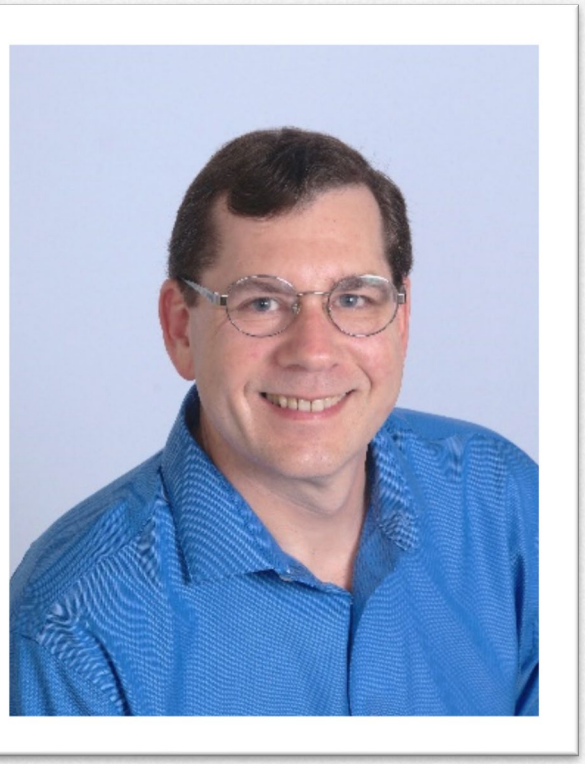


Brad Geddes

Co-Founder, Adalysis

Adalysis

Query Management in the New Match Type World | Friends of Search

Exact Match: Change – September 2018

Misspellings

Different stemming (drive, driver, driving)

Singulars & Plurals

Search Term

Match to words with the Same Meaning

Word Order Does Not Matter

Exact Match: Problematic Examples

Exact Match Keyword	Search Term	Conversion Change
Yosemite Campsites	Camping in Yosemite	-74%
Forms of trademarks	Trademark forms	-100%
Copyright logo	Trademark Symbol	-100%
Safe Room Doors	Storm room doors	-100%
Custom Safe	Customizable Safe	Lrg Order Value Drop
Branson 2 for 1 tickets	Branson 2 for 1	-29%
Rims & tire packages	Rims & Tire Deals	Lrg Order Value Drop
Rims for sale	Rim deals	Lrg Order Value Drop
NYC Hotel	Hotels in NYC	No Change
SFO to Kennedy Flights	San Francisco to Kennedy Flights	No Change in Conv (drop in CTR)

Phrase Match: Change – July 2019

Search term must have keywords in the same order with some exceptions

Words can include misspellings, different stemming

Singulars & Plurals

Word order is supposed to matter, but Google breaks this a lot

Words with low semantic load can be added or removed from the query

Words with the 'same meaning' can be substituted

Phrase Match: Problematic Examples

Phrase Match Keyword	Search Term	Issues
Kenya Safari	Nairobi Safari	Location Substitution
Trademark Registration Cost	Cost to file a trademark	Exact match keyword in another ad group ignored
Trademark Registration	цщкдв екфву ьфкл купшыекфешщт	Language substitution
Trademark Logo	Trademark Symbol	Different intent
Cheap Laptops	Affordable laptops, discount laptops, sales laptops	Exact match keyword in another ad group ignored
Car renting Vancouver	Budget Car Rental Vancouver	Matching to brand term
Cheap Laptops	Affordable laptops, discount laptops, sales laptops	Exact match keyword in another ad group ignored

Modified Broad: Change

Biggest change: "Same word substitution"

Modified Broad: Problematic Examples

Exact Match Keyword	Search Term
Chile +Tourist +Attractions	Places to visit in Chile
+Trademarking	Trademark forms
+Trademarking	Register a brand (ignored exact match keyword in different ad group)
+Trademarking	Logo Design
Dental implant +cost	Smile in a day cost (matching a brand)
Dental +implant +cost	Dental Bridge cost (ignored exact match keyword in different ad group)
Dental +implant +cost	Dentures cost (dropped a modified word)
Copyright logo	Copyright symbol (logo, symbol, and copyright are now the same word)

Results For an Account (the worst of all our accounts)

		Sep-19			Sep-18	
Match Type	**Conversions**	**Cost**	**CPA**	**Conversions**	**Cost**	**CPA**
Broad	5	3248.93	$649.79	0	184.44	0.00
Exact	103	26895.8	$261.12	166.39	40370.13	242.62
Modified Broad	50	39368.75	$787.38	49.38	20148.68	408.03
Phrase	0	0	$0.00	104	27701.42	$266.36

Note: Phrase match had to be paused due to the substitutions.

