

# atentie la detalii

studiu de caz – adwords campanie imobiliare



# un CTR mic nu inseamna neaparat o campanie care merge prost

Home Campaigns Opportunities Reporting - Billing - My account -

All online campaigns

- Placement
- Residence
  - 1260 apartamente
  - achizitie 2 camere
  - agent imobiliar
  - ansamblu 2 camere
  - anuntul imobiliar
  - apartament 2 camere
  - apartament 3 camere
  - banca comerciala romana
  - credit
  - bloc nou militar
  - broker banca
  - bulevardul teodor paladi 2 camere
  - camere
  - complex 2 camere

Help

- What's an ad group?
- How do I edit my campaign settings?
- How do I edit my bids?
- How do I edit, pause, delete, or resume an ad group?
- How do I choose a maximum CPC bid?
- Keyboard shortcuts
- Help Center

Search help center

None of your ads are running. Can we help? [See more](#)

Ad online campaigns > Campaign: Residence 5/30/08 - 11/30/08

II Paused Budget: \$55.00/day [Edit](#) Targeting: Google search [Edit](#) All devices [Edit](#) Romanian; English; [Edit](#) 35 km around (44.465151, 26.05957) [Edit](#)

Ad groups Settings Ads Keywords Networks

Change Graph Options [View Change History](#)

May 30, 2008 Nov 30, 2008

Show: [All](#) | [All enabled](#) | [All but deleted](#)

Ad group	Status	Search Max. CPC	Content Managed Max. CPC	Content Auto Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
<b>Total - all ad groups</b>					<b>28,824</b>	<b>28,048,026</b>	<b>0.10%</b>	<b>\$0.35</b>	<b>\$10,037.15</b>	<b>2.7</b>
complex 2 camere	Campaign paused	\$0.20	--	auto	340	39,297	0.87%	\$0.39	\$131.01	2.3
pret apartamente noi	Campaign paused	\$0.20	\$0.10	auto	873	250,557	0.35%	\$0.37	\$321.81	3.7
ansamblu 2 camere	Campaign paused	\$0.20	--	auto	301	98,022	0.31%	\$0.31	\$94.69	3.3
anuntul imobiliar	Campaign paused	\$0.20	--	auto	164	72,535	0.23%	\$0.17	\$27.40	3.7
proiect 2 camere	Campaign paused	\$0.20	--	auto	595	269,301	0.22%	\$0.36	\$215.77	3.1
apartament 3 camere	Campaign paused	\$0.20	\$0.40	auto	3,191	1,488,160	0.21%	\$0.32	\$1,020.35	2.3
bloc nou militar	Campaign paused	\$0.20	--	auto	1,016	518,375	0.20%	\$0.31	\$316.35	2
apartament 2 camere	Campaign paused	\$0.20	--	auto	163	85,955	0.19%	\$0.28	\$46.35	2.5
ftan 2 camere	Campaign paused	\$0.20	--	auto	727	401,054	0.18%	\$0.41	\$295.22	2
1260 apartamente	Campaign paused	\$0.33	--	auto	14,057	10,390,198	0.14%	\$0.38	\$5,312.31	2.5
palady 2 camere	Campaign paused	\$0.20	--	auto	448	418,853	0.11%	\$0.38	\$171.02	2
achizitie 2 camere	Campaign paused	\$0.20	\$0.10	auto	23	22,136	0.10%	\$0.25	\$5.69	4
vanzare apartament	Campaign paused	\$0.20	--	auto	584	570,008	0.10%	\$0.29	\$170.71	2.9
bulevardul teodor paladi 2 camere	Campaign paused	\$0.20	--	auto	2	2,011	0.10%	\$0.14	\$0.29	3.2
credit	Campaign paused	\$0.20	--	auto	295	320,105	0.09%	\$0.28	\$83.16	3.4
oferta apartamente noi	Campaign paused	\$0.20	--	auto	22	24,530	0.09%	\$0.26	\$5.67	3.8
agent imobiliar	Campaign paused	\$0.20	--	auto	63	76,049	0.08%	\$0.29	\$18.35	3.9
schimb apartament 2 camere	Campaign paused	\$0.20	--	auto	20	24,375	0.08%	\$0.26	\$5.12	3.9
trapezului 2 camere	Campaign paused	\$0.20	--	auto	61	80,238	0.08%	\$0.37	\$22.31	2.6



**1. ESTE UN GRUP NEPERFORMANT**

None of your ads are running. Can we help? [See more](#)

- All online campaigns
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  - bloc nou militari
  - broker banca

- Help
- How do I add, edit, or delete keywords?
  - What are the different bidding options?
  - What are custom alerts?
  - How do I view and edit my Destination URLs?
  - Keywords: mobile, online
  - Keyboard shortcuts
  - Help Center
  - Search help center

All online campaigns > Casablanca Residence >  
Ad group: complex 2 camere

5/20/08 - 11/20/08 Go

1 of 1  
 Enabled  
 Ad group default bids (Max. CPC) [Edit](#)  
 Search \$0.20 Content automatic placements Off

Settings Ads **Keywords** Networks [Filter and views](#)



