



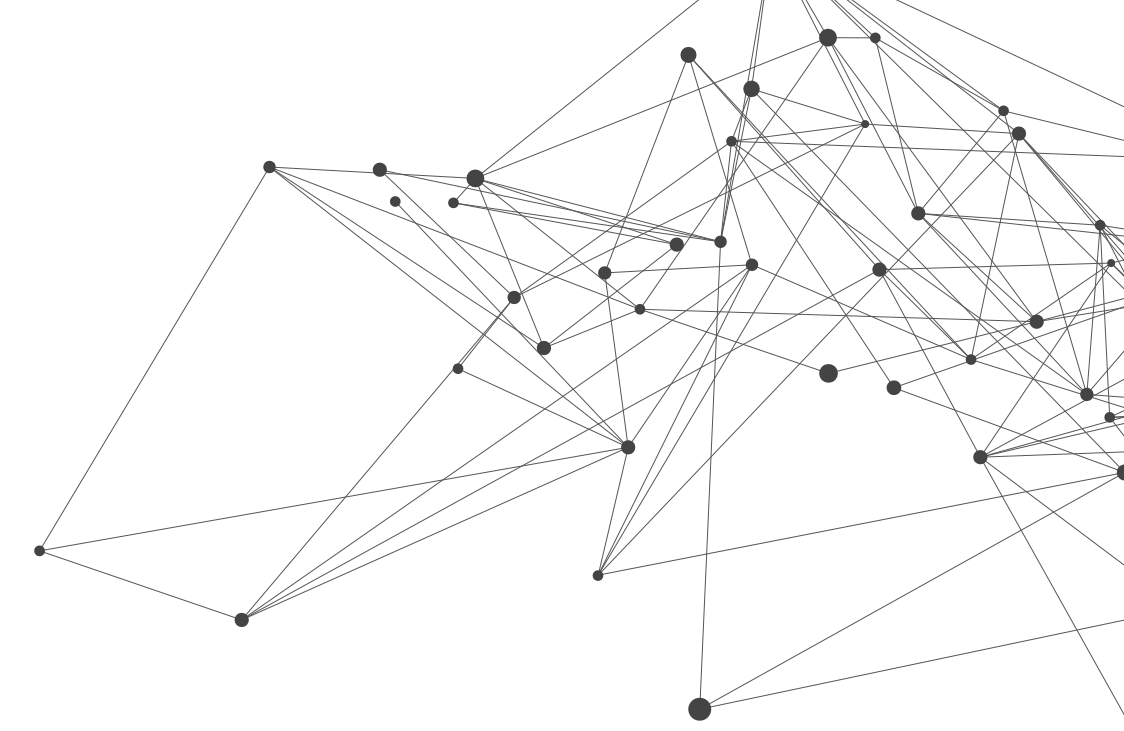
# ORRA AI <sup>TM</sup>

## Performance Report on Selected Implementations

MARCH 2019

Case Study

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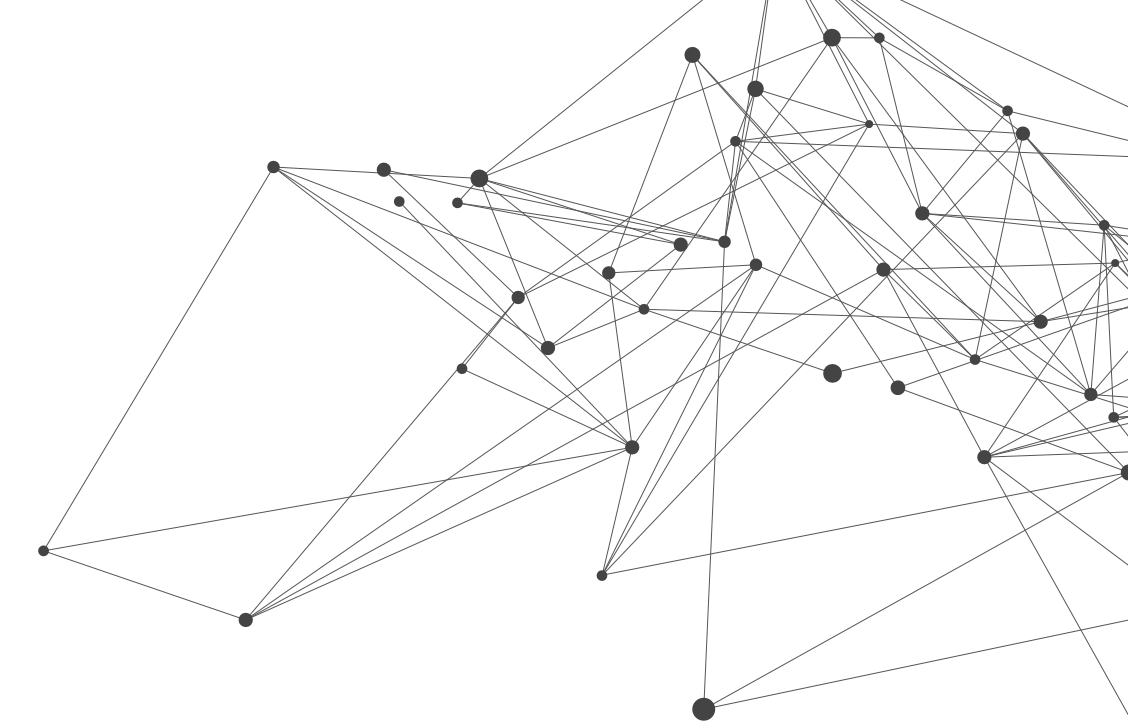
# Polish Hotel

