Google™

Make the most out of Search with Audience Signals

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Agenda

1   Audience Signals in Search & why they matter

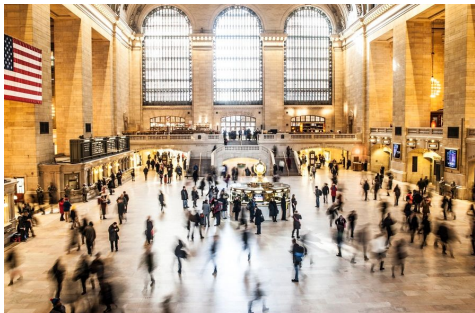2   5 steps to make the most out of Search

3   3 key things to remember

Google

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1	Audience Signals in Search & why they matter
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Audience data in Search is ~~not~~ useful to everyone

Google

Audience Signals in Search

Challenges in online advertising

FINDING THE RIGHT PEOPLE

TREATING THEM DIFFERENTLY
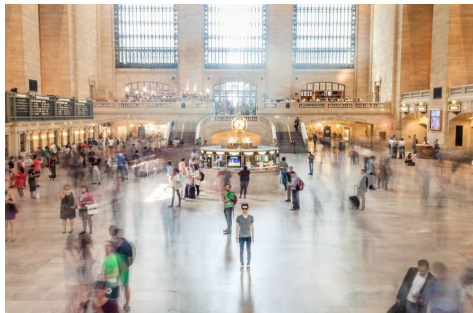
TELLING THE RIGHT STORIES
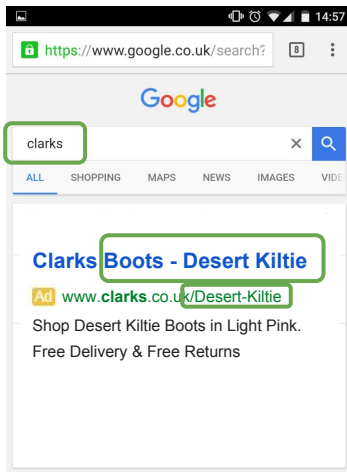

How Audience signals help

COLLECT DATA

SEGMENT & BID

CUSTOMIZE ADS

Google

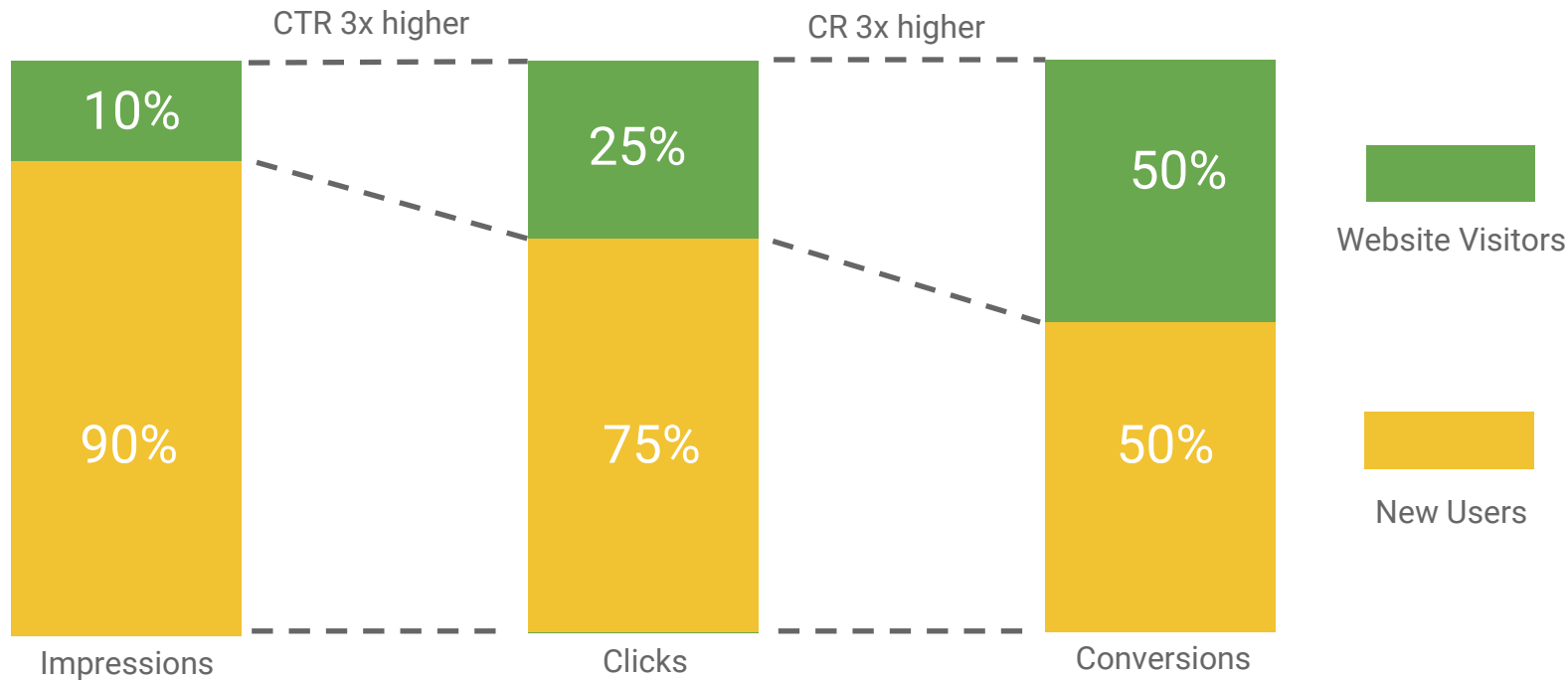# Case: utilizing Audience signals in Brand campaigns

