

DoubleClick Search

Guide for the Holidays

Search management solutions to lighten the load this holiday season

doubleclick search by Google

Make the most of your holidays with DoubleClick™ Search

Online holiday shopping is turning into a yearly endeavor for consumers—and a yearly challenge for marketers.

We already know search can be complex. But it becomes even more complex when you consider your holiday to-do list: on top of the festivities of the season, you're juggling fleeting promotions, updating ever-changing product inventories and revising your stale ad text—all in hopes of trying to reach fickle consumers at the moment they're looking to buy. As a search marketer, how do you succeed in search during one of the busiest times of the year, and reach the right people with the right message, when it matters?

In this guide, we'll outline past seasonal insights as well as current trends we're seeing, to help you discover how to win this holiday season with DoubleClick Search solutions that'll let your search go faster, smarter and better than ever before.

Trends



'Tis the season to shop online

Listen up (and not just to those silver bells): search continues to be huge. This year, nearly 70% of online shoppers who also shopped in-store said searching online influenced the brands they bought, the retailers they shopped and the gifts they selected.[1] Moreover, online holiday sales alone have been steadily increasing year over year, and they're expected to increase by 12% this year, reaching $92–96 billion in expected revenue.[2] For search marketers, this means more opportunity to use search in innovative ways to reach targeted audiences.

Find Google's insights from holidays past, and determine a winning strategy to help you best prepare for this season.

[1]Google/OTX Post Holiday Survey, January 2012
[2]NRF Holiday 2012, October 2012

Google recommendations for Holiday 2012

At Google, we've been following the power of search and the accelerating trend of online shopping. In 2011, we found:



82% consumers said online shopping influenced which stores they chose to visit[3]



55% of consumers expected free shipping when they shopped online[4]



1 in 3 shoppers used phones to find reviews or pricing info while in store[5]



1 in 4 consumers used more than one device to shop during Holiday 2011[6]



There was a **+15%** increase from the prior year in e-commerce sales during the last holiday season[7]

[3]Google & Ipsos OTX Consumer Intentions Survey (2011)
[4]Comscore, 2011
[5]Pew Research Center's Internet & American Life Project (January 2012)
[6]Google & Ipsos Digital Connections Study: Life (2011)
[7]comScore, Inc. 2011

We want to take these insights from 2011 to help you better understand how search marketers today can anticipate and plan for the upcoming holidays. As e-commerce continues to grow, here are our key insights and recommendations for the 2012 holiday season:

1. Consumers are always on. Capture full opportunity and increase efficiency with an always-on strategy. Make sure you have smart, fast tools that can work for you at the drop of a (Santa) hat.

2. Consumers are fickle. Two-thirds of holiday shoppers did not have a store or brand in mind before making a purchase.[8] Use targeting tools that will help you to reach undecided shoppers with the most relevant ads at the moment they're looking to buy.

3. Mobile influenced sales across channels. Deliver a consistent message across screens. Ensure that mobile is a core part of your holiday marketing strategy.

4. Reach users earlier. 1 in 5 shoppers shopped on 'Black Midnight' on the night of Thanksgiving.[9] Use tools that allow scheduling options to help you promote deals earlier to capture shoppers on the 'new Black Friday'.

Review our sections on campaign management automation, display remarketing from search ads, bid optimization, mobile and streamlined reporting to learn how to capture every opportunity with DoubleClick Search this holiday season.

[8]Google internal data, 2012
[9]Google internal data, 2012

Automation



Automate your holiday: planning ahead for the busiest time of year

The holidays inevitably arrive at the same time every year—so why can it feel like a surprise when they're suddenly here? Just like shoppers who find themselves shipping packages overnight on Christmas Eve, it's not uncommon to get caught up in the day-to-day and lose sight of pre-planning. This year, make an early resolution to start planning your seasonal campaigns more easily and efficiently with scheduling and inventory management solutions from DoubleClick Search.

With around-the-clock automated campaign management, you'll be able to sit back, enjoy your toasty apple cider, and let us take care of the rest.

Make your bulk sheets, we'll check them twice.

