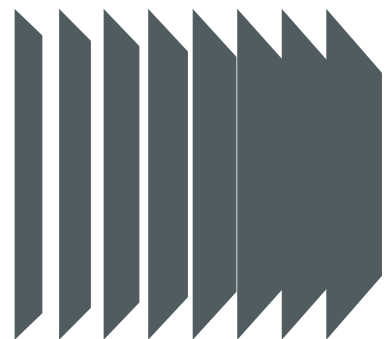


Digital Marketing Analytics

Presented by
Kushika Chhabra



Blog Organization – Curiosity Station

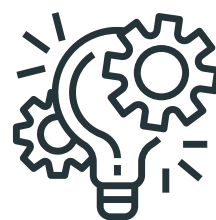
Our blog is structured into three key categories for better content organization



Finance



Business

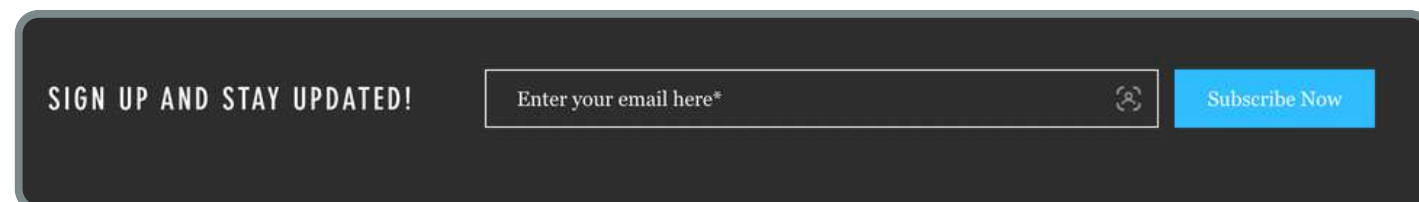


Technology

User-Friendly Navigation



Homepage – Showcasing featured and latest blog posts and users can search topics



Readers can sign up for updates and newsletters

Blog Topics



FINANCE

Covers budgeting, investing, and financial independence



BUSINESS

Focuses on startups, entrepreneurship, and productivity hacks



TECHNOLOGY

Discusses AI, software, business automation, and latest innovations.

Content Management Strategy

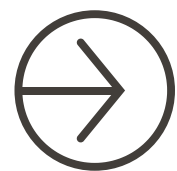
Update Frequency

Weekly Posts

We aim to publish new articles every week to maintain reader engagement, ensure fresh content, and stay relevant with the latest trends in finance, business, and technology

What We Share

These are some examples of the articles we have shared on our website, covering diverse topics



Shreyan Shrimali
Feb 21 · 4 min read

How Gen Z is Changing the Face of Marketing Strategies

I still remember the moment when I attended New York Advertising Week . Going in, I expected a lot of discussions around AI,...

130 views 0 comments

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67 views 0 comments

Dual Income, No Kids (DINK)

[dū(-ə)l 'in-kəm nō 'kɪdz]

A household with two incomes and no children.

Investopedia

Shreyan Shrimali
Oct 25, 2024 · 3 min read

The Rise of the DINK Lifestyle: Financial Freedom or Societal Challenge?

The DINK (Dual-Income, No Kids) lifestyle has seen a significant rise in recent years, reflecting broader changes in societal values and...

37 views 0 comments

Goals & KPI's

Curiosity Station is a space for inquisitive minds to explore thought-provoking insights in Business, Finance, and Technology. Our mission is to spark curiosity, provide valuable knowledge, and create an engaging platform for discussion on emerging trends and innovations

Key Performance Indicators

Website Traffic – Tracking total visitors & page views

Click-Through Rate (CTR) – Measuring ad effectiveness from Google Ads

Conversion Rate – Tracking email subscriptions and returning visitors

Tools Used



GOOGLE ADS



GOOGLE ANALYTICS

Google Ads Setup & Keyword Strategy

Campaign Strategy

To measure the impact of our content marketing efforts, we integrated Google Analytics and Google Ads, ensuring data-driven decision-making.

Our Google Search Campaign targeted users actively searching for Business, Finance, and Marketing topics. Using *Maximize Clicks bidding*, we aimed to drive high traffic while optimizing costs. Expanding to Search Network + Partners increased our visibility beyond Google Search.

For targeting, we focused on *English-speaking users in the U.S.* and refined our keyword strategy by turning Broad Match OFF, ensuring only relevant, high-intent searches triggered our ads. Dynamic Search Ads allowed Google to generate optimized headlines, improving ad relevance.

