

# D2.7 Online Campaign Tactic Plan Report

115985 – MOPEAD

Models of Patient Engagement for Alzheimer's Disease

WP2 – Four different strategies to engage subjects at risk of AD

|                           |                         |
|---------------------------|-------------------------|
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## INTRODUCTION

This document completes and expands the information from the D2.2 Online campaign strategy report for online users pre-screening, for the MOPEAD project.

The aim of the report is to define the actions and market segmentations of Google AdWords in each of the countries included in the study. It also gives detailed information on the necessary investment, as well as the goals to be reached in each case.

## TARGET MARKET

It is indicated in the **D2.2 Online campaign strategy report** that the subjects of the study are people with these characteristics:

- 65 to 85 years old.
- Without a previous diagnosis of cognitive impairment.

To reach these subjects, the target market is defined by 3 main groups:

- **Potential patients.**
- **Relatives** of people at risk and/or with symptoms of Alzheimer's.
- **People who are worried about their health**, mainly mental health.

The following information gives more detail on each group.

### Potential Patients

These are people at risk and/or with symptoms of Alzheimer's. In the majority of cases, they are older people who **may not use the Internet** and for that reason, do not have a search presence online (although in some countries they may be accustomed to use Internet).

#### Socio-demographic and geographic characteristics:

- **Age:** The elderly, from 65 years old onwards.
- **Gender:** male and female.
- **Civil Status:** single, married or widowed.
- **Education:** unspecified.
- **Psychiatric history:** unspecified.
- **Use of psychiatric drugs:** unspecified.
- **Use of anti-dementia drugs:** unspecified.

### Relatives

This refers to the relatives of people in the first group. These people use the Internet to search for information and are also open to doing any memory test to verify their state of mental health.

#### Socio-demographic and geographic characteristics:

- **Age:** any, usually above 16-18 years old.
- **Gender:** male and female
- **Marital Status:** single, married or widowed.

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- **Education:** unspecified.
- **Psychiatric history:** unspecified.
- **Use of psychiatric drugs:** unspecified.
- **Use of anti-dementia drugs:** unspecified.

## People who are worried about their health

These are people who are currently trying to prevent getting ill in the future.

### Socio-demographic and geographic characteristics:

- **Age:** around 60 years of age.
- **Gender:** male and female.
- **Marital Status:** single, married or widowed.
- **Education:** unspecified.
- **Psychiatric history:** unspecified.
- **Use of psychiatric drugs:** unspecified.
- **Use of anti-dementia drugs:** unspecified.

The following section will highlight the target market in each country and their online behaviour.

## GEOGRAPHIC SEGMENTATION

As defined in the **D2.2 Online campaign strategy report**, the data capturing campaign for online users is directed at the following European countries:

- Spain
- Germany
- Sweden
- Slovenia
- Holland



*Figure 1: Geographic segmentation*

In addition, it is important to mention that in each of these countries there are specific areas to direct campaigns, based on the location of the collaborating partner. The aim is to target the campaign only at subjects who may be able to access in person to the clinical centres for further trials. We are not targeting a broader population because of the ethical and practical implications of expecting people to undertake lengthy journeys in order to participate in this study.

A first approach has been to restrict geographically the marketing campaign in each country. This restriction has been done based on the distance to the clinical centre. However, each clinical centre will have the opportunity to request a customization in this criterion. On Section Geographic Location there is a listing of different possibilities for the geographical restriction.

Please see below for more detailed information by country.

## GOOGLE ADWORDS

Online advertising is conducted via Google AdWords campaigns. Here we will discuss the role of advertising in search engines.

### Auction and Bidding System

For every search done by an online user, there are several possible advertisers. Google determines the location of each advertiser, based on the following key factors:

- Quality level
- Maximum price

In this way, each advertiser indicates the maximum bid they are prepared to pay for each of their keywords. This, together with their quality level, allows Google to determine the order in which their adverts appear.

As explained in D2.2 Online Campaign Strategy Report,, the quality level is determined by the parameters outlined in the image below:

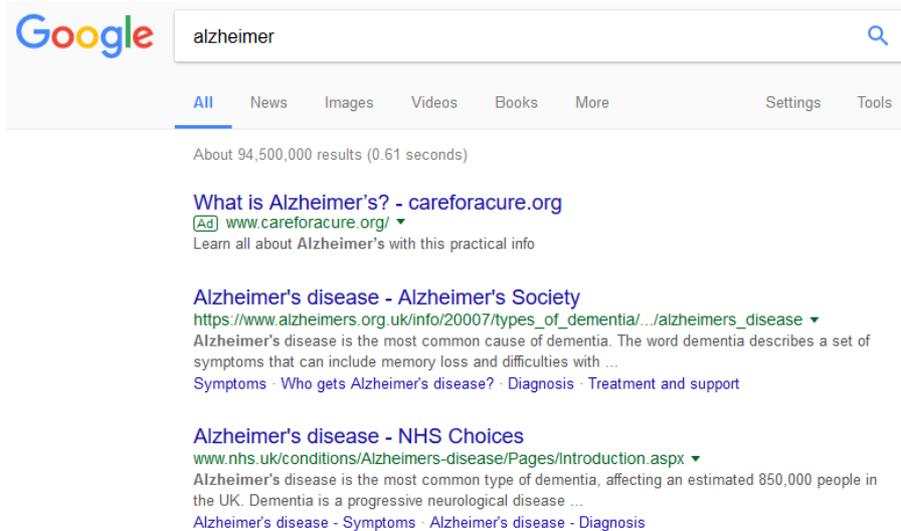


*Figure 2: Quality score*

Once the ads ranking has been established, the money paid to Google is the minimum necessary in order to remain above the following advertiser and their adverts.

### Search Campaigns

These types of campaigns are **direct target campaigns**, where the user does a keyword search and the relevant advert appears. The ads may be shown at the top or bottom of the screen, which are the areas where pay per results are shown (see image below).



*Figure 3: Location of Google adverts*

The following information is based on Google users, which makes it valuable information for conducting these kinds of campaigns.

Currently in every search campaign, there is a process of dividing into sectors based on keywords, as well as other kinds of segmentation:

- **Demographic data.** Search campaigns can segment by age, gender, and parental status. This allows the ads to be directed to the correct segment in each case. This is not 100% reliable information, given that users are not always connected (with their Gmail account open) and it is often difficult to know if this is the case.
- **Audience.** These are the visits of users who have visited the Internet or visitors who have visited the webpage. Search campaigns can target these users specifically or alternatively, exclude them so that once they have already visited a website, the ad does not continue to appear (whether or not they do a search with the same keywords).

### **Keywords match type**

As indicated previously, search campaigns segment users based on keywords. The Google AdWords system works with different kinds of concordance in relation to search terms. Next, we make a brief review of them so that, later, the section of "Keywords" can be understood within each of the countries.

#### **Exact matches**

In Google AdWords this is shown in square brackets (e.g. [Alzheimer's test]). This keyword will activate relevant ads when a user searches the exact words in the search engine, without any kind of variation. In this case, the ads would be relevant to "Alzheimer's test".

#### **Phrase matches**

In Google AdWords this is shown inverted commas (e.g. "Alzheimer's test"). This keyword will activate relevant ads when a user searches using keywords in the search engine in the same order, but (in comparison to exact matches) they may include other terms or words as well. Ads would be activated in this case for searches such as:

- 'how to do an Alzheimer's test'
- 'where to do an Alzheimer's test'

- ‘where to do an Alzheimer’s test’
- ‘who is an Alzheimer’s test for’
- ‘easy Alzheimer’s test’

### **Broad matches**

In Google AdWords this is shown by a + sign (e.g. + Alzheimer’s + test). This keyword will activate relevant ads when a user searches in Google using some of these words (or forms of the word), whatever the order and with or without other terms. Ads would be activated in this case for searches such as:

- ‘I think I have Alzheimer’s and want to do a test’
- ‘how to diagnose Alzheimer’s through a test’
- ‘is a test for prevent Alzheimer’s difficult’

It is important to highlight that the campaign keywords aren’t always written correctly. It is necessary to keep in mind that when users search online, they may make errors and that despite this, the ads should show up anyway. Anyway, the text in the ads won’t contain these errors.

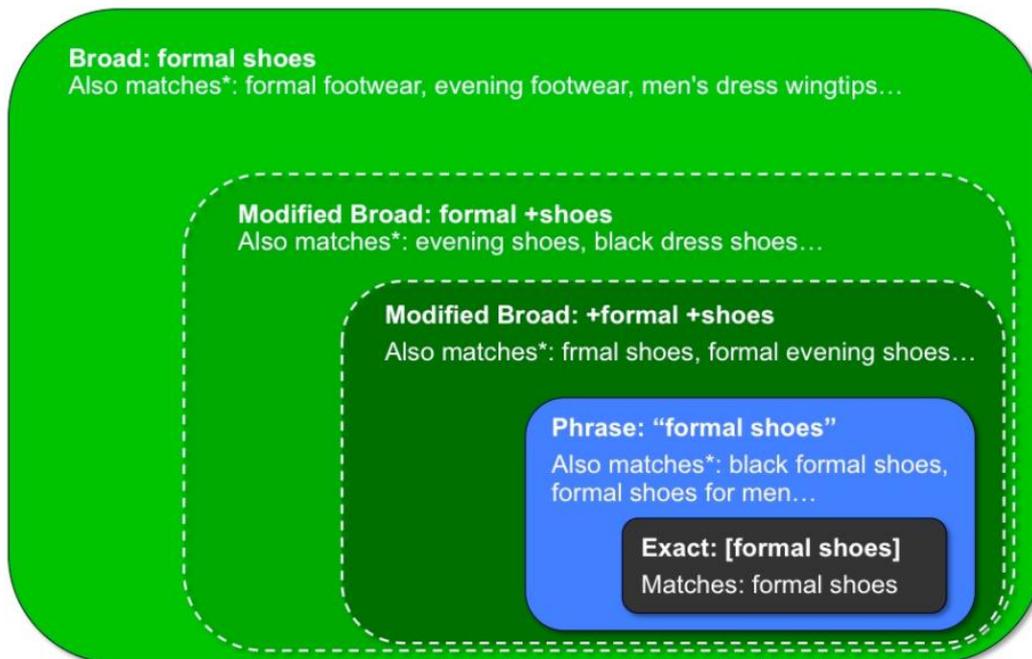


Figure 4: Types of Match

## GOOGLE AD GRANTS

Google offers a solution to online advertising in Google AdWords for pro bono entities. This programme is called Google Ad Grants and with it, each advertiser shall receive \$10.000 in AdWords advertising per month.

Via Ad Grants, the charities can display their adverts when a user searches on Google in relation to the non-profit organisation advertiser.

The beneficiaries of this advertising programme need to comply with a series of criteria, in order to begin a Google Ad Grants campaign, as well as maintain their participation in the programme.

In order to participate in Ad Grants, organisations must meet the following requirements:

1. Have sent an application to participate in “Google for Non Profits” via the website.
2. Possess valid charity status. This varies depending on the country where the campaign will be targeted (more information will be given on this later on).
3. Be familiar with and accept the terms Google specifies in relation to no discrimination, as well as the receipt and use of donations.
4. Have a functioning website containing a significant amount of content.

It is worth mentioning, government organisations and entities, hospitals and medical groups, educational centres, crèches, academic institutions and universities **cannot participate in Google Ad Grants**. However, philanthropic entities and educational institutions can participate.

## Conclusion on the use of Google AD Grants

After analysing the general characteristics of Google AD Grants and carefully studying the restrictions imposed on organizations for their participation, it has been concluded that some of the foundations and organizations participating in the MOPEAD project may not meet the participation criteria (they are hospitals and medical groups, educational centres, etc., which are excluded from Google Grants).

Due to the risk of exclusion from the program if the terms of use are violated, it has been decided not to participate in the Google AD Grants program and to fund the online marketing campaign with the project's own budget.

