

Advanced Paid Search Techniques

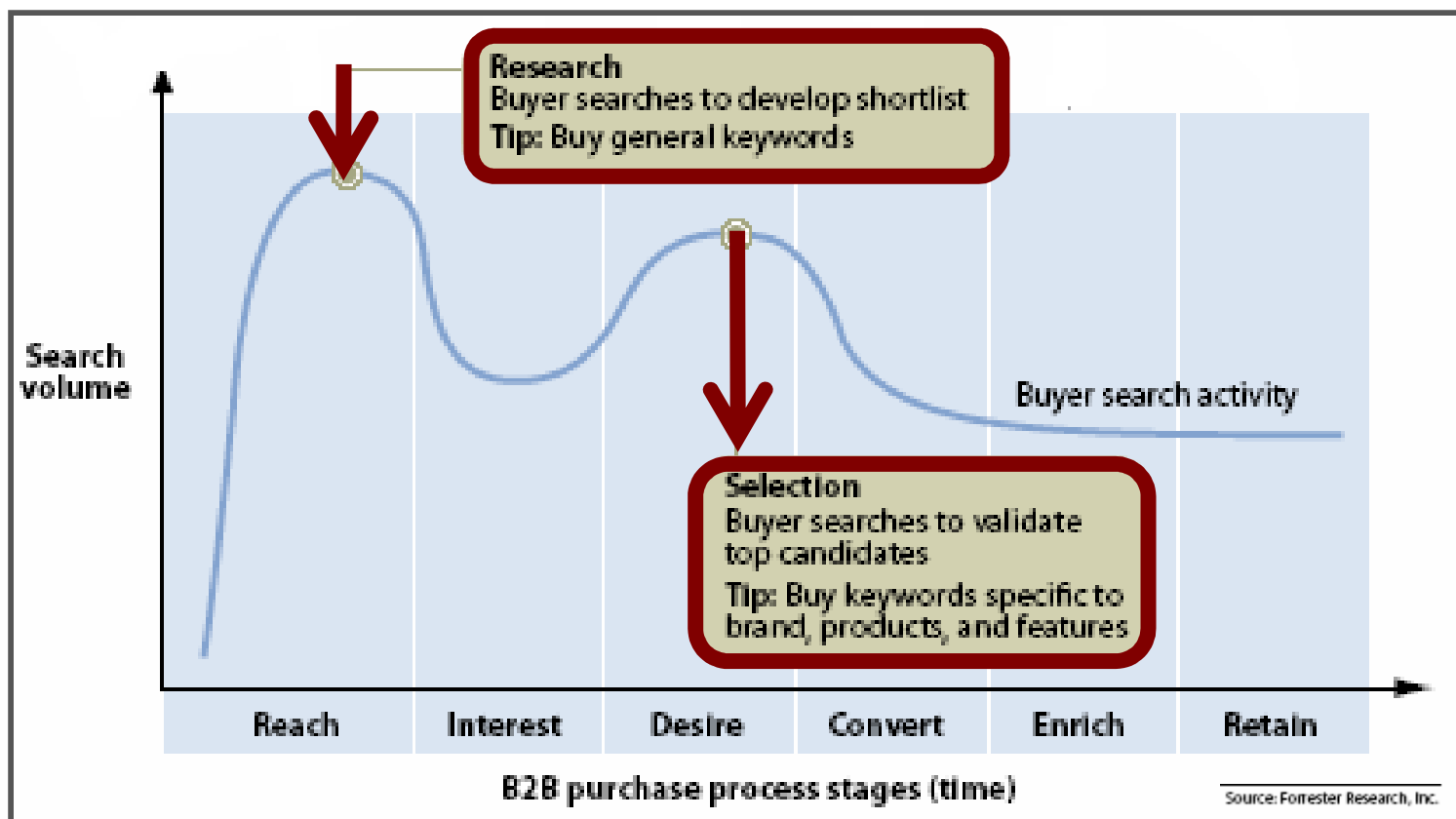
Patricia Hursh, SmartSearch Marketing

February 18, 2009

Advanced PPC Tips

