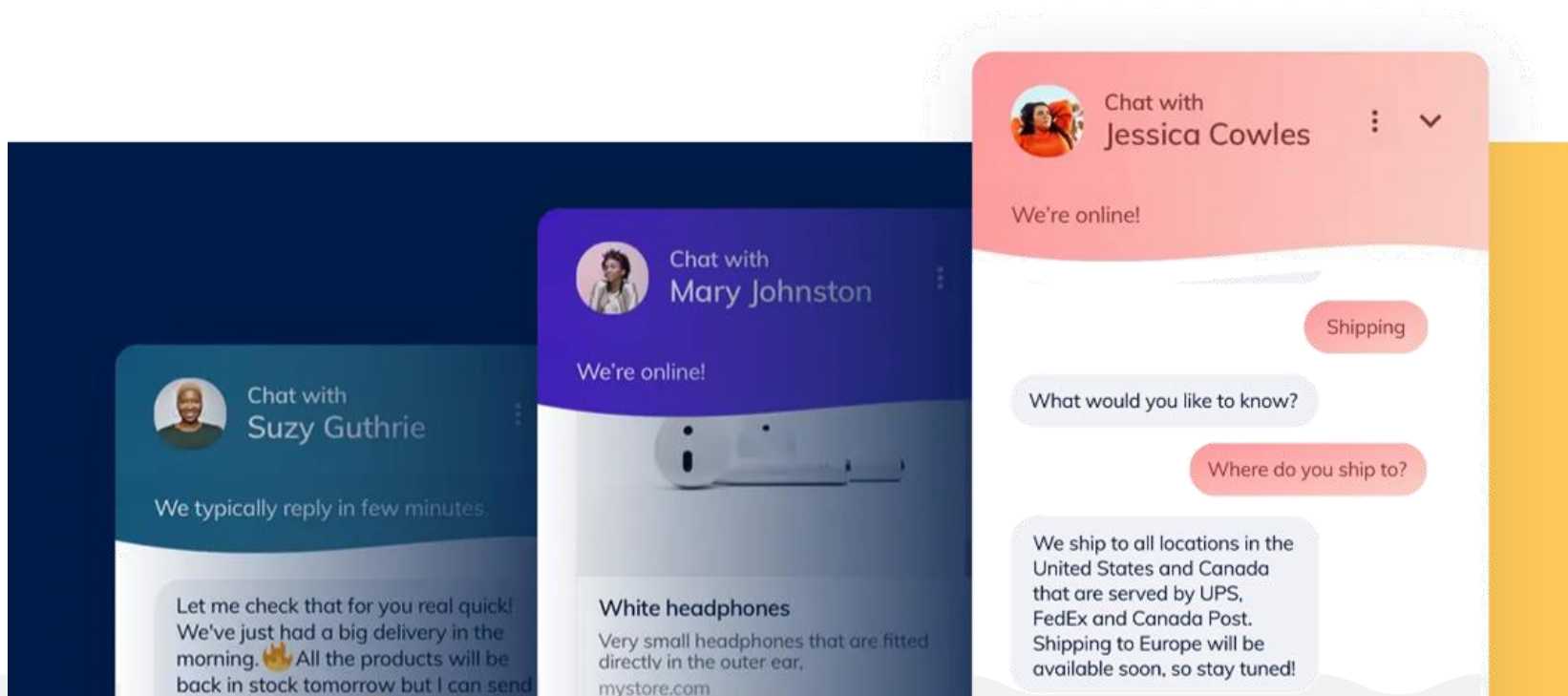
Table of Contents

1 About me

2 Website Analysis

3 Google Ads Structure Proposal

4 Performance Analysis

5 Recommendations

Table of Contents

1	About me
2	**Website Analysis**
3	**Google Ads Structure Proposal**
4	**Performance Analysis**
5	**Recommendations**

About Me

Blanca Pichardo

**Performance Marketing Specialist**

From Dominican Republic

Location: Barcelona, Spain (12 years)

Hobbies: Plans with friends, getaways, watching documentaries, tapas and wine ☺

Bio

Digital marketing professional with over 10 years of experience

working for different verticals through agencies.

