

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Information Technologies



Bachelor Thesis

PPC marketing and Facebook remarketing

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

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David Žáček

Informatics

Thesis title

PPC marketing and Facebook remarketing

Objectives of thesis

The main goal is to evaluate the effectiveness of PPC marketing and Facebook remarketing used on particular business.

Partial goals are:

- To increase the number of visits and mainly demand of provided services for the particular business.
- To make a Facebook page supporting the effectiveness of the advertisement for the particular business.
- To determine the advantages and disadvantages of PPC marketing campaign and remarketing on Facebook.

Methodology

The methodology of this thesis is primarily based on analysing of collected data, which is also the main part of the practical section. PPC marketing and remarketing on Facebook will be applied on the chosen webpage.

Data collected will be analysed and based on that, final conclusion will be made and compared. The theoretical part is based on literature and resource analysis.

The proposed extent of the thesis

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GEDDES, Brad. Advanced Google AdWords. Hoboken, N.J.: Wiley, 2010.

TEIXEIRA, Joe. Your Google game plan for success: increasing your web presence with Google AdWords, Analytics, and Website Optimizer. Indianapolis, Ind.: Wiley, 2010.

TREADAWAY, Chris a Mari SMITHOVÁ. Marketing na Facebooku: výukový kurz. [1. vyd.]. Přeložil Jakub GONER, přeložil Marcel GOLIAŠ. Brno: Computer Press, 2011. ISBN 978-80-251-3337-8.

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Prague on 19. 02. 2018

Statutory Declaration

I declare, that I have worked on my bachelor thesis titled “PPC marketing and Facebook remarketing” by myself and I have used only the sources mentioned at the end of the thesis.

In Prague

.....

David Žáček

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I would like to thank Ing. Václav Lohr, Ph.D. for his willingness, patience and enthusiasm in time of my bachelor thesis. Also, I would like to thank my parents for making the study possible. They stood on my side from the very beginning.

PPC marketing and Facebook remarketing

Summary

The aim of this bachelor thesis is to compare the results of two marketing strategies applied on a particular website. The writing has two main parts. One of them is theoretical and explains how things work in the area of online marketing with an aim to PPC marketing and Facebook remarketing. The second part and also practical part consists of analysing collected data from paid PPC and Facebook campaign on chosen website. Comparison of manifested demand in particular months is then going to be analysed and the final evaluation will be made based on the data collected.

Key words: Advertisement, Facebook, Google, Remarketing, PPC, Marketing

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1. Introduction

Online marketing (or digital marketing) is a normal and usual everyday thing to see in the lives of billions of people around the world. It is probably the most visible part of businesses. The advertisements are everywhere on the internet (World Wide Web). People, in general, spend quite a lot of time on the internet nowadays and the popularity of it was growing fast from the very beginning. So it was the next logical move from the side of advertisers to put advertisement there. And it was obviously worthy move as we can see so far. It is cheap and quick to set up the advertisement and it is a big advantage. There is a big variety of all kinds of advertisements from banners through sponsored websites to popup ads.

Pay Per Click marketing using Google AdWords is one of two main parts of this bachelor thesis. The process of setting up a whole campaign will be explained in detail. A summary of the entire campaign will be recorded and then analyzed. Potential improvements are going to be suggested at the end.

The second part is dedicated to Facebook Remarketing using Facebook Ads Manager. Important information on this topic will be summarized. Tips and tricks will be introduced. The campaign is going to be created and then analyzed as well.

Campaigns will be applied on a web page of small joinery company. The results of both campaigns will be compared and clearly described. The more successful campaign will be presented based on the outcome.

2. Thesis Objectives and Methodology

2.1 Objectives

The main goal is to evaluate the effectiveness of PPC marketing and Facebook remarketing used on a particular business.

Partial goals are:

- To increase the number of visits and mainly demand of provided services for the particular business.
- To make a Facebook page supporting the effectiveness of the advertisement for the particular business.
- To determine the advantages and disadvantages of PPC marketing campaign and remarketing on Facebook.

2.2 Methodology

The methodology of this thesis is primarily based on analyzing of collected data, which is also the main part of the practical section. PPC marketing and remarketing on Facebook will be applied on the chosen webpage. Data collected will be analyzed and based on that, final conclusion will be made and compared. The theoretical part is based on literature and resource analysis.

3. Marketing

Marketing is a relatively new academic field with roots located in America, on the other hand, marketing as a practice has existed since people were buying things and so is very old. History tells us that successful businesses and entrepreneurs must have understood the principles of effective marketing. Before the industrial revolution, customers and also sellers enjoyed close contact from eyes to eyes. The result was that sellers knew precisely what their customers wanted to buy and did their best to fulfill their lust. The age of industrialization and development changed everything. As a result, it was needed to develop a new strategy to find out the precise nature of consumer demand. And so, the reality is that marketing is the oldest of the business practices, but also the newest among business disciplines.

In business schools, marketing is demonstrated as a body of knowledge. People familiar with this body of knowledge should be able to determine the interaction

between entrepreneurs and buyers in the marketplace and suggest future strategies for improving these interactions in marketing planning. There is a big emphasis on theory in order to get successful practice.

Marketing is also about learning from experience which is also an important part in order to understand marketing well. Careful research and analysis are essentials. [3]

3.1 History of Marketing

3.1.1 Making marketing possible

Marketing is being there as long as humans have been buying and selling things. It was never enough and it is still not enough to have a great product if no one knows about it. In order to sell stuff, there needs to be awareness about the product. It not going to change. It always takes two sides, build & create a product or service and sell the product or service.

3.1.2 1450-1900 Printed advertising appears

Making mass printing possible for the first time opened doors for new ways of marketing. The first marketing strategy was printing words usually on paper and putting that object high at the high-traffic areas so the possible customers would see it. In 1839 posters became so popular that they had to be banned on property in London. Also magazines first emerged as a medium of marketing in 1730. In 1867 first recorded billboard has come to the light.

3.1.3 1920-1949 The emergence of new mediums

1922 the radio advertising begins. Radio became very popular among families which were listening to the shows. With that attention, it was next logical move for advertising entrepreneurs to put their hands there. In 1941 first recorded advertising followed and it dominated the radio advertising.

3.1.4 1950-1972 Marketing is growing

More mediums and more opportunities for marketing entrepreneurs. 1954 was a year of television ads. Total revenue surpasses magazines and radio ad sales. It is still popular in nowadays. Radio advertising retreats. In 1970 telemarketing emerged as a common strategy.

3.1.5 1973-1994 Digital era

New emerging technologies are going to change the world. Formation of computer-oriented spam, database marketing, relationship marketing. Printing was made even easier with a personal computer, which led to a massive growth of print advertising. TV displaced newspapers as the biggest ad medium. In this era 2G mobile network was created and it precedes spread of cell phones all around the world, creating a perfect field for future advancements. Profit from cable television advertising is growing rapidly.

3.1.6. 1995-1997 Search Marketing

In 1995 16. million of people use web searching. In 1997 the number of people using web search grows to 70. million. Users are able to find products and services they desire. Search marketing continues to evolve.