## Main Keyword Study by Country

Below you will find information relevant to the main keyword “alzheimer” by each country mentioned in the study:

### SPAIN

#### Geographic segmentation

The geographic segmentation of the campaign in Spain will be conducted by Fundació ACE. Insistut Català de Neurociències Aplicades, Barcelona, located Barcelona.

Taking into account that the subjects need to go to the site in order to take part in the trials, the segmentation will be conducted within a **50km radius** of its location, at Gran Vía de Carlos III, number 85 bis, Barcelona.

It's important to highlight that initially this distance, 50 km, will be used but depending on the results obtained, further modifications may be recommended.



*Figure 5: Geographic segmentation in Spain*

#### Language

The two languages used for the campaigns in Spain are:

- Spanish
- Catalan

In this case there are two different campaigns, one for each language. This means that the keywords included in the segmentation, the ads and the home page will be focused towards one of each of these languages.

#### Target Market

According to the information presented by Google in relation to main keyword searches, it isn't possible to determine a true demographic profile, as the data is unknown in most cases (as shown in the chart below):

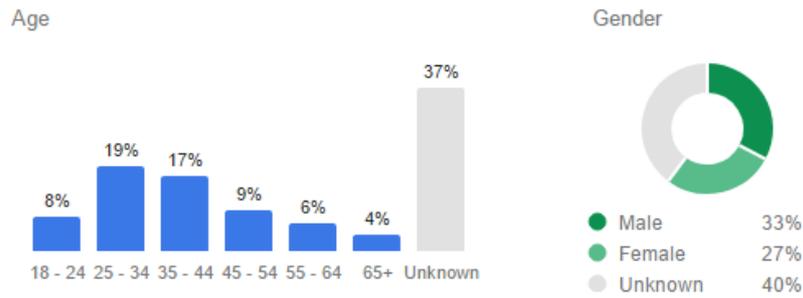


Figure 6: Demographic profile of “alzheimer” in Spain

**Trends in Search Volume**

In the following chart, we can see the evolution searches “alzheimer” through a 24-month period.

As shown below, it is most noticeable that during the summer months (June, July and August) searches decline and then increase again in September.

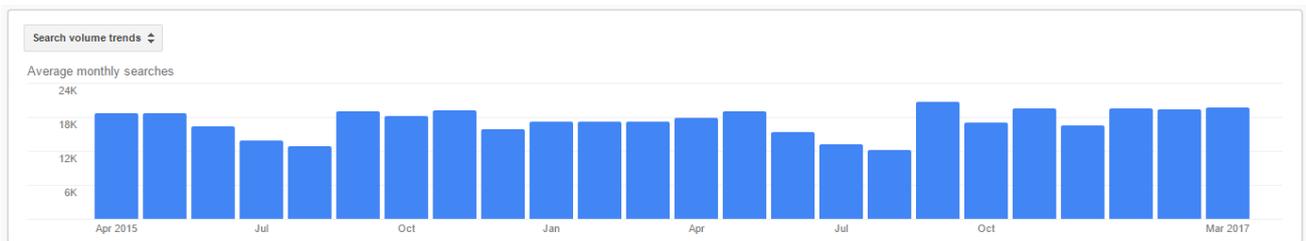


Figure 7: Trends in search volume for “alzheimer” in Spain

**Long Term Interest**

In the following image, it is clear to see that (as well as demonstrated above) the search volumes rise in the post summer months, with interest in the topic of “alzheimer” reaching its maximum peak during the month of September, after 60 months.

The information contained in the following graph refers to the searches in the whole country of Spain, as it is not possible to conduct a stricter segmentation of the market.

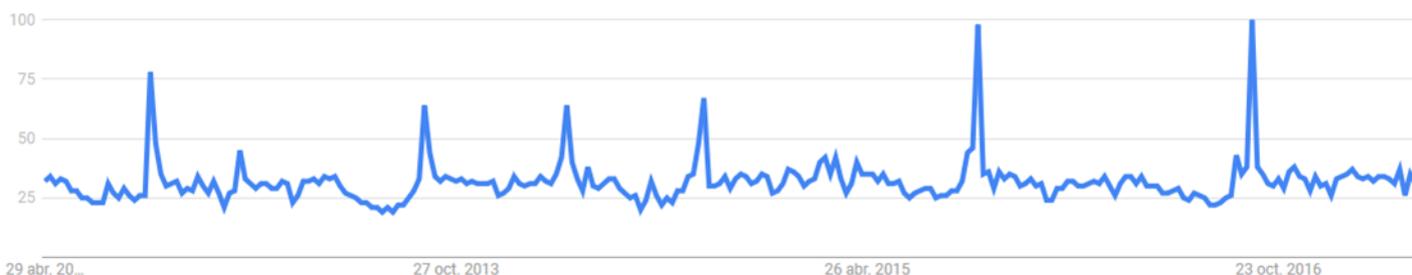


Figure 8: Long term interest in “alzheimer” in Spain

### Searches by Device

Keeping in mind the Google searches made by device, we can see from the following chart that 44.8% of the searches related to “alzheimer” in Barcelona, are made from mobile devices and 43.3% from desktop or laptop computers, with only 12% being made on tablets.

For this reason, it is usual in search campaigns to raise the bidding level by a small percentage, for all of those searches made from mobile devices.

It is also important to realise that the scrolling function on those devices that users perform is much less, meaning that the necessity for ads to appear in the top ranked places is high.

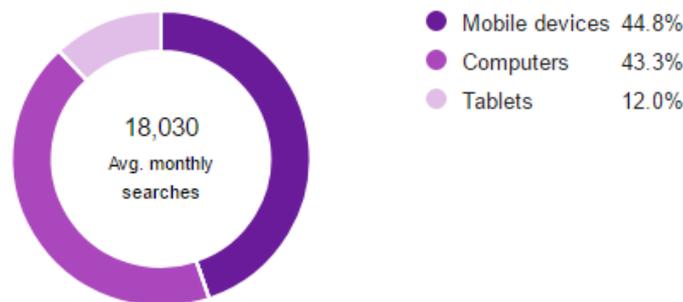


Figure 9: Searches by device for “Alzheimer’s” in Spain

### Searches by location

When analysing location by the geographic segmentation previously described, it is possible to see that the most searches are made in big cities.

The chart below shows information on this as supplied by Google:

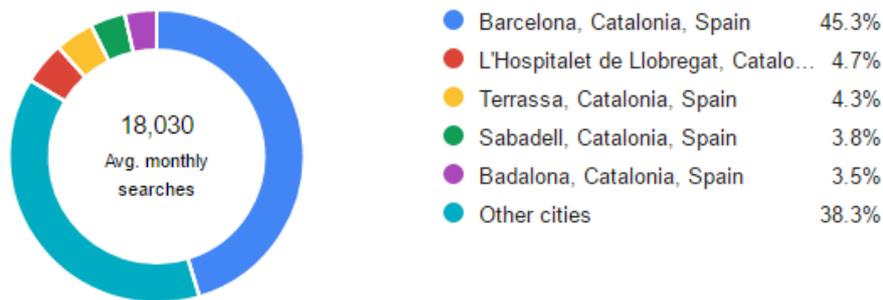


Figure 10: Searches by location for “alzheimer” in Spain

This is important data to have, in that in the same way the bidding for each type of device can be raised, it can also be modified by population or a specific city.

## GERMANY

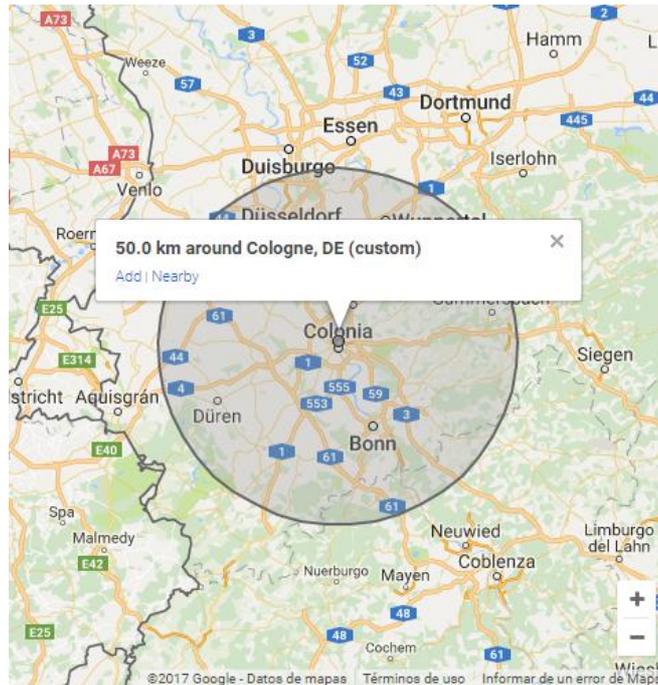
The following includes detailed information in relation to the Google AdWords campaign segmented by Germany. The data included refers to the keyword “alzheimer”.

It is important to note that the information included here forms part of the initial configuration of the campaign and as results are obtained, these characteristics may vary in order to optimise both the campaign itself and the conversion.

## Geographic Segmentation

The geographic segmentation of the campaign in Germany is focused on location of the Koeln University, in Cologne.

Taking into account that the subjects need to go to the site in order to take part in the trials, the segmentation will be conducted within a **50km radius** of its location. This will be starting point for the campaign in Germany. Depending on the results and development of the campaign, the geographic configuration may be modified.



*Figure 11: Geographic segmentation in Germany*

## Language

The language used for the German campaign will be the country's official language:

- German

This means that there will be only one search campaign segmented to this location and language.

## Target Market

According to the information presented by Google in relation to main keyword searches, it isn't possible to determine a true demographic profile, as the data is unknown in most cases (as shown in the chart below):

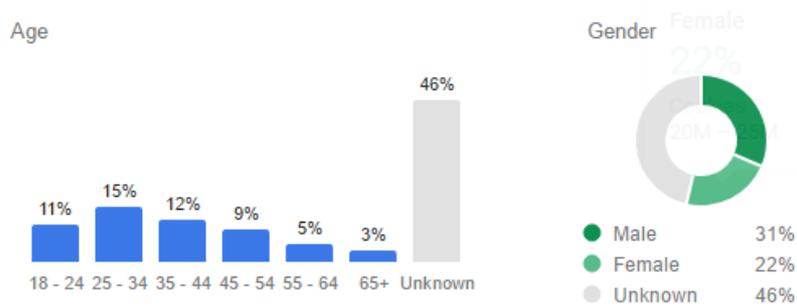


Figure 12: Demographic profile of "alzheimer" in Germany

### Trends in Search Volume

In the following chart, we can see the evolution searches "alzheimer" through a 24-month period.

As shown below, it is most noticeable that search volume always rises in the post summer months. There is a noticeable increase in September and October.

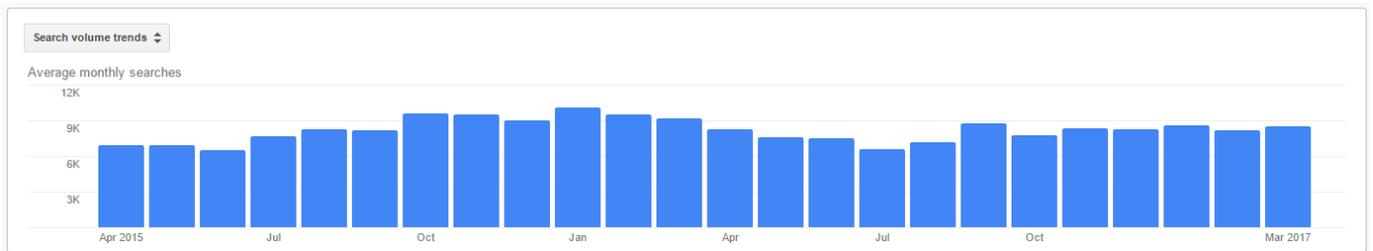


Figure 13: Trends in search volume for "alzheimer" in Germany

### Long Term Interest

In the following image, it is clear to see that the peak of interest always corresponds with September and October.

