

# Capture More Demand with Search

October 2022



# Thank you for joining today!



**Aubey Moses**  
Agency Development  
Manager, Google

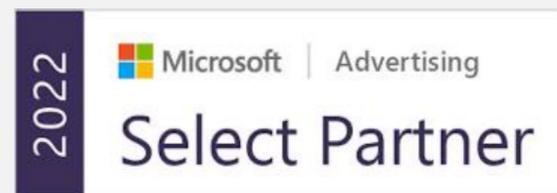


**Erin Martin**  
VP of Marketing  
Netsertive



## About Netsertive

- Deep expertise in localized digital marketing, including paid media, organic/SEO, and web solutions
- Facilitated nearly \$2 billion in media spend through our platform
- Award-winning brand and location support with named account managers
- Experience driving success for over 100 multi-location brands



# Agenda

1. Latest search behaviors and trends
2. Search advertising best practices for the holiday season
3. Performance Max
4. Localized marketing in action

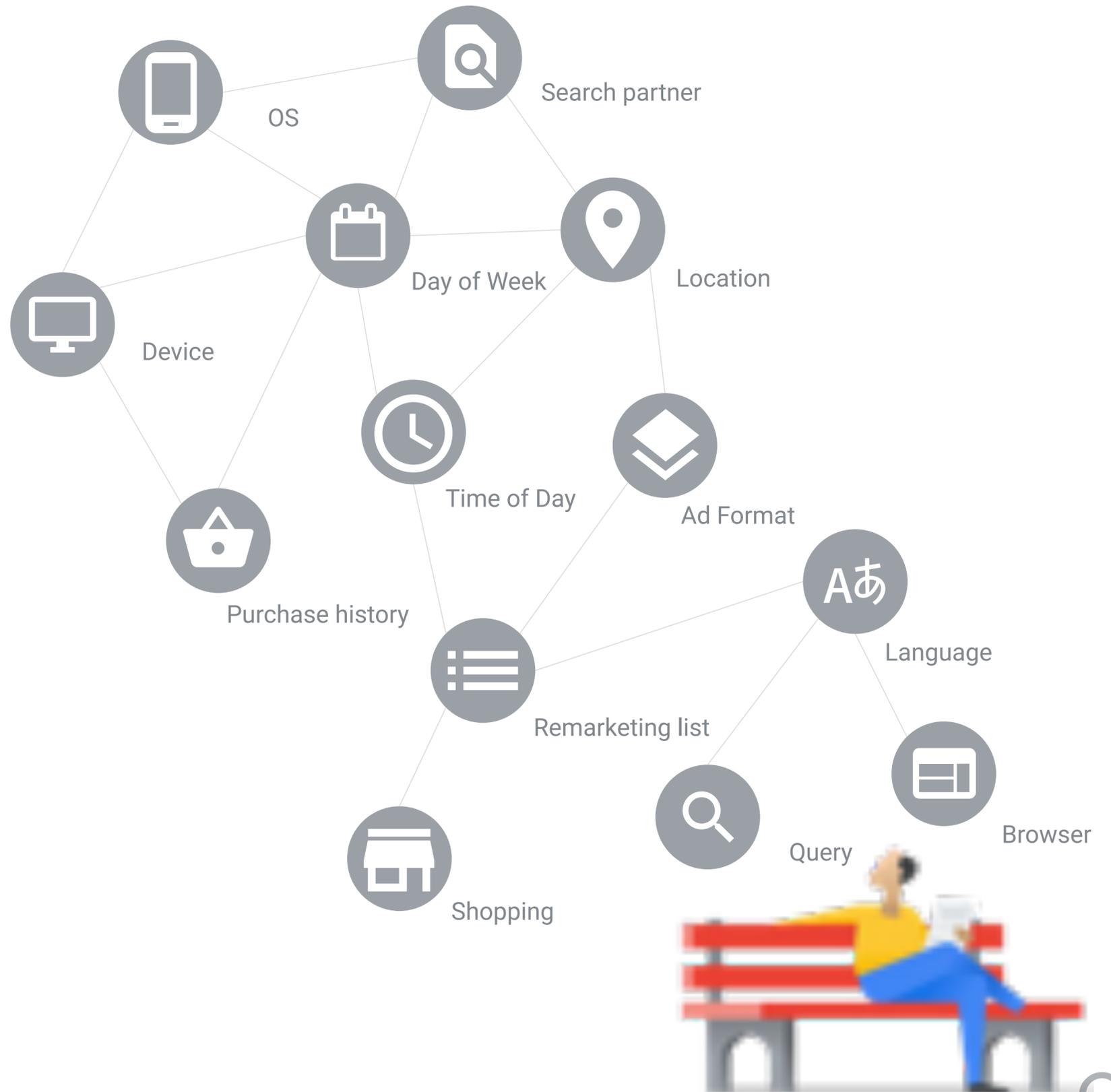
# Latest Search Behaviors and Trends

# How We Search

**Every search on Google is unique,** because each is fueled by an individual user sending many unique signals.

Optimizing for all of these unique signals, and the interactions between them, creates more complexity in account management.