Mila checked out some shoes

- Mila searched for Clarks
- Clarks showed Mila highly relevant ads

- Segment visitors based on site activity

- Tailor RLSA ad creative for brand keywords

- Win in competitive auctions for existing customers

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Website visitors are the most valuable users

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The RLSA 5-Step Framework

5 — Expand to new auctions to increase relevant traffic

4 — Segment user buckets to personalise experience or improve performance

3 — Manage your bids based on campaign performance

2 — Scale audience data across every campaign

1 — Target all relevant users

Google

The RLSA 5-Step Framework

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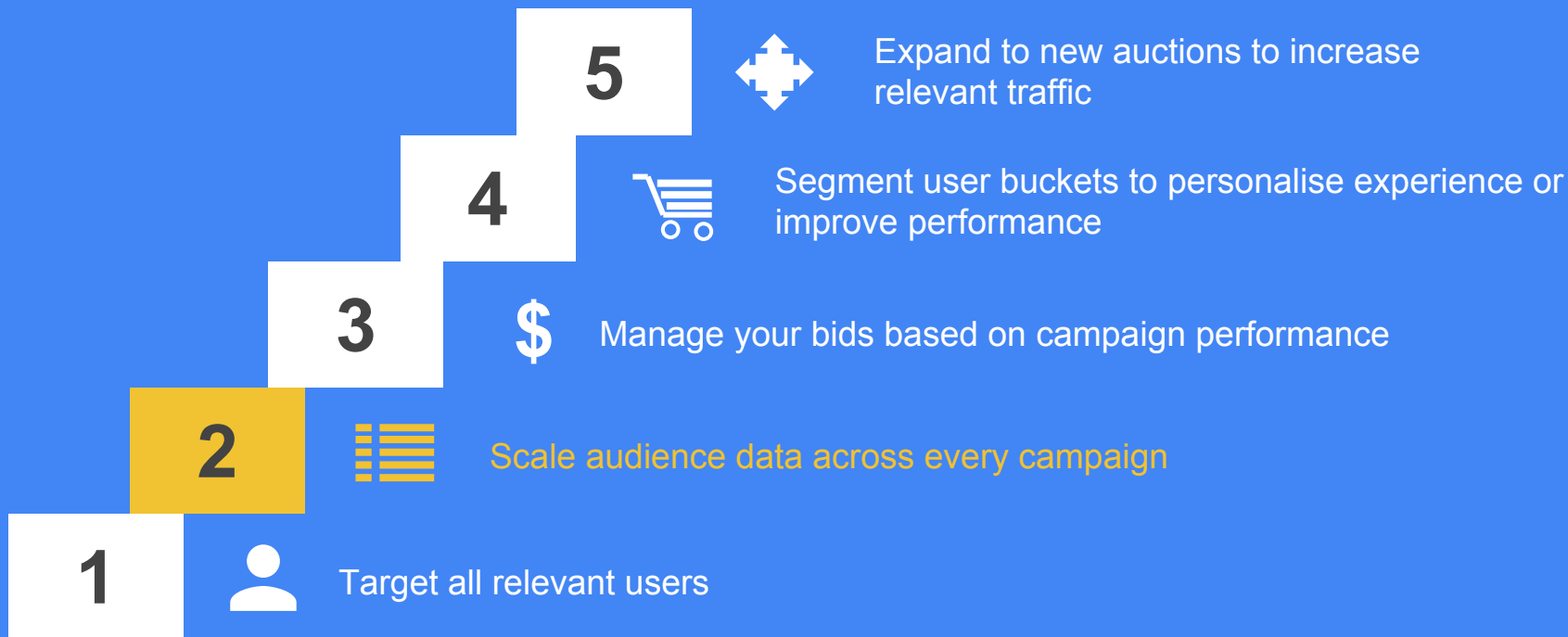
1 — Target all relevant users

