Adwords Fundamentals

CEBU DIGITALHUB

Phases

Phase I – How AdWords can help advertisers meet their goals

Phase II – Campaign Setup

Phase III – Measure your results

- ❖ The benefits of online advertising and AdWords

- ❖ Google's advertising networks

- ❖ How AdWords works

Phase I - How Adwords Can Help Advertisers Meet their Goals

What is Adwords?

Adwords is a Google Online Advertising platform that allows:

❖ you to show your ads to the people who are likely to be interested in your products and services, while filtering out folks who aren't. And

❖ you can track whether those people clicked your ads.

Online advertising also gives you the opportunity to reach potential customers as they use multiple devices — desktops, laptops, tablets, and smartphones.

Phase I - How Adwords Can Help Advertisers Meet their Goals

The benefits of online advertising and AdWords

- ❖ Target your ads
- ❖ Control your costs
- ❖ Measure your success
- ❖ Manage your campaigns

Phase I - How Adwords Can Help Advertisers Meet their Goals

Target Your Ads

➔ Keywords

➔ Ad location

➔ Age, location, and language

➔ Days, time, and frequency

➔ Devices

Phase I - How Adwords Can Help Advertisers Meet their Goals

Target Your Ads

Keywords:

Words or phrases relevant to your products and service, which are used to show your ads when customers search for those terms or visit relevant websites.

Ad Location:

Show your ads on search engines, commercial sites, or personal sites.

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Target Your Ads

Age, Location and Language:

- Choose the age, geographic location, and language of your customers.

Days, times, and frequency

- Show your ads during certain hours or days of the week, and determine how often your ads appear.

Devices

- Your ads can appear on all types of devices, and you can fine-tune which devices your ads appear on and when.

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Control Your Cost

AdWords gives you control over how you spend your money. There's no minimum. And you can choose how much you spend per month, per day, and per ad. You'll only pay when someone clicks your ad.

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Measure your Success

➔ With AdWords, if someone clicked your ad, you'll know. If they clicked your ad and then did something valuable to your business -- purchased your product, downloaded your app, or phoned in an order -- you can track that, too.

➔ By seeing which ads get clicks and which ones don't, you'll also quickly see where to invest in your campaign. That, in turn, can boost the return on your investment.

➔ You can get other valuable data, including how much it costs you, on average, for advertising that leads to your customers' online purchases or phone calls. And you can also use analytical tools to learn about your customer's shopping habits -- how long, for instance, they tend to research your product before they buy.

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Manage your Campaigns

AdWords also offers you tools to easily manage and monitor accounts

★ My Client Center (MCC)

★ AdWords Editor

★ Google Search Console (previously known as Webmaster Tool)

Phase I - How Adwords Can Help Advertisers Meet their Goals

Manage your Campaigns

My Client Center (MCC)

lets you easily view and manage all of your AdWords accounts from a single location.

Phase I - How Adwords Can Help Advertisers Meet their Goals

Manage your Campaigns

AdWords Editor

With Adwords Editor you can:

- you can download your account information, edit your campaigns offline, and then upload your changes to AdWords

- to manage, edit, and view multiple accounts at the same time,

- copy or move items between ad groups and campaigns,

- and undo and redo multiple changes while editing campaigns.

Manage your Campaigns

Google Search Console (previously known as Webmaster tools)

- Google Search Console is a free service offered by Google that helps you monitor and maintain your site's presence in Google Search results.

- linking Google Search Console will give you insights if people reach your client's website via ads or organic search results

Google's Advertising Networks

❖   The Search Network

❖   The Display Network

❖   The Shopping Network

❖   The Video Network (Youtube)

❖   The Universal App Network (Mobile)

Phase I - How Adwords Can Help Advertisers Meet their Goals

Search Network

- is a group of search-related websites or apps where your ads can appear. When you advertise on the Google Search Network, your ad can show next to search results when someone searches with terms related to one of your **keywords**

Phase I - How Adwords Can Help Advertisers Meet their Goals

Search Network

Google Search Partners

- For text ads:

  - search partners include hundreds of non-Google websites (like AOL)

  - Google Maps

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Search Network

The Search network can help advertisers do the following:

- Show their text ads next to Google search results
- Reach customers actively searching for their specific product or service
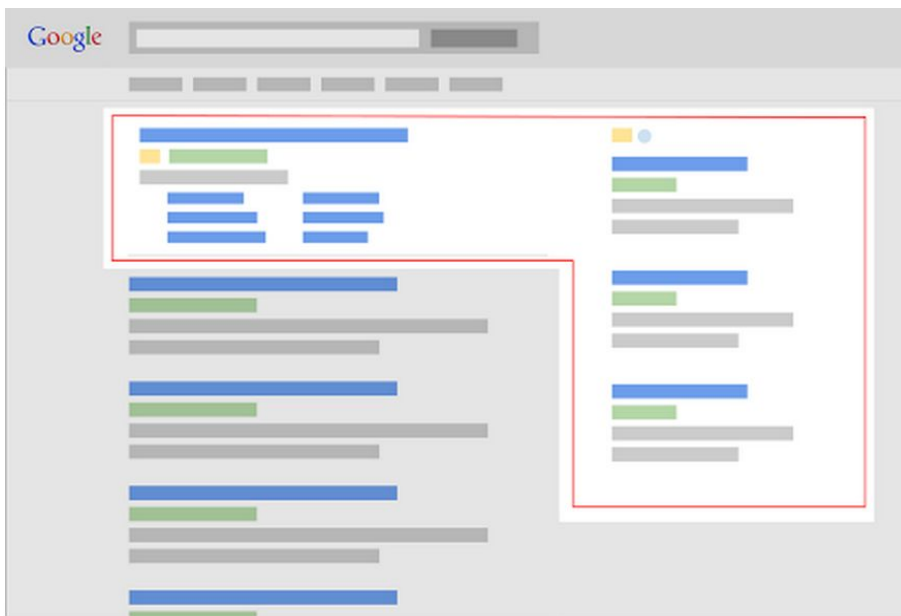
Phase I - How Adwords Can Help Advertisers Meet their Goals

Search Network

Google Search Sites

- Ads can appear beside, above, or below search results on Google Search, Google Play or Google Shopping.

Phase I - How Adwords Can Help Advertisers Meet their Goals

Search Network

How to include or remove search partners

- When you create a campaign for the Search Network, search partners are included by default.
  - ➔ Follow these steps to include or remove search partners from an existing Search campaign.

1. Sign into your AdWords account.
2. Click the **Campaigns** tab, then click the Search Network campaign you want to add search partners to.
3. Click the **Settings** tab.
4. Scroll down to "Networks" and click **Edit**.
5. Check the box next to "Include search partners" to enable ads from this campaign to appear on search partner websites, or uncheck it to disable this campaign's ads from showing on search partner websites.
6. Click **Save**.

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Search Network

Search ad Formats

- Text Ads

  The most common kind of Search ad. These ads appear with a "Ad" or "Ads" label on Google Search,

- Ads with extension

  Ad extensions include extra business details, like your location, phone number, or seller rating.

Boston's Best Bonsais
Ad www.example.com
Florist And Indoor Plant Nursery.
Spruce Up Your Desk Today!

Amherst Ice Cream Parlour
Ad www.example.com
(413) 123-4567
Our specialty is pistachio.
English majors, buy 1 get 1 free.
100 Dardanelles Rd, Amherst MA

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Display Network

The Display Network

- The Display Network includes a collection of Google websites (like Google Finance, Gmail, Blogger, and YouTube), partner sites, and mobile sites and apps that show AdWords ads matched to the content on a given page.

- The Display Network is all about audiences, a group of people who share the same interest

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Display Network

The Display Network can help advertisers do the following:

- Use appealing ad formats to reach a wide range of customers with broad interests
- Build brand awareness and customer loyalty
- Increase engagement with customers
- Choose more specifically where their ads can appear, and to what type of audience

Phase I - How Adwords Can Help Advertisers Meet their Goals

Display Network

Display Ad Formats

Here are list of ad formats you can use on the Display Network:

➔ Text ads

➔ Image Ads

Static or interactive graphics.

➔ Rich media ads

Animated ads in .gif and Flash format can be used.

➔ Video Ads

Video ads that show online. Run standalone video ads or insert them in streaming video content.

Phase I - How Adwords Can Help Advertisers Meet their Goals

Shopping Network

The Shopping Network

- allows shoppers to quickly and easily find your product listings on Google.
- Google Shopping is currently available on 27 countries namely:

- **Australia,**	- **Demark,**	- **Norway,**	- **United States,**
- **Austria**,	- **France,**	- **Poland,**	- **etc.**
- **Belgium,**	- **Germany,**	- **Russia,**	
- **Brazil,**	- **India, Italy,**	- **Spain ,**	
- **Canada,**	- **Japan,**	- **Switzerland,**	
- **China,**	- **Mexico,**	- **Turkey,**	
- **Czech Republic,**	- **Netherlands,**	- **United Kingdom, and**	

Phase I - How Adwords Can Help Advertisers Meet their Goals

Shopping Network

As a seller, Google Shopping offers you the following **advantages**:

- ❖ Attract more potential buyers. Google Shopping helps you to reach shoppers while they are searching for items to buy on Google.
- ❖ Control your product information. With Google Shopping, you can maintain the accuracy and freshness of your product information, so your customers find the relevant, current items they're looking for.

