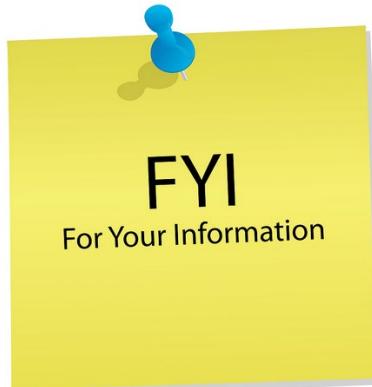


# Module 4 Part A

## Mobile, Image & Voice Search with Virtual Assistant (AI)<sup>©</sup>

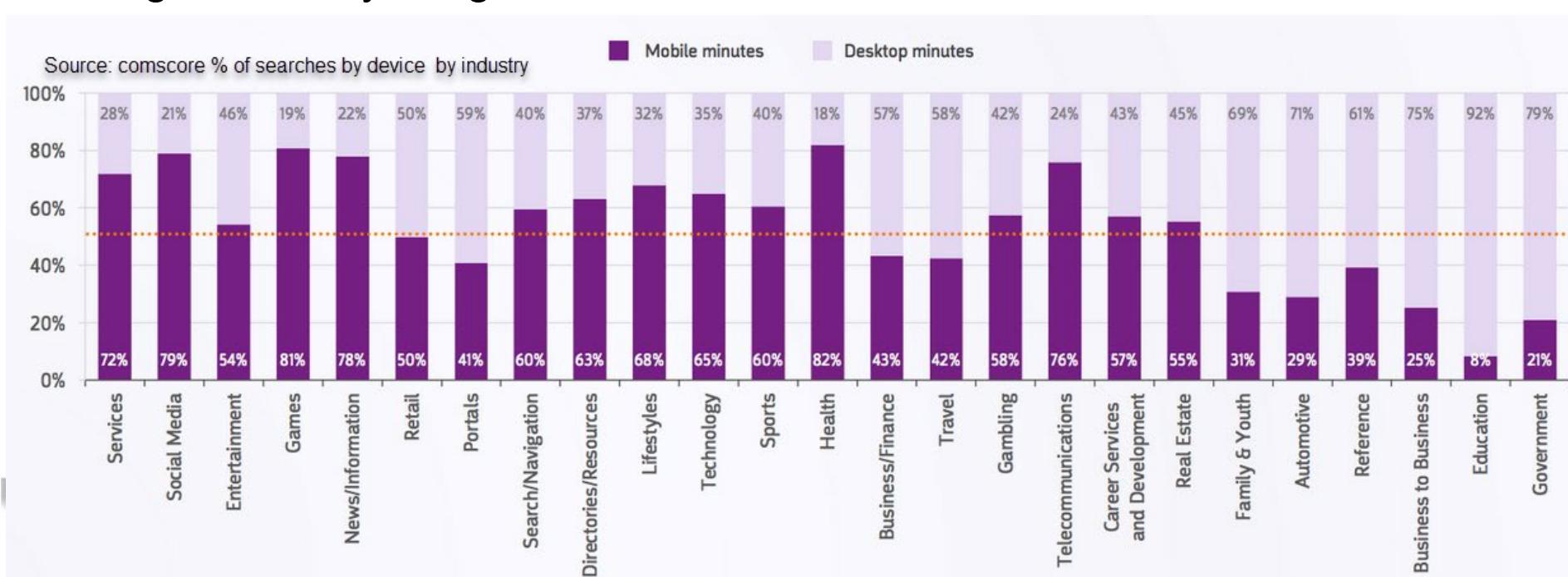
### Prof. Alex Edsel



if a slide has this post  
it note-then it is not  
on the exam/quiz

# State of Mobile Search

- Currently >60% of searches in the US are on mobile (overall volume)
- BrightEdge (SEO software vendor) reports that 79% of all keywords and 47% of keywords in positions 1- 20 rank differently in mobile vs. desktop SERPs.
- Mobile ad spend has surpassed desktop and now over 70% of total digital spend vs. desktop
- Usage varies by usage/intent as the chart below shows



**Mobile First Emphasis:** Pages should render well in mobile devices (responsive design) and load in <2 second, free and paid tools tell you why they load slowly or do not render correctly

The image displays three main components illustrating website performance and mobile friendliness:

- Pingdom Website Speed Test:** A screenshot of the Pingdom tool's interface. It shows the URL "http://www.altardstate.com/" entered, a location set to "New York City, New York, USA", and a "START TEST" button. Below the input fields are "DOWNLOAD HAR" and "SHARE RESULT" buttons. A yellow banner at the bottom left encourages users to "Sign up for free to test your site every minute".
- Mobile-Friendly Test:** A screenshot of a mobile-friendly test report for the same URL. The report includes a summary section with a thumbnail of the website, a "Performance grade" of 73 (C), a "Load time" of 3.50 s, and being "Faster than 46 % of tested sites". It also shows "Page size" (7.6 MB) and "Requests" (135). The main content area is titled "Page is not mobile friendly" and lists two issues: "Content wider than screen" and "Clickable elements too close together". It provides links to learn about mobile design and fix errors.
- Altar'd State Website Screenshot:** A screenshot of the Altar'd State website's mobile version. It shows a navigation bar with "sign-in" and "Altar'd State" options, a search bar, and a menu for "All Categories". The main content area features a "new arrivals" banner with a 50% off offer and a "Please leave a message" input field.

## File requests

Sort by Load time

Filter



DNS

SSL

Send

Wait

Receive

FYI

For Your Information

FILE

SIZE

0.0s

0.4s

0.8s

1.2s

1.6s

2.0s

track

dc.services.visualstudio.com/v2/

522 B

livechat-circle\_e24970c490.ttf?boihvb

cdn.livechatinc.com/fonts/circle/

0 B

9k-RPmcnxYEPm8CNFsH2gg.woff

themes.googleusercontent.com/static/f...

0 B

dresspersonalitybanner42018.jpg

mktg.azureedge.net/image/manager/

950.9 kB

track

dc.services.visualstudio.com/v2/

0 B

1swimpromobannersspringsunglasses.jpg

mktg.azureedge.net/image/manager/2018...

207.0 kB

get\_dynamic\_config.js?t=1524497289764...

secure.livechatinc.com/licence/604563...

1.4 kB

tracking.js

cdn.livechatinc.com/

72.4 kB

fbevents.js

connect.facebook.net/en\_US/

13.6 kB

newarrivalsbanners31518.jpg

mktg.azureedge.net/image/manager/

507.4 kB

embedded.20180420105140.js

cdn.livechatinc.com/js/

128.6 kB

backgrounds20010.png

0.0s

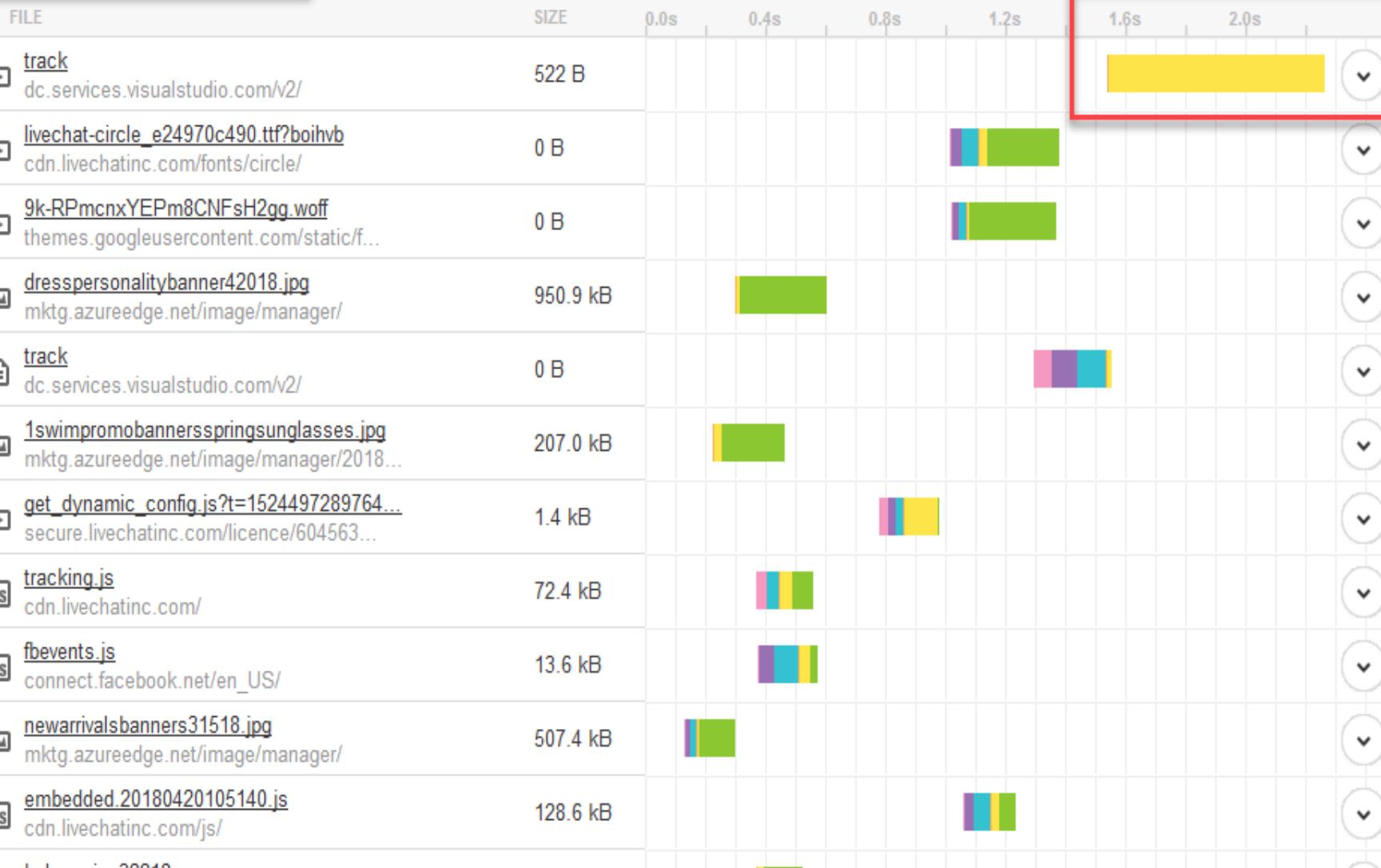
0.4s

0.8s

1.2s

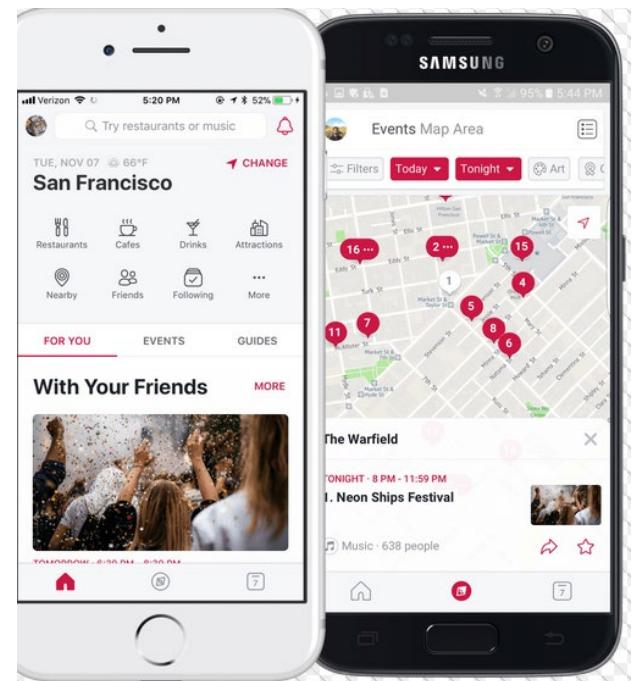
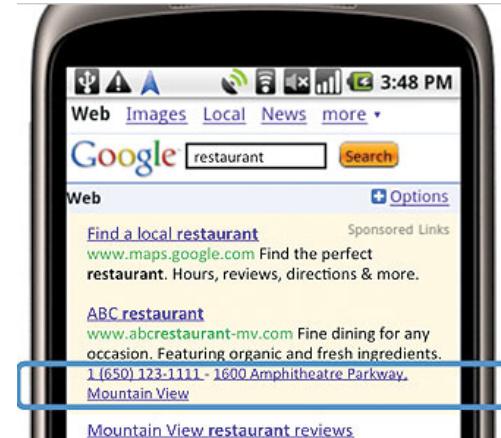
1.6s

2.0s

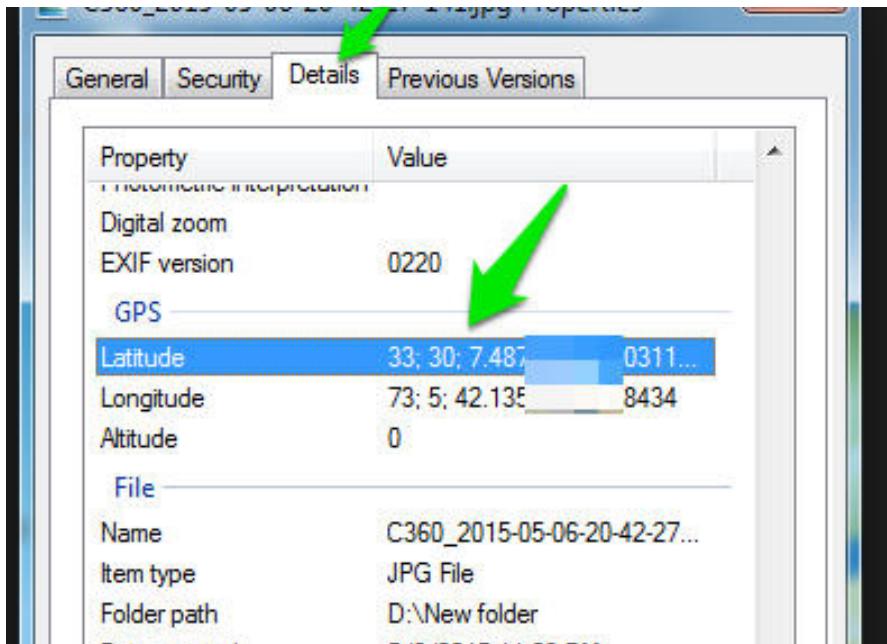


# Key Localization drivers=huge for mobile

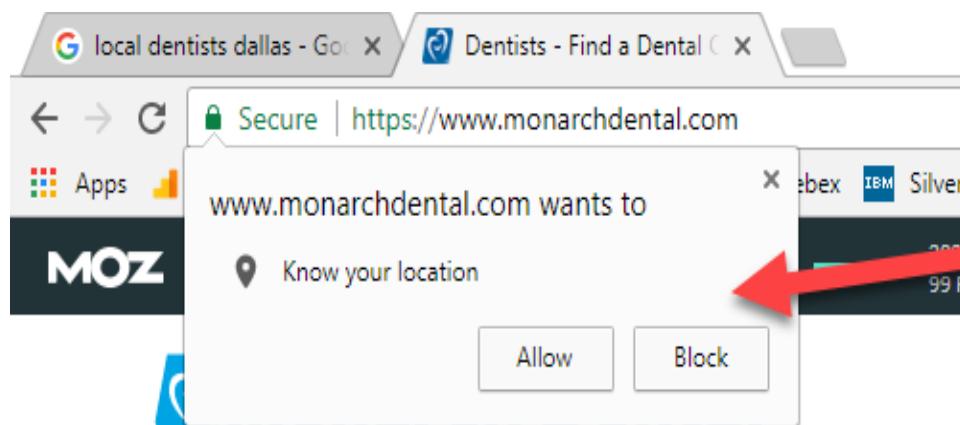
- Company listing in local directories
- Proximity- GPS localization
- Local reviews (e.g., Yelp)
- Inbound links and on page signals matter –tags for images, urls if some local keyword  
([www.sample.com/blouses-dallas](http://www.sample.com/blouses-dallas)), local keywords on page  
e.g., “Voted Best restaurant in Dallas, Texas”
- Behavioral (mobile clicks, social signals (friends local))



# Geo-tagging



- Adding 10 digit coordinates to pictures, video, websites, SMS, push notifications
- With images you usually have to manually tag but many smartphones automatically tag
- Websites may ask visitors if they can know your location –geotag maybe offer local content e.g., desktop search and no GPS information

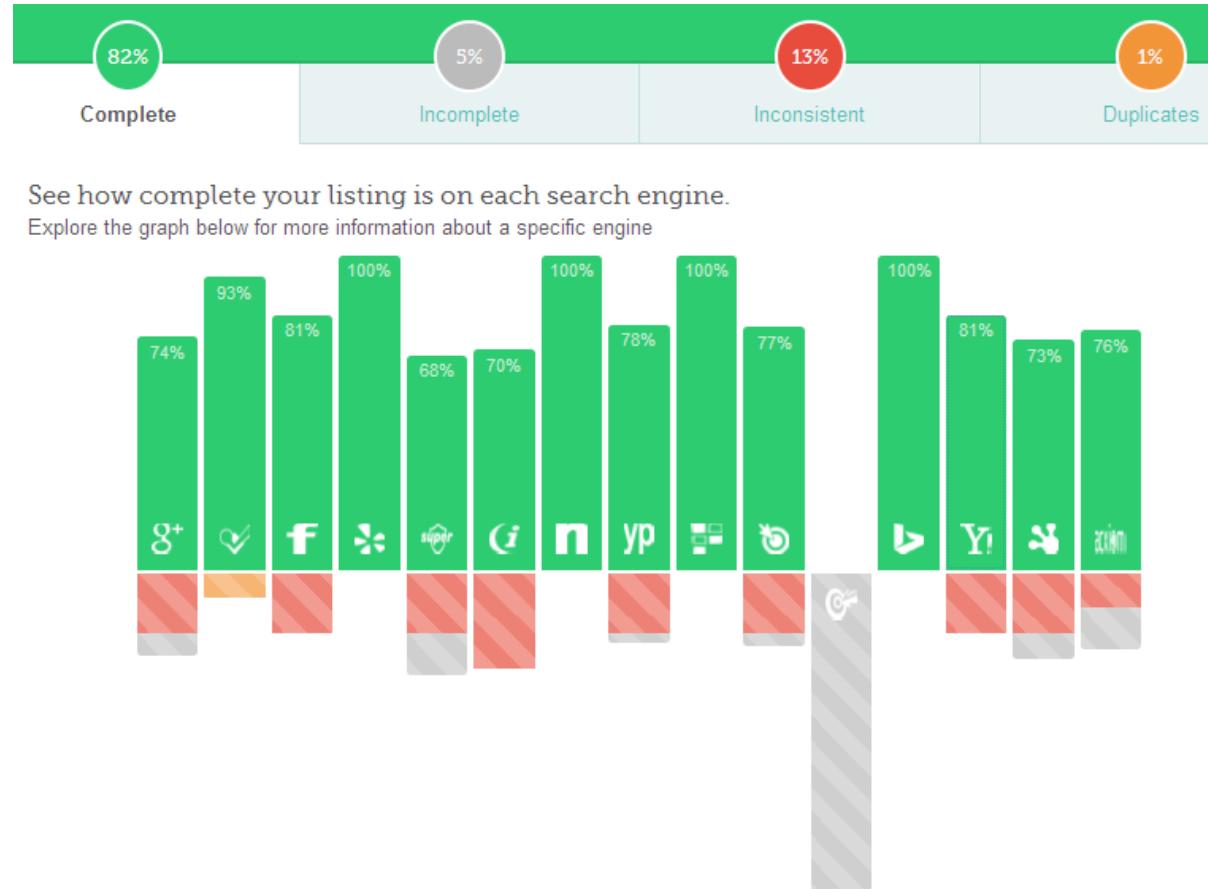


# Directories for localization

- Use SEO tools (e.g., MOZ) to identify directories which contribute to local SEO

Listings must be:

- Complete
- Consistent
- Not duplicated- several accounts



# Identify relevant review sites for your business: optimize for keywords and good reviews!

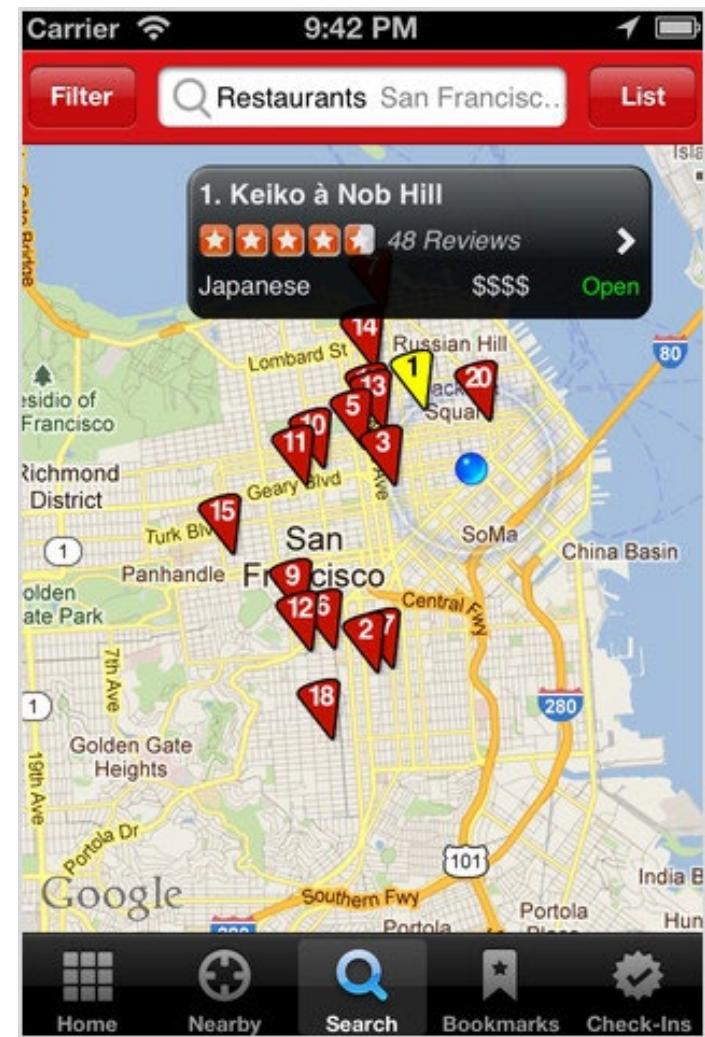
Review Website	U.S. Alexa Ranking	Reviews Best For	Avg. Monthly U.S. Traffic	% U.S. Traffic (of Total)
Google My Business	1	any business	158.03 million	34.30%
Facebook	3	any business	85.57 million	29.10%
Amazon	4	e-commerce related	85.44 million	55.40%
Yelp	52	any business	40.47 million	89.10%
Trip Advisor	88	related to food, restaurant, travel	28.27 million	53.40%
Yellowpages	402	any business	10.5 million	85.30%
BBB (Better Business Bureau)	824	any business	6.15 million	88.90%
Manta	1,002	any business	6.48 million	70.50%

Source: vendasta.com

create your future

UTD

www.utdallas.edu

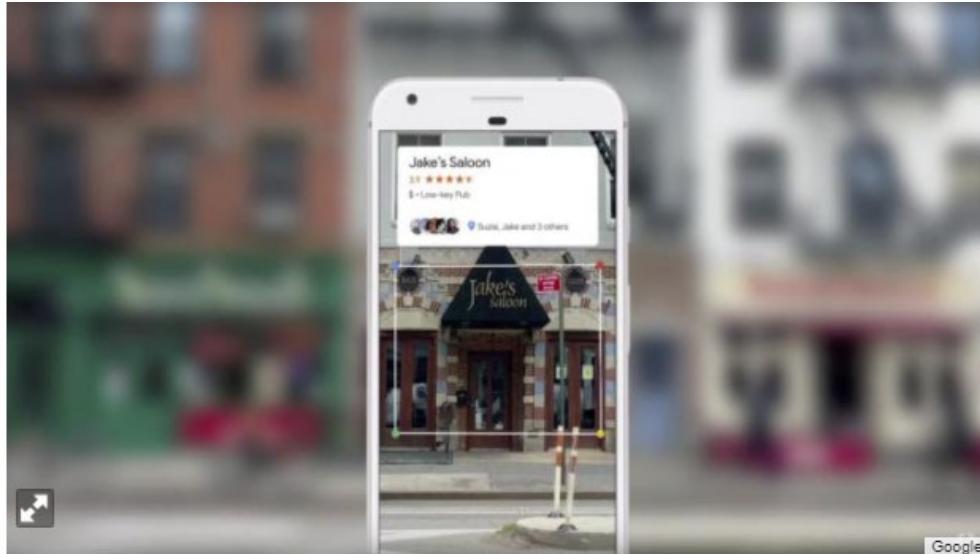


# SEO for Image searches

- Use structured data on website
- Add descriptive text to images (alt tags)
- Use optimized images on your website e.g., Image of product barcode and close up of label AND add a text description
- Create Geographical Cues-geotag-  
e.g., in the ‘About Us’ page
  - Use a Picture of a landmarks
  - Tag picture with location “Dallas”
- Assign keyword-rich filenames to images



# Using the phone camera to search!



Gary Chavez added a photo you might be in.  
about a minute ago ·



[Image Source: TechCrunch](#)

1. Download e.g., Google Lens Photo App.
2. Snap picture of object you want information on and submit
3. The app searches image database for relevant findings
4. Getting very accurate and sophisticated due to use machine learning
5. Technology also getting very good with facial recognition; matching to what is known about that person-Facebook already using it-very advanced

# What is an API?

FYI

For Your Information

- Application programming interface
- A software-to-software interface, not a user interface. Applications talk to each other without any user knowledge or intervention-exchanging structured data
- Often that is how key functionality in mobile apps work; however API can work on any web connected platform such as a website
- Important for sophisticated marketing: use with PPC, CRM, machine learning, and all types of data analytics

## The API ecosystem



Image Source: bbvaopen4u.com



### Face Detection

Find and track faces in any video, photo or image.



