



Paid Search

Paying search engines to get traffic



Simple Methods Available

There are two, “off-the-shelf” methods that you can use almost immediately to check progress

HubSpot website grader:

- Can evaluate any website you enter into their query
- Assess the health of website architecture

Google Analytics:

- Need to have administrative access to the website as webmaster
- Obtain insights from website traffic



Today's Agenda

01

Google Analytics

An exploration of
Google's powerful tool

02

Paid Search

How does pay-per-click
(PPC) work?

Google Merchandise Store

The store's website: <https://shop.googlemerchandisestore.com/>

This is a real store for selling products related to Google:

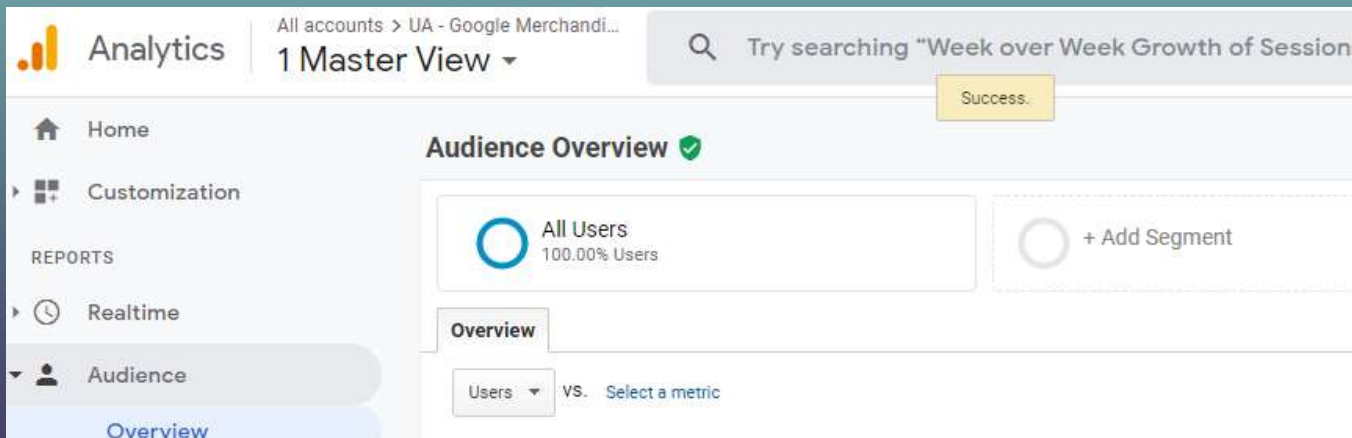


We are using the store as an example for Google Analytics.

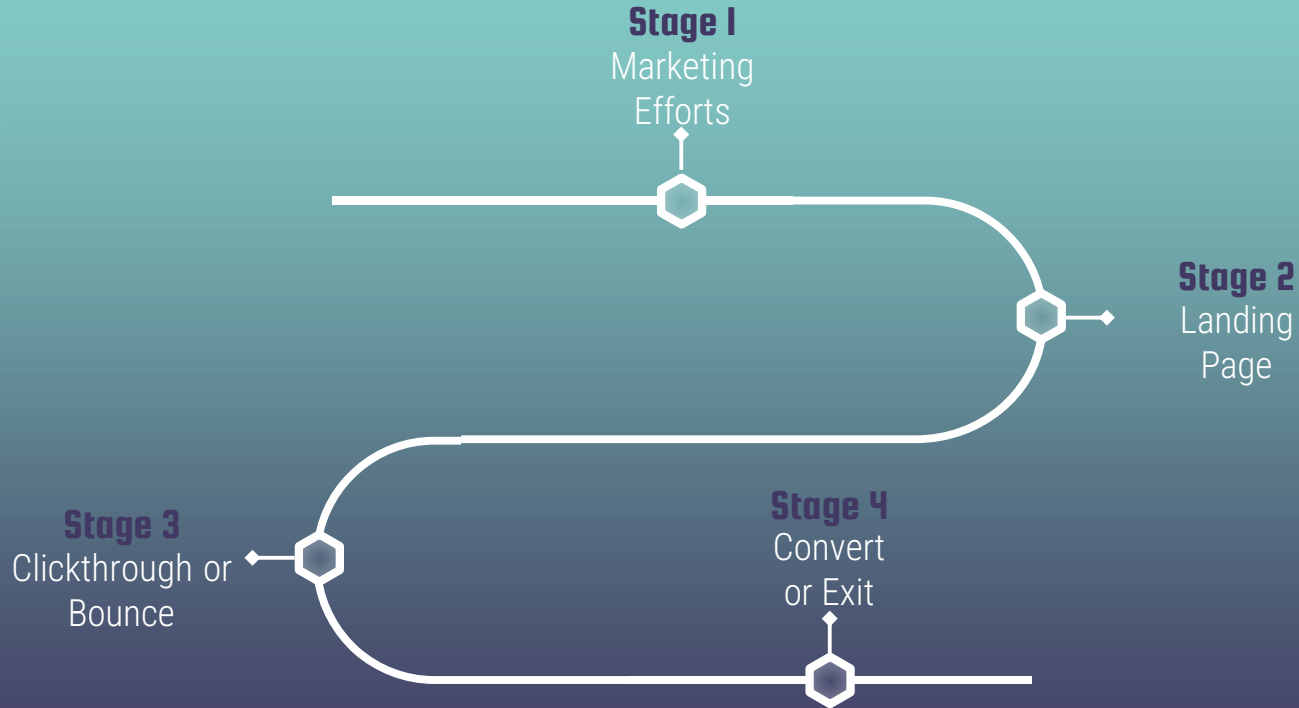
Google Analytics in Action

Go to <https://support.google.com/analytics/answer/6367342?hl=en>

Sign Up for a GA account & Add Demo



Purchase Funnel



Upon Entry

Source/Medium

Organic search (www.google.com)

Display advertising/search advertising

Referral: the URL that originally generated the request for the current visit

A social media URL (www.facebook.com)

An email server (www.gmail.com)

A website URL (e.g., affiliate marketing)

Direct (not a referral): the URL of the website (www.hku.hk)

Landing page

The page that identifies the beginning of a visit




During a Visit

Impressions: number of times a content was seen

Clickthrough: the number of times a link was clicked by a visitor.

