

# **Implementing an Online Advertising Campaign: Case of Business Informatics Campaign**

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## List of Abbreviations

BI	Business Informatics
CPC	Cost per Click
CPM	Cost per 1,000 Impressions
CTR	Click Through Rate
GUC	German University of Cairo
MENA	Middle East and North Africa
OA	Online Advertising
PPA	Pay per Action
PPC	Pay per Click
SERP	Search Engine Result Page
SEO	Search Engine Optimization
UAE	United Arab Emirates

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Figure 1

The screenshot displays the AdWords Editor interface for the account 'mariageorgy@gmail.com'. The left sidebar shows a folder structure for 'Business Informatics' with sub-folders like 'Business Information Systems', 'GUC Courses-General', and 'Business Informatics - Egypt'. The main area shows a list of keywords under the 'Keywords' tab. Below the list is an 'Edit Selected Keywords' section with fields for Keyword, Match Type (set to Broad), Max. CPC Search Bid (USD), Destination URL, and Status (set to Normal).

Keyword	Keyword Word Count	Type	Status	First Page Bid Est. (USD)	Quality Score	Max. CPC Search Bid
business informatics course guc	4	Broad	Active	0.06	7	1.01
business informatics degree egypt	4	Broad	Active	0.07	7	1.01
computer science and informatics	4	Broad	Active	0.08	7	1.01
informatics technology computer science	4	Broad	Active	0.20	6	1.01
business informatics course	3	Broad	Active	0.06	7	1.01
business informatics courses	3	Broad	Active	0.05	7	1.01
business informatics degree	3	Broad	Active	3.00	7	1.01
degree in informatics	3	Broad	Active	2.50	7	1.01
degree information system	3	Broad	Active	2.25	7	1.01
informatics degree programs	3	Broad	Active	3.00	7	1.01
information technology informatics	3	Broad	Active	0.09	7	1.01
major business informatics	3	Broad	Active	0.08	7	1.01
study business informatics	3	Broad	Active	0.07	7	1.01
business informatics	2	Broad	Active	0.20	6	1.01
degree informatics	2	Broad	Active	1.75	7	1.01
management informatics	2	Broad	Active	0.06	7	1.01
technology informatics	2	Broad	Active	0.08	7	1.01

Keywords selected: 0 of 17

Figure 2

The screenshot displays the Google AdWords Editor interface. On the left is a navigation tree for the account 'mariageorgy@gmail.com', with 'Business Information Systems' selected. The main area shows a table of text ads under the 'Text Ads' tab. Below the table is an 'Edit Selected Text Ads' panel with input fields for headline, description lines, display URL, and destination URL. An 'Ad Preview' window shows how the ad will appear to users. The status is set to 'Active'.

	Headline	Desc. Line 1	Desc. Line 2	Display URL	Dest. URL
	Business IT courses-Egypt	Study the major that balances out	Information Technology & Business!	GUC.edu.e...	http://www.guc.edu.eg/AcademicPr
	Business IT in Egypt	Study both fields perspective in an	excellent learning environment!	GUC.edu.e...	http://www.guc.edu.eg/AcademicPr
	Study Business IT-Egypt	Apply for a high-demand study	program for an enriching education!	GUC.edu.e...	http://www.guc.edu.eg/AcademicPr
	Business IT Degree-Egypt	Obtain the managerial perspective	and the latest technical skills!	GUC.edu.e...	http://www.guc.edu.eg/AcademicPr
	{Keyword:GUC Business IT courses}	Study the major that balances out	Information Technology & Business!	GUC.edu.e...	http://www.guc.edu.eg/AcademicPr

**Edit Selected Text Ads:**

Headline: Business IT courses-Egypt (25)

Description Line 1: Study the major that balances out (33)

Description Line 2: Information Technology & Business! (34)

Display URL: GUC.edu.eg/Business-Informatics (31)

Destination URL: http://www.guc.edu.eg/AcademicPrograms/Program/ProgramDetails.aspx?programId=36

**Ad Preview:**

[Business IT courses-Egypt](#)  
 Study the major that balances out  
 Information Technology & Business!  
[GUC.edu.eg/Business-Informatics](#)

Status: Active

Text Ads selected: 1 of 5

Figure 3

The screenshot displays the Google AdWords Editor interface. On the left is a navigation tree with folders like 'Business Informatics' and 'Business Information Systems'. The main area shows a table of text ads with columns for 'Headline', 'Desc. Line 1', 'Desc. Line 2', 'Display URL', and 'Dest. URL'. Below the table is an 'Edit Selected Text Ads' panel with input fields for each field and a status dropdown set to 'Active'. An 'Ad Preview' window shows how the ad will appear to users.

	Headline	Desc. Line 1	Desc. Line 2	Display URL	Dest. URL
	GUC Business IT courses	Study the major that balances out	Information Technology & Business!	GUC.edu.e...	http://www.guc.edu.eg/AcademicPro
	Business IT in GUC	Study both fields perspective in an	excellent learning environment!	GUC.edu.e...	http://www.guc.edu.eg/AcademicPro
	Study Business IT today	Apply for a high-demand study	program for an enriching education!	GUC.edu.e...	http://www.guc.edu.eg/AcademicPro
	Business IT Degree	Obtain the managerial perspective	and the latest technical skills!	GUC.edu.e...	http://www.guc.edu.eg/AcademicPro
	{Keyword:GUC Business IT courses}	Study the major that balances out	Information Technology & Business!	GUC.edu.e...	http://www.guc.edu.eg/AcademicPro

**Edit Selected Text Ads:**

Headline:  23

Description Line 1:  33

Description Line 2:  34

Display URL:  31

Destination URL:

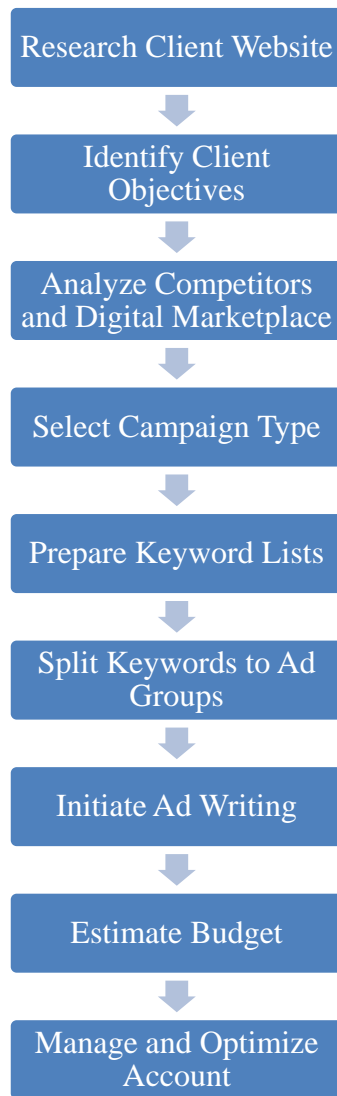
Status:

[Add comment](#) [Replace text](#) [Append text](#) [Advanced URL changes](#)

**Ad Preview:**

[GUC Business IT courses](#)  
 Study the major that balances out  
 Information Technology & Business!  
[GUC.edu.eg/Business-Informatics](#)

**Figure 4**



## **1. Introduction**

In this new generation, new technologies arise while old ones are being forgotten, new means of communication comes into surface and businesses are taking different ventures (such as having their company exist electronically). One of the new initiatives being taken is advertising online. It is still a medium yet to be more explored and further studied. People have misconceptions that since the breakout of online advertisement and the hype created around it; it is the new best thing. However, this is not necessarily true. This paper investigates how effective it really is along with the types of it and finally studying what are the steps taken to carry out an online advertising (OA) campaign through a case study.

Based on several articles, OA has taken over the advertising world. It has become very evident that advertising agencies as well as website operators are investing greatly into this medium. Year by year, it has become clear that the internet has become the means of which one uses on a regular basis and the main medium that is being targeted to reach a wide array of audiences.

OA is an electronic promotion that takes place on the Internet in order to deliver the brand message to the consumers. It can simply be a sales promotion or a form of creating brand awareness. There are numerous ways in which this can be delivered. It can be done through online banners, search engine results, advertising networks and so forth. There exist several advantages towards OA, namely reaching all users regardless of their geographical location and at anytime through which they are browsing the internet.

Despite this essential benefit, it must be mentioned that not all users are intrigued towards this form of advertising or react to it since they still prefer the traditional type (TV, radio, billboard...) and that they view OA as a distraction to their web browsing or as an annoyance. It is very important to study what is the methodology before placing an online advertisement. This means that the advertiser should consider not only the content of the

advertisement itself but also its location on the web page, frequency and its animation. Just as there are many forms of advertisements that can take place online, there are various ways of how to target advertisements towards the online user. One of the most known methods is through the search results. This method is done by showing the related ads on the result page that are related to what the user was searching for.

Despite the fact OA is becoming a widely used approach; when it came to studying the reality of it and finding a step-by-step methodology of how it is created, difficulty arose. No reliable source was found on how OA takes place in an academic format. This is the main reason why the key investigation of the paper is gaining more insight of how an advertising campaign is created on a practical basis after studying the different types of online advertisement and choosing a specific type.

In this paper, Google AdWords is studied thoroughly through its different uses and its application in OA. The information was taken as secondary information derived from certified Google experts. After gathering this information, it was then implemented in an actual campaign targeting students interested in studying Business Informatics. While creating the campaign, despite its small scale, the core steps of an OA campaign became evident and clear. This resulted in an ability to create a framework of what are the essential steps to take when implementing a campaign.

During the course of this paper, the effectiveness of OA will be studied along with the examination from the different aspects; namely the types of OA. Search Engine Based Advertisement was highlighted regarding the various types of OA. This was taken forward in studying the practicality of it in a case study to examine it thoroughly and learning how to implement a campaign using this type of OA. The paper is finally concluded with the limitations and initiatives to taking the study further for future exploration.

## **2. Overview of Online Advertisement**

In the upcoming section, Online Advertisement will be studied from all the various perspectives. How effective it is, what are the different perspective that it receives and also the types of online advertisement.

