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The Customer Perception of Pay-Per-Click (PPC) Search Campaigns of an Online Medical Solution Portal with Reference to **PunyaHealth, Bengaluru, India**

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ABSTRACT: A Pay-Per-Click (PPC) Search Campaign is one of the powerful Internet Marketing tools available at the disposal of a business. This is one of the very effective ways to reach out to individual customers directly. With lesser cost, a PPC will generate huge revenue for a business. It's Return on Investment (ROI) is very high. However, a business has to ensure that its PPC campaigns are effective enough to serve its customers in the best possible way. It is imperative that a business has to study the perception of its customers on various aspects of its PPC campaigns. This will ultimately throw light on possible areas in the PPC for improvement. In this research paper, the researcher study the customer perception of various aspects of PPC search campaign of an online medical solution portal, **PunyaHealth**. For a medical solution portal like **PunyaHealth**, booking doctor appointment for its customers is one of the important services it offers to them. A good PPC search campaign a vital link to execute this process very effectively. Hence, ironing out any glitches in the PPC and streamline it to the satisfaction of the customers are paramount importance. Therefore, the core focus of this study is to help an online medical solution portal like **PunyaHealth** to understand its customers' perception of various aspects of its PPC search campaign and, based on that, give suggestions to improve its PPC search campaigns.

KEYWORDS: Pay-Per-Click (PPC) Search Campaign, Landing pages, Quality Score, Ad Rank and Search Engine Result Page (SERP).

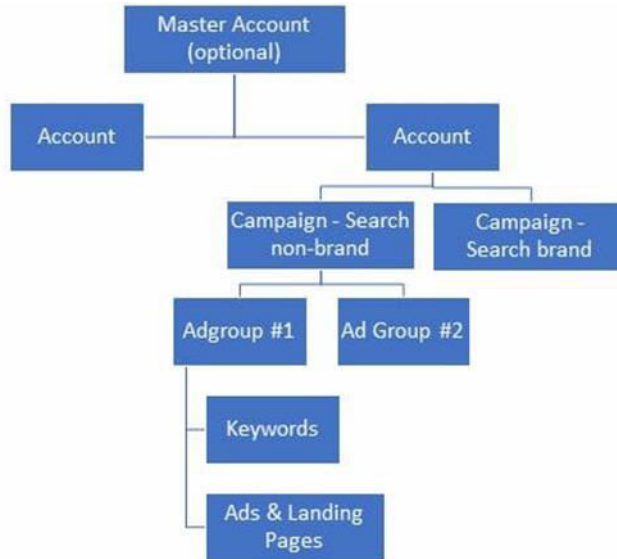
I.INTRODUCTION TO PPC SERACH CAMPAIGN

Pay-per-click (PPC) is a model of internet marketing in which advertisers pay a fee each time when one of their ads is clicked. Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering. Every time an entity's ad is clicked, sending a visitor to that entity's website, the entity has to pay the search engine a small fee. When PPC is working correctly, the fee an entity pay for that is too small as the visit is worth more than what it pays for it. For instance, if one pays Rs 5 for a click, but the click results in Rs 500 sale, in this way one has made a hefty profit. Google Ads is the single most popular PPC advertising system in the world. The Ads platform enables businesses to create ads that appear on Google's search engine and other Google properties. Google Ads operates on a pay-per-click model, in which users bid on keywords and pay for each click on their advertisements. Every time a search is initiated, Google digs into the pool of Ads advertisers and chooses a set of winners to appear in the valuable ad space on its search results page. The "winners" are chosen based on a combination of factors, including the quality and relevance of their keywords and ad campaigns, as well as the size of their keyword bids (wordstream.com, 2021). [17] A lot goes into building a winning PPC campaign: from researching and selecting the right keywords, to organizing those keywords into well-organized campaigns and ad groups, to setting up PPC landing pages that are optimized for conversions. Search engines reward advertisers who can create relevant, intelligently targeted pay-per-click campaigns by charging them less for ad clicks. If one's ads and landing pages are useful and satisfying to users, Google charges him/her less per click, leading to higher profits for one's business. Therefore, if one is willing to start PPC, it's important to learn how to do it right. In PPC each account will hold multiple campaigns. Each Search text ad campaign then has multiple ad groups. It's at the ad group level that keywords and ads are



organized. Campaign structure is one of the most critical pieces of a successful PPC effort. There are hundreds of ways to consider structuring PPC campaigns of a business.

