Paid search

MARKETING ANALYTICS IN TABLEAU

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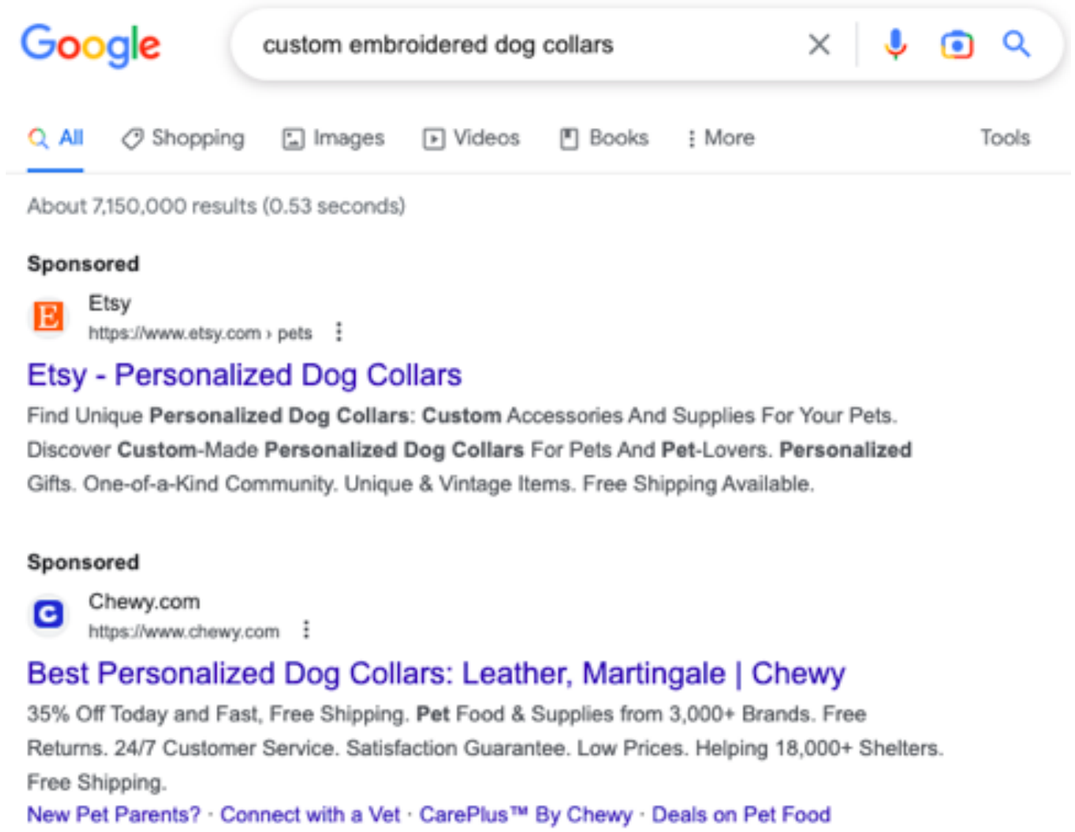
Paid search



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

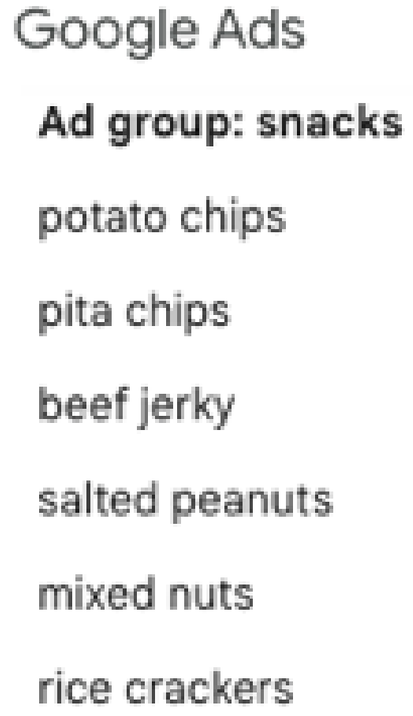
- Not all words need to appear and order may vary
- *Keyword: custom embroidered dog collars*
- Company landing page could be shown for:
  - Custom embroidered dog collars
  - Customized dog collars
  - Unique dog collars

