Summer Internship Report

"A PROJECT ON GENERATING KEYWORDS FOR GOOGLE ADS AND ANALYZING SOCIAL MEDIA DATA"

Submitted by

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2K21/DMBA/118

Under Guidance of

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CERTIFICATE

This is to certify that the Summer Project Study Report, titled “A Project on impact of Google ads and Analysing Data" submitted by Ms. Shrishti Batra, 2K21/DMBA/118 as partial fulfilment of the requirements for the two-year MBA (2021-2023) is a bonafide work carried out by the student at our university. This Summer Project Study is his/her original work and has not been submitted to any other University/Institute.

Dr. Abhinav Chaudhary
Assistant Professor

Dr. Archana Singh
H.O.D

SUMMER INTERNSHIP COMPLETION CERTIFICATE

MedTourEasy ®

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DATE : September 12, 2022
REF : [redacted]

CERTIFICATE OF TRAINEESHIP COMPLETION

This is to certify that **Ms. Shrishti Batra** has successfully completed the traineeship Program at MedTourEasy from **23/05/2022 to 23/07/2022**
During this period Shrishti had experienced the hands on working of a **Marketing Analyst**

Professional and worked under the supervision of project mentor & developed the project entitled **"Generating keywords and Analysing social media data"**

Shrishti was found hardworking, punctual and inquisitive, during the tenure of traineeship.

We wish Shrishti every success in career.

For MedTourEasy

Ankit Hasija
Training Head

MEDTOUREASY

DECLARATION

I Shrishti Batra, student of MBA 2021-23 of Delhi School Of Management, Delhi Technological University, hereby declare that the Summer Internship Report on MedTourEasy submitted in partial fulfillment of Degree of Master of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. This report is not being submitted to any other University for award of any Degree, Diploma and Fellowship.

Place : Delhi

Date: …… **Signature of the Candidate**

ACKNOWLEDGMENT

The internship opportunity that I had with MedTourEasy was a great change for learning and understanding the intricacies of the subject of Marketing Analytics; and also, for personal as well as professional development. I am very obliged to have a chance to interact with professionals who guided me throughout the internship project and made it a great learning curve for me.

Firstly, I express my deepest gratitude and special thanks to the Training & Development Team of MedTourEasy who gave me an opportunity to carry out my internship at their esteemed organization. Also, I express my thanks to the team for making me understand the details of the Marketing Analytics profile and training me in the same so that I can carry out the project properly and with maximum client satisfaction and also for spending his valuable time in spite of his busy schedule.

I also sincerely thank Mr. Abhinav, my faculty mentor at Delhi School of Management who provided valuable suggestions, shared his rich corporate experience and helped me in each step.

Yours Sincerely,
Shrishti Batra
2K21/DMBA/118

ABSTRACT

Data is used in marketing analytics to assess the success and efficacy of marketing initiatives. You may gain deeper consumer insights, optimize your marketing goals, and maximize your return on investment by incorporating marketing AI into your business plan. Both marketers and consumers profit from marketing analytics. By determining what is effective in promoting conversions, brand awareness, or both, this analysis enables marketers to increase the return on marketing investments. Additionally, analytics makes sure that consumers see more relevant, individualized adverts that appeal to their unique needs and interests rather than annoying mass communications.

In terms of Google Ads, a keyword refers to the words and phrases that you associate with each of your ad groups in accordance with the topical divisions of those groups. These keywords match the user's search terms and phrases, which, if they are a good match, will cause your adverts to appear. Although this is quite simple, there are other keywords available.

A framework for brainstorming and selecting the most pertinent and helpful keywords is provided by segmenting your advertising campaigns into as many logical ad groups as you can. By including these focused, long-tail keywords, you increase your chances of effectively communicating with your audience at the level of their search intent and maybe reduce competition.

Executive Summary

MedTourEasy, a global healthcare company, provides you the informational resources needed to evaluate your global options. It helps you find the right healthcare solution based on specific health needs, affordable care while meeting the quality standards that you expect to have in healthcare. MedTourEasy improves access to healthcare for people everywhere. It is an easy to use platform and service that helps patients to get medical second opinions and to schedule affordable, high-quality medical treatment abroad.

Every successful product or service on the market today has a history of thorough market research on rivals and consumers. It is both the first and most crucial phase of creating any marketing strategy. Market analysis is a comprehensive data collection procedure used to determine whether a product or service will satisfy the needs of consumers. A thorough research of the market can provide important insights about changes in the economy, rivals, current market trends, demography, and client spending patterns. One of the key elements in providing businesses with all the information they need to make informed business decisions is market analysis.

Having a thorough understanding of how your market functions is essential given the shifting attitudes of consumers and the expansion of economic diversity.

The ideal way to obtain information for business development in the field of marketing your company's goods or services is to do a marketing study. This guarantees that marketing initiatives deliver on their promises.

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Introduction

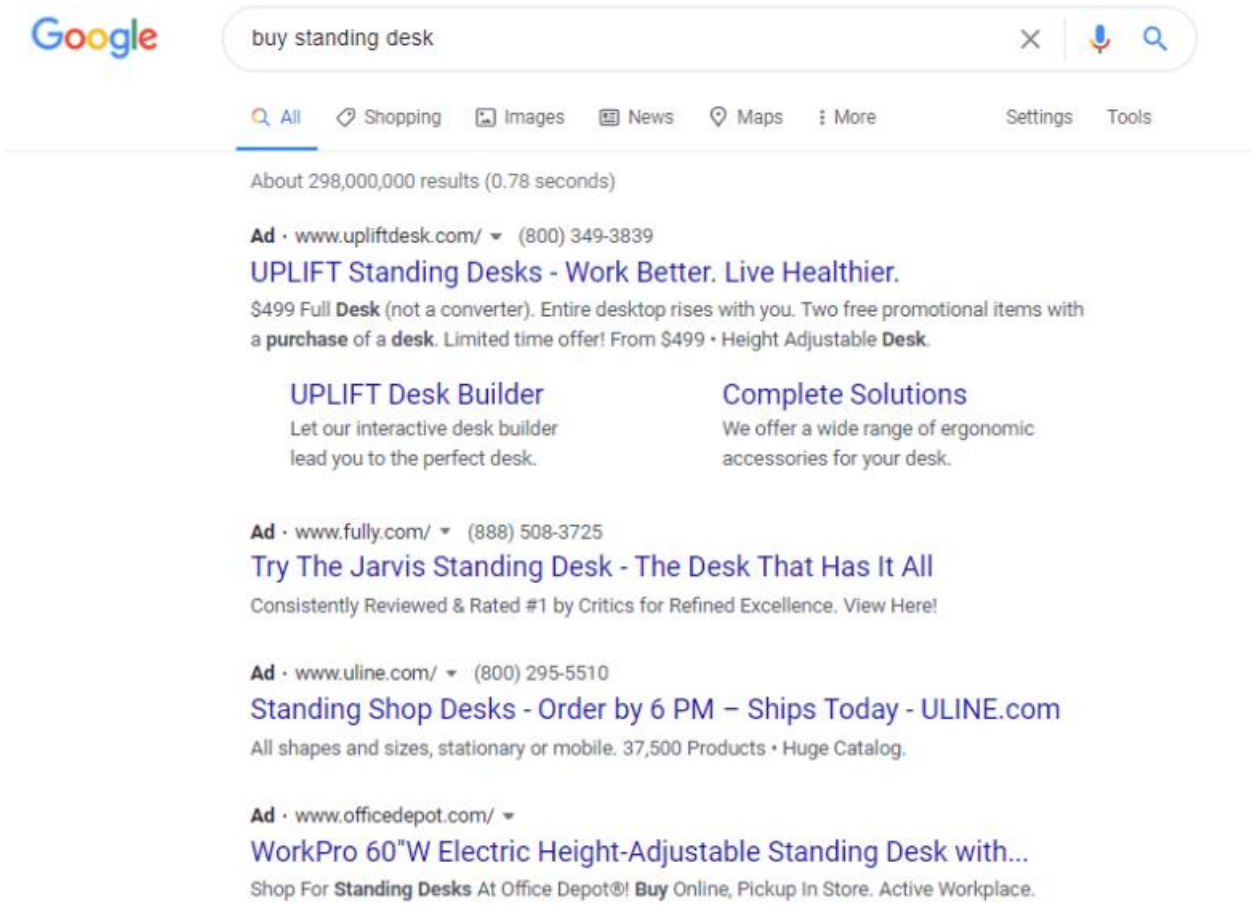
A)Generating Keywords for Google Ads :

The marketing world has changed dramatically in recent years, and Google Ads is one platform that has been driving this transformation. Formerly known as Google Adwords, Google Ads is a Pay Per Click (PPC) platform that allows business owners or marketing professionals to advertise their brand on the web. By advertising on a platform where there are over 259 million unique visitors, 4.8 billion daily interactions, and over 5 billion search queries a day, there is no denying that Google Ads can help you reach your goals.

It's crucial to develop a keyword list while planning your search ad campaign. In order to control when and where your advertisement appears, you must select the words and phrases that best describe your good or service. To assist you reach interested buyers and match appropriate ad sites, you should choose high-quality, relevant keywords for your campaign.

