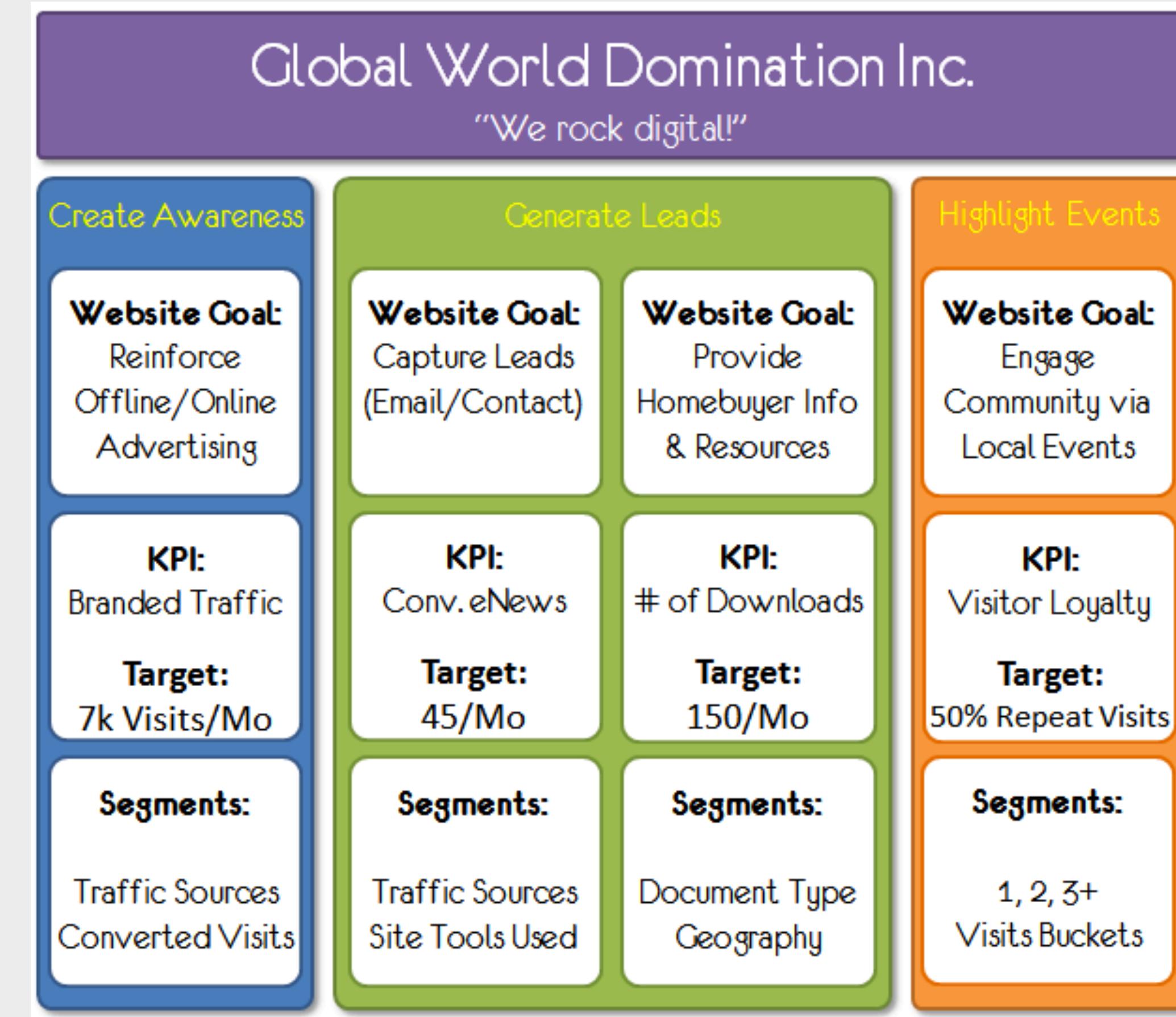


DIGITAL MARKETING AND MEASUREMENT MODEL

DUMB
objectives





Fordel

<http://fordel.agency>

**THE DIGITAL MARKETING AGENCY
THAT FINDS OUT, EXECUTES AND
MEASURES STUFF THAT MOVES YOUR
BUSINESS FORWARD**



Sallai Dani

dan@fordel.agency | LinkedIn

- ▶ **Jelentősebb változások** AdWords-ben és Facebookban is sokszor sok minden változik.
- ▶ **Hasznos adatok** Az AdWords kampányok teljesítményét befolyásoló tényezők jobb megértéséhez
- ▶ **Gyakorlati tanácsok** A következő (vagy első) PPC kampányodhoz, főleg ha egyedül menedzseled a dolgokat

