

detur

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Summary

This report is based on a three-month proof-of-concept course initiated between Selected Media and Detur in August 2013. The initial objective was to increase the conversion rate from 0.66% to 1%.

This goal was achieved with excellence (in writing, the conversion rate is between 1% and 1.6%) and a cooperation agreement for 2014 was drawn.

This agreement opened up for the following media and online marketing initiatives:

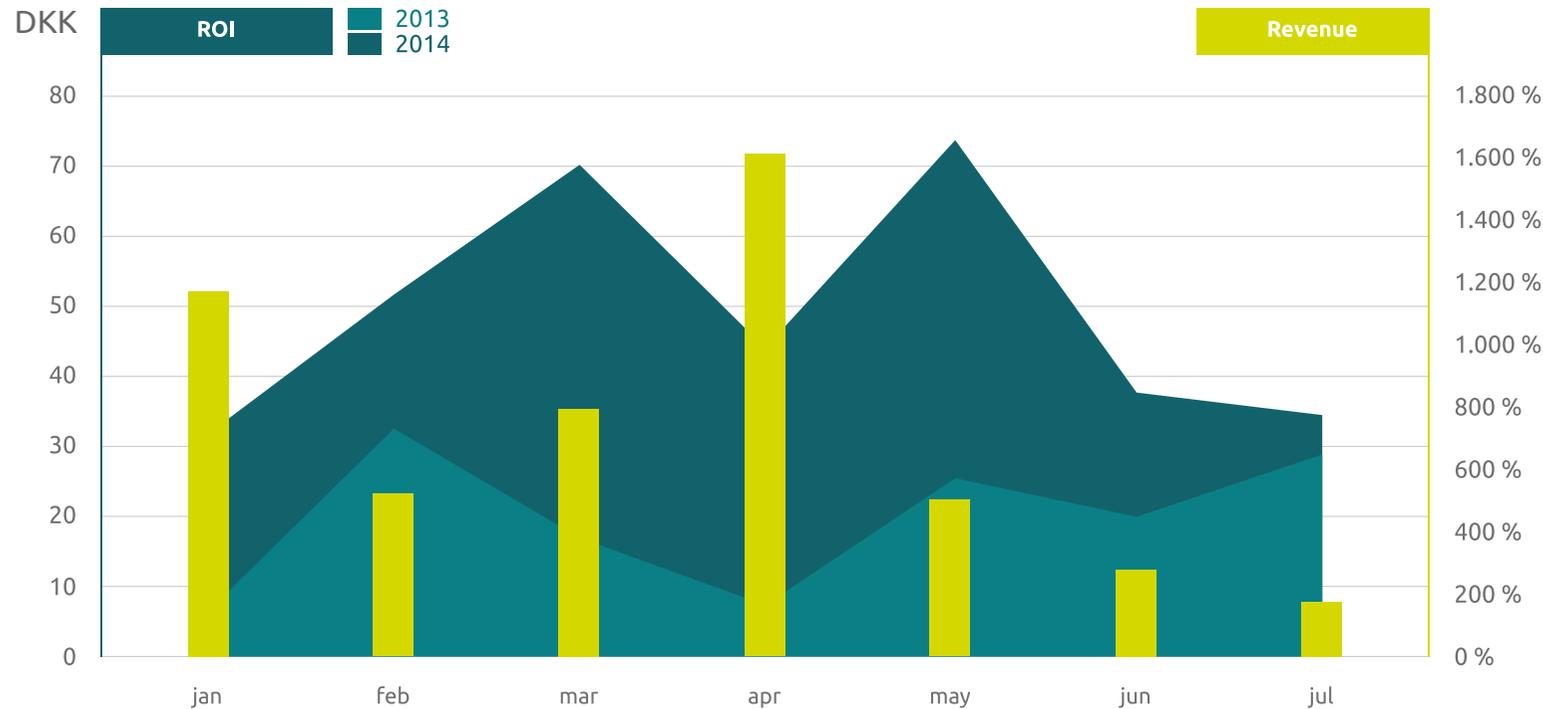
- **Google AdWords Remarketing**
- **Google AdWords Display**
- **Bing**
- **Facebook**
- **Open Ad Exchange**

This report contains the results and graphic visualization of the 2014 online marketing efforts

The next steps and focus in 2015 will be search engine optimization (SEO) and email marketing.

Total Return on Investment

for all sources:



This graph shows the total engagement in online marketing (except affiliate sites) and ROI for 2013 and 2014.