I was being told to imagine you're working for a digital marketing agency and an online furniture retailer approaches you with creating a prototype set of keywords in Python for search campaigns for the client's sofas section. The client says that they want us to generate keywords for the following products:

- sofas
- convertible sofas
- love seats
- Recliners
- Sofa beds



B)Analyzing Social Media Data

Twitter is a well-known social network for microblogging where users can share useful information. By paying attention to user postings and trending hashtags, we can understand what is happening in the world and how people are perceiving it. A Twitter trend analysis looks at Twitter data and hashtags to determine what topics are trending on Twitter. Both feature extraction and trend identification can be accomplished using machine learning algorithms. Big data technologies and methodologies are needed to extract relevant information from the continuous stream of data flowing from Twitter.I was given the 3 datasets : WW_Trends, US_Trends and WeLoveTheEarth. I was told to analyze these datasets and dig deeper into it with the help of Python.

Literature Review

A)The client is generally a low-cost retailer, offering many promotions and discounts. We will need to focus on such keywords. We will also need to move away from luxury keywords and topics, as we are targeting price-sensitive customers. Because we are going to be tight on budget, it would be good to focus on a tightly targeted set of keywords and make sure they are all set to exact and phrase match.

We will first need to generate a list of words, that together with the products given above would make for good keywords. Here are some examples:

- Products: sofas, recliners
- Words: buy, prices

After brainstorming with the correct set of words we will have to combine them using Python.

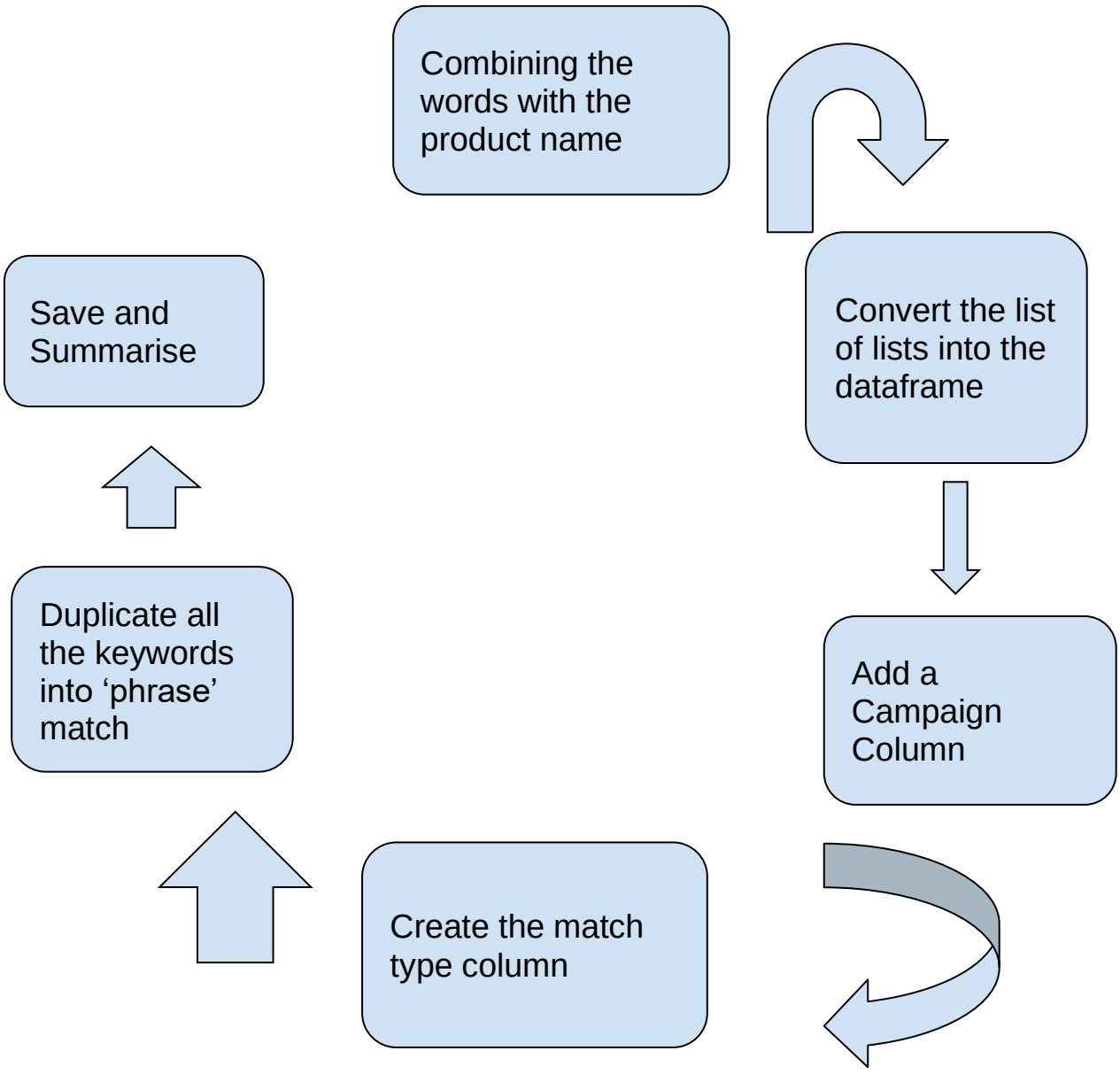
B)Twitter data is not only worth its weight in gold in terms of insights, but Twitter-storms may also be analysed very immediately. This implies that we can pick up on the global thinking and mood waves as they emerge. Twitter offers both international and regional trends.

Loading and inspecting the data for the topics that were hot worldwide (WW) and in the United States (US) at the moment of query — snapshot of JSON response from the call to Twitter's *GET trends/place* API.

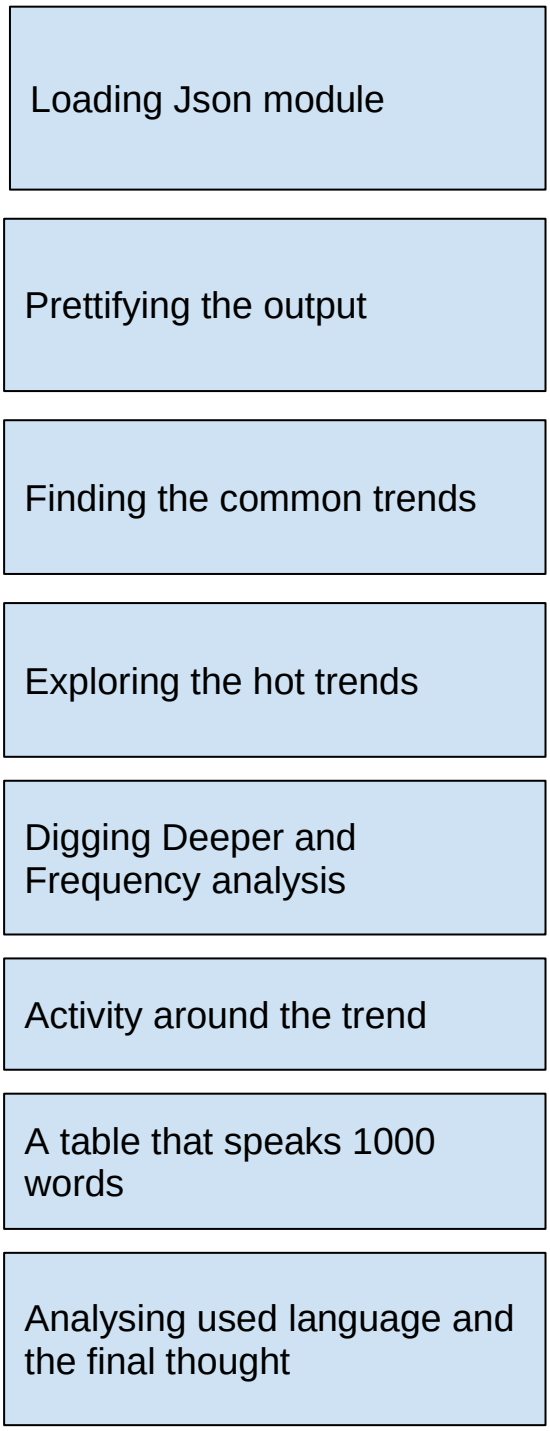
Background

Flow of the Projects

A) Generating Keywords for Google Ads



B)**Analyzing the Social Media Data**



Language and Platform Used

Language: Python

Python is an interpreted, object-oriented, high-level, dynamically semantic programming language. It is particularly desirable for Rapid Application Development as well as for usage as a scripting or glue language to tie existing components together due to its high-level built-in data structures, dynamic typing, and dynamic binding. Python's straightforward, simple-to-learn syntax places a strong emphasis on readability, which lowers the cost of programme maintenance. Python's support for modules and packages promotes the modularity and reuse of code in programmes. For all popular platforms, the Python interpreter and the comprehensive standard library are freely distributable and available in source or binary form.

