

Take Back Control of PPC in an AI World

Friends of Search 2020

Frederick Vallaes - Optmyzr



HELLO!

I am Frederick Vallaeys

I am the Cofounder of

 **OPTMYZR**

You can find me at

[@SiliconVallaeys](#) or read my
blogs on **Search Engine Land**.

FREDERICK VALLAEYS



**DIGITAL
MARKETING**
IN AN
AI WORLD



FUTUREPROOFING YOUR PPC AGENCY

Google AdWords

AdWords ads appear on the right side of the page on Google

- Cost per Click (CPC) pricing

Premium Positions fill the two top spots on our pages

Premium
Position

The screenshot shows a Google search for 'travel' in Dutch. The search results include organic links and sponsored AdWords. A red box highlights the top two sponsored positions, which are labeled 'Premium Position'.

Travel - Je vindt alles voor je reis op eBay.nl
www.ebay.nl - Koffers, Ski's, Tassen, Bikini's - Klik hier!

Travel to the Horizon - A world wide collection of bicycle travel ...
... Travel to the Horizon. A world wide collection of bicycle travel resources More... Travel to the Horizon is a website dedicated to traveling by bicycle. ...
Beschrijving: Travel to the Horizon aims to be a complete and up to date starting point on the web for resources...
Categorie: Sports > Cycling > Travel > Travelogues > Worldwide
www.raph.nl/ - 28k - In cache - Gelijkaardige pagina's

www.luukfrancken.nl
www.luukfrancken.nl. Uw webbrowser ondersteunt geen frames... Klik hier voor de website.
www.luukfrancken.nl/ - 1k - In cache - Gelijkaardige pagina's

Welkom op de website van Travel Active - Australië reis | work | ...
Ben jij de avonturier die zijn grenzen wil verleggen: High School, Au Pair, Work & Travel en verzekeringen. ... Travel Active Agenda 2003 ...
www.travelactive.nl/ - 29k - In cache - Gelijkaardige pagina's

VNC Travel: karakterreizen naar China / Azië
VNC Travel, karakterreizen naar China / Azië
Beschrijving: Netherlands company with experience in travel to Asia and North Korea. Site includes North Korea Online...
Categorie: Regional > Asia > North Korea > Travel and Tourism
www.vnc.nl/ - 3k - In cache - Gelijkaardige pagina's

Gesponsorde Koppelingen

Ga op reis met ebookers
Voor al uw reizen, Vliegtickets, Hotels, Autohuur, Reisverzekering
www.ebookers.nl
Interesse: —

Travel Deals - Orbitz
Book flights, hotels, car rentals, cruises and more! Affiliate.
www.orbitz.com
Interesse: —

GigaGoedkope zomervakanties
DeReisgigant biedt vele voordelige reizen naar vele bestemmingen!
www.dereisgigant.nl
Interesse: —

Voordelige zomervakanties?
Met Sun-Trex kunt u zeer voordelig op reis naar vele bestemmingen
www.suntrax.nl
Interesse: —

AdWords



Agenda

- Why automation is inevitable and useful
- The 3 main problems automation has created
- 3 Ways to put humans back in control



Relentless push towards automation by the engines

Engines Automate the Details of PPC

Each platform has its own tools to automate account management

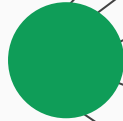


Microsoft
Advertising



Google Ads

amazon
advertising



- Smart bidding
- Smart campaigns
- RSAs
- Close variants
- Similar audiences
- Bumper ads

PPC Engine Task Automation Scorecard

Use this to
prioritize which
automations to
try first →

Task	Quality of Solution	Time Savings	Performance Gains
Bid management	H	H	H
Budget pacing	H	M	L
Budget allocation	M	L	H
Campaign creation	L	H	M
Creative generation	L	H	H
Creative optimization	M	M	M
Targeting - Intent	M	M	H
Targeting - Audience	M	M	H
Reporting	H	H	N/A

Machine Learning Can do Things Humans Can't

Hotels

Hotels

Hotels

Hotels

Hotels

Hotels

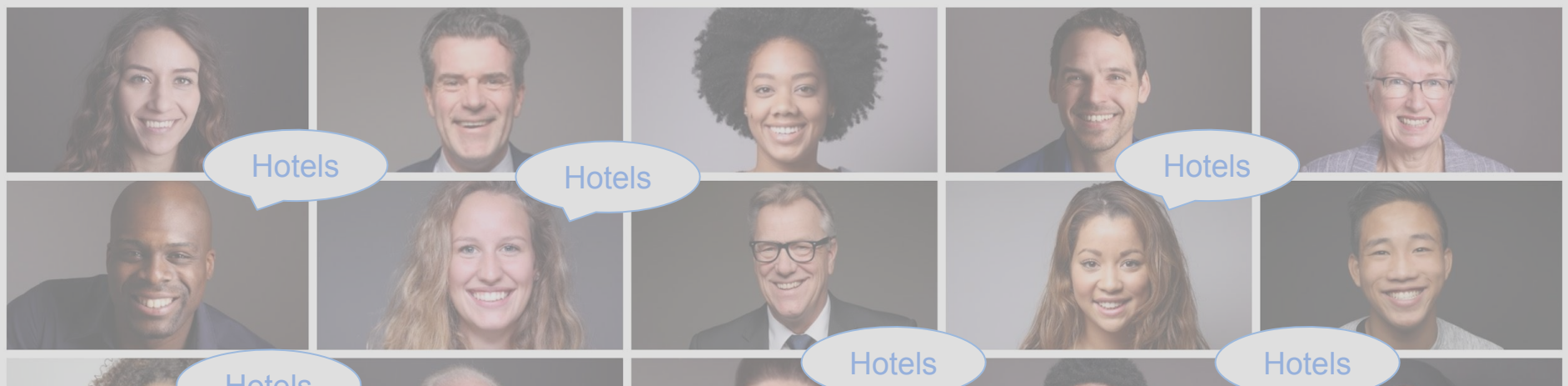
Hotels

Hotels

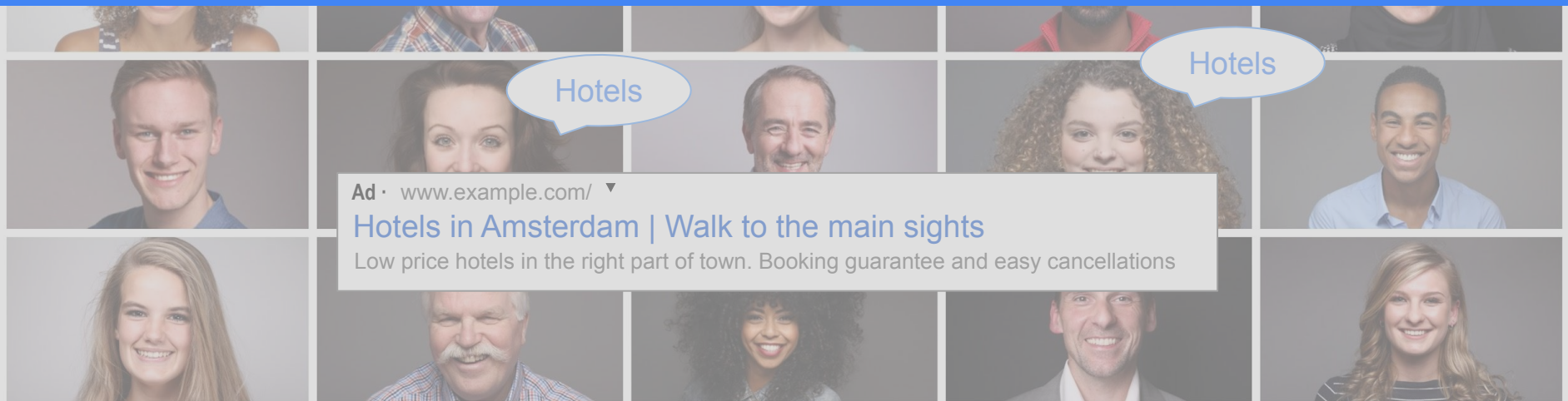
Ad · www.example.com/ ▼

Hotels in Amsterdam | Walk to the main sights

Low price hotels in the right part of town. Booking guarantee and easy cancellations



Showing relevant ads was largely limited to advertisers' ability to choose the right keywords





Hotels

Ad · www.example.com/ ▼

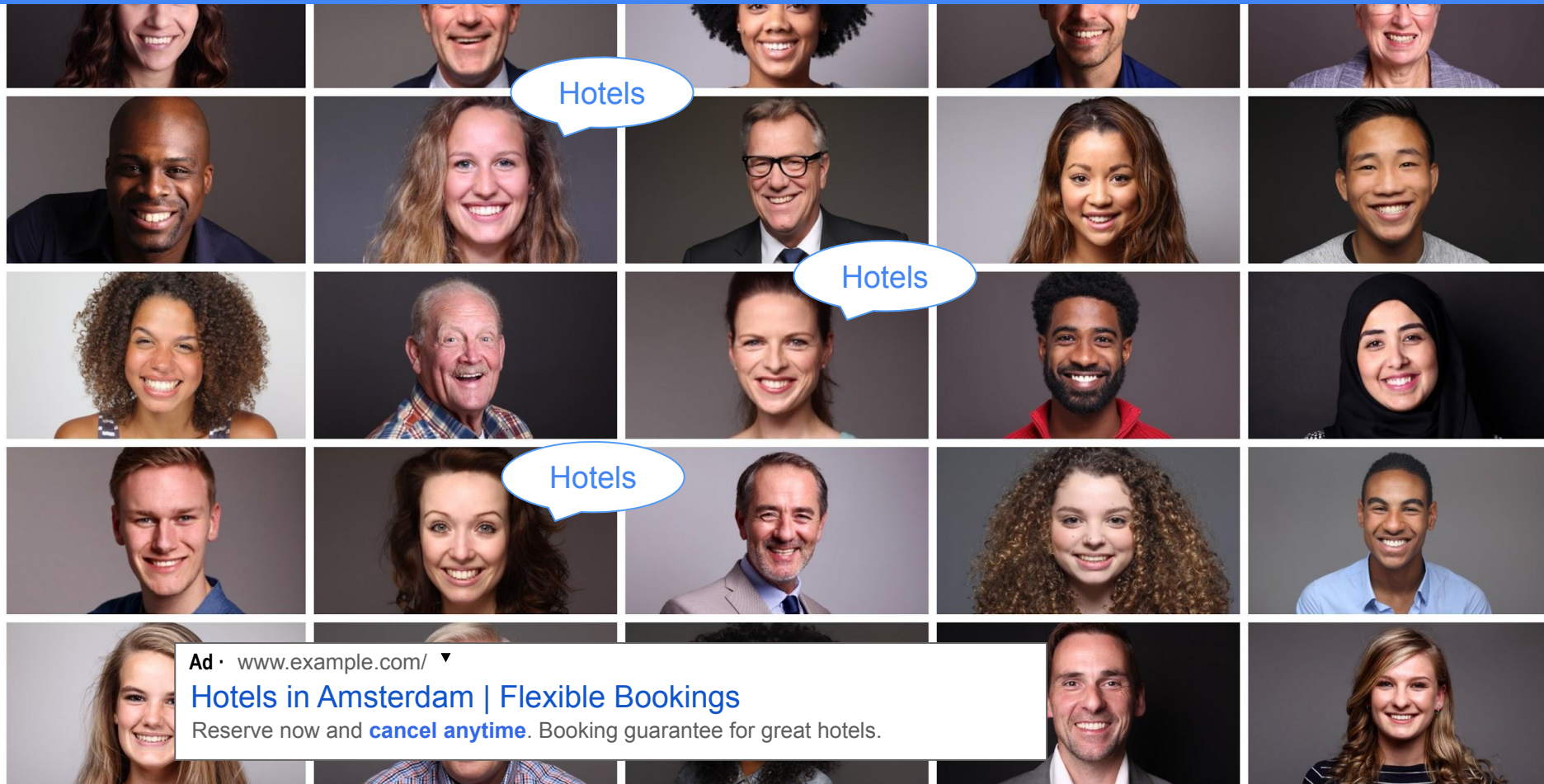
Hotels in Amsterdam | Walk to the main sights

Low price hotels in the right part of town. Booking guarantee and easy cancellations

Hotels

But some users prefer low priced hotels... automated targeting identifies them

And others prefer flexibility, Google identifies them and can bid the right amount



Hotels

Hotels

Hotels

Ad · www.example.com/ ▼

Hotels in Amsterdam | Flexible Bookings

Reserve now and **cancel anytime**. Booking guarantee for great hotels.

Automation is a Double Edged Sword

To get the full advantage of machine learning and the efficiency it can deliver, we must use all the automated features.

