

PPC & OPTIMISATION

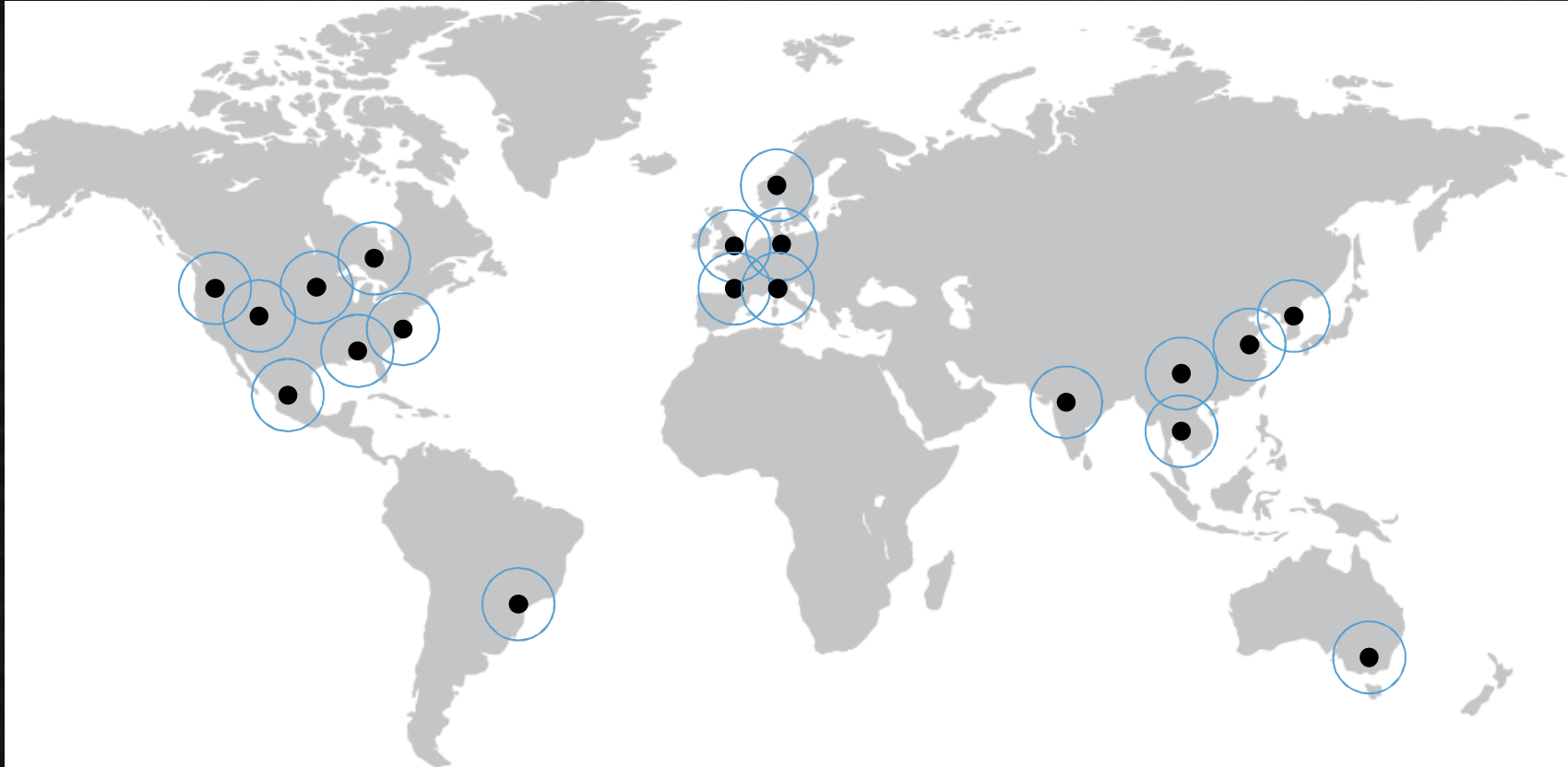
Adrian Lloyd
Solutions Architect

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Global Presence



- 7,500+ customers in 60 countries.
- 300+ employees in 11 countries.
- 100+ partners, resellers and affiliates in 40 countries.
- Global server deployment.

Do you find manual PPC (Pay Per Click) search engine marketing cumbersome or even boring?

“You're not kidding, cumbersome is an understatement”

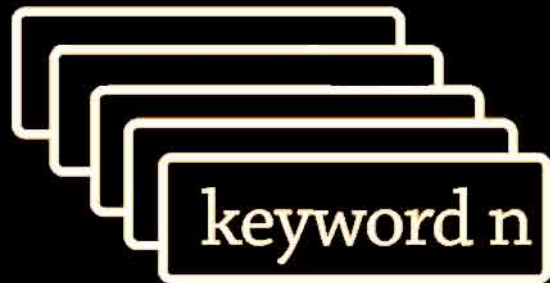
“I cant help but smile! Manual PPC involves keywords in excel, concatenate functions, keyword research etc. and can get very cumbersome”

Having being doing PPC for a few years now, I think I'd have to say yes on that. It's exciting setting up the account and getting it going though, but once it gets stable and consistent, it does get a bit repetitive and boring!”