3.1.7. 1995-2002 Spam

First automated large-scale commercial of spam recorded from Phoenix law firm Canter and Seigel. Their services were posted on thousands of newsgroups. New technologies are being developed and a wide audience is adapting to the changes. Mobile phones are getting more and more popular and the internet becomes more viable service tool for advertising. PPC/ Adwords started in 2000.

6. 2003- Present New age of marketing

Social media begins (LinkedIn, Myspace, Facebook). The national Do Not Call Registry implemented in America because of invasive marketing tactics of telemarketing. In 2005 Google starts editedpersonalized search results which are based on past search history (SEO). In 2007 there are 295 million users of 3G networks. 90% of emails are SPAM in 2010 in the field of email marketing. Time spent by watching a television (2011) is more or less 13,6 hours per day for people between 13-24 years old. Time spent on the internet (2011) in same age category is roughly 13,7 hours per day. Users of smartphones are growing and users of the internet as well. Youtube is one of the biggest marketing mediums. [4] [5]

3.2 Online Marketing

Also named internet marketing is the way of promotion of the business, brand, products or services over the internet. It can be achieved using tools that might help to increase a traffic or sales. Online marketing is a big field that includes a range of marketing strategies. [6]

3.2.1 Strategy in online marketing

If we want to get anywhere we need to set our goals, we need to know how to use the right tools and ways to measure our progress through the process.

3.2.2 Goals

We need to know the path we want to go, and what is the success we are looking for before we can even start the process.

3.2.3 Our brand and targeted audience

When we finally start to create a content, we have to know who we want to talk to. If we are not targetting the right group of people, we will not find the success we are looking for.

3.2.4 Research

We need to know how to address our audience in order to get their attention. So we also need to know what are the problems they need to solve, what they need to learn etc. Research keyword to get easily found in search engines.

3.2.5 Content aim

Think about the content we want to create, frequency we want to post and where the content is going to be posted. These are the foundations so we can create quality content with great success.

3.2.6 Content

After the previous steps, we need to focus on quality making. Otherwise, we are just wasting our time. Spend the time for the perfection of our output. This is not about quantity but above all about quality.

3.2.7 Promotion strategy

We can always improve something on our own, but sometimes, we can get help from elsewhere. The right way of promotion can get the content much farther. [6]

3.3 The main Importance of Internet Advertising

The Internet has changed throughout the years and so the options how businesses offer their services or products to the customers. There is no need to rely

upon newspaper ads, or Yellow Pages etc. The Internet gave new paths for an acquisition of potential new customers. Firms and businesses have the possibility to know how many people clicked on their ad, what search brought them to the particular website, how much time do they spent there, or whether they purchased some product or service.

There is just one important thing to know. How to set up advertising camping correctly. With a right set up of the advertising program, any business can find success its field of action. [1]

4. Pay Per Click Marketing (PPC)

This system of advertising is one of the most popular online advertising forms. The whole idea is essentially to buy visits to our website. The difference between other forms of advertising is that we pay only when customer clicks on our ad rather than paying for the ad up front.

The content of our webpage might show up on search engines, other web pages, social media platforms, apps etc.

These paid search ads look like normal search results. There is a difference in a way they show up on the top and also on the bottom of the first page in results of a search engine. Facebook, Twitter or Instagram ads are shown in a users feed, but they are tagged as sponsored or promoted. The most popular advertising PPC platform is Google AdWords.

When a user types something into Google, a list of results is shown based on what keywords were typed in. Search engine results are made up of two types. One of them is an organic result and the second one is paid result. Results, which are most relevant to our search request according to search engines are organic once. This evaluation is made, based on hundreds of factors. The paid ads are above the rest of the organic listings and also on the right side.

Obtaining targeted listings in paid and also organic results allows our website to be listed in different places, occasionally twice on one page. It has the power to create a big repercussion on our possible customers. There is a strategy to use organic results to rank only key terms in order to reduce the cost of PPC on these most used phrases. Then by additional bidding support increasing the other terms.

PPC gives us the opportunity to bid with other businesses or simply with other advertisers on a keyword. Then the advert is shown every time a user is searching for the specific keyword. According to a combination of factors as relevance and others, the ad is ranked. [8] [9]

4.1 AdWords

4.1.1 The origin of Google AdWords

The small company was founded in 1996 with a name Idealab by Bill Gross. After two years of hard work and creative thinking the company launched GoTo.com with a simple model: Advertisers could choose to display their ads based on what a customer was searching for. Advertisers would type a query into the search box, and then their ads would show in the search results. These simple concepts made this idea revolutionary: relevance, pay-per-click pricing, self-service and last one an auction-based pricing. Relevance was later adopted by Google AdWords program.

In 2000 Google entered the Arena with CPM (Cost-per-thousand) program. To advertise through the Google it was necessary to talk with a sales representative and sign a contract for a fairly high minimum. In the same year in October, the high barrier of advertising with Google was lowered by launching their first self-serve advertising program. Google AdWords started with 350 customers and it was still based on CPM. In February 2002 Google launched AdWords Select, which incorporated all of GoTo.com principles with an addition to their own twist auction model. Google's main aim was relevance, and they changed to PPC auction model to maximize revenue from

search results. Their twist was if an ad was clicked more often than others, it was then more relevant. And according to that add position was determined.

Throughout the years Google has become much more elaborated for displaying ads on search pages than others. [2]

4.1.2 Summary about AdWords

Google AdWords is a keyword search advertising platform. First advertisers must select what keywords they would like to show on their ads. Then they create an appearance of an add that will be shown to the users. Those ads are then displayed on Google.com. Ads also have links with the URL addresses to the particular websites.

The AdWords is a pay per click (or often used abbreviation PPC) marketplace. That means Google charges owners of the advertisement just and only when a user clicks on their ads.

The advertiser tells Google how much they are willing to pay for each click on a particular keyword search or for certain period (usually the month) and according to that Google evaluates information and relevancy of the add. Advertisers with stronger relevancy and higher bidding are shown up higher on the pages with a logical possibility to gain more clicks out of the AdWords campaign. [1] [2]

4.1.3 Parts of an Ad

Headline

The text which is shown at the top and also the link to the particular web page. The biggest text of an add that should lure customer's eye. Putting keywords there is a really good idea that will help to increase the quality and relevancy of an add. Since the headline is the most significant part of an ad copy, setting keywords into the headline will lure in users since the headline will be matching

to what users searched for. It is also said to put words like the best, number one, quality etc. for better response.

Description

The description has the space of total 70 characters in length. Two lines with a length of 35 characters. This is space for additional information for the user. It should contain a value proposition and call to action. The value proposition might be anything that makes your ad interesting and impressive. Best quality, Lowest price end so forth. The call to action should describe the action you want a customer to take. Call now, Send us a demand and so forth.

Display URL

Bussines URL address.