The information contained in the following graph refers to the searches in the whole country of Germany, as it is not possible to conduct a stricter segmentation of the market.

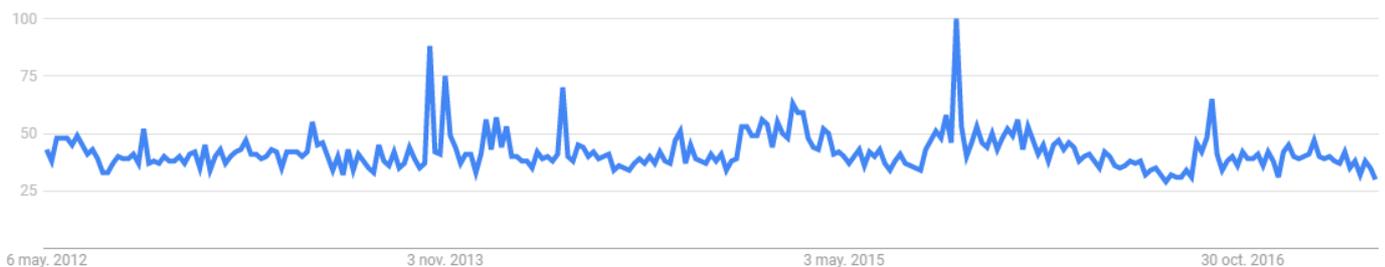


Figure 14: Long term interest in "alzheimer" in Germany

### Searches by Device

Keeping in mind the Google searches made by device, we can see from the following chart that from the searches made in Cologne, those conducted from computers and tablets are very similar, with totals of 34.9%

and 34.5% respectively. In comparison to Spain, mobile devices are used less, with only 30.6% of searches made from them.

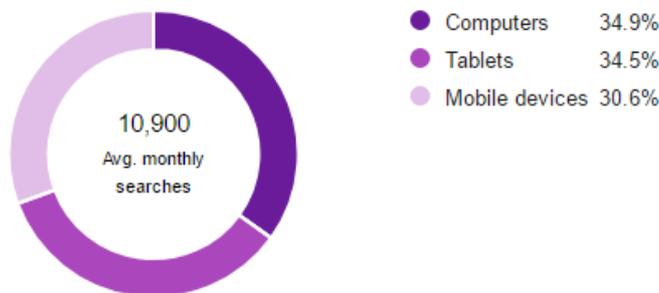


Figure 15: Searches by device for “alzheimer” in Germany

### Searches by Location

Considering the geographical segmentation of the German campaign, the highest number of searches come from the same district of Cologne, even though there are other search locations nearby.

The chart below shows information on this as supplied by Google:



Figure 16: Searches by location for “alzheimer” in Germany

## SWEDEN

The following section includes detailed information in relation to the Google AdWords campaign segmented by Sweden. The data included refers to the keyword “alzheimer”.

### Geographic Segmentation

The geographic segmentation of the campaign in Sweden is focused on location of the Karolinska Institute, in Stockholm.

Taking into account that the subjects need to go to the site in order to take part in the trials, the segmentation will be conducted within a **50km radius** of its location. This will be starting point for the campaign in Sweden. Depending on the results and development of the campaign, the geographic configuration may be modified.

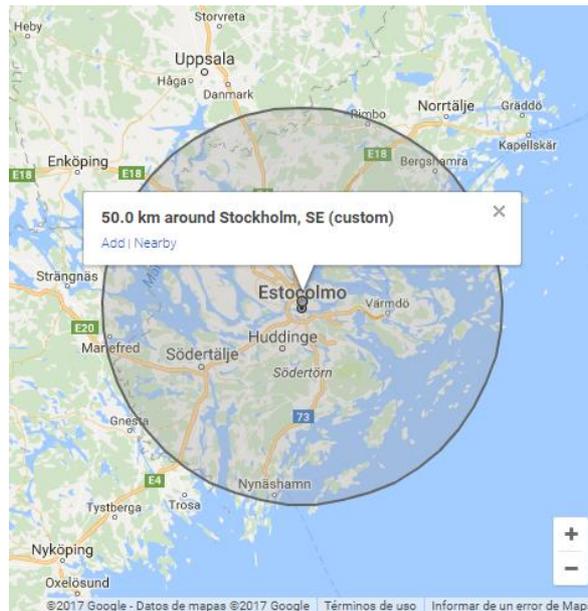


Figure 17: Geographic segmentation in Sweden

**Language**

The language used for the Swedish campaign will be the country’s official language:

- Swedish

This means that there will be only one search campaign segmented to this location and language.

**Target Market**

According to the information presented by Google in relation to main keyword searches, it isn’t possible to determine a true demographic profile, as the data is unknown in most cases (as shown in the chart below):

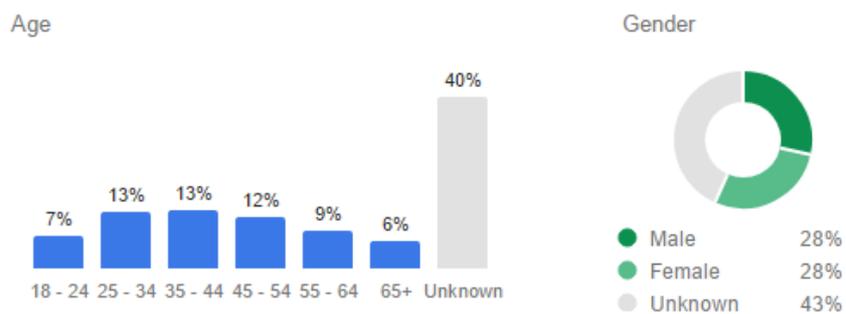


Figure 18: Demographic profile of “alzheimer” in Sweden

**Trends in Search Volume**

In the following chart, we can see the evolution searches “alzheimer” through a 24-month period.

As shown below, it is noticeable that there is always a significant increase in searches in September.

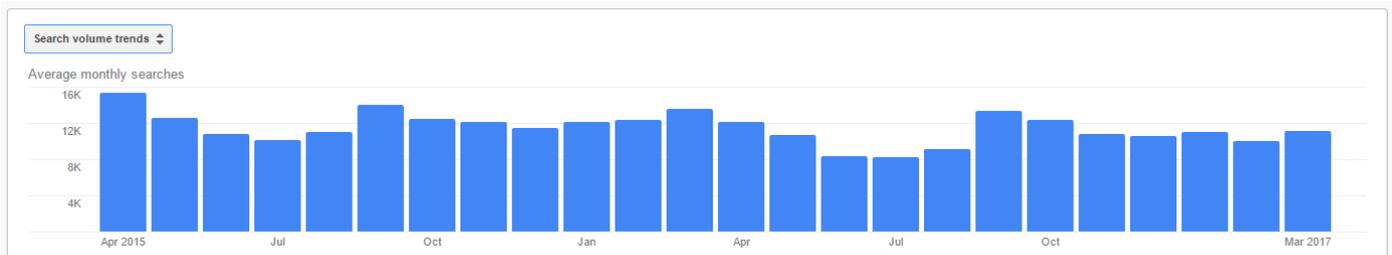


Figure 19: Trends in search volume for “alzheimer” in Sweden

### Long Term Interest

In the following image, it is clear to see that the peak of interest always corresponds to September and October.

Furthermore, we can observe how interest increases over the years.

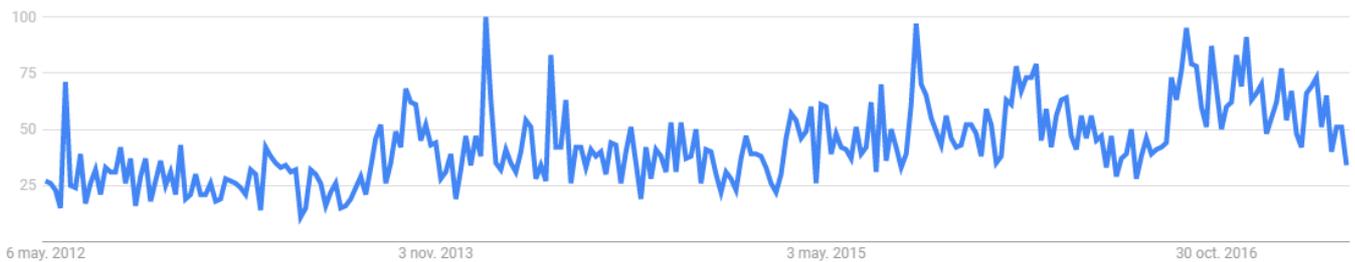


Figure 20: Long term interest in “alzheimer” in Sweden

### Searches by Device

Keeping in mind the Google searches made by device, we can see from the following chart that from the campaign location, those conducted from mobiles and computers are more representative with 45.5% and 41.4% respectively. In addition, searches made from tablets add 13.1% on top of that.

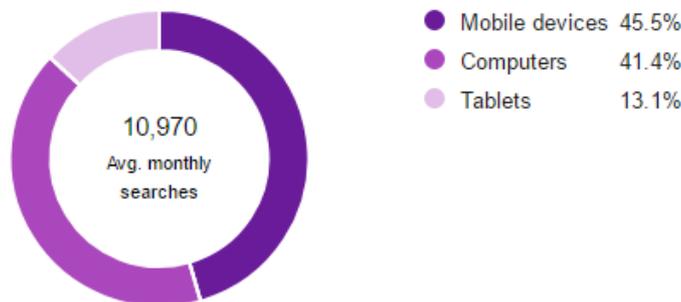


Figure 21: Searches by device for “alzheimer” in Sweden

### Searches by Location

Considering the geographical segmentation of the Swedish campaign, the highest number of searches come from Stockholm, despite other searches located elsewhere.

The chart below shows information on this as supplied by Google:



Figure 22: Searches by location for “alzheimer” in Sweden

## SLOVENIA

The following section includes detailed information in relation to the Google AdWords campaign segmented by Slovenia. The data included refers to the keyword “alzheimer”.

### Geographic Segmentation

The geographic segmentation of the campaign in Slovenia is focused on location of the Ljubljana University, in Ljubljana.

Taking into account that the subjects need to go to the site in order to take part in the trials, the segmentation will be conducted within a **50km radius** of its location. This will be starting point for the campaign in Slovenia. Depending on the results and development of the campaign, the geographic configuration may be modified.

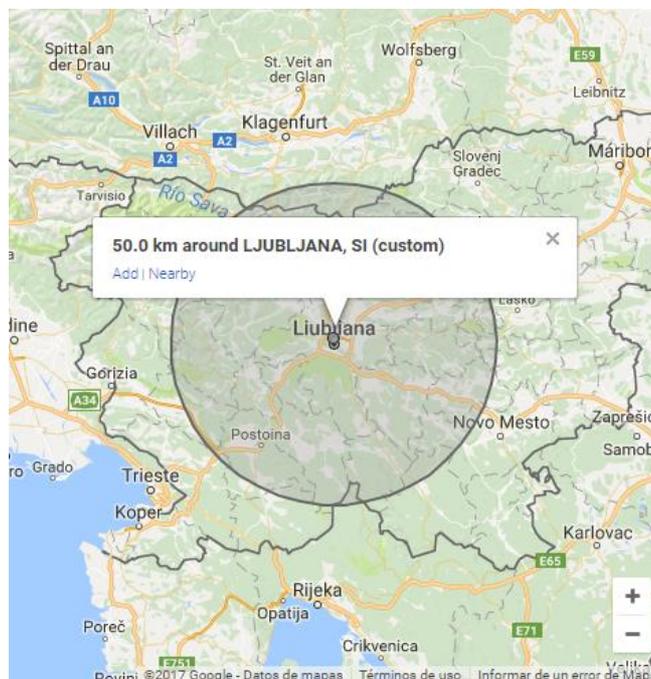


Figure 23: Geographic segmentation in Slovenia

**Language**

The language used for the campaign in Slovenia will be the country’s official language:

- Slovenian

This means that there will be only one search campaign segmented to this location and language.

