Audience Product Experts

Display Strategy

Alessia Scarpellini, Search Audiences EMEA Lead, GMS
Anna Kovalenko, Display Audiences EMEA Lead, GMS

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Last Week's Survey

- **Customer Match Bid Adjustment should be higher than RLSA**
  - **True**
  - False

- **RLSA in Target and Bid can be used to expand your keywords on users already familiar with your website**

  - **True**
  - False

- **The IF Function for Ads allows you to customize the landing page for different audiences**
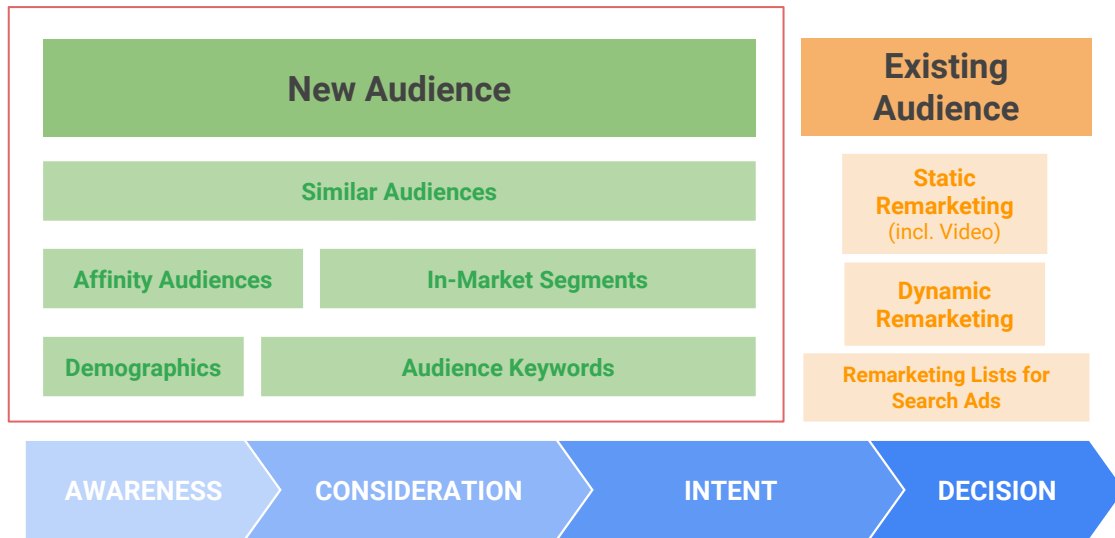
  - True
  - **False**

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In this session

- Display Strategy Step 1: Leverage your own data

- Display Strategy Step 2: Leverage Google data

- Set up for success:

  - How to structure your Display strategy: mix and match audiences solutions

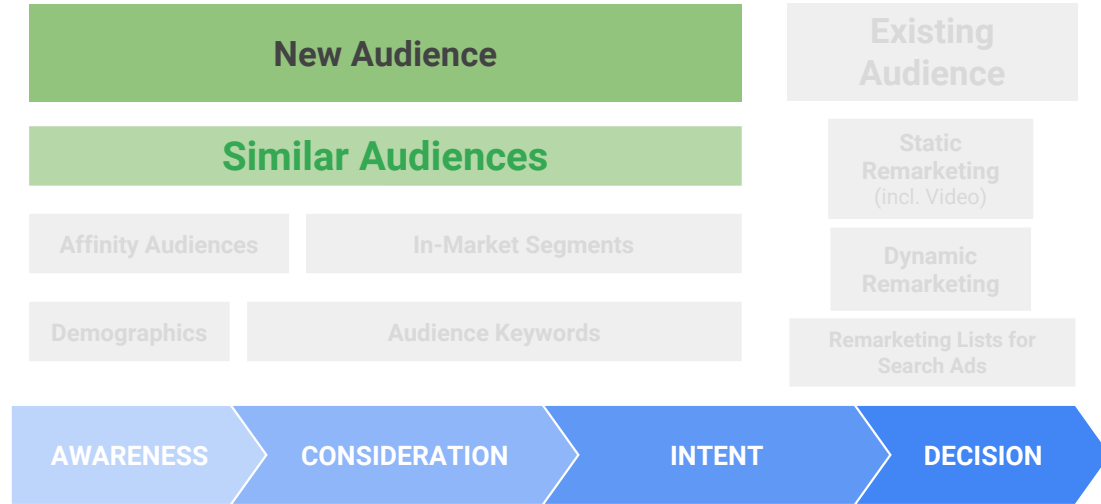- The road to automation: how machine learning can help you best ROI from display, in an easy way