impression share

ad customizers

relative CTR

enhanced CPC

device overlap

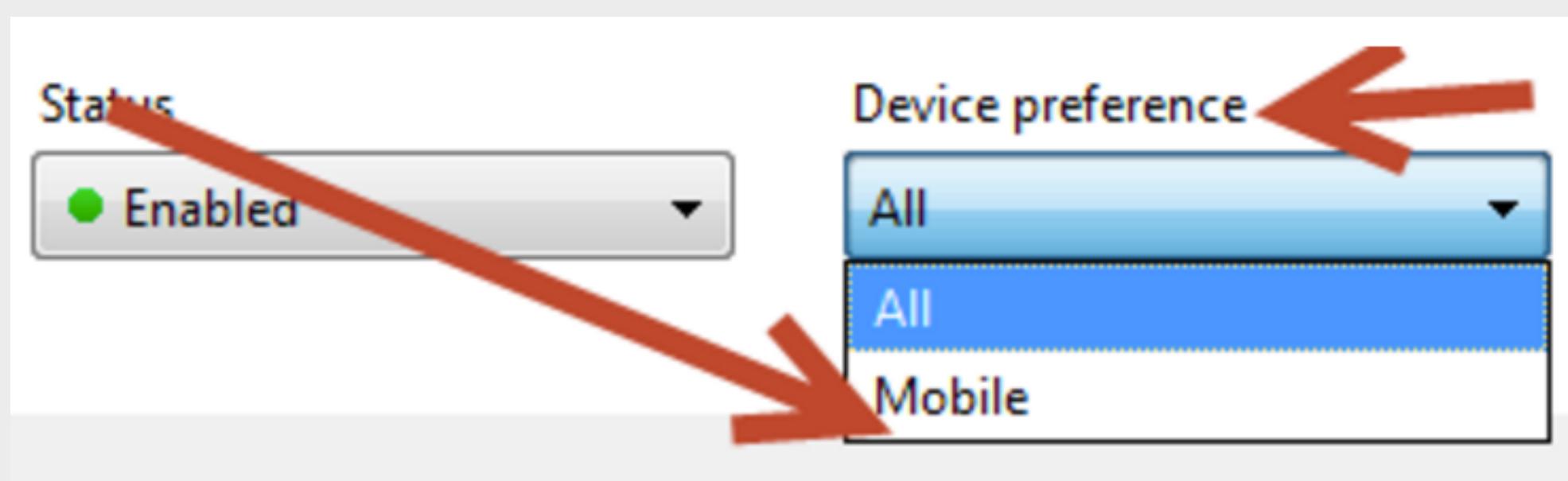
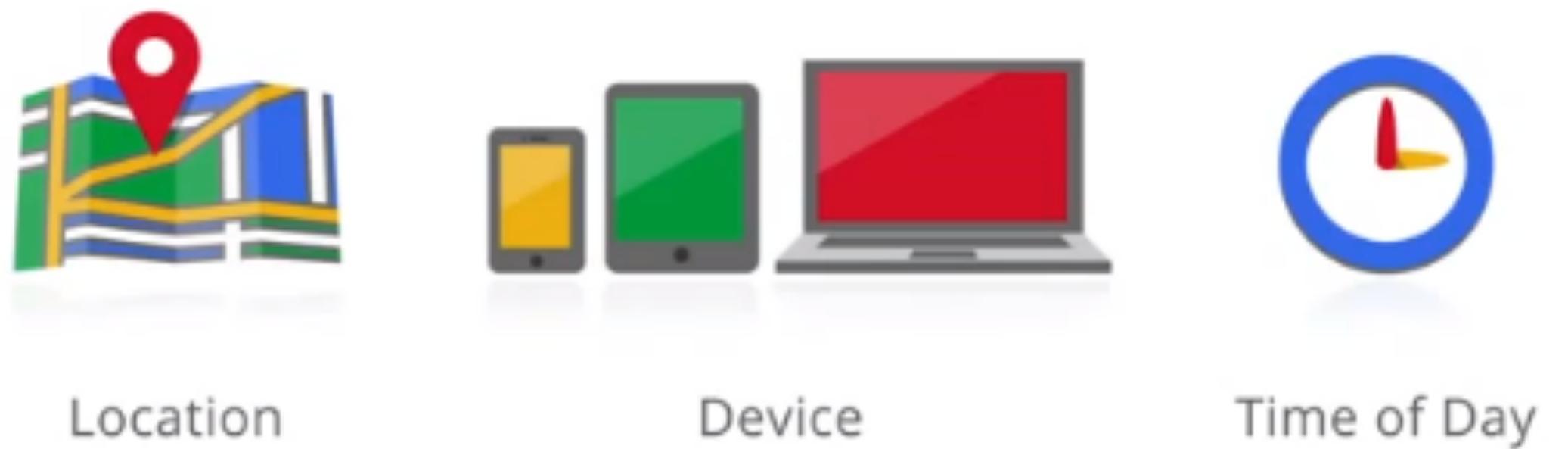
expanded text ads

quality score

"The Times They Are A Changin"



