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Professional master: Marketing Management

**Digital advertising optimization
case study KYO Conseil Algeria**

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Abstract:

The recent years have witnessed a massive brand migration towards social media and the Internet overall; this comes as no surprise since most of their audiences are on these social platforms.

Brands of all sorts, with different products and services, try to reach their audiences through digital advertising, and here in Algeria, it is no different. Brands compete against each other to get the user's attention and convert them into buying customers. As a digital marketing agency, KYO Conseil helps its clients improve their online presence through several mediums, one of them is digital advertising.

This study helps to discover what is the best medium and the best Content to advertise. To make the most optimized ad to the Algerian market, we used different sources of information and data collection, which are documentary research, quantitative research, and analyzing previous campaigns done by KYO Conseil.

Keywords: Optimization, SEO, digital advertising, ads, social media, search engines.

خلاصة

شهدت السنوات الأخيرة هجرة هائلة للعلامة التجارية نحو وسائل التواصل الاجتماعي والإنترنت بشكل عام، ولم يكن هذا مفاجئاً حيث أن معظم المستهلكين متواجدين في هذه المنصات. تحاول كافة العلامات التجارية من خلال منتجاتها وخدماتها المختلفة، الوصول إلى المستهلكين من خلال الإعلانات الرقمية، وهنا في الجزائر لا يختلف الأمر، فالعلامات التجارية تتنافس مع بعضها البعض لجذب انتباه المستخدمين وتحويلهم إلى عملاء. بصفتها وكالة تسويق رقمية، تساعد KYO Conseil عملائها على تحسين تواجدهم عبر الإنترنت من خلال عدة وسائل، أحدها هو الإعلان الرقمي. تساعد هذه الدراسة في اكتشاف أفضل وسيط وأفضل محتوى للإعلان. من أجل تقديم الإعلان الأمثل للسوق الجزائري، استخدمنا مصادر مختلفة للمعلومات وجمع البيانات وهي البحث الوثائقي، والبحث الكمي، وتحليل الحملات السابقة التي قام بها KYO Conseil. الكلمات الرئيسية: التحسين، تحسين محركات البحث، الإعلان الرقمي، الإعلانات، وسائل التواصل الاجتماعي، محركات البحث.

Résumé

Les dernières années ont été marquées par une massive migration des marques vers les médias sociaux en particulier et vers l'internet en général, ce n'est pas surprenant puisque la plupart de leurs audiences se trouvent sur ces plateformes sociales.

Des marques de toutes sortes, avec différents produits et services, tentent d'atteindre leurs audiences grâce à la publicité numérique, l'Algérie ne fait pas exception, les marques se trouvent ainsi un cadre de concurrence accrue pour attirer l'attention des utilisateurs et les convertir en clients acheteurs.

En tant qu'agence de marketing digital, KYO Conseil aide ses clients à améliorer leur visibilité et leur présence en ligne à travers plusieurs supports dont l'un est la publicité digitale.

Cette étude permet de découvrir quel est le meilleur support et le meilleur contenu à exposer. Afin d'adapter la publicité pour le marché algérien et la rendre optimale, nous avons utilisé différentes sources d'information et de collecte de données, à savoir la recherche documentaire, la recherche quantitative et l'analyse des campagnes précédentes réalisées par KYO Conseil.

Mots clés: optimisation, référencement, publicité numérique, publicités, médias sociaux, moteurs de recherche.

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Abbreviations List:

- SEO: Search engine optimization
- SEA: Search engine advertising
- SMA: Social media advertising
- CPC: Click-through rate
- CPV: Cost per view
- CPM: Cost per mil
- KPI: Key performance indicator
- PPC: Pay per click
- SERP: Search engine result page

Introduction

Introduction:

Brands want to sell products or services, for that to happen brands need to be heard, so they need to inform by communicating. As established by (Libaret & Westpalen, 2012) communication, needs a transmitter, a message, and a receptor. For the message to be transmitted, it needs a channel or as commonly known, a common language that ensures the understanding of the message.

When it comes to brand communication, it is quite different. As (Libaret & Westpalen, 2012) puts it, brand communication is the process of hearing and emitting messages and signs to a particular public to improve their image and public relations and promote their products and services and defend their interests. We can see the core difference between communication and brand communication is the particular public we are targeting. Regular communication has a limited number of receptors as oppose to brand communications, which receptors vary according to the target audience. Therefore, we can assume that the message of the communication has to vary accordingly. This spawn the question of what is the message in brand-customer communication?

It is fair to say that the bulk of brand messages are advertisements rather than anything else, whether it seems like they are not trying to sell something and the content of the ad seems harmless at first glance, the chances are that this is just a strategy for building brand loyalty, to sell more items, and this has been the case since the creation of the concepts of advertisements. The same goes for digital ads, as harmless as they may seem, every post, every blog, every video is most likely trying to sell something.

In 1994 the first online ads "the banner ad" was integrated into the hotwired website with the catchy line of "Have you ever clicked your mouse right here? You will," and it was the spark that started the age of banner ads. With a price of 30 000 dollars for three months and a click-thru rate of 44%, marketers rapidly jumped on the idea with the likes of Times ink; it has been growing since with technological advancements in targeting to the point when we are at the age of hyper-targeting. Now advertisers can select various targeting options (e.g., age, sex, location), Profile (e.g., favorite movies, activities, brands), and finally, Behavioral history.

Internet ads revenues in the United States surpassed cable television and broadcast television with 72.50 billion that year. It increased to 107.5 billion in 2018, and the reason for that is pretty obvious. It is the migration of people to social media. A recent study was done by

(Kemp, 2019) found that the total unique mobile users reached 5,112 billion, the total internet users reached 4,388 billion, and social media users 3,484 billion.

With regards to Algeria, according to the January 2019 digital statistics published by Hootsuite, there were 22.71 million internet users, and the number of internet users in Algeria increased by 2.4 million (+12%) between 2018 and 2019. Internet penetration in Algeria stood at 52%; this has attracted Algerian brands to becoming more active on social media, considering the low cost and the accuracy of targeting in it.

All those numbers might look overwhelming and might give off the wrong impression of social media advertising and digital advertising in general. As convenient as this canal seem, it is not that simple. The Internet as a whole became more human-centered since it was designed for people and not brands trying to promote their products and services. People go to the Internet to communicate with each other or to search for information or entertainment. For intense the popular social media Facebook which will be the main focus of our study has endured the death of organic reach. To sum up, Facebook is not showing brand content to social media users because the reason sited before, which is social media is for people, therefor Content has to be for people as well.

Context and issues:

In Algeria, few brands adopt fully the digital channels in their advertising strategies, especially the paid ones such as Google ads and Facebook ads and other publishing platforms. Most brands still use traditional advertising in their communication.

We have therefore chosen to offer a two-step approach that would help us optimize the digital ads of KYO Conseil.

Organizational context:

To do this end, KYO Conseil opened their door to us to carry out our end-of-studies internship and allowed us to offer insight that helped the overall performance of the agency. Indeed, after carrying out a market research study, KYO Conseil has taken awareness of the importance of optimizing their client's digital ads. To remedy this, we decided to split our research in two, a market research and a descriptive research of data from the actual campaigns.

Objectives of the study:

The main objective of our study is to set the elements that help improve digital campaign results; therefore, apply the findings to all the future work of KYO Conseil. We can decline this main objective into several sub-objectives that we can formulate as follows:

- Identify the different elements and different kind of campaign objectives;
- Determine the type of Content that offers the best results;
- Measure customers attitudes towards different types of Content;
- Identify the platforms that are more promising.

Research question:

In this context, our study will attempt to answer the following question:

- How to best optimize digital ads to deliver the best possible results in an Algerian market?

Sub-questions:

From the previous central question arise the following sub-questions:

Given the context that this is an Algerian market

1. What is the best advertising media?
2. Which type of content offers the best results?
3. Which type of format offers the best results?

Methodology:

To best respond to the problem posed, we will include our work in a constructivist epistemological posture.

Research interest:

We chose to work on this theme for its theoretical and professional interests. Our future professional goals guided us to choose this topic.

Theoretical interest:

There are previous works carried out abroad on the topic of digital advertising and some toward its optimization aspect. However, in Algeria, it was rarely treated, if not at all; we hope to bring added value and provide a theoretical approach to a so far professional issue.

Managerial interest:

KYO Conseil was interested in our topic as it was a somewhat problem that stopped it from getting a larger market share of the digital ads market.

The announcement of the work plan:

To answer our problem, we structured our thesis in 03 chapters.

In the first chapter, we will take a look at some articles that dealt with the subject of digital advertising; this section of the chapter will be the subject of our literature review. We dedicated the second section to the conceptual framework and where we will provide clarifications and relevant information, which will help us define a better and a broader picture of how to optimize.

The second chapter is for establishing the methodological framework of our study, where we will detail elements relating to the paradigmatic posture, data collection method, instruments for collecting data, and other relevant information that may provide more clarification to our study.

Chapter three is titled "Results & Discussions." This chapter is for analyzing and discussing the results of the survey and the digital advertising campaigns of KYO Conseil's client.

Our work ends with a conclusion where we will summarize all our work and try to answer our problem.

Chapter 1:
Conceptual frame and
literature review

Chapter 1: Conceptual frame and literature review

1. Literature review:

Digital ads optimization:

The concept of optimization itself means “the fastest possible progress toward the “good enough” solution(s)” (Cheng, 2013), so it is to enhance a particular process components performance to achieve the best results possible in a specific frame of time.

In our case, which is digital advertising, we try to optimize the performance of digital ads to get the best results from them; according to (Ali, et al., 2019), the ad components are ad content, audience selection/targeting, and bidding strategy. So, optimizing these components will enhance the performance of the ad by taking into consideration the type of the ad in question.

1. Optimizing for search engines:

“As both information retrieval vehicles and advertising media, Internet search engines have several unique characteristics. In the first place, Internet search engines are generally free to use, implying that the use of one search engine does not by itself exclude the use of other search engines” (Lin & Lin, 2006). It is no secret that search engines are a prime target for advertisers since they are used by millions every day.

To furthermore show the importance of search engines it is considered by many as the prime medium for building brand sensibility, “Search engines have become very important for generating new leads and bringing new customers, this is the reason that search engines are taken as the most effective online communication network that helps for building brand sustainability.” (Streimikiene, et al., 2019)

When it comes to search engine advertising, there are two main ways to do it organically using what we call search engine optimization (SEO) or by paying to show up in search results, and every method has its optimization procedures.

1.1 Search engine optimization:

“On the Internet, SEO work involves improving the positioning and visibility of sites in the search engine or directory results pages” (Galic & Marone, 2018). It is pretty simple; the higher is the ranking in search engines, the more visibility a brand will have, and the more leads and customers it will gain, but the question is, how can they show up at the top of the search results?

Some facts need to be taken into account. One of those facts is that the most used search engine in the world is Google, for an instant; in France, it has 92% of the hole market share, so ranking

in Google search results is the most important thing when it comes to getting leads (Galic & Marone, 2018), so how can you get higher rankings in Google?

Based on (Galic & Marone, 2018), there are numerous elements that google takes into account when ranking websites, but these are the key elements to optimize:

- Website content and the presence of keywords;
- The structure of the website's Content;
- The technical part of the site;
- the popularity of the website.

1.1.1 On-page SEO:

On-page SEO is also referred to as internal website optimization and includes everything related to the website itself; according to (Yalçın & Köse, 2010) on-page SEO includes website design, meta tags, keywords that are necessary for the website, page names, pictures, links, content texts in each page and styles that are used for the related texts, site map, RSS feeds, pages in different languages...etc., or to put it simply “ On-page SEO defines as SEO techniques which should be done on a website to get high ranking in SERP. These techniques should be done on HTML code and website content” (Wahba & Barhoom, 2019).

The process of optimizing on-page SEO is the process of optimizing the elements that construct it, which are:

Keywords:

“A keyword is an expression made up of two to three words corresponding to a user's search on which you want to see your website rank. In other words, this is a user query that you want to appear first in the search engine's results page” (Galic & Marone, 2018); you need to create your keyword list to target those keywords and show up first in the search engine's result page, and to do that you will have to use those targeted keywords in strategic places of your website.

There are many classifications of keywords, but we can bring them down to three main types, according to (Kritzinger & Weideman, 2013). When it comes to length, these types are:

- The short tail also known as fatheads: they are keywords which have one word and bring much traffic, but it is seen as irrelevant traffic;

Chapter 1: Conceptual frame and literature review

- Mid tail: it is an in-between type of keyword it is not as short and broad as the short tail and not as specific as the long tails;
- Long tail: Those are particular keywords that are somewhat long with low traffic but very relevant traffic, which means that the people searching using these long-tail keywords are more likely to engage with a business than those using short and mid-tail keywords.

To optimize Content, brands need to get accounted for keyword research and their types and where and when to use them.

Content:

“Whether we are talking about on-page content, content meant to be shared via social media, or viral content such as videos, content is the backbone upon which we build rankings and businesses.” (Fishkin & Høgenhaven, 2013), there is a better strategy when it comes to SEO than make quality content this is why the term content is king is very commonly used, to optimize our Content we have to understand that there are different types of it, (Fishkin & Høgenhaven, 2013) listed those types as follows: text content, images, videos, graphics, presentations, and apps.

- Text content: which is the most used type of Content and also the easiest to index for search engines, and the perfect way to optimize it is to ask ourselves who is my audience? and what do they want to read?
However, quality content is not enough as brought by (Galic & Marone, 2018); you have to include your targeted keywords that are used by your audience in their search queries.
- Images: this is also a commonly used type of Content; it works in specific fields better than others, such as e-commerce, art, photography, and travel. Using the right images in the right place can increase the time spent on a website and reduce the bounce rate, therefore improving rankings;
- Videos: this type of Content is not commonly used, but using it can and will convert more users, add richness to the site’s pages, and enhance the visibility in search results;
- Graphics: It is a very effective way of showcasing complex information in a visually appealing manner to users to capture their attention and getting links and help build the brand;

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- Presentations: this type of Content may help reach another audience and help rank for terms which are not necessarily related to the business;
- Apps: this type of Content falls more into a product; when a brand has the right product, it will attract users and get links and better rankings.

Website structure and technical SEO:

There are many factors that search engines take into account when ranking a website that goes from technical to actual Content but (Matošević, 2015) sums up these factors into the most important ones, which are:

- Title tags: It appears in blue in the search results; the best way to optimize it, according to (Galic & Marone, 2018), should be by minimizing your characters up to 70 characters as the maximum amount, the order of your keywords as you should place them first, putting the name of the business in the title tag, and the most important thing is to have a coherent title that makes sense for the user;
- Meta descriptions: “Meta description is a significant factor because it summarizes webpage content and displays in SERP to give the first impression to a researcher about webpage content” (Wahba & Barhoom, 2019); the best way to optimize it according to the same source is to be as descriptive as possible of the page’s Content;
- Heading tag (H1): According to (Fishkin & Høgenhaven, 2013), the H1 tag always had great importance when it comes to on-page SEO even if it might not better your rankings, but it is still essential to optimize it by implementing your targeted keywords in it;
- URL: is the unique address of a website. It is composed of the domain name and the name of the page; as claimed by (Galic & Marone, 2018), the URL can be optimized through implementing three to five keywords separated by dashes, without spaces or special characters. And (Galic & Marone, 2018) also mentioned not to overoptimize by cramming many keywords in there or this can be penalized by Google;
- ALT tag: It has been shown that there is a strong correlation between ALT attributes and webpage rankings, so optimizing it is crucial, “we strongly advise the use of a graphic image/photo/illustration on important keyword-targeted pages with the term/phrase employed in the alt attribute of the image tag where it makes sense.” Surrounding the image with relative, descriptive keywords can also improve rankings in image search” (Fishkin & Høgenhaven, 2013).

1.1.2 Off-page SEO:

“Off-page SEO is the actions carried out on other websites and affect the website ranking in SERP and is responsible for website popularity and authority.”

The elements of off-page are many, but the most important ones as cited by (Dixit & Agarwal, 2015) are:

Backlinks:

They are the websites that refer to another one, but as mentioned by (Dixit & Agarwal, 2015), brands have to be careful when choosing and monitoring their backlink list.

Age of backlink:

This one is pretty much self-explanatory; the backlink age and authority are essential in improving a website’s ranking.

Broken outbound links:

This refers to the websites that are linking for one that is no longer working; this could potentially cause a ranking drop.

User behavior patterns:

According to (Galic & Marone, 2018), the higher the click-through rate (CTR), the higher your rank, and optimizing your (CTR) is correlated with your on-page SEO and the quality of your Content.

