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Performance *by* iKineo

How to effectively track brand awareness on AdWords

LAURA MAZGAJ

When advertising with AdWords, different goals can be pursued and each one's performance can be monitored with the metrics tracked by AdWords.

In order to monitor traffic to one's website
Bid on clicks, look at clicks and click-through rate (CTR)

In order to monitor conversions (sign ups, purchase, leads)
Use cost per acquisition bidding and look at the conversion rate

In order to monitor brand awareness
Bid per thousand impressions

To track the brand awareness, the number of impressions can be used as a metric, however it is likely that not every one of these impressions were noticed by the target audience, similarly, the number of clicks and the click-through rate can be tracked, but one can safely assume that a larger audience noticed the ad than the one that clicked on it (even taking into account accidental clicks). ▶

PROBLEM

How to effectively track brand awareness on AdWords?

CASE STUDY

» increase brand awareness for the visit of
Kendrick Lamarr to South Africa, with
campaigns in Cape Town, Johannesburg
and Durban
» use of Engagement Ads along with
traditional Google Display Network
advertising over a period of a month

Engagement Ads are a new ad format offered
on the Google Display Network that engages
consumers by offering a relevant and
interactive experience. Learn more about
Engagement Ads here.
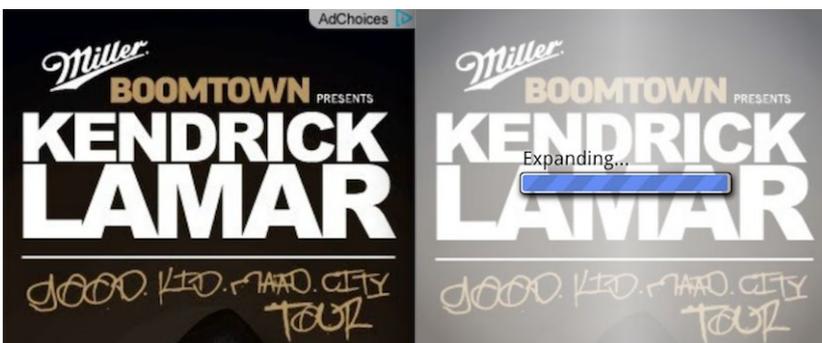
The creatives used for the ads were identical, with an animated series of
pictures for the traditional format (top) and an image ad that expands into a
16 second video when users mouse over it for more than 2 seconds (bottom). ▶

The impressions and clicks followed roughly the same pattern for both campaigns with a total of over 2 million impressions for the traditional Google Display Network (GDN) campaign,

IMPRESSIONS AND CLICKS FOR TRADITIONAL GDN
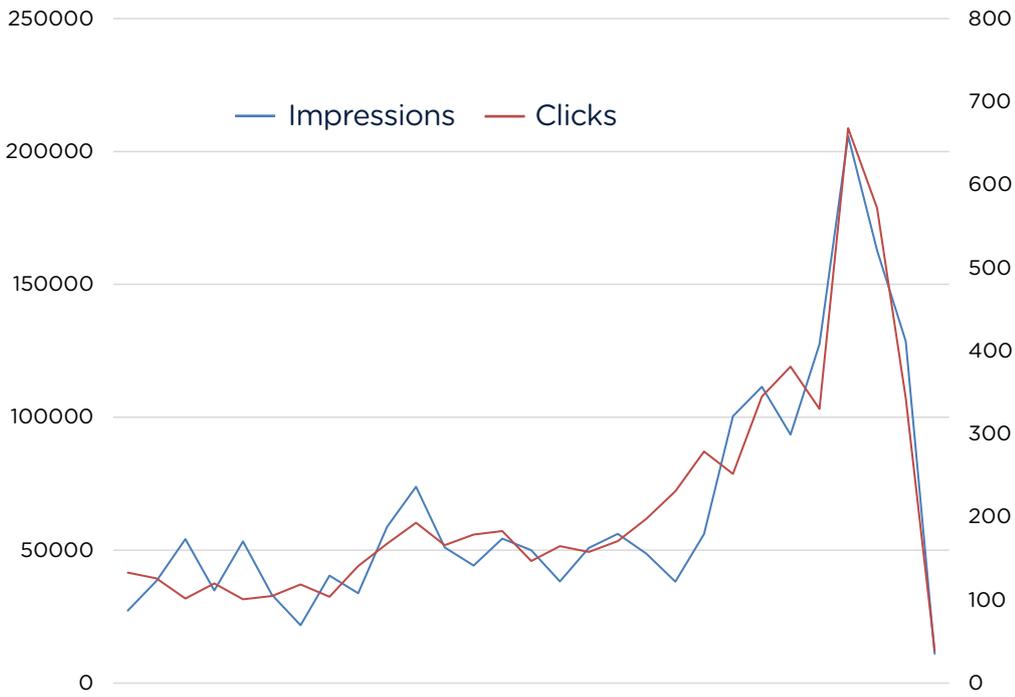
and a total of over 550 000 impressions for the Engagement Ads. ▶