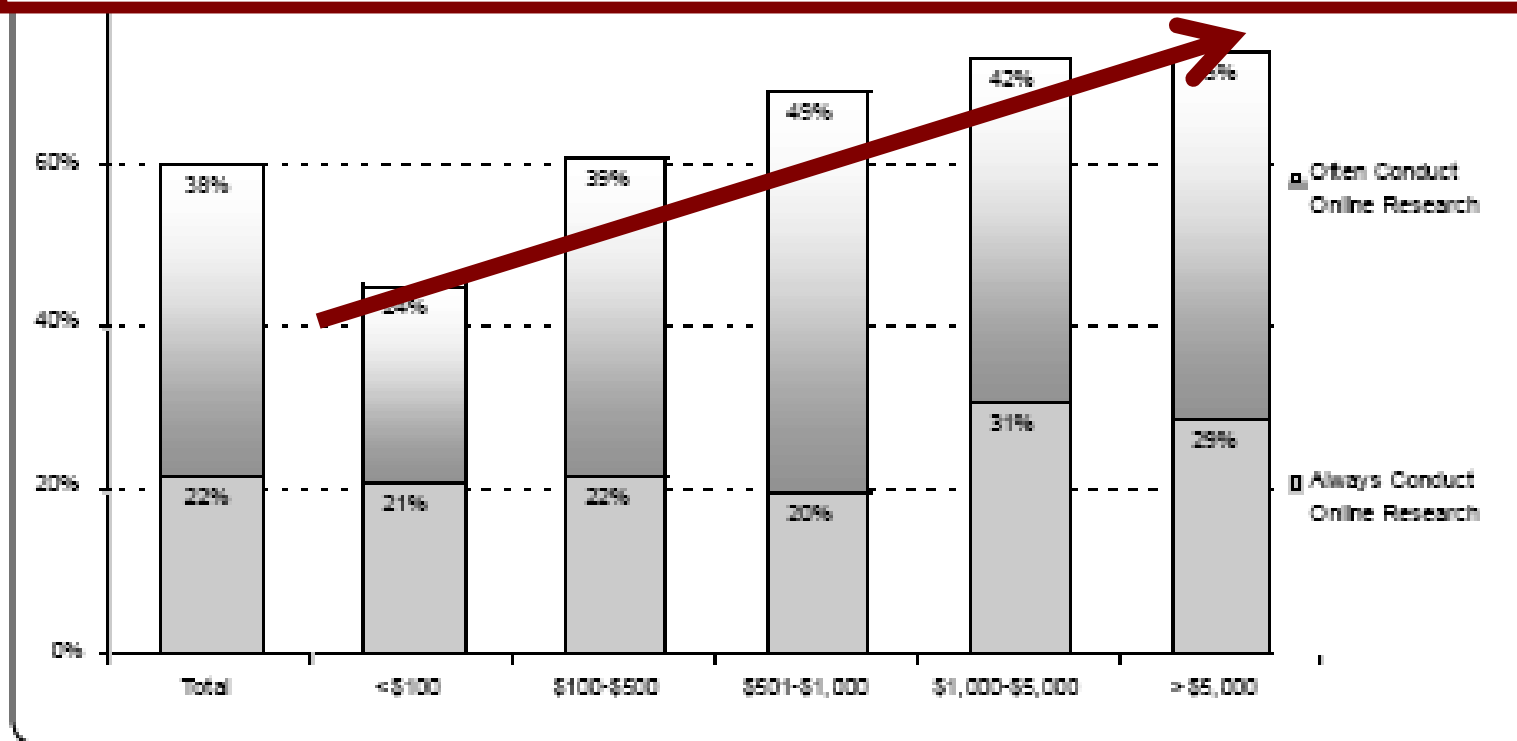
1. Align ad copy with the buying cycle
2. Offer landing page action options
3. Understand benefits beyond conversions

