

## **We managed to increase the average monthly orders number by 387% and reduce CPO by 60% over 11 months of placement at MediaGuru.**

How did we achieve such results? The case will be useful for business owners, involved in food delivery and working in the «take away» format in the regional subordination regions or cities.

### CLIENT

federal franchise sushi markets, wok-cafes and delivery network, available in 90+ Russian cities, having got 300+ sales departments and a wok-cafe.

### GOAL

reduce CPO and increase the orders number Monthly average indicators for previous 11 months:

by orders - 3775;

CPO - 103 rubles.

Posting period in MediaGuru:

11 months

The project was made by:

- Account D. Bespalov
- Technical specialist A. Martynov
- Technical specialist M. Akinshin
- Analytics department

Customer: open to testing which we offer

### **THE THINGS WE MADE**

1st STAGE

#### STRUCTURE WORK

- Campaigns were divided on a semantic basis

Brand

Target

Competitors

Remarketing

- Campaigns by semantic attribute were divided according to geo-attributes

- Each keyword has a relevant ad written

## 2nd STAGE

### SEMANTIC COLLECTION

Previously, competitor campaigns were poorly designed: common key phrases were used for the most popular sushi and roll delivery services. It took too much to rate, that's why ads emerge on low positions and brought just a few transactions.

#### Decision:

- We worked out competitors individually for each city and this allowed us to collect semantics in 91 cities, which exactly correspond to the current region, since each city has got its own local competitors: Japanese cuisine cafes and restaurants.
- We've set the event in K50 such a way the different rates are set for non-conversion, conversion, high-conversion keywords.

There is a lot of keywords and campaigns in our case, therefore, we connected automatic strategies K50. It's impossible to manually manage such a volume.

## 3st STAGE

### ANALYTICS CONFIGURING

#### THE ACTIONS WE DID:

- 01 We connected Yandex.Metrica counter in Yandex.Direct campaigns.
- 02 We set up expenses and transactions import in Google Analytics.
- 03 We changed the attribution model in Google Ads from «LAST CLICK» value to «TAKING INTO ACCOUNT». Last-click attribution does not take into account keywords, participated in the user's interaction with the website.
- 04 We set up Calltouch call tracking system.

## 4st STAGE

### RATE APPOINTMENT STRATEGY

We've connected advertising accounts to K50 service, which allowed:

- set rates based on accumulated statistics and conversion forecast
- set various events and rules execution for each campaign type

## 5st STAGE

### SEARCHING CAMPAIGNS LAUNCH AND CORRECTIONS ADDITION ON REMARKING LISTS

#### ADDED SEARCH REMARKETING IN THE CAMPAIGN:

Time on the website > 2 min

Transaction 0

+ 20% to rate

All visitors

+ 15% to rate

Time on the website > 3 min

Transaction 0

+ 30% to rate

is currently 2 km away

from the sale point

+ 30% to rate

Time on the website > 4 min

Transactions 0

+ 40% to rate

We managed to achieve the best performance with the following audiences as the result:

All visitors

Time on the website is over 4 minutes and 0 transactions

Is currently 2 km away from the sale point

The current audiences brought 16 017 transactions on CPO 38 rubles.

6th STAGE

ADS

LAUNCHED RELEVANT ANNOUNCEMENTS AND ADDED EXTENSIONS.

Yandex

- Quick links
- Clarifications
- Business card

Google

- Additional links
- Phone numbers
- Clarifications
- Structured descriptions
- Prices

Google Ads has created advanced search ads:

Ability to add third heading

Ability to add second description

## 7th STAGE

### NETWORK CAMPAIGN TESTING

We launched campaigns on remarketing audience and tested «business centers» and «offices» according to geo-segments in the lunch time.

We tested smart-kms campaigns including payment per conversion.

Campaigns	Transactions
Remarketing	1037
Smart-kms	0
Geo segment audience	0
<b>Total</b>	<b>1037</b>

### CONCLUSIONS:

01. Remarketing is the channel, which CPO is higher than the average one. It's used to inform the audience about the action, discounts, bonuses.
02. Geo-segment audiences have got too narrow audience.
03. Pay-per-conversion smart-kms have got too long training period.

## 8th STAGE

### NEW SEMANTIC TESTING

Tested semantics individually:

Semantics	Transactions
Food delivery	1647
Noodles	491
Birthday	4
Pizza delivery	0
<b>Bcero</b>	<b>2142</b>

#### CONSLUIONS:

01. Semantics with holidays (birthday, anniversary) has got too narrow audience.
02. «Pizza delivery» has got a low conversion semantics.

#### Results

We achieved the transactions increase and the following indicators:

- by context 387%
- total amount - by 54%
- share by context of the total: from 10.37% to 32.76%

They reduced CPO from 103 to 42 rubles,

i.e., by 60%. Received such CPO results:

- according to Brand - 15 rubles.
- according to Target - 193 rubles.
- according to Competitors - 365 rubles.

The transactions number and their value change due to the following changes:

- brand campaigns disabling
- new semantics and new promotion ways connection;
- new strategies testing

#### CHECK LIST

WE'VE USED THE FOLLOWING TOOLS FOR THE WHOLE WORK PERIOD:

- Platforms: Yandex Direct, Google Ads.
- Analytics systems: Google Analytics, Yandex.Metrica.
- Contextual advertising management systems: K50.
- Smart Google strategies: smart-kms.
- Yandex geo-audiences: Business centers, Offices.
- RLSA corrections.

WORK STAGES:

01. The structure study.
02. The semantics collection.
03. Analytics configuration.
04. Rates strategy.
05. Rates adjustments.
06. Announcements launch.
07. Campaigns testing on the networks.
08. Transactions and CPO dynamics tracking.

Average results indicators for the month:

CPO - 42 rubles.

orders number - 18 419

We scrupulously approached the semantics collection, structure, strategies and events setting in K50. Context has become one of the main conversion sources for the campaign. KPI is maintained, which means that we've achieved the perfect results.