Luxury Apartment Hotel

ORA AI

# Background Information

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## Country of origin – Poland

- Polish Luxury Apartment Hotel is a luxury, 50+ apartments property in the 200m tall building in Wroclaw, Poland;
- Adwords campaigns are being managed by a Polish digital agency XYZ
  - Agency works on a fixed fee basis with the hotel

## Period for which results are given – 1 month (01.01.2019 - 31.01.2019)

Benchmark periods – **01.07.2018 – 31.07.2018** (SP, or Summer Period) **and** **27.08.2018 - 28.09.2018** (BP, or Best Period<sup>7</sup>)

<sup>7</sup> The period for which best results were achieved by the human experts running the campaigns

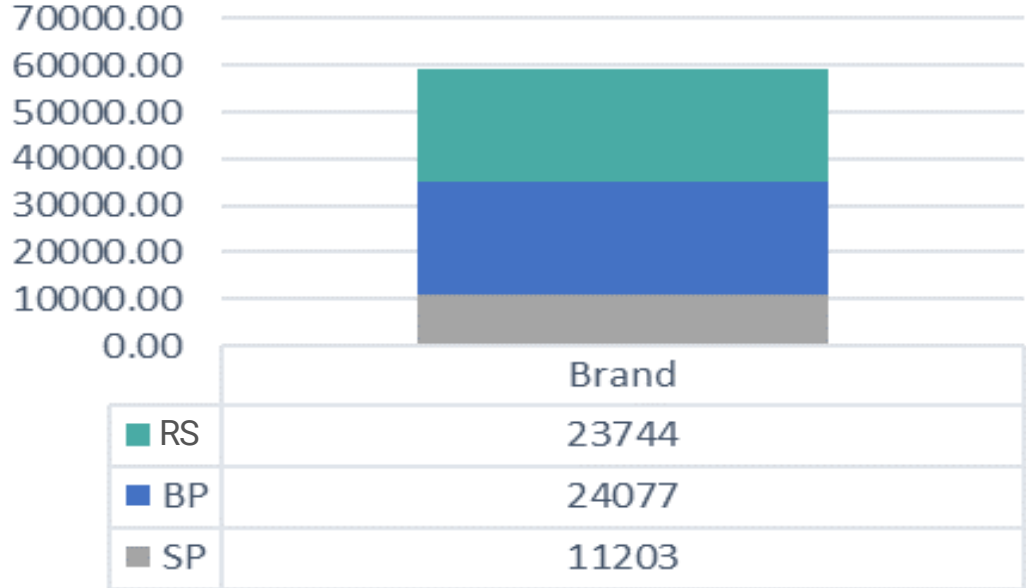
# Summary of Financial Results

- On the key financial parameters, campaign “profit” (Margin on Ad Spend) and ROI, ORA AI has either matched or outperformed the human experts running the campaigns