Google

Collect all the data you can and target all users

Deploy the Google Remarketing tag across your entire website - do not forget your Mobile website

Google

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Tip: Use bid-only to make RLSA a scaled bid optimization

List setting: **Bid only**

KEYWORD SEARCHES

AUDIENCE LIST MEMBERS

AUDIENCE

LIST MEMBERS

SEARCHING
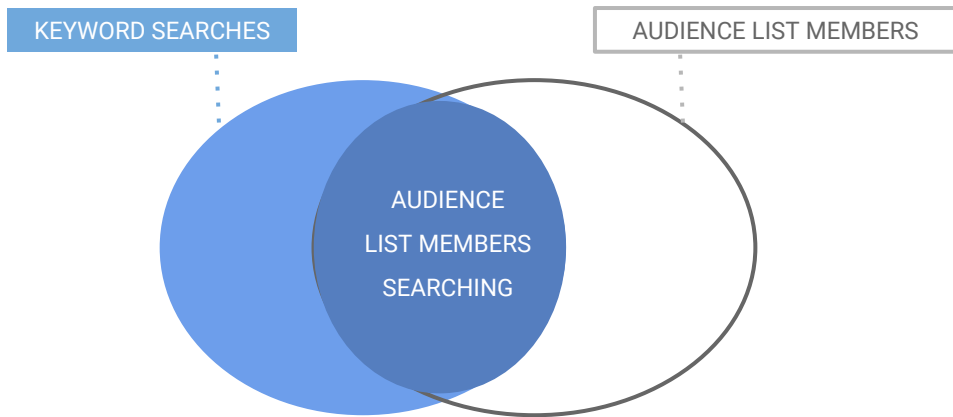
- **All Searchers see an ad -> Targeting = Keyword**
- Data for Audience Lists is collected and can be compared to define multipliers