Enhanced Campaigns

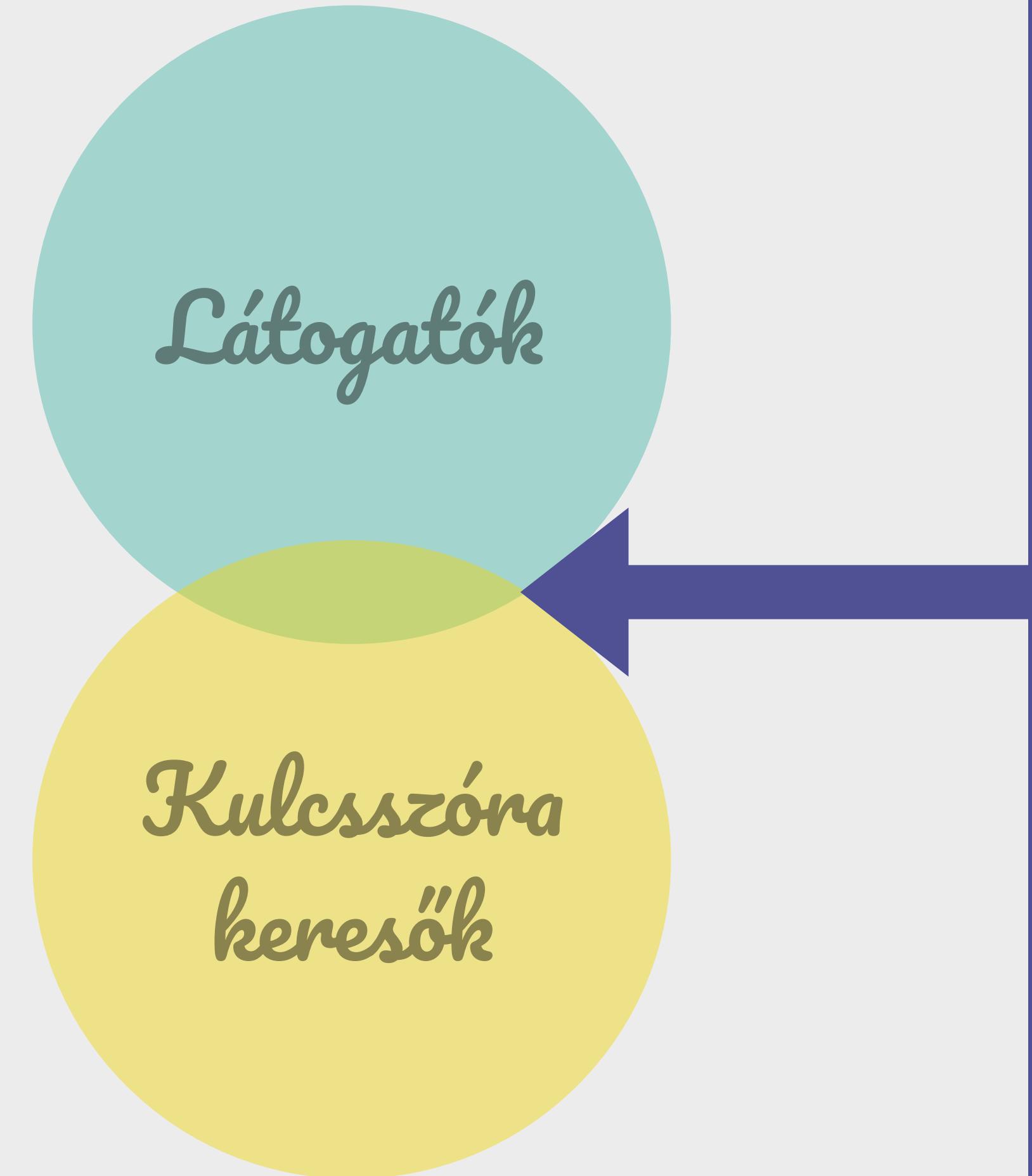


ENHANCED CAMPAIGNS

2013

Környezeti változók, mobile bid multiplier, mobile preferred, sitelinkek külön reportolva

Time of day bid adjustment,



RLSA

REMARKETING LIST FOR SEARCH ADS

2015

`{=Mixers.Model} Stand Mixer`
www.example.com
`{=Mixers.Capacity} quart {=Mixers.Type} stand mixer.`
`{=Mixers.Start_price} - sale ends in {=COUNTDOWN(Mixers.Sale_ends)}.`



ProWhip 300 Stand Mixer
`Ad` www.example.com
5 quart tilt-head stand mixer.
\$199 - sale ends in 5 days.