Python programmes are simple to debug since a segmentation failure is never caused by a bug or incorrect input. Instead, the interpreter raises an exception when it finds a mistake. The interpreter prints a stack trace if the application doesn't catch the exception. Setting breakpoints, evaluating arbitrary expressions, inspecting local and global variables, stepping through the code one line at a time, and other features are all possible with a source level debugger. Python's ability to perform introspection is demonstrated by the debugger, which is developed in Python. On the other hand, adding a few print statements to the source code is frequently the easiest way to debug a programme due to the short edit-test-debug cycle.

Python is a flexible language that is commonly used for tasks outside than data analysis and science. Why is Python such an excellent data handling tool?

Users have access to libraries that offer the functionalities required for data processing. The following is a list of the most important Python libraries for

handling data. Spend some time learning about the main objectives of these items.

Basic Scientific Computing with Numpy and Scipy

NumPy is the abbreviation for numerical Python. The most powerful aspect of NumPy is N-dimensional arrays. Along with basic linear algebra techniques, Fourier transforms, and sophisticated random number capabilities, this library also features integration tools for Fortran, C, and C++ and other low level languages.

Data manipulation and analysis with Pandas

Pandas is used to process and modify structured data. It is frequently used for data munging and preprocessing. The relatively recent inclusion of Pandas to Python has significantly raised the appeal of the language among data scientists.

Plotting and visualization software Matplotlib

Among the various graphs that may be plotted with Matplotlib are histograms, line plots, and heat maps. Use the Pylab functionality in the ipython notebook (ipython notebook -pylab = inline) to use these charting tools inline. PyLab will transform the Python environment into one that is strikingly comparable to the Matlab environment if you decide not to utilise the inline option

Machine Learning and Data Mining with Scikit-Learn

Use Scikit Learn for machine learning. This toolkit, built on NumPy, SciPy, and matplotlib, offers numerous efficient methods for statistical modelling and machine learning, including classification, regression, clustering, and dimensionality reduction.

Statistical Modeling, Testing, and Analysis using StatsModels

Statsmodels for statistical data modelling. This Python library allows users to explore data, calculate statistical models, and conduct statistical tests. A wide variety of descriptive statistics, statistical tests, charting features, and result statistics are accessible for different types of data and each estimator.

Seaborn - For Visualizing Statistical Data

It is a Python toolbox for producing attractive and instructive statistics visualisations. It is based on matplotlib. With Seaborn, visualisation will play a bigger role in data exploration and understanding.

IDE: Anaconda

An effort to streamline package management and deployment, Anaconda is a distribution of the Python and R programming languages for scientific computing (data science, machine learning applications, large-scale data processing, predictive analytics, etc.). Data-science packages are included in the distribution that are compatible with Windows, Linux, and macOS. It is created and maintained by Anaconda, Inc., a company that was established in 2012 by Peter Wang and Travis Oliphant. It is also referred to as Anaconda Distribution or Anaconda Individual Edition as an Anaconda, Inc. product; the firm also produces Anaconda Team Edition and Anaconda Enterprise Edition, all of which are paid options.

The package management system conda is in charge of managing package versions in Anaconda. This package manager turned out to be valuable on its own and for uses other than Python, so it was spun out as a distinct open-source package. Miniconda is a boot-strapped, scaled-down variation of Anaconda that only contains conda, Python, the programmes they depend on, and a select few more packages.

So why Anaconda?

Anaconda is the name of a package distribution designed primarily for data science. Included are Conda, a package, and an environment manager. Conda is typically used to create environments for isolating our projects that use different Python and/or package versions. We also use it to install, uninstall, and update packages in our project environments.

When you download Anaconda for the first time, Python, Conda, and other tools are also included, along with over 150 scientific packages and their dependencies. There is also Miniconda, a simpler installation that only includes conda and Python, for individuals who are mindful about disc space. Due to the fact that Anaconda includes the most widely used Python data science tools, it is a 500 MB download.

Package:Notebook

The Jupyter Notebook App creates documents called notebook documents (or "notebooks," all lower case), which contain both computer code (like Python) and rich text components (including paragraphs, equations, diagrams, links, etc.). Both executable documents that can be used to do data analysis as well as human-readable documents holding the analysis description and the results (figures, tables, etc.) are considered notebook documents.
The IPython project, which formerly had an IPython Notebook project of its own, gave rise to Jupyter Notebooks. The primary programming languages it supports are Julia, Python, and R, hence the name Jupyter. There are presently more than 100 additional kernels available, however Jupyter comes with the IPython kernel, which enables Python programming.

IMPLEMENTATION

Generating Keywords for Google Ads

3.1.1 Preparing list of words and products

words=['buy','price','discount','promotion','promo','shop']

products = ['sofas', 'convertible sofas', 'love seats', 'recliners', 'sofa beds']

Creating a loop

Python for statement iterates over the items of any sequence (such as a list or a string), in the order that they appear in the sequence.

For example:

```
words = ["cup", "star", "monkey", "bottle", "paper", "door"]


for word in words:


    print(word)
```

cup

star

monkey

bottle

paper

door

The above is the general syntax of the Python for statement.

Convert the list of lists into a DataFrame

To convert a list of lists into a Pandas DataFrame, **use the pd. DataFrame() constructor and pass the list of lists as an argument**. An optional columns argument can help you structure the output.

Import panda as pd:

```
data = [["col1", "col2", "col3"], [0, 1, 2],[3, 4, 5]]
```

```
column_names = data.pop(0)
extract first list from `data`
df = pd.DataFrame(data, columns=column_names)
```

```
print(df)
```

OUTPUT

```
  col1  col2  col3
0    0     1     2
1    3     4     5
```

3.1.4 We can Rename the Columns of the Dataframe with our convenience and to give an insightful impression to the reader and can Add a campaign column.

Save and Summarize

To upload the campaign, we need to save it as a CSV file. Then we will be able to import it to AdWords editor or BingAds editor. There is also the option of pasting the data into the editor if we want.

Analyzing Social Media Data

Data collection is a methodical process for gathering and analysing data from various sources in order to create a thorough and accurate picture of a given subject. It assists a person or organisation in answering specific questions, predicting outcomes, and identifying trends and probabilities for the future.

The data WW_Trends, US_Trends and WeLoveTheEarth were the dataset provided to me.

Json Module: Import Json

JSON (JavaScript Object Notation) is a popular data format used for representing structured data. It's common to transmit and receive data between a server and web application in JSON format.

In Python, JSON exists as a string. For example:

```
p = '{"name": "Bob", "languages": ["Python", "Java"]}'
```

It's also common to store a JSON object in a file.

Loading the files and inspecting it

Load WW_trends and US_trends data into the the given variables respectively

WW_trends = json.loads(open('datasets/WWTrends.json').read())

US_trends = json.loads(open('datasets/USTrends.json').read())

By doing this, it will open the particular file and read it.

print(WW_trends, US_trends)

Prettifying the data

- The json.dumps() method **encodes any Python object into JSON formatted String**.

Syntax of json.dump()

```
json.dump(obj, fp, *, skipkeys=False, ensure_ascii=True,
check_circular=True, allow_nan=True, cls=None, indent=None,
separators=None, default=None, sort_keys=False, **kw)
```

Use*:* It is used to write a Python object into a file as a JSON formatted data.

Syntax of json.dumps()

```
json.dumps(obj, *, skipkeys=False, ensure_ascii=True,
check_circular=True, allow_nan=True, cls=None, indent=None,
separators=None, default=None, sort_keys=False, **kw)
```

Finding the common trend

The two sets of trends can be quickly skimmed over to identify shared trends, but let's avoid doing "manual" effort. We may iterate through the two trends objects, turn the lists of names to sets, and then execute the intersection method to obtain the names that are shared by the two sets using Python's set data structure.

Exploring the hot Trend

We can see from the intersection (final result) that there are 11 overlapping topics between the two groups of trends (each of size 50). It's encouraging to see that everyone on Twitter is expressing their love for Mother Earth with the hashtag #WeLoveTheEarth, which sounds like an intriguing prevalent trend.

We have the response from the search API stored in the datasets folder as *'WeLoveTheEarth.json'*. So let's load this dataset and do a deep dive in this trend.

```
# Loading the data

tweets = json.loads(open('datasets/WeLoveTheEarth.json').read())

# Inspecting some tweets

tweets[0:2]
```

Diggin Deeper

```
# Extracting the text of all the tweets from the tweet object

texts = [tweet['text'] for tweet in tweets]
```

```
# Extracting screen names of users tweeting about #WeLoveTheEarth

names = [name['screen_name'] for tweet in tweets for name in
tweet['entities']['user_mentions']]


# Extracting all the hashtags being used when talking about this topic

hashtags = [hash['text'] for tweet in tweets for hash in
tweet['entities']['hashtags']]
```

Frequency Analysis

By examining the first 10 items in the intriguing fields, we were able to get a feel of the data. We may take a deeper look now that we have finished a simple but important exercise, computing frequency distributions. Starting out simply with frequencies is usually a good decision because it gives you direction for the future.