Clickthrough rate (CTR): the number of times a link was clicked divided by impressions.



During a Visit





During a Visit

Sessions – the total number of times users visit the website.

A session is a group of user interactions with your website that take place within a given time frame. E.g., a single session can contain multiple page views, events, social interactions, and ecommerce transactions.

A session can include multiple Pageviews (PV).





Exit

Bounces (or single page view visits) – visits consisting of a single page view.

Bounce rate– percentage of visits consisting of a single page view.

Conversion – Complete a purchase or generate a lead

Conversion rate (CR) – the number of conversions divided by the number of visitors.






ABC's of Google Analytics

A is for Acquisition: What brought visitors to your site?
How do visitors find your website?

B is for Behavior: What did the visitors do once they got there?
Behavior not only includes what pages they visited, but specifics of how they interacted with your pages and site

C is for Conversion: Did they do what you wanted them to do?
Here is where you can see all your goal conversions, like downloading material, form submissions, add-to-carts, completed checkouts, etc.






Exercise

Explore the Google Analytics for the Google Merchandise Store

See what you can learn from the Google analytics and share your findings with us!

Examples: What drives people to the store? The performance across different devices? The performance across different user groups?



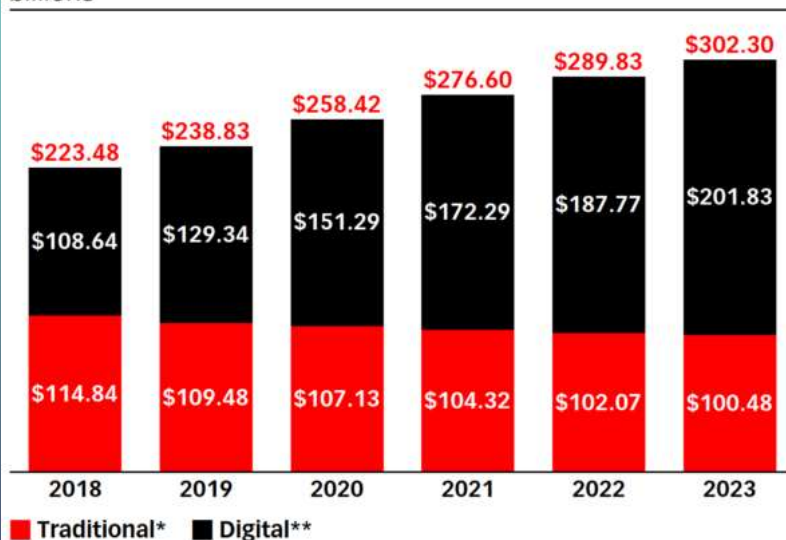


Online Advertising

The Growth of Online Ad

Total Media Ad Spending in the US, Traditional vs. Digital, 2018-2023

billions



*Note: *includes directories, magazines, newspapers, out-of-home, radio and TV; **includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; includes SMS, MMS and P2P messaging-based advertising*

Source: eMarketer, February 2019

Paid Search is about 40% of Online AD



Digital Ad Spending in the US, by Format, 2019-2023					
<i>billions</i>					
	2019	2020	2021	2022	2023
Display	\$70.06	\$81.38	\$92.53	\$100.71	\$107.91
—Video	\$36.01	\$42.58	\$49.02	\$53.99	\$58.39
—Banners and other*	\$25.94	\$30.20	\$34.23	\$37.12	\$39.70
—Rich media	\$5.28	\$5.44	\$5.85	\$6.00	\$6.10
—Sponsorships	\$2.84	\$3.16	\$3.44	\$3.60	\$3.72
Search	\$53.73	\$63.90	\$73.31	\$80.43	\$87.15
Lead generation	\$2.59	\$2.84	\$3.05	\$3.15	\$3.24
Classifieds and directories	\$2.19	\$2.34	\$2.49	\$2.53	\$2.56
Email	\$0.49	\$0.55	\$0.61	\$0.65	\$0.68
Mobile messaging	\$0.28	\$0.28	\$0.29	\$0.29	\$0.29
Total	\$129.34	\$151.29	\$172.29	\$187.77	\$201.83

*Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices on all formats mentioned; *includes ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets*

Source: eMarketer, February 2019



Paid Search Advertising

Paid search



mba in hk



All



Images



News



Maps



Videos

More

Settings

Tools

About 12,400,000 results (0.68 seconds)

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2021年度秋季班課程招生計劃現已接受報名

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Organic search



Organic Search (SEO)

Less direct control over ranking

Limited control over message

- Message is typically generic / brand driven
- Pulled from code on website

When done well, it can be a very effective method of increasing traffic and leads

High organic rankings have a positive effect on the brand (and vice-versa) 69% of total search clicks are organic

Can be expensive (if outsourced) & time consuming; Not quick process and/or results

Paid Search (PPC)

Can directly influence ranking (based on bid)

Control over message

- Can be more product focused / benefit driven, frequent update


Compensates for inconsistencies in SEO, ensuring consistent placement

High paid rankings have a positive effect on the brand (and vice-versa)

Budgeting opportunity
Immediate results



Example Advertiser

[SHOP PRODUCTS](#) [GIFT OCCASIONS](#) [CORPORATE GIFTS](#)

SAVE UP TO
40% ON
SELECT ITEMS.