Fig 1.1 – Basic PPC account structure hierarchy

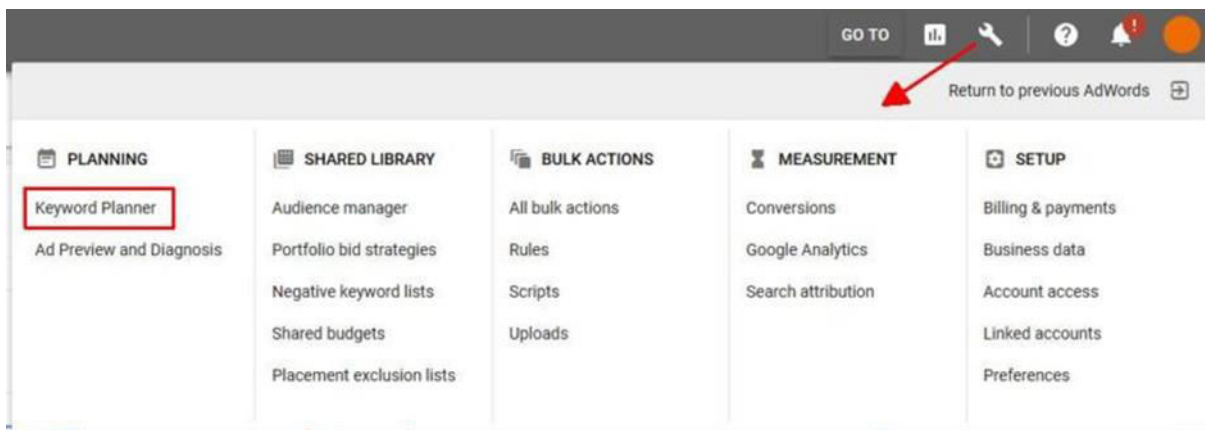


Source:<https://searchengineland.com>[15]

1.1 PPC budget estimation

One has to allocate adequate budget to each campaign at the beginning of it. The Keyword Planner tools in Bing Ads and Google AdWords provide an estimated cost-per-click (CPC) for keywords related to a business. This can help one to get a sense of how much budget one will need to meet his/her goals. The Keyword Planner in AdWords is available from the Tool icon in the upper right navigation. (Refer Fig 1.2)

Fig 1.2 – Navigate to Keyword Planner in AdWords from the Tool icon in one’s account