Google Analytics integration enabled tracking of *CTR, Sessions, and Conversions*, providing insights into user engagement and ad performance. Based on the data, we continuously optimized keywords, ad copy, and targeting to enhance results and align with our KPIs.

Campaign Strategy

To ensure our campaign's effectiveness, we started with a Broad Match approach to gather insights into search behavior, audience engagement, and keyword performance. This allowed us to identify which keywords were generating relevant traffic and which ones were either too broad or not converting.

Once we had enough data, we transitioned to Phrase Match, refining our targeting to reach users with higher intent while reducing irrelevant impressions and clicks. Throughout the campaign, we actively optimized by pausing ineffective keywords and adding negative keywords to improve efficiency. Below is a breakdown of our optimization process for each ad group:

Ad-group 1: Marketing Article

The goal of this ad group was to focus on Gen Z marketing trends, influencer advertising, and digital transformation in marketing. Initially, broad-match keywords helped us understand search patterns, but they also attracted generic traffic that didn't align with our objectives. To refine targeting, we moved to phrase match with keywords like "TikTok influencer advertising," "Gen Z marketing trends," and "customer-driven marketing strategy."

- We paused broad-match keywords like "Genz" and "Micro influencer" as they generated high impressions but low engagement.
- We added negative keywords like "Influencer agency" (exact match) and "TikTok" (broad match) to filter out irrelevant searches related to influencer agencies or general TikTok-related queries.

Keyword Lists and their Match Type

Keyword	Match type
"customer driven marketing strategy"	Phrase match
"new digital marketing trends"	Phrase match
sustainability branding	Broad match
user generated content	Broad match
"content marketing best practices"	Phrase match
"tiktok influencer advertising"	Phrase match
tiktok marketing	Broad match
"gen z marketing trends"	Phrase match
"using influencers for marketing"	Phrase match
"digital transformation in marketing"	Phrase match
Digital experience	Broad match
genz	Broad match

Ad-group 1: Marketing Article

Landing Page

The landing page features a grid of 11 statistics:

- +28% Conversion** when combining UGC and paid content
- 12X Engagement** for video UGC over any other type
- 66% of Brands** increased budgets for creator campaigns
- \$3.58B** Global UGC Market
- +26.6% CAGR** UGC Market from 2021 to 2028
- 96% of Brands** are regularly using Instagram Stories
- +19% Growth** in influencer marketing as a sector in 2022
- 77% of Marketers** have an influencer marketing budget
- +20-50% More Attention** UGC ads outperform conventional ads on the same topic
- 68% of Marketers** are increasing their budgets to 10-30% of overall marketing
- 50 Million People** consider themselves "content creators"

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130 views · 0 comments

Ad Assets

The ad assets are presented as mobile device screens, each containing a sponsored article snippet:

- Asset 1:** Sponsored by Shreyan Shrimali (www.curiositystationblog.com/). Title: **Marketing for Gen Z Wins - Gen Z = Marketing Gamechanger**. Text: "Micro-influencers & digital experiences drive Gen Z marketing. Learn how! Sustainability, TikTok & user content—Gen Z's new marketing rules are here!". Buttons: About Us, Blog Center.
- Asset 2:** Sponsored by Shreyan Shrimali (www.curiositystationblog.com/). Title: **Gen Z Loves User Content - What Gen Z Wants in Ads**. Text: "Gen Z loves TikTok, user content & micro-influencers. Is your brand keeping up? Sustainability, TikTok & user content—Gen Z's new marketing rules are here!". Buttons: Blog Center, About Us.
- Asset 3:** Sponsored by Shreyan Shrimali (www.curiositystationblog.com/). Title: **Marketing? Gen Z Runs It - Marketing's New Gen Z Rules**. Text: "Gen Z loves TikTok, user content & micro-influencers. Is your brand keeping up? Micro-influencers & digital experiences drive Gen Z marketing. Learn how!". Buttons: About Us · Blog Center.

Ad-group 2: Finance Article

This ad group targeted financial trends, specifically economic shifts related to population decline, monetary freedom, and future predictions. The broad-match approach initially provided diverse insights but led to irrelevant traffic.

- We focused on phrase-match keywords like "Declining birthrate and aging population," "Monetary freedom," and "Countries with declining population."
- We paused keywords like "Future predictions," "Living costs," and "Financial trends" as they were too generic or not directly aligned with our campaign focus.
- To further refine targeting, we added negative keywords like "DINKs" and "DONK lifestyle" (both broad match) to avoid unrelated financial lifestyle content.

