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Londonist Campaign Performance Highlights

2021 Jun29 – 2021 Aug5

Overall achievement

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Londonist --- 伦敦学生公寓



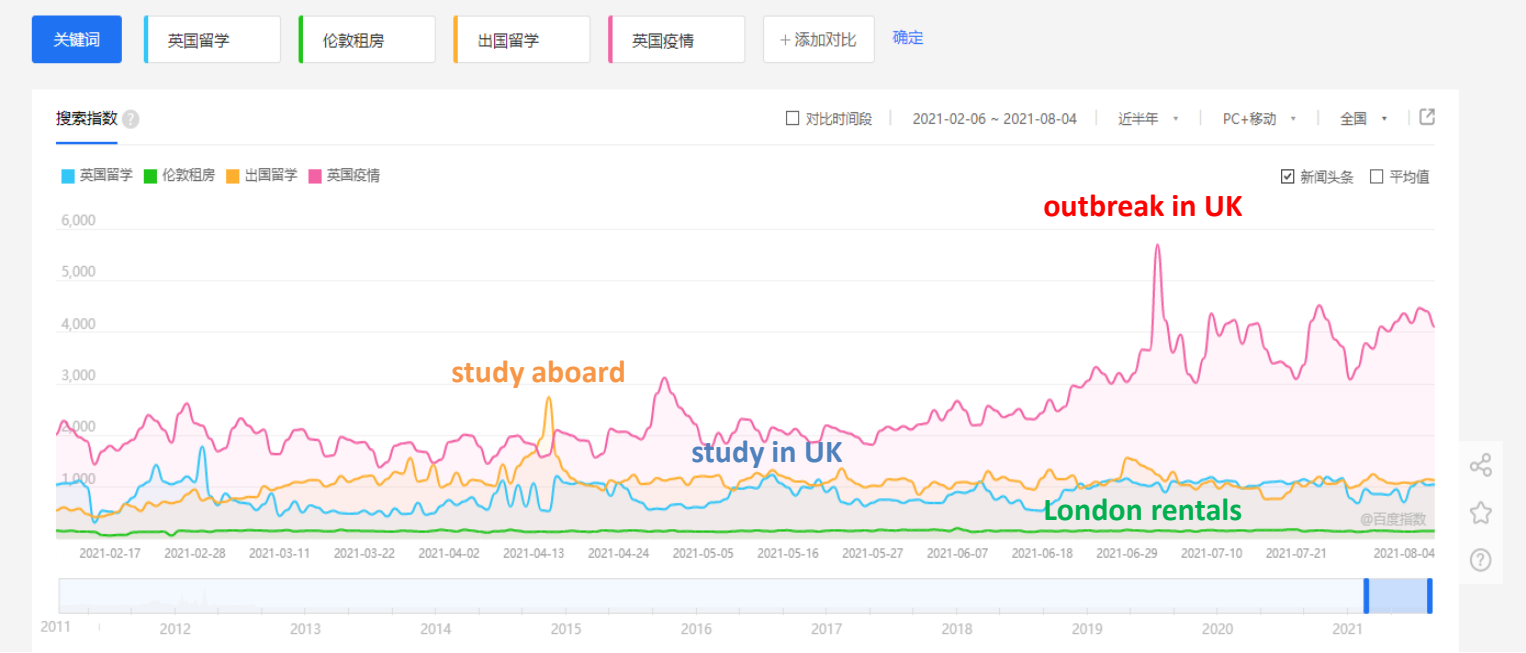
为您省钱的同时,我们也将会为您留下难以忘怀的伦敦时光.房源有限,先到先得

www.londonist.co.uk 广告 保障

- Impressions: 174,613
- Clicks: 3,729
- Spending: RMB34,680
- CTR: 2.14%
- CPC: RMB9.3
- Direct Leads: 31
- CPL: RMB1,119

Coronavirus outbreak in UK becomes a focus of concern in China in recent months, while the demand of study is steady

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Popularity of “Study in UK” & “Study Aboard” decrease 58% YoY and 84% YoY respectively