AD CUSTOMIZERS

2015

Fordel > Shared library > Audiences >
New customer email list

Create a list of customers who have provided their email addresses to you or your company. To create a list, upload a .csv file of email addresses or create a custom combination of existing lists. [Learn more](#)

Customer email list name

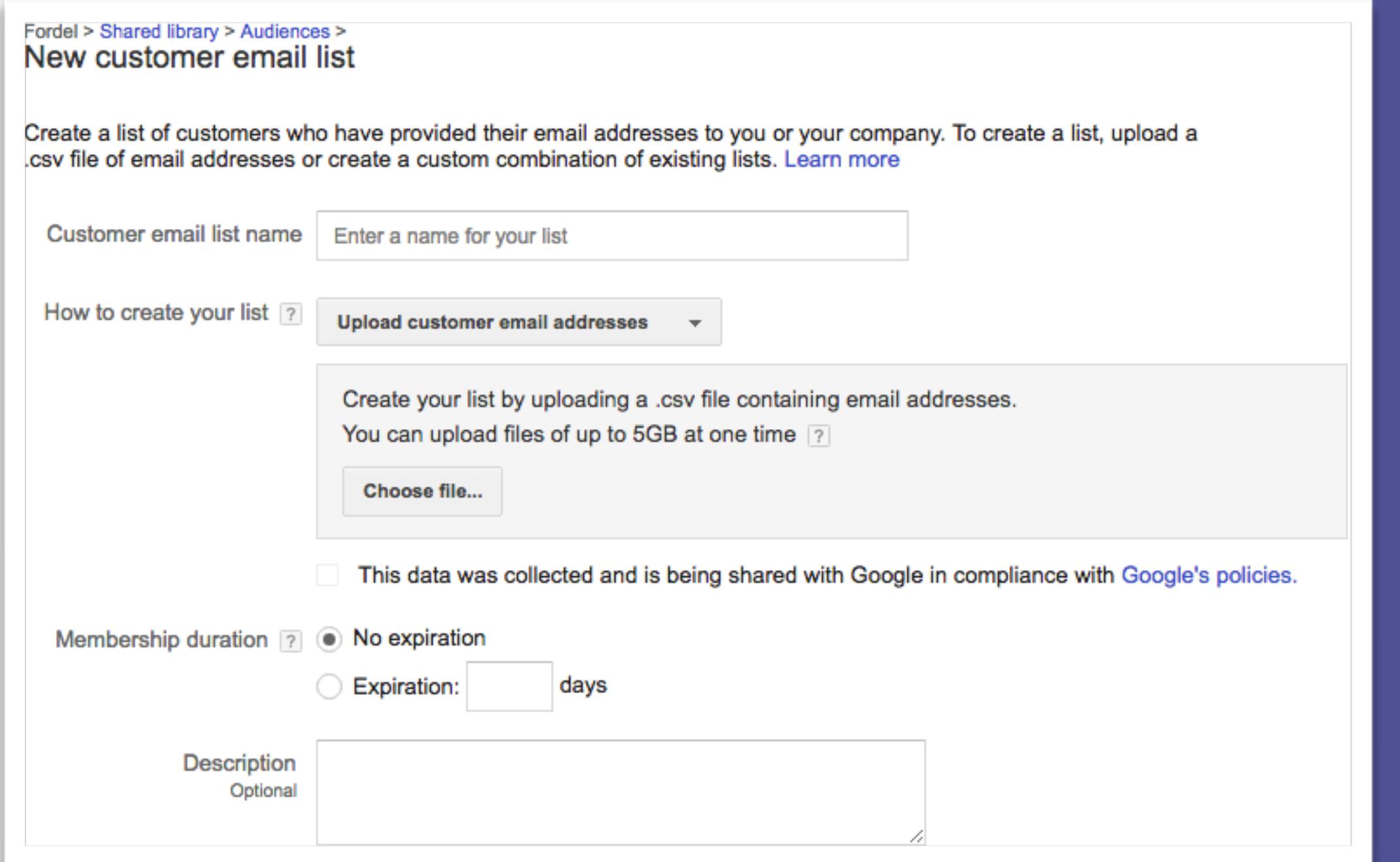
How to create your list

Create your list by uploading a .csv file containing email addresses.
You can upload files of up to 5GB at one time

This data was collected and is being shared with Google in compliance with [Google's policies](#).

Membership duration No expiration
 Expiration: days

Description
Optional



CUSTOMER MATCH

2015

New price extension

X

Language ? English ▾

Type ? Choose... ▾

Currency ? EUR ▾

Price qualifier From ▾

Example Price extension

Pólók	From €30 Többféle méretben	From €38 Rövid- és hosszújjú is	From €15 Flat Price
-------	-------------------------------	------------------------------------	------------------------

Items ? Header

Pólók
[redacted]
Női termékek
[redacted]
[redacted]

Description

Többféle méretben
Rövid- és hosszújjú is
[redacted]
[redacted]
[redacted]

Price ?

