

Google Adwords Masterclass

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A master class is a class given to students of a particular discipline by an expert of that discipline—usually music, but also painting, drama, any of the arts, or on any other occasion where skills are being developed.

Master classes tend to focus on the finer details of attack, tone, phrasing, and overall shape, and the student is expected to have complete control of more basic elements such as rhythm and pitch.

What is a Masterclass?



“Ikke rakettforskning”

dette er
markedsføring

og litt
statistikk



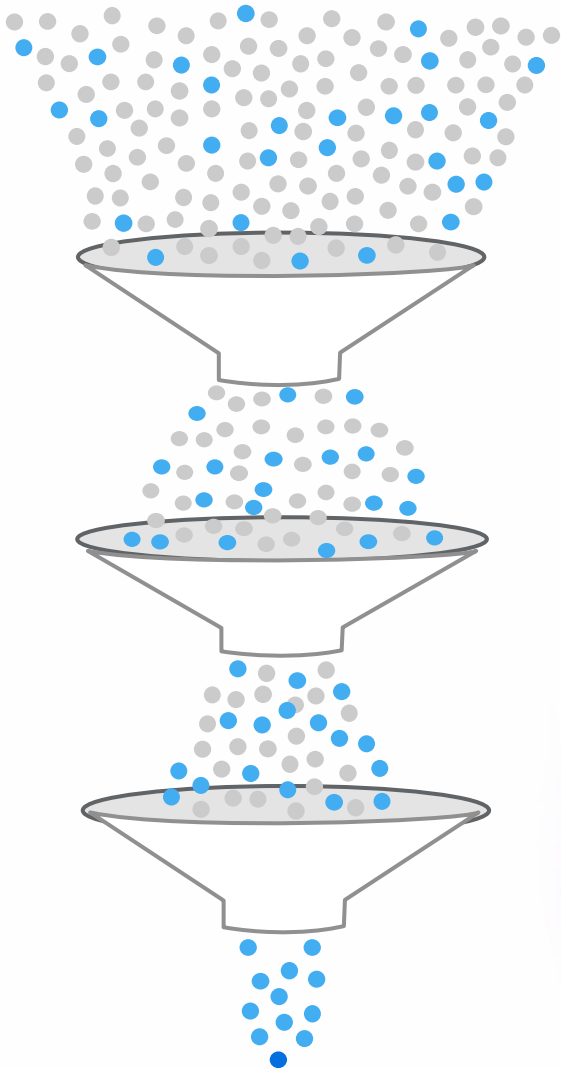
3 viktige idéer

- Forstå brukerne dine
- Utnytte mediets egenart
- Måle, teste & optimalisere

Forstå brukeradferd

**Hvem er målgruppen din
og hva søker de etter?**

Hvordan ser kjøpsprosessen ut for *din* kunde



Definere deg som
mulig løsning

Alternativ
til konkurrentene

Gjør valget enkelt

Bestille nå / mersalg

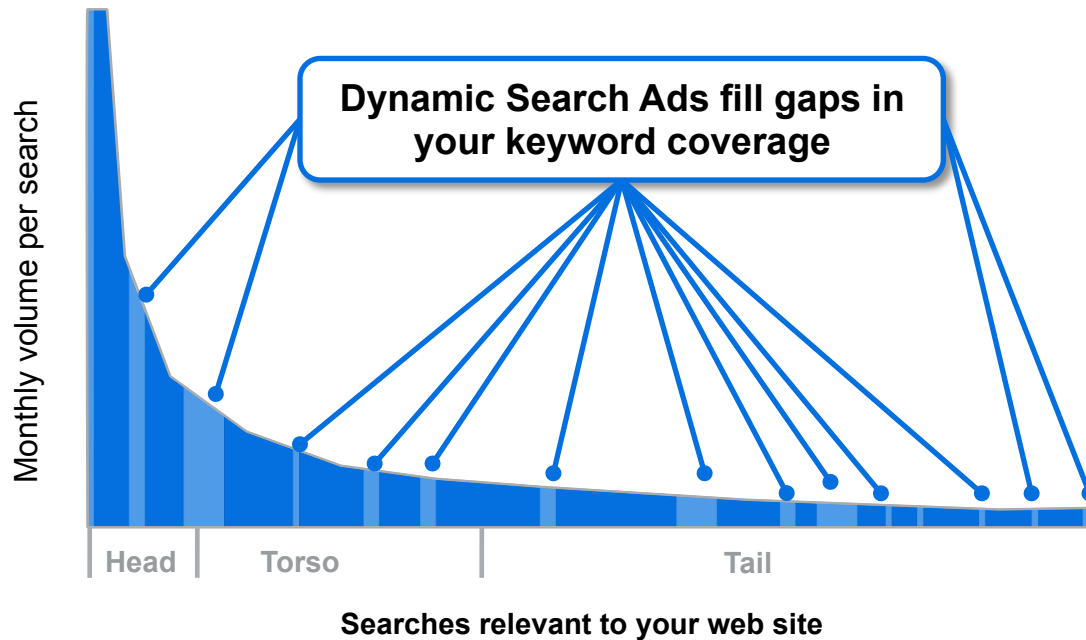
Søkeuniverset & Rekkevidde

Målet er å gjøre rød sirkel så stor som mulig



Økt rekkevidde med Dynamic Search Ads

Why Use It



How It Works

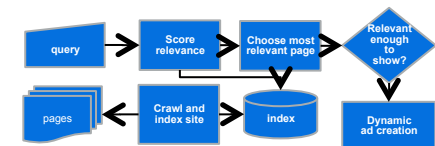
Specify pages and bids



Provide ad template

(Dynamically generated headline)
Clean, friendly, close to transit.
Students save 20%! Rave reviews.
www.example.com

