



adCore - Dynamic Campaigns

Client Y is an eCommerce website that sells medical supplies with a B2C business model.

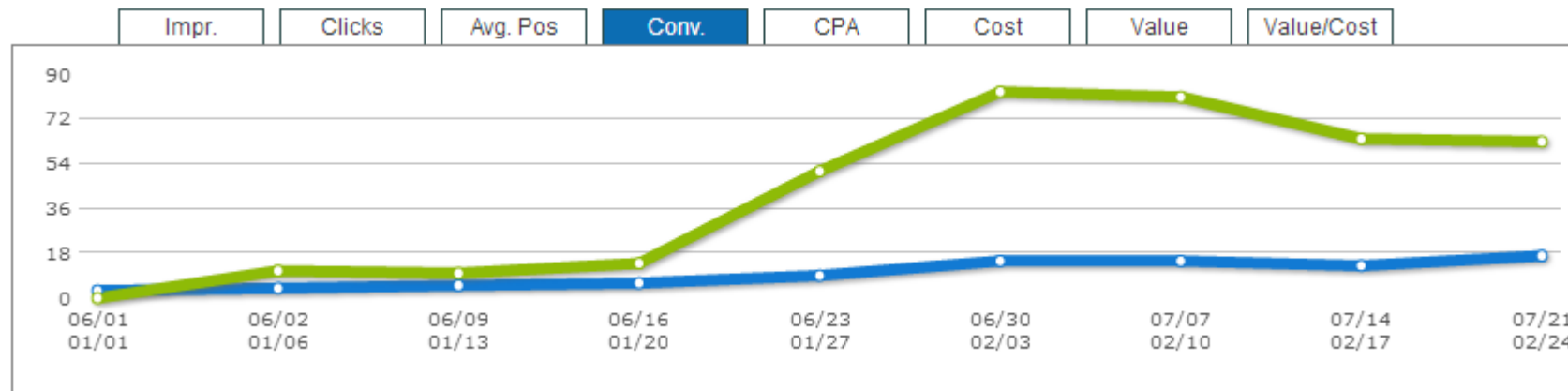
The client approached adCore's managed services department after a stagnation in their Google AdWords account's performance.

After managing the online marketing activity for a period of just 8 weeks with the adCore software, the managed services team was able to increase the account performance according to several important metrics, such as conversions, conversion rate, and Click-Through-Rate.

adCore Managed Service – Results

2014

After 8 weeks of management with adCore (that started during the month of May, 2013), the managed services team was able to increase the number of conversions by 350%, raise the Click-Through-Rate by 53%, and reduce the cost per conversion by almost 75%.