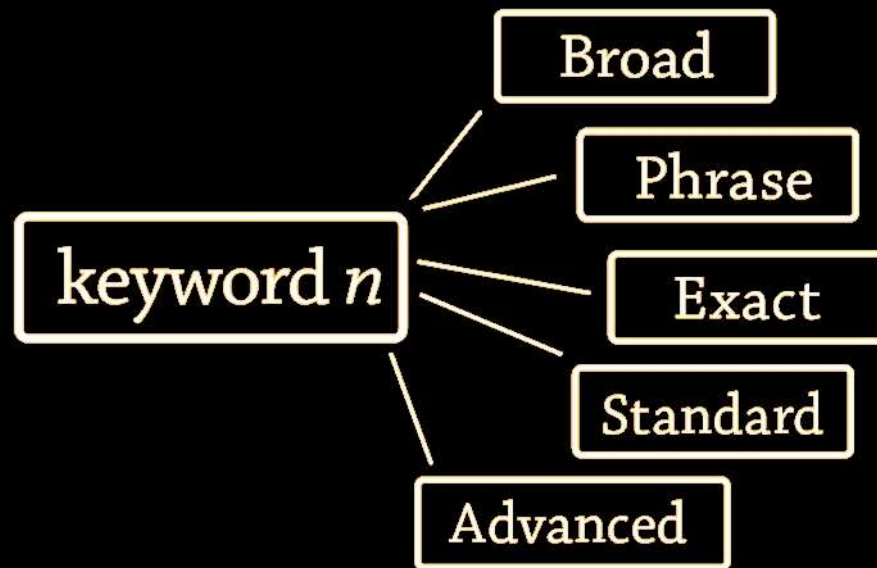
“Personally, I avoid it like the plague!”

keyword 1

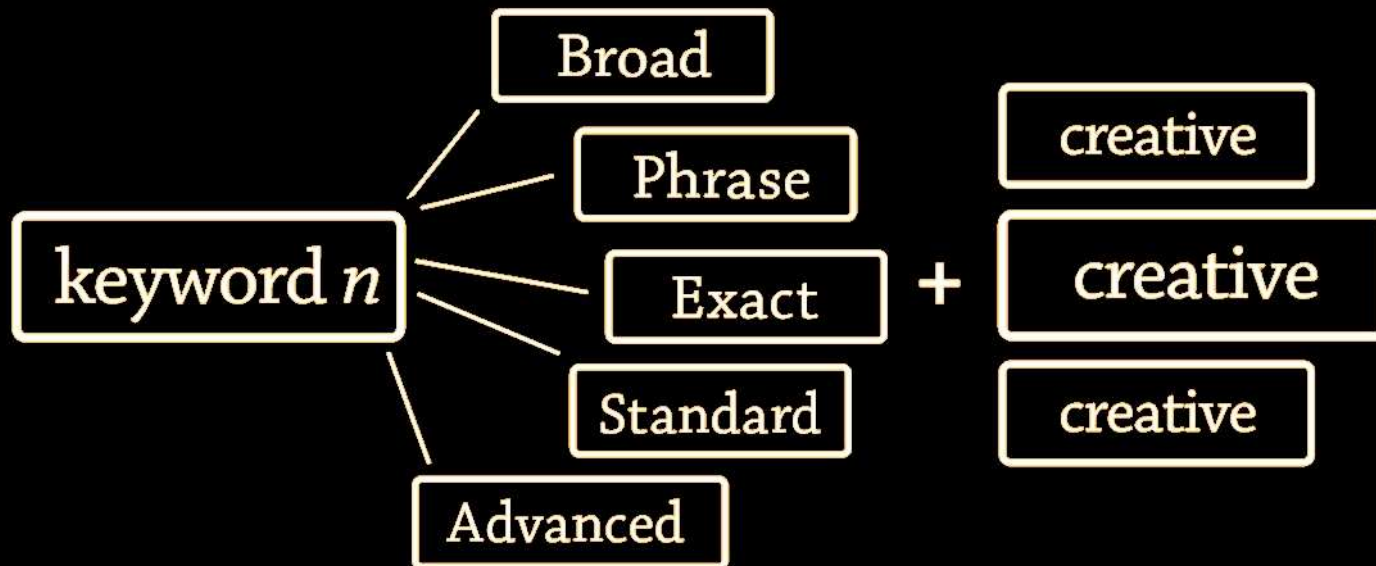
Let's look at how
complex this
really is.