### **2.1. Effectiveness of Online Advertisement**

Advertisement on the internet has been increasing on a somewhat steady rate. It has been discovered that it is the main source of revenue for small and major corporations alike. For example, PricewaterhouseCoopers has verified that the revenue generated from online advertisement has steadied its eighteenth consecutive quarter of growth in 2000. It has become evident that due to the rising of online users, firms starting approaching the internet as one their mediums for advertisement that are targeting to “internet-savvy” users. Online advertisement does not only promote for a certain sales offer but also builds brand awareness (Dou et al. 2001, pp. 31).

Stanaland & Tan (2001, pp.7–9) were explaining that the World Wide Web has become the regular form for companies to advertise on. The revenues that are being generated through web advertisement is small compared to what comes from the traditional media; however, the growth that web advertisement gained throughout the past few years, surpassed the growth of the traditional media.

Stanaland & Tan (2001, pp.7–9) also mentioned that despite the fact that the online advertisement can be placed anywhere on the website, it has been discovered that only in certain situations will the online ad be most effective. There are some main factors that would affect the effectiveness of the web advertisement; relevance, content, placement of it and reputation of the site. When the source of the website is of a trusted one, a consumer is more likely to view the ad and respond to it accordingly. A highly credible source is more likely to engage consumers in its message and sales promotion (however the content is

displayed) towards the ad more than a source that is not highly credible. The importance of the credibility of the website is very simply because the entry to the internet generally is very low, meaning that anyone can enter any site at any time. The context of the ad is also very variable, since the same message can be sent to the same consumer from the same site but have diverse effect on the consumer behavior.

Stanaland & Tan (2001, pp.7–9) also studied that the relevancy of the advertisement and its relation to what the consumer is viewing on the website is a very important factor. For example, if someone is on a sports website, the ads that would be displayed there would be of those that have offers on sporting equipment or sports ware and whatnot, but they would not have an ad about the latest in cosmetic make up. The difference of effectiveness between both sorts of advertisements can be seen through the processing of the consumer to the ad. The more relevant the ad is to the interest of the consumer, the more it is more effective.

Another factor is the product type. Research studies have been conducted and it can be seen that high-involvement products (such as phones) are more likely to affect consumer's behavior than low-involvement products (such as convenience goods). This is happening because when it is a low-involvement product, a consumer is not motivated to know more about the product as opposed to the high-involvement product. This is the main reason to why consumers are more intrigued by the ads of the high-involvement products (Stanaland & Tan 2001, pp.7-9).

An essential factor towards the effectiveness of the ad is the engagement of the consumer towards it. It is well known that, an effect of an ad is not just about the TV spot or the location of the billboard, it is about creating an advertisement to which the consumer can engage with, in the sense that they want consumers to get educated by it, share it or very simply, remember it. This is done in forms of Flash and Ajax where this technology is allowing the content to be more memorable and worthy of the consumers time. For example, when BestBuy wanted to promote for their new line of cell phone services, they

created a form of advertisement where they allowed the consumer to experience all sorts of services virtually without leaving the site, they also included a coupon to be used in the store; this of course allowed for sales to soar (Edelman, David C. 2007, pp.130-131).

## **2.2. Perspective of Advertisers on Online Advertising**

With the expansion of media that went to the world of internet, this has undoubtedly allowed for more opportunity for advertising agencies. Despite the fact that this may seem a simple task of just placing an ad on a webpage, a lot of technicalities and regularities come in place.

A very important factor is whether or not advertisers consider online advertising as a beneficial form towards reaching the consumer. There is somewhat uneasiness as to how to blend internet advertising with the marketing mix. Even though advertising agencies have reserves as to whether or not it is beneficial for advertisements to be placed online, it has been discovered that many advertising agencies diverted from the traditional form of advertising and have been adding an e-component to their business modules. With that being said, agencies have yet to discover how to overcome these obstacles in order to turn them into opportunities into which they can benefit greatly from (Rodgers & Qimei 2002, pp. 96 – 97).

Shij & Piron (2002, pp. 390–394) mentioned that the internet is a unique and new form of advertising. Even though it is feasible to track the effectiveness of the advertisement (through clicks per minute) or that can track the performance of banner ads, advertisers still feel reserved about the internet as an effective medium. On the other hand, advertisers are able and willing to create those types of advertisement that is able to reach the consumer in an interactive, entertaining and attractive manner.

The internet cannot be considered as solely “interpersonal or mass media channel” which is mainly the reason why it is a very attractive form of promotion. However, at the end of the

day, the consumer is the one in power, meaning it is mainly according to him on whether or not it is effective which will be declared through his perceptions of the advertisement. Unfortunately, after numerous studies, it has become evident that from the perspective of advertisers, the internet is the least effective form of advertising as compared to the traditional medium; the TV. This is very ironic since nowadays, a consumer spends as much time browsing the internet as he does watching the television. This is due to the fact that the internet in the form of advertising is still at its prime compared to a medium such as the television. Agencies or ad networks need to provide advertisers means and tools as to how to use the internet to the maximum benefit, whether it is using it to increase brand awareness or for sales promotion (Shij & Piron 2002, pp. 390 – 394).

Statistics from Taylor et al. (2008, pp. 53 – 54) do not fail to prove the fact the internet is a conquering medium when it comes to advertising. Online advertising spending increased by 35% from 2005 – 2006 to achieve \$16.9 billion. Not only that, but they have projected that this will almost double to \$36.5 billion in expenditures in 2011. Even though some consumers might view as the frequency of the existence of ads while they are browsing the internet as annoyance, web browser settings are being developed in order to avoid this misfortune (Taylor et al. 2008, pp. 53 – 54)

### **2.3. Types of Online Advertisement**

There are many forms of advertising online; some of which include banners, animated ads and search based advertisement. In the upcoming section, these sorts of advertisement will be discussed.

#### **2.3.1. Online Banners & Animated Ads**

Online banners are the most dominant form of advertisement. Banner ads have generated about 50% of the revenues of online advertisement in 2000. They are normally placed in

high traffic websites displaying the specific product or company it is advertising. This assists in increasing brand awareness to the consumer. However, it has been noted that they are somewhat boring and unattractive. To target this problem, online media companies have started designing the banners with additions of audio and video frames, where it can be somewhat attractive (Dou et al. 2001, pp. 31).

Other means of transforming banner ads into alternative ads in the form that they float on the entire screen or appear throughout the whole screen that will prevent the user from viewing the content he wanted to view. It has been realized that since users tend to click less on the banners as advertisers pack more information into the ad itself (Korneliussen et al. 2009, pp. 624).

Taylor et al. (2008, pp. 54 – 57) studied that viewers are able to remember banners and result in a specific manner. These attitude changes alter the behavior to which the user has towards the website, which also takes into account the probability of the user creating a bookmark or a desktop shortcut. Knowing that the banner had somewhat of an effect on the user is a step forward into understanding the dynamics of the banner advertisement. It has been noted that if web standards have somewhat increased and started to include technologies such as Dynamic Hyper Text Markup Language (HTML) and scripting languages extensions (ex. Macromedia's Flash, Microsoft's ActiveX, Apple computer's QuickTime) allows web developers and advertisers to be able to convey the message of the ad in a more clarified manner. Such form of advertisement is done a creative way, since it can also include hyperlinks for a more thorough understanding of the brand.

Nowadays, there exists software that bans the appearance of online banners such as AbSubtract. This enables the companies and advertisers alike to think of alternative and effective means as to how they can place the advertisements online. (Taylor et al. 2008, pp. 54 – 57).

There is a method of advertisement called “the Engagement Model”. It explains how it is of high importance that the consumer feels related to the brand and the emotional connection between the brand and the consumer. This is where it arises the importance of banners, is that not only does it engage the consumer but also allows him to understand the brand more, just like a 30 second TV commercial (Rappaport, Stephen D. 2007, pp. 138).

Animation on the other hand, is mostly and very simply used for entertainment or graphic enhancement in Information Systems, or allows for an interface to look good. On the other hand, one must not forget the downside of it. This includes that it could cause annoyance and disturbance to the user while he’s browsing for the task at hand. It has been studied that the existence of the animation (regardless of what task the user is browsing), will grab the user’s attention. At the same time, it is known that if the task at hand requires a lot of attention, the user will not focus that much on the animation as opposed to if the task is very simply just web surfing, just as much as that the more animated feature is repeated as the user does different tasks, the user will come to understand how to divert these ads so as to focus on his tasks (Hong et al. 2007, pp.1478–1479).

Not only does the advertiser have flexibility in constructing the banner as attractive as possible, it was founded that when comparing the cost factors between constructing banners online and forming commercials on TV, it has become evident that banners are least cost effective (Cho, Chang-Hoan 2003, pp.202).

### **2.3.2. Per Click Methodology**

Cho, Chang-Hoan (2003, pp. 202 – 203) mentioned that click through rate quantifies the percentage of those exposed to the banner ad who then clicks on it to learn more information about the advertiser. Data that was studying the click-through rate discovered that it has dropped more than 50% in 3 years (from 2% in 1998 to 0.5% in 2001). However some disagree that this is the only way to measure the success of the banner, others believe that it is not only about whether or not the consumer clicks on the banner to retrieve

information about the company or product but it is also about brand awareness since it does a noteworthy amount of brand awareness when the consumer views the banner.

Banner ads do allow the advertisers to place their banners however interactive or attractive on whichever website (i.e. they have the freedom whether or not they would want to make it seem catchy), this is exactly why website operators charge the advertisers on a cost per click basis. It has become a very crucial technique which is why in March 2001, 53% of the advertising networks use the CPC model (Cho, Chang-Hoan 2003, pp. 202 - 203). As previously mentioned, the amount of clicks that is expected of a consumer is mainly dependant on the amount of involvement the consumer has with the product being advertised (Cho, Chang-Hoan 2003, pp. 209).