DoubleClick Search deferred uploads allow you to prepare and validate bulk sheets for bulk campaign actions ahead of time, and arrange to have them uploaded at a scheduled time and date. You can create new promotional campaigns, insert relevant keywords, pause old ads or change out ad copy to be uploaded at a future time, knowing that they'll be error-free. With deferred uploads, we'll monitor your account, so you can focus on monitoring your eggnog levels.

Stocking Stuffer: DoubleClick Search will validate bulk sheets immediately after they're scheduled for upload, and will notify you of any errors. This gives you a chance to correct your file before the scheduled upload time.



Our scheduled edits let you work on your campaigns 24 hours a day, 7 days a week, without missing a single holiday toast.

- Schedule timely edits in advance. You can schedule one-off events, such as activating ads or keywords at midnight, to coincide with the launch of promotions.
- Save time with recurring actions. Scheduled edits can be set to recur. If your performance varies based on time of day or week, use scheduled edits to temporarily raise and lower bids on keywords overnight or during weekends.
- Easily find, replace and schedule. If you need to make a landing page change during off-hours, you can use DoubleClick Search's 'find and replace' feature to swap out landing pages with the click of a button. Coupled with our scheduling features, you'll be able to make this edit at any time.

Automated rules: we'll stay on your 'nice' list this year by following the rules

To make your holiday wish list complete, DoubleClick Search has recently launched automated rules and alerts—a feature that lets you schedule changes to specific ads and keywords, based on criteria you specify. Set up the conditions, specify the action if the conditions are met and determine a schedule for when you want the rule to run.

- Spend less time on repetitive tasks by having DoubleClick Search take action on your keywords or ads based on criteria you define.
- Get notification emails if your keywords are underperforming by setting rules around CTR and conversions. Choose from 60+ metrics and custom floodlight columns for your criteria.
- You can schedule alerts to be emailed and delivered at specific times, daily, weekly or monthly.

Stocking Stuffer: Use filters to preview your initial scope of data before creating Rules. When you click on the Rules button to create a new rule, filters from your campaign screen will be automatically added to your rule's criteria.



Automated sync keeps your holidays on track

Scheduled sync ensures your holiday campaigns are up-to-date by mirroring any changes you've made on the engine. With scheduled sync, you now have the option of automating a sync to run at the same time every day, without having to manually press a button each time (after all, we know your hands are tied up already with wrapping gifts!).

Inventory-aware campaigns know when gifts are in and out of stock

Admit it: having to manually manage your large product inventory to stay on top of changing products, new promotions and seasonal search trends can leave you feeling like a Grinch. To save you time and resources, our inventory management solution lets you use your already-existing Merchant Center Feeds to efficiently and automatically update your search campaigns. This year, tailor your messaging with timely and specific product information to make sure you reach the right customers with the right messages, when they're looking to buy.

With our inventory management feature, you'll be able to update your online advertising based on your physical inventory. To do this, DoubleClick Search monitors changes to your inventory feed and updates your campaigns accordingly.

- Integrate with your Google Merchant Center feed to leverage your existing investment in product search. The hardest part of inventory management can be the initial setup in integrating your feeds. With the DoubleClick Search solution, you can avoid this simply by continuing to update your Merchant Center account to keep the inventory fresh and up to date. Once you've connected DoubleClick Search to your Merchant Center account, DoubleClick Search will automatically reflect any changes.
- Tie the behavior of ads and keywords to inventory levels. For example, you can pause keywords when the related product is out of stock, and reactivate those keywords when the product is back in stock. You can also change landing page URLs when the links in the feed change.
- Refresh ad copies with feed parameters. For example, you can specify templates that would update ads based on price or description updates from the feed.

Create and customize rules to automate your keyword states, ad copy and landing pages. Sample rules:

- If or when the product sells out, pause keywords.
- If the price changes, create new ads based on the ad template to reflect the new price.
- If the product landing page changes, update keyword landing pages.

