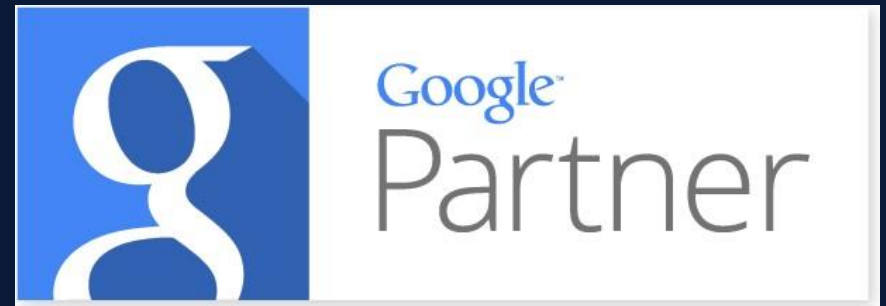


Cum sa Generam Vanzari Prin Intermediul Google Adwords



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Despre Mine



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Google Analytics

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Inovatie

*“Rezolvare a unei probleme
tehnice sau organizatorice
prin adoptarea de
soluții moderne”*



Sa trecem la treaba!



Google Analytics

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Sa ne cunoastem Audienta



PURCHASE

49% purchased online
51% purchased offline

RESEARCH

51% did research online only
2% did research offline only
45% did both
2% didn't do research

1. Audienta

- Avem 7,200,000 de conturi pe Facebook
- Avem 8.904.000 de useri de internet in Romania(Gemius)



Google Analytics


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1.Audienta

Care este numarul de femei casatorite
intre 25 si 30 de ani interesate de
Zakynthos ?

1. Audienta

Audience Definition



Specific Broad

Your audience has been defined.

Audience Details:

- Location: Romania
- Age: 25 - 30
- Gender: female
- Interests: Zakynthos
- Relationship Status: Married

Potential Reach: 8,000 people

2. Structura

- Campanii in functie de destinatii : Bulgaria, Grecia, Turcia
- Campanii in functie de punctul de plecare: Bucuresti, TM, Iasi
- Campanii de hoteluri din anumite destinatii

- Grupuri pentru orase / statiuni
- Grupuri pentru tipul de oferta : last minute / sejur / cazare

2. Structura

Albena

Sunny Beach

Nisipurile de aur

Duni

Constantin si Elena

Obzor

Sunny Day

Hotel Kaliakra Palace

Hotel Grifid Arabella

Hotel Victoria Palace

Hotel Mimoza

Club Hotel Evrika



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3. Anunturi

- Segmentarea audientei in functie de pret
- Segmentarea in functie de discount
- “Call to Action”



sejur albena 2013

Web

Imagini

Mai multe ▾

Instrumente de căutare

Aproximativ 327.000 (de) rezultate (0,19 secunde)

Anunțuri referitoare la **sejur albena 2013** ⓘ

Sejur Albena 2013 - Oferte de sejururi in Albena

La tarife micil

[Oferte Nisipurile de Aur](#)

[Oferte Balchik](#)

[Oferte Sunny Beach](#)


[Oferte Albena](#)

Sejur Albena - Oferte pentru Litoralul Bulgăresc

Reducere Early Booking 10% !

Sejururi 2013 -

Cazare in Mamaia la Pret Special Rezerva acum vacanta de 1 Mail
Grecia - Turcia - Bulgaria - Spania

 **Tot Mamaia
e mai tare**

Web Imagini Mai multe ▾ Instrumente de căutare

Aproximativ 1.920.000 (de) rezultate (0,17 secunde)

Anunțuri referitoare la **early booking ...** ⓘ

Hoteluri: **Booking.com** - Website-ul oficial **Booking.com**

www.booking.com/Hoteluri

Rezervați la 275.000 hoteluri

46 de persoane din București au făcut clic pe +1 pentru Booking.com

Hoteluri în București

Hoteluri în Viena

Hoteluri în Budapesta

Hoteluri în Paris

Early Booking 2013 - 25% -

Turcia, Grecia, Bulgaria, Romania Rezerva Mai Ieftin din Timp!

Last Minute **Early Booking** 021 619 2585

Turcia - pana la 20% discount. Call Center *9988. Suna acum!

Grecia - Turcia - Bulgaria - Spania

Unde e
Croatia?

ST ▾

Cautari organice

3. Anunturi

Sejur Albena 2014

Profita de Cele Mai Bune Praturi!