Benefits:

- ❖ More traffic
- ❖ Better qualified leads:
- ❖ Easy retail-centric campaign management:
- ❖ Broader presence:
- ❖ Powerful reporting and competitive data:

Phase I - How Adwords Can Help Advertisers Meet their Goals

Video Network

The Video Network

- Between the end of 2013 and the end of 2014, the amount of time that people spent watching video on the Internet grew <u>38.5%</u>

- In YouTube, viewers can discover videos in various ways, for example, by searching on the <u>YouTube search page</u>, <u>clicking suggested videos on the watch page</u>, or <u>choosing a video from the homepage feed</u>.

Phase I - How Adwords Can Help Advertisers Meet their Goals

Video Network

Benefits of Advertising on Youtube

Here are some benefits of running video ads on YouTube:

- ❖ **Connect with your audience.**
- ❖ **Reach just the right audience.**
- ❖ **Create a video campaign in only a few minutes.**
- ❖ **Measure your success.**

Phase I - How Adwords Can Help Advertisers Meet their Goals

Universal App Network (Mobile)

The Universal App Network (Mobile)

- Unlike most Adwords campaigns, you don't design individual ads for universal app campaigns. Instead, we'll use your ad text ideas and assets from the Google Play Store to design a variety of ads across several formats and networks.

- All you need to do is provide some text, a starting bid and budget, and let us know the languages and locations for your ads. Our systems will test different combinations and show ads that are performing the best more often, with no extra work needed from you.

Phase I - How Adwords Can Help Advertisers Meet their Goals

Universal App Network (Mobile)

Where your ads can appear

- You ads will be eligible to appear across Google's properties.
  - This includes Google Search and Google Play, as well as our search partners, the Google Display Network, and many more publishers who host app ads.

Phase I - How Adwords Can Help Advertisers Meet their Goals

Showing your ads on mobile phones

Reach potential customers as they search or visit websites on the go — researching or completing purchases on their mobile phones, for example. Here are the different places your ads can appear:

❖ Text ads can appear when people search on Google and other Search Network from their mobile devices.

❖ Text, image, and video ads can appear on Display Network websites when people visit these sites from high-end mobile device (such as iPhones, Android devices).

Phase I - How Adwords Can Help Advertisers Meet their Goals

Showing your ads to specific audiences

- You can also show your ads to people in selected locations, who speak a certain language, or to specific groups of people.

- If you have text ads,
  - you can choose to show them to customers in an entire country
  - a certain geographic location,
  - and even to customers who use names of locations in their searches.

- You can also target your campaigns to the languages that your potential customers speak.

Phase I - How Adwords Can Help Advertisers Meet their Goals

How Adwords Work

- ❖ How keywords trigger your ad to appear

- ❖ How Google determines which ads appear in which positions

- ❖ About bidding and ad quality

- ❖ what advertisers pay

Phase I - How Adwords Can Help Advertisers Meet their Goals

How keywords trigger your ad to appear

Keywords are words or phrases you choose that can trigger your ad to show on search and other sites.

Phase I - How Adwords Can Help Advertisers Meet their Goals

Display Network

For Example:

if you deliver fresh flowers, you could use "fresh flower delivery" as one keyword in your AdWords campaign. When someone searches Google using the phrase "fresh flower delivery" or a similar term, your ad might appear next to Google search results. Your ad can also appear on other websites in the **Google Network** that are related to fresh flower delivery.

Phase I - How Adwords Can Help Advertisers Meet their Goals

Ad Rank: How Google determines which ads appear in which positions

Now let's suppose that multiple advertisers use the same keyword to trigger their ads or want their ads to appear on the same websites.

Your Ad Rank is based on a combination of:

➔ Your **bid**, which is how much you're willing to spend

➔ The quality of your ads and website (Expected CTR, ad relevance, and Landing page experience

➔ Expected impact from your **ad extensions** and other ad formats

Phase I - How Adwords Can Help Advertisers Meet their Goals

A Bit About Bidding and Ad Quality

With a keyword-targeted ad on Google and its search partners, your bid is based on your **maximum cost-per-click (max. CPC) bid**,

Max. CPC bid - the maximum amount you're willing to pay for each click on your ad (though the final amount you're charged per click -- your **actual CPC**
-- could end up being less)

Your ad quality is calculated based on the components of Quality Score: expected clickthrough rate, ad relevance, and landing page experience.