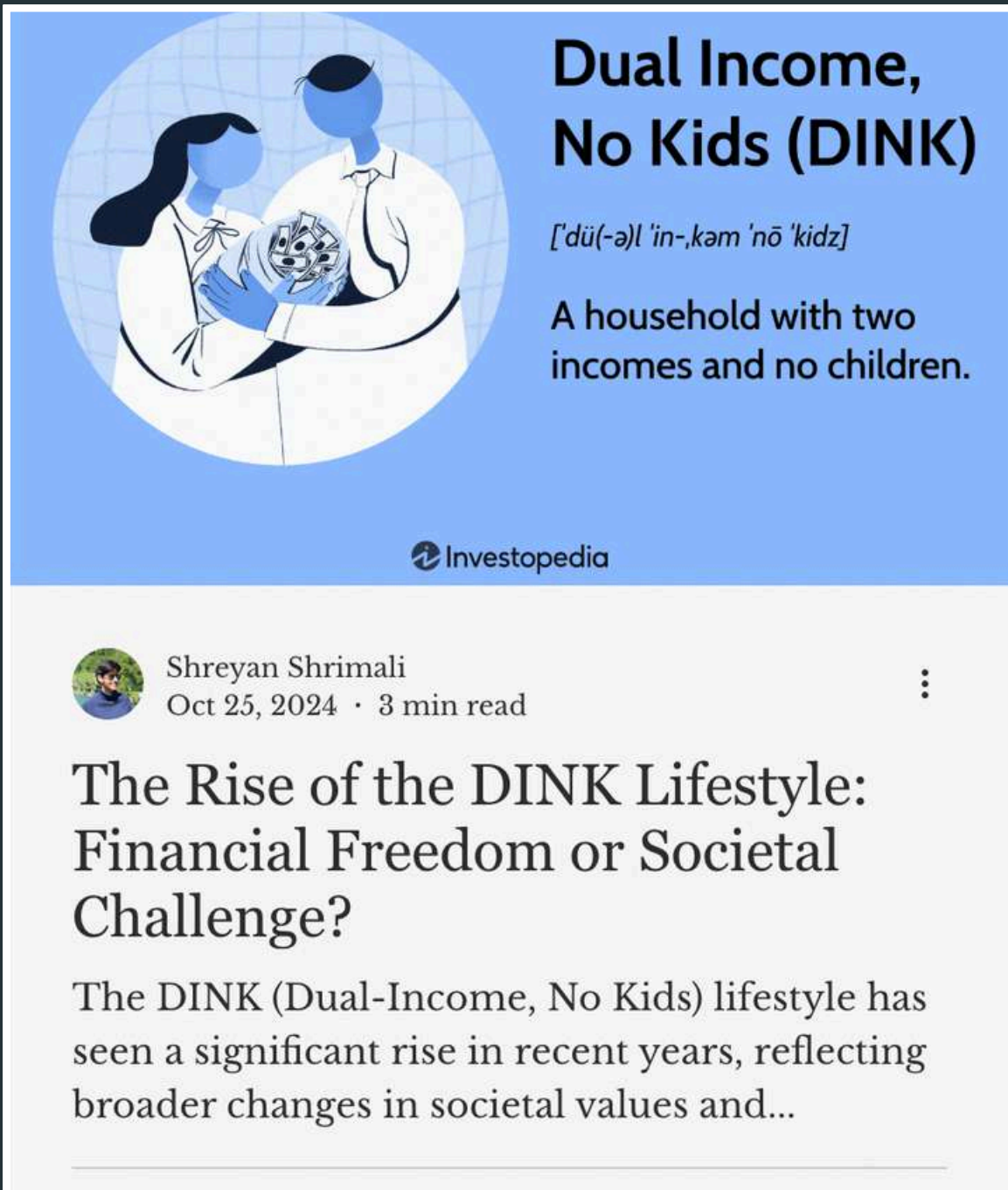
Keyword Lists and their Match Type

Keyword	Match type
declining birthrates	Broad match
aging population	Broad match
countries with declining population	Broad match
population decline	Broad match
economic freedom	Broad match
us living cost	Broad match
financial trends	Broad match
aging population challenges	Broad match
future predictions	Broad match
dink life	Broad match
living costs	Broad match
monetary freedom	Broad match
dink lifestyle	Broad match
declining birthrate and aging population	Broad match
lifestyle country	Broad match