Automated targeting is the best solution to **efficiently account for all available signals to improve performance.**

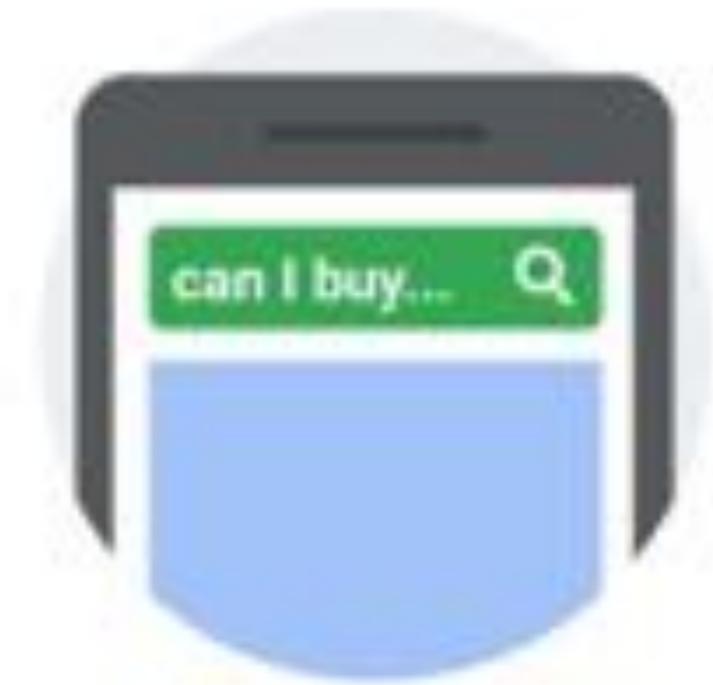


# Local Strategy Matters

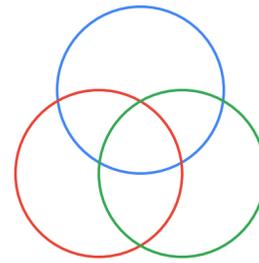


90% of Global shoppers who visited a store in the last week said they used online search prior to going in-store.

“Can I/to buy” + “near me”  
mobile searches have grown over **6X**  
in the last two years.



# Combining our automated products creates a multiplicative effect for driving growth – starting with targeting, bidding, and creative



## Broad match

Finds new, high-performing queries and emerging trends



## Smart Bidding

Delivers the right bid for each query at the right price



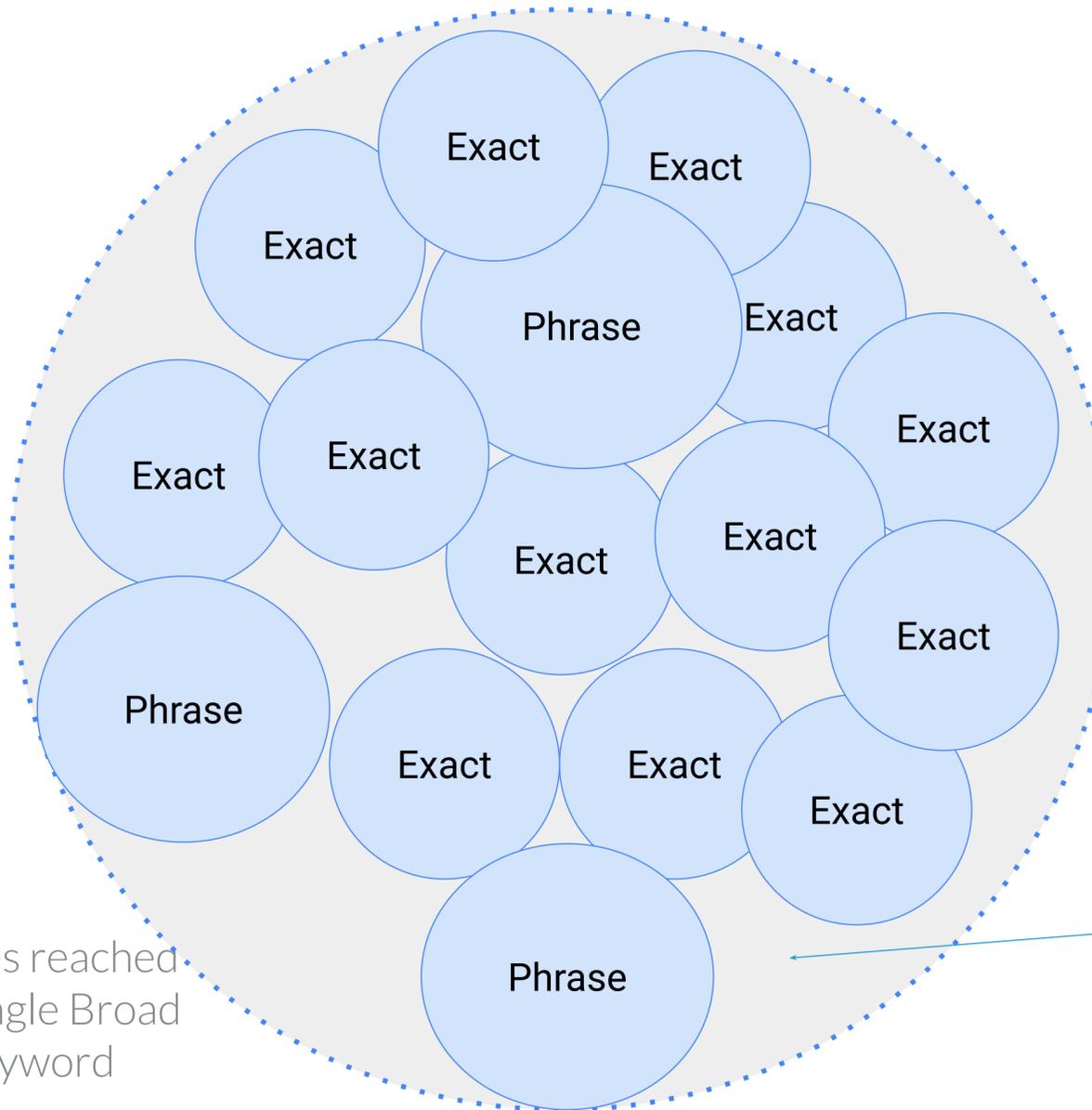
## Responsive search ads

Automatically assembles the most relevant creative – even helping you show for new queries

# Broader targeting is the best way to capture the wide range of queries that are relevant to your advertiser's business

**Broad  
keyword**

Set of queries reached  
through a single Broad  
match keyword



Many exact/phrase keywords would be needed to achieve the same reach as a broad match keyword.

