Optimizing Search &

Display Campaign

Learning objectives-

- To understand the Campaign Display Strategy.

- To identify & implement the strategy for Search Optimization

What is the Display Campaign Optimizer?

- The Display Campaign Optimizer (DCO) automatically finds the best places to show your ads across the Google Display Network.

- To use this tool all you need to do is let us know your **target cost-per-acquisition (CPA)**.

How the Display Campaign Optimizer works.

- It explores new inventory across millions of sites in the Google Display Network, evaluating dozens of factors in real time.

- Delivers more conversions at your desired CPA.

How the Display Campaign Optimizer works.

- DCO finds additional conversions for the Google Display Network and shows your ads on relevant sites which you may have missed.

- It works on Desktop, Mobile and Tablet devices.

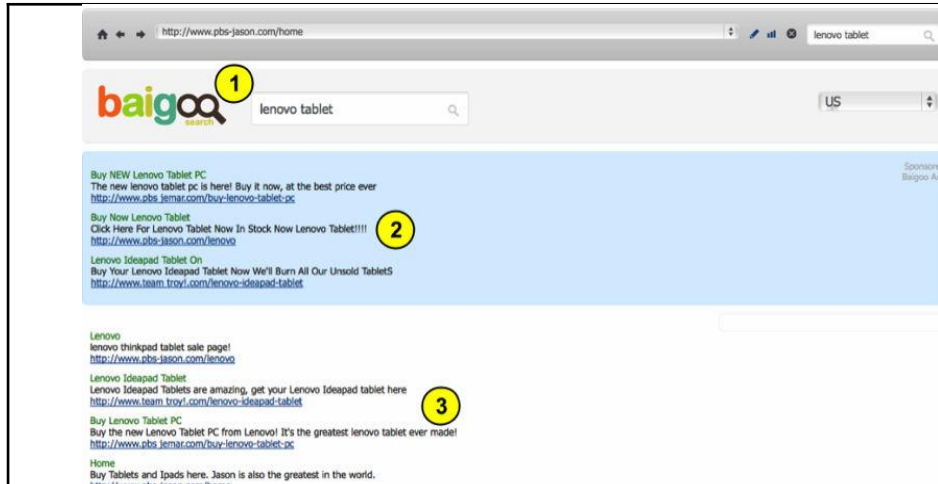- Available to small and medium business advertisers.

Benefits to using the Display Campaign Optimizer.

1. **Learn**
   It provides landing page and campaign history analysis.

2. **Target**
   It defines new groups of placements related to your product.

3. **Optimize**
   Adjusts bids and targeting based on your performance.

4. **Expand**
   Reaches new groups of placements over time.

Search Engine Advertising is a **contextual** form of advertising which improves **online content assets visibility** in Search Engine Results Pages by placing **Text or Image ads** and **Optimizing** the content indexed by the Search Engines

Search Engine Text Ads

Snippets of text with link prominently displayed in the search results pages of search engines (top page, side of page)

1. **User generated search**

2. **Paid Ads**

3. **Organic Search Results**

Typical Usage cases

Typically used to promote high priced ticket items: electronics (e-commerce), Software-as-a Service,Travel, Medical Services but also popular with Location Dependent SMBs

How to advertise?

Basic iterative process:

Target Audience Identification > Ad creation > Review of Targeting Options > Campaign Launch > Data Accumulation > Analysis & Refinement

Structure of a Campaign
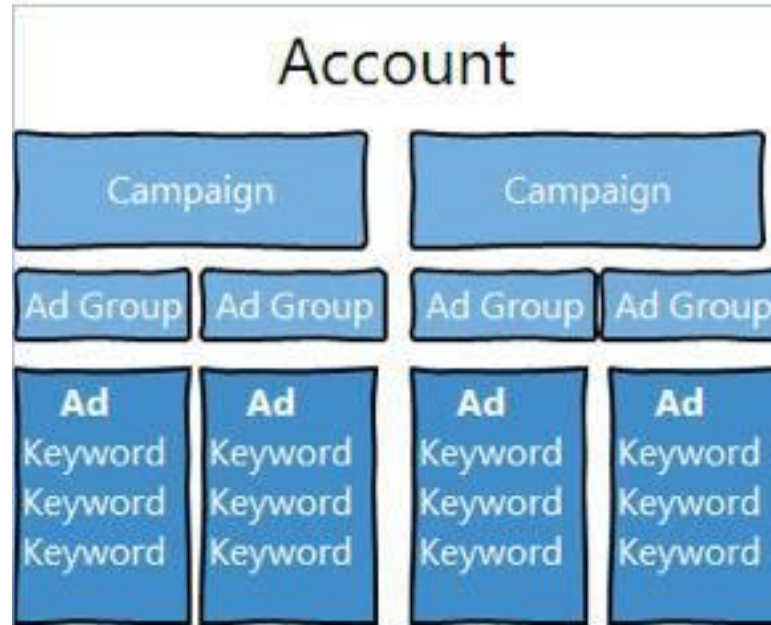
Targeting Options

- Search behaviour (keywords)
- Time of day/month/year
- Location
- Cost

Keyword Targeting Options

- Exact Match: **Auto Insurance**

- Phrase Match: Best **Auto Insurance**

- Broad Match: I want to insure my car

Bid Auctions

Advertisers	CPC Bid Value	Quality Score	Ad Rank Score Bid Price X Qual. Score	Price Paid Closest Ad Rank below yours divided to your own Qual. Score
Advertiser 1	$5.00	2	10	5
Advertiser 2	$3.00	5	15	2
Advertiser 3	$2.00	9	18	1.66

SEA Metrics (operational

- **Clicks** - Engagement

- **Impressions** - Reach

- **CTR** (Clicks/Impressions) - Efficiency of Ad Copy(Targeting)

- **CPC** - Cost Per Click

- **Quality Score** - Advertiser Performance Metric

SEA Metrics (performance)

- **Conversions -** completed goals
- **Value -** Gross Profit (no advertising costs included)
- **Net Profit -** Profit minus Advertising Costs
- **ROAS -** Return on Advertising Spend (Needs to be above 1.00 for positive return)

Integration with other channels

- Not a stand alone channel

- Integrated with other content assets and/or systems

Advanced SEA Operations

- Use of specialist software

- Multivariate Testing

- Custom Made Scripts

Display/Banner Ads

- Banner images displayed in the advertiser network of websites (e.g. Adsense)

- Contextual Advertising

- Privacy Issues

Advantages of SEA

- Performance based Advertising Model

- Predictable engagement level

Disadvantages of SEA

- Complex initial setup process

- Requires constant optimization and fine-tuning

- Recurring cost element

Learning Outcomes-

- Students understand the Campaign Display Strategy.

- Students also understand how to execute & implement the strategy for Search Optimization

Thanks