

Return on Google Advertising

The table below contains some top-level online results of a few websites that have invested in Google advertising. Let's assume that their ads appear in the search engine results when certain keywords are entered by users.

Your task is to determine how well these campaigns have performed and whether they should continue with their advertising efforts.

Key Metrics	Site A	Site B	Site C
Ad impressions	10,000	10,000	10,000
CTR	10%	5%	1%
Site users (visitors)	1,000	500	100
Conversion rate	1%	5%	10%
Actions completed by users	10	25	10

Student Discussion Questions

1. Start by defining the key metrics in the above table, namely: impressions, CTR, conversion rate, and actions completed.
2. Why does Site A and Site C have the same number of actions completed, yet their other metrics are quite different? What are their respective strengths and weaknesses?
3. Based on these results, which website has performed the best? The worst?
4. What general advice would you have for each of the sites?