Natural search-like algorithm serves your ad on relevant queries



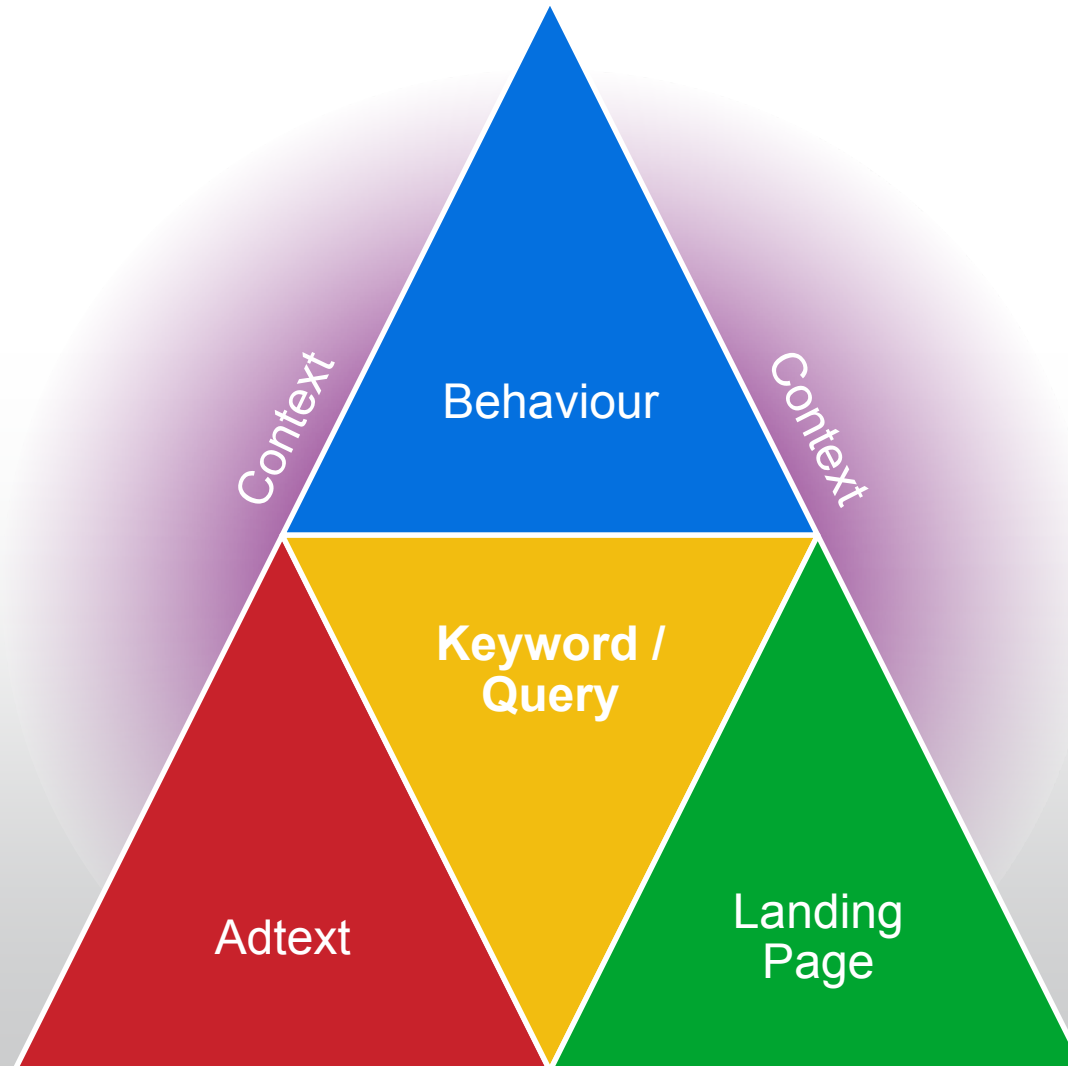
DSA går i dybden, men passer ikke for alle.

	DSA CTR	DSA cost per conversion
vs. Broad Match	12% higher	25% lower
vs. Phrase Match	8.2% higher	30% lower
vs. Exact Match	15% lower	18% higher

Øke Rekkevidde

Øke Relevans / Effektivitet

Fem faktorer for relevans



Intensjon og Kontekst er viktige faktor knyttet til relevans – og resultater

Intensjon

- Det folk ønsker

Pizza



Kontekst

- Enhet
- Sted
- Tidspunkt



På telefonen



På en bærbar



I sentrum



Hjemme



12:30



19:10

Relevans

- Den riktige annonsen i det riktige øyeblikket for folks intensjon og kontekst

[PizzaHouse Grab and Go](#)

Ads ⓘ



m.pizzahouse.com

0.5mi Visit any of our locations at lunch and get a free box of wings!



[Get Directions](#)

[PizzaHouse Delivery](#)

www.pizzahouse.com

Free delivery with any order above \$20

» [Map of 1098 Alta Avenue, Mountain View, CA](#)

[Place an order online](#)

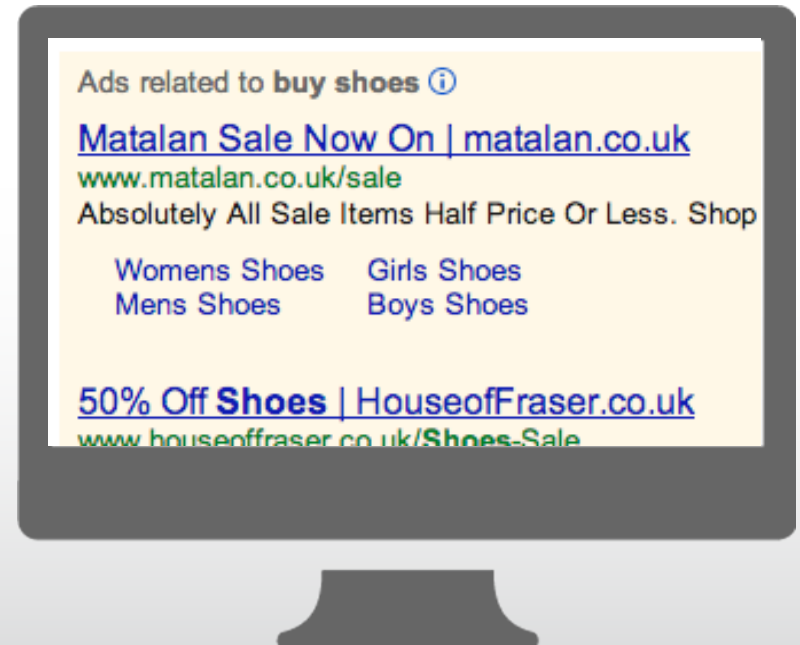
[Check out our menu](#)

Budskap (adtext)