Another form of payment according to Agarwal et al. (2009, pp. 441 – 442) is when the cost of the advertisement is based on its location and according to bid where the same concept that advertisers pay only when a consumer clicks on the ad (i.e. Pay per Click – PPC). The per-click bids are weighted based on the probability of the click itself. Some of the factors that do affect this include; the various positions on the search page, the phrases that are used, different publishers. This method clearly has drawbacks; such as, clicks are not treated in the same manner in the sense that the advertiser would have difficulty in estimating how often a user searches for a certain keyword. This would lead to that the advertiser would feel reserved into advertising on a large scale, due to the lack of somewhat accurate estimation as to how much a certain ad related to a certain word would cost. A second disadvantage would be that “click fraud” may arise, in the sense that a small publisher would want to keep clicking on ads on its pages in order to maintain a steady number of clicks and to increase payment (Agarwal et al. 2009, pp. 441 – 442).

In other words, PPC counts on mainly having the consumer know exactly what they want before pressing on the search button, because that is how an advertiser estimates how much they pay for placing an ad. Marketers who are following the PPC strategy must be well aware of how to analyze the data given at hand and how to interpret it in order to make a

sound judgment. Another important factor is to clearly define the set of terms that is related to business's core objectives and goals in order to restrain from wasting too much money on this method (Porter, Alex 2007, 26). An alternative method that is suggested is Pay per Action (PPA). In this method, advertisers only pay only when the user has completed a set of defined actions on the website (Agarwal et al. 2009, pp. 443).

The previous section has covered many issues when it comes to online advertising. It has become evident that there are many different ways to how one can create an online ad, where to place it and speculate how effective it could be. Not only that, but there exists various means to quantify the effect of the ad through the PPC methodology. The development of online advertisement still has long journey ahead of it and needs to be more studied in order to clarify its potential.

### **3. Search Technology for Online Advertisement**

In this chapter, Online Advertisement that arises from search based technology will be thoroughly discussed, which will be followed by a deep study of Google's AdSense and Adwords and how they place their online advertisement; what is the form of technology that they are using, how does it work, how effective is it and what makes it the most successful.

#### **3.1. Search Engine Based Advertisement**

Blankenbaker & Mishra (2008, pp. 155 – 156) were discussing how search engines have been a very important part of the lives of those who use the internet as their source of information. It is very apparent that they are very useful for knowing any information; ranging from food recipes to gathering up academic data that would support a university paper. It is unlikely that such a powerful tool would not be used to expand more of its potential and have more opportunities. Many have been wondering how do huge search engines, such as Google or Yahoo stay afloat, the answer to that is through advertising.

Blankenbaker & Mishra (2008, pp. 155 – 156) pointed out that search engine based advertisement has become one of the most prominent forms of advertisements and also the most effective. The business model works in the sense that it is based on real-time auction for search words or phrases which are provided by the user who is searching for something specific using a search engine. Once the results have appeared, sponsorship of certain products and companies can be viewed on the results page. The advertisers very simply submit a copy of their ads alongside their bids. As previously mentioned, the way that the billing occurs is when the user clicks on the advertisement.

Most companies that are partly online (click and mortar business) invest most of their operating capital on such methods to promote for their companies. Online travel agencies are an example of the types of business that provide most of their money towards this form

of marketing. Paid search has evidently become one of the most well-liked ways to reach online users since it is measurable (in terms of how many clicks did it receive, in how long, from what location...), which is a simple way of using it (Blankenbaker & Mishra 2008, pp. 155 – 156).

Search engines also assist in firms who are targeting hard-to-reach consumers. This is very simply because the firms know the specific criteria that they cannot attain themselves. The existence of search engines provides them with the opportunity as to how they can use it to reach those inaccessible consumers. The profitability of search markets of the search engines depends on the alternative forms of advertising whether it is online or offline (Goldfarb, Avi; Tucker, Catherine 2008, pp. 23 – 24)

### **3.2. Google AdWords**

Blankenbaker & Mishra (2008, pp. 156 – 160) explained how Google AdWords works in a very simple way; advertisers pay to have their textual ad be placed on the results page when a user wants to search for something specific. Google identifies these ads as “Sponsored Links” and physically separates them from the actual search results and places them on the right hand side of the column.

In certain situations, Google will discretely place the top 3 ads right next to the search results so it can be placed in a more important location. These specific ads will be distinguished from the rest by having a colored background and sponsored links. However, it does not matter when the link is placed because all that matters in the end is the advertiser only pays if the user follows that specific link. Therefore, AdWords follows the PPC method of payment (Blankenbaker & Mishra 2008, pp. 156 – 160).

Blankenbaker & Mishra (2008, pp. 156 – 160) discovered that there are numerous search terms that would fight for one of the eight positions on Google’s page for the advertisers. To establish on which advertisement will be placed, Google runs an alternate form of a

sealed bid second price auction when the search request is received. In other words, each advertiser will mention how much they will be willing to pay to have their ad placed; Google will rank them accordingly and place the ads respectively. However, the Cost Per Click (CPC) paid for each ad is 1 cent larger than the one placed directly below it.

Nonetheless, Blankenbaker & Mishra (2008, pp. 156 – 160), mentioned what sets Google different is that it has a “quality score” related with each ad, this means that a high quality ad could end up in the top of the page and pay less than the low quality ad placed right below it. There are numerous factors that can boost the quality score; Google provides somewhat of direction for the advertisers. For example, the ad text that can clearly identify where the hyperlink is that will lead the user to the product.

Blankenbaker & Mishra (2008, pp. 156 – 160) has seen that Google also includes a Click-Through Rate (CTR) in the quality score so they can be able to identify the ads that gets the most frequent visitors. One of the main reasons why this is done is to maintain Google’s revenue since the ads that are placed in the most prominent spots are those that are most frequently visited. One needs to keep in mind that Google does not by any means notify the other advertisers of how much anyone bid, nor do they mention the exact quality score (they mention it on a scale of 1 – 10). This of course causes frustration to advertisers which is why Google somewhat reached common ground with them by placing their quality scores from 1 – 10.

Blankenbaker & Mishra (2008, pp. 156 – 160) wrote that what is required of the advertiser is to select a set of keywords, what criteria would be matching those keywords, text of one or more ads to be displayed, the maximum bid an advertiser will pay to get that click on the ad displayed and a daily budget for the group of keywords. AdWords has a set of rules and guidelines as to what keyword will be participating. This is done in order to refrain from having duplicate sponsored links on the result page and to maintain somewhat of a control.

The initial part of the selection process is as follows; the advertiser specifies the sort of match he is looking for (whether it is broad, phrase, exact or negative). The default, i.e. the broad option, will allow keywords to match the search phrase if all the keywords is somewhere in the search phrase. A phrase match occurs when the keywords match the order of the search phrase (if there are words before it or after it). Exact match is of course every single keyword is exactly the same as the search phrase. Negative indicates a prevention of collection of words that are of a different domain to appear in the search results. For example, if someone is searching for “flight”, the ads of “flight of stairs” will not be shown (Blankenbaker & Mishra 2008, pp. 156 – 160).

Blankenbaker & Mishra (2008, pp. 156 – 160) elaborated that there are five basic measurement services for the AdWords campaign; the number of impressions, CTR, CPC, the conversion rate and the average revenue value for a sales from the keyword. The number of impressions is very simply how frequent did the ads show for that exact key word. CTR is the ratio of clicks to that ad over the number of impressions. CPC is determined by Google of how much it charges when a searcher clicks on the ad (this is predefined by the advertiser); normally, Google reports the average CPC since the auction is relative. CR is measured by the advertiser in the form of the fraction of the clicks on an ad that results in a sale. For the advertiser to maximize his profit does not only look at what he is searching for, but also taking into consideration of the traffic (i.e. the circumstances). Branded words (such as McDonald’s) should be on bid to generate more traffic rather than non-branded words (such as Hamburgers, Fries). In order to attain high success, Google needs to work more closely with advertisers in developing, testing, maintaining and managing effective search criteria and search keywords. (Blankenbaker & Mishra 2008, pp. 156 – 160).

### **3.3. Google AdSense**

AdSense is an advertising program where it allows any person that published a website to generate income through advertisement, on the basis that Google approves the website.

This is mainly done through the purchase of ads through the AdWord program and understanding where to place the ad. The information written below is extracted from an e-booklet that Google has provided on what is AdSense.

AdSense only places the ads that are related to the content of the website. For example, if the site is about ancient Egyptians, the ads would be about visiting the pyramids or where to buy antiques but not about sports cars that are for sale. A small amount is paid in return for placing these ads on the website each a visitor clicks on the site and rarely, when a visitor just sees the ad.

AdSense's main aim is to generate money for the publisher; however, that is not the only reason. The existence of ads on the site makes the site seem more fruitful and more valuable to those visiting it. This adds value because relevant ads to the content of the site are the ones being placed and not random ads. When a user would like to view more information or would want to elaborate on a certain topic, the existence of these ads would guide him through more information. Also, the existence of fruitful information allows the user to return more frequently to the site and thus increases traffic.

It needs to be taken into consideration that AdSense is not beneficial for all sorts of websites. The existence of alternative ads on the site, will give the chance for the user to divert from the site and go to another website. This is very harmful when it is an e-commerce site, where right before a user makes a purchase, notices an attractive ad and then goes to it before completing the transaction. If the chance of a user surfing away from the original site is not that harmful, then AdSense will certainly be beneficial.

Another factor is that some publishers feel reserved towards endorsing certain products. It is known that it is unlikely that a content only site to be able to afford AdSense on each of their pages. However, avoidance of endorsement can be done through the form of having the ads specifically on pages that are not selling any products.

The amount of money that can be done through AdSense is found out from CPC and CTR, at the same time, it does not cost a website anything to have AdSense since the only cost is the time it takes to be implemented. The advertisements that will be placed on the site, as previously mentioned, will be those determined by Google's search algorithm where the publisher can also avoid having the competitor's advertisements on their site by mentioning it in the ad filters.

It needs to be taken into consideration that despite the fact that AdSense does generate somewhat of revenue; however, it is not enough to make a person a millionaire. It highly depends on the richness of the website, its content and the amount of traffic it gets (What is AdSense, pp. 1 – 8).