### Face Identification

Search for face matches. Answers: "Who is this?".



### Face Verification

Search for someone. Answers: "Is this Elizabeth?".



### Emotion Detection

Joy, anger, disgust, sadness, fear and surprise.



### Age Detection

Detects age groups; child, young-adult, adult, or senior.



### Multi-face Detection

Detects individuals, crowds, audiences and groups.



### Attention Measurement

Total attention time, glances, blinks, and attention span.



### Facial Features

Detects eyes, eyebrows, nose, mouth, and many more.



### Sentiment Detection

Understand positive, negative and neutral sentiments of faces.



### Face Grouping

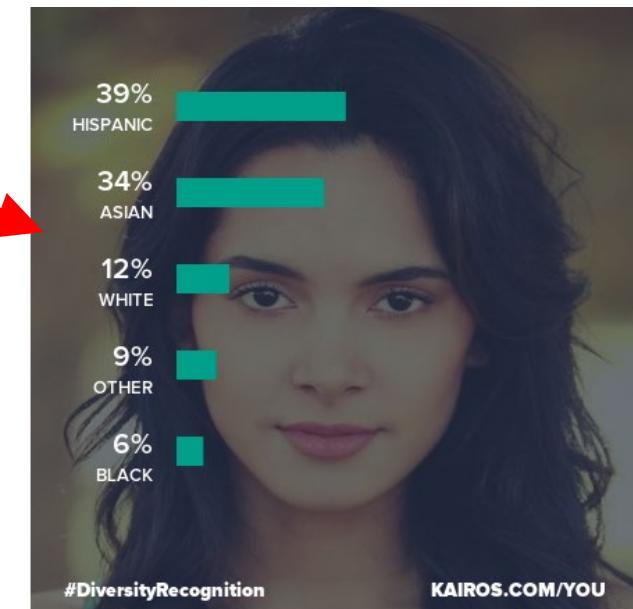
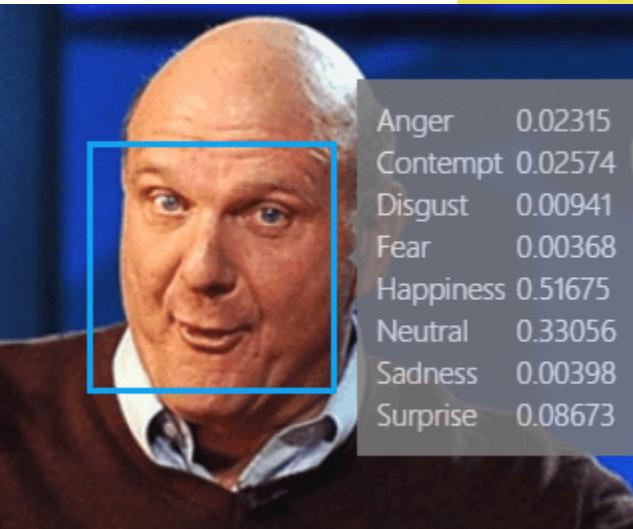
Group faces for easy searching, sorting and matching.



### Ethnicity Detection

Understand the diversity of the human face.

#DiversityRecognition demo

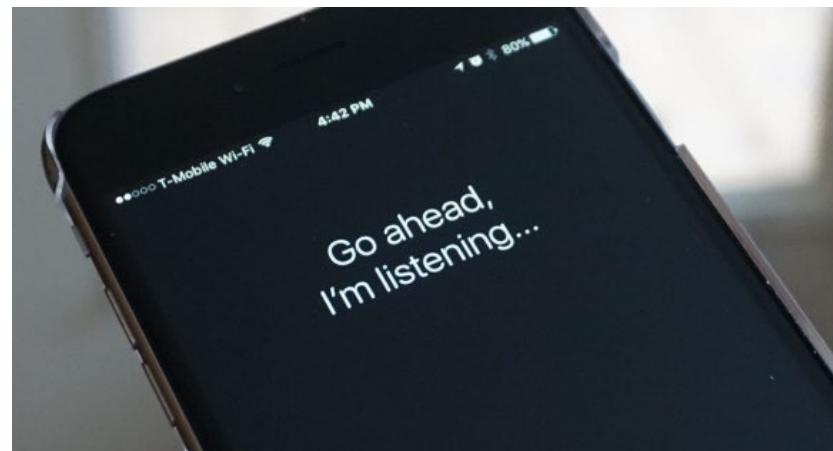


## How do I use Kairos?

Integrate with our easy to code [API & SDK](#) - Devs ❤ Kairos.

# What is AI (Artificial Intelligence)?

- Broad definition – it typically includes Machine learning & often Natural Language Processing (NLP) when designed for user interaction (e.g. Siri)
- Businesses have a keen interest due to the large volumes of data not leveraged (mainly mobile) and a lack of talent to analyze this data real time
- Advances in processors, storage, and tools to process (e.g., Hadoop)
- Big Impact on marketing
- Chat GPT, Google & Amazon leaders in A.I.



# Relevant types of AI models for Marketers

Generative AI (NLP)	Supervised Learning
<p><b>Definition:</b> class of algorithms that generate responses that are <b>not part of a predefined set of replies</b>. It can create diverse and contextually relevant responses <u>Often unsupervised learning.</u></p>	<p><b>Definition:</b> type of AI where the <i>model is trained on labeled data</i>. Very structured</p>
<p><b>Outputs:</b> Used in image and video generation, text generation, drug discovery, and more. Popular in creating art, images, <b>text answers, translations, writing blog posts, articles, novels, and video generation</b>. Responses can <b>mimic those of a human in style and tone</b></p> <p>Examples: GPT, Google's Bard</p>	<p><b>Outputs:</b> Used in areas like spam detection, image classification, speech recognition, and <b>predictive analytics where specific outcomes are predicted based on input data</b>. Used for a product or support Chatbots but ideal is supervised model with a Generative interface</p> <p>Examples: support bots and AI models used by companies internally</p>

# Positive Impact on Marketing

- **Market Research & Forecasting**-e.g., “top selling beers, demographics of light beer drinkers...” vs search that gives you links
- **Customized 1:1 recommendation engines**
- **SEO Keyword idea generation**
- **Writing blogs & other content**  
e.g., social media, video, etc.
- Create headlines, description lines, & copy for PPC & email campaigns and eCommerce product descriptions

TC

**Foodvisor automatically tracks what you eat using deep learning**

Romain Dillet @romaindillet / 3:10 AM CDT • October 14, 2019



Meet **Foodvisor**, a startup that has built a mobile app that helps you log everything you eat in order to lose weight, follow a diet or get healthier. You can a photo of your plate before you eat.



Great, we have analyzed the photo and gathered specs. Please select the additional part details below:

**Selected Type of Part:**

- Sheet Metal Screw
- Wood Screw
- Self Drilling Screw

**Selected Head Style:**

- N/A
- No Preference
- Flat
- Oval
- Pan

**Selected Drive Type:**

- N/A
- Hex
- Phillips
- Slotted

**SEE SEARCH RESULTS**

# Negative Impact on Jobs

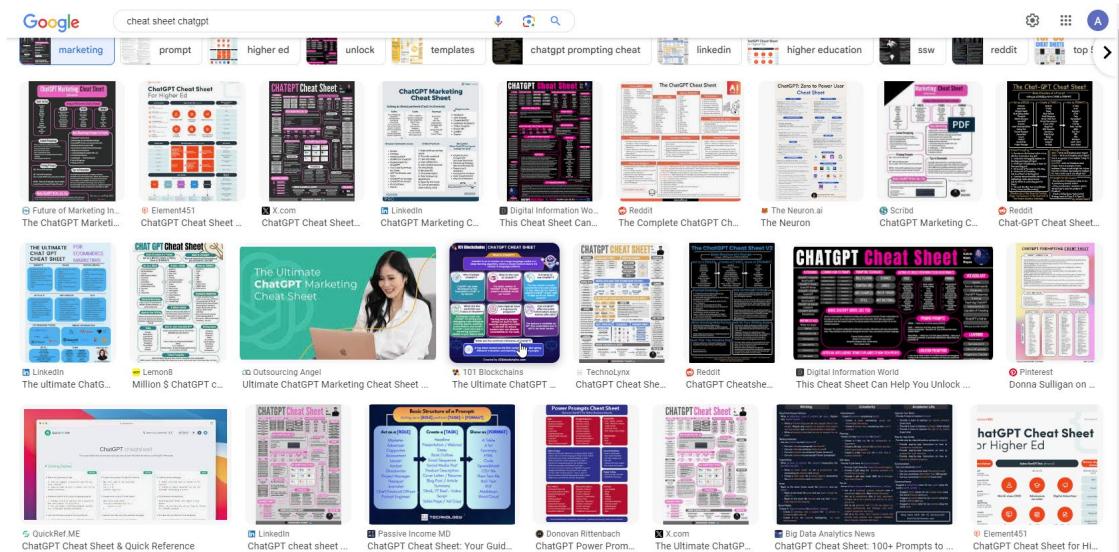
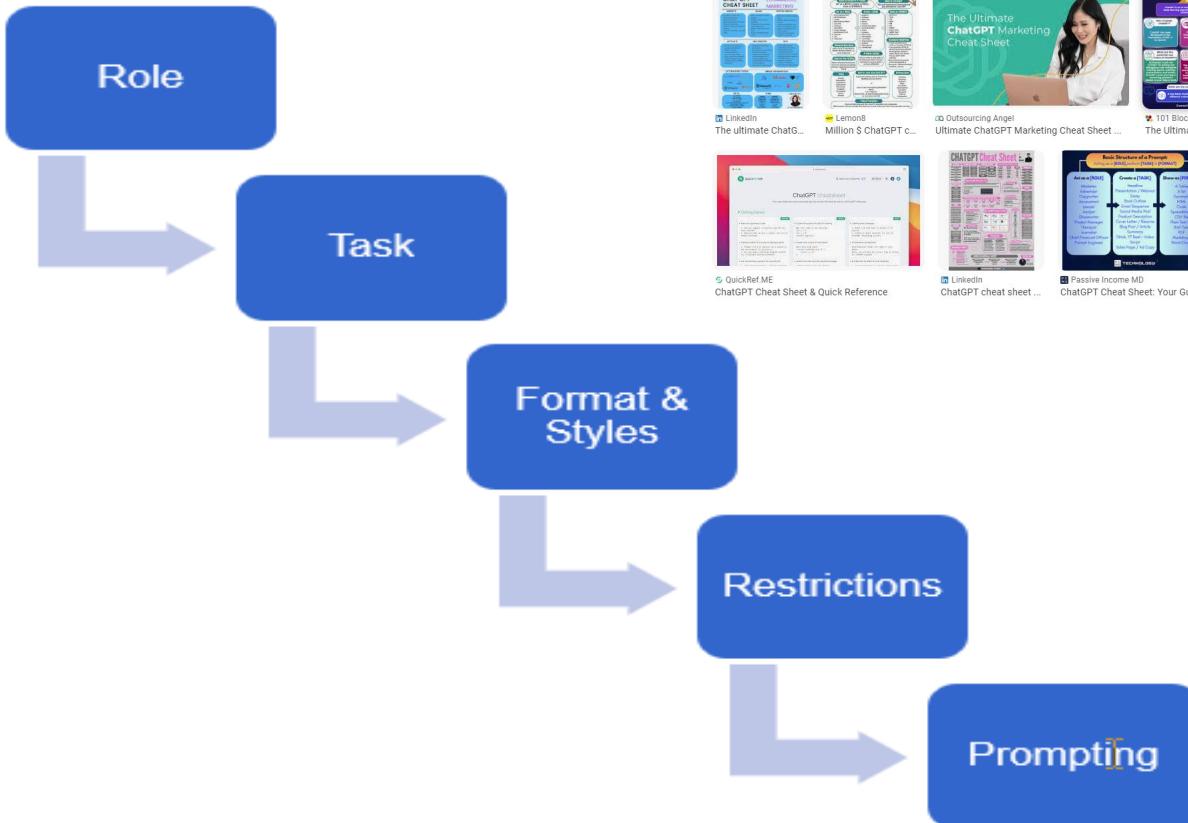
Any job with a high % of repetitive tasks-one person can now manage what several did before:

- Accountants
- Customer service agents
- Finance & stock jobs (analysts, personal financial advisors)
- Legal industry jobs (paralegals)
- Media and some advertising/marketing jobs—research, content creation, graphic designers. PPC/SEO
- Programmers/IT jobs
- Teachers
- Technical writing, journalism

The screenshot shows a search results page from a search engine. The search query is "negative impact chatgpt on jobs". The results are filtered by "All" and show approximately 37,200,000 results in 0.44 seconds. A red arrow points to this search statistic. Below it, a suggestion "Did you mean: negative impact chatbot on jobs" is shown. The results list includes a LinkedIn post by Rama Rao Sankula titled "The Impact of ChatGPT on Employment", which discusses how over-reliance on AI can lead to decreased critical thinking and decision-making abilities among employees. The "People also ask" section lists related questions: "What are the negative effects of ChatGPT on jobs?", "How will ChatGPT impact the job market?", "What is the negative impact of AI on employment?", and "Will I lose my job because of ChatGPT?". Another result from Business Insider discusses the top 10 jobs most at risk of being replaced by AI.

# Free form queries vs “cheat sheets”

Act as a [ROLE], create a [TASK]...show as [FORMAT]



# Chatbots vs Virtual Assistant or Agents

- Chat Bot: A computer program that can ***talk*** to humans in natural language.
- Can replace a human for monotonous jobs of answering queries, e.g. e-help desk.
- Chatbots are easy to create with wizard type software that walks you thru, you do need to create questions.

Virtual Assistant-more complex-usually tied to multiple data sources e.g., credit card transaction for Bank

## Amazon Alexa

- Intelligent Personal Assistant
- Amazon's Cloud-based Voice Service
- Provide Capabilities / Skills
  - Play Music
  - Answer General Questions
  - Set Alarm / Timer
  - Read the news
  - Play Audible Books



[Workspaces](#) / [JSON Chatbot](#) / Build

Intents Entities Dialog Content Catalog

Add intent



Intent (16) ▾

#about

#admission

#application

#courses

#deadlines

#financialaid

#gmat

#hello

#msmarketing

#priority

#scholarship

#toefl

#tuition

#visa

#waive\_toefl

create your future

UT D

www.utdallas.edu

alex edsel 6:36 PM

hi how are you

**Watson Conversation Service** APP 6:36 PM

Hello. Thank you for visiting UT Dallas. How can I help you?

alex edsel 6:36 PM

ms marketing

**Watson Conversation Service** APP 6:36 PM

Information about our MS in Marketing can be found at <http://bit.ly/2FkxLsK>

alex edsel 6:36 PM

deadlines

**Watson Conversation Service** APP 6:36 PM

The deadlines to apply can be found here <http://bit.ly/2ao47iz>

alex edsel 6:36 PM

application proces

**Watson Conversation Service** APP 6:36 PM

Application requirements, is that right?



Message @ibmwatson\_bot

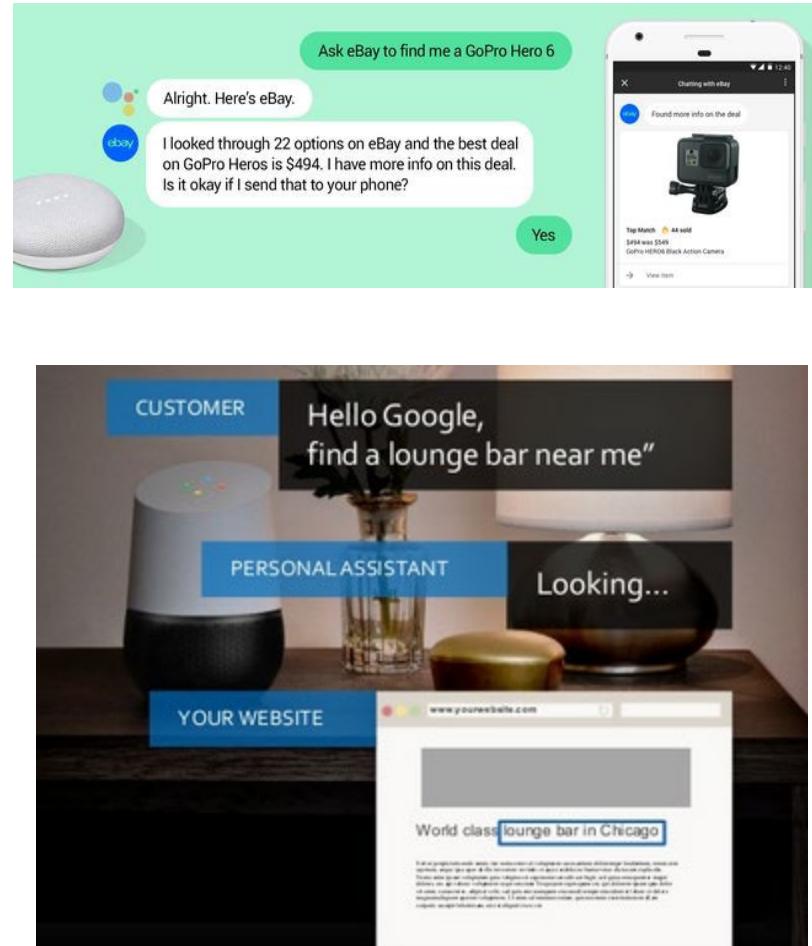
waiver of

.....

# Search in the Age of Virtual Assistants

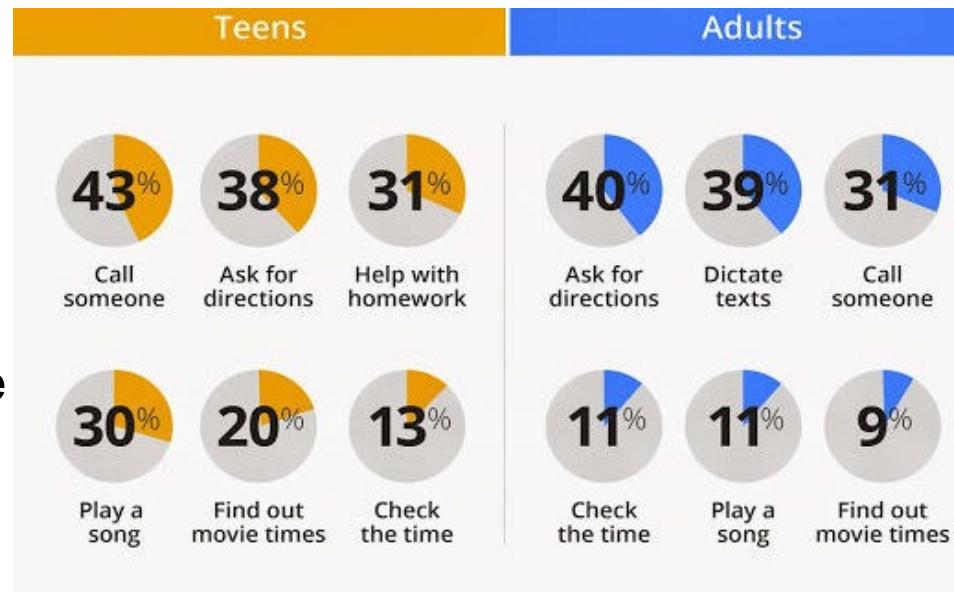


- ComScore forecasts that by 2025, 60%+ of searches will be voice activated. Amazon, Google, Apple, Microsoft, Baidu--all racing to dominate
- Why? Knowledge & Control-get a 360 degree view of the consumer- expressed needs but more importantly, predict their non-spoken needs
- Because driven by AI, hard to predict exact factors or even if companies/marketers will even have any control/sway in the future-- Voice search may circumvent websites, traditional search results, mobile apps, or ads if the Virtual assistant doesn't have a stake in it



# Ways to Optimize for Voice-Activated Searches

- Know user intent and use 8<sup>th</sup> grade level grammar-score of 60 on Fleishman readability index. Conversational tone
- Use mobile optimization factors mentioned in SEO-speed, responsive design, local directories, Domain authority, SSL, etc..
- Remove data obstructions (e.g., Flash Graphics, pdf's, Javascript)
- Implement structured data/ schema tags that allow site to incorporate relevant microdata

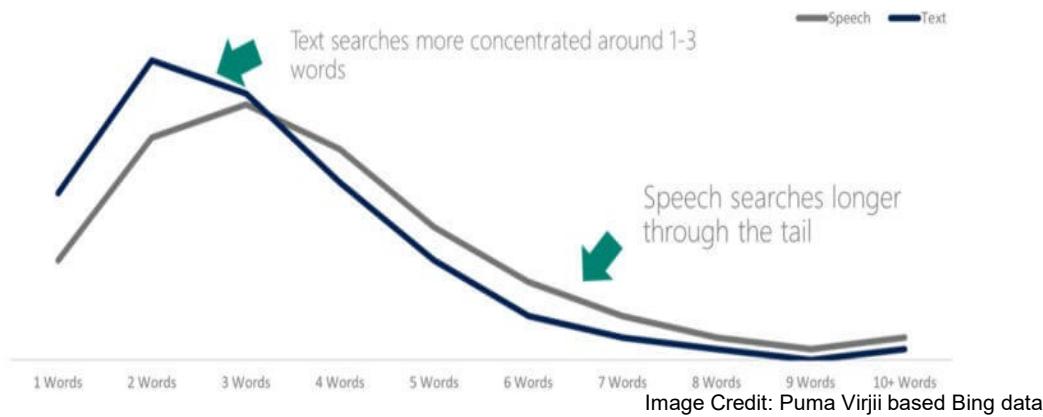


Source: wordstream.com

# Voice Assistant (VA) Triggers & Results

- Verbal queries longer
- Verbal queries have more question phrases....
- 25 keywords trigger 20% of all voice searches
- Know (for your category)  
–how inputs/outputs are being displayed...