The frequency analysis process consists of the following steps:

- Make a frequency-sorted list of plaintext frequencies.
- Make a frequency-sorted list of encrypted text frequencies.
- Combine these lists to generate a rough mapping between plaintext and encrypted letters.
- Create a rough decryption of the encrypted text using this mapping.

create_decryption_dictionary

In order to obtain dictionaries of the letter frequencies, we first read the contents of the two files using the _readfile function before calling _count letter

frequencies on each file individually. It's important that the dictionaries get to us already organised by frequency.

Then, we construct a new dictionary and add key/value pairs with the plaintext letters as values and the encrypted letters as keys inside of a loop. We just care about the frequency ordering; we don't add the actual frequencies because they are unnecessary.

Finally the mappings dictionary is saved to the specified JSON file.

decrypt_file

This function decrypts the encrypted file and saves it to the provided location using the mappings dictionary from the dictionary file specified.

The mapping dictionary is read into memory after the encrypted text. The individual letters of the decoded text are then placed in a list that is initially empty.

The letters of the encrypted text are then iterated, yielding the ASCII codes for each letter in uppercase. If it is a real letter, we decrypt it using a dictionary key and add the decrypted letter to the decrypted list.

In order to combine all the letters in decrypted list into a single string, we finally utilise join. This is a lot more effective than adding letters to a string one at a time.

Finally we just need to save the decrypted text to a file.

_count_letter_frequencies

The dictionary that is produced by this function, which takes a text as input, is

sorted by frequency and uses the 26 letters of the alphabet as keys.

We start with a blank dictionary and add the keys with frequency 0. The text is then iterated, with the frequencies increasing by 1 for each letter. The dictionary is then returned after being sorted in reverse order.

readfile

The code above reads text files three times, so I added a quick utility function to greatly simplify things. It simply opens, reads, and closes the file before returning the contents. None of the code examples above handle exceptions because the calling code does so.

We just need a few lines of code to test the module as it is now complete.

Activity around the Trend

Do all retweets occur in response to a particular tweet? Let's investigate the data in more detail to search for patterns in the activity related to the tweets.

If a tweet is retweeted, the "retweeted status" column, which displays, provides a plethora of details on the original tweet's content and author.

We may ascertain a tweet's popularity by looking at the retweet count and favorite count data. If we also extract the tweeter's follower count, can we assess whether the celebrities' support for #WeLoveTheEarth influenced a sizable portion of their followers?

A table that speaks a 1000 words

Because "looks matter," let's modify the data more and get a richer, better

visualisation of it.

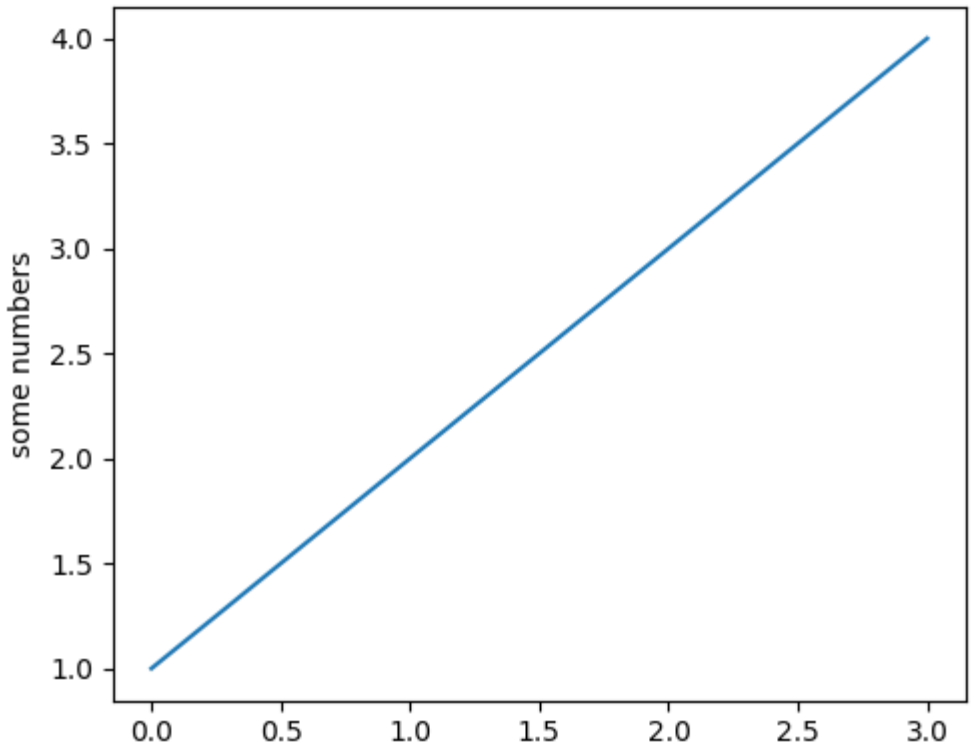
The command-style methods in matplotlib.pyplot enable matplotlib to behave similarly to MATLAB. Each pyplot function modifies a figure in some way, such as by creating a figure, a plotting region within a figure, some lines within a plotting area, labelling the plot, etc. The plotting functions are directed to the current axes in matplotlib.pyplot, and different states are preserved across function calls so that it can keep track of things like the current figure and plotting area. (Please note that "axes" here and most places in the documentation refers to the axes part of a figure and not the strict mathematical term for more than one axis.

```
import matplotlib.pyplot as plt

plt.plot([1,2,3,4])

plt.ylabel('some numbers')

plt.show()
```



Useful packages for visualizations in python

Matplotlib

A Python visualisation library for 2D visualisations of arrays is called Matplotlib. The Python programme Matplotlib makes use of the NumPy package. It can be used in web application servers, Jupyter notebooks, and the Python and IPython shells. Matplotlib offers a wide range of plots, including line, bar, scatter, histogram, and others that may help us thoroughly comprehend trends, patterns, and correlations. John Hunter first mentioned it in 2002.

Seaborn

Python has a dataset-oriented package called Seaborn that may be used to create statistical representations. It is built on top of matplotlib and is used to produce various visuals. It incorporates data structures from pandas. The necessary mapping and aggregation are carried out internally by the library to

produce instructive images. In matplotlib mode, a Jupyter/IPython interface is advised.

Bokeh

For contemporary web browsers, Bokeh is an interactive visualisation library. It may be used to create interactive charts and dashboards and is appropriate for huge or flowing data assets. The library has a large selection of clear graphs that can be used to generate solutions. It tightly integrates with PyData tools. The library is ideal for producing specific visuals for certain use-cases. To support a what-if scenario model, interactive visualisations can also be created. On GitHub, all of the codes are open source and accessible.

Altair

A declarative statistical visualisation library for Python is called Altair. The Vega-Lite JSON specification provides the foundation for Altair's user-friendly, consistent API. Declarative libraries advises us to specify the connections between the data columns and the channels before we begin developing any visualisations (x-axis, y-axis, size, color). Altair makes it possible to build educational visualisations with little to no code. The visualisation and interaction grammars of Altair are declarative.

plotly

A high-level, declarative, interactive, open-source, and browser-based visualisation toolkit for Python is called plotly.py. It contains a variety of practical visualisations, including financial charts, scientific charts, 3D graphs, and charts for statistics and other data. Plotly graphs can be viewed online, in standalone HTML files, or in Jupyter notebooks. Editing and interaction options are available in the Plotly library. Both the local and web browser modes of the reliable API operate flawlessly.

ggplot

A Python implementation of the graphics grammar is called ggplot. The mapping of data to aesthetic characteristics (colour, shape, and size) and geometric objects is referred to as the Grammar of Graphics (points, lines, bars). According to the language of graphics, data, geom (geometric objects), stats (statistical transformations), scale, coordinate system, and facet are the fundamental building blocks.

Research Topic

Why AdWords is important to your online success

Introduction

Technology advancement has an impact on many aspects of life, including business and economics. The importance of using internet technology has increased, changing how people learn, communicate, and even shop. A meeting between the buyer and seller was required for the traditional technique of buying and selling. Nowadays, though, this procedure can be finished online. The quick development of communication, software and computer hardware, web browser technology, and multimedia technology has made it simpler for people to find information on the exact goods and services they require.

By using e-commerce, it may be possible to spread knowledge about the products more broadly, allowing customers to select the things with the best prices, providing limitless, quick access to communication and information, saving time and money, and raising the calibre of the service.

Today, advertising may be done easily. In order to find the desired goods or services, customers would type the keywords into a search engine. One of the most well-known search engines, Google, provides e-commerce users with advertising choices.

In the year 2000, Google introduced AdWords, a keyword-based advertising platform. The use of AdWords could enhance search engine marketing campaigns. In accordance with the keywords entered into the Google search engine, AdWords would display advertisements with links to online retailers. Web pages from search results and another site that is a part of the Google Search and Content Network both display AdWords ads.

If AdWords are used, an e-commerce website's visit rate and search query traffic may increase. If there were more visitors, more people would buy the goods and services that were being offered, which would boost the visit rate. In this piece, the data supporting AdWords' efficiency in increasing e-commerce sales will be outlined. Also covered are the numerous advantages of using Google AdWords in the context of e-commerce.

Statement of Problems

Based on the background of the study, the following are the problems that were being observed:

1. How does Google-ad work?
2. What benefits did use Google AdWords in e-commerce provide?

Objectives and Significance of the study

The goals of the study were as stated in the problem statements.

