CARNEGIE

How to Measure Success in Your PPC Campaigns

Paid Search Master Class Series

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Presenter

Michael DePinho

Senior, Paid Search Specialist

Archetype Persona

The Rebellious and Selfless Shepherd

Current Role

Leads paid search strategies and contributes to team growth, ensuring client success.

Agenda

1 Fundamentals of Performance in Google Ads

2 Tracking and Analyzing Towards Enrollment Goals

3 A/B Testing and Campaign Refinement

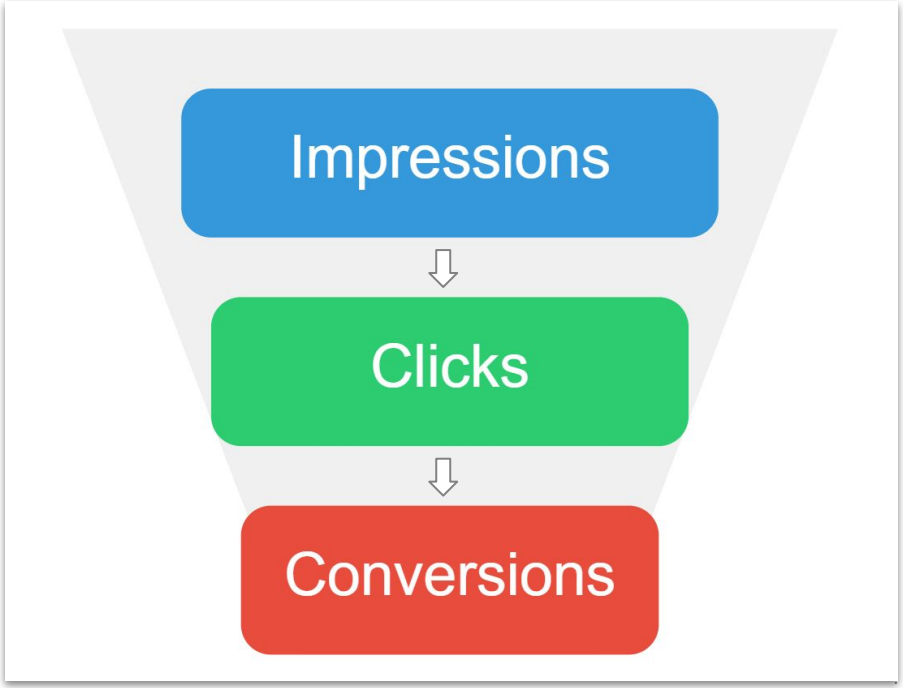
1

Fundamentals of Performance in Google Ads

+ Understanding Basic PPC Metrics
+ Understanding Key Performance Indicators (KPIs)
+ Measuring and Evaluating Performance

Understanding Basic PPC Metrics

+ **Impressions:** Total ad views
+ **Clicks:** User interactions with ads
+ **Conversions:** Actions tied to campaign goals
+ **Cost:** Total amount spent on running ads



Key Performance Indicators

Clickthrough-Rate (CTR)

+ **Definition**: Number of clicks divided by number of impressions
+ **Think About it Like**: How often users who see your ad or assets end up clicking on them

Actionable Items

+ Use CTR to gauge which assets can be improved
+ Analyze lowest and highest performing headlines and descriptions

Key Performance Indicators

Cost Per Click (CPC)

+ **Definition**: Amount paid for each click on your ad
+ **Think About it Like**: How many conversion opportunities are available within your campaign's budget

Actionable Items

+ Combat high average CPCs by:
  + Analyzing quality score metric
  + Bidding strategies
  + Keyword/location targeting

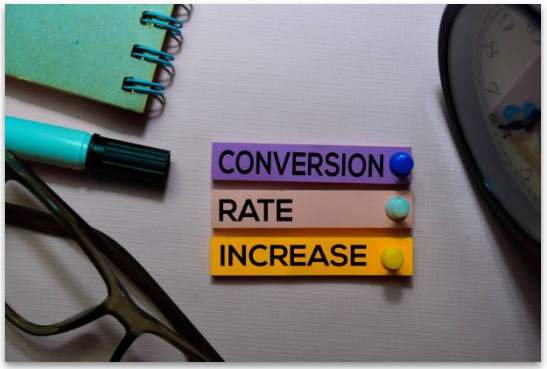
Key Performance Indicators

Conversion Rate

+ **Definition**: Percentage of clicks resulting in conversions
+ **Think About it Like**: How efficiently your ads and landing pages drive conversions from clicks.