This strategy is time consuming and inefficient...

...and it's likely that business-relevant queries are missed.

# Let's see with an example...

The diagram illustrates how a phrase match keyword works. On the left, the keyword **"tennis shoes"** is shown. A vertical line connects it to a central box. The top of this box is a blue header with two sections: "Phrase match keyword:" and "Ads may show on searches for:". A green checkmark icon is positioned above the right section. Below the header, the right section lists four search queries in rounded rectangular boxes, each with a magnifying glass icon: "shoes for tennis", "buy tennis shoes on sale", "red tennis shoes", and "comfortable tennis sneakers". To the right of this central box, a red 'X' icon is positioned above the text "Ads won't show on searches for:". Below this text, two search queries are listed in rounded rectangular boxes with magnifying glass icons: "tennis rackets and training shoes" and "can you wear running shoes for tennis".

**Phrase match keyword:** "tennis shoes"

**Ads may show on searches for:**

- shoes for tennis
- buy tennis shoes on sale
- red tennis shoes
- comfortable tennis sneakers

**Ads won't show on searches for:**

- tennis rackets and training shoes
- can you wear running shoes for tennis

# Broad Match product updates result in better overall performance

## Improved Performance

**+25%** more conversions for tCPA campaigns and **+12%** more value for tROAS campaigns (Phrase/BMM→Broad)

**+35%** more conversions for tCPA campaigns and **+20%** more value for tROAS campaigns (Exact→Broad)

**Unique Signals:** 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						

# For Performance Advertising, Broad Match should be the default, using Exact Match as needed.

	Exact	Broad
Performance Based Business Objectives (Conversion Based Bidding Strategies)	✗	✓
Non Conversion Based Bidding Strategies/Manual Bidding	✓	✗
Ensure Branded Queries only	✓	✗
Need for tight Creative to Keyword Relevance (over performance)	✓	✗

# Quick Insights into Creative Strategy: Conscious Spending

- To get a better price or deal due to rising prices, **36% of consumers said they purchased a brand that was different from their preferred brand**, and **30% shopped at a store that was not their preferred store** – both higher than in previous months.
- On average, **73% of consumers said they are willing to continue buying** from companies that increase their prices – if they feel valued as a customer.
- Across surveyed markets, **53% of consumers said they are more likely to buy for durability** versus affordable products that may need to be replaced more frequently.
- Across surveyed countries, people said the **quality of an item (46%) and deals/promotions (45%) are the most helpful things brands can communicate** as they make decisions about items they're considering purchasing.

# Search Advertising Best Practices for the Holiday Season

# Takeaways for 2022

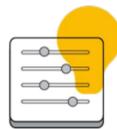
Proprietary + Confidential



**Early preparedness** is key to advertiser performance as we see higher sales volume earlier than Cyber Week.



The new digital-first behaviors learned in 2020 still carry through to 2022, **blurring lines of online and offline retail.**



Categories continue to shift, so keep an eye on the **latest trends and insights** to inform your holiday strategy.



Lean into **automation** to remain flexible at any moment.



# Plan ahead for key dates this holiday season



## Get ready: August - September



**Prepare** | set a measurement foundation, select which recommendations to apply automatically\* and test automated strategies.



## Take action: September - November



**Activate** | make sure you are opted in to value based bidding, refine campaigns, check feed health.



## Evaluate & expand: November - December



**Accelerate** | adjust bids and budgets to capture demand.



## 2022 upcoming key dates

### October

10/24 Diwali  
10/31 Halloween

### November

11/11 Singles' Day  
11/25 Thanksgiving  
11/11 Black Friday  
11/26 Small Business Sat  
11/28 Cyber Monday

### December

12/18 - 12/26 Hanukkah  
12/25 Christmas  
12/26 - 1/1 Kwanzaa  
12/26-12/31 Boxing Day / Postseason

### January

1/1 New Year's' Day  
1/1 - 1/31 January sales



# Holiday Timeline

August - September

 Prepare

- ✓ **Check feed health**  
Address any feed disapprovals and add products that aren't currently in Google Merchant Center.
- ✓ **Test automated strategies**  
*Recommended:* Performance Max for online sales, value based bidding, and broad match keywords on Search.
- ✓ **Review holiday budgets** from last year and scope investments for this season.
- ✓ **Evaluate your site's customer experience** and make necessary changes.
- ✓ **Verify conversion value tracking is set up correctly.**
- ✓ **Prepare high quality creative** for your Discovery, YouTube, and Performance Max for store goals.

September - November

 Activate

- ✓ **Revisit automated bidding strategies.**  
Gradually adjust budgets and ROAS targets in the month leading up to peak periods in order to capture additional opportunities while maintaining efficiency goals.
- ✓ **Improve customer loyalty** by checking that your remarketing tag is functioning correctly and add customer match lists to your account. Adjust creatives across platforms to give returning customers a customized experience.
- ✓ **Reach new customers across platforms** by planning and launching Discovery, YouTube, and Performance Max for store goals.
- ✓ **Apply learnings** from early seasonal peaks for Q4. Use the best seller report, Shopping insights, and Rising retail categories to inform your strategy (i.e. seeing what product related categories are trending, which products are selling well to invest more on).