Sitelinks

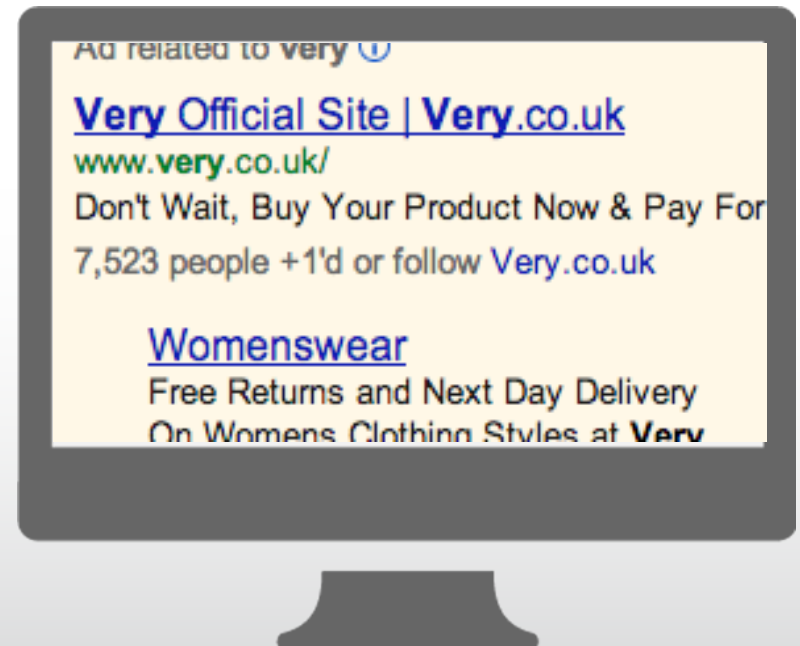
CTR
+30%



Social Extensions

CTR

+10%*



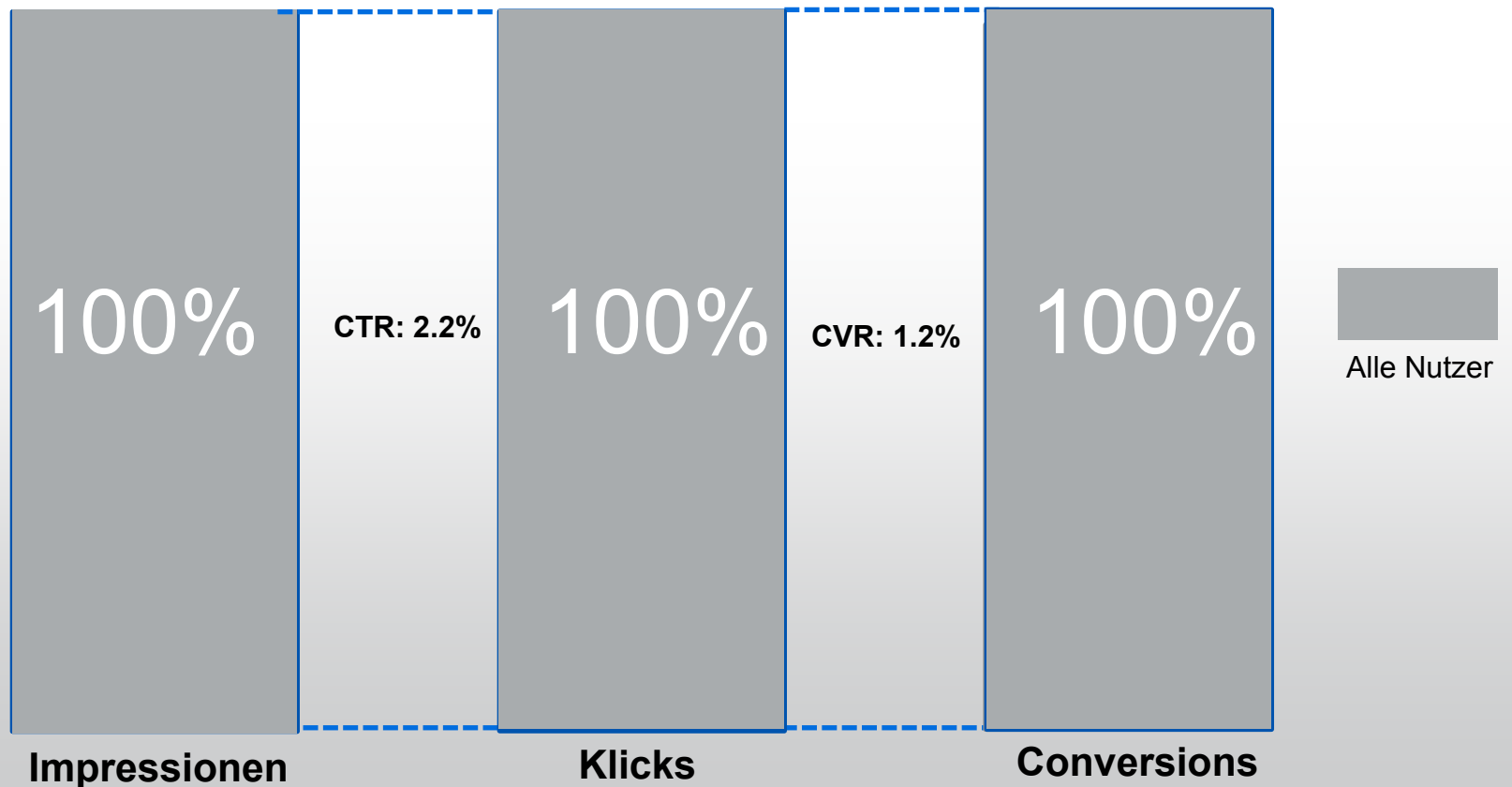
Remarketing data | Adwords (RLSA)

