

Paid search

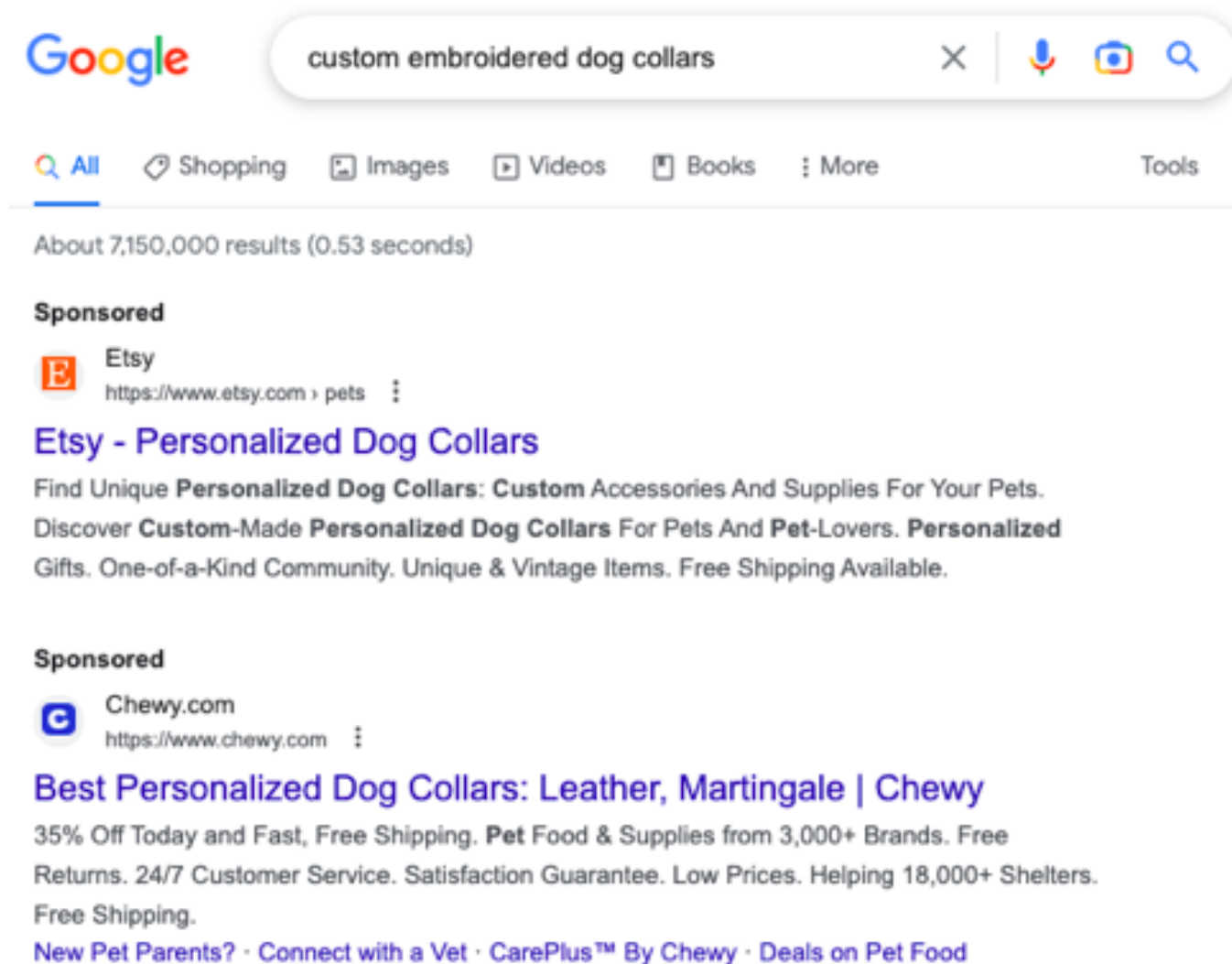
MARKETING ANALYTICS IN TABLEAU



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Paid search



Paid search: companies pay search engines to appear at the top of the results for a specific set of keywords

Keyword: the search term(s) specified by the user

Ad copy: the words or phrase written in a piece of marketing

Impressions: the number of individuals who view an advertisement

Branded and unbranded keywords

Branded

- Company/product name appears in search query
- Example: "**ABC: all beautiful collars** custom embroidered"