Most Recent Experience in SaaS

Skilled in performance-oriented strategies.

Languages

English

Spanish

Catalan
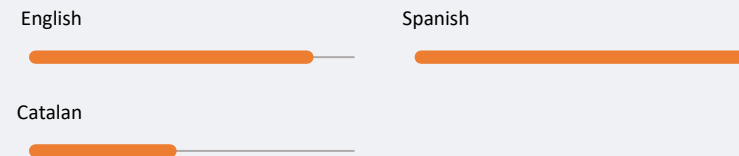
Critical Thinking

Communication

Positive attitude

Attention to detail

Curiosity

Analytical mind

Platfoms

Campaign Management

Google Ads, Facebook Ads, LinkedIn Ads, Zemanta (Native Ads), Spotify Ad Studio, Shopify Ads, Bing Ads, Capterra, G2

Reporting and Tracking

Google Campaing Manager (former Doubleclick), Google Analytics, Datorama, Looker, Sysmek, Amplitude, Tableau

CRM & Productivity Tools

Hubspot, Clearbit, Microsoft Excel, Power Point, Google Spreadsheets.

Content Management Systems

Wordpress, Magento, Prestashop

Online Collaboration Tools

Jira, Trello

Table of Contents

1 About me

2 Website Analysis

3 Google Ads Structure Proposal

4 Performance Analysis

5 Recommendations

Tidio Website Analysis - Overview

Product description

"The brand combines live chat and chatbot tools to help you provide superb customer service and generate more sales."

- Free 0,00€ / month
- Communicator 19,99€ / month
- Chatbots 49,99€ / month

Pricing

Web Objectives

1. Drive users to create an account and start their free trial.
2. Get users to subscribe or upgrade to any of the paid plans.

Web Sections

- ENG (USA)
- FR
- ES
- IT and DE coming soon

Main Search Terms

- Home
- Product / Solutions (live chat & chatbots)
- Integrations
- Pricing
- Help center / blog

Markets

- manychat
- Live chat
- Chatbot

Table of Contents

1   About me

2   Website Analysis

3   Google Ads Structure Proposal

4   Performance Analysis

5   Recommendation

Approach

SKAG for branded campaigns

Single Keyword Ad Group for brand campaigns in order to have more control over search terms that include our brand and make sure we leverage as many opportunities as possible.

Languages

Same campaigns and structure for each one of any language of our market targets, taking into account specific countries along with language (not setting more tan one language in a unique campaign)

Compelling & Relevant Ads

Use of all the titles and descriptions combinations including main keywords in the Responsive Search Ads, and the use of Dynamic ads when convenient.

Hagakure for generic campaigns

Google ads structure based on the website urls, prioritizing products, to provide the algorithm with the largest amount of data we can in a campaign level. I'd recommend running this strategy with the help of Google Smart Bidding.

Negative Keywords

Use of the negativization of keywords correctly and according to the structure to make sure we are paying the lowest cost per clic and helping to raise quality score.

Leveraging Google Ads Resources

Take advantage of the utilization of Google Ads resources such as different types of extensions feasible for this type of service and industry. Dynamic Search Ads when convenient to cover as many opportunities as possible.

Google Ads

Google Ads Structure Proposal
(example for one language)

	Brand	Product	Integrations	Competitors	Content
Campaigns	1. Brand Kws Broad Modified Match 2. Brand Wws Exact	1.1. Live chat_BMM 1.2. Live chat DSA 2.1. Chatbots Broad 2.2 Chatbots DSA	1.1. Live chat Integrations_BMM 1.2. Live chat Integrations DSA 2.1. Live chat Integrations_BMM 2.2. Live chat Integrations DSA	1. Competitors	1. Content_DSA
Ad Groups	1. Brand Kws Broad Modified Match 2. Brand Wws Exact	1.1. Live chat_BMM 1.2. Live chat DSA 2.1. Chatbots BMM 2.2 Chatbots DSA	1.1. Live chat Shopify_BMM 1.2. Live chat Wix_BMM 1.3 Live chat Prestashop_BMM 1.4. Live chat Integrations_DSA 2.1. Live chat Wordpress_BMM 2.2. Live chat Wordpress_DSA	1.1. Competitors_Exact	1.1. Content_Blog 1.2. Content_Help Center
Keyword Examples	1. +brand 2. [brand]	1.1. +live +chat 1.2. +live +chat +websites 1.3. +live +chat +free 1.4. +live +chat +platforms 2.1. +chatbot +website 2.2. +chatbot +software	1.1. +live +chat +shopify 1.2. +live +chat +wix 1.3. +live +chat +prestashop 2.1. +live +chat +wordpress	1.1. [Livechat] 1.2. [Drift] 1.3. [Freshdesk] 1.4..	Urls to choose based on top content in the blog or help center
Negative Examples	1. [brand]	1. twitch 2. bet365 3. For fun	(list of platforms not included)	-	KWs from other Campaigns New ones along the way