END OF SEASON SALE

~~~~~

SHOP NOW



**Holiday Gifts**  
A sure delight for anyone




**Items on Sale!**  
Shop our holiday sale items





**Fresh Baked Cookies**  
Baked the Day Your Order Ships




**Brownies & Crumbcakes**  
Delicious & Fresh











office gift baskets



All

Shopping

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Maps

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Tools

About 284,000,000 results (0.93 seconds)

### Corporate Gifting Made Easy | Crowd-Pleasing Desserts

**Ad** [www.davidscookies.com/](http://www.davidscookies.com/) (800) 500-2800

Custom Logo Stickers & Cards. Choose A Gift & Customization Options. We'll Do the Rest. In a Rush? Provide A Recipient List & We'll Handle Shipping. Arrives In 2 Days or Less.

#### Cookie of the Month Club

Large Variety of Fresh, Homemade  
Cookies Delivered to You Monthly.

#### Cookie Gift Baskets

Unique Collection of Our Delicious  
Cookies Starting at Only \$39.35!

### Olive & Cocoa | Office Gift Baskets | Custom Logo Branding

**Ad** [www.oliveandcocoa.com/](http://www.oliveandcocoa.com/) (800) 538-5404

Our Gifts Are Gracefully Packaged Inside Handcrafted Wood Boxes.

### Godiva® Corporate Gift Baskets | Chocolates For Self Or Gift

**Ad** [www.godiva.com/Chocolate\\_Gifts](http://www.godiva.com/Chocolate_Gifts) (800) 946-3482

Godiva Corporate Gift Baskets Are The Best Gift Option For Any Office. Order Today! Godiva...

### Williams Sonoma® Gift Baskets | Free Shipping On Orders \$49+

**Ad** [www.williams-sonoma.com/Gift-Baskets](http://www.williams-sonoma.com/Gift-Baskets)

Shop Premium Gift Baskets For All Occasions. Exclusively at Williams Sonoma®.



How did we end up in position #1?

How much did we pay for this?

Are we paying more than the ad in slot #2?



# Paid search ads are sold by auction

Google runs an auction for every search on real time.

Advertisers only pay when a user clicks (not for display ads!)  
Paid search auctions are based on a “Generalized Second Price”  
auction.

Because you pay the next highest, or the second highest bid - get it?



# Second-Price Auction

Suppose that we have three bidders for the keyword “office gift basket”, A, B and C.

A bids \$4, B bids \$5, C bids \$3.

B wins the auction because her bid is the highest ( $\$5 > \$4$  and  $\$3$ ).

However, B only pays Google \$4 (the second highest bid, \$5 is the first highest, \$4 is the second highest, \$3 is the third highest bid).

# Second Price Auction



The designer of second-price auction, William Vickrey, won the Nobel Prize in Economics in 1996.



# Quality Matters!

**Quality** score affects eligibility to compete in auction, likelihood of winning auction, and the actual amount paid per click. Three main dimensions to improve Quality Score:

## **Click-through rate**

- Identify keywords with low Quality Score, and may be worthwhile pausing or deleting them

- Low scores bring down the overall ad group quality

## **Ad Relevancy**

- Make keyword matches more restrictive

- Build negative keyword list to filter irrelevant search queries

## **Landing page**

- Why does Google care about the landing page quality?

# Quality Matters!

Keyword: **internet provider**

Showing ads right now?

**Yes**

Quality score [Learn more](#)

**10/10**

Expected clickthrough rate: **Average**

Ad relevance: **Average**

Landing page experience: **Average**

[Ad Preview and Diagnosis](#)

