Google Analytics

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BLOCK02

Module 7 : PPC, CPA, CPM other measuring tools. Bidding strategy on location on schedule, on devices creating Animated Ads
Module 8 : Designing image as, creating Animated Ads
Module 9 : YouTube Video Promotion, Creating Video Ads
Module 10 : Hijack Competitors Video Audience

Data presented is taken from internet and for educational purpose and not for commercial purpose.

https://www.owox.com/blog/use-cases/how-to-measure-online-advertising/
https://viaens.com/blog/cpc-ppc-cpi-ppi-cpa-cpv-cpl-ctr-vtr-cpm-ecpm-rcpm-online-marketing-key-terms/
https://www.wordstream.com/blog/ws/2016/05/16/competitive-advertising

PPC or CPC campaigns are both forms of CPA (cost per action) with the action being a click. PPC is generally used to refer to paid search marketing such as Google's AdSense

how to measure online advertising effectiveness,
- Advertising service level
- Google Analytics advertising level
- Marketing analytics level

Metrics and reports for measuring online ad campaigns
You may find these metrics and reports on the analytics pages for your advertising channels:

Reach, Engagement, Impressions
Clicks, CTR, CPA, CPM
Ad frequency
Amount spent
ROAS Return On Advertising Spend, (**ROAS**), is a marketing metric that measures the efficacy of a digital advertising campaign. **ROAS** helps online businesses evaluate which methods are working and how they can improve future advertising efforts.

What is Cost Per Click (CPC)?
Cost per click (CPC) advertising is a very popular strategy where the ads with the highest bids are placed onto a content related website. CPC is the amount paid every time someone clicks on an advertisement. You only get paid for consumers interested in your products and are potential customers that want your product.

What is Pay Per Click (PPC)?
Pay Per Click (PPC) is the other name of Cost Per Click (CPC). There is no difference really between these two terms as the advertisers pay for each click on an ad and the publishers earn from the click on the ad.
Advertisers pay you, the publisher, by buying traffic with PPC ads. You monetize your blog or website through CPC ads which are actually PPC ads to the advertisers. Both CPC and PPC refer to the cost of a click of an ad displayed on a web page. The only difference between these two ad programs is the advertisers pay the publishers for each click on an ad that is published on their web pages. Therefore, the advertisers pay publishers via PPC ads and the publishers earn from the PPC ads when running them as CPC ads on their web pages.

So basically the advertisers buy traffic with PPC ads running on publishers' web pages and the publishers earn revenue by running the CPC ads (PPC ads by the advertisers) on their site.

What is Cost Per Action/Acquisition (CPA) or Pay per Action/Acquisition (PPA)?
Cost per action (CPA), also known as pay per action (PPA) and cost per conversion, is an online advertising pricing model where the advertiser pays for each specified action – for example, an impression, click, form submit (e.g., contact request, newsletter sign up, registration etc.), double opt-in or sale.

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What is Cost Per Lead (CPL) or Pay Per Lead (PPL)?
Cost per lead, often abbreviated as CPL, is an online advertising pricing model, where the advertiser pays for an explicit sign-up from a consumer interested in the advertiser's offer. It is also commonly called online lead generation.

Lead Generation is the initiation of consumer interest or inquiry into products or services of a business. Leads can be created for purposes such as list building, e-newsletter list acquisition or for sales leads.

Note: In a pay per lead agreement, the advertiser only pays for leads generated at their destination site. No payment is made for visitors who don't sign up. A lead is generally a signup involving contact information and perhaps some demographic information; it is typically a non-cash conversion event.

What is Cost Per View (CPV)?
Cost Per View, or CPV, this term is mostly used for video advertising is a method of charging for video advertisements based on the number of views or interactions an ad receives and in most cases just means the amount you pay to get someone to watch your video. In some cases it can refer to videos within standard ad units, but it mostly means VOD.

Within the Google TrueView system, there are two different ways of including ads in YouTube: In-Stream and In-Display.

What is Pay Per view (PPV)?
PPV Advertising is pay per view advertising where you pay when your landing page is viewed as a pop-up. It is quite similar to CPM (Cost Per Impression) Advertising.
Unlike CPM Advertising, PPV Advertising is based on Ad-Ware. PPV Advertising actually appears as a pop-up on your computer screen instead of appearing in the form of discrete contextual advertising.

The way it works is, the user first downloads a toolbar which may enable them to play online games, search the Internet, perform SEO queries or any one of hundred other things. Basically, by downloading and installing the toolbar they are agreeing to view popup ads in exchange for being able to utilise the toolbars facilities, i.e. play free games.

What is Click Through Rate (CTR)?

The CTR is used to determine how successful an online ad program is doing in terms of generating clicks from page impressions, page views or queries running on your blog, website, or article. The click-through-rate (CTR) is the number of ad clicks divided by the number of page impressions, page views or queries that you receive from the traffic to your work.

CTR gives Bloggers, Webmasters, Publishers and Advertisers a good idea about how well their works are performing. It is a great way of tracking the success you achieve from an ad, post, or email that is published online.