Factors to consider:

1	• Replicate campaigns per each target **language / country.** It is not recommended to mix languages unless there is a clear region with more than one language spoken by the local population. Creation of ads and extensions in the same targeting language.
2	• Replicate campaigns per each conversion event/value such as **dreamers, achievers and superstars** in order for the algorithm to optimize based on data.
3	• Using **broader matches and DSA** to discover outperforming keywords to buy in exact match. Along with this "discovering" objective, DSA should help us cover long tail searches. Dynamic is not proposed to "competitors" campaign, to prevent competitors name from appearing in our ads.
	• **Broad campaigns are aimed to be launched using Smart Bidding strategies.** Specifically tCPA when there's enough data to do so.
4	• An adgroup containing an **exact match keyword**, should have that KW excluded in the rest of adgroups, to avoid self-competition.
5	• Since expanded text ads are not longer available, **Responsive Text Ads** are proposed for every standard adgroup with the help of compelling titles and descriptions. It should be considered the assessment of dynamic keyword insertion when convenient and in terms of DSA campaigns, the proper selection of urls and the exclusion of content accordingly.

Table of Contents

Share of Investment Analysis

January 1, 2022 - March 31, 2022

Campaign Type	Cost	SOI
Search	$ 77.946,88	97%
Display	$ 1.239,27	2%
Video	$ 973,15	1%
Total general	**$ 80.159,30**	**100%**

- 97% of the investment in the last three months is allocated into Search Campaigns.
- Display Campaign Type refers only to remarketing activities.
- 26,7k average spent monthly in the last three months. Though **the amount spent has been increasing over time**.

Campaign	Cost	SOI
SN-EN-high-chat-CPA	$ 15.692,51	20%
SN-mid-chat-CPA	$ 11.732,24	15%
SN-EN-high-platform-tier1-wordpress-C	$ 9.150,79	11%

- Top Three Campaigns with the highest Share of Investment.
  Are they the most profitable?

January 1, 2022 - March 31, 2022

Bid Strategy Type	Cost	SOI
Target CPA	$ 61.557,20	77%
CPC (enhanced)	$ 5.898,21	7%
Manual CPC	$ 5.766,78	7%
Maximize Conversions (Target CPA)	$ 5.570,70	7%
Manual CPV	$ 973,15	1%
Maximize clicks	$ 393,26	0%
Total general	**$ 80.159,30**	**100%**

- In terms of Bid Strategy, Campaigns with a **target CPA** obtained 84% of the investment share. **Are these campaigns reaching the target? Is the CPA target set or reached aligned with LTV and payback period KPIs?**

January 1, 2022 - March 31, 2022

Brand / Generic	Cost	SOI
Brand	$ 5.766,78	7%
Generic	$ 74.392,52	93%
Total general	**$ 80.159,30**	**100%**

- Brand campaigns are only obtaining 7% of the investment share.
  Is it a matter of demand size? Are we leveraging every opportunity in terms of brand?

Structure Analysis

Six types of campaigns are seen based on the document provided:

Type of user	Campaigns	Details
Brand acquainted users and Brand users	**Brand**	Users searching for Tidio. Mostly people that already know the Brand.
	Customer service	Users looking for answers related to Brand products and/or livechat solutions in general.
People at the consideration stage	**Products**	Live chat / chatbox search queries.
	Platforms	People looking for chat integrations for their content management systems, being Wordpress the most important.
	Competitors	People searching for Tidio competitors on Google.
	Blog	Different tests based on blog content.