November - December

 Accelerate

- ✓ **Check your performance regularly** to ensure your goals are being met and adjust bidding targets and budgets if needed.
- ✓ **Continue to allocate budgets** across platforms based on business goals.
- ✓ **Swap out your creative** for holiday themed images and videos.
- ✓ **Add your sales and promotions** to your ads and feed.



# Top recommendations for readiness during peak seasons



## Bid

- **Bid with Target ROAS** to fully automate your bidding strategy and focus on performance.
- Keep an eye on suggestions to **Set a ROAS target** or to **Adjust ROAS targets** for your existing campaigns.



## Budget

Keep ads running on your busiest days by **increasing budgets** and stay ahead of seasonal trends with the **Raise budgets for upcoming traffic increases** recommendation.



## Coverage

- **Use Broad match keywords with Smart Bidding** to maximize Search coverage and apply **Dynamic Search Ads**.
- Keep an eye out for suggestions on how to improve **your RSA ad strength!**



## Performance Max for online sales

**Create, expand, or upgrade to Performance Max for online sales with a product feed campaigns** to help simplify campaign management and **fix disapproved products in existing campaigns**.

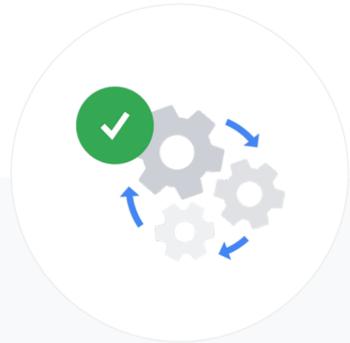
# Introducing Performance Planner



Performance Planner is a campaign & account forecasting tool in Google Ads that helps you remove guesswork by automatically predicting clicks, conversions, and conversion values. It is **based on your inputs** of different **spend** levels and **return-on-investment targets** and helps you plan up to 18 months ahead.

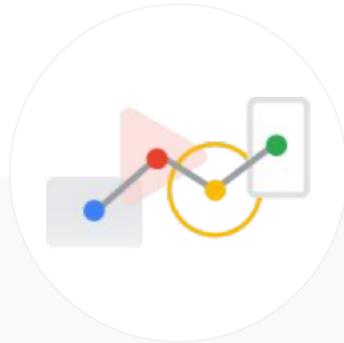


# Three key benefits of using Performance Planner



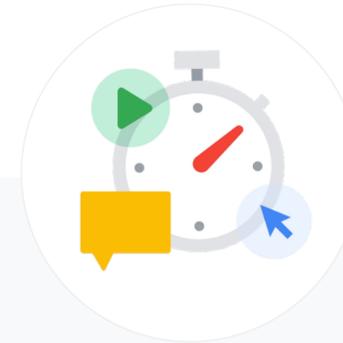
## Anticipate

- **Fine tune forecasts** by leveraging machine learning
- **Align** with market demand
- **Understand implications** of different budget scenarios



## Grow

- Simulate levers to increase **efficiency** of your campaigns
- Get ahead of **seasonal periods**
- Stay ahead of your **competition**



## Innovate

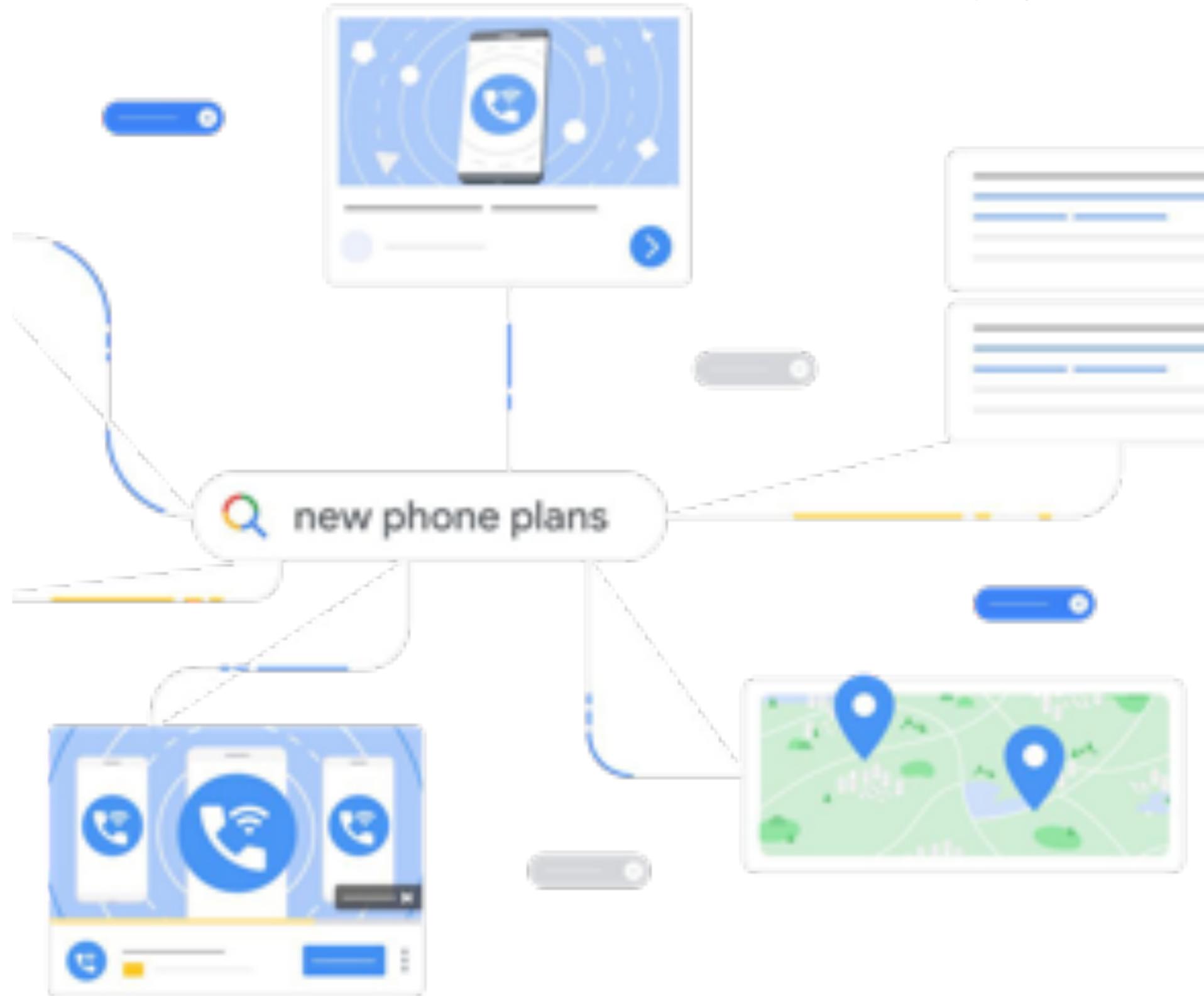
- **Save time** by simply clicking along the points on the curve to generate multiple budget scenarios
- Take into account most up-to-date **Google auction** data signals



