

Optimizing the Ad

Learning Objectives-

- To understand the optimization of the ad display Strategy.

Optimize Ads

- Ads are the voice of products and services. The more relevant and engaging they are to customers, the more likely they'll generate results for we.
- To quickly gauge ad performance, we can sort by click through rate or conversion statistics the same way we might with keywords. This way, we can easily see which ads:
 - Get clicked on most often
 - Generate the most conversions
 - Have the best conversion rates
 - Bring in conversions at the lowest cost

Optimize landing pages

- Landing pages play a big part in turning clicks into customers. When someone clicks on ad, they expect to land on a page that's relevant to what they saw in ad. If they don't immediately find what they expect, they're more likely to leave.-
- **Make sure landing page matches ad and keywords**
- **Make sure website is mobile-friendly**
- **Make sure landing page is easy to navigate**
- **Provide useful, unique content**

To optimize an ad campaign

- understand target audience.
- Utilize heat maps- Heatmaps are **used in various forms of analytics but are most commonly used to show user behavior on specific webpages or webpage templates.** Heatmaps can be used to show where users have clicked on a page, how far they have scrolled down a page or used to display the results of eye-tracking tests.
- Utilize A/B tests.- A/B testing (also known as split testing or bucket testing) is **a methodology for comparing two versions of a webpage or app against each other to determine which one performs better.**
- Using landing pages.
- Don't forget about mobile users.
- Track analytics.
- Focus on conversions instead of leads.

The benefits of ad groups in app campaigns

- Ad groups can **help ensure that ads are relevant to keywords.**

For example, for camera campaign, we may want to create separate ads for digital cameras and compact cameras. We can create ad groups for each type of camera, each with its own set of focused, relevant keywords.

- **Helps to Avoid Ad Repetition**
- **Testing Options Available**
- **Tight coupling between Keywords & Ads**
- **Easier Budget Control**
- **Multiple Keywords**

Tight coupling between Keywords & Ads

- The graphic representation illustrates the hierarchical structure used by Google Adwords. You have an account all the way at the top. This account comprises various campaigns with numerous groups, each of which contains a different set of keywords and advertisements. Now that you've looked into it more, you ought to have at least one keyword and one ad. The way your marketing campaign is now set up, it just requires one campaign, one ad group, and one keyword with a single ad.

Optimization of Facebook ads

- Perfect account structure.
- Set up the Meta Pixel with Google Tag Manager. - The Meta pixel is a piece of code on your website that can help you better understand the effectiveness of your advertising and the actions that people take on your site, such as visiting a page or adding an item to their basket.
- Consolidate conversions.
- Choose the right bidding strategy.
- Optimize for objective.
- Use the fast takeoff method.
- Target parallel interests.
- Target influencers' audiences.

Fast takeoff method

- **Digital Marketing Targeting |Target the right audience**

The internet has reversed the data in the ad, as it allows the transmission of an advertising message not in general but in specially shared, fully targeted audience. This is because it offers brands the ability to effectively filter out common demographics, interests, and other individual features. Thus, pay-per-click (PPC) ads on facebook & google are getting more value as you target the people who are actually interested.

- **Digital Marketing Audiences |Reach those who are interested**

Take advantage of SEO techniques and identify consumers looking for content, products, or themes that are relevant to your business on the internet. Proceed to data capture actions that will provide you with a database to effectively build your advertising strategy on the web.

- **Marketing Online Campaigns | Analyze the results in real time**

Digital media, unlike traditional ones, offer a complete analysis of digital actions in real – time. Imagine waiting for weeks or months until you get the statistics for a TV or radio campaign! In digital media, you can control the progress of your advertising in real-time by constantly optimizing with the aim of achieving the perfect combination of cost and profit.

- **Social Media Marketing |Save advertising resources**

Why spend money on TV spots or newspaper listings when you can reach the same audience through social media? You no longer need to worry about where your money is going.

- **Community Management | Interact with the fan base**

Types of optimization techniques

- We can distinguish between two different types of optimization methods:
- **Exact optimization methods** -that guarantee finding an optimal solution
- **Heuristic optimization methods**- where we have no guarantee that an optimal solution is found.

Learning Outcomes-

- Students understand the optimization Display Strategy regarding how to make it more feasible & effective.

Thanks