(Note that the 2013-graph only includes Google AdWords, while the 2014-graph includes multiple media (hence our cooperation)).

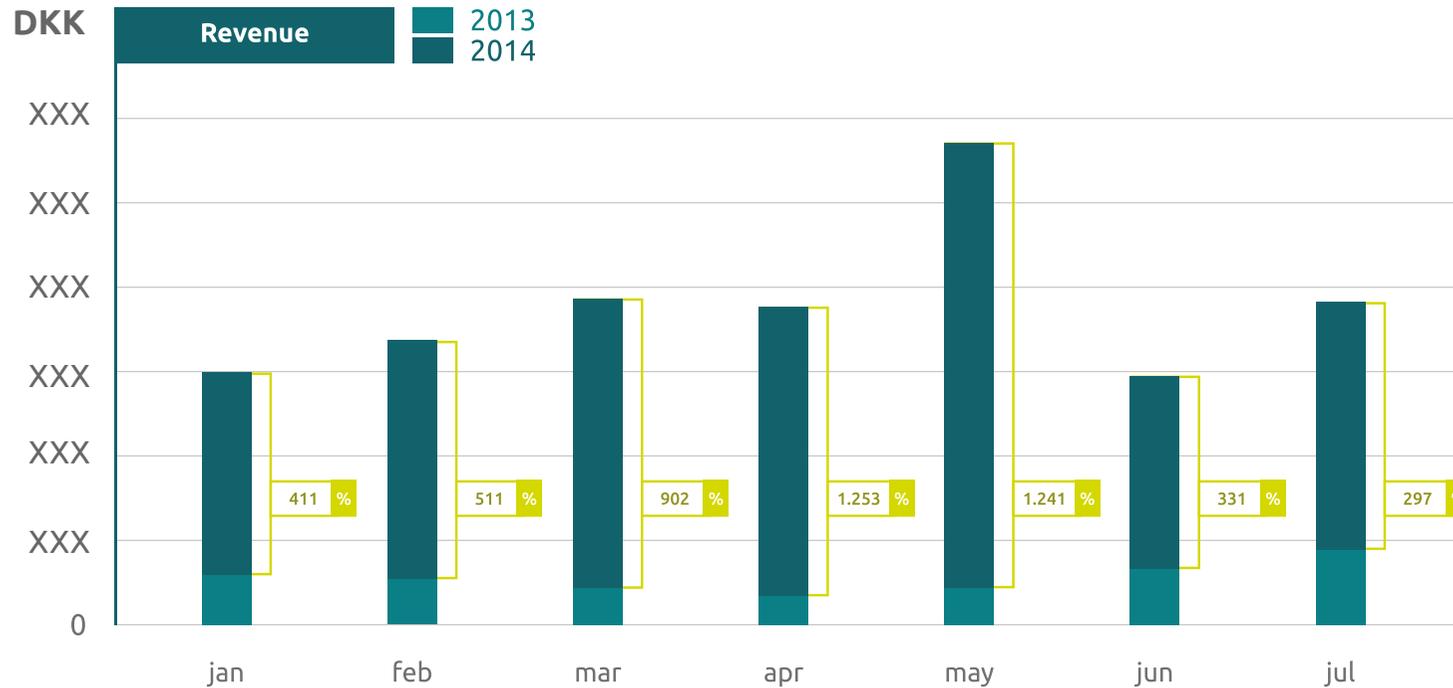
The ROI should be read as the return of 1 DKK invested.
Exampel: 1 DKK invested in March resulted in 70 DKK in revenue.

The revenue has increased with **▲ 513%** while the costs has increased with **▲ 151%**.
This results in a **positive change in ROI on ▲ 145%**.

The conclusion is that we have created a significantly larger revenue.
In addition, we have managed to keep costs down as the ROI has also elevated to a respectable level.