Actionable Items

+ Improve conversion metrics by:
  + Analyzing keyword performance
  + Review ad copy content/combinations
  + Evaluate landing page content



Key Performance Indicators

Cost Per Acquisition (CPA)

+ **Definition**: Cost to acquire a desired conversion action through ads
+ **Think About it Like**: Return on investment (ROI) from your advertising spend.

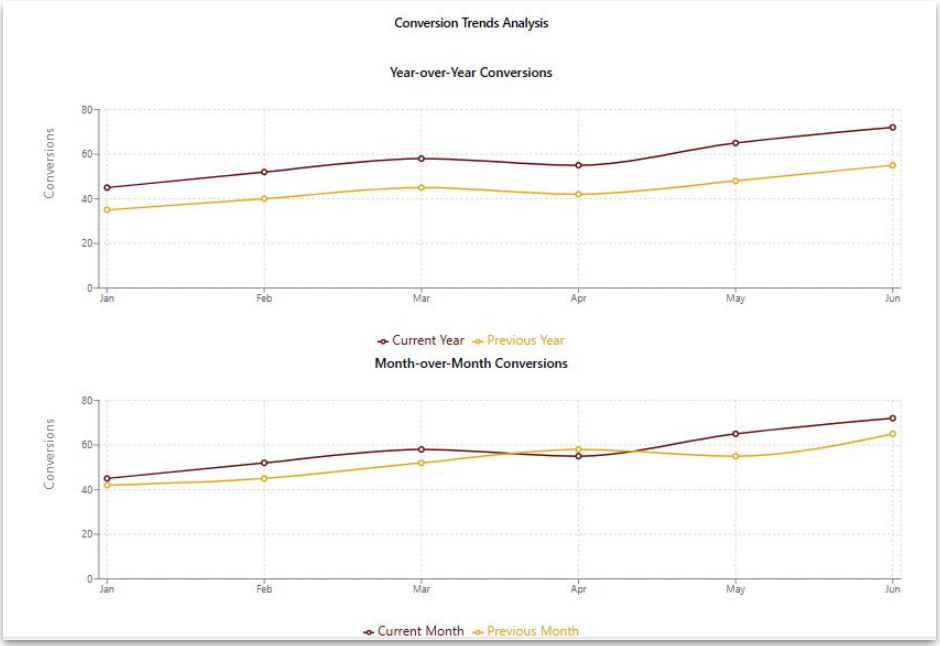
Actionable Items

+ Improve conversion metrics by:
  + Analyzing keyword performance
  + Review ad copy content/combinations
  + Evaluate landing page content
  + Evaluate bid strategies

Measuring and Evaluating Performance

Comparing Campaign Performance

+ **MoM comparison:** Identifies recent trends and short-term adjustments
+ **YoY comparison:** Offers insights into long-term performance
+ **Utilize KPIs:** Focus on KPIs to assess performance



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Tracking and Analyzing Towards Enrollment Goals

+ Conversion Tracking Strategies
+ Conversion Actions To Achieve Enrollment Goals
+ Supplemental Tools for Tracking and Analytics

Conversion Tracking Strategy

Google Tag Manager (GTM)

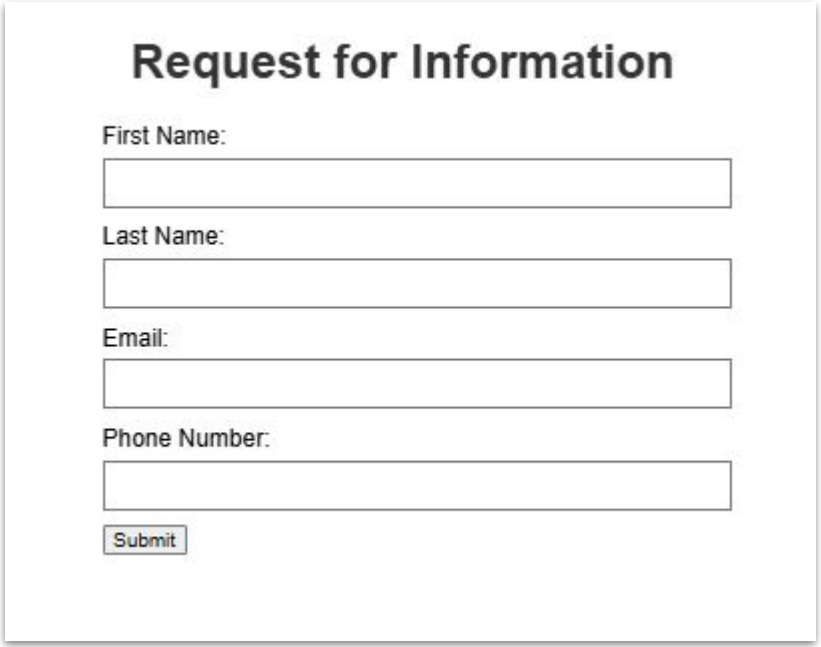
+ Set up conversion tracking tags on your website