- Smart Bidding
- Smart Creatives
- Automated Targeting (Smart Campaigns)

But by using all these features, ***we forego a lot of control***

Why we need to take back control

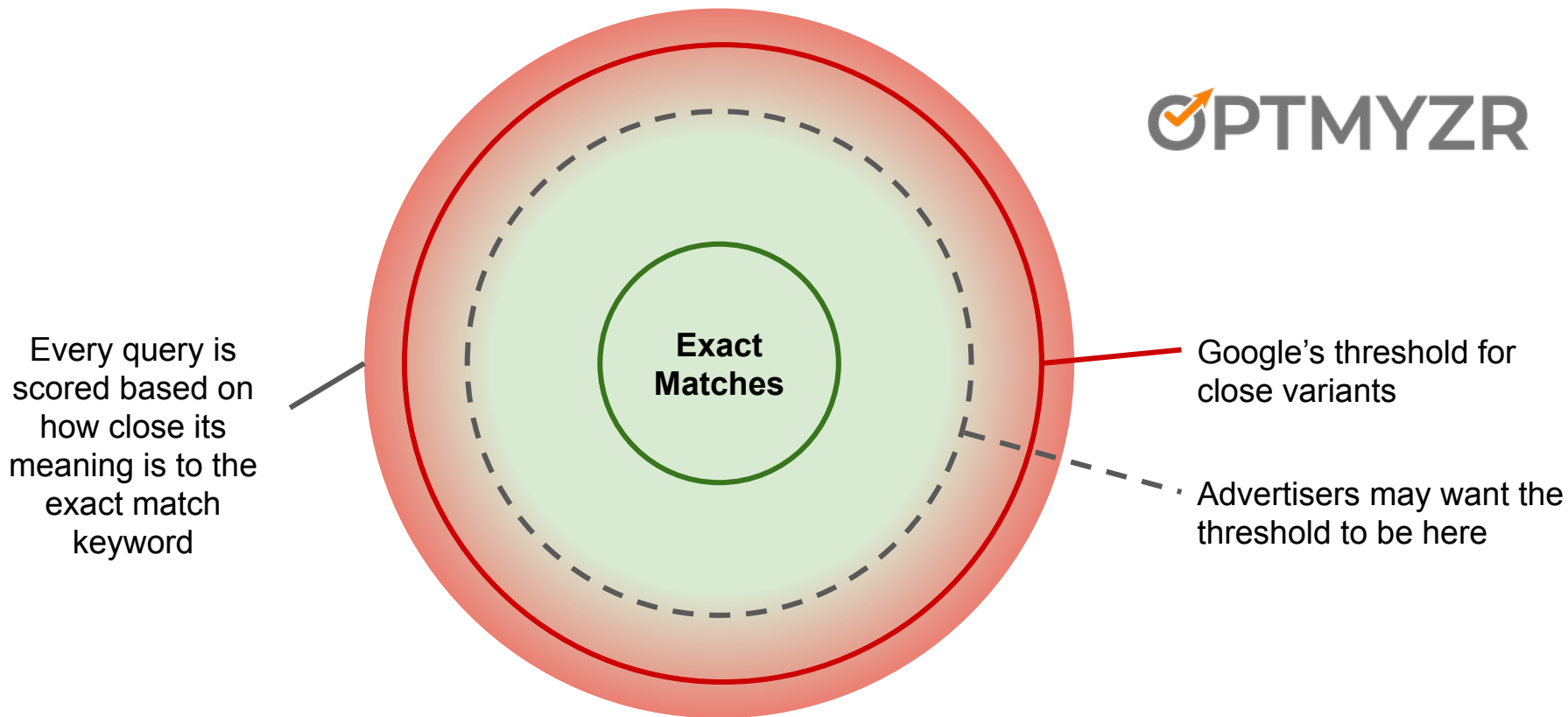
Advertisers need to control risks



Examples of Bad Decisions

Type of Match		Keyword		Matched queries
Exact	>	[flower arrangement]	>	flower arrangement floral arrangement arranging flowers (+ others)

Close Variants — Forced to use it without control



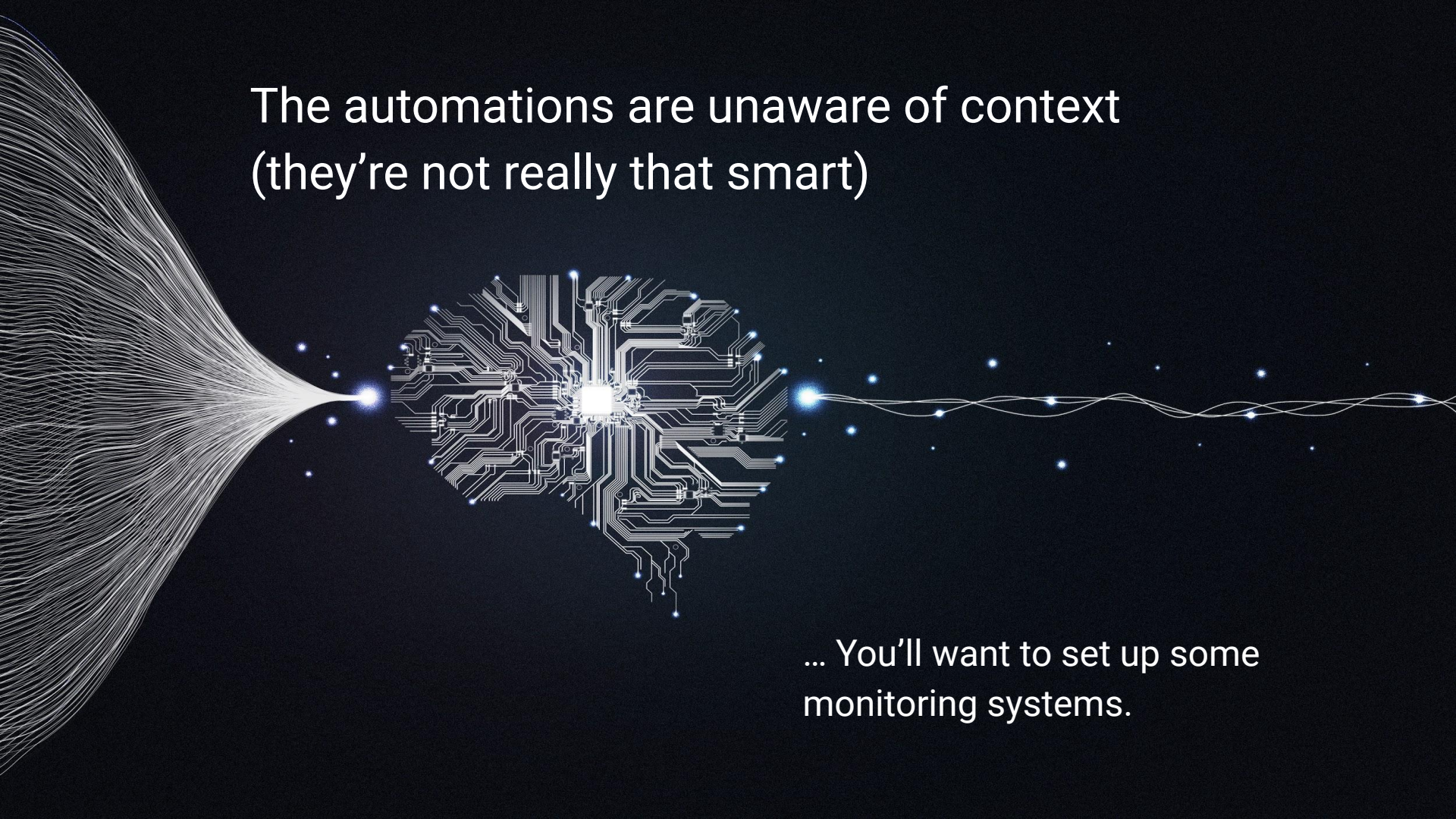
Use Ads Scripts to Help Manage Close Variants

Get the code: <http://bit.ly/CloseVariants>

Keyword Analysis - Optmyzr - 20180910 (LAST_30_DAYS)						
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive						
100% \$ % .0 .00 123 Arial 10 B I S A						
fx	Match Type					
	A	B	C	D	E	F
1	Campaign Name	Ad Group Name	Match Type	Sub Match Type	Keyword	Search Term
5	Optimization- Ne Tools		Exact	Exact	adword tools	adwords tools
6	Optimization- Ne Tools		Exact	Exact	adword tools	adword tool
7	Optimization- Ne Tools		Exact	Exact	adword tools	adwords tool
8	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmyzr
9	Prod - Brand Opt Brand		Exact	Exact	optmyzr	opmyzr
10	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmzr
11	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmyzer
12	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optiyzr
13	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmyzyr
14	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmyz
15	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optymzr
16	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optymzr
17	Prod - Brand Opt Brand		Exact	Exact	optmyzr	opymzr
18	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmtzy
19	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optyzer

Keyword	Search Term
adword tools	adwords tools
adword tools	adword tool
adword tools	adwords tool
optmyzr	optmyzr
optmyzr	opmyzr
optmyzr	optmzr
optmyzr	optmyzer
optmyzr	optiyzr
optmyzr	optmyzyr
optmyzr	optmyz
optmyzr	optymzr
optmyzr	optymzr
optmyzr	opymzr
optmyzr	optmtzy
optmyzr	optyzer

The automations are unaware of context
(they're not really that smart)



... You'll want to set up some
monitoring systems.

Tasks need a process to deliver
successful results

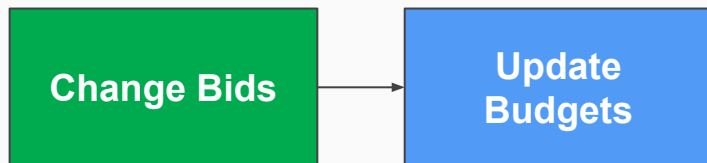


Just doing tasks without a clear process will
make the automations come off the rails

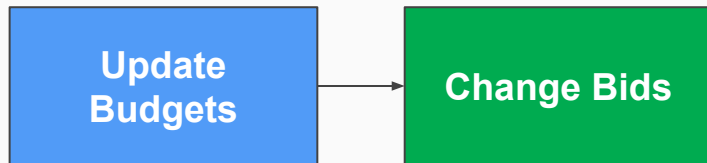
What Does Process Mean in PPC

- **What task** should be automated
- **What technology** should be used
- **How often** should it be done
- In what **order** should tasks be done
- What is the **interaction** with other processes

Process Makes a Difference

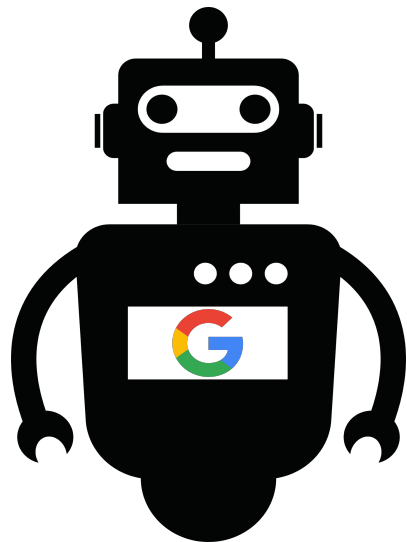


New budgets will be set high enough for the new bids.
No Impression Share is lost

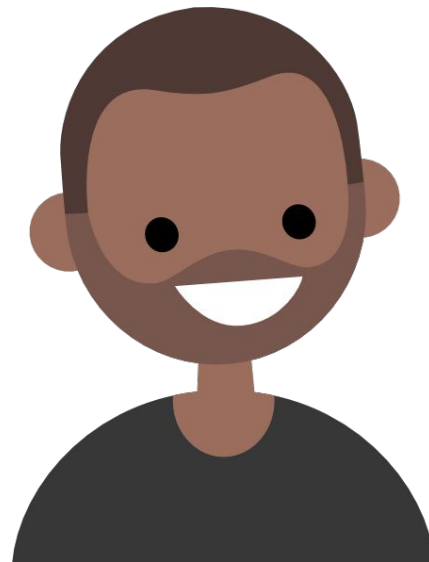


Budgets are set for old bids.
Competitors may now take your traffic.

Human Process — Necessary to drive better PPC



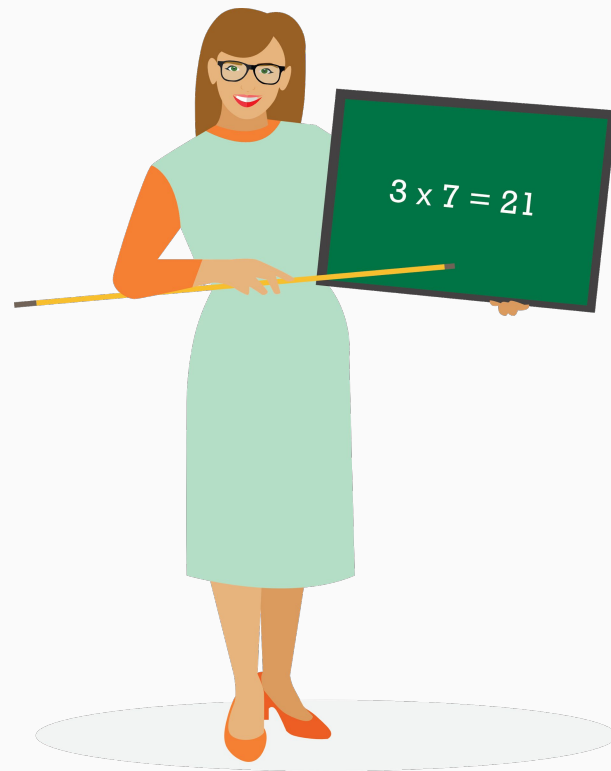
Efficiency
(task automation)



Control
(set and implement process)

3 Ways to Take Back Control

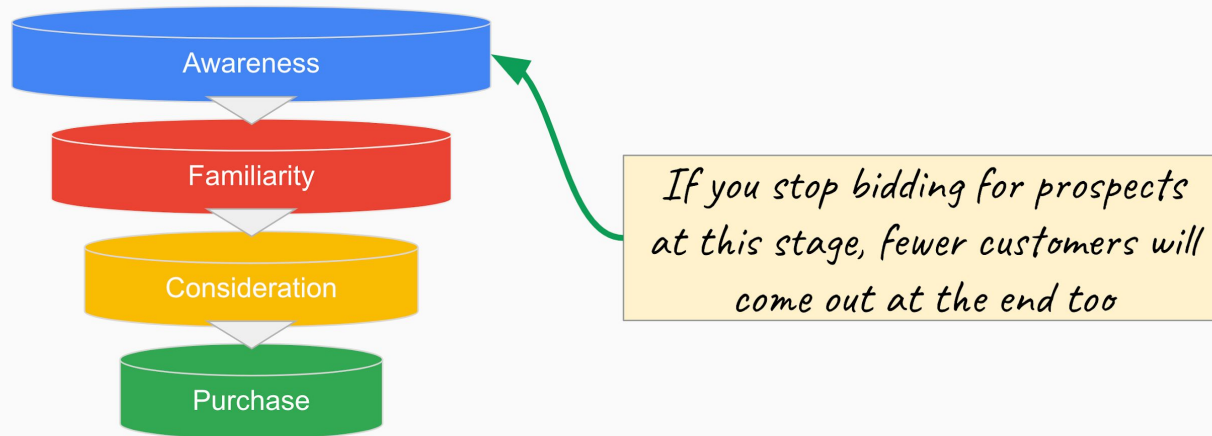
3 PPC Roles Humans Will Play



“PPC Doctors”



