



# How to Spur Growth & Efficiency Gains with Dynamic Search Ads

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RETAIL MARKETER COURSE

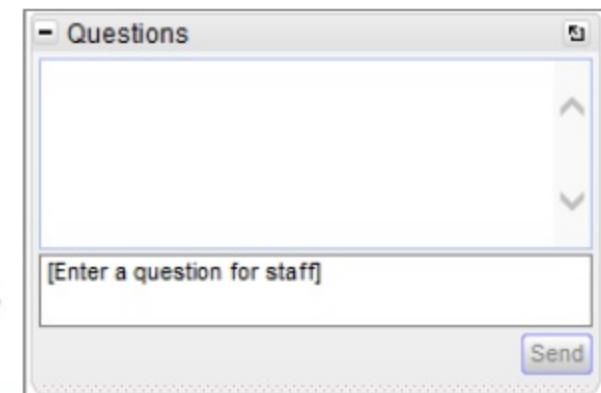
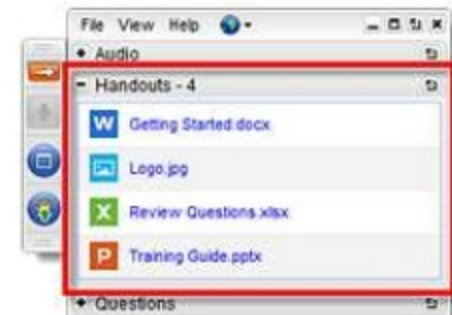
# Logistics

Session Recording Will Be Sent Next Week

Q&A Following the Presentation

Submit Questions In the Chat Box to the Right

More Resources In the Handouts Section to the Right



## TODAY'S SPEAKERS



**Lewis Brannon**

Paid Search Manager | CPC Strategy



**Rick Backus**

CEO | CPC Strategy

# About CPC Strategy

## OVERVIEW



- Founded in 2007
- Recognized as an **Official Google Shopping Partner**
- 300+ Active Retail Clients
- Top 50 fastest growing company in San Diego 3 years

## SOLUTIONS

- Retail-focused Paid Search (PPC)
- Google Shopping Management
- Shopping Channel Management
- Amazon Sales Acceleration

## CLIENTS

sears

SPANX



Clarks



ZENNI

Payless



SPERRY



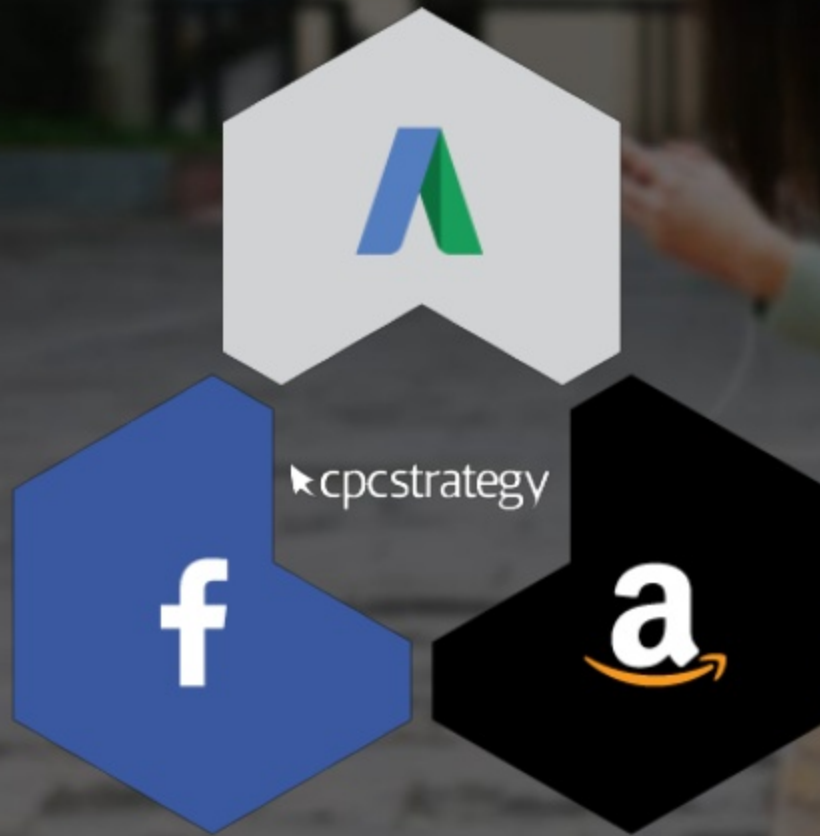
Coastal  
Contacts

Riddell

Jerome's  
Furniture

BOWFLEX

Nutrisystem



# Poll For The Audience...

How well did your text ads perform this past Holiday Season?