**Target Market**

In comparison to the other countries the information provided by Google does give us information about the searches in Slovenia. In terms of age, users between 25 and 45 years old are the group most interested in this search topic.

In terms of gender, women make 43% of the searches, followed by 41% made by men.

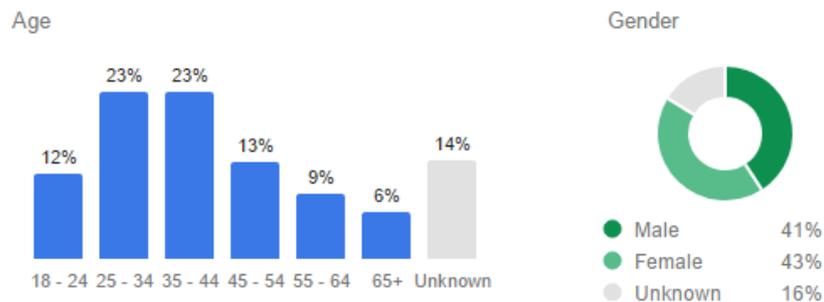


Figure 24: Demographic profile of “alzheimer” in Slovenia

**Trends in Search Volume**

Google does not provide any information relevant to search volumes and their trends in the segmentation of the Slovenia campaign or in Slovenian.

**Long Term Interest**

The following graph reflects the peak of interest related to this search topic. We can see how there are many peaks over a 60-month period, although there is no clear trend or evolution.



Figure 25: Long term interest in “alzheimer” in Slovenia

**HOLLAND**

The following section includes detailed information in relation to the Google AdWords campaign segmented by Holland. The data included refers to the keyword “alzheimer”.

## Geographic Segmentation

The geographic segmentation of the campaign in Holland is focused on location of the VU University Medical Centre, in Amsterdam.

Taking into account that the subjects need to go to the site in order to take part in the trials, the segmentation will be conducted within a **50km radius** of its location. This will be starting point for the campaign in Holland. Depending on the results and development of the campaign, the geographic configuration may be modified.

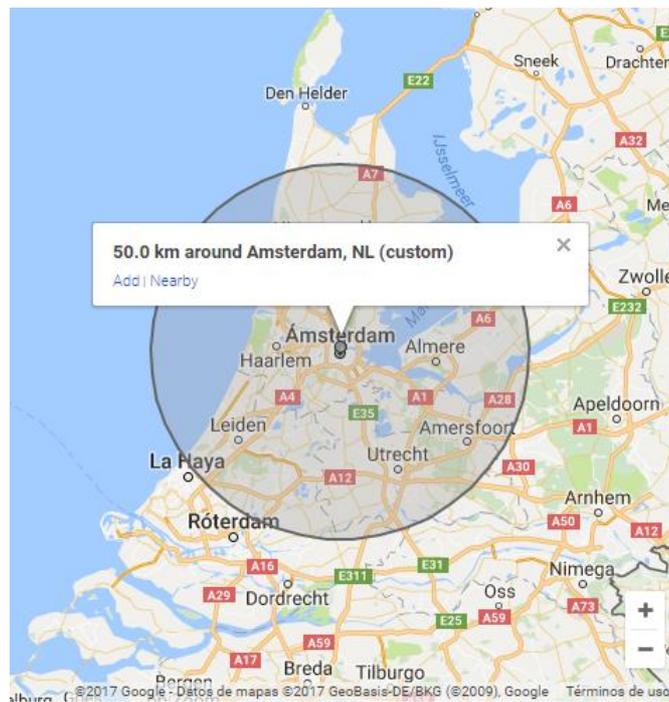


Figure 26: Geographic segmentation in Holland

## Language

The language used for the campaign in Holland will be the country's official language:

- Dutch

This means that there will be only one search campaign segmented to this location and language.

## Target Market

In the following charts we can see how the 25 to 34 year old age group, is the group most interested in Google searches on this topic.

Both men and women present similar percentages in terms of searches made, with 26% and 24% respectively.

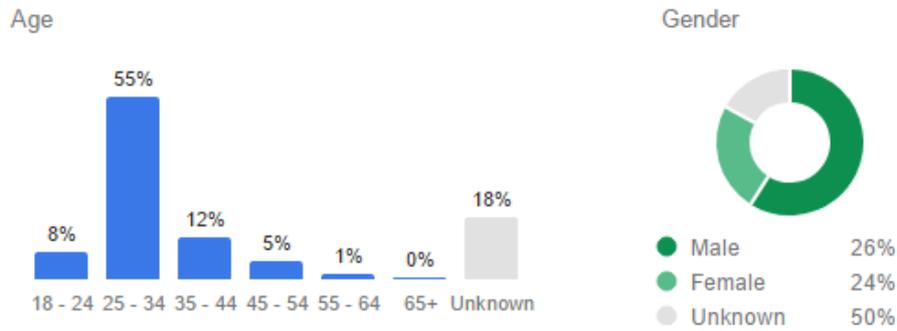


Figure 27: Demographic profile of "alzheimer" in Holland

### Trends in Search Volume

In the following chart, we can see the evolution searches "alzheimer" through a 24-month period.

The graph below shows that search volume on related to this topic always rises in September, October and November.

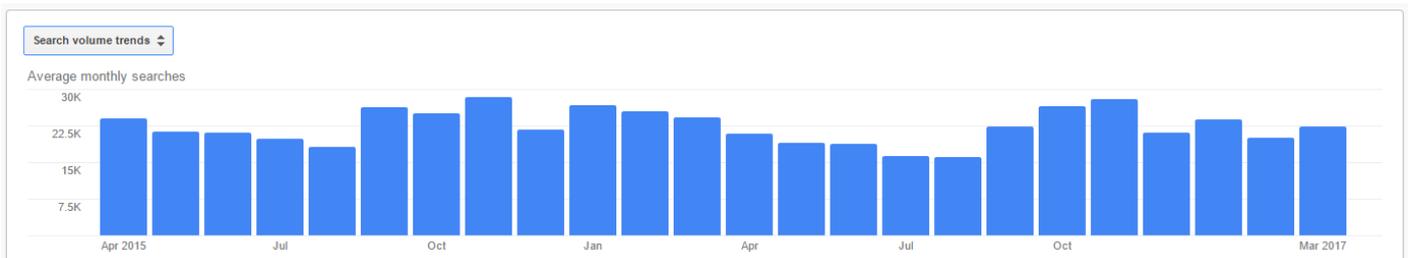


Figure 28: Trends in search volume for "alzheimer" in Holland

### Long Term Interest

In the following image, we can see important peaks of interest during the month of September. The information presented here is relevant to the whole of Holland, as more detailed segmentation is not possible.

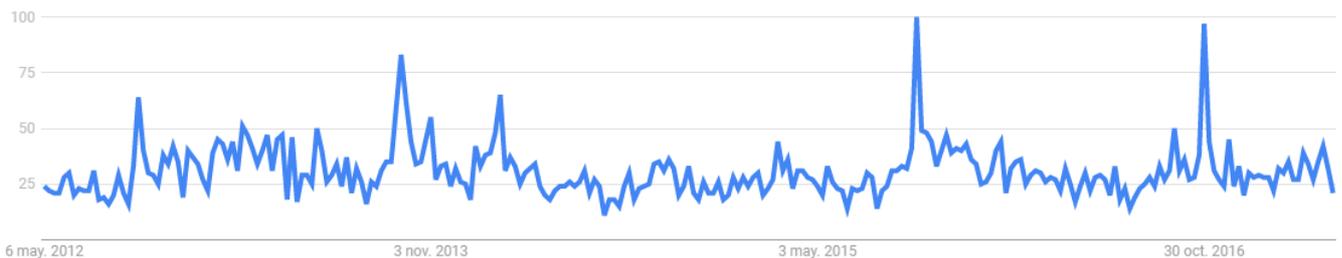


Figure 29: Long term interest in "alzheimer" in Holland

### Searches by Device

Keeping in mind the Google searches made by device, we can see from the following chart that from the campaign location, those conducted from computers and mobiles are more representative with 45% and 35.5% respectively. In addition, searches made from tablets add 19.5% on top of that.

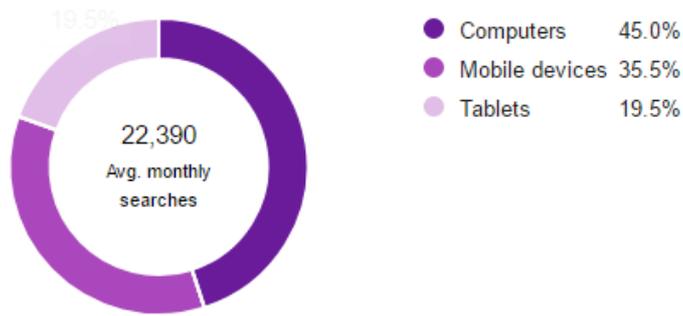


Figure 30: Searches by device for "alzheimer" in Holland

Considering the geographical segmentation of the campaign in Holland, the highest number of searches come from Amsterdam (from the university medical centre), despite other searches located elsewhere.

The chart below shows information on this as supplied by Google:



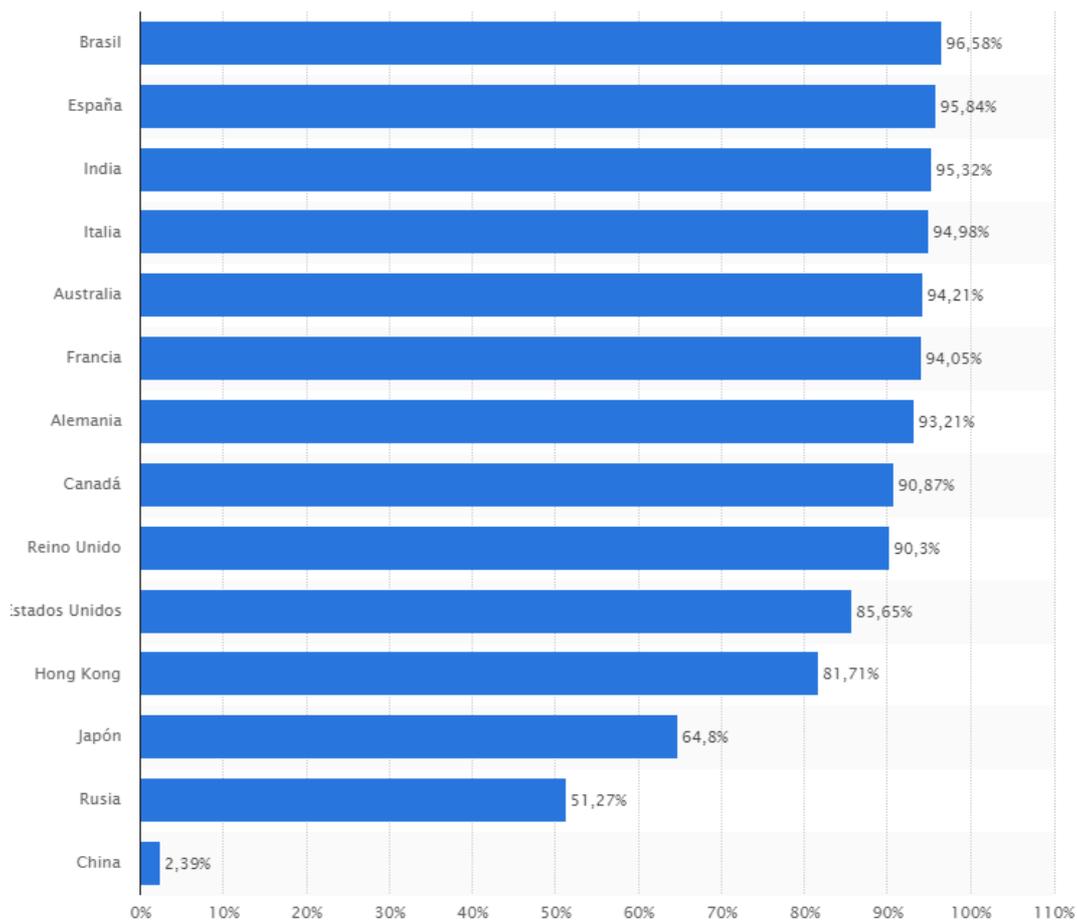
Figure 31: Searches by location for "alzheimer" in Holland

## CAMPAIGN PLAN

The online data capturing campaigns in each country focus on micro conversion with the goal of obtaining the highest number of clinical trial users from the target market.