Unbranded

- Company/product name does *not* appear in search query
- Example: "custom embroidered dog collars"

Branded and unbranded keywords: strategy

Branded

- Reach individuals already aware of company
- Protect already interested individuals (and possibly market share)

Unbranded

- Reach potential new customers
- Greater number of impressions

Exact and phrase/broad match

Exact match

- All words must appear in exact order as company specified
- *Keyword: custom embroidered dog collars*
- Company landing page only shown for:
 - Custom embroidered dog collars

Phrase/broad match

- Not all words need to appear and order may vary
- *Keyword: custom embroidered dog collars*
- Company landing page could be shown for:
 - Custom embroidered dog collars
 - Customized dog collars
 - Unique dog collars

Ad group

- Keyword
- Match type (exact or broad/phrase)
- Desktop vs. mobile

Ad group: a series of one or more ads that share a target audience

Example:

Google Ads

Ad group: snacks

potato chips

pita chips

beef jerky

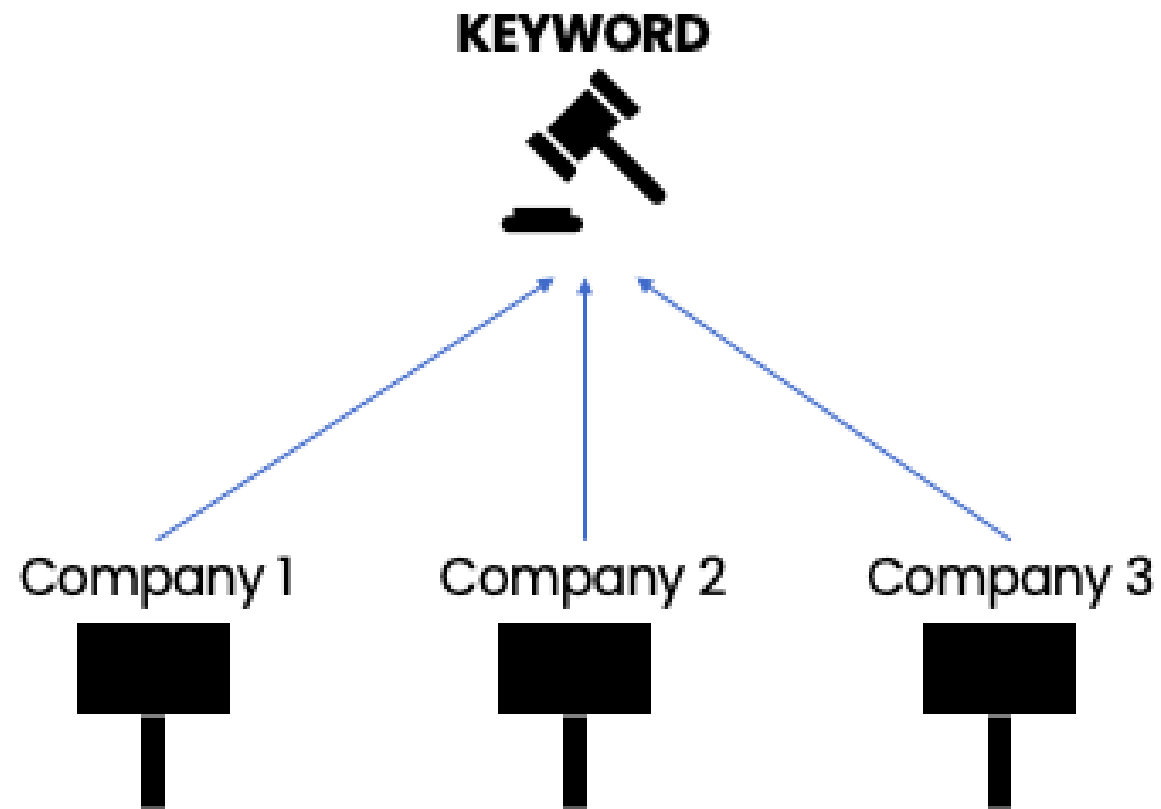
salted peanuts

mixed nuts

rice crackers

¹ <https://support.google.com/google-ads/answer/2375404?hl=en>

Auctions



The screenshot shows a Google search results page for the query "all inclusive vacations". The search bar at the top contains the text "all inclusive vacations" and a search button. Below the search bar, the Google logo is visible. The search results show "About 440,000,000 results (0.55 seconds)". The first result is a sponsored advertisement for Expedia, titled "All Inclusive Deals - Expedia® Vacation Packages". The ad includes the Expedia logo, the URL "https://www.expedia.com/", and a description: "Design Your Own All Inclusive Package and Find the Best Deals When You Book on Expedia. Bundle Flight + Hotel & Save! Book Amazing All Inclusive Package...". To the right of the text is a small image of a woman in a yellow dress standing in front of a blue building. Below the ad, there are three more search results, each with a title and a brief description: "Beach Vacation Packages" (Take Your Pick of Incredible Beach Vacations Spots on Expedia), "Get Rewarded for Travel" (Join Expedia+ Rewards for Free Now. Redeem Points for Travel Vouchers!), and "Romantic Vacations" (Plan the Perfect Romantic Break or Honeymoon on Expedia). The fourth result, "Weekend Getaways", is partially visible at the bottom.

Impression share

- Buyers give a **budget** to search engine by keyword
- Once the budget is reached, the ad no longer runs
- Therefore individuals who search the keyword will not see the ad

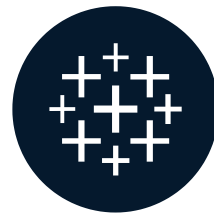
$$\text{Impression Share} = \frac{\text{Impressions}}{\text{Eligible impressions}}$$

Let's practice!