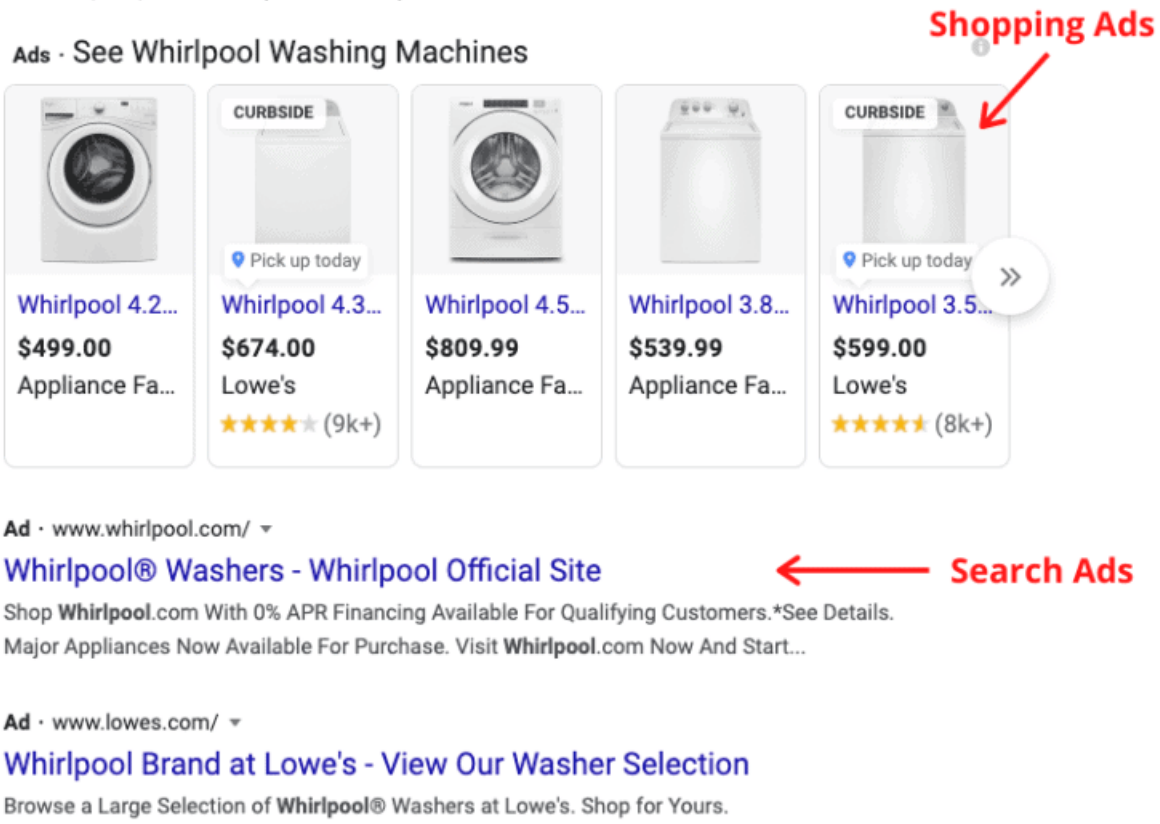
1. To examine how Google AdWords usage works.
2. To outline the benefits of using Google AdWords for e-commerce.

The main traits of online business, especially online commerce based on websites, are: The vast majority of transactions are carried out automatically;
(1) information is transferred and processed through computer networks, including e-commerce software;
(2) the vast majority of transactions are completed automatically;
(3) various business services, such as email between organisations, online directories, order services, management systems, and statistic reports are included.

The Advantages of Using E-Commerce

Being a Sales Channel These days, the main differences between e-commerce and traditional commerce are the way information is communicated and the sales process. Unlike e-commerce, which uses the internet or another sort of communication network, conventional commerce involves making sales through face-to-face interactions, phone calls, or written correspondence. Additionally, electronic commerce handles transactions automatically whereas conventional commerce processes them manually.

- Customers merely need to utilise a search engine to find the needed products online, and the results are displayed quickly, making it more easy.
- Because they can shop online and compare products without having to physically visit a store, they have more options.
- Because products are available online with their specifications, comparing them is easier.
- Finding reviews of products is easier. The benefits and drawbacks of the products are frequently highlighted in evaluations, which increases the likelihood that people would buy the products.
- Customers might get the best deal because there are several e-commerce companies trying to offer the best rate.



The benefits of e-commerce for businesses, on the other hand, include:

- Increasing the number of consumers since the products are available to anybody, anywhere in the world, at any time.
- raising the rate of earnings and sales.
- The products might be available every day of the year, round-the-clock, at any moment. This ongoing customer service allows for a lasting relationship with the clientele (Liliana, 2006).
- Growing the business through efficient information delivery and marketing strategies.
- The transaction is easier and faster to complete.
- There is no merchant or intermediary because the vendor and the buyer communicate directly.

Google AdWords and Its Advantages

Sales in E-commerce Google AdWords, a sort of online advertising from Google, uses a bidding mechanism in order for the owner of an online store to have their ads appear in Google webpage searches. An advertising would appear in the top or right corner of the search results page. When a user types a term or phrase into Google's search engine, any pertinent advertising is displayed. Users of Google AdWords would be charged if a customer clicked the displayed advertisement. The clicked advertisement directs the customer to the e-commerce owner's website.

There is an increase in sales using AdWords since the advertisement is displayed on the Google search page or another page that is a part of the Google Network. Google AdWords could be used as an efficient marketing strategy because it might introduce the things for sale. Furthermore, using Google AdWords to sell things doesn't involve a huge outlay of cash. The proprietor of an internet store may communicate with customers in different countries where there is little to no contact, which helps to increase sales.

There are ten things to keep in mind while using Google AdWords.

1. These factors are essential if you want to increase your revenue and outsell your rivals. The following are additional explanations of these ten points:
2. When deciding on and defining your keywords, use caution. The chosen search terms and query must be relevant and include all conceivable possibilities.
3. To increase or decrease relevant keywords in the account, make sure the match type is chosen and that continuous monitoring of the search terms is carried out.
4. Improve the Ad rank by organizing and preparing the keyword groupings.

5. Create eye-catching advertising. A compelling commercial is one that emphasizes the advantages customers will experience, grabbing their attention and increasing the likelihood that they will watch the advertisement.

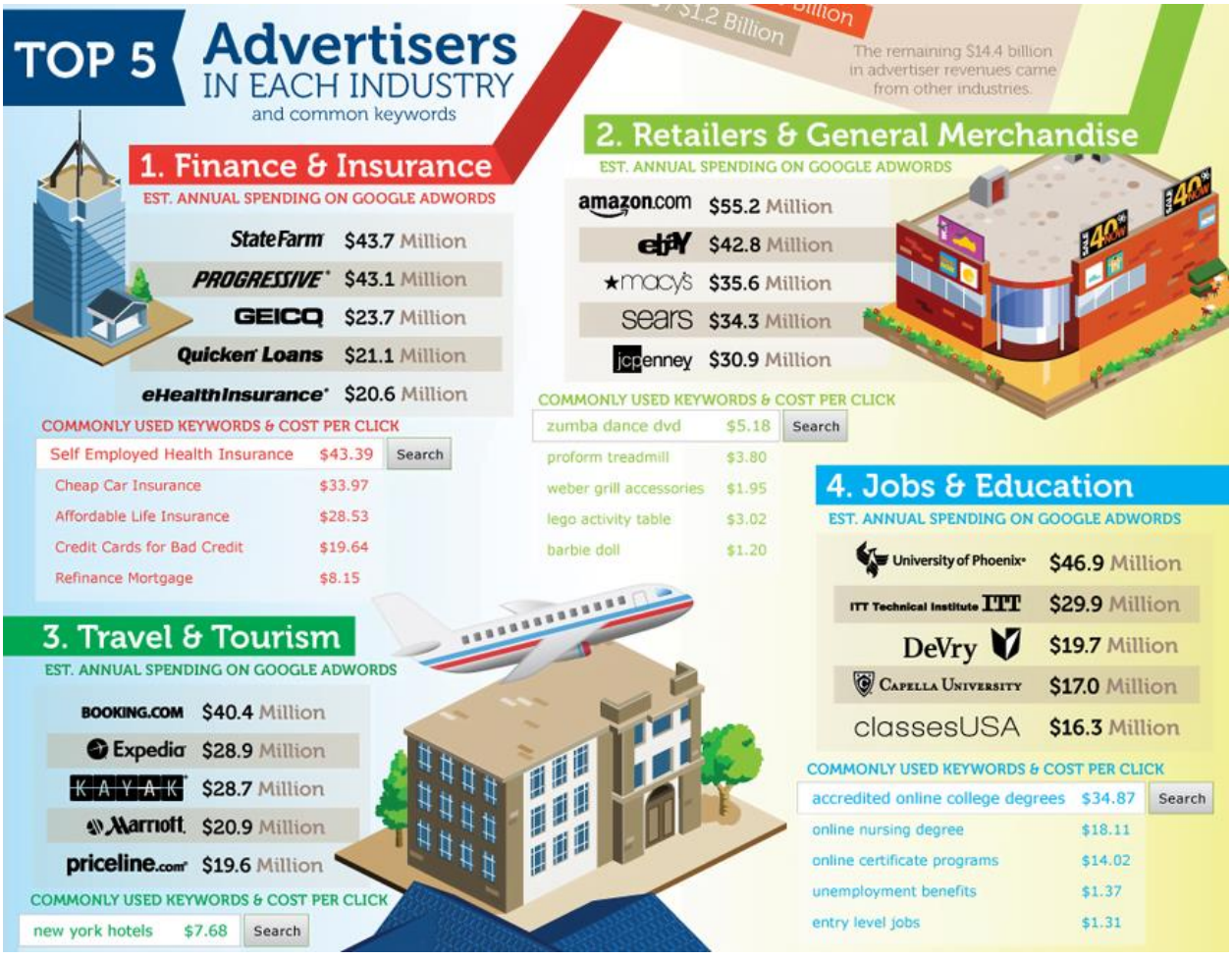
6. Use RLSA campaigns.