Google's advertising platform was chosen for the capturing of online data based on the latest report from the StatCounter in January, 2017.

As shown in the image below, in some of the segmented countries in the campaign, the market shares of this search engine surpass 95%. In Spain, Google holds 95.84% as well as 93.21 in Germany.



*Figure 32: Google's advertising platform*

This search engine was chosen for this reason, in order to promote the projects advertisements and generate a high number of visits and conversions to the home page.

For the segmentation of the campaigns, a keyword study is conducted based on the goals of the project. This is analysed, country-to-country, in terms of the users online behaviour, devices, locations and demographic data.

It is important to highlight that all of the information contained in this document, as well as those annexed to it, is related to the starting point of the campaigns and that any of this information may vary as those campaigns evolve.

Finally, depending on the performance of the Google AdWords campaigns, there is a contingency plan in place with further actions to consider, in the case that the advertising campaigns do not obtain the required results.

## Type of Network

The campaigns belong to the Google Adwords network search where the ad appears, when there has been a previous by a user in the search engine.

## Segmentation by Keywords

The ads appear when a user has entered the keywords from the campaign into the search engine.

The **115985 MOPEAD D2.7 Annex Keywords & Ads** document, includes all the documents relevant to these segmented keywords in 4 large blocks:

- Alzheimer
- Memory
- Senile dementia
- Others

The attached document includes the ad groups, based on the search context that, as explained in the **D2.2 Online campaign strategy report**, will be included in both the ad and the landing page.

The following table shows the information about the 4 large blocks and groups of words taking as reference the Spanish campaign in Spanish:

| ALZHEIMER              | MEMORIA               | DEMENCIA SENIL            | OTROS                     |
|------------------------|-----------------------|---------------------------|---------------------------|
| Alzheimer              | Memory Loss           | Causes senile dementia    | Deterioro cognitivo       |
| Alzheimer causas       | Improved memory       | Symptoms senile dementia  | Problemas cognitivos      |
| Alzheimer hereditario  | Memoria a corto plazo | Treatment senile dementia | Desorientación            |
| Alzheimer prevención   | Memoria alzhéimer     |                           | Alteraciones del lenguaje |
| Alzheimer pruebas      | Memoria causas        |                           |                           |
| Alzheimer síntomas     | Memoria enfermedad    |                           |                           |
| Detectar alzhéimer     | Memoria personas      |                           |                           |
| Diagnóstico alzhéimer  | Memoria reciente      |                           |                           |
| Mal de alzhéimer       | Memoria síntomas      |                           |                           |
| Principio de Alzheimer | Pérdida de memoria    |                           |                           |
| Test Alzheimer         | Problemas de memoria  |                           |                           |
| Tratamiento alzhéimer  |                       |                           |                           |
| Nutrición alzhéimer    |                       |                           |                           |
| Alimentación alzhéimer |                       |                           |                           |
| Alzheimer vitamins     |                       |                           |                           |
| Alzheimer diet         |                       |                           |                           |
| Risk of                |                       |                           |                           |

Table 1: Blocks of KeyWords

## Negative Keywords

The possibility exists in Google AdWords to include a list of “negative keywords”. Each of the words on that list block the appearance of the ad.

In other words, Google detects when a user has included a negative word during the campaign and stops the ads from being shown to that user.

## Segmentation by Demographic Data

Even though not all searches are conducted while the user is connected to their Gmail account, it is still possible to segment campaigns under 2 parameters:

- Age
- Gender

This means that it is possible to segment the ads so that appear or do not appear to users in any of the following age ranges as defined by Google:

- 18 to 24 years old
- 25 to 34 years old
- 35 to 44 years old
- 45 to 54 years old
- 55 to 64 years old
- 65 years +
- Unspecified

In this case, it is important to consider that even when target market users in the study are over 65 years of age, the percentage of users this age who use the internet is very low. This should be kept in mind, when segmenting this group.

## Geographic Location

The search campaigns are segmented by each country involved in the project, but in order to define clear segments based on the location of each partner, a radius of approximately 50km is calculated in each case.

It is important to consider that this configuration is only the beginning of the campaigns and depending on the results and how they evolve, they may need to be modified in order to make sure they are optimized.

In this kind of campaigns, Google segments in various ways:

- By country. The ads are shown in all countries selected.
- By community or region. Based on the location, specific communities or regions can be included.
- By district. Depending on the country in question and the existence of districts or not, specific districts can be selected as part of the campaign.

- By post code. Although this information is only available for certain countries, it is possible to include a specific postcode when segmenting the campaign in some cases.
- By radius. A radius can be determined in kilometres from a concrete starting point.

## Devices

Due to the high level of use of mobile devices all over the world, Google offers the option of segmenting advertising search campaigns in 3 different ways:

- By desktop or portable computer
- By tablet
- By mobile phone

The possibilities for segmentation and optimisation are variable, depending on the objectives of the campaign. However, it is an option to exclude certain devices or increase or decrease the bidding for them.

For example:

- The ads are not shown in response to searches made from tablets.
- The bidding is automatically 10% higher than the rate established in the campaign overall, for those searches made from mobile phones.

## Languages

Search campaigns can be segmented by one, various or even all languages. It is important to highlight though, that Google recognises the language from the users browser and is not capable of recognising whether the search has been made in another language or not.

For example:

A user in Spain searches for “how to prevent Alzheimer’s” in a browser set to English. If the campaign is set to Spain and in Spanish, the ad WON’T appear as the browser is set to English. On the other hand, if the campaign is configured to Spain and English, the ad WILL appear.

## Cost per click

Each one of the segmented campaign keywords is assigned an average CPC (cost per click) that is variable, depending on:

- The maximum established bid.
- The bids of the other ads for the same word or words.
- The quality level (including the quality of the word or words, the ad and the page).

Depending on what the **average CPC (cost per click)** is, it is possible to isolate certain keywords that are above the average and not directly related to the conversion.

The attached Excel document includes the average CPC’s for each keyword, although it is not possible to isolate or add more keywords, nor determine the true cost per click.

## Adverts

Google AdWords text ads consist of 3 descriptive lines, as well as other named extension lines that are optional to add, as decided by Google when it shows the ad.

That is why it a text ad is usually made up of 3 lines, as well as the URL of the ads origin.

Each of these lines has a character limit which can vary from country to country and/or the language used. For Spanish for example, the structure and limitation of characters in a text ad is reflected in the sample ad below:

| Field       | Max Length    |
|-------------|---------------|
| Headline 1  | 30 characters |
| Headline 2  | 30 characters |
| Description | 80 characters |

*Table 2: Structure of an AdWords advertisement*

The adverts and their content is related to the search context, meaning that each group of ads is developed using the following strategy:

- Including the keyword for each group of ads from the search context.
- Capturing the attention of the user via questions, the possible answer and what they will find when they click on the ad.

Furthermore, the ads on mobile devices vary slightly. Google allows the option of changing the content of an ad when a search form a mobile device is detected via the named IF function. This means that including certain the word “mobile” in some phrases is important, for the user feels they can identify with the device they are using. For example:

- Solve all of your queries **from your mobile**.
- Get all of the information **directly to your mobile**.

Another point to mention here, is that the first letter of each word appears as a capital letter. According to Google, this raises the CTR of the Ads, as it captures the attention of the user doing the search. This is applied by more than 95% of advertisers.

Lastly, it is important to transmit confidence in these ads and avoid words that may have negative connotations or provoke a rejection by the user. For example, the question *Does it worry you to have or suffer from Alzheimer's?* may be replaced with *Does Alzheimer's worry you?* This simple change can make a difference to avoiding a decrease in the number of clicks and the CTR.

## Landing or Home page

For the user experience, the level of quality of the account and the campaigns in Google AdWords to maximize, the possibility of working with different domains in each segmented country exists.

## Review and Optimisation

All Google AdWords advertising campaigns are constantly monitored and periodically, they are reviewed in order to detect any possible changes or improvements that can be made, in order to optimise and increase conversion rate.

Based on the results obtained, the evolution of the metrics and the analysis of both the campaign and the landing page, pertinent adjustments are made which are reflected in the monthly report, so that it is clear what adjustments and their corresponding changes.

## Investment

Investment is individual to each account focused on each segmented country, based on the maximum daily budget.

Google's system has by default (which cannot be changed) the ability to raise the daily investment up to 20% more than the established maximum. However, it will never invest more than the average daily budget multiplied by the average number of days in a month (30.4).

For example, if the daily maximum budget is €5, on any given day the investment could reach €6, as long as it does not surpass €152 during that month ( $€5 \times 30.4$  days).

For each of the campaigns and locations, the investment is variable depending on:

- Bids and CPC of the campaign keywords
- CTR
- Analysis of performance and optimisation.

Furthermore, in considering that the budget is limited, this is prorated throughout the lifetime of the campaign.

## EXAMPLE ACCOUNT STRUCTURE

In order to show demonstrate the structure of a Google Adwords account, the following image illustrates the needs of the project:



Figure 33: Google AdWords

The account is unique in terms of the billing and payment data and includes the different campaign types previously mentioned.

The campaigns are divided in relation to 2 basic segments:

- Campaigns by country
- Campaigns by network (both search and display networks)

## OTHER ACTIONS

The following outlines an advertising strategy for each of the websites associated with each country.

This strategy is a reinforcement for capturing those users who visit the official partners' websites.

## ASSOCIATED WEBSITES

In order to reinforce the online advertising implemented through Google AdWords, it is a good idea to include a call to action on the associated website of each of the countries in the project. This involves including a link to the MOPEAD project page of the associate website and maximize the number of visitors to the page.

Below are some specific issues to keep in mind when including this link.

### Call to action:

A banner will be included, as an advertising space within the website. This banner can appear in different ways or formats depending on each website, such as jpg, animated gif, html, etc.

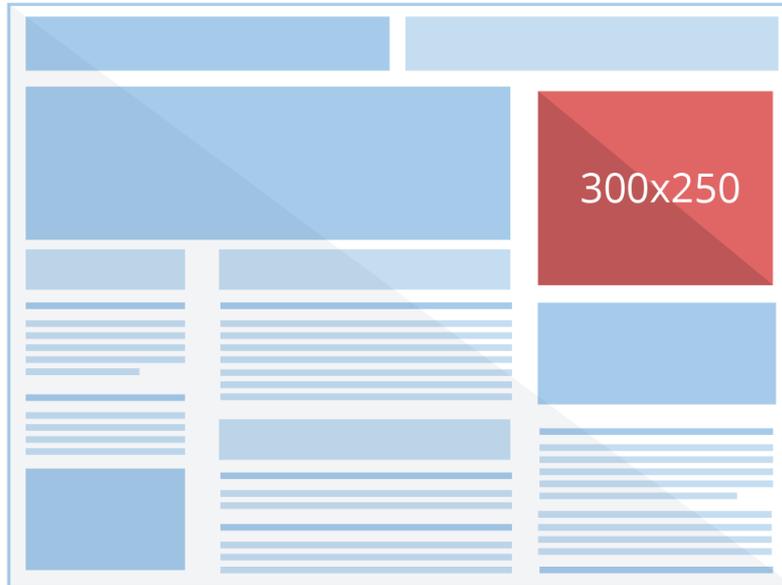
In addition, its dimensions can vary in function of each associated website. According to Google data, the banners with the highest performance and CTR are:

### Rectangular Banners, 728x90px



Figure 34: Banner 728x90px

### **Rectangular Banners, 300x250px:**



*Figure 35: Banner 300x250px*

#### **Location**

The location in each website will be different, meaning that it is important to take into account not to break with the harmony and goals of the webpage. It is also important to think about if it will show up correctly on all kinds of devices (pc, mobile and tablets).