1.2 Search engine advertising:

“Search engine advertising has exploded in popularity over the past few years. With the benefits of the targeted audience, low cost per ad, and reach of about 80% internet users, pay-per-click advertising is one of the most popular forms of online advertising today. In pay-per-click advertising, the ad is placed alongside search results with some fee for each click on the ad” (Joshi, Pathan, & Khan, 2014); no one can deny the importance of search engine advertising since it is, as sited previously, a prime target for advertisers because the higher you appear in search results, the more people you turn into leads and eventually into paying customers. To ensure that your ad performs the best way it possibly can you have to optimize its elements, in

our case those elements are: “keywords, your message composed of a title and a URL, and a landing page.” (Galic & Marone, 2018)

1.2.1 Keyword generation:

This is the process of finding the right keywords for a business to target them in pay per click campaigns (PPC). “When an advertiser chooses to advertise using sponsored search, he needs to determine keywords that best describe his merchandise. He can either enumerate all such keywords manually or use a tool to generate them automatically.” (Abhishek & Hosanagar, 2007). Some techniques can help optimize time for the keywords research process; according to (Joshi, Pathan, & Khan, 2014), the techniques are meta-tag spiders, iterative query expansion, proximity-based searches, query-log, and advertiser log mining.

Meta-tag spiders:

“Many high ranked websites include relevant keywords in their meta-tags. The spider queries the search engine using the seed keyword and extracts metatags from the top-ranked pages which are then presented as suggestions.” (Abhishek & Hosanagar, 2007), but as cited by (Joshi, Pathan, & Khan, 2014), this method does not guarantee finding right keywords. However, it can give some directions for expansion; one online tool that uses this method to generate keywords is the Wordtracker tool.

Iterative query expansion:

“Search engines maintain a list of few related keywords used for query expansion. To gather more words, current tools re-spider the first list of resulting keywords. This gives popular keywords closely related to the base keyword, but the number of relevant keywords generated is still low.” (Joshi, Pathan, & Khan, 2014).

Proximity-based searches:

“Most of the third-party tools in the market use proximity-based methods for keyword generation. They query the search engines for the seed keyword and appends it with words found in its proximity. Though this technique can generate a large number of suggestions, it cannot produce relevant keywords that do not contain the original term.” (Abhishek & Hosanagar, 2007).

Query-log:

“The Google AdWords Tool relies on query log mining for keyword generation. Specific Matches, it presents frequent queries that contain the entire search term.” (Joshi, Pathan, & Khan, 2014); this technique’s main drawback is it focuses on specific matches and ignores the proximity-based keywords.

Advertiser log mining:

According to (Joshi, Pathan, & Khan, 2014) and (Abhishek & Hosanagar, 2007), this technique is used by Google AdWords where the tool tries to generate keywords based on advertisers searches before finalizing their keywords, this method can generate a large number of keywords, but its drawback is the fact that the keywords generated are probably very competitive and expensive to target.

These techniques have drawbacks, and the best advice we can give is to use all of them and try to run generated keywords through online tools that use different techniques to come up with the best-optimized keyword list.

1.2.2 Message:

According to (Galic & Marone, 2018), it can be one or different messages, but those messages have to be coupled with a URL, a description, and a landing page where your leads are driven to after clicking your search ad.

1.2.3 Landing page:

“The landing page succinctly presents your content and its value (contents of the book, introduction, presentation of contributors) and makes it available to users subject to filling out a contact form including at least one email field” (Galic & Marone, 2018), the landing page is where the user lands when he clicks on your ad, this means it has to be optimized to keep clickers interested in what you are promoting, and the best way to optimize a webpage is using SEO the procedure that was explained previously.

2. Display advertising:

“These are all the banner ads or videos on different advertiser sites or social media” (Galic & Marone, 2018), and like any other ad, if you want to optimize your display ad, you need to optimize its components (Galic & Marone, 2018) said that the elements of a display ad are the

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text if it is a textual ad, the illustration or animation that will be used to draw the users attention, and most importantly the targeting.

There are multiple objectives that can use display ads; according to ads.google.com, display ads can be used to:

- Promote the brand;
- Generate product or brand awareness;
- Increase sales;
- Get more leads.

Even though those are the objectives, display ads should be used for, but according to (Enginkaya & Cinar, 2014) brand awareness is what it should be used for, because generally, the click-through rate is low for banner ads simply because people avoid clicking on banners they see circling the web, but it is an effective way to catch their attention and make them realize that the brand exists.

As cited by (Galic & Marone, 2018) once a brand is using the Google advertising platform, their ad will show up not only in google searches but also in the Google display network (GDN), which is a network that contains the websites that are in partnership with google.

To ensure the best performance of a display, ad (Burriel, 2010) advises to:

- The message must be clear, just like the destination of the banner: if the user does not know what he is engaging in, he will probably click;
- The banner must follow the graphic charter of the advertised website so that the Internet user can "assimilate" your visual identity;
- Animated banners, in Flash or rich media, have slightly better performance. These formats are becoming increasingly popular thanks to web applications that simplify the creation, distribution, and updating of this Content.

Even though banner advertising is one of the most used ads and popular ways to advertise online but it is declining due to changes that are occurring in the user's behavior (Galic & Marone, 2018).

3. YouTube advertising:

YouTube is the number one video sharing platform where over hours and hours of Content are uploaded every day, and where over four billions people tune in to watch (Pashkevich, Dorai-Raj, Kellar, & Zigm, 2012); it is too big of an opportunity for advertisers to miss, that is why

we see more and more ads in YouTube every day, with their different types which are all displayed, but (Galic & Marone, 2018) sums them up in:

3.1 Discovery ads:

This video format allows brands to be on the first page of YouTube. Suffice to say that it is not suitable for all portfolios! It is bought by the day for 24 hours and is often used for significant events by big brands.

3.2 Google preferred:

Post a video on the Top 5% of YouTube channels. This top 5% is determined by an algorithm calculating a preferred score (= Popularity, that is to say, the viewing time + Passion, that is to say, the user engagement). The price is determined by impression (CPM). Again, since this will position the video within a top 5%, it is necessary to plan a substantial budget.

3.3 TrueView in-stream:

TrueView In-Stream ads are shown before, during, or after YouTube videos. They may also appear on sites and applications in the Google Display network.

The user can choose to ignore the ad after 5 seconds and access the Content they wanted to watch. Beyond 5 seconds, a viewing is counted if:

- the user clicks on an element of the video (example, your website, an associated banner or a call-to-action superimposed on the video);
- the user watches at least 30 seconds or the entire ad if it is less than this time.

3.4 TrueView standard:

These video ads appear at the start of other videos and show advertising clips of 30 seconds maximum. The user cannot ignore and must watch them in full. These types of ads are only for large advertisers and are very similar to TV ads.

3.5 TrueView discovery:

These video ads appear in multiple places on YouTube (search results, the home page, Display inserts). They look like classic advertising inserts and consist of a thumbnail image, title, channel name, number of views, and a yellow label indicating that it is an advertisement. On click, the user is redirected to the advertiser's YouTube channel or website; that is when Google charges the advertiser.

3.6 Call to action:

TrueView in-stream videos give the ability to add call-to-action. They appear when the video starts and appear over the bottom of the video. The idea here is to offer a small banner in a logic of conversion.

3.7 Bumper:

On smartphones only, these video ads last only 6 seconds and cannot be ignored. This mobile-first format makes it possible to capture the user's attention in a short time while being less intrusive than other formats. The purchase is made at the CPM, at auction. They can be identified by a red “Ads” label in the lower-left corner.

- Out of these types, what type should be used to enhance the effectiveness of a YouTube ad?

There is no specific answer to this question; it depends on the targeted audience and, most importantly, the budget. “YouTube’s TrueView in-stream video advertisements appear to have succeeded in substantially reducing the negative user impacts of online advertising without sacrificing the value of such advertisements to advertisers. This is a substantial accomplishment.” (Pashkevich, Dorai-Raj, Kellar, & Zigm, 2012)

Furthermore, the researchers found that online advertising works but not immediately; by that, they meant that the user would not click on an ad. It will not result in on the spot reaction, but video advertisements have an effect on later relevant search queries that most likely will result in a conversion.

Finally, they have found that giving users a choice to view (or not view) may increase this advertising effectiveness by engaging users in the advertising process. In this way, empowering users to choose the advertisements they watch online need not come at the cost of advertiser value but appears to serve the interests of advertisers and content owners and users.

4. Social media advertising:

“SMA refers to that online advertising which, with their consent, incorporates users' interactions and displays, and shares the aspects of their persona - such as names or pictures - within the advertisement content” (Chu & Kim, 2011), with that out of the way we have to address what to optimize to achieve the best results possible and according to (Van-Tien Dao, Nhat Hanh Le, Ming-Sung Cheng, & Der , 2014) the value of an advertisement lie in those three components: informativeness, entertainment, and credibility.

Chapter 1: Conceptual frame and literature review

To optimize social media ads (Van-Tien Dao, Nhat Hanh Le, Ming-Sung Cheng, & Der , 2014) found the effect of each component on customer purchase behavior, which is the end goal of any online or offline advertising campaigns.

Informativeness of the ad:

“Consumers may purposefully seek out online advertisements to obtain information required to achieve their functional needs, thus enabling them to deal with specific problems or complete specific tasks. In transitional economies, the combination of limited brand knowledge and the relatively recent increase in product availability has enhanced the demand for product information” (Van-Tien Dao, Nhat Hanh Le, Ming-Sung Cheng, & Der , 2014). According to the same source, informativeness can lead to a positive perception of the ad because it is relevant to their interests, creating value for the customers.

Entertainment:

“The ability of an advertisement to entertain is identified as one of the main factors that can affect the effectiveness of advertising in establishing an emotional link between a brand message and consumers” (Sun & Wang, 2010).

“As long as SMA establishes an emotional link with consumers, and facilitates their amusement, relaxation, and enjoyment, consumers will realize and confirm expected benefits from advertising and eventually perceive the value of these advertisements” (Van-Tien Dao, Nhat Hanh Le, Ming-Sung Cheng, & Der , 2014)

Credibility:

According to (Van-Tien Dao, Nhat Hanh Le, Ming-Sung Cheng, & Der , 2014), the ad credibility is the trustfulness and believability of the information put out in your ad. To put it simply, the more accurate is the information in an ad, the more credibility will be associated with that ad, and it will create value for customers.

5. Mobile advertising:

“With 51% of Internet time spent on mobile devices, mobile has now surpassed the time spent on desktop computers” (Smith K. , 2017); this alone shows that the most significant and most profitable opportunities are in mobile advertising, so how do you advertise in mobile?

The answer to this question lies in mobile users and who they are. To reach them, advertisers have to optimize all the previous touched upon ad types to mobile (Galic & Marone, 2018) says that it is crucial to have a website suitable for people browsing using mobile.

5.1 Mobile SEO:

(Godhwani, 2013) Gathered the essential things to do to optimize SEO for mobile and summed them up in these elements:

5.1.1 Understand Google’s mobile optimization preferences:

(Godhwani, 2013) says that as a website owner, you have several choices when launching a mobile version of your site. You can use a responsive site design that automatically detects when users are accessing your pages using mobile devices, you can control your site’s display using separate HTML and CSS files, or you can create an entirely separate mobile website.

5.1.2 Create a responsive design:

“Given Google’s recommendations, it is clear that the best path for webmasters who are interested in pursuing mobile optimization is to create a responsive website design that serves up the same information using separate CSS files that are triggered by mobile browsers.” (Godhwani, 2013)

5.1.3 Understand mobile design limitations:

(Godhwani, 2013) finds that understanding mobile limitation means:

- Mobile users hate scrolling;
- Render images on a percentage basis, not an absolute pixel basis;
- Allow mobile users to access the desktop site;
- Place mobile calls-to-action carefully.

5.2 Search for mobile:

Mobile screens are getting bigger, but they will never be big enough for everyone to appear in the top of search results where lies the more prominent visibility; search ads have to be optimized while thinking that most of the audiences are using mobile devices (Galic & Marone, 2018) advice having fewer sentences, fewer pronouns, more association of words.

The rest is up to the quality of the webpage/landing page and how mobile-friendly it is.

5.3 Display for mobile:

Creating a display campaign for mobile has to take into consideration the device being used and (Galic & Marone, 2018) advise to take into account that you are advertising in a small screen, so you have to think about:

- Banning unique ad formats (with Google Ads Gallery, it is possible to multiply formats for a better adaptation to multiple devices);
- Create more visual Content by using images and animation and less text;
- Promoting video content (preferably short videos);
- Using call to actions;
- Banning obtrusive, which are pop-ups that black the hole phone screen and is a tedious task to close.
- Using native advertising since if the ad shows up on a website that offers similar services, there are more chances to catch the user's attention.

5.4 Social media for mobile:

The advertising platforms of Facebook, LinkedIn, and Twitter are much the same and offer to create ads adapted to the mobile format with targeting centered both on the essential characteristics of individuals (age, sex) but also on their interests and their uses. The best way to reach a user while browsing.

2. Conceptual frame:

Digital advertising

1. Difference between traditional advertising and digital advertising:

The fundamental difference between online and offline advertising is the fact that online advertising is a better matchmaking platform since it offers more targeting options and understands the online user more, which leads to better targeting and better results.

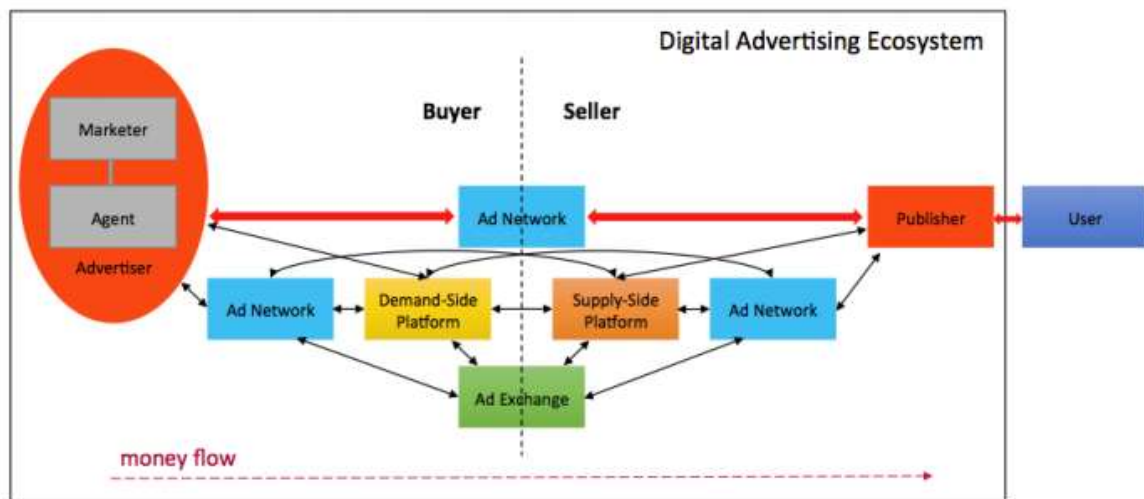
As put by (Evans, 2009) "The structure of online communications allows publishers and ad networks to learn considerably more about online users than has been possible with traditional media such as print, radio, and television...Online advertising offers the potential to be a more efficient matchmaking vehicle for advertisers and viewers than offline advertising."

2. Digital advertising definition:

"Digital advertising consists of an infrastructure that allows users, publishers, and advertisers to interact in an advertising ecosystem with brokers." (Chen, Uluagac, Copeland, & Cox , 2016).

This ecosystem can be resumed, as shown in figure 1.

Figure 1: Digital advertising ecosystem



Source : (Hamidizadeh, Yazdani, Tabriz, & Latifi, 2012)

Also, it is the practice of using types of messaging tools to deliver the wanted message to the users, as noted by (Hamidizadeh, Yazdani, Tabriz, & Latifi, 2012). "Digital advertising is a form of promotion that uses the Internet to deliver marketing messages to attract customers. E-advertising types which are studied in this research include contextual ads on search engine results pages, banner ads, blogs, rich media ads, social network advertising, interstitial ads, pop-

ups, online classified advertising, advertising networks and email marketing, including email spam." (Hamidizadeh, Yazdani, Tabriz, & Latifi, 2012)

Digital advertising serves an important place. As mentioned (Harms, Bijmolt, & Hoekstra, 2017), it grants advertisers the ability to interact with their customers no matter where they are in the decision funnel as noted before, topped by the fact that digital advertising garner more positive responses, more so than traditional forms of advertising.

"Digital advertising (a.k.a., Internet Advertising), including online advertising and mobile advertising, is a driving force for monetization. As online advertising has continued to change the rules within the industry since the 1980's". (Chen, Uluagac, Copeland, & Cox, 2016), with such a large array of tools and its increasing effectiveness topped by the increasing use of the Internet, digital ads became recognized as the leading force in advertising.