7. Make a higher offer than the competition.

8. Utilize AdWords traffic from mobile devices.

9. To increase conversion and hit the necessary goals, let AdWords determine the bid automatically. Create the most appealing display you can to build the account.

10. To optimize performance, switch the campaign to a private option.



Why Google Ads?

- People who click on ads are 50% more likely to make a purchase
- Online ads increase brand awareness by 80%
- 63,000 searches get processed by Google each second
- 90% of desktop searches happen on Google
- 76% of the search engine market belongs to Google
- 73% of the paid search market share belongs to Google
- 65% of small-to-midsize businesses have a PPC campaign
- 46% of clicks go to the top three paid ads in search results
- 35% of users purchase a product within 5 days of searching for it on Google

How cost efficient is it?

- With Google, you get a ROI of 8:1, or $8 for every $1 invested.

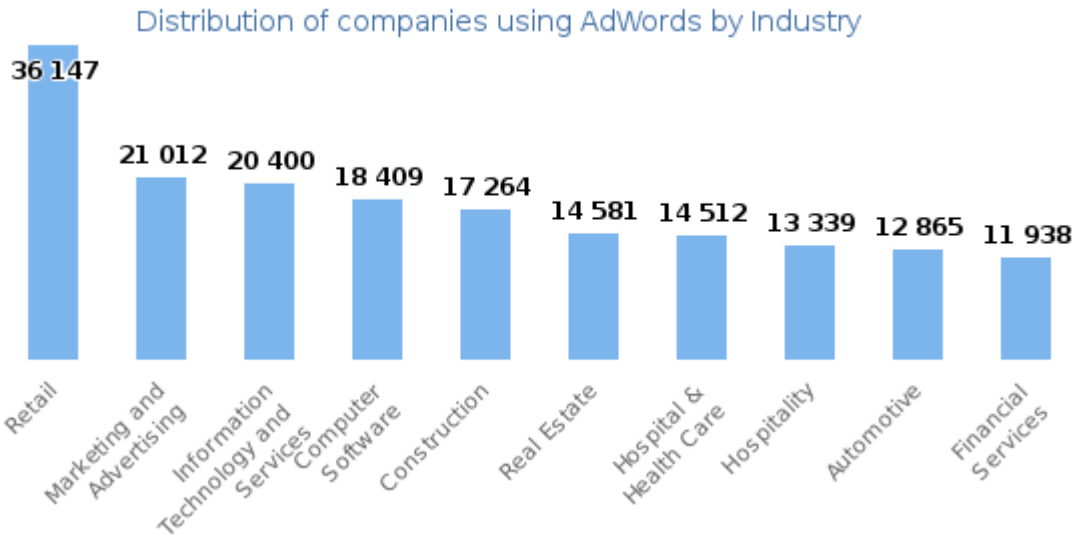
- Small-to-midsize firms typically spend between $9000 and $10,000 on advertising.

- The suggested daily expenditure for a Google Ads campaign is between $10 and $50.

- The typical cost-per-click (CPC) for Google Ads is between $1 and $2.

- The typical CPC for the Google Search Network is between $1 and $2.

- The typical CPC for the Google Display Network is $1 or less.



Costs of Google Ads and ROI

Thanks to the many campaign settings and bidding options, businesses using Google Ads can get results with a range of budgets, both high and cheap.

You can start advertising for a small business for as low as a few dollars per month. You can still do it, even if your outcomes aren't quite as successful as you'd like. It makes the advertising platform flexible enough to meet the requirements of companies of all sizes and sorts for online advertising.

The benefits are greater for large enterprises because you can scale ad purchases profitably and Google Ads are less expensive than conventional types of promotion.

Ad costs that are effective depend on:

Bids
Competitors,
quality ratings

The typical cost per click (CPC) differs greatly among businesses, market segments, and user search intent.

For example, if you work in finance, you'll find that click costs are higher than in industries with lower cash flow requirements.

Costs are also impacted by search intent: a keyword that generates sales will be more expensive than one that a customer searches for at the beginning of the buying process.

Even the most expensive keywords can be found by just keeping an eye out for them in the data or when using the Keyword Planner.

The secret is to find keywords that achieve your objectives at the lowest cost. By balancing purchase intent with other sales funnel stages, costs can be decreased.

Google is profitable because the majority of companies that advertise there see a return on their investment. The majority of the time, we see that inadequate optimization or misaligned advertising goals are to blame.

High-level Management And Control

In general, Google Ads offers clients a respectable selection of tools for efficiently running and managing their campaigns.

For example, you may assume total control over:

how much you spend and the size of your bids
Activate a button to pause the commercial.
campaigns' goals
controls changes
Manage specific markets and keywords.
What your advertisements look like (as long as you don't break any restrictions)
Make sure you represent your brand well.

With this level of control, you may manage and enhance your marketing initiatives in order to maximise their efficiency.

However, there is yet another option. Because there are many moving components in a Google Ads campaign, Google has made it very user-friendly for newbies.

With features like smart bidding, where you choose a target like conversions, Google handles the bidding on your behalf to increase the campaign's effectiveness.

The benefits of automated marketing include transparent outcomes that feel in control of you.

As a result, you should pay close attention to the performance and make any necessary adjustments.

Impr.	↓ Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.	Conv. rate
351,827	14,277 Clicks	4.06%	€0.24	€3,418.84	215.00	€15.90	1.51%
43,322	3,893 Clicks	8.99%	€0.26	€998.76	115.00	€8.68	2.95%
84,574	3,741 Clicks	4.42%	€0.30	€1,103.86	42.00	€26.28	1.12%
36,035	3,021 Clicks	8.38%	€0.22	€658.50	38.00	€17.33	1.26%
8,116	1,509 Clicks	18.59%	€0.08	€127.95	1.00	€127.95	0.07%
157,286	858 Clicks	0.55%	€0.20	€175.15	3.00	€58.38	0.35%
7,202	346 Clicks	4.80%	€0.31	€107.78	7.00	€15.40	2.02%
5,008	253 Clicks	5.05%	€0.28	€70.80	9.00	€7.87	3.56%

Outsourcing Google Ads

The decision to outsource campaign management is one that is frequently debated.

The more you can normally learn by doing it yourself, the smaller the budget. With more practise and learning by doing, you can become more comfortable using Google Ads and scale ad spends profitably.

Your business will gain a lot by comprehending performance marketers' thought processes.

That, of course, is not always possible, particularly when campaigns become more involved and expensive as your digital marketing strategies develop to support more rapid growth.

Quick Results

Like the bulk of paid web advertising techniques, Google Ads is rapid. What exactly does "quick" mean?
It yields results swiftly.

Setting up the first campaign and making the necessary accounts only takes a few hours. If you have correctly complied with the policies, you should be able to launch a campaign relatively quickly.

To swiftly make the necessary adjustments and optimization efforts, you may assess how effectively your advertising is doing.

Before making any changes to your bid settings, Google advises giving your campaign some time to run its course. A campaign in Google Ads goes through a learning phase during which performance information is gathered to enhance your ads.

For instance, organic social media marketing or SEO would likely show little to no results at first, making it very challenging to optimise until those results appeared.

As a result, Google Ads' immediate results aid in the quicker start of an online business than conventional methods.

Because new ideas are tested so quickly, you can reach your objectives more quickly.

Level of rivalry

One of Google Ads' greatest benefits is its capacity to level the playing field. Small firms can profit from highly specialised niches, while larger organisations with more resources can use Google Ads to achieve more horizontally.

It's important to understand that you can't just purchase your way to the top of Google Ads. Although the bid amounts are significant, they do not give the whole picture.

Advertisers there must maximise their Ad Ranks and Ad Quality in order to boost their chances of receiving the most sought-after ad slots.

Higher scores suggest that even smaller companies can get more top ranks for their ads if campaigns and landing sites are well optimised.

Visitors have a range of possibilities before they reach the organic results, particularly for phrases with the highest intent, like in online buying.

By doing the same, you can compete with well-known companies and brands that already have a strong brand recognition both inside and outside of search results.

