



Google Ads Market Test Report

Section F - Team 1 - Group B



Company Profile

Campaign Overview

Bidding Strategy

Reports Overview

Day 1

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Day 3

Day 4

Overall Insight & Performance

Winning Ad

Good to Know

Reccomendations

Company Profile

About Us

Inuit Indonesia is a subscription-based laundry service, focus on **leather goods**.

We are trying to reach our exact niche which are people who love leather goods and would like to maintain their leather goods.

Target Audience

Our target customer segment is **well educated** and **discerning**, who **seek quality**, believe in reducing wastefulness and practices ethical consumerism.

Our ideal customers would always place quality over price. They will have to be smart enough to understand that we are not a traditional laundry service provider.

Competitors:



Value Proposition



Trustworthy

We consult with the executives of the leading brands for high quality leather care



Guarantee

Money back guarantee if you don't receive the best quality service you deserve



On Time

Nothing better than punctuality, we'll make sure your product will arrive on time and you'll wear it spotless



Priority Service

Emergency? Worry not. We provide express service. You'll be the first on the list



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Campaign Overview

Leads

12

CPL

IDR 35,920

Ad Spent

IDR 431,007

Clicks

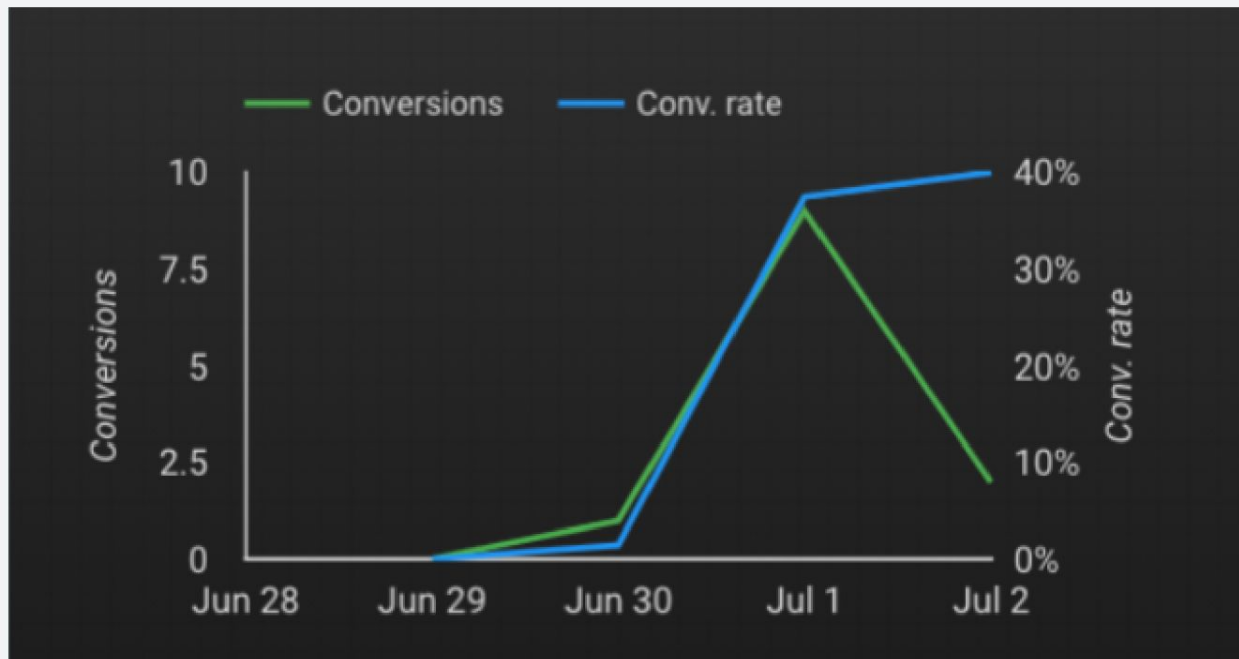
131

CPC

IDR 3,290

Conversion Rate

9,2%





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Bidding Strategy

Campaign Inuit Leads Generic

Budget Strategy = Manual CPC → Enhanced CPC



GOAL

Leads (Submit Lead Forms)

Reasoning:

We used **Manual CPC** at first to be able to control our budget. In addition, we used Enhanced CPC so that Google could adjust the **best performing keywords** to reach **more conversion** based on its algorithm.