Destination URL

This is the web page where we want to send the potential customers. The users do not see this part. [1]

5. Facebook remarketing

5.1 Facebook introduction

Facebook represents a massive, expanding, global online market, and one of the most powerful marketing tool of today. Facebook is very good at putting the right ads in front of eyes of the right people. The expected goal is to show the users what they want.

Facebook allows to identify an objective for our campaign, then puts our add in the right place to be seen by the right segment of users. We can also use this highly efficient Facebook retargeting system on the Instagram as Facebook owns the Instagram. That means, there is no problem to use the same objectives on an additional network. [7]

5.2 Remarketing

Retargeting or remarketing is marketing especially targeting people who already visited some particular website. This person is then followed by an advertising banner around the internet for days or even weeks. Facebook remarketing and Google AdWords works almost the same, but the Facebook remarketing advertisement is shown on Facebook or Instagram while Google AdWords has the whole Google Network. [10]

There are 22 billion active people on Facebook monthly so the opportunity to get the wanted audience is high. AdBlock does not work on Facebook. The ads are not inserted in banners and that is the reason. They are placed directly in users feeds as a normal content. Other ads can be disabled using AdBlock or they can be simply turned out. [11] [12]

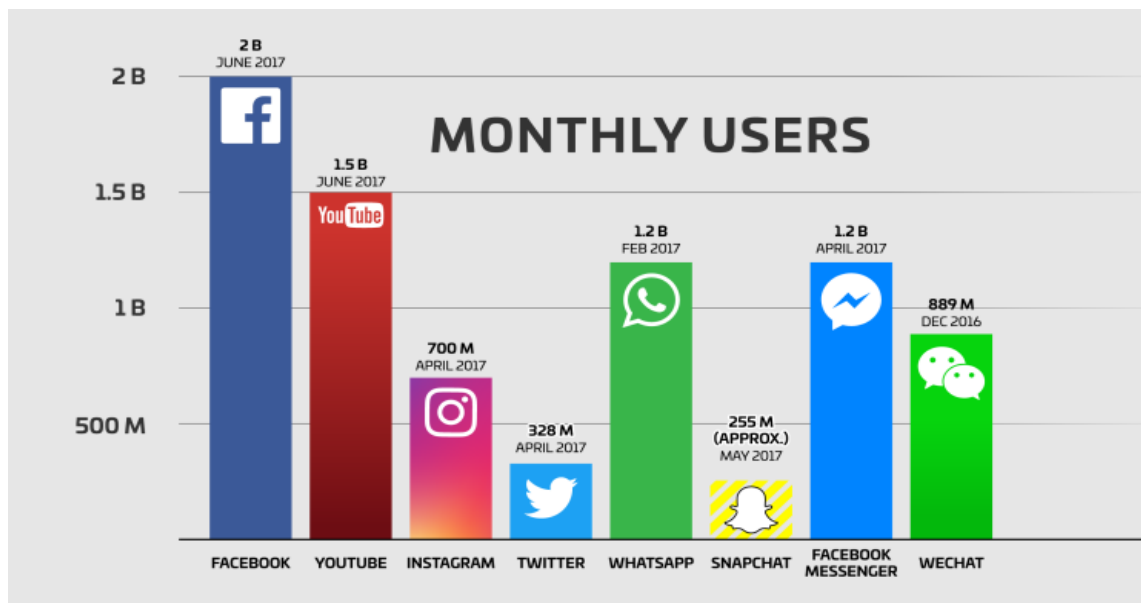


Figure 1- Chart of monthly users [11]

We can run ads to people who have visited our unique websites by installing a simple piece of code into the part of a website. This code is called a pixel, and whenever it is activated it alerts Facebook about actions our visitor is making. According to the strategy we have included in our campaigns, Facebook then decides whether that visitor should be shown our ad when he leaves our site. Nowadays, many websites we visit already cooperate with a pixel to track visitor actions. Those websites then use that information to show ads with the aim to get those visitors back. Google, Twitter, Facebook all have pixels that can be used in many ways to retarget our customers. It was found that Facebook's pixels are most effective in a way of retargeting. [7]

5.2.1 Pixel

We can think of it as an invisible pixel-unique image file that is embedded on our website. It is created by javascript code and automatically loaded on all pages of our website. The code is created to install cookies, which are small text files. They track the user's Facebook activity on the website.

Every Facebook advertiser account gets unique pixel which is connected to Facebook servers. In this way, Facebook is able to track which pages of our website are being viewed. One of the most significant feature of a pixel is the ability to transcend the Ip address. Every time the same user logs onto Facebook from a new device or even IP address, it generates a signature, meaning it can accurately track multiple devices, in multiple locations. The most important reasons to implement pixel are that we can track the website visitors, optimize the campaigns and monitor results.

5.2.2 Focusing the target

One of the many reasons Facebook marketing is effective is the number of specification options when creating the audience for which the ads will be shown. This is just an example of few criteria we can choose from. Language, Age, Geographical Location, Gender, Demographics, Interests but also we can create an audience based on people who have interacted with our website or profiles that match emails in our list. As we can see we can be very specific. [7]

There are currently multiple types of settings for the audience of the advertisement. It gives us the ability to target or retarget the specific group of people based on our needs, goals. All of the specific audiences have the same goal but the way of achieving it is different. The goal is to get the customers back. These customers need to have some link to the Facebook page. It can be through the likes, traffic, Instagram, etc. [12]

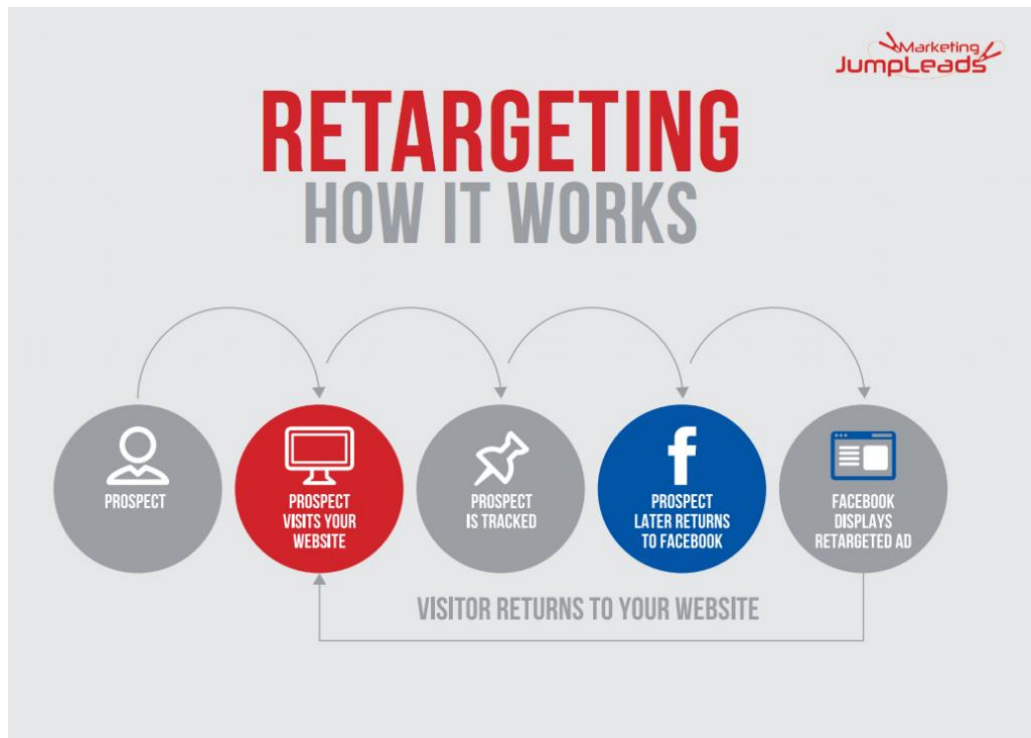


Figure 2-How does it work (Marketing Jump Leaders)