Voice search queries are longer than text queries



Trigger Words	Count	% of Total
how	658,976	8.64%
what	382,224	5.01%
best	200,206	2.63%
the	75,025	0.98%
is	53,496	0.70%
when	42,178	0.57%
can	42,757	0.56%
top	42,277	0.55%
easy	31,178	0.41%
when	27,571	0.36%
why	25,980	0.34%
who	24,930	0.33%
new	24,779	0.33%
recipe	22,967	0.30%
good	22,807	0.30%
homes	21,132	0.28%
make	19,774	0.26%
does	19,449	0.26%
define	19,375	0.25%
free	18,315	0.24%
i	18,245	0.24%

Source: DialogTech

2:51 LTE+ all

best Mexican restaurant

## Verbal response but it responded “Best Mexican recipes”

<https://m.yelp.com> › ... › Restaurants

**THE BEST 10 Mexican Restaurants in Richardson, TX - A local's guide**

Freshnez · Pineda's Mexican Cuisine · Mena's Tex-Mex Grill Cantina · Dos Arroyos Comida Casera · Señor Chachote Cantina & Grill · Amigos Restaurant · ...

What are people saying about mexican restaurants in Richardson, TX?

What are some highly rated mexican restaurants in Richardson, TX?

<https://m.yelp.com> › ... › Restaurants

**TOP 10 BEST Mexican Food in Richardson, TX - Yelp**

Best Mexican Food in Richardson, TX · Pineda's Mexican Cuisine. 1.1 mi. 4.5 star rating · Mena's Tex-...

→ More results from m.yelp.com

Discover Snapshot Search Collections

2:40 LTE+ all

ink stain removal

Ad · <https://www.purex.com/>

## Verbal response for Tide: Google read their website snippet

Apply a solvent like **rubbing alcohol**, hairspray, or hand sanitizer to an inconspicuous area of the garment with a Q-tip, and let it sit for 1-3 minutes. Blot with a paper towel, and if no color comes off on the towel, continue to pre-treat. Blot excess ink with a paper towel.

<https://tide.com> › how-to-wash-clothes

### How to Remove Ink Stains - Tide

Remove Water-Based Ink Stains From Clothes

1. Blot the Stain. Lay the stained clothing on top of a clean, dry towel or cloth. ...
2. Add Detergent to the Spot. Apply a small amount of liquid laundry detergent onto the ink stain and allow the fabric to sit for three to five minutes. ...

Discover Snapshot Search Collections

2:56 LTE+ all

which is the best electric genera

**Electric Generators of 2021 - Best-Selling & Top-Rated Generators**

This Article Will Give You the Knowledge to Buy the

## NO Verbal response

**Your Home Running - Popular Mechanics**

Sep 15, 2021 – Portable Generators · Briggs & Stratton 3,500 Portable · Champion 5500 Dual Fuel · Generac GP6500 COsense.

List includes: best dual fuel · best home backup · quietest

Approx. \$522 to \$3,200

People also ask

Which electric generator is the best?

Which power generator is best for home?

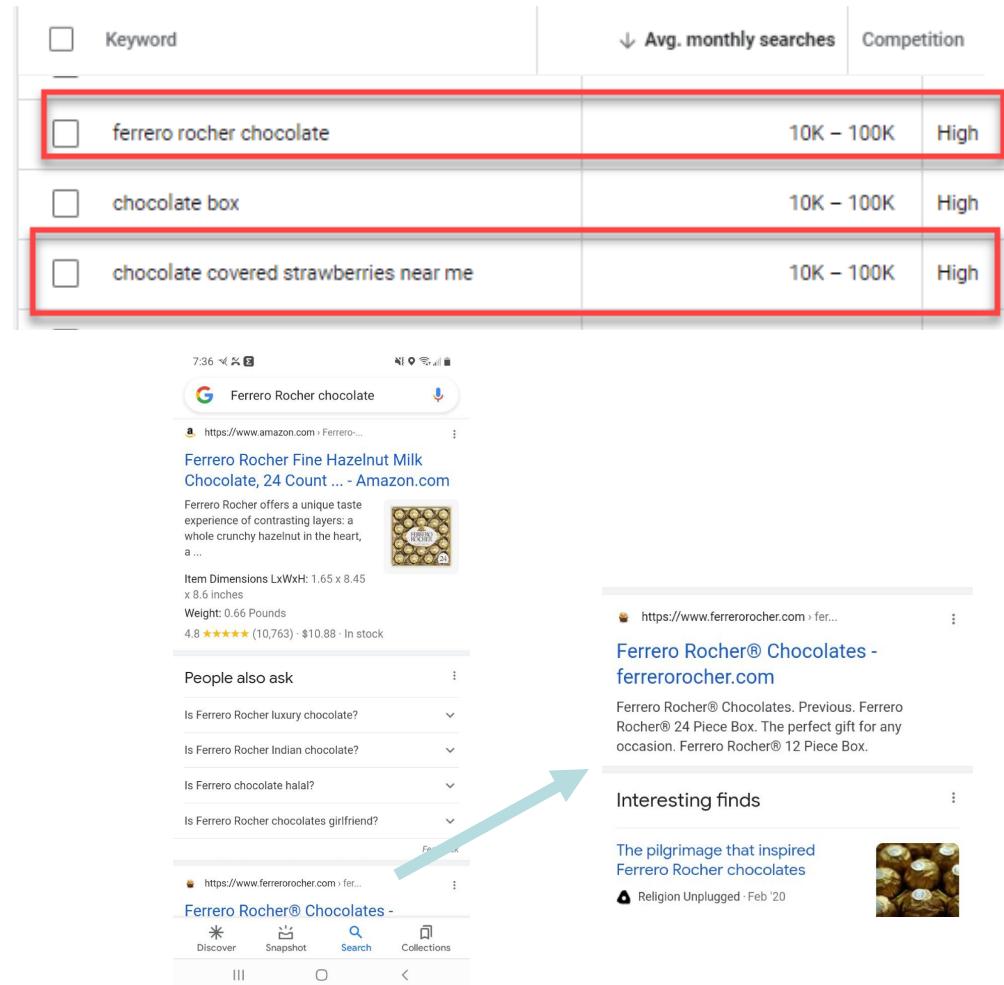
What are the top 10 generators?

Feedback

Discover Snapshot Search Collections

# Smartphone Voice Actions

- Determine search volume for your product keywords-e.g., long-tail keywords
- Audit search engine result ranking for voice. If ranking position is  $>5$  then it might be hard to do well
- Adopt Chabot's, which could through an API.AI allow sharing of information with these Virtual Assistants from Amazon & Google



# End of Part A

# Module 4 Part B

# Landscape Pay Per Click (PPC)

## in Search and Display

### Prof. Alex Edsel

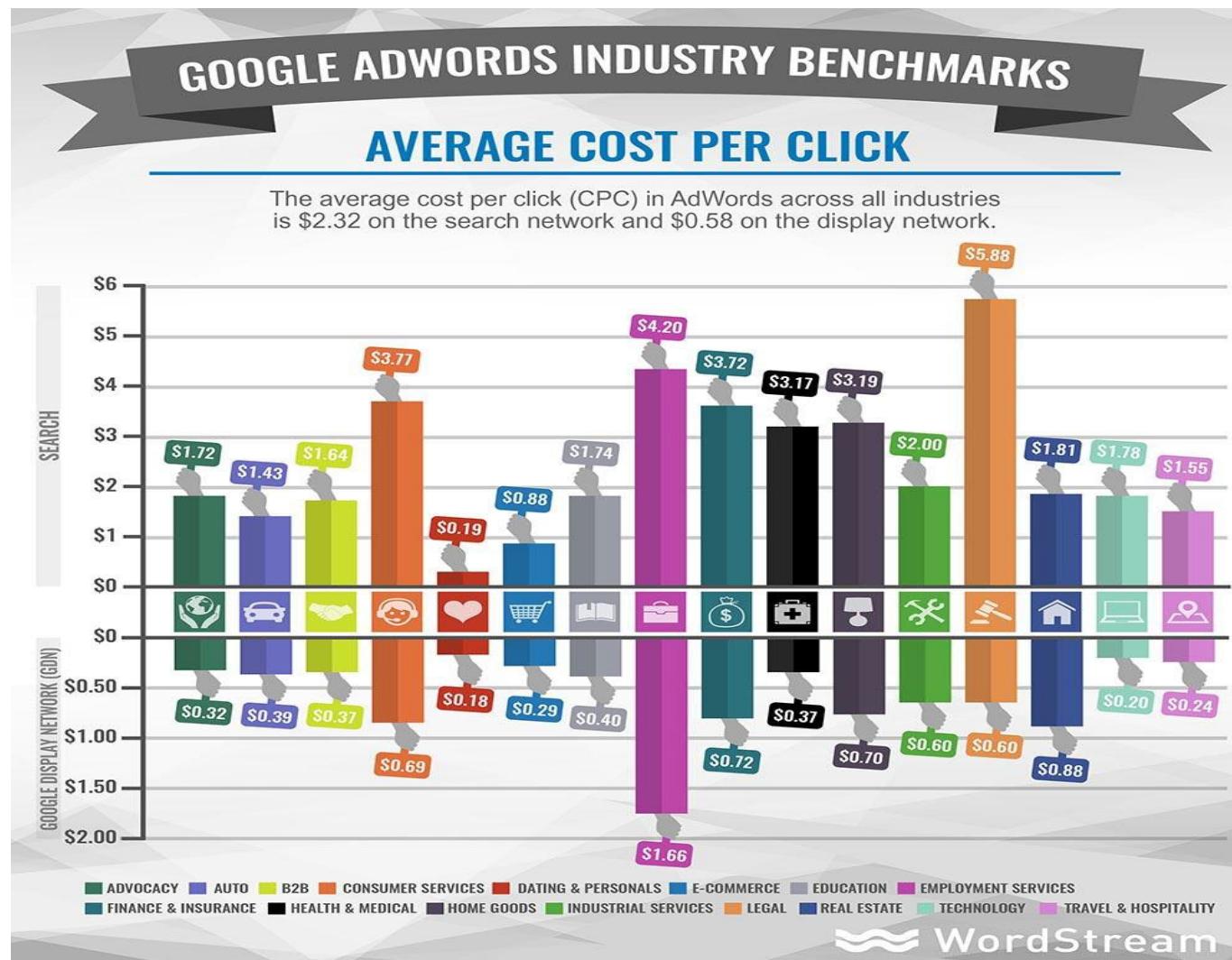
# Pros and Cons of PPC

## Benefits

- Start immediately
- Track every cent
- Hyper-Targeted
- Can track offline
- Ability to split test

## Downside

- Cost per click increasing
- Know operational intricacies & best practices
- Click fraud
- Monitoring



# PPC Trends

1. Higher costs
2. Growth of Audiences (e.g., Facebook ads) vs. just keywords
3. Decline split testing for PPC ads due to ML provided by Search engine platforms
4. Programmatic advertising-ML
5. Growing & sophistication of campaigns due to the Machine learning and API scripts—easier to manage accounts-more automated-conversion



Image source:Kissmetrics.com

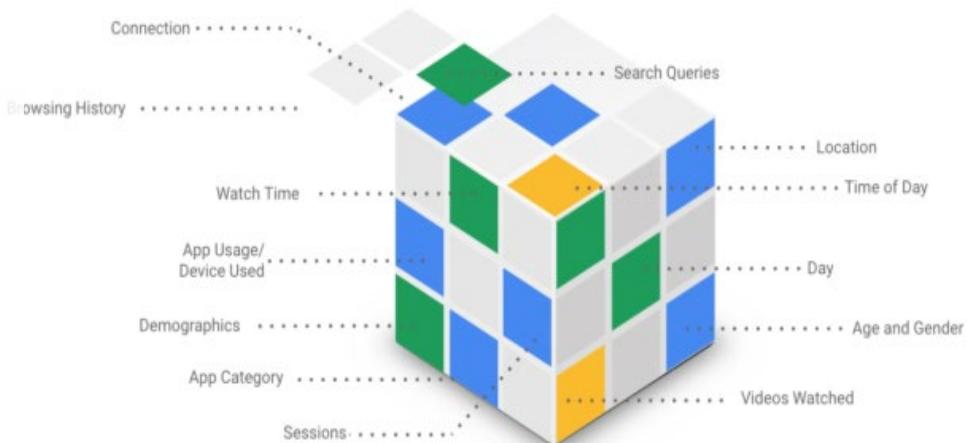


Image source: viralbamboo.com/

# Example of what PPC can do & SEO cannot

FYI  
For Your Information

Google search results for "magnetic eyelashes".

Search term: magnetic eyelashes

Results: About 2,260,000 results (0.34 seconds)

Shop for magnetic eyelashes on Google

Sponsored

Original Lash - Magnetic False...  
\$69.00  
One Two Cosm...  
Free shipping

2018-NEW Magnetic...  
\$8.99  
Walmart  
Free shipping

As Seen on TV Eyelash Enhanc...  
\$29.99  
Target  
Store pickup

Velour Lashes Luminous Lash...  
\$28.00  
Sephora  
★★★★★ (10)

Ardell Magnetic Strip Lash Doubl...  
\$12.99  
Sally Beauty  
Special offer

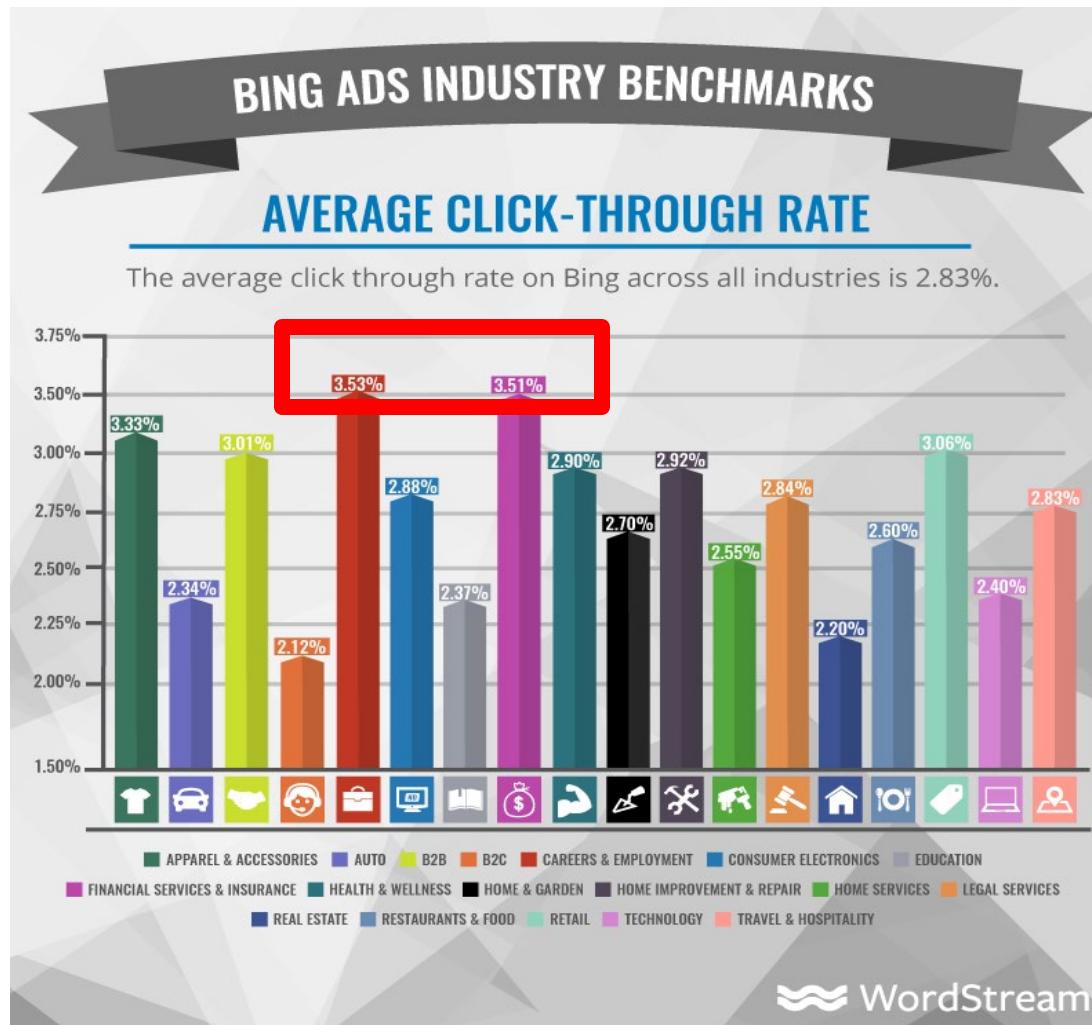
The Original Magnetic Lash | No Messy Glue | onetwocosmetics.com  
Ad www.onetwocosmetics.com/ ▾  
Warning! Don't buy Magnetic Lashes Until You See This  
Patent Pending Technology · Free US Shipping · Allure Award Winner · Assembled By Hand In USA  
Highlights: No Glues Or Adhesives Required, Safe & Reusable Product, Affordable Price

Watch Video  
See Our Video of Magnetic Lashes in Action

Shop Now  
Shop Magnetic Lashes Now  
Don't Buy Until You See This

# Bing-do not completely ignore for PPC

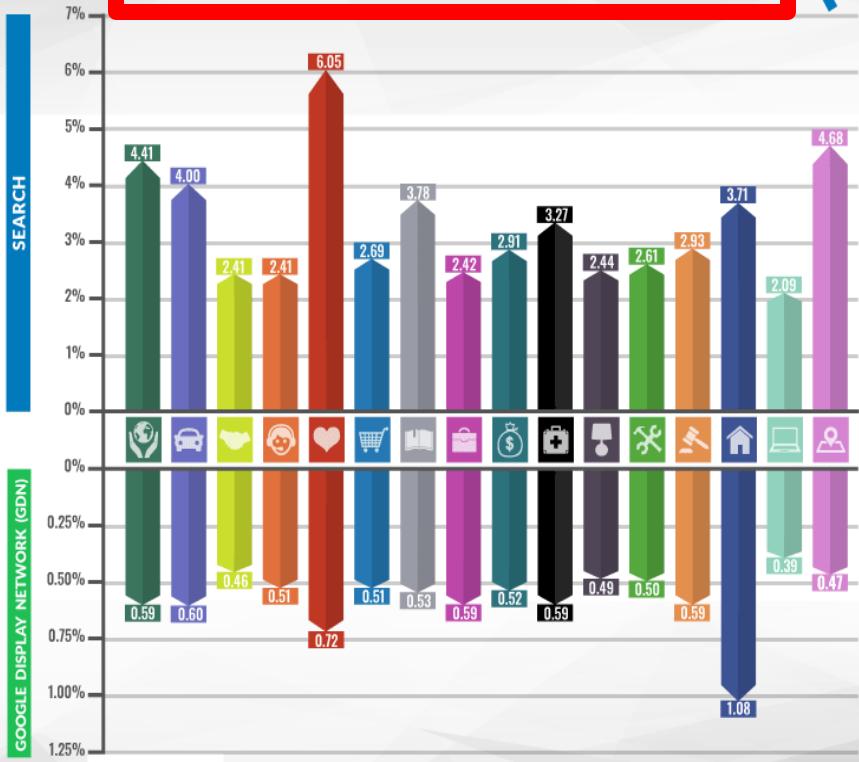
- In the US approx., 30% market share (Bing powers Yahoo)
- Default Search engine for Windows PC's-older demographic and/or non-tech savvy users--keep Bing as their default search engine
- Some verticals do better on Bing such as careers & employment and financial services
- CPC tends to be lower than AdWords



## GOOGLE ADWORDS INDUSTRY BENCHMARKS

### AVERAGE CLICK THROUGH RATE

The average click-through rate (CTR) in AdWords across all industries is 3.17% on the search network and 0.46% on the display network.



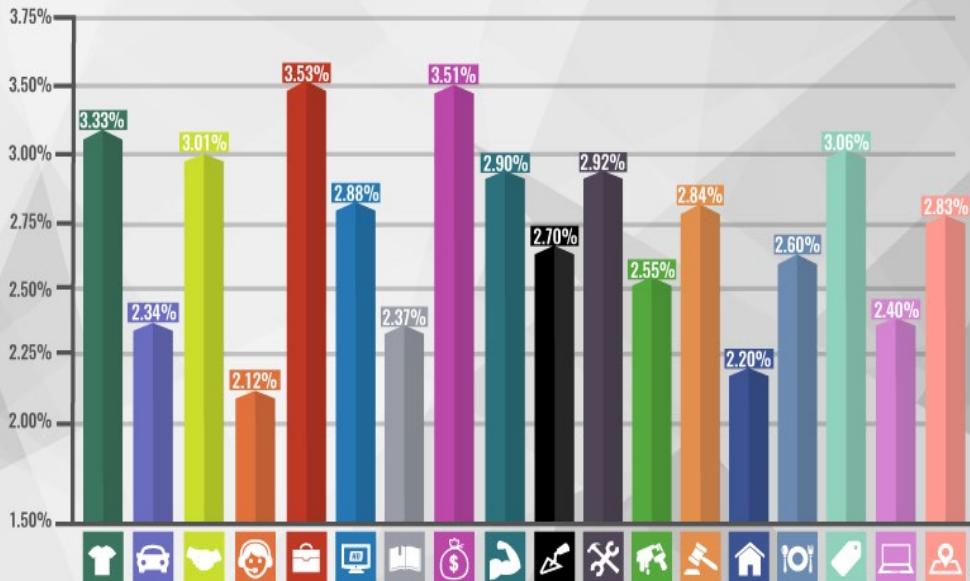
Legend:   
 ■ ADVOCACY ■ AUTO ■ B2B ■ CONSUMER SERVICES ■ DATING & PERSONALS ■ E-COMMERCE ■ EDUCATION ■ EMPLOYMENT SERVICES  
 ■ FINANCE & INSURANCE ■ HEALTH & MEDICAL ■ HOME GOODS ■ INDUSTRIAL SERVICES ■ LEGAL ■ REAL ESTATE ■ TECHNOLOGY ■ TRAVEL & HOSPITALITY

WordStream  
Online Advertising Made Easy

## BING ADS INDUSTRY BENCHMARKS

### AVERAGE CLICK-THROUGH RATE

The average click through rate on Bing across all industries is 2.83%.