Reports Overview - Day 1 (29 June)

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Campaign Inuit Leads Generic

Tas	Jaket	Sepatu
bags spa bag of shoes bag & shoes the bag and shoe spa bag and shoes spa cuci tas laundry tas kulit jakarta laundry tas kulit bali laundry tas kulit cuci tas terdekat laundry tas terdekat laundry tas kulit	leather jacket cuci leather jacket clean leather jacket clean leather jacket jakarta clean leather jacket bali jasa cuci jaket kulit jasa cuci jaket kulit jakarta jasa cuci jaket kulit bali jasa laundry jaket kulit	professional shoes quality shoes shoes and bags best quality shoes shoes spa best professional shoes best shoes quality priority shoes shoes in bag shoes in a bag shoes with bags shoes and bags laundry sepatu kulit cuci sepatu kulit
ETA	ETA	RSA
ETA	ETA	RSA
ETA	ETA	RSA
ETA	ETA	RSA
ETA	ETA	RSA
ETA	ETA	RSA

Reasoning:

Our service is not for broad audience, we want to target the **exact** customers who need our specific service. However we would like to be well-known first. We used **'phrase'** match type to reach more people, to allure them to visit our website, to let them know we exist.

On our first campaign, we ran one Generic campaign with three AdGroups, each AdGroup ran **specific leather goods**: Tas, Jaket, Sepatu. Although our landing page is in English, we mix our Campaigns language in **Indonesian & English**.

Cost
IDR 117,000

Clicks
33

CTR
9,19%

Avg. CPC
IDR 3,530

Ad Spent
IDR 117,000

Leads



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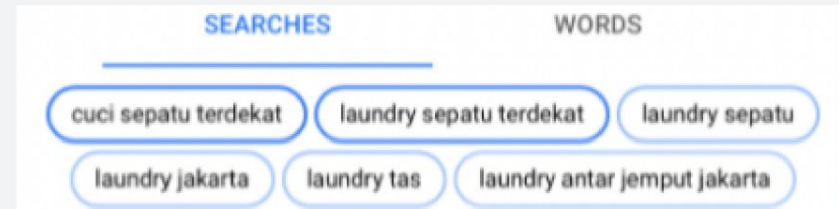
Reports Overview - Day 1 (June 29)

Insight

'**Sepatu**' contributes the highest cost on our first day and highest average CPC.

From the search term it also shows that '**cuci sepatu terdekat**' and '**laundry sepatu terdekat**' are at the peak. But somehow these keywords **are not relevant** to our exact audience.

	Cost	Avg. CPC	CTR
Sepatu	IDR75,394.00	IDR3,769.70	7.35%
Tas	IDR30,936.00	IDR3,093.60	18.52%
Jaket	IDR10,131.00	IDR3,377.00	9.09%



Optimization

We followed the **lowest** bidding strategy in order to not overspend on our first day, we were advised Google would put our ads everywhere to see where they perform best.

However, that didn't work. Ads were not running. We had to put the **bid** in the **middle range** of low and high. Since our market is very specific, we spent more than usual laundry services on CPC.



Reports Overview - Day 2 (June 30)

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INUIT LEADS GENERIC (ENGLISH)

Bag	Jacket	Shoes
"bags spa" "leather bag" "bags and shoes" "cleaning bag" "clean leather bag" "bag cleaning service" "spa bags" "leather bag cleaning service" "leather bag man" "bags" "bag shoe"	"leather Jacket" "Jacket Wash" "cleaning Jacket" "leather Cleaning" "jacket" "dry cleaners" "laundry and dry cleaning" "dry cleaning services" "dry laundry" "laundry cleaners" "laundry dry cleaning"	"leather shoes" "professional shoes clean" "quality shoes wash" "leather shoes wash" "best quality shoes" "shoes spa" "quality shoes spa" "restitch shoes" "best professional shoes" "best shoes quality" "priority shoes"
ETA	ETA	RSA
ETA	ETA	RSA
ETA	ETA	RSA
ETA	ETA	RSA

Reasoning:

We still believe that our campaign could reach the **right** targeted audience.

We still use the same campaign structure as the Indonesian campaign, we just changed the language in full English, which we think makes a lot of sense since our **landing page** is in English.

We were running **2 campaigns**. Same structure. In Indonesian & English.

1 lead received from one of our Indonesian campaigns.