Prevent bad interactions,
e.g. Smart Bidding with Last Click Attribution



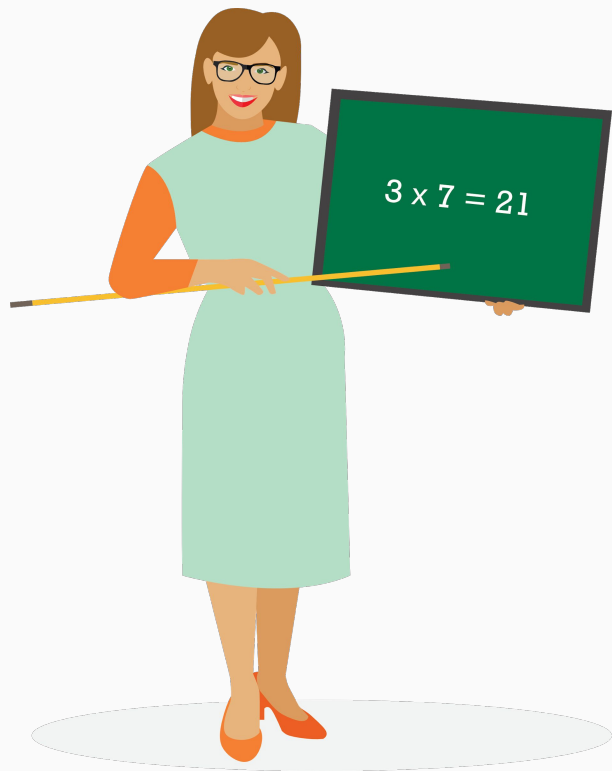
A full-body illustration of a male pilot standing. He is wearing a dark blue pilot's uniform with yellow stripes on the sleeves and a matching pilot's cap with a yellow emblem. He has a white shirt and a dark tie visible under the jacket. The background is plain white.

e.g. Set up an experiment dashboard so you can more effectively test automated bidding vs manual bidding

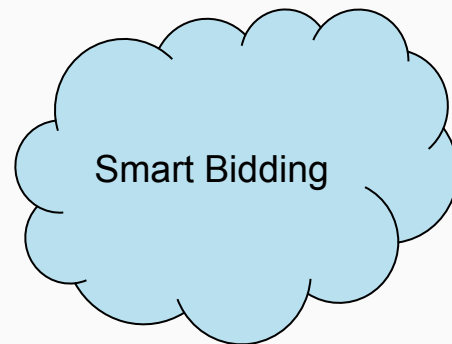
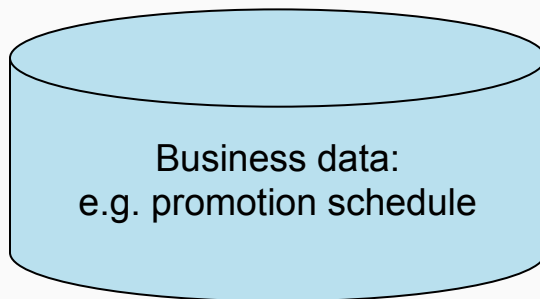
Experiment Dashboard									
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive									
<div> Undo Redo Print Find 100% \$ % .0 .00 123 Default (Arial) 10 B I U A Text color Background color Align left Align center Align right Justify Decrease indent Increase indent Decrease indent Increase indent Decrease indent Increase indent Decrease indent Increase indent Decrease indent Increase indent </div>									
	A	B	C	D	E	F	G	H	I
	Campaign	Experiment Name	Experiment Split	Status	Start Date	End Date	Clicks (control)	Clicks (experiment)	Clicks (difference)
1	Prod - Brand Optmyzr (Mad	tCPA test	50	UNABLE_TO_C	20190907	20191007	0	0	0%
2	Prod - Brand Optmyzr (Mad	experiment for scripts test 2	50	ACTIVE	20190411	20190527	268	313	17%
3	Prod - Brand Optmyzr (Mad	Target CPA	50	FINISHED	20180605	20180703	156	122	-22%
4	Prod - Brand Optmyzr (Mad	Brand Experiment (Launched	50	FINISHED	20180126	20180126	3	0	-100%
5	Shopping - AU (Marivi)	experiments test	20	ACTIVE	20190716	20190805	6	5	-67%
6	Search - Dutch	Draft 2	30	ACTIVE	20170330	20170429	3	1	-80%
7	Search - Dutch	experiment4	50	ACTIVE	20170124	20170223	3	7	133%
8	Prod - AdWords Tools - Gen	Checking lower bid	20	UNABLE_TO_C	20170202	20170210	18	5	-89%

Methodology: <http://bit.ly/experiment-dashboard>

“PPC Teachers”



Teach the machine
e.g. tell Smart Bidding to expect a flash sale

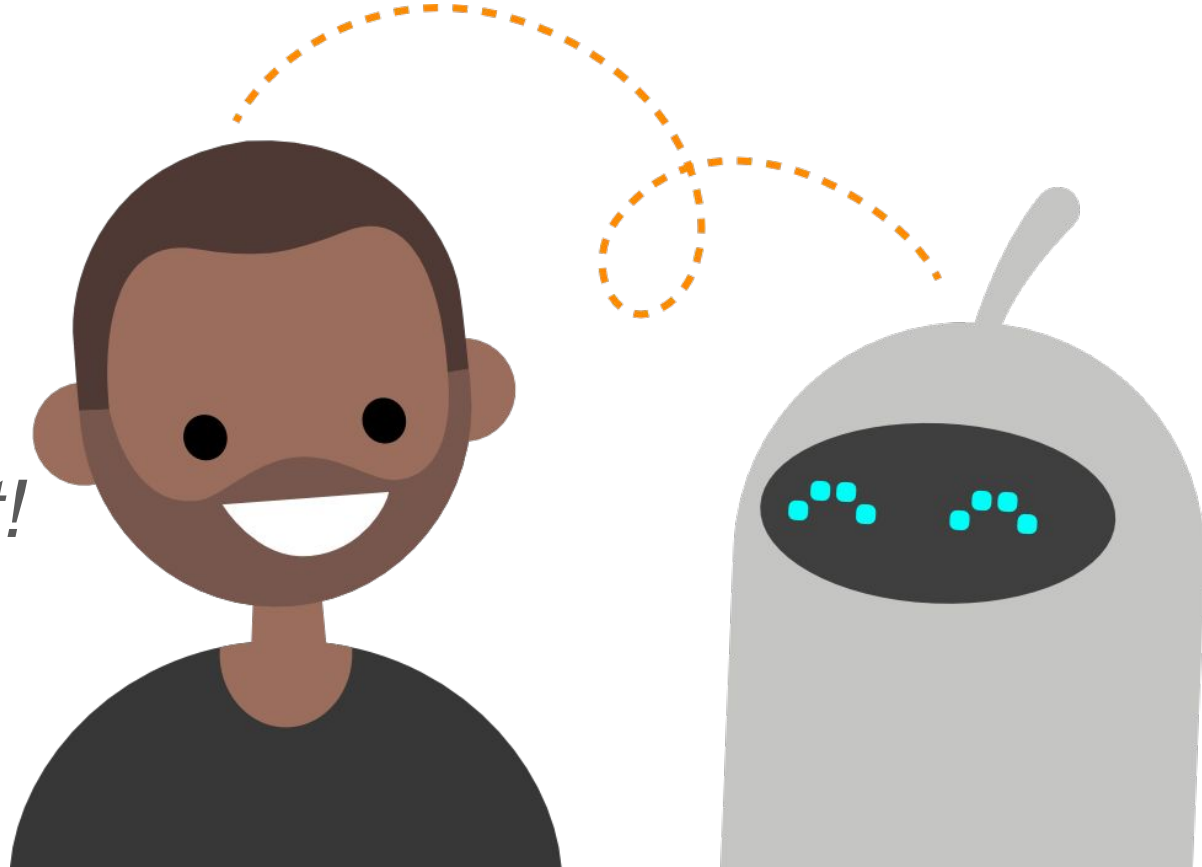


More manual work?

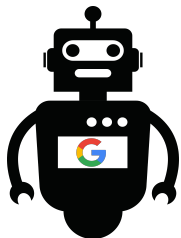
No Thanks!

Automation Layering

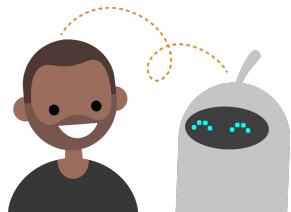
*If you can write
down your
process, you
CAN automate it!*



Google PPC is Better with Automation Layering



Machine learning picks the right products to show in a product ad



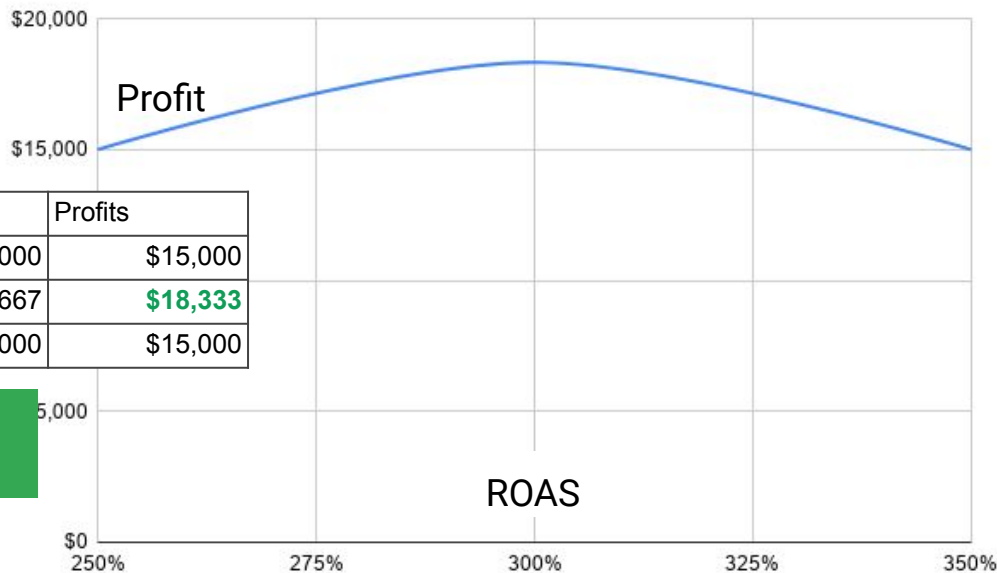
Automate customer match list updates + associate these to inventory driven campaigns

Bidding for Profits

ROAS is not a business metric

Conversions	Revenue	ROAS	Ad Cost	Profits
1500	\$150,000	250%	60,000	\$15,000
1100	\$110,000	300%	36,667	\$18,333
700	\$70,000	350%	20,000	\$15,000

Highest profit may not be at highest ROAS
(because conversions usually decline)



Use Automation Layering to connect your business data
(e.g. margins) to Smart Bidding

But Google Says Not to Change Targets Too Much

Google recommends not changing smart bidding targets more than ~20%.

But what do you do if your target is truly more than 20% different from before?

It's not that machine learning breaks with a big target change.

It's that the query mix will change more and the results may look unusual as a result and freak you out.

Automation Layering Example: Set the bids that make sense and use an automation of your own to manage new queries

PPC Management is Evolving

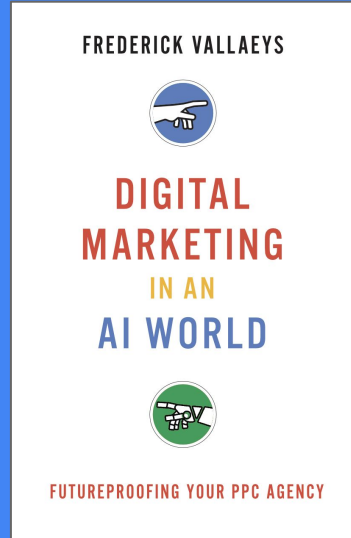
Pre 2020

- Struggle to keep up with all the tasks required to execute your strategy
- Limited time to think about strategy and process



2020 and beyond

- Set strategy and process
- Pick ML/AI automations from the engines
- Add process that controls the engines' ML/AI (automation layering)
- Do more in less time



Thank You!

frederick@optmyzr.com
@SiliconVallaes

Pick the right automation in the right order

Budget Usage

Hourly

- Ad Script: Flexible Budgets

KPI Checks

Daily

- Ad Script: Anomaly Detector
- DataStudio

Query Management

Weekly

- Automated Rules

Ad Component Testing

- Pivot tables in Reports

Bid Adjustments

Monthly

- Opportunities tab

Examples of Automation Layering

Strategy	Engine ML / AI	Automation Layer
Evolve tCPA based on IS lost due to rank	Smart Bidding	Monitor and manage to changes in competitive landscape
Manage tROAS based on changes in price and profits	Smart Bidding	Use product catalog data to make tROAS targets dynamic
Monitor queries that are 'close variants'	Keyword expansion	Add negatives to make expansion less aggressive
Manage bid targets based on short term events	Smart Bidding	Use business data to set tCPA, tROAS or bid adjustments
Turn ads on and off based on inventory	Smart Creatives / Smart Bidding / Targeting	Use business data for pausing and enabling
Address low quality score	Prediction of relevance	Automatically move low QS keyword to new ad group with best ad
Show ads to similar audiences	Find similar users	Upload current customer match lists to Google automatically



Deep Blue vs Kasparov

In 1997, world chess champion Garry Kasparov is defeated by
Deep Blue, IBM's supercomputer...

weak human + machine + better process

was ... remarkably superior to

strong human + machine + inferior process

-- Gary Kasparov

Not Every Automation Has to be AI

Automating Google Ads
“ is *not* the exclusive domain of Google. ”

You can automate things too!

