Strategic Recommendations with Optiscore

Ask the Product Lead

May 2021

Agenda

⇨ Quick overview of Optiscore

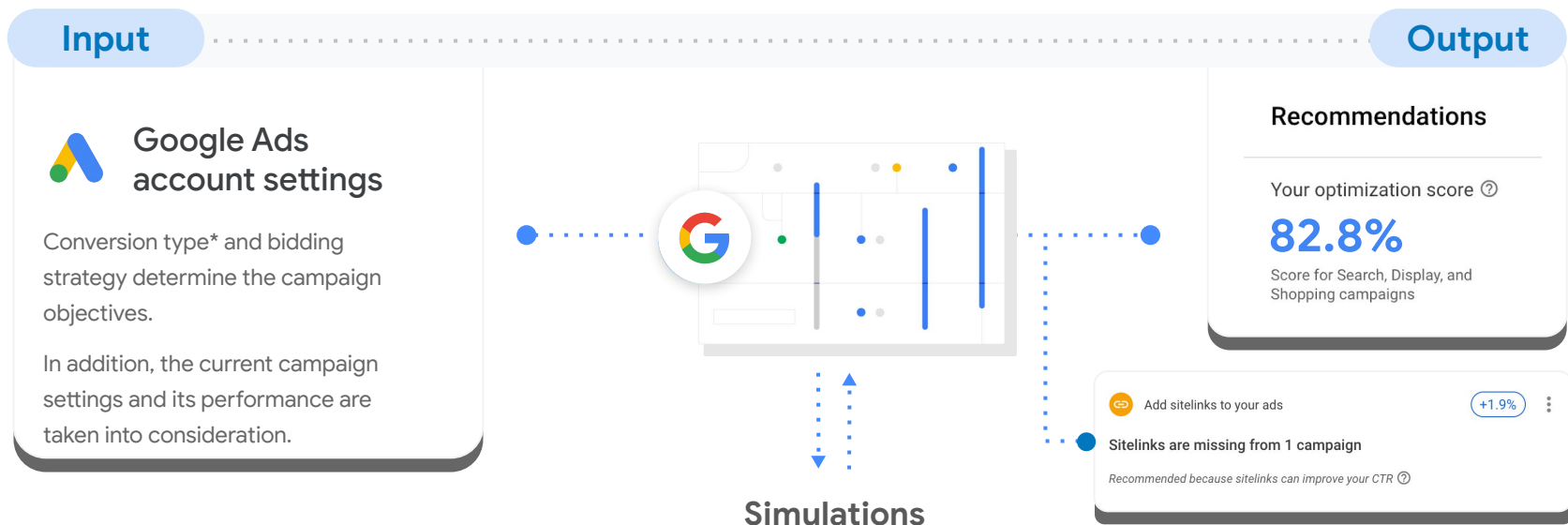⇨ Strategic Recommendations to help you grow
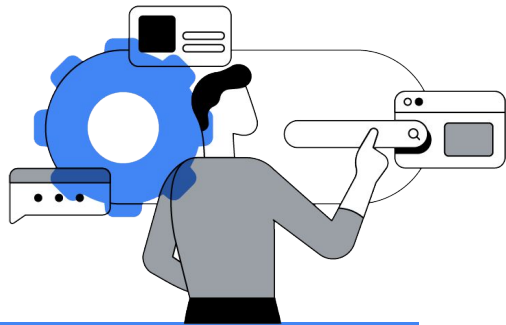
   Budget

   Smart Bidding

   Coverage

Quick overview of Optiscore

Optimization score considers your current account settings and bidding strategy to identify your campaign objectives

Input

Output

Google Ads account settings

Conversion type* and bidding strategy determine the campaign objectives.

In addition, the current campaign settings and its performance are taken into consideration.

Simulations

Recommendations

Your optimization score ⓘ

82.8%

Score for Search, Display, and Shopping campaigns

🔗 Add sitelinks to your ads · +1.9% ⋮

Sitelinks are missing from 1 campaign

Recommended because sitelinks can improve your CTR ⓘ

* Conversion types can range across sales, store visits, website visitors etc.

