

Using Google AdWords for international multilingual recruitment

Yan Leykin¹, Nancy H. Liu¹, Ricardo F. Muñoz², Omar Contreras¹, Margaret S. Gross³

¹Department of Psychiatry, University of California, San Francisco

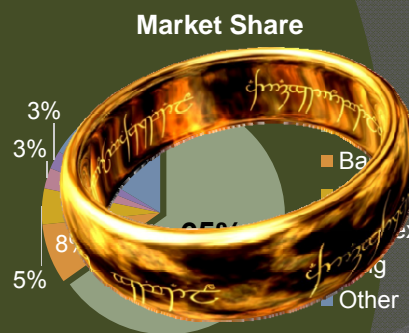
²Palo Alto University

³University of San Francisco

ISRII, 2013

Google is everywhere

- ◉ Commanding share of search
- ◉ Most popular site
- ◉ 660 million visitors daily
- ◉ Not a bad place to advertise!
- ◉ AdWords
 - Auction-based
 - Wealth of information



<http://searchenginewatch.com>, 2013; <http://www.alexa.com>, 2013

Mood Screener

- Goal: who searches for depression information?
- Anyone 18+ years of age is eligible

[Free depression screening](#)
Provided by the University of
California, San Francisco.
ihrc.ucsf.edu

| | English | Russian | Chinese | Spanish |
|---------------------------------|---------|---------|---------|---------|
| Visitors | 122,000 | 37,000 | 17,000 | 19,000 |
| % eligible | 82% | 85% | 94% | 91% |
| Screened for current depression | 48,664 | 12,052 | 5,210 | 8,148 |

UCSF / SFGH Internet World Health Research Center

[English](#) | [中文](#) | [Español](#) | [Русский](#)

Welcome to the

FREE Mood and Depression Screener

provided by the University of California, San Francisco

If you:

- think that you might be depressed...
- want to find out more about your mood...
- think that you might be at risk for depression...

...take our mood/depression screener!

This screener will only take a couple of minutes, and you will get detailed feedback!

This depression screener is part of a research study the purpose of which is to understand how often the symptoms of depression occur among internet users.

While you will receive individualized feedback, please note that the results will not be individually reviewed by a mental health professional nor will we provide any treatment or help for symptoms of depression.

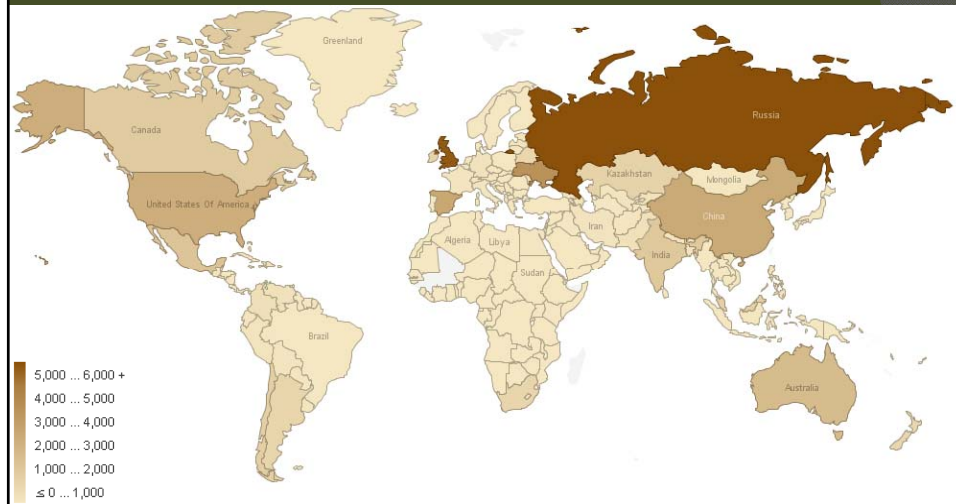
I understand that by clicking "Continue" I am consenting to allow the researchers at the University of California, San Francisco, to retain my confidential data.