CPA
-48%

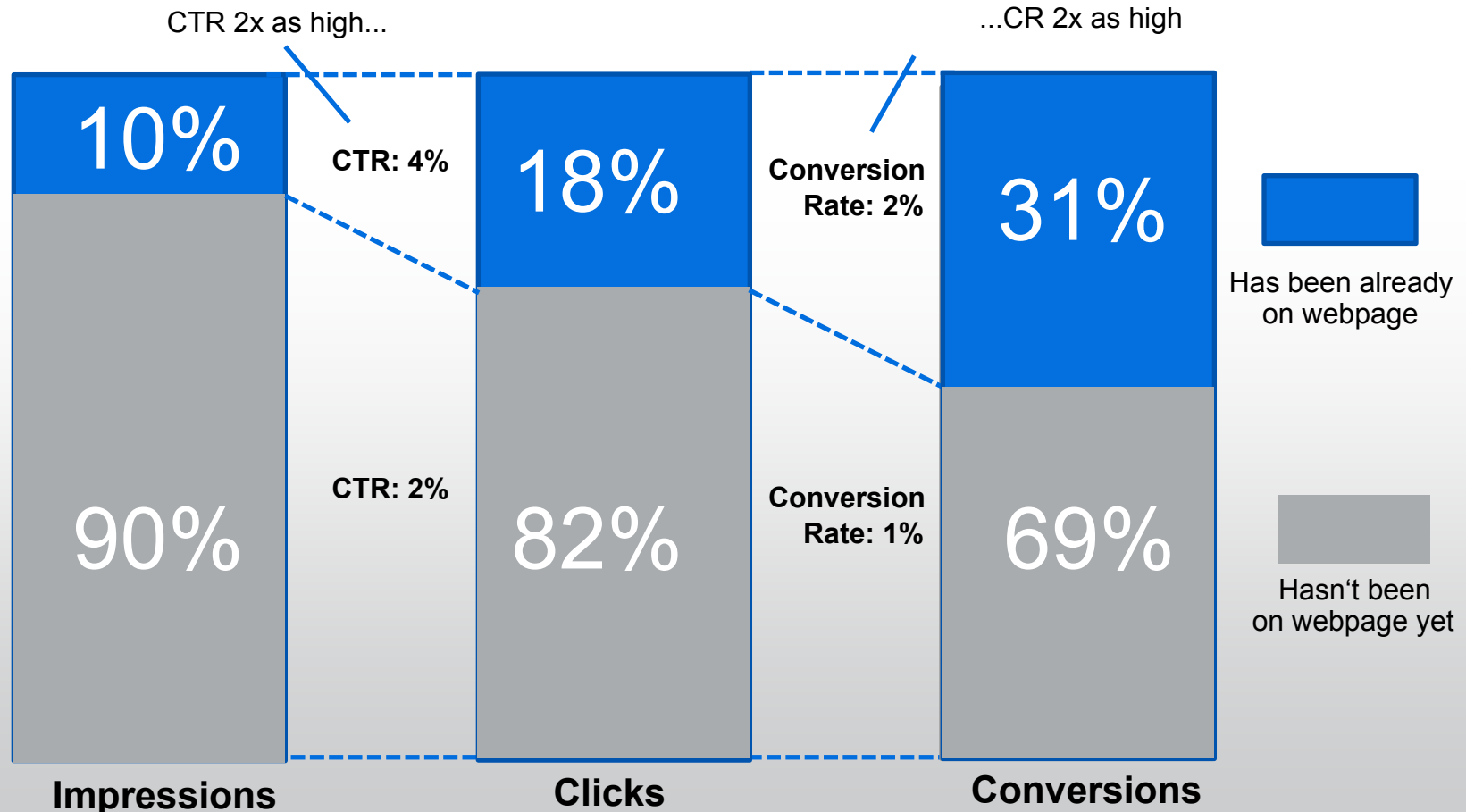


Kilde : Basert på 1108 betatere, Interne Google data, 2012

Kun segmentert på søkefrase



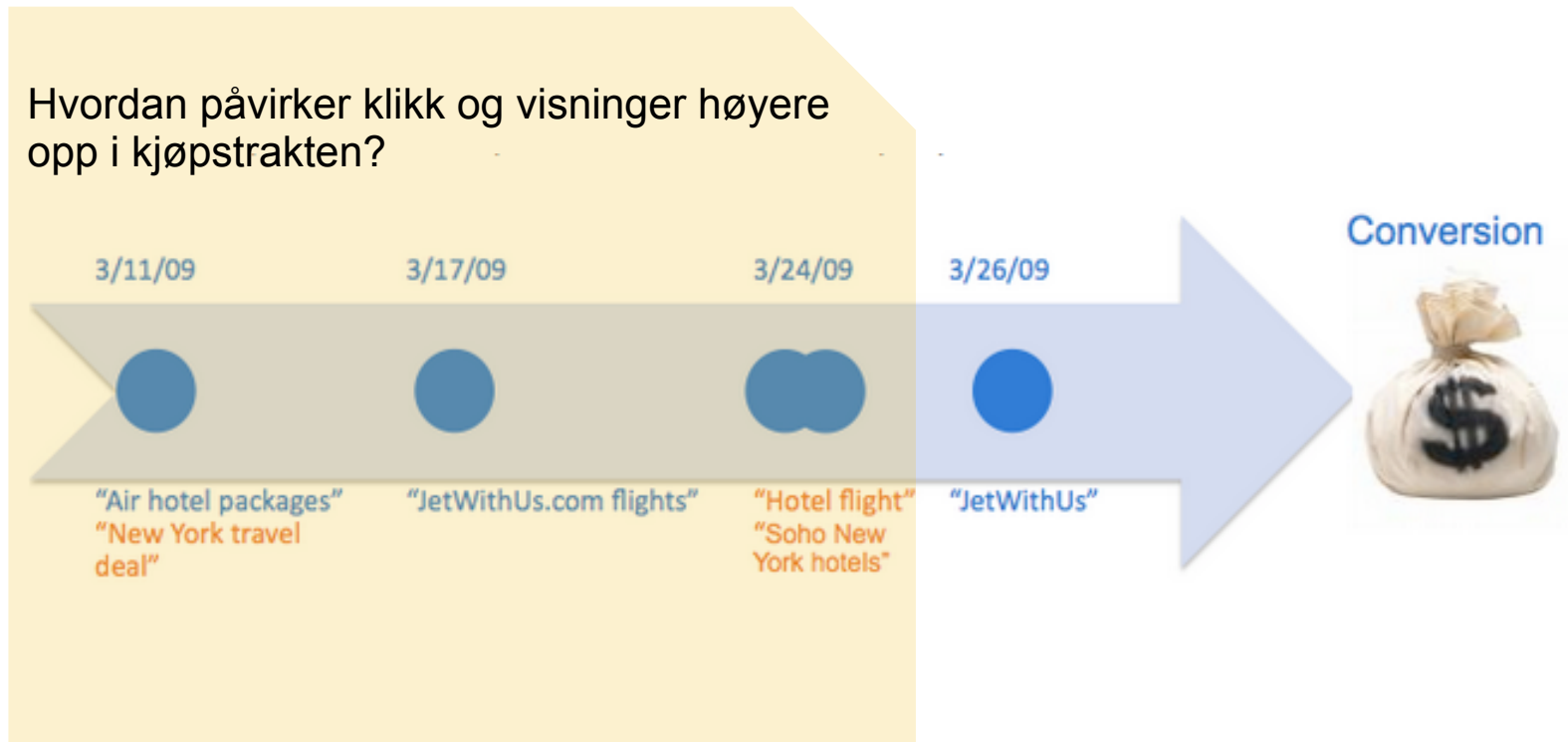
Segmentert på søkefrase og tidligere besøk



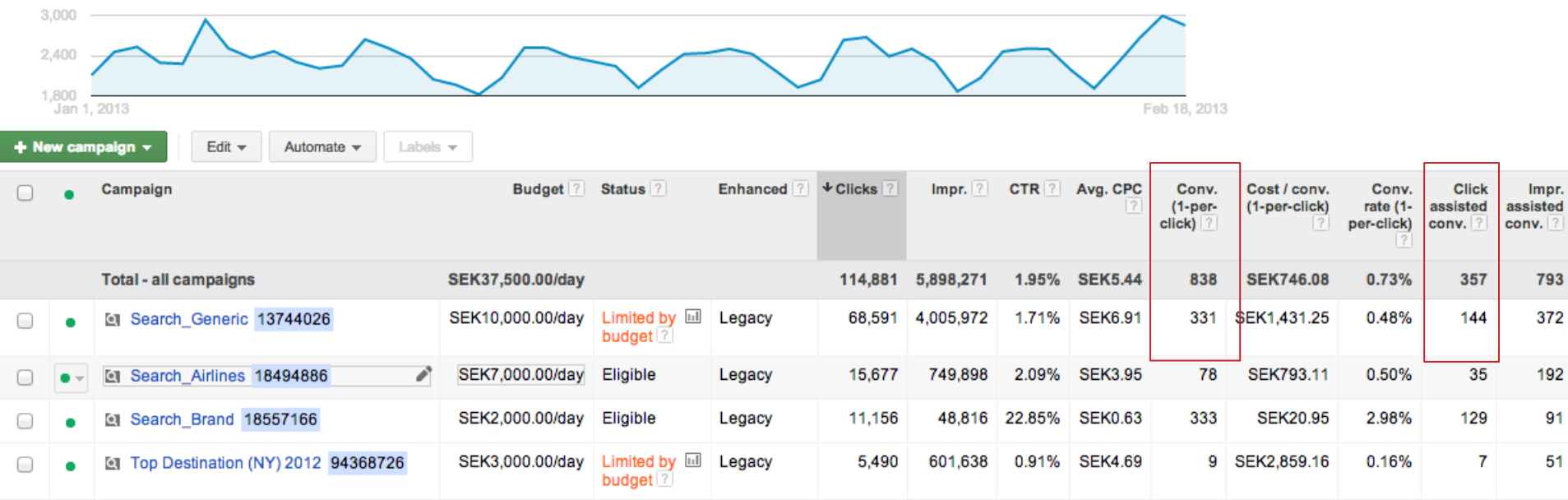
• Zahlen nur zur Illustration. Tatsächliche Ergebnisse können abweichen

Forstå begrensningene i sisteklikkmodeller

Hvordan påvirker klikk og visninger høyere opp i kjøpstrakten?