Make sure your advertisers become Power Users via Optimization Score

THE GOAL: Become an Optimization Score "power user." Reinforce the foundations of Search and Display by achieving 10+ accruals.

WHY is GCS focusing on +10 accruals?

✔ **Example of an accrual:** If you implement an Optimization Score recommendation worth 4 points, and your overall Optimization Score increases from 80 to 84, then you have achieved 4 Accruals.

[External Stat] Advertisers who increased their account-level optimization score by ten points saw a

+10%

Increase in conversions [1]

Google

Budget

Automation unlocks budget and growth for your business

Get ready for growth

Measurement

- Conversion tracking
- Value measurement
- Attribution

Smart Bidding

- Bidding strategies
- Realistic targets & budgets

Capture Search demand

Creative Excellence

- Add RSAs
- Improve ad strength
- Extensions

Expand coverage

- Add new keywords
- Broaden keywords
- Dynamic Search Ads

Budget allocation

Shared budget

Portfolio bidding

Unlock new Search opportunities

- **Expand budgets**
- **Adjust targets and/or bid to value**
- **Plan with Performance Planner**

Google

By prioritizing products that work together on all paths to success

Get ready for growth

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- Conversion tracking
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Budget Recommendations to look out for

Budget Raising

Seasonal Budget Raising

Marginal ROI: Budget raising for Max Conversions

Budget Reallocation

Google

Smart Bidding

Smart Bidding Recommendations to look out for

Bid more efficiently with Maximize Conversions

Bid more efficiently with Target CPA

Bid more efficiently with Target Impression Share

VBB

Bid more efficiently with Target ROAS

NEW

Bid more efficiently with Maximize Conversion Value

Adjust your CPA targets by Raise the CPAs

Google

Coverage

Brief overview of DSA, Keywords, and Match Type Expansion Recommendations

Add Keyword Recommendation

🔍 Add new keywords   (+3.2%) ⋮

Show your ads more often to people searching for what your business offers

Recommended because you're not targeting searches that could be relevant to your business ⑦

(+Keyword) ("short1") ([Keyword 2]) (Keyword 3)

(+ more)

VIEW 1,000 RECOMMENDATIONS   APPLY ALL

Add DSA Recommendation

🔵 Create Dynamic Search Ads   (+3.2%) ⋮

Show your ads on searches relevant to your business that you may be missing with your keyword-based ad groups

Recommended because you can drive additional traffic with Dynamic Search Ads that include the suggested landing pages ⑦

VIEW 5 RECOMMENDATIONS   APPLY ALL

Match Type Expansion Recommendation

🔍 Use broad match versions of your keywords   (+3.2%) ⋮

Get more conversions at a similar or better ROI by expanding the reach of your Smart Bidding campaigns

Recommended because using broad match in these campaigns can help efficiently grow your conversions within your performance targets. ⑦

Conversions
+7.1
+$0.13 Cost
Weekly estimates

VIEW 4 RECOMMENDATIONS   APPLY ALL

Google

How the Keyword Recommendation Works: #1

1

Leverage Google's signals to identify relevant queries not being covered by existing keywords

Example of Key Sources Used to identify coverage opportunities

Existing Keywords:
Uses advertiser's existing keywords and grouping of keywords as seeds to recommend new keywords

Trending Queries:
Queries which receive an increase in search volume and then level out at or slightly below the peak volume or keywords whose increase in search volume follows a pattern

Peer Set:
Queries that are relevant to the advertiser's category that have sufficient estimated uplift and are relevant to your keywords and ad group theme.

Keywords' Consumer Journey:
Leverage consumer journey understanding of an existing keyword and group of keywords to to identify relevant queries not being captured.

Google

How the Keyword Recommendation Works: #2

2

Leverage Advertiser's landing pages and other existing keywords to ensure quality and place in "best" ad group

- Leverage Ad Group creative Landing Pages as a relevancy check to ensure recommended keywords are relevant to creative.

- Leverage other keywords in the ad group to ensure keyword is relevant to ad group theme

- Use Landing Page and Ad Group theme to choose "best" ad group when two ad group options are possible.