- One campaign per language and per conversion value (high, low, mid).
- Every "product" campaign has one standard campaign and one DSA.
- The bid strategy for Brand campaigns is Manual CPC.
- Most of the Products, Platforms and customer service campaigns are using Target CPA bid strategy.
- Others are using "enhanced CPC", and "maximize conversions" with a target CPA.
- In terms of conversions, I see one micro-conversion called "tour completed" for the three target segments, and the "Subscription" conversion, which I assume is the final step and main conversion event.

Performance Analysis

Business KPIs

Dreamers

Objective		Type	ARPU	Churn	LTV	ROAS%
		Dreamers	$20,00	15%	$ 185,00	120%

	Type	Month	Cost	Subscriptions	CAC	Churn rate	Active users	Price of Subs	Revenue	ARPU	ROAS	LTV	LTV/CAC	Payback
Results	Dreamers	January 22	$ 3.848,04	41	$ 93,85	0%	41	$ 20,00	$ 820,00	$20,00	21%	$ 4,26		
	Dreamers	February 22	$ 3.826,22	30	$ 127,54	15%	65	$ 20,00	$ 1.297,00	$20,00	34%	$ 45,20		
	Dreamers	March 22	$ 4.434,92	21	$ 211,19	15%	76	$ 20,00	$ 1.522,45	$20,00	34%	$ 45,77		
		Total	$12.109,18	92	$ 131,62		182	$ 20,00	$ 3.639,45	$20,00	30%	$ 95,23	0,7	7

Achievers

Objective		Type	ARPU	Churn	LTV	ROAS%
		Achievers	$35,00	4%	$ 660,00	120%

	Type	Month	Cost	Subscriptions	CAC	Churn rate	Active users	Price of Subs	Revenue	ARPU	ROAS	LTV	LTV/CAC	Payback
Results	Achievers	January 22	$ 5.348,55	39	$ 137,14	0%	39	$ 35,00	$ 1.365,00	$35,00	26%	$ 8,93		
	Achievers	February 22	$10.339,81	39	$ 265,12	4%	76	$ 35,00	$ 2.675,40	$35,00	26%	$ 226,40		
	Achievers	March 22	$12.554,82	56	$ 224,19	4%	129	$ 35,00	$ 4.528,38	$35,00	36%	$ 315,60		
		Total	$28.243,18	134	$ 210,77		245	$ 35,00	$ 8.568,78	$35,00	30%	$ 550,94	2,6	6

Superstars

Objective		Type	ARPU	Churn	LTV	ROAS%
		Superstars	$60,00	2%	$2.200,00	120%

	Type	Month	Cost	Subscriptions	CAC	Churn rate	Active users	Price of Subs	Revenue	ARPU	ROAS	LTV	LTV/CAC	Payback
Results	Superstars	January 22	$ 7.618,07	102	$ 74,69	0%	102	$ 60,00	$ 6.120,00	$60,00	80%	$ 48,20		
	Superstars	February 22	$12.599,18	99	$ 127,26	2%	199	$ 60,00	$11.937,60	$60,00	95%	$2.842,47		
	Superstars	March 22	$18.985,70	102	$ 186,13	2%	297	$ 60,00	$17.818,85	$60,00	94%	$2.815,62		
		Total	$39.202,95	303	$ 129,38		598	$ 60,00	$35.876,45	$60,00	92%	$5.706,29	44,1	2

Total (three segments at the end of period)

	Type	Month	Cost	Subscriptions	CAC	Churn rate	Active users	Price of Subs	Revenue	ARPU	ROAS	LTV	LTV/CAC	Payback
Results	All	Total	$79.555,31	529	$ 150,39		1025	-	$48.084,68	$46,92	60%	$6.352,46	42,2	3

Reflexions and process of thinking:

- Churn rate was set based on the information in the brief, since subscriptions and cancellations should be provided in order to calculate real churn rate per period.