Phase I - How Adwords Can Help Advertisers Meet their Goals

At the End of the Day, What you Pay

You're charged (your actual CPC) is often than lesser than your max. CPC bid because, with adwords auction, the most you'll pay is what's minimally required to hold your ad position and any ad formats shown with your ad, such as sitelinks

Phase II - Campaign Setup

❖ Choosing a campaign type

❖ Structuring your campaign

❖ Targeting your audiences

❖ Setting bids and budgets

❖ Creating ad groups

❖ Advertising Policies

❖ Tools to plan a campaign

Choosing a Campaign Type

Types of Campaigns

➢ Search Network Only
This campaign type is useful for advertisers who want to connect with customers right when they're searching their products or services.

➢ Display Network
Say you're a jewelry store wanting to increase awareness of the engagement rings you sell. With a "Display Network only" campaign, you can reach people visiting wedding-related sites, such as blogs about wedding planning.

➢ Search Network with Display Network
Say you're a newer advertiser wanting to promote your car repair service. You might create a "Search Network with Display Select" campaign to reach people in more places who are seeking your services, whether they're looking on Google Search or checking out a car service review site.
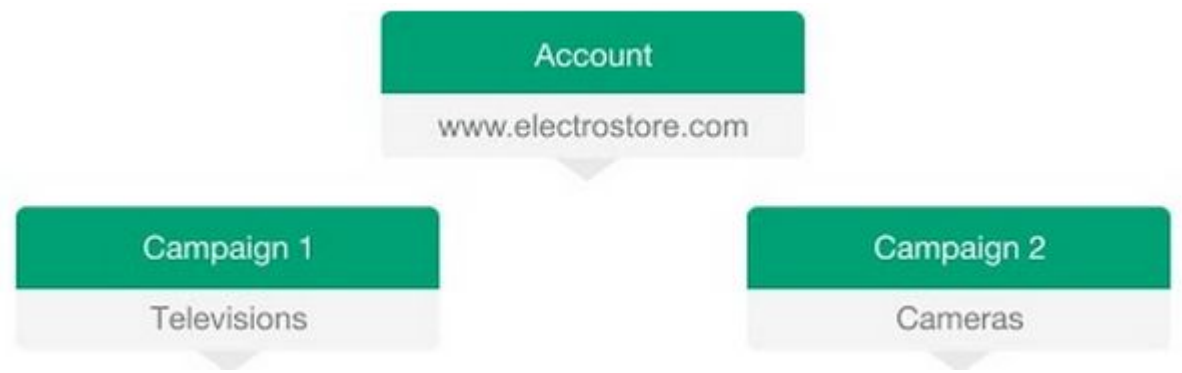
Structuring your Campaign

AdWords is organized into three layers: account, campaigns, ad groups.

- ❏ **Account:**
  Your account is associated with a unique email address, password, and billing information

- ❏ **Campaigns:**
  Each campaign in your account has its own budget and settings that determine where your ads appear.

- ❏ **Ad groups:**
  Each ad group within a campaign contains a set of similar ads and keywords that you want to trigger your ads to show.

Structuring your Campaign

You control the following at the campaign level:

- ❖ How much you're willing to spend on clicks, impressions, or conversions from your ads
- ❖ Networks and geographical locations where you want your ads to show
- ❖ Other top-level settings that affect your ad groups

Phase II - Campaign Setup

Target Audience

- Keyword Targeting
- Display Network targeting
- Location and Language targeting
- Device targeting

Phase II - Campaign Setup

Keyword Targeting

The chart below serves as an introduction to the different match types, ordered broad to narrow.

Match Types	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	*buy ladies hats*
Broad match modifier	+keyword	+women's+hats	contain the modified term (or close variations, but not synonyms), in any order	*hats for women*
Phrase match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	*buy women's hats*
Exact match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	*women's hats*
Negative match	-keyword	-women	are searches without the term	*baseball hats*

Phase II - Campaign Setup

Display Network Targeting

Three Categories of Display Network Targeting

- ❖ Contextual Targeting
- ❖ Audiences
- ❖ Placement Targeting

Phase II - Campaign Setup

Display Network Targeting

Contextual Targeting

You can target based on relevant website content in two ways:

- ❖ Keywords
- ❖ Topics

Phase II - Campaign Setup

Display Network Targeting

Audiences

Reach specific groups of people

You can target your ads based on audiences in these ways:
- ❖ Audiences
  - ➢ Affinity audiences
    - ■ Custom affinity audiences
  - ➢ In-market audiences
- ❖ Remarketing
- ❖ Demographics

Phase II - Campaign Setup

Display Network Targeting

Managed Placement Targeting

Select Specific websites and apps

Managed placement targeting allows you to pick individual sites, or mobile apps where you want to show your ads.