Search volume across the buying cycle



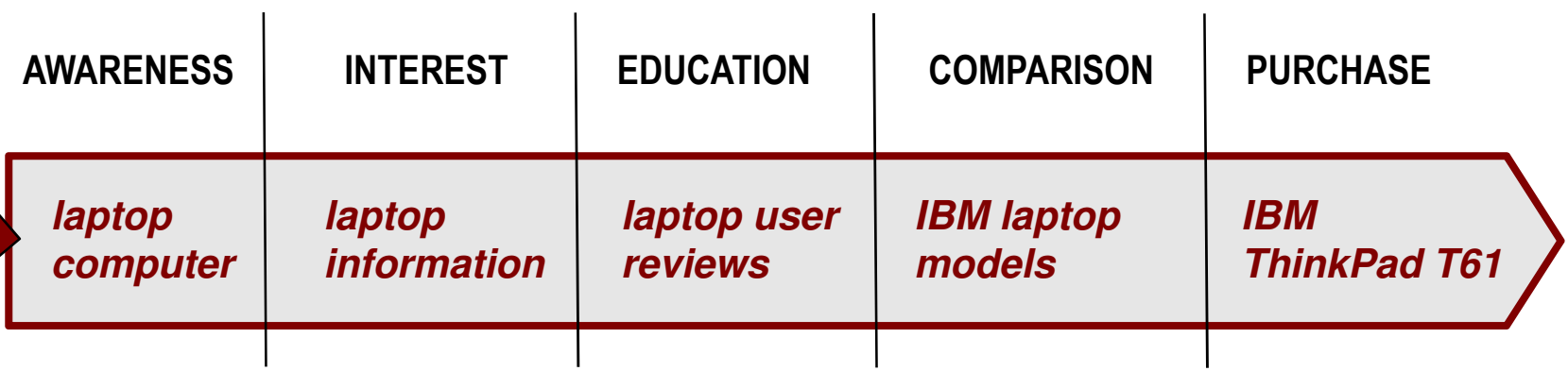
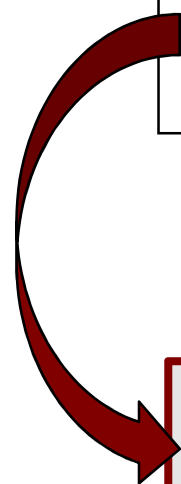
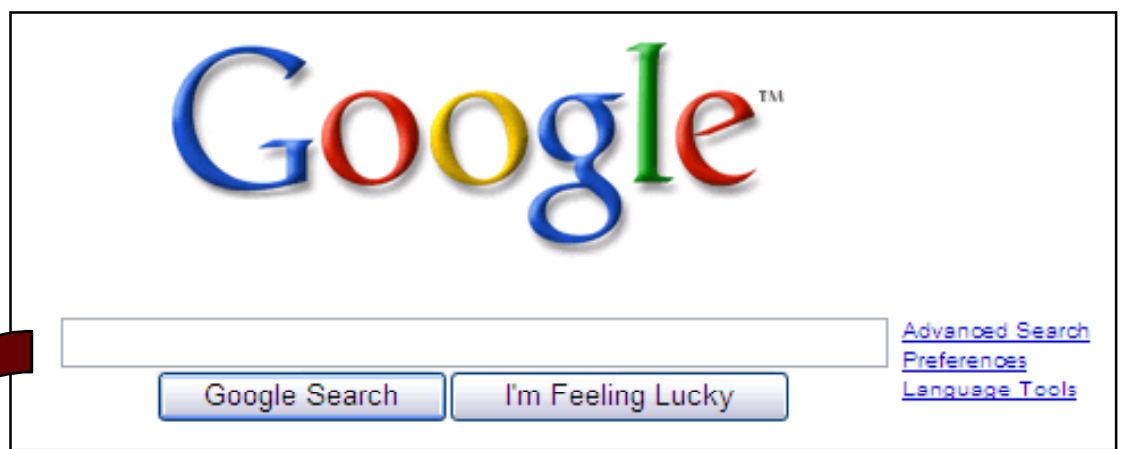
Online research increases with price

% Buyers Conducting Online Research: By Price



Source: iCrossing/Harris Interactive, How America Searches: Online Shopping, August 2006. Methodology: Harris Interactive fielded the study on behalf of iCrossing, Inc. from April 19-21, 2006, via its QuickQuerySM online omnibus, interviewing a nationwide sample of 2,139 U.S. adults (aged 18+).