## IMPRESSIONS AND CLICKS FOR ENGAGEMENT ADS
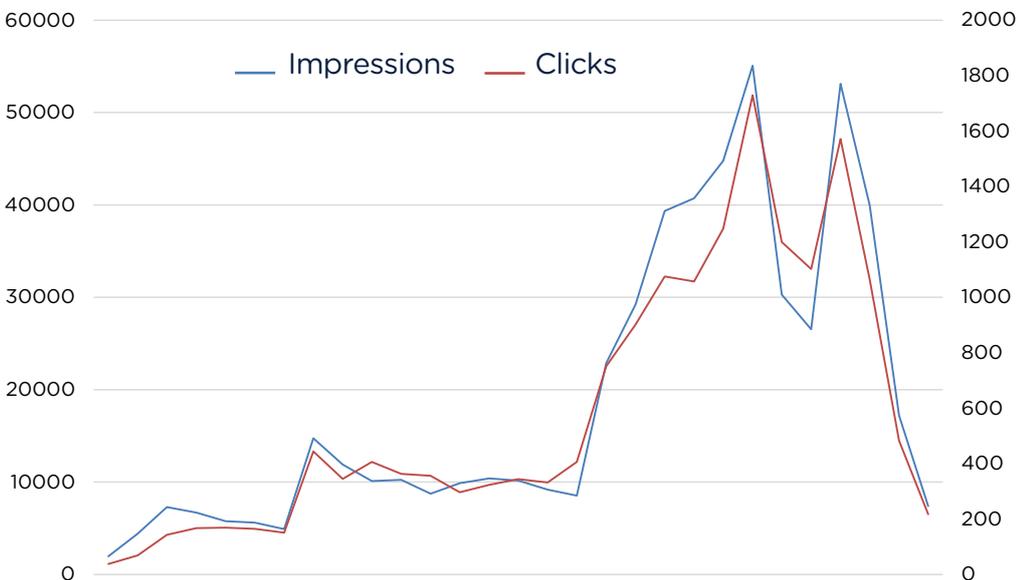
When it comes to recording clicks, the traditional Google Display Network campaign tracks actual clicks on the ad, the Engagement Ads track actual clicks as well as user engagement which takes the form of a mouseover lasting more than two seconds on the ad. This two second hover delay is here to eliminate accidental mouseovers and offer a relevant user experience. By tracking clicks and mouseovers, Engagement Ads allow you to get a better sense of the effectiveness of a brand awareness campaign.

The click-through rate or engagement for Engagements Ads was, and by far, higher for the whole campaign than the one for the traditional GDN campaign. It is also more pertinent with regards to what we are trying to track. In a traditional Google Display Network campaign, the click-through rate is only representative of a portion of the user engagement. ▶