**First, you have
thousands of keywords.**



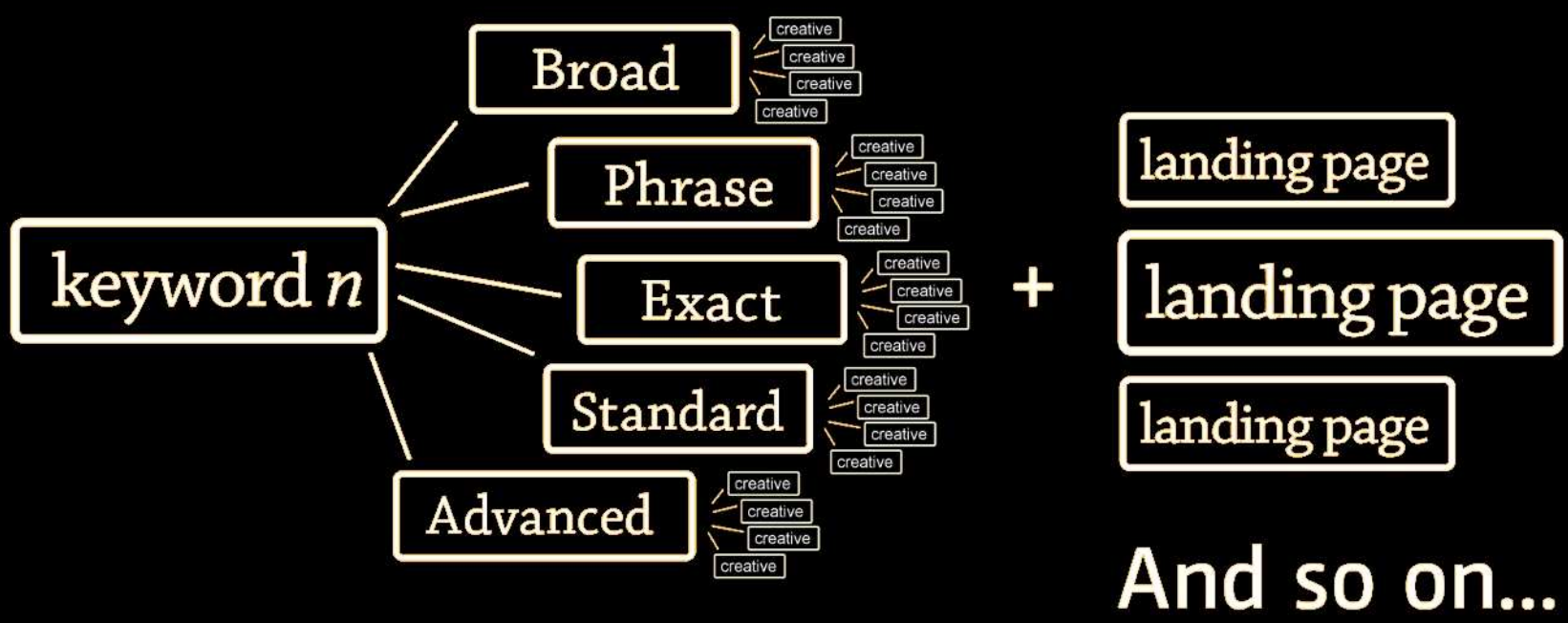
For every keyword, there are multiple match types to bid on.

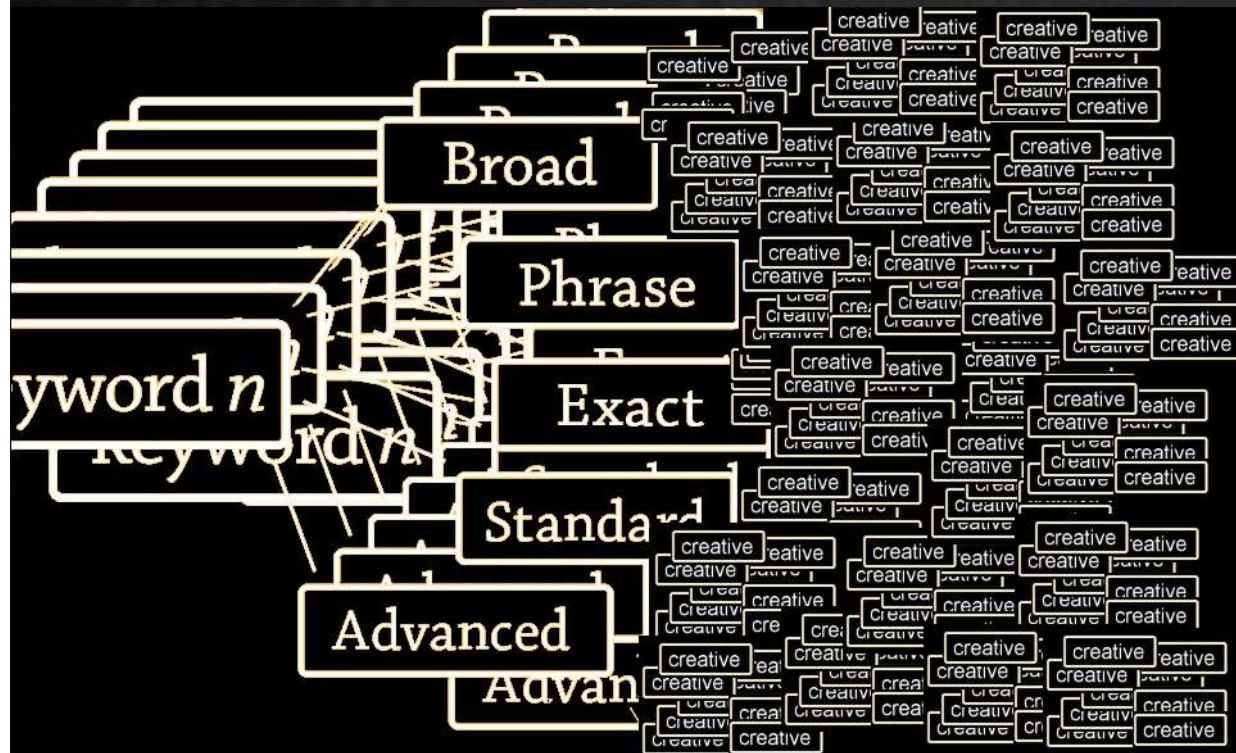


And options for ad creative.