"In 2016, internet advertising spending was \$41.6 billion or 24% of the total major-media spending" (Tanyel, Stuart, & Griffin, 2013), which only help show the enormous scope of this media and how crucial it is becoming for brand and agencies to use this media to their advantage.

3. Evolution of digital advertising:

Digital advertising is a relatively new field which started in 1994 "1994 HotWired, a web magazine, sold a banner ad to AT&T and displayed the ad on its webpage" (Jian & Yazdanifard, 2015) And thus started the age of banner ads.

As banner ads continued to gain popularity, a new metric saw the light as banner ads were sold on a "cost per mill" or CPM, which relate to the cost per 1,000 viewers of the advertisement; however, it was quickly improved by Yahoo! model "cost per click" or CPC as which gave advertiser the option to pay only when their ad was clicked noted by (Evans, 2009).

As much as banner ads were blooming, advertisers still did not have a fair process to determine if these ads were driving tangible results for their businesses, and that is when "DoubleClick," which was later acquired by Google, appeared, ROI tools for banner ad campaigns it gave advertiser the tools necessary to track the performance of their ads and thus helping marketers deliver the right message, to the right person, at the right time as mentioned by (ZARSKY, 2002).

"With the declining click-through rates of conventional banner ads and rising doubts about web sites advertising business models are driving concerned advertisers beyond banner ads. As

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advertisers scramble to find alternatives, rich media are quickly becoming the standard by which the sophistication of Internet advertising is being judged. Rich media ads contain Content created with new technologies (e.g., Java, JavaScript, Macromedia Flash, Macromedia Shockwave, (D)HTML, VRML) and are used to deliver high aural and visual impact and its most popular addition was Pop-ups ads" (Edwards, Li, & Lee , 2013)

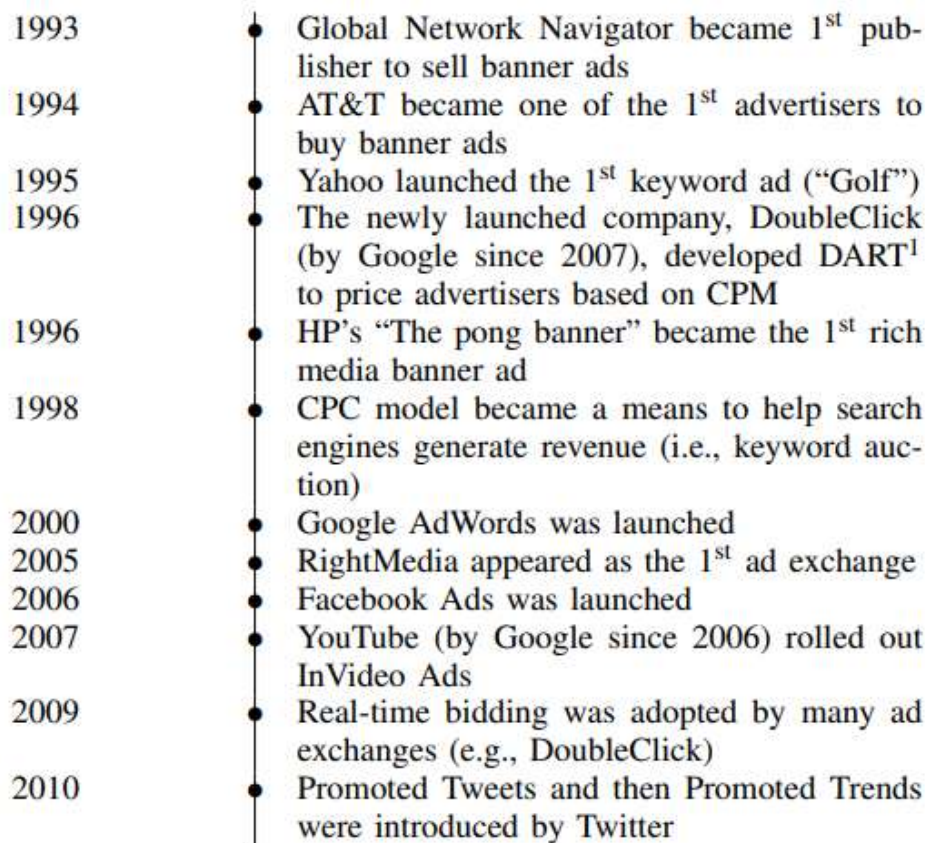
With the growth of internet users grow the supply of web pages, which led to the appearance of search engines, which advertisers adopted quickly. Pay-for-placement eventually evolved into pay-per-click to give a better all-around experience to its users, as noted by (Evans, 2009) , thus becoming one of the leading media used in digital advertising and still is.

. According to (OBEROI, 2013) social media platforms saw a rise in the 2000s. These platforms found a way to integrate ad platforms based on their user's social information and their activity within the platform, which is known now as hyper-targeting. It gave a wide range of targeting options from demographics data to users' interests.

As it is summarized in figure 02 by (Chen, Uluagac, Copeland, & Cox , 2016)

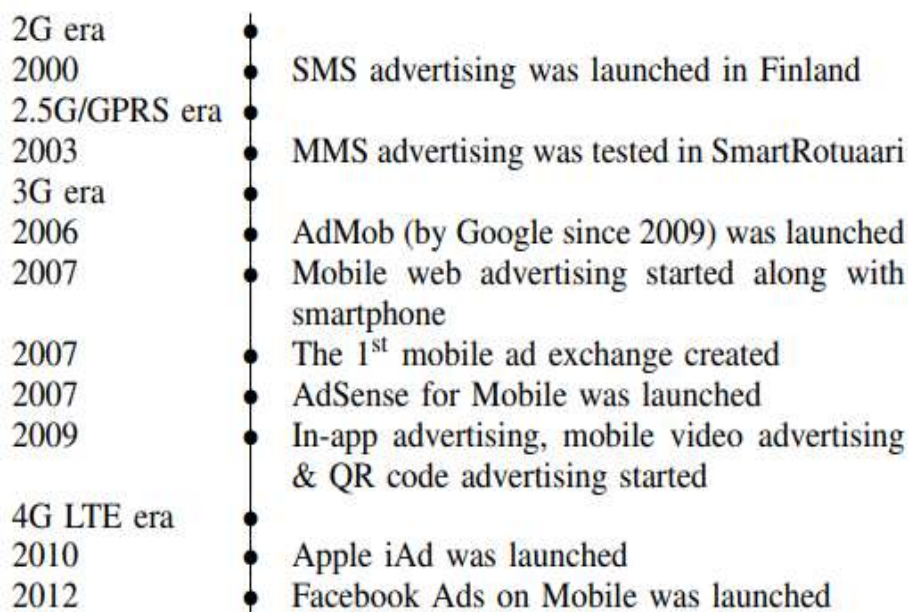
However, it did not stop only there as with the rise of mobile devices, the Internet saw a shift to mobile-first, which had many evolutions thanks to internet evolutions on mobile as shown in figure 03 by (Chen, Uluagac, Copeland, & Cox , 2016), and by each evolution, it granted advertisers more resources, but what set the motion for mobile-first and eventually the importance of digital advertising is the importance of technology such as computer and smartphones to millennials as said by (Tanyel, Stuart, & Griffin, 2013) , as they are a structure driving force in the market place, "With an estimated U.S. population of 320 million, the millennials represent a substantial amount of spending money." (PAGE, 2020)

Figure 2: Evolution of digital advertising



Source: (Chen, Uluagac, Copeland, & Cox , 2016)

Figure 3: Evolution of online digital advertising



Source: (Chen, Uluagac, Copeland, & Cox , 2016)

4. Types of digital advertising:

Today's digital environment, digital advertising formats are rapidly emerging and target consumers in different ways accordingly. However, digital ads have many different types, the most basic and standard five of them discussed here according to (Enginkaya & Cinar, 2014) and (Chen, Uluagac, Copeland, & Cox, 2016) are :

- Email Marketing;
- Social Media Advertising;
- Mobile Advertising;
- Advergaming;
- Display advertising;
- Search advertising.

Email advertising:

"Email advertising, where email is used as a vehicle for distributing promotional messages, is fast becoming an important advertising tool. Email advertising revenue totaled \$948 million in 2001 and has been forecasted to increase by 32.91 percent to \$1.26 billion in 2002 and \$7.3 billion by 2005. Indeed by 2004, marketers are predicted to spend almost 210 billion email messages to consumers" (MARTIN, VAN DURME, RAULAS, & MERISAVO, 2003).

Email marketing is one of the best ways for a brand to reach users as people's recent research. "For instance, a survey by DoubleClick of 1,015 respondents reveals that 77 percent of consumers wish to receive promotional offers 293 emails. Further, for 64 percent of consumers, email is the most popular means to learn about new promotions, products, and services" (MARTIN, VAN DURME, RAULAS, & MERISAVO, 2003).

Social Media Advertising:

The general public rapidly adopted social media; which unlike other traditional communication tools, social media allowed the user to communicate and interact on the Internet immediately and directly with one another, as such that it gave brands platforms to engage with consumers directly using different platforms such as Facebook, Instagram, LinkedIn...etc. Therefore, it is utilized as an advertising tool (Van-Tien Dao, Nhat Hanh Le, Ming-Sung Cheng, & Der, 2014).

"The social aspect of social media gave it another edge in terms of advertising since it is a major factor in influencing various aspects of consumer behavior including awareness, information

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acquisition, opinions, attitudes, purchase behavior, and post-purchase communication and evaluation." (Enginkaya & Cinar, 2014)

According to (Enginkaya & Cinar, 2014) one of the critical tool social media is used in is digital word of mouth influence, since consumers are more likely to buy something that is recommended to them, rather than when it is marketed to them that it is even more likely when the recommendation comes from someone that they trust.

Mobile advertising:

According to a study by Deloitte, 77% of French people aged 18 to 75 have a smartphone in 2016 (a figure which gained 7 points in one year). In recent years, the time spent on mobile has exploded! In October 2016, the mobile even exceeded the computer in terms of Internet traffic worldwide (Galic & Marone, 2018).

Moreover, it all started with the rising popularity of SMS that has created a new channel for advertising, called mobile advertising. Ads are rendered as short textual messages and sent to mobile phones (Tsang, Ho, & Liang, 2014).

However, it was only the start with the technological advances in mobiles and Internet advertising. Mobile devices now share many of the same features of Internet advertising such as both are emerging media used to deliver digital texts, images, and voices with interactive, immediate, personalized, and responsive capabilities according to (Tsang, Ho, & Liang, 2014)

However, they have their differences. According to (Galic & Marone, 2018) and (Enginkaya & Cinar, 2014), the main difference is one of the most powerful calls to action: being able to dial a phone call that encourages customers along the decision making funnel and being always connected with its.

All in all, with the ongoing evolution in mobile technologies and the high penetration rate of mobile handhelds, the popularity and importance of mobile advertising have increased rapidly. (Enginkaya & Cinar, 2014) finds that mobile advertising is unique in establishing direct, pervasive, and individualized links with customers due to several inherent characteristics of mobile handsets such as being "exceptionally personal," "always-on," "always connected," and "always with the user". Its relative novelty, unique features, and growing business potential have made mobile advertising a stimulating interest for both practitioners and researchers.

Advergaming:

Since marketers are always looking for new ways to advertise and promote products and services in economical and profitable ways, the dynamics of the industry require that new media

formats be sought. (Smith A. D., 2007) finds that when it comes to banner and pop-up ads, it is hard to gauge if people are paying attention or not, due to the multitude of blocking software and the seeming bad reputation such online advertising tactics receive in the popular press. Seemingly, many of these marketing techniques have not been significant or at least very difficult to establish a proper metric to measure their effectiveness. However, with Advergaming, potential customers play the game within the commercial. Technology advancements over the past several years have allowed Advergaming to become an advertising opportunity.

“Advergaming is a branded entertainment; they are usually custom created by firms for the sole purpose of promoting their brands and are accessed via their corporate or brand websites. By contrast, in-game advertising is often coordinated and sold by independent gaming organizations through dynamic ad-insertion networks” (Okazaki & Yagüe, 2011).

According to (Enginkaya & Cinar, 2014) almost all advergaming one key characteristic is that they are mostly all designed to promote fun as the main objective to build consumer relationships with the game and the brand and thus having increasing brand love with its users, as Researches on advergaming have found an overall positive influence of playing the game on brand attitudes.

Display advertising:

Each internet user is a potential Ad customer or target. When an Internet user sends a web URL to request Content from a web server, the publisher (which hosts the web services), upon receiving the user’s request, immediately obtains necessary user information, such as IP address, operating systems, and web browser types...etc. Combining user information with the Content of the web page requested by the user, the publisher is in a position to find advertisers who are interested in serving their advertisement to the user. According to (Truong & Simmons, 2010.), display advertising consists of four main parts:

- Pop up ads
- Banner ads
- Video ads

Pop up ads:

Pop-ups are another form of interstitials that load behind the users' Web browser so that they may be seen after users close the browser window. Although different forms of

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interstitials can be programmed, they are distinct from conventional banner ads in how they are displayed. (Edwards, Li, & Lee , 2013)

Banner ads:

Banner ads are images or animations displayed on the website, where consumers are exposed to various advertising messages and are often able to click on the ad for additional information about the product and company. Although banner ads are still the cornerstone of Internet advertising—making up 60% of all Internet advertising in 1998 and an expected 40% in 2003 according to (Becker-Olsen, 2013) and (YUN YOO & KIM, 2005)

Video ads:

Video advertising on the Internet is a creative medium of advertising in video format, which provides an introduction as to how to operate products and how the products function. Unlike abstract scripts and fantasy stories used in conventional advertising to attract consumers, instructional video advertising focuses on the products themselves. In such instances, customers can learn about the products from the advertising directly. Hence, the learning curve as to how to use the products can become less steep. Besides, the gap between how the products are expected to function and how they can function can be reduced. Finally, purchasing intention can be stimulated. (Huarng, Hui-Kuang Yu, & Huang, 2009)

The investment in video ads is gradually rising with billions of expenses each year. The latest marketing statistic by eMarketer has revealed that the expenditures of video form ads in 2014 are approximately 6 billion dollars, with the rise of 1.76 billion dollars expenses from last year (US TV ad market still growing more than digital video, 2014). According to (Jian & Yazdanifard, 2015)

Search advertising:

According to (Streimikiene, et al., 2019). the 1.3 billion consumptions are made by heavy internet users who are online buyers of Europe, and these purchases happened every six months, making an average of € 747 00. Consumers use search engines to show their buying needs and want, which leads to the purchase of products and services. Search engines have become very important for generating new leads and bringing new customers; this is why search engines are taken as the most effective online communication network that helps with building brand sustainability. The definition of

the SEO, according to the Web design library, is that it is used to assure that a link appears on the top of the page when one searches and types a specific keyword. The SEO aims to increase the number of web visitors and make the website rank very high using the correct keyword and by explaining the website content. The task of SEO includes search algorithms and searches of online customers. When online users search for data with the help of search engines, the opportunities for marketers arise. Count of visitors, stay, again visits, and rise of repeat visits, buying of rejection rate such as

- 1) Site quality in light of appraisals and honors; consumer loyalty with the site, engaging physical quality,
- 2) Pages of data given, hit rates, site hits, and stickiness,
- 3) Cost per click, cost per arrange, cost per client obtained. Paid and natural web search tool rankings,
- 4) Permeability: web index rankings and page areas concerning key contenders,
- 5) Navigate rates and number of webpage visits from paid and natural pursuit promoting
- 6) Several changes: qualified leads, beginning buys, and so forth

Chapter 2: Methodological Frame

Chapter 2: Methodological frame:

In this chapter, we will detail the essential points of the methodological approach that we have chosen to adopt and of the epistemological stance chosen. We will also talk about the research methods and the collection instruments that we used in our study to achieve our objectives and answer the research question.

1. Methodological approach:

Our work leans towards the positivism approach, "...It claims that the social world can be understood in an objective way. ... According to this research philosophy, the research is based and depends on what the researcher's interests are. Pragmatist research philosophy deals with the facts." (Elliott, Kratochwill, Littlefield Cook, & Travers, 2000).

The use of this approach can be justified by the nature of our problematic, which tries to bring clarifications and a better understanding of our research topic, which is the optimization of digital advertising; this means that our research will be following the descriptive route in discussing the results of the digital ads campaigns ran by the agency.