From €	30
From €	38
From €	15
From €	[redacted]
From €	[redacted]

Units

No unit

Final URL

https://[redacted]collections
https://[redacted]/collections
/onal?sort_by=price-ascending
[redacted]
[redacted]

Mobile final URL (optional)

[redacted]

+ Add

The description may be shortened or omitted on some devices

Start/end dates, scheduling

Start/end dates ? [redacted] - [redacted]

Scheduling ? Show this price extension all days and hours
+ Create custom schedule

2016

PRICE EXTENSION

••••• Telekom HU ⌂ 14:29 ↗ ⌂ 100% 🔋

Q 🔒 pants buy online C

Google

pants buy online X 

ALL IMAGES VIDEOS NEWS MAPS

Buy Cheap Mens Casual Khaki Pants  Wholesale Online - rosewholesale.com
Ad www.rosewholesale.com/

4.2 ★★★★☆ advertiser rating
Clothes, Shoes, Bags, +More Wholesale Buy More To Get Cheaper Price.

Women Clothing
From \$7.00
Boutique Collections

Men Clothing
From \$9.00
2017 New Collection

60% off 2017 Swimwear Show
Valid Feb 15 - Feb 27

Online Get Cheap Mens Chino Pants - 
Aliexpress.com

< >   



buy adidas yeezy online



Dimitris

All Shopping News Videos Images More ▾ Search tools

About 1,400,000 results (0.20 seconds)

adidas YEEZY BOOST by Kanye West

www.adidas.com/us/yeezy ▾

The adidas Originals and Kanye West collaboration: be the first to get the new adidas YEEZY BOOST 350.

Where to Buy the adidas YEEZY Boost 350 "Oxford Tan"

www.hightsnobiety.com/.../adidas-yeezy-boost-350-oxford-tan-store-list/ ▾

22 Dec 2015 - Online Releases: Here below is a list of retailers that will drop the "Oxford Tan" YEEZY Boost 350 online today at 8AM ET / 5AM PT. Footlocker.

New Release Kanye West X Adidas Yeezy 750 Boost For ...

www.stateofemergencyltd.com/literature.php ▾

cheap adidas yeezy kanye west shoes for sale,buy new adidas yeezy 750 boost 2015 authentic,adidas yeezy boost discount for sale online,what is the price of the yeezy 750 boost online. ... adidas yeezy,adidas yeezy 750 boost,yeezy 750 boost,adidas yeezy boost,adidas yeezy shoes,adidas ...

adidas Yeezy - Sneaker News

sneakernews.com/tag/adidas-yeezy/ ▾

★★★★★ Rating: 7.4/10 - 418 votes

Click here for the latest adidas YEEZY release details, updates, and price information.

... 3 in February 2016. adidas.com is one of very few exclusive online retailers. See the articles below for additional info on releases. buy now on ebay.

Shop for buy adidas yeezy online on Google

Sponsored



Adidas Men
Adidas Yeezy
£704.19
Vestiaire Coll...



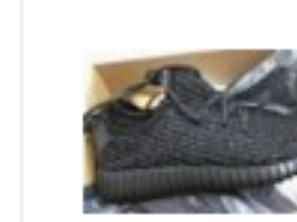
Yeezy Adidas
Originals by ...
£3,074.01
Farfetch



Adidas Men
Sneakers ...
£532.05
Vestiaire Coll...



Adidas Men
'yeezy' ...
£700.27
Vestiaire Coll...



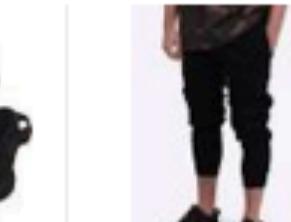
New released
super perfect ...
£46.89
DHgate online...



2015 authentic
original kanye
£107.45
DHgate online...



Adidas Men
Trainers Yeezy
£469.46
Vestiaire Coll...



Adidas YEEZY
SEASON 1 SFT
£177.50
Triads Design...
34% price drop

EXPANDED TEXT ADS

New York Budget Hotel

Ad www.example.com/NewYork

Book comfortable hotels in New York City. Students Save 20%

DESKTOP

New York Budget Hotel - Best NY Hotel Rates in Seconds

Ad www.example.com/NewYorkCity/Budget

Book stylishly comfortable hotels in New York City today! Students save 20%.

New York Budget Hotel

Ad www.example.com/NewYork

Book comfortable hotels in New York City.

Students Save 20%

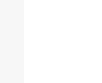
MOBILE

New York Budget Hotel - Best NY Hotel
Rates in Seconds

Ad www.example.com/NewYorkCity/Budget

Book stylishly comfortable hotels in New York City
today! Students save 20%.