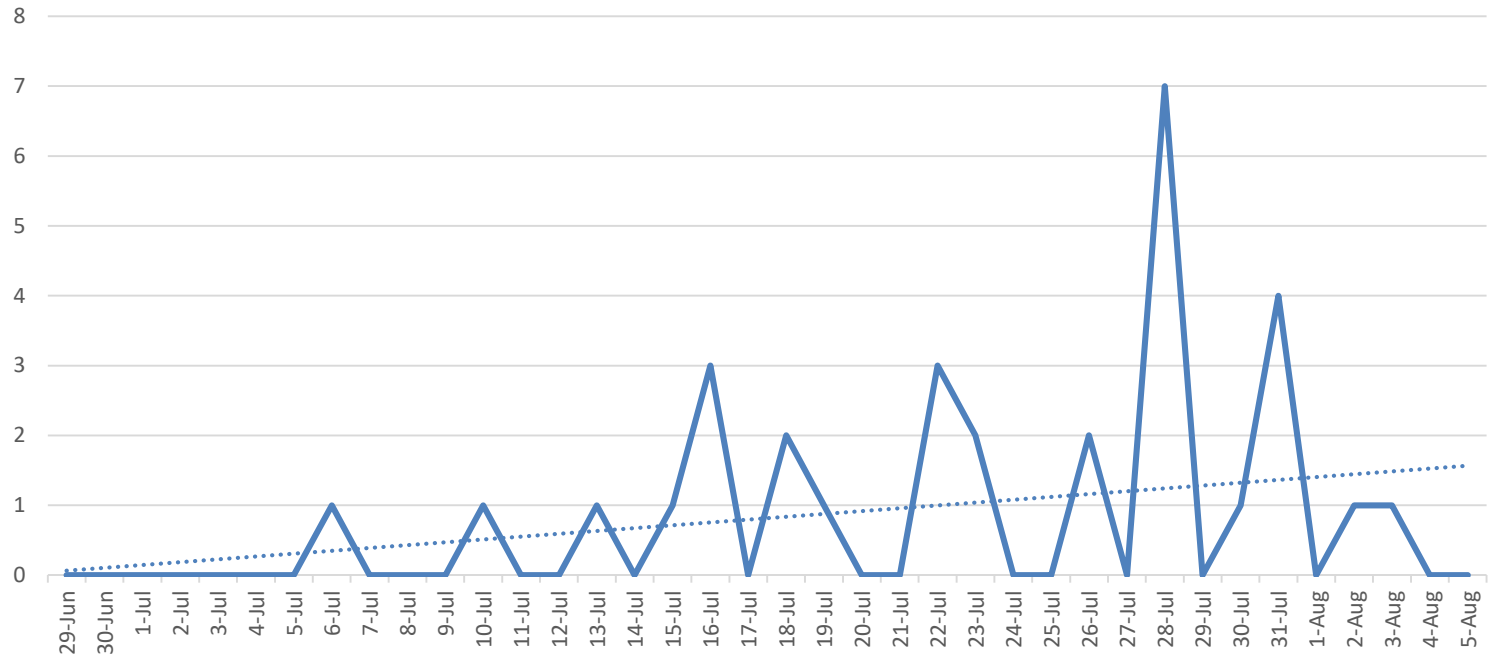
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资讯指数概览

关键词		日均值	同比	环比
英国留学	study in UK	4,828	-58% ↓	-45% ↓
出国留学	study aboard	28,971	-84% ↓	-51% ↓