Cost
IDR 237,000

CPL
IDR 303,601

CTR
4,22%

Avg. CPC
IDR 3,440

Ad Spent
IDR 354,000

Leads
1

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Reports Overview - Day 2 (June 30)

Top Campaigns

by CTR, Avg. CPC, and Cost / Conv.

Campaign	CTR	Avg. CPC	Cost / conv.
1. Professional Leather Cleaning	0%	Rp0	Rp0
2. Leads-Search-Inuit	0%	Rp0	Rp0
3. LEADS-INUIT-GENERIC (English Version)	4.22%	Rp3,845.69	Rp0
4. INUIT-LEADS-GENERIC-SKAGs	0%	Rp0	Rp0
5. INUIT-LEADS-GENERIC	9.11%	Rp3,411.25	Rp303,601

Impression
618

Clicks
56

Leads
1

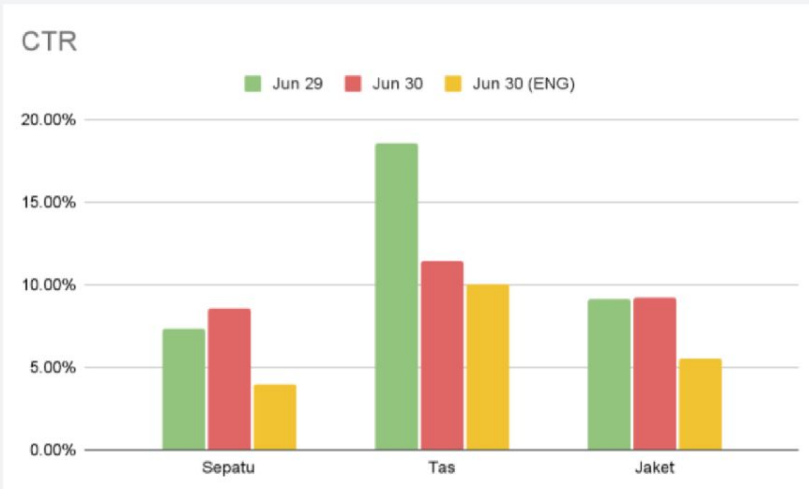
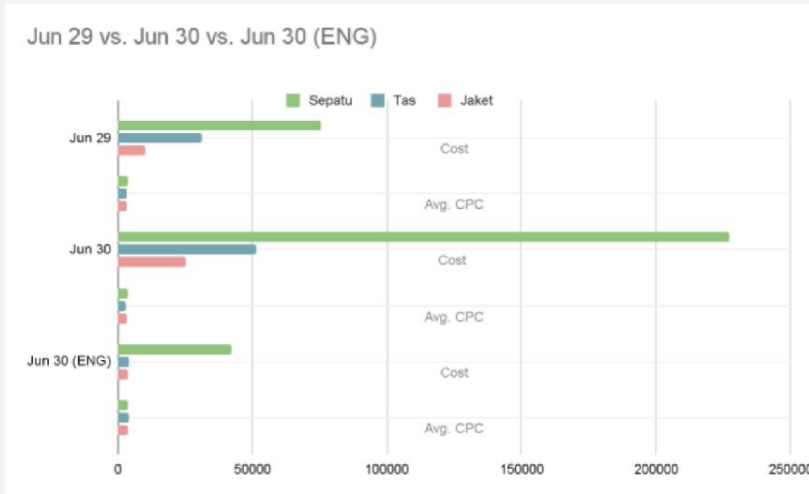
Insight

- CPL is IDR 303,601.** We found this **expensive**. Using too many keywords didn't work well. We didn't target the right niche.
- From running the same campaign structure in 2 different languages in the past 2 days, we saw the **Impression compare to click** data and found that we used too **many keywords** that were **not specific** to our service. Because of that we spent the cost on unnecessary search.
- People visited our website, but they closed the website when they saw our service didn't meet their needs. We can see that from the number of **clicks compare** to a very low number of **leads**.