Q 🔍 budapesti szállodák



Google

budapesti szállodák



ALL

MAPS

IMAGES

VIDEOS

NEWS

1466 Budapesti Szálloda - Szállodák nagy
választéka - trivago.hu
Ad www.trivago.hu/Szálloda/Budapest

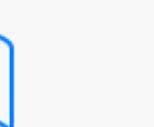
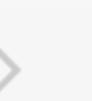
Budapesti szállodák akár 78%-kal olcsóbban.
Foglaljon szállodát a legjobb áron!
Könnyen és Gyorsan · Számos vendégértékelés

3 csillagos Szállodák 4 csillagos Szállodák

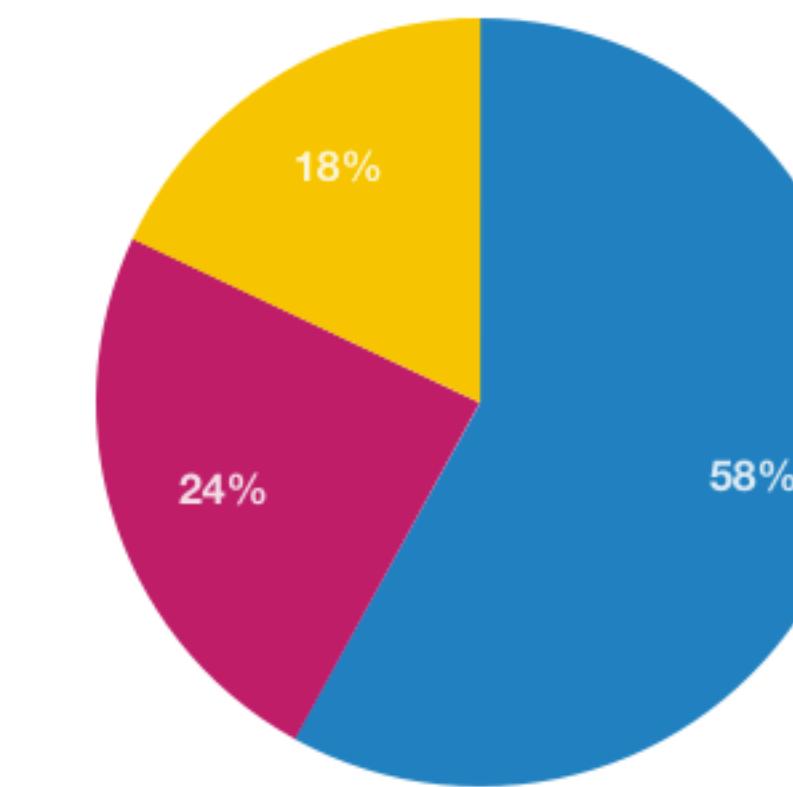
Akár -78% megtakarítás Olcsó szállások

Budapesti Panzió, Szállás, Itt - foglalhat a
legkedvezőbb árért - baipanzio.hu
Ad www.baipanzio.hu/

Zárt parkoló, Wifi, tiszta, csendes 1 fő 8.000,Ft 2 fő
10.000,Ft 3 fő 12.000,Ft.
megközelíthetőség · árak · fotogaléria