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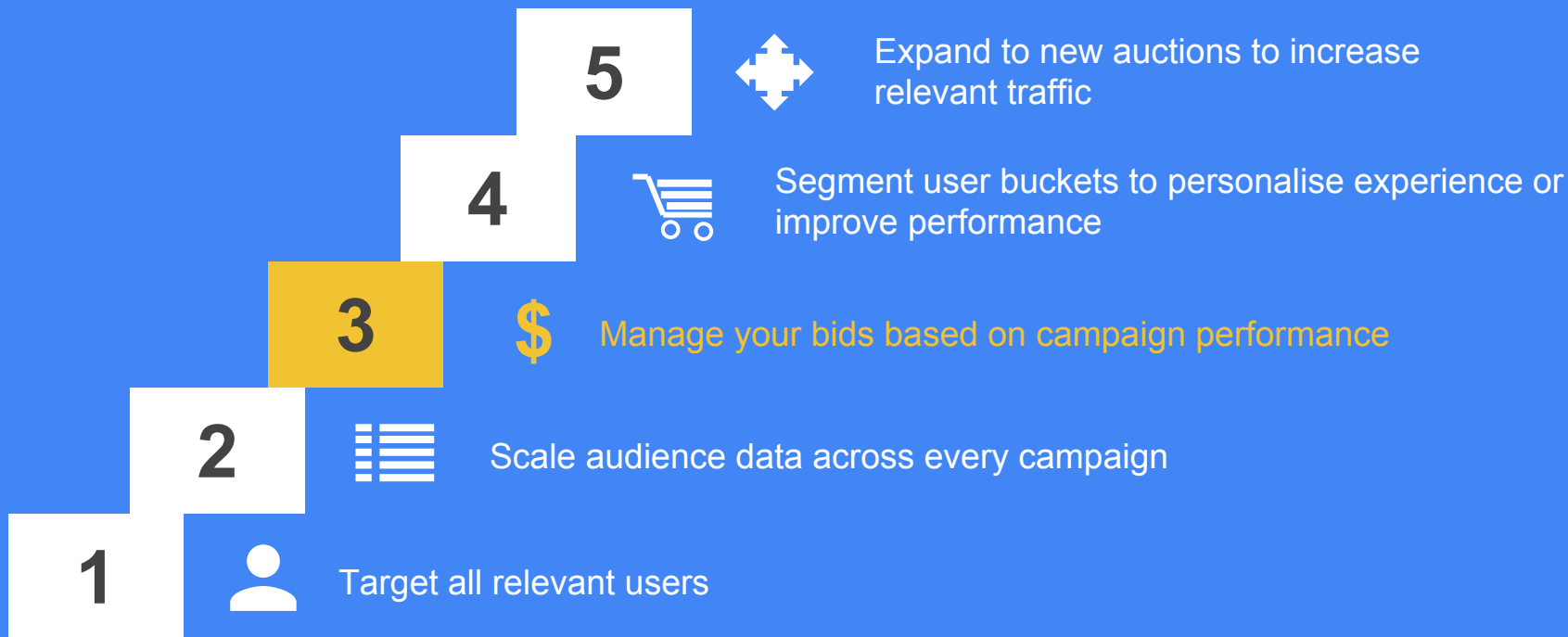
Select an optimum bid modifier for your audience

RLSA bid modifier should be increased, if:

A) Performance is right: Userlist CPO < Overall CPO
B) Potential is existent: Userlist Avg. position >1.0

Rule of thumb-formula to determine bid modifier:

CPA RLSA 5€ vs Campaign 10€ = ((10 / 5) -1) * 1.3 = +130%

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… or let our Auto-bidding tools do the work for you!