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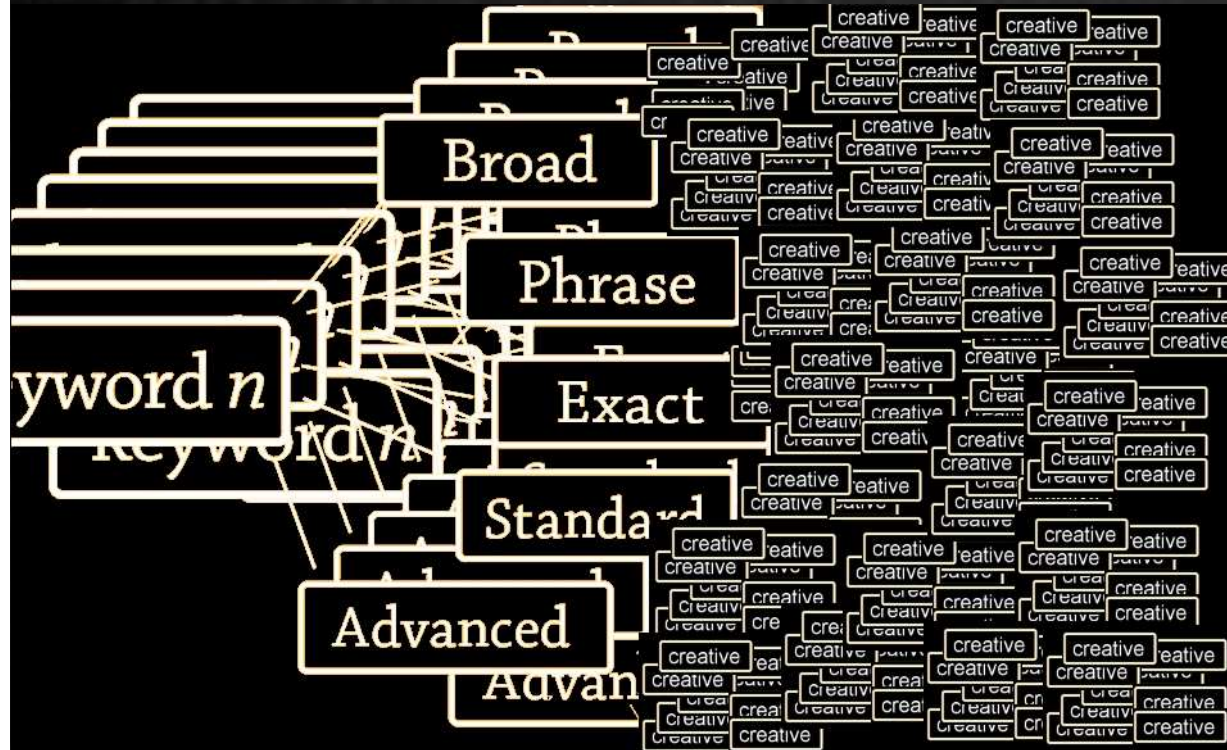
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Now, try to optimize this for 1000's of keywords.

How would you Optimise Manually?



Now, try to optimize this for 1000's of keywords.

Cost of Learning ?

Determining Best Performing Ads Manually.

- 100 Ads, 1000 Keywords
- average 100 clicks per ad
- Manually increasing and decreasing bids
- With an average of 10p per click
- Testing over 30 days

TOTAL COST = £30,000 (£1000 per day)

Cost of Learning ?

Problems with Manual or Rules Based Approach

- Relevancy or accuracy of data collected expires
- Rules need to be adjusted – when?
- Rules wait for number of clicks before changing bid
- Cost of Learning is never eliminated

RESULT = Wasted Ad Spend & Less Conversions

Algorithmic Optimisation

Keywords :

- Some drive a large number of clicks
- Some drive a handful each day
- Some drive only a few per week

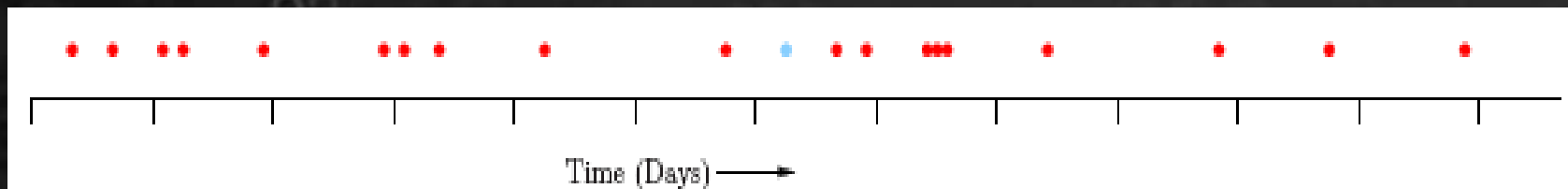


Figure 1: Click and conversion stream for a single ad through time.