The Good…

- Ecommerce, travel, and industries with a lot of similar adjectives & nouns, seem to do OK.

	Sep-19		Sep-18	
Match Type	Conversions	CPA	Conversions	CPA
Broad	35	$153	31	$147
Exact	4509	$38	3809	$31
Modified Broad	7301	$59	5602	$52
Phrase	2501	$47	5912	$43

Where there are No Good Solutions

Search Term	Conversion Rate	Average Order Value
Restaurant waiter clogs	9%	$623
Restaurant waiter clog	4%	$91
Clogs for waiters	1.7%	$32
Shoes waiters wear	1.3%	$31

By ignoring their hierarchy, Google is causing duplicate search term issues

Ad Group	Keyword in Ad Group	Matched Search Term	Impressions
Register trademark	[register trademark]	register trademark	11
Register trademark	[register trademark]	trademark registration	19
Register trademark	[trademark registration]	registration trademark	32
Register trademark	[trademark registration]	trademark registration	0
Trademark Logo	[trademark logo]	trademark logo	9
Trademarking	+trademarking	register trademark	1023
Trademarking	+trademarking	trademark registration	973
Trademarking	+trademarking	trademark logo	1542

What this Means to Advertisers

No way to 'control' poor matches by switching to phrase match

Google has so many exceptions to their 'hierarchy' policy of matching, it might as well not exist

If you didn't do much work, you now have more impressions (the good)