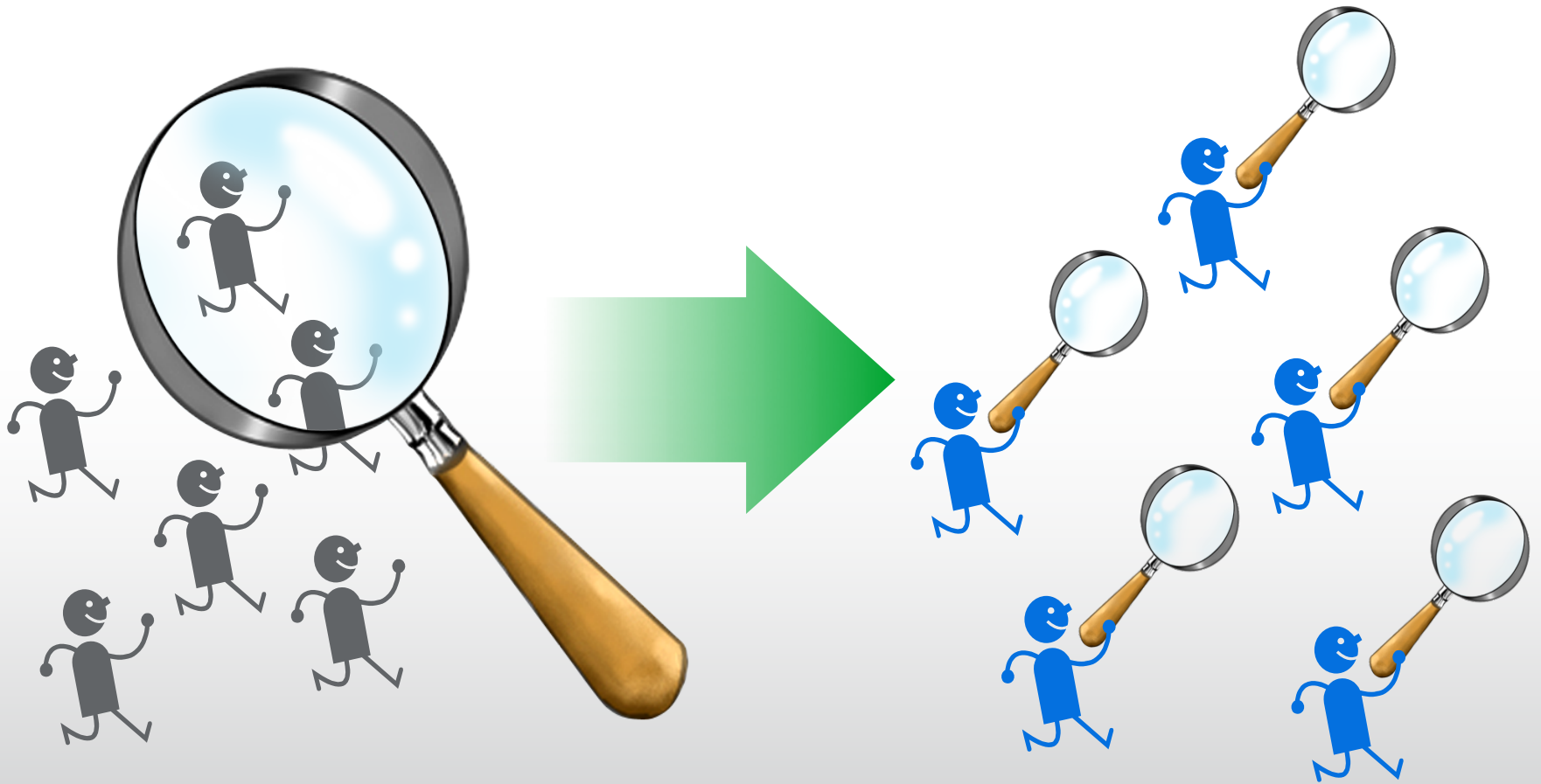
Søk tidlig i kjøpstrakten er ofte undervurderte.



- Hvilken jobb skal de ulike søkeordene gjøre ifb kjøpstraken?
- Hvordan spiller søk sammen med andre trafikklider?
- Google Analytics Multi-channel funnels
- Hvordan verdsette visninger, første klikk, assist. klikk, osv?
- Attribusjonsmodeller

Utnytte mediets egenart

brukerdrevet markedsføring



Selvseleksjon av potensielle kunder



DATA
fortløpende

Auksjonsbasert prising



Rangering

$$\text{RANK} = B_1 \times QS$$

Ditt Bud Relevans

Hvilken pris betaler du faktisk? (Second Price Auction)