The preceding section elaborated on the potential of the search based advertisement, how it is measured and how it is designed. Two major Google products were studied in order to see how it is really done and how is the revenue generated. It can be seen that this is the main way of how Google generates its profits.

#### **4. Research Gap**

The research gap was very clearly identified especially when it came to covering the basic foundation of information needed to obtain to have an academic research paper. An important limitation occurred was that the numbers of resources were not many due to the topic's novelty. This was highlighted when the research was conducted to find scholastic and reliable resources concerning web advertisement, the results that were found were not rich nor were they numerous. They would either discuss the development of web advertisements generally, or in another case, they would be very specific and case-based. Also, the information that was found was regarding the concept of online advertisement rather than an elaboration on the types of advertisements that could be used. The different perspectives of website operators, users and advertisers were not widely used since the information found was mostly from a general perspective of what online advertisement is and how it could be used. Statistics concerning online advertisement came across very rarely in articles which diminishes the credibility of the information regarding the success of online advertisement. Also, there were not numerous academic sources regarding search-engine based advertisement (i.e. Google AdWords and AdSense). Finally, there were no resources on how to conduct online advertisement, or what strategies should be followed or the implementation of online advertising.

## **5. Methodology**

After studying the types of online advertisement and realizing the expansion of the online advertisement world; understanding it further, learning about its implementation and going in-depth seemed essential to have a well-rounded idea of the topic.

Due to the lack of academic information existing on online libraries regarding the implementation of an online campaign, the most feasible method to retrieve information and understand the practicality of it was through a qualitative exploratory research.

To attain a richer insight about this topic, practical work with certified Google experts in online advertisement was needed in order to learn, understand and implement the work that they are doing. The 2 month process was initiated by learning the theoretical aspect of the type of advertising method that would be used (in this case; Google AdWords), viewing examples of different campaigns to have a clearer idea of the process, observing how implementation takes place and finally acquiring the tools and knowledge to carry out a campaign.

Documentation took place whenever information was given in order to record the essential steps to implement the campaign. This was used in the empirical research of the first case study. Every single step on how to implement an online advertisement campaign was recorded along with the different types of campaigns, in what perspective are websites analyzed and so forth. Not only that, but also the steps of what to do post-launch was identified. This was done in order to have enough knowledge on how to maintain the campaign and how to analyze the effectiveness of it.

The second case study is the implementation of the first case study. It identified what are the essential steps that were taken in order to implement an actual campaign from the very start and carry out efficient analysis on task at hand to have a successful outcome (i.e. a successful campaign).

## **6. Case Study**

In the upcoming section, 2 case studies will be identified. The initial case study discusses the step-by-step process on how to implement an online advertising campaign, the next case study implements the previously identified steps in order to carry out the campaign.

### **6.1. Constructing an OA Campaign using Google AdWords**

There are numerous methods to launch an online advertising campaign using different types of advertisement as mentioned in the literature review. For this case study, the main focus is on Search Engine based advertisement.

Below is a step-by-step case study on how Google certified experts from iWebalize (which is a iWebalize is a company that carries out online advertising & marketing using Google AdWords, PPC Methodology and so forth). They have provided insight on how to construct an online advertising AdWords campaign from the very start. The main tool used for creating the campaign is the Google AdWords Editor. There are many other tools that Google provides for facilitation of creating an online advertisement campaign; however, for this case study, only those that were used to conduct the research are mentioned. There are 3 main people identified within this case study: “user” who is the search user and the one where the campaign is targeted to, the “advertiser” which is the account manager of the AdWords campaign and the decision maker of the strategies to be used and the “client” who wants to have a campaign for his business. The phrases “Google will do...” or “Google will analyze...” throughout the case study mainly implies Google’s algorithms for these specific actions.

#### **Research on Client’s Website**

In the very beginning, an online advertisement campaign requires research which is conducted on the industry of the company, competitors’ analysis and also research on the

company itself with regards of the products and such. This is very essential since the research helps define the goals of the online campaign to make it as efficient and profitable as possible. Enlisted below is the following steps and information that would be taken before launching any advertising campaign.

First analysis is conducted on the “Keyword Density”; this means that the nature of the website should be mirrored in the description & keywords of it. For instance; when studying iWebalize’s keyword density, the website should include the keywords “PPC”, “AdWords advertising” “online advertising” repetitively. This is mainly done to facilitate the categorization of the website when Google’s robot or crawler analyses it. This also increases the quality score which in turn will cut the cost when running an advertising campaign.

Second is analyzing the website content. This is mainly retrieving the essential keywords (or seeds) that will be used for the advertisement. For example, if Amazon.com wants an advertising campaign for iPhone then the landing page (i.e. the page that will be directed from the ad is clicked upon) must contain the word “iPhone” at least 3 times.

Finally, after analyzing the website, recommendations are given to the client to change the content of the site to adhere to the goals of the online campaign. For example, the website of the German University of Cairo (GUC) has all courses on one page, even if the keywords are located in the addressed density; the landing page might not be user friendly. The application form is not accessible since the user needs to keep searching for it and the landing page has no call-to-action (ex. “sign up here”) and so forth. In some cases, it is more recommended to have a micro-website or another landing page for the specific AdWords campaign; such as amazon.com has a specific website for the Mother's Day Campaign where it had specific products for the campaign (such as kitchen accessories).

## **Identifying Client Objectives**

Next is studying the client objectives and what they would require out of this campaign. There are 3 types of campaigns in which accordingly the client defines what results they would want out of the campaign.

First type is the Brand Campaign or Brand Awareness campaign. The success metrics in this case is the number of impressions on how many people saw the Ad on the Search Engine Result Page (SERP). The strategy in this case would be having a content campaign where the ads are placed on the websites relevant to the business of the client. The added advantage to that is the CPC is less than search campaign (which is when the ads appear on the SERP in a text format) and the content campaign gives the choice of having rich format advertising (gadget, image, flash) which results in a very effective branding strategy. Diversity of content network in Google's network gives the freedom to the client to target people according to their demographics and likes or dislikes.

Second type is the Traffic Campaign which implies generating traffic to the website. The success metrics would be the number of clicks on the ad that would lead to the website. If the targeted hits is 10,000, a common strategy is that in order for their website to seem more attractive for other advertisers to sell ads on their website, advertiser will target ads to everyone regardless of the website content to get people go on their website. Elaborating on that is if all of a sudden it is the elections season, advertiser will select the keywords relevant to it to advertise the website when searching for those keywords. This is a strategy that some would use to increase traffic; however, the important thing is to not ruin the brand image.

The final type is the Conversion Campaign which entails Online Leads or Online Sales; i.e. to generate conversions with the least cost. Conversions are calculated in the sense that if there is a certain sign-up or application or purchase form on the website, and a user goes onto the website and fills that form, then this is considered as a conversion. It is mainly

done to track the number of interested users towards the website. Success Metrics in this case would be the number of conversions, cost per conversion and conversion rate. Accounts that have this objective can be have the nature of content or search campaign and it can also use new features since optimization of the account happens as it matures. Optimization mainly happens to capitalize on effective strategies and discard those strategies that are not effective. The element or the message of the campaign can be tested; where different messages can be advertised and the most cost-effective message will be chosen. The results of this objective are tangible since it can the effectiveness can be viewed. CTR is very crucial in this campaign. Also, the quality score has to be very high (more than 7/10) to ensure that the keywords are being bought with the minimum cost. It is important to keep in mind that as the quality score increases, cost of keyword decreases.

### **Basic Analysis of Competitor and the Digital Marketplace**

This is the third step taken before preparing the campaign; identifying and analyzing the competitor's positioning on the SERP, placements of their ads, their edge and studying the digital marketplace of the industry.

There is a Google tool called the "AdPreview Tool" which allows the user to place certain keywords, identify the location (i.e. which country and region), Google domain (ex. Google.com.eg) and display language where it would identify what competitors exist in 2 different results.

The first type is the sorts of Ads displayed; i.e. the Sponsored Links (which are the links that appear to top of the search results or on the right of the screen displaying different advertisements in forms of links). This has more value in the information it gives since it portrays where competition with the different ads exists. This is where the advertiser would study the strengths of the competitors and weaknesses of the client's website for better evaluation of what is lacking. After analysis, recommendations are given to the client only

if necessary. For example, if the client's pricing is more expensive than competitor's then advice would be to avoid mentioning the price in the ad.

The second type of results that could be analyzed is the Organic Results, i.e. the non-paid, natural results that appear on the SERP. Analysis of these results is not as valuable as analyzing the ads displayed, since they did not pay to have their website on top the SERP. However, they must not be neglected since they still drive visitors (potential clients) as they are indirect competitors. In order to appear on top of the SERP; a method called Search Engine Optimization (SEO) is undertaken that has certain factors to focus on and where changes are done to the website in order for it to be more "Google Friendly". However, conducting the method of SEO is not a main step in constructing a campaign; it merely helps the positioning of the website on the SERP. Implementing an online campaign does not depend on having the website on top of the SERP; it simply complements the campaign in enhancing the position of the website.

After studying the competitor's ads and positioning, next is studying the "Digital Marketplace of Industry". This is done using another Google tool called the "AdEstimator Tool". This portrays the perspective of the user because it will show how many searches on these keywords occur on a daily basis and their frequencies, peaks, where they originate from (i.e. if it differs from one country to another) and the average CPC.

### **Search Campaign and Content Campaign**

After researching and identifying the budget limit, advertiser must select what sort of campaign would they implement or if it would be a mixture of both types. There are two different AdWords campaign that can be approached by; search campaign and content campaign. Both of them have different objectives and different natures in their set up. In this upcoming section will identify their differences.

## Search Campaign

The first type of campaign is the Search campaign. Search campaign is when the advertiser targets the ads that appear on the SERP and focuses on keyword targeting (the keywords that users search by). In this campaign, Google cares about the quality score because most people use Google as a search tool, so they want to maintain the number of people using it and the quality of ads to not lose search users. The approaches on structuring an AdWords Account starts with the following; the generation of the keyword list.