It is not possible to know in advance the location and size of the flags. However, it will be intended to optimize the placement of the banners on the websites of the partners.

#### **Design**

The banner design should match the website where it is placed, using the organisation's official colours. It shouldn't be intrusive to the overall design of the webpage, but should appear as a piece of content on it.

In regards to the banner text, it should include a small phrase that indicates what the users will find when they click on it, as well as include a call to action that encourages them to click, therefore raising their CTR. For example:

- Can you imagine a future without memories?
- Don't let your memories be erased
- Does losing your memory worry you?

In addition, it is important that the tone communicated is coherent with the rest of the page, as well as the text on the home page as well.

## CONTINGENCY PLAN

Just in case the conversions obtained from the campaign in Google Adwords are not the desired ones, we have prepared a contingency plan with the investment in other kinds of marketing campaigns using other existing tools.

### Google AdWords Display Network

Google has 2 kinds of networks:

- Search network
- Display network

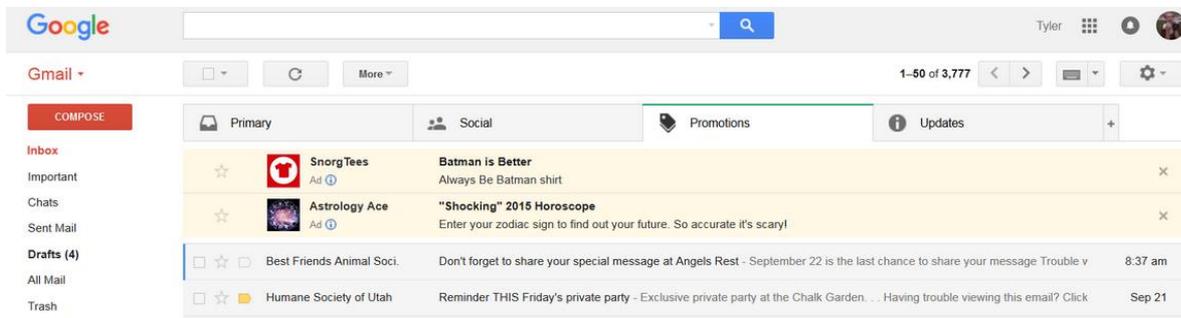
The campaigns that Google defines as “network display campaigns” are those where it is not the user who consults the search engine (in comparison with search campaigns). Display campaigns are not direct marketing campaigns. As the ads are shown to users because Google evaluates that they may be interested in what is on offer, both in terms of the ad and the homepage.

There are different kinds of display campaigns in existence. The following section explains each one and includes examples of them (not always to the project theme due to complexity):

#### Gmail Campaigns

In Gmail campaigns the ads are presented in the Gmail inbox as an email.

See the image below for an example of how an ad can appear as just another email:



*Figure 36: Gmail Campaign*

When clicking on the ad, it opens an email with the advertising message expanded. It is possible to obtain metrics via Google on the number of forwards that such an email receives, as well as the number of them that are saved.

The possible segmentation achievable in these kinds of campaigns is very varied and Google takes note of the emails they have received in the last 210 days. Segmentation can be achieved in relation to the following parameters:

- **Domain.** This is the most advanced option as it allows selection of any domain (very useful for including competitor domains) so that ads can be shown in Gmail inboxes.
- **Keywords.** In this case, Google keeps takes the context of its own emails that are received. As previously mentioned, this segmentation is based on the emails in inboxes over the previous 210 days.

- **Demographic data.** In comparison to search campaigns (which do not always spring from their own Gmail account), this is a much more “real” way of segmenting by gender, age and parental status. In order to access this ad, the user needs to have their Gmail session active for this information to appear.
- **Topics and interests.** Google offers a related list of topics and interests for each segment, based on the emails keywords and offering different options. In the case of this project, that might highlight: Alzheimer’s, Alzheimer disease, symptoms of Alzheimer, ageing and geriatrics, health, etc.

### Remarketing campaigns

Google offers 2 possibilities in these kinds of campaigns:

- Remarketing directed at web users.
- Remarketing directed a similar user.

In the first case, the ads “chase” all of the users who have ever visited the website. The ads may appear on any site and are presented based on remarketing lists that have been previously defined. For example:

- All web users
- All registered users
- All converters (e.g. those who have filled out a contact form)
- All visitors that have visited a concrete URL
- All users who have spent X amount of time on the web
- All users who have lingered over a middle level question in the quiz
- Etc.

In regards to the second kind of remarketing, the ads are displayed to a list of potential users, created by Google and not configurable, based on the profiles of users who have previously visited the web page. That is, the ads are displayed to potential users similar to the users of the website.

Graphic ads (banners) are only included in this kind of campaign, although they may include text as well.

### Commercial remarketing campaigns

This is an interesting remarketing strategy for the MOPEAD project, although it would be necessary to evaluate it with each individual association.

By including a remarketing code in each associates website the cookies of each user who visits the website are captured (as well as their reasons for visiting the site) allowing the network display ads to be shown to them.

It is important to remember, that once the remarketing code is included in a website, the list of users need to have a minimum number of cookies (approximately 100) for the remarketing campaign to activate.

### Display campaigns

Google recognises websites that are directly related to the campaign segmentation. The different segmentations include:

- **Keywords.** Depending on a websites context, Google displays ads in locations (websites) related to the keywords. For example, those websites that contain the word “alzheimer”.
- **Locations.** It is possible to instruct Google on which websites you specifically want the ads to appear. This is only possible if those sites have AdSense in order for Google advertising to be active and the ads be displayed.
- **Topics and interests.** As previously explained, Google identifies locations (websites) based on their context, associating them with similar topics and interests and displaying the relevant ads.
- **Demographic data.** Segmentation can be focused on Gender, age, and parental status, although these are difficult elements to measure unless the user has a Gmail account.

## Facebook Ads

Facebook Ads is the advertising system used by Facebook. It is possible to promote the following information via Facebook Ads:

- Facebook pages or profiles
- Websites
- Events
- Applications
- Posts or advertising

Facebook Ads has many benefits and a great capacity to segment for showing ads to the target market defined for the project.

Among these benefits are:

- High possibility for segmentation. The ads can be directed to segments by demographic, interests, geographic location, language, etc... For the study's purposes, age is an important segmentation factor.
- Viralisation of ads. Thanks to followers and fans, the content can easily be made viral, which provides the opportunity to reach a much wider audience.
- Economical advertising. You only pay for the clicks obtained. In other words, if the segmentation work is correctly implemented, you only pay for those users who are truly interested and within the target market group.
- Facebook Insights. Thanks to Facebook's own tool, you can receive detailed reports that are vital for optimising campaigns.

## Investment in Google AdWords

In looking at the Google AdWords results, it is possible to reevaluate the amount of campaign investment based on:

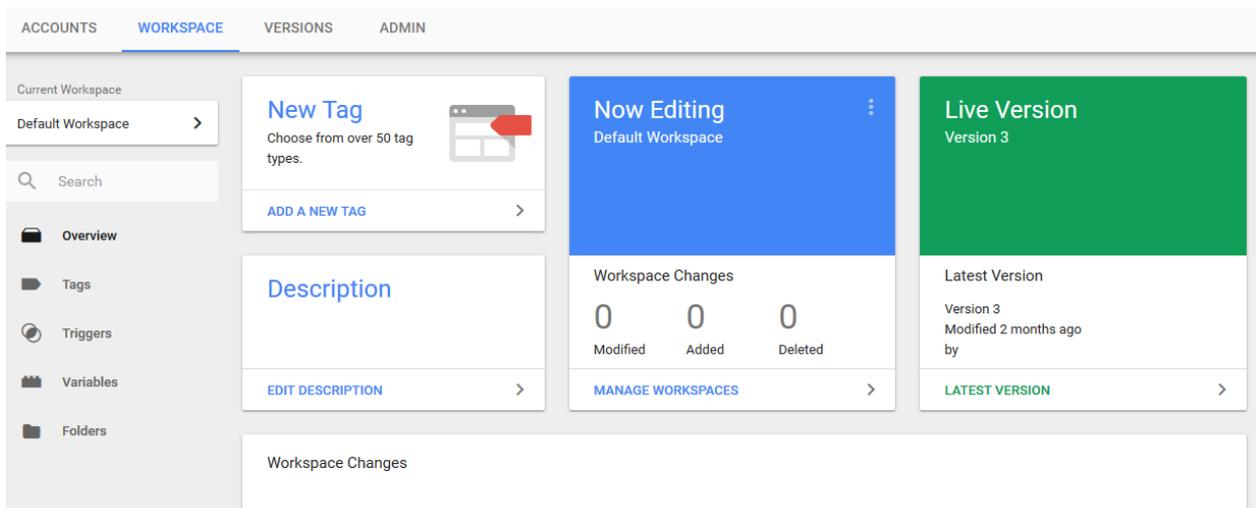
- Results obtained
- Optimisation achieved
- Percentage of lost searches by budget

## ANALYSIS AND MONETISATION

Once we have explained the analysis and monetisation tools presented in the **D2.2 Online campaign strategy report**, we will continue to cover the steps necessary to configuring each tool, as well as the results that can be achieved with each one.

### Google Tag Manager

This free Google tool does not directly inform analysis, although it is necessary to configure it in order to later configure other web tools.



*Figure 37: Google Tag Manager*

Creating a Google Tag Manager account is simple and all that is needed is a Gmail account, information to include the domain that will be used. Then the tool provides two codes as well as an explanation on how to include them in the web page.

Once these codes are included in the web page, they begin to create new tickets according to your needs. For example:

To configure Google Analytics, a ticket with the Analytics code is created, so that this tool can collect all the information for later analysis, at another time.

To configure a heat map, another ticket is created for later visualisation and analysis.

### Google Analytics

This is Google's web analysis tool and is renowned for its excellence.

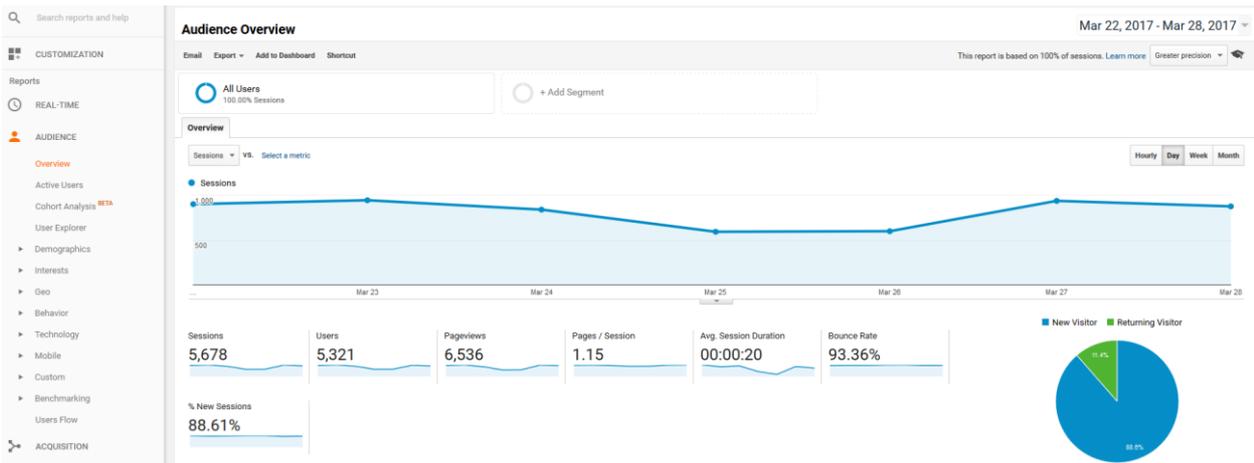


Figure 38: Google Analytics

As this is a Google product, it is necessary to have a Gmail account or associate in order to create a new account, include the client ID in the Tag Manager and configure some elements such as:

- Sector
- Currency
- Link to Google Search Console (if it exists)
- Link to Google AdWords (if it exists)
- Internal searches
- Goals (conversions) and value
- Conversion funnel
- Remarketing lists
- Events
- Personalised metrics
- Filters
- Advanced segments
- Dashboards
- Channel groups
- Ecommerce
- Etc.