Algorithmic Optimisation

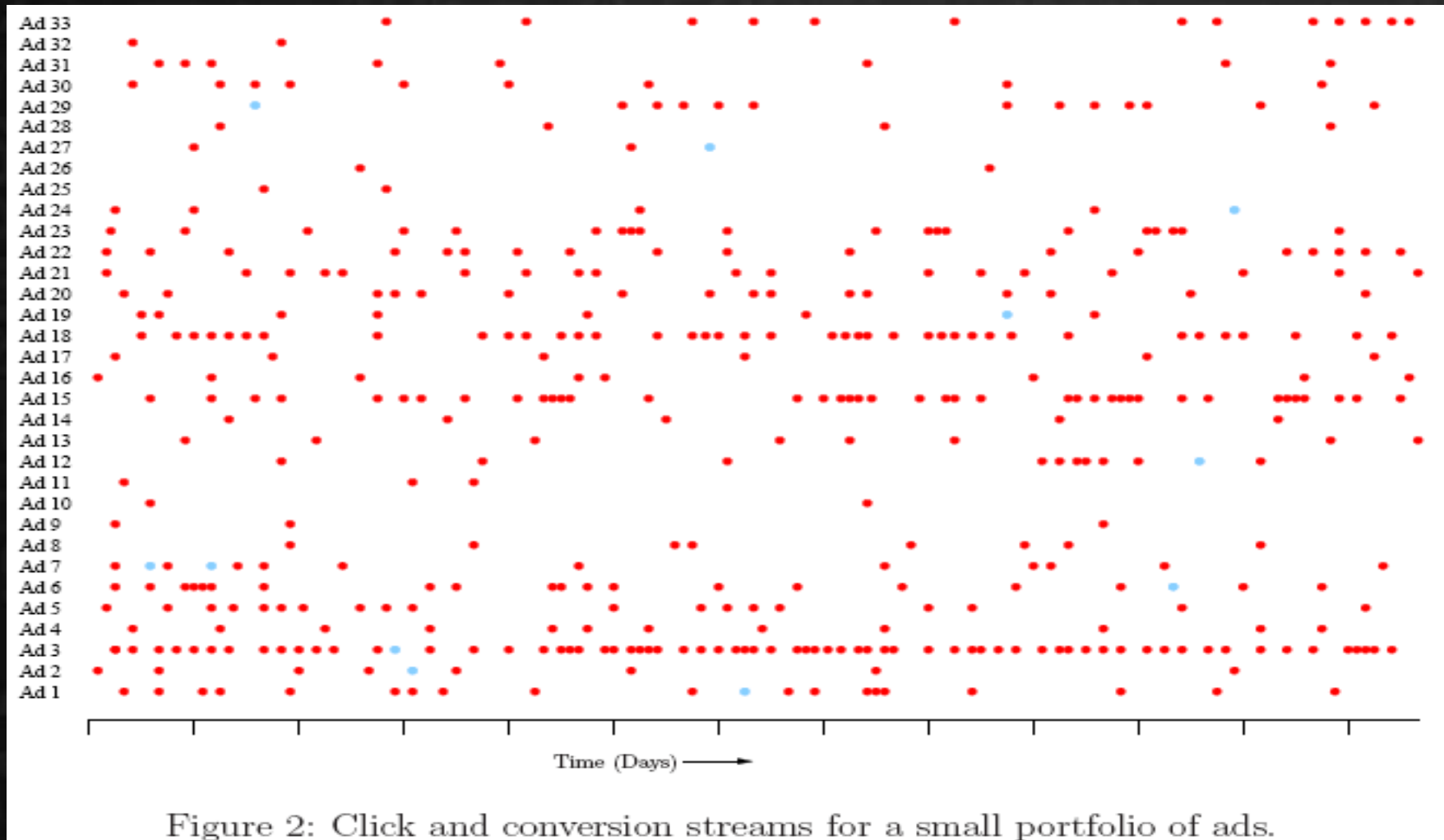


Figure 2: Click and conversion streams for a small portfolio of ads.