The advertiser views the advertising goals of the client to further understand whether he would like the campaigns to be differentiated based on the ad message. The different ad messages could be about quality of the product or the price of it or simply displaying its competitive edge. It is a very rare coincidence that the client would want to have campaigns based on these 3 criteria. In normal circumstances, the case is that study would be conducted on the website where the keywords are analyzed and construction of the seeds occurs.

The keyword tool is used in this phase as it would result in foreseeing the imagination and the search behavior of the user. When the advertiser selects certain keywords based on analysis, the tool would be used and Google suggests keywords based on the seeds as it would also analyze the theme and get the related keywords for the keyword list. There exist 3 different perspectives to look at keywords:

1. Keyword relevancy; where if a suitable keyword is found, it is added onto the list.
2. Irrelevant keywords; these keywords would be neglected but are useful to see if they will conflict with the keyword list.
3. Relevant but would attract wrong users (i.e. Negative); these keywords do not have anything to do with the industry but people would still search for it because it is relevant. For example; if the client's business is selling software; search users will search for free download; however, this would conflict with the nature of the business so the word "free

download” will be added to the negative keyword list. These keywords would prevent the ad from appearing when searchers search for it.

Next is dividing the keywords into several ad groups which are based on text relevancy. For example if the client’s service is selling accounting software, the scenario would be as follows: searchers would search for accounting software while others for accounting program. In this situation, 2 different ad groups will be made since it will be more beneficial for the advertiser to construct the ads as it is more detailed. Another example would be if the client sells mobile phones, ads would alternate between "Best bargain in Egypt for mobile phones" or "Samsung mobiles" or "Nokia Mobiles" and so forth. In this case, different ad groups will be made to be tailored for the different searches. This is an added advantage since it will directly affect the quality score because the ads are more specific for the product/service. As previously mentioned, it is a lot more beneficial when the keywords for the campaign have the same reference (i.e. keywords) as the landing page.

After constructing the keyword lists and splitting them according to their theme (program, software, etc.), i.e. more detailed ad groups; they are then put into the keyword tool to generate even more words, identify negatives and popularity of each keyword. Upon completion of the keywords list; they are exported to excel to ensure that there is no negative, misspellings and such. The loop is repeated until the keyword tool cannot generate any more words and everything is set.

If this procedure is conducted on a campaign that was already launched, analysis on the CTR is done as it shows as CTR increases quality score increases which benefits the CPC and positioning of ads. There are 9 positions where positions 1-4 are above the fold (guaranteed to see the ads without scrolling down the page) and positions 5-9 are under the fold (this is in case the budget cannot cover it, but advantageous if user will compare the product and user will scroll down the fold to compare the products). However, this aspect does not affect the account setup since there are no statistics as it is still a campaign to be launched.

After constructing the ad groups, bidding for the ad groups or keywords occurs; this is used by the Google Traffic Estimator tool. The advertiser studies the market average CPC and the bidding is initiated on the ad group level. This is not done on the keyword level because if there is 1,000 keywords, time and effort would be wasted analyzing each and every one of them. If there are a number of specific keywords that have a significant difference in their CPC amount, then they are split into a different ad group so the budget can be closely monitored. There are 2 types of bidding that occurs; automatic bidding and manual bidding.

First type of bidding is the automatic bidding. This happens when the advertiser gives Google a range for the bid from 5 Cents to \$2 and Google estimates where the CPC lies. If the daily budget is \$X and client wants the ad to appear in positions 2-5, Google works as an agent to secure such positions every time a search occurs.

This is not effective since every keyword has different competition with different positions and prices than another one even if it is in the same ad group. Normally, advertiser would target positions 5-9 to optimize the cost since it is cheaper than position 1-2 and it would still appear in the first page. For example, when there are comparative products, where the searcher compares the product back and forth with different products (ex. compare between Samsung and Nokia), searcher will click on the first ad, then go back to compare with other websites. In this case, it does not matter if the ad is in the first position.

In the manual bidding, advertiser can see the average bid of the entire ad group, and study the keywords individually. If there are 20 keywords different in CPC, it will be more difficult in managing. In this case, advertiser has to study every one individually. If there are 150 ad groups and 1,000 keywords in every group then there are 150,000 keywords to study. This would stunt the work of the advertiser on the campaign/account.

If there is an expensive keyword in the same ad group and a number of them are diverse, then something is wrong since the keywords are put according to text relevancy. Solution is

to divide them more specifically even if it means having one keyword per group. For example, if one keyword is \$20 and the budget is \$100, 5 clicks will finish the budget. An unfortunate event may occur that the keyword does not drive conversions. The advertiser would want to utilize the keyword for a long time at an efficient cost without finishing the budget. In this case, advertiser decreases the position of the keyword especially if it is a selective and important keyword.

An important note to be considered is that there is no final keyword list since optimization is consistent on a daily basis after the campaign has been launched.

When finalizing the keywords, identifying their match type is required. As mentioned previously, there are 4 Keyword Types. Described below is each of their types and when would they be most appropriately used.

1. Broad match type is used when minimal traffic is generated on the keyword or not enough data exists on the Google Traffic Estimator. For example, 2 years ago, no one used to search for online purchasing in Egypt. However, now searchers started searching more on “Online Shopping in Egypt”, “online shopping business model” and the keyword “Online Shopping”, which can be realized that these keywords have become very competitive. In this case, it will not be recommended to be broad due to the high amount of traffic that it will reel in. It is very important to realize when it is best to use the broad match type.
2. Phrase match type, which is the most commonly used, is used when a lot of traffic exists on the keyword but the budget is not very high. This will generate a more specialized traffic that will in turn be more optimized according to the budget at hand.
3. Exact type is used when there is a sensitive account or business. For example, a client who has a medical website wants to launch a campaign concerning “winning the war on drugs”. This website will sell medicine to defeat the addiction. Having general keywords such as “cure” or “medicine” is very general and will cause a lot of traffic; it

would be preferable to have them exactly as the keywords on the website to get the specified traffic.

4. Negative match type is used to avoid any unwanted traffic. The list needs to be reviewed so that there are no duplicates, overlapping words (a word that exists in the normal list and the negative list), misspellings, editorial mistakes (ex. having 2 spaces between 2 words instead of one). The negative list is of vital importance because one keyword can halt the entire campaign (ex. If advertising for Chinese tea and “tea” is placed by accident as a negative keyword).

There are certain considerations to take into account when setting an account for search campaign. Such as, if a keyword generates a lot of useless traffic and minimal conversions; then decreasing the level of match type is recommended. If the match type of a keyword will be changed, advertiser will pause the keyword and add a new one with the new match type. This is done in order to avoid termination of the account history because when the type of a keyword is changed directly from the editor, the process of calculating the quality score starts from scratch which may take a long time and result in time wasted to launch the campaign. It is also important to realize that internet users in Egypt are more mature in the sense that they started searching using specific keywords. This is useful information that the advertiser can consider when setting up the different ad groups and choosing the keywords with their match types.

Once the ad groups, keyword lists and CPC are finalized, ad writing takes place. This will be elaborated below after explaining the content campaign since both campaigns share the same guidelines in writing text ads.

## **Content Campaign**

The second type of campaign is the Content Campaign. A content campaign targets the content network which includes websites that are subscribed to Google's AdSense that give space for ads to be placed on their websites. For example, if client owns a real estate

website and there is a blog that gives reviews concerning that industry, there will be interest for the real estate company to place ads on the blog. It is a very powerful tool since 60% - 80% of websites on the entire Web use AdSense. However, as mentioned previously, quality score of the search campaign is a lot more important to Google than the content campaign because advertisers target the websites they want to use regardless of the relevancy. Content campaign works on 2 different sorts of targeting; Contextual targeting and Placement Targeting.

In contextual targeting, Google takes the keyword list or the ad group and analyzes the keywords so it can extract a theme and see how it can relate to what website based on the theme.

For example, if a website is selling coffee beans; keyword list will be coffee beans, buy coffee beans, java beans, etc. Google will take these keywords, and will see that the common thing is beans, Brazilian, buy; it will then look for topics related to the coffee bean trade. If it targets a java programming site (since Java is considered as a brand of coffee), Google will realize that the words "Computer Science" is consistently repetitive throughout the site so it'll disregard it.

However, in placement targeting, instead of compiling a keyword list and Google analyzing it, advertiser declares the certain placements (i.e. location of ad on a specific website) to say which websites it would like the ads to appear on. This would lead to a competition between the other advertisers who are targeting the same websites. In this case, Google sees the bids of the potential advertisers bidding for the same website and the highest bid will win the position. The higher the advertiser bids, the higher position the advertiser gets. There are no guarantees that that if the advertiser does not get position 1 they will get position 2. This is because some websites have 1 AdSpace. Due to the average number, which is 3 AdSpaces/website, it is not recommended to target position 4 because it will only appear if the website has 4 AdSpaces.

As previously mentioned, the quality score is not important in the content campaign as the ad ranking is solely based on bids and not on bid multiplied by the quality score (as it is in the search campaign). However, with that being said, the quality of the ad itself is very important because it is not restricted to only text as it is in the search campaign. Advertiser can add images, videos, flash ads and gadget ads.

Google does not place the ad on the website unless it studies the theme of it. For example, if there is an Ad about luxurious real estate, it will not appear in an article in the New York Times discussing the earthquake in Haiti. It will be clear that the article is discussing something gloomy or drastic because text would include words such as “disaster” or “deaths” so sensitivity must be taken into consideration. In the previous scenario, theme of the current website contradicts with the theme of the ad which is studied by Google’s algorithm.

When creating ads for contextual targeting, 5 – 10 keywords are divided among each ad group. The reason why the number of keywords is small and not unlimited is to avoid confusion about the theme of the ad group. For example, if advertiser is communicating to Google that any website regarding the words “Doctor newspaper”, “Doctor Magazine”, “Doctors news”, “Medical Magazine” and so forth, it is understood that want the advertiser would want the ad to appear in medical newspapers. It is very important that all the keywords complement each other to further understand the theme.