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String operations

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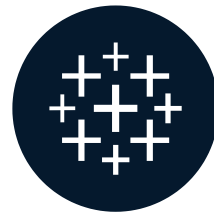
Full Name
Instructor

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What is organic traffic

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Organic traffic

Organic: traffic that occurs "naturally" and not directly as a result of a paid ad.

The image shows a Google search interface for the query "buy a new car". The search bar at the top shows the query and icons for voice search, image search, and a magnifying glass. Below the search bar are tabs for Shopping, Images, News, Videos, Maps, Books, Flights, and Finance. The results section shows "About 8,990,000,000 results (0.65 seconds)".

The results are categorized into two groups:

- Paid search results:** This group includes three sponsored results from Kia, Nissan USA, and Hyundai USA. Each result features a car image and a brief description of the offer. A blue bracket on the right side of the image groups these three results under the label "Paid search results".
- Organic search results:** This group includes one organic result from Cars.com. A blue bracket on the right side of the image groups this result under the label "Organic search results".

Organic and paid search differences

The screenshot shows a Google search for "good carry on backpack". The search bar at the top shows the query and navigation icons. Below the search bar, there are tabs for Shopping, Images, Videos, News, Maps, Books, Flights, and Finance. The results section shows "About 58,000,000 results (0.69 seconds)".

Paid search results: A section labeled "Sponsored" contains five product listings for backpacks. Each listing includes an image, the product name, price, brand, star rating, and a brief description. The products are: Carry-On Travel... (\$200.00, Monos, 5 stars, 630 reviews), Terra 26L Laptop... (\$175.00, CALPAK, 5 stars, 207 reviews), The North Face Women'... (\$139.00, The North Fa..., 5 stars, 139 reviews), Cotopaxi Allpa 42L Travel... (\$220.00, Cotopaxi, 5 stars, 3k+ reviews), and Go-Bag - Big (60L) Navy (\$109.50, Baboon to th..., 5 stars, 3k+ reviews). A green bracket on the right side of this section is labeled "Paid search results".

Organic search results: Below the paid results, there is an organic search result from The New York Times. The title is "The Best Carry-On Travel Backpacks" and the date is "Feb 28, 2023". The snippet reads: "In the end, we chose two as our top picks: the Cotopaxi Allpa 35L (for most trips) and the larger Peak Design Travel Backpack 45L. Both bags are ...". A green bracket on the right side of this section is labeled "Organic search results".

