

# Kampyle Feedback & Google AdWords: Extract the Real Value of Your Campaigns

## *(Why) Are Your Google AdWords Campaigns Effective?*

As a business, you may spend valuable time and money bringing new customers to your site using search engine marketing (SEM). Advertising with Google AdWords is one effective way of getting customers to your website. Although you end up paying per click, the customer's arrival does not – in itself – represent actual value. Getting customers to your site is only the beginning. For your AdWords campaigns to be effective, you need website visitors to engage, register, buy, browse, click through and/or read (or other actions depending on your line of business).

Don't let your investment in Google AdWords slip away when visitors leave your site without taking one of the above actions. Instead, give users the option to leave their feedback and contact information. If they choose to exit without converting, you then have the means to re-engage with them. By augmenting your AdWords campaign with Feedback Analytics, you gain more leads, more conversions and more value from that investment.

## *The Complete Story of User Behavior*

You can tell whether your AdWords campaigns are effective or not by using Web analytics. But while Web analytics can tell WHAT your visitors did on your site, they will not tell you WHY users make decisions, so you're still left wanting more information. To get the complete story behind your users' behavior, you can use Kampyle to listen, respond and act upon your users' feedback. Combining Web analytics data and your SEM campaigns with real user opinions and comments eliminates the guessing game about what your customers really want from you and your site.

AdWords Campaign Feedback Information								?
Campaign	Visits	Conversion Rate	Per visit Goal Value	Feedback Items	Avg. Grade	Most Reported Feedback	Show Details	
Flowers_General	28,003	14.00%	\$3.10	112	3.5	Shipping> Missing information	>>	
Mothers_day	13,387	23.03%	\$4	93	4.1	Prices> Very Competitive!	>>	
Holidays	12,934	5.43%	\$3.20	87	2.9	Prices> Too expensive...	>>	
Gift_general	9,038	10.93%	\$5.60	82	4.5	Products> Compliment	>>	
Birthday_general	5,939	10.66%	\$3.50	24	4.5	Prices> Very Competitive!	>>	
Celebrations	5,255	3.70%	\$5.70	22	2.8	Content> Couldn't find product	>>	
Design_home	2,498	5.48%	\$6.30	13	2.4	Shipping> Missing information	>>	

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Figure 1: AdWords Campaign Feedback Information Table

Additionally, when you offer customers the means to communicate directly with you, they are likely to offer their feedback regarding the AdWords path that brought them to your site. Are your keywords the right ones? Did they find the ad accurate and did it match their expectations? Did they arrive on the correct landing page? If there is an ineffective mechanism within your AdWords campaign, users are likely to notice. Give them the means to share that information with you so you can maximize your promotions.

One of the most effective ways of driving traffic to your website are the right keywords supported by meaningful content. By eliciting customer feedback from AdWords, you can get a better sense of the type of information your customers want. Once your content is found, it has to resonate with your customers in order for them to move to the next step. Visitor and customer feedback can help you identify the key trends, questions and information your customers want.

### Benefits

Kampyle is integrated with Google AdWords to help you learn what your visitors truly think of your site by letting them tell you directly. You can then:

- **Increase campaign conversion** rates by listening and responding to users' feedback;
- **Evaluate AdWords campaigns'** efficiency;
- **Compare levels of customer satisfaction** between campaigns; and
- **Identify and fix** recurring usability and product issues.

Campaign Ad Groups							
Ad Group	Visits	Bounce Rate	Per Visit Goal Value	Feedback Items	Avg. Grade	Most Reported Feedback	Show Details
Online Flowers	9,662	15.33%	\$3.10	43	3.6	Shipping> Missing information	>>
Flower Deliveries	7,154	18.32%	\$3.10	31	3.7	Products> Suggestion	>>
Buy Flowers	6,435	13.87%	\$3.40	16	3.8	Products> Suggestion	>>
Order Flowers	2,943	16.21%	\$3.20	13	3.2	Shipping> Missing information	>>
Send Flowers	1,809	21.62%	\$3.00	9	3.5	Shipping> Missing information	>>

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Figure 2: Campaign Ad Groups Feedback Information Table