



PPC International

#LSP

In prezentare

- Valori medii CPC & CTR pe regiuni/canale
- Diferente intre posibilitatile de targetare
- Alte particularitati
- Concluzii

In prezentare

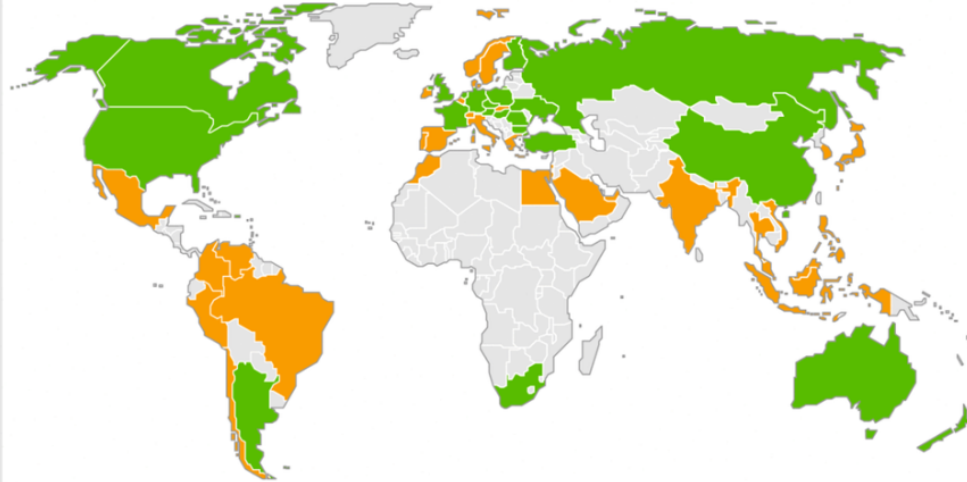


Comparam mere cu portocale

Consumption, 2013

Most popular per person

□ No data



Biggest consumers

Per person, 2013, kg



0 5 10 15 20 25 30 35

Denmark



Turkey



Austria



Argentina



Romania



Netherlands



Bulgaria



New Zealand



China



Hungary



0 5 10 15 20 25 30 35

Morocco



Greece



Denmark



Egypt



Spain



Sweden



Norway



Ireland



Turkey



U.A.E



Sources: Euromonitor International; US Department of Agriculture; UN

*Includes tangerines and mandarins

.me



@cxcornel



/100000772146084



ro.linkedin.com/in/cornelcoman/



cornelcoman.me

Google iti da, dar nu iti adauga in cos.



Targetare

Edit Audience [Close]

Saved Target Group

Custom Audiences [Browse](#)
[Create New Custom Audience...](#)

Locations
All Romania
Add a country, state/province, city or ZIP

Age -

Gender All Men Women

Connections [Suggestions](#) [Browse](#)

Behaviors [Browse](#)

Potential Audience
Potential Reach: 6,800,000 people

Targeting Details

Location:
Romania

Age:
18 - 65+

Placements:
on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps

Behaviors [Browse](#)

- Digital activities
- Expats
- Mobile Device User
- Seasonal and Events
- Travel

[Cancel](#) [Save](#)



Targetare

Locations ⓘ United States
All United States
Add a country, state/province, city or ZIP

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men **Women**

Politics (US) ⓘ Choose politics ⓘ
US Politics (Active)
US Politics (Conservative)

Connections ⓘ US Politics (Liberal)
US Politics (Moderate)

Languages ⓘ US Politics (Very Conservative) +
US Politics (Very Liberal) +

Behaviors ⓘ Search behaviors | [Browse](#)

▼ Purchase behavior

▶ Business purchases

▶ Buyer profiles

▶ Clothing

▶ Food and drink

▶ Health and beauty

▶ Home and garden

Testing Ad Set: PG



Targetare

Behaviors ⓘ	Search behaviors	Browse
	9 Lines of Credit	+
Categories ⓘ	Active credit card user	+
	Any card type	+
Connections ⓘ	Bank cards	+
	Credit card high spenders	+
	Credit card union member	
g Ad Set: PG	Debit card	