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Reports Overview - Day 2 (June 30)



Insight

But, in the past 2 days we noticed that 'tas' campaign and 'bag' campaign were the ones with **low CPC and high CTR**



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Generic Campaign IND - 29 Jun				Generic Campaign IND - 30 Jun			
	Cost	Avg. CPC	CTR		Cost	Avg. CPC	CTR
Sepatu	IDR75,394.00	IDR3,769.70	7.35%		IDR227,282.00	IDR3,607.65	8.59%
Tas	IDR30,936.00	IDR3,093.60	18.52%		IDR51,298.00	IDR2,849.89	11.46%
Jaket	IDR10,131.00	IDR3,377.00	9.09%		IDR25,021.00	IDR3,127.63	9.20%

Generic Campaign ENG - 30 Jun			
	Cost	Avg. CPC	CTR
Bag	IDR42,166.00	IDR3,833.27	3.93%
Shoes	IDR3,942.00	IDR3,942.00	10.00%
Jacket	IDR3,886.00	IDR3,886.00	5.56%

Optimization

To optimize the campaign on **'tas'**, since it's contributed a lead and average CPC was also not too high and high on CTR.

To **pause the other campaign** (sepatu, jacket) also pausing **irrelevant keywords** and to focus on the niche market and to safe cost

Reports Overview - Day 3 (July 01)

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INUIT LEADS GENERIC (INDONESIA)

Tas	Jaket	Sepatu
bags spa bag of shoes bag & shoes the bag and shoe spa bag and shoes spa cuci tas laundry tas kulit jakarta laundry tas kulit bali laundry tas kulit cuci tas terdekat laundry tas terdekat laundry tas kulit	leather jacket cuci leather jacket clean leather jacket clean leather jacket jakarta clean leather jacket bali jasa cuci jaket kulit jasa cuci jaket kulit jakarta jasa cuci jaket kulit bali jasa laundry jaket kulit	professional shoes quality shoes shoes and bags best quality shoes shoes spa best professional shoes best shoes quality priority shoes shoes in bag shoes in a bag shoes with bags shoes and bags laundry sepatu kulit cuci sepatu kulit
ETA	ETA	RSA

Reasoning:

- Generic Indonesian campaign that focus on 'tas' seemed to perform well.
- We received 9 leads
- CTR of 35.82%

Cost
IDR 66,600

CPL
IDR 7,395

CTR
35,82%

Avg. CPC
IDR 2,770

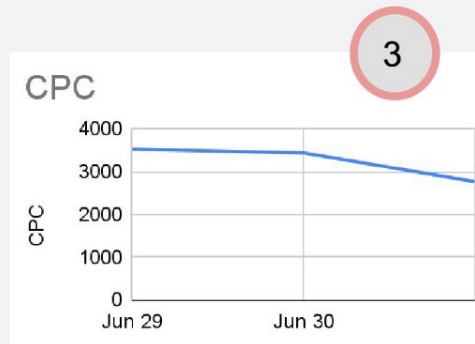
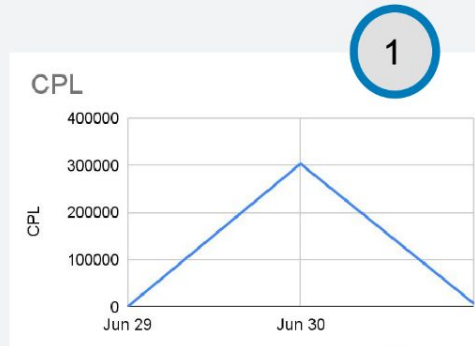
Ad Spent
IDR 420,000

Leads
9



Reports Overview - Day 3 (Jun 29 - Jul 1)

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Insights

By reducing significant numbers of keywords and focusing on the potential campaign. We can see a GREAT growth as follow:

1. CTR number **increased** significantly on July 1st at 35.82%.
2. Cost per Lead, cost us 303,601 IDR for the first campaign but we managed to be as **low** as 7,400 IDR on July 1 alone.
3. Our peak was on **July 1, at 9-10 PM WIB**, we received the most lead so far.
4. CPC has also **decreased** to IDR 2,770, from IDR 3,440 on the first day. Considering the niche, this number is quite low.



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INUIT LEADS GENERIC

Bag

- bags spa
- spa bags
- bag & shoes
- leather bag cleaning service
- bag and shoes spa
- cuci tas kulit
- cuci tas branded
- laundry tas kulit bali
- laundry tas kulit
- bag cleaning service
- laundry tas terdekat
- clean leather bag
- tempat cuci tas branded

RSA ETA ETA

Generic Campaign IND - "tas" - 1 Jul

Keywords + ADD KEYWORD

	Cost	Clicks	CTR
"laundry tas kulit"	IDR26,000.00	10	111.11%
"bags spa"	IDR13,113.00	4	30.77%
"cuci tas branded"	IDR8,380.00	3	23.08%

Insights & Optimization

Again, we narrowed down our keywords to reach **specific** audience. We paused the keywords we think would waste our cost and we keep the keywords that we think would perform as shown.