6. Practical Part

6.1 Used webpage

To demonstrate the effectiveness of PPC AdWord camping and Facebook remarketing campaign it was necessary to choose some particular webpage. These campaigns were used on a webpage of small joiner company with a goal to show the photos of latest products made and also to raise the possible interest of new customers.

6.2 Promotion strategy

PPC itself says it is a paid service, so it was necessary to set some financial amount for the campaign and use the same amount for the second campaign as well. It was arranged that the cost of these campaigns will not exceed the sum of 2,000 Czech crowns. So the cost for each campaign was equal to 1,000 Czech crowns. It was the monthly budget for each campaign separately. The first campaign was tested in August and it was PPC Google AdWords campaign. At the end of August, the results were gathered using primarily Google Statistics. September was the month of the Facebook remarketing campaign. The same procedure was applied in September as well. Results were gathered for the future utility using ads Manager on Facebook. All of this was done in 2017.

6.3 Google My Business

An account for My Business (Google) was created at the end of January 2017. It was necessary to fill in some basic information about the business to make the AdWords working later in the process

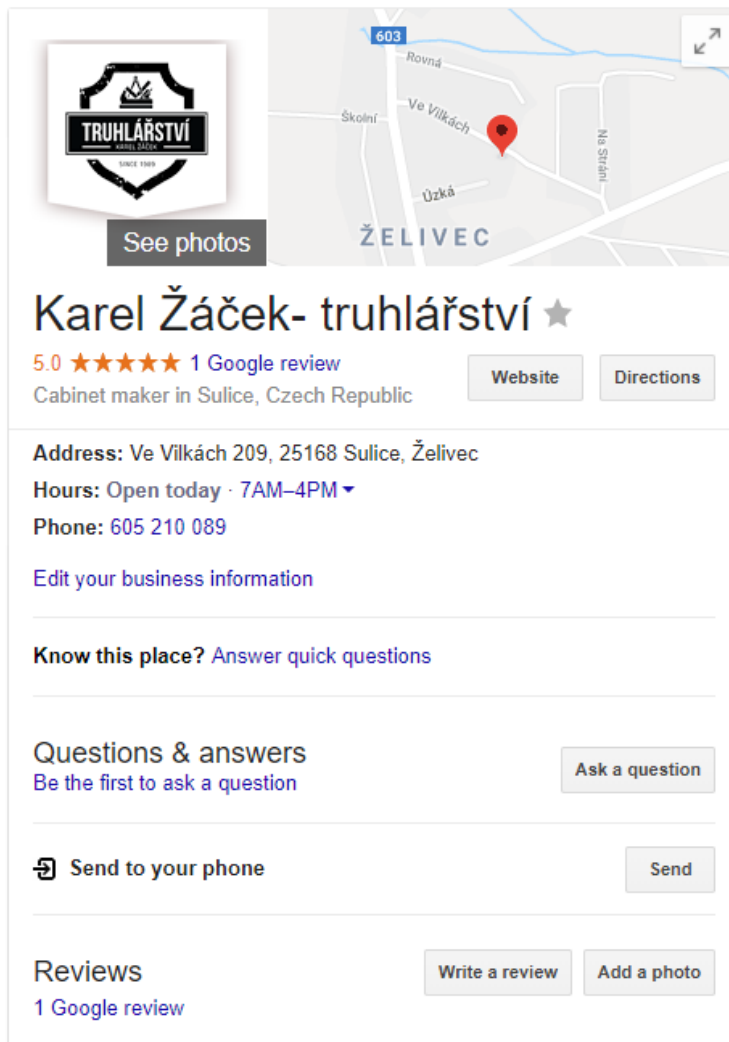


Figure 3- Google My Business

6.3 Setting up the Google PPC campaign

After the consultation with the owner of the business and setting up the goals there was a time for the creation of the Google PPC campaign in AdWord Express. Additional data about business, goals and description was delivered for a proper functionality and Google My Business did the rest.

At this time, everything was ready for the creation of advertising. Heading with the name of a business, service specification and the ad description. It was wise to pay

appropriate emphasis to these steps as the ad is a demonstration of products and services the business is offering.

The purpose of the campaign was to highlight and show the craftsmanship of the joinery in a wide area. Therefore, the selection of the webpage was predefined, as the page was already created some time before. The ad content and the website content needed to be the same for the best possible success. Clean and simple designed landing page makes it easier for customers to navigate and also makes them purchase something more likely.

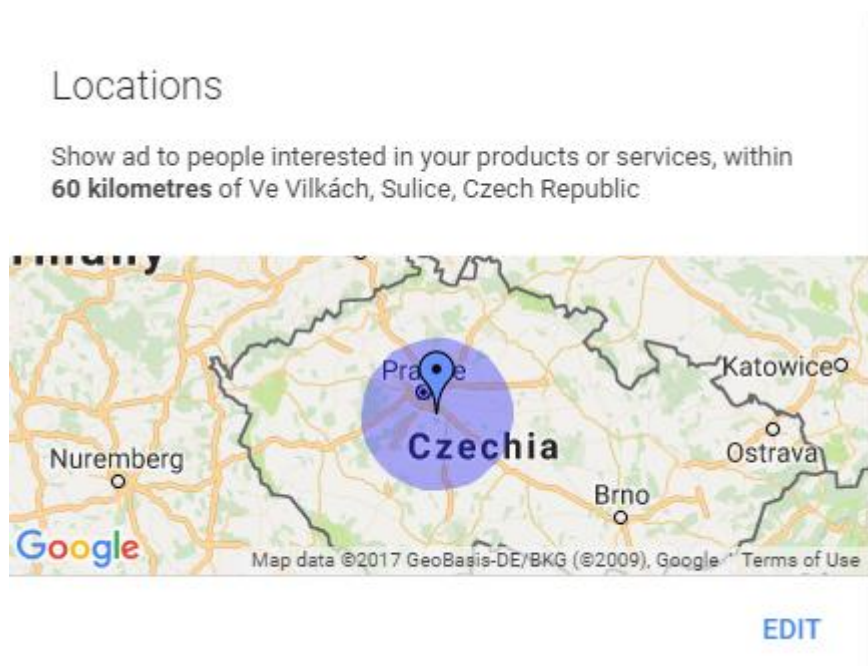


Figure 4- Activity radius

One of the most important settings is the ad serving location. The location was set within 60 km radius around the workshop after the consultation with the owner. It would not be smart to set the radius larger because the price for eventual goods transport and time consumption would be unbearable for both the customer and the owner.