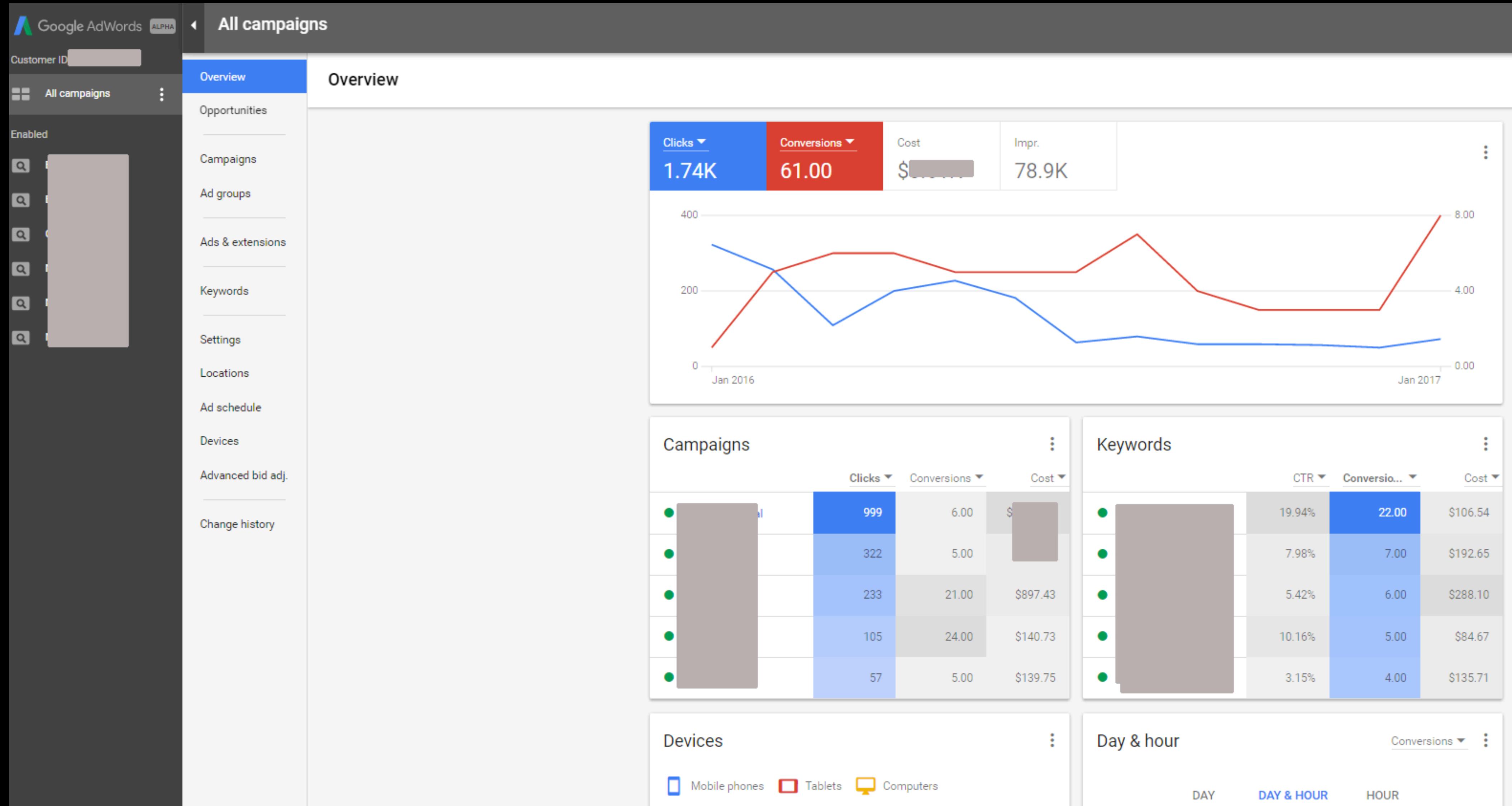


ETA Impact on Overall CTR Results



- Improved CTR
- Mixed Results
- Too Soon or No Change

Coming Soon ...