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Display Strategy

The closed loop of Audience solutions

New Audience

Similar Audiences

Affinity Audiences

In-Market Segments

Demographics

Audience Keywords

Existing Audience

Static Remarketing (incl. Video)

Dynamic Remarketing

Remarketing Lists for Search Ads

| AWARENESS | CONSIDERATION | INTENT | DECISION |

Step 1

Leverage **own** data

New Audience

Existing Audience

Similar Audiences

Static Remarketing (incl. Video)

Affinity Audiences

In-Market Segments

Dynamic Remarketing

Demographics

Audience Keywords

Remarketing Lists for Search Ads

AWARENESS → CONSIDERATION → INTENT → DECISION

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Loews hotel **adopts Remarketing** and **Similar Audiences** to **reach new customers** and **grow revenue by 60%**

LH

LOEWS
HOTELS · RESORTS

**Similar Audiences
+ Remarketing**
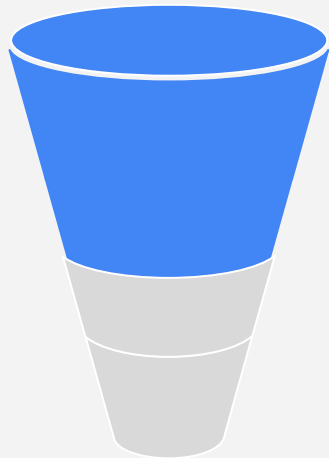
+ 60%
Increase in
revenue
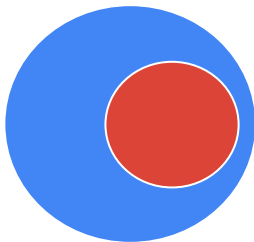
+57%
Increase in
bookings

-9%
Reduction in
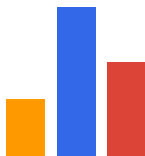cost per acquisition

Similar to **All Visitors**

REACH

Cost per Acquisition

Remarketing
Similar to **All Visitors**
Similar to **All Converters**

Similar to **All Converters**

Explore:
Similar to GA Smart Lists

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THINGS TO DO

- **Audience Lists**: separate into ad groups / campaigns by product or action taken
  - similar to converters or to GA Smart lists have the lowest CPA

- **Structure**: ideally - separate campaign, with a different ad group per list

- **Creatives**: test creatives with a strong call to action, as well as more generic brand ones

- **Tracking & Bidding**:
  - track micro- and macro-conversions
  - account for (1) *view-through conversions*, (2) *assisted conversion ratio*, compare via (3) *Multi-channel funnels*
  - bid eCPC/CPA/ROAS

THINGS TO AVOID

- **Measurement**: do not expect the same CPA as Remarketing
  - these are NEW users, so CPA will be closer to generic search campaigns