- ARPU is assumed to be equal to monthly subscription cost. More detailed information would be needed to change that amount, as, per example, discounts or extra purchases made by the users. Hence, ARPU for this case is = Pricing = MRR.

- January was used as the starting point of the case, so none churn rate was set for that month assuming that these were the first users generated. From the second month on, the churn rate was set based on the information given in the brief, consequently, we see an increment of active users from one month to another subtracting those users not longer using the platform.

- Another assumption made was the fact that low, med and high in the Google ads campaigns refers to Dreamers, Achievers and Superstars target segments, though I'm aware that I would need more information regarding the platform set up in terms of conversion events and conversion value, and the confirmation if this match between this naming convention on Google ads and the company target segments is correct.

- That being said, in terms of results, The "Superstars" segment is clearly outperforming the rest of segments and is specially compensating the low performance of the others. Here I believe It is important to check if superstars were previously dreamers and / or achievers that moved on from one category to another.

- The "dreamers" and "achievers" are not reaching their objectives when it comes to LTV and ROAS. Having break evens of more than 6 months and LTV over CAC ratio under 3. These two segments should be efficient by themselves, so assuming some other actions are being put in place such as strategies to decrease churn rate, etc, from now on I will focus this analysis on strategies and optimization ideas to decrease CAC (CPA).

Performance Analysis –
Google Ads KPIs

1. Which campaign type, campaigns and regions are the best performing?

Campaign Type ▼	Cost	Subscription Completed*		CPSubs
Display	$ 1.239,27	17		$ 72,90
Search	$ 77.946,88	508		$153,44
Video	$ 973,15	4		$243,29
Total general	**$ 80.159,30**	**529**		**$151,53**

When comparing by campaign type, apparently display campaigns are the best performing in terms of cost per subscription, although it is important to highlight some factors:

- Display campaigns in this case are referred to remarketing campaigns, which are tied to an audience that was previously exposed to another campaign, hence those users are potentially more likely to convert into clients.
- Generally speaking, we must consider a good performing variable when is able to provide us with a good amount of conversions at the lowest cost. In this case, display campaigns are getting the lowest cost but not volume of subscriptions.
- Another thing to consider is the assumption that the remarketing list is small, and there is not option (yet) to scale and grow in the short term in this type of campaign.
- Considering all of the elements above, the conclusion is that search campaigns are the outperformers, and that's the reason why it is getting 97% of the total investment.
- Regarding LTV / CAC ratio, both display and search are getting subscriptions under the lowest target LTV (dreamers $185). I would check this data disaggregated per segment to analyze this information more accurately.

*Using "lowest cost per subscription completed" as the main objective in the campaigns.

Performance Analysis

1. Which campaign type, campaigns and regions are the best performing?

Brand / Generic	Cost	Subscription Completed*	CPSubs
Brand	$ 5.766,78	361	$ 15,97
Generic	$74.392,52	168	$ 442,81
Total	$80.159,30	529	$ 151,53

Branded campaigns, with only 7% of the investment share, are getting 68% of the total subscriptions. Here is important to note that in these types of campaigns we are targeting people that probably know the brand. This might be thank to another marketing efforts such as content marketing, SEO, public relations, and so on.

Campaign	IT	Cost	Subscription Completed*	CPSubs
SN-EN-high-chat-CPA		$ 15.692,51	24	$ 653,85
SN-mid-chat-CPA		$ 11.732,24	24	$ 488,84
SN-mid-chatbot-CPA		$ 6.442,35	7	$ 920,34
SN-EN-high-chatbot-CPA		$ 5.258,55	3	$1.752,85
SN-low-chat-CPA		$ 3.762,97	18	$ 209,05
SN-low-chatbot-CPA		$ 1.428,31	4	$ 357,08
SN-IN-low-chat-CPA		$ 1.200,96	1	$1.200,96
SNclow-chatbot-CPA		$ 1.043,80	3	$ 347,93
SN-FR-mid-chat-CPA		$ 505,07	1	$ 505,07
SN-FR-mid-chatbot-CPA		$ 365,03	0	-
SN-EN-high-chat-dsa		$ 64,04	5	$ 12,81
SN-mid-chat-dsa		$ 34,86	6	$ 5,81
SN-low-chat-dsa		$ 20,40	0	-
SN-EN-high-chatbot-dsa		$ 17,30	0	-
SN-mid-chatbot-dsa		$ 4,57	0	-
SN-FR-mid-chat-dsa		$ 2,53	0	-
SN-low-chatbot-dsa		$ 1,20	0	-
SN-FR-mid-chatbot-dsa		$ 0,39	0	-
Total general		$ 47.577,08	96	$ 495,59

Among "chat" related campaigns, the best performing is "SN-low-chat-CPA" which has gotten 18 subscriptions at a cost of 209,05€.