# Generalized second-price auction with quality score

Currently used by Google and Bing

Position determined by  $\text{ad rank} = \text{bids} \times \text{quality score}$

$\text{CPC} = \frac{\text{the next guy's ad rank}}{\text{own quality score}} + \text{a bid increment}$

| Advertiser | Bid    | Quality Score | Ad Rank | Position | Actual CPC              |
|------------|--------|---------------|---------|----------|-------------------------|
| A          | \$0.50 | 10            | 5.0     | 1        | $4.5/10 + .01 = \$ .46$ |
| B          | \$0.75 | 6             | 4.5     | 2        | $3.2/6 + .01 = \$ .54$  |
| C          | \$0.40 | 8             | 3.2     | 3        | $2.0/8 + .01 = \$ .26$  |
| D          | \$1.00 | 2             | 2.0     | 4        | $0/2 + .01 = \$ .01$    |



# Why Auctions?

Why a “generalized second price (GSP) auction weighted by quality”?

Auctions are efficient in that they extract more revenue from higher value words

They allow price discrimination without the auctioneer (Google) needing to determine willingness to pay

Auctions are scalable, across words and time

If a word suddenly becomes valuable, the auction can pick that up



# Exercise

Example: You won the AdWords auction. Your keyword (e.g., organic pet food) has a max CPC bid of \$0.75 and a Quality Score of 9. The advertiser in second place has an Ad Rank of 6.3. Suppose an expert has offered to improve your website so that your Quality Score goes up to 10. Suppose the number of clicks will be 1,000. How much are you willing to pay the expert?



# Summary

Search engine runs an auction for every search.

Advertisers only pay when a user clicks (pay-per-click).

Paid search auctions are based on a “Generalized Second-Price” auction, because you pay the next highest bid

Many refinements such as “quality score”.





# How do advertisers buy paid Ads?

Creating a PPC campaign in Google Ads





# Google Ads in Action

Go to <https://ads.google.com/>

Log in with your own Google Account.













# Select your goal

Remember to select the “expert mode”.

Select the goal that would make this campaign successful to you ?

|                                                                                                                |                                                                                                    |                                                                                                                          |                                                                                                                                    |
|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <br>Sales                     | <br>Leads         | <br>Website traffic                   | <br>Product and brand consideration             |
| <br>Brand awareness and reach | <br>App promotion | <br>Local store visits and promotions | <br>Create a campaign without a goal's guidance |

# Campaign Type

Select a campaign type ?

## Search



Reach customers interested in your product or service with text ads

## Display



Run different kinds of ads across the web

## Shopping



Promote your products with Shopping ads

## Video



Reach and engage viewers on YouTube and across the web

## Discovery



Run ads on YouTube, Gmail, Discover, and more

# Settings

Campaign name

HKU-Test

Networks

Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

☒ Include Google search partners ⓘ

Display Network

Easy way to get additional conversions within your Search budget

☐ Include Google Display Network ads ⓘ

Don't miss the opportunity to get additional conversions from one click.

Locations

Select locations to target ⓘ

☐ All countries and territories

☒ Hong Kong

☐ Enter another location

▼ Location options

Languages

Select the languages your customers speak. ⓘ

🔍 Start typing or select a language

English ✕

Based on your targeted locations, you may want to add these languages:

Chinese (traditional)

Chinese (simplified)

ADD ALL

# Bidding

## Budget

Enter the average you want to spend each day

Hong Kong Dollar (HKD HK\$) ▾ HK\$ 1,000.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)



## Bidding

What do you want to focus on? ⓘ

Clicks ▾

Recommended for your campaign



Set a maximum cost per click bid limit

Maximum CPC bid limit ⓘ

HK\$ 10.00





# Choose Bid Strategy Based on Your Goals

## Focus on **conversions**

- Target cost per action (CPA)
- Target return on ad spend (ROAS)
- Maximize Conversions
- Maximize Conversion Value
- Enhanced cost per click (ECPC)

## The Ultimate Guide

## Focus on **clicks**

- Maximize Clicks
- Manual CPC bidding

## Focus on **impressions**

- Target Search Page Location
  - Target Outranking Share (display above your competitor's ad)
- 

# Extensions

## Ad extensions

Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions

Add additional links to your ad



Callout extensions

Add more business information to your ad



Call extensions

Select and create campaign-level call extensions



### Add new call extension

Hong Kong



Phone number

12345678



Example: 2123 4567

Advanced options

SAVE

CANCEL

# Create Ad Group

Ad group name


HKU-Test

Keywords

Find relevant keywords by describing what you're advertising in this ad group

 [www.fbe.hku.hk](http://www.fbe.hku.hk)

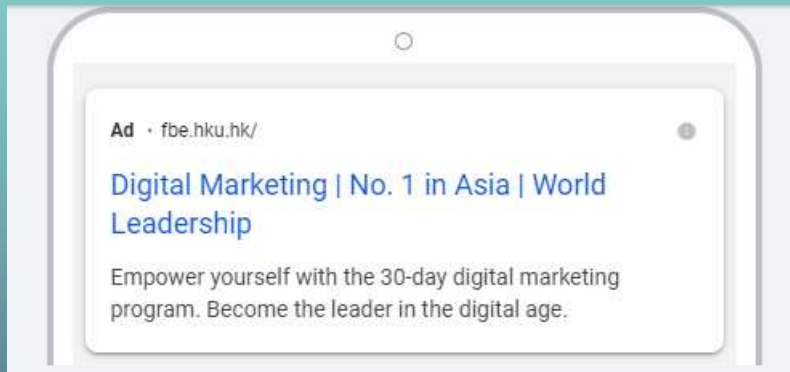


Digital Marketing Certificate  Add products or services

Keywords are words or phrases that are used to match your ads with the terms people are searching for

digital marketing course  
digital marketing course online  
digital marketing certificate  
marketing certifications  
digital marketing course near me  
free online marketing courses with certificates  
social media marketing certification  
best digital marketing course online  
free digital marketing certification  
digital marketing certificate online  
free online digital marketing courses with certificates

# Your Ad is here!



**Ad** · fbe.hku.hk/ ▼

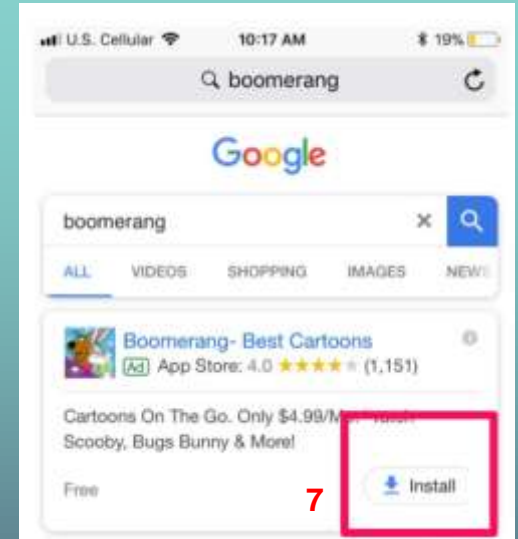
## No. 1 in Asia | Digital Marketing | HKU Business School

Empower yourself with the 30-day digital marketing program. Become the leader in the digital age.



# Ad: Best Practices

- Highlight what makes you unique
- Include prices, promotions, and exclusives
- Empower customers to take actions
- Include at least one of your keywords
- Match your ad to your landing page
- Appeal to customers on mobile
- Also, enable ad extensions
  - No extra cost, just charged as usual for clicks



1. Social extensions
2. Merchant reviews
3. Sitelink extensions
4. Price extensions
5. Call extensions
6. Location extensions
7. App extensions



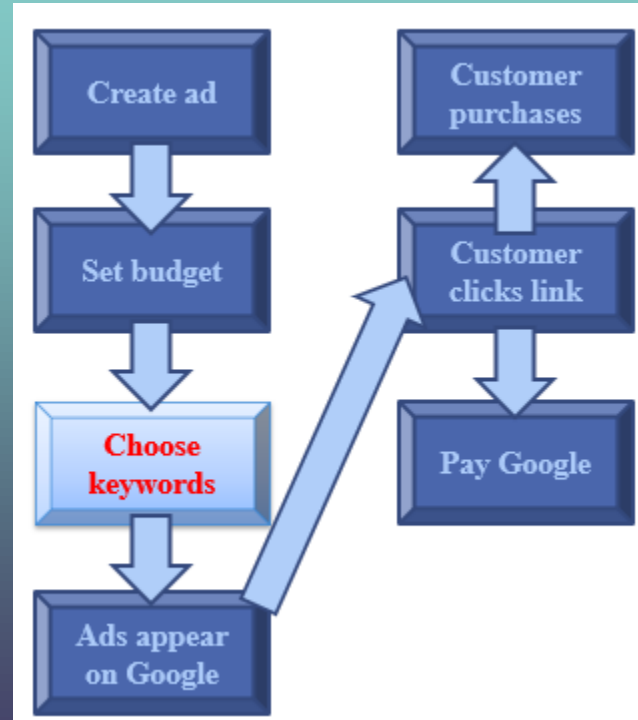
**Keywords**

# Basics of paid search

Choose campaign, ad groups, and ads/keywords