6.4 Final look

The ad was shown across Google Maps, Google Search and on all partner websites (Google Network). This ad was matched automatically to related websites. The final look is shown underneath as a figure.

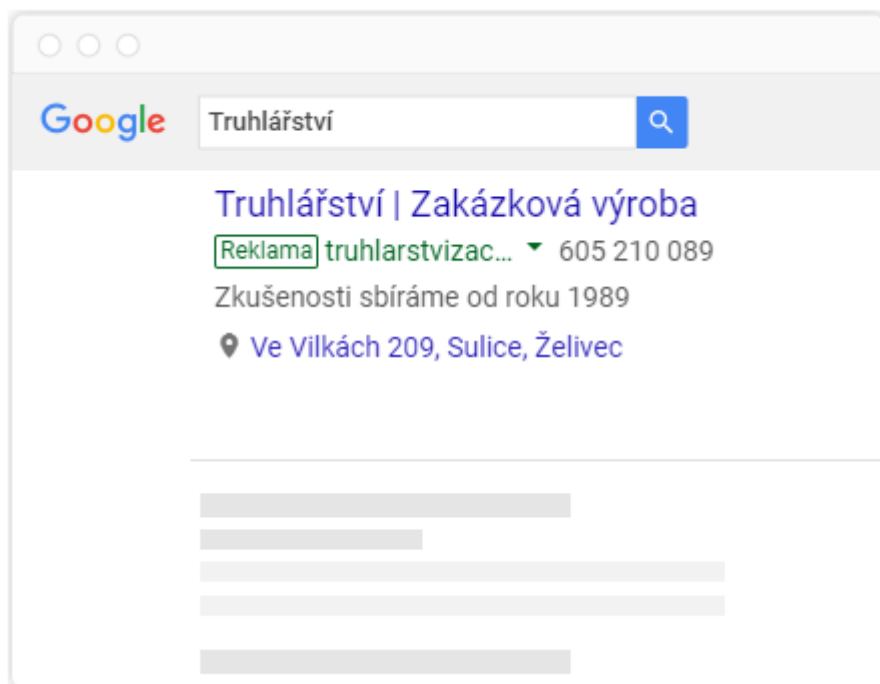


Figure 5- Final look

6.5 Analysis of webpage before applying any promotional campaign

The website traffic was measured before applying any promotional campaign at the end of June and July with help of Google (Statistics, Analytics, Insights). There are many aspects that can affect site traffic from holidays through seasons, etc. Results are shown graphically in pictures and graphs underneath. There is a nice example of

how those periods differ in traffic just due to the coming holidays. July (**Figure 8**, **Figure 9**) has more visitors than June (**Figure 6**, **Figure 7**) according to analyzed data from the campaign.

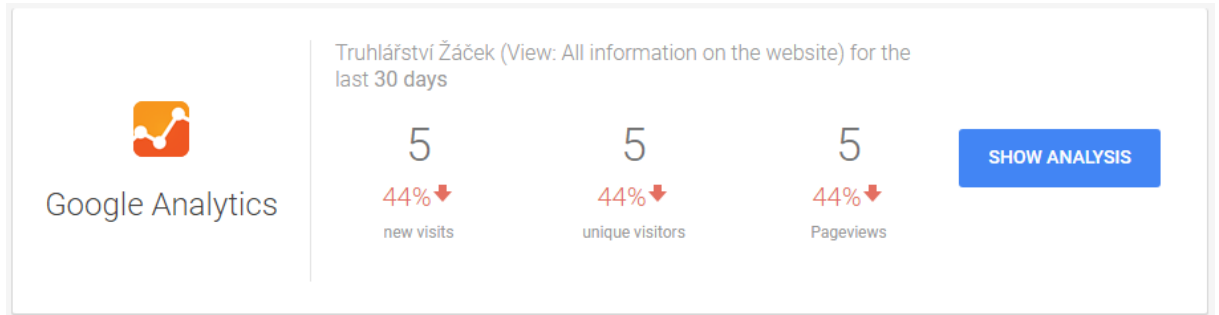


Figure 6- Visitation of customers in June (Analytics)

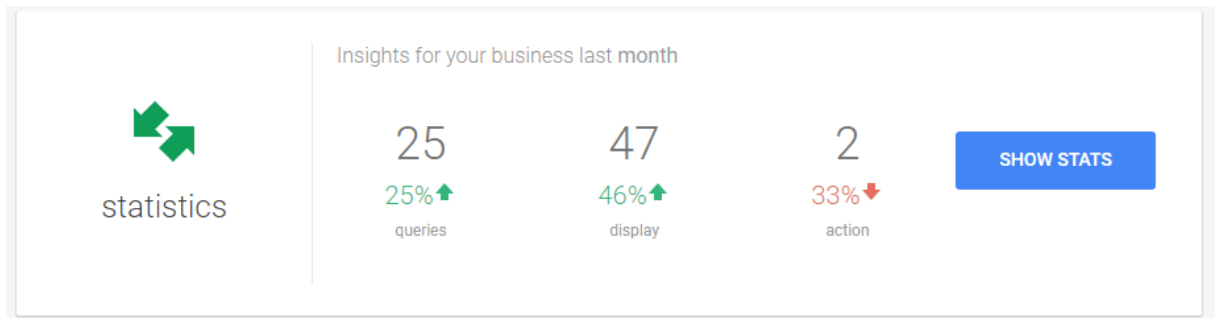


Figure 7- Visitation of customers in June (Insights)

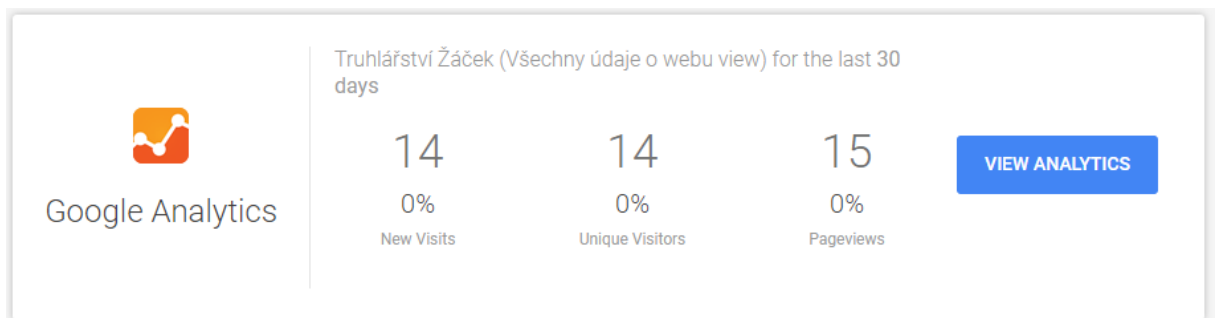


Figure 8- Visitation of customers in July (Analytics)



Figure 9- Visitation of customers in July (Insights)

6.6 Analysis of webpage after investing in the Google PPC campaign.

After one month the daily average for one click in Google AdWords campaign was 32.89 Czech Crowns. The total money spent in this campaign is equal to 999.86 Czech Crowns. According to Google AdWords, 1,000 Czech crowns is the average amount for companies like this one to spend on Google campaigns. The results are as follows.