Search queries vary through the cycle



Align your ad copy with each query

*laptop
computer*

*laptop
information*

*laptop user
reviews*

*IBM laptop
models*

*IBM
ThinkPad T61*

Laptop Information

Overview of laptop features
Buying tips. Avg price ranges.
www.Laptop.com

Laptop Reviews

Compare top laptop brands.
User & professional reviews.
www.Laptop.com/Reviews

IBM Laptops

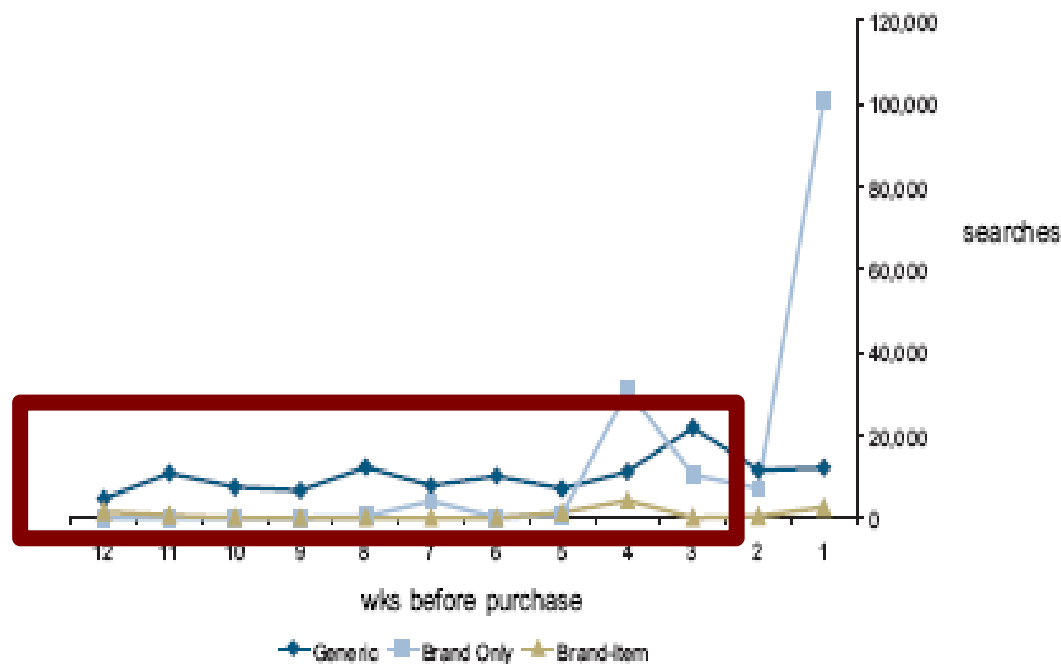
Compare IBM laptop models.
Purchase prioritization chart.
www.Laptop.com/IBM

ThinkPad Store

ThinkPad online discounts.
Free shipping. In stock now.
www.Laptop.com/ThinkPad

Example: Branded vs non-branded searches

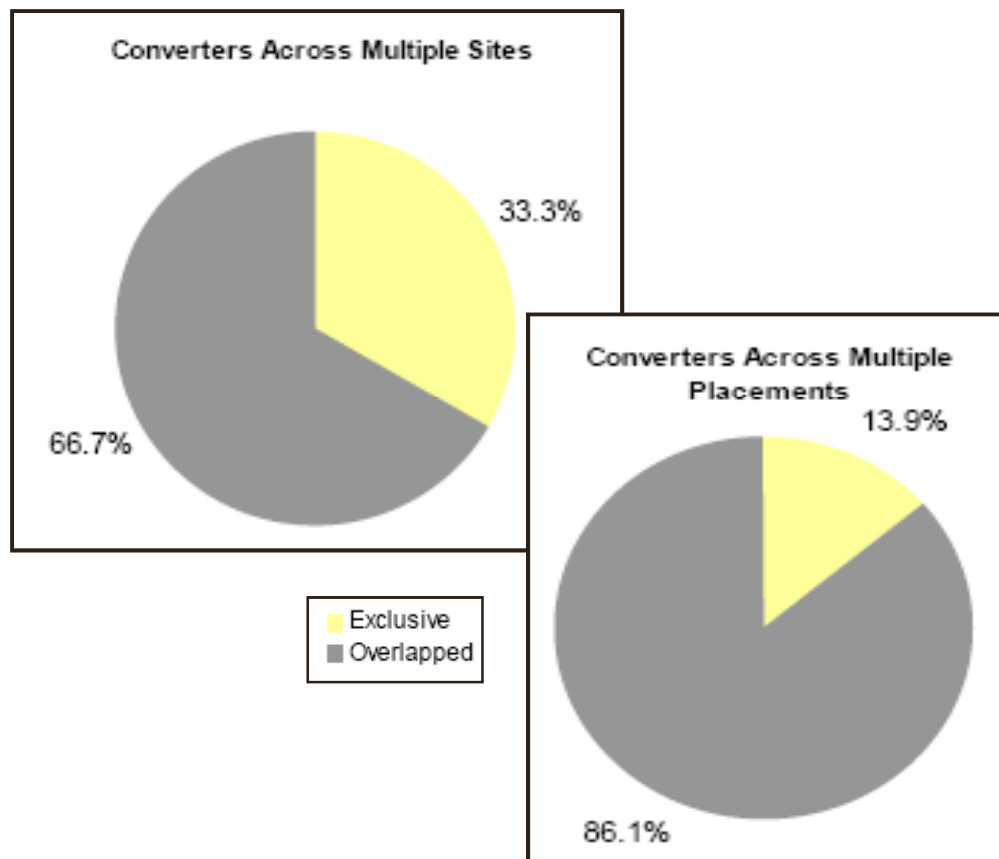
Weekly Search Activity: Computer Hardware Buyers Whose Last Search = Brand-Only Term