For example, if your typical customer spends a lot of time on a specific website and you want your ads to appear there, you can add it as a managed placement.
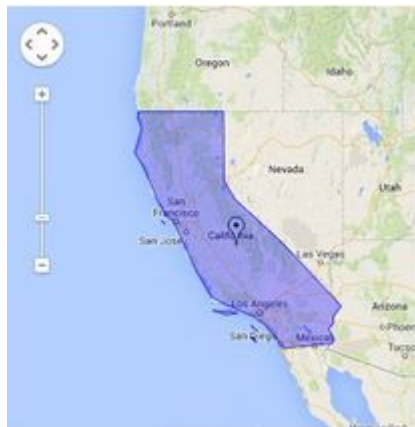
Phase II - Campaign Setup

Display Network Targeting

Location and Language Targeting

Phase II - Campaign Setup

Display Network Targeting

Device Targeting

You can also reach your customers while they're on the go by showing your ads when people are searching or visiting Display Network sites on their mobile phones with full browsers,

Phase II - Campaign Setup

Setting Bids and Budgets

There are two things that you'll want to consider

- Your Budget

- Your Bidding Strategy

Phase II - Campaign Setup

Your Budget

Your daily budget is the amount that you set for each campaign to indicate how much, on average, you're willing to spend per day.

Here are a few things to keep in mind about your budget:
- AdWords can allow up to 20% more clicks in a day than your budget specifies.
  - However, our system makes sure that in a given billing period, you're never charged more than the monthly charging limit — 30.4 multiplied by your average daily budget amount.
- When your average daily budget is reached, your ads will typically stop showing for that day.
  - Two ways of campaign's ad delivery method:
    - Standard
    - Accelerated

Phase I - How Adwords Can Help Advertisers Meet their Goals

Choosing a Bidding Strategy

Try Choosing a bidding strategy based on your goals, such as whether you want to focus on getting clicks, impressions, or conversions.

Here's an overview of the strategies:
- ❖ Cost-per-Click (CPC)
- ❖ Cost-per-thousand impressions (CPM)
- ❖ Cost-per-acquisition (CPA)

Phase II - Campaign Setup

Your Bidding Strategy

Here are the Bid Strategies you can choose from:

➔ Cost-per-click (CPC) bidding: Use if you want to drive customers to your website.
- ◆ Manual Bidding
- ◆ Automatic Bidding
➔ Cost-per-impression (CPM) bidding: Use if you want to make sure that customers see your message.
➔ Cost-per-acquisition (CPA) bidding: Use if you want to maximize conversions on your website.

Advanced strategies:

- ❖ Bid Adjustments
- ❖ Flexible bid Strategies

Phase II - Campaign Setup

Advanced Bid Strategy

Bid Adjustments:

allow you to increase or decrease every bid in your campaign to bid more or less competitively for searches across devices, locations, time of day, and more.

Flexible bid Strategies

automatically set your bids to optimize your performance based on different advertising goals.

Here are the different types of strategies

- ❖ Maximize clicks
- ❖ Target Search page location
- ❖ Target cost-per-acquisition (CPA)
- ❖ Enhanced cost-per-click (ECPC)
- ❖ Target return on ad spend (ROAS):
- ❖ Target outranking share:

Phase II - Campaign Setup

Different types of strategies

Here are the different types of strategies

- ❖ Maximize clicks
  - ➢ Automatically sets your bids to help you get the most clicks within a target spend amount that you choose.
- ❖ Target search page location
  - ➢ Automatically adjusts your bids to help you get your ads to the top of the page or the first page of search results.
- ❖ Target cost-per-acquisition (CPA)
  - ➢ Automatically sets your bids to help you get as many conversions as possible, while reaching an average cost-per-acquisition goal that you set.
- ❖ Enhanced cost-per-click (ECPC)
  - ➢ Automatically adjusts your manual CPC bid up or down based on each click's likelihood to result in a conversion.
- ❖ Target return on ad spend (ROAS)
  - ➢ Automatically sets your bids to maximize your conversion value, while trying to reach an average return on ad spend.
- ❖ Target outranking share:
  - ➢ Automatically raises or lowers your bids to help your ads outrank ads from another domain.

