



Insights on Client's Digital Marketing Dashboard

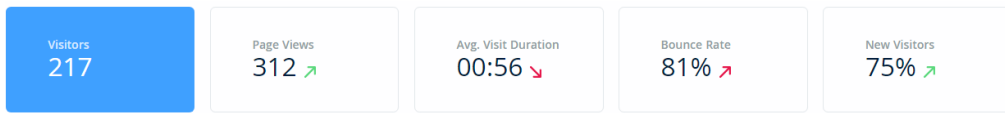


CASE SUMMARY:

A US based client named 'Monster Tree Pearland' reached out to us for a digital marketing consultation. They wanted Zyne's Digital Team to analyze the effectiveness of their Digital Marketing Strategy and provide insights on where they are going wrong. Zyne provided thorough analyses and evaluation of their digital strategies



Insight A



● High Average Lead Cost

- Clients AD campaign had high average lead cost which is significantly ineffective. Possible reason identified for this high cost was incorrect targeting for campaign which is resulting lower leads volume and increasing average cost per lead for the campaign.
- Other indicators for incorrect targeting of the campaigns were 81% bounce rate, lower average visit duration and lower leads to views conversion ratio.



Advertising Channel Performance

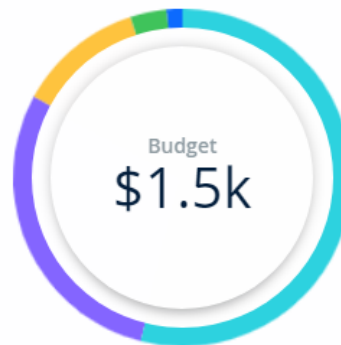


Channel Group	Impressions	Clicks	Click-through Rate	Leads	Spend
Search	1,204	53	4.40%	11	\$1,103.04
Directory	0	4	0.00%	4	\$165.65
Display	16,627	83	0.49%	0	\$48.39
Social	2,250	14	0.62%	0	\$106.11
Video	4,269	10	0.23%	0	\$45.29

Insight B

Budget Diversification

Last updated on January 6 at 10:36pm CST



Advertising Type	Budget Allocated
Search	\$816
Directory	\$438
Social	\$182
Display	\$53
Branded Search	\$23

● Ineffective Allocation of Budget Diversification

Budget diversification towards different channels seems ineffective considering click through rate and impressions. Which seems to be highest for search and lowest for Directory. However, If we look at directory, then the second highest allocated budget (29%) after search (54%). Hence, it seems insignificant suggest by performance data of the campaign. It was suggested that budget diversification should be revisited and reallocated



Insight C

Top Campaign Performance

Clicks

42

Leads

4

Clicks

Leads



Mobile
59%



Desktop
41%

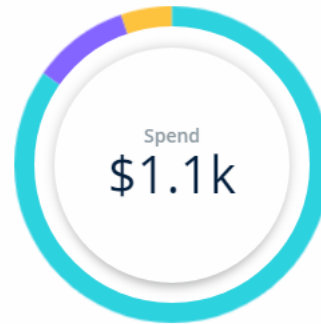
Top Campaigns

Clicks

Percent

● ST - Pearland - Monster Tree ...	36	86%
● ST - Houston - Monster Tree Service ...	6	14%

Campaign Spend Distribution



Spend

\$1.1k

Campaigns

Percent

● ST - Pearland - Monster Tree Service 2.0 (116 ...	85%
● ST - Houston - Monster Tree Service 2.0 (1161 ...	10%
● Brand	5%
● ghgh	0%

● Ineffective Geographic Targeting

- Monster Tree Pearland is providing services in 23 zip codes of greater Houston area. It was identified that campaign spend distribution has been mostly focused on a few zip codes of Pearland area and 85% of their campaign spend had been directed towards it. Hence leads were not being generated across their full coverage area.
- It was suggested that Monster Tree Pearland must reallocate its budget and target their AD campaign towards other zip codes as well to reach their complete target market.



Insight D

Page One Position



Google Terms
96%



Bing & Yahoo Terms
45%

	Google	Bing/Yahoo
Pages 2-4	4%	28%
Pages 5-9	0%	12%
Pages 10+	0%	16%

● SEO Performance

- Data suggested that SEO is working well for Google but not Bing and Yahoo. Reason identified was terms used on website are working well for google however not performing well Yahoo and Bing.
- It was suggested that client must revisit and polish its on page SEO to boost its SEO performance on all search engines.





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Thank You