It should be noted that two DSA campaigns (SN-EN-high-chat-dsa and SN-mid-chat-dsa) have obtained subscriptions at a very low cost, with a small budget.

Again is important to note that this information should be disaggregated in segments to evaluate CPA/LTV ratio per each one to see the whole picture.

Using "lowest cost per subscription completed" as the main objective in the campaigns.

Performance Analysis

1. Which campaign type, campaigns and regions are the best performing?

Campaign ⬆	Cost	Subscription Completed*	CPSubs
SN-EN-high-platform-tier1-wordpress-CPA	$ 9.150,79	12	$ 762,57
SN-mid-platform-tier1-wordpress-CPA	$ 4.158,79	8	$ 519,85
SN-EN-high-platform-tier1-CPA	$ 2.454,85	8	$ 306,86
SN-low-platform-tier1-wordpress-CPA	$ 1.834,92	9	$ 203,88
SN-mid-platform-tier1-CPA	$ 1.537,28	3	$ 512,43
SN-low-platform-tier1-CPA	$ 528,74	2	$ 264,37
SN-IN-low-platform-tier1-wordpress-CPA	$ 398,36	4	$ 99,59
SN-IN-low-platform-tier1-CPA	$ 142,52	0	-
SN-EN-high-platform-tier2-CPA	$ 135,37	0	-
SN-FR-mid-platform-tier1-wordpress-CPA	$ 117,14	0	-
SN-mid-platform-tier2-CPA	$ 87,31	0	-
SN-low-platform-tier2-CPA	$ 65,71	1	$ 65,71
SN-IN-low-platform-tier2-CPA	$ 23,76	0	-
Total general	**$ 20.635,54**	**47**	**$ 439,05**

➡️

Platform campaigns:

The lowest cost per subscription completed was gotten in "SN-IN-low-platform-tier1-wordpress-CPA", however, if we take into account LTV, the campaign "SN-EN-high-platform-tier1-CPA" seems to have the best LTV/CAC ratio.

*Regarding the best performing regions, I would need to be provided with more information as the "region" dimension is not available in the report and not all the campaings have the language code included in the name.
Here are some examples of campaign names with/without language code:

SN-EN-high-chat-CPA
SN-EN-high-chat-dsa
SN-FR-mid-chat-CPA
SN-FR-mid-chat-dsa
SN-IN-low-chat-CPA
SN-low-chat-CPA
SN-low-chat-dsa
SN-mid-chat-CPA
SN-mid-chat-dsa

*Using "lowest cost per subscription completed" as the main objective in the campaigns.

Performance Analysis

2. How to optimize our campaigns to maximize revenue?

Here are some optimizations I'd implement on these campaigns:

- I'd set Target CPA at around 1-1.5/3 of LTV. For ins:
    - Dreamers: LTV $180 → Max CPA $60 - $90
    - Achievers: LTV $660 → Max CPA $220 - $330
    - Superstars: LTV $2,200 → Max CPA $733 - $1.100
- I'd set Top of page as conversion goal in branded campaigns to make sure we don't miss out on any opportunity while help with the brand visibility on the SERP.
- I'd check DSA traffic to look for opportunities of good performing keywords with volume of subscribers.
- I'd check %IS in campaigns with good performance to check for scaling opportunities.
- I'd assess the possibility of landing page creation for specific search terms.
- Creation of RLSAs on qualified traffic to test how they perform in terms of acquisition.
- I'd conduct a general checkup and analyze dimensions such as location, device and time to look for optimization opportunities.
- I'd conduct a complete Negative keywords analysis.