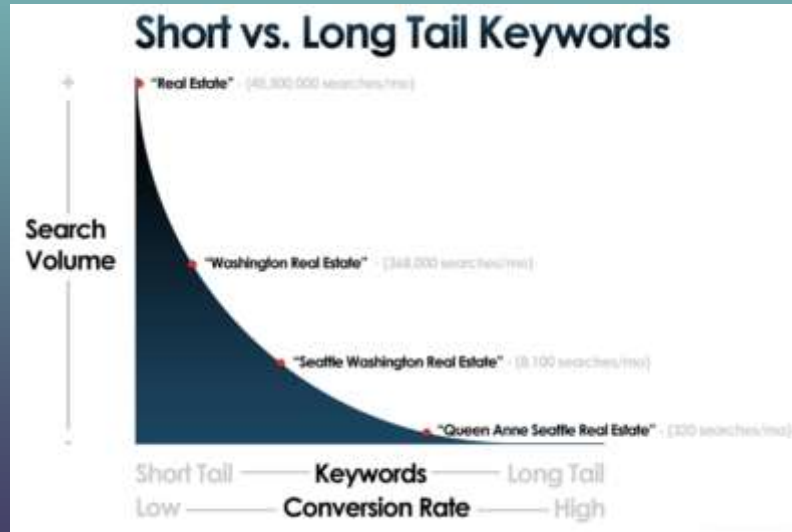
Your ad will appear when those keywords are searched.

Avoid duplicate (and non-duplicate competing) keywords across different campaigns and ad groups.

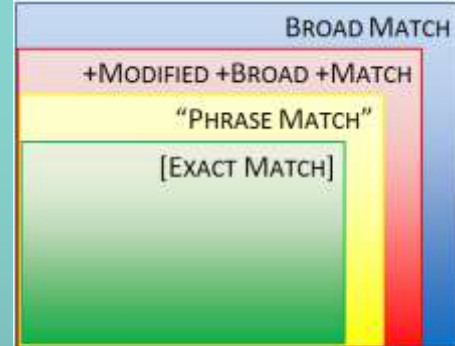


# Long Tail of Keywords

Most Search Queries Are Unique: you have to bid on lots of keywords



# Five Types of Keyword Matches



| Match type           | Special symbol | Example keyword | Ads may show on searches that                                                   | Example searches        |
|----------------------|----------------|-----------------|---------------------------------------------------------------------------------|-------------------------|
| Broad match          | none           | women's hats    | include misspellings, synonyms, related searches, and other relevant variations | <i>buy ladies hats</i>  |
| Broad match modifier | +keyword       | +women's +hats  | contain the modified term (or close variations, but not synonyms), in any order | <i>hats for women</i>   |
| Phrase match         | "keyword"      | "women's hats"  | are a phrase, and close variations of that phrase                               | <i>buy women's hats</i> |
| Exact match          | [keyword]      | [women's hats]  | are an exact term and close variations of that exact term                       | <i>women's hats</i>     |
| Negative match       | -keyword       | -women          | are searches without the term                                                   | <i>baseball hats</i>    |



# Broad Match

Default match type.

Display ads if searcher's query matches the keyword exactly, on variations like singular and plural, stemming, misspellings, as well as related words.

For example, custom made shoes can trigger ads on search queries like:

custom made shoes

shoes custom-made

castom made shoes





# Broad Match Modifier

Restricts Google's expanded match capabilities

Select some or all of the words in the keyword you'd like to restrict by adding a plus symbol (+) before each selected word

For example, the keyword +University +Hong Kong +jobs can trigger ads on search queries like:

- University of Hong Kong jobs

- University of HK job

- Hong Kong University jobs

- HKU jobs



# Phrase Match

Can apply to single-word or multi-word keyword by enclosing it in quotes  
For example, keyword “silk curtain” could trigger ads on search queries like:

silk curtain

silk curtains

silky curtain

want to buy silk curtains

buy silky curtains for stage

But, keyword “silk curtain” would not trigger ads on search queries like:

silk for curtain

curtain silk

silk kitchen curtain

silk shade





# Exact Match


Most restrictive option

Can be applied to single word or phrase by enclosing it in square brackets  
For example, keyword [broadway plays] can trigger ads on search queries like:

- broadway play
- braodway play
- braodway plays

But keyword [broadway plays] would not trigger ads on search queries like:

- broadway plays today
- nyc plays
- play broadway





# Negative Keywords

A negative keyword is a single word or a phrase prefaced by a single minus symbol.

For example, there are two places called Washington: Washington DC and the Washington State. You can use – DC to filter queries on Washington DC.



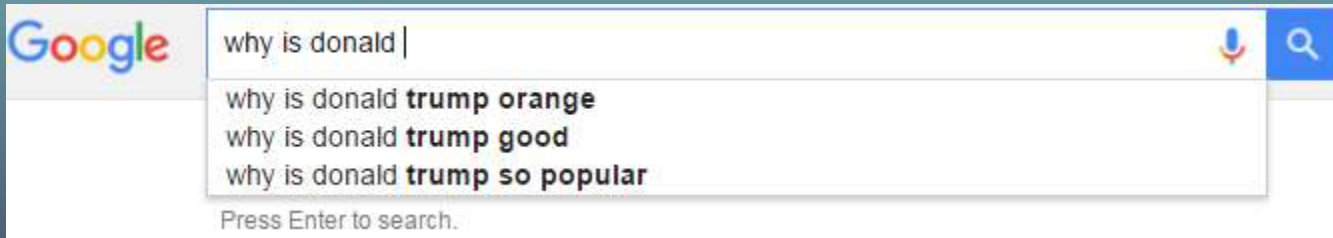


Keyword

Match Types