Negative keywords still play a vital part in the content campaign; however, they are dealt in a different manner. If client owns a website that sells online software, in a search campaign “free download” would be considered as a negative keyword so it does not generate useless traffic. However, in the content campaign, advertiser can place ad on the forum that it is discussing the software that client is selling. In this manner, the ad can be directly related to the software the forum is discussing and can have the link to the client’s website. This way, whoever will click on it, is very selective towards the service the client is selling. In the

negative list, sites that do not adhere to the brand image are excluded to avoid ruining the brand image.

After finalizing the ad groups, it is preferable that 4 ads of the same type (images/videos/text ads) in each group are created. The reason for having 4 ads per ad group is for optimization and to further understand which ad has the most positive (or negative) impact. However, it is known that videos and images have the most attraction towards the user. The ads in the contextual targeting are charged on a group level rather than a keyword level since the keywords directly complement each other and are limited in the same group.

There are some differences in placing the ads when compared to contextual targeting. First, the advertiser gets the websites that have AdSense and studies which ones he would like to use. In this case, Google is the distributor. On the other hand, not only does the publisher (owner of the website) controls which ad will appear on the site, in order to ensure the content of the ads does not conflict with the message of the website, but he also sets certain criteria for the ads before subscribing to AdSense.

In placement targeting, advertiser chooses the placements and informs Google where they want the ad to be set. Google then groups all the placements into certain categories (news, entertainment, education...). In this case, ad would appear regardless of the articles. Due to this fact, it is not necessary to have a negative list; however, exclusion of certain categories of websites (ex. 18+ websites) or links (to sites that are not brand/company aligned) occurs.

When it comes to bidding for the ads in placement targeting, same strategies are taken as the search campaign where the Google traffic estimator tool is used to give the average CPC for the keywords. Next, the advertiser places the maximum that he can bid. Google studies what are the different bids to compare between the bids of the different competitors. It is important to remember that Google does not only study the bids but also studies the sensitive content and not the relevancy or quality score.

Bids are set on a placement level, since it does not have to be on an ad group level because some placements are very competitive so it could be higher than the rest. For example, if the client's website sells mobile phones and there is a website giving reviews on the best sites selling mobile phones, the users will compare on latter site to see which website to buy the phone from. In this case, it is very important and competitive to have a placement there.

After finalizing the placement group and locations or the theme if advertiser will undergo contextual targeting; advertiser will place the ads with its variations (image, text or video).

## **Ad Writing**

When it comes to creating text ads, search campaign and content campaign follow the same strategy. As previously mentioned, ad writing will take place once type of campaign is chosen, keyword list is identified with the budget is done.

Before writing the ads, there are certain questions need to be addressed. For example, by defining the target audience, the advertiser would need to answer and analyze "who will be the targeted users? What motivates them? What are their demographics" in order to speak their language and be able to send the correct message.

The motivation of the buyer is different, because some buyers would purchase an item because it is trendy, others because it is a necessity which is why it needs to be clarified from the beginning to know how to tailor the ad.

A third point is whether or not the service offered is needed by the market. In this case, it is important to be selling the benefits (such as fastest DSL in Egypt) rather than features (i.e. internet). It is very simply because consumers tend to be attracted to what they will gain out of the experience of the product or service.

After analyzing the different thoughts and questions to keep in mind while writing the ads, certain techniques can be implemented so the ad can stand out which include having strong “Calls to Action” such as “Sign up now”, “Visit”, “Register”, or including special offers or highlighting efficiency in delivery “Free or Next day delivery”, portraying prices in the ad (only if it has a competitive edge), have a wide range of products within the ad, capitalizing the initial letters to stand out, exclude numerous similar characters such as “!!!!” and finally have the URL written in a simple format without “www” to further strengthen the ad and send the message (ex. [guc.edu.eg/business.informatics](http://guc.edu.eg/business.informatics) instead of [www.guc.edu.eg/business.informatics](http://www.guc.edu.eg/business.informatics)).

It is very important for the advertiser to make the company highlight its competitive edge whether in regards of quality, price or availability. Advertiser should have the ad seem like the client has a lot to offer (ex. “and many more”) or credible (ex. “test this” or “full refund if unsatisfied”). As previously mentioned, a lot of variations for the ad are recommended to test which one obtains optimal results.

The ad writing description is very controlled where advertiser only has 95 characters to describe the product or service. It is essential that strong adjectives are used in the description to give a well rounded idea of what the ad is about. With AdWords wide existence on Google, the AdPreview Tool can always be used in getting examples, or simply searching on Google to know what sort of method of ad writing to avoid and what to capitalize on.

### **Budget Estimation**

After gaining both perspectives of the ads (from the user’s perspective in terms of how many daily searches and the client’s perspective on the competitor’s positioning and ads), estimation of the budget occurs in order to view spending limit to tailor the campaign accordingly. There is no minimum or maximum budget of what the client can pay.

Advertiser analyzes the budget from how many visitors does the client want while the client would ask how much would it cost.

The average CPC using the traffic estimator tool is 4 Cents. If the client wants 1,000 visits, then the budget would be \$40 ( $0.04 * 1,000$ ); however, the client would pay \$50 to leave more room for growth and evaluation of the campaign in order to optimize it for the future.

According to Google experts at iWebalize, the least budget that started in Egypt was 100\$ while the most budget given to a campaign was \$5,000/week. This of course differs than markets abroad since the online market in Egypt has not matured fully as they do not pay a lot for their online campaigns as opposed to countries abroad (especially in Europe and the United States).

### **Account Management and Optimization**

After defining the campaign type, ad groups, keyword lists, budget, ads; launching the campaign is the final step. In order to see the effectiveness of the campaign, the advertiser needs to observe the performance of the campaign in the first few days. Advertiser keeps monitoring the campaign through different reports and on different levels after gathering enough statistics (i.e. after the campaign has been running for enough time to retrieve statistics). Examples of statistics include how many clicks & impressions have been on the ads, its sources (whether the visitors to the website came from the ads or through other websites or from organic results) and evaluation of the budget are studied to view how much has been spent, what is remaining and how can the account manager/advertiser utilize the resources. This is very efficient for optimizing the account, capitalizing on the strengths and disregarding the weaknesses on what is holding the account behind. Below are listed the types of reports and types of analysis that can be conducted based on what sort of analysis the advertiser needs to do.

## **Daily Management Analysis**

When managing the account daily, the first thing that is viewed is the spending of the account. Next is the impression share (i.e. the share of the advertiser from the number of impressions that a specific keyword can do when it is being searched on. For example if analyzing the keyword “Business Informatics degree” (assuming there are no competitors for this keyword and the budget is enough for the campaign to perform for the whole day) and 100 searches is done on it, the ad will appear on the 100 searches, so the impression share is 100%. If an impression is lost due to competition, Google will notify in a report that an impression is lost due to rank (low CPC and/or quality score) or because the budget cannot cover the entire day). This is useful to see if the problems of the ads are due to the rank, CPC, quality score or budget.

## **Monthly Management Analysis**

In the monthly report, analysis is conducted due to the results obtained throughout the month. All the elements of the account are taken and analysis is conducted based on the following: keywords, keyword theme analysis, ad group analysis, ad analysis, campaign level, Geographical scope analysis (ex. countries that have a lot of searches originating from it) and day of the week/hours of the day analysis.

## **Scheduling Analysis**

When setting up the account, the ads are scheduled to work in specific times and days so the budget is not completely wasted on irrelevant traffic. For example, if the campaign was set up to end at 5 PM and it was realized that the conversions start at 3 PM, the ad scheduling for the campaigns to fit the proper duration will be from 2 PM - 12 AM rather than from 7 AM to 5 PM. The focus would be mainly to schedule based on the "hours of the day" rather than "days of week". Scheduling according to the days of the week would depend on the nature of the business. For example, if it is a holiday booking website, the

ads will be scheduled to appear from Sunday – Thursday since the weekend would be Friday and Saturday. In this scenario, the budget will be allocated to those days. Analysis would require the advertiser to focus on the spending on the best performing days based on the conversion metrics (i.e. number of conversions, conversion rate and cost/conversion).

### **Budget Reallocation Analysis**

Another form of account management is studying the allocation of the budget which requires daily maintenance. In an account, there can exist several campaigns depending on the client objectives (ex. client could want one campaign targeting Nokia and the other campaign targeting Samsung). If there are 2 campaigns and it can be seen that one account finishes the budget at 5 PM without having any conversions, but the other campaign gets a good number of conversions, the advertiser first sees whether the ads are attractive or not, or if there problems in the structure and so forth. Account manager then studies the campaign that gets the conversions and observes why and when the budget finishes quickly. One of the solutions to overcome the campaign that finishes the budget quickly is give part of the budget that has conversions to the one that does not get any conversion to optimize it. In some accounts, there can be a campaign that has expensive keywords that finish the budget quickly and a campaign that works throughout the whole day but doesn't finish the whole budget. In this case, budget is taken from the latter account to support the former campaign.

### **Ad Group Analysis**

Another analysis is analyzing on an ad group level. Advertiser goes into every ad group to know the default bids of the keywords generated what position. If advertiser expected position 2-4, but the position the bid got was position 6, the advertiser will increase the bids to maintain the targeted positions. However, if keywords got position 1, the advertiser will decrease the bid since position 1 is viewed in the same manner as position 2. Advertiser views it as throwing away money because competitors put the max bid very high (ex. at

\$10) and the keyword at position 2 or more can be worth \$4 so advertiser would have paid more than \$10.01 when he could have only paid \$4.

## **AdWords Reports**

The AdWords editor has the option of viewing reports on all sorts of levels so the advertiser can have a better view of what is happening. There are reports on keywords, placement, ad group, geographic performance, ad performance, account performance, URL performance and search Query report.

### **Keyword Report**

This type of report gives statistics of the keywords based on the date range (a week or month ago, all time date range), the whole account or within the account through campaign level, on keywords in another ad group regarding impressions, clicks, CTR, average CPC, total cost, number of conversions, conversion rate, cost/conversion, and so forth.