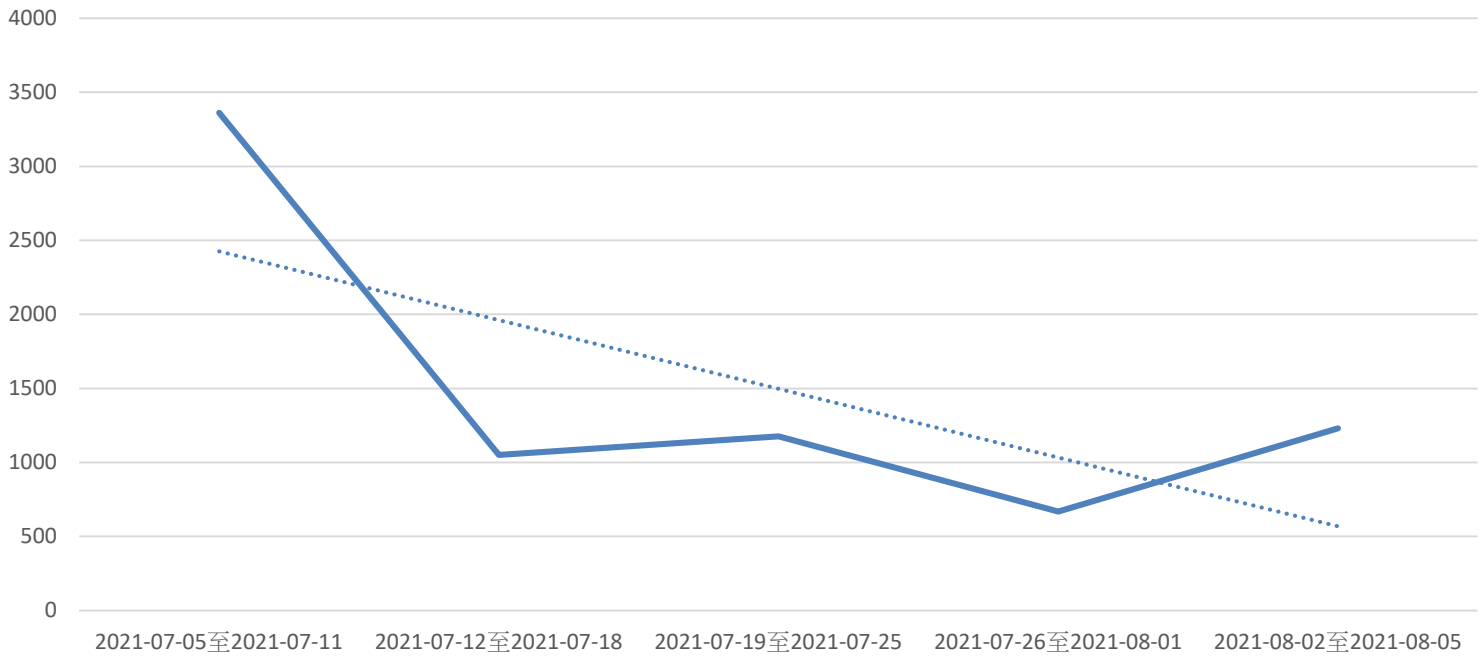
For the Baidu campaign itself, the ability of generating leads were keep increasing

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While CPL was keep decreasing through out the campaign period

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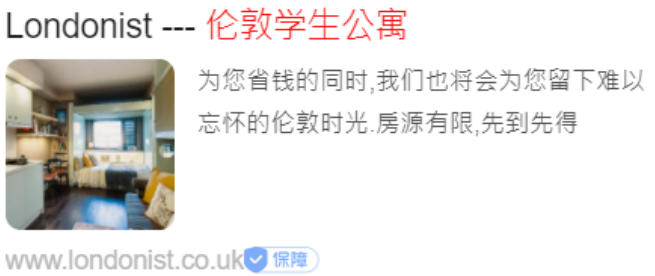