For more information on inventory management, visit our Help Center article: http://goo.gl/1GhH5

Remarketing



Use paid search insights to fuel cross-channel holiday campaigns

In today's world of the always-on consumer, shoppers' attention spans are becoming more fragmented than ever: in addition to using web searches to do their holiday research, consumers are now navigating hundreds of websites to better consider their purchase decisions. How do you stand out, capture and keep your audience's attention, across the web?

Find your target shopper where it counts, when it counts, using display remarketing from search ads, currently in beta and offered by DoubleClick Search. This feature uses search ad clicks as a signal in display, re-engaging users through display ads to show them relevant creative tailored to their holiday search.

Don't miss a beat this year. By combining the precision and efficiency of search with the reach and branding power of display, you'll connect to "in-market" audiences across the world with highly-targeted ads and capture more seasonal opportunities.

Keep holiday gifts out of shopping cart limbo with display remarketing from search ads

It's not just a miracle on 34th Street: our display remarketing from search ads feature uses paid search signals from DoubleClick Search to show users display ads across major ad exchanges via DoubleClick Bid Manager, or across the Google Display Network™ (GDN)—all with one easy, tagless workflow.

This year, use display remarketing from search ads to drive better results for your holiday promotions in the following ways:



Convert browsers to buyers: Re-engage consumers who visited your website, but left without making a purchase. For example, now you can reach consumers who placed a three-pack of fruitcakes in their shopping cart, but did not complete the checkout process.



Increase loyalty or reinforce brand messages: Re-engage consumers by introducing new product categories from the same brand. For example, show a display ad for Brand X candy canes to someone who previously purchased Brand X cordial cherries after clicking on the brand's search ads.



Upsell to converted audiences: For example, after a consumer buys tickets for a ski slope in Park City, Utah, show him/her display ads for hotel deals in Park City.

Display remarketing from search ads makes setup easy. There's no need to create different tags per list, to tag or retag your website and more importantly, no need for multiple interfaces, workflows or translations between systems. This remarketing offering also works seamlessly across all of your campaigns from DoubleClick Search-managed engines—Google, Bing and Yahoo. In DoubleClick Search, simply:

- Filter to identify keywords
- Label those keywords
- Add labels to your remarketing lists

DoubleClick Search automatically makes the lists available for targeting in DoubleClick Bid Manager and the GDN.

Stocking Stuffer: Using DoubleClick Search filters, identify keywords with high CTR and low conversion rates to help boost conversions with remarketing.

For more information on display remarketing from search ads during open beta, visit our Help Center article: http://goo.gl/LYJjs



Bid optimization



Maximize your holiday Key Performance Indicators (KPIs) with the DoubleClick Search Performance Bidding Suite

The scale of search marketing, especially during the holidays, requires an automated platform with powerful bid optimization that can analyze massive amounts of data across millions of keywords, and generate smart bids that maximize results—all in the blink of an eye.

In August, we gave our clients an early holiday gift with the release of our enhanced automated bidding tools, designed to drive campaign performance by providing more control to define unique goals, and added flexibility to apply bid strategies across several campaigns. We've also invested heavily in our user interface and bidding algorithms to help you get through the holidays by giving you one less thing to worry about—keyword bids.

We'll show you the ins and outs of our bid optimization tool, and how to best use bid strategies during times of rapidly evolving trends and seasonal changes.

Raise your brand higher than the North Pole

If you're looking to drive a mix of online and offline sales by keeping your brand top of mind with consumers, consider using the Target Position or Maximize Clicks bid strategies. With these strategies, you can define a target position range for your keywords and set minimum & maximum bids at the bid strategy or individual keyword levels. To maximize your clicks, you just need to enter a monthly target spend.

If you're lowering projections with a holiday slow down, you can leverage these same strategies to optimize your KPIs with more relaxed constraints.

Stocking Stuffer: Use the Date Comparison function to measure against historical data and discover appropriate targets for your bid strategies.



Spend your Holiday budget on keywords

With our new target spend strategy integrated into Clicks, Actions, Transactions, Revenue and Weighted Conversions goals, all you need to do is enter your budget for the month and the system will then maximize the keyword bids against your goal.