- **Landing page**: do not use landing page that is not tailored to creative strategy
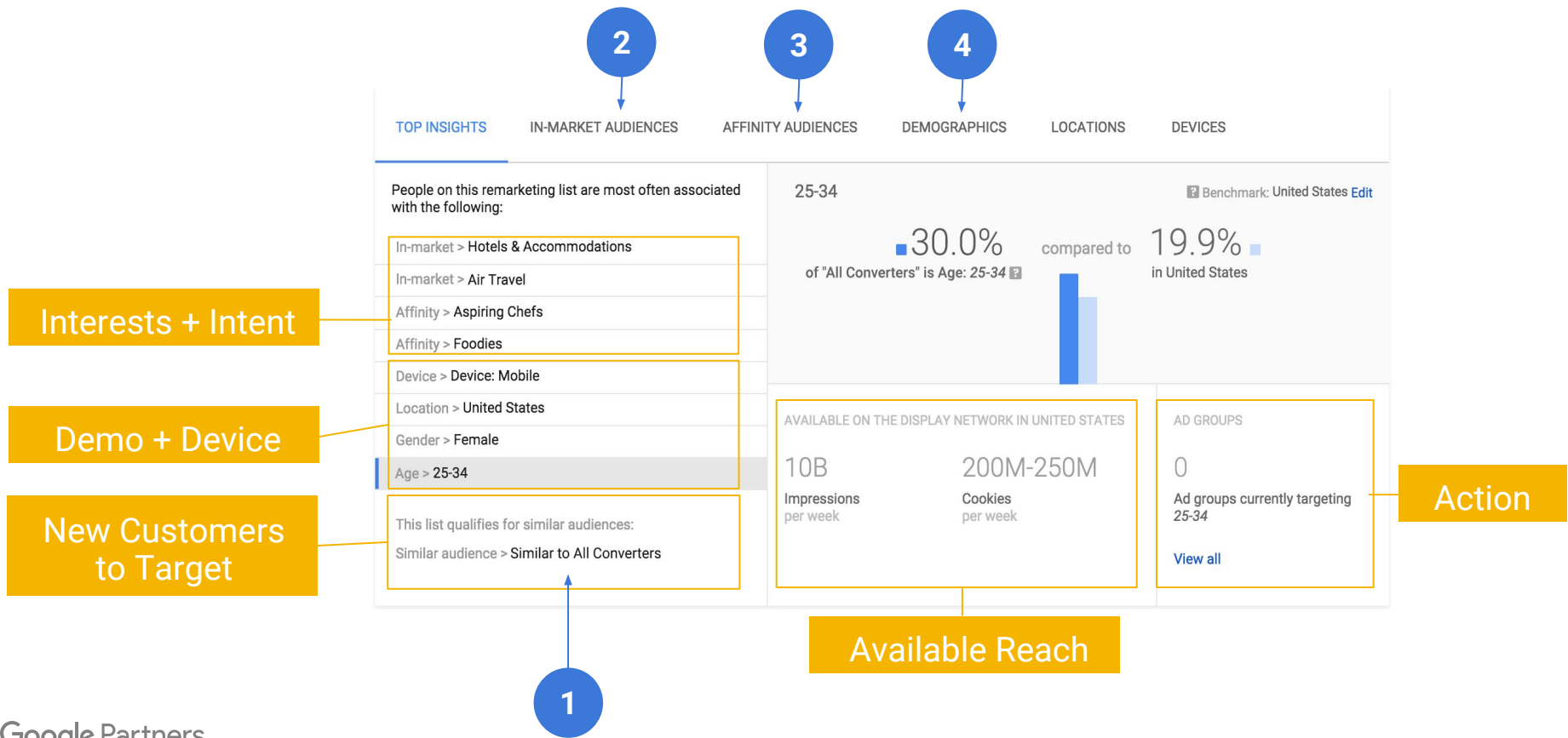
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Step 2

Leverage **Google** audiences

Audience Insights Reports in AdWords

2 **3** **4**

TOP INSIGHTS   IN-MARKET AUDIENCES   AFFINITY AUDIENCES   DEMOGRAPHICS   LOCATIONS   DEVICES

People on this remarketing list are most often associated with the following:

In-market > Hotels & Accommodations	
In-market > Air Travel	
Affinity > Aspiring Chefs	
Affinity > Foodies	

Interests + Intent

Device > Device: Mobile	
Location > United States	
Gender > Female	
Age > 25-34	

Demo + Device

This list qualifies for similar audiences:

Similar audience > Similar to All Converters

New Customers to Target

25-34   Benchmark: United States Edit

30.0% compared to **19.9%**

of "All Converters" is Age: 25-34   in United States

AVAILABLE ON THE DISPLAY NETWORK IN UNITED STATES

10B   **200M-250M**
Impressions   Cookies
per week   per week

AD GROUPS

0

Ad groups currently targeting 25-34

View all

Action

Available Reach

1

- **In-Market Audiences** are actively researching & intending to buy

- Updated **real time** based on online behaviour & **intent**
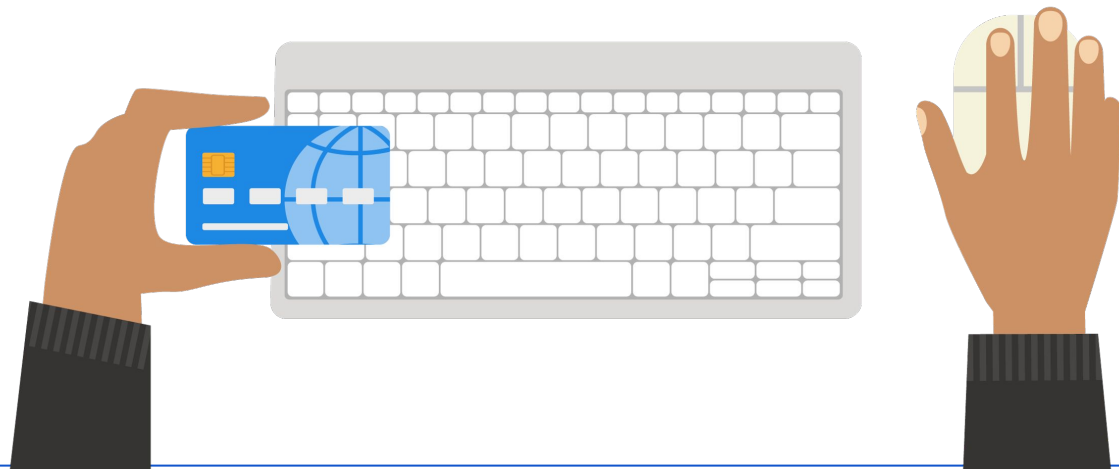
To ensure success

Target the **in-market category that matches** your product

Target with a **strong creative**

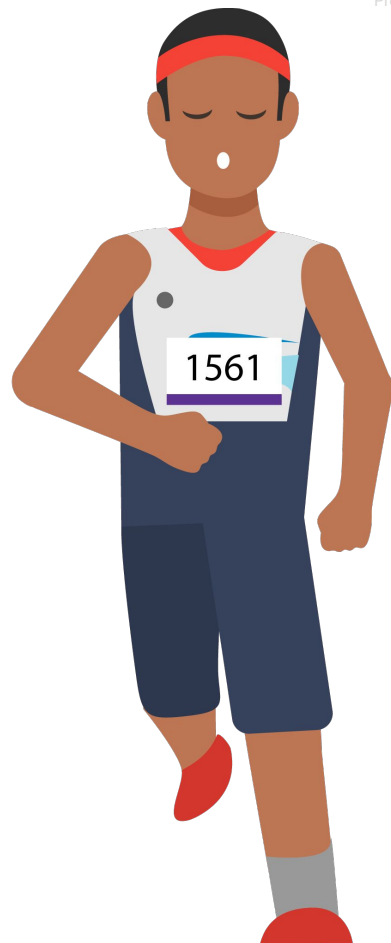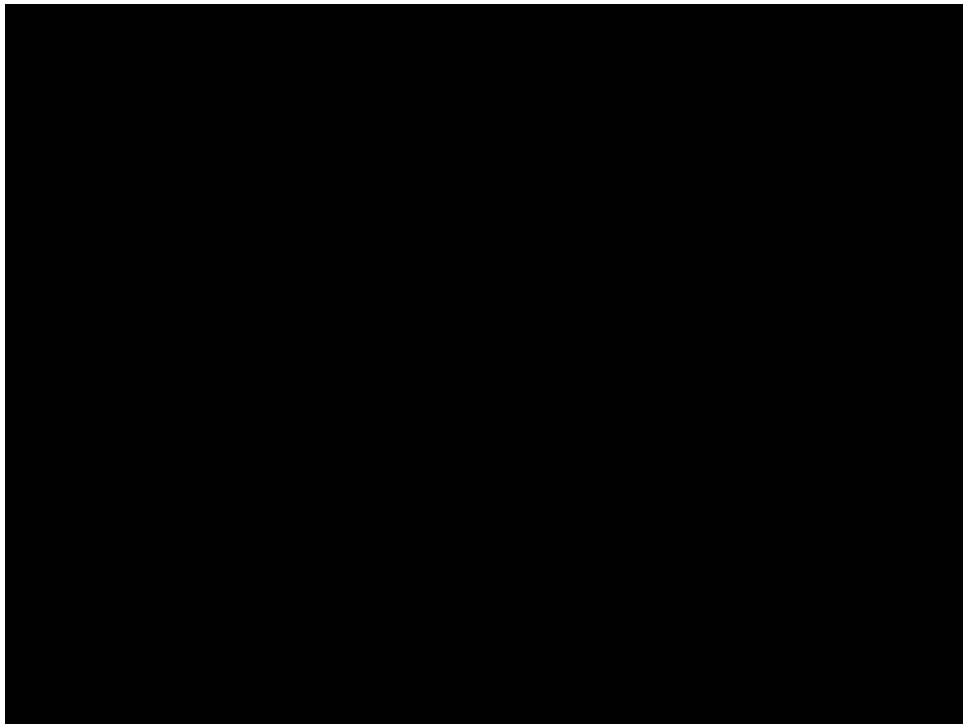(i.e. relevant message to the audience)