In our case study, the client of the agency is trying to build awareness towards his brands and engage with potential customers through social media. Our research will be inductive, meaning setting up rules and recommendations through observation. "Induction corresponds to a process that allows one to move from the particular (observed facts, singular cases, experimental data, situations) to the general (a law, a theory, a general knowledge." (PAUGAM, 2018)

The methodological approach we are going to use in this research is quantitative which is a "...systematic empirical investigation of observable phenomena via statistical, mathematical, or computational techniques". (Lisa, 2008)

1. Data collection:

To get more relevant data, we opted towards using two primary sources of data collection which are:

- Survey data: which was collected through a survey that was distributed in the course of our internship;
- Campaign data: collected from the agency's documents and the statistics provided by the platform in which the campaigns were distributed.

2. Methods and instrument for collecting information:

In our work, we will use two methods of collecting information. Among the collection methods we will be using, we cite documentary research and quantitative research via survey; we also note that we will be analyzing data from advertising campaigns using quantitative methods. The combination of the documentary and quantitative method will enable us to answer the research question better.

In what comes next, we will go in more detail about these two approaches.

3.1 Documentary research:

We used this method of collection simply to better our understanding of the concepts that we will be discussing furthermore throughout this research. We diversify our sources of information to add relevancy to our work, as we will be using books, articles, insight from advertising platforms, and trustworthy websites.

3.2. Quantitative research:

3.2.1 Survey:

As cited previously, we will be using the survey as the prime instrument for collection in this quantitative research, a survey is “a means for gathering information about the characteristics, actions, or opinions of a large group of people.” (Pinsonneault & Kraemer, 1993)

We opted for the survey for numerous reasons; the most obvious one is the fact that to optimize digital ads in order for them to perform better, we had to collect data from the target of these ads, which are internet users, and the best way to measure their attitudes towards different types of digital ads is to collect enough data so we can come up with a set of rules to follow in future advertising campaigns.

3.2.2 Campaigns analysis:

We will be taking the insights and stats of the advertisements running on Facebook provided by the ad's manager (Facebook's advertising platform), and we will analyze themes mathematically to define the formats and contents suited for the Algerian audience.

2. Sampling:

“In statistics, quality assurance, and survey methodology, sampling is the selection of a subset (a statistical sample) of individuals from within a statistical population to estimate characteristics of the whole population. Statisticians attempt for the samples to represent the population in question. Two advantages of sampling are lower cost and faster data collection than measuring the entire population.” (Peck, Olsen, & Devore, 2008)

To get the most of our sample, we tried to distribute the survey to people who are most likely to fit in our target audience. In other words, we used the sampling by convenience method.

“A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach. For example, standing at a mall or a grocery store and asking people to answer questions would be an example of a convenience sample. This type of sampling is also known as grab sampling or availability sampling. There are no other criteria for the sampling method except that people be available and willing to participate. Besides, this type of sampling method does not require that a Random simple sample is generated since the only criteria is whether the participants agree to participate” (Saunders, Lewis, & Thornhill, 2012)

Table 1: Survey research recap

Methodological approach	Quantitative
Information collection method	Empirical method
Instrument of collection	Survey
Survey segments	<ul style="list-style-type: none"> • Usage of social media • Attachment to social media • Trust in social media • Attitudes towards Facebook ads
Distribution method	On line
Sampling	Target audience: Social media users Sampling method: by convenience Sample size: 411
Schedule	26-09-2020 to 30-09-2020

Source: made by the researchers

We have able to gather more than 400 answers; we consider this number to be enough for us to study.

3. Survey elaboration:

The survey was conceived based on pre-established objectives that we deemed fitting to help us answer the research questions, to get the most relevant information is from our audience, and to be able to quantify the results so we can measure theme. We segmented our survey into five sections:

3.1 Behavior and usage:

In this segment, we tried to see how much does our audience uses social media and what are the most used platforms. This segment will help us determine how much importance do users attribute to social media.

3.2 Attachment:

This dimension that we wanted to measure is a little complex, and according to (Bruner, 2013), this dimension can be measured through:

- Passion;
- Delight;
- Captivation.

(The response scale used with these items had five-points and the extreme verbal anchors were strongly disagree / strongly agree)

3.3 Trust:

(Bruner, 2013) Measured brand trust through these items:

- This brand is dependable;
- This brand is reliable;
- This brand is trustworthy.

(The response scale used with these items had five-points and the extreme verbal anchors were strongly disagree / strongly agree)

3.4 Attitudes towards advertising:

For this research, we chose which attitudes were fitting to the overall context and measured them; these attitudes were selected based on (Bruner, 2013) and are:

3.4.1 Believability: which was measured by these items:

- believable
- trustworthy
- credible
- reasonable
- convincing
- unbiased

3.4.2 Intrusiveness:

- Forced;
- Interfering;
- Intrusive;

Chapter 2: Methodological frame

- Invasive;
- Obtrusive.

3.4.3 Novelty:

- This ad is original;
- This ad is different from my expectations of a print advertisement;
- This ad is memorable;
- This ad is visually attractive;
- This ad is attractive;
- This ad is different.

3.4.4 Usefulness:

- This ad is believable;
- This ad provides relevant information;
- This ad does an excellent job of presenting the product's benefits;
- This ad does an excellent job of building the product's image;
- This ad provides practical information.

(The response scale used with these items had five-points and the extreme verbal anchors were strongly disagree / strongly agree)

Chapter 3:

Research results

Chapter 3: Results and discussions:

We will structure this chapter into two sections. The first will be devoted to the results obtained from the survey we made to look more closely at the attitude and users' perception of digital Ads that would help us optimize the ads. The second section will be dedicated to the framework we used for each of Magpharm objective and the results of the developed Ads for each objective

1. Description of the research field:

In this part, we will report information that has been communicated to us through documents internal to the host company, and therefore confidential. We are therefore found in the obligation to adapt the Content.

1.1 KYO Conseil:

Limited liability company (LLC) KYO Conseil is the first Inbound Marketing agency in Algeria, founded in 2016. It is a hybrid agency, combining the technical component related to web development and all the skills and know-how of traditional and digital marketing. It is, therefore, a Growth Hacking agency with consulting as the cornerstone of its mission. Unlike some traditional marketing strategies favoring mass communication often being intrusive, Inbound is a modern, robust, ethical, and calibrated approach to marketing. Faced with changing technologies, increasing user expectations, and the need to offer the right product, KYO Conseil is positioned as a critical player in the digital transformation. The agency has 30 people within it that share common values and a common goal: to live out each other's passions, which, when brought together, constitute the strength and very essence of KYO Conseil. The agency is based on three pillars that maintain the quality of services, the place of the agency, and its reputation. These three pillars are:

- **Web development:**

Made up of 13 developers and four units: mobile development unit, web unit, web designer unit, and finally, IT security unit. This department closely follows the changes and ongoing evolutions of technology to be always up to date with the changes taking place in the high-tech world and never hesitates to discover new technological developments and to benefit its customers.

- **Digitalization and branding:**

A brand has an identity, a personality, a role in fulfilling, and tasks to accomplish. It operates in the real-world with its codes. The Digital and Brand Business department is made up of seven people whose mission is to support customers in the story they want to write for their brand, from reflection to its deployment. It is also vital to get the right message to the right person at the right time. KYO has been able to adapt to the new mode of communication, the web, and has correctly nested it in the classic brand thinking

- **Design:**

A good message is synonymous with a beautiful design that can correctly transcribe what the customer wants to convey to his target. The six members of the design and prod team support their clients in the process of creating the message in synergy with the brand's strategy.

1.2 Strengths of KYO:

- Personalized support throughout the conception of the project and its results;
- A young and competent team that masters all stages of a digital transformation;
- Excellent ability to adapt to change and new market trends to offer ever more efficient strategies and solutions;
- Deployment of strategic thinking on any 360 ° media requires.

1.3 KYO's missions:

- Consulting and advising the clients throughout their digital transformation process;
- Optimization of customer performance in a continually changing environment;
- Increasing visibility and customer portfolio through the development and implementation of a digital strategy;

1.4 KYO's vision:

- **Explore:** KYO Conseil aspires to always be up to the task in its area of expertise. To do this, it must explore new technologies and the most efficient tools to strengthen and adapt its strategies to new needs, but above all, to the latest market trends.
- **Build:** On solid foundations, a healthy and lasting customer relationship that emphasizes collaboration, co-creation, and understanding.
- **Follow up:** Closely follow up on customer satisfaction throughout their collaboration to stay in a spirit of development.

1.5 KYO's services:

Table 2: KYO Conseil's services

services	
Consulting, Audit, and Training	Social Media Management
Web development / Mobile applications	Content Marketing
Audiovisual production	Marketing Automation
SEO	Emailing and Sensing:
Brand ID	ADS

Source : Documents at KYO conseil

1.6 Magpharm:

As pointed out in (Magpharm about, 2020), Created in 2003, Magpharm has:

- A pharmaceutical laboratory ranked number 1 in health and well-being products;
- A distributor of pharmaceutical products;
- A logistics company, allowing it a presence in 48 wilayas.

1.7 Magharm laboratories:

MAGPHARM Laboratories offers a wide range of products, as shown in (Magpharm about, 2020), which help to preserve everyone's health and beauty, and which ensure comfort and well-being.

MAGPHARM Laboratories has its production site where its products are manufactured following international recommendations, a significant guarantee of safety, efficiency, and quality.

MAGPHARM thus provides access to solutions with several brands recognized for their efficiency and national and international notoriety.

1.8 WATSON Distribution:

WATSON Distribution is a distributor of pharmaceutical and para pharmaceutical products in Algeria, ensuring storage and distribution on the national territory and providing services to ensure the availability of products at the right time and the right cost. (Magpharm about, 2020)

1.10 Magpharm brands:

Table 3: Magpharm brands

brands		
Alliance	Mediflex	Phytopharm
Avéne	Noreva	Santé vie
FGX international	Novalac	Seco +
FILLMED	Onagrine	Solyne
LCA	Phytssence	Topicerm

Source: (Magpharm brands, 2020)

1.11 SECO+ / Mediflex:

Our case study will be to optimizing the ads for both Mediflex and SECO +, in which KYO Conseil is responsible for the advertising campaign on Facebook for these brands.

Available in the “First Aid,” the Seco + is a range of pharmaceutical-grade first aid products working for the health and comfort of all that offers practical products. Which provides the perfect panoply of safety, reliability, and effectiveness. (Magpharm Mediflex, 2020)

The lack of daily mobility reduces our quality of life. Mediflex products are an effective and safe response to the symptoms of all mobility disorders. Mediflex offers solutions with proven effectiveness in ensuring ease of mobility, comfort, and well-being. They provide long-lasting pain relief, reduce stiffness, improve mobility and joint stability. (Magpharm SECO+, 2020)

In a goal to develop SECO+ and Mediflex presence online, Magpharm approached KYO Conseil.

2. Results and analysis of the quantitative study:

The results that are about to be shown and interpreted are from a survey made to measure the usage of social media and the amount of attachment and trust in these social platforms, but most importantly, the attitudes towards Facebook advertisements.

Table 4: Respondents profile

Gender	
Men	32.4%
Women	67.6%
Age	
Under 18	0.5%
From 18 to 29	51%
From 30 to 39	34.1%
From 40 to 65	14.4%
Over 65	0.2%
Marital status	
Single	56.9%
Married without kids	9.7%
Married with kids	33.3%
Socioprofessional status	
Employer	5.6%
Trader, Independent, and craftsman	7.5%
Senior	16.5%
Employee	29.7%
Student	32.1%
Unemployed	8.0%
Retired	0.5%
Wilaya	
Algiers	72.0%

Source: Made by the researchers

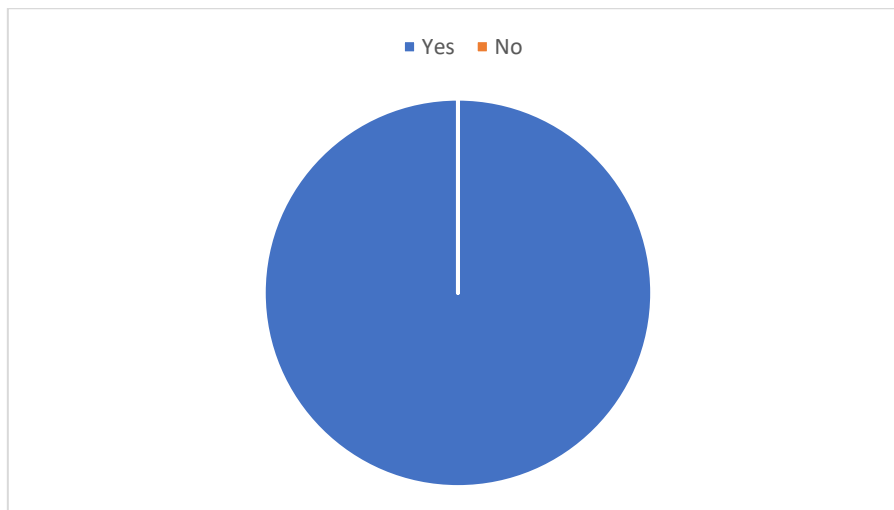
Chapter 3: Results and discussions

Observations:

- This table shows us that the respondents to our survey are mostly woman with over half of the responses;
- Most of our sample are young adults, where we can observe that slightly over half of the responses are from people aged between 18 to 29 years old;
- Over 60% of the responses come either from students or employees,
- Almost three-quarters of the responses came from the wilaya of Algiers.

Eligibility:

Figure 4: Respondents who have social media accounts



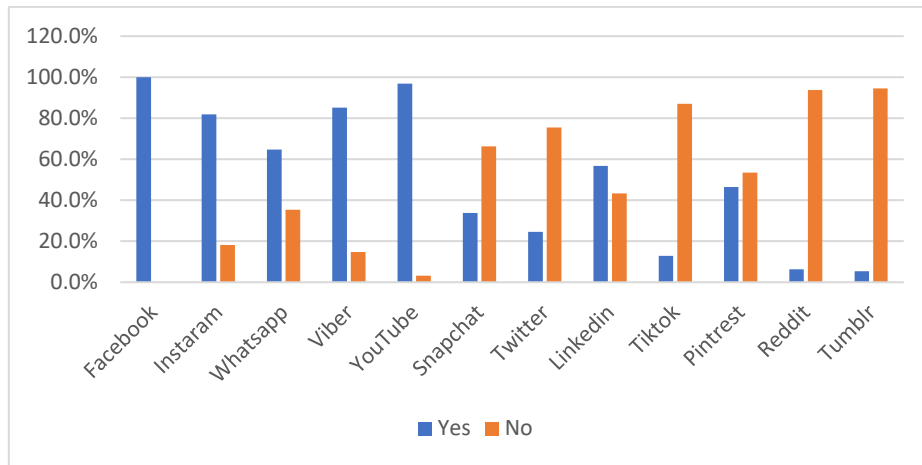
Source: Made by the researchers

Observations:

- To get relevant answers, we made a filter question, which had the purpose of excluding people who do not have a social media account, simply because they would not be reached by advertisements on social media. Therefore, we cannot measure their attitudes towards Facebook advertisements.
- In our case, 100% of the respondents are eligible for the study since they have a social media account.

Behavior and usage around social media:

Figure 5: Social media accounts of respondents



Source: Made by the researchers

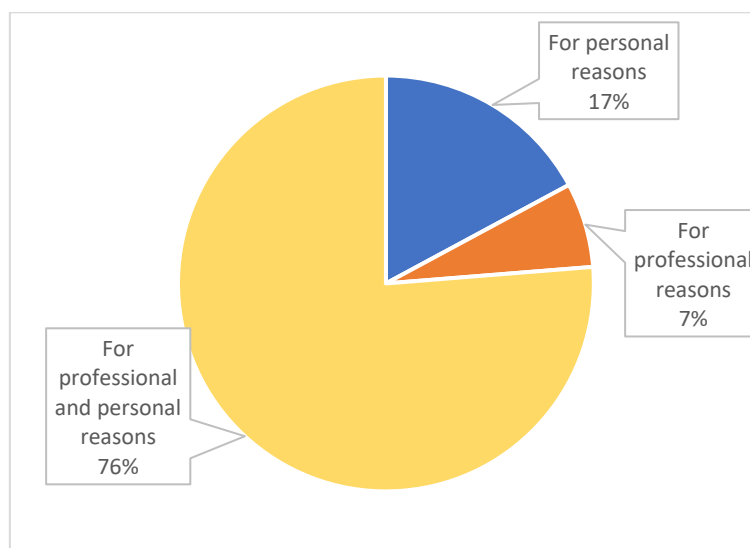
Observations:

Every person in our sample have a Facebook account;

YouTube, Instagram, Viber, and WhatsApp are the four-social media with the most subscriptions after Facebook;

The rest of the social media featured in this study are not as popular as the ones mentioned above.