Algorithmic Optimisation

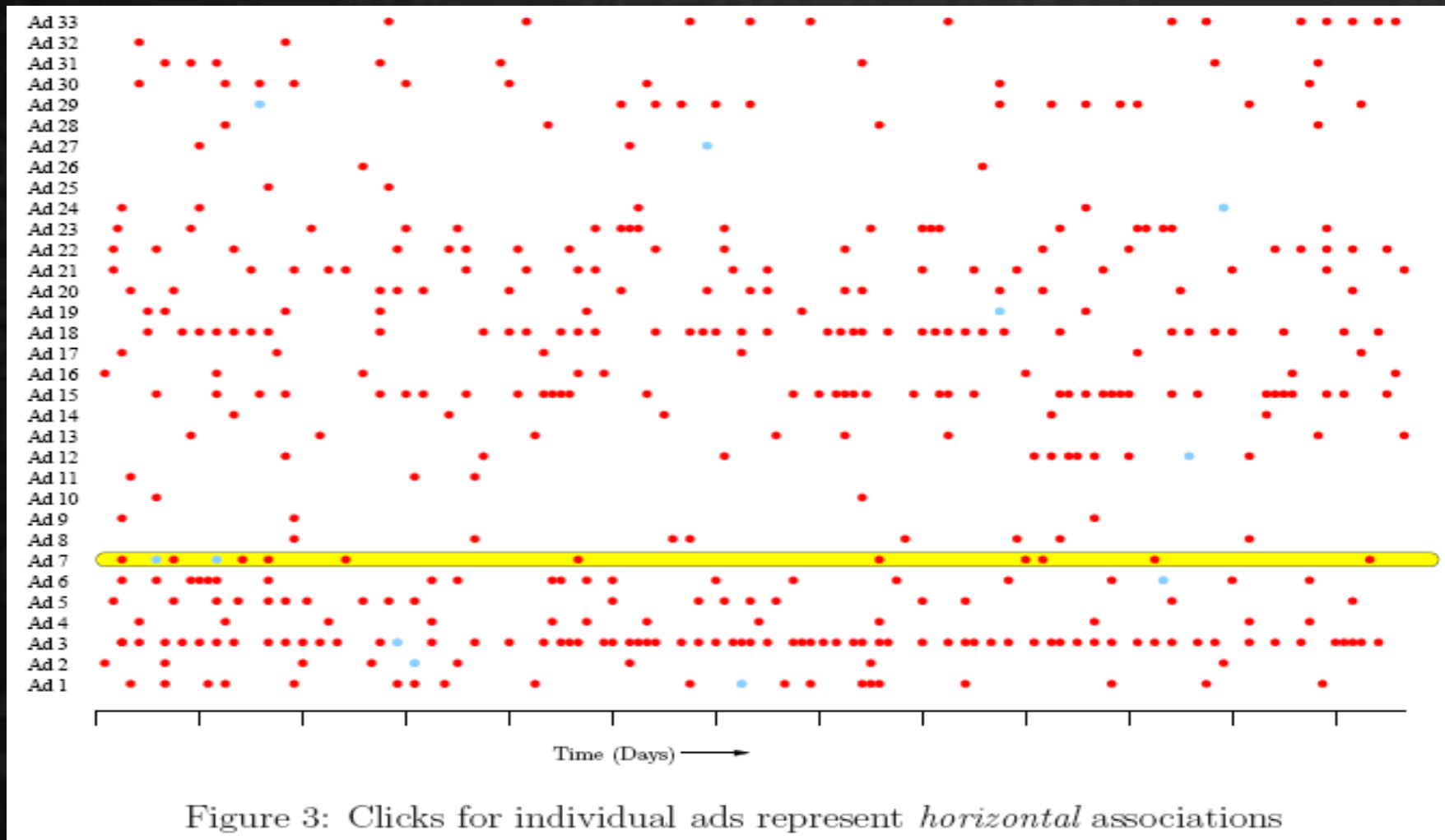


Figure 3: Clicks for individual ads represent *horizontal* associations

Algorithmic Optimisation

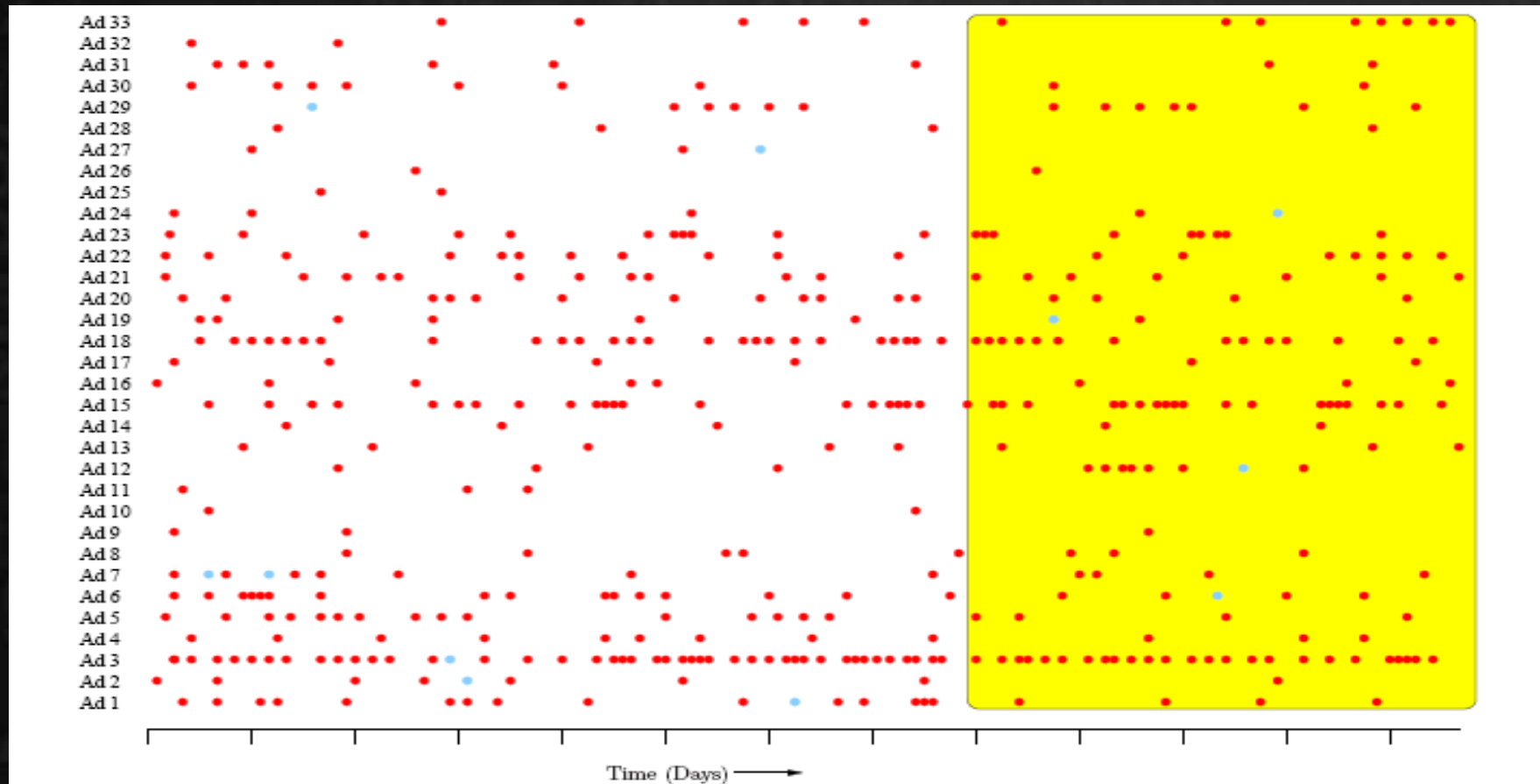
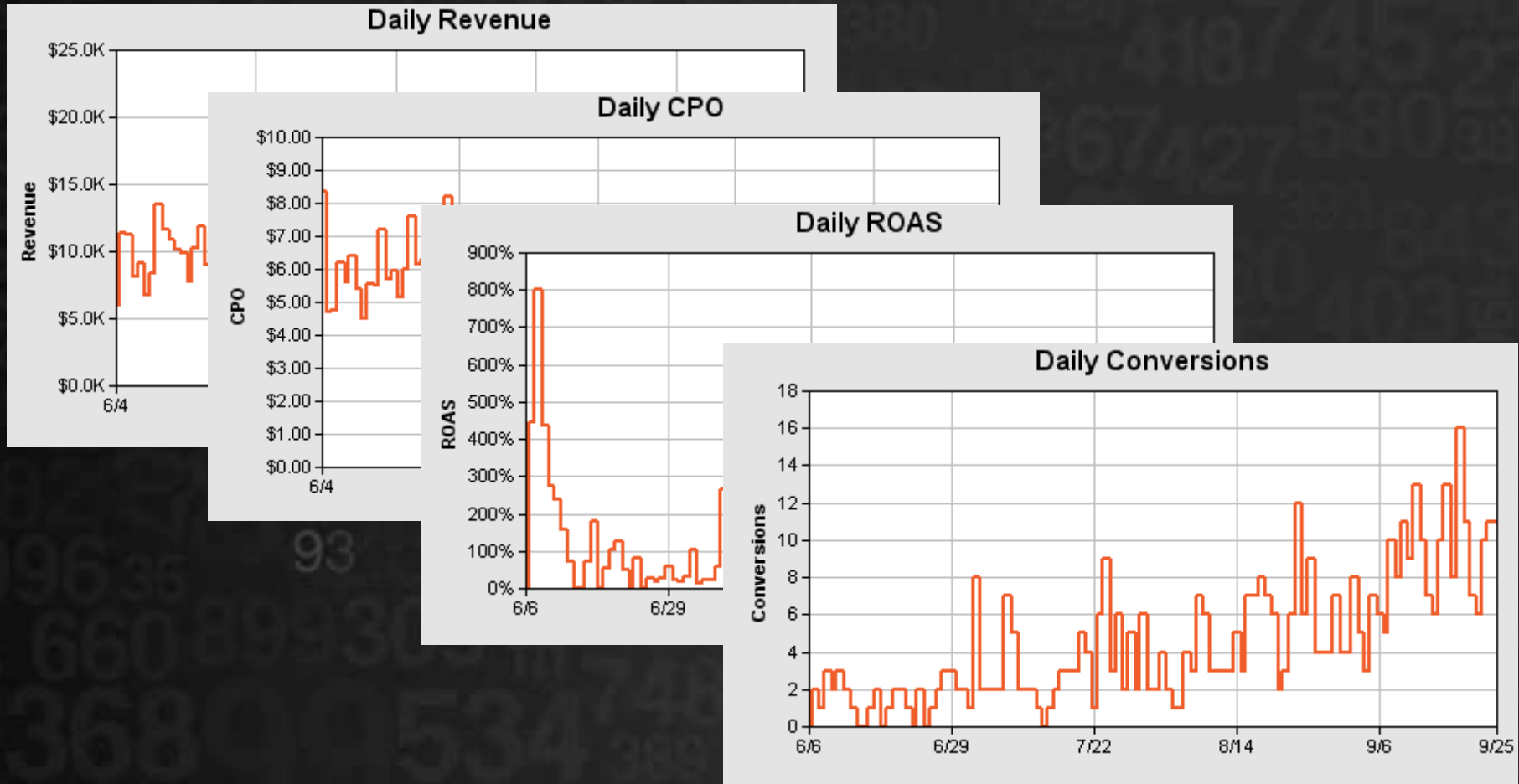