Dedupe against existing query coverage to ensure recommended keywords are incrementality

- Dedupe against queries covered by existing keywords

- Dedupe against existing negative keywords

- Dedupe against seed customer's past applied/dismissed keywords

Google

How the Keyword Recommendation Works: Step #3

○

○

3

○

⋮

▼

Simulate Impact

Ensure recommended keywords are in line with customer's objectives

- Remove Keywords with No Impact

- Simulate keyword impact based off expressed advertiser value

- Support for Target CPA bid strategies allows keyword recommendations that are being surfaced for campaigns that are current on tCPA to include impacts based off this.

Google

How the Keyword Recommendation Works: Step 4

○

○

○

4

Surface to Advertisers in
the Recommendations
Page, Insights Page, and
throughout Google Ads

- Sort keywords by estimated spend uplift prior to applying filtering logic, increasing incremental revenue coverage

- Categorize keywords into PASCAT categories and retail categories

- Connect with Advertiser View, Insights Center and throughout campaign management in Google Ads
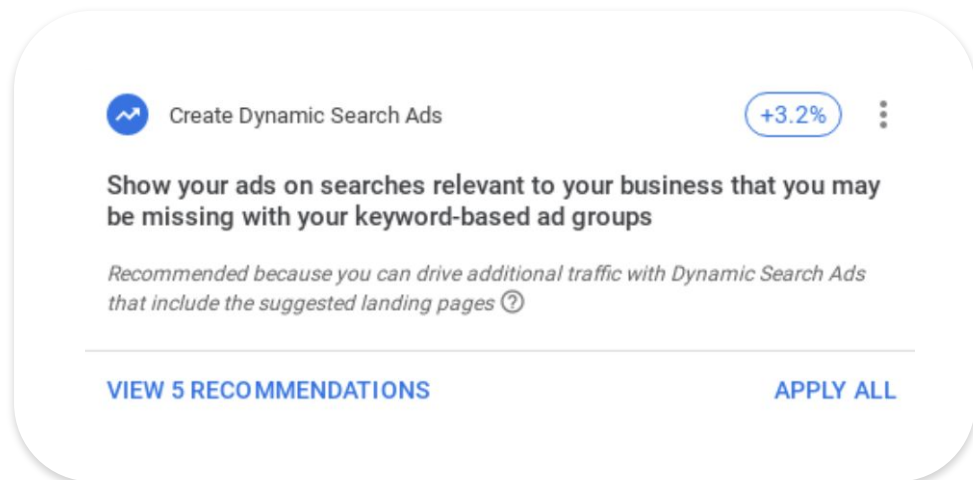
Google

How the DSA Recommendation Works

Identify relevant, high quality URLs that align closely with advertiser's current targeting structure.

Relevance

✅ Based off keywords in the campaign and creative's landing page, find relevant landing pages on the advertiser's website that match the advertiser's theme

Incremental Reach

✅ Simulate and Dedupe URL's to make sure they are covering relevant incremental queries currently not being captured by existing targeting set - up

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Create Dynamic Search Ads   (+3.2%)   ⋮

Show your ads on searches relevant to your business that you may be missing with your keyword-based ad groups

Recommended because you can drive additional traffic with Dynamic Search Ads that include the suggested landing pages ⓘ

VIEW 5 RECOMMENDATIONS   APPLY ALL

Google

Recent Improvements to the DSA Recommendation

Identify relevant, high quality URLs that align closely with advertiser's current targeting structure.

Relevance

✅ Do not show the recommendation for accounts with developed DSA structures and for brand campaigns

✅ Remove Non - Commercial Pages

✅ Simulating majority of spend per CID

Activation

✅ Increased number of URLs which can be shown in an ad group

✅ Auto populate description lines of creative(s) for ad group suggested

✅ Ensuring recommended URLs will have meaningful uplift. DSA is **86%** incremental!