With Google Analytics we can obtain answers to the following kinds of questions:

- How many visits have we received?
- What is the bounce back percentage?

- How many new and recurring users do we have?
- What is the lapse of time between them entering the webpage and making a conversion?
- From which web pages do users link to us and visit us?
- Have my visits/conversions increased or decreased compared to the previous month? Compared to that month last year?
- What is the average number of page visits per user?
- Where do my users come from?
- Which devices do most conversions come from?
- Which channels deliver the most traffic? Conversions?
- What keywords have users used to arrive at my site?
- What do they look for once they are on my website?
- Which page or pages receive the most hits?
- On which page or pages do my AdWords ads get placed?
- Which pages receive the most organic traffic?
- How much average time do users spend on my site?
- What is the average frequency of their visits?
- What has been the value of my conversions in the last 30 days?
- Which channels have contributed to greater conversions? Which ones haven't?
- • Is there a significant difference in my users' visits based on the browser used?

## Google Search Console

This Google tool is necessary for creating a Gmail email address or associated with the websites domain.

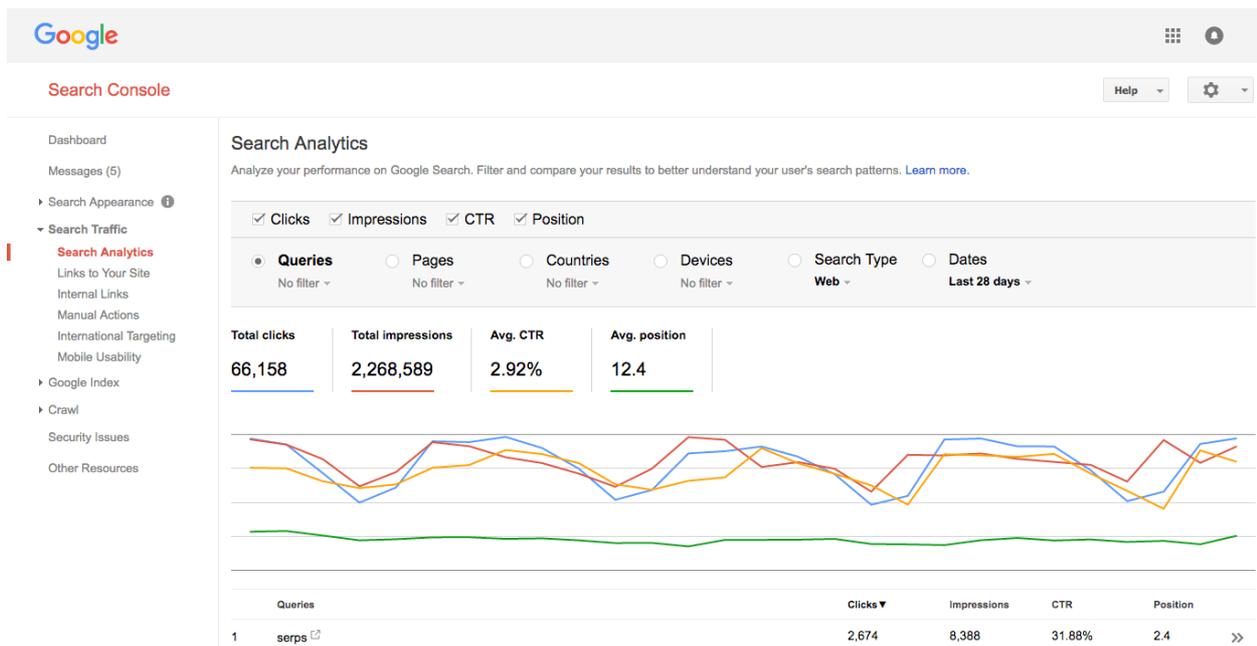


Figure 39: Google Search Console

Google Search Console releases a code which must be included in the web page. Once included, it needs to be verified that it is correct and therefore, verify the account and the property.

There is no personalised configuration in Google Search Console. The tool helps you to monitor the behaviour of your website from the SEO perspective. Its main function is to assist in keeping the website present in the main search engines.

With Google Search Console you can answer questions such as:

- How do my website pages rank?
- What keywords are best positioned in Google? What is the destination page?
- How many of my webpages has Google indexed?
- Are there any tracing errors in my website?
- How many keywords do I have positioned in first place on the Google page?
- Is Google indexing any of my pages that are not public?
- When was the last time the Google robot traced my website?
- Are the structured data and rich snippets well implemented in my web page?
- Do I have pages that use AMP (Accelerated Mobile Page)?
- How many internal and external links do I have?
- What are the blocked resources on my website?

## Google Keyword Planner

In comparison to the rest of the tools, in order to use the Google Keyword Planner and confirm that the data it provides is real, it is necessary to have an active Google AdWords account.

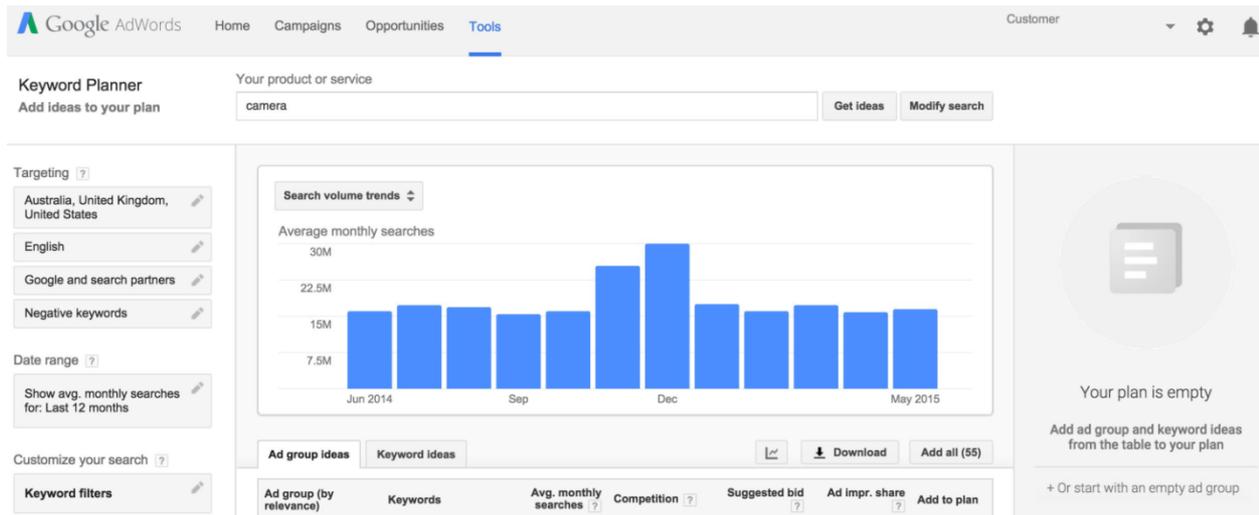


Figure 40: Google Keyword Planner

In other words it is necessary to have a campaign active in Google AdWords, for the tool to show relevant information.

This is a free tool and needs no configuration. It is mainly used for getting to know the search volume of a keyword as based on two segmentation criteria:

- Geographic Zone
- Language

With the Google Keyword Planner you can obtain answers to the following kinds of questions:

- How many times a month is the term XXX searched for in XXX (country)?
- What is the average CPC (cost per click) of this keyword?
- What words does Google relate to a particular search?
- What are the trends and evolution of a keyword over XX months?
- What zone or zones provide a higher number of searches?
- From what devices is this word or phrased searched for?

## Google Trends

It is not necessary to have a previous registration to use Google Trends. Simply visit the site <https://trends.google.es/trends/> and include a keyword or topic to analyse it.

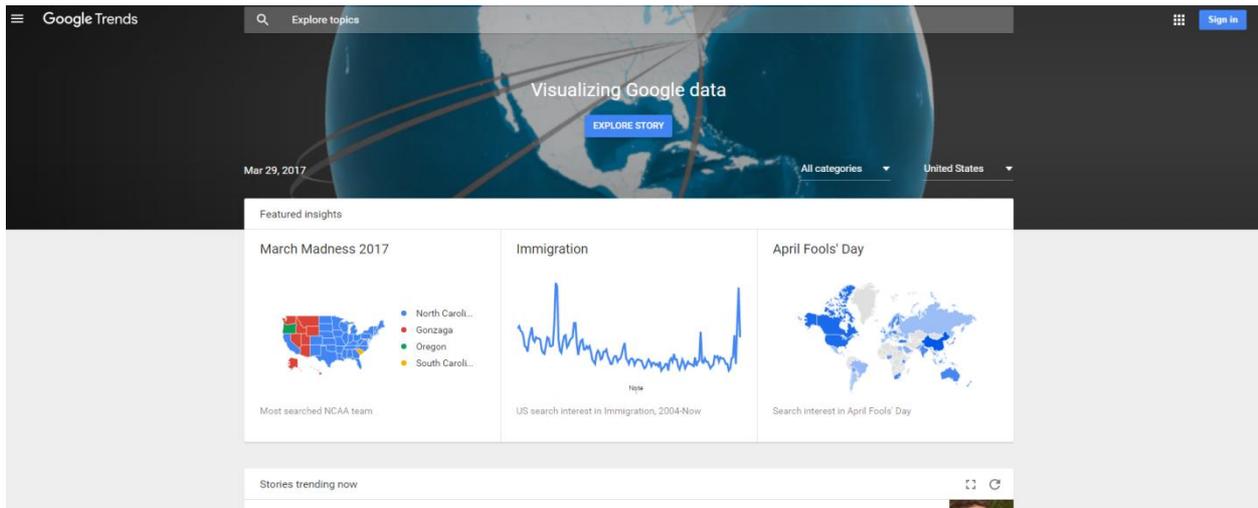


Figure 41: Google Trends

The information received can segment by:

- Geographic zone (globally or by country)
- Time period (last 30 days, last 90 days, personalised period)
- Category (all, interests and free time, education, art, entertainment, animals and pets, etc.)
- Searches (internet, news images, shopping, etc.)

With the Google Trends you can obtain answers to the following kinds of questions:

- What is the interest in a concrete topic during a specific time or in a specific zone?
- What is the interest in a topic keyword in comparison to another?
- Which regions or geographic zones show a higher interest in a specific topic?
- What topics does Google relate to a consultation?

## Google Page Speed Insights

Google page speed insights is web performance tool that helps simply identify how to make a web site faster and more mobile.

## Analyze your site performance

### Use PageSpeed Insights

With PageSpeed Insights you can identify ways to make your site faster and more mobile-friendly.