Measure the *search history* of a person who ultimately converts on a branded term.

Source: DoubleClick, *Search Before the Purchase*, 2005


Multiple impressions & clicks required



- 2/3 of converters view ads across multiple sites prior to conversion.
- 86% of converters saw an ad placement other than the last ad seen.

Source: *How Overlap Impacts Reach, Frequency and Conversions*. The Atlas Institute. June 2007

Offer action *options*



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Primary Conversion


DOWNLOAD THE TRIAL
CLICK HERE
to download the trial version.



FREE WEB SEMINAR
CLICK HERE
to attend a free web seminar.



PRODUCT TOUR
CLICK HERE
for a product tour.



Secondary Conversions

Secondary actions provide additional inquiries

	Conversion Rate	# Actions
PRIMARY Action: Software Download	15.5%	2,325
SECONDARY Actions: Webinar Registration Product Tour	4.8%	720

Total volume of online interactions increased by 30% by adding secondary action options

PPC benefits *beyond* leads and sales

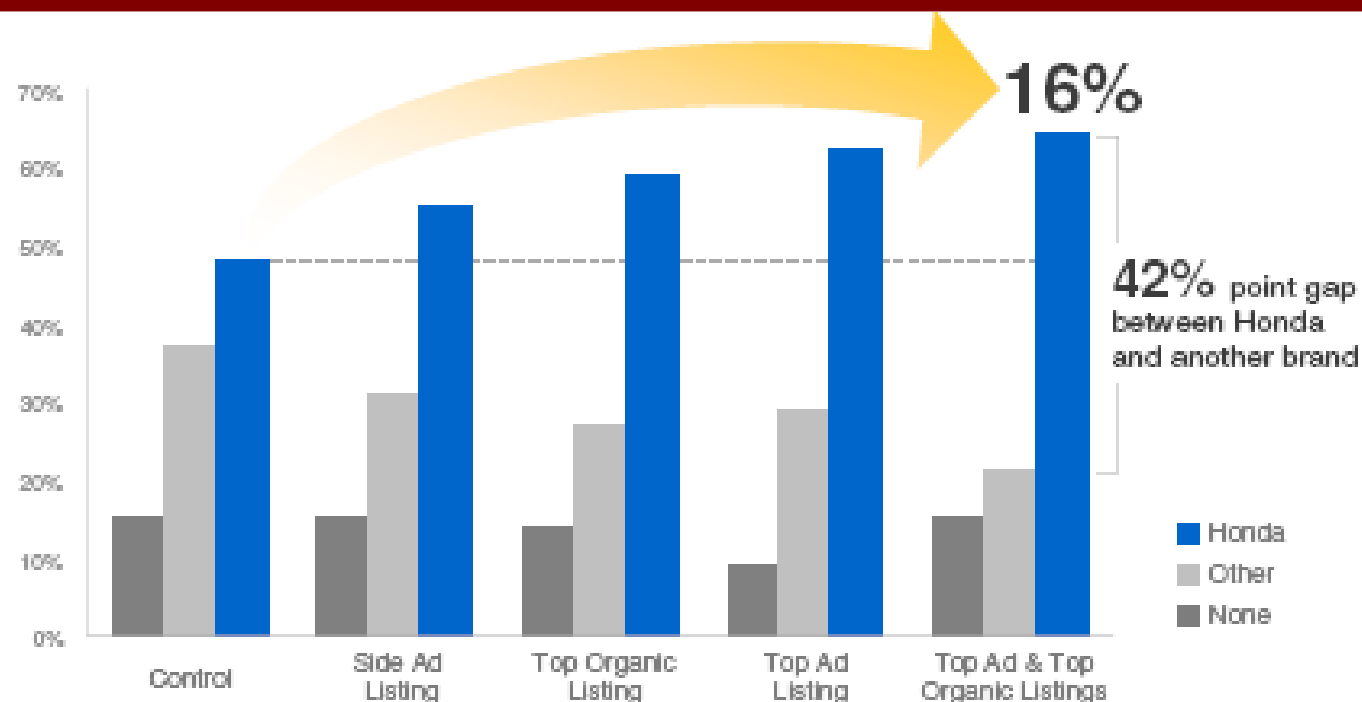
- Brand awareness/recall
- Competitive market positioning
- Engagement and interaction