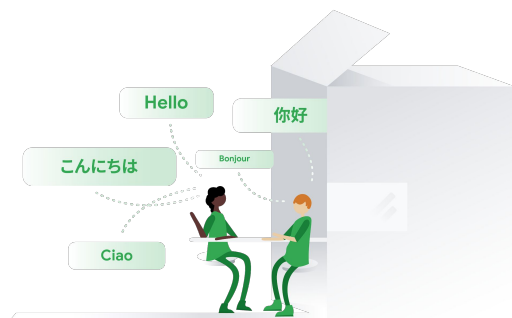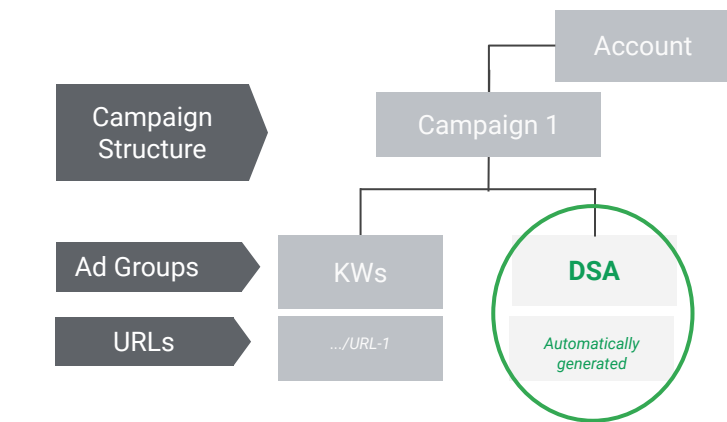📈 Create Dynamic Search Ads (+3.2%) ⋮

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VIEW 5 RECOMMENDATIONS   APPLY ALL

Maximize coverage and incremental reach with DSA

Campaign Structure

Account

Campaign 1

Ad Groups

KWs

DSA

URLs

.../URL-1

Automatically generated

Hello

你好

こんにちは

Bonjour

Ciao

Cover more queries
75% of search terms targeted by DSA are new and incremental

Save time
Deliver a personalized ad, dynamically generated based on your relevant landing page to drive performance.

Drive performance
Compared to the average non-brand campaign, DSA targeting generates lower CPAs

Google

...and optimize account structures with Hybrid campaigns (standard + dynamic ad groups)

Separate DSA campaign ✖
- different budget
- different bidding
- different target

DSA ad group in Hybrid campaign 💎
- same budget
- same bidding
- same target

💡 Set up DSA targeting at the **ad group level** alongside keyword ad groups in the same campaign
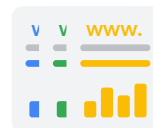
Recommended DSA targeting options:

Exact URLs or URL contains

www. 🎤

Simple to setup while providing lots of control

Page Feeds

Maximize control at scale for large sites

Categories

Perfect for maximizing your coverage with little effort

Google

Proprietary + Confidential

NEW* Upgrade Phrase/BMM + FACB Campaigns to Broad Match

- **Focused sales activation efforts**: New Pitch Resources, Advertiser Level Simulation plift, Incrementality Dashboard, Automation Proof Points, and One - Click Implementation and Experiment Apply.

- **Product Improvements:** Incorporate Google signals (i.e user location, landing page content, keyword meaning) into matching technology to improve quality of matches and improve auto - bidding/targeting relationship.

Use broad match versions of your keywords

Get more conversions at a similar or better ROI by expanding the reach of your Smart Bidding campaigns

Recommended because using broad match in these campaigns can help efficiently grow your conversions within your performance targets ⑦

Conv. value

+63.9K

+$979K Cost

Weekly estimates

VIEW 100 RECOMMENDATIONS

Google

Proprietary + Confidential

2021: Introducing the New keyword match type portfolio

Exact match

Matches to searches that are the same meaning as the keyword.

Syntax:
[keyword]

Phrase match

Ads show on searches that *include* the meaning of your keyword. The meaning may be implied, or the user search may be a more specific form of the meaning.

Syntax:
"Keyword" (or legacy BMM syntax +keyword)

Broad match

Matches to searches that are related to the keyword.