If you did the work, Google is messing with your hierarchy

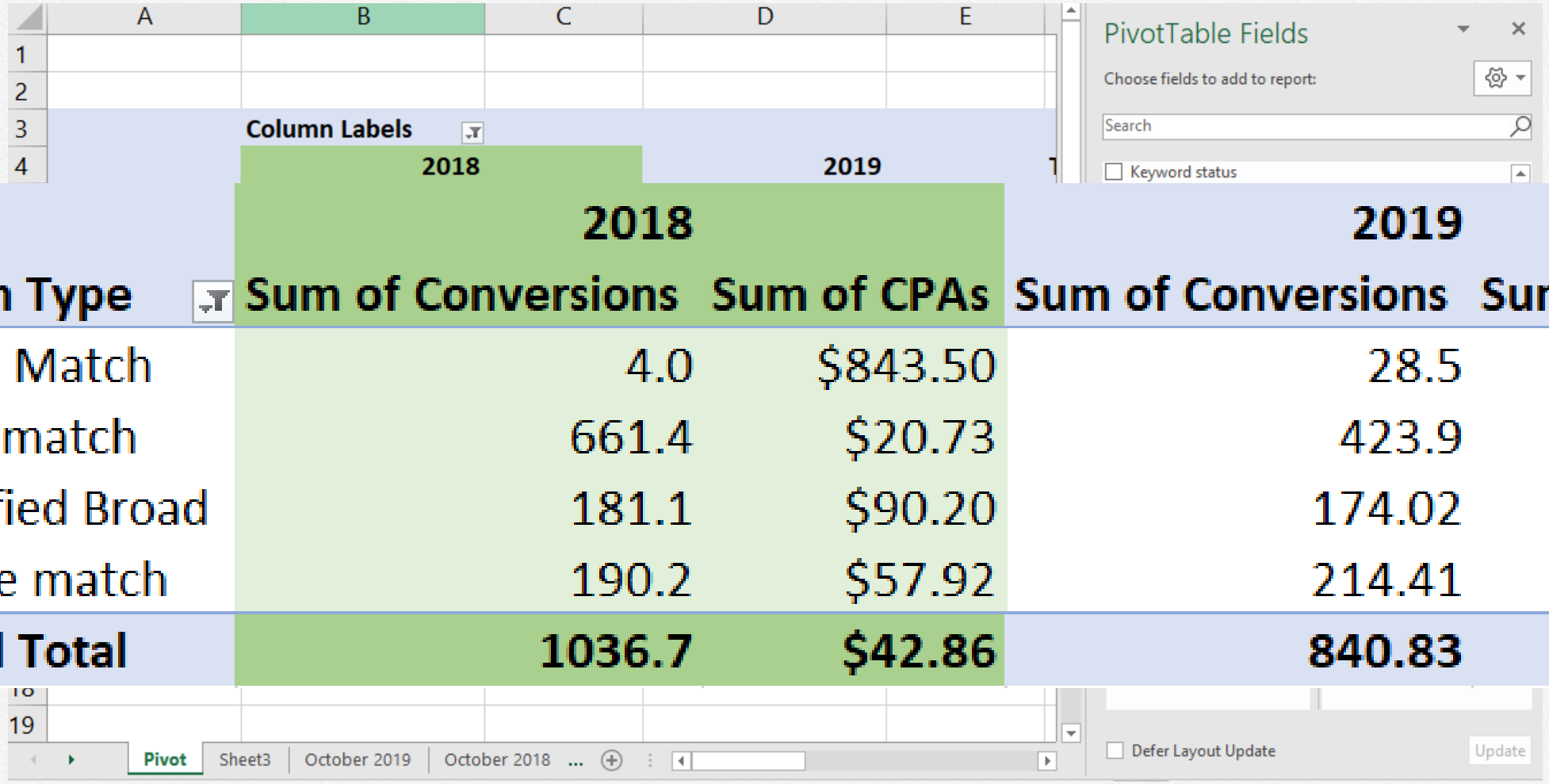
Duplicate queries

Poor intent matches in many case

Analysis & Fixes

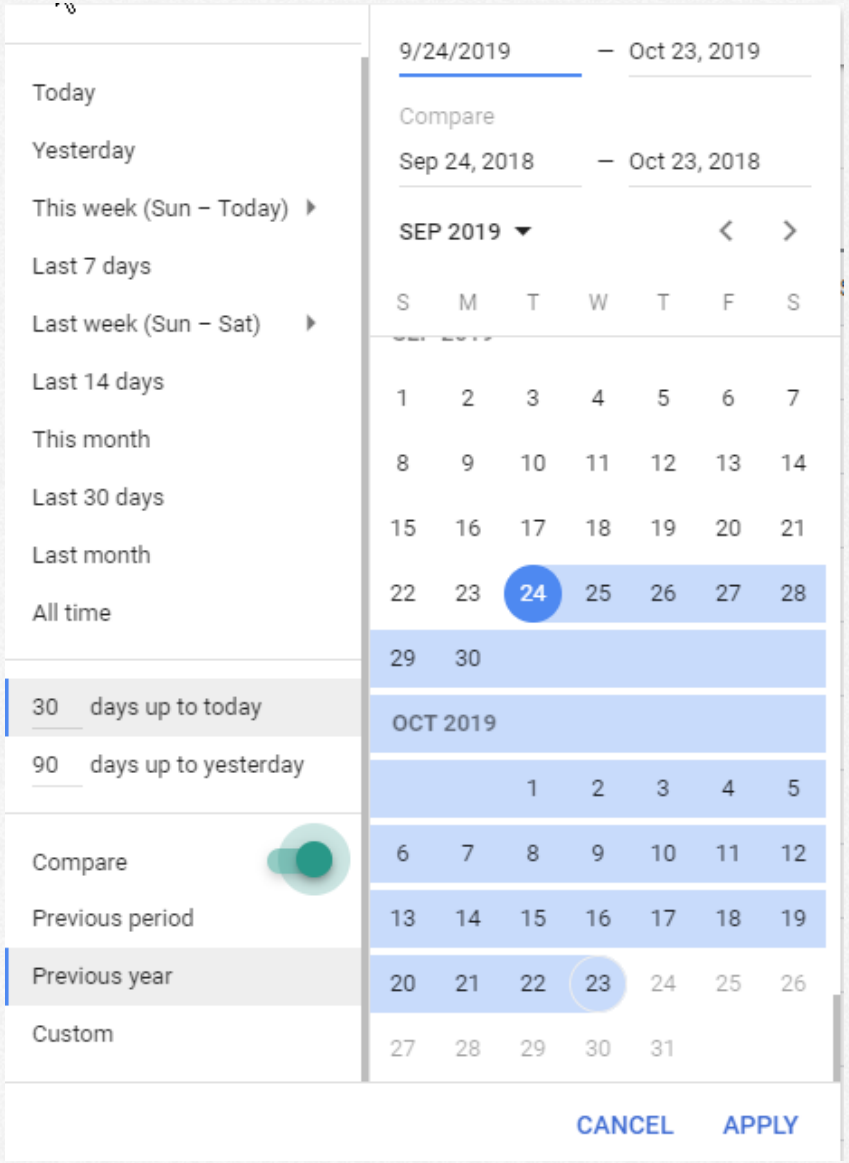
Query Management in the New Match Type World