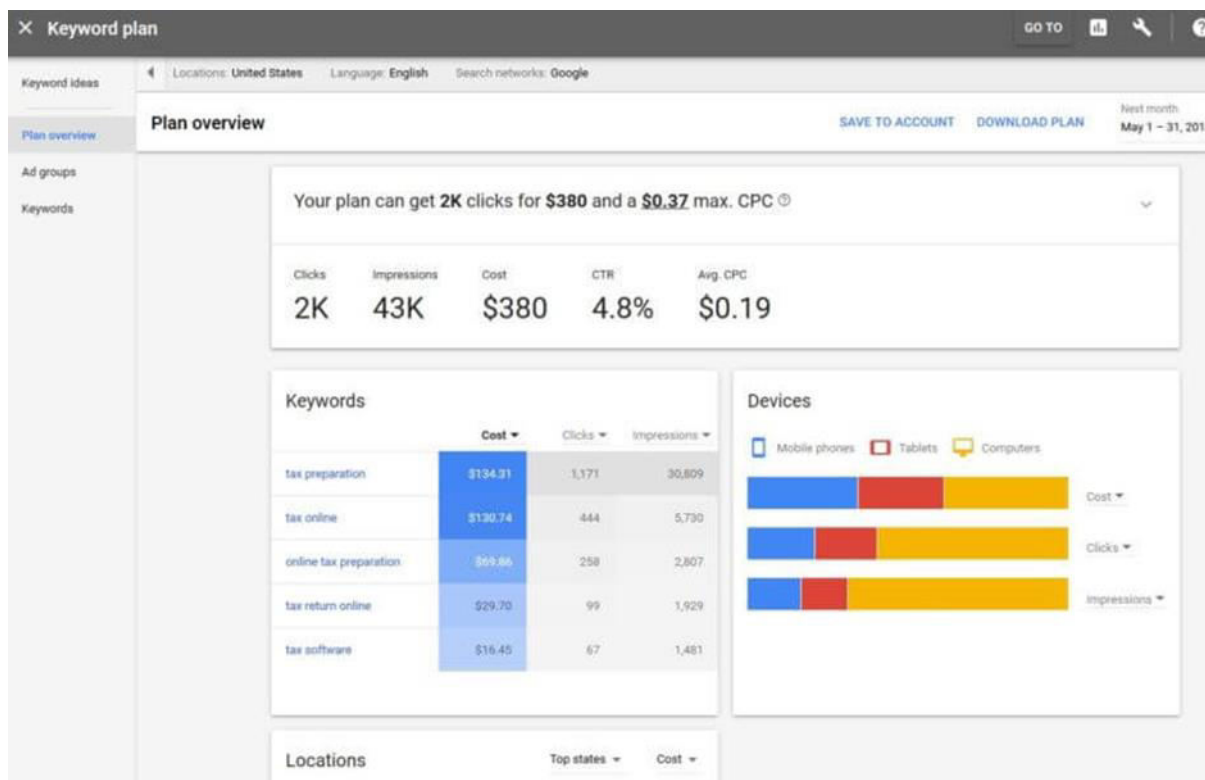


Source:<https://searchengineland.com>[15]

After adding keywords to the plan in the Keyword ideas section of the Keyword Planner, the Plan overview page will provide estimates for click volume at a budget and maximum CPC (Refer Fig1.3). This is just an estimate and a rough guide, but it’s a right place to start.



Fig 1.3 –To aid in budget estimation, the keyword planners can give a sense of the click volume and CPCs that one might expect from a set of keywords



Source:<https://searchengineland.com>[15]

1.2 Ad groups

Campaigns are made up of one or more ad groups. Ad groups are groups of ads that are targeted to a set of related keywords. This helps the advertiser to group related keywords and write ads around a common theme. Each ad also includes the landing page that one wants to take users into after they clicking the ad. As an advertiser wants to map out campaign structure, it's critically important to chart the ad group structure with the keywords that he/she wants to target and exclude with several versions of ad copy and the landing pages that best relate to the keywords. Each ad group should be tied to the goal of the campaign. The keywords should be tightly themed, and the ad copy should then be closely related to the keywords in the ad group and properly reflect the intent of those search queries. This is critical for achieving high Quality Scores.

1.3 Search query report

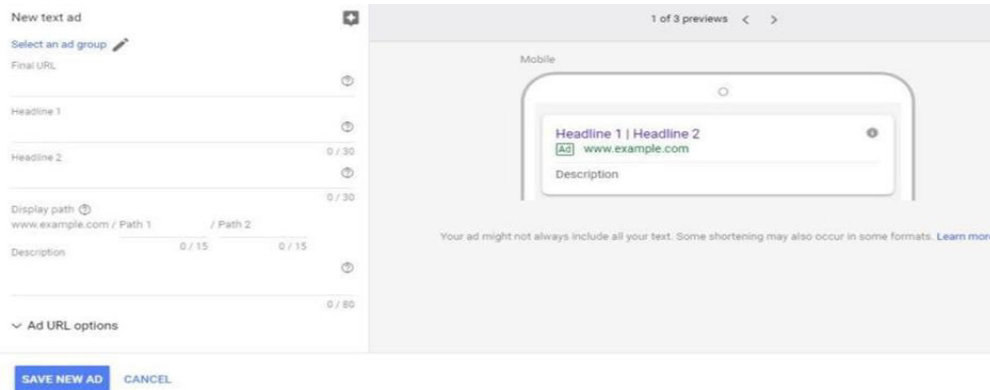
Once an advertiser's campaigns have run for a time, he/she will be able to see exactly which search terms triggered the ads. Search query reports will help the advertiser to see whether his/her keywords are grouped properly, if there are keywords that the advertiser can add to the group and if he/she should further segment keywords into multiple ad groups and write ad copy more tailored to those groups.

1.4 Text ad copy

Text ads consist of two headlines, a description, display URL paths, destination URL and ad extensions. Below is the new text ad template in AdWords (Refer Fig 1.4).