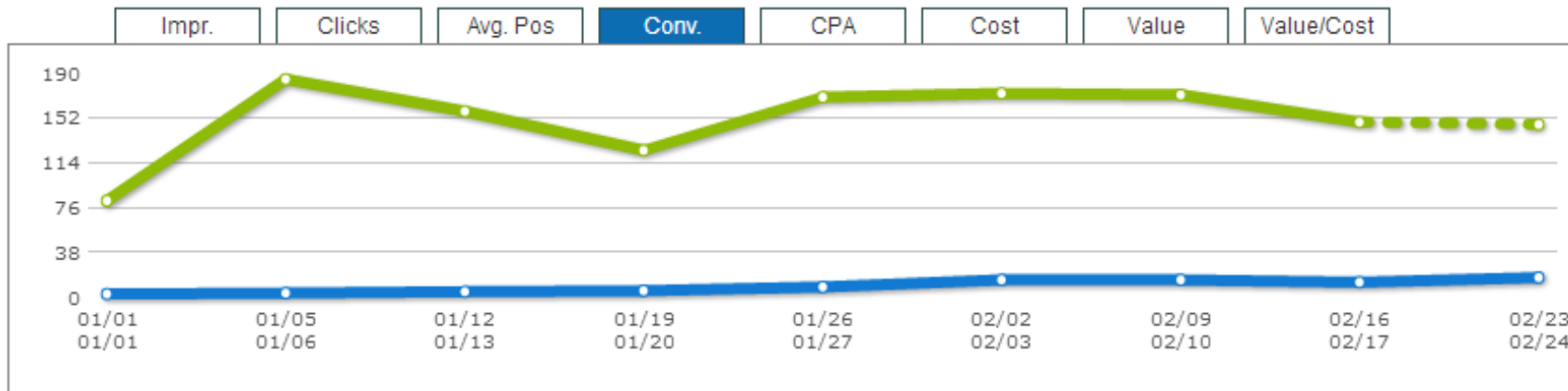


Channel	Campaign	Date Range	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.	Conv. Rate	Conv.	Cost/Conv.	Cost
Google	All	1 Jan, 2013 to 26 Feb, 2013	4,622	432,262	1.07%	€0.36	2.78	1.77%	82	€20.02	€1,642.02
	All	1 Jun, 2013 to 26 Jul, 2013	7,284	445,946	1.63%	€0.25	2.90	5.05%	368	€4.99	€1,836.38
	Google™ Delta		57.59%	3.17%	52.76%	-29.04%	4.35%	184.78%	348.78%	-75.08%	11.84%

adCore Managed Service – One Year Later

2014

Comparing the original 8 week benchmark period to the same calendar 8 weeks one year later, using adCore clearly brought drastic results. The managed services team was able to increase the number of conversions by 1406%, raise the Click-Through-Rate by 41%, and reduce the cost per conversion by almost 70%.



Channel	Campaign	Date Range	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.	Conv. Rate	Conv.	Cost/Conv.	Cost
Google	All	1 Jan, 2013 to 26 Feb, 2013	4,622	432,262	1.07%	€0.36	2.78	1.77%	82	€20.02	€1,642.02
	All	1 Jan, 2014 to 24 Feb, 2014	23,369	1,542,421	1.52%	€0.32	2.28	5.29%	1,235	€5.96	€7,366.30
	Google™ Delta		405.60%	256.83%	41.72%	-11.27%	-18.03%	197.91%	1,406.10%	-70.21%	348.61%

The results presented in the graphs above were achieved by employing:

- adCore best practices for account structure – using adCore to build and edit dynamic campaigns.
- adCore best practices for automation and optimization- once the dynamic campaigns are built, using adCore to automate and optimize the campaign in the account.