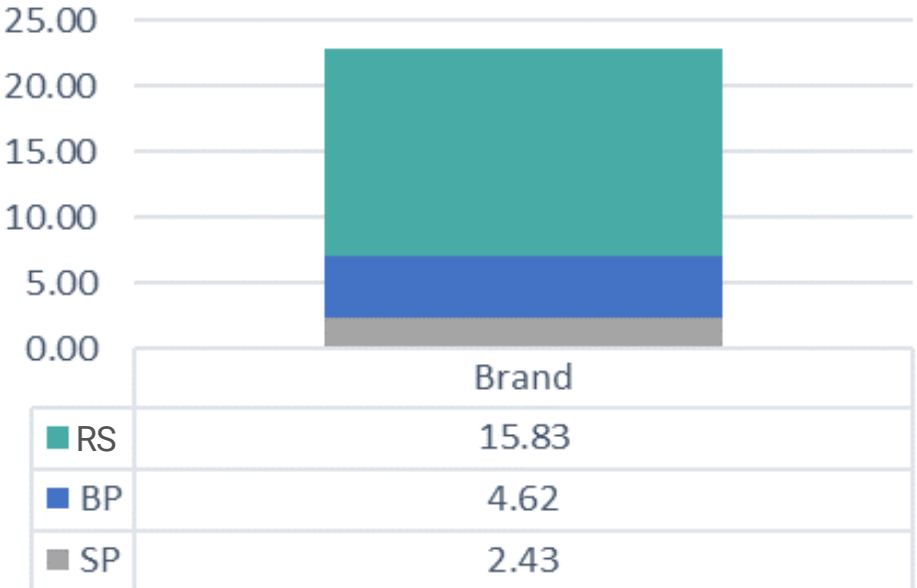
- After initial dip (likely due to the learning effect), ORA AI quickly got effective