— Fred Vallaeys

In an automated PPC world, advertisers
must make trade-offs



... But what if you could have both?

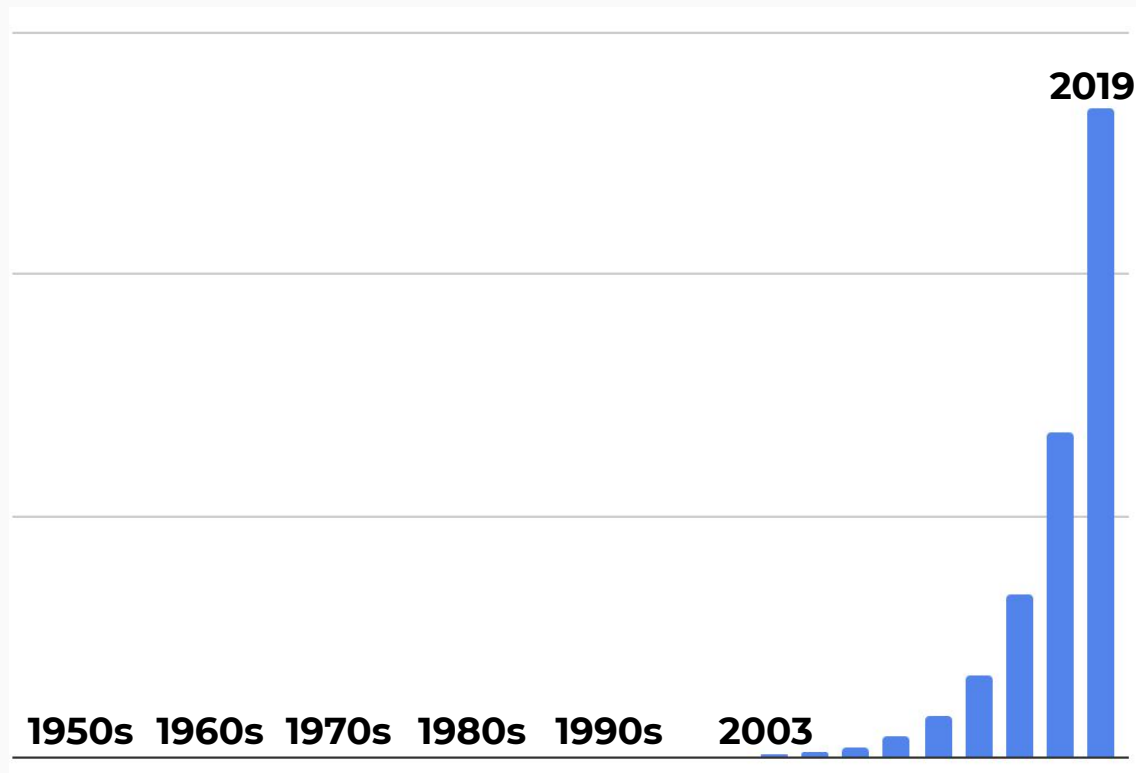
Control and Efficiency

Regain Control with Automation Layering

A Tipping Point in Processing Power

Moore's Law:

Performance
doubles roughly
every 2 years



Why We Need the Machines

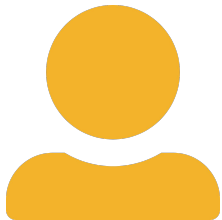
A Practical Example

The Big Idea: Show More Relevant Products in Ads

Which product is someone more likely to buy when they do a search for 'coats'?



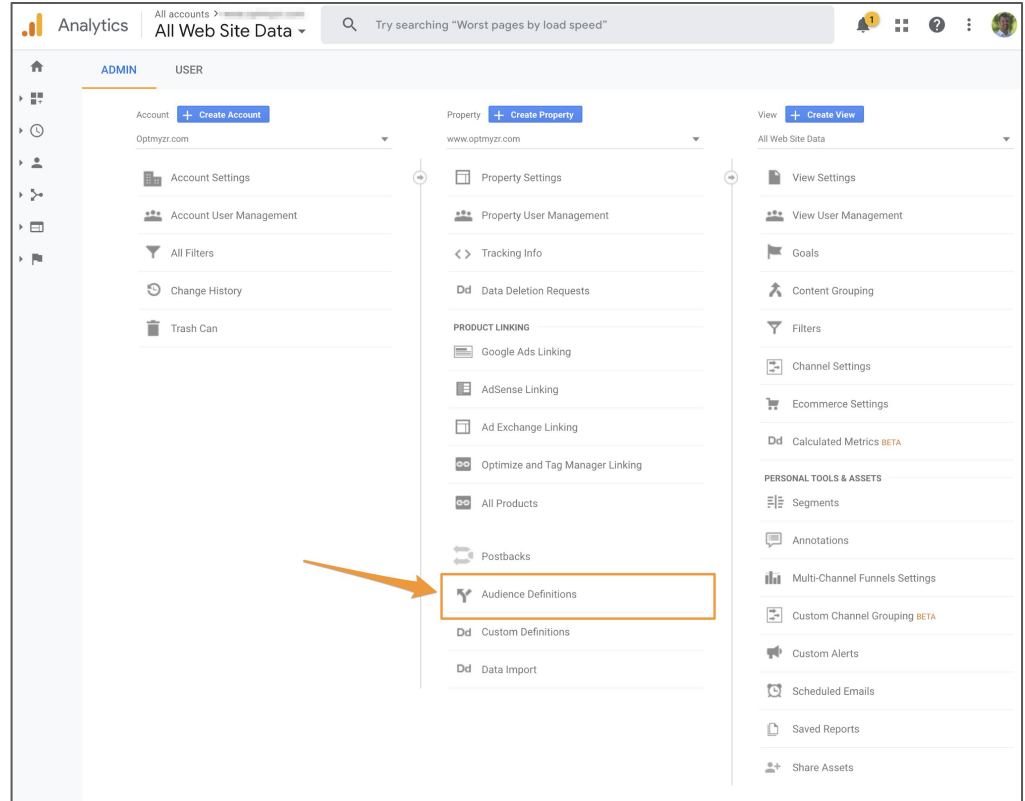
The Answer Lies In Your Audiences



Putting it Together: Create the Audience

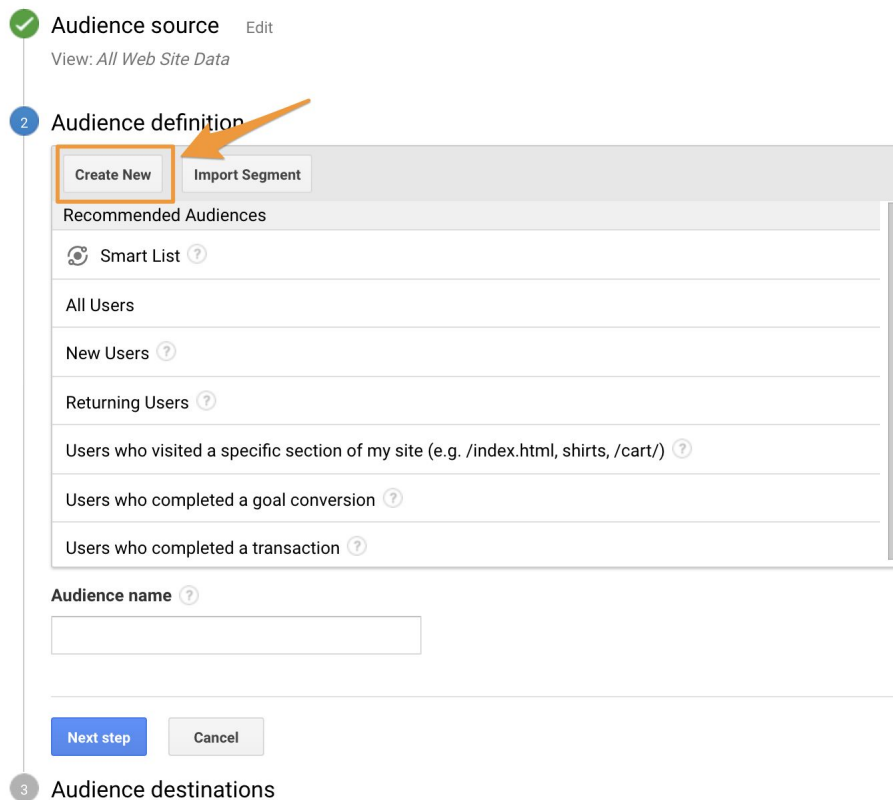
Google Analytics

Audience Definitions



Putting it Together: Audience Builder

Create New



✓ Audience source [Edit](#)
View: All Web Site Data

2 Audience definition

Create New Import Segment

Recommended Audiences

- Smart List ?
- All Users
- New Users ?
- Returning Users ?
- Users who visited a specific section of my site (e.g. /index.html, shirts, /cart/) ?
- Users who completed a goal conversion ?
- Users who completed a transaction ?

Audience name ?

Next step Cancel

3 Audience destinations

Putting it Together: Audience Builder

Audience Builder

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions1

Sequences

Apply

Cancel

Conditions

Segment your users and/

Filter

Users

Include

Page

contains

AND

Goal Completions

+ Add Filter

Sequences

Segment your users and/or their sessions according to sequential conditions.

Filter

Include

Users

Sequence start

Any user interaction

STEP 1

Page

contains

/reporting

— OR AND

is followed by...

STEP 2

Goal Value

per session

>

0

— OR AND

Add Step

Putting it Together: Classifying the Feed

ID	Title	Brand
1645	Heatseeker Parka	North Face
1246	Aeroloft Running Coat	Nike
4385	Hooded Puffer Coat	Burberry
8759	Hooded Trench Coat	Cole Haan

Id	Title	Brand	Custom Label 0
1645	Heatseeker Parka	North Face	Athleisure
1246	Aeroloft Running Coat	Nike	Athleisure
4385	Hooded Puffer Coat	Burberry	Fashion
8759	Hooded Trench Coat	Cole Haan	Fashion

Putting it Together: Google Ads Campaigns

Audiences

Create audiences to engage with your users through Google's Audience marketing integrations, like Remarketing List who return to your site with Google Optimize 360. [Learn More](#)



Audience source Edit

View: *Without Tools*



Audience definition Edit

Audience name: *Looked at Campaign Automator*
Estimated display audience size (active last 7 days): -
Membership duration: *60*

Audience definition:

Conditions: *Page: contains "/information/ppc-campaign-automator"*
Goal Completions = 0

3

Audience destinations

Choose the destinations where you'd like to publish your audience.

Note: You cannot change the destination account for Google Ads/Goog after publishing. [?](#)

+ Add destinations

You have selected 0 destinations.

Search

Google Ads

Optmyzr US

☐ 142-502-2273

Analytics

☐ www.optmyzr.com (UA-37884000-1)

What's next?



Create a Remarketing Campaign in Google Ads

Head over to Google Ads to start using this audience.

Click **Create Campaign** to open Google Ads and create a remarketing campaign targeted to this audience, choose a creative, and activate the campaign.

Create Campaign

Select a campaign type ?

Search



Reach customers interested in your product or service with text ads

Display



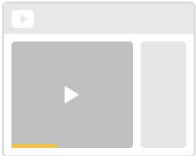
Run different kinds of ads across the web

Shopping



Promote your products with Shopping ads

Video



Reach and engage viewers on YouTube and across the web

Smart



Reach your business goals with automated ads on Google and across the web

Overview

Recommendations

Product groups

Ads & extensions

Products

Landing pages

Keywords

Audiences

Devices

Change history

● Enabled

Status: Eligible

Type: Shopping – Product

Max. CPC: \$0.01 (enhanced)

Audiences

Edit audiences

Select audiences to add to a campaign or ad group. You can create new audiences in [Audience Manager](#). ?

Add to

Ad group ▾

test

☒ Targeting

Narrow the reach of your ad group to specific audiences, and get reports. You'll have the option to adjust bids in the table below.

☐ Observation (recommended) ?

Get reports on additional items without narrowing the reach of your ad group. You'll have the option to adjust bids in the table below.

SEARCH	IDEAS (0)	BROWSE	None selected
How they have interacted with your business			Select one or more audiences to target.
Similar audiences ▾			
Combined lists ▾			
<div>Website visitors ▴</div> <div><div><input type="checkbox"/> All Site Visitors - 90</div><div><input type="checkbox"/> All Users - Smart List</div><div><input type="checkbox"/> All converters</div><div><input type="checkbox"/> All visitors (Google Ads)</div><div><input type="checkbox"/> General visitors (Retail) (Google Ads)</div><div><input type="checkbox"/> I looked at Campaign Automator</div></div>			

SAVE

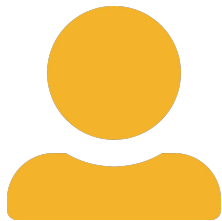
CANCEL

Extending the Idea to Search Campaigns

Be more relevant even when the query is generic.



coats



The Best Coats for Fall | Women's Athleisure
Performance Coats | Look great everywhere

Ad www.example.com/coats/athleisure

Discover a stylish selection of brand name and designer fashions all at a great value. Free delivery and returns. 120 day return policy. Over 100 brands to choose from. *Gratis*

The Best Coats for Fall | Women's Fall Fashion
Coats | Look great everywhere

Ad www.example.com/coats/fashion

Discover a stylish selection of brand name and designer fashions all at a great value. Free delivery and returns. 120 day return policy. Over 100 brands to choose from. *Gratis*

Engines Automate the Details of PPC

Each platform has its own tools to automate account management



Microsoft®
Advertising



Google Ads

amazon
advertising



- Smart bidding
- Smart campaigns
- RSAs
- Close variants
- Similar audiences
- Bumper ads

What Automation to Build

Machine Learning	Others, e.g. Conditional Logic
+ Expensive to build	+ Quick and easy
+ Requires tons of data	+ Use your own business data
... Let the engines handle this Take control over this yourself
→ Gain Efficiency	→ Gain Control

Tools to Create Your Own Automation

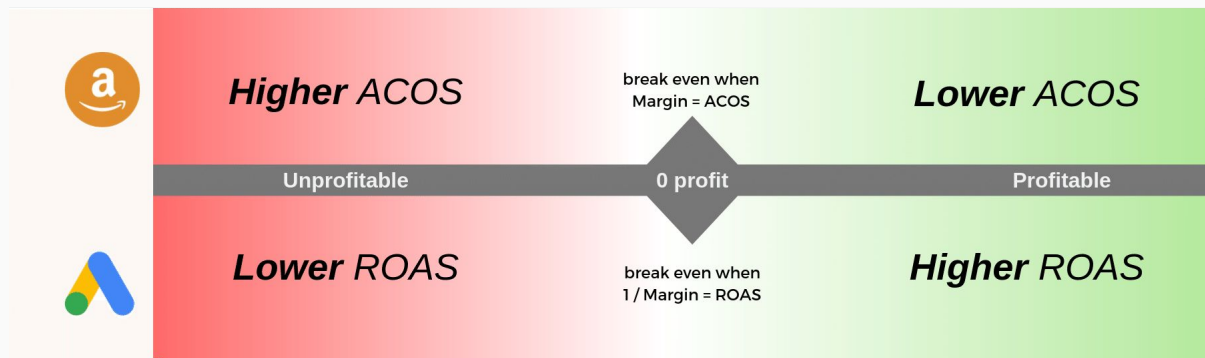
Solution	Cost	Benefits
Ad Scripts	<ul style="list-style-type: none">• Low start-up cost• Ongoing maintenance cost	<ul style="list-style-type: none">• Great for prototyping• Quick to build something new• Can be used by tech-savvy marketers
Ads API	<ul style="list-style-type: none">• Higher start-up cost• Ongoing maintenance cost• Requires engineers	<ul style="list-style-type: none">• Scalable• Reliable• Full-featured
3rd Party Tool, like OPTMYZR	<ul style="list-style-type: none">• Ongoing license cost• No maintenance fees	<ul style="list-style-type: none">• Plug-and-play• Newest best practice are automatically added

Examples

What is the right target?