- A. Exceeded Expectations
- B. Met Expectations
- C. Below Expectations





# Lewis Brannon

Sr. Paid Search Manager

- ✓ 5+ years of e-commerce search marketing experience
- ✓ Specialization in retail PPC for large brands
- ✓ Tested dynamic search campaigns across many verticals since 2011



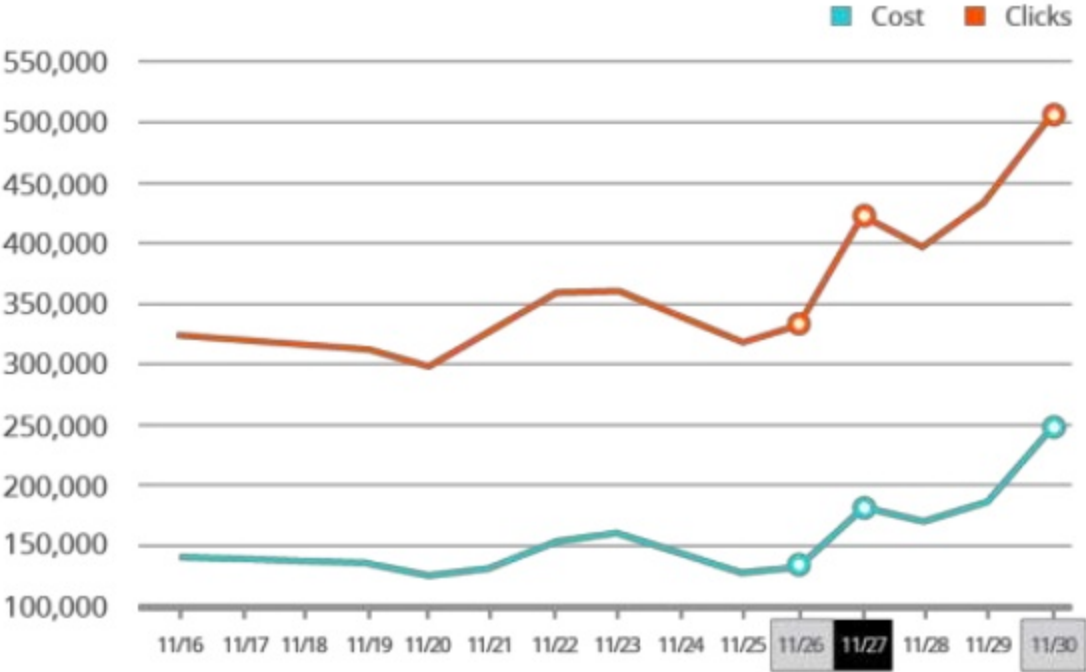
# Poll For The Audience...

Are you currently running Dynamic Search Ad Campaigns?

- A. Yes
- B. No
- C. Not sure...