Performance Analysis

3. What KPIs would you recommend measuring?

	Subscription Campaigns			Brand Campaigns	Content Campaigns
KPI's	**CR**	**CAC** **LTV** **LTV / CAC**	**ROAS &** **Payback Period**	All of the previous, plus: % Imp. Share % Top of page	**Cost per qualified visit**
Description	Conversion rate. To see if we're targeting the right audience with the right intent. To see If some changes are needed or errors needed to be fixed either on the campaign or on the website.	Cost per customer acquired in order to know which campaigns provide us with the lowest costs per acquisition. Lifetime value to have churn under control and create retention strategies if needed. LTV/CAC to align and maintain costs per acquisition lower to LTV.	To check if and when our clients are profitable for the company.	Since the branded campaigns are getting customers subscribed at a very low cost, I'd focus here on being on top of the brand searches, and make other efforts to grow the existing demand of the brand on Google through other media channels.	When it comes to campaigns driving users to blog, help center or other parts of the site, I'd go for a traffic KPI such as "CPSC", meaning users that visited the website and didn't bounce. I'd use these type of campaigns to influence consideration stage and drive these audiences to the bottom part of the funnel through RMK or Branded campaigns.
Objective	Based on historical data and categories.	CAC as 1/3 of LTV.	Based on business objectives.	Based on historical data.	Less than $1. Based on historical data

*Depending on these KPI results we might go down to check other delivery and performance kpis such as CTR, Kws, landing pages, etc.

Performance Analysis

4. What's your approach for creating Keywords and Ad Copy?

- I like to use tools as SEMrush and competitors website to detect opportunities.
- I assess keywords by their ability to reach the desire goal.
- After assessing every situation, I'd either go for Broader Keywords with Smart Bidding or delimited with manual bidding strategies.
- I'm more in favor of giving Google the freedom the algorithm needs through Smart bidding to get the results I need. It saves you time that you can use to analyze and scale in terms of business objectives, but I also know that sometimes you need to have more control over the search queries that trigger your ads, as for example, when you have a limited budget and need to control your campaign in a more detailed way to get the most profitability you can with that limitation.
- Regarding Ads, I used to launch campaigns with a mix of expanded text ads and responsive text ads combine with DSA, while assessing KW insertions and extensions; but since expanded are not longer available, I'd use responsive. They provide the platform with many elements to choose based on performance, so this is a good option for the campaigns.
- When It comes to copies, I'd try to choose a combination of the content on the landing page and inserting the keyword in the title. I like the copies to be as compelling as I can and include clear CTAs.

Table of Contents

1 About me

2 Website Analysis

3 Google Ads Structure Proposal

4 Performance Analysis

5 Recommendations

Recommendations

5. What would be your recommendation for initial improvement of the performance?

On top of the optimizations suggested in the previous slides, I'd recommend exploring Display Advertising to reach users that are not looking for the product on Google or acquainted with the brand but that show a high intentionality through their behavior on Internet.

This channel would provide us with subscribers generated directly from these campaigns, but also and most importantly, it can work as a Google Search "assistant" moving users down to the lowest part of the funnel, while at the same time helping the brand grow and expand its awareness.

I'd start off by implementing audiences with high intentionality in **Discovery campaigns**, given that these types of campaigns are only shown in Google-owned assets such as Gmail, Youtube and the Discovery App for Android. These are the audiences I'd test in a first stage:

Audience	Details
Detailed Demo	By their current company size, example: Small (1 – 249 employees)
Custom Audiences	best performing KWs in Search Ads and competitors URLs
Life Events	People in important stages of their lives, such as "starting a business", or "recently started a business"
In-market	People actively looking for products or services on Internet, ex. Business tecnology/Enterprise software/helpdesk & customer support solutions
Customer match lookalike	Uploading a list of users per each target segment to find similar users
Qualified traffic lookalike	Lookalike of a GA audience of users of high intentionality, ex. People that moved to the "register" section to the website or that actually completed the subscription.

I'd also work on diversifying paid media channel and on creating a paid media strategy focused on customer adquisition and Brand growth.

By: Blanca Pichardo