# Developing Your Keyword List

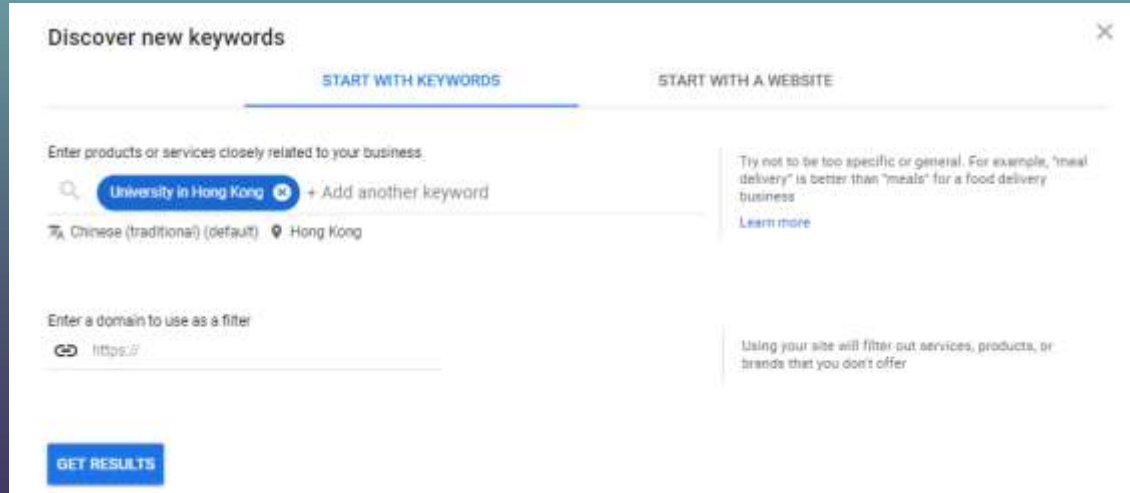
Key is to figure out how potential customers are searching for your product  
Play with Google's auto-complete feature



# Developing Your Keyword List

Key is to figure out how potential customers are searching for your product  
Play with Google's auto-complete feature

Google's Keyword planner tool



The screenshot displays the Google Keyword Planner interface. At the top, there's a header "Discover new keywords" with a close button (X). Below this are two tabs: "START WITH KEYWORDS" (active) and "START WITH A WEBSITE".

Under the "START WITH KEYWORDS" tab, there's a section titled "Enter products or services closely related to your business." It features a search bar with the text "University in Hong Kong" and a "+ Add another keyword" button. Below the search bar, it shows "Chinese (traditional) (default)" and "Hong Kong".

To the right of the search bar, there's a tip: "Try not to be too specific or general. For example, 'meal delivery' is better than 'meals' for a food delivery business." with a "Learn more" link.

Below the search bar, there's a section titled "Enter a domain to use as a filter" with a search bar containing "https://".

At the bottom left, there's a blue button labeled "GET RESULTS".

# Developing Your Keyword List

Key is to figure out how potential customers are searching for your product

Play with C

Google's K

Analyzing

Tools:

## Top Keywords

| Rank | Term                                           | SEO Clicks Per Month |
|------|------------------------------------------------|----------------------|
| 54   | finance major reddit                           | 0                    |
| 40   | hk business                                    | 0.05                 |
| 36   | execed                                         | 0.56                 |
| 29   | www.bm                                         | 0.56                 |
| 9    | hong kong university of science and technology | 31.1                 |

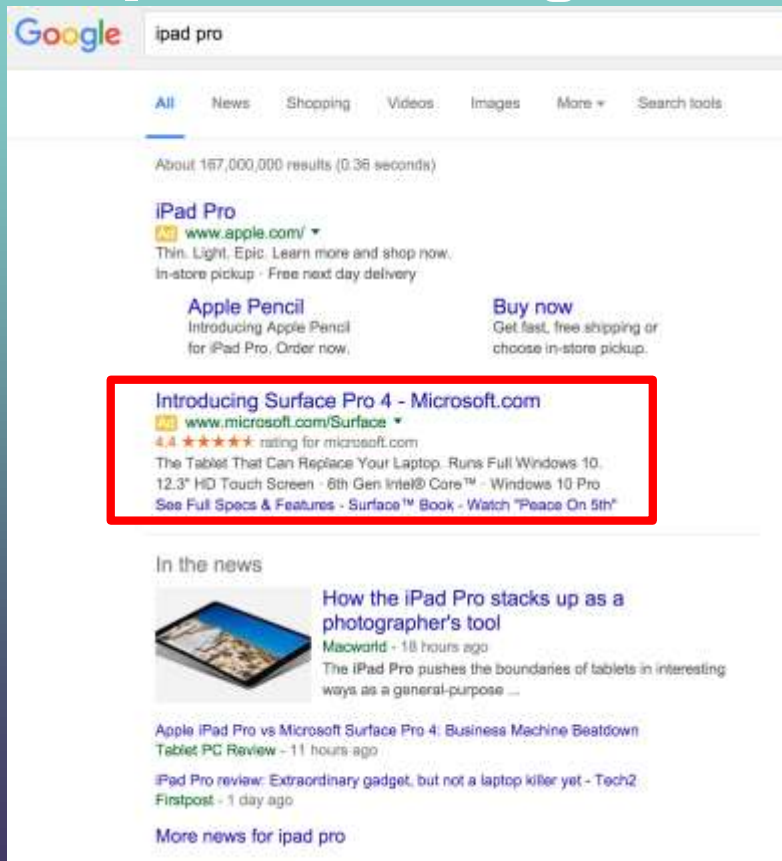
[VIEW ALL ORGANIC KEYWORDS >](#)

dSpy.com

Analysis of  
<https://www.bm.ust.hk/>

# Buy Your Competitor's Keywords

Smaller share brands tend to poach the larger share brands



# Targeting Options other than Keywords

Language

Locations: Country, City, or Zip code

Device & browser

Timing: using Ad Schedule & Bid Adjustment

## Example

You run a dog-sled touring business in Alaska, and you have an existing ad group max CPC bid of \$1.00. You've scheduled your ad to show on Tuesdays between 8 and 11 a.m. You decide to set a bid adjustment of +10% on Tuesdays between 8 and 10 a.m. So, your maximum bid for that time period would be  $\$1.00 \times (+10\%) = \$1.10$ .

Because many of the customers that love your dog-sled tours live in Anchorage, you decide to set an additional +20% adjustment for Anchorage. Your maximum resulting bid for a search that occurs on Tuesdays at 9:30 a.m. for a customer in Anchorage will be \$1.32. Here's how it works:

**Starting bid:** \$1.00

**Tuesdays, 8 to 10 a.m. adjustment:**  $\$1.00 \times (+10\%) = \$1.10$

**Anchorage adjustment:**  $\$1.10 \times (+20\%) = \$1.32$

**Maximum bid for Tuesdays, 8 to 10 a.m., in Anchorage:** \$1.32





# Takeaways

Understand the **buying process** of paid search ads

Different types of **keyword match**

Broad, broad modifier, phrase, exact, negative