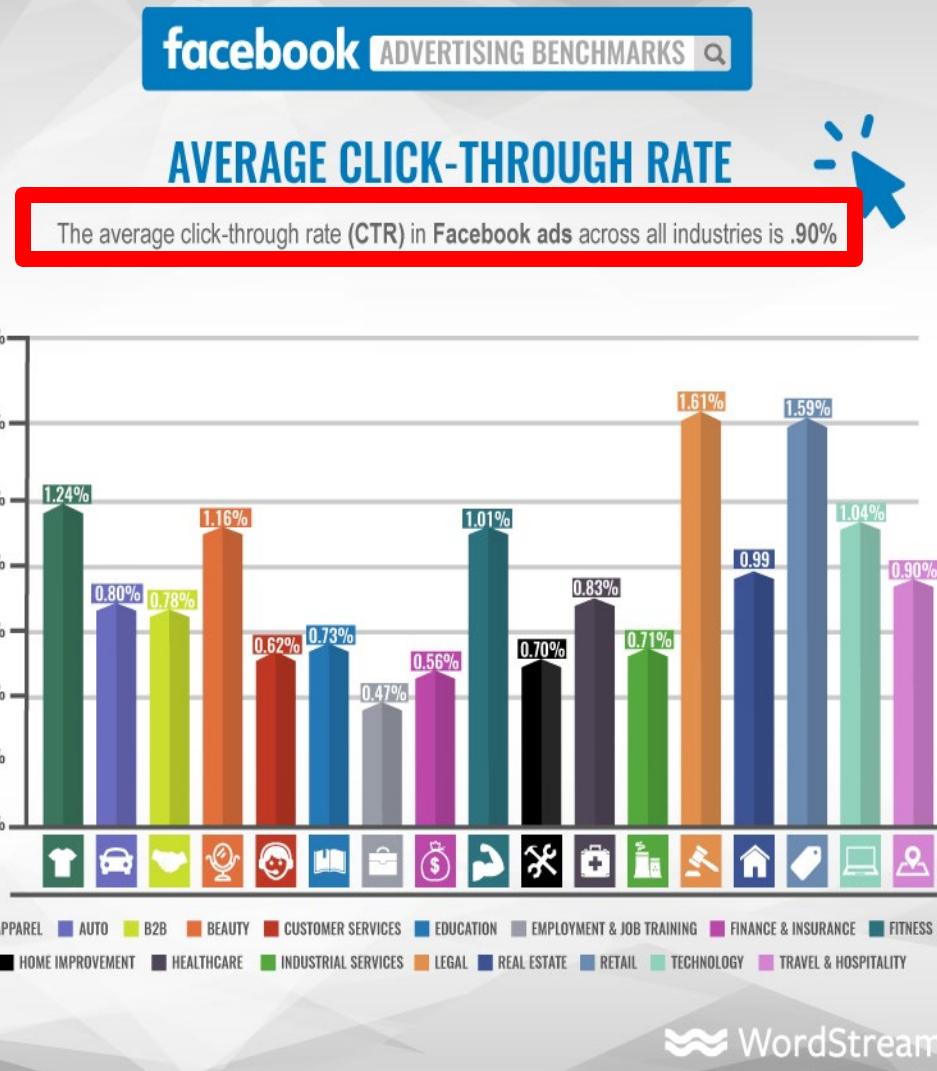
Legend: ■ APPAREL & ACCESSORIES ■ AUTO ■ B2B ■ B2C ■ CAREERS & EMPLOYMENT ■ CONSUMER ELECTRONICS ■ EDUCATION

■ FINANCIAL SERVICES & INSURANCE ■ HEALTH & WELLNESS ■ HOME & GARDEN ■ HOME IMPROVEMENT & REPAIR ■ HOME SERVICES ■ LEGAL SERVICES

■ REAL ESTATE ■ RESTAURANTS & FOOD ■ RETAIL ■ TECHNOLOGY ■ TRAVEL & HOSPITALITY

WordStream

# Facebook vs Google (display vs search)

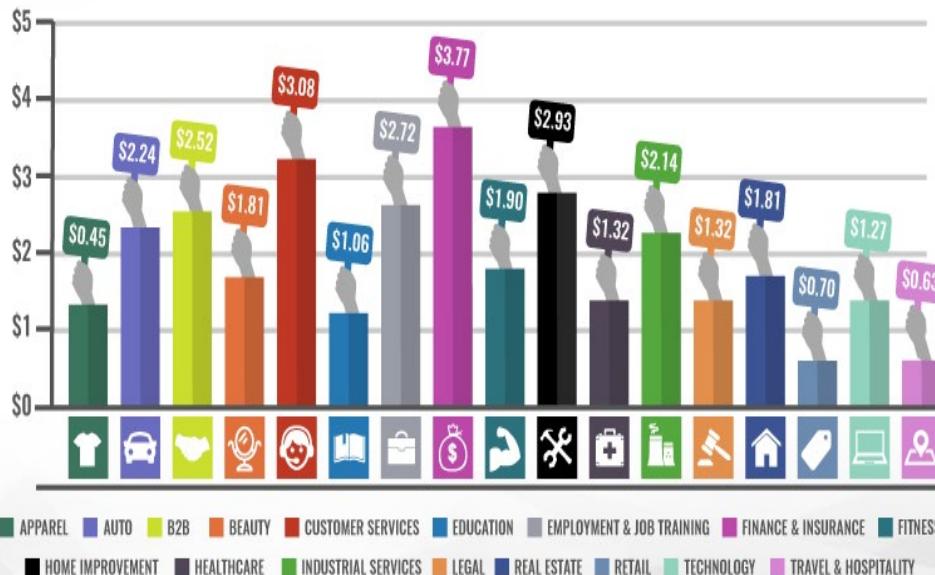


# Facebook CPC lower than Adwords search but higher in display than AdWords but converts better

## facebook ADVERTISING BENCHMARKS

### AVERAGE COST PER CLICK

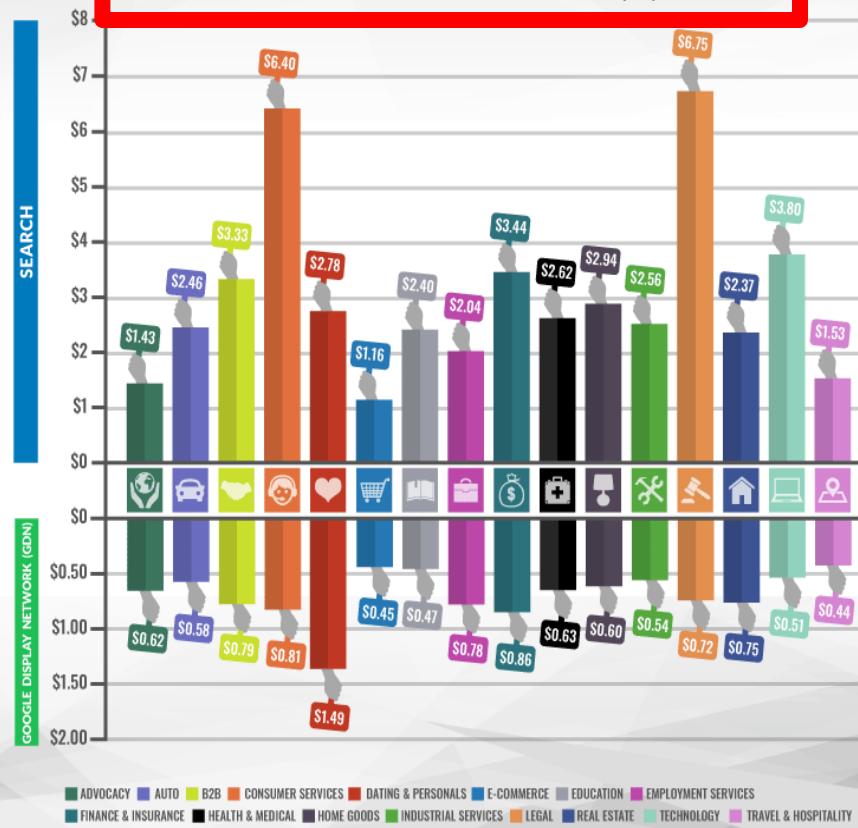
The average cost per click (CPC) in Facebook ads across all industries is \$1.72



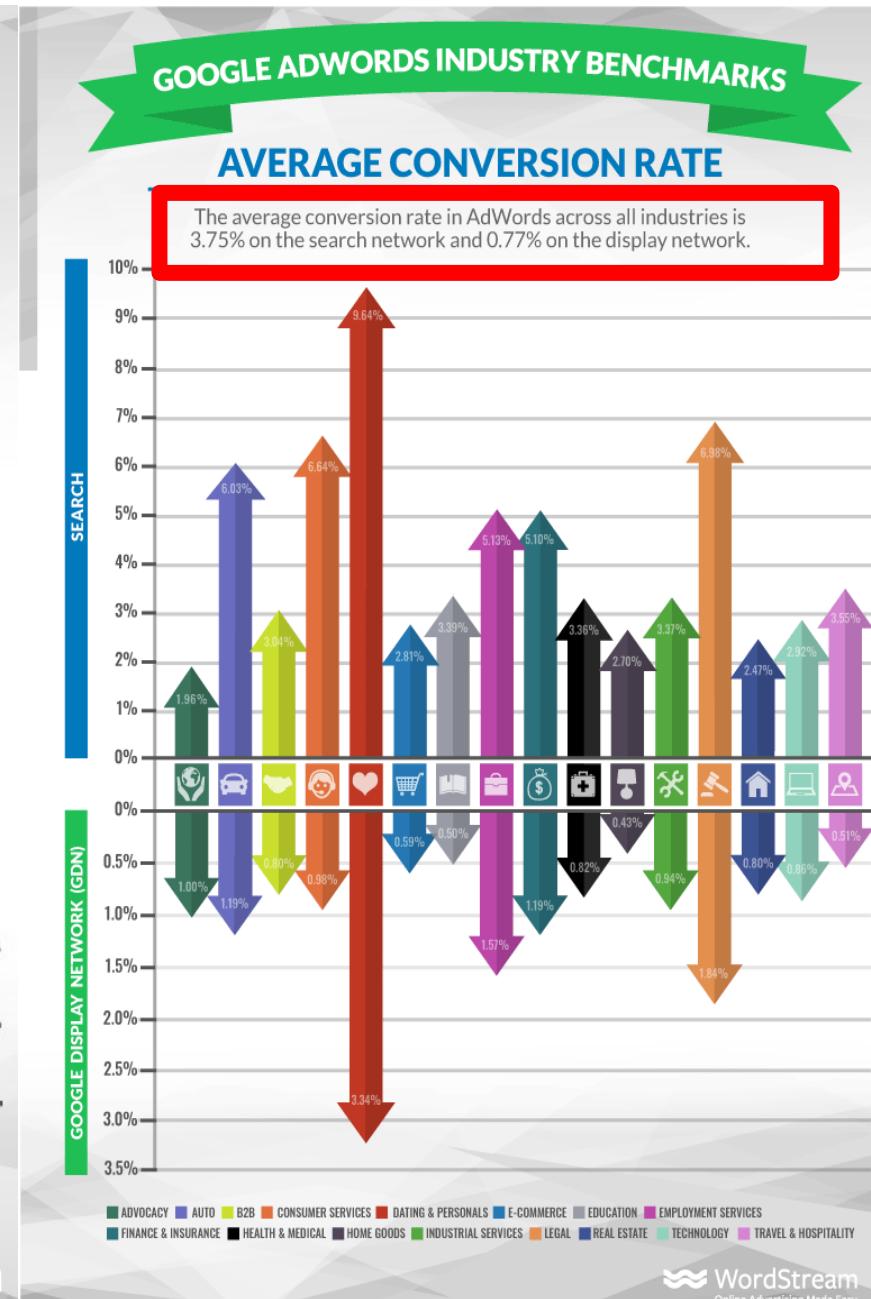
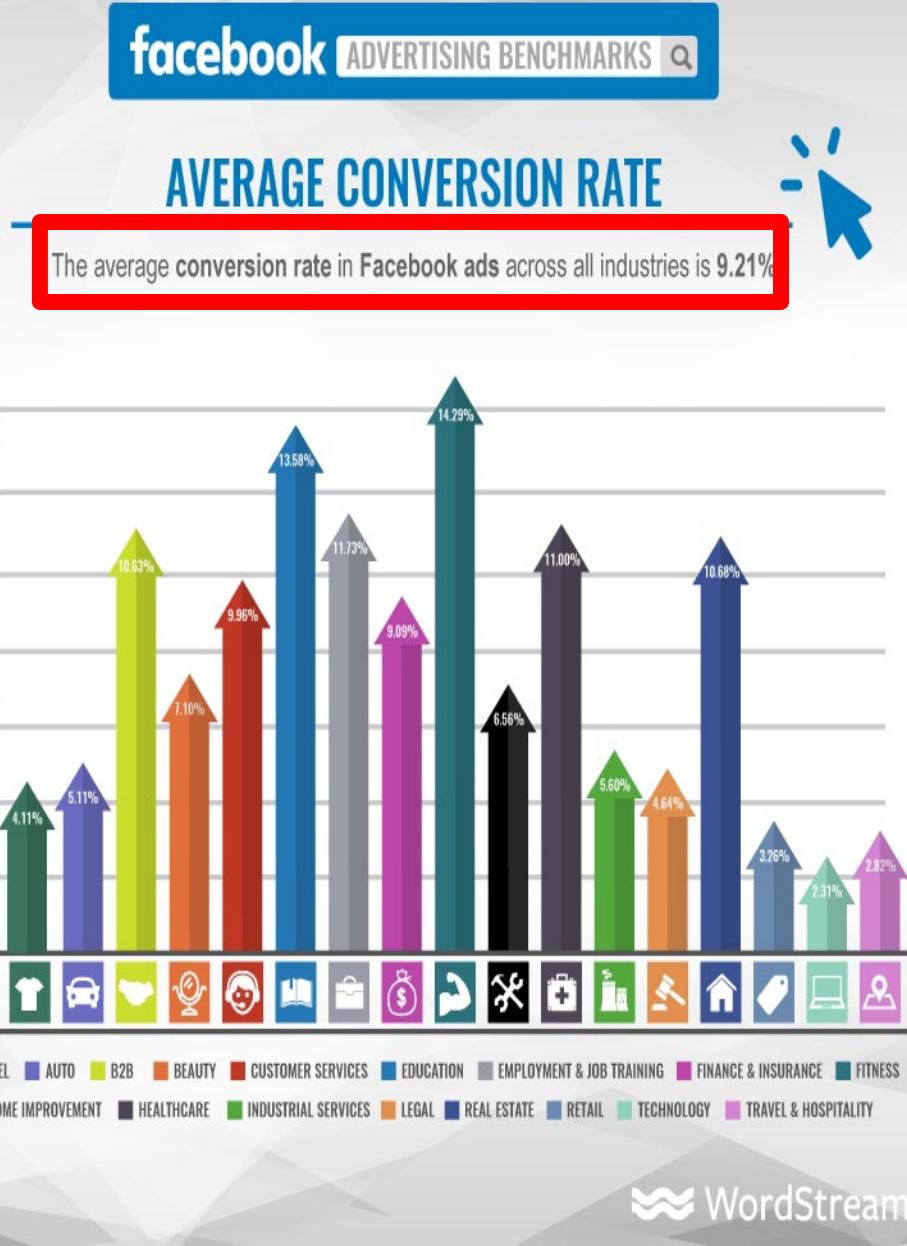
## GOOGLE ADWORDS INDUSTRY BENCHMARKS

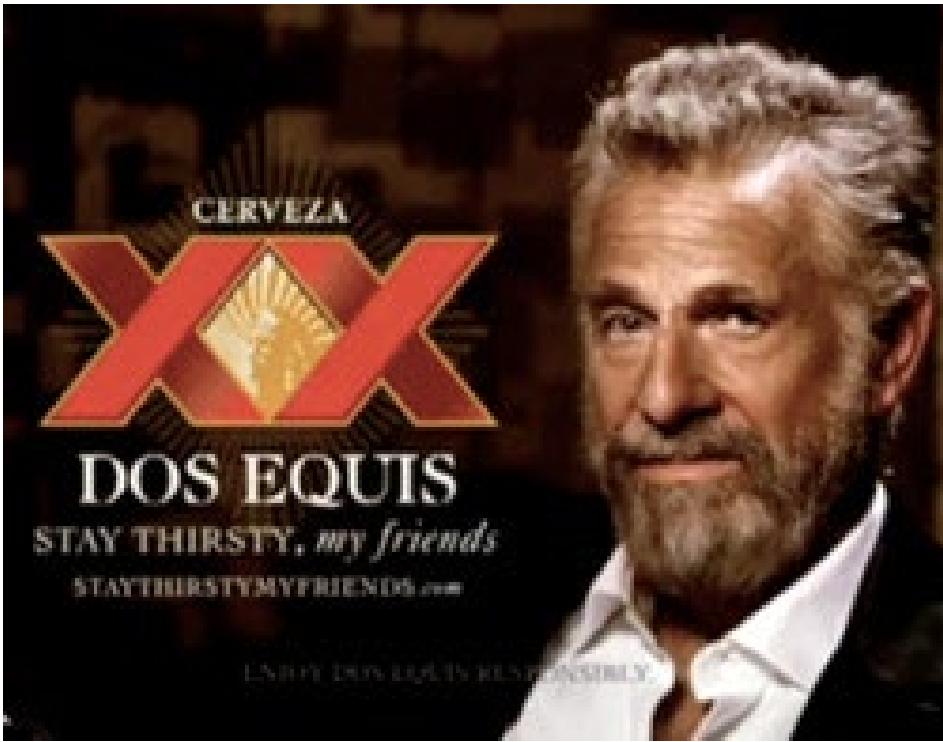
### AVERAGE COST PER CLICK

The average cost per click (CPC) in AdWords across all industries is \$2.69 on the search network and \$0.63 on the display network.



# Facebook converts better than AdWords thanks to its audience data





Introducing The 60-Day Satisfaction Guarantee.



Typical Brand Ad-grow awareness or reminder

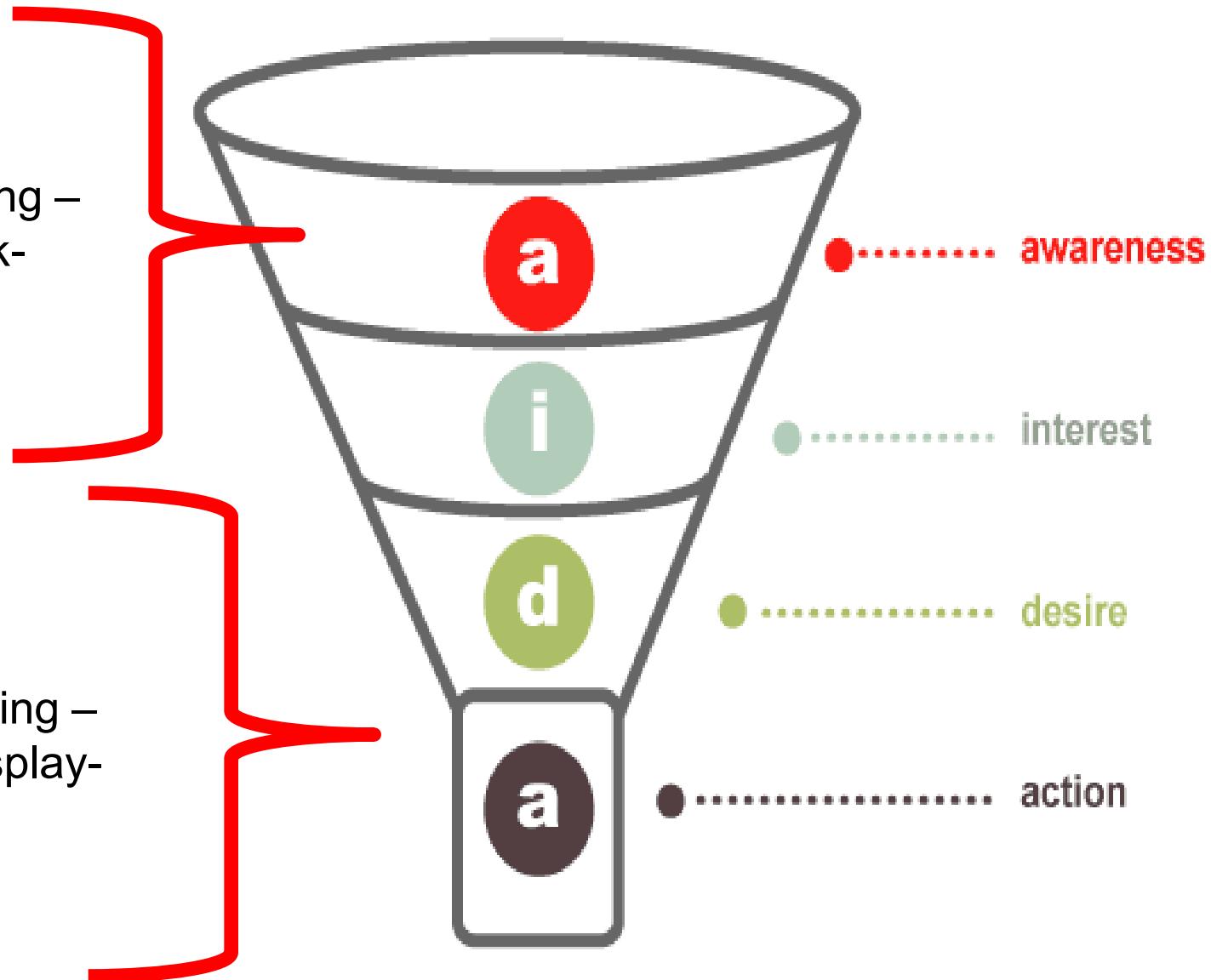
Typical Direct Ad= call to action

In digital you are always split testing however with brand ads you mainly focused on creative and message (e.g., impressions) while “direct” is all about conversions

# Difference between Direct & Brand Advertising

Brand advertising –  
Display network-  
CPM

Direct advertising –  
search and display-  
CPC, CPA



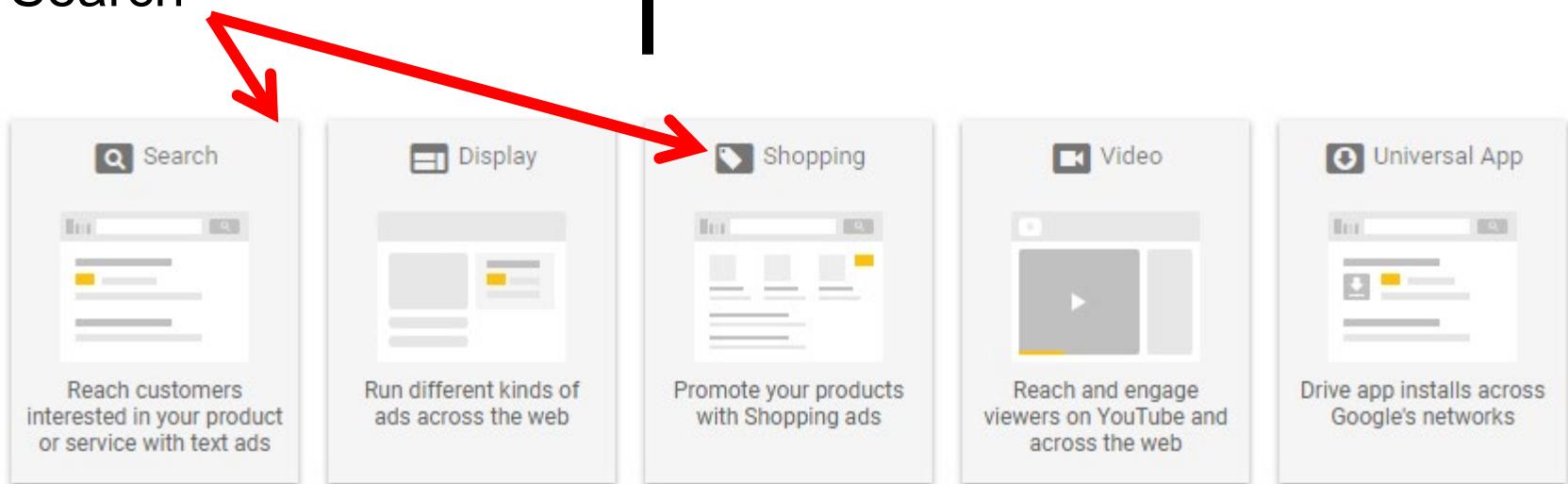
# PPC ads can run in Search, Display, Video, Mobile app, social media posts, tweets and/or combination of properties

## Search (direct)

- Google
- Bing
- Baidu (China)
- Partners: Yahoo, AOL Search

## Display Network: Brand or direct

- YouTube, Vimeo, Daily Motion
- Mobile apps (e.g., games)
- Gmail, Hotmail, Yahoo, etc.
- **Display partners**- e.g., Ad Sense



# Google's AdSense: properties and process

FYI  
For Your Information

## AdSense products

## Benefits

## How it works



### Websites

Display ads on your website that are suited to your audience's interests, and earn from valid clicks or impressions.