Increased Brand Association

A 16% Point Increase in Brand Association When Brand Is in Top Ad and Top Organic Listings

When you think of fuel-efficient cars, which come to mind?

Query: Unbranded (i.e., "fuel efficient cars")



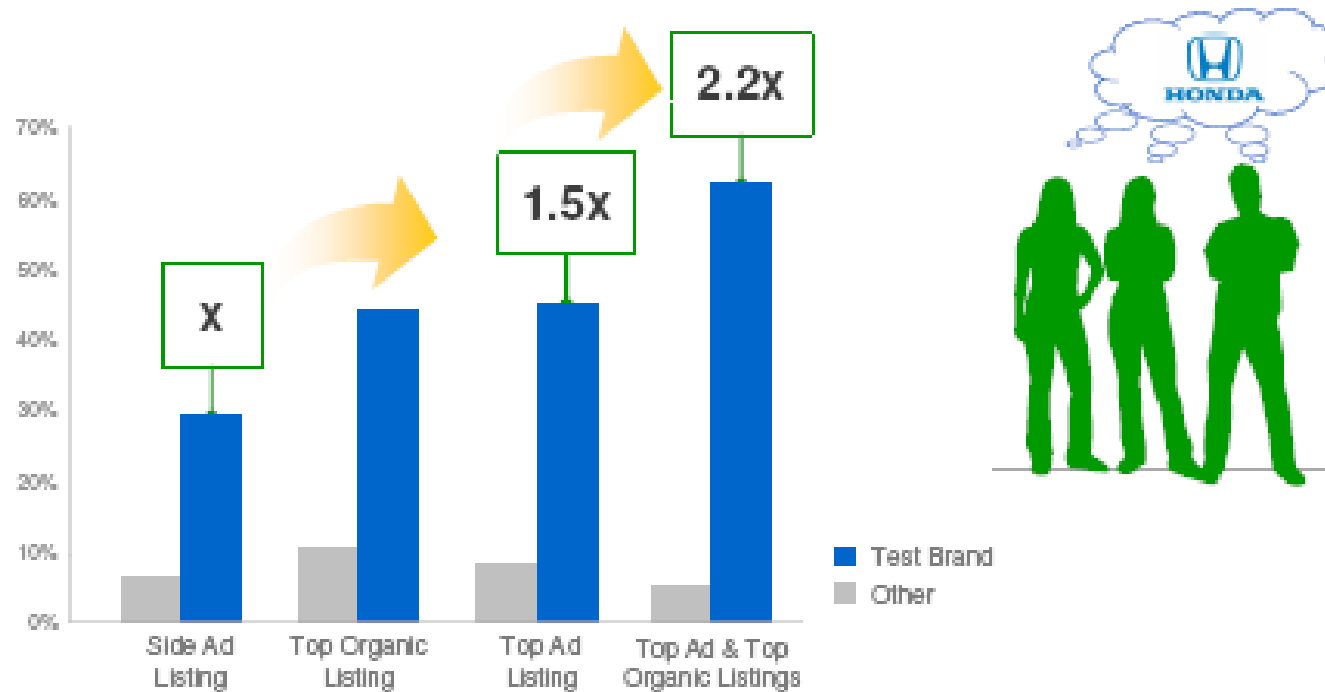
Source: Equilo Search Solutions, Inc., July 2007; Note: There is a significant (7% point) increase from Control to Side Sponsored, as well.