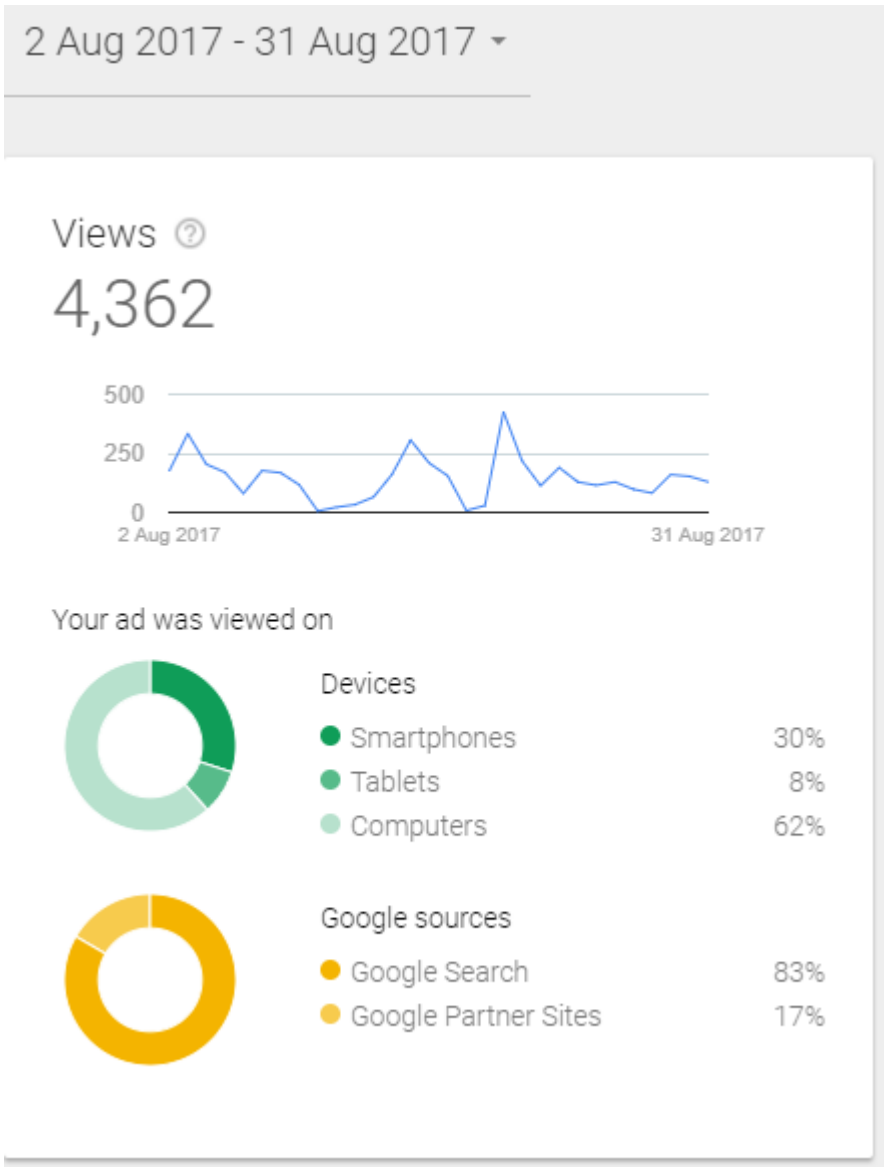


Figure 9- Views in August (Google AdWords Express- overview)

Views were counted each time this ad was shown to someone visiting any search result page in Google search or Google Maps. The number of views indicates how often this ad was shared among potential customers.

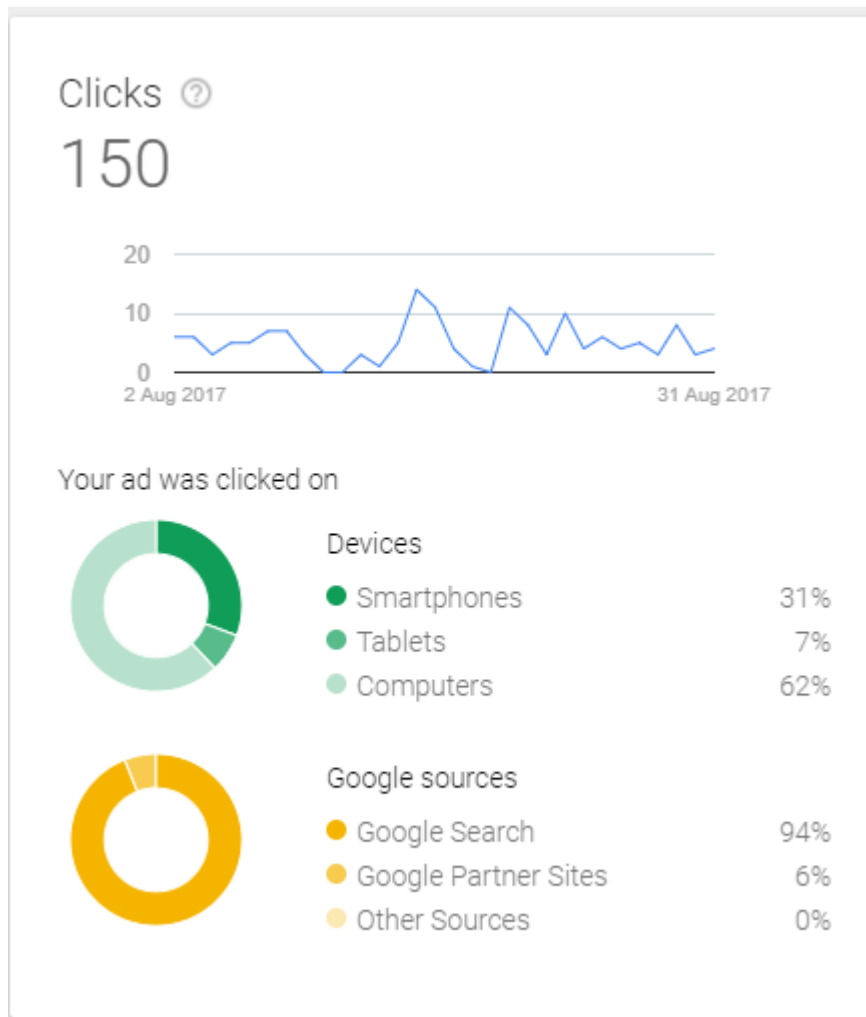


Figure 10- Clicks in August (Google AdWords Express- overview)

Clicks were counted whenever a potential customer interacted with the ad by either clicking it or calling the phone number mentioned in the ad. When someone clicked the ad, he/ she was taken to the landing page and the number of clicks increased. The same effect was also achieved in case that someone clicked the phone number to call the business.