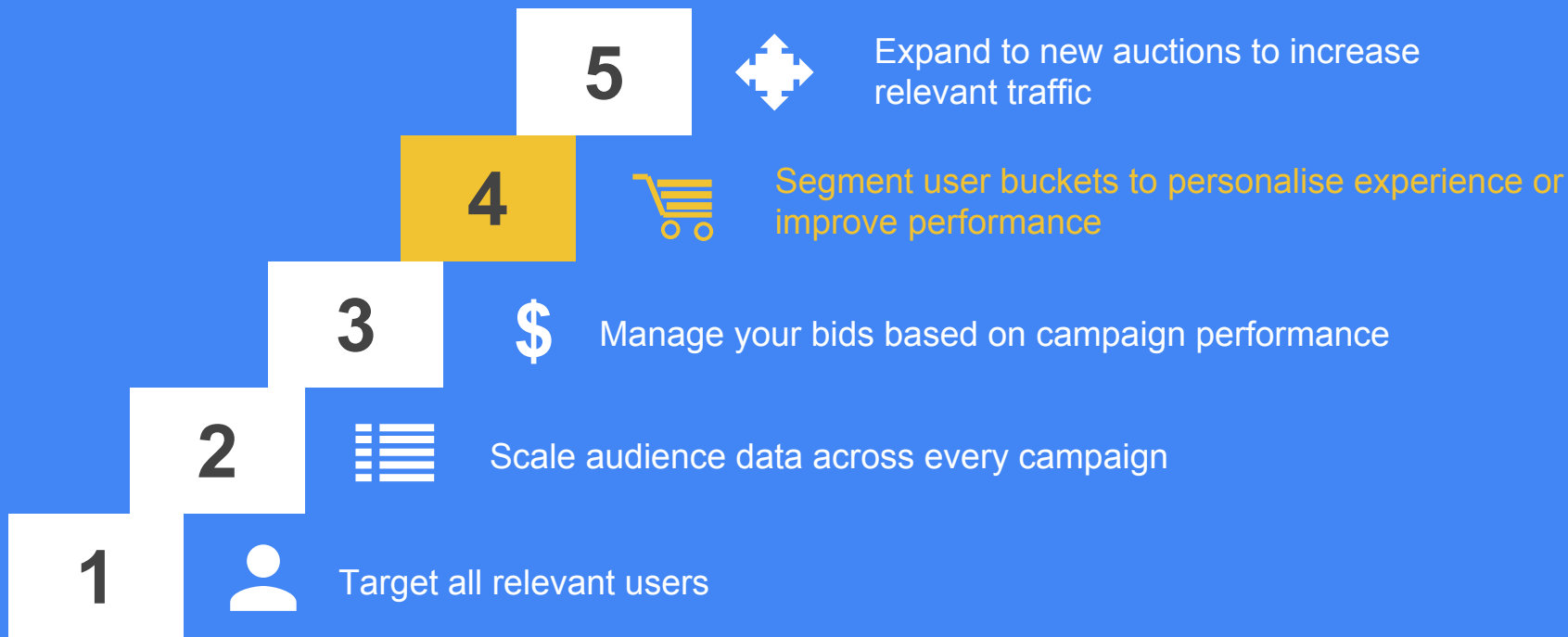| CPC		eCPC		Target CPA		Target ROAS

Why it works
- Leverages **numerous signals incl. website visit**
- Sets optimum bids in **real-time**
  - for each impression based on how **likely** it is **to convert**
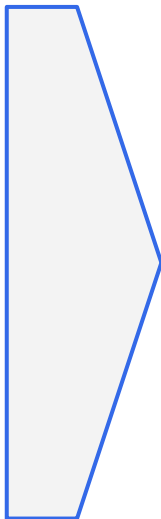- Full flexibility, regardless of campaign structure

Google

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Advanced segmentation of your audience