Figure 6: Reasons for social media usage



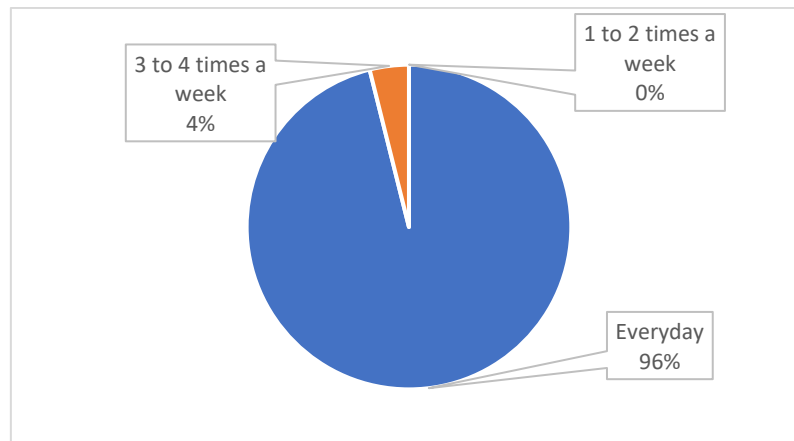
Source: Made by the researchers

Chapter 3: Results and discussions

Observations:

- Over three-quarters of the respondents use social media for personal and professional reasons;
- 17% use social media for personal reasons;
- A tiny percentage of the respondents use social media for professional reasons only.

Figure 7: Amount of social media usage

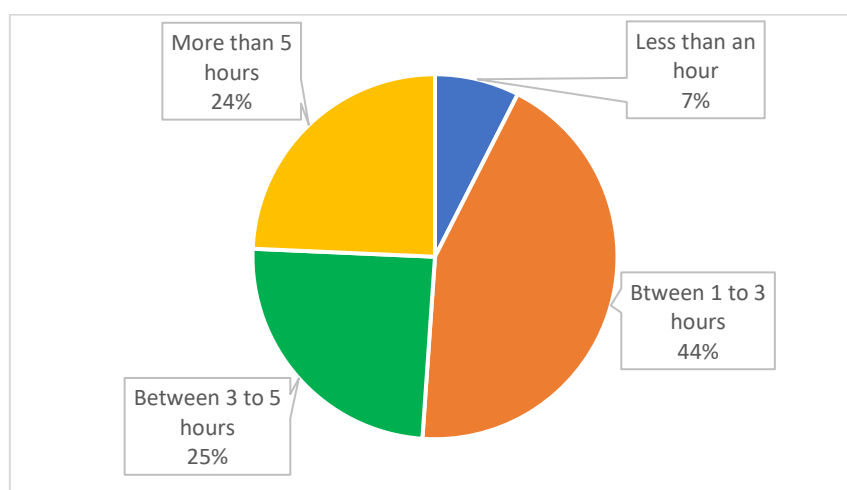


Source: Made by the researchers

Observations:

- This graph shows that almost everyone in our sample uses social media every day;
- Almost none of the respondents use social media less than five times a week.

Figure 8: The average daily amount of time spent on social media



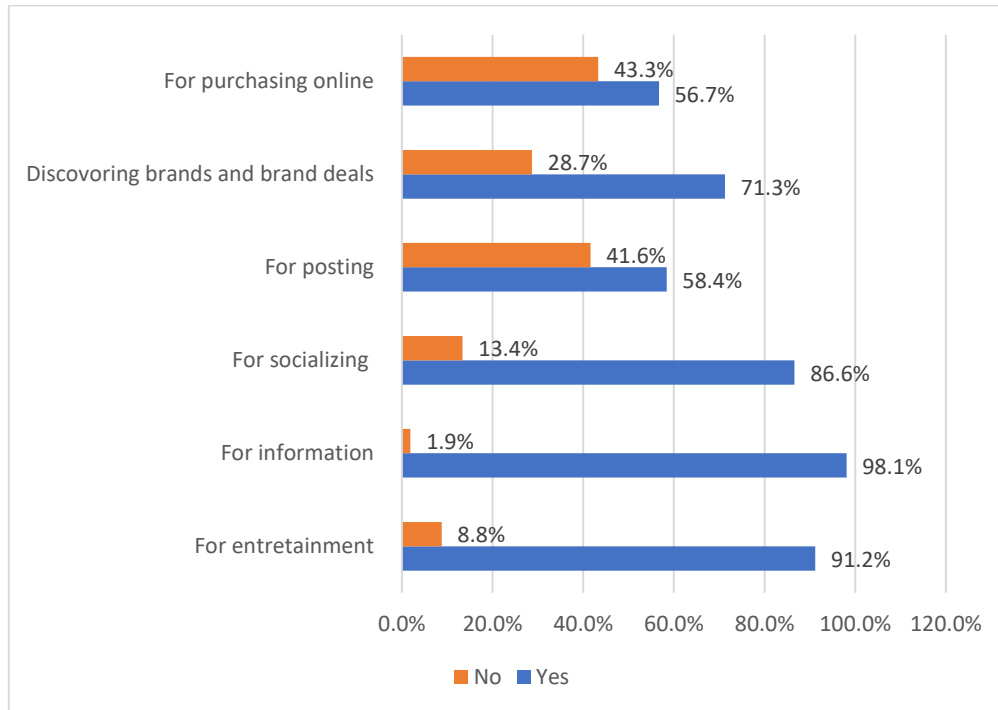
Source: Made by the researchers

Observations:

Chapter 3: Results and discussions

- Near half of the respondents use social media for at least an hour up to three hours;
- A quarter of the answers say that they use social media for three hours to five hours a day;
- Close to a quarter to the respondents are using social media for over five hours a day.

Figure 9: Reasons for using social media (detailed)

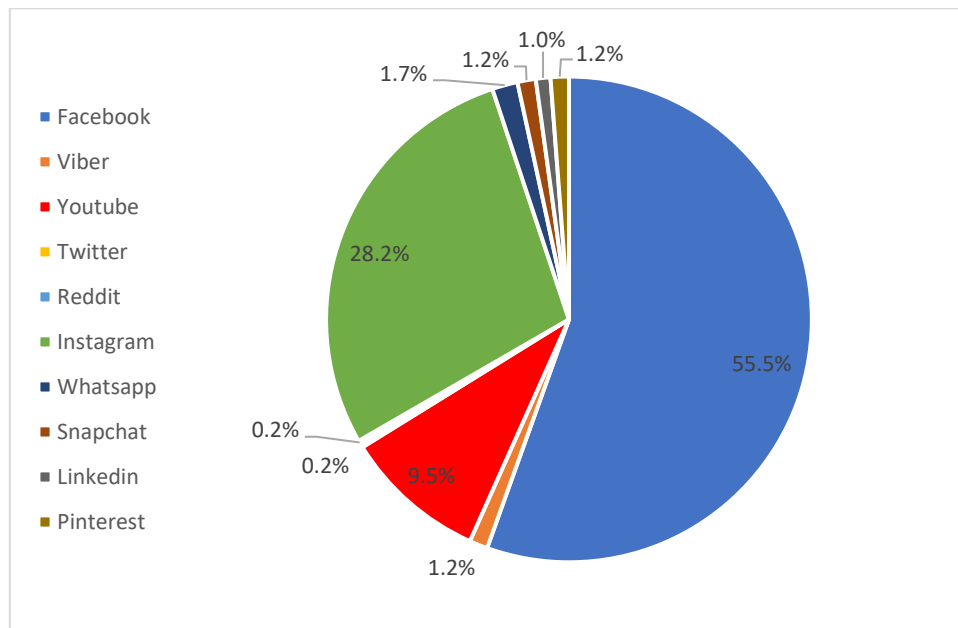


Source: Made by the researchers

Observations:

- All but a small percentage of the respondents use social media for entertainment and information purposes or for merely socializing;
- Practically three-quarters of the respondents use social media for discovering brands and brand deals;
- Roughly over half of our sample uses social media for posting;
- Approximately 60 % of the respondents purchase online through social media.

Figure 10: Most used social media



Source: Made by the researchers

Observations:

- Over half of the respondents prefer using Facebook as their leading social media;
- Just about 30% prefer using Instagram;
- Nearing 10% of the sample use YouTube;
- Just about 9% using other social media.

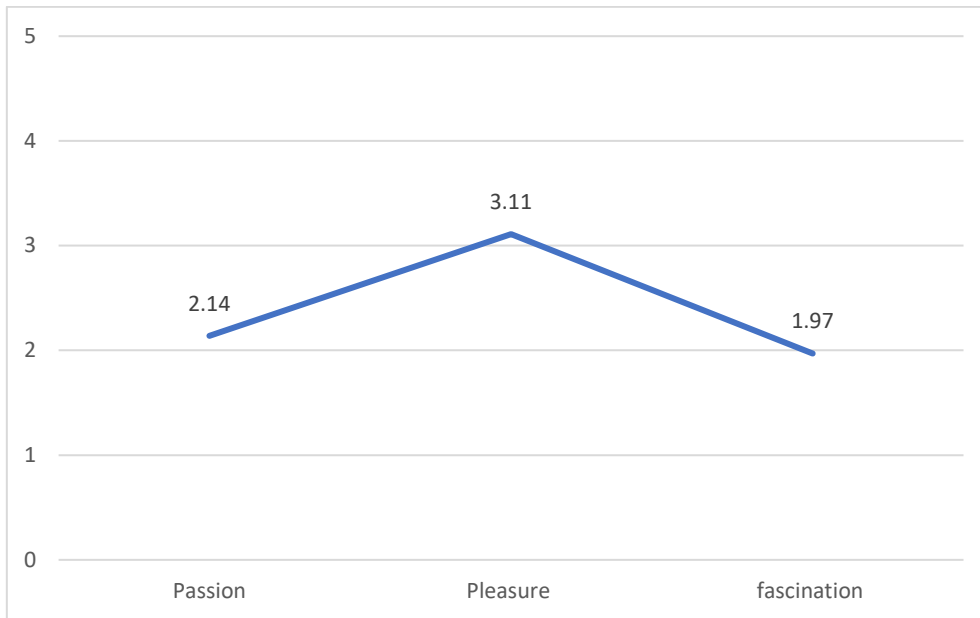
Usage and behavior around social media conclusions:

- People tend to have more than one social media account; this is because the type of content on the different social media and the intentions behind using these social media platforms differs;
- The amount spent on social media gives a little perspective on the reason for brand migration to social media. To put it simply, brands are going where their customers and leads are spending the most time;
- Social media is made for people, not brands; that is why most of the users are using it for non-commercial purposes, so brands have to adapt to the customer need for entertainment and information and offer content that goes along the lines of giving social media users value through content instead of just promoting products;
- The most used social media in Algeria is Facebook, and the results of the survey further prove it; if someone wants to advertise in Algeria, he has to dedicate a fair

amount of his resources to Facebook advertising, but he has to be smart about the approach, as mentioned several times throughout this study, social media was made for people, not brands.

Attachment to social media:

Figure 11: Attachment to social media



Source: Made by the researchers

Observations:

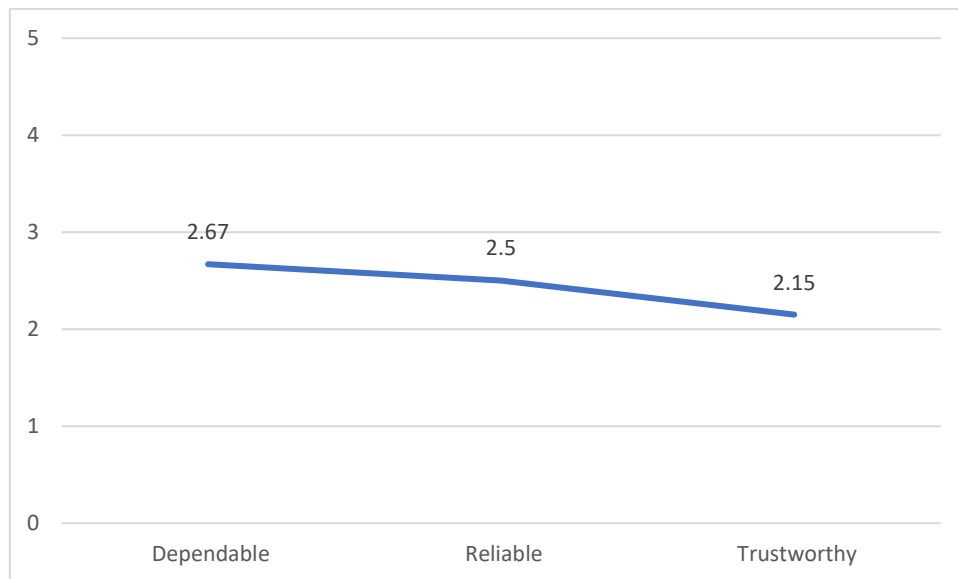
- When asked to give a ranking on a scale from one to five (Likert scale), the pleasure variable proved to be the most important one averaging a 3,11/5, while the others roughly reach the average of 2,5/5.

Attachment to social media conclusion:

- The attachment of social media is coming from a pleasure standpoint more than anything else. Therefore, brands have to find what is more pleasurable for users and build their advertising strategy on it.

Trust in social media:

Figure 12: Trust in social media



Source: Made by the researchers

Observations:

- All three of the variables are around the average score (2,5)

Trust in social media conclusions:

- People's trust in social media is somewhat average. We deem this to the reason for the propaganda of fake news; brands have to associate themselves with figures or other brands that give a reassuring source of information.

Principal components analysis:

Our study includes several complex variables that are considered to be hard to measure, so we divided those variables into items based on a Likert scale so that we can make a PCA analysis afterward.

The variables that will be analyzed are ordinal with a normal distribution, and our sample is 411 respondents. Therefore, the condition of the analysis is met, and the analysis can take place.

Our main goal through this analysis is to try and find a relation between variables and reduce their number to come up with comprehensive and interpretable information.

The PCA analysis was done to the four attitudes chosen for the study to three Facebook ads that were displayed to the sample.

This will allow us to determine which type of advert is the most relevant and exciting to the audience.

The posts used for the study were:

Post 1: post featuring a celebrity/influencer;

Post 2: post featuring humor and self-awareness;

Post 3: post featuring the product and its advantages.

Believability:

Table 5: Correlation matrix (believability)

		[ATT1.1) Croyable]	[ATT1.2) Digne de confiance]	[ATT1.3) Crédible]	[ATT1.4) Raisonnable]	[ATT1.5) Convaincante]	[ATT1.6) Impartiale]
Corrélation	[ATT1.1) Croyable]	1.000	.739	.759	.696	.672	.463
	[ATT1.2) Digne de confiance]	.739	1.000	.786	.698	.690	.483
	[ATT1.3) Crédible]	.759	.786	1.000	.764	.728	.502
	[ATT1.4) Raisonnable]	.696	.698	.764	1.000	.790	.504
	[ATT1.5) Convaincante]	.672	.690	.728	.790	1.000	.560
	[ATT1.6) Impartiale]	.463	.483	.502	.504	.560	1.000

Source: Made by the researchers using SPSS stats

This matrix proves that all the variables are, to some extent, correlated between themselves, which allows us to continue the analysis.

Table 6: KMO and Bartlett test (believability)

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		.905
Test de sphéricité de Bartlett	Khi-carré approx.	1823.172
	ddl	15
	Signification	.000

Source: Made by the researchers using SPSS stats

- The KMO is 0,905, meaning highly qualified;
- The Bartlett test is $< 0,005$; therefore, the correlation matrix is not an identity matrix, and there is indeed a correlation between the variables.

Table 7: Matrix of components (believability)

	Composante 1
[ATT1.1) Croyable]	.199
[ATT1.2) Digne de confiance]	.202
[ATT1.3) Crédible]	.209
[ATT1.4) Raisonnable]	.205
[ATT1.5) Convaincante]	.204
[ATT1.6) Impartiale]	.155

Source: Made by the researchers using SPSS stats

We used a Varimax rotation to determine how many components these variables explain, and the result shows that there is only one component, which makes sense, considering they are used to measure a single dimension, which is, in this case, the believability of the advertisement.