### Mobile webpages

Connect your mobile users with the right ad at the right time as they seek information on the go.



### Site search results

Easily add a custom search engine to your site, and earn from ads on the search results pages.



### Video

Fuel your online video production with relevant, user-friendly advertising.

[View all of Google's solutions for publishers.](#)



### You make your ad spaces available

You make your website ad spaces available by pasting ad code on your site, and choose where you want the ads to appear.



### The highest paying ads appear on your site

Advertisers bid to show in your ad spaces in a real-time auction. The highest paying ad will show on your site.



### You get paid

We handle the process of billing all advertisers and networks for the ads on your site, to make sure you receive your payments.

- Publishers (informational e.g., CNN) who want to monetize their traffic
- Average payment is in the .05 to .30 cents/click/unique visitors range
- Fraud detection: average ad CTR is <.03% so if you have 10,000 visitors per month probably will make less than \$20/month –need millions visitors

## Sponsored Links

New Sports Car  
Sports Car Insurance  
Sports Car Rentals  
Car Videos

## Top 20 Sports Cars

Aston Martin DBS  
Audi R8  
Audi S5  
BMW 135i  
BMW M3  
Bugatti Veyron 16.4  
Chevrolet Corvette ZR1  
Dodge Viper SRT-10  
Ferrari 430 Scuderia  
Ferrari California  
Ford Focus RS WRC  
Lamborghini Gallardo LP560-4  
Maserati GranTurismo  
Mazda RX 8  
Mercedes-Benz CL 65 Edition  
Mercedes-Benz SLK 55 Edition  
Mitsubishi Lancer Evolution X  
Porsche 911 GT2  
Saleen S7 Twin Turbo  
Subaru Impreza WRX STI

[AdChoices ▾](#)

## Get \$75 of Advertising

Grow Your Business With Google. Claim Your \$75 Coupon Now! [www.Google.com/AdWords](http://www.Google.com/AdWords)

## The Mercedes-Benz E-Class

Bold Styling & Class-Leading Safety Build Your E-Class & Get a Quote. [www.mbusa.com/E-Class](http://www.mbusa.com/E-Class)

[Fisker Karma Pricing](#) Research, Reviews, Pricing & More Get Fisker Karma Discount Prices [www.Fisker.Edmunds.com](http://www.Fisker.Edmunds.com)

[SEO Starting at \\$475/mo](#) Affordable SEO That Gets Your Site Ranked With the Big Boys. Call Now! [OrangeSoda.com/SEO](http://OrangeSoda.com/SEO)

[New Ford Prices](#) Don't Pay MSRP. Find our Lowest Price on an All-New Ford Today! [Ford.CarPriceSecrets.com](http://Ford.CarPriceSecrets.com)

[AdChoices ▾](#)

## Featured Sports Car

### Mercezes-Benz C63 AMG Coupe Black Series



Spectacular design, technology transferred from the world of motorsport and the very best in driving dynamics; the new 2012 Mercedes-Benz C63 AMG Coupe Black Series represents the new AMG brand claim, Driving Performance, like no other AMG model. [►](#)

- [Wallpapers](#)
- [More Mercedes-Benz Cars](#)

## Advertisement

### Ford 40 MPG x 3

Three Fuel-Efficient Ford Vehicles. See the Lineup at Ford.com. [www.ford.com](http://www.ford.com)

### Increase Website Ranking

SEO Specialists. Get Top Rankings. Free SEO Report. Call 800-916-1224. [www.FindMyCompany.com](http://www.FindMyCompany.com)

### The New Scion FR-S

FR-S Concept. Stay Informed. Sign Up Today for More Info! [www.Scion.com/FR-S](http://www.Scion.com/FR-S)

[AdChoices ▾](#)

## Makes

<a href="#">Acura</a>	<a href="#">Ford</a>	<a href="#">Maserati</a>	<a href="#">SMS Supercars</a>
<a href="#">Alfa Romeo</a>	<a href="#">Formula 1</a>	<a href="#">Maybach</a>	<a href="#">SSC</a>
<a href="#">Ariel</a>	<a href="#">GTA</a>	<a href="#">Mazda</a>	<a href="#">Saab</a>
<a href="#">Ascar</a>	<a href="#">Gumpert</a>	<a href="#">McLaren</a>	<a href="#">Saleen</a>
<a href="#">Aston Martin</a>	<a href="#">Holden</a>	<a href="#">Mercedes-Benz</a>	<a href="#">Saturn</a>
<a href="#">Audi</a>	<a href="#">Honda</a>	<a href="#">Mini</a>	<a href="#">Scion</a>
<a href="#">BMW</a>	<a href="#">Hummer</a>	<a href="#">Mitsubishi</a>	<a href="#">Seat</a>
<a href="#">Bentley</a>	<a href="#">Hyundai</a>	<a href="#">Morgan</a>	<a href="#">Shelby</a>
<a href="#">Breckland</a>	<a href="#">IFR</a>	<a href="#">Mosler</a>	<a href="#">Spyker</a>
<a href="#">Bugatti</a>	<a href="#">Infiniti</a>	<a href="#">Nissan</a>	<a href="#">Subaru</a>
<a href="#">Buick</a>	<a href="#">Invicta</a>	<a href="#">Noble</a>	<a href="#">TVR</a>
<a href="#">Cadillac</a>	<a href="#">Jaguar</a>	<a href="#">Opel</a>	<a href="#">TechArt</a>
<a href="#">Caparo</a>	<a href="#">Jeep</a>	<a href="#">Pagani</a>	<a href="#">Tesla</a>
<a href="#">Caterham</a>	<a href="#">KTM</a>	<a href="#">Panoz</a>	<a href="#">Toyota</a>
<a href="#">Chevrolet</a>	<a href="#">Koenigsegg</a>	<a href="#">Peugeot</a>	<a href="#">Ultima</a>
<a href="#">Chrysler</a>	<a href="#">Lamborghini</a>	<a href="#">Pontiac</a>	<a href="#">Vauxhall</a>
<a href="#">Citroen</a>	<a href="#">Land Rover</a>	<a href="#">Porsche</a>	<a href="#">Volkswagen</a>
<a href="#">Dodge</a>	<a href="#">Lexus</a>	<a href="#">Renault</a>	<a href="#">Volvo</a>
<a href="#">Ferrari</a>	<a href="#">Lightning</a>	<a href="#">Rincon</a>	<a href="#">VRS</a>

## Sports Car Forums

# Response rates for Display properties

FYI  
our Information

The Google logo, featuring the word "Google" in its signature blue, red, yellow, and green colors.

## BENCHMARKS & INSIGHTS

## SOLUTIONS

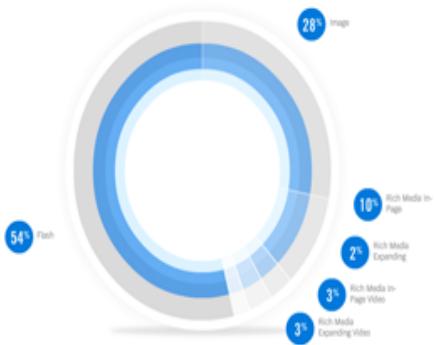
## CASE STUDIES

INDUSTRY NEWS

TOPICS

# RESPONSE RATES

## Benchmarks for measuring click through rates on display ads



## Distribution of Impressions by Creative Type

Simple flash and static image ads still dominate but the proportion of rich media ads grew to 18% in the last year.



## Click Through Rate by Creative Size

Larger ad sizes tend to experience higher click-through rates as seen with the half page and large rectangle ad units, although the less popular square pop-up unit did show the highest average CTR.

## Click Through Rate by Country

China is the anomaly with a much higher CTR (0.64%) than its global counterparts who mostly saw average CTR hoover between 0.05% to 0.13%.

You can pick a specific website from a display network list like AdWords offers

FYI

## For Your Information

All campaigns > Display Engagement > Placements keywords no topics best shade plants

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

LEARN MORE

Overview Paused Type: Display Max. CPC: \$0.18 (enhanced)

Recommendations

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Topics

Placements

Settings

Devices

Advanced bid adj.

Change history

PLACEMENTS WHERE ADS SHOWED EXCLUSIONS

All time Aug 4, 2016 – Apr 24, 2018

Aug 2016 Apr 2016

+

Network: YouTube and Display

Find placements

Placement	Type	Status	Clicks	Impr.	CTR	Avg. CPC	Cost
youtube.com	Site	Campaign paused	16	813	1.97%	\$0.12	\$1.93
hgtv.com	Site	Campaign paused	0	3	0.00%	\$0.00	\$0.00
gardening.about.com	Site	Campaign paused	0	0	0.00%	\$0.00	\$0.00
garden.lovetoknow.com	Site	Campaign paused	0	0	0.00%	\$0.00	\$0.00
thegardenhelper.com	Site	Campaign paused	0	0	0.00%	\$0.00	\$0.00
lifehacker.com	Site	Campaign paused	0	0	0.00%	\$0.00	\$0.00
refdesk.com	Site	Campaign paused	0	0	0.00%	\$0.00	\$0.00
weather.com	Site	Campaign paused	1	48	2.08%	\$0.16	\$0.16
reddit.com	Site	Campaign paused	0	0	0.00%	\$0.00	\$0.00
realtor.com	Site	Campaign paused	0	0	0.00%	\$0.00	\$0.00
Total: Placements			19	881	2.16%	\$0.14	\$2.64
Total: Other			0	0	0.00%	\$0.00	\$0.00

# Direct Placements—buying ads directly with a website

Reform Efforts Since Emissions Scandal  
Months That Changed the Culture  
Tesla Factory Safety Under Scrutiny After Worker Is Injured  
On Beauty: Two Days at a Beauty Festival for the Age of Instagram



The New York Times

RELAX THE BACK<sup>®</sup>  
Free Shipping on Orders Over \$100

## MEDIA KIT

NEWSPAPER MAGAZINE T DIGITAL NYTL

NEWS      OPINION      ARTS      LIVING

World      Today's Opinion      Today's Arts      Automob  
U.S.      Op-Ed Columnists      Art & Design      Crosswor  
Politics      Editorials      Books      Food  
N.Y.      Op-Ed Contributors      Dance      Educator  
Business      Letters      Movies      Fashion &  
Tech      Sunday Review      Music      Health  
Science      Video: Opinion      N.Y.C. Events Guide      Jobs  
Health      Television      Magazine  
Sports      Theater      N.Y.C. Ev  
Education      Video: Arts      Real Esta  
Obituaries      T Magazi  
Today's Paper      Travel  
Corrections      Weddings  
Celebrati

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Usually in the footer of a “publisher’s” website there will be an “advertise” link that takes you to a media kit

**SUBMIT AD MATERIALS →**

- Select Type of Ad Materials

**RATES**

- Select Category

Sunday Magazine      DOWNLOAD

T      DOWNLOAD

**SPECS**

- Select a Platform

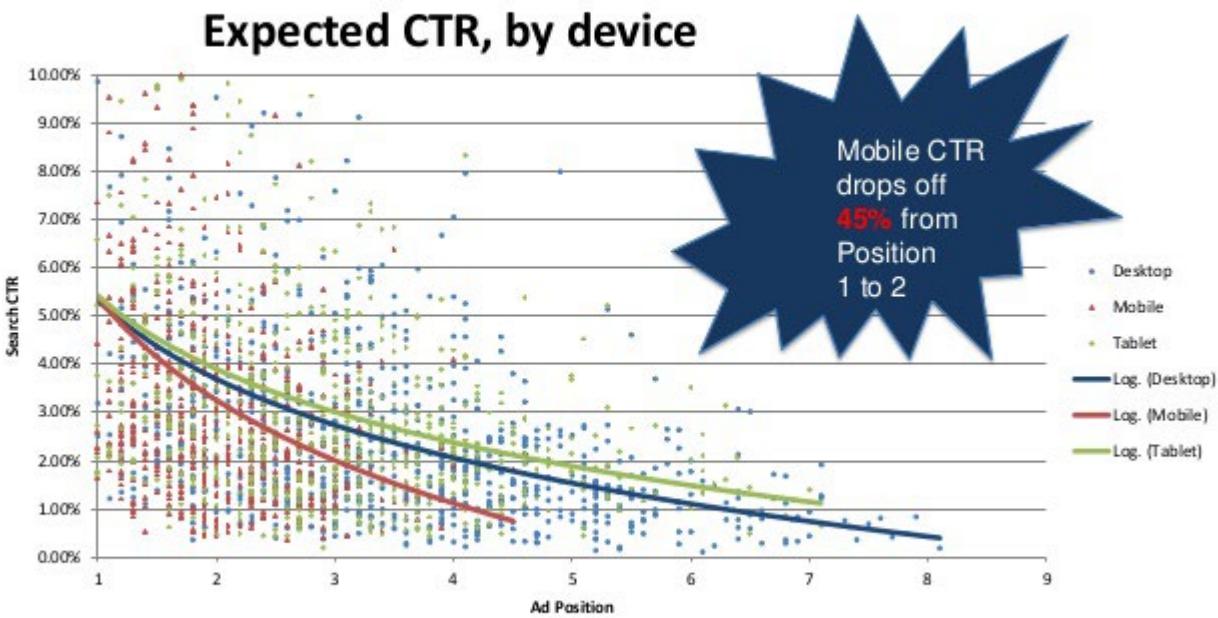
Click here to view all Specs

**FORMATS**

Dimensions	File Size	Build Guide
Responsive to all forms; please see build guide.	200K initial 300K polite No animation	Click for Full Flex Frame Messaging Specs
Responsive to all platforms; please see build guide.	200K initial 300K polite	Click for Full Flex Frame Slideshow Specs
Responsive to all platforms; please see build guide.	200K initial 300K polite No animation	Click for Full Flex Frame 360 Specs
Responsive to all platforms; please see build guide.	200K initial 300K polite No animation	Click for Full Flex IQ Specs
Responsive to all	200K initial	Click for Full Flex

# Being above the fold is critical in PPC but even more so with mobile

Avg. CTR Drops Off VERY Fast on Mobile



WordStream

Larry Kim (@larrykim) #wordstream

The screenshot shows a Google search results page for the query "cardigan sweaters". The top of the page has a status bar with battery level (100%), signal strength, and time (1:17 PM). Below the search bar, there are tabs for ALL, SHOPPING, IMAGES, NEWS, and BOOKS. The main content area is titled "SHOP FOR CARDIGAN" and includes a "Sponsored" section. It displays several shopping ads for women's cardigans, each with a thumbnail image, location (e.g., "8.7 mi away"), product name, price, and rating. Buttons for "Quick view" are shown below each ad. At the bottom of the page, there is a "Similar looks" section.

Product	Price	Rating
Gap Womens Open-Front Textured Knit...	\$29.99	★★★★★ (69)
a.n.a Cardigan Sweater - Womens...	\$44.00	★★★★★ (69)
Women's C Barrow Es...	\$19.99	★★★★★

# End of Part B

# Module 4 Part C

## PPC Strategy & Setup

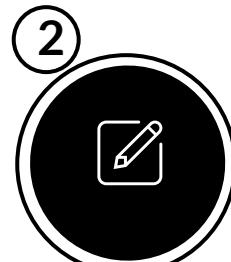
### Prof. Alex Edsel

# In PPC planning --you can use by default the categories that were not feasible or practical with SEO



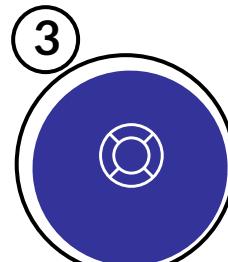
## Analysis

Conduct a full online and offline analysis of the customer, the industry, and PPC competitors including word cost, conversion rates by industry/platform—use same compensatory for SEO with some tweaks-Domain & Page authority not relevant in PPC- landing pages are but not PA



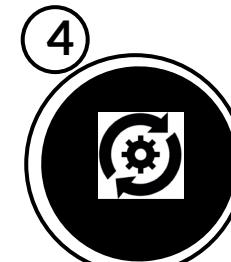
## Bid Strategy

Define your acquisition cost/LTV and also your funnel goal (conversion or awareness)



## Setup

Setup Campaign budget/bids & ad groups, research key words and audiences and write or create the ads



## Test-Optimize

Measure, analyze, split test, landing pages, optimize, & determine attribution

## Account

Online electronics store

## Campaign

## Campaign

## Televisions

## Cameras

### Ad Group

### Ad Group

### Ad Group

### Ad Group

#### Flat Screen TVs

#### Plasma TVs

#### Digital Cameras

#### Compact Cameras



Cases designed by Apple to protect your iPhone

### Amazon's Choice

Computers & Routers

Printers

Headphones

Musical Instruments

TVs

Projectors

### Amazon Devices

Kindle E-readers

Fire Tablets

Fire TV

Echo & Alexa

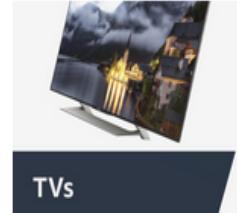
Certified Refurbished

### Smart Home

Smart Home Store

## Amazon's Choice

Highly rated, well-priced products available to ship immediately



Computers & Routers

Printers

Headphones

TVs

Projectors

Musical Instruments

# Account

## Online electronics store

Campaign

Campaign

Televisions

Ad Group

Ad Group

Flat Screen TVs

Plasma TVs

Ad Group

Digital Cameras

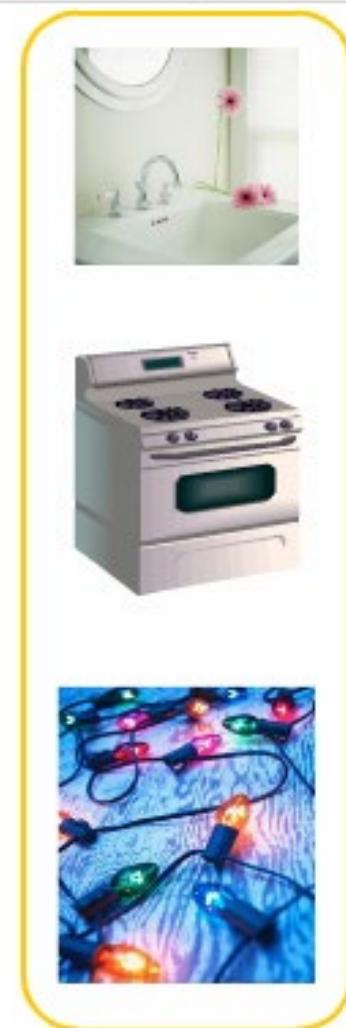
Ad Group

Compact Cameras

Landing page  
for this adgroup  
needs to be  
specific to  
keyword *Plasma*  
*TV*



## Mirror your Website Structure Closely



Website structure

AdWords Account

### All online campaigns

#### Campaign Bathroom

- Basins
- Baths
- Mirrors
- Showers
- Taps
- Toilets
- Towels

#### Campaign Kitchen

- Oven
- Dishwashers
- Freezers
- Fridges
- Kitchen Sinks
- Tableware
- Toasters

#### Campaign Lighting

- Kitchen Lighting
- Light Bulbs
- Light Shades
- Light Switches
- Spotlights

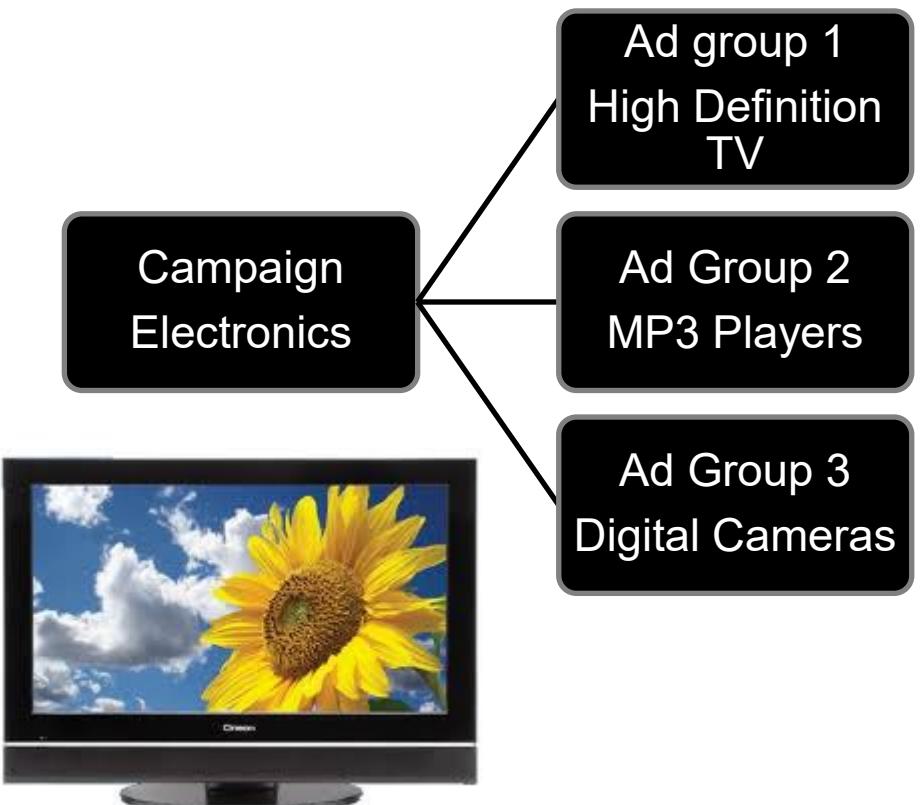
### Cheap Electric Ovens

Discover our Range of Ovens & Special Offers. Up to 50% Discount!  
[www.SuperKitchen.co.uk/Ovens](http://www.SuperKitchen.co.uk/Ovens)

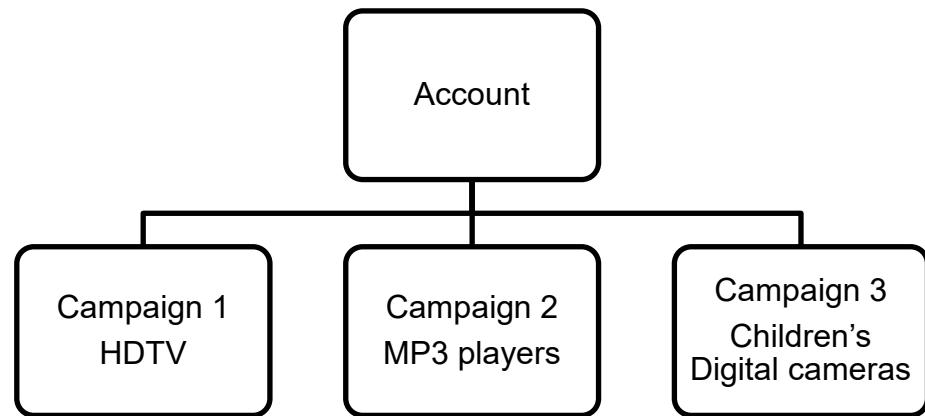
### Keywords

- oven
- ovens
- electric oven
- electric ovens
- cheap oven
- cheap ovens
- buy oven
- buy ovens
- cheap electric oven
- electric ovens

# Option A



# Option B



Which of these two is the best setup IF you own a single location store and wish to sell nationally but not ship heavy products far away—hint, look at the products...