Syntax:
keyword

Precision .... Reach

Google

Broad Match is not the same Broad Match you remember

Over the past several years, the Broad Match Product has evolved to better understand Advertiser Intent by incorporating the best of Google's signals and other Advertiser Inputs in it's matching technology to improve relevance and performance.

Legacy Broad Match Keyword

- May drive Poor Performance
- No understanding of Advertiser Intent
- No understanding of User Intent
- May match to un - relevant traffic

Improved Broad Match Keyword

- **Smart Bidding Quality launches benefit Broad Match more than other Match Types**
- **Incorporate use of other Advertiser inputs, like landing page, creative, and other keywords**
- **Incorporate use of Google's signals like User Location, Recent Searches, and Related Queries**
- **New Relevance Quality Thresholds Implemented**

Google

Broad Match is able to leverage unique signals not available in other Match Types

Signals considered to drive performance	Keywords	Landing pages (as a filter)	Other Keywords in Ad Group	Previous searches	Predicted performance	User location
Exact, Broad Match Modifier, Phrase	✅	❌	❌	❌	✅	❌
Broad Match	✅	✅	✅	✅	✅	✅

Google

Broad Match - how to combine high performance with maximum reach

Leveraging the power of Machine Learning with Broad Match

How we capture broad queries efficiently while ensuring relevance..

BROAD MATCH

Auction-time & query-level matching

+

Combination of signals to set best bids & ensuring Keyword relevance to query

Smart Bidding

LP Signals

Geo

Language

Query
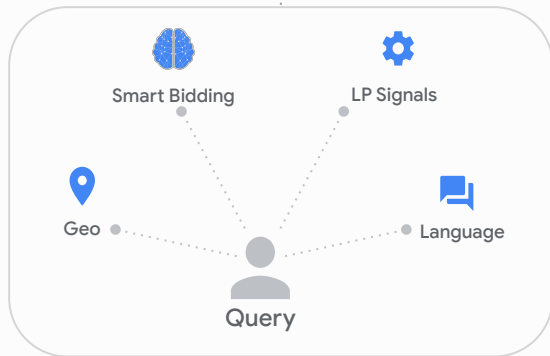
Keyword	Query	Bid
couch	buy couch	3€
	trending couch colors	2€
	return couch	0€

›

Smart Bidding ensures, that your **business KPIs are met** in aggregate

Drive business impact with **automated bidding** & **individual bid queries**

Most **effective Match Type** for **covering relevant queries** & **increasing reach**

Leveraging all relevant signals to ensure **high matching quality**

Google

What are the benefits of leveraging *Broad Match* Type?

Benefits of Broad Match Keywords

Increase efficiency
Spend your money on keywords that work & preventing from accruing click charges for keyword variations that aren't working

Save time
Less time spent on creating manual extensive Keyword lists

Expand reach & coverage
Easily identify & capture high-value & new search queries relevant to your business while meeting performance targets

Relevance
Feeding in all relevant signals for better understanding of the query intent matched to Keyword

+25% Incremental Conversions

+12% Increased Value

Google

Options to implement & test Broad Match successfully

	Implementation	Best for	Result Evaluation
A) ⭐ Implementation through Recommendation Page	*Upgrades all Phrase/BMM keywords in the campaign to Broad Match*	*Advertisers who want **increased performance** with easy implementation **without testing***	*Evaluate impact through pre/ post analysis & incrementality analysis*
B) ⭐ One-Click Experiment Apply	*<u>Creates an Experiment:</u> 1) Control arm=current campaign 2) Experiment arm=Phrase/BMM KWs are upgraded to Broad Match*	*Advertisers who want to **test with D&E between BMM/Phrase & Broad KWs** in a campaign, while following D&E Best Practices*	*Evaluate impact through D&E Page. Requires monitoring until statistical significance has been reached. Scale to campaign once completed.*
C) Custom Drafts & Experiment Setup for Testing	*Manually upgrade all Phrase/BMM KWs in a suitable campaign to Broad Match via D&E*	***Only consider with above options are not suitable** due to customized setup needed*	*Evaluate impact through D&E Page. Requires monitoring until statistical significance has been reached. Scale to campaign once completed.*

⭐ = Recommended Setup

Google

Q&A