$$P_1 = \frac{B_2 Q_2}{Q_1}$$

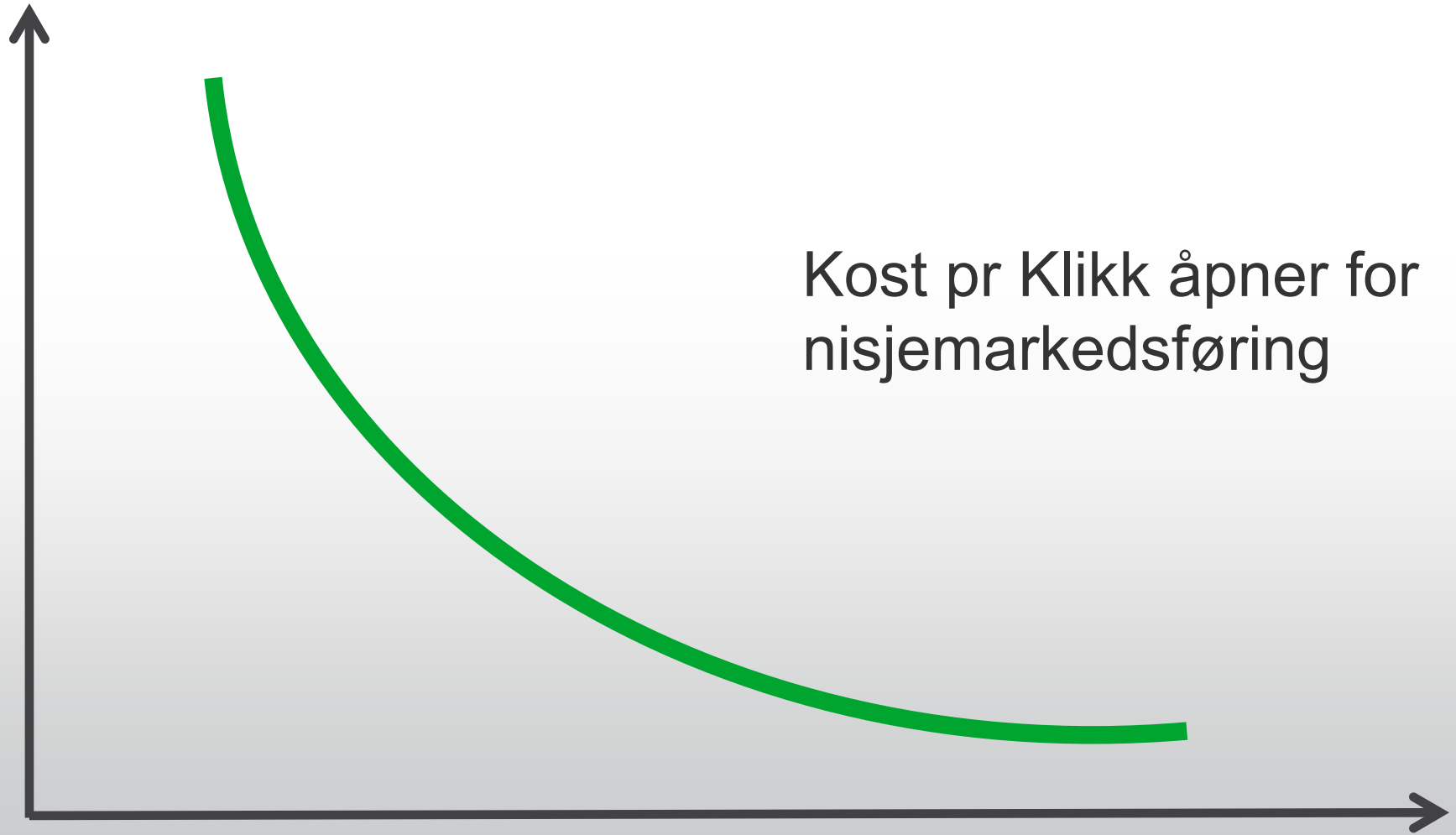
P₁
Faktisk pris

Konkurrentens Bud
B₂

konkurrentens Kvalitet
Q₂

Q₁
Kvalitet på din annonce

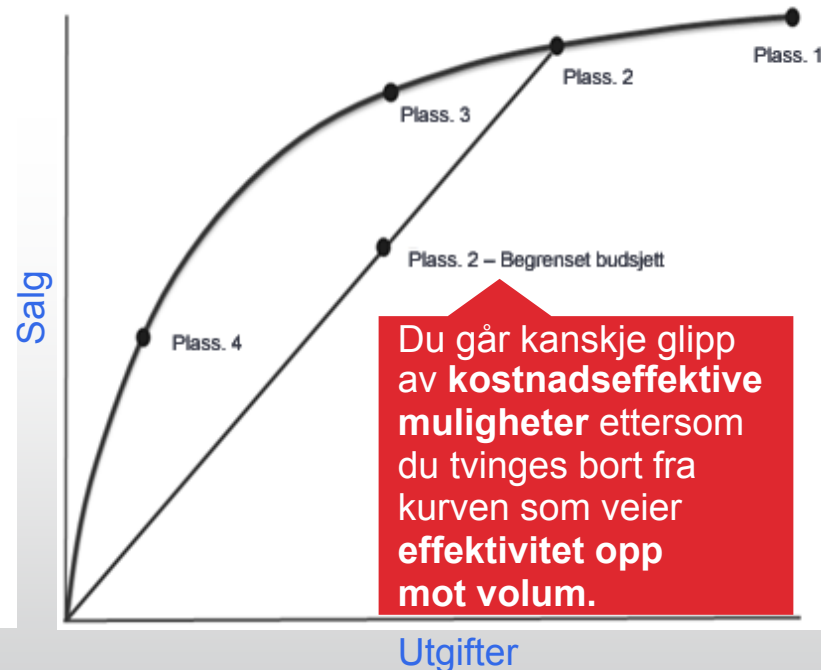
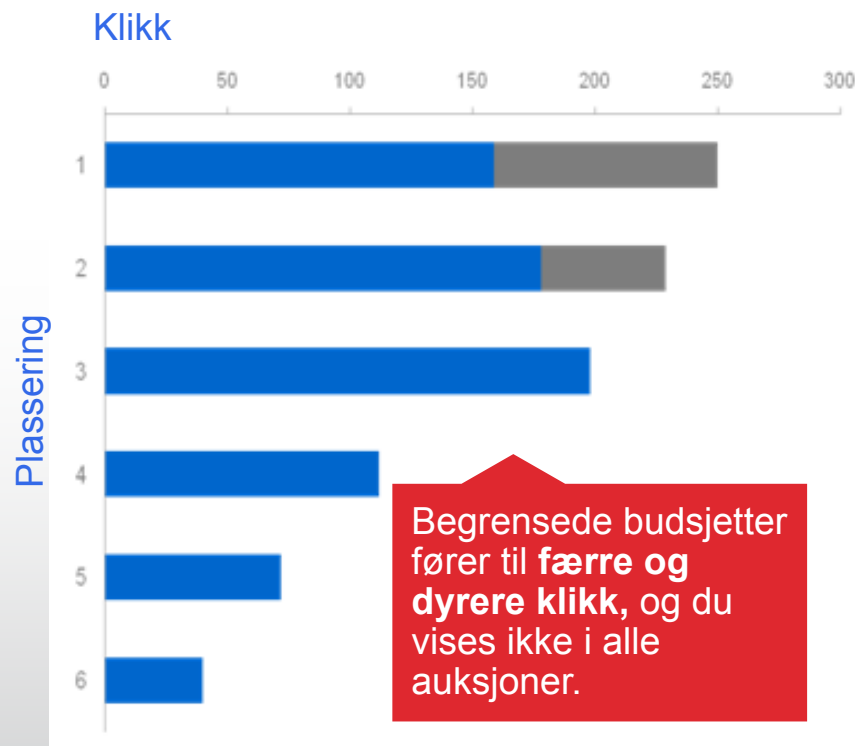
Den lange halen



Budsjettering

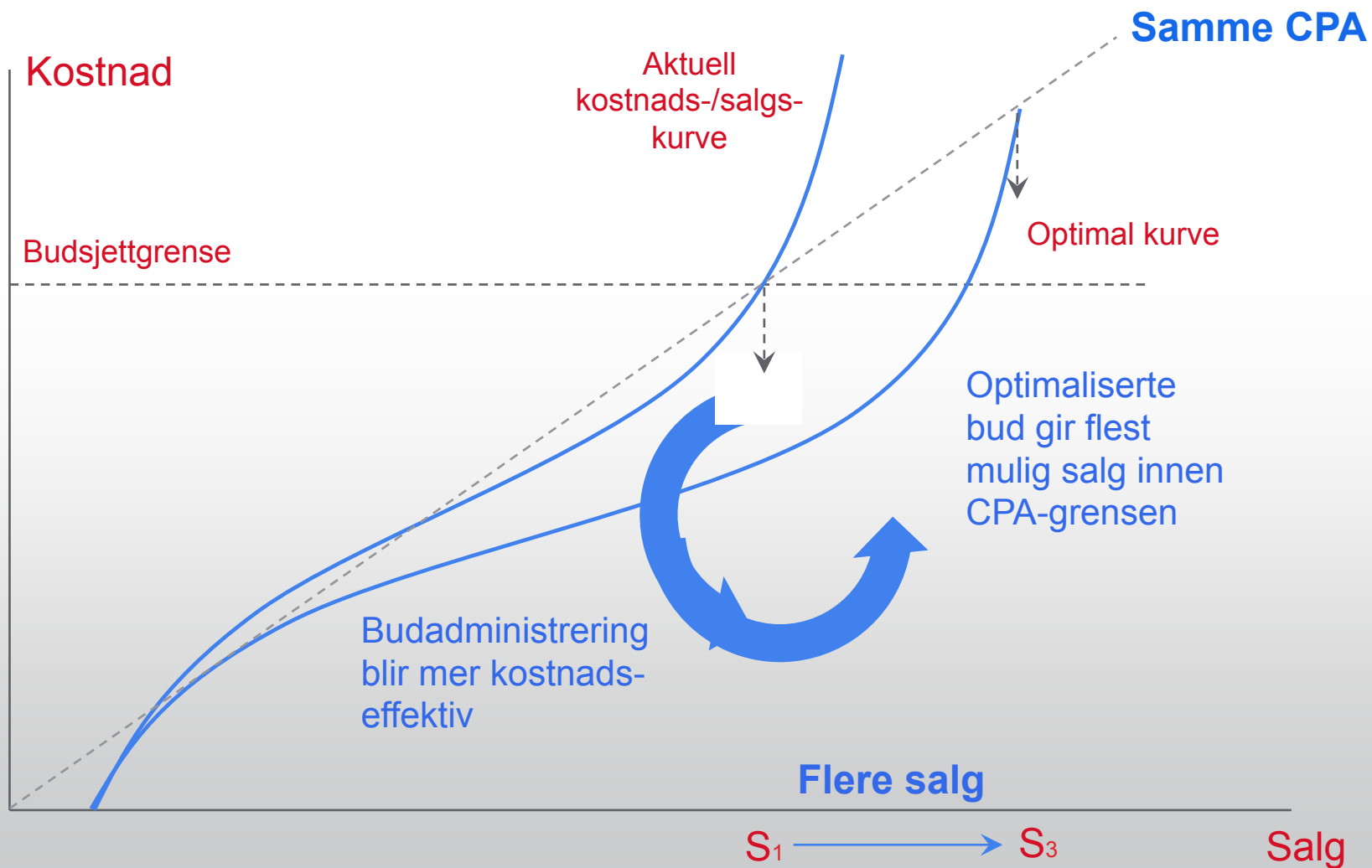
user demand driven
manage by bids not budgets
performance

Bruk av budsjettgrenser i AdWords er ineffektivt



- Klikk innenfor dagsbudsjettet
- Potensielle klikk hvis budsjettgrensen fjernes

Styr kostnadene med bud, ikke budsjettgrenser



Budgivingning



Taktisk Budgivning?