**Tip! In the current dynamic market: Planning with Performance Planner can help you be ready for what's next** by using the most up-to-date signals to inform budget and bid decisions. Performance Planner takes into account historical data of up to the previous day to generate forecasts. This helps with turning real-time signals into action which is critical for growth in today's changing world

**Performance Max**

A new campaign type in Google Ads that helps maximize your performance across Google Ads inventory using automation, saving you time and driving towards your goals



# Performance Max serves across surfaces



Shopping



Gmail



Search



YouTube



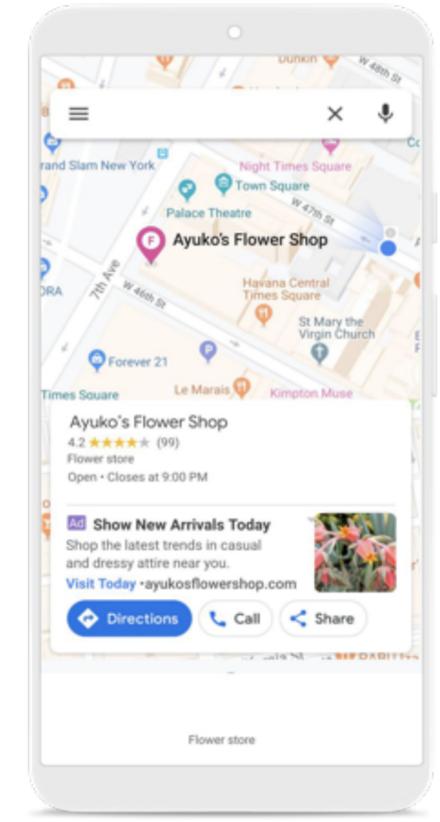
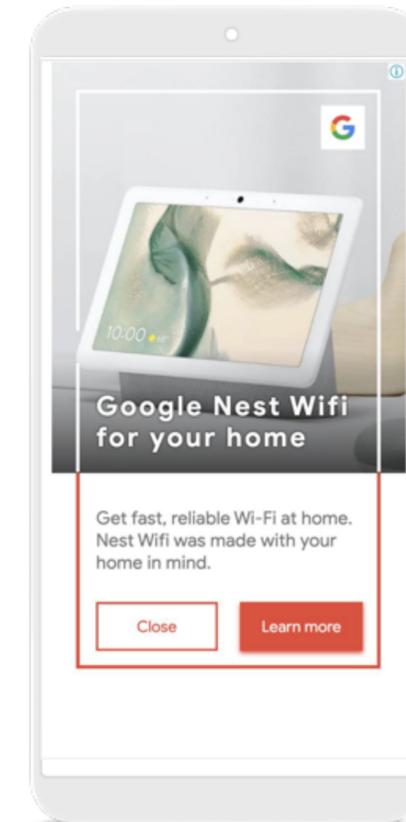
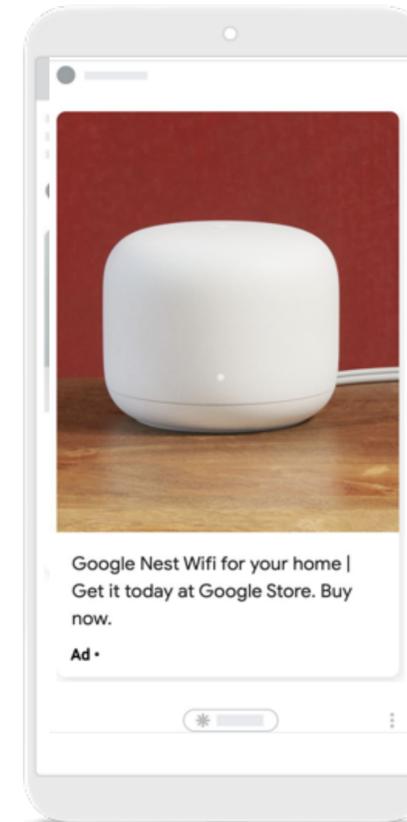
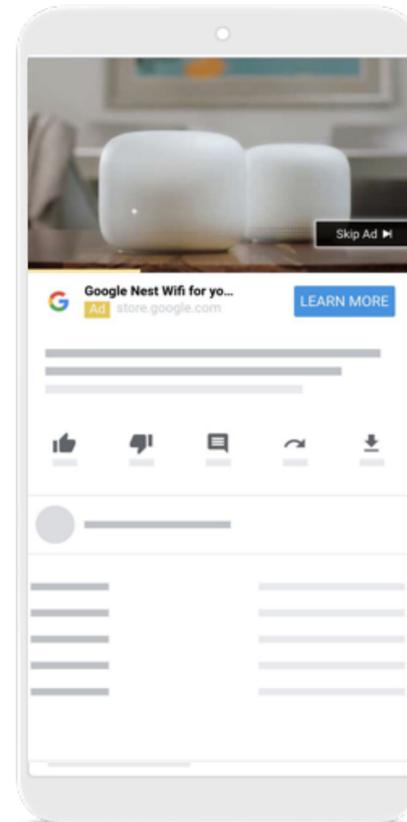
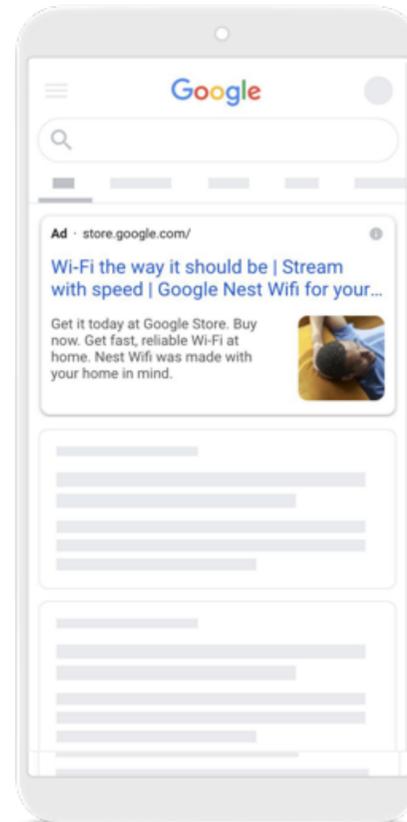
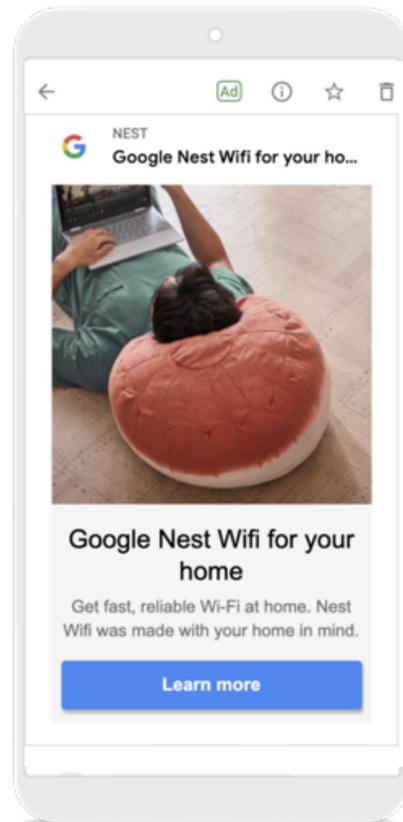
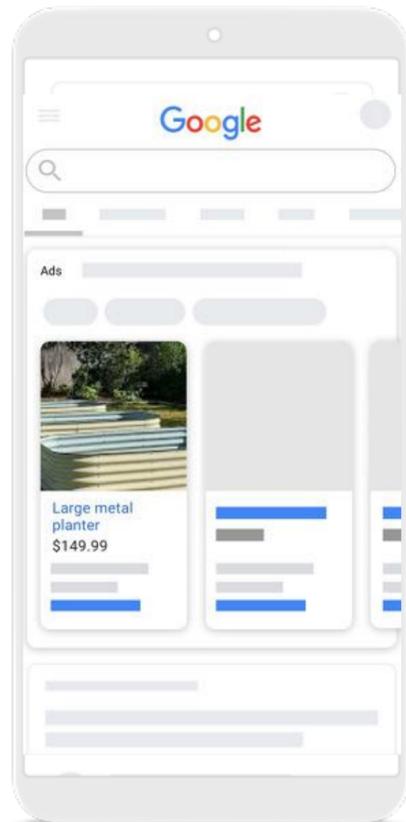
Discover



Display



Maps



**Tip!** Use as many ads assets as possible. More assets mean more potential ad formats to create for different channels and users. Use at least five versions of text assets and at least five versions of image assets.

# Foundational Performance Max Best Practices Checklist to Hit KPIs



**Set up:** When setting up Performance Max campaigns for the first time or if you have <50 conversion per month, start by setting an artificially low ROAS target (e.g, 50% or lower).

- After reaching 30 conversions, slowly increase your ROAS for the actual goal
- Keep in mind that Performance Max will take 15 days to stabilize the performance.
- Don't make sudden changes and consider conversion lag while reporting!



**Conversion volume:** Aim to have enough **conversion volume** in your Performance Max campaign.

- If you have less than 50 conversions in the past 30 days, start with one campaign featuring all products versus splitting out to multiple campaigns.



**Data quality in Merchant Center:** Make sure data quality is adequate as this will affect your Performance Max performance.