Ad group

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

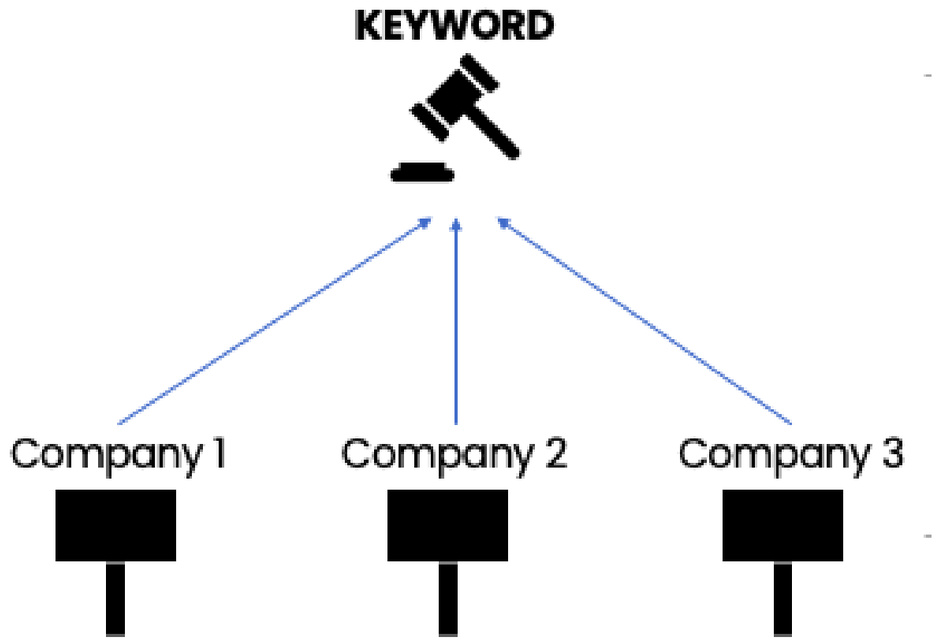
Ad group: a series of one or more ads that share a target audience

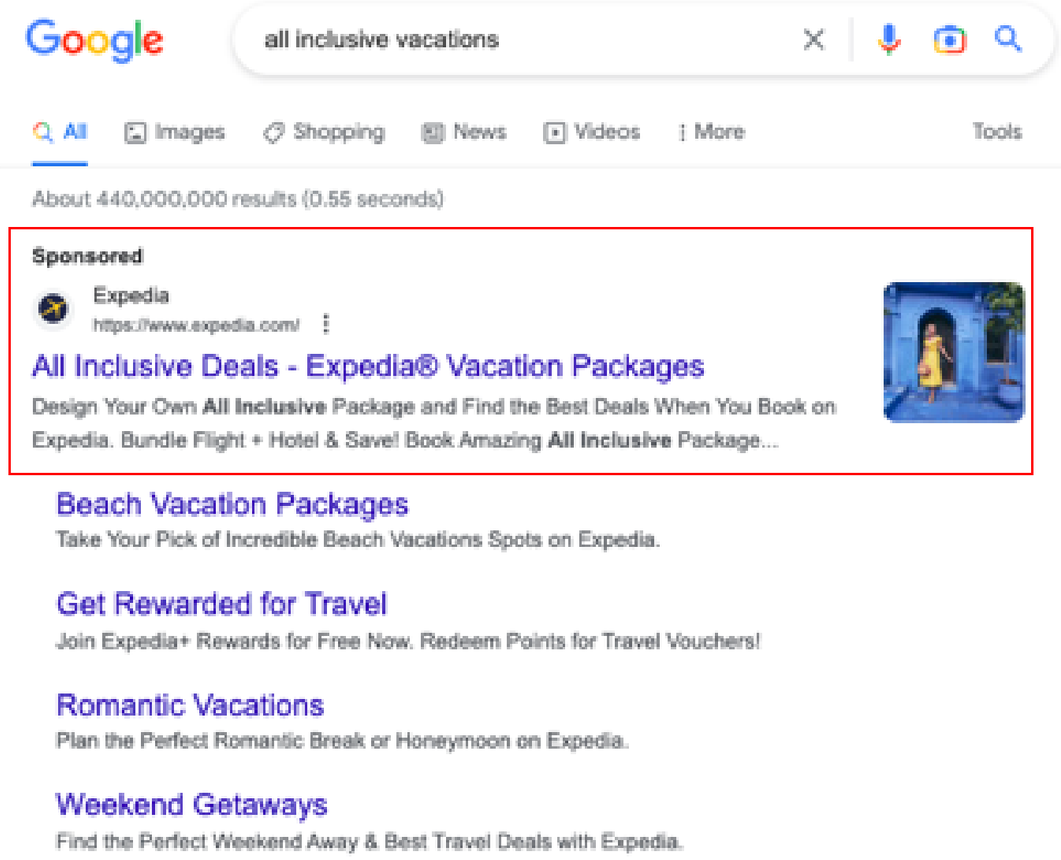
Example:



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

Auctions


KEYWORD
Company 1
Company 2
Company 3


Google
all inclusive vacations
All
Images
Shopping
News
Videos
More
Tools
About 440,000,000 results (0.55 seconds)
Sponsored
Expedia
https://www.expedia.com/
All Inclusive Deals - Expedia® Vacation Packages
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...
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!
Romantic Vacations
Plan the Perfect Romantic Break or Honeymoon on Expedia.
Weekend Getaways
Find the Perfect Weekend Away & Best Travel Deals with Expedia.

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

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

Let's practice!

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String operations

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What is organic traffic

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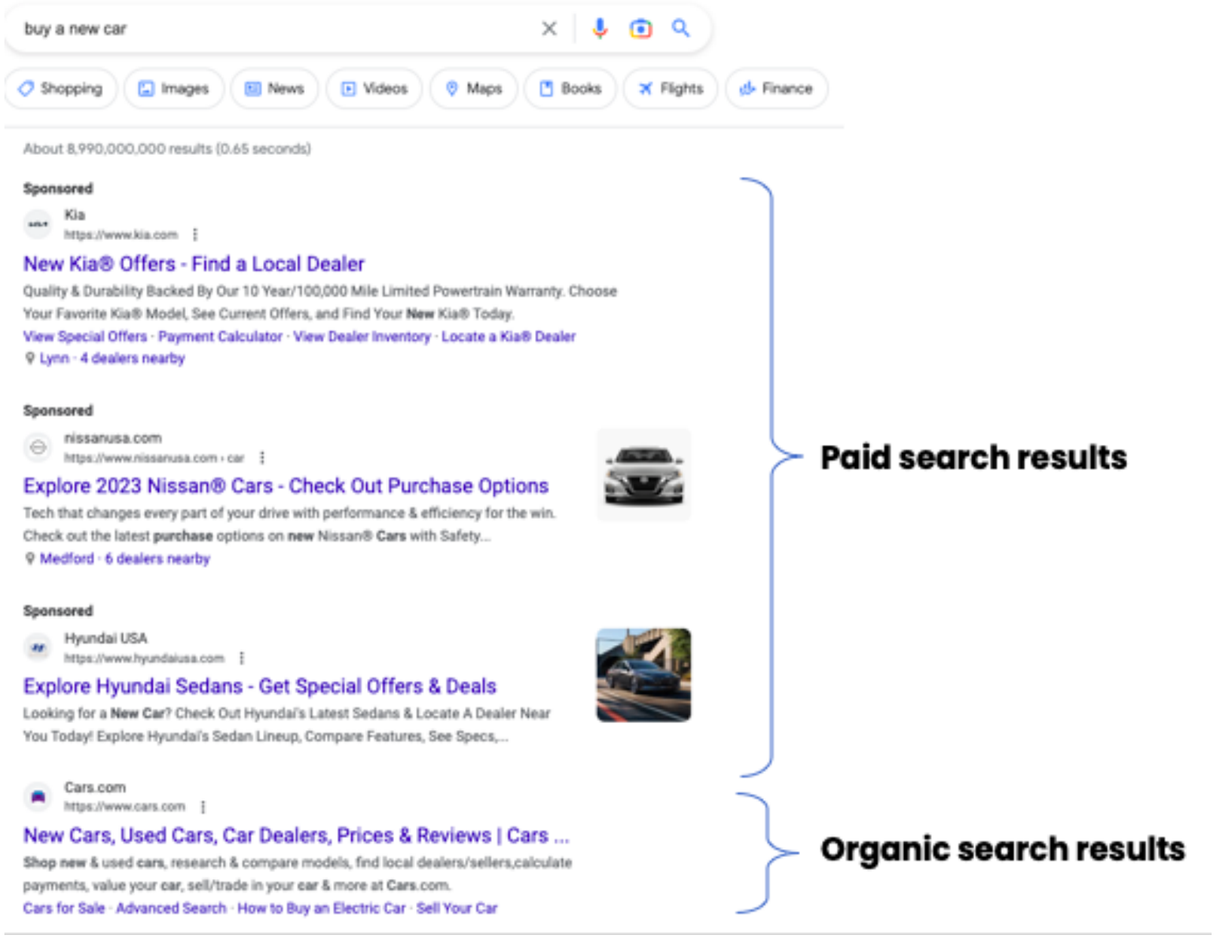
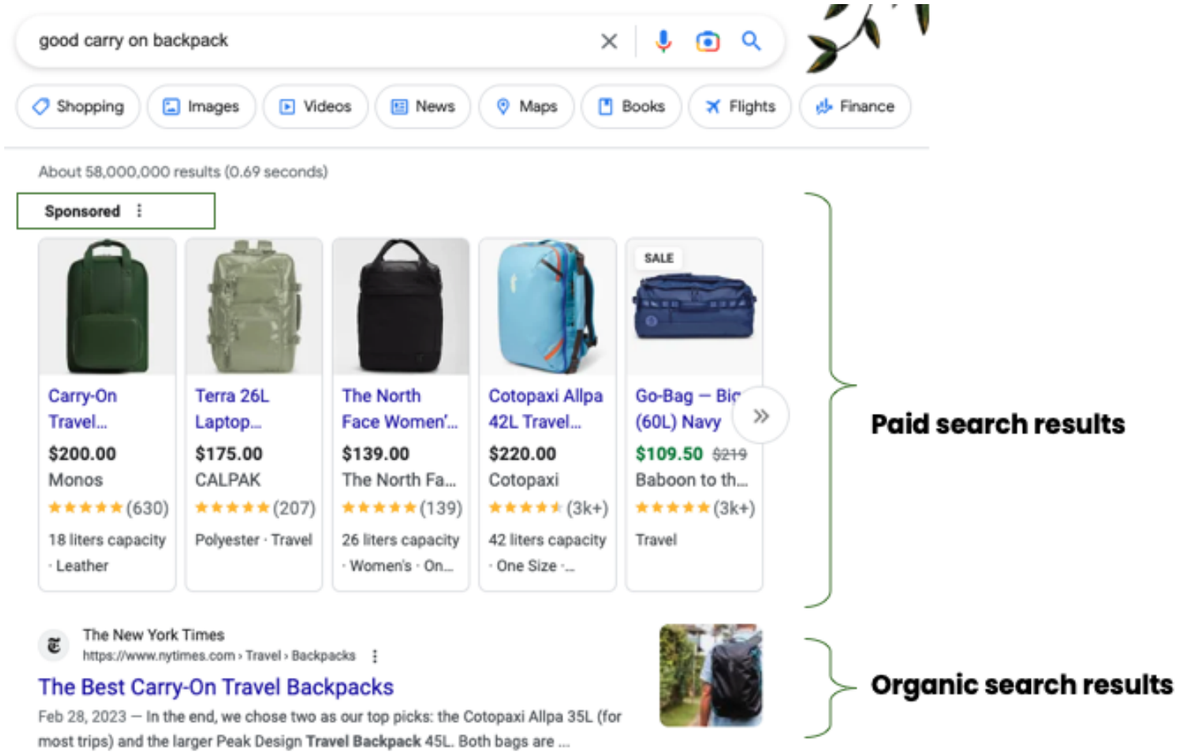
Organic traffic