<https://www.optmyzr.com/blog/how-to-pick-a-profitable-acos-or-roas-target/>

What is a profitable ROAS or ACOS



Business Data → Structure

Id	Title	Description	Price	Product Type
1645	Toy Bear	A yellow teddy bear	12	Kids > Toys
1246	Blender	12-speed, black blender	24.99	Home > Kitchen
4385	Frying Pan	8 inch non stick frying pan with lid	13.45	Home > Kitchen
8759	Fire truck with ladder	Toy fire truck with movable ladder	29.99	Kids > Toys

Campaign: Kitchen

Campaign: Toys

Business Data → Structure

id	title	description	price	product_type	Margin
1645	Toy Bear	A yellow teddy bear	12	Kids > Toys	50%
1246	Blender	12-speed, black blender	24.99	Home > Kitchen	50%
4385	Frying Pan	8 inch non stick frying pan with lid	13.45	Home > Kitchen	30%
8759	Fire truck with ladder	Toy firetruck with movable ladder	29.99	Kids > Toys	30%

Campaign: tROAS 200

Campaign: tROAS 333

Business Data + Local Inventory

id	title	description	price	product_type
1645	Toy Bear	A yellow teddy bear	12	Kids > Toys

id	store code	quantity	price
1645	15	5	9.99
1645	16	1	12

Campaign: Mountain View
Buy a Toy Bear
Online or in store at
Mountain View

Campaign: Cupertino
Buy a Toy Bear
Fast shipping

Business Data + Local Inventory + Weather

id	title	description	price	product_type
1645	Toy Bear	A yellow teddy bear	12	Kids > Toys

id	store code	quantity	price
1645	15	5	9.99
1645	16	1	12

Campaign	Weather Conditions	Temperature
Mountain View	Rain	50
Cupertino	Rain	53

Campaign: Mountain View
Buy a Toy Bear
Fast Shipping

<https://smarter-ecommerce.com/blog/en/google-shopping/insights/a-deeper-look-at-smart-shopping-campaigns/>

	Smart Shopping Campaigns	Standard Shopping Campaigns		Smart Shopping Campaigns	Standard Shopping Campaigns
Placements			Settings		
Google Search	✓	✓	Location modifiers		✓
Shopping Tab	✓	✓	Device modifiers		✓
GDN	✓	~	Campaign Priorities		✓
Formats			Remarketing Lists		✓
Shopping Ads	✓	✓	Negative Keyword Lists		✓
Display Ads	✓		Ad Schedule		✓
Local Inventory Ads	✓		Reporting		
Dynamic Remarketing	✓		Placement		✓
Dynamic Prospecting	✓		Audience		✓

Examples of Automation Layering



Bid Strategies and Bid Adjustments - Compatibility Matrix

	Strategy Name	Strategy Type	Device	Geo	Ad Schedule	Audience	Age Range	Gender	HH Income
Smart³ (Automated)	Target CPA	Conversions	✓ Adjusts target CPA ¹	✗	✗	✓ Adjusts Priority ⁴	✗	✗	✗
	Target ROAS ²	Conversions	▼ 100% only	✗	✗	✓ Adjusts Priority ⁴	✗	✗	✗
	Maximize Conversions	Conversions	▼ 100% only	✗	✗	✗	✗	✗	✗
	Maximize Conversion Value	Conversions	▼ 100% only	✗	✗	✗	✗	✗	✗
	Enhanced CPC ⁵	Conversions	✓	✓	✓	✓	✓	✓	✓
Automated	Maximize Clicks	Clicks	✓	✓	✓	✓	✓	✓	✓
	Target Impression Share	Impressions	▼ 100% only	✗	✗	✗	✗	✗	✗
	Target Search Page Location ⁶	Impressions	✓	✓	✓	✓	✓	✓	✓
	Target Outranking Share ⁶	Impressions	✓	✓	✓	✓	✓	✓	✓
Manual	CPC	Clicks	✓	✓	✓	✓	✓	✓	✓
	vCPM / CPM	Impressions	✓	✓	✓	✓	✓	✓	✓

Bid Adjustment and Bid Strategy compatibility chart for Google Ads (July 2019) - www.optmyzr.com

OPTMYZR

✗ Bid adjustments can be set but will be ignored.

✓ Bid adjustments can be set and will be used.

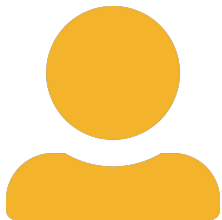
Genius Level Optimizations

The Big Idea: Show More Relevant Products in Ads

Which product is someone more likely to buy when they do a search for 'coats'?



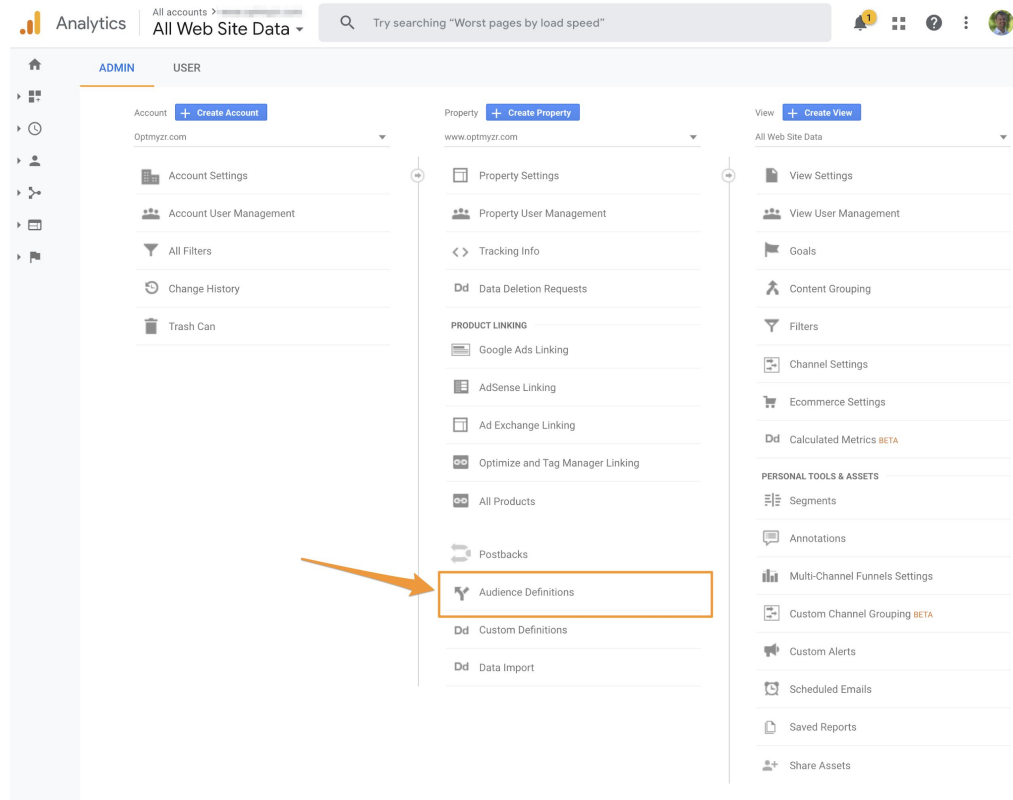
The Answer Lies In Your Audiences



Putting it Together: Create the Audience

Google Analytics

Audience Definitions



Putting it Together: Audience Builder

Create New

✓ Audience source [Edit](#)
View: All Web Site Data

2 Audience definition

Create New Import Segment

Recommended Audiences

- Smart List ?
- All Users
- New Users ?
- Returning Users ?
- Users who visited a specific section of my site (e.g. /index.html, shirts, /cart/) ?
- Users who completed a goal conversion ?
- Users who completed a transaction ?

Audience name ?

Next step Cancel

3 Audience destinations

Putting it Together: Audience Builder

Audience Builder

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions1

Sequences

Apply

Cancel

Conditions

Segment your users and/

Filter

Users

Include

Page

contains

AND

Goal Completions

+ Add Filter

Sequences

Segment your users and/or their sessions according to sequential conditions.

Filter

Include

Users

Sequence start

Any user interaction

STEP 1

Page

contains

/reporting

is followed by...

STEP 2

Goal Value

per session

>

0

Add Step

Putting it Together: Classifying the Feed

id	title	brand
1645	Heatseeker Parka	North Face
1246	Aeroloft Running Coat	Nike
4385	Hooded Puffer Coat	Burberry
8759	Hooded Trench Coat	Cole Haan

id	title	brand	custom label 0
1645	Heatseeker Parka	North Face	Athleisure
1246	Aeroloft Running Coat	Nike	Athleisure
4385	Hooded Puffer Coat	Burberry	Fashion
8759	Hooded Trench Coat	Cole Haan	Fashion

Putting it Together: Google Ads Campaigns

Audiences

Create audiences to engage with your users through Google's Audience marketing integrations, like Remarketing List who return to your site with Google Optimize 360. [Learn More](#)



Audience source Edit

View: *Without Tools*



Audience definition Edit

Audience name: *Looked at Campaign Automator*
Estimated display audience size (active last 7 days): -
Membership duration: *60*

Audience definition:

Conditions: *Page: contains "/information/ppc-campaign-automator"*
Goal Completions = 0

3

Audience destinations

Choose the destinations where you'd like to publish your audience.

Note: You cannot change the destination account for Google Ads/Goog after publishing. [?](#)

+ Add destinations

You have selected 0 destinations.

Search

Google Ads

Optmyzr US

☐ 142-502-2273

Analytics

☐ www.optmyzr.com (UA-37884000-1)

What's next?



Create a Remarketing Campaign in Google Ads

Head over to Google Ads to start using this audience.

Click **Create Campaign** to open Google Ads and create a remarketing campaign targeted to this audience, choose a creative, and activate the campaign.

Create Campaign

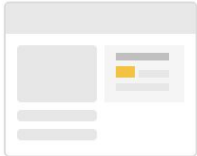
Select a campaign type ?

Search



Reach customers interested in your product or service with text ads

Display



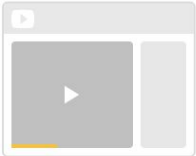
Run different kinds of ads across the web

Shopping



Promote your products with Shopping ads

Video



Reach and engage viewers on YouTube and across the web

Smart



Reach your business goals with automated ads on Google and across the web

Overview

Recommendations

Product groups

Ads & extensions

Products

Landing pages

Keywords

Audiences

Devices

Change history

● Enabled

Status: Eligible

Type: Shopping – Product

Max. CPC: \$0.01 (enhanced)

Audiences

Edit audiences

Select audiences to add to a campaign or ad group. You can create new audiences in [Audience Manager](#). [?]

Add to

Ad group ▼

test

☒ Targeting

Narrow the reach of your ad group to specific audiences, and get reports. You'll have the option to adjust bids in the table below.

☐ Observation (recommended) [?]

Get reports on additional items without narrowing the reach of your ad group. You'll have the option to adjust bids in the table below.

SEARCH	IDEAS (0)	BROWSE	None selected
How they have interacted with your business			Select one or more audiences to target.
Similar audiences ▼			
Combined lists ▼			
<div>Website visitors ^</div> <div><div><input type="checkbox"/> All Site Visitors - 90</div><div><input type="checkbox"/> All Users - Smart List</div><div><input type="checkbox"/> All converters</div><div><input type="checkbox"/> All visitors (Google Ads)</div><div><input type="checkbox"/> General visitors (Retail) (Google Ads)</div><div><input type="checkbox"/> Looked at Campaign Automator</div></div>			

SAVE

CANCEL

Overview

Recommendations

Ad groups

Product groups

Ads & extensions

Products

Landing pages

Keywords

Audiences

Settings

Locations

Ad schedule

Devices

Change history

● Enabled

Status: Eligible

Type: Shopping

Budget: \$1.00/day

Optimization score: —

Settings

Shopping campaign settings

Campaign name	Shopping By Audience	▼
Campaign status	● Enabled	▼
Goal	Sales	▼
Merchant	113361276 - bestiasxx.com	
Country of sale	Chile	

Inventory filter

Use a filter to choose products with certain attributes that can be advertised in this campaign ?