Behaviors ⓘ	Search behaviors	Browse
	Residential profiles	
	Length of residence	
re Categories ⓘ	Likely to move	+
	Recent homebuyer	+
Connections ⓘ	Recent mortgage borrower	+
	Recently moved	+
g Ad Set: PG	Seasonal and Events	



Targetare

Behaviors ⓘ Search behaviors | Browse

- ▶ Digital activities
- ▶ Expats
- ▶ Financial
- ▶ Job role
- ▶ Media
- ▶ Mobile Device User
- ▶ Purchase behavior

g Ad Set: PG

Behaviors ⓘ Search behaviors | Browse

- ▶ Charitable donations
 - All charitable donations +
 - Animal welfare +
 - Arts and cultural +
 - Cancer Causes +
 - Children's Causes +
 - wildlife +

Behaviors ⓘ Search behaviors | Browse

- ▶ Automotive (DLX Auto Powered by Polk)
 - ▶ Motorcycle
 - ▶ New vehicle buyers (Near market)
 - ▶ New vehicle shoppers (In market)
 - ▶ Owners
 - ▶ Purchase type
 - ▶ Used vehicle buyers (In market)

ing Ad Set: PG

wildlife





Targetare

Edit Audience ✕

Saved Target Group ⓘ

Custom Audiences ⓘ | [Browse](#)
[Create New Custom Audience...](#)

Locations ⓘ
All Slovenia

Age ⓘ ▾ - ▾

Gender ⓘ All Men Women

▾

Connections ⓘ All

Potential Audience
Potential Reach: 760,000 people

Targeting Details
Location:
Slovenia

Age:
18 - 65+

Placements:
on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps

Retargetare

Create Audience ×

Website traffic ⓘ Custom Combination ▾

Include ⓘ Traffic that meets the following conditions:

Event ▾

emailClick

Add New Condition

[Add exclusions](#)

In the last ⓘ 30 days

Include past website traffic

Audience Name

[Add a description](#)

Se inlocuieste linia de cod din codul standard

```
window._fbq.push(["track", "PixelInitialized", {}]);
```

CU

```
window._fbq.push(["track", "numeEvent", {}]);
```



Cancel

Create Audience

Valori Medii



Facebook NF

Tara	CPC	CTR
HU	\$ 0.07	1.56%
BG	\$ 0.10	0.82%
RO	\$ 0.19	2.21%
IT	\$ 0.22	1.23%
CZ	\$ 0.27	1.05%
PL	\$ 0.30	0.51%
DK	\$ 0.39	2.06%
SE	\$ 0.47	1.62%
US	\$ 0.48	2.00%
NO	\$ 0.53	1.80%
FI	\$ 0.60	1.41%
AU	\$ 0.64	1.29%


AdWords Search

Tara	CPC	CTR
US	\$ 0.80	3%
ANZ	\$ 0.79	3%
UK	\$ 0.63	4%
NL	\$ 0.45	8%
SCAN	\$ 0.36	8%
IT	\$ 0.32	7%
FR	\$ 0.24	7%
ES	\$ 0.19	5%
DE	\$ 0.19	11%
CZ	\$ 0.18	8%
RO	\$ 0.14	17%
PL	\$ 0.08	12%

Bid-uri


Ad group (by relevance)	Keywords	Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>
Annuaire Avocats (9)	annuaire avocat, annuai...	 50	High	\$2.98
Cabinet Avocat (7)	cabinet avocat, avocat ...	 320	Medium	\$0.76
Keywords like: Avocat (7)	avocat, cabinet avocatu...	 3,120	Medium	\$0.66



Ad group (by relevance)	Keywords	Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>
Lawyer Car (8)	car accident lawyer, car...	 11,430	High	\$117.06
Accident Lawyer (8)	accident lawyers, accid...	 11,400	High	\$107.28



Volum

Search terms	Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>
laptop	 12,100	High	\$0.29



Search terms	Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>
laptop	 246,000	High	\$2.44



Populatie	Cautari	Raport
316000000	246000	0.000778
19781000	12100	0.000612

Ce ne lipseste?