Click "Continue" to go to the screener

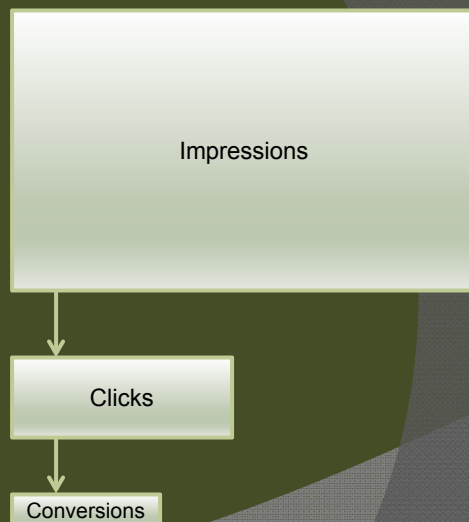
Continue

Worldwide reach

215 countries and territories represented



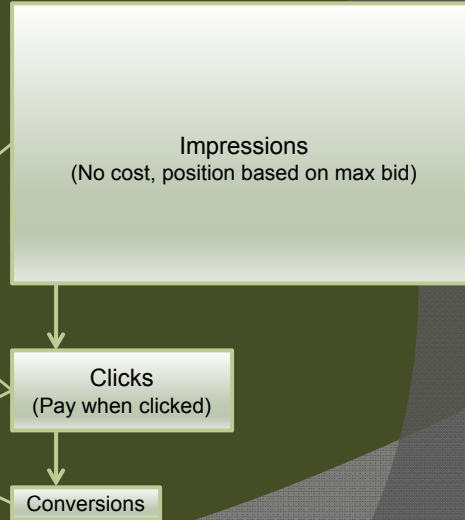
Some definitions



Some definitions

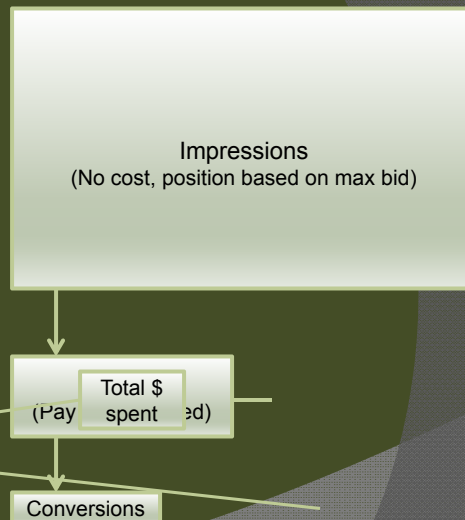
$$\text{Click-thru rate} = \frac{\text{Clicks}}{\text{Impressions}}$$

$$\text{Conversion rate} = \frac{\text{Conversions}}{\text{Clicks}}$$



Some definitions

$$\text{Cost per conversion} = \frac{\text{Total \$}}{\text{Conversion}}$$



Focus: 6 months of recruitment

- Dates: 11/15/11 – 05/15/12

| | English | Russian | Chinese | Spanish | OVERALL |
|--------------------|-----------|-----------|-----------|-----------|-----------|
| Impressions | 301,493 | 227,391 | 602,634 | 241,507 | 1,373,025 |
| Clicks (visitors) | 11,022 | 11,209 | 23,514 | 14,459 | 60,204 |
| Click-through-rate | 3.66% | 8.48% | 1.86% | 5.99% | 4.38% |
| Cost-per-click | US\$0.50 | US\$0.20 | US\$0.42 | US\$0.33 | US\$0.33 |
| Consented | 107 | 406 | 440 | 355 | 1,308 |
| Consent rate | 0.97% | 1.87% | 3.62% | 2.46% | 2.17% |
| Cost per consent | US\$51.88 | US\$10.80 | US\$11.71 | US\$13.40 | US\$15.15 |

What seems to work – ads

- Cost – “Free”
- Expectations: “Depression test”

| Best performing ads | |
|--|--|
| English | Russian |
| <p><u>Free depression test</u> From the University of California, San Francisco.</p> | <p><u>Тест на депрессию</u> Узнайте есть ли у Вас депрессия. Бесплатный тест настроения из УКСФ</p> |
| Chinese | Spanish |
| <p><u>认为你可能有抑郁症吗？</u> 发现 - 五分钟的筛检表 由加州大學—旧金山分校提供</p> | <p><u>Test de depresión gratis</u> Proporcionado por la Universidad de California, San Francisco.</p> |

What seems to work – keywords

- Face valid

| Best performing keywords | |
|--|---|
| English | Russian |
| depression test sad symptoms of depression am i depressed | депрессия психологические тесты депрессия тест не хочется жить |
| Chinese | Spanish |
| 抑郁症 抑郁 自杀 想自杀 | Depresión test de depresión la ansiedad síntomas de depresión |

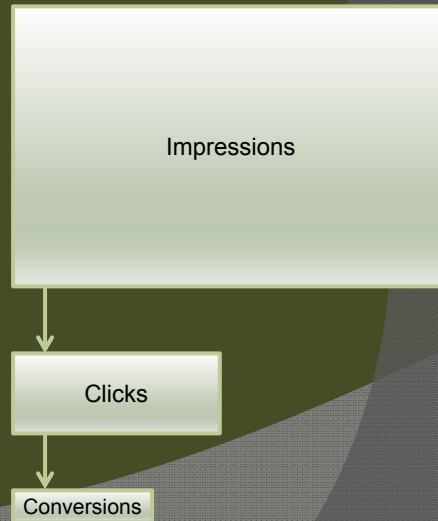
Some conclusions

- Adapt ads to language, culture
- Manage keywords and ads actively
- Allocate funds wisely



Improving ad performance

- Goal
 - increase conversion efficiency
- 6 week period
- First 2 weeks vs last 2 weeks



Improving ads beyond built-in tools

| Metric | First 2 weeks | Last 2 weeks | Difference |
|---------------------|---------------|--------------|------------|
| Click through rate | 3.48% | 3.24% | Down 9% |
| Cost per click | US\$0.26 | US\$0.27 | Up 4% |
| Conversion rate | 2.22% | 3.33% | Up 50% |
| Cost per conversion | US\$11.72 | US\$8.04 | Down 31% |

- Method
 - Selective culling
 - Ads
 - Keywords
 - Opportunity costs
 - Tracking what works and doing more of it

Conclusions

- Google AdWords – powerful recruitment tool
 - Wide reach
 - Automated
 - Cost-effective
 - Plethora of built-in tools, trackers, information, etc.
- Further optimization is possible
 - Active management
 - Greater efficiency and cost-effectiveness



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THANK YOU!