# PPC: which ad would perform better?



Creative: Plain text ad

Target: College students,  
average income

Offer: IPad 20% lower  
price than competition



Creative: Beautiful  
display ad

Target: Seniors low  
income

Offer: Ipad 20% lower  
price than competition

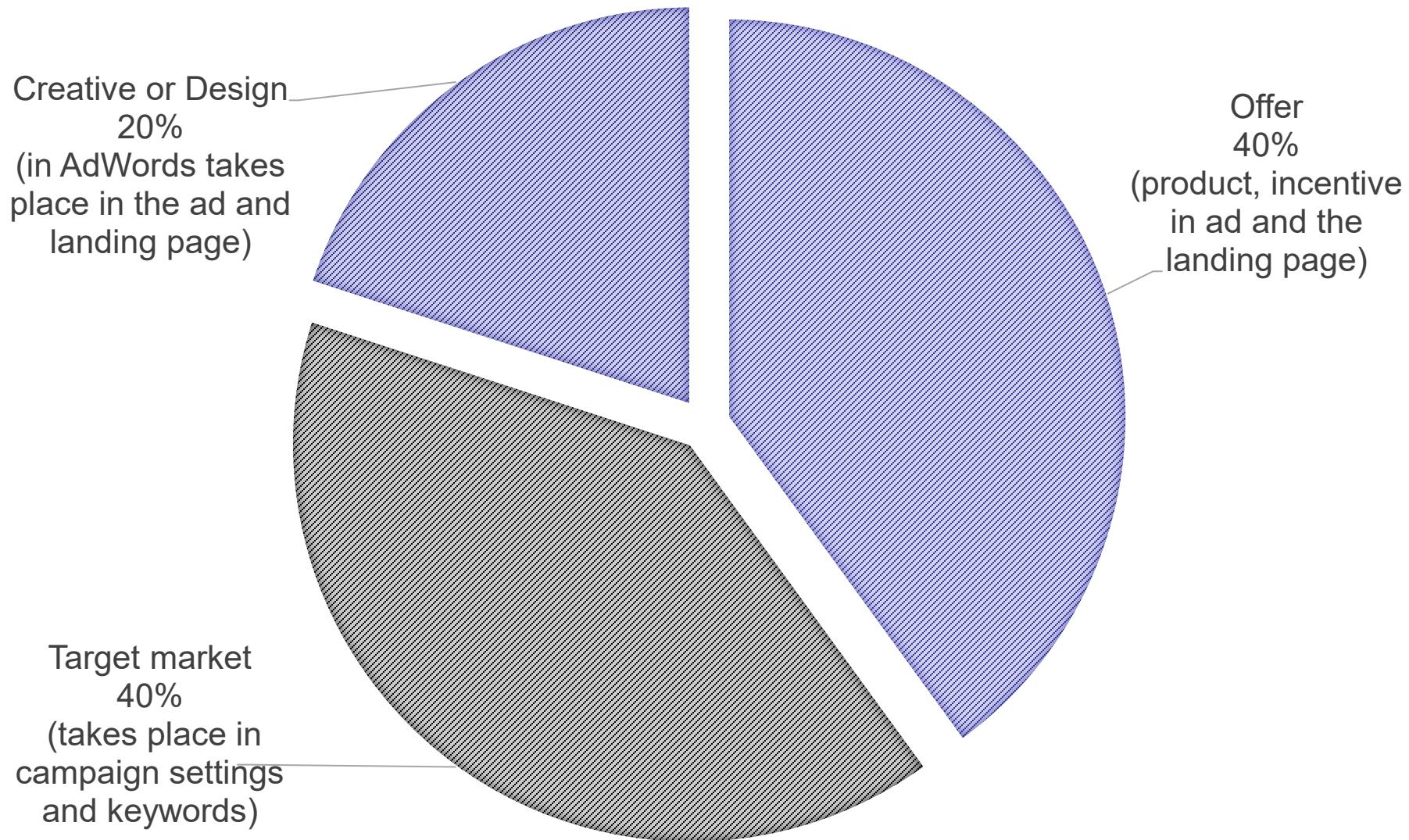


Creative: Beautiful  
display ad

Target: College students  
average income

Offer: Ipad same price as  
competition

# Many elements can be tested but 40/40/20 rule is one starting point:



# Components of the Offer

A. Product or Service

B. Pricing/Payment Terms

C. Call to action/Offer Incentives

D. Time Limits

The screenshot shows a Groupon deal for "The Salty Paw" in New York. The deal is for 53% Off Pet Grooming, Toys & More at Downtown Pet Spa. The discount is \$35 from a value of \$75. The deal has been bought 34 times and is still available for 13 hours, 16 minutes, and 44 seconds. The page includes images of dogs, a staff member, and various pet products.

**Today's Deal:** 53% Off Pet Grooming, Toys & More at Downtown Pet Spa

\$35 **Buy!**

Value	Discount	You Save
\$75	53%	\$40

Time Left To Buy:  
13 hours  
16 minutes  
44 seconds

34 bought  
The deal is on!

Tipped at 10:36AM with 30 bought

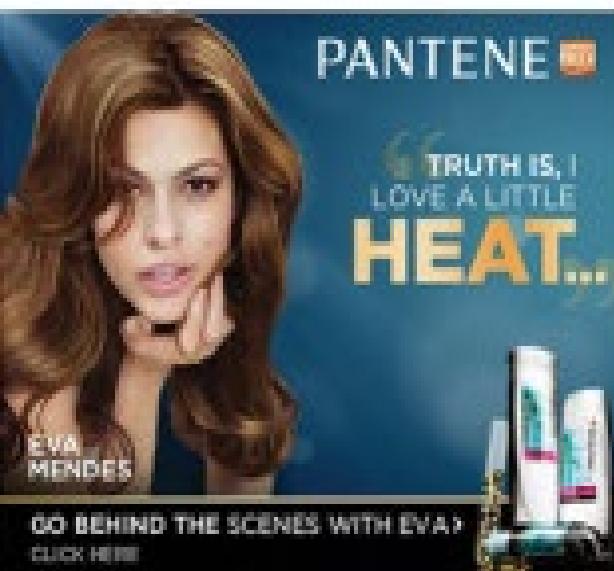
**THE SALTY PAW**

**The Fine Print**  
Expires 01/01/2010  
First time grooming customers only, but anyone can buy this Groupon for in-store merchandise. Limit 1 per person. Not applicable for daycare, phone, or web orders. Cannot be combined with any other offers.

**Highlights**

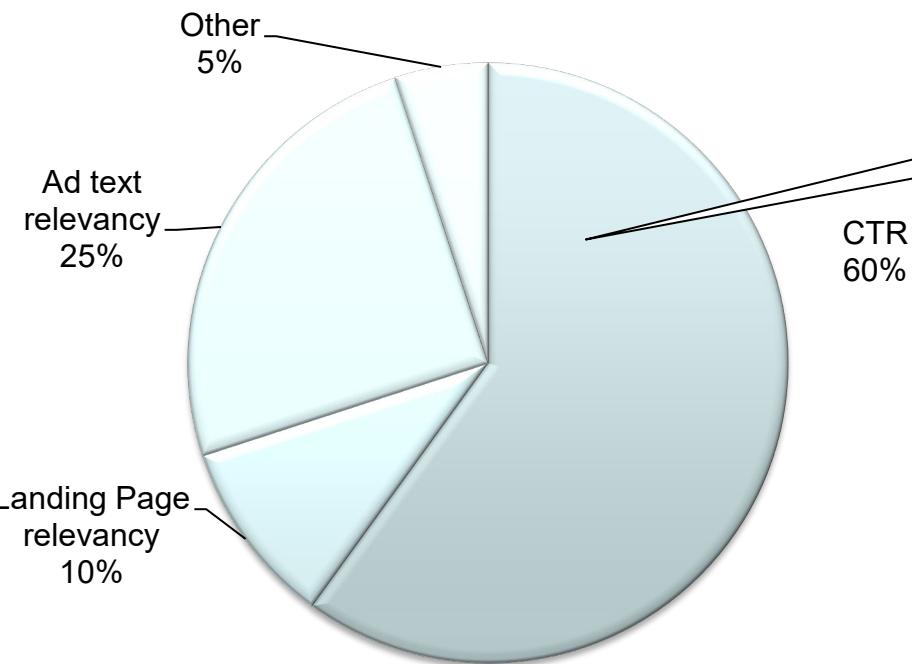
- Luxurious pet grooming
- Huge selection of toys and pet products
- Pets will come happy and leave happy

# Creative is getting a second wind with multivariable testing & analytics



- Pantene -Smart Media, analyzes CTR's & flash surveys on purchase intent
- Performance improved by 28% to 90% over creative pretesting alone
- The program evaluates three creative elements (the headline, hair visual and background color)
- **Findings:** white backgrounds don't work well on Yahoo, orange is effective on Facebook and blondes get a better response than brunettes on some sites. Insight: "Background color is big"

# Quality Score



This is usually the historical CTR for that keyword not yours

Quality Score affects your CPC

10	discounted by 50.00%
9	discounted by 44.20%
8	discounted by 37.50%
7	discounted by 28.60%
6	increased by 16.70%
5	<b>Google benchmark</b>
4	increased by 25.00%
3	increased by 67.30%
2	increased by 150.00%
1	increased by 400.00%



Source: Wordstream

Qual. score	Ye Olde Quality Score
Ad relevance	QS Components
Landing page exp.	↳
Exp. CTR	↳
Qual. score (hist.)	Historical Data
Ad relevance (hist.)	↳
Landing page exp. (hist.)	↳
Exp. CTR (hist.)	↳

# User Intent and match types



# Advertiser challenge: match user intent with their product or service and have decent reach (volume) issues

## Keyword Match Types

For the keyword **lawn mowing service**, we can match the following queries (🔍)  
per match type

### 1 Broad match

Ads may show on searches that **relate** to your keyword.

lawn aeration prices



Notation for inputting keywords:  
**keyword**

50,000 avg. monthly searches

Loose matching

### 2 Phrase match 1

Ads may show on searches that **include** the meaning of your keyword.

lawn mowing service near me



hire company to mow lawn



landscaping service to cut grass



Notation for inputting keywords:  
**“keyword”**

### 3 Exact match

Ads may show on searches that are the same meaning as your keyword.

lawn mowing service



grass cutting service



Notation for inputting keywords:  
**[keyword]**

10,000 avg. monthly searches

Tight matching



# Using keyword match types

To use a particular match type, you'll need to add special punctuation to your keyword. Each match type triggers ads to show in different ways. The chart below serves as an introduction to the different matching options, and we'll give more information on each option in the sections below.

Use this match type...	With this punctuation...	To trigger your ad on...	Example
broad match	none	synonyms, related searches, and other relevant variations	<i>adopt kittens chicago</i>
phrase match	"keyword"	a phrase and close variations of that phrase	<i>"adopt kittens" chicago</i>
exact match	[keyword]	an exact term and close variations of that exact term	<i>[adopt kittens chicago]</i>
negative match	-keyword	searches without the term	<i>-puppies</i>

# Negative keywords

Negative keywords: one of the most important concepts:

- Use negative in broad match type BUT think of all situations (i.e. Free and free shipping). May need to use exact match type for negative
- Helps cut down impressions
- CTR (Clicks/impressions)x100  
If you cut impressions down by 30% your CTR improves by 42%

Select an ad group

Choose...

Add keywords

Choose phrases that customers would use to search for your products and services. Control how keywords match to searches with [match types](#).

Enter one keyword per line. [Add keywords by spreadsheet](#)

-cheap  
-free  
-bargain  
-used

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to remove the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

**Save** **Cancel**

**Best Sellers**

**Love & Romance**

**Anniversary**

**Roses**

**Birthday**

**Get Well**

**Weddings**

**New Baby**

**Plants**

**Congratulations**

**Sympathy**

**Gourmet Baskets**

**Thanks**

**Corporate Gifts**

**About Us**

**Gift Baskets**

**Campaign**



It's a girl flower delivery  
baby girl flowers  
baby pink flowers  
pink flowers baby girl  
flowers baby girl

It's a boy flower delivery  
baby boy flowers  
baby blue flowers  
blue flowers baby boy  
flowers baby boy

New baby flowers  
New born flower arrangement  
welcome baby flowers

Baby Flowers - \$19.99  
Send New Baby Girl Flowers.  
Same Day Delivery. Order Now.  
[www.BoulderFlorist.com/BabyGirl](http://www.BoulderFlorist.com/BabyGirl)

Baby Flowers - \$19.99  
Send New Baby Boy Flowers.  
Same Day Delivery. Order Now.  
[www.BoulderFlorist.com/BabyBoy](http://www.BoulderFlorist.com/BabyBoy)

Baby Flowers - \$19.99  
Bouquet for new baby arrival.  
Same Day Delivery. Order Now.  
[www.BoulderFlorist.com/NewBaby](http://www.BoulderFlorist.com/NewBaby)

**Adgroup**

**Keywords**

**Adcopy**

# PPC Ad Components and Best Practices

ADS EXTENSIONS AUTOMATED EXTENSIONS Last / Days Apr 17 – 23, 2018

New text ad Final URL altardstate.com/shop/apparel/sweaters/pullovers

Headline 1 Buy {KeyWord:Highest Quality Pullovers}  ② Mobile

Headline 2 Spring Sale 15% Off ② 29 / 30

Display path ② altardstate.com / {KeyWord:Pullove / Path 2 19 / 30

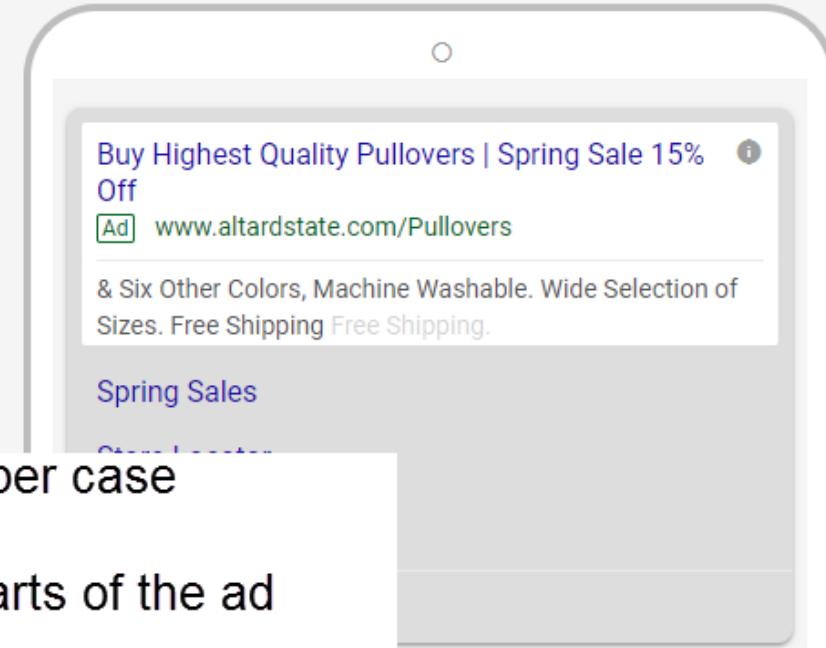
Description ② 9 / 15 0 / 15 & Six Other Colors, Machine Washable. Wide Selection of Sizes. ② Free Shipping 76 / 80

Ad URL options ②

**1** Always put the specific keywords that will trigger the ad in the headline, but also add or some variation in other parts of the ad e.g., in the display url

**2** Make every first letter upper case

**3** Use incentives in other parts of the ad



# Ad writing: Goals of Copywriting

- In PPC- usually space constraints in the ad itself but NOT on the landing page
- Create a mental image of what the product can do for the customer (e.g., save time)
- Translate each feature into an advantage-benefit
- Write for your audience-tone (scientist vs. surfers)

The screenshot shows the official website for OpenOffice.org. At the top, there's a logo for 'OPENoffice.org' and a banner stating 'The leading open-source office suite for word processing, spreadsheets, databases, graphics, presentations and more.' Below this, a section titled 'The Free Replacement for Microsoft Office' lists several features with checkmarks:

- ✓ Open all Microsoft Office formats
- ✓ Create text files, PDFs, presentations
- ✓ Manage spreadsheets and databases
- ✓ Create and edit graphics—even in 3D!

A large yellow 'DOWNLOAD NOW' button with a red arrow is prominently displayed. To the right, compatibility information is shown: 'Compatible with: Windows 2000, Windows XP, Windows Vista, Windows 7 (32 and 64 bit)'. Below the download button, a section titled 'What is included with the download?' lists the components of the suite: Writer, Calc, Impress, Math, Draw, and Base, each with a brief description. Further down, a section titled 'OpenOffice Screenshots' displays nine screenshots of the software's various applications. At the bottom, another 'Install the OpenOffice suite and get the #1 alternative to MS Office DOWNLOAD NOW' button is shown, along with a note about the software being open source and available for free.

OPENoffice.org

The leading open-source office suite for word processing, spreadsheets, databases, graphics, presentations and more.

The Free Replacement for Microsoft Office

✓ Open all Microsoft Office formats  
✓ Create text files, PDFs, presentations  
✓ Manage spreadsheets and databases  
✓ Create and edit graphics—even in 3D!

DOWNLOAD NOW

Clicking this Download button starts DownloadAdmin™. It manages your installation. This software is Open Source and may be available for free elsewhere. Additional software may be offered to you via opt-in ads during the installation process. Learn more [here](#).

Compatible with:  
Windows 2000  
Windows XP  
Windows Vista  
Windows 7 (32 and 64 bit)

What is included with the download?

**Writer**  
The word processor that rivals Microsoft Word. Writer's compatible formats and ability to export PDF's make it stand out from other word processors. You can even open and edit Word files in Writer!

**Calc**  
An alternative for Microsoft Excel, Calc creates spreadsheets and analyzes data—and then some. Special features like Natural Language Formulas and Scenario Manager make Calc truly unique.

**Impress**  
Create top-notch presentations that equal Microsoft PowerPoint presentations. Impress can create PDF files and Flash files, and create, save or download presentation templates.

**Math**  
Create and edit mathematical equations with this easy-to-use tool. Math formats mathematical equations and exports them to other programs, including OpenOffice and Microsoft Office applications.

**Draw**  
The easy-to-use graphics editor. Draw lets you create and edit vector graphics, diagrams and charts, similar to Microsoft Visio or CorelDraw.

Download the completely free, unlimited use version of OpenOffice today.

Pst! It's not a trial version.

Download OpenOffice

Clicking this Download button starts DownloadAdmin™. It manages your installation. This software is Open Source and may be available for free elsewhere. Additional software may be offered to you via opt-in ads during the installation process. Learn more [here](#).

OpenOffice Screenshots

Install the OpenOffice suite and get the #1 alternative to MS Office DOWNLOAD NOW

Get the leading open-source office suite for word processing, spreadsheets, databases, graphics, presentations and more today.

Clicking this Download button starts DownloadAdmin™. It manages your installation. This software is Open Source and may be available for free elsewhere. Additional software may be offered to you via opt-in ads during the installation process. Learn more [here](#).

# Where to get ideas?

Search ads in your & especially in competitive categories

car insurance dallas area



All Maps Shopping News Images More Settings Tools

About 936,000 results (0.78 seconds)

**State Farm® Car Quotes | Fast Free Quotes Available | statefarm.com**

**Ad** [www.statefarm.com/CarInsurance](http://www.statefarm.com/CarInsurance) ▾

Fast Free Quotes Are Available Online! Get Car Insurance From State Farm®.

Insurance coverage: Liability, Collision, Comprehensive, Car Rental, Emergency Road Service, Uninsu...

📍 6909 Rowlett Rd ste 103, Rowlett, TX - Closed now · Hours ▾

**Free Quick Auto Quote**

Save Up To \$500 On Car Insurance.

Quote Online Now!

**Insurance Questions?**

State Farm® Gives You Access To The Insurance Information You Need.

**Progressive® Car Insurance | Save an Average of \$668**

**Ad** [www.progressive.com/](http://www.progressive.com/) ▾

Get A Progressive Car Insurance Quote & Start Saving! Buy Online Today.

Safe Driver Discount · Name Your Price Tool · 80 Years of Service · Mobile App · Compare Rates

**Cheap \$19 Auto Insurance | TX Rates as Low as \$18.99/Mo | insure.com**

**Ad** [autoinsurance.insure.com/Quotes/Texas](http://autoinsurance.insure.com/Quotes/Texas) ▾

Lower Your Monthly Insurance Payment With Cheap Rates From Top Carriers in TX.

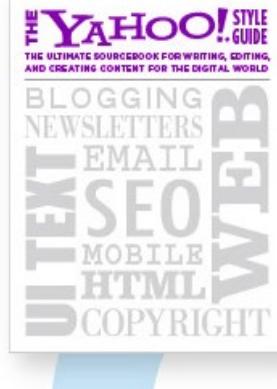
Personalized Rates · Quotes in 5 Mins. or Less · Save on Average \$540 · Live Reps to Assist

**Affordable Car Insurance | Get a Fast, Free Quote | libertymutual.com**

**Ad** [www.libertymutual.com/Auto](http://www.libertymutual.com/Auto) ▾

Drivers Who Switch Save An Average Of \$509. Let Us See How Much We Can Save You!

Direct Marketing books ; Reference books (Yahoo), Create swipe file; magazines for target audience



10 David Ogilvy Quotes that Could Revolutionize Your Blogging

Filed Under: [Featured Posts](#), [Writing Content](#)

Twitter (1,799)

1 Like 731 people like this.

This week, I've been reading [The King of Madison Avenue](#)—an interesting biography of ad man David Ogilvy (aff).

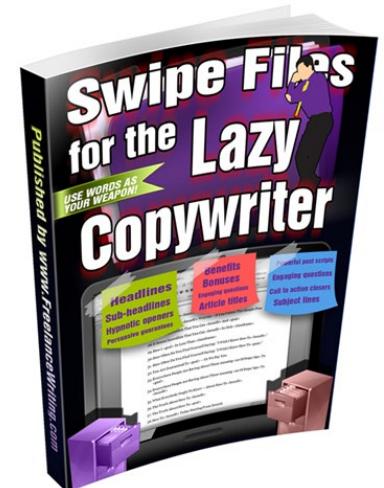
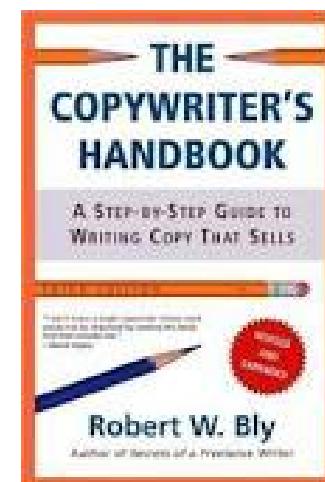


I've always been fascinated with Ogilvy and see a lot in what he's done as relevant to bloggers. So here's some of his more famous quotes, with a few thoughts on how they relate to our medium.

1. "The consumer isn't a moron; she is your wife."

How appropriate—for both internet marketers who are often known for tactics that treat those they target as morons) and bloggers (who can at times talk down to readers).

The idea of treating your reader as someone who you value, as someone incredibly special to you, will take bloggers a long way.



## Cosmo Headline – “The 22 Best Relationship Tips Ever”

Hey, [Brian Gardner](#)... can you write us this post?

My 22 Best Design Tips Ever

Feel free to change the number if you need to, but I'm betting you've got 22.

## Cosmo Headline – “Guys Spill: White Lies They Tell Women All the Time”

[Jim Cronin](#), dare to write this one?

*Realtors Revealed: The Little White Lies We Tell Clients (And How to Stop)*

Remember, I used to be a broker, so I'll know if you're holding back. 😊

## Cosmo Headline – “Get Ahead Faster: 12 Brilliant (and Slightly Badass) Ways to Do It”

As I recall, [Ryan Holiday](#) is an avid runner. I run only if chased, but I'd still like to see this one:

*Run Faster: 12 Effective (and Slightly Badass) Ways to Just Do It*

Bonus points if one of the tips involves smoking while sprinting (you'll understand that one when you visit Ryan's blog).