Step 1

+100% All Website Visitors

Step 2

+40% Homepage visitors

+60% Category page visitors

+60% Product Page visitors

+120% Cart abandoners

+120% Purchasers

Google

Membership duration 180: small change, huge impact

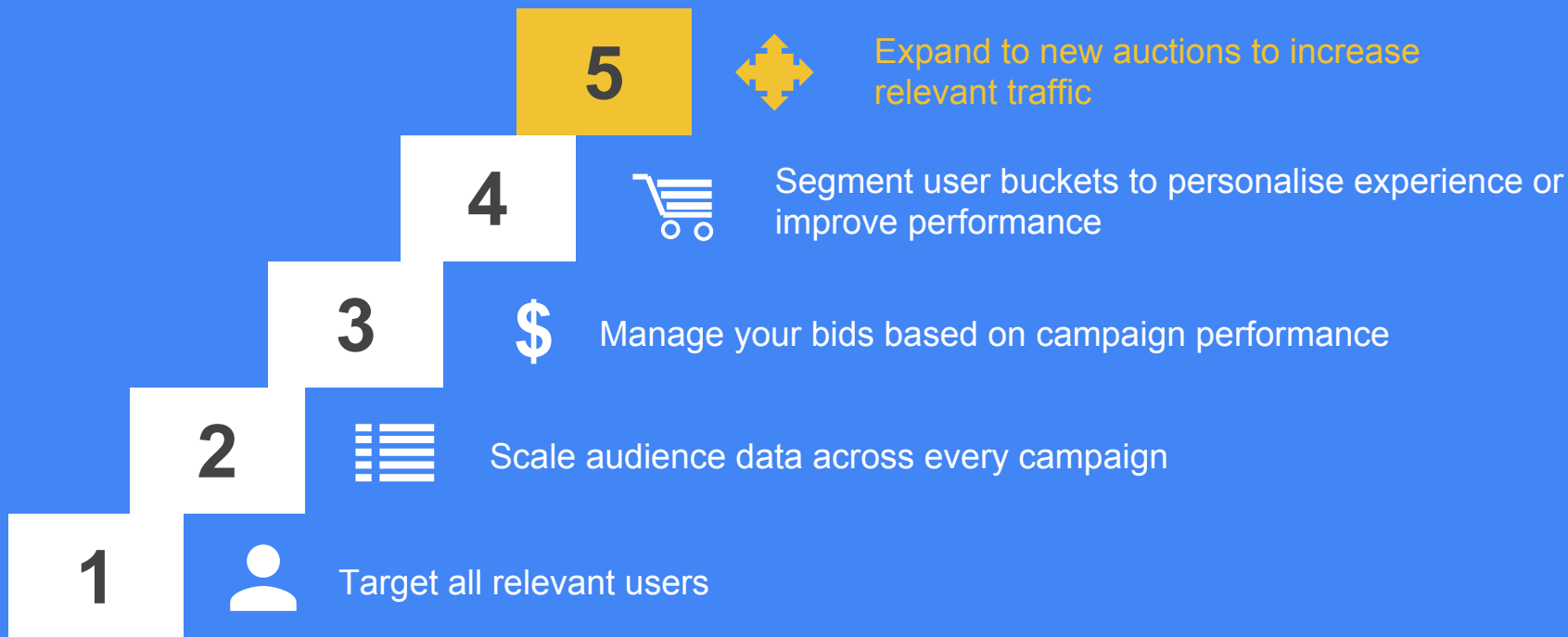

180 Days

Retailers

⇑ **17% Conversions**

Telecom

⇑ **23% Conversions**

Google

The RLSA 5-Step Framework

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2 Scale audience data across every campaign

