

Abstract

Title: Evaluation of Google Ads Campaigns in Balance Club Brumlovka

Objectives: The main aim of this thesis is to propose improvements for the launched PPC campaigns in 2018 in Balance Club Brumlovka, which will lead to more efficient performance of the campaigns and eliminates the shortcomings in their setting. The partial goal is to propose a process for optimizing and evaluating campaigns for the future. Recommendations are based on interview and data analysis, focusing on strategy, campaign settings and performance, ad content, keyword selection, and campaign targeting.

Methods: The thesis uses the semi-structured interview method and the analysis of secondary data method. The interview is conducted with the campaign manager. The analysis of secondary data is performed using the tools Google Ads and Google Analytics.

Results: Recommendations for the club are specific steps and frequency of campaign optimization, clarification of campaign strategy and goal, tracking of new performance indicators, changing campaigns types, adding keywords and knowing the competition. In addition, is recommend setting up a new campaigns structure, sorting keywords, ad groups and campaigns, changing keyword matches, adding new ads, and editing their content, changing bid strategies and setting remarketing audiences.

Keywords: online marketing, PPC, internet ad, Google Analytic