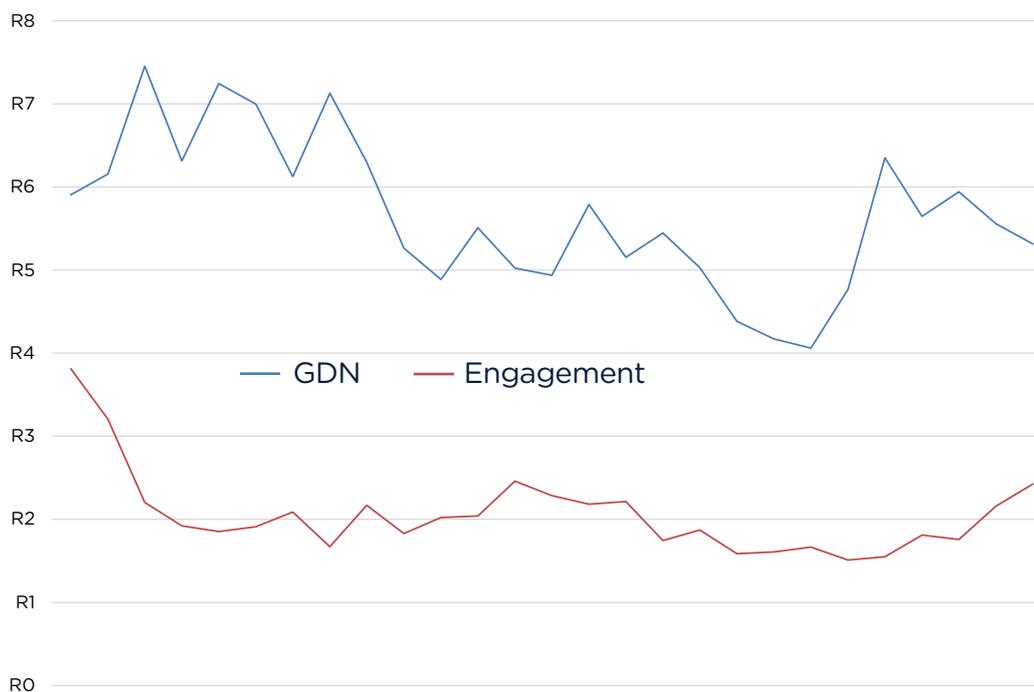*Engagement Ads enable marketers to track brand awareness campaigns more accurately*

IMPRESSIONS AND CLICKS FOR ENGAGEMENT ADS
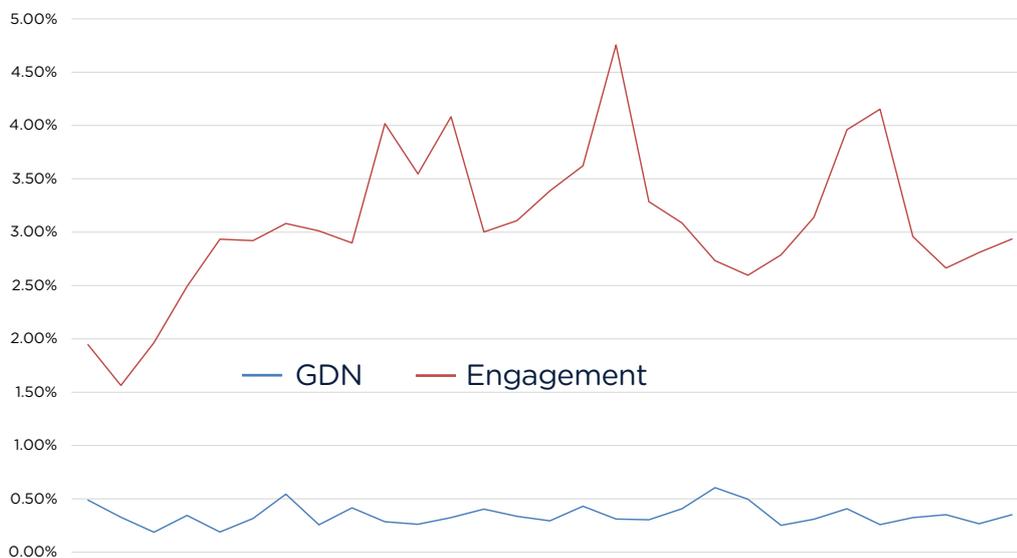
So when looking at the cost-per-click data of both campaigns over time, the Engagement Ads proved to be less expensive per click than the traditional GDN ads during the entire campaign, and we were able to better track the result of our spending.

At the end of the month, the overall click-through rate was 0,33% for traditional GDN ads and 3,09% for Engagement Ads (including user engagement and clicks). The average cost per click for GDN ads reached R5,24 while the new format was R1,86.

IMPRESSIONS AND CLICKS FOR ENGAGEMENT ADS

CONCLUSION

Overall, the Engagement Ads enable marketers to track more accurately brand awareness campaigns, offering a similar accuracy as when tracking other type of campaigns (traffic oriented campaigns or conversion oriented campaigns).

This new format is going to enhance the ability of marketers to report on brand building campaigns and to attribute success to the correct factors, which will result in a better allocation of budget. ■