Phase II - Campaign Setup

Creating Ad Groups

Each ad groups contains a set of:
- ❏ Keywords
    - ❏ Choosing and organizing your keywords
    - ❏ Researching new Keywords
    - ❏ Optimizing your Keywords

- ❏ Ads
    - ❏ Types of ad formats
    - ❏ Types of ad extensions

- ❏ and Bids

Phase II - Campaign Setup

Creating Ad Groups

Keywords

Building a good keyword list can help you show your ads to the customers you want. Below are some tips for creating your keyword list.

- ❏ Choosing and organizing your keywords
  - ❏ Think like your customer
  - ❏ Align your keywords with your goals
  - ❏ Group similar keywords into themes
- ❏ Researching new Keywords
  - ❏ Use the Keyword Planner or Display Planner
  - ❏ Review your Search terms report
- ❏ Optimizing your Keywords
  - ❏ Use Keyword match types
  - ❏ Include Negative keywords

Phase II - Campaign Setup

Ads

The text ads that appear alongside Google search results are just one of several ad formats you can create.

- all ads go through an approval process - we want to be useful, varied, relevant and safe for users when serving them across the Google Network.
    - ➔ Types of ad formats:

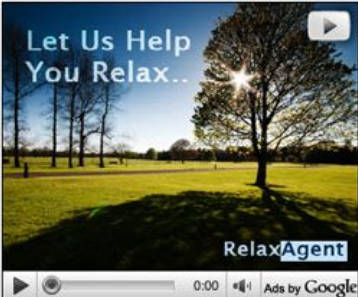| Format	Description	Main Benefits
Text	Words only. * Boston's Best Bonsais Ad www.example.com Florist And Indoor Plant Nursery. Spruce Up Your Desk Today!	Maintain ads quickly and easily. Reach customers when they search on Google.

Phase II - Campaign Setup

continuation:Ads

Format	Description	Main Benefits
Ad extensions	Extends your ads with more information, such as <u>additional links to your website</u>, <u>store address</u>, or <u>phone number</u>. These formats usually appear only across the Search Network. However, location extensions and call extensions may also appear across the Google Display Network.	Maintain ads quickly and easily. Reach customers when they search on Google.

Phase II - Campaign Setup

continuation: Ads

Format	Description	Main Benefits
App promotion ads	Drive app downloads and engagement with app promotion ads.	Send your customers to download your app from an app store, or include a deep link directly into your app. Note: Ads will appear only on devices compatible with your content.
Video	Video ads that show online. Run standalone video ads or insert them in streaming video content.	Deliver a rich and engaging experience to customers. Reach customers on websites that partner with Google.

Phase II - Campaign Setup

continuation:**Ads**

Format	Description	Main Benefits
Product Listing Ads / Shopping Ads	Text ads that contain product features and pricing information. Goes to a product purchase page on your website. .	Encourage your customers to learn about the products that you sell before they click to your website.
Call-only ads	Call:(555)555-555 Ad www.example.com Description Line 1 Description Line 2	Drive phone calls to your business with ads that include your phone number. People can click on these ads and then call your business directly. These ads will only appear on devices that can make phone calls, and any field in these ads can be hidden to fit on smaller screens.

Phase II - Campaign Setup

Types of Ad Extension

Some ad extensions can be added <u>manually</u> and others are <u>automated</u>

Different types of ad extensions that you can use:
- ★ Manual Extensions
    - ○ App Extensions

      Show a link below your ad text that sends people to the app store or begins downloading your app

    - ○ Call Extensions
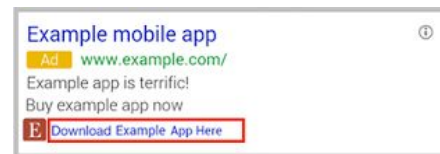
      Let people click a button to give you a phone call.

    - ○ Location Extensions

      Help people nearby find your nearest storefront or give you a call

    - ○ Review Extensions

      Showcase positive, third-party reviews from reputable sources.

Phase II - Campaign Setup

Types of Ad Extension

★ **Automated Extensions**
- ○ **Consumer Rating**

  Show off what customers appreciate with high-quality survey data

- ○ **Previous Visits**

  Show people if they've clicked through to your website from Google Search results before

- ○ **Social Extensions**

  Show how many Google+ followers you have

- ○ **Seller Ratings**

  Show your online business ratings with your ad.

Example Brokerage

Ad www.example.com

Explore The Advantages of Our Brokerage Account

Ratings: Selection 9.5/10 - Sign Up 10/10 - Fees 9/10

Aunt Lynne's Jewelry

Ad www.example.com

Dangly earrings, bangles, and rings. All handmade!

You've visited example.com 7 times. Last visit: today

Anna's Pet Supplies

Ad www.example.com

Variety of hamster wheels, personally chosen by Anna!