The main focus lies in the Return on Investment and Return on Ad Spending. The advertiser takes the report and analyzes the data based on the cost to see the highest spending keyword and their profitability which will be concentrated on conversions and cost/conversion. For example, a keyword could have the highest conversion rate and the least cost/conversion, so this would be the “star keyword” in the account despite that it is the highest paid keyword. The decision that could be taken based on this analysis is that it would be put on its own in a separate ad group so it can perform on its own with its own budget. If a certain keyword is not profitable then it will be removed so it does not affect the quality score of the keyword. The remaining keywords are placed in a different group so they can have the chance with the same ads and landing page, bids and so forth. The reason for keeping everything else constant is to guarantee and maintain performance.

If the advertiser wants to stop a certain keyword, it must be seen why it is not recording a conversion. Some of the questions that the address would ask is “Is it because of the ad (is it misleading or not giving the right information)?”, “Is the searcher only coming online to gather information?” and so forth. If there are no problems with the ads, the landing page is viewed to see if the forms are not accessible to the user or if the content on the website is not enough for the user to purchase something. The advertiser would give this information to the webmaster in order to fix these problems. If there are no problems with these yet there is no conversion, then the keyword would be stopped since it is not doing any profit.

Throughout the report, the advertiser can find 30 keywords having a poor quality score, so the analysis that will be done is the "keyword theme analysis" (i.e. a group of keywords having the same theme (ex. have the word "buy" with the keywords that have a buying decision)). Advertiser will study why it does not have a high quality score. The advertiser will separate those keywords and place them in the same ad group and have tailored ads for the group (since the more tailored the ads are, higher the quality score is). This is mainly done when the client does not agree to change the website's content to include those keywords.

### **Ad Performance Report**

This sort of report gives the advertiser statistics on an ad level where it will analyze the performance of the ads whether it is on a campaign level or ad group level. The analysis on the statistics goes in the following two steps:

First, the best performing ads are analyzed in terms of CTR (since CTR indicates attractiveness of ads) then the advertiser will anticipate which attribute in the ad attracts people the most. Once the advertiser knows the "winning attribute", it will be used to assist in writing future ads. On the other hand, the worst performing ad in terms of CTR will be analyzed in which case the “losing attribute” will be excluded from the new ads and the advertiser will pause or delete the underperforming ads.

Second, the advertiser scans the ads to come up with common attributes between at least 10 ads, then the average of the statistics of the CTR is calculated which will be used as the benchmark. The advertiser will then get the attribute that is common between them and sum them to get the averages of that attribute, and then comparison will occur between them and the average of the whole account. By knowing this information, advertiser will be able to see whether or not they are reaching the average or not. Advertiser gets around 6 attributes and compares it to the average of the account. If the advertiser finds that 2 out of 6 attributes are lying under the average of the whole account then it will be seen that they are contributing to a poor performance of the account. In this case, terminating or pausing the poor performing attributes will be replaced by new ads that have the winning attribute.

Normally, this analysis is conducted bi-monthly and in the month that ad analysis is not taking place, advertiser writes new ads to enhance the creativity so there are variations for news ads. It is important to know that assumption cannot take place on deciding which attribute will work because it is not up to the advertiser but up to the search user's statistics. Writing ads is normally done on a trial and error basis where the decision on the "winning attribute" is taken after enough statistics are available.

### **URL Performance Report**

When there are several ads or campaigns that have different landing pages, the URL performance report gives statistics on the best and worst performing land page which will lead to decisions regarding what landing page to keep or work on or disregard completely.

### **Geographic Performance Report**

As previously mentioned, the geographic region of the ads is specified (ex. if the campaign will be targeting Egypt or the Middle East region). The report gives the statistics on which regions get the most clicks, what are cost per conversion, CPC, which

regions/countries/cities/areas gets unqualified traffic that money is wasted on (in which case termination of these places occurs). This report is useful to identify which countries are most appropriate for the campaign according to the campaign.

### **Search Query Performance Report**

In this report, which generates information on a daily basis, give which search queries triggered the ad. This is done on the basis on which ad appeared and clicked (not only impressions (i.e. ad just appeared among the search query)). Normally, new ideas for related keywords and negative keywords are thought off which will then go through the process of grouping them into ad groups and having tailored ads for them. Also, the search query report will provide the concatenation of certain words (which could include words that were not on the keyword list) that lead the search user to the ad. This might lead to the advertiser putting words in the negative list that would not adhere to the brand image after studying the different concatenations.

Listed above are certain reports and different types of analysis that assists in the optimization and maintenance of the account. They are very important in providing essential information that can help in improving the campaign and allowing it to grow. Google provides a lot more specific and elaborative sorts of analysis and reports that is very specific to what the advertiser would need to know.

### **Google Analytics**

There is another program used in parallel to the AdWords editor which is Google Analytics. Through this program, statistics are given about the website itself and not the campaign. However, it shows the effect of the campaign on the website in regards of the performance of the website (if it is better or worse prior to the campaign).

The keywords that got traffic to the site are viewed, the metrics (ex. “bounce rate” which is calculated when a user leaves the website after viewing 1 page), whether these keywords make the bounce rate worse or better than the average performance. For example, if the average bounce rate of the website is 45% and there is a keyword in AdWords that generated 90% bounce rate, this shows that the performance of the keyword is not good which will result in pausing the keyword. However, this is done when there is enough statistics (i.e. at least 10 clicks). Other metrics are used to analyze keywords is the average time spent on the website, page views, and best position on the SERP that generated traffic.

The use of Google analytics is very useful in further optimizing the campaign after studying its performance on the website. It provides statistics in different formats (pie charts, bar graphs) for a more elaborative illustration of the statistics.

The steps mentioned above are the basic essential steps in implementing an online advertising campaign. Naturally, there are more in-depth steps to take depending on the maturity of industry, client goals and budget. Google makes it very efficient and feasible for advertisers to launch campaigns using the AdWords approach especially in the form of analyzing and optimizing the campaign. It provides all the information the advertiser might need in order to know what steps to take, how to tackle a certain problem, allows usage of different tools to have an effective campaign and so forth. The use of AdWords is very successful as it is clear that the main source of revenue that Google attains is through advertisement. It is recommended from advertisers to use this approach as it has a high rate of ROI, cost-effective and mostly simple to use.

## **6.2. Implementing Business Informatics Online Campaign**

Based on the previous step-by-step case study on how to create an online advertisement campaign, creation of the Business Informatics (BI) campaign of the German University in Cairo (GUC) will initiate. The setting up of the campaign was supervised by certified Google experts from iWebalize where they provided their knowledge and expertise in preparing the campaign.

Due to the small size of the campaign, the steps were not being followed in an orthodox manner as mentioned in the previous case study. Research of the website was conducted, followed by analyzing client's objectives and identifying what campaign will be used, next was setting up the keywords and ads according to the analysis of the digital marketplace and estimate the budget, then finally declare the method for the delivery of the campaign.

### **Research on GUC's Website**

The website <http://www.guc.edu.eg> mainly provides educational service. Many people know the brand name very well as it is a strong brand in market. The challenge is to reach in need of the services that the website provides. It also does not appear in major keywords that people use to find out about the universities in Egypt or business informatics and the services which the website provides.

One of the main strategies that GUC can implement is having a keywords strategy to be able to show up using the most related keywords to what the website provides which is derived from client's recommendation and webmaster (where he would include relevant keywords with good search volumes). Another disadvantage to the website is the fact that the content is not well-structured.

It can be seen that there are 3 different links to business informatics course in GUC which includes 2 links independent from the main website. In addition to the fact that they are separated from the main website, those links do not provide enough information regarding the course.

While studying the user experience when visiting the page, it can be noticed that it takes a lot of various steps to reach the form of the application which will diminish the quality of the landing page as a result of unease in the navigation which can negatively affect the conversion rate.

There are other points regarding why the site does not appear in how it is not “Google friendly”. An important factor is the code structure of the website because this is what the robot or spider of the search engine looks at. Structuring of the code or “code revamping” is important for search engines to rank the website better. Another factor is the structure of the URL of certain pages that it is unclear; when restructuring the website, it is more beneficial to have the URL clear to be able to deliver what this page is about.

Despite the fact that the GUC is reputable, its online presence needs to be enhanced by not only restructuring of the website but also upon its content and keywords. With proper optimization of the website when following certain guidelines and fulfilling certain factors, it is bound to have a strong online presence.

### **Identifying Client Objectives and Description of Campaign**

The BI Campaign has a goal of attracting as many people to view the BI courses and apply at the GUC from the Middle East and North Africa (MENA) region.

This is classified as Conversion Campaign since the main objective is to lead people towards the GUC site and fill out an application form to apply for the program. The main segmentation of this campaign targets initially people from Egypt and secondly from the

MENA region. The reason for having two different campaigns is primarily because each targeted location has different Ad characteristics. In the sense that the campaign for the MENA region requires having the word "Egypt" in its ad while the campaign for Egypt does not. Also, the budget for the MENA region requires a bigger budget than solely Egypt which gives more reason to differentiate the both in order to focus on one of them at a time. The targeted language for both campaigns will be English due to the teaching language in GUC is English and because the website content is only in English. Finally, the campaign will be Search campaign within the network of Google search partners (ex. ask.com) because the Content Campaign is mainly for branding purposes more than conversion purposes.

### **Basic Analysis of Competitor and the Digital Marketplace**

After identifying the main characteristics of the campaign; preparation starts by analyzing the competitors and the industry for this specific course, studying the website & landing page of the campaign.

When searching for "Business Informatics Egypt" in Google Egypt all the results that were generated were regarding the different universities in Egypt offering this course. It was also noticed that there were no ads on the SERP regarding BI. Also, there was no information on the course BI in GUC at all in the first page despite the fact that GUC is offering this specific course. This portrays the problems that the GUC website generally has in regards of SEO.

When searching for "Business Informatics" in Google United Arab Emirates and Kuwait, 2 ads were displayed regarding the training of BI & market research report on informatics and there were no sites targeting Egypt which leaves more room for GUC to advertise for the course. It can be noticed that BI in the MENA region has slight competition regarding Ad Space.