- Conversii telefonice
- Vizite in magazin
- PLA

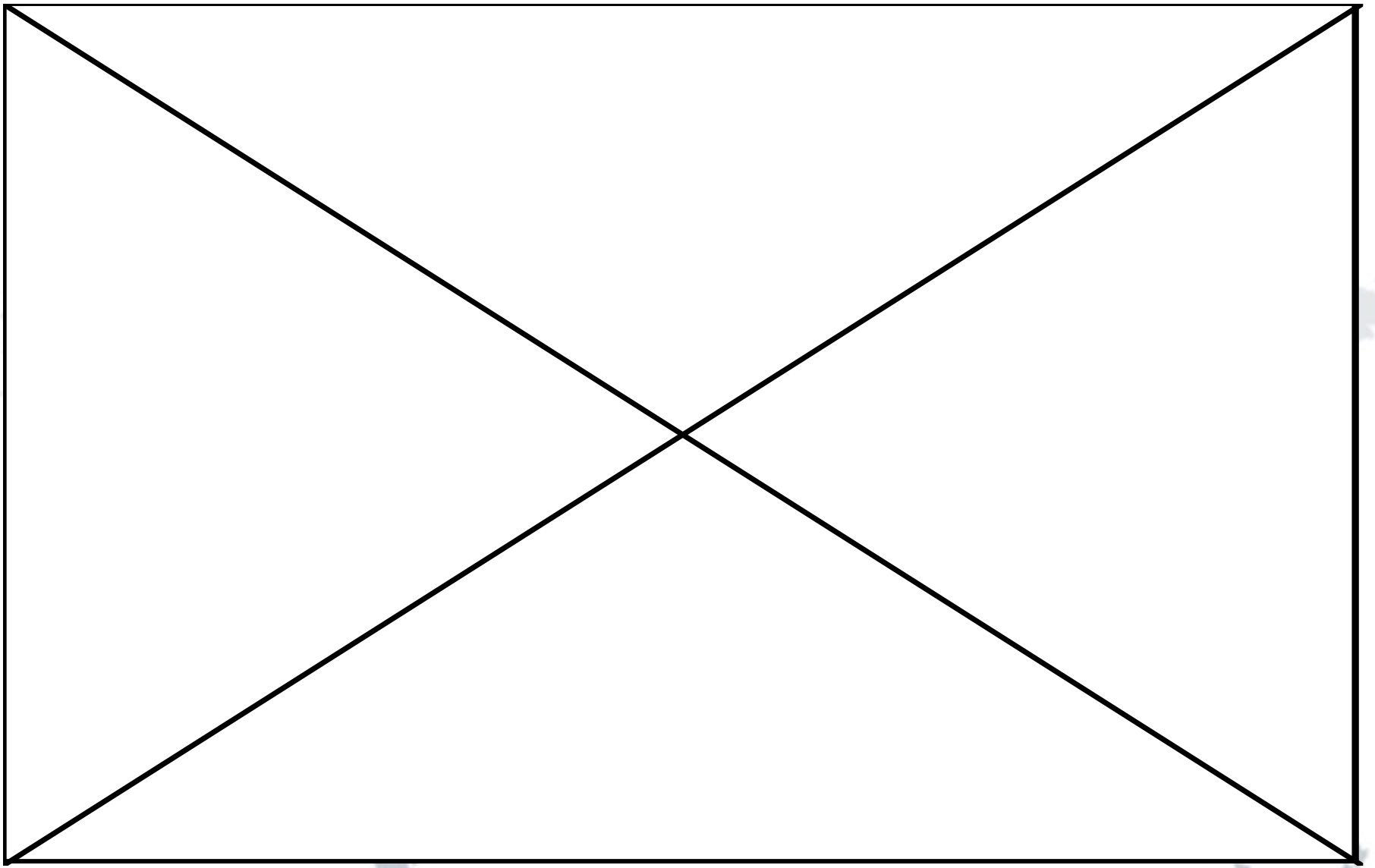
The screenshot shows a Google search for 'raincoat'. The search results include several product listings from retailers like Macy's, REI, Zappos, and Target. A sidebar on the right titled 'Shop for raincoat on Google' features a grid of raincoat images with prices, such as a hooded raincoat for \$22.80 and a carhartt pvc raincoat for \$39.99. Below the grid, there are filters for 'Shop by price' and 'Ads - Why these ads?'.