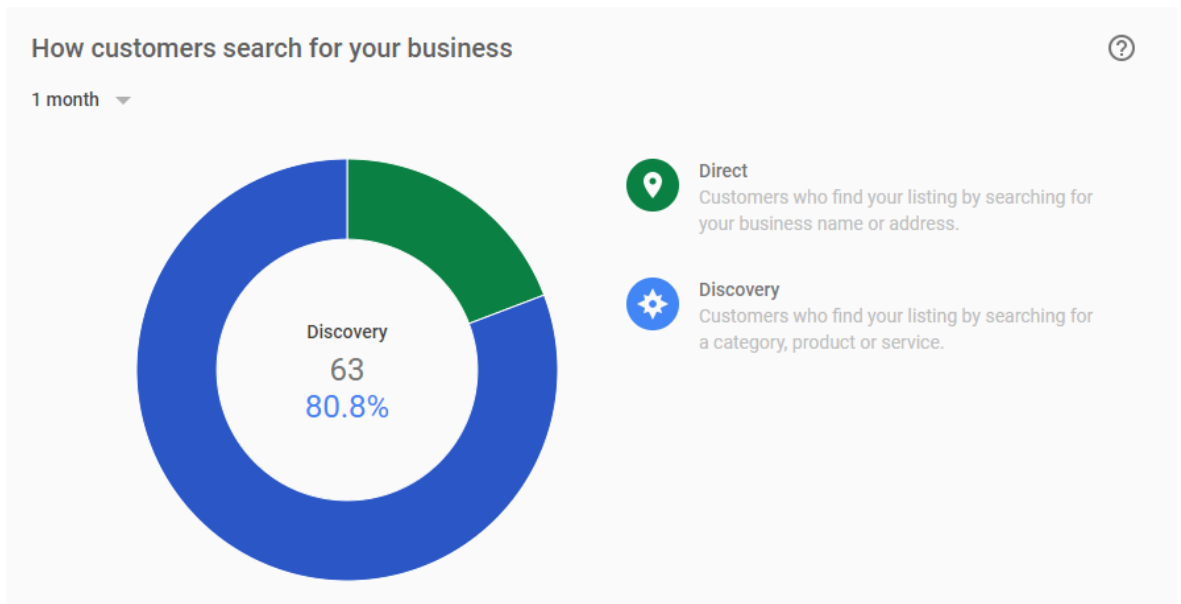


Figure 11- Searching analysis in August Insights, My business

16 people found the business directly through the name of a business or address. 80.8 percent or 63 people discovered the business by searching for a product or category and found the business in listings. In the Google dictionary, this is described as a Discovery search. The task of this campaign was to make the ad more visible to potential customers. In other words, to make it more visible in listings. In this section, we can see the success clearly.

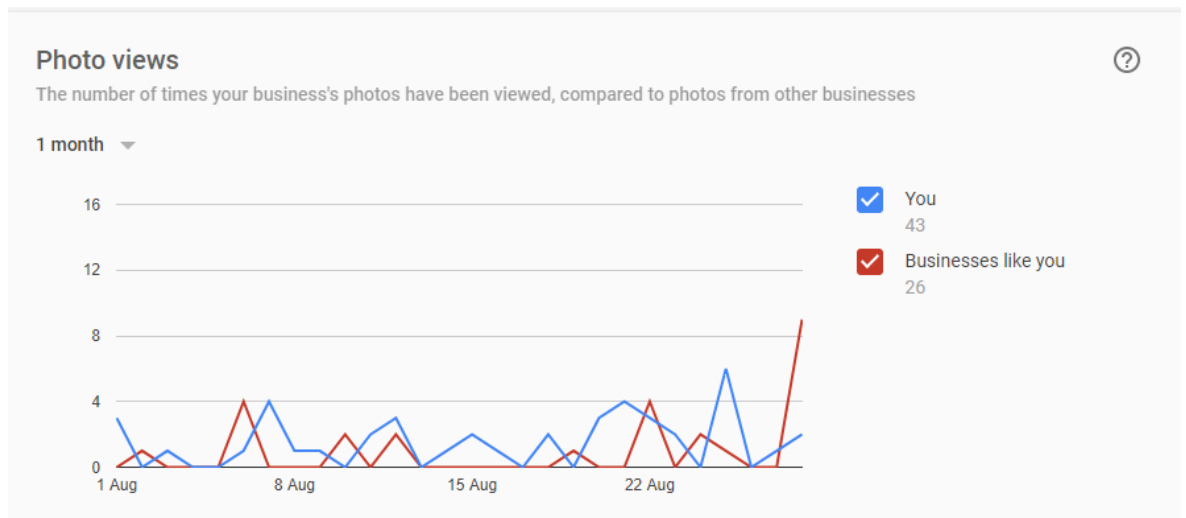


Figure 12- Comparison of photo views with other similar businesses (*Insights, My business*)

The data gathered in August shows in the chart how often the photos associated with the listings were viewed compared to other businesses in the same category. The effect in this section can be improved by adding some more photos on regular basis.

Search phrases

62 Total

Phrases	Views	↓ Clicks
zakázkové truhlářství	903	50
truhlari	1650	49
dreveny nábytek	654	21
truhlář	393	14
truhlarstvi	489	10
dřevěný nábytek	113	2
práce truhlar	42	2

Figure 13- Most relevant search phrases

Search phrases describing the business were created, used and changed during the process for better performance. We can see a list of the most relevant phrases along with their performance. These terms helped to determine when the ad should have been visible to a potential customer. The phrase "zakázkové truhlářství" had the most relevant score with 50 clicks in one-month period.

Your Customer ID: 948-737-4946

[Sign in](#)

How you did in August.

Truhlářství - Zakázková výroba

 truhlarstvizecek.cz

Zkušenosti sbíráme od roku 1989



**CLICKS ON
YOUR AD**

155



**VIEWS OF YOUR
AD**

4,455



MAP ACTIONS

Number of people who interact with your business on Google Maps after seeing your ad

4

Figure 14- Final result

6.7 Evaluation of PPC Google AdWords-Express campaign

There is a significant difference in traffic before and after applying this promotional campaign as we can see in figures above.

According to the owner of the company, people were calling sometimes two times per day. It was a huge increase in comparison with other months before the campaign.

The campaign was successful in terms of goals exceeding expectations. The evaluation of the results is clear and simple. On the other hand, setting up a whole campaign takes some time and experience. All partner websites of Google guarantee the wide area of effectiveness. At the end of the campaign, customers are lost.

6.8 Setting up Facebook Remarketing Campaign

In order to create a remarketing advertisement on Facebook, it was necessary to create a new page for the represented business. The basic information creating the overall image about the business were filled in. The logo and a few images and pictures were also added. The URL address of the business was assigned to this page.