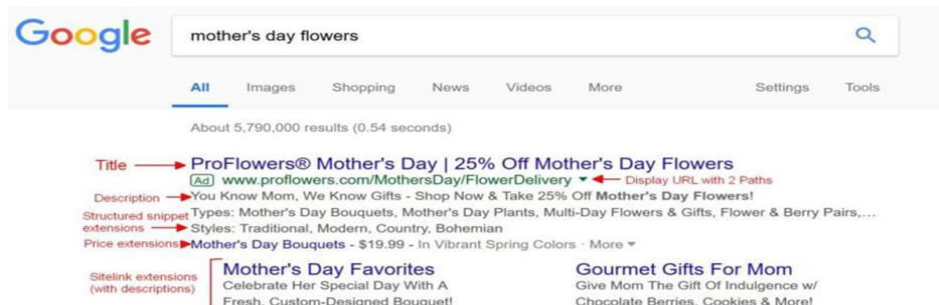
Fig 1.4 – Text ad template in AdWords



Source:<https://searchengineland.com>[15]

Each headline can have up to 30 characters (including spaces). They appear on one line at the top of the ad, separated by a pipe or dash. This is the most prominent part of the ad and the key opportunity to catch the searcher’s attention. The description can be up to 80 characters long. The display URL will automatically be set to the domain from the final/destination URL. One can then set up to two paths of 15 characters each that show after the URL. Final URL is the destination or landing page that users will come into after they clicking the ad. One has to ensure that the landing page is relevant to the search query and provides a good user experience. The best search ads in the world can’t save a bad landing page. The ad with the highest click-through rate may not have the best conversion rate, but the advertiser will pay less per click and rank higher in the search results with ads that have better-than-average click-through rates. Ad testing is a key aspect of search marketing, but it is changing significantly as the search engines rely more heavily on machine learning to determine which ads to serve. Google recommends at least three ads to every ad group. At a minimum, an advertiser can ensure two ad versions in each ad group. Even with Google’s guidance, ad testing remains an important and evolving part of PPC. Ad extensions provide more information with one’s ad. There are many different kinds of ad extensions, and the search engines are regularly introducing new types. Ad extensions are served dynamically based on context such as device and location and in combinations predicted to improve click-through rates. Ads in position one — the top ad position — will be eligible for more ad extensions to show with the ad. Below is an example for an ad extension as a result (Refer Fig1.5) of a search for “mother’s day flowers.”

Fig 1.5 – Google text ad with ad extensions



Source:<https://www.google.com>[13]

There are various types of ad extensions: Site link extensions, Callout extensions, Message extension, Structured snippet extension, Call extension, Location extension, Affiliate location extension, Price extension, App extension and Promotion extension.



Table: 1.1 Metrics involved in running and analyzing PPC campaigns

Sl. No	Metric	Meaning
1	Impressions	The number of times ads are served in the search results
2	Clicks	The number of times users clicked on or engaged with ads
3	Click-through rate (CTR)	The percentage of people who clicked on the ad. It is calculated by dividing clicks by impressions. CTR is a very important indicator of how well ads are performing.
4	Average CPC	The average cost per click paid for the clicks received.
5	Average position	Where ads appeared on the Search Engine Results Page (SERP.) The higher the position, the greater the visibility ads have. Average position also indicates how one’s Ad Rank compares with other ads.
6	Conversions	The number of conversion actions ads have generated. The actions to be tracked are set up at the account level.
7	Conversion rate	The percentage of people who clicked on ads and ended up converting
8	Quality Score	Reported at the keyword level on a scale of 1 to 10, Quality Score is an indicator of how relevant one’s ads, keywords and landing page are to the user. A higher Quality Score can mean lower CPCs and better ad positions.