Phone calls ?	PTR ?	Avg. CPP ?	Phone call conv. ?
27	0.31%	\$0.00	3
13	0.34%	\$0.00	3
33	2.18%	\$0.00	19



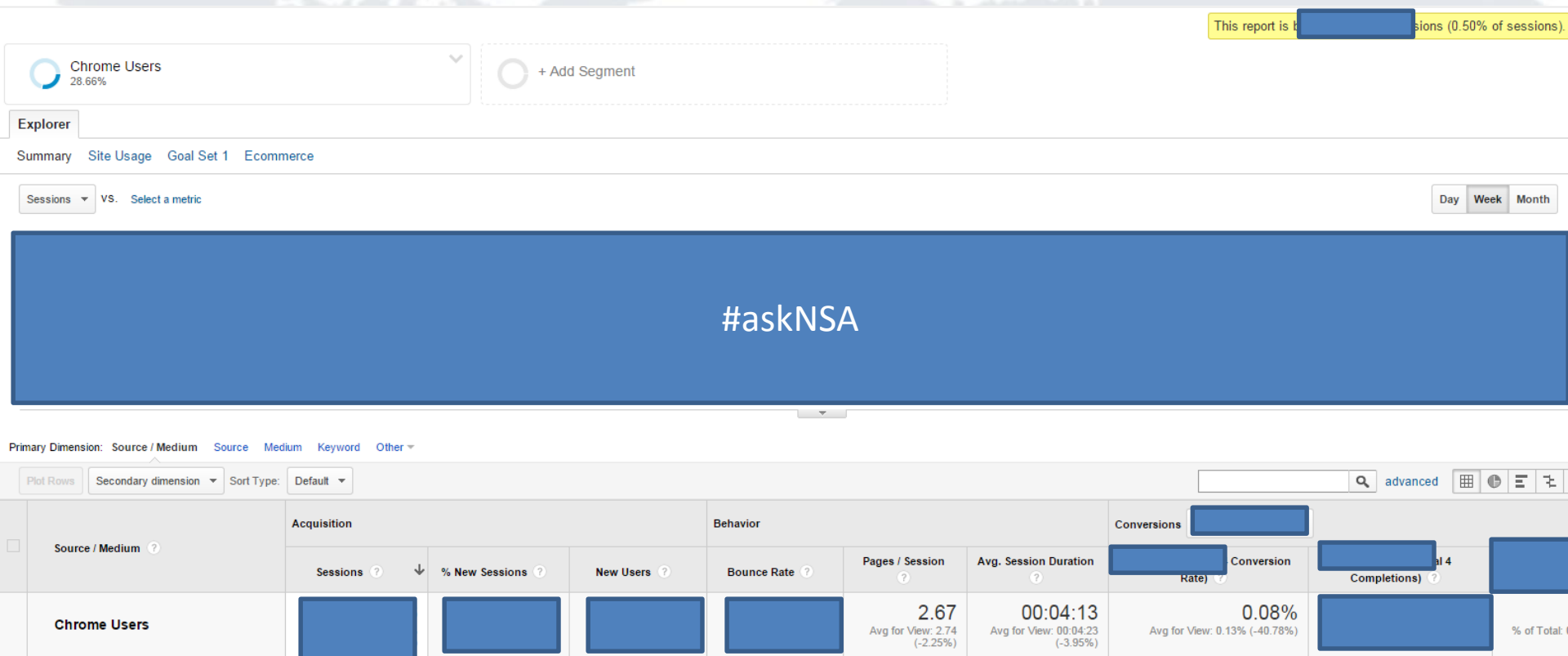
Ce avem, dar nu folosim? Remarketing Dinamic

- Google Tag Manager
- Custom HTML tag scrape DOM Product ID & Page Categ
- Export Produse CSV



Avem volum, dar..

- Google Analytics data sampling 0.5%



Avem volum, dar..