Increase in revenue on AdWords

each month:

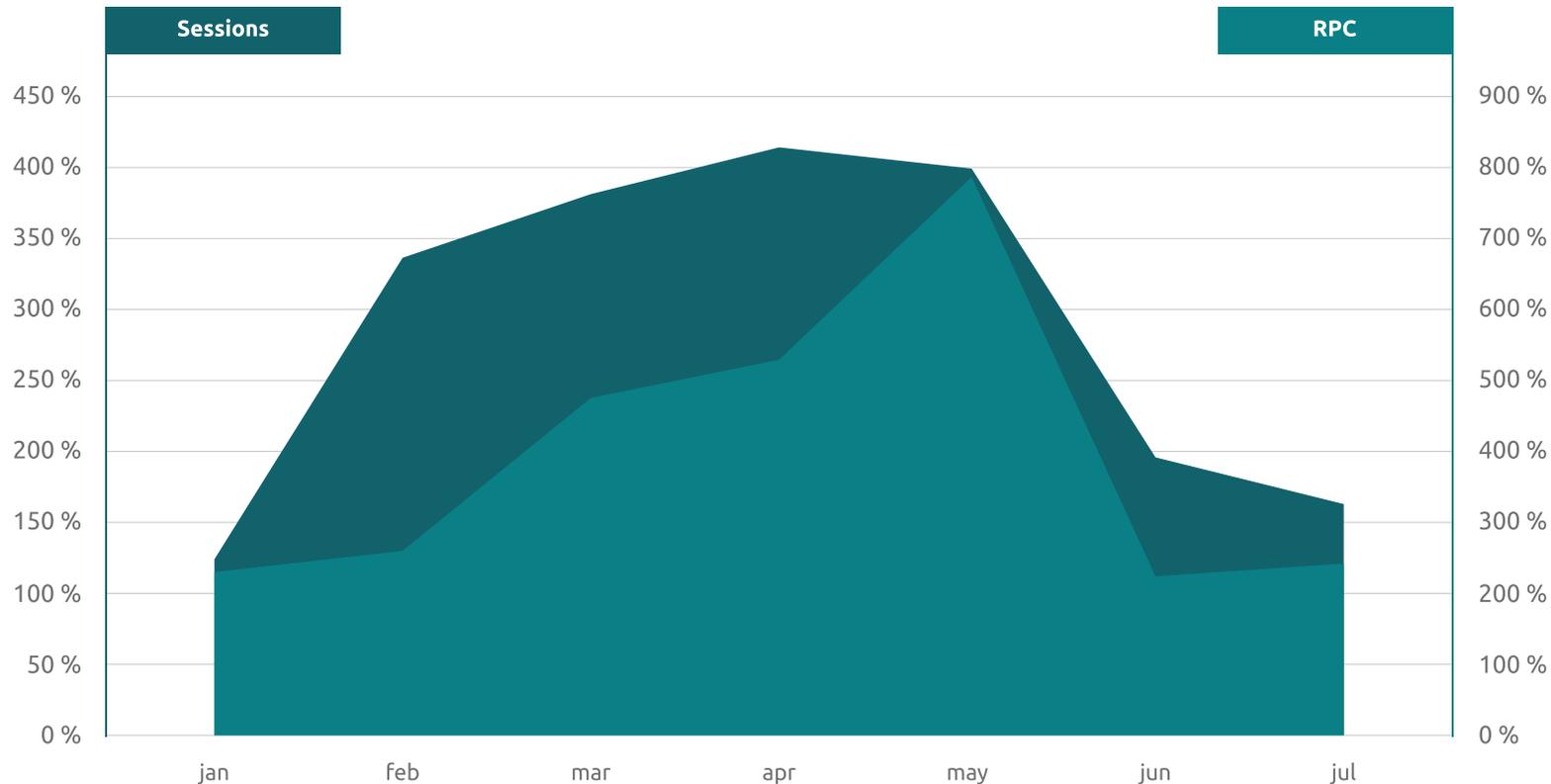


This graph shows the revenue and percentage change in Google AdWords for 2013 and 2014. The results are quite impressive as every month has a positive revenue change between **^ 297-1253%**.

The average change in revenue is a positive and impressive **~^ 590%**

Difference in traffic and revenue

in percent:



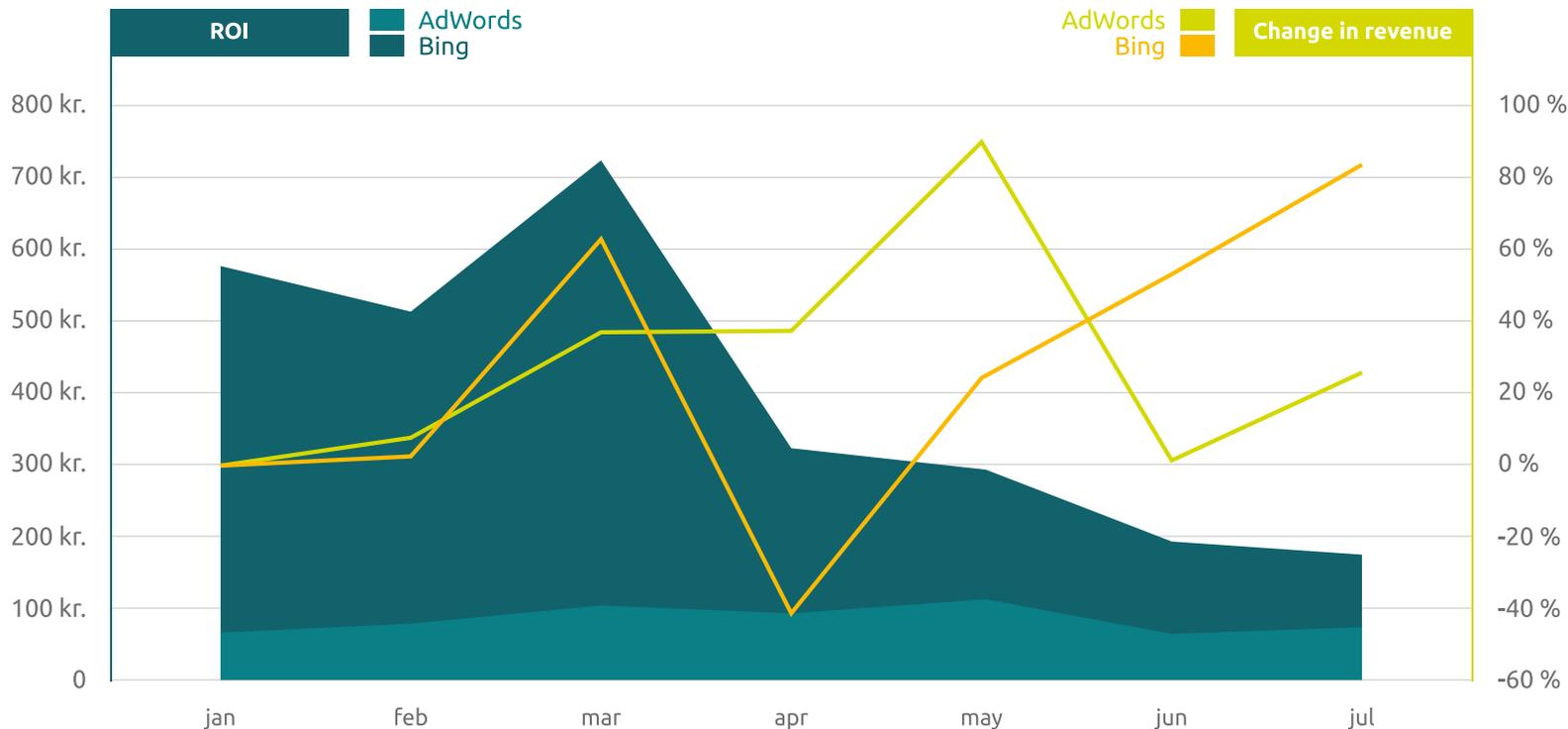
An increased revenue does not necessarily mean a better and stronger business. To investigate this issue, we must consider the costs as well.

However, this graph shows a greatly improved traffic volume on the website as well as a greater user commitment. During the period, the visitor volume has increased by an average of **^256%**, and the visitors converts **^98%** better than the previous period.

In addition, we have managed to improve revenue per click (RPC) with **^394%**. This has meant a positive change in total revenue by **~^590%**. Overall, we have succeeded in improving traffic and increasing the average value of each visitor.

Correlation between revenue and spending

(Google AdWords and Bing):



Detur did not use Bing in 2013, and therefore we cannot show the progress from before the cooperation with Selected Media began. In order to learn whether Bing is profitable or not, we benchmark it against Google AdWords and show both ROI and revenue development for the two media.