Increased Brand Recall

A 2.2x Lift in Aided Brand Recall When Brand Is in Top Ad and Top Organic Listings

Which of the following brands do you remember seeing in the search results page you just viewed?

Query: Unbranded (i.e., "fuel efficient cars")



Source: Enquire Search Solutions, Inc., July 2007.

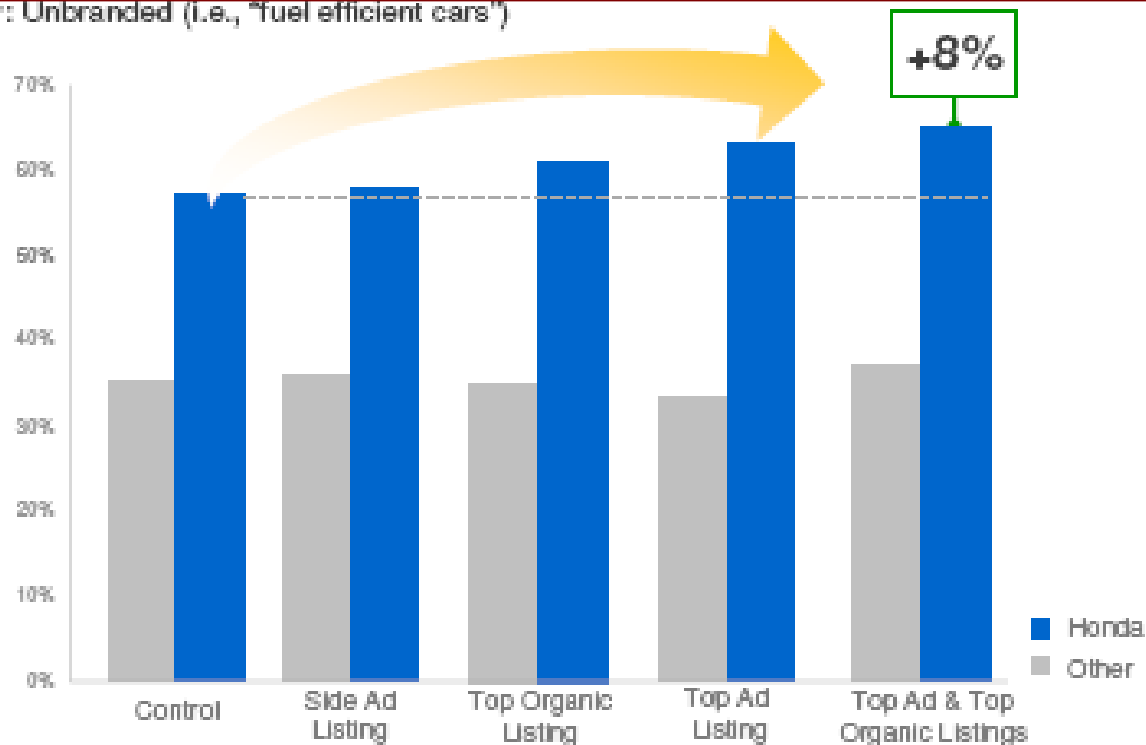
4

Increased Purchase Consideration

When Brand Is in Top Ad and Top Organic Listings, Purchase Consideration Increases 8% Points

From the list below, indicate which of these brands you would consider if you were looking to purchase a fuel-efficient or environmentally friendly car.

Query: Unbranded (i.e., "fuel efficient cars")



Source: Equivo Search Solutions, Inc., July 2007.

What is the cost of *not* showing up?

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Visibility, prominent placement, compelling and differentiating messages, and competitive blocking all provide value.

Example: campaign results

GOAL: 100% Visibility on *all* queries for these 2 keywords:

- *erp software*
- *manufacturing software*

RESULTS:

- **Ad impressions** increased by 134%
- **Visitors** up 153%
- **Registrations** increased by 72%
- **CPC** increased by 31% (ad position moved from 3.16 to 2.4)
- **Cost/Registration** nearly doubled

Summary

1. **Align campaigns with prospects' needs as they move through the buying process.**
2. **Offer landing page *options* to appeal to more people and maximize interactions/results.**
3. **Don't ignore benefits beyond leads and sales. Measure visibility, response, competitive positioning and all online interactions.**

Thank You



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