23% of leads were generated by lead form ad

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VS



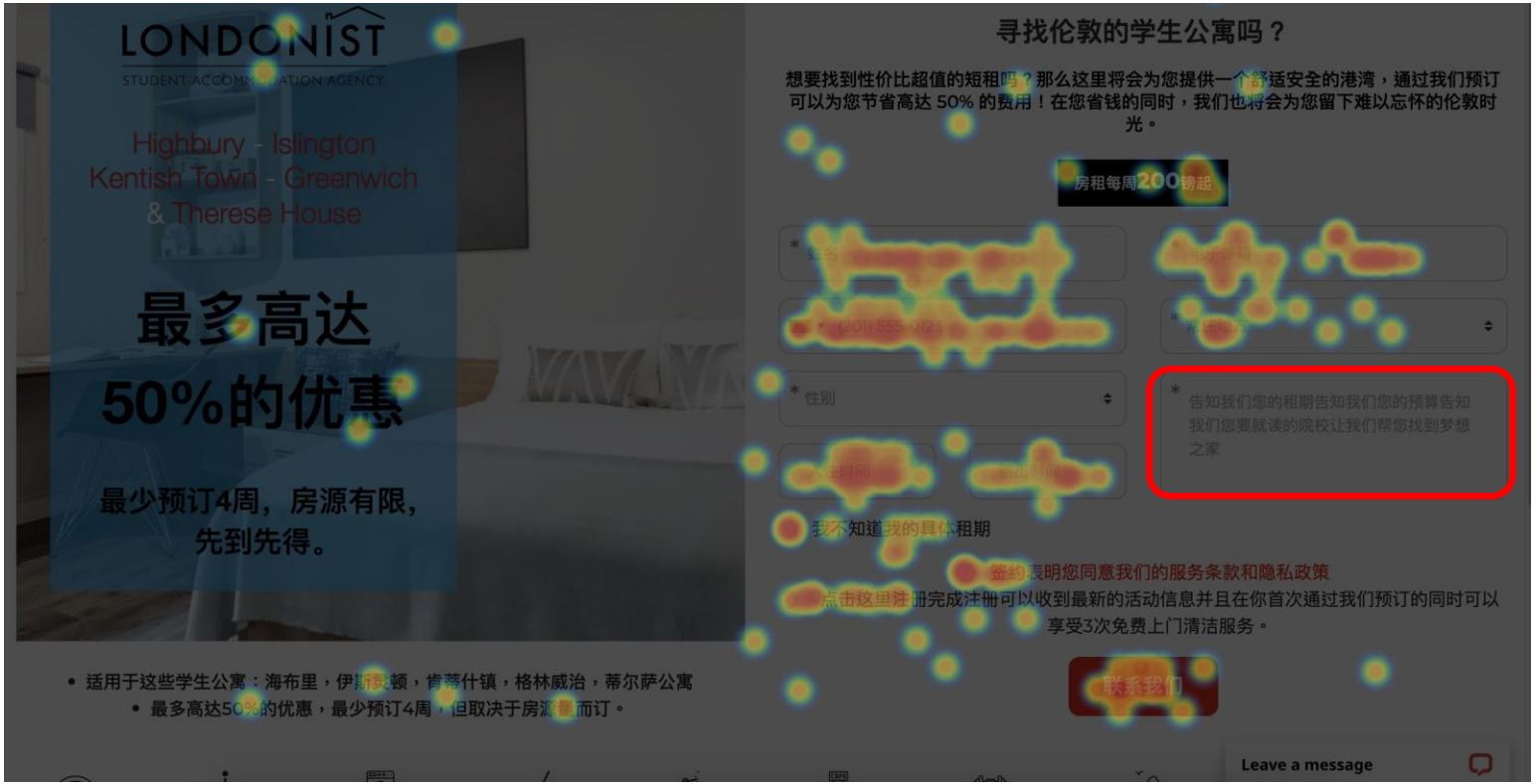
Lead Form Ad

- Shorter conversion path
- Connect essential contact information only

Normal image ad

Filling “Expect Budget” would be a hurdle of driving conversions

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Product terms brought most of the conversions as expected, competitors terms came 2nd

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Campaign	Impressions	Clicks	Spending	CTR	CPC	Normal Leads	oCPC Leads	Lead Form Ad	Total Leads	CPL
Product	82,857	2,190	17,065.22	2.64%	7.79	5	3	3	11	1,551.38
Generic	53,966	977	10,007.52	1.81%	10.24	1	0	0	1	10,007.52
Competitors	17,372	255	5,574.44	1.47%	21.86	6	2	2	10	557.44
Brand	264	63	913.07	23.86%	14.49	5	2	0	7	130.44
Others	19,087	214	869.47	1.12%	4.06	0	0	0	0	N/A
London University Accomodation	196	15	113.65	7.65%	7.58	0	0	0	0	N/A
Named Residences	752	13	105.98	1.73%	8.15	0	0	0	0	N/A
Competitor URL	119	2	30.65	1.68%	15.32	0	0	0	0	N/A

Surprisingly, core keywords like ”London Student Accommodation” & ”UK Student Accommodation” didn’t perform well

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Keyword	EN Translation	Impressions	Clicks	Spending	CTR	CPC	Normal Leads	oCPC Leads	Lead Form Ad	Total Leads	CPL	Top 4th position winning rate
伦敦留学生住宿	Accommodation for international students in London	12,291	283	3,946.51	2.30%	13.95	0	0	0	0	N/A	9.83%
英国留学生住宿	Accommodation for international students in the UK	5,139	425	2,254.72	8.27%	5.31	0	0	0	0	N/A	64.74%
在英国伦敦租房	Renting a house in London, England	5,492	236	2,187.40	4.30%	9.27	2	0	0	2	1,093.70	76.91%
unite student	unite student	13,100	69	1,803.33	0.53%	26.14	1	0	0	1	1,803.33	76.85%
英国留学宿舍如何选择	How to choose a student dormitory in the UK	4,194	371	1,494.25	8.85%	4.03	0	0	0	0	N/A	75.87%
iq student accommodation	iq student accommodation	1,875	82	1,409.75	4.37%	17.19	1	0	0	1	1,409.75	73.56%
伦敦留学生租房	London student housing	9,706	77	1,206.46	0.79%	15.67	0	0	0	0	N/A	62.38%
英国伦敦学生公寓	Student accommodation in London, UK	1,028	51	1,108.29	4.96%	21.73	1	0	0	1	1,108.29	51.66%
在英国伦敦租房	Renting a house in London, England	3,883	100	926.40	2.58%	9.26	0	0	0	0	N/A	43.12%
londonist	londonist	246	61	877.36	24.80%	14.38	5	2	0	5	175.47	99.47%
英国伦敦租房	Rent a house in London, UK	5,140	86	769.26	1.67%	8.94	0	0	0	0	N/A	46.00%
unite students	unite students	409	28	764.48	6.85%	27.3	0	1	1	1	764.48	50.18%
英国伦敦房屋出租	Houses for rent in London, UK	1,601	64	686.26	4.00%	10.72	0	0	0	0	N/A	56.62%
student unite	student unite	211	20	652.99	9.48%	32.65	2	0	0	2	326.50	98.03%
英国留学生租房网	UK Student Housing Network	11,156	104	644.24	0.93%	6.19	0	0	0	0	N/A	66.50%