Anna's Pet Supplies has 136,864 followers on Google+

Sarah's Designer Shoe Store

Ad www.sarah-shoes.com

4.0 ★★★★★ rating for sarah-shoes.com

Free Shipping, Free Returns on Large Selection of Discount Shoes

Phase II - Campaign Setup

Creating Effective Ads

As you can see, your ads are the face of your products and services. Ads that are more relevant and engaging to your customers are likely to get more clicks.

Best Practices for Creating effective Ads

★ **Connect your ads and keywords**
★ **Highlight what makes you unique**
★ **Include a call-to-action**
★ **Match your ad to your landing page**
★ **Tailor your ads for mobile**
★ **Use ad extensions**
★ **Experiment**

Phase II - Campaign Setup

Tools to Plan a Campaign

AdWords offers several tools to help you build your campaigns and achieve your advertising goals, Includes:

- ❖ Keyword Planner
  Benefits of Keyword Planner
  - ➢ Research Keywords
  - ➢ Get Historical Statistics and Traffic Estimates

- ❖ Display Planner
  Benefits of Display Planner
  - ➢ Research Targeting Method
  - ➢ Get impressions estimates and historical costs

Phase III - Measure Your Results

- ❖ Customize your data

- ❖ Dimensions tab

- ❖ Search Terms report

- ❖ Top Movers report

- ❖ Paid & Organic report

- ❖ Auction Insights

Customize your Data

Several ways that can customize your data:
- ★ Adjusting data ranges(date ranges),
- ★ columns,
- ★ segments,
- ★ filters, and
- ★ graphs

Let's take a closer look at segments as a way to analyze and improve your performance
Here are some insights you can gain about your data with segments
- ➢ Click Type
- ➢ Device
- ➢ Top vs Other
- ➢ Time

Dimensions Tab

You can use the Dimensions tab to look at data across your entire account, an individual campaign, or an ad group.

Here are a few ways to use the Dimensions tab to filter your data:

- Time
- Geography
- Landing page

Search Term Report

It allows you to see the terms people were searching for when your ad was shown. You can also see the performance metrics for those searches.

Here are a few ways to use your Search Term Report to optimize your keywords and ads:

- New Keywords
- Negative Keywords
- Match Types
- Ad Text

Top Mover Report

The top movers report lets you see which campaigns have the biggest changes (increases or decreases) in clicks, costs, and conversions, and shows you some possible causes for those changes.

Here are a few things to keep in mind about the data:

- Top movers are the campaigns and ad groups (up to 10) that saw the largest change up or down as measured by the size of the change — not the percentage change.
- Changes will only be attributed once. For example, if a campaign has only one ad group, and that ad group sees a huge increase in clicks, the campaign will, too. However, only the ad group will show in the report as a top mover.

Paid & Organic Report

With the paid & organic report, you can see how often pages from your website are showing in Google search results, and which queries triggered those results to show on the search results page.

Below are a few user for the paid & organic report.

- Discover additional Keywords

- Optimize your presence on high-value queries

- Measure changes holistically

Auction Insights

With Auction Reports you can:

➢ Use the Auction insights report to compare your performance with other advertisers who are participating in the same auctions that you are.

➢ see how often your ads rank higher in search results than those of other advertisers, and

➢ how your share of total possible impressions compares with theirs.

You can use the information in the Auction Insights report to:

➢ help you make strategic decisions about bids, budgets,

➢ and keyword choices by showing you where you are succeeding and where you may be missing opportunities for improved performance.

➢ identify significant competitors in the auction, or benchmark your performance against other competitors.

Phase III - Measure Your Results

Tools to Measure your Performance

Below we'll go over a few tools:

- Conversion Tracking
- Google Analytics
- Campaign Experiments

Phase III - Measure Your Results

Conversion Tracking

To measure your results, you'll need to make sure that you're measuring conversions. Once you set up conversion tracking, here are some of the important statistics that can help you measure whether your campaign is successful:

	Definition	Why It's Useful
Conversions	The total number of all conversions made within your chosen conversion window after an AdWords click.	See if your campaign is generating results for you.
Converted clicks	The tally of every AdWords click that resulted in one or more conversions within your chosen conversion window.	Gauge how many clicks are leading to valuable actions for you.
Conversion rate	The percentage of clicks that have led to conversions.	Measure how often a click leads to a conversion, on average.
Cost-per-conversion	Your total cost divided by your total conversions.	See how much, on average, each of your conversions cost.

Phase III - Measure Your Results

Google Analytics

Google Analytics is a free Google product that provides in-depth reporting on how people use your website. It shows you how people found your site and how they explored it, giving you ideas for how to optimize your website.