Description line 1	Experts swear by, loose 10 lbs in
Description line 2	2 weeks. Free Trial & Scale!
Display URL <input type="checkbox"/>	<a href="http://www.revolutionarydiet.com/diet-plan">www.revolutionarydiet.com/diet-plan</a>
Destination URL <input type="checkbox"/>	<input type="text" value="http://"/> <a href="http://www.revolutionarydiet.com">www.revolutionarydiet.com</a>



**Ad preview:** The following ad previews may be formatted slightly differently from what is shown to users. [Learn more](#)

Side ad

[Quirky New Diet Plan](#)  
[www.revolutionarydiet.com/diet-plan](http://www.revolutionarydiet.com/diet-plan)  
Experts swear by, loose 10 lbs in  
2 weeks. Free Trial & Scale!

Top ad

[Quirky New Diet Plan](#)  
[www.revolutionarydiet.com/diet-plan](http://www.revolutionarydiet.com/diet-plan)  
Experts swear by, loose 10 lbs in 2 weeks. Free Trial & Scale!

# Native advertising- improves CTR & conversions

Forbes ▾

New Posts    Most Popular    Lists    Video    2 Free Issues of Forbes    Search

TERADATA.

Teradata Voice

FOLLOW

Big Data to  
Data-Driven  
Insights  
[full bio →](#)



Comment  
Now

[+ Follow Comments](#)

ForbesBrandVoice Connecting marketers to the Forbes audience. [What is this?](#)

BUSINESS 2/20/2015 @ 6:31PM | 2,502 views

## Four Big Priorities For Implementing Next Generation Big Data Analytics

Scott Gnau, Teradata

[+ Comment Now](#) [+ Follow Comments](#)

The world of big data is changing so quickly that we really need to look beyond today's analytic capabilities and chart where enterprise-grade architectures are headed in the future. Even the vocabulary is changing! "Big data" is turning into a household term, but now we see newer terms like "data lake," "liquid analytics" and others that convey how next generation analytics is becoming more seamless and agile, at scale. The word "analytics" itself has grown to encompass everything from BI and data mining, to advanced processes involving machine learning, artificial intelligence and deep learning.



Native ads match the editorial content- some as in this example are a bit obvious



**CAPE CODS** : An oyster of superb flavor. Its chief enemy is the starfish, which wraps its arms about the oyster and forces the valves open with its feet. The battle lasts for hours, until the starfish is rewarded with a good meal, but alas, no Guinness.

## GUINNESS GUIDE TO OYSTERS



**NEW ORLEANS** : This was Jean Lafite's oyster, which is now used in Oysters Rockefeller. Valuable pearls are never found in *ostra virginica*, the family to which East Coast oysters belong.



**GREENPORT** : These oysters have a salty flavor all their own. They were a smash hit with the whalers who shipped out of Greenport in olden days. Oysters contain iron, copper, iodine, calcium, magnesium, phosphorus, Vitamin A, thiamine, riboflavin and niacin. The Emperor Tiberius practically lived on oysters.



**OYSTER BAY** : Oyster Bays are mild and heavy-shelled. It is said that oysters yawn at night. Monkeys know this and arm themselves with small stones. They watch for an oyster to yawn and then pop the stone in between the shells. "Thus the oyster is exposed to the greed of the monkeys."



**TANGIER** : This is one of the sweetest and most succulent oysters. It comes from the Eastern Shore of Maryland. Pocahontas fed Tangiers to Captain John Smith, with famous results. Oysters go down best with Guinness, which has long been regarded as the perfect complement for all sea-food.



**BLUEPOINTS** : These delicious little oysters from Great South Bay somewhat resemble the famous English "natives" of which Disraeli wrote: "I dined or rather supped at the Carlton . . . off oysters, Guinness and broiled bones, and got to bed at half past twelve. Thus ended the most remarkable day hitherto of my life."



**LYNNHAVEN** : These gigantic oysters were Diamond Jim Brady's favorites. More fishermen are employed catching oysters than any other sea food. The Damariscotta mound in Maine contains three million bushels of oyster shells, piled there by prehistoric Bradys.

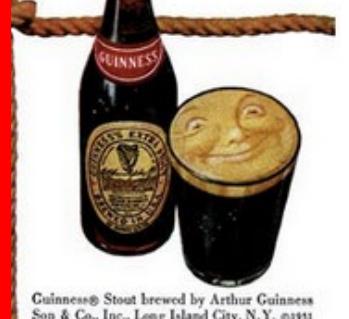


**DELAWARE BAY** : This was William Penn's favorite oyster. Only 15% of oysters are eaten on the half-shell. The rest find their way into stews, or end their days in a blaze of glory as "Angels on Horseback." One oyster was distinctly heard to whistle.



**CHINCOTEAGUES** : Many epicures regard Chincoteagues as the supreme aristocrats of the oyster tribe, but some West Coast gourmets prefer the Olympia oyster, which is no bigger than your thumbnail. Both Chincoteagues and Olympias are at their best with Guinness.

**ALL OYSTERS** taste their best when washed down with drafts of Guinness—what Professor Saintsbury in "Notes On A Cellar-Book" called "that noble liquor—the comedist of black malts." Most of the malt used in brewing Guinness comes from the fertile farms of Southern Ireland, and the yeast is descended from the yeast used by Guinness in Dublin one hundred and ninety years ago.



Guinness® Stout brewed by Arthur Guinness Son & Co., Inc., Long Island City, N.Y. ©1955

# Why Go Native?

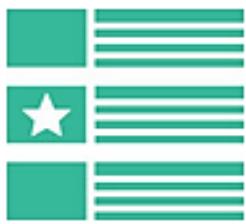


## People See Them



25% more consumers were measured to look at in-feed, native ad placements more than standard banners.

## Viewed as Editorial



Consumers looked at native ads 2% more than editorial content and spent the same number of seconds viewing.

## Mobile Branding



97% of mobile media buyers report that native ads were very or somewhat effective at achieving branding goals.

## Purchase Drivers



Native ads registered 18% higher lift in purchase intent than banner ads.  
<https://www.sharethrough.com/nativeadvertising/>

# Ads can be generated by Machine Learning

## AdWords Dynamic Ad Example:

lakefront homes under 500k



Ad in Account:

{KeyWord:Lakefront Homes For Sale}  
www.yoururl.com/LakefrontHomes  
Newest Lakefront Homes For Sale.  
Contact Us About Lakefront Homes!

Ad For This Query:

Lakefront Homes Under 500k  
www.yoururl.com/LakefrontHomes  
Newest Lakefront Homes For Sale.  
Contact Us About Lakefront Homes!

Image source: visibilityandconversions.com

New expanded dynamic search ad

Write your dynamic search ad below. Remember to be clear and specific. [Learn how to write a great dynamic search ad](#)

**New!** Dynamic search ads have been expanded to give you more description space. [Switch back to standard dynamic search ads](#)

Final URL [?](#) Dynamically selected landing page

Headline [?](#) Dynamically generated headline

Display URL [?](#) Dynamically generated Display URL

Description [?](#) Top Brands, Best Prices. Get Fitting Assistance From Shoe Professionals.

[+ Ad URL options \(advanced\)](#)

Preview [?](#) [Mobile](#) | [Desktop](#)

{Dynamically generated headline}  
Ad {Dynamically generated Display URL}

Top Brands, Best Prices. Get Fitting Assistance From Shoe Professionals.

Image source: searchengineland.com

# Landing Page Testing

- Unlike SEO where content matters, in PPC best to keep it very simple and split test constantly
- You can create special landing pages for PPC that are campaign, and even adgroup specific
- Software vendors that makes job easier-provide templates & reporting
- Careful with duplicate content issues for SEO-can solve by stating robots.txt to block indexing on PPC test page or canonical

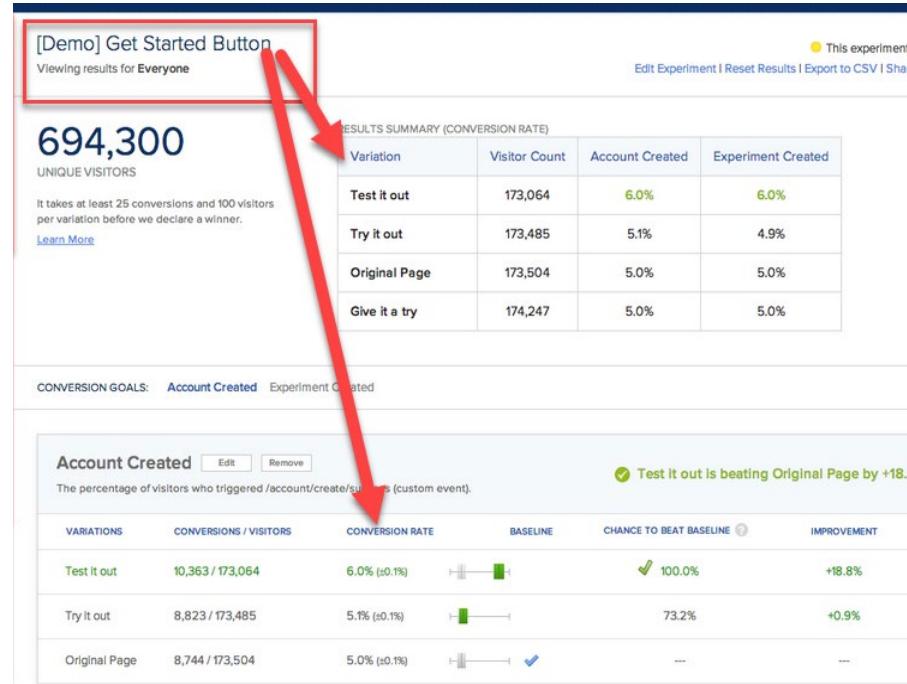


Image Source: optimizely.com

# Landing Page Optimization Best Practices

- Grab attention
- Focus
- Trust-testimonials
- No extensive navigation-stay on that page!
- Benefits
- Call to action

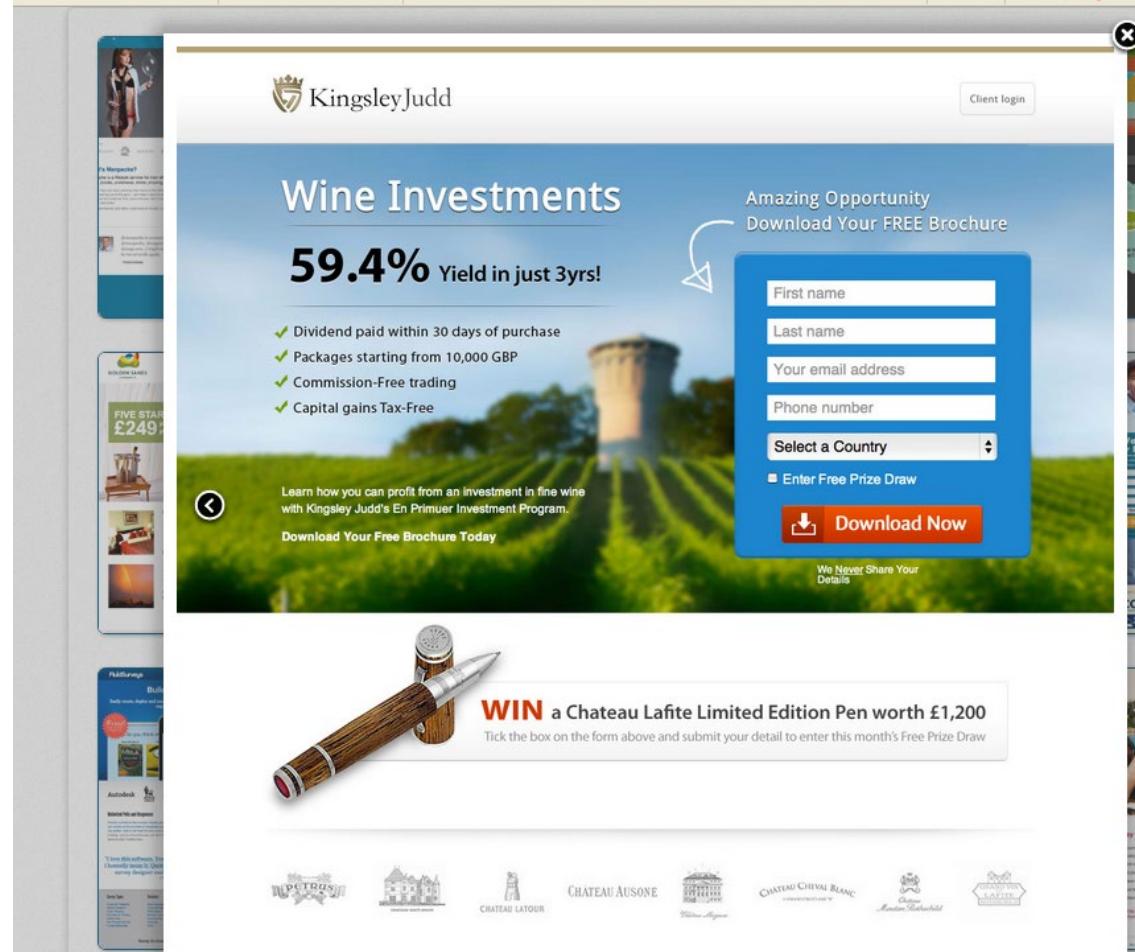


Image Source: [unbounce.com/](http://unbounce.com/)

# Poor practices

- Cluttered page
- Sending prospects to the homepage
- Too much text
- Too many choices
- Asking for too much information
- No call to action





# Bullet Points

## Improved Form

## Simple Benefits

# Trust

# Earnings Disclaimer?

Source: <http://blog.wsi-emarketing.com/>

## Simple Project Management

[www.smartsheet.com/](http://www.smartsheet.com/)

The Easiest & Most Complete Project Management Tool Today. Try It Free!



Software to Manage Any Project, Your Way.

**Easy To Use.** Nothing new to learn & you can get started in minutes. Import existing projects or use one of our templates to get up and running.

**Collaborate Online.** Tasks, calendars, files, and discussions all accessible from any device by anyone you add to your project.

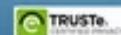
**Manage Any Project.** From individuals to enterprises, Smartsheet is used to manage thousands of different kinds of projects and work at any scale.

'The easiest & most complete Project Management tool on the market!'



— D. O'Leary, Box

Trusted by Millions Worldwide



Match PPC headline to landing page

### Control:

### Join BettingExpert

Username:

Email:

Password:

I accept the [Terms and Conditions](#)

**Sign up +**

### Treatment:

### Join BettingExpert

Username:

Email:

Password:

I accept the [Terms and Conditions](#)

100% privacy - we will never spam you!

**Sign up +**

**18.70% less signups**  
Statistical confidence 96%

Always be testing

# End of Part C

# Module 4 Part D

## Bidding, PLA, Weather API &

## Programmatic

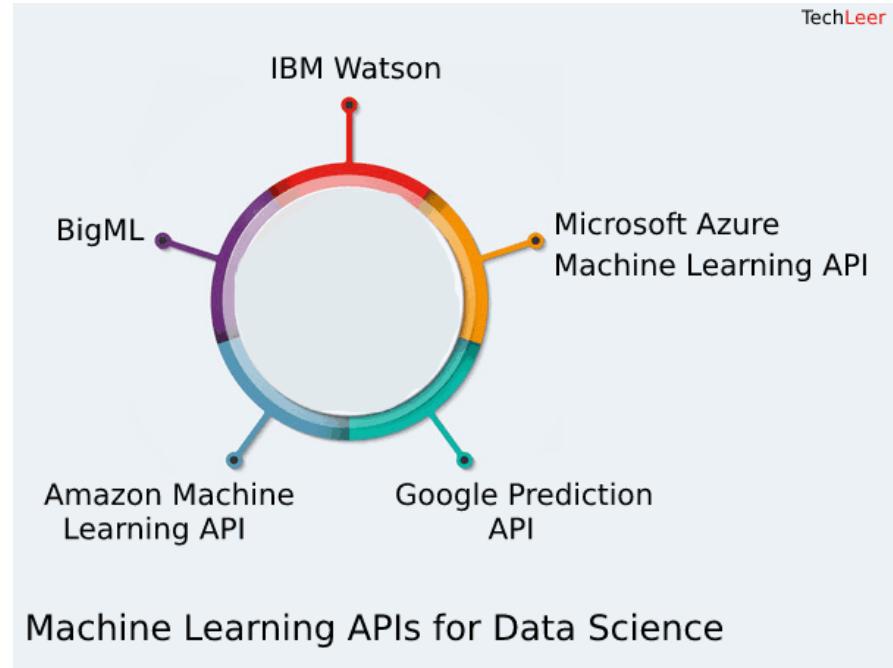
## Prof. Alex Edsel

# Key PPC formulas to know

Metric	Based on	Comments
Impressions	# of times your ad is shown usually expressed as per thousand (mille)	No cost unless you bid on CPM –cost per thousand basis (e.g., .75 cents cost per thousand impressions)
Click thru rate (CTR)	(Clicks/Impressions) * 100	5 clicks per 100 impressions = 5% CTR
Cost per click (CPC)	CPC = Cost to an advertiser / number of clicks.	Say you had 10 clicks across several ads and total cost was 5 dollars your CPC= .50 cents
Cost per view (CPV)	Used for videos based on some length of video a person saw	Can often choose to bid on CPM basis or CPA
Cost per click (CPC)	Every time someone clicks on your ad	Can be manual or automated (set bid limit) Usually can set plus or minus multipliers
Cost per acquisition (CPA)	You need to have calculated your target CPA based on the 3:1 LTV to CAC ratio. The CAC is Marketing costs/customers acquired	Connect your account to web analytics to register a conversion
Target Return on ad spend (ROAS)	(Revenue goal/ cost) *100	If goal is \$5 in sales ÷ \$1 in ad spend x 100% = 500% is your target ROAS

# Machine learning (ML) and PPC

- Platforms like AdWords, Bing & Facebook are providing automated bidding strategies powered by ML
- Smart bidding: Target CPA, Target ROAS, Maximize Conversions, and Enhanced CPC (ECPC) are all driven by ML. Attribution reporting also being optimized by ML
- Can also leverage Machine learning API's to import PPC campaign data to get insights: e.g., what variables predict purchase ? Perhaps geotargeting by zip code and age has better conversions
- In-market audiences for Search which was previously not available



Select the bidding strategy that fits your business goal and campaign set up

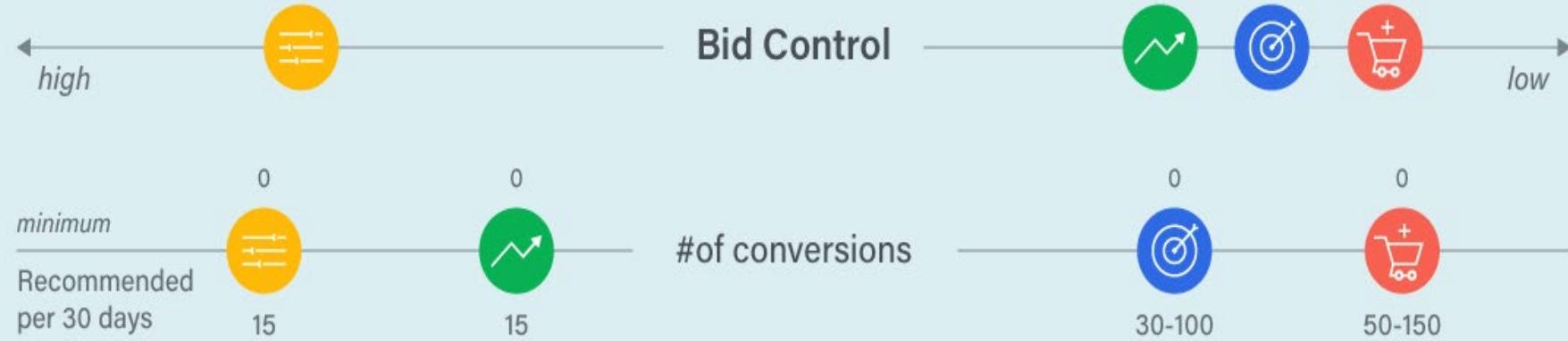
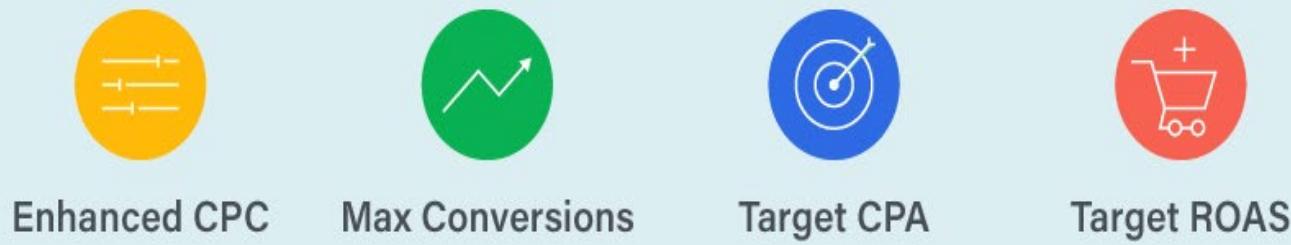


Image source: viralbamboo.com/

# Understand funnel and bid strategy

## Bidding strategies aligned to marketing goals

### Campaign Goal

### Recommended Strategy



Visibility



Target Outranking Share



Website Click



Maximise Clicks



Conversions / sales



Target CPA /  
Enhanced CPC (semi-auto)



Revenue



Target ROAS

} AdWords Smart Bidding



Image source: viralbamboo.com/

# AdWords Conversion Import: How It Works

A solution to measure how your online ads affect your offline sales.

Google AdWords

FYI

For Your Information

1

When a prospect clicks on your ad, we provide you with a unique click ID, an alphanumeric string that identifies a click on an ad.



2

After this prospective customer fills out your form, the Click ID is passed and stored in your database.



4

Now you can upload the click ID, conversion type and date into AdWords. This becomes an AdWords conversion.



3



Your sales team follows up. Deal is negotiated and closed. Customer sends signed purchase order by email and sales team enters purchase in your database.

5

You finally have a complete picture of how your online ads generate offline value.