Figure 4: Ad Director can leverage the statistical relationships among all the ads, reducing the cost of learning predictive metrics, which allow the system bid responsively and efficiently.

Complete Reporting



Advantages

- **24/7 End-to-end Automation** – The entire monitor-analyse-tune process is completely automated, saving time and money.
- **Goals-Based Results** – Optimisation method delivers best results relative to ROI or other measurable business goal.
- **Automated Multi-Variance Testing** – Identifies “winning formula” for every keyword: best creative, web page and match types
- **Cross Search Engine Optimisation** – Optimises performance across Google, Yahoo & MSN
- **Accurate Data Collection** – 1st Party Cookies ensure minimal loss of conversion activity, resulting in accurate optimisation
- **In-Depth Reporting** – By every KPI imaginable, filtered by keyword, campaign, ad group, category, product, keyword/match type, landing page, ad text, ad combinations
- **Bid Overrides** – Get the best of both worlds; automated optimisation and the functionality to set bid overrides (Floors and Ceilings)

Advantages

Alleviate manual efforts

- Comprehensive, consolidated reporting
- Ongoing statistical analysis and multivariate testing
- Continual bidding updates

Expand audience reach and conversion volume through scale

- Manage more networks, more campaigns, more keywords
- Realize untapped conversion volume through longtail keywords and increased multivariate testing

Achieve improved performance

- Transition from keyword-level to portfolio-basis
- Alleviate wasted ad spend
- Allocate budget to the keyword-combinations best proven to achieve your success metrics

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Optimize™

- Optimize your landing page content based on facts + data
- Optimize your conversion process
- Maximise conversion rates
- Maximize revenue

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Test Plan

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The screenshot shows the UPS Switch Now Program landing page. The header features the UPS logo, a photo of a man in a uniform, and the text "Switch Now Program". Below the header is a navigation bar with buttons for "Switch Now", "Compare Solutions", and "Get Started". The main content area is divided into several sections: "More Options" with a list of benefits, "More Savings" with a list of discounts, "More Convenience" with a sign-up process, a "Save up to 24% on UPS Services" offer, an "Enroll Now" section with a large number "2" and two options, and a "Quick Links" section with several links. A large number "3" is placed over the "More Savings" section. A rounded rectangle on the right side of the page is labeled "Factors" and lists "Test & Targeting Areas" with three items: "1. Offer", "2. Button", and "3. Copy".

Switch Now Program

Switch Now Compare Solutions Get Started

More Options

UPS understands how important reliability and control are to meeting your business goals. Our unmatched portfolio can handle all your international and U.S. shipments with:

- Three time-definite express options to more international locations than any other carrier
- Later pick-up for on-call air and international
- Guaranteed export and import delivery
- More delivery options across the U.S. than anyone

More Savings

And, with UPS's Switch Now Program, you can take advantage of discounted rates for international and U.S. shipments.