- ☐ No filter: Advertise all products in the country of sale (recommended)
- ☒ Filter: Advertise only products that match all of your requirements

Custom label 0



is

athleisure

AND

Custom label 0

Products

athleisure

no products

CANCEL

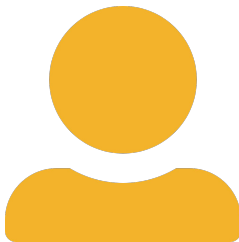
SAVE

Extending the Idea to Search Campaigns

Be more relevant even when the query is generic.



coats



The Best Coats for Fall | Women's Athleisure Performance Coats | Look great everywhere

Ad

www.example.com/coats/athleisure

Discover a stylish selection of brand name and designer fashions all at a great value. Free delivery and returns. 120 day return policy. Over 100 brands to choose from. *Gratis*



The Best Coats for Fall | Women's Fall Fashion Coats | Look great everywhere

Ad

www.example.com/coats/fashion

Discover a stylish selection of brand name and designer fashions all at a great value. Free delivery and returns. 120 day return policy. Over 100 brands to choose from. *Gratis*

Genius Level Optimizations

The Big Idea: Bid By X

Google looks at thousands of signals for Smart Bidding, but you don't know if they consider factor 'X', the one that matters to your business the most.



Who Bids Better? You or Google?

You cannot outsmart Google for bid automation because:

1. Only Google can set auction-time bids
2. Google has more data than you
3. Google probably spends more on building the prediction models

But Google cannot outsmart you about your business because:

1. They analyze factors that tend to impact broad swaths of advertisers
2. Your data is so small compared to Google's that it doesn't move the predictions quickly enough

The Solution

Smart Bidding + Bid Adjustments

Since Smart Bidding ignores mosts bid adjustments, use a script to replicate the effect of bid adjustments:

1. Change target and set label
2. Revert target and remove label

Putting it Together: Combine Data

Campaign	Date	Conversion Rate	Clicks
Roomba vacuums	01/10/20	3.0%	5823
Roomba vacuums	01/11/20	4.0%	4577
Roomba vacuums	01/12/20	2.5%	4372
Roomba vacuums	01/13/20	4.6%	3854

Campaign	Date	Conversion Rate	Clicks	Precipitation
Roomba vacuums	01/10/20	3.0%	5823	Dry
Roomba vacuums	01/11/20	4.0%	4577	Rain
Roomba vacuums	01/12/20	2.5%	4372	Showers
Roomba vacuums	01/13/20	4.6%	3854	Rain

Regression Analysis

R-Studio

Campaign	Date	Conversion Rate	Clicks	Precipitation	Pearson Correlation Coefficient
Roomba vacuums	01/10/20	3.0%	5823	Dry	0.4
Roomba vacuums	01/11/20	4.0%	4577	Rain	0.7
Roomba vacuums	01/12/20	2.5%	4372	Showers	0.6
Roomba vacuums	01/13/20	4.6%	3854	Rain	0.8

Determine Bid Adjustments for Future

Campaign	Date	Conversion Rate	Clicks	Precipitation	Pearson Correlation Coefficient
Roomba Vacuums	01/10/20	3.0%	5823	Dry	0.4
Roomba Vacuums	01/11/20	4.0%	4577	Rain	0.7
Roomba Vacuums	01/12/20	2.5%	4372	Showers	0.6
Roomba Vacuums	01/13/20	4.6%	3854	Rain	0.8
Roomba Vacuums	2/11/20			Dry	0.4
Roomba Vacuums	2/12/20			Rain	0.8
Roomba Vacuums	2/13/20			Showers	0.6
Roomba Vacuums	2/14/20			Rain	0.8
Roomba Vacuums	2/15/20			Rain	0.8
Roomba Vacuums	2/16/20			Dry	0.4

Script

IF 'campaign name' IS 'Roomba vacuums'

AND Date IS 'Feb 11, 2020'

THEN set 'tCPA' TO $\text{tCPA} * 1.2$

AND set 'campaign label' TO 'tCPA' * 1.2

Oyo - Closed hotels are 'Sold Out'

Structure

Alpha Beta Structure

Beta Campaign

Non-exact match keywords

Conservative budgets

→ purpose is to explore new queries

Alpha Campaign

Exact match keywords

Aggressive budgets

Specific ad texts

→ purpose is to guarantee maximum performance on queries that have proven themselves

Alpha - Beta in Action

Keyword: Floral Arrangements

Queries:

✗ Arranging flowers

✓✓✓ Buy floral arrangements

✓✓✓ Same day flower arrangements

✓ Floral arrangement delivery

✗ Cheap floral arrangements

✗ Food floral arrangements

SKAG: Buy floral arrangements

Ad: Buy floral arrangements

Bid: \$\$

SKAG: Same day flower arrangements

Ad: Fast Floral Arrangements

Bid: \$\$\$

SKAG: Floral arrangement delivery

Alpha - Beta in 2020

Controlling which keywords trigger ads has become difficult due to close variants

Plumber w calendar

GRIP Structure

(**GR**oups of **I**ndividual **P**roducts)

GRIP Structure Allows For More Precise Bidding

By maintaining groups of individual products (GRIP) structure, you can bid the right amount for every product you sell.

Biddable Product Group

★ Size 10 red sneaker from Adidas

Biddable Product Group

★ Size 9 red sneaker from Nike

Biddable Product Group

★ Size 10 blue sneaker from Reebok

Biddable Product Group

★ Size 11 black sneaker from Nike

What Size Sells Best

Sizes	Clicks	Cost	Conv Val / Cost
10.5 (17)	31	39.22	574%
10 (23)	11	14.35	0%
11.2 (1)	0	0	0%
11.5 (22)	59	72.06	1,361%
11.7 (1)	1	0.94	0%
11 (16)	8	13.18	838%
12.0 (1)	1	0.59	0%
12.5 (28)	24	34.59	289%

Biddable Product Group

★ Size **10** red sneaker from Adidas

Biddable Product Group

★ Size **10** blue sneaker from Reebok

Size 10:
Reduce bids

Biddable Product Group

★ Size 9 red sneaker from Nike

Biddable Product Group

★ Size 11 black sneaker from Nike

Red

Biddable Product Group

★ Size 10 **red** sneaker from Adidas

Biddable Product Group

★ Size 9 **red** sneaker from Nike

Biddable Product Group

★ Size 10 blue sneaker from Reebok

Biddable Product Group

★ Size 11 black sneaker from Nike

Biddable Product Group

- ★ Size 10 red sneaker from Adidas

Biddable Product Group

- ★ Size 10 blue sneaker from Reebok

Biddable Product Group

- ★ Size 9 red sneaker from **Nike**

Biddable Product Group

- ★ Size 11 black sneaker from **Nike**

Nike

No GRIP Structure

Biddable Product Group

- ★ Size 10 red sneaker from Adidas
- ★ Size 10 blue sneaker from Reebok
- ★ Size 9 red sneaker from Nike
- ★ Size 11 black sneaker from Nike



We must bid the same for all sizes

Bidding With Grip Structure

Campaign: Shopping Campaign								
Change	Custom Attribute 3 (#products)	Clicks	Cost	Conv Val	Conv Val / Cost	Avg CPC	Max CPC	New CPC
<input checked="" type="checkbox"/>	☑ Adult (6680)	31,302	26,208.62	24,953	95.21	0.84	0.45 - 2.17	0.45 - 2.17
<input checked="" type="checkbox"/>	☑ Girl's (235)	1,842	1,551.26	1,391	89.69	0.84	0.9 - 1.33	0.9 - 1.33
<input checked="" type="checkbox"/>	☑ Infant (229)	3,083	2,050.28	3,037	148.15	0.67	0.69 - 1.33	0.69 - 1.33
<input checked="" type="checkbox"/>	☑ Men (5220)	18,789	16,308.83	14,465	88.70	0.87	0.5 - 1.97	0.5 - 1.97
Campaign: Shopping Campaign								
Change	Custom Attribute 2 (#products)	Clicks	Cost	Conv Val	Conv Val / Cost	Avg CPC	Max CPC	New CPC
<input checked="" type="checkbox"/>	☑ 100% Cotton (6135)	40,957	34,606.49	35,045	101.27	0.84	0.45 - 2.17	0.45 - 2.17
<input checked="" type="checkbox"/>	☑ 100% Polyester (6335)	8,459	7,613.90	5,553	72.94	0.90	0.5 - 1.61	0.5 - 1.61

SPAG Structure

(**S**ingle **P**roduct **A**d **G**roups)

SPAG is like Grip but with more ad groups

Ad Group

★ Size 10 red sneaker from Adidas

Ad Group

★ Size 9 red sneaker from Nike

Ad Group

★ Size 10 blue sneaker from Reebok

Ad Group

★ Size 11 black sneaker from Nike

Added benefits:

1. Better query sculpting;
2. More granular bid adjustments

Smart Shopping Campaigns

Smart Shopping Campaign

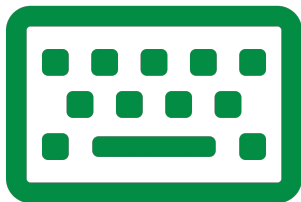
An automated campaign type from Google

1. No need to do granular structure
2. No need to manage bids
3. No need to run separate search, display, and video campaigns
 - a. No need to allocate budgets between these

Pitfalls of Automated Bidding

Portfolio bidding attempts to maximize value across the portfolio.

→ Cheap clicks subsidize expensive ones



Avg. CPA: \$10



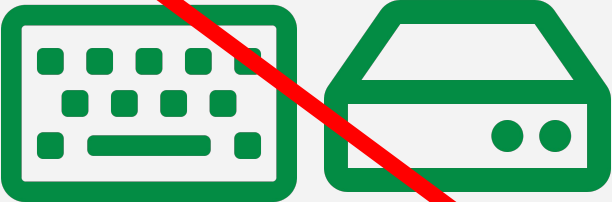
Avg. CPA: \$20

And remember that automated bidding works best when setting the target to the historical average.

Make Multiple Smart Shopping Campaigns

This produces better results

Solo Smart Campaign



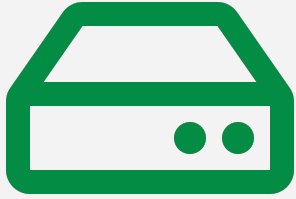
Avg. CPA: \$15

**Smart Campaign
1**



Avg. CPA: \$10

**Smart Campaign
2**



Avg. CPA: \$20

Smart Shopping Campaigns by ROAS

Step 1: Find reasonable ranges of ROAS

						From ROAS	To ROAS	# Products	Impressions		
Campaign Name	Attribute 1	From ROAS	To ROAS	# Products	Impressions					Target	Target ROAS
ROAS 1	ROAS (0 - 1)	0%	100%	112,486	7,804,842	0%	100%	112,486	7,804,842	2.75	34
ROAS 2	ROAS (1 - 2)	100%	200%	631	5,208,721	100%	200%	631	5,208,721	3.75	152
ROAS 3	ROAS (2 - 3)	200%	300%	406	3,160,383	200%	300%	406	3,160,383	3.74	241
ROAS 4	ROAS (3 - 4)	300%	400%	240	1,105,398	300%	400%	240	1,105,398	2.91	334
ROAS 5	ROAS (4 - 5)	400%	500%	128	383,355	400%	500%	128	383,355	2.96	442
ROAS 6	ROAS (5 - 6)	500%	600%	106	199,644	500%	600%	106	199,644	3.27	538
ROAS 7	ROAS (6 - 7)	600%	700%	105	173,773	600%	700%	105	173,773	2.09	642
ROAS 8	ROAS (7 - 8)	700%	800%	55	53,263	700%	800%	55	53,263	3.77	754
ROAS 9	ROAS (8 - 9)	800%	900%	54	29,727	800%	900%	54	29,727	4.91	855
ROAS 10	ROAS (9 - 34)	900%	3400%	420	198,525	900%	3400%	420	198,525	4.31	1,534

Smart Shopping Campaigns by ROAS

Step 2: For each product, add a custom attribute for the campaign it belongs to...