- Google Analytics data sampling 3%

This report is based on [redacted] sessions (3.05% of sessions). [Learn more](#)

Chrome Users 28.14% + Add Segment

Explorer
Summary Site Usage Goal Set 1 Ecommerce

Sessions VS. Select a metric

Day Week Month

#askNSA

Primary Dimension: Source / Medium Source Medium Keyword Other

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Conversion Rate	Goal 4 Completions	Goal 4
Chrome Users	[redacted]	[redacted]	[redacted]	[redacted]	2.64 Avg for View: 2.72 (-3.03%)	00:04:26 Avg for View: 00:04:42 (-5.53%)	0.42% Avg for View: 0.35% (18.30%)	[redacted]	[redacted]

Avem volum, dar..

- Google Analytics data sampling 3%

This report is based on [redacted] sessions (3.05% of sessions). [Learn more](#)

Chrome Users 28.14% + Add Segment

Explorer
Summary Site Usage Goal Set 1 Ecommerce

Sessions VS. Select a metric

Day Week Month

#askNSA

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		Goal 4
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Conversion Rate	Conversion Completions	Goal 4 Completions
Chrome Users	[redacted]	[redacted]	[redacted]	[redacted]	2.64 Avg for View: 2.72 (-3.03%)	00:04:26 Avg for View: 00:04:42 (-5.53%)	[redacted]	0.42% Avg for View: 0.35% (18.30%)	[redacted]

Alternative (Yandex Metrica)