## **Keyword and Ad Group Setup**

After brainstorming for the keywords and using the Google keyword tool, a list of about 120 words each were created for both campaigns. The keywords are all categorized as broad due to their low search volume. Keywords were written in all different forms such as “business informatics course”, “business informatics courses”, “business informatics degree” and so forth in order to cover all the possible combinations and variations using synonymous words.

While setting up the campaign, different implications of the phrase “business informatics” were taken into consideration. “Business information systems”, “business information technology”, “management information technology” and “management technology” were added to the list along with their different variations.

Under each title, a group of around 20 keywords were split among them based on text relevancy. Another ad group was added in which it titled “GUC courses – general” to target those specifically searching for GUC.

Before finalizing the keyword setup, negatives had to be identified to avoid useless traffic. By using the keyword tool, strong negatives such as “online course”, “PHD”, “masters program” were added to the list since it is clear that the BI program is a bachelor’s program taken in a university offline. There were other keywords that were not considered until the keyword tool was used such as “evening”, “creative writing”, “production”, etc. These words were generated when all the keywords were placed in the tool, and some “related” keywords were these words.

An example of an ad group is portrayed in figure 1.

## **Ad Writing**

The material used when creating the advertisements was mainly the description the university provides on its website which includes: “high-demand study programs”, “double accreditation of degrees awarded”, “internationally recognized degrees”, “promising career opportunities” and so forth. Another competitive edge that had to be taken into account to, was the nature of the BI program itself; in the sense that it entails business and computer science, management information technology and so forth.

The different description and benefits mentioned above is mostly what high-school students or parents would be looking for in a university. Due to the uniqueness of the course and the fact that only a few universities in Egypt offers it is one of many things that should be capitalized on in the ad. Also, another thing to keep into consideration is GUC’s name entails a strong and reputable presence in the Egyptian market which is another edge that is important to mention in the advertisement.

The “call-to-actions” that were mainly used in the ad were “Apply...”, “Study...”, “Register...” since it is stronger to start the ad with a strong action. It is challenging to create an ad message in only 90 characters; however, it is very feasible especially since a lot of the strong description of the university was provided on the website. Using the description on the website assisted in creating ads that were exactly brand aligned to it and the university itself.

The URL that was designed to appear on the ad was not the actual URL of the BI page (i.e. [www.guc.edu.eg/AcademicPrograms/Program/ProgramDetails.aspx?programId=36](http://www.guc.edu.eg/AcademicPrograms/Program/ProgramDetails.aspx?programId=36)) but rather “GUC.edu.eg/Business-Informatics”. GUC was capitalized in the URL to catch the eye which is the same reason why B and I was capitalized. If the whole URL was capitalized, Google would not have accepted it as a URL since it would look unprofessional.

There were no major differences when it came to creating ads between the campaign targeting Egypt only and the campaign targeting the MENA region. The only major difference was that the ad for the MENA campaign had to include either the phrase “German University in Cairo” and/or “Egypt” since the initials “GUC” might not be well known to students in the MENA region. This limitation forced the description of the ad to be a bit less than the other campaign.

An example of ads for the MENA region is shown in figure 2.

An example of ads for Egypt can be portrayed in figure 3.

In each ad group, 5 different ads were created. Each groups of ads in the ad group had to correspond to the keywords in that respective ad group. This is done so the user can read the ad and relate to it. There is another option when creating the ad for more customization that automatically takes the phrase the user searched for and puts it in the ad. This is used by placing (for example) {Keyword:Business Informatics} in the headline (i.e. title of ad). In English, it translates to “place the phrase user searched for if it is 25 characters or less in the headline; otherwise, place the word “Business Informatics””.

As mentioned in the previous case study, the reason why there are 5 ads in every ad group is mainly to study which sort of advertisement leads to a strong number of conversions through traffic towards the website.

### **Budget Estimation**

After defining the various ad groups, each group is taken and evaluation of the keywords is initiated to create a realistic budget. The budget estimation is based on the local searches on the keywords and the estimated CPC. For estimating the budget, all the keywords were put in the keyword tool where it defines the monthly searches on them. The keywords in each

ad group were placed in the keyword tool to identify the bid estimation for it. Using the keyword tool (having Google United Arab Emirates (UAE) and Google Egypt as an example), it has been estimated that the keyword costs an average of \$0.05. This is due to the lack of competition towards the proposed keywords.

It was identified that the monthly budget for the campaign in Egypt is \$253 and \$1,488 in the MENA region (mainly contributing to the UAE). Some keywords as general as "courses study" (which has a very high CPC \$4) or "information technology degree program" (which has an even higher CPC of \$10) will most likely be removed so it does not take a big cut out of the budget. The reason why it is "most likely" because the decision will be taken after the account is launched so it can be viewed if it generates traffic with conversions or meaningless traffic.

The final budget will have to go through the client before launching the campaign in order to see which keywords will be removed to fit the budget.

After finalizing the keywords, negatives, ad groups and writing ads; next step is defining the bidding option. The manual bidding will be used because there is not any enough statistics in the account history so automatic bidding cannot be used. After the account matures, automatic bidding can be used. The bidding strategy will be either CPC or Cost per 1,000 Impressions (CPM). In this case, CPC will be used because CPM is solely used in content campaign for branding purposes.

### **Delivery Method**

There are two types of delivery methods; standard and accelerated. Standard is when the control of the budget spending is based on the daily spending of the account and on that basis distributes the budget. If the budget finishes in half a day, then it would distribute the budget throughout the account so it can use the whole day. Accelerated method is when the ads are shown as quickly as possible. If the budget is \$10 and those \$10 finishes in an hour,

so Google will allow the Ad to keep appearing for 1 hour then it will stop for 23 hours. When initiating the account, standard method is used to monitor the trend of the conversions in the beginning of the day or at the end of the day. This will help in identifying the ad schedule and distribution of budget.

When it comes to the delivery of the ads, there are two types of delivery method; optimize and rotate. In every ad group there is an average of 4 ads. In the optimized method, Google chooses which ad performs the best (based on CTR - impressions/clicks) when the account is launched. In rotate, ads will appear rotationally. In this case, rotational ads will be used as the account is still initiating and no statistics are available for measuring CTR.

In this case study, analysis of the website and industry of marketplace (in terms of universities in Egypt and availability of course) was given, identification of client's main objectives alongside type of campaign and targeting, keywords, ad groups and ads were set up, the budget was estimated according to the keywords at hand and finally the delivery was mentioned. It can be seen that there are no key steps missing in implementing the campaign but the final approval of the client in terms of the budget. If the budget will be altered, then ad groups need to be analyzed further in terms of keywords to fit the budget. Restructuring the website will assist in positioning the website which can be worked on in parallel to the campaign or prior to the campaign depending on client's decision.

The reports and different types of analysis towards the campaign can be used post the launch once there is enough statistics. This is mainly done in order to better analyze campaign for better results in the future when the campaign is maintained for long-term or even short term (since some analysis and reporting can be done on a daily basis).

### **6.3. Discussion**

After studying both case studies; the empirical research and the implementation of it, it can be seen that the steps taking to implement an OA campaign are very basic. The difficulty arises when it comes to analysis of what sort of campaign to use, the client's objectives and how to create the campaign based on it and so forth. The steps to take are clearly outlined, but it is important to know when to use them and how to use them.

An illustration of the framework is shown in Figure 4.

It is unknown to view how the different campaigns would take place since only one sort of campaign (search campaign) was thoroughly studied. There were not enough examples of different campaigns based on Google Adwords due to lack of companies implementing this strategy in Egypt. There could have been studies on different campaigns abroad; however, that would be impractical since the market in Egypt is completely different than those abroad. Despite the fact that information was given concerning strategies to undertake after launching the campaign; it still needs to be thoroughly studied to be able to support it.

It is insufficient to say if these steps are enough to carry out an entire campaign due to lack of study of other different strategies done. However; with what was mentioned in both case studies, it is safe to say that it is enough to utilize them to create an efficient basic campaign.

## **7. Conclusion**

In the final section of the paper, it is concluded by identifying the overall findings of the paper, discussing what the limitations of the study are and finally elaborating on how further research can be taken forward.

### **7.1. Final Output**

Throughout the course of the paper, it was clearly defined through the research gap that there are not enough sources in studying the topic of OA, let alone in finding a reliable source in the implementation of it. There are many sources briefly discussing the different types of online advertisement but not discussing the practicality of it that one would have to resort to real-life case studies of what happens in the world of OA.

The main findings of the paper included identifying the different types of OA, outlining the core steps in creating an OA campaign and creating a framework with the essential steps.

### **7.2. Limitations of the study**

Apart from the fact that there were not any academic sources on the topic, the limitations of the study included having one perspective on how to conduct OA. Using the approach of studying the search engine based advertisement lead to another difficulty because the online market in Egypt is yet to mature. Which lead to another aspect that search user's behaviors are unpredictable due to lack of knowledge on how they conduct their search activities. The steps of the OA may seem like it is basic and it is common sense; however, this is because of the novelty of the issue especially in Egypt. Another problem was that most advertising agencies in Egypt outsource their OA projects which lead to difficulty in conducting an efficient research and gathering different outlooks. Another limitation was that the BI campaign was implemented at a very late stage of the research that there was not time to launch the campaign and analyze its statistics to further understand its impact.

### **7.3. Further research**

It is highly recommended to study how different types of online advertisement activities that take place especially in Egypt. It is also suggested that study is taken to analyze the online market and behaviors of users more thoroughly. This is very important because education about online activities is not given for people to have a correct perception of how they can use the web. Finally, it is a key point to follow up on different online advertisement campaigns in order for better analysis of what is its impact in the Egyptian market.

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What is AdSense, pp. 1 – 8

## **Declaration**

I herewith declare that this thesis is in full accordance with the Plagiarism Guidelines of the Faculty of Management & Technology at the GUC.

Signature

Maria Wageih Georgy