After this step, everything was ready to set up the remarketing campaign in Ads Manager on Facebook. It was necessary to choose the objective of the current campaign and so it was done. Because the goal was to get people to the target page, the most appropriate target was Traffic. One of the biggest advantages of Facebook is that we can target a group to which the add should be shown. So it was necessary to create the audience for the campaign. Location was set inside the Central Bohemian Region and other retargeting options were set up as well including age, gender, languages, interests etc. Another section of the ad creation was to define the placement, deciding where the ad should show. The last thing before the start was to determine the budget for the campaign period. The the budget was set at 1,000 Czech crowns.

Account overview		Campaigns		Advert Sets	
+ Create Advert Set Edit Duplicate Advert Set Create Rule More					
✓	Advert set name	Delivery	Results	Reach	
✓	18+	Active 1 approved	422 Link Clicks	7,370	
▶ Results from 1 advert set			422 Link Clicks	7,370 People	

Figure 15- Final reach and result (Ads Manager, Facebook)

The total reach of the Facebook advertisement in September was 7370 people. It means that 7370 people saw the advertisement at least once. The campaign achieved 422 outcome clicks based on the objective settings. Total impression reached the number 10,995 the advert was on-screen.

Cost per re...	Budget	Amount spent	Schedule
Kč2.32 Per link click	Kč1,000.00 Lifetime	Kč978.10	1 September 2017–30 September 2017 30 days
Kč2.32 Per link click		Kč978.10 Total Spent	

Figure 16- Final cost per result, and budget spending (Ads Manager, Facebook)

The final cost per result, which means the average money spent per one person to get on the Facebook page. And total amount spent in September.


Advert name	Delivery ⁱ	Results ⁱ	Reach ⁱ	Cost per result ⁱ
 Truhlářství- Žáček	● Active	422 Link Clicks	7,370	Kč2.32 Per link click
18-24		16	388	Kč1.63
25-34		37	952	Kč2.09
35-44		80	1,612	Kč2.08
45-54		98	1,752	Kč2.49
55-64		102	1,584	Kč2.66
65+		89	1,084	Kč2.16
▶ Results from 1 advert ⁱ		422 Link Clicks	7,370 People	Kč2.32 Per link click

Figure 17-Detailed analysis 1(Ads Manager, Facebook)

The largest number of people who showed interest in advertising was in the 55-64 age group. On the other hand, the smallest number of people who showed interest in this advertisement were in the group containing only people 18-24 years old. Detailed data are described above.

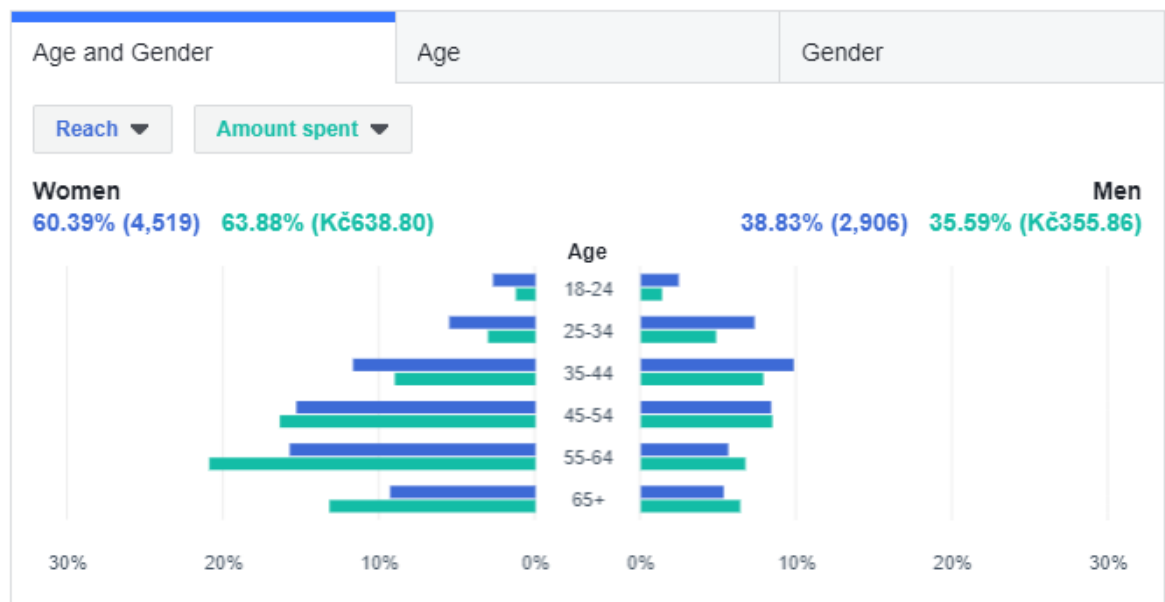


Figure 18- Detailed analysis 2(Ads Manager, Facebook)

According to data collected in Facebook Ads Manager, more than 60 percent of all people who saw the advertisement were women. The rest were men and people of unknown gender. Blue color represents women and green color represents men.

6.8 Evaluation of the Facebook remarketing campaign

There is a significant difference in traffic after applying the remarketing campaign. The Facebook page has reached the promised fame. The website also had a higher audience, but the overall physical profit was equal to zero. According to the owner of the business, nobody called reacting on advertising. People were just looking at the products with zero interest in services provided.

The most beneficial result of the Facebook remarketing campaign is the brand awareness which was achieved remarkably. The interface of Ads Manager is rather confusing for orientation at the beginning. We are almost no limited with the creation of the target audience. People are rather observing and admiring the products.

7. Conclusion and recommendations

Making a successful PPC or Facebook remarketing, advertisement campaign for a joiner company is not easy. The advertisements are mostly for products, not services, and this area is very specific. Not everyone requires furniture to be of high quality. In fact, most people require rather cheap furniture which can be bought for example in Ikea. There are of course many people, who want to have high quality and cheap furniture which is a contradiction. When such a person becomes a customer, it often happens that he is surprised by the price of the product. To create a quality piece of furniture, it takes time and experience. For example, to create a single chair, which may seem like a trivial task, it is necessary to design a chair so that technically pieces fit together. The chair must ideally be comfortable, stable and must meet ergonomic

rules. Creating a chair from the very beginning is very complicated and therefore costly. Not many people see the effort behind it.

The thesis was compared two different marketing strategies applied to a local business. From what was discovered in the process PPC Google campaign had greater success in reaching my goal than the Facebook remarketing campaign.

Although PPC Google campaign had a great success I would not recommend it for businesses with the same workload. The interest in provided services was noticeably increased but at the end, the total benefit from the campaign was not worth the time invested in it. The same applies to a Facebook remarketing campaign with the difference of less efficiency.

However, I would suggest in general trying to experiment with the creation of more different advertisements both for Google PPC and Facebook Remarketing campaign in order to find the best output. What can really help is a higher investment in the campaigns. Adding photos of new catchy designs inside of an advertisement is working pretty good as well.

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