Customize your Audience

The value of **Custom Affinity Audiences**:

- ○ help you tailor the standard Google audiences to match your product

- ○ provide insights for other targeting types

Custom Affinity Audiences

Here is how you can create a Custom Affinity Audience for Marathon Runners

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Bringing it all together

Set up for success

70M
signals in
400 ms
Automation
is the key
to success

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With **millions of impressions** & **thousands of ad variations** available on a given day to capture **millions of potential customers...**
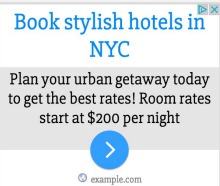

Bids

|Automate

○ eCPC, tCPA, tROAS

|Bid sufficiently

○ Rule of thumb >$1

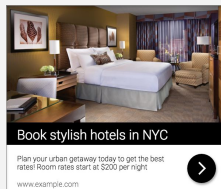*Critical for building a strong quality score from the start!*

Creatives
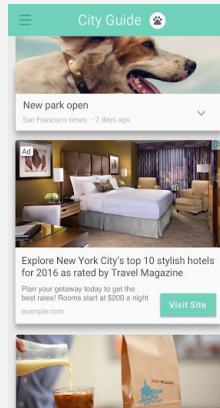**access all assets through Responsive Ads**

Responsive Text

Native

Longer headlines: **50%+ better CTRs**

Responsive Image

Native ads are <u>viewed 53% more often</u> than banner ads

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Examples of Responsive Ads layouts

Structure

Settings

Ad rotation: Optimize for conversions

Ad delivery: Standard

Budget: x10 exp. CPA

* Expect higher CPA for Similar to All visitors

My campaign structure

Affinity Audiences / Custom Affinity

(1) Health & Fitness Buffs
(2) Outdoor Enthusiasts
(3) Marathon Runners *(custom)*

In-market Audiences

(1) Apparel & Accessories >> Activewear
(2) Apparel & Accessories >> Shoes >> Athletic Shoes

Similar Audiences

(1) Similar to All visitors
(2) Similar to All converters
(3) Similar to Smart Lists

Remarketing

(1) All visitors
(2) Men's shoes visitors
(3) Women's shoes
(4) Cart abandoners

What I will measure as success

AWARENESS

- New visitors - *non-bouncers*
- Pages per session
- Assisted conversions - ratio

CONSIDERATION / INTENT

- Conversions (*macro*), CPA / value
- *Micro:* Newsletter sign-ups, Added to favorites
- Assisted conversions - ratio
- View-through conversions

AWARENESS / CONSIDERATION

- Conversions (*macro*)*, CPA / value
- *Micro:* Newsletter sign-ups, Added to favorites
- Assisted conversions - ratio
- View-through conversions