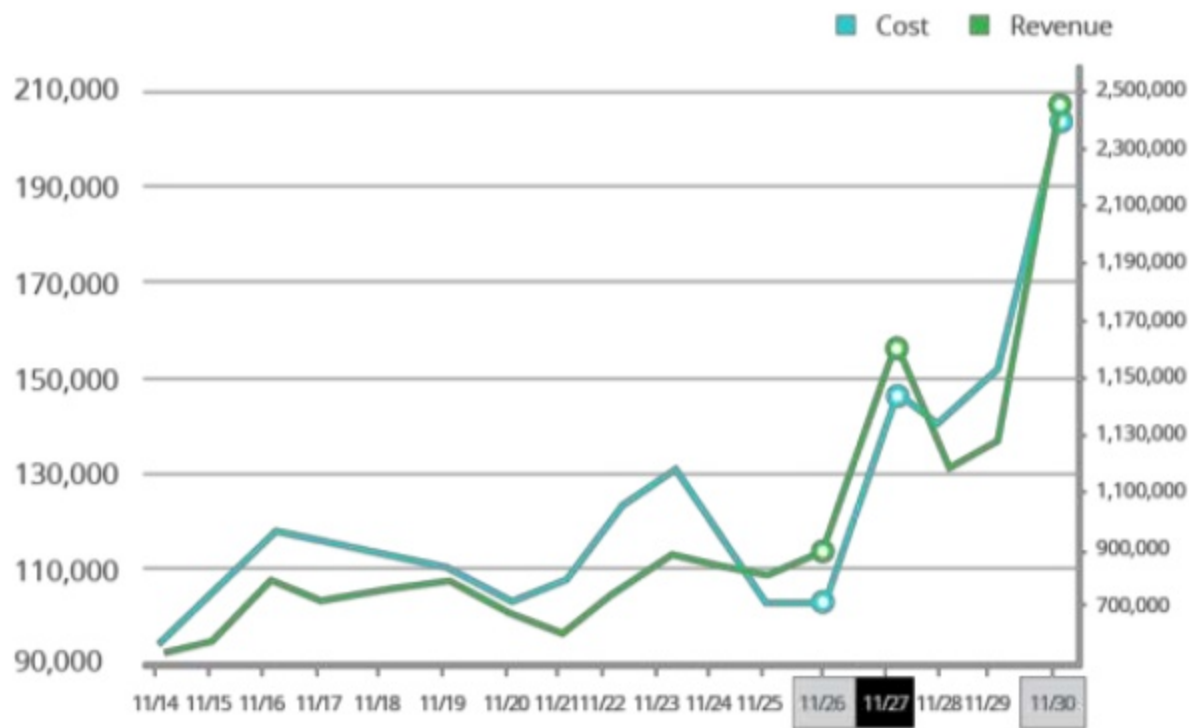


# Total Clicks & Cost

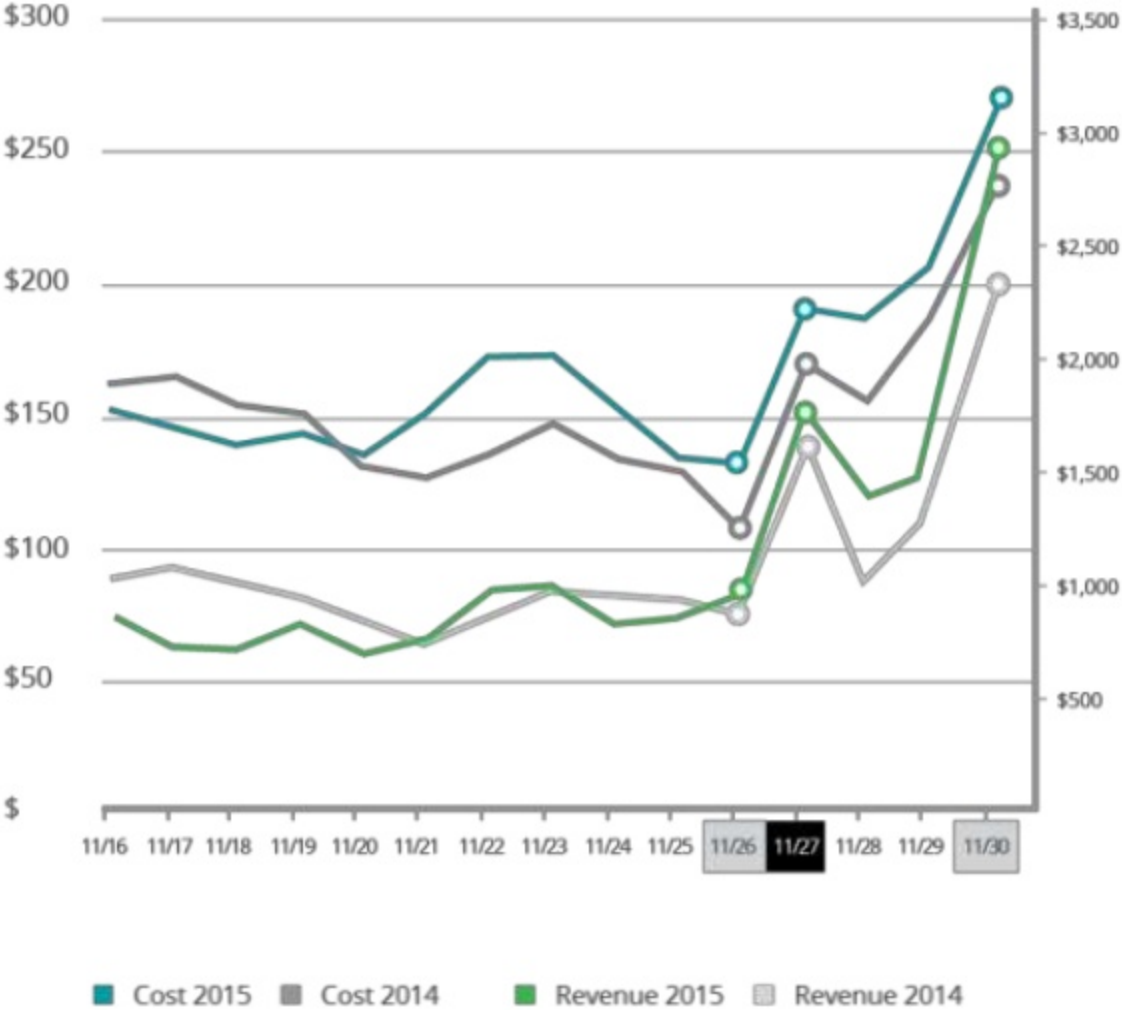




# Google Only Cost & Revenue



# Average Shopping per day '14 vs '15



# Course Overview

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- What are Dynamic Search Ads & Why They Used to be Avoided
  - Latest DSA Enhancements for Retailer Marketers to Utilize
  - Find out if DSAs are a Good Fit for Your Company
  - Best Practices to Optimize Dynamic Search Ads
  - Empowering Your DSAs with Advanced Strategies
  - A Future Without Keywords . . . ?
  - Q&A
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## What are Dynamic Search Ads (DSA)

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- Search campaign within AdWords
- Utilizes auto targets rather than keywords
- Targets relevant searches and generates ads directly from your site dynamically
- Dynamically generates ad headlines based on query
- Directs traffic to relevant landing pages

# What are Dynamic Search Ads – How They Work

\* auto-targets, not keywords \*

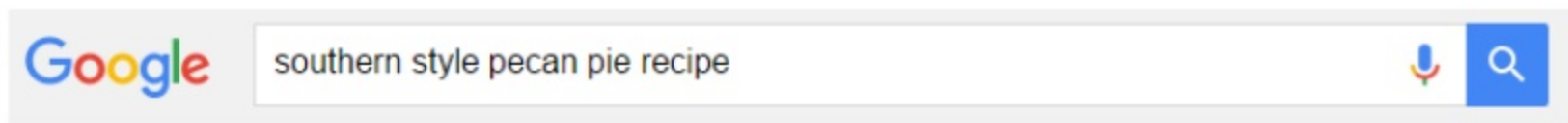
Settings Ads Keywords Ad extensions <b>Auto targets</b> Dimensions							
All but removed		Segment	Filter	Columns			<a href="#">View Change History</a>
<b>+ DYNAMIC AD TARGET</b>		Edit	See search terms...	See categories...			