- **Key similarity:** both occur on search engines
- **Key difference:** whether company paid search engine
- Paid search can indirectly drive organic traffic
 - **Traffic network effect:** traffic from one channel drives traffic across another marketing channel

Organic: pros and cons

Pros

- Significant savings in paid marketing for high-volume (searched by many people) keywords

Cons

- Very challenging to rank highly for competitive keywords: sometimes millions of pages of competition

Ranking and SEO

Search Engine Optimization (SEO): the process of designing, building, and revising webpages to achieve high rank for specific keywords

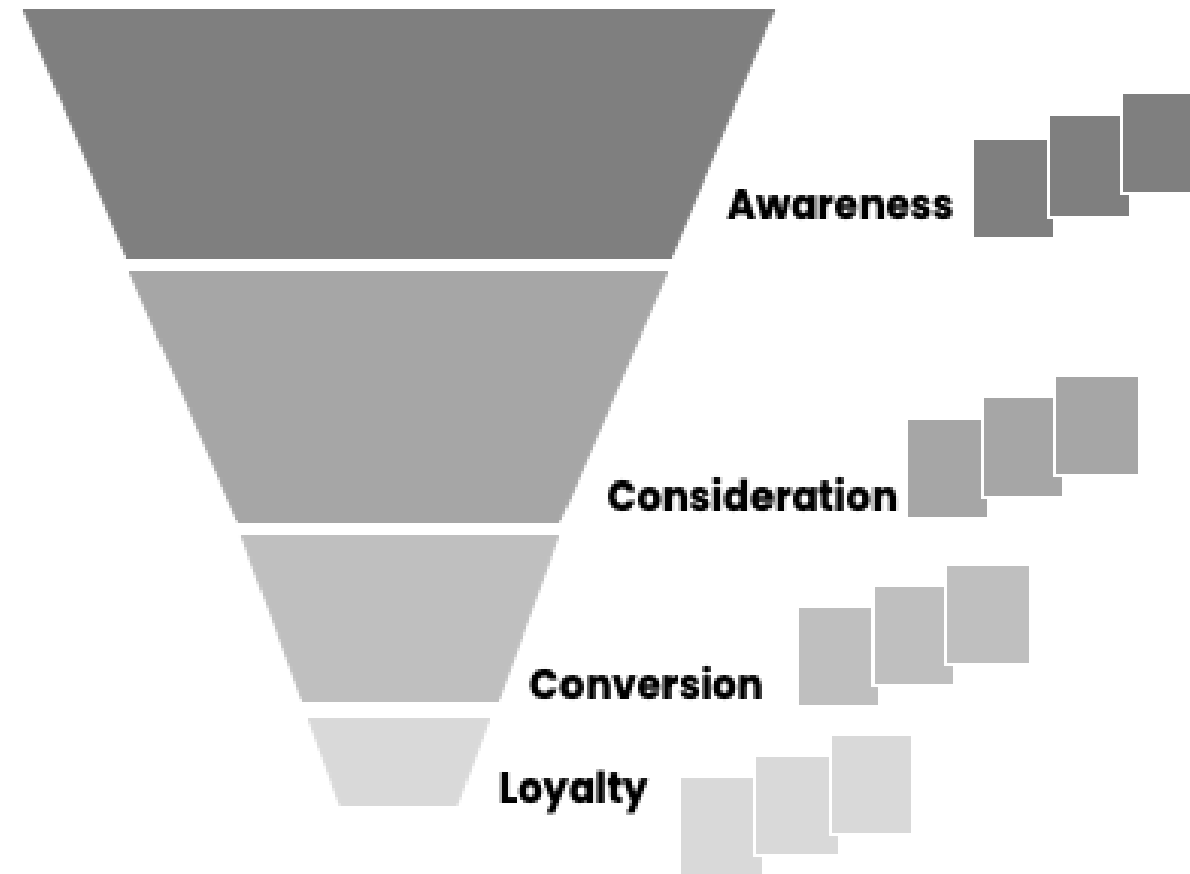
Factors that impact rank:

- Relevance of content to search query/keywords
- Page loading speed
- URL reputability
- Mobile friendliness
- Website security
- Inbound links

Organic and digital strategy

Digital strategy: the overall plan for a company's website in order to optimize for a specific output

Sitemap: the blueprint for a company's website



Digital strategy: an example



Ranking highly for the keyword "SUV" organically

- What an SUV is
- What distinguishes an SUV from other car types
- What typical features are included
- Why lease vs. buy

Digital strategy: an example

As individuals continue to refine their search, moving further along their journey and down the funnel...

