

CAMPAIGN EFFECTIVENESS TIPS



WHAT IS THE GOAL OF YOUR CAMPAIGN?

“Start with the **end** in mind...”

SIGN UPS?

**RECRUITMENT
TO SERVICES ?**

**COMPLETED
SURVEYS?**

**EVENT
ATTENDANCE?**

*Whatever your goal, make sure your messaging is consistent throughout your campaign— from the **ad copy** to the **landing** page.

KNOW YOUR TERMS

CPM

Cost per thousand impressions

*An impression happens each time your ad is shown

CTR (click through rate)

The number of clicks your ad got divided by the number of impressions it received

CPC (cost per click)

The amount you spent divided by the number of clicks your ad/s received

CvR (conversion rate)

The number of desired actions (sales, sign ups, etc) on your site divided by the number of visitors. This can be calculated in aggregate or segmented by specific campaign.

Analytics

The methods and technologies that allow marketers to assess the effectiveness of their marketing campaigns. This is performed through the use of performance metrics (e.g., click-through-rate or conversion rate, time spend on-site, pages visited, etc.). Important business measures including return on investment, marketing attribution, and overall marketing performance are used in analytics. In other words, it tells you how effective your marketing campaigns are.

MEASURE AS MUCH AS POSSIBLE

For example

How many clicks did your ad/s get? What was the **CTR**?

If you're running multiple ads, which of them got the best **CTR**?

How many visitors to your website took the action you wanted them to take; aka converted?

Which of your ads drove the best conversion-rate?

Things to consider when you're creating ads

- Speak about your product or service in terms of **benefits** to the person viewing the ad instead features. "Talk about their lawn, not your fertilizer."
- Have a clear call to action. What **do** you want them to do?
- Send them where they're expecting to go. If your ad talks about Jamaican Vacations, make sure they land on the Jamaican Vacation page of your site vs. sending them to your homepage.
- Have a **testing mindset** - Review ad **CTR** and corresponding conversion rate/s, pause underperforming ads and launch new ones that aim to outperform your existing top-performers.
- Images of, or with, **people** tend to perform better than images of products.

GRINDRADS TARGETING & BUDGET OPTIONS

TARGET OPTIONS

Country

State

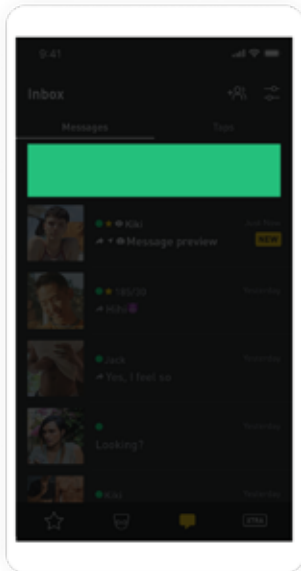
City

BUDGET OPTIONS

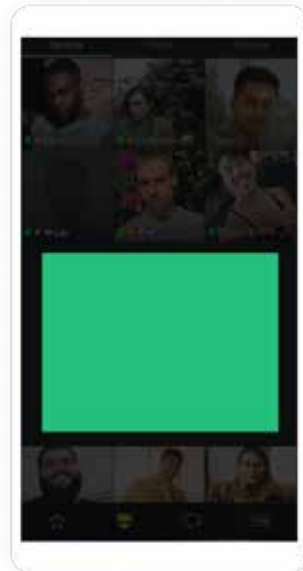
Daily

Lifetime of project

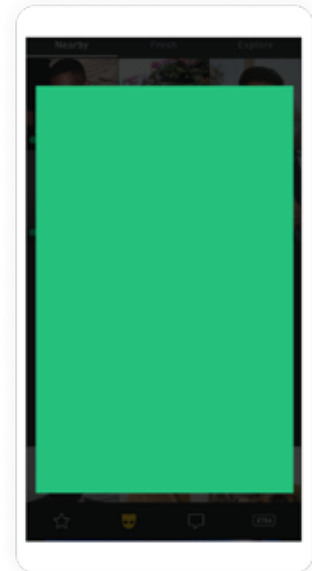
GrindrAds Units



Banner
320X50



Medium Rectangle
300X250



Full Screen Interstitial
320X480

Appendix - Tools* that can help

- Use **Google Analytics** to track campaign performance on your site
- Use **Google tag manager** and **URL builder** to pass and track ad-specific data
- Search the web for “**Landing Page best practices**”
- For design help and ideas out **Canva.com** or **Adobe Spark**
- Make animated GIFs with **giphy.com** and **ezgif.com**
- Check out specific ad creative in our library (<https://bhocpartners.org/ads>)

*These are only **suggestions** and **Grindr** makes no guarantee that any of these resources will positively impact your campaigns.