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INUIT LEADS GENERIC (INDONESIA)								
Tas			Jaket			Sepatu		
bags spa spa bags leather bag cleaning service cuci tas kulit cuci tas branded laundry tas kulit bag cleaning service clean leather bag tempat cuci tas branded			leather jacket cuci leather jacket clean leather jacket clean leather jacket jakarta clean leather jacket bali jasa cuci jaket kulit jasa cuci jaket kulit jakarta jasa cuci jaket kulit bali jasa laundry jaket kulit			professional shoes quality shoes shoes and bags best quality shoes shoes spa best shoes quality priority shoes shoes in bag shoes with bags shoes and bags laundry sepatu kulit cuci sepatu kulit		
ETA	ETA	RSA	ETA	ETA	RSA	ETA	ETA	RSA

Reasoning:

- On our last day we were able to gain 2 more leads, with low CPL.
From day to day observation we found out that by using the right
- keywords to target the right audience is the key to a successful campaign.
- We learnt not to over-use keywords just for the sake to get attention.
Over-using keywords would only lead to overspending.

Cost

IDR 10,900

CPL

IDR 5,460

CTR

13,6%

Avg. CPC

IDR 2,180

Ad Spent

IDR 431,000

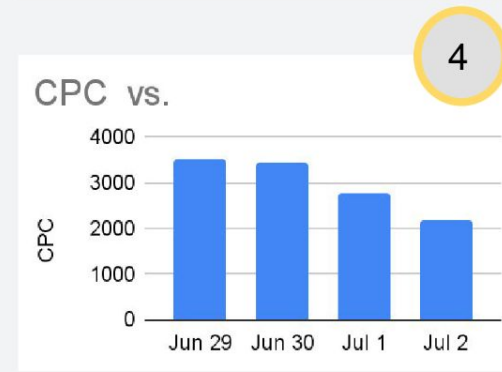
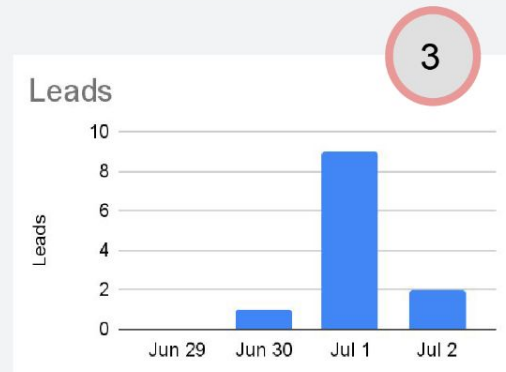
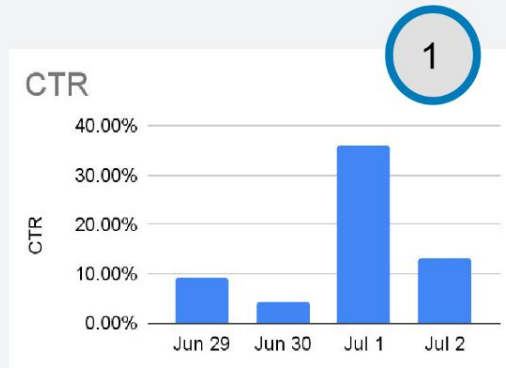
Leads

2



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Overall Insights & Performance (Jun 29 - Jul 2)



Insights

We stopped our campaign on July 2nd at 10 PM WIB. After 4 days of campaign, we found:

1. On our last day, our CTR was at 13.6%, considering the number of leads received. With over-all CTR at 17.94%
2. We managed to suppressed out CPL on the last day at IDR 5,460 per lead. IDR 10,700 per lead over all
3. In total we received 12 leads, with the peak lead received on Jul 1.
4. CPC has decreased from IDR 3,530 on the first day all the way down to IDR 2,180 on our last day of campaign.