You can link Google Analytics and your AdWords account to get an entire view of your customers' behavior, from when they click your ad or see it to what they do on your site.

Here are some of the benefits of linking Google Analytics and Adwords

- ★ Import Analytics goals and Ecommerce transactions directly into your AdWords account.
- ★ Import valuable Analytics metrics — such as bounce rate, percentage of new sessions, and pages/session — into your AdWords account.
- ★ Take advantage of enhanced remarketing capabilities.
- ★ Get richer data in the Analytics multi-channel funnels reports.
- ★ Use your Analytics data to enhance your AdWords experience.

Phase III - Measure Your Results

Campaign Experiments

AdWords Campaign Experiments allow you to test changes to your account — such as your keywords, bids, ad groups, or placements — on a portion of the auctions that your ads participate in.

While your experiment goal will depend on your business, some common goals for advertisers include

- ★ Increasing conversions
- ★ Increasing clicks or impressions
- ★ Improving return on investment
- ★ Improving ad text

Phase III - Measure Your Results

Evaluate Metrics Relevant to your Goals

Different metrics to focus on based on your goal:

➜ Measuring Website Traffic

➜ Measuring conversions

➜ Measuring return on investments

➜ Measuring return on ad spend

➜ Measuring brand awareness

Phase III - Measure Your Results

Measure your Website Traffic

What to Measure:

Here are some important things you can measure to help you track and improve a campaign focused on traffic:

➢ Clicks and clickthrough rate (CTR)

➢ Keywords

➢ Search terms

Phase III - Measure Your Results

Measuring Return on Investment

Return on Investment (ROI) - the ratio of your net profit to your costs.

Why calculate ROI? …

Calculate your ROI

ROI = (Revenue - Cost of good sold) / Cost of goods sold

For example:

Let's say you have a product that costs US$100 to produce and it sells for US$200. You sell 6 of these products as a result of advertising on AdWords. Your total sales are US$1200 and your AdWords costs are $200.

Your ROI is... *($1200 - ($600 + $200))/($600 + $200) = 50%*

Phase III - Measure Your Results

Measuring Return on Ad Spend

You can measure your return on ad spend (ROAS) to see how much revenue you're generating for each dollar spent on your campaigns.

Measuring your return on ad spend can give you insight into how your campaigns are performing and optimize them based on your revenue.

Calculate your ROAS

Here's the formula:

ROAS % = (Revenue from campaign / advertising cost) * 100

Phase III - Measure Your Results

Measuring Brand Awareness

Here are some important metrics that can show whether your campaign is successful:
- ★ Impressions
- ★ Customer Engagement
  - ○ Clickthrough Rate (CTR) - Search Network Ads
  - ○ Conversion   - Display Network Ads
- ★ Conversions
- ★ Reach and Frequency
  - ○ Reach
  - ○ Frequency

Phase III - Measure Your Results

Optimize your Campaign

Optimize your Campaign based on your business goal.

Improving your Return on Investment
> Some basic strategies specific tips about how to optimize your keywords, ad text, bids and budget.
>> ➢ Basic ways to improve your ROI
>> ➢ Keyword tips
>> ➢ Ad text tips
>> ➢ Bid and budget tips

Increasing Your Brand Awareness on your Display Network
> Some basic tips for using targeting, rich-media ad formats and cost-per-thousand impressions (CPM) bidding.
>> ➢ Targeting Options
>> ➢ Ad Formats
>> ➢ Bidding Strategy

Phase III - Measure Your Results

Improving your Return on Investment

➤ Basic ways to improve your ROI
- ○ Use landing page that's most relevant your ad
- ○ Use highly relevant keywords and ad text
- ○ Adjust your bids
- ○ Add successful sites as placements

➤ Keyword tips
- ○ Use negative keywords to eliminate unwanted clicks
- ○ Remove duplicate keywords
- ○ Optimize low-performing keywords
  - ■ Keyword Diagnosis
  - ■ First Page bids

➤ Ad text tips
- ○ Understand the buying Cycle
  - ■ keywords
  - ■ Ad Text
- ○ Enhance your ad with extensions

Phase III - Measure Your Results

Improving your Return on Investment

- ➢ Bid and budget Tips
    - ○ Experiment with bids and budgets to see what works
    - ○ Allocate your budget according to performance
    - ○ Adjust your keyword bids
        - ■ Keywords that show a profit
        - ■ Keywords that aren't profitable
    - ○ Use ad scheduling to automatically change your bids throughout the day
        - ■ Increase your CPC Bids
        - ■ Decrease your CPC Bids

Thank You