On the Bid strategies screen, add these columns to monitor how you're measuring against your targets:

- Monthly spend target: the target spend you set for your bid strategy
- Ideal budget spend: the optimal spend for the specified date calculated by DoubleClick
- Budget spend remaining: the amount of monthly budget that has not yet been spent
- Percent of budget spend: the percentage of the ideal budget spend spent on a specified date
- Primary constraint: explains why DS is unable to apply the ideal bid in the given date range and the percent of spend affected

If you find that you aren't on course, you can change your bid strategy's target spend simply by editing the bid strategy on this screen. To control your spend, you can also update your minimum/maximum bids for the strategy on the individual keywords.

Stocking Stuffer: The value you enter is for the entire month, not just for the period of the bid strategy. So if you have $100,000 budget for November on the keywords you plan to include in your bid strategy and you start the bid strategy on November 15th, enter the full amount for the month: $100,000.



Get a Return on Investment (ROI) the size of a Thanksgiving turkey

Whether you're driving leads or sales, you can setup ROI-based bid strategies that leverage DoubleClick floodlight tags to optimize spend against your goals.

You have the ability to define specific targets, such as a target Cost Per Activity (CPA), Effective Revenue Share (ERS) or Return on Ad Spending (ROAS) goal or you can simply enter a target spend to maximize your conversions. You can use the Weighted Conversions bid strategy to define different targets for different conversion types.

Stocking Stuffer: When implementing ROI-based strategies, keep in mind that DoubleClick Search algorithms perform best with at least 2-3 weeks of conversion volume, so it is important to begin running these strategies before the holiday rush. Contact your Technical Account Manager or ds-support@google.com for assistance on getting started.



Find which keywords have been naughty or nice

The DoubleClick Search Performance Bidding Suite uses portfolio-bidding technology to maximize the return of your group of keywords—bidding up the high performers and bidding down the low performers. There are several analytical tools built into the platform to measure the success of your bid strategy.

On the Bid strategy screen, we've created several columns to give you insight into performance. You can start by leveraging the "Bid strategy performance" view under the Views section in the platform.

On the Keywords screen:

- Preview target bids: get insight into the range of bids that the system could submit based on current conditions
- Chart your Max Cost Per Conversion (CPC) bids: visualize bid changes over time to identify trends in the keyword's cost against your KPIs
- Review Change History: better understand our decision-making with bid rationale summary

If you see messages or values and don't know what to do, contact your Technical Account Manager or ds-support@google.com for assistance.

Ring in the New Year with new strategies

As the holiday season winds down, don't forget to reset your targets for your expectations in the New Year. With new budgets and new KPIs, it's likely your game plan in December won't translate to January, so get ahead of the change by preparing before the quarter is up.

Stocking Stuffer: Create new bid strategies for after the holidays, apply them to keywords in a bulk sheet and then schedule the bulk sheet to upload when you want them to take effect.




F
A
Q

FAQs (Festively Asked Questions) on customers' wish lists

What should I do if I want to increase my spend?

If you're using a position or clicks spend target, evaluate your current conditions to put in a tighter position control or increase your target budget for clicks. If you are using a ROI-based strategy, you can either raise your CPA/CPT/ERS/target spend targets, or lower your ROAS goal.

In either type of bid strategy, you can also raise your minimum and maximum bid constraints on the keywords.

What happens if I manually change the bid on a keyword?

Your bid will override DoubleClick Search's Performance Bidding Suite for 24 hours on that keyword. When the manual bid override expires, DoubleClick Search will restart the bidding at the override bid and then adjust as necessary.

How often are keywords being evaluated?

Keywords are evaluated four times a day.

Does DoubleClick Search flag certain days with increased traffic?

Not specifically, but the system uses several weeks of data and defines trends to appropriately bid against high-volume and low-volume days.

What strategy should I use to help drive offline conversions?

If you're focused on offline conversions, consider using a Position or Clicks strategy to bring awareness to your brand in the days before the busy season.

Is DoubleClick Search Performance Bidding Suite compatible with my day part rules?