<input type="checkbox"/>		Dynamic ad target	Status	Max. CPC	Clicks	Impr.	CTR
<input type="checkbox"/>	●	CATEGORY=brands/oster	Eligible	\$0.38	63	18,169	0.35%
<input type="checkbox"/>	●	CATEGORY=brands/oster/kitchen	Eligible	\$0.38	48	2,441	1.97%
<input type="checkbox"/>	●	CATEGORY=brands/oster/blenders	Eligible	\$0.38	11	1,366	0.81%
<input type="checkbox"/>	●	CATEGORY=blender parts access/oster	Eligible	\$0.38	0	99	0.00%

## Who Should Leverage DSAs?

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- Best for retail e-commerce
  - E-commerce sites with large inventory
  - Hundreds to thousands of pages
  - Frequently changing products
- Typically not best for lead generation or content sites (but can be effective)





# What are the Benefits?

- Reduces manual work creating large keyword lists & ad copy
- Extended headlines / ads that stand-out
- Increase ad coverage for the long tail searches
- Find searches that convert well / SQ Harvesting
- Instant / updated ad visibility for new/changing products

*30-character headline*

## Oster Mixer Parts

[www.ereplacementparts.com/Oster](http://www.ereplacementparts.com/Oster) ▼

4.8 ★★★★★ advertiser rating

Buy Genuine Oster Parts

Fast Shipping - Easy to Find Parts

## Oster Glass Mixing Bowl

[www.gratefulgoose.com/](http://www.gratefulgoose.com/) ▼

Save On Oster Glass Mixing Bowl.