Examining The Keyword Changes: Pivot Tables



	2018		2019	
Match Type	Sum of Conversions	Sum of CPAs	Sum of Conversions	Sum of CPAs
Broad Match	4.0	$843.50	28.5	$101.01
Exact match	661.4	$20.73	423.9	$41.12
Modified Broad	181.1	$90.20	174.02	$92.54
Phrase match	190.2	$57.92	214.41	$89.33
Grand Total	**1036.7**	**$42.86**	**840.83**	**$66.09**

Be Wary of Just Using the Date Range Comparison



Comparison Tables

Status	• Change campaigns, ad groups, and keywords status to all
Download	• Timeframe 1 • Comparison time frame • Download each as separate reports
Add data column in sheets	• Add date range to each sheet
Copy both sheets into single sheet	
Run pivot table	

Search Term Analysis: Close Variants

Row Labels	Count of Keyword	Sum of Clicks	Sum of Impr.	Sum of Cost	Sum of Conversions	Sum of CTRs	Sum of Conv Rate	Sum of CPA
Broad match	89007	105993	558218	79274.78	2563.1	18.99%	2.42%	$30.93
Broad Match Modified	29490	36832	135481	29194.64	1417.13	27.19%	3.85%	$20.60
Exact match	15484	44068	726953	37775.56	1245.25	6.06%	2.83%	$30.34
Exact match (close variant)	15661	19123	123428	16428.36	533.4	15.49%	2.79%	$30.80
Phrase match	2525	7175	20097	4867.1	589.13	35.70%	8.21%	$8.26
Phrase match (close variant)	2105	2090	3823	2327.78	85.17	54.67%	4.08%	$27.33
Grand Total	**154272**	**215281**	**1568000**	**169868.22**	**6433.18**	**13.73%**	**2.99%**	**$26.41**

PivotTable Fields

Choose fields to add to report:

Search

- [x] Impr.
- [ ] CTR
- [ ] Currency code
- [ ] Avg. CPC
- [x] Cost
- [x] Conversions
- [ ] Cost / conv.
- [ ] Conv. rate
- [x] CTR Cal
- [x] Conv Rate
- [x] CPA

Drag fields between areas below:

Filters

Columns: Values

Rows: Match type

Values: Count of Keyword, Sum of Clicks, Sum of Impr., Sum of Cost

Examining The Changes: Levenshtein Distance

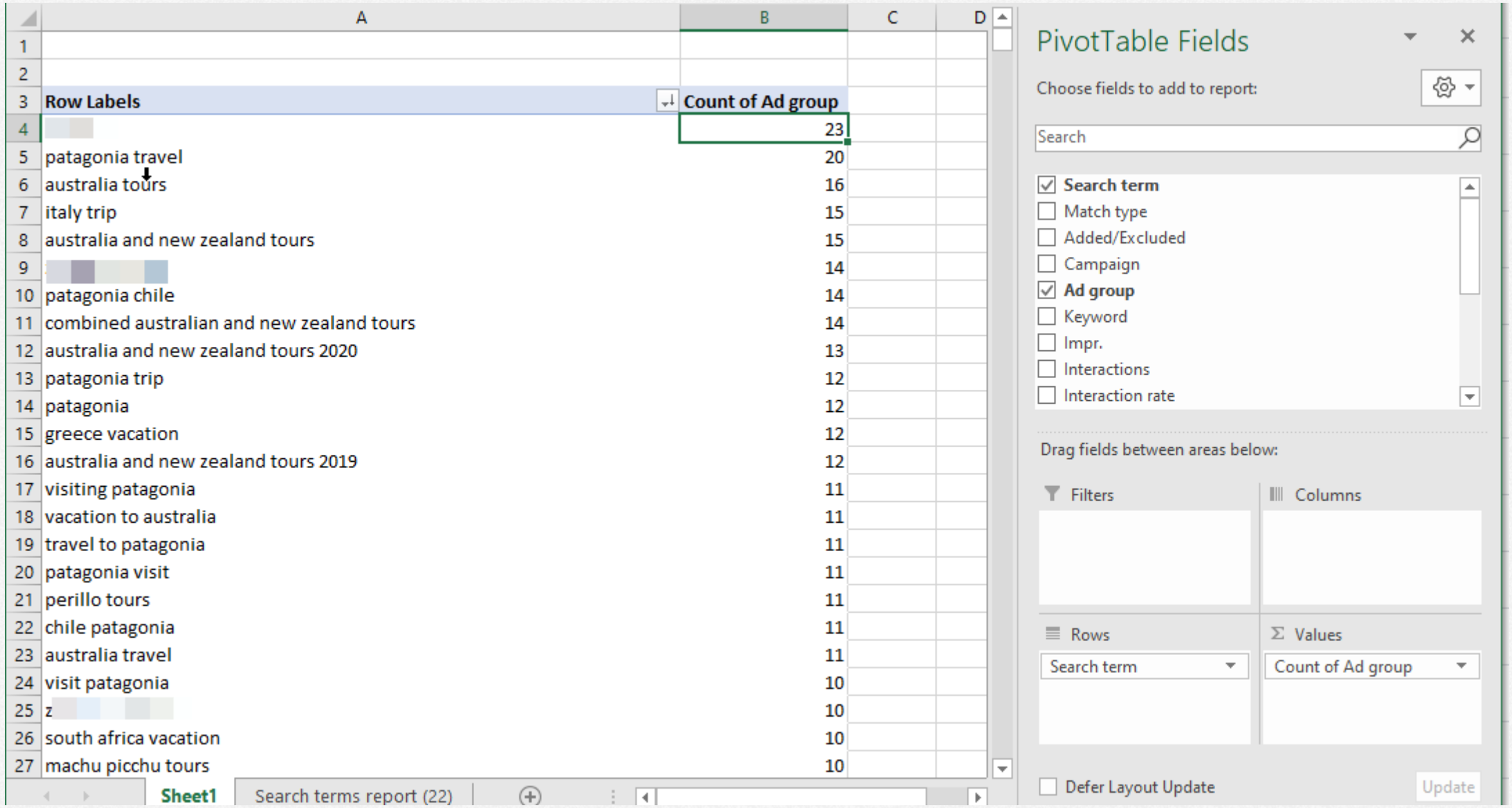
Keyword	Query	Levenshtein distance	Explanation
Patagonia Tours	Patagonia Tours	0	Same word
Patagonia Tours	Patagonia	6	Tours dropped
Patagonia Tours	Patagonia Tour	1	Tours singular
Patagonia Tours	Patagonia Vacation	9	Tours change to vacation
Patagonia Tours	Patagona Tours	1	Misspelling by 1 letter

https://searchengineland.com/how-keyword-match-types-work-after-the-new-close-match-variants-change-305239

Duplicate Search Terms

Search term	Match type	Added/Excluded	Campaign	Ad group	Keyword	7/22/2019–8/20/2019	7/22/2018–8/20/2018	Change
patagonia chile	Broad match	None	Search - Patagonia	tour patagonia	tour patagonia	401	5	396
patagonia chile	Broad match	None	Search - Patagonia	patagonia guided trip	patagonia guided trip	364	0	364
patagonia chile	Broad match	None	Search - Patagonia	patagonia vacations	patagonia vacations	358	0	358
patagonia chile	Broad match	None	Search - Patagonia	trips to patagonia	trips to patagonia	105	1	104
patagonia chile	Broad match	None	Search - Patagonia	patagonia vacation	patagonia vacation	83	1	82
patagonia chile	Broad match	None	Search - Patagonia	vacation patagonia	vacation patagonia	65	42	23
patagonia chile	Broad match	None	Search - Patagonia	patagonia tours	patagonia tours	56	24	32
patagonia chile	Broad match	None	Search - Patagonia	patagonia vacation guide	patagonia vacation guide	42	0	42
patagonia chile	Broad match	None	Search - Patagonia	tours to patagonia	tours to patagonia	37	9	28
patagonia chile	Broad match	None	Search - Patagonia	tour of patagonia	tour of patagonia	19	0	19
patagonia chile	Broad match	None	Search - Chile - RLSA	travel chile	travel chile	12	0	12
patagonia chile	Broad match	None	Search - Patagonia	vacation to patagonia	vacation to patagonia	3	0	3