Best Practices For Dynamic Campaign Creation

2014

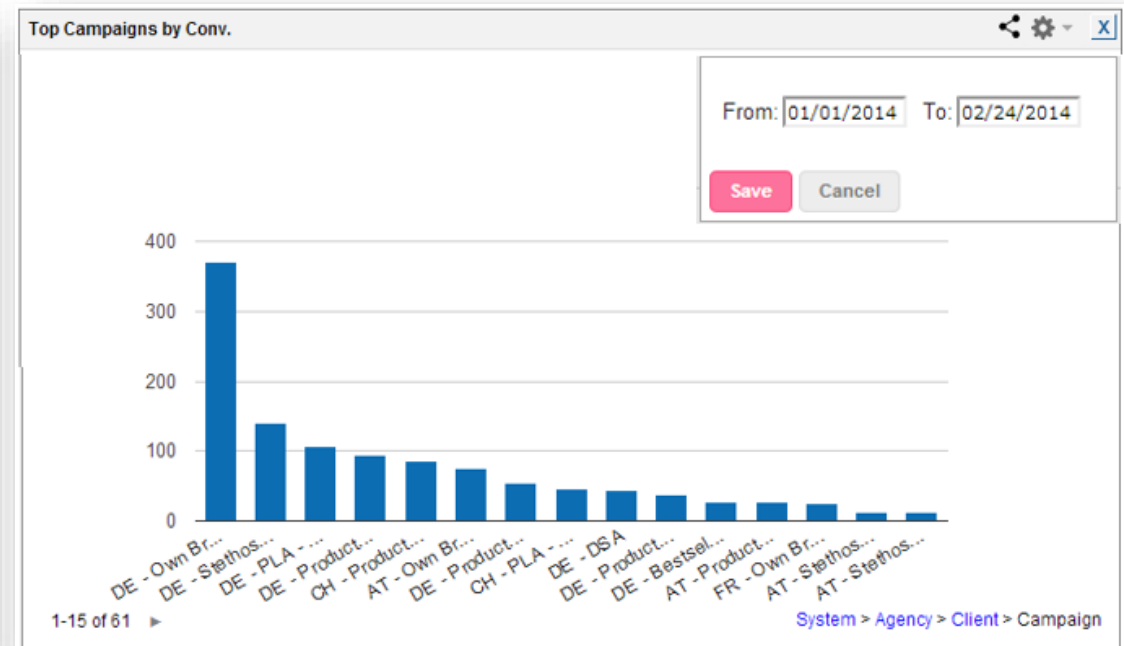
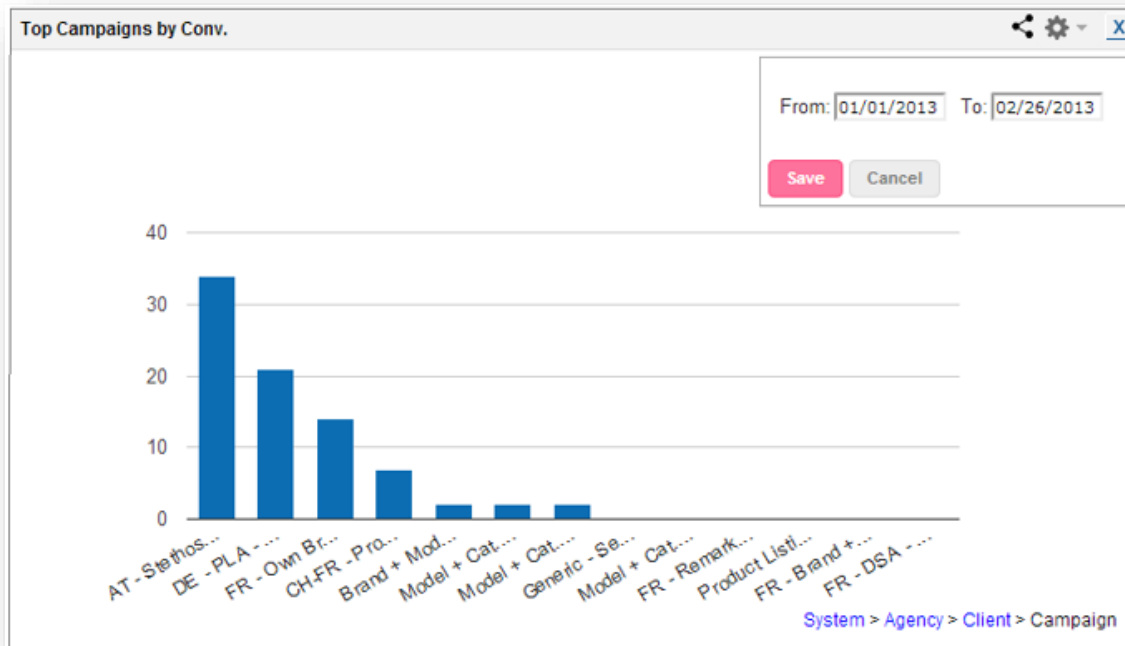
The adCore best practices for account structure include the use of the software to build different levels of dynamic campaigns in a search engine advertising platform. An eCommerce account such as the client presented in this case study will include the following campaigns:

- Product
- Brand + Category
- Product Broad
- Generic
- Category
- Brand

Best Practices For Dynamic Campaign Creation

2014

Using the same 8 week benchmark, the below graphs shows that using the adCore best practices mentioned above, the account has more converting campaigns. The conversions are more evenly spread between the campaigns in the account.





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