This analysis was made to all the attitudes in every post, and the results were as follows:

Intrusiveness:

Table 8: The correlation matrix (intrusiveness)

	[ATT1.9) Artificielle (forcé)]	[ATT1.10) Interférente]	[ATT1.11) Intrusive]	[ATT1.12) Envahissante]	[ATT1.13) Importune]
Corrélation [ATT1.9) Artificielle (forcé)]	1.000	.560	.483	.509	.496
[ATT1.10) Interférente]	.560	1.000	.656	.563	.592
[ATT1.11) Intrusive]	.483	.656	1.000	.755	.677
[ATT1.12) Envahissante]	.509	.563	.755	1.000	.727
[ATT1.13) Importune]	.496	.592	.677	.727	1.000

Source: Made by the researchers using SPSS stats

Table 9: KMO and Bartlett test (intrusiveness)

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		.838
Test de sphéricité de Bartlett	Khi-carré approx.	1135.932
	ddl	10
	Signification	.000

Source: Made by the researchers using SPSS stats

Table 10: The components matrix (intrusiveness)

	Composante 1
[ATT1.9) Artificielle (forcé)]	.210
[ATT1.10) Interférente]	.238
[ATT1.11) Intrusive]	.255
[ATT1.12) Envahissante]	.254
[ATT1.13) Importune]	.249

Source: Made by the researchers using SPSS stats

For the intrusiveness dimension, we found that:

- The correlation matrix shows that there is a relation between the multiple variables;
- The KMO and Bartlett tests confirm that the correlation matrix is not an identity matrix; therefore, the variables are correlated;
- The variables explain a single component, which is intrusiveness.

Novelty:

Table 11: The correlation matrix (novelty)

		[ATT1.14) Originale]	[ATT1.15) Mémorable]	[ATT1.16) Visuellement intéressante]	[ATT1.17) Intéressante]	[ATT1.18) Différente]
Corrélation	[ATT1.14) Originale]	1.000	.614	.579	.612	.614
	[ATT1.15) Mémorable]	.614	1.000	.636	.620	.530
	[ATT1.16) Visuellement intéressante]	.579	.636	1.000	.684	.490
	[ATT1.17) Intéressante]	.612	.620	.684	1.000	.610
	[ATT1.18) Différente]	.614	.530	.490	.610	1.000

Source: Made by the researchers using SPSS stats

Table 12: KMO and Bartlett test (novelty)

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		.860
Test de sphéricité de Bartlett	Khi-carré approx.	1039.254
	ddl	10
	Signification	.000

Source: Made by the researchers using SPSS stats

Table 13: The components matrix (novelty)

	Composante 1
[ATT1.14) Originale]	.244
[ATT1.15) Mémorable]	.243
[ATT1.16) Visuellement intéressante]	.242
[ATT1.17) Intéressante]	.253
[ATT1.18) Différente]	.230

Source: Made by the researchers using SPSS stats

For the novelty dimension, we found that:

- The correlation matrix shows that there is a relation between the multiple variables;
- The KMO and Bartlett tests confirm that the correlation matrix is not an identity matrix; therefore, the variables are indeed correlated;
- The variables explain a single component, which is a novelty.

Usefulness:

Table 14: The correlation matrix (usefulness)

		[ATT1.19) Fournit des informations pertinentes]	[ATT1.20) Présente bien les avantages du produit]	[ATT1.21) Renforce l' image du produit]	[ATT1.22) Fournit des informations pratiques]
Corrélation	[ATT1.19) Fournit des informations pertinentes]	1.000	.686	.484	.715
	[ATT1.20) Présente bien les avantages du produit]	.686	1.000	.498	.795
	[ATT1.21) Renforce l' image du produit]	.484	.498	1.000	.538
	[ATT1.22) Fournit des informations pratiques]	.715	.795	.538	1.000

Source: Made by the researchers using SPSS stats

Table 15: KMO and Bartlett test (usefulness)

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		.806
Test de sphéricité de Bartlett	Khi-carré approx.	886.822
	ddl	6
	Signification	.000

Source: Made by the researchers using SPSS stats

Table 16: The components matrix (usefulness)

	Composante 1
[ATT1.19) Fournit des informations pertinentes]	.298
[ATT1.20) Présente bien les avantages du produit]	.310
[ATT1.21) Renforce l' image du produit]	.250
[ATT1.22) Fournit des informations pratiques]	.317

Source: Made by the researchers using SPSS stats

For the novelty dimension, we found that:

- The correlation matrix shows that there is a relation between the multiple variables;
- The KMO and Bartlett tests confirm that the correlation matrix is not an identity matrix; therefore, the variables are indeed correlated;

Chapter 3: Results and discussions

- The variables explain a single component, which is usefulness.

For the rest of the advertisements, the results were practically the same. All the variables explain a single dimension, which adds up to the four dimensions we are trying to measure in this study.

Table 17: The dimensions and their explaining variables

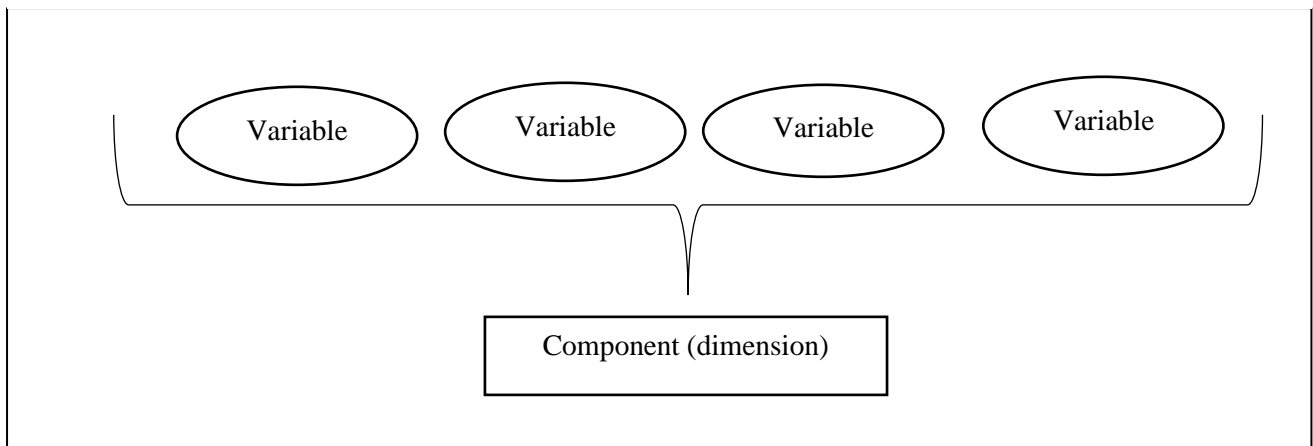
Believability	Believable
	Trustworthy
	Credible
	Reasonable
	Convincing
	Unbiased
Intrusiveness	Forced
	Interfering
	Intrusive
	Invasive
	Obtrusive
Novelty	Original
	Memorable
	Visually interesting
	Interesting
	Different
Usefulness	Provides relevant information
	Does an excellent job of presenting the product's benefits
	Does a good job building the products image
	Provides practical information

Source: made by the researchers

Merging variables:

We merged the variables that explain one component into one variable, which is the dimension that we want to measure.

Figure 13: Variable merging



Source: made by the researchers

The goal of this merging is to be able to measure more efficiently the dimension; we used SPSS stats transformation tool to be able to do so, we calculated the average of each variable, and we averaged the results to come up with on one variable to measure.

Table 18: Variables merging results

	Post 1	Post 2	Post 3
Believability	2.39335	2.5093268	2.2295215
Intrusiveness	2.43747	2.1221411	2.1532847
Novelty	2.173236	2.7688564	2.1965937
Usefulness	2.020073	2.0961071	2.7244526

Source: results from SPSS stats

Post 1

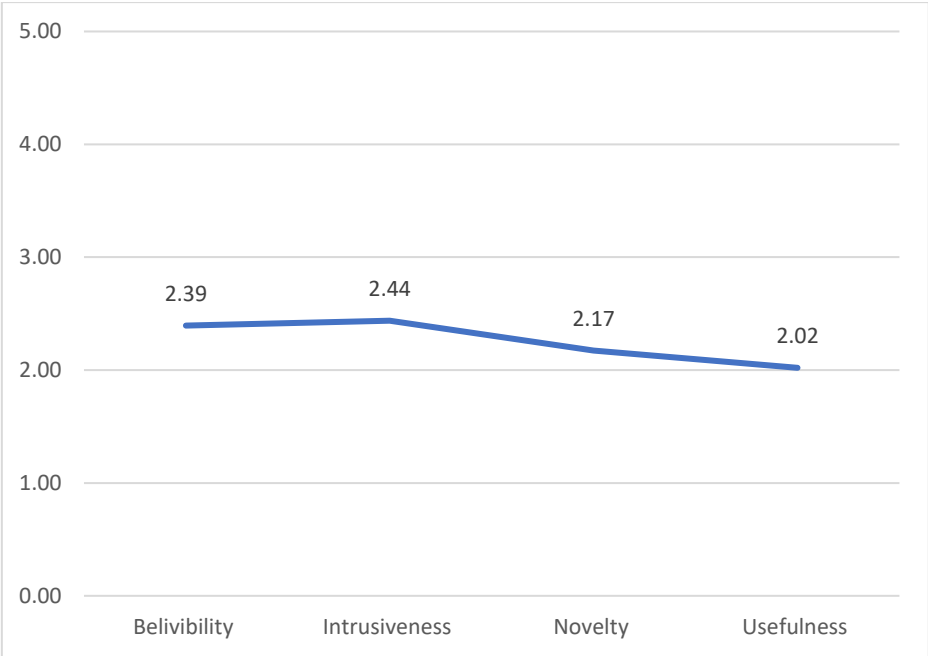


Source: screenshot from a Facebook feed

Description of the post:

This post was made using a public figure to try and drive engagement and promote a product, we measured the attitudes towards this add to generalize the overall attitudes towards this type of ads, and the results were as follows:

Figure 14: Graph featuring the attitudes towards post 1



Source: made by the researchers

Observations:

- All the dimensions for this post are somewhat average were the best score we can observe is intrusiveness averaging 2,44/5; the rest of the dimensions are pretty average.

Conclusion:

- Using a public figure to promote a product is a safe choice for brands since their advertisements will hold some credibility towards the audience. However, it falls flat when it comes to originality, where many brands started to rely on those public figures for promotion. When something is used too often, it loses its value, so to sum it up, influencers are the right choice for promotion, but not for relying on them entirely as this may lose effectiveness in the long run.

Post 2



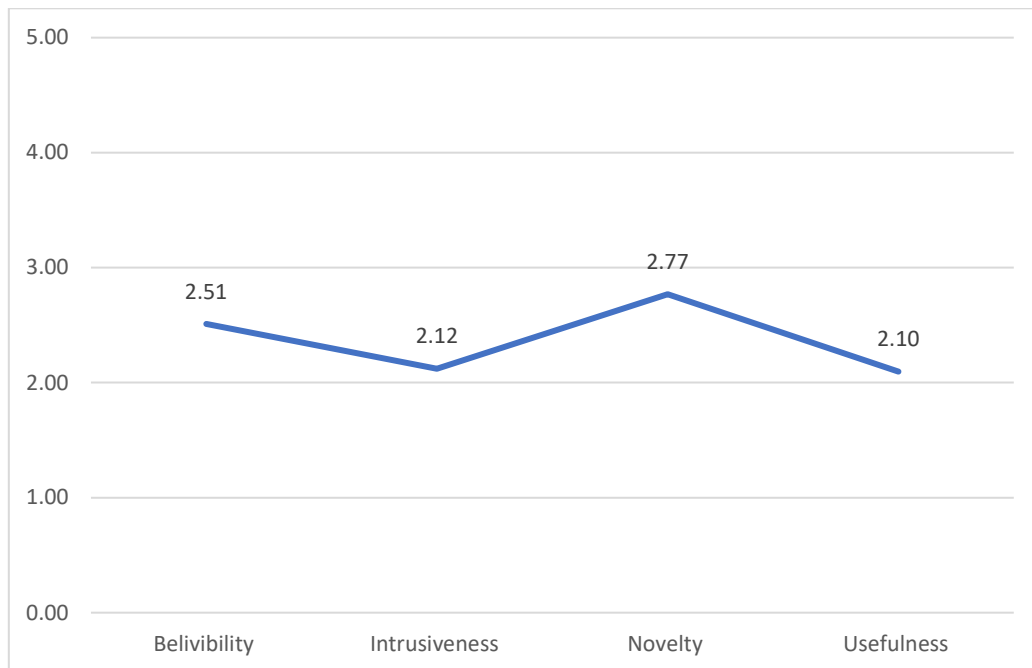
Source: screenshot from the Facebook feed

Description of the post:

This post plays more in the humor and self-awareness factors, to engage users and get them to interact with the brand, therefor building a brand-customer relationship.

We try to measure the attitudes towards these types of advertisements, and the results were:

Figure 15: Attitudes post 2



Source: made by the researches

Observations:

- Dimensions like novelty and believability show above-average scores;
- Intrusiveness and usefulness show a below-average score.

Conclusions:

- This type of content does well with users where it seems like the brand is not promoting a product but is trying to entertain the users, and the results show that as well, wherein our sample, the post scored an above-average score in believability and novelty, and a low score in intrusiveness, which means that humor and self-awareness is the way to go.
- The only downside to this is that the brand or product might not be taken seriously, where ads might seem as they are not useful hints about why the low score in usefulness. Brands should rely on a less severe tone when approaching users and keeping it somewhat promotional at the same time to not lose credibility.

Post 3

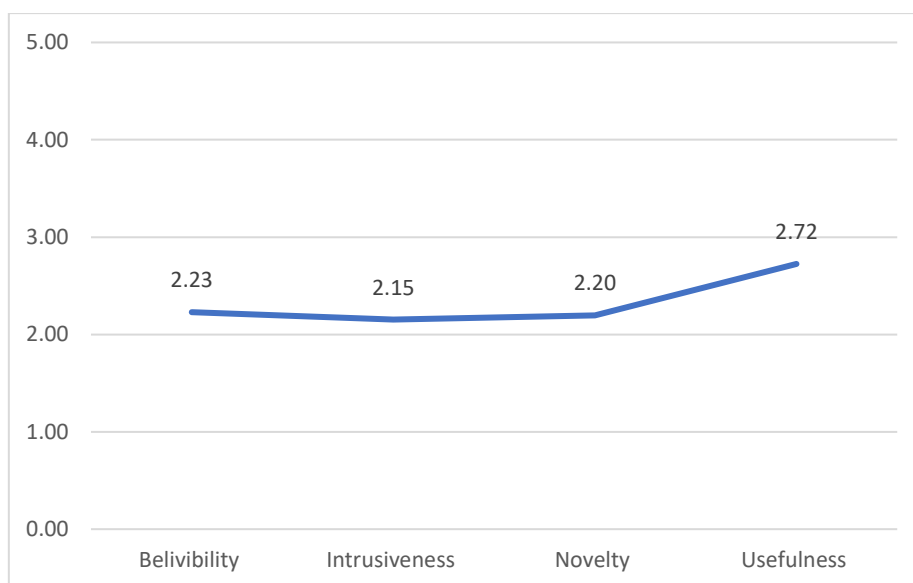


Source: screenshot Facebook feed

Description of the post:

This post describes the product and its advantages; this is made to try and appeal to the customers and convince them to purchase this product instead of going for a more traditional solution and what are the benefits of doing that.

Figure 16: Attitudes post 3



Source: Made by the researchers

Chapter 3: Results and discussions

Observations:

- Only one dimension is averaging an above-average score which its usefulness;
- The rest of the dimensions are below average.

Conclusions:

- Directly promoting a product might look attractive, but it is not advisable to do since this will come across as spammy and unoriginal;
- The ad will be useful to interested users, but they most likely will get uninterested if brands keep their messages dry and a too-serious tone of voice.

General conclusion:

The golden combination does not exist; what works for a brand most likely will not work for others, but there are some standers we can construct based on our study, which are:

- Adopting a less severe tone when addressing the targeted audience is preferable, but brands need to be careful in not overdoing it;
- Using an influencer or a public figure helps the credibility of the message and the overall ad, but since everyone is doing it, then this strategy should not be a brand's primary promotion strategy;
- Merely asking people to buy a product will most likely come across as unoriginal, and brands should avoid being so dry in addressing their audience; they should adopt a softer tone of voice to incite their audience to engage with them.

3. Facebook ads creation:

In this part, we will show the Framework and tools we used in creating and optimizing the Facebook ads for both SECO+ and Mediflex.