Source: ‘2019 Periodic Tables of PPC’ by Search Engine Land© 2019 Third Door Media, Inc[10]

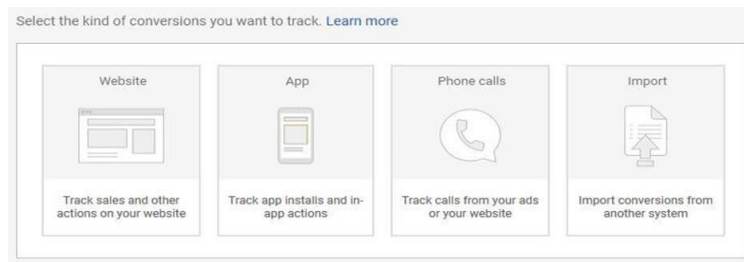
1.5 Landing pages

The best campaign structure, the best ads and all the optimization levers in AdWords, Bing Ads or any other platform won’t make a difference if one does not have good landing pages. As the mobile makes up a majority of searches and ad clicks, mobile landing page speed is a factor. It’s critical to have landing pages load quickly on all devices and provide a good user experience that’s relevant to their search query and provides an intuitive path to the action that an advertiser wants users to take. In the Landing Pages report in the new AdWords interface, Google shows a “Mobile-friendly click rate” and “Valid AMP (Accelerated Mobile Pages) click rate” to give advertisers more visibility into how their landing pages are performing on mobile. The advertiser can also check the mobile-friendliness of his/her pages with Google’s mobile-friendly test tool. If one’s business goal is to acquire leads, but he/she does not have a lead form or clear call to action on the landing page, his/her campaigns probably won’t yield the results he/she wants or the user behaviour that signals a good user experience to the search engines.

1.6 PPC Conversion tracking

If a snippet of code added to advertiser’s website, either directly or through tag managing software, the advertiser will be able to track the actions of visitors after they click on the advertiser’s ad (Refer Fig 1.6). Varioustypes of conversions can be tracked in Google AdWords. In AdWords, there are four main types of conversions one can track: Actions taken on advertiser’s website, App installs and in-app actions, Phone calls and Import (from other data sources).

Fig 1.6 Conversion tracking in Google AdWords



Source:<https://searchengineland.com>[15]



1.7 Quality Score

Quality Score plays a big role in deciding what position ads appear in the search results and how much an advertiser will pay per click. Advertisers don't see an ad's actual Quality Score, but Google does show an external Quality Score of 1 (bad) to 10 (excellent) at the keyword level in AdWords. When Quality Score improves, cost-per-click may (CPC) go down and/or average position improve. Google looks at three things when calculating Quality Score: Expected click-through rate (CTR), which reflects the likelihood a user will click on an ad, Ad relevance to the query and Landing page experience. Quality Score = 1 + Landing Page Experience weight + Ad Relevance weight + CTR weight. The following are the weightage given by Google to each of the factors: Landing page experience: 39%, Expected CTR: 39% and Ad Relevance: 22%. It is a blueprint for prioritizing optimization efforts aimed at increasing Quality Scores. Advertisers should focus first on improving CTRs by testing ad copy and landing page experience to improve site engagement and reduce bounce rates. Then focus on ad testing to improve relevance to the query.

1.8 Ad Rank

Ad Rank determines the positions in which ads participating in the auction (Refer Fig 1.7). The better the Ad Rank, the higher the position. The best Ad Rank gets the top ad position. It takes into account an ad's Quality Score, the advertiser's Max CPC, the expected click-through rate (CTR), impact of the ad extensions and formats available. Here's the basic formula: Ad Rank = Ad quality score x Max CPC [+ a combination of other factors, including the context of the search such as device and expected impact of ad extensions]. Ad Rank has a big impact on the actual cost-per-click (CPC). It's often misstated that advertisers pay one cent more than the advertiser in the spot below them. But that's really just a piece of the CPC calculation. CPC is calculated using this formula: $CPC = \frac{\text{The Ad Rank of Advertiser Below}}{\text{Quality Score}} + \0.01 .

Fig 1.7 A typical Adwords action

	Max Bid	Quality Score	AdRank	Position	CPC Calculation	Actual CPC
Advertiser 1	4	8	32	1	=27/8+.01	3.39
Advertiser 2	3	9	27	2	=24/9+.01	2.68
Advertiser 3	6	4	24	3	=16/4+.01	4.01
Advertiser 4	8	2	16	4		

Source:<https://searchengineland.com>[15]

1.9 Company Profile

PunyaHealth [14] is a Bengaluru based online medical solution portal to address all healthcare needs of people. Its team of medical experts offer services like finding the right doctor and hospital for any kind of assistance. It educates and empowers families to ensure that right healthcare decisions are made. With personalized advice, it is changing the face of healthcare delivery across India.