[www.Unbounce.com](http://www.Unbounce.com)

Keywords	Clicks	Cost	Conversions	Cost/Conv
Factory Piping	1000	\$2,500	500	\$5.00
Industrial Pipes	945	\$1,200	250	\$4.80
Pipes for Large Factory	500	\$1,900	100	\$19.00
Industrial Pipe System	420	\$1000	0	-

# Phone call tracking from PPC ads

## Calls Drive Revenue in Many Industries



### INSURANCE

44% of insurance purchases happen over the phone<sup>5</sup>



### FINANCIAL

66% want to call a bank to open an account<sup>4</sup>



### TRAVEL

35% of hotel bookings are from phone calls<sup>7</sup>



### TECHNOLOGY

62% want to call businesses to purchase tech services<sup>4</sup>



### HEALTH CARE

56% of patients book appointments by calling<sup>6</sup>



### AUTOMOTIVE

25% of auto shoppers first contact dealerships by calling<sup>8</sup>

Source: Dialogtech

## A Wealth of Marketing Data from Each Inbound Call

### 1. Caller Data

- Name & phone number
- Geographic location
- History of calling
- Device, OS & browser

### 2. What Drove the Call

- Marketing channel
- Specific ad or program
- Search keywords
- Website interaction & page they called from

### 3. Call Experience

- Where the call was sent
- IVR responses
- If the call was answered
- What was said & by whom
- Call duration

### 4. Lead Quality

- If the call was a quality sales lead
- If the call converted to an appointment, opportunity or customer
- Value of the call

### Add call extension

Add to

Account ▾

Extension

Create new  Use existing

Phone number

United States

800-555-5555

Example: (201) 555-0123

#### Call reporting

On  off

#### Report conversions

Count conversions as Calls from ads ▾

#### Device preference

Mobile

#### Advanced options

##### Extension scheduling

Select when your ad extensions will be eligible to show

Start date

None

Select a date ▾

End date

None

Select a date ▾

#### Days and hours

All days ▾ 12:00 AM to 12:00 AM

#### ADD SCHEDULE

Based on account time zone: (GMT-05:00) Central Time

SAVE

CANCEL

Extension

Extensi

Image source: dialogtech.com

# Weather & PPC



- Some product or service categories can be impacted by weather events (temperature, snow, etc.)
- Some are obvious (beer & ice cream on hot days) but also cold, rainy days can positively impact restaurants, clothing, indoor entertainment-movies, etc.
- If in such a category, you can use weather changes to show certain ads based on certain geolocation, and/or bid more or less

**Rule****Action**

IF snow IS forecasted  
WITHIN next 3 days

SET bid adjustment TO 15%  
FOR all adgroups  
CONTAINING winter



IF CURRENTLY raining

SHOW BANNER  
**Miss the sun?  
Book a Flight to Miami.**



**Weekly increase in sales when temperature is 1° F hotter**



2% soft drinks



4% Infant Apparel



24% air conditioners



13% hedge trimmers

**Weekly increase in sales when temperature is 1° F colder**



2% Soup



2.5% Softline goods



15% Portable heater



+ 5000 units lipcare

Image source: adwordsrobot.com/

**FYI**  
For Your Information

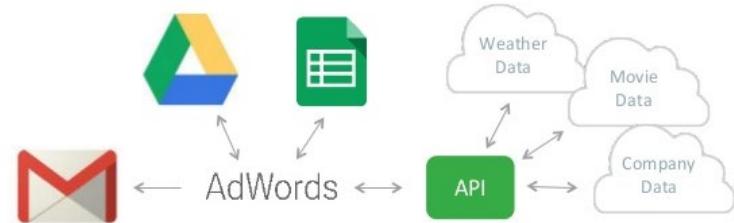
# Example weather scripts in AdWords



1. Modify Google docs template provided by AdWords
2. Get an API Key from OpenWeatherMap.org which will pull in updated weather data to your template
3. Specify your “weather location” which is what drives your bid changes
4. Geo Target Codes for Locations
5. In AdWords go to Bulk>Scripts to create this connection to bring in data to account

## Scripts Talk With Your Data

- Scripts can talk to external data sources
  - Google Sheets, Google Drive, Gmail, arbitrary URLs (APIs).



@SiliconVallaey

OPTMYZR.com

	A	B	C	D	E	F
1	Campaign Name	Weather Location	Weather Condition	Bid Modifier	Apply Modifier To	Enabled
2	Test Campaign 1	Boston, MA	Sunny	1.3	Matching Geo Targets	Yes
3	Test Campaign 1	Boston, MA	Rainy	0.8	Matching Geo Targets	Yes
4	Test Campaign 2	Connecticut	Sunny	1.3	Matching Geo Targets	Yes
5	Test Campaign 2	Connecticut	Rainy	0.8	Matching Geo Targets	Yes
6	Test Campaign 3	Florida	Sunny	1.3	All Geo Targets	Yes
7	Test Campaign 3	Florida	Rainy	0.8	All Geo Targets	Yes
8						

<https://developers.google.com/adwords/scripts/docs/solutions/weather-based-campaign-management>

# Google Shopping campaign Product Listings Ads are usually shown above the fold

The screenshot shows a Google search results page for the query "buy cardigan sweaters". The top navigation bar includes the Google logo, a search bar with the query "buy cardigan sweaters", and standard search controls. Below the search bar, the "All" tab is selected, followed by "Shopping", "Images", "News", "Maps", and "More". The results indicate approximately 7,080,000 results found in 0.73 seconds.

The main content area features a "Shop for buy cardigan sweaters on Google" section with several product cards. One card from Coldwater Creek for an open-crochet cardigan is highlighted. Another card from Lands' End for a women's performance cardigan is also visible. A red arrow points from the bottom of the left sidebar towards the first sponsored result in the main grid.

The sidebar on the left contains filters for "Show only" (checkboxes for "Available nearby" and "New items"), "Price" (radio buttons for "Up to \$25", "\$25 - \$50", "\$50 - \$90", "Over \$90", and "GO" button), "Color" (color swatches for black, white, grey, red, yellow, green, blue, and pink), and "Style" (radio button for "Sweater / Cardigan" with a checked box). The main search results grid displays various cardigan options from brands like Eddie Bauer, Lands' End, and J.Crew, each with a price, discount information, and a small image of a model wearing the garment.

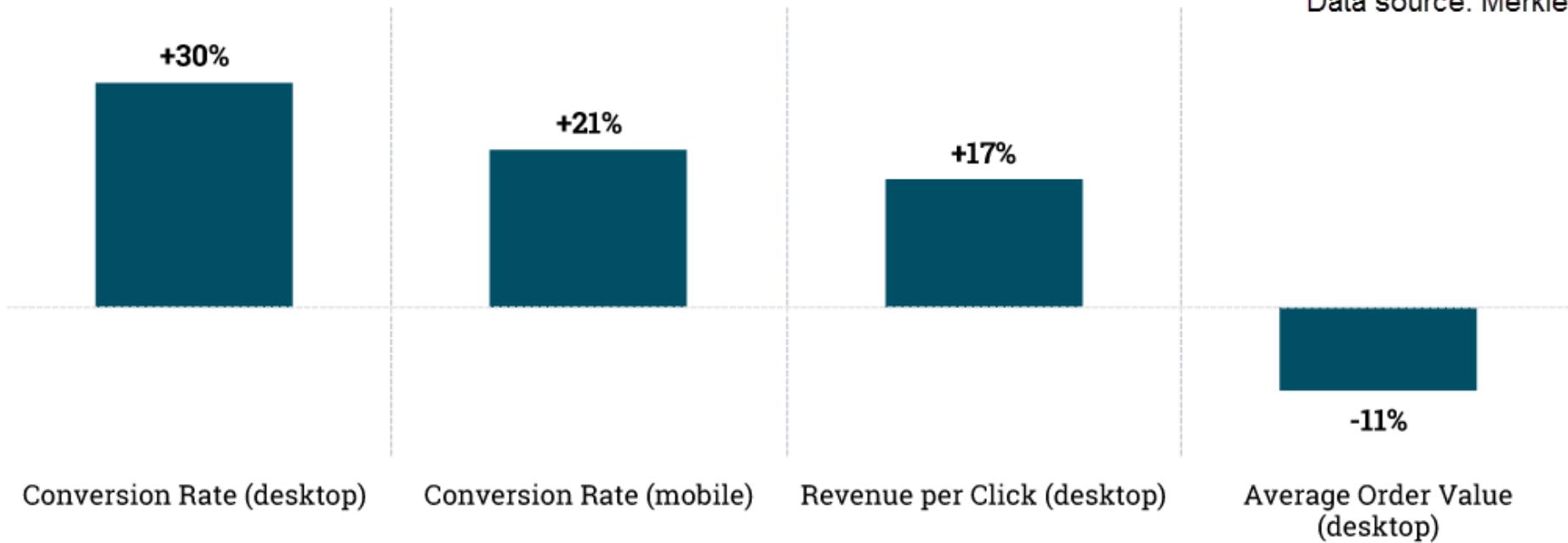
# Product Listing Ads perform better than text ads



## Google PLAs vs. Comparable Non-Brand Text Ads



Data source: Merkle



- Dashboard
- Data feeds
- Products
- Data quality
- API Dashboard
- Settings** 1

  - General
  - FTP
  - Google Cloud Storage
  - AdWords** 2
  - Tax and shipping
  - Trusted Stores
  - Users

## AdWords settings

Create a Shopping campaign in just a few steps to list your products on Google Shopping. The campaign you create here will be managed and edited through your AdWords account. [Learn more](#)

### Your AdWords account

[LINK ACCOUNT](#)3

AdWords customer ID	Link status
[REDACTED]	Not linked

### Other AdWords accounts

[LINK ANOTHER ACCOUNT](#)

AdWords customer ID	Link status	
There are no other AdWords accounts linked to this Merchant Center account.		

## STEP 1



## How Shopping Ads Works ?



## STEP 2



Sample Product Data Feed

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

A	B	C	D	E	F	G	H	I	J
id	title	description	google product category	product type	link	image link	condition	availability	price
I021	LG 22LB4510 - 22" LED TV - 1080p	Attractively styled and boasting	Electronics > Video > Televisions >	Consumer Electronics > TVs	<a href="http://www.example.com">http://www.example.com</a>	<a href="http://images.example.com">http://images.example.com</a>	used	in stock	159 USD
I022	Merlin: Series 3 - Volume 2 - 3 DVD	Episodes 7-13 from the third ser	Media > DVDs & Videos	DVDs & Movies > TV Series	<a href="http://www.example.com">http://www.example.com</a>	<a href="http://images.example.com">http://images.example.com</a>	new	in stock	11.99 USD
I023	Dior Capture XP Ultimate Wrinkle Co	Dior Capture XP Ultimate Wrinkl	Health & Beauty > Personal Care >	Health & Beauty > Personal C	<a href="http://www.example.com">http://www.example.com</a>	<a href="http://images.example.com">http://images.example.com</a>	new	in stock	99 USD
I024	Roma Cotton Rich Bootcut Jeans - S	A smart pair of bootcut jeans in	Apparel & Accessories > Clothing >	Women's Clothing > Jeans >	<a href="http://www.example.com">http://www.example.com</a>	<a href="http://images.example.com">http://images.example.com</a>	new	out of stock	29.5 USD
I025	Roma Cotton Rich Bootcut Jeans - S	A smart pair of bootcut jeans in	Apparel & Accessories > Clothing >	Women's Clothing > Jeans >	<a href="http://www.example.com">http://www.example.com</a>	<a href="http://images.example.com">http://images.example.com</a>	new	in stock	29.5 USD
I026	Tenn Cool Flow Ladies Long Sleeved	A ladies' cycling jersey designed	Apparel & Accessories > Clothing >	Sporting Goods > Outdoor Re	<a href="http://www.example.com">http://www.example.com</a>	<a href="http://images.example.com">http://images.example.com</a>	new	in stock	33.99 USD

# Programmatic--Behavioral & conversion driven

- Replacing humans via automated buying-driven by algorithms see what works best
- Demand (advertisers) and supply side (publishers Forbes, CBS)-you can pre buy specific publishers
- Can also target those who have never been to your website



Image source: RTB Europe

# Programmatic--Behavioral & conversion driven

- Real time ad auction which determines: which publishers (websites), frequency ad should be shown, ad variation and which timing works best.
- Mainly larger advertisers: it can take 6 weeks and some \$15,000 in spending before it identifies best performing ads and publishers
- Looks at converting vs. non converting consumers

## Sectors and Brands

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### Top Sectors

- Retail
- CPG
- Financial
- Auto
- Telecom
- Travel

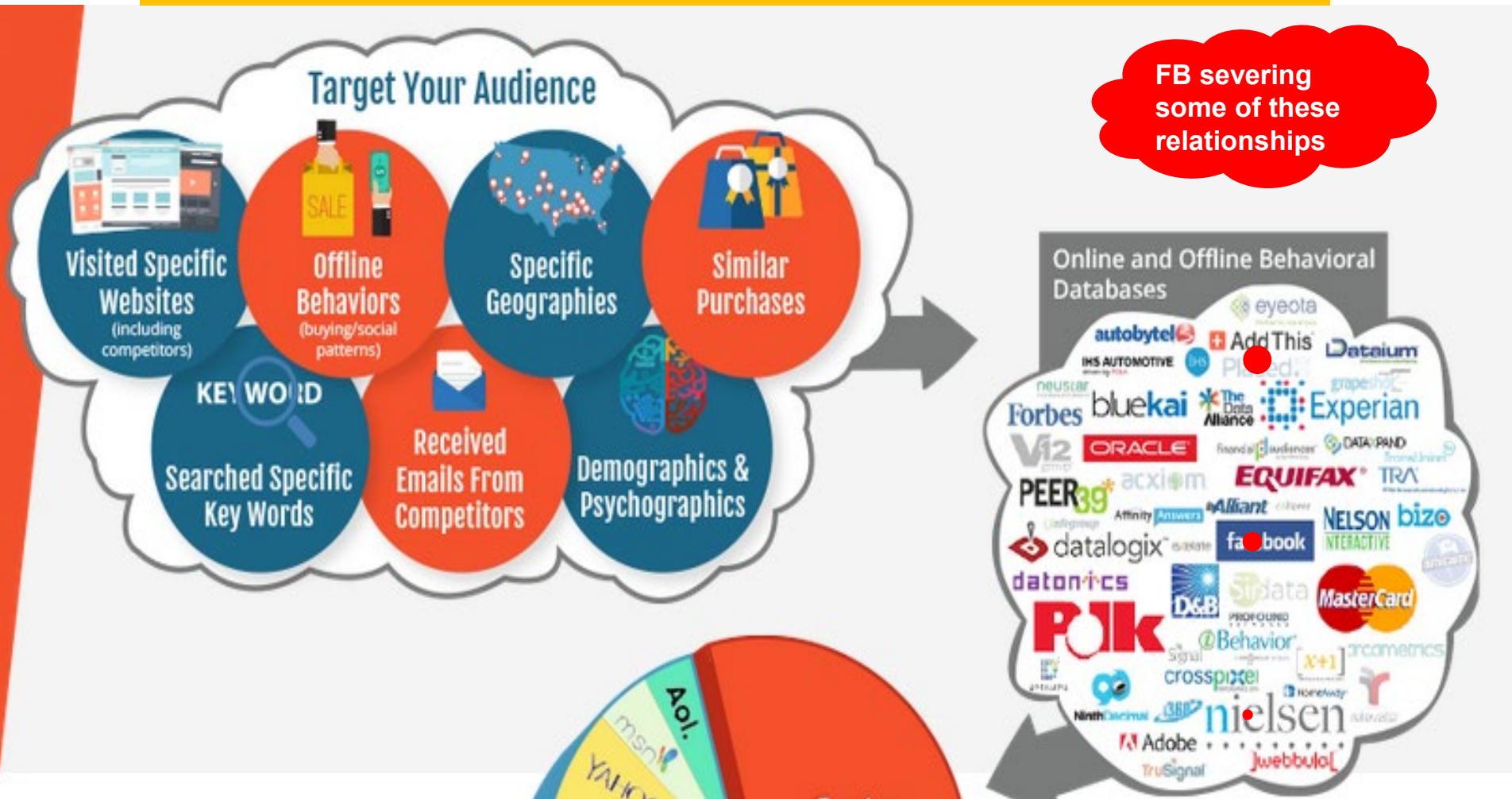
### Top Brands

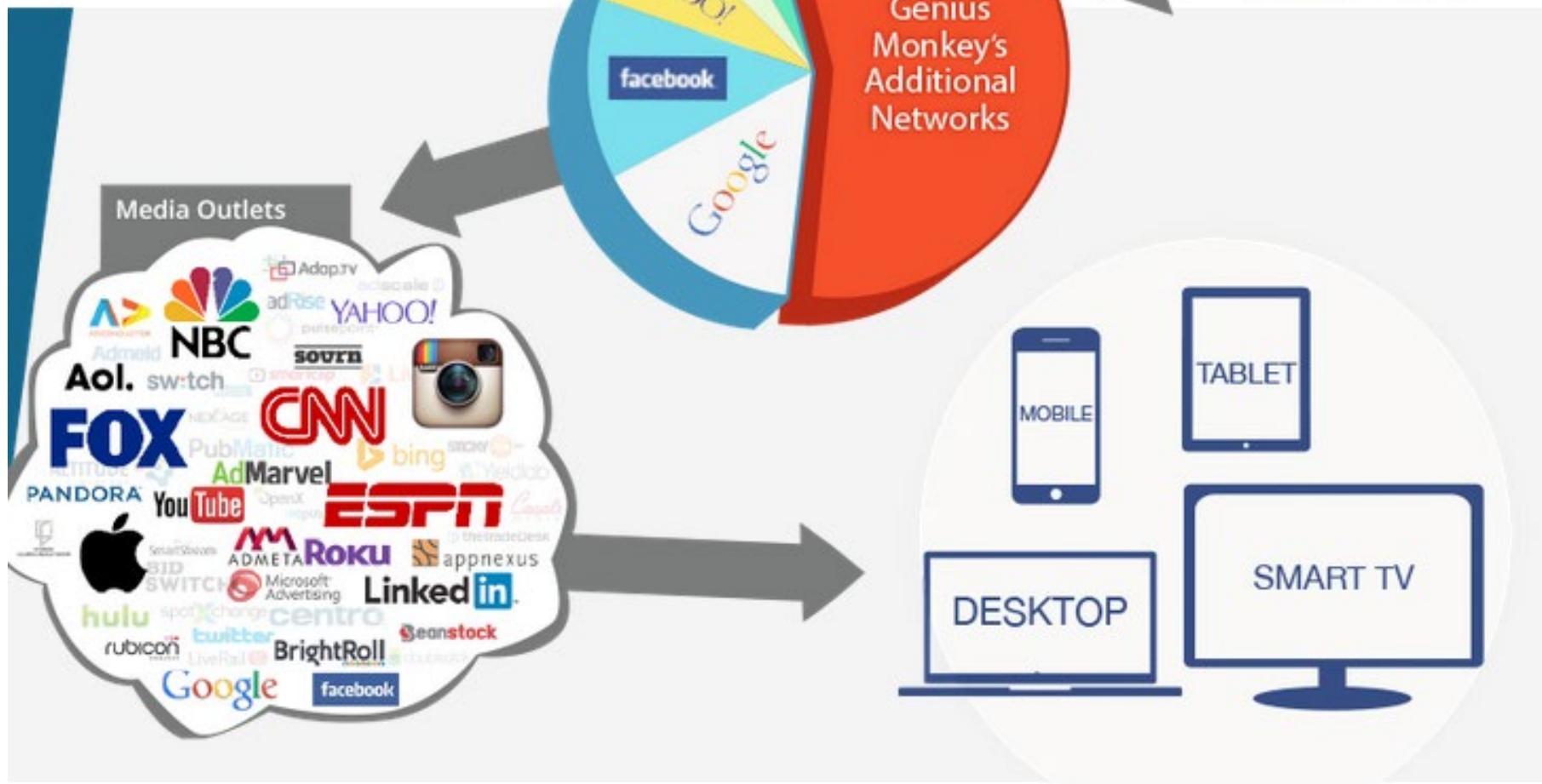
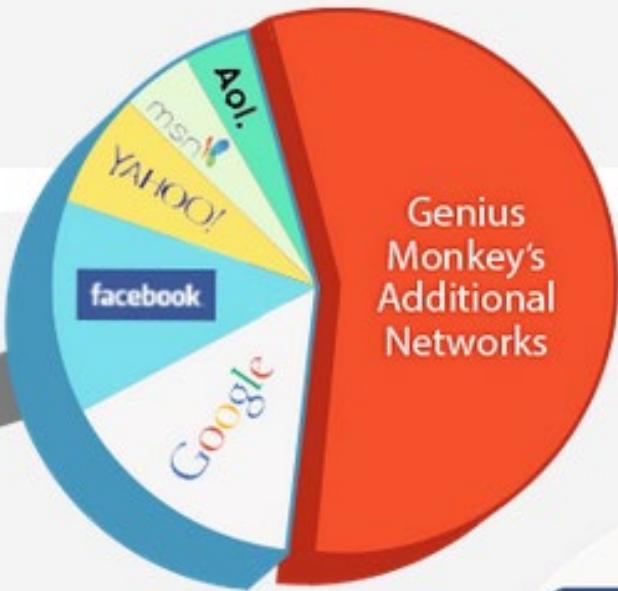
- Target
- Kellogg's
- Gap
- Chrysler
- Comcast
- Verizon



Programmatic: where ads go is based on performance

- Vendors assign a Unique identifier using an anonymous token
  - Users tracked across the web-logged in to FB, Gmail, etc.
  - This token shared by many publishers and data providers





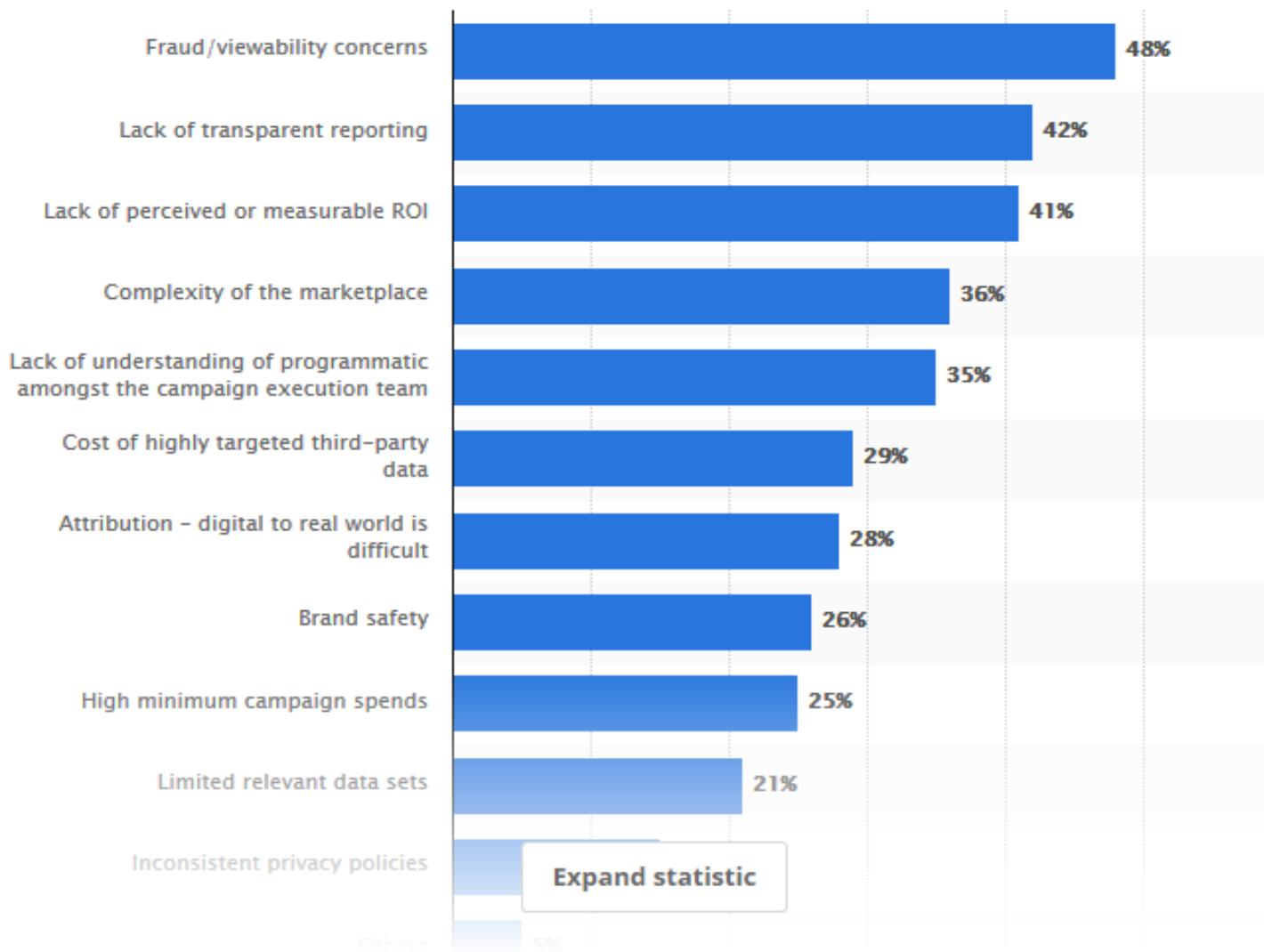
Source: GeniusMonkey

# Obstacles for wider adoption: survey of agencies



FYI

For Your Information



Data visualized by + a b | e a u

create your future

UTD

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# End of Part D