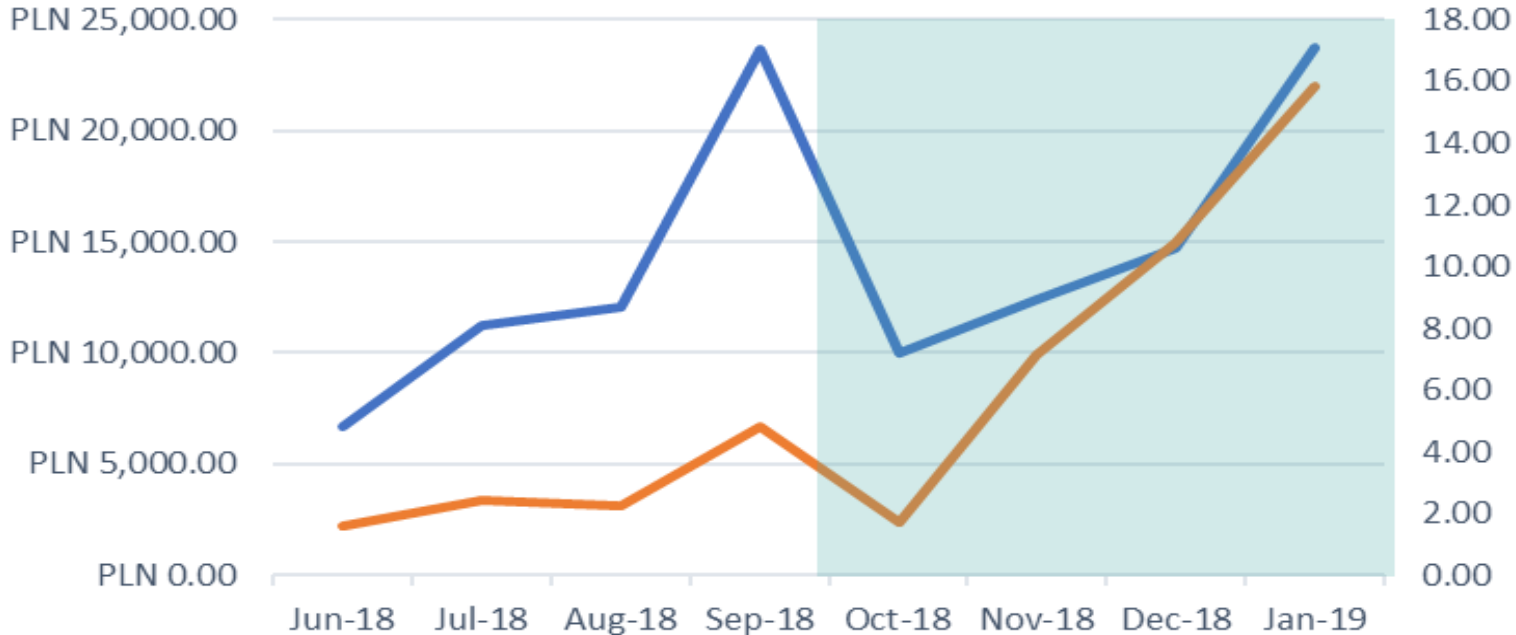
**Campaign profit [PLN]**



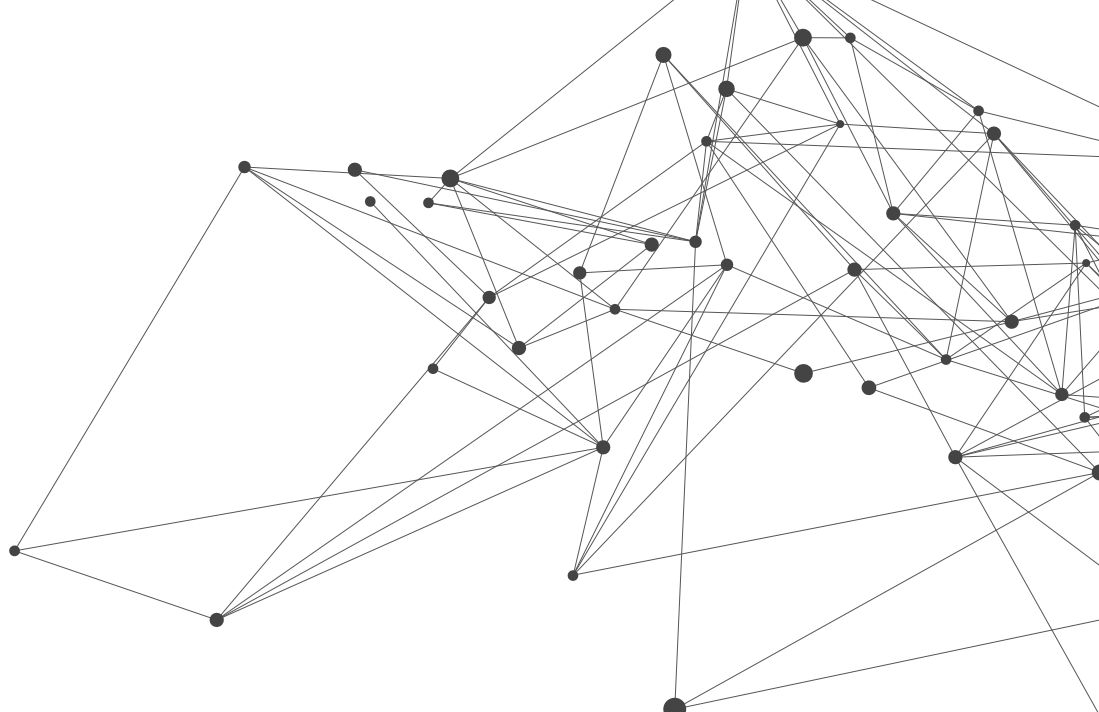
**ROI**



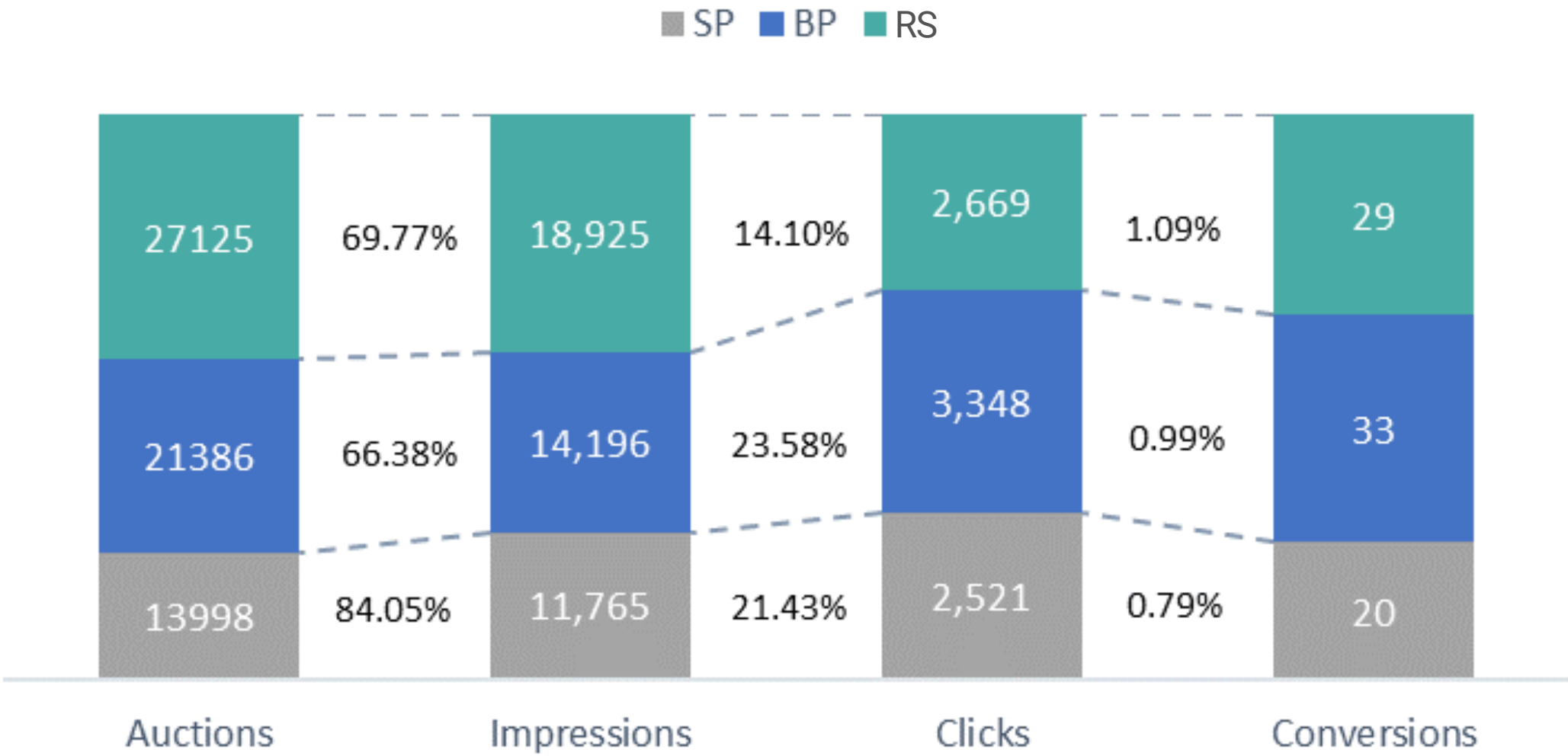