DECISION

- Conversions (*macro*)*, CPA / value
- Assisted conversions - ratio
- View-through conversions

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Road to Automation

Automation in Display means

Automated Bids

Automated Targeting

Automated Bids

Automated Targeting

Performance Display Bidding

...move towards automation and get rid of the stress of micro-managing your campaigns

a   **Manually Managed Bids, for most control**

Max CPC	Bid Modifiers
Set how much you're willing to pay for each click to your website.	Set % modifiers on your existing bids based on your target criteria.
Campaigns in which you want to drive as much web traffic as possible within your CPC limit.	Apply modifiers to your targeting criteria (such as Demographics) to raise or lower bid on that specific segment.

b   **Real-Time, Automated Bidding for best performance**

Enhanced CPC	Target CPA	Target ROAS
Modifies bidding to **improve chance of conversions.**	Modifies bidding to **improve chance of conversions.** Needs 15 conversions last 30 days.	Modifies bidding to **improve value of conversions.** Needs 15 conversions last 30 days.
Campaigns in which you want to meet CPC goals and improve the chance of conversions.	Campaigns in which you want to automate bidding, but still have control of targeting.	Campaigns in which you want to automate bidding and have a concrete ROI target.

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Why Automated Bidding again?

Google Machine-Learning Algorithms

40% **increase in ROI** when Google bids to maximize your revenue