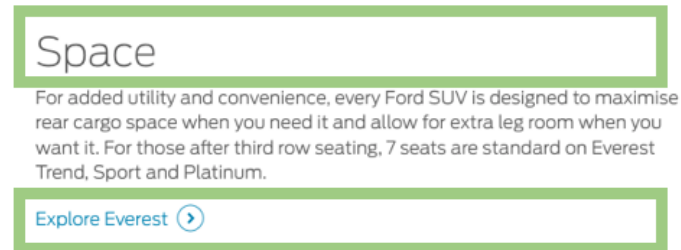
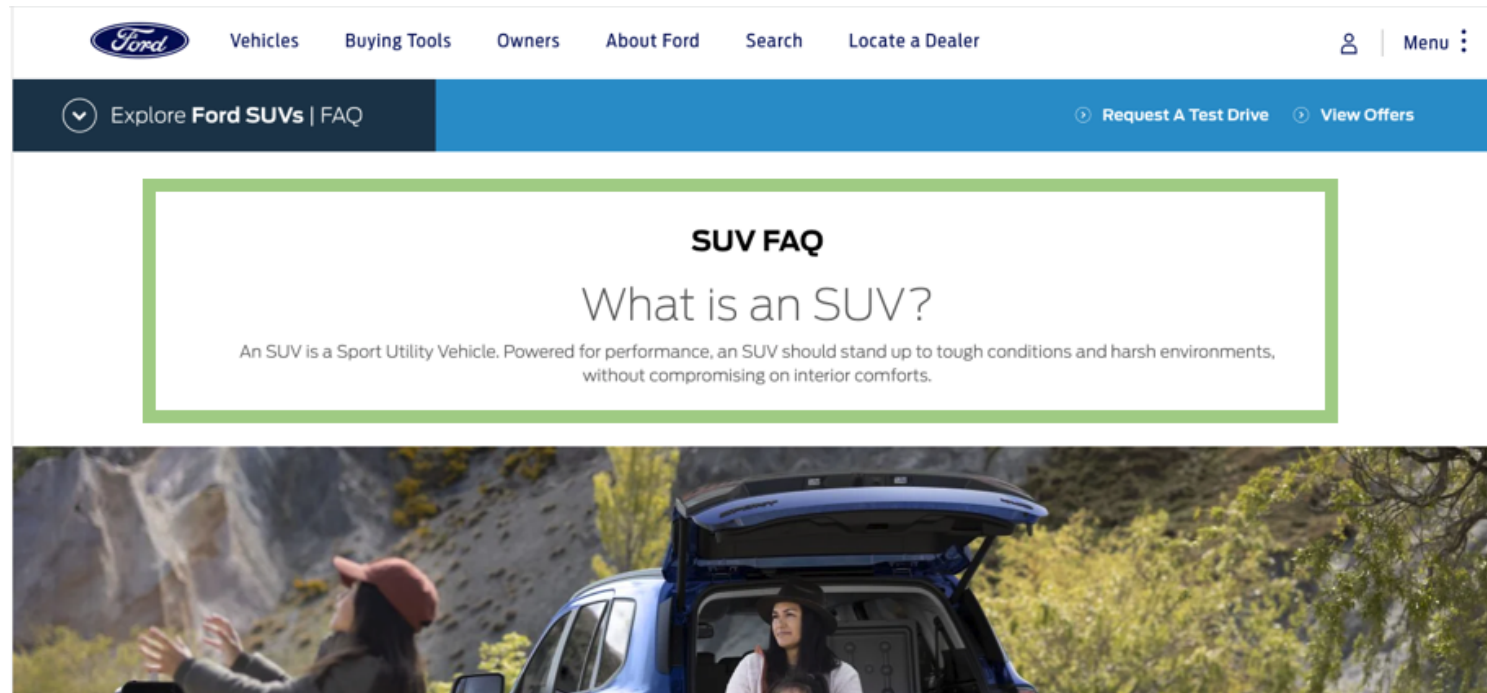
...keywords tend to get more specific

Awareness-level keyword: "SUV"

Consideration-level keyword: "affordable SUVs with folding back seats and all-wheel drive to lease"



Digital strategy: an example



A good digital strategy.....

- Drives engagement
- Pushes individuals further along the journey

Why bother optimizing model-specific pages?

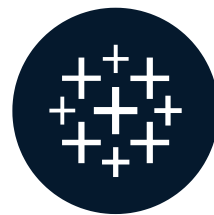
- We don't know what individuals will do (e.g. how they navigate the internet)
- Failing to optimize all pages means potentially losing out on traffic

Let's practice!

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P-values, R-squared values, and moving averages

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Full Name
Instructor

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