CTR (Click Through Rate) Calculation

CTR (%) from your page = Number of clicks/Number of impressions, page views or queries (%)

For example, if an image ad was served to a website 200 times and 10 people clicked on it, then the CTR would be 5 percent:

CTR (%) = (10/200)*100 = 5%

Therefore, in essence, CTR is the average percentage of clicks you receive for each ad impression.

What is View Through Rate (VTR)?

VTR or (view through rate) is a way of measuring the actual number of post-impression views or responses or 'view-throughs' from and sort of display media impressions viewed during and following an online advertising campaign.

Instead of simple CTR the VTR is a useful tool as post-exposure behaviour can be expressed in site visits, on-site events, conversions occurring at one or more websites or potentially off-line.

This data is often missed form simple CTR's but with unscrupulous ad networks the cookie method of data collection can be manipulated so is not always a good way to measure the success of an advert.

What is Cost Per Milli (CPM), Cost Per Impression (CPI) or Pay Per Impression (PPI)?
Cost Per Impression is an Internet advertising model used on websites, in which advertisers pay for the number of times an ad is show regardless of whether it is clicked on or not. used to denote the price of 1,000 advertisement impressions on one webpage. If a website publisher charges $2.00 CPM, that means an advertiser must pay $2.00 for every 1,000 impressions of its ad. The "M" in CPM represents the Roman numeral for 1,000.

> CPM = (Impressions/1000)
> Total Price = CPM * CPM rate ($)
> For example, one million impressions at $10 equal a $ 10,000 total price.
> 1,000,000/1,000 = 1,000 units
> 1,000 units * $ 10 CPM =$ 10,000 total price

What is eCPM and rCPM?
eCPM (effective cost per milli) – This term gets more specific and shows the cost of ad inventory based on the amount of impressions that were actually shown/paid. Here is the formula to determine this amount: eCPM = Revenue/(Paid Imps/1000)

rCPM (real cost per milli) – The most accurate view of ad space of the three, this provides the "real" worth because it takes into account the total imps that occurred, not just the ones that paid, which is important when determining the value of a space. The formula to determine this amount is: rCPM = Revenue/(Total Imps/1000)

As you can see, a lot of the terms start to flow into one another. When you learn one term, it will inevitably lead you to learn another and so on. Most of the terms you learn you will likely learn as you go, but having at least a basic understanding of key terms will allow you to build on your comprehension more quickly and are key to future growth and success.

Here are various ways to ethically steal your competitors' customers.
1.Identify Your Key Competitors. ...
2.Research Your Competitors' Customer Base. ...
3.Interview the Competitor's Customers. ...
4.Analyze Your Competitors' Ad Designs and Performance. ...
5.Offer a Solution Your Competitors Don't Have. ...
6.Offer Better Customer Service

What is competitive advertising?
Competitive advertising is an effort by at least one company to create a contrast between its product and the same or similar product offerings by **competitors**. By establishing a contrast for the consumer and trying to influence the consumer's buying choice, this company hopes to obtain a larger market share.

Here are three key ways to safely and effectively target their keywords.
• Blow away their discounts. One surefire way to steal some clicks from your competitors branded searches is to simply beat them out on pricing. ...
• Create a value proposition that they don't address. ...
• Use better ad extensions than your competitor.

5 Brilliant Competitive Advertising Strategies to Outsmart Your Competition

3 Gmail Ads: Use Your Competitors' Emails Against Them

You can potentially steal some sales with some smart Gmail Ads keyword targeting. How? By targeting the trademarks of your competitors.

1 Facebook: Target Users Whose Interests Include Your Competitors

Your competitor's brand name, product, or website URL is the specific Facebook interest you want to target.

4 Google Display Network: Reach Your Competitors' Audiences

The custom affinity audience feature lets you target a predefined audience. So target the home page of your competitors.

2 YouTube Ads: Disrupt Your Competitors' Videos

Target your TrueView video ads so that whenever someone searches for a YouTube video of your competitor they'll see your ad first.

5 Twitter: Download & Target Your Competitors' Followers

Buy a list of all the users following your competition and upload it to Twitter Ads. Using tailored audience, you can target promoted tweets directly to those followers!

https://www.wordstream.com/blog/ws/2016/05/16/competitive-advertising

Review Questions

1. Discuss the significance of the following acronyms in the Digital Marketing
a. PPC
b. CPC
c. CPA
d. CTR
e. CPM
f. ROAS
g. CTR
2. Discuss the Return on Advertising spend in detail with an example.
3. What is the difference between Lead Generation and CPC and how does CPL (Cost per Lead Generation)works.
4. Explain ambush marketing in terms of hijacking competitor's product online display
5. How does Gmail help in hijacking competitor's ad plan
6. What is CTR, how does the Through rate helps in understanding the customer behaviour
7. what are the various ways to ethically steal your competitors' customers.
8. What is competitive advertising? Explain withe example
9. Explain few competitive strategies to outsmart your competition

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