II. REVIEW OF LITERATURE

Sharma et al. (2018), [7] who focused on understanding the effect of advertisement on search engine result pages, suggested that change in communication would affect the consumers' behaviour. Small and medium scale companies who change the communication on search engines have a higher chance of affecting consumer's intentions and behaviour. Marketers need to understand their individual customers in order to choose the most appropriate marketing communication to create a response from them. In the case of marketing communication through mobile phones, Sharma et al. (2018) [7] found that young consumers had an overall negative perception of mobile ads and this indicate that there is the need for more research in this area. Kritzinger & Weideman (2013); Yang & Ghose (2010)[3] [9] found that search engines provided consumers with both organic and sponsored results based on the keywords searched for by the consumer. Organic results, as non-paid results, are placed according to the search engine's complex algorithm based on companies' relevance to the search with respect to other links and can be enhanced by search engine optimization. Sponsored results on the other hand are paid results, charging companies per click. This improves the ranking of the search result, placing sponsored results above organic results (Google, 2018).[13] Yang and Ghose (2010)[9] stated that the effectiveness of sponsored search results were determined by the likelihood that a company's



sponsored link appeared in the same search result as the same company's organic listing. Jansen et al. (2007) [1] conducted a study examining the relationship between consumer search behaviour and attitudes towards organic and sponsored search engine listings. The authors found a significant preference for organic links where the majority of consumers viewed organic search results before reflecting upon sponsored search results. Although consumers often perceived sponsored links as advertisements, the sponsored links could still be appreciated and hence clicked on by consumers if the content was perceived as relevant to the consumer. Jansen et al. (2007)[1] and Jansen and Liu (2013)[2] portrayed that individuals tend to not click on the first ad listing on search engine results. However, Jansen and Liu (2013) [2] added that individuals who were not clicking the first or second ad listing, they were presented to choose the third choice on the ad listing. The studies of Veloutsou and McAlonan (2012) [8] reflected the same phenomenon in the context of communication and loyalty and disloyalty towards brands among the persons who used search engine marketing. A study conducted by Lu et al. (2017), [5] highlighted the need to consider attitudinal effects of the online advertisement on using search engine results. Their results indicated that sponsored links should be considered by the customer as an important factor in order for companies to be effective in online. Additionally, search engine marketing from service firms' perspective; highlight the need for companies to choose the right keywords in order to capture consumers' attention, as inappropriate keywords may rather lead to negative consumer responses regarding the company. By using an experimental method, Lo et al. (2014) [4] investigated the behaviour of consumers when evaluating search engine results. This study focused on capturing and analyzing consumer's eye movement in order to understand their online search behaviour. The results of the experiment indicated that consumers glance at sponsored material but rather click on organic search results. Lo et al. (2014) [4] address the need for more research in order to understand how to increase keyword advertisement effectiveness. The authors further present the need to focus on attitude or emotion in order to explain and understand the effects of sponsored advertisement. The factors affecting consumer's decision to click on sponsored search advertisements might be device sensitive to the search, whether one uses a computer or a mobile device. Murillo (2017) [6] argued that in the light of the growing importance of mobile search, the nature of searching on mobile phones had changed. Smaller mobile phone screen size could strongly enhance the effect of ad rank and imagery compared to sponsored search results shown on a computer.

III. RESEARCH OBJECTIVES

This study's Primary objective is to understand the customer perception of PunyaHealth's PPC search campaign. The following are the secondary objectives of the study: To study the accuracy of PunyaHealth's Ad in reaching out to the target audience, to study the reasons for choosing PunyaHealth, to study the factors that convert a lead into a customer of PunyaHealth, to study the level of satisfaction towards PunyaHealth service and to suggest measures for the further development of services provided by PunyaHealth to its customers.

IV. RESEARCH METHODOLOGY

The descriptive research design was adopted for this study. A standardized questionnaire was used to collect the data. A sample of 120 respondents was taken for the study. Convenience sampling techniques is used in this study. Customers of PunyaHealth as a group were the sampling unit. To process and analyse the data the statistical tools like Simple percentage analysis and Chi-Square analysis were used.