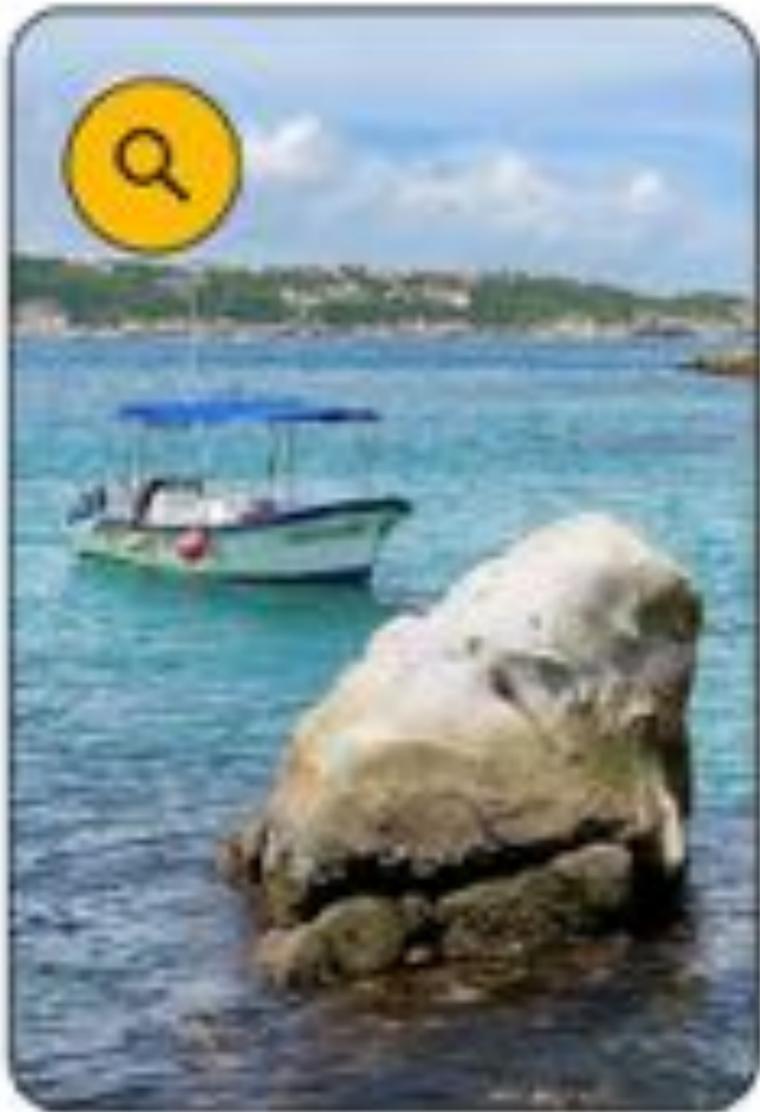
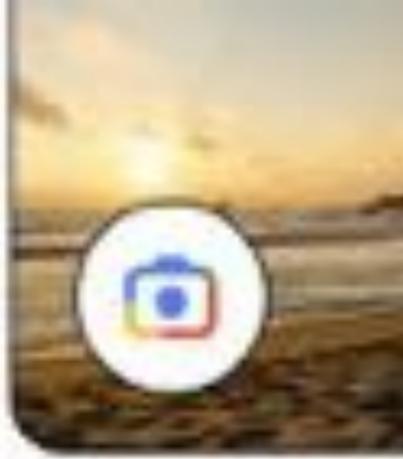
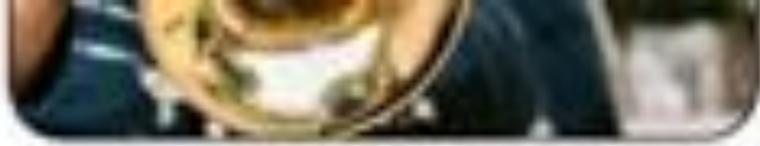


**Tracking:** Make sure you have conversion tracking and if possible, **dynamic conversion value** to track revenue, transaction order value, and currency via a code snippet on the final 'Thank you'/purchase confirmation web page.



**Website load and speed:** Ensure your client is checking website speed to help them connect with more customers, faster! You can use this [Think with Google tool](#).

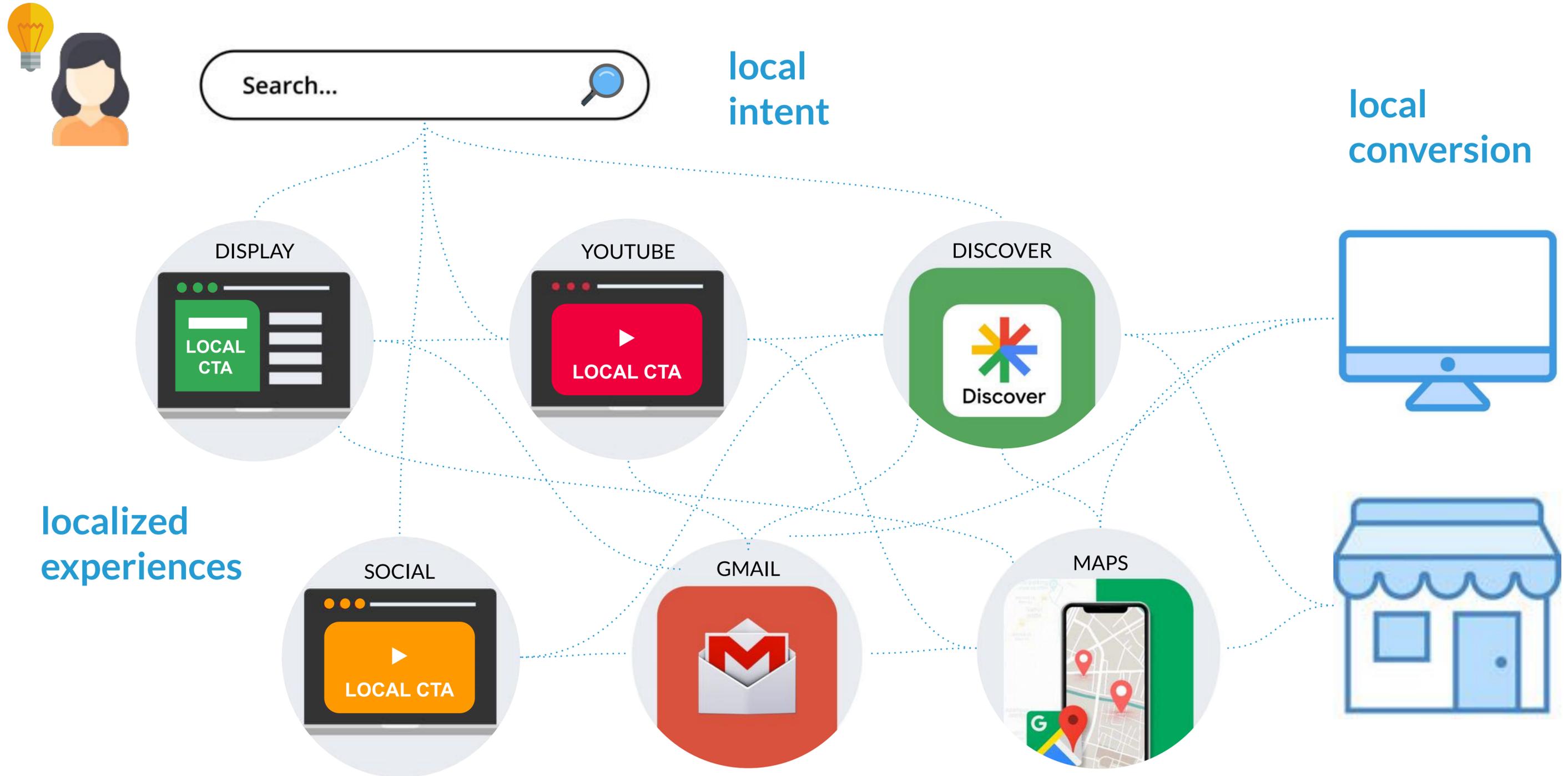
# Localized Marketing Campaign in Action



