Mimic Simternship Report

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Digital Advertising

April, 17,2024

In Round 1 of my ad campaign, I promoted the American Dream Backpack. I decided to focus the campaign on the student and professional buyer persona. I split my keyword selections into three groups and roughly totaled 25 keywords. The results were good. The bid quality, ad relevance, and page relevance were all in the green for excellence. The revenue reached 3,445, conversions were 53, and clicks were 980. My inexperience was shown in my strategy for clicks. The clicks, unfortunately, did not reach my goal.

In round 2 of my ad campaign, I created the American Dream Messenger Bag. I added more keywords which brought my total to about 35 keywords. I reached my goal for the American Dream Messenger Bag with 1,110 clicks. Reaching this goal demonstrated my improvement in generating clicks. I reached 130 more clicks for this product. I still struggled, however, with my goals for the American Dream Backpack. My clicks decreased by 9.

In round 3 of my ad campaign, I continued to work on the American Dream Backpack and the American Dream Messenger Bag. During this round, however, I added one more product: American Dream Duffel Bag. I surpassed my click goal for the American Dream Duffel Bag. I started with a goal of 1,000 clicks and ended with 1,050 clicks. This demonstrates my continued improvement in generating clicks. I added new keywords to the overall keyword list in the campaign that did not perform as well in the Ad Relevance category.

In round 4 of my ad campaign, I surpassed my goal for total revenue across all campaigns. My original goal was $10,000. I reached $13,615. A combination of increasing clicks, conversions, and impressions contributed to my success in this round. There were a few keywords that I used in this round that did not perform well. I forgot to take them out before I launched the Round 4 campaign.

In round 5 of my ad campaign, I again surpassed my revenue goal. My original goal was to reach $15,000, but instead, I reached $17,835. I improved my search ad campaigns by taking out the keywords that were not performing well. My landing pages were successful. I used excellent headlines, descriptions, and URLs for these pages. My display ads, however, could use some work, but I have a hard time understanding them, and my negative keywords need improvement.

In round 6 of my ad campaign, I also surpassed my revenue goal. My original goal was $17,500. I reached $20,115 in revenue. My display Ads, however, did not perform as well as I had hoped. The total amount spent on the display ads was $4,050, but my revenue ended at $2,965. I found that the display ads did not affect my overall goals, so I did not understand their relevance. My only motivation to improve them is the loss of money.

In round 7 of my ad campaign, my goal was to make $20,000 in revenue across my campaigns. I once again surpassed this goal with revenue reaching $28,585. I reached this goal,

through a few different methods. In this round shopping ads were introduced. I spent a total of

$2,548.93 on these ads and made $5,160 in revenue. The greatest source of this revenue I found

was in search ads. I spent a total of $7,645.93 on these ads and created a total revenue of

$20,020. My main strength is in creating search ads. I still performed poorly in the display ad

category, but my numbers began to rise. I spent a total of $4,650 on display ads in this round and

my revenue was $3,405.

     In round 8 of my ad campaign, I decreased the display ad budget and increased the

shopping ad budget. I found that shopping ads performed better than display ads. My goal for

this round was to reach $25,000 in revenue and use my total budget of $14,850. I met and

surpassed my goals. My total revenue was $27,635, and I was able to use my entire budget.
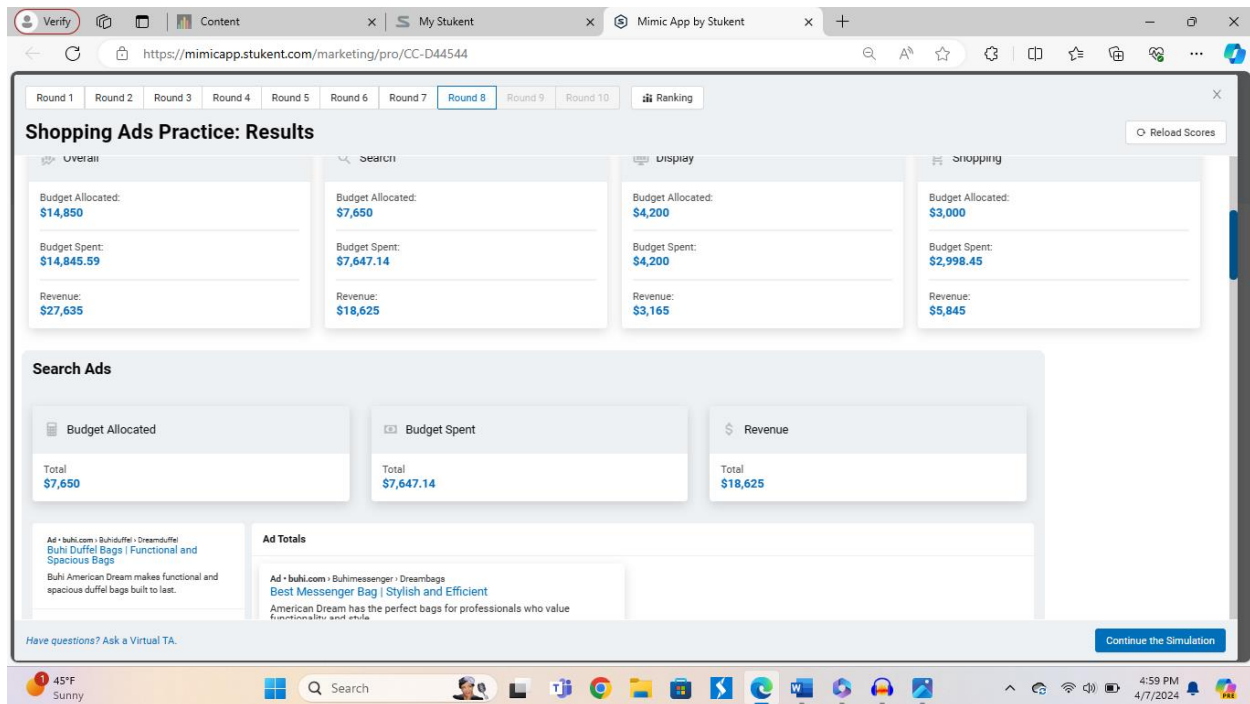
     In round 9 of my ad campaign, I added three keywords to my campaign that aligned with