- Save up to 10% on ground services
- Save up to 20% on air services
- Save up to 24% on international services (U.S. export and Import Freight Collect)

[**View discounts](#)

More Convenience

Sign up for Switch Now and you'll find that it is not only economical, but also convenient. Simply open a UPS account or provide your existing UPS account number, then enroll in the UPS Switch Now Program. Great savings [see only minutes ago!](#)

Save up to **24%** on UPS Services*

Enroll Now

I need a UPS account **2** I have an existing UPS account

* See [Terms and Conditions](#) for details. UPS account and U.S. payer required for discount.

Quick Links

- Explore UPS Shipping Services
- Find the Best Solution for You
- Calculate Time and Cost
- Guides to switch from DHL, FedEx or Yellow/Roadway
- Ship Now

Factors

Test & Targeting Areas

1. Offer
2. Button
3. Copy



Key Strengths:

- Single Tag
- Unlimited Services
- Control In House
- Intuitive UI
- Creative Expansion

Results:

- Increased conversion rates
- Optimal user experience
- Elimination of opinion
- Data driven decision making

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Analytics™ 9

Simply Powerful. Powerfully Simple.

Jun 16th - Jul 13th, 2009

Compare to: May 19th - Jun 15th, 2009

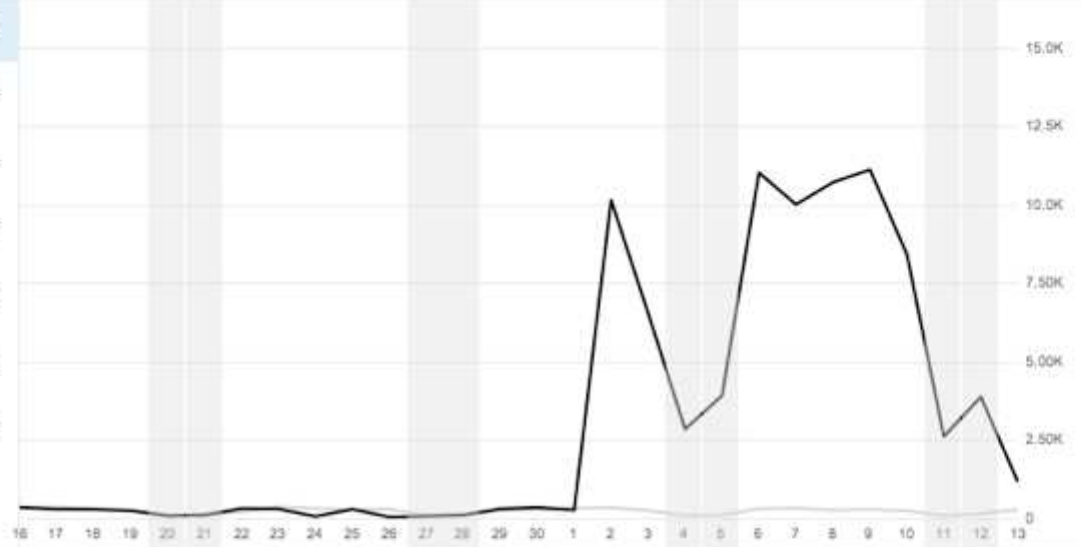
Justin Garrity | Log Out | Help

7d 28d 91d Custom Compare

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86,454 Page Views	↑ 1.18K%
30,214 Visits	↑ 485%
2.86 Page Views Per Visit	↑ 119%
57.1 % Bounce Rate	↓ 31%
968 Avg. Visitors Per Day	↑ 440%
18,985 New Visitors	↑ 379%
6m 9s Avg. Time On Site	↑ 72%



Reports (64)



- 06/09 - Google Organic Search ...
- Area Codes
- Areas of Interest by Internal ...
- Browsers
- Browsing Hours
- Campaign IDs
- Color Palettes
- Content Group Duration
- Content Groups
- Conversions by Campaign Drild...
- Conversions by Campaign Drild...
- Conversions by Salesforce Camp...
- Designated Marketing Areas
- Domain Names
- Entry Pages
- Exit Pages

- Geography Drilldown
- GMT Offsets
- Initial Referrers
- Initial Search Engines
- Java Support
- JavaScript Support
- JavaScript Versions
- Key Metrics Summary
- Keywords
- Languages
- Mac Browsers and Version
- Metropolitan Statistical Areas
- Most Recent Search Engines (AL...
- Most Recent Search Engines (Pa...
- Most Recent Search Phrases (AL...
- Most Recent Search Phrases (Or...

- Most Recent Search Phrases (Pa...
- Most Recent Search Phrases (Pa...
- New - Conversions by Internal ...
- New - Conversions by Origin ...
- New - Conversions by Promo
- New - Conversions by Reseller
- New - Search Campaigns (Paid)
- New - Search Engines (Organic)
- New - Search Phrases (Organic)
- New vs. Return Visits
- New vs. Returning Visitors
- On-Site Search Terms Found
- On-Site Search Terms Not Found
- Page Views Trend
- Pages
- PDF Downloads

- Phrases
- Platforms
- Platforms
- Primary Metropolitan Statistic...
- Referring Domain
- Referring Page
- Referring Site
- Screen Resolutions
- Search Phrases (organic) - Goo...
- Single-Page Visits
- Spiders
- Third Party Cookie Support
- Top Visitors
- Visit Duration by Page Views
- Visit Duration by Visitor Type
- Visit Duration by Visits

Standard Trend View

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Cumbersome or Boring?

- Ad Director's algorithm removes the manual tasks required through manual PPC and some tasks associated with Rules based tools.

It doesn't have to be....

Thank You

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