If you're using day part rules directly on the engine, DoubleClick Search will override any bids being set unless they are synced into the engine. If you're using Scheduled Edits or Rules in DoubleClick Search, these bid changes will override the DoubleClick Search bid strategy on the keywords for 24 hours.

How does Santa reach children all over the world in one night?

Santa retrofitted our bidding technology to optimize his path to conversion, of course.

For more information on the Performance Bidding Suite, visit our Help Center section: http://goo.gl/CoKvE

Mobile



Make mobile a core part of your strategy this holiday season

From the most recent retail trends, we're already seeing that smartphones are turning into local shopping devices. During the holidays, the impulse for consumers to reach for their phones is even more powerful: with less time and greater urgency to find gifts as the holidays approach, it makes sense that smartphones will become even more popular as shopping tools—shifting buying habits, as well as the way search marketers evaluate their online strategy.

This year, we'll help you go mobile with DoubleClick Search and share your holiday greetings across screens.

Mobile magic for a merry holiday

Because everything from your budget to your landing pages to your keyword list will differ for your desktop and smartphone campaigns, we recommend that you create separate campaigns for each environment, to give your holiday shoppers a better mobile browsing experience.

1. Write specific ad texts for different device operating systems

Especially useful if you're selling smartphone-related products such as apps or content, you can use the additional settings in AdWords™ to target only Android or iOS devices, and write ad copy that highlights your user's device preference to increase their engagement.

Stocking stuffer: Create separate campaigns for each device platform in DoubleClick Search as above, setting the Advanced mobile and tablet options in the AdWords interface.



2. Bid differently

Smartphones and tablets will have fewer ad slots available per page of search results, and as a result, you may need to target a higher position in your mobile campaigns to receive traffic.

Stocking Stuffer: Employ position-only bid strategies or CPA strategies with a position target to bid for higher ad slots for your mobile campaigns.



3. Direct users to a mobile-optimized landing page

Although the resolution of smartphone screens continues to improve, they still don't approach that of desktops and laptops. So if you're looking to increase your mobile traffic, we recommend you create a mobile-specific site to use as a destination for your mobile search campaigns. Google's "Go Mobile" site, www.howtogomo.com provides great tools to help advertisers and agencies optimize their sites for the small screen.

Stocking Stuffer: When copying keyword lists from a desktop campaign, test your landing pages on a mobile device or using a device emulator to make sure they go to the mobile version of the site, either directly or via a redirect.

4. Tailor your keyword list to the mobile searcher

It's still a good idea to copy the keywords from your desktop campaigns as a starting point. However, mobile searches still tend to contain fewer terms than desktop, so it's likely long-tail keywords that receive traffic on the desktop will be less effective in smartphone campaigns, and may even bring down your quality score. In addition, many mobile searches contain geo modifiers; for stronger matches, be sure you're including those city and region names in your keywords.

5. Bridging online and offline

Mobile click-to-call campaigns can be powerful lead generators. When setting up a click-to-call campaign, consult with your DoubleClick Search Technical Account Manager to learn how DoubleClick Search can import offline data from your advertisers' call tracking solution to allow optimization on both online and offline conversions.



Reporting



Measure the success of your holiday campaigns

So, you've set up your campaigns, scheduled your edits, configured remarketing, optimized your keyword bidding and targeted for mobile. How did it all go?

Measurement is one of the most critical aspects of search marketing—and also one of the most time-consuming. Every day, search marketers run numerous reports, spending time combing through the data and combining them in spreadsheets—something you rarely have time to do on a normal business day, let alone during the holidays. DoubleClick Search makes this process simpler by giving you access to streamlined reporting tools, allowing you to turn mounds of data into actionable campaign insights.

This holiday season, with our collection of robust reporting tools, you can stay up late waiting for Santa instead of crunching numbers.

Label your reporting, along with your gifts

Keep track of your holiday promotions, and make them easy to identify in reporting by assigning labels to your seasonal campaigns, groups, ads and keywords. DoubleClick Search gives you the flexibility to assign multiple labels at the campaign, group, ad and keyword level across one advertiser for easier data analysis.