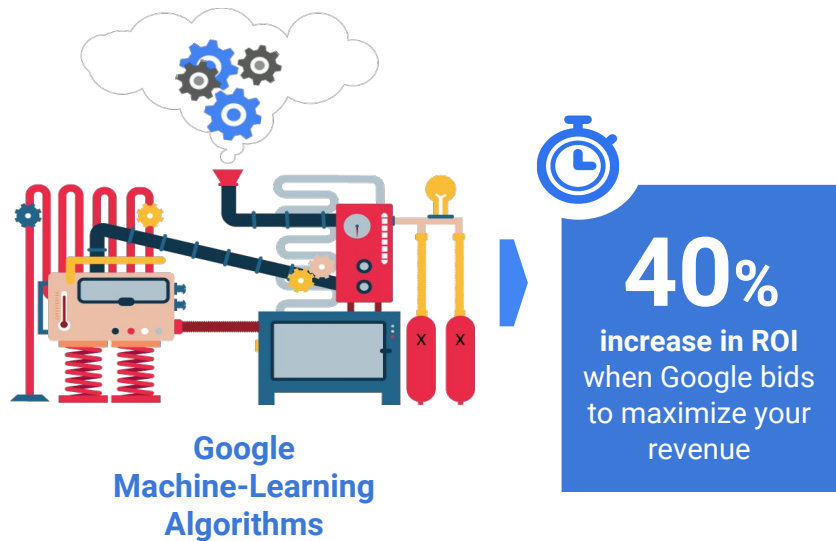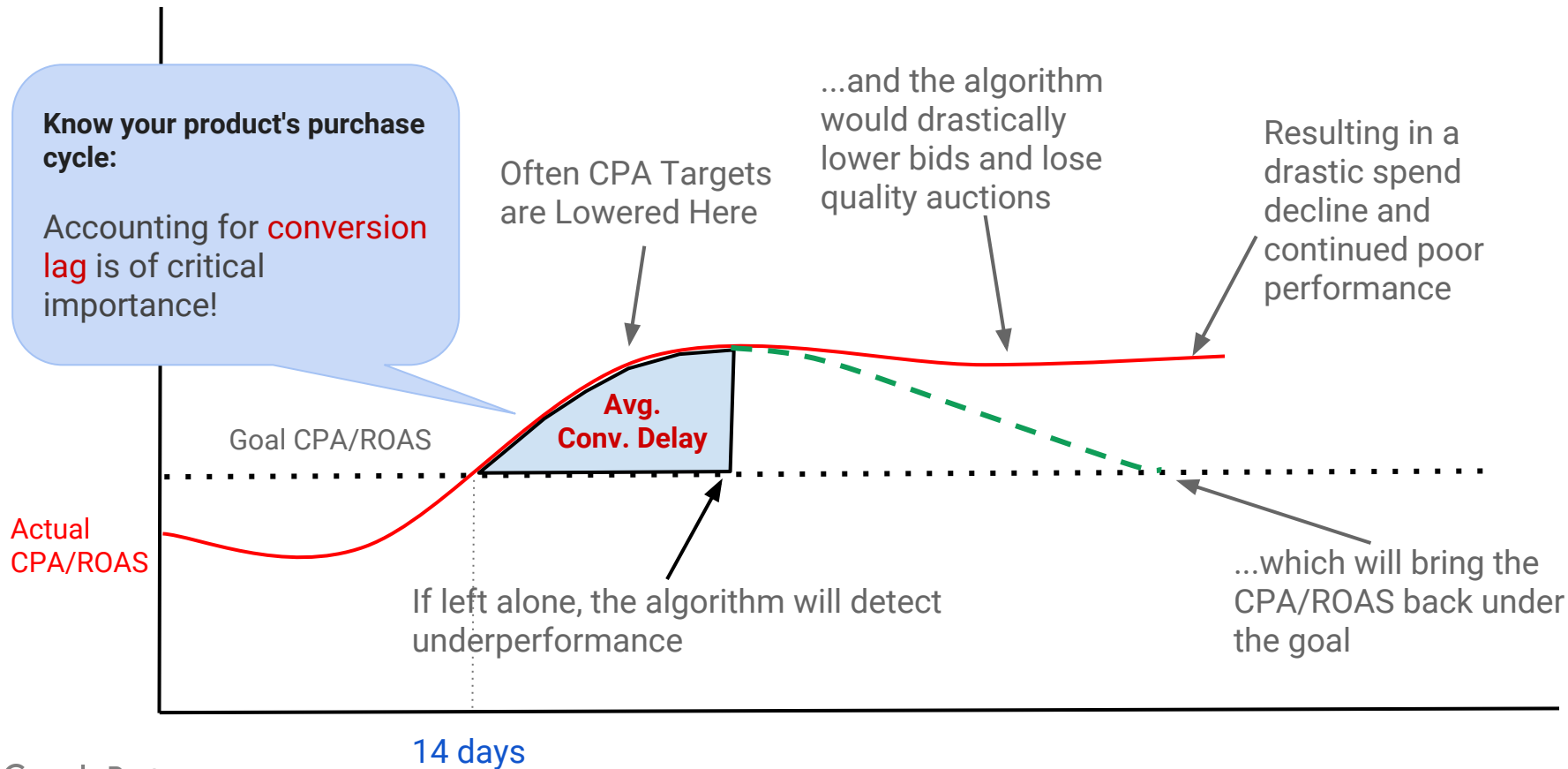
Our predictive algorithm adapt bids to react quickly to constantly changing markets. Our best-in-class technology uses millions of **real-time context** and **audience signals** to bid in auctions that drive results.

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Let The Algorithm Do Its Job

Automation in Display means

Automated Bids

Automated Targeting

Where is it?

Interests & remarketing

Choose audiences or remarketing lists to target audiences with certain interests or who have visited your site before. Learn more

| Select category | Selected: 1 |

Select an Interest and Remarketing category to get started

Custom affinity audiences: 1

Marathon Runners

○ Target and bid
Show ads only to people associated with these lists or categories, with the option to bid on them. ?

○ Bid only
Add these lists or categories so I can set bids on them, but show ads when my other targeting methods match. ?

Close

Targeting optimisation   ☑ Let AdWords automatically find new customers
        ● **Conservative targeting:** find additional customers, at your current cost per customer ?
        ○ **Aggressive targeting:** discover even more customers, around your current cost per customer
(Display Campaign Optimiser) ?

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All campaigns

Campaign for Training
Display Test
Search Campaign 1
Test Display
Ad Group #1

All drafts
All experiments
Campaign groups
Shared library

What is Autotargeting ?