Campaign Name	Attribute 1	From ROAS	Campaign Name	Attribute 1	Clicks	Cost	Conversions	Conversion Value	Assigned Budget	Target ROAS
ROAS 1	ROAS (0 - 1)	0	ROAS 1	ROAS (0 - 1)	53,913	37,314.43	1,287.80	12,432.14	2,872.75	34
ROAS 2	ROAS (1 - 2)	100	ROAS 2	ROAS (1 - 2)	47,533	30,962.77	3,074.26	46,817.71	2,383.75	152
ROAS 3	ROAS (2 - 3)	200	ROAS 3	ROAS (2 - 3)	32,577	22,065.06	3,049.81	53,045.67	1,698.74	241
ROAS 4	ROAS (3 - 4)	300	ROAS 4	ROAS (3 - 4)	14,702	7,831.30	1,425.84	26,116.75	602.91	334
ROAS 5	ROAS (4 - 5)	400	ROAS 5	ROAS (4 - 5)	5,322	2,467.37	581.47	10,889.98	189.96	442
ROAS 6	ROAS (5 - 6)	500	ROAS 6	ROAS (5 - 6)	2,004	951.76	277.91	5,119.53	73.27	538
ROAS 7	ROAS (6 - 7)	600	ROAS 7	ROAS (6 - 7)	1,780	767.53	246.32	4,925.14	59.09	642
ROAS 8	ROAS (7 - 8)	700	ROAS 8	ROAS (7 - 8)	629	308.81	92.41	2,328.17	23.77	754
ROAS 9	ROAS (8 - 9)	800	ROAS 9	ROAS (8 - 9)	478	193.66	82.6	1,654.44	14.91	855
ROAS 10	ROAS (9 - 34)	900	ROAS 10	ROAS (9 - 34)	2,057	965.21	616.4	14,797.99	74.31	1,534

Smart Shopping Campaigns by ROAS

Step 3: Create the campaigns with budgets and target ROAS

				Assigned Budget	Target ROAS					
Campaign Name	Attribute 1	From ROAS	To ROAS			Cost	Conversions	Conversion Value	Assigned Budget	Target ROAS
ROAS 1	ROAS (0 - 1)	0%	100%	2,872.75	34	37,314.43	1,287.80	12,432.14	2,872.75	34
ROAS 2	ROAS (1 - 2)	100%	200%	2,383.75	152	30,962.77	3,074.26	46,817.71	2,383.75	152
ROAS 3	ROAS (2 - 3)	200%	300%	1,698.74	241	22,065.06	3,049.81	53,045.67	1,698.74	241
ROAS 4	ROAS (3 - 4)	300%	400%	602.91	334	7,831.30	1,425.84	26,116.75	602.91	334
ROAS 5	ROAS (4 - 5)	400%	500%	189.96	442	2,467.37	581.47	10,889.98	189.96	442
ROAS 6	ROAS (5 - 6)	500%	600%	73.27	538	951.76	277.91	5,119.53	73.27	538
ROAS 7	ROAS (6 - 7)	600%	700%	59.09	642	767.53	246.32	4,925.14	59.09	642
ROAS 8	ROAS (7 - 8)	700%	800%	23.77	754	308.81	92.41	2,328.17	23.77	754
ROAS 9	ROAS (8 - 9)	800%	900%	14.91	855	193.66	82.6	1,654.44	14.91	855
ROAS 10	ROAS (9 - 34)	900%	3400%	74.31	1,534	965.21	616.4	14,797.99	74.31	1,534

Smart Shopping Campaigns by ROAS


Step 4: Connect the campaigns with the right products by custom attribute





Create a Supplemental Feed

Marketing can own certain parts of the feed without interfering with the automatic feed generated by your CMS or shopping cart

Primary feeds

A primary feed is the main feed that Merchant Center uses to display your products on Google. Use primary feeds to submit your product data to Merchant Center via files (including scheduled fetch or SFTP uploads), Google Sheets, or Content API.



Primary feed	Input method	Target country	Content language	Destination
 DFW Google Shopping	File	 United States	English	Purchases on Google Shopping
 DFW Google Display	File	 United States	English	Display

Supplemental feeds

Use supplemental feeds as a secondary data source to provide additional attributes to your primary feeds, or to provide additional data that you want to use in Feed Rules.

[ADD SUPPLEMENTAL FEED](#) [ADD LOCAL INVENTORY FEED](#)

Supplemental feed name	Input method	Used in
Price Range	Google Sheets Open	DFW Google Shopping (United States, English)

Example Supplemental Feed

Add data for the attributes you care about, e.g. Custom Labels

Google Merchant Center feed - Price Range				
File Edit View Insert Format Data Tools Add-ons				
100% \$ % .0 .00 123				
fx				
	A	B	C	D
1	Item Id	Price	Custom Label 0	
2	BS4470_S	\$55.00	50-75	
3	CA7188_XL (54)	\$120.00	100-150	
4				
5				

Bidding:
Make Smart Bidding even smarter

Having a single target
CPA or ROAS for an
account is wrong.

When did you last have one
CPC for all your keywords?



The right CPC

In the days before automated bidding, we set different CPC bids based primarily on 2 factors:

1. Differences in conversion rates.
2. Differences in the business value from what different keywords and ad groups are trying to sell.

So why do so many advertisers have only 1 target for their automated bids?

The right structure helps set the right target

Solution:

1. Structure by common profit margins
2. Set different targets for each grouping
3. Let Google handle bids based on conversion rate differences

Targets should evolve

How did you pick the CPC for your very first keyword?

And why did your guess not cause the business to implode?

So why aren't you revisiting automated bidding targets more often?

Are Your Competitors Beating You

We no longer have the 'average position' metric

Impression Share metrics are the replacement

Even when you have Smart Bidding, you get data about IS Lost due to Rank

Step 1: set up an alert when this metric exceeds a threshold

Step 2: create an automation to test different targets based on IS targets

Step 3: measure impact and test again

Get Ready for Automation

Automation would be easy if the world was perfect.



- [S] **Nissan** VEICULOS - OFERTAS [PC]
- [S] **NISSAN** VEICULOS - OFERTAS [PC]

Account Structure



Structure

Google learns from every query. Even if you're not automating anything.

What matters is the connection between query and conversion. So report conversion data the best way you possibly can.

Your structure should exist to support your business needs. Do not pick a structure because you think you can outsmart the Google AI.

Get Machines to Shortlist Your Opportunities

Filters:
Top Suggestions ▼ [SHOW FILTERS](#)

Filtered Suggestions: 23 | Total Suggestions: 497

23 / 23 selected Behavior ▼ Match Type ▼ Duplicate ▼ Create SKAG ▼ Move ▼

✓	Ad Group: Canvas Tote Bags						
Keyword Suggestion	Match Type	Impr	Clicks	CTR	Cost	Cost / Conv	
✓ glitter bottom canvas tote	Positive ▼ Phrase ▼	41	6	14.60%	5.46	4.59	
✓	Ad Group: Tote Bag: Color: White						
Keyword Suggestion	Match Type	Impr	Clicks	CTR	Cost	Cost / Conv	
✓ baseball tote blank	Positive ▼ Phrase ▼	73	8	11%	7.71	7.71	

ML based suggestions

+

Fast and easy interface
to let humans validate



3. A strong process takes companies to the next level


Agencies need strong process to scale

PRE-BUILT

BUILD YOUR OWN

HISTORY

+ BUILD YOUR OWN



Increase Conversions

Add new keywords and change bids to increase conversions

Tasks:

1

Add New Keywords

Include search terms that converted as keywords

2


Increase impression share for converting keywords

Bid higher for keywords that are converting but losing impression share

3


Move keywords with a high QS to the first page

Increase bids for keywords that are just below the first page




Increase Sales

Add keywords and change bids to increase conversions




Reduce Cost


Add negative keywords, implement ad scheduling and pause non-converting keywords



Quick Account Cleanup

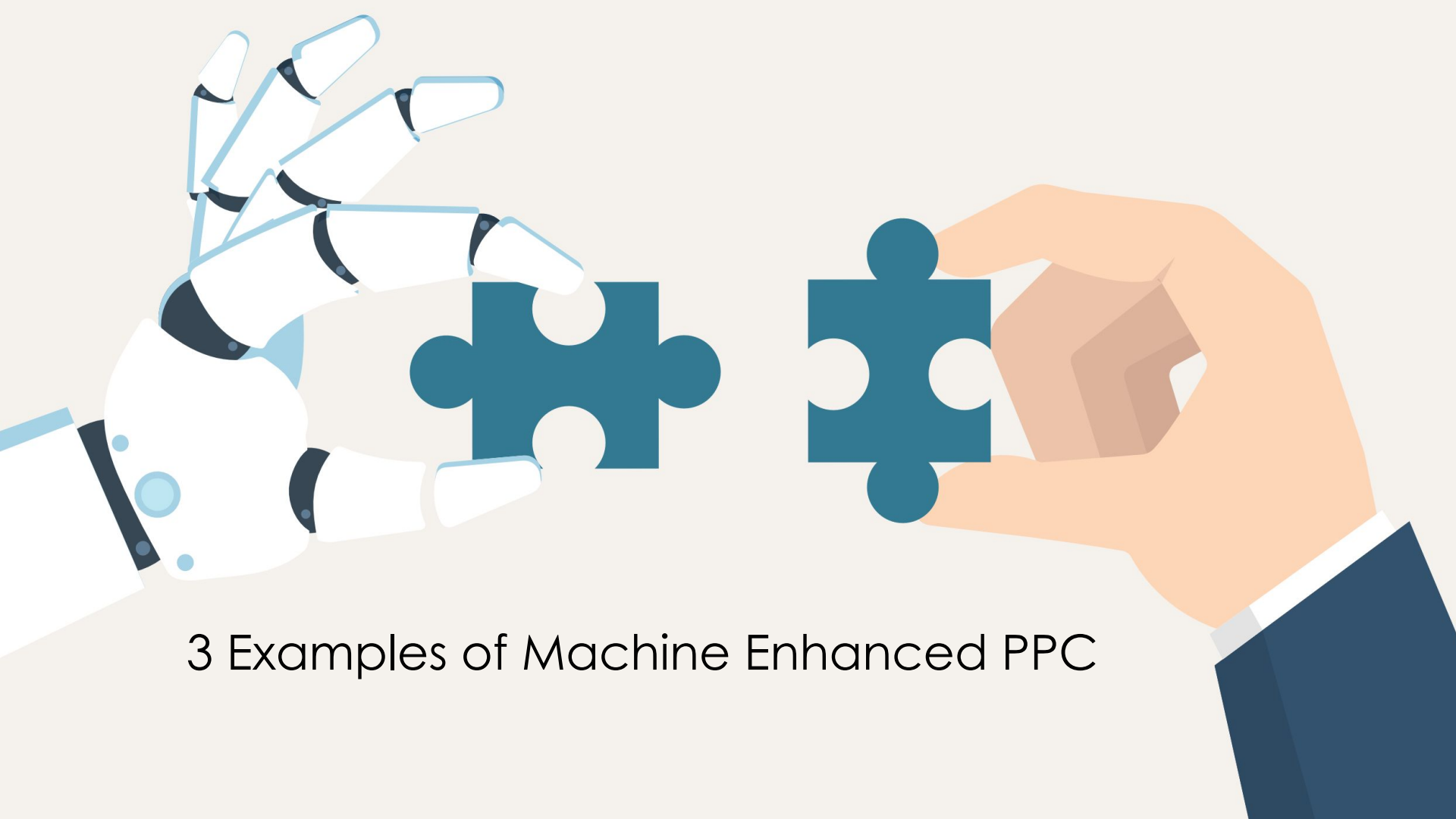
Remove duplicates, pause underperforming ads, and add negatives