one of my buyer personas. Again, I increased the budget for my search ad campaigns and added

an ad group to the messenger bag search ad. I crushed the numbers in this round. My original

revenue goal was $35,000 but my ending revenue was $50,005. I believe my choices in how I used my budget were key to this success.

In round 10 of my ad campaign, I increased the backpack shopping ad campaign budget, paused the display ad campaign, removed a keyword that did not perform well, and increased all three search campaigns. These decisions paid off. My goal for this round was $50,000, but the ending revenue was $84,505. I believe that pausing my display ad helped me to produce more revenue.
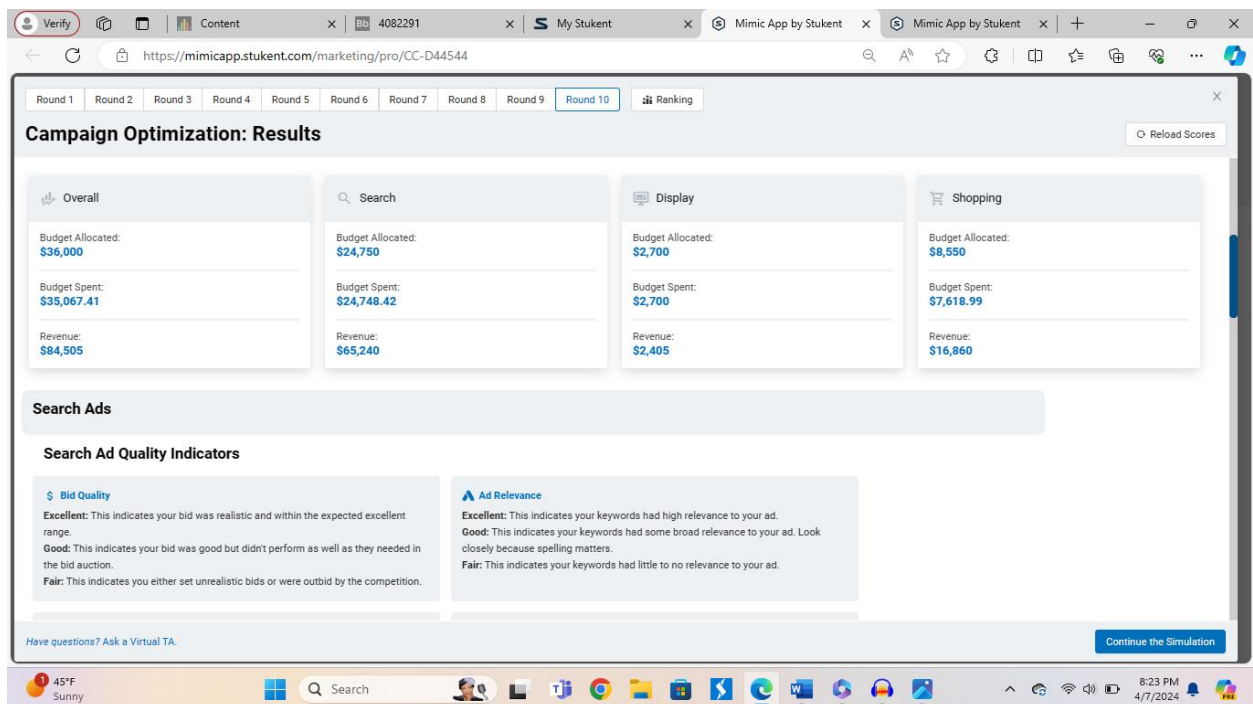
The Google Ad Certification provided me with some knowledge as I began working on this simulation. However, I believe putting my knowledge into practice is important. Completing this simulation has provided me with valuable experience that will help me reach my goals as I move forward in the program and eventually a career in Digital Marketing.