+ Manage and update tags while tracking various conversions

+ Monitor ad performance and optimize campaigns to increase efficiency based on conversion data

Conversion Actions to Achieve Enrollment Goals

- **Request For More Information Submissions (RFI)**
  - Indicate interest
- **Visit Submissions**
  - Gets students on campus
- **Application Submissions**
  - Measures progress toward enrollment



Supplemental Tools for Tracking and Analysis

- **Carnegie Clarity (Customer Data Platform)**
  - Complements PPC efforts by showing user engagement beyond conversions

- **Google Analytics 4 (GA4)**
  - Event-based tracking model for deeper insights

- **Slate (CRM)**
  - Centralized data on student inquiries, applications, and communications

3

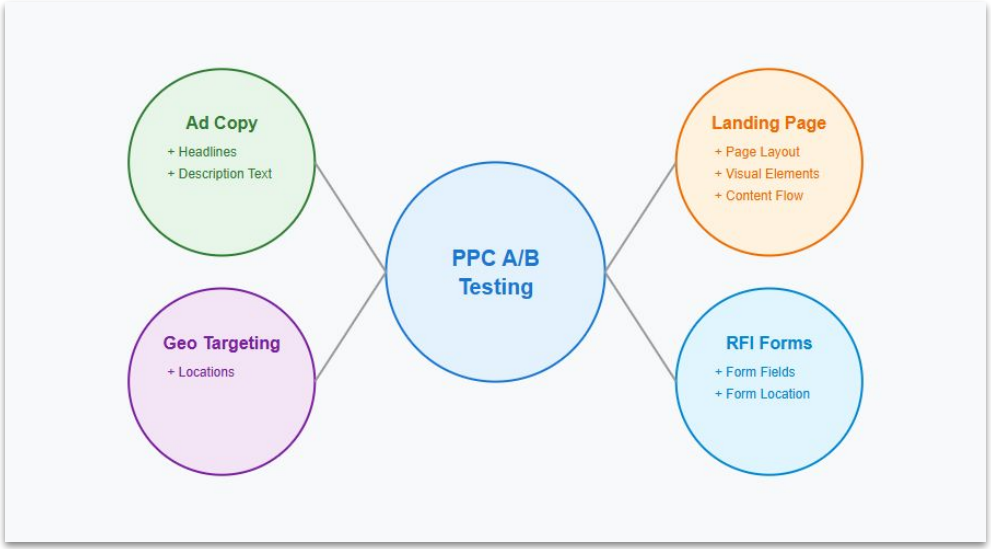
A/B Testing and Campaign Refinement

+ Testing Elements
+ Analyzing A/B Experiment Data to Identify Optimization Opportunities
+ A/B Testing Example

Testing Elements

Common A/B Testing Elements

+ Ad copy
+ Landing page design
+ Geo targeting
+ RFI forms



Analyzing A/B Experiment Data to Identify Optimization Opportunities

- **Statistical Significance**
  - Indicates whether the results of an experiment or test are likely due to a specific cause rather than random chance

- **KPIs**
  - CTR, Average CPC, Conversions, Average CPA, Conversion Rate

A/B Experiment Example

Geo Experiment

+ MS in Nutrition Program
    + Fully online format
    + Nationally ranked program

-37% Avg. CPC

+58% Clicks

+46% Conversions

-31% Avg. CPA

The Results

+ Statistical significance was achieved across multiple key performance indicators
+ The goal of driving more conversions within the client's budget was achieved.
+ Based on A/B experiment results, we shifted from select statewide targeting to nationwide targeting.

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The Power of Search Engine Marketing: Maximize Your Marketing Results with SEO and PPC

10 Things You Should Know If You're a PPC Beginner

3 Ways to Level Up Your Reporting in 2025

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Thank You!

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