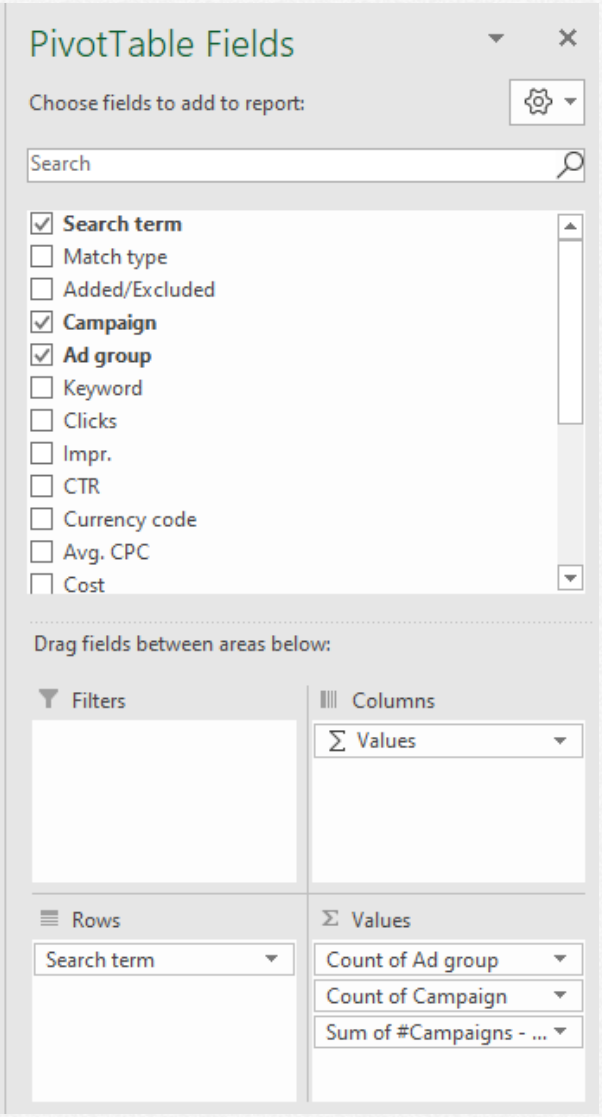
Locating Duplicate Search Terms



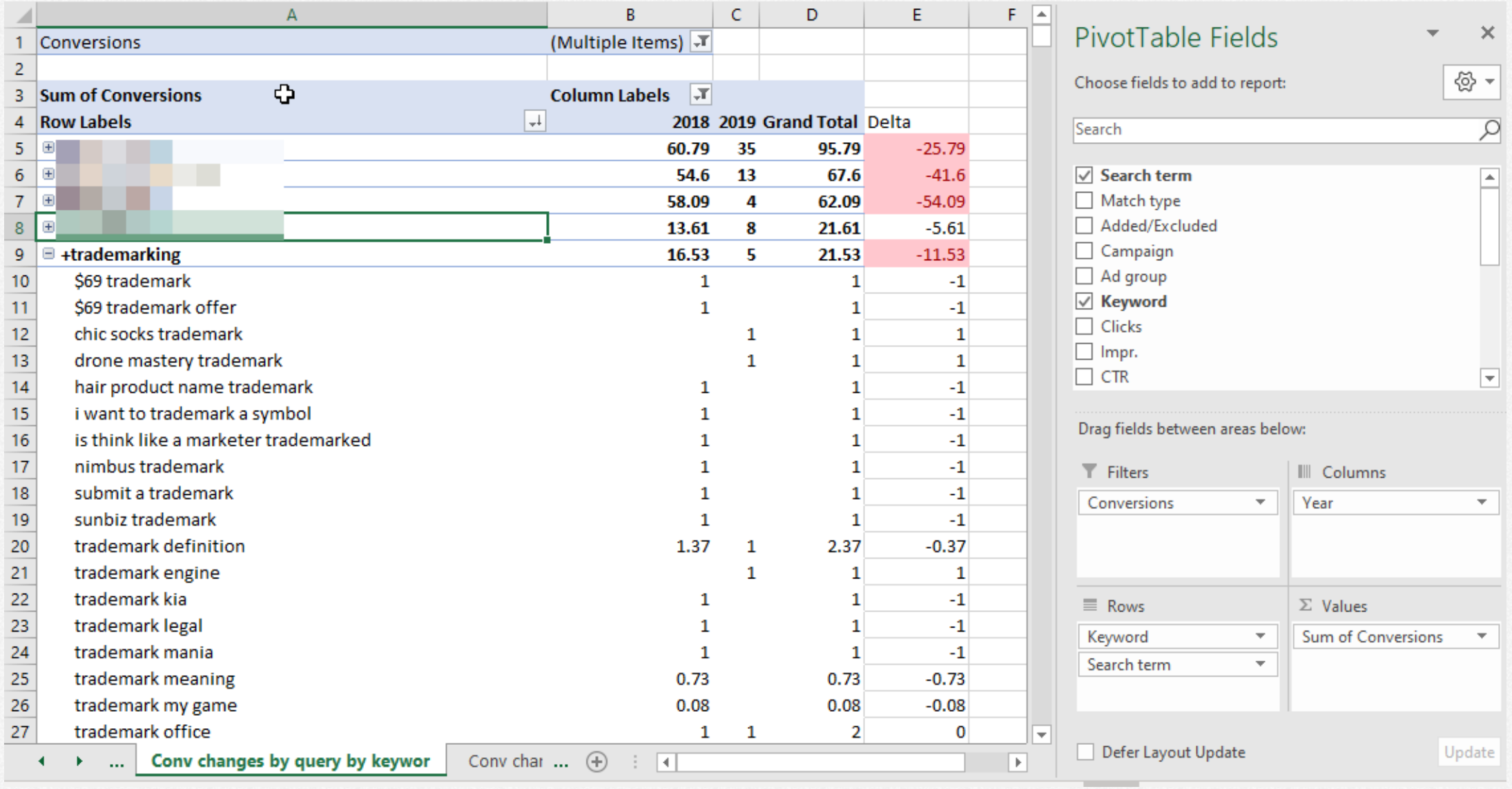
Row Labels	Count of Ad group
	23
patagonia travel	20
australia tours	16
italy trip	15
australia and new zealand tours	15
	14
patagonia chile	14
combined australian and new zealand tours	14
australia and new zealand tours 2020	13
patagonia trip	12
patagonia	12
greece vacation	12
australia and new zealand tours 2019	12
visiting patagonia	11
vacation to australia	11
travel to patagonia	11
patagonia visit	11
perillo tours	11
chile patagonia	11
australia travel	11
visit patagonia	10
z	10
south africa vacation	10
machu picchu tours	10