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Best Performing Ads

Most-shown ads

3

Cuci & Perawatan Tas Kulit | Berkualitas dan Professional | Mulai dari 299K untuk 3 Bulan
[Ad www.inuit-indonesia.xyz/Tas/Kulit](http://www.inuit-indonesia.xyz/Tas/Kulit)

Tas Branded Menjadi Baru dengan Jasa INUIT Leather Spa. Aman, Terlatih dan Professional. Dapatkan Layanan Laundry Terbaik di Jakarta dan

Ad	Impressions	Conversions	CTR
Enabled	35	0.00	2.86%

ALL ADS ALL EXTENSIONS < 3 / 3 >

Most-shown ads

2

Specialis Laundry Tas Kulit | Dapatkan Diskon IDR 100.000 | Hanya di INUIT Leather Spa
[Ad www.inuit-indonesia.xyz/Tas/Kulit](http://www.inuit-indonesia.xyz/Tas/Kulit)

Clean, Restitch & Repair, 2 Pairs of Shoes or 2 Pieces of Bags. Online Consultation. Klik Berlangganan Sekarang, dan Kami akan

Ad	Impressions	Conversions	CTR
Enabled	55	1.00	21.82%

ALL ADS ALL EXTENSIONS < 2 / 3 >

Most-shown ads

1

Leather Bag Laundry | Leather Bags Spa Specialist | Cuci Tas Kulit Terdekat
[Ad inuit-indonesia.xyz/Laundry/tas_kulit](http://inuit-indonesia.xyz/Laundry/tas_kulit)

Nikmati Jasa Layanan Laundry Kulit di Jakarta & Bali. Free Delivery Available. Book Online. Cuci & Perbaiki Tas Anda dengan Layanan INUIT. Bebas Biaya

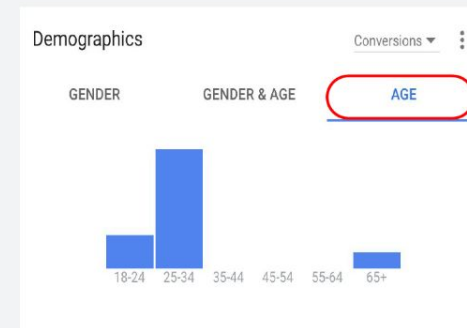
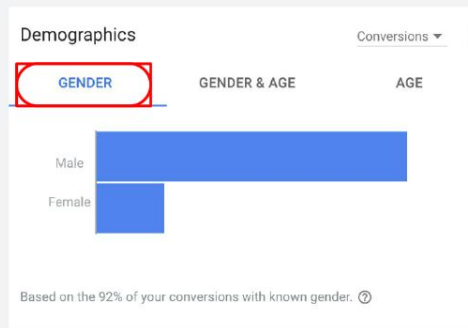
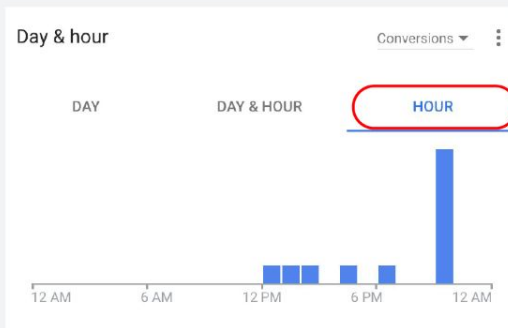
Ad	Impressions	Conversions	CTR
Enabled	172	11.00	19.77%

ALL ADS ALL EXTENSIONS < 1 / 3 >



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Good-To-Knows



Insights

- Campaign **day 3 (Jul 1)** brought the **most leads** (9 out of 12 leads in total). After we started to optimise the best performing keywords and pause the underperformed ones.
- Ad Group **'sepatu'** has the highest impression and clicks yet contributed 0 leads. Further investigation needed to find out the landing page bounce rate and session to see why they don't fill the form.
- Ad group **'tas'** has brought the **most leads** with high CTR.
- We receive 81,82% of our leads from **Male** audiences. 60% from the age group of 25-34.
- 91.8% of leads came from **mobile device**.
- The best ad conversion time came from **9 PM - 10 PM**.



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Recommendations

To run a specific business like ours, we need to use keywords that would directly target the niche audience.

The keywords **'discount', 'offer', 'free delivery', 'bebas biaya'** are the catch. Proofed by the number of conversions accepted on a particular campaign that used some of these keywords in one ad.

Because the gender who convert the most is **Male Audience**, we can make more engaging content to the female audience to get **more conversion**

For niche business, good to explore more than 1 channel like Facebook Ads combining with Search Ads

Do not use too many specific keywords that would lower CTR and increase CPC

Do more research about the popular leather stuff in order to make new ad groups so we can get more leads in short amount of time

INUIT
LEATHER SPA



Thank You!

Pitching Day is done! Loading for Revision...