Ad-group 2: Finance Article

Landing Page

Ad Assets



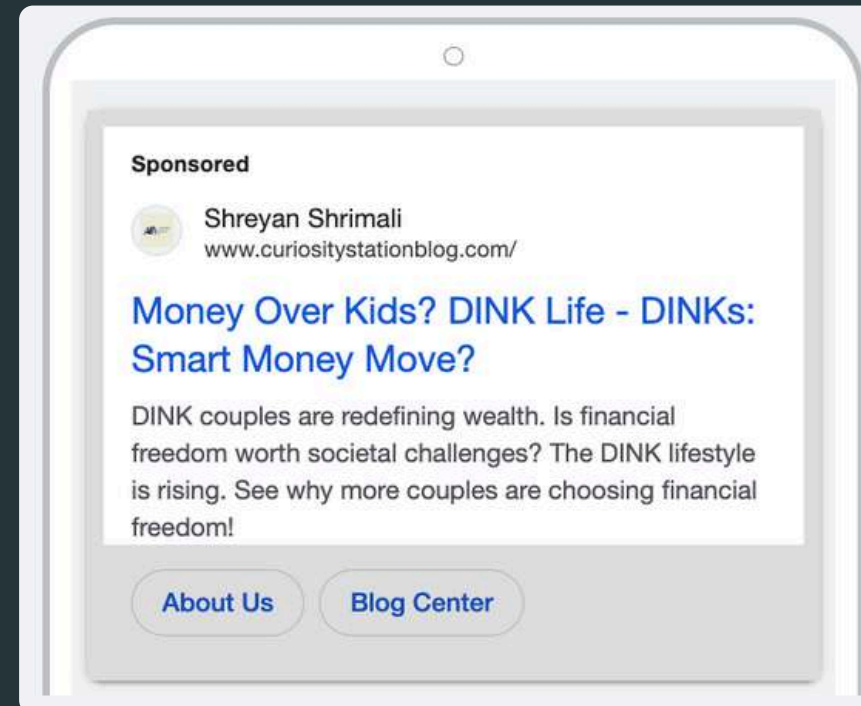
Dual Income, No Kids (DINK)
[ˈdū(-ə)l ˈin-,kəm ˈnō ˈkidz]
A household with two incomes and no children.

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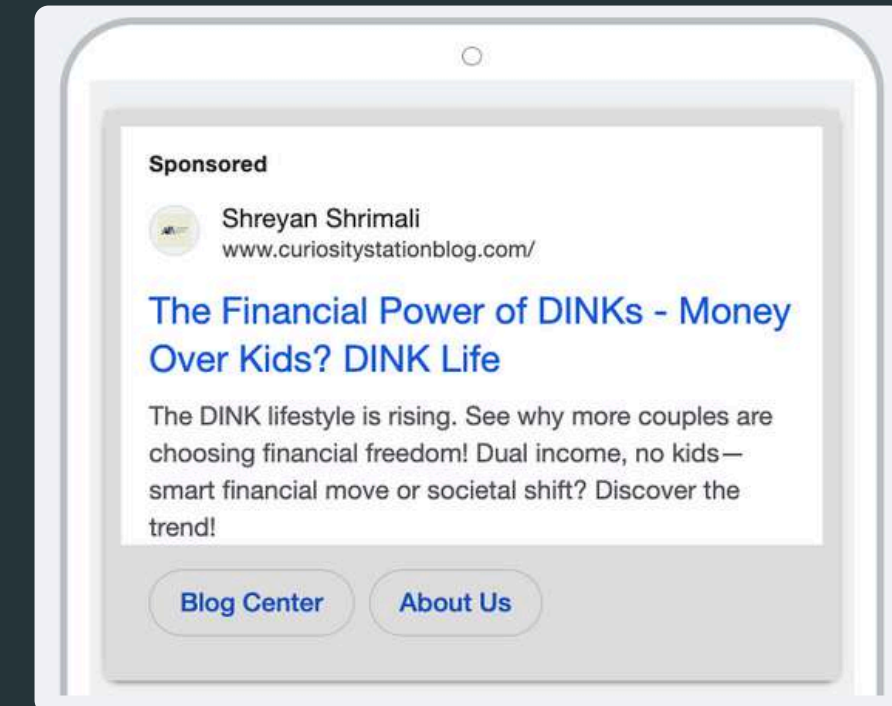
Sponsored

Shreyan Shrimali
www.curiositystationblog.com/

Money Over Kids? DINK Life - DINKs: Smart Money Move?

DINK couples are redefining wealth. Is financial freedom worth societal challenges? The DINK lifestyle is rising. See why more couples are choosing financial freedom!