 OPTMYZR

Friends of Search

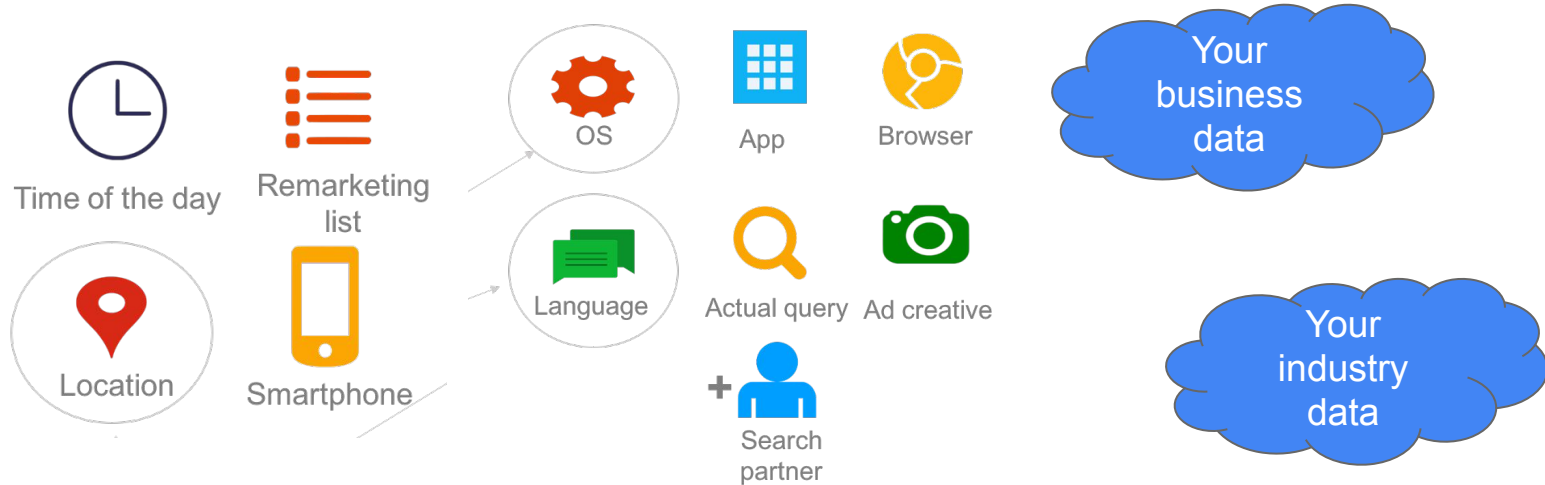
@SiliconVallaeyes



3 Examples of Machine Enhanced PPC

Automated Bidding is Very Powerful

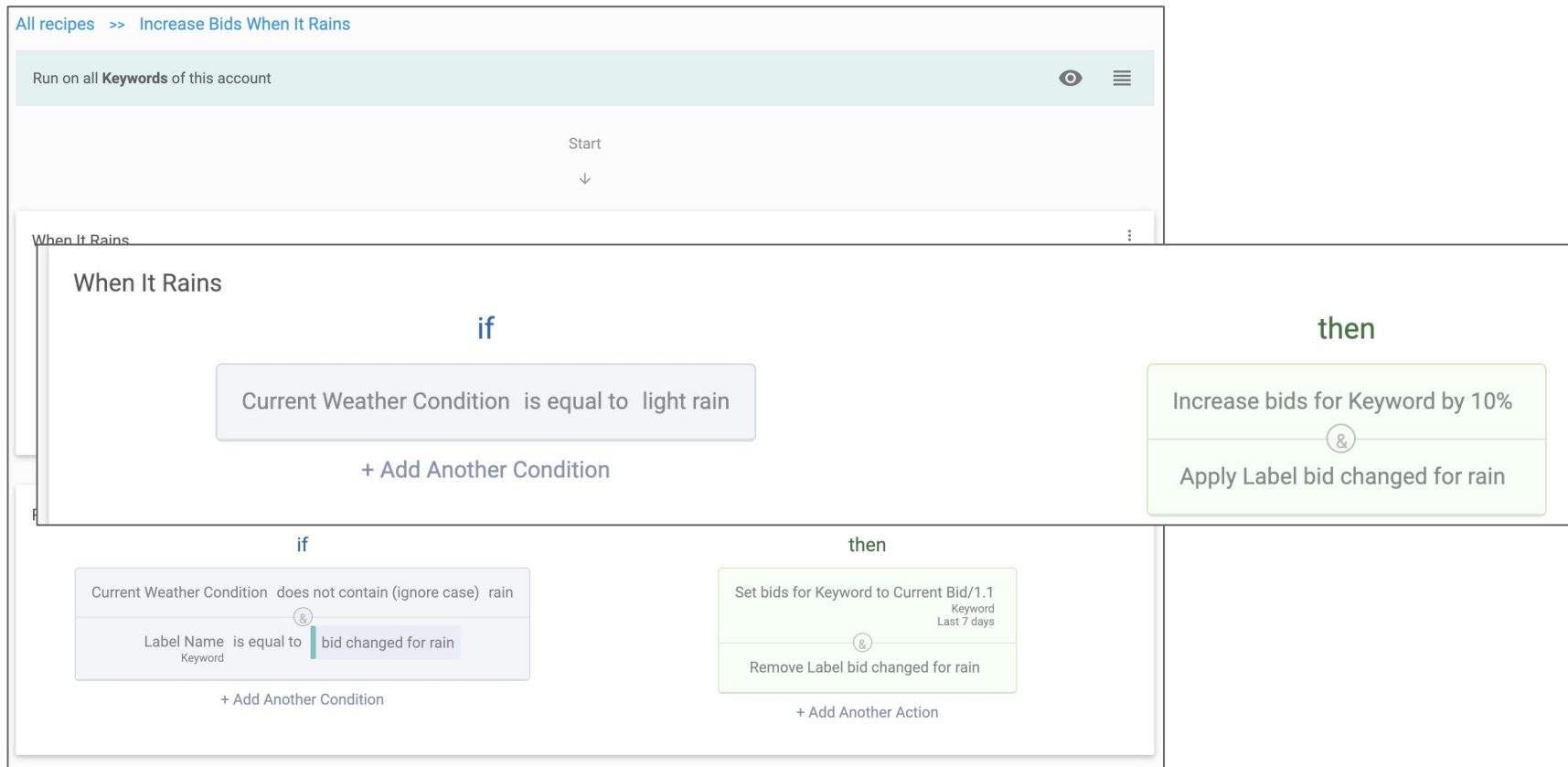
Only Google can change bids in real-time based on auction signals





But I know I sell more canal tours when the weather is good. Where's the bid adjustment for that???

Solution: Bring your data together with tCPA and tROAS



On Bidding...

“ Automated bid management doesn't mean set-it-and-forget-it. The algorithm will do better when the PPC expert feeds more data into it. ”

@SiliconVallaeyes
@Optmyzr

Creative Capabilities

Evolution needs variation.

See AdLibs from Google

<p>AdWords Optimization Tool optmyzr.com/Optimization-Tool Used By Leading Agencies Globally. One Click AdWords Optimization. http://www.optmyzr.com/one-click-optimi</p>	<p>2.6% Clicks: 32 Impr: 1254</p>
<p>Google AdWords Tool Winner Best PPC Software 2015. <domain>/optimize/adwords Fast Optimization. Affordable Tool. Measurable Results. Request a Demo! https://www.optmyzr.com/</p>	<p>1.5% Clicks: 39 Impr: 2571</p>

2015 was 3 years ago!

Ad Component Script

Get the code: <http://bit.ly/ad-component-report>

Ad Template Report - Optmyzr - 20190113 (LAST_30_DAYS)

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

100% \$ % .0 .00 123 Arial 10 B I S A

fx CPA (\$)

	A	B	C	D	E	F	G	H
1	Headline1	Clicks	Impressions	Cost (\$)	Conversions	CTR	Avg. CPC (\$)	CPA (\$)
18	Leading AdWords Optimization							
19	Optmyzr							
20	Optmyzr - Award Winning Tool							
21	Optmyzr For Account Managers							
22	Optmyzr For Shopping Campaigns							
23	Create Shopping Campaigns							
24	AdWords Analysis Tool							
25								

+ ≡ Sheet1 Expanded Text Ads **Headline 1** Headline 2 Description Pat Explore

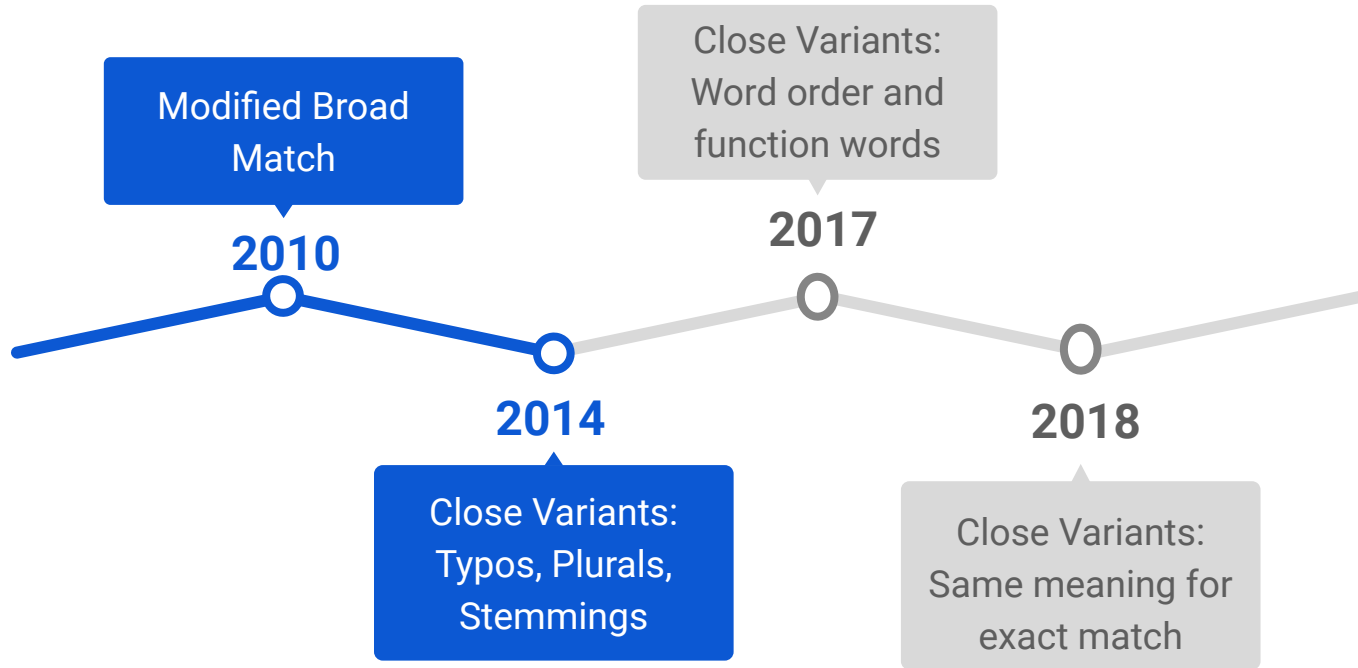
One tab for each ad component

On Ads...

“ Focus on the human aspects of marketing and write ads that move people. The machine can help find the right audience for your message. ”

@SiliconVallaeys
@Optmyzr

Google Ads Match Types Timeline



Find Out How Your Account is Impacted

Get the code: <http://bit.ly/CloseVariants>

Keyword Analysis - Optmyzr - 20180910 (LAST_30_DAYS)									
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive									
100% \$ % .0 .00 123 Arial 10 B I S A									
fx Match Type									
	A	B	C	D	E	F	G	H	I
1	Campaign Name	Ad Group Name	Match Type	Sub Match Type	Keyword	Search Term	Query Match	Levenshtein	KW Clicks
5	Optimization- Ne Tools		Exact	Exact	adword tools	adwords tools	exact (close vari	1	
6	Optimization- Ne Tools		Exact	Exact	adword tools	adword tool	exact (close vari	1	
7	Optimization- Ne Tools		Exact	Exact	adword tools	adwords tool	exact (close vari	2	
8	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmyzr	exact (close vari	1	
9	Prod - Brand Opt Brand		Exact	Exact	optmyzr	opmyzr	exact (close vari	1	
10	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmzr	exact (close vari	1	
11	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmzyer	exact (close vari	2	
12	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optiyzr	exact (close vari	1	
13	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmyzr	exact (close vari	1	
14	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmyz	exact (close vari	1	
15	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optymzr	exact (close vari	1	
16	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optymzr	exact (close vari	1	
17	Prod - Brand Opt Brand		Exact	Exact	optmyzr	opymzr	exact (close vari	2	
18	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmtzy	exact (close vari	2	
19	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optyzer	exact (close vari	2	

Automate Taking Action on Close Variants

Could we enhance this reporting script so it adds negative keywords when:

- The query underperforms the keyword
- The query is too different from the keyword

How to Determine How Different the Close Variant is?

Levenshtein Distance

A numerical score of how close the query is to the keyword.

Add one point for every:

- letter that is changed
- letter that is deleted
- letter that is added

A bigger score means a bigger difference

Levenshtein Distance

PAJAMAS	0
PJAMAS	+1
PJMAS	+1
PJAS	+1
PJS	+1
<hr/>	
	= 4

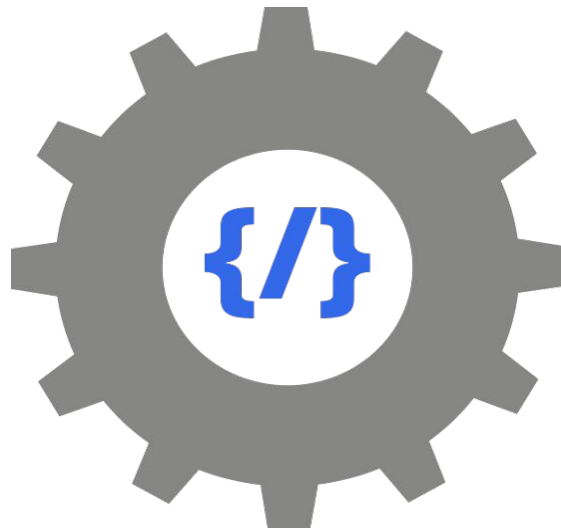
On Targeting...

“ Google Ads Scripts give you the control to put your own limits on Google’s smart systems. Control your keyword matches, budgets, and bids on your own terms. ”

@SiliconVallaeyes
@Optmyzr

What Are Google Ads Scripts?

Google Ads scripts are pieces of **JavaScript** code that can **automate** tasks in Google Ads on a **predefined schedule**.






And What Are Bing Ads Scripts

They're just like Google Ads Scripts. Just a bit newer so with more limited capabilities.





Anyone Can Use AdWords Scripts

Script: Need help getting started? Check out our [help center article](#), [API documentation](#), or [developers' site](#).

 Save  PREVIEW  Show examples [API documentation](#)

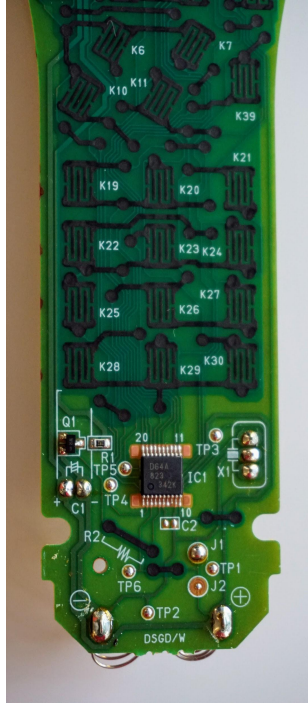
```
1 // Example script: print out the number of clicks your campaigns received yesterday
2 // This script will not apply any changes to your account; it will only generate a report.
3 // Click the "Preview" button above to try it out!
4 // Try "Show examples" above to see more examples.
5 function main() {
6   // Get a campaign iterator, ordered by number of clicks last week.
7   var campaignIterator = AdWordsApp.campaigns()
8     .orderBy('Clicks DESC')
9     .forDateRange('LAST_WEEK')
10    .withLimit(10)
11    .get();
12
13   Logger.log('10 campaigns with most clicks last week');
14   while (campaignIterator.hasNext()) {
15     var campaign = campaignIterator.next();
16     Logger.log(campaign.getName() + ': ' +
17       campaign.getStatsFor('LAST_WEEK').getClicks() + ' clicks');
18   }
19 }
```

 Close  Run script now



**KEEP
CALM
AND
CTRL-C &
CTRL-V**

Can You Operate This?



Configuration vs Logic

CONFIGURATION

```
1  /*****  
2  *  
3  * Version 1.0
```

```
3  var allowedOverdeliveryPercentage = 0.2; // set percentage as decimal, i.e. 20% should  
4  var labelName = "paused by overdelivery checker script";
```

```
5  
6  var labelName = "paused by overdelivery checker script";
```

```
7  AdWordsApp.createLabel(labelName, "automatic label needed to reenale campaigns");  
8  
9  var campaigns = AdWordsApp.campaigns()  
10 .withCondition("Status = ENABLED")  
11 .withCondition("Cost > 0")  
12 .forDateRange("TODAY");  
13  
14 var campaignIterator = campaigns.get();  
15  
16 while (campaignIterator.hasNext()) {  
17     var campaign = campaignIterator.next();  
18     var campaignName = campaign.getName();  
19     var budgetAmount = campaign.getBudget().getAmount();  
20     var costToday = campaign.getStatsFor("TODAY").getCost();  
21  
22     if(costToday > budgetAmount * (1 + allowedOverdeliveryPercentage)) {  
23         Logger.log(campaignName + " has spent " + costToday + " which is more than allowed.");  
24         campaign.applyLabel(labelName);  
25         campaign.pause();  
26     } else {  
27         Logger.log(campaignName + " has spent " + costToday + " and can continue to run.");  
28     }  
29 }  
30
```

LOGIC

Free Script: Spend No More Than 120% of Daily Budget

AdWords changed overdelivery rules.

But with just 30 lines of code, you can control the budget again!

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