...but the need to be hyper-local and hyper-relevant will not.



# Localized Digital Marketing Experiences in Action



# The Power of Hyper-Localization



**15,000**

Monthly Campaign Changes & Optimizations



**4,655**

Headlines and Descriptions



**117**

Localized Campaigns Across 32 Locations



**815+**

Active Ad Unit



**344**

Different Ad Groups



**500+**

Monthly Ad Changes



**46%**

BEAT COST PER STORE VISIT GOAL BY

**32:1**

RETURN ON AD SPEND

**85%**

INCREASE IN ONLINE SALES

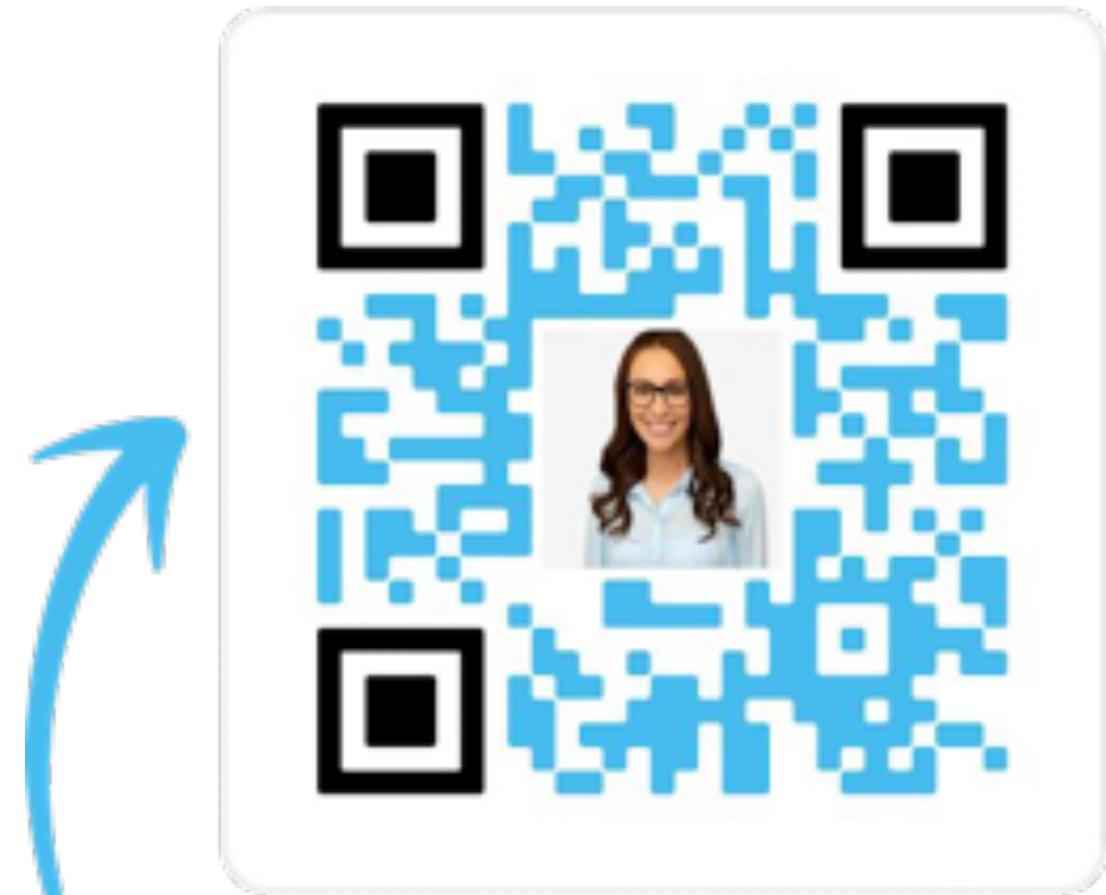
# Hyper-Local Learnings and Insights



Thank You!

Get a Custom, Localized  
Marketing Strategy

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*Connect With Me*

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**Thank You!**