[About Us](#) [Blog Center](#)



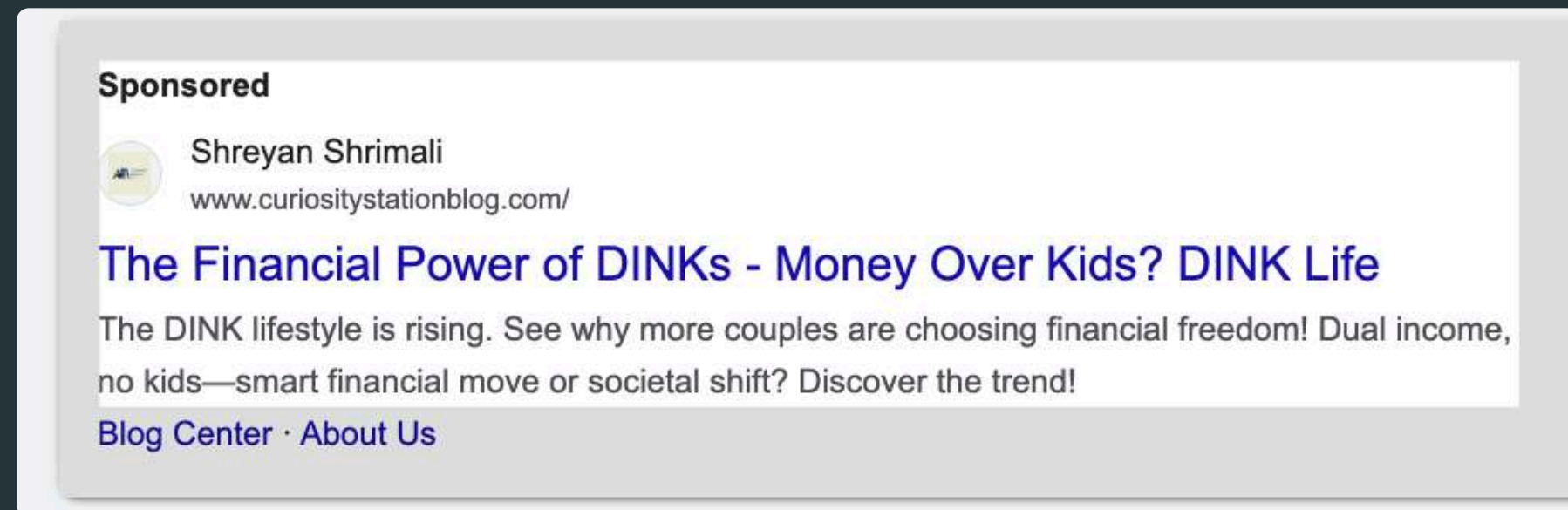
Sponsored

Shreyan Shrimali
www.curiositystationblog.com/

The Financial Power of DINKs - Money Over Kids? DINK Life

The DINK lifestyle is rising. See why more couples are choosing financial freedom! Dual income, no kids—smart financial move or societal shift? Discover the trend!

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Ad-group 3: Business Article

This ad group focused on Gen Z's online behavior, including their attention span, social media habits, and digital upbringing. Our initial broad-match approach helped us identify interest areas but led to high impressions with low click-through rates for keywords like "Gen Z Focus" and "Attention Span."

- We shifted to phrase match keywords such as "Gen Z short attention span," "Connecting with Gen Z," and "Gen Z growing up with social media" to ensure more relevant ad placements.
- We stopped underperforming keywords like "Gen Z Focus" and "Attention Span" due to their high impression but low engagement performance.
- We added "Attention" as a negative keyword (broad match) to eliminate searches related to general attention-related queries that were not specific to Gen Z.

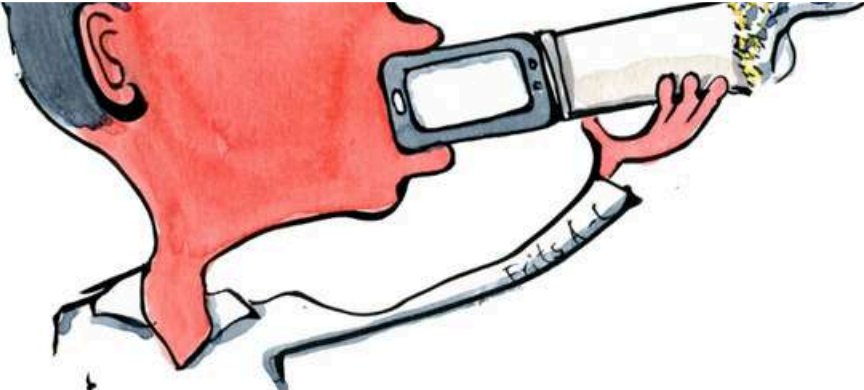
Keyword Lists and their Match Type

Keyword	Match type
gen z social impact	Broad match
social impact of covid 19l	Broad match
gen z short attention span	Broad match
Gen Z Focus	Broad match
Digital Well-being	Broad match
Mindfulness in Tech	Broad match
Screen Time Effects	Broad match
Attention Span	Broad match
Digital Distraction	Broad match
gen z growing up with social media	Broad match
ow concentration span	Broad match
Hyperconnectivity	Broad match
connecting with gen z	Broad match