**Profit and ROI 2018.06-2019.01**



# Non-financial performance metrics were on balance positive



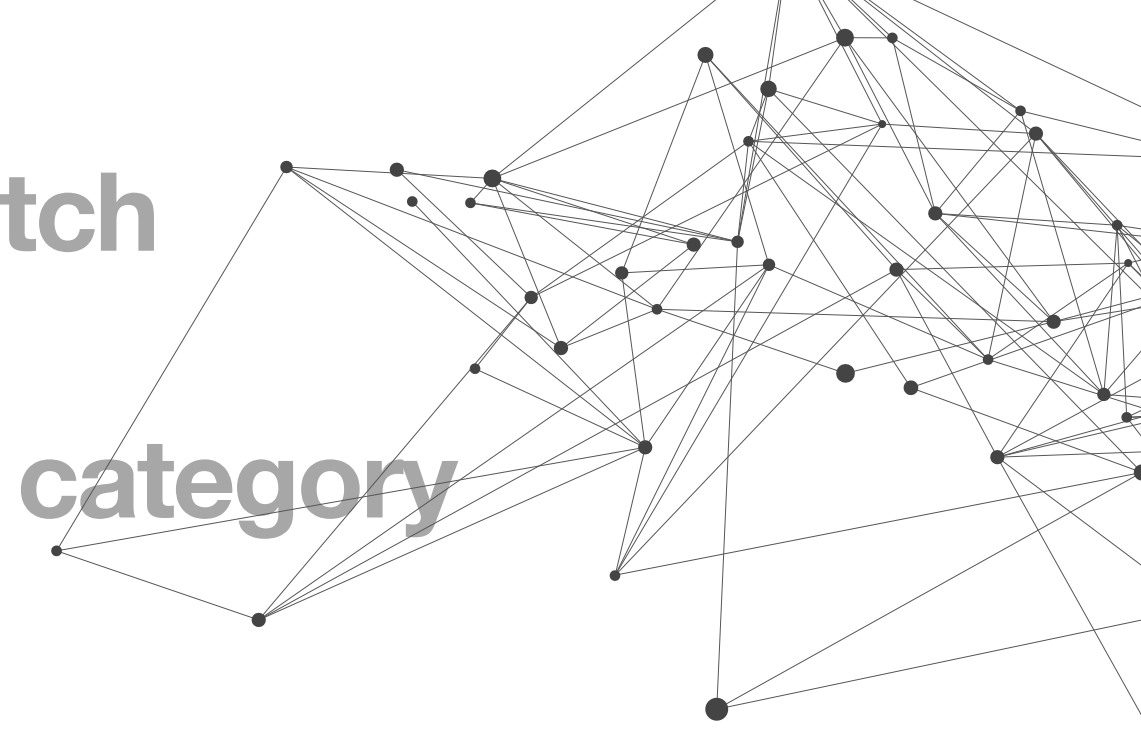
## Non - financial Campaign Performance Metrics



