



Digital Advertising Audit

Boost your online performance

Even your hardest-working media dollars could be doing more for your business.

For advertisers, the need for a sound digital advertising strategy within your media mix is imperative. PPC, display, mobile, remarketing and paid social are highly-measurable and have direct connections to scores of prospective customers. When executed well, these paid acquisition efforts deliver a reliable flow of new customers and a set of performance metrics unrivaled across other channels. But when your digital advertising execution isn't optimal, it can consume budget and deliver obscure reporting.

Unfortunately, many digital advertising campaigns are not set up to accurately measure and optimize marketing dollars. Performance becomes questionable and insights are impossible to discern. If your conversion tracking is implemented incorrectly, or the structure of your accounts and campaigns are executed poorly, it will limit your success.

Cardinal Path can provide a holistic and rigorous review of your current paid acquisition campaigns to evaluate all aspects and identify optimization opportunities and departures from established best practices. We'll review your account structure, bidding practices, keyword coverage, and deliver a prioritized list of action items to ensure you're reaping the maximum benefit from one of the best marketing channels digital media has to offer.

Receive a comprehensive reports across the following digital advertising areas:

- Account, campaign, and AdWords structure
- Budgeting, bidding & scheduling
- Landing page copy & design
- Website analytics with KPI assessment
- Ad copy and messaging
- Quality score
- Keywords and negative keywords
- Match type strategy
- Display campaigns
- Ad extensions
- YouTube search campaigns
- Mobile & app ads
- A/B testing
- Campaign tagging
- Remarketing
- Paid Social

A paid acquisition audit from Cardinal Path provides you with:

- An evaluation across both Google AdWords and Bing Ads
- Comparison of your implementation against best practices
- Detailed evaluation of opportunities
- Knowledge to advise and direct stakeholders and external agencies
- Clear line of sight into how to improve paid ROI
- Actionable recommendations and next steps

A Proven Approach to Paid Acquisition Auditing

We'll work with you to conduct a thorough analysis of your current activities and implementation, and establish a baseline for digital advertising performance. Instill confidence across your teams with data that is confirmed for accuracy, and start making decisions that reflect true performance and opportunity.

While there are clear best practices that apply to all paid accounts, we know that your campaigns and objectives are unique. By working with your team to understand the successes and challenges that your organization has faced in the past, as well as goals for upcoming efforts, we can get up to speed quickly and gain a familiarity with your campaigns to deliver a customized game-plan for improving your paid accounts. If eligible, Cardinal Path can also help you setup your Google Ad Grants account and optimize it to ensure you get the most value out of the program.

Once we've completed the audit, we'll take you through a detailed report of our findings and recommendations. The Cardinal Path Paid Acquisition Audit delivers tangible action items to help make your campaigns work harder on your company's behalf.

Learn more!

A Cardinal Path Paid Acquisition Audit will quickly increase your search performance and pay dividends for your business.

We'll show you how. Contact us today:

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Cardinal Path is an award-winning digital data analytics and optimization consulting firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.