Auto-Targeting lets AdWords add high-potential targeting to an ad group in your "Display Network Only" campaigns, helping you **automatically reach additional customers** at a similar cost per customer

How it works

Auto-Targeting expansion algorithm looks for highly relevant inventory/users based on a variety of signals

Automatically expands your ads to auctions predicted to provide high value for your GDN campaigns

Continually refines expansion to ensure campaign performance remains at your desired ROI

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Why Autotargeting ?

Save time
Campaign is automatically expanded and optimized

Explore
New inventory or customers across millions of sites in the Google display network. Reach 10-20% more customers (depending on setup)

More conversions
at your CPA or ROAS

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The automation journey

Auto-targeting Aggressive

+20-50% more conversions

Auto-targeting Conservative

+10-20% more conversions

Auto-targeting will increase your reach on targeting options at the same as it brings new conversions for given target

Target ROAS

Optimise for return on investment instead of conversion volume

Use this with Autobidding

Target CPA

+20% more conversions

Can now be enabled from 1st day of campaign creation

Enhanced CPC

+10% more conversions

Maintain control while adding automation

Conversion tracking

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Recap: main takeaways from this session

- Start your Display Strategy by leveraging on **your own data:**
  - Remarketing
  - Similar Audiences

- Expand leveraging on **Google Audiences**:
  - Create one campaign per targeting (eg. one campaign for In Market, a separate one for Affinity)
  - Create one AdGroup per list

- Use **Custom Affinity Audiences** to tailor Affinity Audiences to your business needs

- Stop micro managing your campaigns! Let **machine learning** automate your bids and targeting to increase the number of conversions

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In the Next Session

Measurement

- Macro vs. Micro conversions

- Each objective has its own Audience Strategy

- Intro to Attribution Modeling

- Analytics Attribution Reports: give the right value to your display strategy

- Returning Users Report

Do not forget to fill in the survey!

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Appendix

General Display Bidding

Understand how to adjust your bidding settings to meet your campaign goals...

	Target & Bid	Bid Only	Display Bid Adjustment
What	Restricts your ads to showing for the targeting method you've selected, like keywords.	Does not restrict your ads to showing for the targeting method you've selected.	A percentage change in your bids set for a targeting criteria.
When to Use	Ad groups with specific, restrictive targeting or when multiple targeting methods need to overlap.	Ad groups with less restrictive targeting or when bid control on specific targeting is desired.	Bidding up or down on different targeting methods to increase or decrease presence and competitive edge.
Requirements	At least one targeting method must be set as "Target and Bid" in any ad group.	One targeting method must be set as "Target and Bid" in any ad group, then bid control would be applied to others.	Cannot be used in campaigns using Automatic bidding.

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Expansion: Auto-Targeting vs Similar Audiences

Auto-Targeting	Similar Audiences
Automatically expands to new **audiences with significantly high probability of conversion** Adapts based on campaign performance	Expands to new **audiences with similar traits** as the original remarketing list
Adapts based on campaign performance	Advertiser controls conversion volumes & CPA
Designed to maximize conversion volume: **increase customers and conversions at the same target CPA or ROAS**	Designed for remarketing advertisers as a means to **maximize traffic and acquire new customers**
Uses your **existing** creatives, target bids, and budgets	Allows you to create a **new campaign**/ad group with unique creatives, target bids, and budget for new customers

Automatic Targeting

Conservative

- Applies less variations to your targeting
- For remarketing, it is pretty cautious
- Reach less people
- Doesn't exceed Target CPA or cost per customer
- Automatic enrollment

Aggressive (Display Campaign Optimiser)

- Applies more variations to your targeting
- For Remarketing, it might go further based on predicted conversions
- Reach more people
- Get as many conversions as possible but get some variations of Target CPA or cost per customer
- Available for all Display Network campaigns with at least 15 conversions per month

Reminder: before making any analysis on performance, give the system the right amount of time (2+ weeks or anyway according to purchase cycle length)

Additional Resources

- Targeting ads by Audience Interests

- Think with Google: Display Hub

- Automatic Targeting

- Google Success stories

- Ford Case Study

- Loews Case Study

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