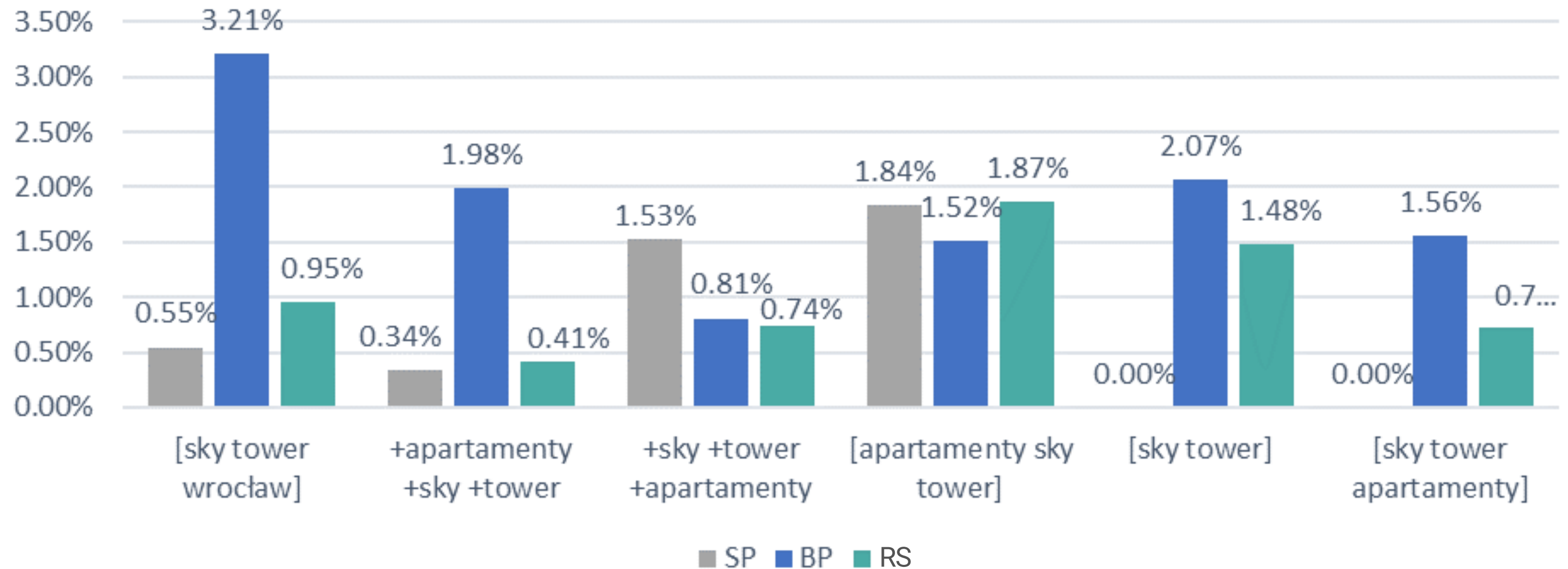
Ad positioning on branded campaigns has declined, but the CPC declined significantly as well