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Try new keywords to gain additional high ROI conversions
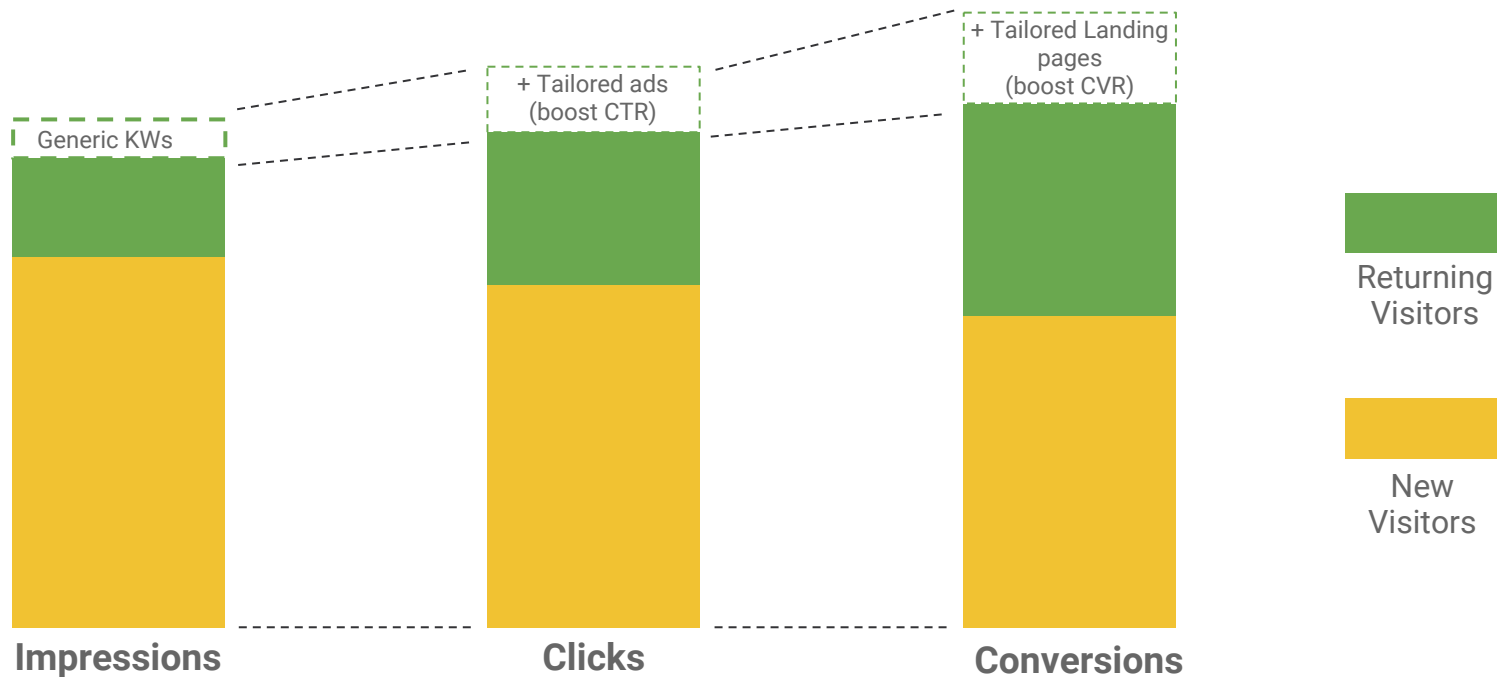
Combine Dynamic Search Ads with Audience lists

1 Specify pages of your website, daily budget, and ad template

{Dynamically generated headline}
Enter Description line 1
Enter Description line 2
Enter Display URL

2 User types a query

budget hotel in new york city

3 We find a page from your site if no keyword matches a search

4 We dynamically generate an ad headline and destination URL

Budget Hotel in NYC
www.example.com
Hip, Stylish & Low Budget Friendly
Convenient Location Book Online Now

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What are 3 key things I should remember?

1) AVOID OVER-SEGMENTATION	2) COVER ALL SEARCH CAMPAIGNS	3) TARGET THE TOP POSITION WITH YOUR BID ADJUSTMENT
- Start with **broad lists**, then optimize - Start with **180 days membership** duration	**Search** brand + generic **DSA** campaigns **Shopping** campaigns	**Manual bidding** - tip: ask your Google rep for reports - Leverage AdWords **automated bidding**

Google

AdWords-Experte

Ihr Nachweis für **Wissen, Kompetenz und Professionalität**

- Zeigen Sie, dass Sie sich im **Online-Marketing bestens auskennen und lassen Sie sich von Google zertifizieren**
- Legen Sie die **sechs Zertifizierungsprüfungen** ab in den Bereichen AdWords Grundlagen, Suche, Display, Shopping, Video und Mobile
- Nutzen Sie unsere speziellen **Lernvideos und Live-Trainings** auf dem Weg zu Ihrer AdWords-Experten-Zertifizierung
- Anmeldung unter **g.co/AdWordsExperte**

Digital-Experte

Squared Online DACH ab September 2016

- Umfassender und **berufsbegleitender Onlinekurs** (Zeitdauer: 5 Monate)
- Strategischer Überblick über die **Disziplinen der Digitalwelt**
- Vermittlung von **Führungs- und Kooperationskompetenzen**
- Werkzeuge und Strategien für die Arbeit in einer **integrierten Marketingumgebung**
- Innovatives, interaktives **Online-Learning im virtuellen Klassenzimmer**
- Anmeldung unter: **www.wearesquared.de**

Weitere Informationen jetzt am Google-Stand...

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goo.gl/nLBQSC

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THANK YOU!

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