V. I. DATA ANALYSIS & INTERPRETATION – PERCENTAGE ANALYSIS

Table No: 5.1 Demographic Profile of the respondents

	Particulars	Frequency	Percent
Age (In Years)	21-30	36	30.0
	31-40	84	70.0
	Total	120	100.0
Gender	Male	48	40.0
	Female	72	60.0
	Total	120	100.0
Education	School Level	12	10.0
	Under Graduate	48	40.0
	Post Graduate	60	50.0
	Total	120	100.0
Occupation	Student	12	10.0



	Employed	60	50.0
	Business	12	10.0
	Home Maker	36	30.0
	Total	120	100.0
Monthly Income (In Rs)	Less Than 10,000	36	30.0
	21,000-30,000	60	50.0
	More Than 30,000	24	20.0
	Total	120	100.0

Source: Primary Data

Table No: 5.12 Respondents' perception of message clarity of online advertisements

Particulars	Frequency	Percent
Conveyed the message	72	60.0
Did not convey the message	48	40.0
Total	120	100.0

Source: Primary Data

Table No: 5.13 Respondents' perception of position of PunyaHealth ads

on Search Engine Result Page (SERP)

Particulars	Frequency	Percent
1 st	24	20.0
2 nd	60	50.0
3 rd	36	30.0
Total	120	100.0

Source: Primary Data

Table No: 5.14 Respondents' opinion about offers offered by PunyaHealth ads

Particulars	Frequency	Percent
Availed the offers	72	60.0
Did not provide any offer	48	40.0
Total	120	100.0

Source: Primary Data

Table No: 5.15 Respondents' opinion about whether the landing page communicates the requisite details

Particulars	Frequency	Percent
It was clear	60	50.0
The data was not sufficient	60	50.0
Total	120	100.0

Source: Primary Data

Table No: 5.16 Respondents' opinion about user friendliness in accessing landing page

Particulars	Frequency	Percent
User friendly	84	70.0
Was not user friendly	36	30.0
Total	120	100.0

Source: Primary Data

Table No: 5.17 The device used by the respondents to search the Web

Particulars	Frequency	Percent
Mobile phone	96	80.0
Computer	24	20.0
Total	120	100.0

Source: Primary Data



Table No: 5.18 Compatibility of the landing page with the device used by the respondents to search the Web

Particulars	Frequency	Percent
Yes	108	90.0
No	12	10.0
Total	120	100.0

Source: Primary Data

Table No: 5.19 Relevance of the PunyaHealth ad to the keywords used by the respondents to search the Web

Particulars	Frequency	Percent
Relevant to the keyword	84	70.0
Not relevant to the keyword	36	30.0
Total	120	100.0

Source: Primary Data

Table No: 5.20 The Respondents' opinion about whether the PunyaHealth counsellor call them in 24hrs after they visit the website

Particulars	Frequency	Percent
Yes	120	100.0
No	0	0
Total	120	100.0

Source: Primary Data

Table No: 5.21 The similarity between the offer mentioned in the Ad and the offer actually provided by the counsellor

Particulars	Frequency	Percent
The offer was similar	120	100.0
The offer was not similar	0	0
The counsellor did not provide any offer	0	0
Total	120	100.0

Source: Primary Data

Table No: 5.22 The respondents' opinion about whether booking doctor appointment through PunyaHealth is a hassle-free process

Particulars	Frequency	Percent
Yes	60	50.0
No	60	50.0
Total	120	100.0

Source: Primary Data

Table No: 5.23 Whether the respondents recommend Punya Health for booking doctor appointment

Particulars	Frequency	Percent
Recommendable	72	60.0
Not recommendable	48	40.0
Total	120	100.0

Source: Primary Data

V.II. DATA ANALYSIS & INTERPRETATION – CHI-SQUARE TEST

H_0 – There is no significant association between degree of user-friendliness in accessing the landing page and the experience of booking doctor appointment through PunyaHealth.

H_1 - There is a significant association between degree of user-friendliness in accessing the landing page and the experience of booking doctor appointment through PunyaHealth.