Transport si cazare de la **99 euro**

Sejur Kusadasi 2014

Profita de Discounturi pana la **40%**.

Hotel 5 stele. Transport avion

Sejur Kusadasi 2014

Sejur in Kusadasi la Doar **299 euro**.

Precari cu avionul din Iasi!



Google Analytics

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3. Orele zilei

Vacantele nu se cumpara noaptea

↑ Hour of day	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Converted clicks ?	Cost / converted click ?	Click conversion rate ?
0	411	13,649	3.01%	RON0.94	RON388.02	3.2	15	RON18.56	5.58%
1	212	6,537	3.24%	RON0.90	RON191.68	3.2	5	RON25.55	3.73%
2	81	2,983	2.72%	RON1.03	RON83.36	3.3	2	RON25.39	4.26%
3	52	1,808	2.88%	RON0.86	RON44.54	3.3	1	RON36.03	2.38%

3. Orele zilei

- Happy Hour in Travel

View: Hour of day ▾ Filter ▾ Columns ▾ 

Hour of day	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	↓ Converted clicks [?]	Cost / converted click [?]	Click conversion rate [?]	Vi
14	7,707	509,552	1.51%	RON0.72	RON5,542.57	1.6	316	RON16.46	4.32%	
11	7,977	489,162	1.63%	RON0.75	RON5,987.87	1.7	302	RON18.60	3.98%	
10	6,974	415,846	1.68%	RON0.74	RON5,195.57	1.8	265	RON18.38	4.00%	
12	7,669	464,912	1.65%	RON0.72	RON5,544.06	1.8	251	RON20.77	3.44%	
13	7,798	474,655	1.64%	RON0.73	RON5,661.70	1.7	251	RON21.17	3.39%	

4. Conversii

- La ce rata de conversie trebuie sa ma astept?
- Care este costul optim pentru o conversie?
- Ce ROI trebuie sa ma astept?

4. Conversii

Ce am vrea sa se intample

Sejur Albena 2014 -> Conversie



Google Analytics

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4. Conversii

71. google / cpc × 5 → google / organic → google / cpc → (direct) / (none)

hotel delphin imperial → oferte early booking corfu → early booking antalya
 hotel Rixos Sungate → hotel miracle → (not provided) → early booking corfu
 unavailable

72. google / cpc × 5 → google / organic → google / cpc → (direct) / (none)
 google / cpc × 9 → google / organic × 2 → (direct) / (none)

hotel delphin imperial → oferte early booking corfu → early booking antalya
 hotel Rixos Sungate → hotel miracle → (not provided) → early booking corfu
 unavailable → hotel delphin imperial → hotel maxx royal belek
 hotel Victoria Palace Sunny Beach → early booking santorini
 early booking antalya → oferte hotel slavey → early booking kos
 early booking antalya → oferte early booking bulgaria → (not provided) × 2
 unavailable

hotel evrika sunny beach → Club Hotel Evrika sunny beach → Hotel Slavuna
 royal palace helena park 5 → (Remarketing/Content targeting)
 Hotel Azalia Spa → hotel ralitsa superior 4 albena
 Hotel Kaliakra Standard albena → kaliakra palace nisipurile de aur
 Hotel Grifid Arabella → bulgaria sunny beach 2013

Let's run the numbers!



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Numbers

Clicks [?]	↓ Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Converted clicks [?]	Cost / converted click [?]	Click conversion rate [?]	Cost / conv. [?]	Assist clicks [?]	Est. total conv. [?]
90,905	5,924,524	1.53%	RON0.71	RON64,587.24	1.6	3,092	RON19.46	3.61%	RON18.66	714	3,225
78,879	964,070	8.18%	RON0.75	RON59,041.28	2.7	2,914	RON18.79	3.95%	RON18.03	714	3,038
12,026	4,960,454	0.24%	RON0.46	RON5,545.96	1.4	178	RON30.39	1.51%	RON28.93	0	187
90,905	5,924,524	1.53%	RON0.71	RON64,587.24	1.6	3,092	RON19.46	3.61%	RON18.66	714	3,225

Este rentabil?



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Este rentabil?

- Rata de finalizare : 50%
- Comision agentie: 20 euro

DA!

- Suma investita : 14.000 Euro
- Revenue: 32.250 Euro



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Va multumesc!

Catalin Macovei

- 0720.014.308
- www.moloso.ro
- contact@moloso.ro
- @molosoro



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