Browse 100s Of Products & Save!

## New: Oster Mixing Bowls

[www.cheap-r.com/Oster+Mixing+Bowls](http://www.cheap-r.com/Oster+Mixing+Bowls) ▼

See CheapR's Lowest Possible Price!

Oster Mixing Bowls for Sale

## New: Oster Glass Mixing Bowls

[www.oster-glass.com/](http://www.oster-glass.com/) ▼

Buy - Want to Save Big?

Find Oster Glass Mixing Bowls Now...

## Drawbacks?

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- Giving up some **control** over where your ad messaging and landing pages
- Ads eligible to show for potentially **less relevant traffic**
- Need to **consistently monitor** query reports
- Doesn't function well for **unorganized sites**

## Latest DSA Enhancements for Search Marketers to Utilize

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***“15 percent of Google searches are searches that have never been done.” – Google, July 2015***

- First major update to DSA was July 2015 – enhanced & retooled
- Improved Indexing & Categorization
- Recommended categories
- Additional Sub-Categories for further targeting flexibility
- Website coverage statistics
- Sample Previews

## Improved Categorization Insight – Bid Recs – Samples

### Add dynamic ad target

Select dynamic ad targets to target your ads to customers based on the content of your website. [Learn more](#)

Website: **www. t**

- ☒ Use categories recommended for your website [?](#) **standard**
- ☐ Use all webpages [?](#) **not recommended**
- ☐ Use specific webpages (advanced) [?](#) **for advanced strategies**

Search all categories <a href="#">?</a>				Selected categories	
Recommended categories <a href="#">?</a>		Website coverage <a href="#">?</a> ↓	Recommended bid <a href="#">?</a>	No category selected. Choose categories from the left and add them to this cart.	
small appliances	🗉	25.94%	\$0.54		
kitchen	🗉	9.29%	\$1.02		
blenders	🗉	7.94%	\$0.87		
oster	🗉	5.99%	\$0.75		
hair clippers	🗉	4.92%	\$0.57		
kitchenaid	🗉	4.82%	\$0.71		
pressure cookers	🗉	4.66%	\$0.52		

Save

Cancel

## Additional Targeting Options

Can customize based on your rules for better granularity

- Page Title contains
- Page Content contains
- URL contains

Add dynamic ad target

Select dynamic ad targets to target your ads to customers based on the content of your website. [Learn more](#)

Website:

☐ Use categories recommended for your website [?](#)

☐ Use all webpages [?](#)

☒ Use specific webpages (advanced) [?](#)

Page Content	contains	learn	×
and			
Page Title	contains	create	×
and			
URL	contains	inspire	×

# Best Practices to Optimize Dynamic Search Ads

- Mine for converting SQ & add negatives (more on this later)
- Never target entire site with blanket bids only
- Customize ad copy as much as possible
- Stack targets & use exclusions (more on this later)
- Make targets leaner by excluding non transaction pages



*Query report example*

Search term	Added/Excluded	Headline ?	Category ?	Landing page title ?	Destination URL ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ? ↓	Converted clicks ?
rocket grill parchment bags	None	<b>Rocket Grill Parchment Bags</b>	bags, grilling, small appliances, sunbeam	Sunbeam 7545 Rocket Grill Parchment Pouch Bags 36 pack Electric Grills & Parts - Electric Grills - By Sunbeam #7545 - 744539069199 at Goodman's Small Appliances Housewares and Parts	<a href="http://www.good...6-pack.htm">http://www.good...6-pack.htm</a>	14	192	7.29%	\$0.16	\$2.26	1
sunbeam rocket grill pouches	None	<b>Sunbeam Rocket Grill Pouch</b>	bags, grilling, small appliances, sunbeam	Sunbeam 7545 Rocket Grill Parchment Pouch Bags 36 pack Electric Grills & Parts -	<a href="http://www.good...6-pack.htm">http://www.good...6-pack.htm</a>	10	81	12.35%	\$0.19	\$1.94	1