Performance Against Competitors

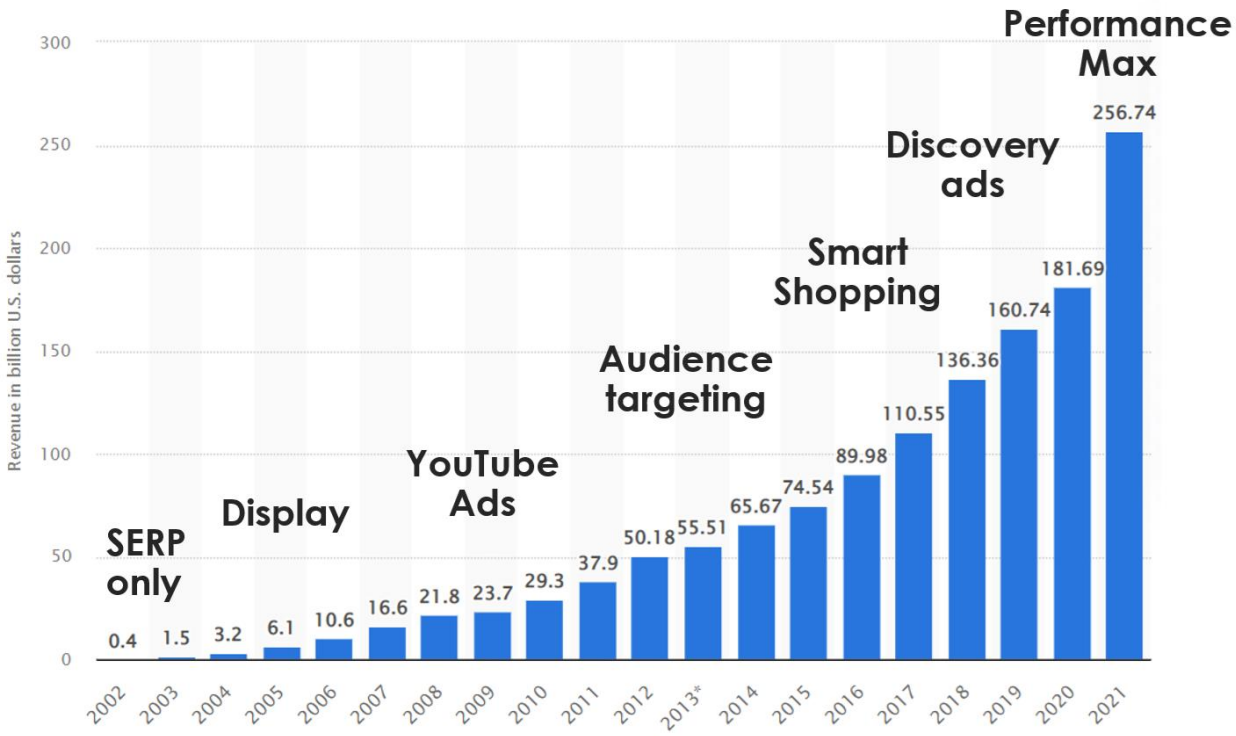
If, for instance, a well-known company uses the keywords you're interested in, you may examine the auction insights page to see how your advertising compare to those of your rivals.

You can view data like:

- Image sharing
- Crossover rate
- place higher than rate
- first page ranking
- Abs. first page ranking
- superiority share

You can assess the actual rankings of your adverts in relation to those of your competitors using these analytics. You will gain a better understanding of what you need to do to outperform your rivals by merging the data with your quality scores.

This chart shows reported annual revenue (in billions), with an overlay of the release of non-keyword products.



Research Methodology

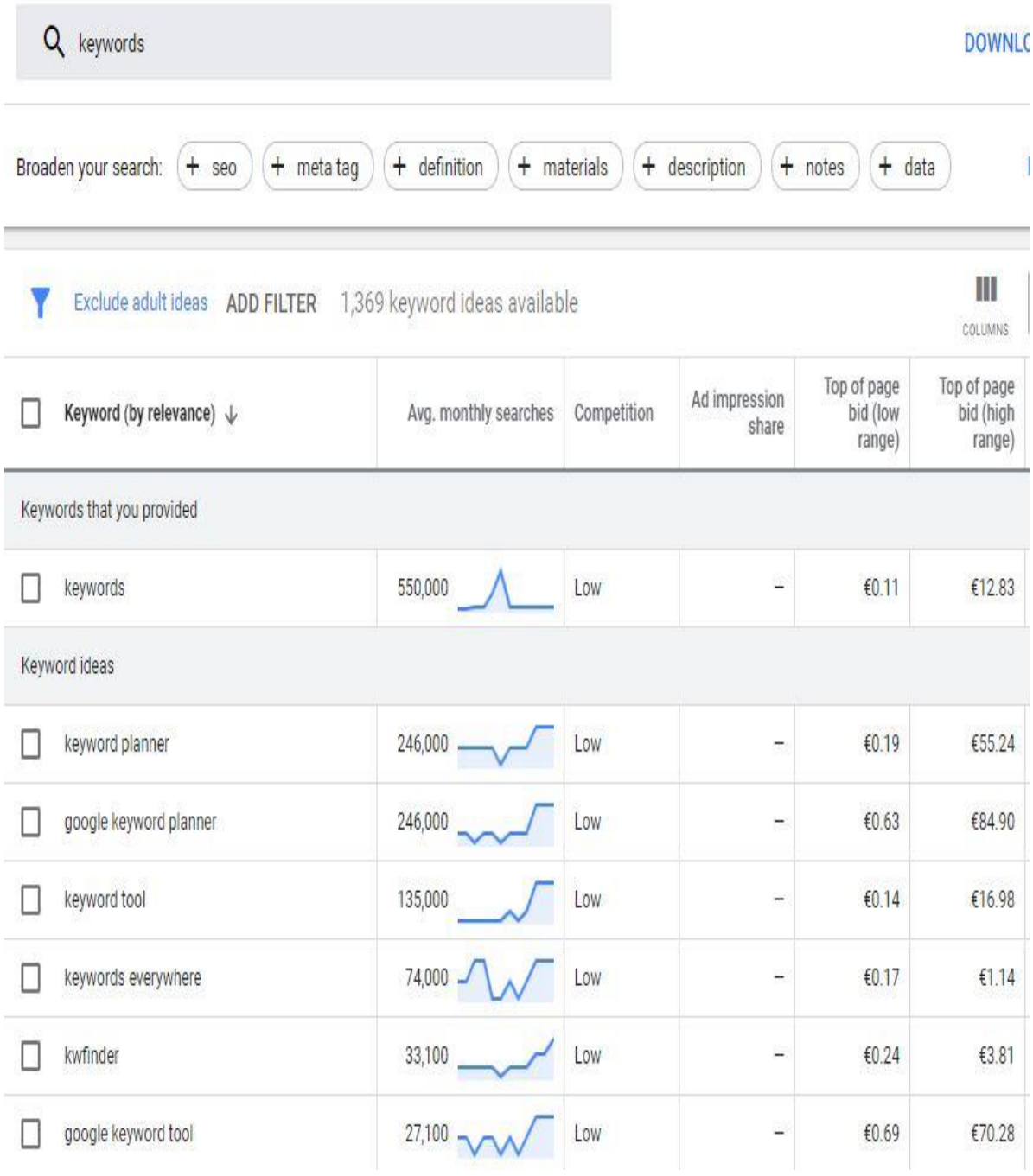
Google Ads and Analytics

Web analytics is essential when using Google Ads and optimising them for better performance. One significant benefit is that you can always monitor the results your advertising is producing, whether it comes through Display Ads or Google Search. How to analyse your advertising results is made clear and easy to understand for novices. The more capabilities you have for utilising data, the more effectively you can use it for your company. In order to enhance performance, you can also integrate third-party technologies with Google Ads, so you are not solely reliant on Google Ads to assess the true efficacy of your advertising. Connecting at the very least Google Analytics to your account can help you better understand how well your advertising are doing by analysing behavioural indications. For example, you could use behavioural analytics to monitor how visitors use your website based on different targeting options and keywords. Finding the differences permits you to later seize new chances. The data you collect will be useful if you wish to increase sales. You can expand other cross-platform marketing campaigns with its assistance. You may evaluate which online marketing strategy yields the most return on investment for you by integrating these analytics tools with your advertising and comparing the results to those of other online marketing techniques.