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



Organic and paid search differences



- **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

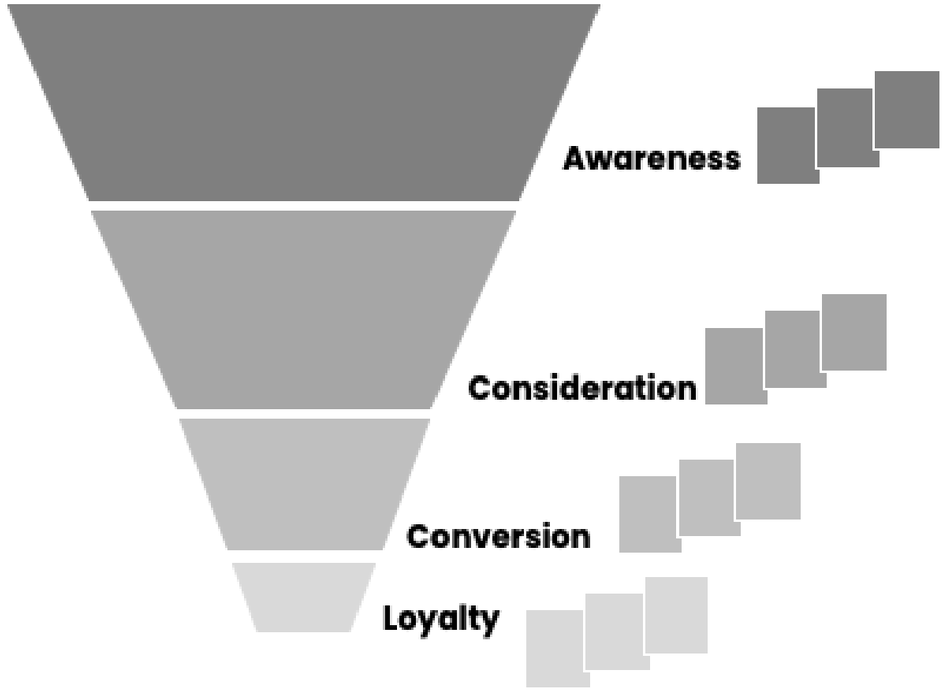
Factors that impact rank:

- 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

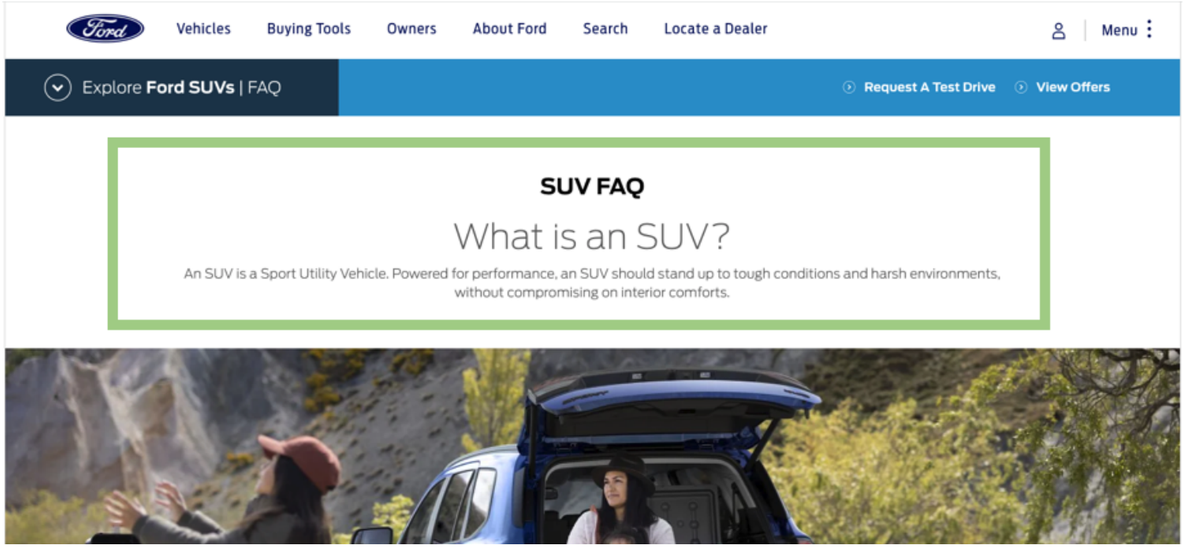
As individuals continue to refine their search, moving further along their journey and down the funnel...

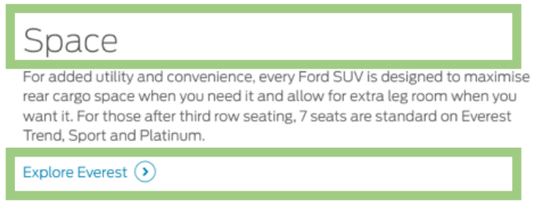
...keywords tend to get more specific

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

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

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