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.

Conversion type* and bidding strategy determine the campaign objectives.

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

* 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.

**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.

**WHY is GCS focusing on +10 accruals?**

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

+10% Increase in conversions

1
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

Unlock new Search opportunities
- Expand budgets
- Adjust targets and/or bid to value
- Plan with Performance Planner

Budget allocation
- Shared budget
- Portfolio bidding
By prioritizing products that work together on all paths to success

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Budget Recommendations to look out for

**Budget Raising**

- **Raise your budgets**
  - Your ads stopped running on your busiest days. Fixing your limited budget can help.
  - Conversions: +7.1
  - Cost / conv: +$0.01
  - Cost / week: +$0.13
  - Weekly estimates

**Budget Reallocation**

- **Move unused budgets**
  - Your ads stopped running on your busiest days. Get more traffic by moving unused budget to the ads that need it most.
  - Interactions: +32
  - Cost / interaction: +$0.00
  - Cost / week: +$0.13
  - Weekly estimates

**Seasonal Budget Raising**

- **Adjust your budgets**
  - Get more conversion value by adjusting your budgets in your Maximize conversions campaigns
  - Conv. value: +17
  - Cost / week: +$0.13

**Marginal ROI: Budget raising for Max Conversions**

- **Raise your budgets for upcoming traffic increases**
  - Your ads may stop running on your busiest days due to an expected future increase in traffic. Raise your budget now to avoid missing out on potential customers.
  - Recommended because our simulations show you may miss out on 5% or more of your future weekly traffic at your current budget

- **Impacted campaigns**
  - Budget
  - My Budget
  - The Best Budget Ever
  - Some-Budget-with-a-Long-Name
  - + more

VIEW RECOMMENDATION | APPLY
--- | ---
VIEW 4 RECOMMENDATIONS | APPLY ALL
VIEW 5 RECOMMENDATIONS | APPLY ALL
Smart Bidding
Smart Bidding Recommendations to look out for

**Bid more efficiently with Maximize Conversions**

Get more conversions at a similar cost with a fully automated bid strategy.

- Recommended because our simulations show your campaigns may benefit from Maximize conversions bidding.

Maximize conversions uses these and other signals to automatically optimize your bids for visitors who are more or less likely to convert.

Examples of the signals for your campaigns:

- Device: Desktop
- Time of day: 10 AM to 5 PM and keyword: [Keyword 1 which is long]

**Bid more efficiently with Target CPA**

Get more conversions at the same cost with a fully automated bid strategy.

- Recommended because our simulations show your campaigns may benefit from Target CPA bidding.

Target CPA uses these and other signals to automatically optimize your bids for visitors who are more or less likely to convert.

Examples of the signals for your campaigns:

- Device: Desktop
- Time: Weekends, 3 AM to 7 PM and keyword: [Keyword 1 which is long]

**Bid more efficiently with Target ROAS**

Get more conversion value at a similar ROAS with a fully automated bid strategy.

- Recommended because your account has enough conversion data to benefit from Target ROAS bidding which can use data from all of your campaigns to optimize performance.

**Bid more efficiently with Maximize Conversion Value**

Get more conversion value at a similar cost with a fully automated bid strategy.

- Recommended because our simulations show your campaigns may benefit from Maximize conversion value bidding.

**Bid more efficiently with Target Impression Share**

Optimize for your ads’ visibility with a fully automated bid strategy.

- Recommended because your campaigns have enough impressions to benefit from Target Impression share.

**Adjust your CPA targets by Raise the CPAs**

Get more conversions by adjusting your CPA targets.

- Recommended because our simulations show your campaigns could receive more conversions with a smaller relative increase in targets.

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VBB

NEW

Confidential + Proprietary
Brief overview of DSA, Keywords, and Match Type Expansion Recommendations

**Add Keyword Recommendation**
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.

**Add DSA Recommendation**
Create Dynamic Search Ads to 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.

**Match Type Expansion Recommendation**
Use broad match versions of your keywords to 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 growth your conversions within your performance targets.
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 identify relevant queries not being captured.
How the Keyword Recommendation Works: #2

- 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 queries covered by existing keywords.
- Dedupe against existing negative keywords.
- Dedupe against seed customer’s past applied/dismissed keywords.
How the Keyword Recommendation Works: Step #3

- **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.
How the Keyword Recommendation Works: Step 4

- 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

Surface to Advertisers in the Recommendations Page, Insights Page, and throughout Google Ads
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
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!
Maximize coverage and incremental reach with DSA

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
...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

Recommended DSA targeting options:

- Exact URLs or URL contains
  - 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
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

**Conv. value**

+63.9K

+979K Cost

Weekly estimates

VIEW 100 RECOMMENDATIONS
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`

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**Precision**

**Reach**
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.

<table>
<thead>
<tr>
<th>Legacy Broad Match Keyword</th>
<th>Improved Broad Match Keyword</th>
</tr>
</thead>
<tbody>
<tr>
<td>May drive Poor Performance</td>
<td>Smart Bidding Quality launches benefit Broad Match more than other Match Types</td>
</tr>
<tr>
<td>No understanding of Advertiser Intent</td>
<td>Incorporate use of other Advertiser inputs, like landing page, creative, and other keywords</td>
</tr>
<tr>
<td>No understanding of User Intent</td>
<td>Incorporate use of Google’s signals like User Location, Recent Searches, and Related Queries</td>
</tr>
<tr>
<td>May match to un-relevant traffic</td>
<td>New Relevance Quality Thresholds Implemented</td>
</tr>
</tbody>
</table>
Broad Match is able to leverage unique signals not available in other Match Types

<table>
<thead>
<tr>
<th>Signals considered to drive performance</th>
<th>Keywords</th>
<th>Landing pages (as a filter)</th>
<th>Other Keywords in Ad Group</th>
<th>Previous searches</th>
<th>Predicted performance</th>
<th>User location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exact, Broad Match Modifier, Phrase</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>Broad Match</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
</tr>
</tbody>
</table>
**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 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**
What are the benefits of leveraging Broad Match Type?

**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
Options to implement & test Broad Match successfully

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**
- Creates an Experiment:
  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
Q&A