	Acquisition					Behaviour		Conversions All
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages/Session	Goal Conversion Rate
	25,710 % of Total: 100.00% (25,710)	US$6,937.49 % of Total: 100.00% (US$6,937.49)	US$0.27 Avg for View: US$0.27 (0.00%)	19,209 % of Total: 20.06% (95,781)	25,154 % of Total: 16.86% (149,169)	45.97% Avg for View: 48.60% (-5.41%)	3.08 Avg for View: 3.35 (-8.11%)	1.84% Avg for View: 2.47% (-25.35%)
	22,354 (86.95%)	US$6,332.58 (91.28%)	US$0.28	15,656 (80.70%)	20,269 (80.58%)	44.74%	3.12	1.96%
	1,536 (5.97%)	US$144.67 (2.09%)	US$0.09	221 (1.14%)	266 (1.06%)	55.26%	2.59	0.38%
	875 (3.40%)	US$196.36 (2.83%)	US$0.22	482 (2.48%)	695 (2.76%)	65.61%	2.19	0.43%
	603 (2.35%)	US$189.87 (2.74%)	US$0.31	514 (2.65%)	671 (2.67%)	70.49%	2.27	2.53%
	314 (1.22%)	US$68.23 (0.98%)	US$0.22	191 (0.98%)	256 (1.02%)	75.39%	1.54	0.00%
	28 (0.11%)	US$5.78 (0.08%)	US$0.21	19 (0.10%)	23 (0.09%)	21.74%	4.30	0.00%
	0 (0.00%)	US$0.00 (0.00%)	US$0.00	2,318 (11.95%)	2,974 (11.82%)	41.06%	3.37	1.51%

Conversion Tracking and Optimisation

With Google Ads, you can monitor the conversions that are crucial to your business. Conversion tracking's measurable terms and results make it easier to comprehend a campaign's efficacy. In addition to tracking more typical conversions like sales or leads, the platform also enables you to build custom conversions. Custom conversions are a significant advantage of ad optimization. These conversion techniques use conversion data primarily to optimise the results of advertisements with modified bidding and targeting.


keywords
DOWNLO
Broaden your search: + seo + meta tag + definition + materials + description + notes + data
Exclude adult ideas ADD FILTER 1,369 keyword ideas available
COLUMNS
Keyword (by relevance)
Avg. monthly searches
Competition
Ad impression share
Top of page bid (low range)
Top of page bid (high range)
Keywords that you provided
keywords 550,000 Low – €0.11 €12.83
Keyword ideas
keyword planner 246,000 Low – €0.19 €55.24
google keyword planner 246,000 Low – €0.63 €84.90
keyword tool 135,000 Low – €0.14 €16.98
keywords everywhere 74,000 Low – €0.17 €1.14
kwfinder 33,100 Low – €0.24 €3.81
google keyword tool 27,100 Low – €0.69 €70.28

Case Studies

Case Study 1:

Sitara Foods, their grandmother's legacy

Sitara Foods, a homemade pickle business created by two sisters named Aparna and Shravya, has its roots in their youth. Indian tradition typically associates children with homemade pickles made with a lot of love and care by the grandparents. Sitara Foods brings those memories back by exporting the Chinnaka dishes from one area of their home to every nation on earth. The foundation of this business concept is the preservation of this legacy and a 33-year-old custom known as bite-sized happiness. Sitara Foods' operations, which range from providing meals for people in peaceful Bengaluru nooks to people in American cities, are undoubtedly cause for reflection. What started as a modest business manufacturing homemade pickles next door is now able to serve over 900 customers each month thanks to Google Ads. In just 18 months, a small business with 4 people has expanded to a workforce of 50 and is now serving customers internationally.

Their key component for success

Shravya, Aparna, and their spouses gathered on the weekends to reenact Chinnaka's culinary magic. The unique and rare fruits and flowers used in Shravya and Aparna's dishes, which brought out Sitara's flavours, made them distinctive.

To get early input, they started giving their neighbours this small thrill. The pickles went over wonderfully. Due to word-of-mouth, Shravya and Aparna started producing in larger amounts. To assist them, their husbands started making deliveries from door to door.

In order to empower the local women, Sitara Foods employed grandmothers to work in their kitchen. Making pickles is a family ritual for these grandparents. Sitara Foods is a company that sells savoury foods that have been meticulously prepared. Once the demand was met, Shravya and Aparna realised word-of-mouth promotion was not enough to sustain their expansion. Since they were aware that more people were searching online for what they were selling, they decided to use Google Ads.

Through Google Ads, Sitara Foods found their ideal customers and many more like them who looked for terms like "traditional pickles," "Regi Pallu," "chicken pickles," and more. Sitara Foods strategically placed and timed its adverts to boost the number of customers and orders it got.

Across-border service

In order to maximise their marketing investment, Sitara Foods aimed to identify the stage of the customer journey at which the bulk of customers abandoned carts. To do this, they looked at data from Google Analytics, performed conversion monitoring on Google Ads, and experimented with different approaches.

This provided Sitara Foods with a number of new insights. For instance, they found that their audience liked the terms "homemade pickles," "chicken pickles," and "locally obtained ingredients." As a result, they were able to focus their marketing efforts on these phrases.

Sitara Foods considered keywords while choosing the right locations for their advertisements. Since they adhere to the belief that you taste food with your

eyes first, the Sitara Foods family chose to post their adverts on websites that are devoted to cooking and dining.

All things considered, Google Ads have significantly improved the visibility and customer base of Sitara Foods. The brand can now interact with Indians who reside abroad by leveraging websites that they commonly visit. Additionally, they were fortunate in getting shelf space at one of the biggest global grocery chains.

Not to mention, Google Ads enabled Sitara Foods to not only survive the Covid-19 outbreak but also increase its order volume.

How did they pull this off? Using Google Trends, Sitara Foods identified a shift in the audiences' perspectives. As a result of the pandemic, people's attention to their health rose, and Sitara Foods took advantage of this to expand its product lineup and create new meals to satisfy its clients.

The company also wants to enhance brand recognition through strategies for video content. The goal is to spend in YouTube advertisements and draw in a bigger audience.

Even though the lockout made it impossible to complete orders, Sitara Foods continued to receive daily enquiries regarding its operational situation. When they could resume shipping, according to Sreekanth, they immediately began running internet advertisements. Within only two days, they noticed a 3 increase in orders.

Case Study 2:

Senzo Gold

Senco Gold opened its first jewellery store in Kolkata over fifty years ago. The company now has 90 outlets spread across 14 Indian states and makes an estimated 17.2 billion dollars in sales annually. The family-run company has generally remained the same, although Senco Gold has been open to using technology to modernise its processes and branding.

Women between the ages of 25 and 45 continue to be the main consumers of gold, especially during the wedding season or festivals like Akshaya Tritiya and Dhanteras, according to Suvankar Sen, Executive Director of Senco Gold. However, traditional media spending did not result in a rise in in-store traffic, and the company found it difficult to measure the impact of its advertising.

Senco Gold's future plans included using digital advertisements to increase brand recognition and stimulate sales. In order to effectively allocate its marketing money, it also needed to start accurately tracking its performance.

Their Approach

Akshaya Tritiya, an annual Hindu and Jain festival, takes place in the spring and is regarded as a very good time to acquire jewellery. Senco Gold launched adverts on relevant YouTube videos prior to Akshaya Tritiya in order to capitalise on this.

Additionally, Senco Gold changed its ads to include geographical extensions. These add-ons allowed customers to view an online map for directions as well as rapidly determine their location in relation to the nearest Senco Gold location.

Due to location extensions, Senco Gold was able to track the impact of its adverts on in-store traffic. They did this by merely comparing the increase in foot traffic in each store to the number of people who saw their advertisements in nearby locations. Senco Gold used Display remarketing adverts in addition to location extensions to market their brand to clients who had previously visited their website. Last but not least, in order to analyse the brand analytics of their YouTube campaign, the organisation used Brand Lift Surveys to compare responses from audiences who viewed the adverts to similar audiences who did not.

Results

Senco Gold loved being able to correlate specific ads and keyword phrases with specific store visits. This knowledge of how successfully an online awareness

campaign may encourage offline purchases allowed them to enhance their efforts.

Senco Gold experienced significant success in well-established locales like Kolkata, with a 28% rise in brand recognition. In places like Bangalore where their presence is less well-established, Senco grew revenue from 2017 to 2018 by 30% and did so at a quarter of the cost of traditional media used the year before.

Conclusion

You can choose words or phrases that describe your product or service to assist decide when and where your advertisement can appear.

According to Google, advertisers make $8 for every $1 they spend on Google Ads.

People see your adverts based on the keywords you select. To ensure that you only reach the most interested people, who are most likely to become your customers, choose high-quality, relevant keywords for your advertising campaign.

Based on the similarity of your keywords to the user's search phrases as well as your keyword match types, your ad may be qualified to display when they conduct a Google search. Additionally, keywords are used to match your ad to Google Network websites that are relevant to your advertisements and keywords.

The following conclusions are reached as a result of the analysis and discussion:

1. E-commerce activity could be supported by Google AdWords. It is advantageous to use Google AdWords to boost e-commerce sales.

2. There are several advantages of Google AdWords that might be used to improve the number of people who visit e-commerce websites, the number of new consumers, and the size of the business.

3. The researcher's recommendations are as follows in light of the study's findings:

4. People are advised to use Google AdWords to help their e-commerce activities and to boost sales due to the advantages and benefits.

The scope of social media analytics goes beyond channel-specific data like likes, following, retweets, previews, clicks, and impressions. It also differs from the reporting provided by sites like LinkedIn or Google Analytics that help marketing campaigns.

Similar to web search tools, social media analytics make use of specially created software platforms. Search requests or web "crawlers" that cross channels are used to retrieve information about keywords or themes. Text fragments are returned, loaded into a database, categorized, and examined to produce insightful conclusions.

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