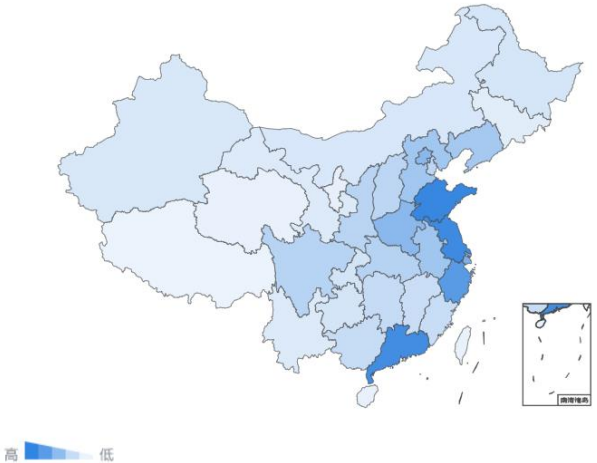
Added English keywords to the campaign to improve the ability of reaching high quality potential audiences

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操作时间	操作人	层级	操作对象	操作动作
2021-07-12 10:45:23	gbp-londonist-2106	关键词	"the londonist student"	新增关键词
2021-07-12 10:45:23	gbp-londonist-2106	关键词	"londonist student"	新增关键词
2021-07-12 10:45:23	gbp-londonist-2106	关键词	"lobdonist dmc"	新增关键词
2021-07-09 15:06:33	gbp-londonist-2106	关键词	"student accommodation central lo...	新增关键词
2021-07-09 15:06:33	gbp-londonist-2106	关键词	"short term student accommodatio...	新增关键词
2021-07-09 15:06:33	gbp-londonist-2106	关键词	"student housing london"	新增关键词
2021-07-09 15:06:33	gbp-londonist-2106	关键词	"student studio london"	新增关键词
2021-07-09 15:06:33	gbp-londonist-2106	关键词	"student residence london"	新增关键词
2021-07-09 15:06:33	gbp-londonist-2106	关键词	"london student accommodation"	新增关键词
2021-07-09 15:06:33	gbp-londonist-2106	关键词	"student accommodation in london"	新增关键词
2021-07-09 15:06:33	gbp-londonist-2106	关键词	"student hostel london"	新增关键词
2021-07-09 14:54:11	gbp-londonist-2106	关键词	"student accommodation london"	新增关键词

Coastal provinces are the area with highest demand as usual, but not necessarily the places with highest conversion rate. E.g. Guangdong, Shanghai

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Province		Impressions	Clicks	Spending	CTR	CPC	Normal Leads	oCPC Leads	Total Leads
广东	Guangdong	21,400	340	3,411.23	1.59%	10.03	1	0	1
江苏	Jiangsu	17,238	314	3,241.90	1.82%	10.32	0	0	0
浙江	Zhejiang	11,731	244	2,767.41	2.08%	11.34	2	0	2
上海	Shanghai	8,716	208	2,727.52	2.39%	13.11	0	0	0
山东	Shandong	14,731	303	2,447.86	2.06%	8.08	2	0	2
北京	Beijing	7,496	193	2,264.40	2.57%	11.73	2	0	2
其它国家	Other countries	4,751	188	1,770.62	3.96%	9.42	4	0	4
河南	Henan	9,515	196	1,593.89	2.06%	8.13	0	0	0
湖北	Hubei	5,088	128	1,177.70	2.52%	9.20	1	0	1
河北	Hebei	7,757	165	1,153.68	2.13%	6.99	0	0	0

Reference from other players (SEM)

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Canvas - 体验多彩英国,就在Canvas英国学生公寓



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Implementing banner ads is the way to tackle low brand popularity issue in China. Advertiser could run both prospecting banner & retargeting banner to create touch points with target audiences proactively

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Thank You!