	ORA AI	BP
Ad positioning	1.9	1.3 (1.3)
Cost per Click	0,56 PLN	1,56 (1,83) PLN

In this case, ORA AI did not manage to match “the best” human expert performance in conversion rate for highest revenue keywords category



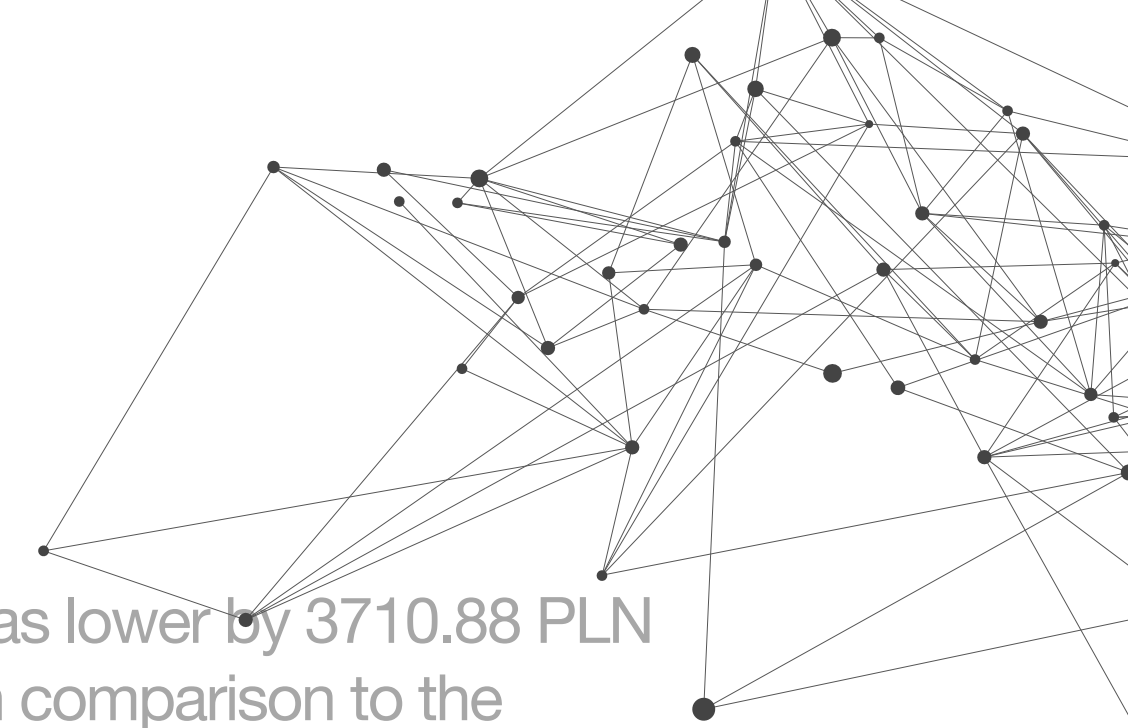
### Conversion rate for highest revenue keywords





# Discussion of results

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## Bottom line

- The total cost of campaigns was significantly lower than in both periods under comparison. It was lower by 3710.88 PLN (-72.22%) when compared to the best “manual” period, and lower by 3103.53 PLN (-67.42%) in comparison to the summer period.
- The profit in January 2019 was only 333.12 PLN (-1.38%) lower than in the best “manual” period and significantly higher (by 12,540.53 PLN, or +111.94%) than in July 2018.
- ROI increased significantly by 11.21 (+242.68%) comparing to the best manual period and by 13.40 (+550.61%) when compared to July 2018.

## Other observations

- Number of impressions increased in January 2019, while search impression share at 69.77% was higher than in the best period (66.38%) and lower than in July 2018 (84.05%). Click through rate dropped compared to both previous periods (at 14.10% when ORA AI managed bids, 23.58% in BP and 21.43% in SP). Conversion rate increased from 0.79% in the summer period and 0.99% in the best manual period to 1.09% in January 2019.
- Five out of six best keywords registered a drop in conversion rate from the best manual period to January 2019. The largest drop was from 3.21% to 0.95% for the [sky tower wroclaw] keyword. Therefore, the overall increase in conversion rate was likely an effect of relatively higher bids used on the best performing keywords.



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