Ad-group 3: Business Article

Landing Page

Ad Assets



Shreyan Shrimali
Feb 24, 2024 · 4 min read

Focus for 8 Seconds: The Isolation of the Connected Generation

Gen-Z has an 8-second attention span, which is 4 seconds less than millennials' reason for short video content. Gen-Z's decreased...

67 views 0 comments 1 ❤️

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Gen Z's 8-Second Focus - Gen Z's Short Focus Crisis - Tech Kills Our Attention

Hyperconnectivity is isolating us. Can we still focus in a digital world? Short attention spans & digital overload —how tech is changing our minds.

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Lost in the Digital World - Mindfulness in Tech - Gen Z's 8-Second Focus

Fuel your curiosity and drive success with our insightful content. Short attention spans & digital overload—how tech is changing our minds.

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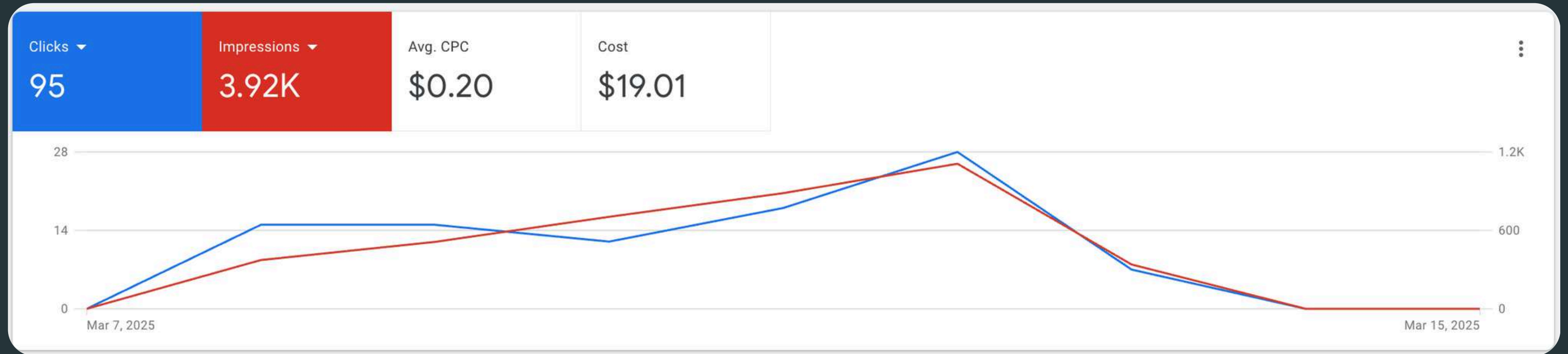
Gen Z's 8-Second Focus - Gen Z's Short Focus Crisis

Hyperconnectivity is isolating us. Can we still focus in a digital world? Short attention spans & digital overload—how tech is changing our minds.

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Google Ads Results & Google Analytics Reports

Campaign Results Overview



The objective of the campaign was to drive maximum traffic to the website at a low cost by optimizing keywords and refining audience targeting. The campaign performance data from March 7–15, 2025, highlights key improvements in engagement and cost efficiency.

Key Performance Metrics:

- Total Clicks: 124 clicks were generated, indicating successful engagement with the target audience.
- Total Impressions: 6.13K, ensuring broad visibility and brand awareness.
- Average CPC: \$0.20, demonstrating cost-efficient traffic acquisition.
- Total Cost: \$24.76, maintaining a low budget while maximizing reach.