3.1 Tools:

- **Audience insights:** Facebook Audience Insights gave us aggregated information about people connected to the pages we worked on but also people on Facebook, which helped us know what content would resonate and readily find more people like the ones in our current audience. (audience insights)

Figure 17: Audience insight overview



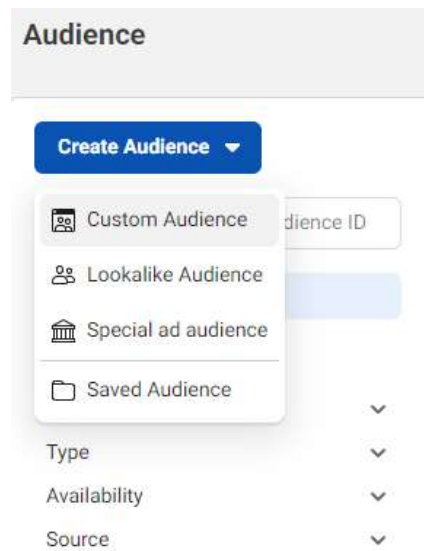
Source: (audience insights)

- **Facebook business:** this is the primary tool that allows the agency to securely manage the company's pages, ad accounts, catalogs, and pixels in one place, without sharing login information or being connected to coworkers on Facebook. (Facebook business information, n.d.)
- **Facebook ads library:** An ad library is a place where we can search for ads that are running across Facebook apps and services in order to to get information about the competitor's current running ads. (Facebook library homepage, n.d.)

- **Facebook's Advertise Centre:** is a tool that allows us to easily organize, manage, and re-engage our leads directly from the Facebook business page.

Within the Advertise Centre is an Audience Tools feature we used to create Custom and Lookalike Audiences. (Facebook audiences, n.d.)

Figure 18: Facebook audiences types



Source: (Facebook audiences, n.d.)

- **Image Text Check:** this tool allows us to see if the amount of text used in the image of the AD will not affect the performance (Facebook text overlay, n.d.)

Figure 19: Image/text checker



Source: (Facebook text overlay, n.d.)

3.2 Framework:

3.2.1 Setting objectives:

Before starting to build the Ad, the right objective needs to be picked for the campaign because changing a campaign objective after it being launched is not possible. We would have to start from scratch and rebuild our campaign with the proper objective.

in the case of SECO+ and Mediflex, we had four types of objectives:

- **Brand awareness:**

This objective was picked mainly for Mediflex since it is the first time that it was promoted with any sort of communication, and it was done through the product FLEXOFYTOL.

So, picking this objective will help increase its notoriety to later push the consumer from the awareness phase to the interest and consideration phase.

- **Video views:**

Due to Magpharm launching several video campaigns, this objective serves the ads using such formats to target audiences who are more inclined to watch the videos;

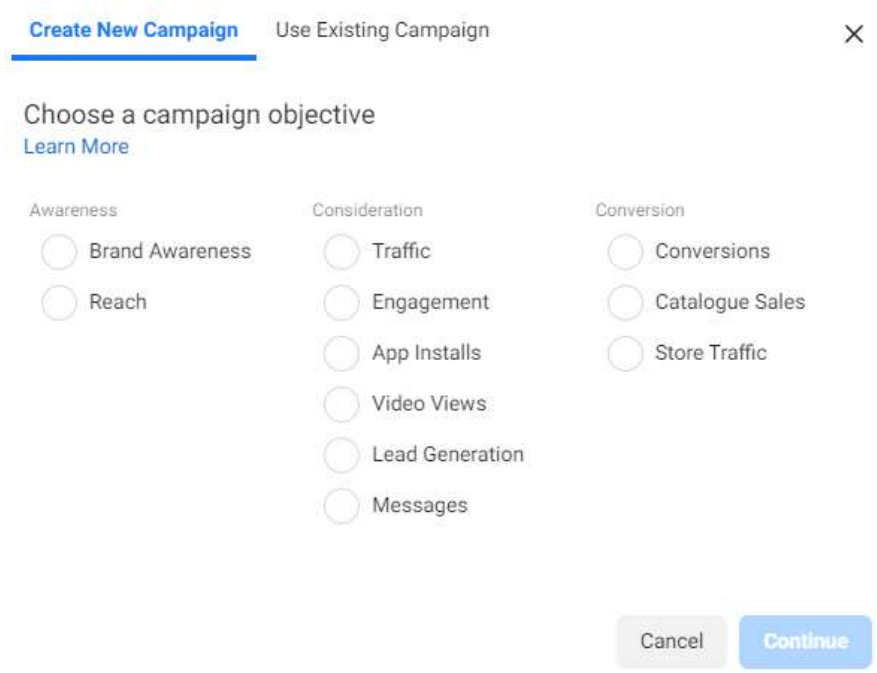
- **Website traffic:**

This objective was picked to drive traffic to the newly made landing pages of SECO+ and soon Mediflex products, which both have E-books with content for users to download after offering their email addresses;

- **Engagement:**

We used the engagement objectives for two purposes it was either to garner an increased engagement on a chosen post to build a robust online community or to increase the fan base by launching page likes ads that increased the Facebook page likes.

Figure 20: Facebook ads objectives



Source: (Facebook ads manager, n.d.)

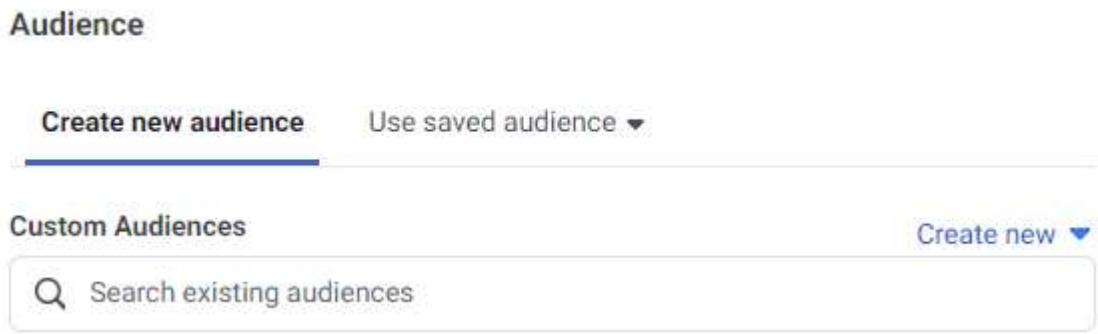
3.2.2 Building and Structuring Ad Sets

To build an all-rounded ad set, we followed the A.P.B “Audience, Placement, and Budget.” As suggested in (Peray, Keith, & thomas, 2017), a method is like telling Facebook the details about the prospect that we want to be engaged with.

- **Audience:**

In this part, we did three types of audiences that are:

1. **The saved audiences:** is when we take that audience research we did earlier, and we set up and save the audience in our asset library; we mainly used this at the start when we still do not have enough data.
2. **The custom audiences:** A custom audience is an audience made from a customer list it is commonly used in retargeting campaigns, it is made of information – called "identifiers" –collected about customers (such as email address, phone number, and address) and provided to Facebook.
3. **Create an entirely new audience:** This would be just as if you had created a saved audience in your audience assets, except you’re doing it as you create the ad set. This is where we would use interest targeting and demographic targeting to create a new audience.



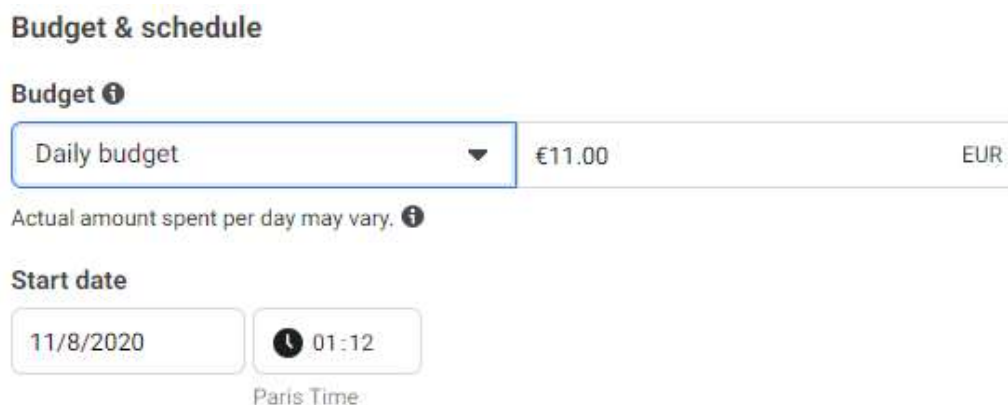
Source: (Facebook ads manager, n.d.)

At the start, due to the fact it is a new Facebook page, we had to create new audiences from scratch and then with the data collected, we optimized the audiences for better results using audience insight and Facebook's Leads Centre to create custom audiences.

3.2.3 Budget and Schedule:

The ad set level is where the budget is decided for an ad, with two options a daily budget or a lifetime budget.

It is preferable to choose a daily budget since it gives more control over the ad sets over time. However, we still used a lifetime budget since the campaigns were for a specific period, and with a pre-established budget.



Source: (Facebook ads manager, n.d.)

Budget & schedule

Budget ⓘ

Lifetime budget ▼ €350.00 EUR

Start date

11/8/2020 01:12
Paris Time

End

11/9/2020 01:12
Paris Time

Source: (Facebook ads manager, n.d.)

3.2.4 optimizing the delivery

This is where we program the following points:

Bid amount: Optimization and delivery are also where the bid amount is picked. There are two options, automatic and manual bid. Automatic bid lets Facebook set the bid that will allow the ad to get better results (Facebook ads manager, n.d.). More often than not, we go with an automatic bid. Since the bid is lower than the minimum required by manual bidding in Algeria due to the lack of advertisers compared to other countries.

Optimization target: Typically, the automatic choice will be based on the campaign objective we had chosen; however, we have the option to choose other optimization events. The majority of the time, it is recommended to go with the conversion optimization that Facebook automatically recommends (Facebook ads manager, n.d.).s.

There are times where we may need to adjust that. One example is with retargeting ads. For example, we might run a retargeting ad with a “video views” objective, but instead of letting Facebook optimize for video views, we may choose “impressions” for the ad delivery goal instead, to make sure we get that retargeting video in front of as many people as many times as possible.

Optimisation and delivery


Optimisation for ad delivery ⓘ [Edit](#)


Post Engagement

Cost control (optional) ⓘ

€X.XX EUR

Facebook will aim to spend your entire budget and get the most post engagements using the lowest-cost bid strategy. If you want to set a cost control, enter an amount.

 Cost cap
Best for getting the most volume

 Bid cap
Best for controlling bids in the auction

[Hide additional bid strategies](#) ▲

Source: (Facebook ads manager, n.d.)

3.3 Creating Ads

3.3.1 AD content

In this part, we decide the actual content that the user will interact with.

There are two options for choosing the content (Facebook ads manager, n.d.):

- Creating one from scratch using Facebook creation tool;
- Picking or scheduling an already made Facebook post.

In our case, we chose the second since the Facebook posting calendar is made in advance.

However, one thing to note is that Facebook prefers image ads with little or no text because images with much text may create a lower-quality experience for people on Facebook.

The image shows two sections of the Facebook Ads Manager interface. The first section, titled "Identity", contains two dropdown menus. The first is labeled "Facebook Page" and shows a profile picture and the name "SECO+". The second is labeled "Instagram account" and shows a camera icon and the text "Use selected Page". The second section, titled "Ad setup", contains a dropdown menu with "Use existing post" selected, and a radio button selection area with "Use existing post" selected and highlighted in blue.

Source: (Facebook ads manager, n.d.)

3.3.2 Pixel:

In this last part of the ad creation, if there is a landing page or a link that we want to send users to, we always add a pixel to have more data on the consumer who went to the page but as well for retargeting purposes (Facebook ads manager, n.d.)

The image shows the "Tracking" section of the Facebook Ads Manager interface. It includes a "Conversion tracking" section with a checked checkbox for "Facebook pixel". Below this is a text box containing a green dot, the name "Page Dolorol", and the ID "ID:241344300265171". There are also sections for "App events" and "Offline events", each with an information icon and a "Set up" button. At the bottom, there is a section for "URL parameters · Optional".

Source: (Facebook ads manager, n.d.)

4. Results of the Facebook ads campaigns:

In this part, we will discuss the results obtained in Magpharm ad campaigns on both SECO + and Mediflex pages; we decided it was best to structure by objective and show the points we found to improve ad performance, but before here, the tables below shows a summary of all the ads that were published by objective.

Due to confidential agreement, we will not be able to show the amount spent on any ads; we will use a variable « X » and show the modification on the budget on each series of ads objective.

PS: the cost KPS that showcased are in EUROS.

Table 19: Video view objective recap

Page	Date	type	FB Objectives	Results	CPM
SECO+ and Magpharm	dolorolecommercial	Vidéo	video views	4507029	36.33
Dolorole	10 second commercial dolorole	Vidéo	video views	830226	33.04
SECO +	Dolorole commercial	Vidéo	video views	1247538	32
	Spot DOLOPATCH	Vidéo	video views	5046384	28

Source: KYO Conseil report

Observations and conclusions:

- This objective was one of the least used objectives, the reason behind that is the fact that creating a video it is time and effort consuming, therefore it wasn't used as commonly.
- The performance of the ad is relative the content and most importantly the budget put behind.

Table 20: Engagement objective recap

Page	Date	type	FB Objectives	Results	CPM
SECO +	GIF Dolorole	GIF	Engagement	307052	32
	GIF product Dolorole	GIF	Engagement	83911	52
	iPhone contest dolorole	Image	Engagement	25964	240
	Lack of coffee dolorole	Image	Engagement	10763	136
	Tombola Dolorol	Vidéo	Engagement	378140	24
	Dolorole a solution post	Image	Engagement	56023	108
	Post USP: Non dopant	Image	Engagement	35105	184
	No after effect post	Image	Engagement	33981	168
	Dolorole image post	Image	Engagement	37655	148
	“Patchini” Gif	GIF	Engagement	160432	20
	Benefits of dolopatch	Image	Engagement	39748	168
	Dolopatch post	Image	Engagement	40171	88
Mediflex	Mediflex post 1	Image	Engagement	47623	148
	Mediflex post 2	Image	Engagement	61814	100

Source: KYO Conseil report

Observations and conclusions:

- This is the most used objective, the reason for that being that we wanted to create a more engaged community around the products and brands;
- Videos and gifs have lower CPMs and better results.

Table 21: Page likes results recap

Page	Date	type	FB Objectives	Results	CPM
SECO +	Page likes 01	Vidéo	Page likes	6125	264
	Page likes 02	Vidéo	Page likes	7589	144

Source: KYO Conseil report

Observations and conclusions:

- This objective is included within the engagement objective and it was used only two times, simply because page likes aren't that relevant ever since the death of organic reach in Facebook;

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- One campaign resulted in much better results.

Table 22: Brand awareness objective recap

Page	Date	type	FB Objectives	Results	CPM
Mediflex	Mediflex post 2	Image	Brand Awareness	1260286	16
	Mediflex post 1	Image	Brand Awareness	992191	12

Source: KYO Conseil report

Observations and conclusions:

- We started advertising the Mediflex brand recently this explains the lack of ads including them.
- The brand awareness objective gives more reach compared to other campaign objectives and also show the ad to people more likely to remember it.

Table 23: Reach objective recap

Page	Date	type	FB Objectives	Results	CPM
Mediflex	Mediflex sport	Image	Reach	206145	0.03
Mediflex	Mediflex doctors	Image	Reach	192704	0.02
Mediflex	Mediflex healthy	Image	Reach	338696	0.02

Source: KYO Conseil report

Observations and conclusions:

- The reach objective is the most prominent when it comes to reach and impressions;
- This objective may have very low engagement but it reaches more people.

Page	Date	type	FB Objectives	Results	CPM
SECO +	Landing page traffic 01 dolorole	Vidéo	Traffic	30711	68
	Landing page traffic 02 dolorole	Carrousel	Traffic	27648	36
	Landing page traffic dolopatch 01	Image	Traffic	945	80
	Landing page traffic "patchini" 01	Image	Traffic	4494	64

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	Landing page traffic "patchini" 02	Vidéo	Traffic	4408	68
	Landing page traffic "dolopatch" 02	Image	Traffic	955	48
	Landing page traffic dolopatch 03	Vidéo	Traffic	10815	56

Source: KYO Conseil report

Observations and conclusions:

The traffic objective has more expensive CPM than other objectives, the reason for that being that it drives away from Facebook there for we assume that Facebook charges more.

4.1 objective Brand Awareness:

Table 24: Example post 1 results recap

Flexofytol post 08-07-2020		
	KPI:	
	Reach	992191
	Impressions	2802076
	Frequency	2.82
	Result Type	Estimated ad recall lift
	Results	21100
	CPM	0.03
	CPC (all)	0.01

Source: KYO Conseil report

Table 25: Example post 2 results recap

Flexofytol post 02-07-2021		
	KPI :	
	Reach	1260286
	Impressions	2164115
	Frequency	1.72
	Result Type	Estimated ad recall lift
	Results	40200
	CPM	0.04
	CPC (all)	0.003

Source: KYO Conseil report

Mediflex products were never communicated upon on social media and traditional media, and thus they fell under the brand awareness objective on Facebook to grant them more exposure. With both ad sets at the same budget, one performed better due to the change in the visual and the wording.