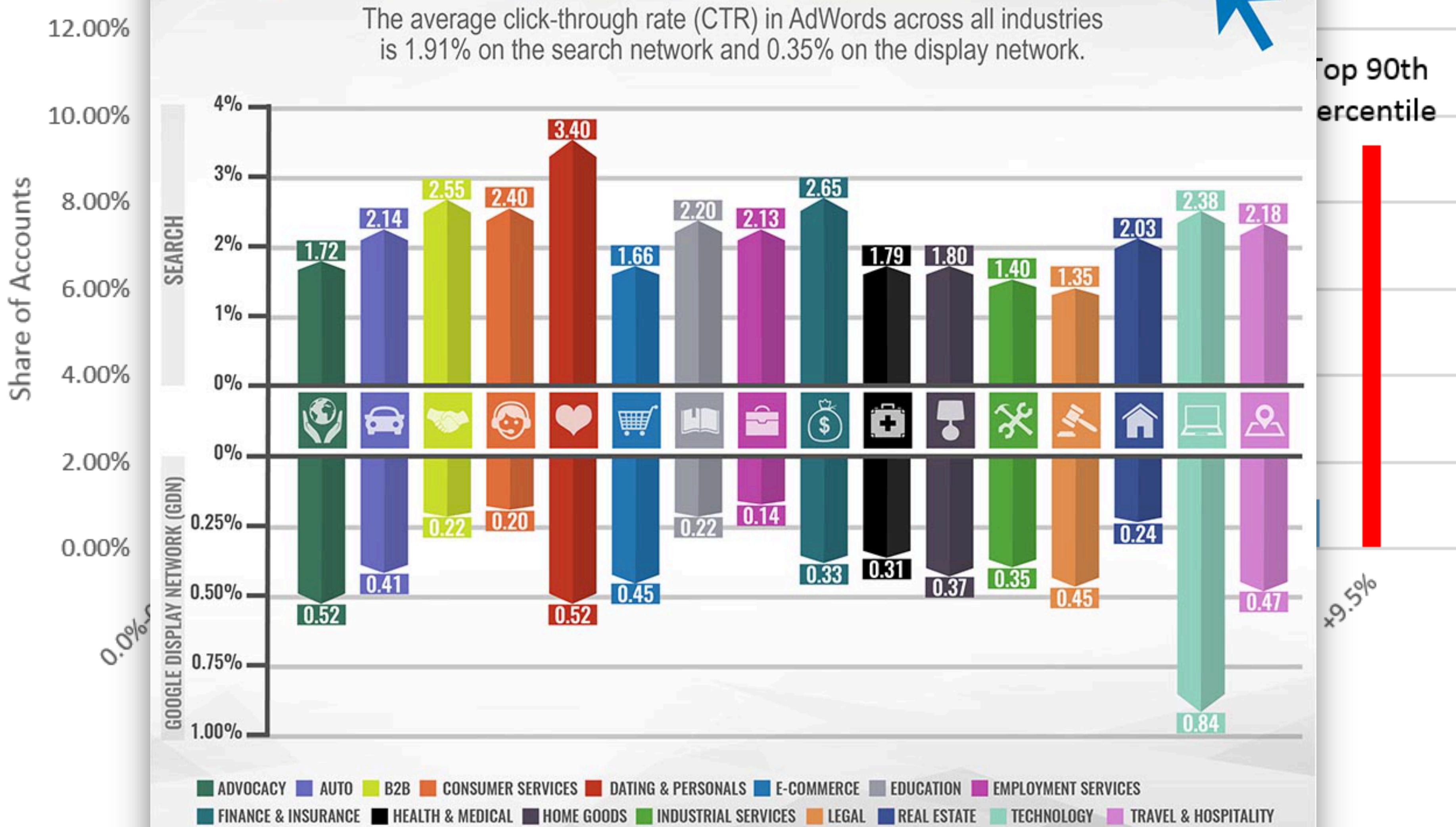
ÚJ INTERFÉSZ

Számok

GOOGLE ADWORDS INDUSTRY BENCHMARKS

AVERAGE CLICK THROUGH RATE

The average click-through rate (CTR) in AdWords across all industries is 1.91% on the search network and 0.35% on the display network.



Google's 2016 Bad Ads Report

1.7B
bad ads removed



Google

68M ads for unapproved pharmaceuticals

80M ads for deceiving and shocking users

5M ads for payday loans

112M trick-to-click ads containing malware

1,300 accounts disabled for 'tabloid cloaking'

Érj csináld

KÜLÖNÍTSD EL A KERESŐ
ÉS A TARTALMI
HÁLÓZATOT

HASZNÁLJ MINÉL TÖBB
HIRDETÉSBŐVÍTMÉNYT

DE ÚGY HOGY ÉRTÉKET ADJON

REMARKETING

AZ INDULÁSTÓL KEZDVE (ANALYTICS)

LÉGY KREATÍV

GONDOLJ BELE MIT AKARHAT

FREQUENCY CAP



LICITÁLJ SAJÁT NEVEDRE IS

FELHÍVHAZOD A FIGYELMET AKCIÓKRA

JAVÍTJA AZ ÁTKATTINTÁSI ARÁNYT

CSÖKKENTI A VERSENYTÁRSAK HELYÉT

NAGYON OLCSÓ (AKÁR KEVESEBB MINT 1 FT.)

**LANDING PAGE-ET
ELLENŐRIZD MOBILON**

HA MÁR FUTNAK A KAMPÁNYOK

Vonj be másokat!

TUDD HOGY MI TÖRTÉNIK

SŰRŰN (NAPONTA, VAGY HETI TÖBBSZÖR)



Minden megy-e vagy valami nem kap impressiont

RENDSZERESEN

Negatív kulcsszavak

Placementek (display)

Hogy állsz a célokhoz képest

Szegmensek (device, network, geo)

Vonj be másokat!

ADWORDS IDŐZÍTETT JELENTÉS

AdWords Report Request | daily quick check

From: Google AdWords <adwords-noreply@google.com>
Subject: AdWords Report Request | daily quick check
Date: 2017. February 19. 3:21
To: access@fordel.agency

Dear AdWords Advertiser,

The AdWords report you requested is now available. Click the link below to access the report.
[https://adwords.google.com/reports/advanced/AdvancedReporting?
frag=repd.915040700/1487470900954&u=5689639788&c=4627168025](https://adwords.google.com/reports/advanced/AdvancedReporting?frag=repd.915040700/1487470900954&u=5689639788&c=4627168025)

Please note that you'll need to sign in to your account before you can access this page.

Your report details

Report name: daily quick check
Report requested: Advanced report

Learn more about available AdWords reports by visiting the Help Center:
<https://support.google.com/adwords/topic/1714057>

As a security measure, we're not sending reports to email addresses that are not associated with registered users for your account. If you are an account administrator, you can always add these email addresses as email-only users, if you'd prefer not to grant them full access to your account. Learn how at
<https://support.google.com/adwords/answer/1704346>

Sincerely,

The Google AdWords Team

Your AdWords account number: 376-119-2679

ANALYTICS DASHBOARD

ANALYTICS IDŐZÍTETT JELENTÉS

Campaign	Impressions	Clicks	CTR	Cost	Transactions
1. resell-[REDACTED]	% of Total: 100.00%	% of Clicks: 10.64%	10.64% Avg for View: 10.64% (0.00%)	HUF [REDACTED]	% of Total: 100.00% (HUF [REDACTED])
2. brand-[REDACTED]	(0)	(0)	6.25%	HUF [REDACTED] (0)	HUF [REDACTED] (0)
			35.71%		

Rows 1 - 2 of 2

FORRÁSOK

WordStream

Search Engine Land

Hubspot Blog PPC kategória

PPC Chat (Twitter)

PPC Hero

Inside AdWords (official)

Fordel



Fordel

<http://fordel.agency>

**THE DIGITAL MARKETING AGENCY
THAT FINDS OUT, EXECUTES AND
MEASURES STUFF THAT MOVES YOUR
BUSINESS FORWARD**



Sallai Dani

dan@fordel.agency | LinkedIn