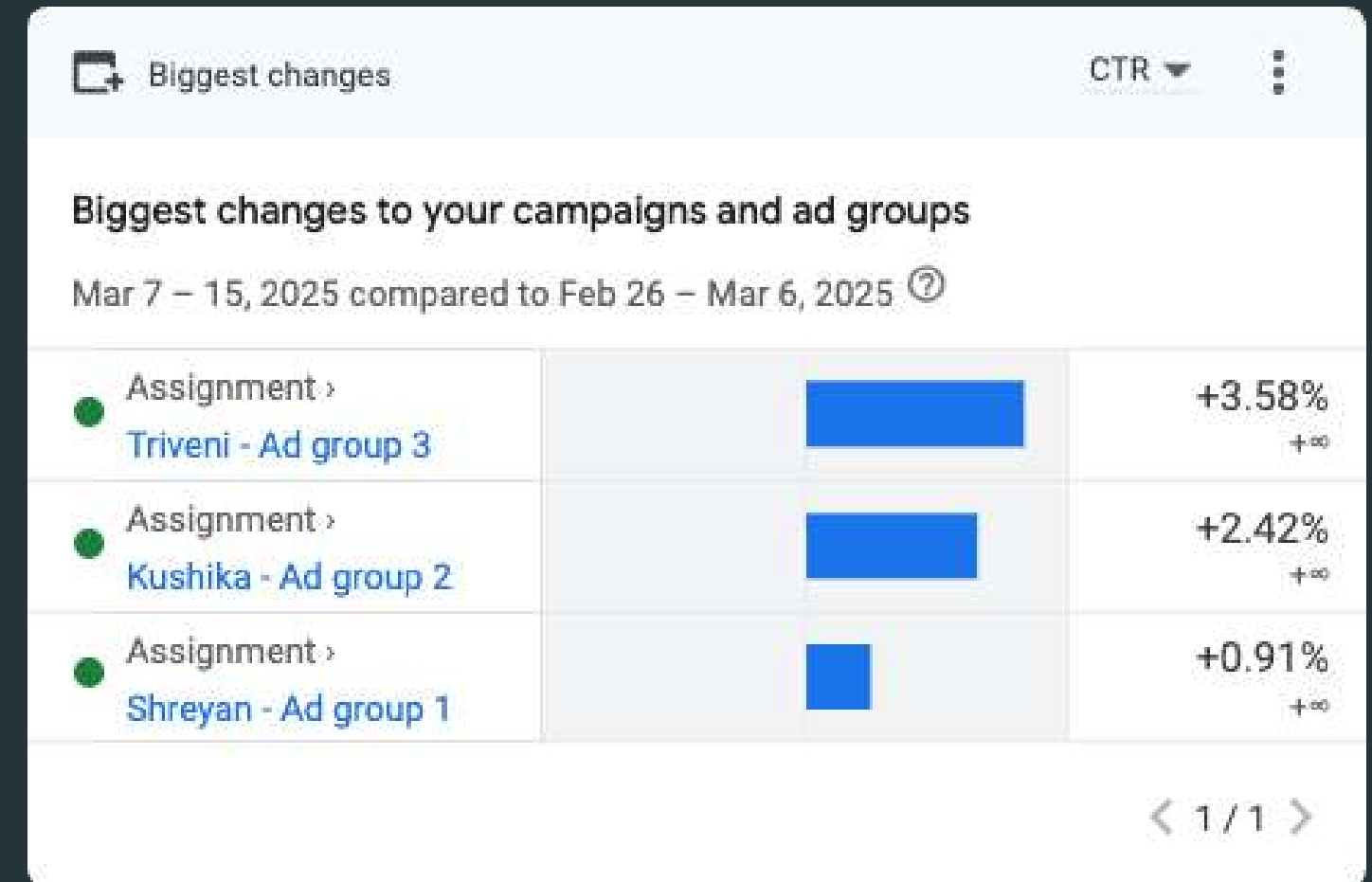
Ad Group Performance Highlights

Kushika (Marketing Ad Group 2) generated the highest engagement, contributing 95 additional clicks, validating the effectiveness of refined keyword targeting.

Shreyan (Digital Ad Group 1) and Triveni (Finance Ad Group 3) also performed well, driving 17 and 12 additional clicks, respectively.

CTR IMPROVEMENT:

- Triveni (Finance) Ad Group achieved the highest CTR growth (+3.58%), reflecting strong audience relevance.
- Kushika (Marketing) Ad Group followed with +2.42%, indicating improved keyword effectiveness.
- Shreyan (Digital) Ad Group also showed positive growth (+0.91%).



Insights from Data Analysis

DEVICE PERFORMANCE

- Computers had the highest CTR (4.85%), indicating strong engagement, though with fewer clicks overall.
- Mobile drove the majority of clicks (96 out of 124 total clicks) but had a lower CTR (1.83%), suggesting possible inefficiencies in ad targeting or user experience.
- Tablets underperformed with the lowest CTR (1.52%) and the highest CPC (\$0.31), making them the least cost-effective device.
- Computers provided the best engagement per cost, suggesting a need for increased bid adjustments.
- Mobile, despite its click volume, may need better ad creatives or targeting refinement to improve efficiency.
- Tablet spend should be reduced or reallocated to higher-performing devices.