**Keyword tools** are commonly used to gain competitive insights



# Measurability

“I know half my advertising is wasted,  
I just don't know which half”  
--- John Wanamaker





**How do we measure the  
effectiveness of online ads?**

# How do we measure the effects of online ads?

## Impressions

Frequency & Reach

## Clicks

Click-through rate

## Ad Engagement

Mouse-over, Interaction

FB: Like, Share

Twitter: RT, Favorite

## Conversions

Sign-ups, Downloads, Place in cart, Purchase



# Impression

**Impression:** A user loads 1 ad on a website

**Frequency:** Number of ads per person

**Reach:** Number of people who see at least one ad



# Clicks

Instantaneous feedback on individual ads – revolutionary!

Clicks can be used as a measure of intent to buy.

Click-Through Rate (CTR) = the number of times a link was clicked divided by the number of times it was seen.  $CTR = \text{Clicks} / \text{Impressions}$

Correlation between CTR & ad effectiveness (AdFX) is debatable

E.g. Does a higher CTR on mobile mean higher mobile AdFX?

Ads are smaller, but fill more of the screen

Up to 50% of clicks on mobile banner ads are accidental (GoldSpot Media)

# Clicks

Click-Through Rate in Google Shopping and Google Paid Search  
By Device 2017-2018



Source - Sidecar 2019 Benchmarks Report: Google Ads in Retail

**Sometimes clicks are unreliable...Firms might even engage  
in click fraud**







# Engagement

Engagement: A catch-all for user interactions with the ad beyond clicking including mouse-over, interacting with interactive ads, rollover, start or skip video

Social engagement/conversion include

FB: Like, Share

Twitter: RT, Favorite

Intentional measure showing whether consumer likes ad more than just clicks



# Engagement



# Conversions

Conversions: A catch-all for user interactions with advertiser including sign-ups (newsletter, membership, etc.), downloads, shopping on-site, placing items in cart, purchasing.

Conversion Rate (CR) = the number of conversions divided by the number of times the ad was clicked.  $CR = \text{Conversions} / \text{Clicks}$

Probability of Purchase = CTR x CR, here purchase is broadly defined.




# Conversions: Pros and Cons

(+) Some direct response advertisers only need conversion info (like app makers & downloads)

(+) For brand advertisers (like Coca-Cola), conversions (& engagement) are often all they can measure!

(-) Conversion rates are typically very low  
Decisions require much more impression data



## Conversions

### Goals

Overview

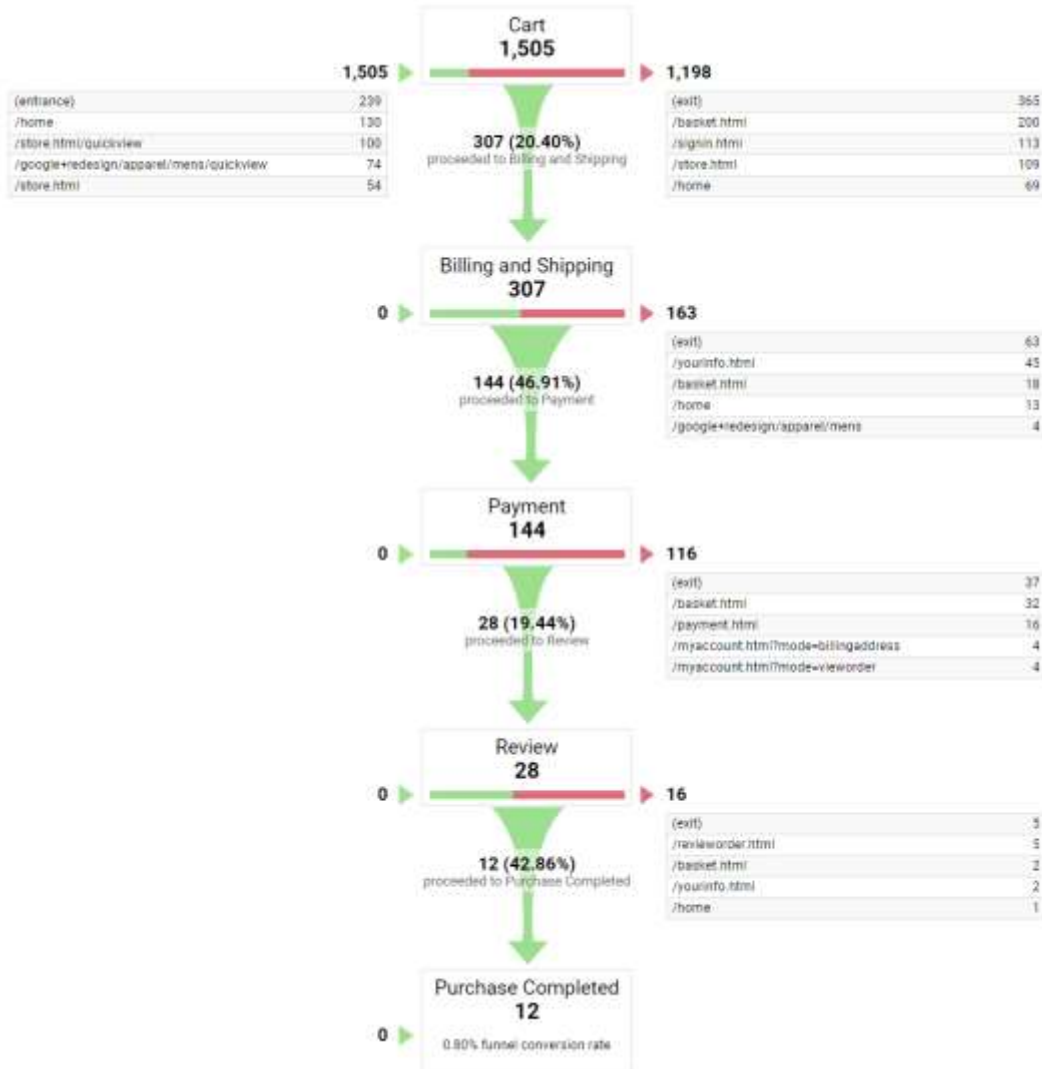
Goal URLs

Reverse Goal Path

**Funnel  
Visualization**

Goal Flow

Smart Goals



# Some Metrics

**Impression** = number of instances ad is seen by user

**Cost-per-Click (CPC)** = cost paid to search engines

**Click-Through Rate (CTR)** = efficiency of generating clicks from delivered impression

**Conversion Rate (CR)** = efficiency of generating sales from click

**Probability of Purchase** =  $\text{CTR} \times \text{CR}$

**Revenue** = Prob. of purchase  $\times$  Profit margin per purchase  $\times$  Impressions

**Cost** =  $\# \text{Clicks} \times \text{CPC}$ , where  $\# \text{Clicks} = \text{Impression} \times \text{CTR}$

**Net Revenue** = Revenue – Cost

**Return on Investment (ROI)** = Net Revenue / Cost



# Reminder

In next lecture we will be working on the data project.

Please bring your laptop with you (with R/Tableau installed).