[RUN INSIGHTS](#) [READ DOCS](#) [AUTOMATE TESTS](#)

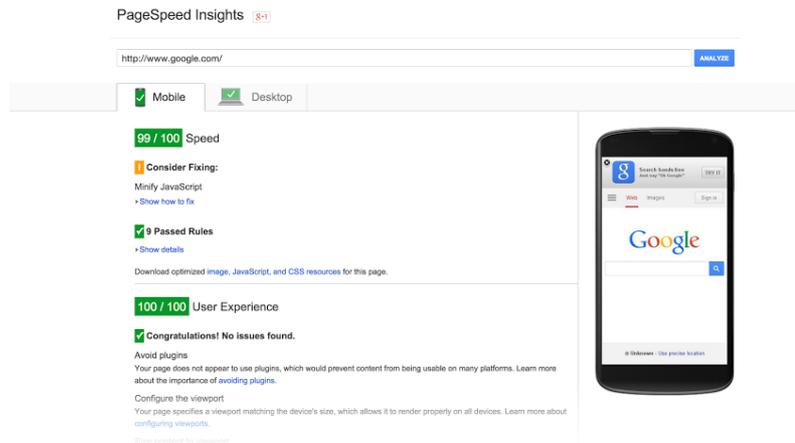


Figure 42: Google Page Speed Insights

Google page speed insights offers a series of recommendations and practices for applying a web site in a domain.

With the Google page speed insights you can obtain answers to the following kinds of questions:

- Are the images on my website optimised?
- Does my website contain JavaScript that blocks the visualisation of certain elements or content?
- What parts of my website do I need to amend or fix?
- Is the answer time provided by my server sufficient?
- Is my web site content visible? Is it prioritised?
- Are there redirections?

## Hotjar (Heatjar)

The Hotjar tool is encased in the Customer Experience Analytics, together with other tools in the same category.

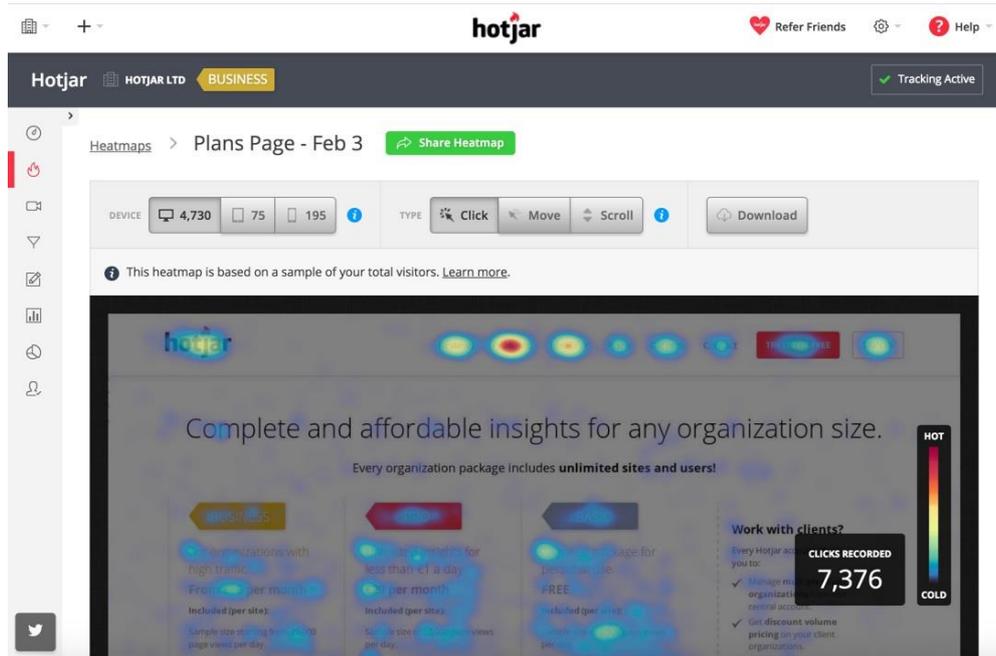


Figure 43: Hotjar (Heatjar)

In order to use it, it is necessary to create a new account and indicate the domain where the tools code will be included.

If you already have Google Tag Manager, it is enough to be able to include the Hotjar code with a new ticket and verify that it is correct through the heat map. Once verified it is necessary to then configure it according to your need:

- Session recording (of all or specific pages)
- Heat map of click and scroll on all devices (of all or just specific pages)
- Conversion funnels (based on different steps or URLs)
- Questionnaires (the same tool is able to detect pages where a questionnaire or form is included as well as the fields required)

Via Hotjar we can find information on:

- Where do users click when they visit my site but there is no link?
- What parts of the site can they see when they scroll down?
- To what part of the website can users scroll down on all devices?
- At what part or page of the funnel conversion have users abandoned?
- Is there a form that users abandon and don't submit?
- Do my visitors read my content?

## Semrush

Semrush is a paid tool that offers infinite possibilities for monetisation with any search of a domain or keyword.

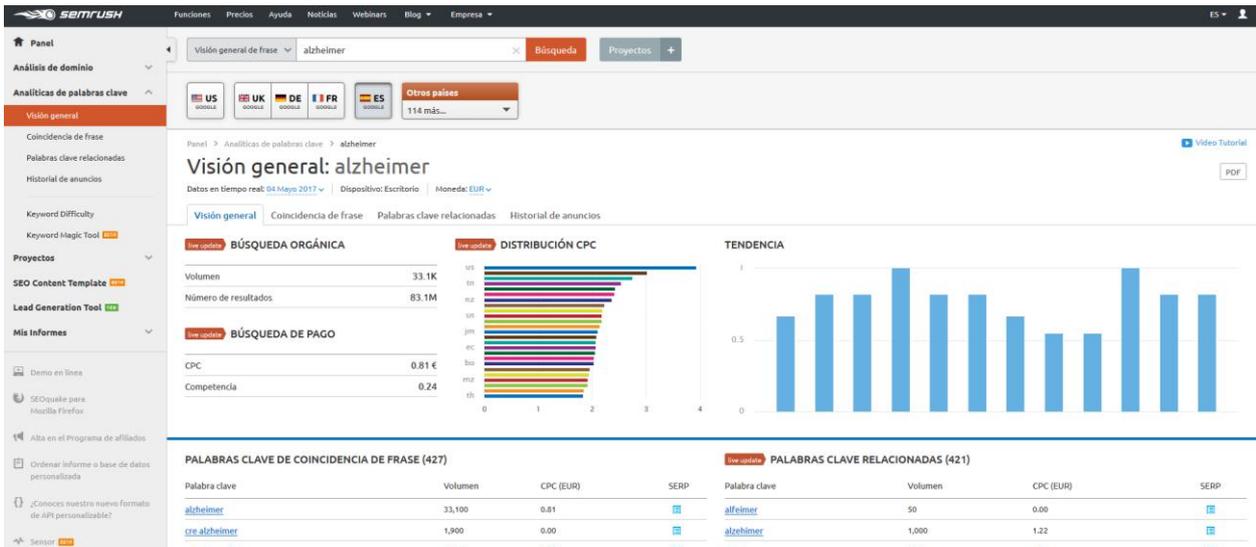


Figure 44: Semrush

In comparison to the other tools, a Semrush account is not associated with a domain. Its use is additional for a real time consultation.

The data provided by Semrush is related to:

- Organic investigation of a domain
- Back links
- Advertising investigation
- Video advertising
- Display advertising
- Traffic analysis
- Rankings
- Domain comparisons
- Graphics
- Keyword analytics
- Related keywords
- Ad history
- Keyword difficulties
- Personalised reports

Via Semrush we can answer the following questions:

- What keywords do my key competitors use in in their Google AdWords campaigns?

- How is my competition positioned by keywords on an organic level?
- What has been the evolution of organic traffic and domain payments by my main?
- What are my main competitor's inbound links?
- Which competitors are best positioned using my keywords?
- How are my competitors named by keyword?
- What are my inbound links and their anchor text?
- How do I know if my site is optimised?
- Are there any 404 errors or broken pages on my site?
- Is my main keyword positioned in other markets?

## MailChimp

Mailchimp is an email marketing tool with 2 basic functions:

- Bulk sending of emails
- Segmentation by email lists

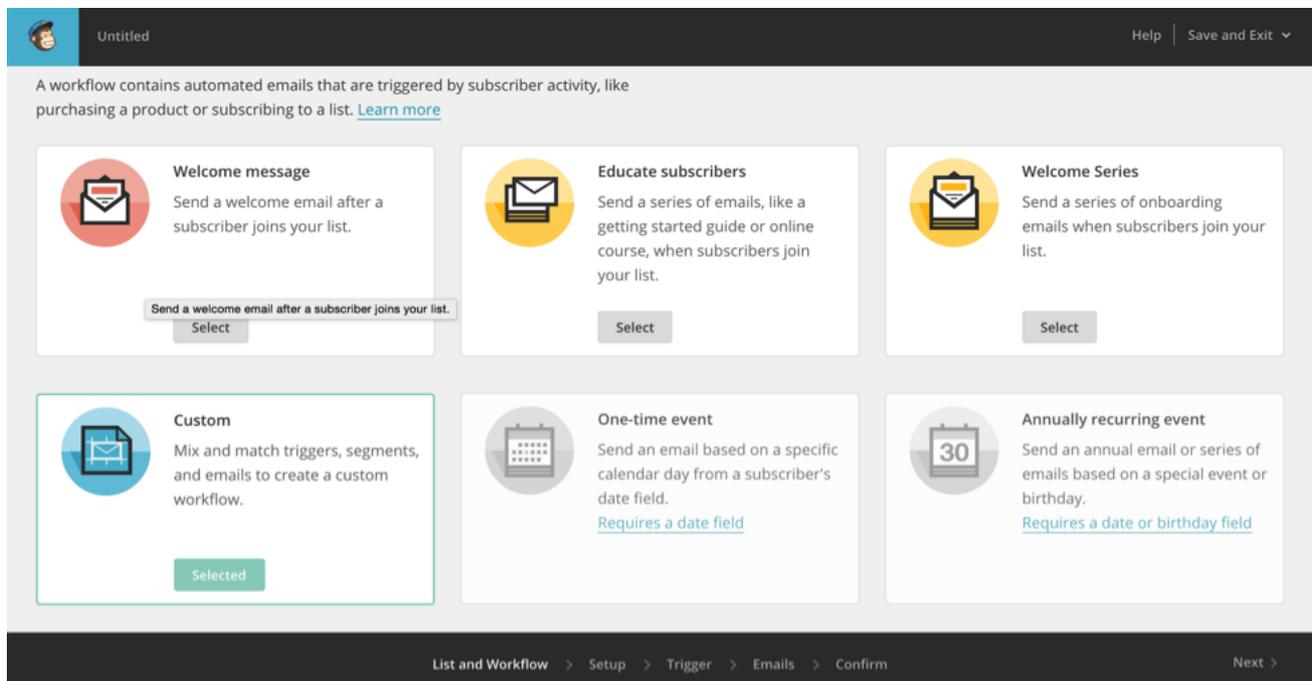


Figure 45: Mailchimp

It is simple to create and email through this tool, with a design that meets the needs of any project. Furthermore, it can link to a landing page focused on conversion and therefore raise conversion rates.

Mailchimp is not an analysis tool, even though it does send sent mail reports. To respond to questions about sending of emails it is best to do this through Google Analytics, whenever a user has landed on the webpage.

## MONTHLY REPORT

The monthly report consists of 2 parts:

1. Dashboard with the main KPI's.
2. A summary of the most important metrics to the campaign.

### Dashboard

Here you can see the most important data from the last 30 days (if it exists) and compare it to other months or periods in order to evaluate the progress of the campaign and its results.

### Campaign Summary

Working from the results and optimisation analysis that is periodically produced, the summary report shows data relevant to each campaign. This information can relate to:

- Adverts
- Media positioning
- Keywords (segmentation words by campaign)
- Search terms (words the users have used)
- Demographic data
- Conversions
- Impressions lost by budget
- Impressions lost by ranking
- Devices
- Etc.

It is important to highlight, that while the campaigns are active and the results are collated, the reports can contain some variations.