<input type="checkbox"/>	Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
<b>Total - all keywords</b>				<b>340</b>	<b>39,297</b>	<b>0.87%</b>	<b>\$0.39</b>	<b>\$131.01</b>	<b>2.3</b>
<input type="checkbox"/>	complex residential	Campaign paused	\$0.99	265	2,481	10.58%	\$0.41	\$107.95	1.5
<input type="checkbox"/>	complex apartamente	Campaign paused	\$0.58	18	254	7.09%	\$0.39	\$7.01	2.5
<input type="checkbox"/>	complexe rezidentiale	Campaign paused	\$0.21	7	177	3.95%	\$0.24	\$1.70	5.8
<input type="checkbox"/>	complexe rezidentiale bucuresti	Campaign paused	\$0.25	3	91	3.30%	\$0.26	\$0.79	5.7
<input type="checkbox"/>	complex case	Campaign paused	\$0.25	2	122	1.64%	\$0.22	\$0.45	2.7
<input type="checkbox"/>	complex bucuresti	Campaign paused	\$0.25	2	514	0.39%	\$0.06	\$0.12	1.6
<input type="checkbox"/>	complex complex	Campaign paused	\$0.25	1	45	2.22%	\$0.25	\$0.25	1.3
<input type="checkbox"/>	complex apartamente noi	Campaign paused	\$0.25	1	5	20.00%	\$0.14	\$0.14	4.6
<input type="checkbox"/>	complex pallady	Campaign paused	\$0.25	1	26	3.85%	\$0.06	\$0.06	1.7
<input type="checkbox"/>	complex titan	Campaign paused	\$0.25	1	5	20.00%	\$0.10	\$0.10	3
<input type="checkbox"/>	complex rezidentiale	Campaign paused	\$0.25	1	51	1.98%	\$0.24	\$0.24	3.9
<input type="checkbox"/>	complex ansamblu	Campaign paused	\$0.25	0	1	0.00%	\$0.00	\$0.00	3
<input type="checkbox"/>	complex apartamente 2 camere	Campaign paused	\$0.25	0	0	0.00%	\$0.00	\$0.00	0
<input type="checkbox"/>	complex apartament 2 camere	Campaign paused	\$0.25	0	0	0.00%	\$0.00	\$0.00	0
<input type="checkbox"/>	complex 2 camere	Campaign paused	\$0.25	0	0	0.00%	\$0.00	\$0.00	0

proportional cu volumul de vizitatori adusi grupul performeaza chiar bine



**2. ESTE UN GRUP PERFORMANT**

**Dashboard**

- Intelligence <sup>Beta</sup>
- Visitors
- Traffic Sources
  - Overview
  - Direct Traffic
  - Referring Sites
  - Search Engines
  - All Traffic Sources
- AdWords
  - AdWords Campaigns
    - Keyword Positions
    - TV Campaigns
    - Keywords
    - Campaigns
    - Ad Versions
- Content
- Goals

**Custom Reporting** <sup>Beta</sup>

**My Customizations**

- Custom Reports <sup>Beta</sup>
- Advanced Segments <sup>Beta</sup>
- Intelligence <sup>Beta</sup>
- Email

**Help Resources**

- About this Report
- Conversion University
- Common Questions

Export | Email | Add to Dashboard | Visualize Beta Advanced Segments | All Visits

Overview » AdWords Campaign »  
**AdWords Ad Groups:** May 28, 2008 - Nov 30, 2008



This AdWords campaign sent 26,717 visits via 26 ad groups

Site Usage | Goal Set 1 | Clicks Views: [ ]

Visits <b>26,717</b> <small>% of Site Total: 45.40%</small>	Pages/Visit <b>1.14</b> <small>Site Avg: 1.14 (0.32%)</small>	Avg. Time on Site <b>00:00:37</b> <small>Site Avg: 00:00:31 (17.59%)</small>	% New Visits <b>84.37%</b> <small>Site Avg: 85.02% (-0.76%)</small>	Bounce Rate <b>89.45%</b> <small>Site Avg: 90.47% (-1.13%)</small>
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Ad Group	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. 1250 apartamente	13,015	1.15	00:00:42	82.50%	88.61%
2. apartament 3 camere	2,947	1.11	00:00:38	84.02%	90.94%
3. poteca	2,579	1.11	00:00:22	88.10%	90.77%
4. banca comerciala romana credit	1,779	1.16	00:00:19	91.29%	89.83%
5. bloc nou militari	966	1.14	00:00:38	85.92%	89.75%
6. imobiliar	791	1.10	00:00:26	83.69%	91.02%
7. pret apartamente noi	768	1.19	00:00:59	82.66%	84.90%
8. titan 2 camere	686	1.13	00:00:31	85.13%	91.40%
9. proiect 2 camere	561	1.10	00:00:41	87.70%	90.91%
10. vanzare apartament	542	1.13	00:00:46	85.24%	88.56%
11. palady 2 camere	426	1.09	00:00:22	86.62%	93.19%
12. complex 2 camere	371	1.11	00:00:41	85.72%	89.37%
13. ansamblu 2 camere	262	1.16	00:00:45	79.06%	86.17%
14. credit	274	1.14	00:00:45	87.59%	89.05%
15. imprumut	178	1.12	00:00:27	84.27%	91.57%
16. anuntul imobiliar	155	1.06	00:00:20	82.58%	91.61%

un CTR mare nu inseamna neaparat performanta buna : UN BOUNCE RATE DE 89%



**3. ESTE UN GRUP NEPERFORMANT**

**un bounce rate de 89% nu inseamna o proasta performanta a campaniei**

- **siteul are o singura pagina**
- **siteul este flash si nu este vazut decat ca o singura pagina html**





**4. ESTE UN GRUP PERFORMANT**

**imaginea de ansamblu  
poate fi incorecta**

**toti indicatorii sunt  
importanti analizati impreuna**

multumesc

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