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- The visual: with the first visual being so text-heavy, see the table below as for the second it still gave product information but in a less text-heavy with more focus on imagery information
- The wording: with a change of language, we see the post had a better performance; see the table below.

4.2 objective Traffic:

With both Mediflex and SECO+ having a dedicated landing page for each of their products with a free EBook to gather emails from the consumers, the post fell under traffic objective in Facebook ads to get as much leads on the web site to show the results we used 3 types of content format:


1. Video see table 26 and table 29;
2. Carousel see table 27;
3. Image see table 28.

Table 26: Example post 3 results recap

SECO+ post 2020-05-17		
	KPI:	
	Reach	732416
	Impressions	1172747
	Frequency	1.6
	Result Type	Link clicks
	Results	30711
	CPM	0.17
	CPC (all)	0.004


Source: KYO Conseil report

Table 27: Example post 4 results recap

SECO+ post 2020-06-15		
	KPI:	
	Reach	549119
	Impressions	1716836
	Frequency	3.13
	Result Type	Link clicks
	Results	27648
	CPM	0.1
	CPC (all)	0.004

Source: KYO Conseil report

Table 28: Example post 5 results recap

SECO+ post 2020-07-01		
	KPI:	
	Reach	205280
	Impressions	362168
	Frequency	1.76
	Result Type	Link clicks
	Results	945
	CPM	0.21
	CPC (all)	0.01

Source: KYO Conseil report

Table 29: Example post 6 results recap

SECO+ post 2020-07-03		
	KPI:	
	Reach	149670
	Impressions	303523
	Frequency	2.03
	Result Type	Link clicks
	Results	4,408
	CPM	0.18
	CPC (all)	0.01

Source: KYO Conseil report


Observations and conclusions:

- With the image having more budget X then the video and carrousel as the carrousel and video have 0.8X of the image budget, they performed better having more link clicks.

4.3 objective Page Likes :


With both the ad content being a video, the thing that was changed was the audience, however, due to the client agreement, we cannot show the audiences.

Table 30: Example post 7 results recap

SECO+ post 2020-06-25		
	KPI:	
	Reach	95631
	Impressions	187369
	Frequency	1.96
	Result Type	Page likes
	Results	6124
	CPM	0.67
	CPC (all)	0.02

Source: KYO Conseil report

Table 31: Example post 8 results recap

SECO+ post 2020-08-04		
	KPI:	
	Reach	106591
	Impressions	280174
	Frequency	2.63
	Result Type	Page likes
	Results	7589
	CPM	0.36
	CPC (all)	0.01

Source: KYO Conseil report


Observations and conclusions:

- The change that happens between table 30 and table 31 is that the audience was wider for table 31, with half the budget it made 23% more results.

4.4 objective Video Views:


To promote the Dolorole commercial, two video formats were promoted one was 30 seconds long see table 32, and one was 10 seconds see table 33 with the 30 seconds version had more budget than the other.

Table 32: Example post 9 results recap

SECO+ post 2020-05-01		
	KPI:	
	Reach	827009
	Impressions	1004567
	Frequency	1.21
	Result Type	ThruPlay
	Results	73766
	CPM	0.08
	CPC (all)	0.003

Source: KYO Conseil report

Table 33: Example post 9 results recap

SECO+ post 2020-05-13		
	KPI:	
	Reach	1149441
	Impressions	1647450
	Frequency	1.43
	Result Type	ThruPlay
	Results	93562
	CPM	0.08
	CPC (all)	0.005

Source: KYO Conseil report


Observations and conclusions:

- The 10 seconds, even though having 0.8X of the other budget, still performed 25% better.

4.5 objective Reach:


For the figures below, we did an AB testing method launching a multitude ad set with different audiences to see the one who is the more results then put the rest of the budget as table 34 shows that audience offers more results.

Table 34: Example post 10 results recap

Flexofytol post 2020-08-18		
	KPI:	
	Reach	206145
	Impressions	209128
	Frequency	1.01
	Result Type	Reach
	Results	206145
	CPM	0.03
	CPC (all)	0.004


Source: KYO Conseil report

Table 35: Example post 11 results recap

Flexofytol post 2020-08-18		
	KPI:	
	Reach	192704
	Impressions	194547
	Frequency	1.01
	Result Type	Reach
	Results	192704
	CPM	0.03
	CPC (all)	0.004

Source: KYO Conseil report

Table 36: Example post 12 results recap

Flexofytol post 2020-08-18		
	KPI:	
	Reach	338696
	Impressions	343279
	Frequency	1.01
	Result Type	Reach
	Results	338696
	CPM	0.02
	CPC (all)	0.01

Source: KYO Conseil report

4.6 objective engagement:

With engagement being the most frequently used objective mainly for Seco +, we noticed a different point that affected the performance

4.6.1 Type of content format:


With both the of the post being about Dolorole contest, one managed to make 12% more results when the content format was a video for the same amount spent see table 37 and therefore, the video format and gif because a gif is considered video garner more engagement from just imagery.

Table 37: Example post 13 results recap

publication SECO + du 2020-05-08		
	KPI:	
	Reach	125377
	Impressions	190362
	Frequency	1.52
	Result Type	Post engagement
	Results	25964
	CPM	0.61
	CPC (all)	0.01

Source: KYO Conseil report

Table 38: Example post 14 results recap

publication SECO + du 2020-06-08		
	KPI :	
	Reach	1480445
	Impressions	2462476
	Frequency	1.66
	Result Type	Post engagement
	Results	378140
	CPM	0.06
	CPC (all)	0.01

Source: KYO Conseil report


4.6.2 Type of Tone of voice:

We noticed that the tone of a voice played a role as important as the content format. The two tables 39 and 40 show the difference in results with the same amount spent with two different tone of voices:

- A classic business tone of voice showing the product usage
- A humorous tone of voice


the results show the one with more humor did almost 50% more engagement from SECO + audience

Table 39: Example post 15 results recap

publication SECO + du 2020-06-17		
	KPI :	
	Reach	150464
	Impressions	294181
	Frequency	1.96
	Result Type	Post engagement
	Results	56023
	CPM	0.27
	CPC (all)	0.001

Source: KYO Conseil report

Table 40: Example post 15 results recap

publication SECO + du 2020-06-25		
	KPI :	
	Reach	106848
	Impressions	212531
	Frequency	1.99
	Result Type	Post engagement
	Results	37655
	CPM	0.38
	CPC (all)	0.002

Source: KYO Conseil report

5. Recommendations:

- The best media to advertise on in Algeria is Facebook: The documentary research showed that Facebook is the most used social media in Algeria. Our quantitative research further proved it.
- The best content to advertise depends on the brand and the targeted audience: We noticed through the quantitative study that people resonate more with light digestible content that includes some type of humor and self-awareness since it is less perceived as intrusive and annoying, but it should not be the main focus of a social media strategy since this may affect the brand image overall;
- The best advertising format in Algeria is the video format: After analyzing several campaigns made by the agency, we realized that the video format is the most efficient and also the most engaging.

These recommendations are specific to how this research was carried out and may not apply in a different frame of time or a completely different context. This instability is due to the constant changes in digital advertising platforms and digital media itself.

Conclusion

Conclusion:

Digital advertising is a necessity nowadays, and any brand needs to have an online presence to stay relevant, but most importantly, to stay in touch with customers since being present in social media and the internet overall breaks down boundaries and reinforces the customer-brand relationship. The online presence is not merely having a Facebook page or an Instagram profile. Ever since 2012, social media, in general, turned into more of a “pay to play” platform and is getting more competitive by the second. Therefore, optimizing digital advertising campaigns is crucial for the brand’s success in social media.

Following this logic of thinking, we tried to come up with a set of rules to follow to make the best out of future digital advertising campaigns. Facebook was the main focus of the study since it is the most used social media in Algeria, at first; we consulted scientific articles that handled the subject and tried to follow along and ax our research on them and their way of thinking; as a second step, we deemed fitting to do quantitative research that will help us understand what do people consider as a “good ad” on social media to adapt the agency’s advertising campaigns.

Besides, our host organization was very supportive of the idea of improving their campaigns and gave us access to supervise digital advertising for their new client Magpharm who was onboard to lunch multiple digital campaigns. With four months of supervising the digital campaign and the data collected throw the questionnaire, we were able to develop a set of rules to follow for a well-optimized ads campaign taking into account bibliographic works and research articles scientific knowledge that we have consulted but also taking into account the information and guidance we received after the quantitative research.

As for the limitations of our study, the main one that we can cite is that of the health crisis that the world has experienced and whose consequences have not spared our country. Our host organization, although the marketing budget did not stop, however, the confinement and partial shutdown of economic activities prevented us from going to our place of internship for a certain period. This resulted in a lack of communication with our host organization.

Therefore, we recommend as a perspective to our work, the use of qualitative research to delve deeper into user perception. Then different campaign would have let us perform on a different set of platforms, not just Facebook, to see if what we have found on Facebook ads apply on these platforms and if not what work better for each one.

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Annex

Bonjour Dans le cadre de la préparation de notre mémoire fin d'études en marketing management, nous vous prions de bien vouloir nous accorder quelque minutes de votre temps pour répondre notre questionnaire qui porte sur le comportement et les usages des utilisateurs envers les réseaux sociaux et Internet en général.

Vos informations resteront confidentielles et ne seront utilisées qu'à des fins académiques. Mettez vous à l'aise et soyez spontanés.

Question filtre

QF1) Avez-vous un compte dans un réseau social ?

1- Oui

2- Non

Comportement et usage

CU1) Parmi les réseaux sociaux suivants lesquels utilisez-vous ?

CU1.1) Facebook 1- Oui 2- Non CU1.7) Twitter 1- Oui 2- Non

CU1.2) Instagram 1- Oui 2- Non CU1.8) LinkedIn 1- Oui 2- Non

CU1.3) Whatsapp 1- Oui 2- Non CU1.9) Tiktok 1- Oui 2- Non

CU1.4) Viber 1- Oui 2- Non CU1.10) Pinterest 1- Oui 2- Non

CU1.5) Youtube 1- Oui 2- Non CU1.11) Reddit 1- Oui 2- Non

CU1.6) Snapchat 1- Oui 2- Non CU1.12) Tumblr 1- Oui 2- Non

Autre :

CU2) Pourquoi utilisez-vous les réseaux sociaux ?

1- Pour des raisons personnelles

2- Pour des raisons professionnelles

3- Pour des raisons professionnelles et personnelles

CU3) Dans le cadre personnel, combien de fois par semaine fréquentez-vous les réseaux sociaux ?

- 1- Tous les jours
- 2- 3 à 4 fois par semaine
- 3- 1 à 2 fois par semaine

CU4) Dans le cadre personnel combien de temps par jour passez-vous sur les réseaux sociaux ?

- 1- Moins d'une heure
- 2- Entre 1 et 3 heures
- 3- Entre 3 et 5 heures
- 4- Plus de 5 heures

CU5) (Veuillez cocher toutes les réponses qui vous représentent) dans le cadre personnel j'utilise les réseaux sociaux pour :

CU5.1) Me divertir ;
Non

1- Oui 2-

CU5.2) M'informer ;

1- Oui 2- Non

CU5.3) Prendre des nouvelles de mes proches ;
Non

1- Oui 2-

CU5.4) Poster (Photos, stories, postes, vidéos, ...etc.) ;
Non

1- Oui 2-

CU5.5) Découvrir les nouveaux produits et offres des marques ;
Non

1- Oui 2-

CU5.6) Achat en ligne ;
Non

1- Oui 2-

- Autre :

CU6) Quel est le réseau social que vous utilisez le plus ? (Sélectionnez une seule réponse)

- Facebook Instagram
- Viber Whatsapp
- Youtube Snapchat
- Twitter Linkedin
- Tiktok Pinterest
- Reddit Tumblr
- Autre:

Attachement

AT) Sur une échelle de 1 à 5 (1 pas du tout d'accord et 5 tout à fait d'accord) à quel point vos sentiments envers votre réseau social préféré sont caractérisés par :

	Pas du tout d'accord 1	Pas d'accord 2	Ni en désaccord ni d'accord 3	D'accord 4	Tout à fait d'accord 5
AT1) Passion					
AT2) Plaisir					
AT3) Fascination					

Confiance

CF) Sur une échelle de 1 à 5 (1 pas du tout d'accord et 5 tout à fait d'accord) à quel point vous êtes d'accord pour dire que votre réseau social préféré est :

	Pas du tout d'accord 1	Pas d'accord 2	Ni en désaccord ni d'accord 3	D'accord 4	Tout à fait d'accord 5
CF1) On peut compter dessus					
CF2) Fiable					
CF3) Digne de confiance					

Attitude envers les publicités sur Facebook :

ATT1) Sur une échelle de 1 à 5 (1 pas du tout d'accord et 5 tout à fait d'accord) à quel point vous trouvez les publications ci dessous comme étant :



	1	2	3	4	5
ATT1.1) Croyable					
ATT1.2) Digne de confiance					
ATT1.3) Crédible					
ATT1.4) Raisonnable					
ATT1.5) Convaincante					
ATT1.6) Impartiale					
ATT1.7) Artificielle (forcé)					
ATT1.8) Interférente					
ATT1.9) Intrusive					
ATT1.10) Envahissante					
ATT1.11) Importune					
ATT1.12) Originale					
ATT1.13) Mémorable					
ATT1.14) Visuellement intéressante					
ATT1.15) Intéressante					
ATT1.16) Différente					
ATT1.17) Fournit des informations pertinentes					
ATT1.18) Présente bien les avantages du produit					
ATT1.19) Renforce l'image du produit					
ATT1.20) Fournit des informations pratiques					



	1	2	3	4	5
ATT2.1) Croyable					
ATT2.2) Digne de confiance					
ATT2.3) Crédible					
ATT2.4) Raisonnable					
ATT2.5) Convaincante					
ATT2.6) Impartiale					
ATT2.7) Artificielle (forcé)					
ATT2.8) Interférente					
ATT2.9) Intrusive					
ATT2.10) Envahissante					
ATT2.11) Importune					
ATT2.12) Originale					
ATT2.13) Mémorable					
ATT2.14) Visuellement intéressante					
ATT2.15) Intéressante					
ATT2.16) Différente					
ATT2.17) Fournit des informations pertinentes					
ATT2.18) Présente bien les avantages du produit					
ATT2.19) Renforce l'image du produit					
ATT2.20) Fournit des informations pratiques					

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تفتشنا على الكركم مفيد برفق للصحة لاخافه على التركيب لكن صحتنا الواسع الى فمته
بالمعاملة كراول في الامثلة او على بعض الاربعة لان المعاملته في مجرى الدم صديق جدا
فيكسوفون مكال على نعمل تركيبة الفريدة من نوعها و المعاملة على براءة اختراع تجل من
التركيب 1355 مرة اكثر فائقة التمتع والانتصاف
كسولة واحدة فقط فيها ما يعادل 1 كغ من الكركم مما يعطه اثر فعليا

See more

594
36 comments · 35 shares

Like Comment Share

	1	2	3	4	5
ATT3.1) Croyable					
ATT3.2) Digne de confiance					
ATT3.3) Crédible					
ATT3.4) Raisonnable					
ATT3.5) Convaincante					
ATT3.6) Impartiale					
ATT3.7) Artificielle (forcé)					
ATT3.8) Interférente					
ATT3.9) Intrusive					
ATT3.10) Envahissante					
ATT3.11) Importune					
ATT3.12) Originale					
ATT3.13) Mémorable					
ATT3.14) Visuellement intéressante					
ATT3.15) Intéressante					
ATT3.16) Différente					
ATT3.17) Fournit des informations pertinentes					
ATT3.18) Présente bien les avantages du produit					
ATT3.19) Renforce l'image du produit					
ATT3.20) Fournit des informations pratiques					

Fiche signalétique:

SN1) Quel est votre genre ?

1-Homme 2-Femme

SN2) Quel est votre âge ? _____

SN3) Quelle est votre catégorie socioprofessionnelle ?

1 Employeur

2 Commerçant, Indépendant et artisan

3 Cadre supérieurs

4 Employé

5 Étudiant

6 Chômeur

7 Retraité

SN4) Quelle est votre situation familiale ?

1-Célibataire 2-Marié(e) sans enfants 3-Marié(e) avec enfants

SN5) Quel est votre revenu mensuel ?

Moins de 14 999 da

15 000 à 24 999 da

25000 à 39999da

40000 à 59999da

Plus de 60000da

SN6) Quel est votre wilaya de résidence ?

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