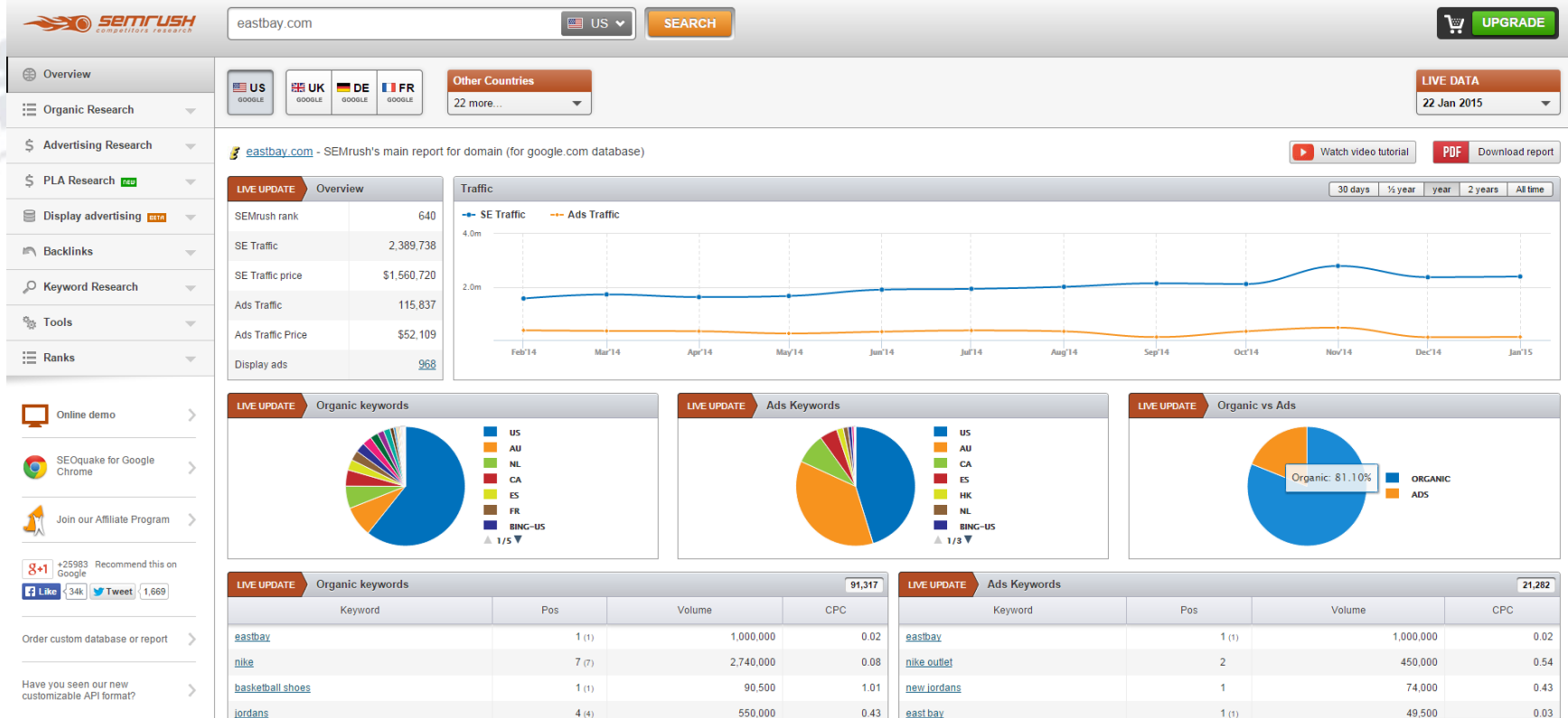
Behavior > Webvisor

Today Yesterday **Week** Month Quarter Year Period 16 — 22 January 2015

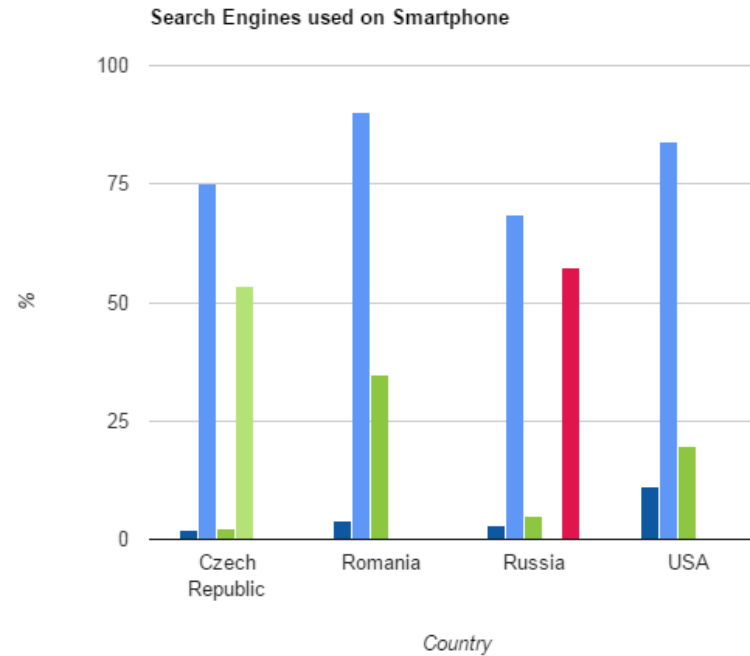
Segment

Columns	Date and time of visit	Activity	Time on site	Page views	Last search term	Referrer domain
+ [US] [IE] [US] [IE] [IE]	22.01.15 17:25:19		14 seconds	1		
+ [FR] [FR] [FR] [FR]	22.01.15 14:28:49		14 seconds	4		
+ [DK] [DK] [FR]	22.01.15 09:57:13		17 seconds	1		google.no
+ [FR] [FR] [FR] [FR]	20.01.15 22:28:02		15 seconds	1		
+ [US] [US] [FR] [FR]	20.01.15 19:32:05		6 seconds	1		
+ [US] [US] [IE] [IE]	19.01.15 11:28:11		15 seconds	1		
+ [FR] [FR] [FR] [FR]	18.01.15 18:41:07		2 minutes	11		

Ce ne mai lipseste?



Alte particularitati



Base: Smartphone owners

Note: Your selection has missing data. You may have selected a country that was not fielded in this year or your selection has insufficient sample.

Bing/MSN

Yahoo!

Yandex

Google

Seznam

Alte particularitati

- Atentie la fusul orar (AdWords & Analytics)
- In Miami nu ninge, deci nu propuneti campanii pentru perioada rece 😊
- Clientii se cauta pe Google indiferent de locatie, cultura, culoare 😊



Multumesc