Device	Level	Added to	Bid adj.	Ad group bid adj.	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
Mobile phones	Campaign	Assignment	—	None	96	5,233	1.83%	\$0.19	\$18.57
Computers	Campaign	Assignment	—	None	21	433	4.85%	\$0.19	\$4.03
Tablets	Campaign	Assignment	—	None	7	460	1.52%	\$0.31	\$2.16
Total: Account ?					124	6,126	2.02%	\$0.20	\$24.76

KEYWORD PERFORMANCE

- High-performing keywords like “tiktok takes on facebook in us advertising push” had an outstanding CTR (20.27%), showing strong audience relevance.
- "gen z" was the most clicked keyword (87 clicks) but had a moderate CTR (1.98%), indicating broad interest but potentially mixed intent.
- Low-performing terms like “attention span” and “attention” generated high impressions but very low engagement, signaling a need for negative keywords or better refinement.
- Broad match keywords had inconsistent results, leading to wasted impressions on less relevant queries.

<input type="checkbox"/> Search term	Match type	Added/Excluded	Campaign	Ad group	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Campaign type
Total: Search te... [?]					87	4,396	1.98%	\$0.21	\$18.67	
<input type="checkbox"/> gen z	Exact match (close variant)	None	Assignment	Kushika - Ad group 2	8	1,031	0.78%	\$0.20	\$1.62	Search
<input type="checkbox"/> attention	Broad match	None	Assignment	Shreyan - Ad group 1	2	605	0.33%	\$0.13	\$0.26	Search
<input type="checkbox"/> influencer marketing agency san francisco	Broad match	None	Assignment	Kushika - Ad group 2	5	198	2.53%	\$0.34	\$1.72	Search
<input type="checkbox"/> attention span	Exact match	None	Assignment	Shreyan - Ad group 1	0	112	0.00%	—	\$0.00	Search
<input type="checkbox"/> generation z	Exact match (close variant)	None	Assignment	Kushika - Ad group 2	1	81	1.23%	\$0.23	\$0.23	Search
<input type="checkbox"/> tiktok takes on facebook in us advertising push	Phrase match (close variant)	None	Assignment	Kushika - Ad group 2	15	74	20.27%	\$0.30	\$4.49	Search
<input type="checkbox"/> influencer agency nyc	Broad match	None	Assignment	Kushika - Ad group 2	4	43	9.30%	\$0.32	\$1.26	Search

Challenges Faced & How We Addressed Them

1. Low CTR on Key Search Terms & Mobile Performance Issues

- Some high-impression keywords, such as “attention” and “attention span,” had very low CTR, leading to wasted impressions.
- Mobile, despite driving most clicks, had a lower-than-expected CTR (1.83%), indicating possible ad creative or targeting inefficiencies.

How We Addressed It:

- Identified low-performing keywords and planned to replace or pause them.
- Optimized ad copy and creatives to better align with search intent.
- Improved mobile ad experience by testing landing page load times, ad design, and CTA placements.

2. Budget Allocation Inefficiency Across Devices

- Computers had a significantly higher CTR (4.85%), yet mobile received the bulk of ad spend.
- Tablets were the least cost-effective but still consumed part of the budget.

How We Addressed It:

- Planned to adjust bid modifiers—increasing bids for computers while decreasing bids for tablets.
- Focused on reallocating budget from inefficient placements to high-performing ones.
- Ran device-specific ad variations to improve engagement where necessary.

Challenges Faced & How We Addressed Them

GA4 Integration Not Showing Data

- Even though we properly connected Google Analytics (GA4) to Google Ads and followed all setup instructions, no data appeared in GA4 reports.

How We Addressed It (We Couldn't)

- Double-checked GA4 event tracking settings to ensure proper setup.
- Verified Google Ads auto-tagging was enabled.
- Used Google Tag Assistant & DebugView to troubleshoot missing data.
- As a backup, checked Google Ads reports directly to track campaign performance.

Linked property	Status	Account	Date linked ↓
Shreyan Google Analytics (GA4)	Import Google Analytics audiences: On App and web metrics: Off	—	Mar 7, 2025

Account Name	Account ID	Account type	Personalized Advertising	Date linked	Linked by
Google Ads account	671-894-2072	Account	Enabled	Mar 7, 2025	shrimalishreyan@gmail.com >