Table No: 5.24
Cross Tabulation

Accessing Landing page	Hassle-free doctor appointment booking		Total
	Yes	No	
User friendly	60	24	84
Not friendly	0	36	36
Total	60	60	120

Source: Primary Data

Table No: 5.25
Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.149	3	0.041
Likelihood Ratio	5.242	3	0.155
Linear-by-Linear Association	0.997	1	0.318
N of Valid Cases	120		

From the above table, as Pearson Chi-Square value is 0.041 which is lower than standard critical value of significance 0.05, therefore, one can come to the conclusion that degree of user-friendliness in accessing the landing page and the experience of booking doctor appointment through PunyaHealth are dependent variables. Hence there is a significant association between degree of user-friendliness in accessing the landing page and the experience of booking doctor appointment through PunyaHealth. Therefore, the hypothesis H_1 is accepted.

VI.KEY INSIGHTS AND MANAGERIAL IMPLICATIONS

The majority of (70%) the respondents belong to 31-40 years age groups. The majority of (60%) the respondents are female. 50% of the respondents have post graduate level education. 50% of the respondents are employed. 50% of the respondents earn a monthly income which is in the range of Rs.21, 000-Rs.30, 000. The majority of (60%) of the respondents perceive that message in online advertisements of the company has a clarity. 50% of the respondents are in the opinion that PunyaHealth ads on Search Engine Result Page (SERP) appear on the 2nd position. The majority of (60%) the respondents availed offers offered by PunyaHealth ads. Half of (50%) the respondents feel that the landing page communicates the requisite details clearly, whereas, remaining half (50%) of them feel that the details on the landing page lack clarity. The majority of (70%) the respondents were in the opinion that the landing page was user friendly. The majority of (80%) the respondents use mobile phones for searching the Web. 90% of the respondents had accepted that landing page was compatible for their device. The majority of (70%) the respondents have the opinion that the PunyaHealth ad is relevant to keywords used by the respondents to search the Web. All the respondents said that the counsellor from PunyaHealth called them within 24 hours after they visited the website. All the respondents had accepted the fact that there was a similarity between the offer mentioned in the Ad and the offer actually provided by the counsellor. Respondents are divided on their opinion about ease of booking doctor appointment through PunyaHealth. 50% of respondents say that booking doctor appointment through PunyaHealth is easy but at the same time, the remaining 50% of respondents say that it is not easy. The majority of (60%) the respondents said that they would recommend PunyaHealth to others. It is also found that there is a significant association between degree of user-friendliness in accessing the landing page and the experience of booking doctor appointment through PunyaHealth. In the light of above given insights, the researcher would like to give the following suggestions to PunyaHealth to improve their PPC campaigns. The same suggestions can also be applicable to similar type of company like PunyaHealth. The company has to make the landing page user friendly so that the user can book the doctor



appointment in much easier way. The company can seriously think of designing a different user friendly landing page for advertisement compared to the present arrangement of home page as a landing page. It makes sense for PunyaHealth to shortlist the negative keywords and ensure that they are added to the google AdWords. The budget of the PPC campaign should be mentioned at the beginning stage of the PPC. PunyaHealth should ensure that its website is mobile compatible for the customers. The kind of offers that PunyaHealth would like to offer should be mentioned in the description of the advertisement. The description and the title of the campaign should be updated by taking into account seasonal characteristics.

VII. CONCLUSION

The world has been witnessing a lot of changes in all spheres of human endeavours at breakneck speed due to the advent of cutting edge technologies like Additive manufacturing, data analytics, Artificial Intelligence, Virtual Reality, Internet of Things and Machine Learning. These technologies usher in Industry 4.0 on the back of the Internet. Massive amount of data have been continuously generated and consumed across the world. The businesses that have the wherewithal to adopt these technologies can capitalize on the data that they generate to gain insight about consumers, their products and services, market conditions, etc., This will go a long way in ensuring sustainable success of the business. PPC is such an effective ad campaign that a business can run this through the Internet. Through PPC, a portal/business can serve its customers in real time basis, thanks to these cutting edge technologies that make PPC, a reality. In order to capitalize on the salience of PPC likereaching audiences cost-effectively, providing instant traffic, driving warm leads, leading to positive Return on Investment (ROI) and generating user data that help a business to formulate a good Search engine optimization (SEO) strategy, a business has to find out glitches in its PPC by knowing the perception of customers about various aspects of its PPC. Once the PPC is streamlined to reach out to customers in the best possible way, which will ultimately ensure success of the business.

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