Finding Duplicate Search Terms when there should be multiple campaigns w/ the Term

Row Labels	Count of Ad group	Count of Campaign	Sum of #Campaigns - Ad Groups = Delta
avis	154	154	0
rentalcars	124	124	0
car hire	100	100	0
avis car rental	93	93	0
goldcar	89	89	0
rent a car	80	80	0
thrifty car rental	73	73	0
thrifty	70	70	0
ryanair car hire	68	68	0
budget car rental	64	64	0
kayak car rental	56	56	0
rental cars	55	55	0
rent a car marrakech	55	55	0
cheap car rental	55	55	0
holiday autos	54	54	0
budget	54	54	0
avis car hire	54	54	0
cheap car hire	51	51	0
argus car hire	49	49	0
billiger mietwagen	49	49	0
car rental	47	47	0
auto europe	47	47	0
adac mietwagen	46	46	0
location voiture casablanca	45	45	0
ryanair location voiture	44	44	0
autoeurope	43	43	0
cheap car rentals	42	42	0
dollar car rental	41	41	0



YoY Keyword to Search Term Analysis



	A	B	C	D	E	F
1	Conversions	(Multiple Items)				
2						
3	**Sum of Conversions**	**Column Labels**				
4	**Row Labels**	**2018**	**2019**	**Grand Total**	Delta	
5	[redacted]	**60.79**	**35**	**95.79**	-25.79	
6	[redacted]	**54.6**	**13**	**67.6**	-41.6	
7	[redacted]	**58.09**	**4**	**62.09**	-54.09	
8	[redacted]	**13.61**	**8**	**21.61**	-5.61	
9	**+trademarking**	**16.53**	**5**	**21.53**	-11.53	
10	$69 trademark	1		1	-1	
11	$69 trademark offer	1		1	-1	
12	chic socks trademark		1	1	1	
13	drone mastery trademark		1	1	1	
14	hair product name trademark	1		1	-1	
15	i want to trademark a symbol	1		1	-1	
16	is think like a marketer trademarked	1		1	-1	
17	nimbus trademark	1		1	-1	
18	submit a trademark	1		1	-1	
19	sunbiz trademark	1		1	-1	
20	trademark definition	1.37	1	2.37	-0.37	
21	trademark engine		1	1	1	
22	trademark kia	1		1	-1	
23	trademark legal	1		1	-1	
24	trademark mania	1		1	-1	
25	trademark meaning	0.73		0.73	-0.73	
26	trademark my game	0.08		0.08	-0.08	
27	trademark office	1	1	2	0	

Conv changes by query by keywor | Conv char ...