DoubleClick Search labels now support multi-level inheritance; in other words, if you apply the label 'Black Friday-Brand' to a campaign, DoubleClick Search will also apply that label to the ad groups in the campaign, as well as to the keywords and ads in the ad groups. DoubleClick Search will also automatically add the label to new keywords, ads and ad groups in the campaign, making them available in all reporting and filters that use this label.

Once you've applied a specific label, you can see a summary of all reporting stats associated with that label, and a stat breakdown for all the objects in that label, broken out by object type. In other words, you can pivot by label for campaigns, ad groups, ads and keywords.

Stocking Stuffer: Labels are solely intended as an additional way to organize your objects within DoubleClick Search. Label information is not sent to the search engines.



Stretch your holiday budget with Budget Pacing Reports

Budget Pacing Reports allow you to set a budget (different from a campaign's daily budget) across multiple campaigns so you can see if you're on track to spend your holiday budgets.

- See budget pacing for campaigns across multiple engine accounts, all in one report.
- Enter KPI expectations and see if your campaigns are on track to deliver on them.
- Easily visualize week-over-week, day-over-day or month-over-month trends and changes.
- See how each campaign is contributing toward budget and KPI.

These reports are created dynamically; adjust the numbers as you see fit and see what settings result in the most useful reports.

Stocking Stuffer: You can add projected stats in the performance summary graph for a Budget pacing report. This provides a visual representation of how DoubleClick Search believes the cost or KPI metric will trend in the future.



For more information on Budget Pacing reports, see our Help Center article: http://goo.gl/4AfAi

Formula Columns help you do the work of a team of elves

Our Formula Columns feature allows you to create your own customized columns, based on calculations that you apply to existing columns. Spend less time in spreadsheet tools by creating formulas, directly in the DoubleClick Search user interface.

- Spend less time in Excel. Streamline your workflow directly in the DS UI: save time on preparing reports and QAing calculations by pairing Formula Columns with saved views and scheduled reports.
- Report on what matters. Access and leverage a wide variety of metrics computed from DoubleClick Search data, while creating your own custom columns and KPI calculations that meet your business and reporting needs in terms your client will understand. For example, you can rename or express columns as CPL (Cost Per Lead) instead of CPA.
- Calculate off of the freshest data. Calculations are made in real-time to ensure custom reporting is up-to-date, with the freshest data from the DS UI. Make calculations up front in the UI to reduce the lag time it takes to download and configure a report in Excel, and deliver on data.

For more information on Formula Columns, see our Help Center article: goo.gl/pkyyF

Support



Still have questions? Elves are on standby to assist

We've made finding help easier than ever before with the release of our new In-Product Help tool.

Searchable in-product help is now just a single click away, which allows you to quickly search our Help Center without leaving your current screen.

Contextual help shows the most relevant Help Center articles, based on your current page in DoubleClick Search.

The new "Contact Us" link in the Help pop-up sends DoubleClick Search Support all the information they need to address your inquiries even faster.

To get your DoubleClick Search issues resolved through In-Product Help, click the Help link in the upper right hand corner of the UI.

After-hours support is ready 24/7 for system-down issues, while general support for questions about new features and step-by-step assistance is available from 9:00 a.m. to 9:00 p.m. EST Monday through Friday. You can easily reach our professional product experts by phone or email for all your last-minute holiday questions:

E-mail: ds-support@google.com
Phone: (877) 376-3278, option #6

Customer Support Availability

The DoubleClick Search Support Team will be operating with reduced staff between December 24th and January 1st. See our office hours calendar for the weeks leading up to the new year.

Closed

SUN	MON	TUES	WED	THURS	FRI	SAT
NOVEMBER						
				22	23	24
25	26	27	28	29	30	
DECEMBER						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					
JANUARY						
		1	2	3	4	5

For more information on these features and more, check out the following resources:

DoubleClick Search website: www.doubleclick.com/search

DoubleClick Search blog: www.doubleclicksearch.blogspot.com

DoubleClick Search Help Center: support.google.com/ds3

Happy Holidays from DoubleClick Search

www.doubleclick.com/search



doubleclick search by Google

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