Fokuser på Livstidsverdien
av nye kunder

Vektorbasert budgivning

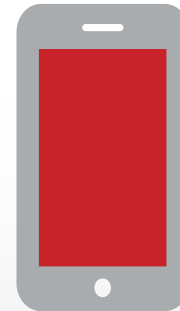
Du kan nå “stacke” datalag for optimal budgivning



Time



Location



Device



Users
(remarketing)

Hvordan identifisere gode segmenter?

Dimensions tab'en er din venn

The screenshot shows the Google Ads interface with the 'Dimensions' tab selected. The main table displays performance metrics for Norway, broken down by day of the week. The table includes columns for search and display impressions, clicks, and conversion rates. The data is as follows:

Country/Territory	View: User locations	Filter	Columns	Download	Country/Territory	View: Day of the week	Filter	Columns	Download	Day of the week	Search Impr. share	Search Exact match IS	Search Lost IS (rank)	Search Lost IS (budget)	Display Impr. share	Display Lost IS (rank)	Display Lost IS (budget)	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
Norway					Norway					Sunday	32.64%	71.98%	60.04%	7.32%	14.41%	42.48%	43.11%	14,761	4,395,590	0.34%	NOK5.44	NOK80,276.51	1.4	325	NOK247.00	2.20%	494
Norway					Norway					Monday	35.76%	75.91%	56.89%	7.35%	15.25%	55.63%	29.12%	17,780	5,047,950	0.35%	NOK5.30	NOK94,160.30	1.4	438	NOK214.98	2.46%	649
Norway					Norway					Tuesday	34.29%	73.47%	57.81%	7.90%	16.24%	56.43%	27.33%	19,045	5,118,759	0.37%	NOK5.17	NOK98,525.13	1.4	456	NOK216.06	2.39%	502
Norway					Norway					Wednesday	34.94%	74.28%	58.27%	6.79%	15.32%	61.02%	23.66%	19,221	5,036,467	0.38%	NOK5.06	NOK97,247.99	1.5	470	NOK206.91	2.45%	515
Norway					Norway					Thursday	33.66%	73.40%	59.29%	7.05%	12.90%	58.22%	28.88%	18,485	4,442,372	0.42%	NOK4.89	NOK90,471.69	1.5	463	NOK195.40	2.50%	477
Norway					Norway					Friday	34.12%	75.40%	59.79%	6.08%	13.45%	51.22%	35.32%	16,261	4,037,291	0.40%	NOK4.99	NOK81,196.95	1.4	383	NOK212.00	2.36%	426
Norway					Norway					Saturday	32.96%	74.32%	61.33%	5.72%	14.73%	43.59%	41.68%	13,949	3,891,913	0.36%	NOK5.28	NOK73,588.38	1.3	319	NOK230.68	2.29%	351

Mattematik

$$\cos 2\theta = \cos^2 \theta - \sin^2 \theta$$

$$= 1 - 2\sin^2 \theta$$

$$= 2\cos^2 \theta - 1$$

$$\sin^2 ax = 2(1 - \cos 2ax)$$

$$\cos^2 ax = \frac{1}{2}(1 + \cos 2ax)$$

$$\sin^2 ax = (1 - \cos^2 ax) \sin ax$$

$$\cos^3 ax = (1 - \sin^2 ax) \cos ax$$

$$1 + \tan^2 ax = \sec^2 ax$$

$$\sin 2\theta = 2 \sin \theta \cos \theta$$

$$\tan 2\theta = \frac{2 \tan \theta}{1 - \tan^2 \theta}$$

$$u'(x) = \frac{4}{1 - 4x^2} - 3$$

$$u'(x) = \frac{4 - 3(1 - 4x^2)}{1 - 4x^2}$$

$$= \frac{4 - 3 + 12x^2}{1 - 4x^2}$$

$$= \frac{1 + 12x^2}{1 - 4x^2}$$

$$u(x) = 4x - 3 \Rightarrow u'(x) = 4$$

$$= 2(2x^2 - 3x + 1)^{\frac{1}{2}} \Rightarrow u' = \frac{4}{\sqrt{2x^2 - 3x + 1}}$$

$$= \frac{4(2x - 3)}{2\sqrt{2x^2 - 3x + 1}}$$

$$= \frac{2(4x - 3)}{\sqrt{2x^2 - 3x + 1}}$$

$$\frac{d}{dx} \tan Kx = K \sec^2 Kx$$

$$\sec^2 ax dx = \frac{1}{a} \tan ax + c$$

$$z^3 - 2 = 0$$

$$z^3 = 2$$

$$z = \sqrt[3]{2}$$

$$z = \sqrt[3]{2} e^{i0}$$

$$z = \sqrt[3]{2} e^{i\frac{2\pi}{3}}$$

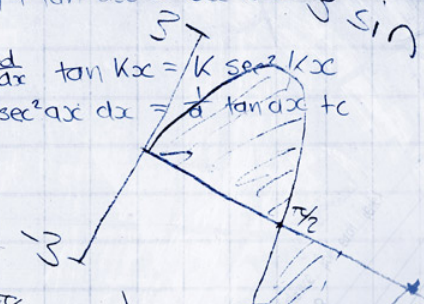
$$z = \sqrt[3]{2} e^{i\frac{4\pi}{3}}$$

$$\frac{d^2 u}{dx^2} = \frac{4(2x^2 - 3x + 1) - (4x - 3)^2}{(2x^2 - 3x + 1)^{\frac{3}{2}}}$$

$$= \frac{4(2x^2 - 3x + 1) - (16x^2 - 24x + 9)}{(2x^2 - 3x + 1)^{\frac{3}{2}}}$$

$$= \frac{8x^2 - 12x + 4 - 16x^2 + 24x - 9}{(2x^2 - 3x + 1)^{\frac{3}{2}}}$$

$$= \frac{-8x^2 + 12x - 5}{(2x^2 - 3x + 1)^{\frac{3}{2}}}$$



$$3z + 4 = 0$$

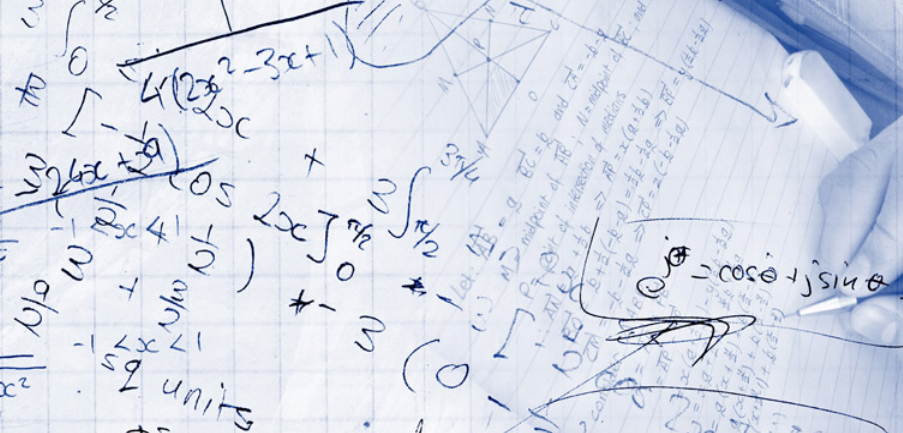
$$3z = -4$$

$$z = -\frac{4}{3}$$

$$z = -\frac{4}{3} e^{i\pi}$$

$$\frac{d}{dx} \cos^{-1} x = \frac{-1}{\sqrt{1-x^2}}$$

$$\frac{d}{dx} \tan^{-1} x = \frac{1}{1+x^2}$$



$$= \left[\frac{1}{3}x^3 - \frac{3}{2}x^2 \right]_1^0 - \left[\frac{1}{3}x^3 - \frac{3}{2}x^2 \right]_0^2$$