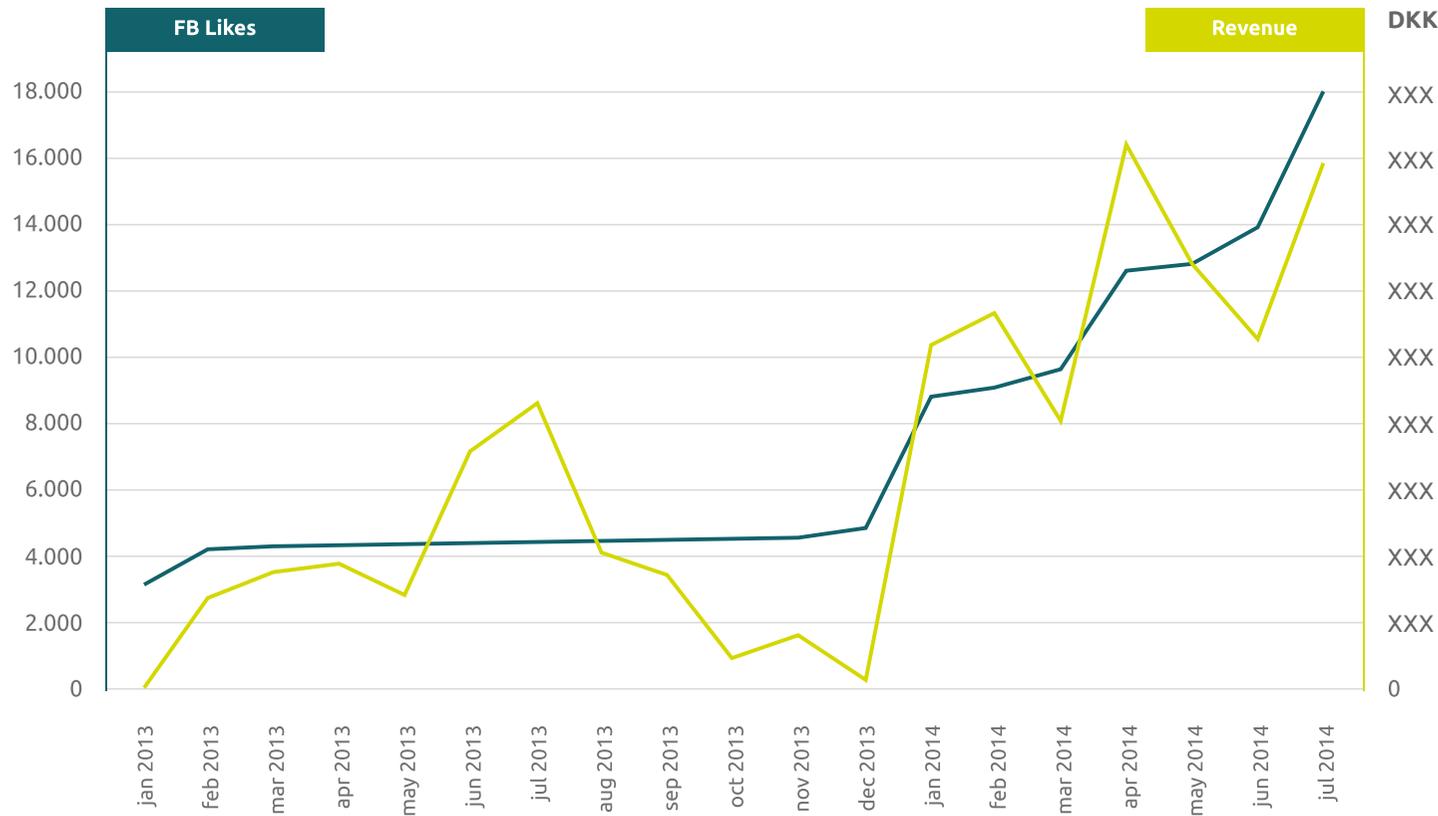
(Note that the graph (change in revenue %) is based on the month of January and therefore not in 2013 as all other graphs in this report.)

We started out with a sharpened profile on Bing, but opened up over time to obtain more visitors. This means a lower RPC in general, but the overall business has improved since the visitors already have a lot of value. We see a progression in sales (up to **^ 80%** in July compared to January), but the ROI has decreased (**^ 20%** in the same month).

We have estimated that an **^ 80%** revenue increase is acceptable compared to a **^ 20%** increase in costs. The graphs are great compared to AdWords and we conclude that Bing is a very profitable marketing channel.

Facebook likes

and influence on revenue.



Based on a sincere interest in the agency Detur and travelling in general, we have created campaigns on Facebook to create value for the users. We have not used product competitions or other commercial approaches to gain a massive number of followers. Instead, we have focused on creating a committed and dedicated group of followers on Facebook.

The purpose was for Detur to be able to reach out to their followers and stakeholders in an easy and manageable manner and keep people engaged in off-season periods.

The result is impressive as we experience a good and healthy engagement of Facebook users. In addition, we see a **directly proportional** correlation between the number of likes on Facebook and revenue generated from Facebook visitors.