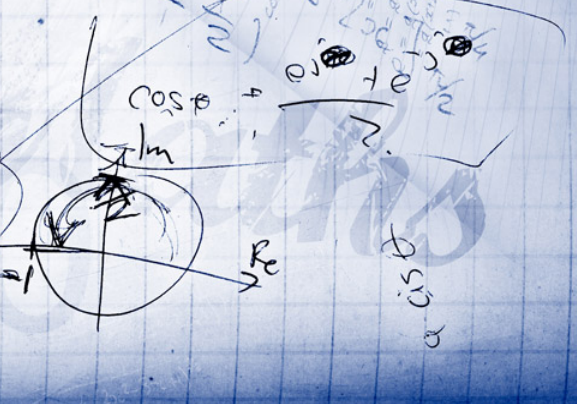
$$= (0 - (-\frac{1}{3} - \frac{3}{2})) - ((\frac{8}{3} - \frac{3}{2}) - 0)$$

$$= \frac{11}{6} + \frac{15}{6}$$

$$= \frac{26}{6} \text{ sq. units}$$

$$\int \frac{1}{\sqrt{a^2 - x^2}} dx = \sin^{-1} \frac{x}{a} + c$$

$$\int \frac{1}{\sqrt{a^2 + x^2}} dx = \tan^{-1} \frac{x}{a} + c$$

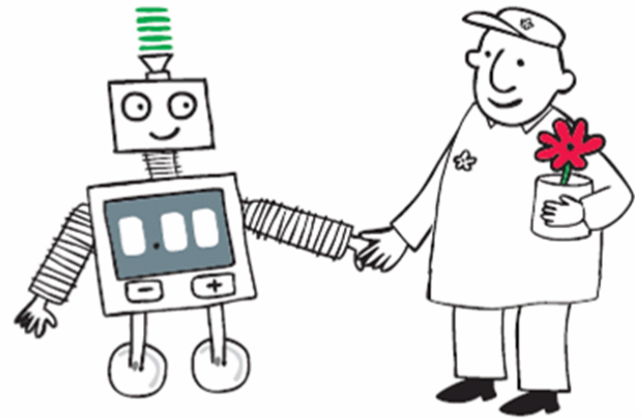


Automatiser budgivningen

Conversion Optimizer

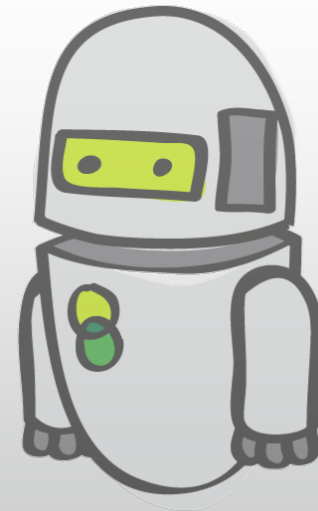
Konverteringer +21%

CPA -14%



DoubleClick Search

(enhanced cpc) +
Other 3rd party tools



Måle, teste & optimalisere



A close-up photograph of a black and white soccer ball caught in a white goal net. The ball is the central focus, with its characteristic hexagonal and pentagonal panels clearly visible. The net is made of thick white rope and is slightly out of focus in the foreground and background. The background is a clear, bright blue sky. A semi-transparent dark grey rectangular box is overlaid on the bottom right of the image, containing the text "Definere tydelige mål" in white, sans-serif font.

Definere tydelige mål

Global World Domination Inc.

"We rock digital!"

Create Awareness

Website Goal:

Reinforce
Offline/Online
Advertising

KPI:

Branded Traffic

Generate Leads

Website Goal:

Capture Leads
(Email/Contact)

KPI:

Conversions
(e-newsletter)

Website Goal:

Provide
Homebuyer Info
& Resources

KPI:

of Downloads

Highlight Events

Website Goal:

Engage
Community via
Local Events

KPI:

Visitor Loyalty

Operasjonaliser målsettingene
i Adwords

Importer konverteringsdata inn i Adwords

The screenshot shows the Google AdWords interface for a campaign named 'Brinken Display'. The campaign is paused and has a budget of NOK100.00/day. It is targeting Computers and Tablets in Akershus. The interface includes a navigation menu, a search bar, and a table of ad groups. A large blue arrow points from the 'CVR' text on the right towards the 'Clicks' column in the table.

Ad group	Status	Default Max. CPC	Display Network Max. CPC	Clicks	Impressions	Conversion Rate	Cost	CVR	
IBA	Campaign paused	NOK3.00	auto	39	41,906	0.09%	NOK3.65	142.28	2.4
KCT	Campaign paused	NOK2.00	auto	0	44	0.00%	NOK0.00	NOK0.00	2.1
Total - all but deleted ad groups				39	41,950	0.09%	NOK3.65	142.28	2.4
Total - Search				0	0	0.00%	NOK0.00	NOK0.00	0
Total - Display Network				39	41,950	0.09%	NOK3.65	NOK142.28	2.4
Total - all ad groups				39	41,950	0.09%	NOK3.65	NOK142.28	2.4


CVR

Optimized Ad Rotation

Advanced settings

☰ Schedule: Start date, end date, ad scheduling

☰ Ad delivery: Ad rotation, frequency capping

- Ad rotation ?
- Optimize for clicks: Show ads expected to provide more clicks**
Ideal for most advertisers
 - Optimize for conversions: Show ads expected to provide more conversions**
Ideal if you use AdWords or Google Analytics Conversion Tracking
 - Rotate evenly: Show ads more evenly for at least 90 days, then optimize**
May be appropriate if you optimize ads using your own data
 - Rotate indefinitely: Show lower performing ads more evenly with higher performing ads, and do not optimize**
Not recommended for most advertisers
- 

- Statistisk signifikante resultater (% Served)
- Basert på konverteringsdata
- Målsetting maks antall konverteringer
(predicted CTR * predicted CVR)
- Øker i snitt konverteringene med 5%, hvis adtext utvalg endres)

ACE – Kampanje eksperimenter

Gjør testing og optimalisering til en del av hverdagen

+ Add keywords Edit Change status... See search terms... Alerts More actions...								
<input type="checkbox"/>	● Keyword	Status ?	Max. CPC	Clicks	Impr.	CTR ?	Cost	Avg. Pos.
Total - all keywords				2	37	5.41%	\$0.91	2
<input type="checkbox"/>	● corporate ice breakers	💬 Eligible	\$0.89 ✓	0	0	0.00%	\$0.00	0
	Outside experiment			0	0	0.00%	\$0.00	0
	Control - 50%		--	0	0	0.00%	\$0.00	0
	Experiment - 50%		--	0 ↕	0 ↕	0.00% ↕	\$0.00 ↕	0 ↕
<input type="checkbox"/>	● group ice breakers	💬 Eligible	\$0.89 ✓	0	4	0.00%	\$0.00	1.2
	Outside experiment			0	4	0.00%	\$0.00	1.2
	Control - 50%		\$0.89	0	0	0.00%	\$0.00	0
	Experiment - 50%			0 ↕	0 ↕	0.00% ↕	\$0.00 ↕	0 ↕
<input type="checkbox"/>	● free icebreaker activities	💬 Eligible						
	Outside experiment			0	0	0.00%	\$0.00	0
	Control - 50%		\$0.89	0	0	0.00%	\$0.00	0
	Experiment - 50%		\$0.89	0 ↕	0 ↕	0.00% ↕	\$0.00 ↕	0 ↕

\$0.89 + ↕ 30 % = \$ 1.16
 Set experimental keyword bid.
 Leave blank to use base bid of \$0.89.

Save Cancel

Takk for meg 😊