PivotTable Fields

Choose fields to add to report:

Search

- [x] Search term
- [ ] Match type
- [ ] Added/Excluded
- [ ] Campaign
- [ ] Ad group
- [x] Keyword
- [ ] Clicks
- [ ] Impr.
- [ ] CTR

Drag fields between areas below:

Filters	Columns
Conversions	Year

Rows	Values
Keyword	Sum of Conversions
Search term	

Defer Layout Update | Update

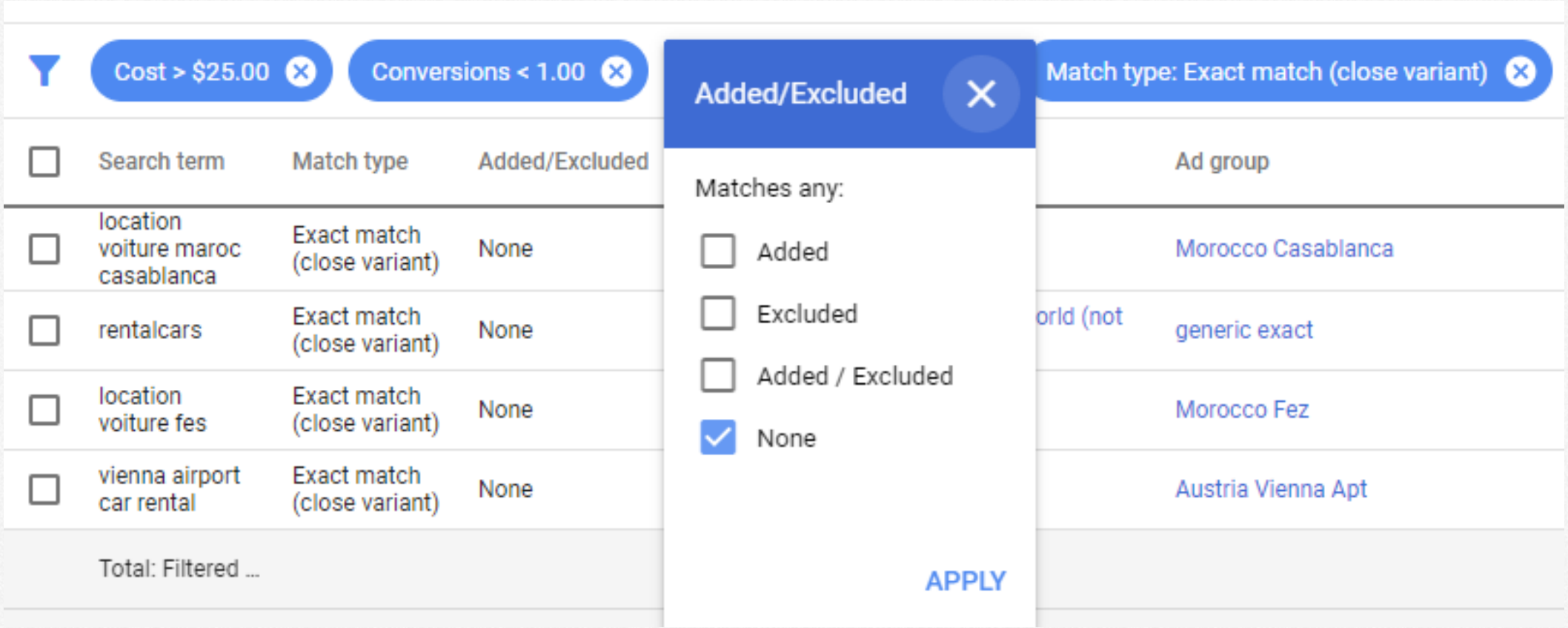
Working with Duplicate Search Terms

Search Term	Adgroup	Add as negative keyword	Relevant keywords	Negative keywords	Ad-keyword pairs	Duplicates count	Cannibalization Rate	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. Top %	Conv.	Cost / Conv.	Conv. rate	Conv. Value	Conv. Value / Cost
Click to see duplicates of: [redacted]						3	42.30%	1,850	20,360			$3,771.32		155.35				
[redacted]	Broad Match Phrase Match Exact Match							1,248	14,308	8.72%	$2.09	$2,606.69	84%	100.95	$25.80	8.10%	7647.00	2.93
								533	5,386	9.90%	$1.96	$1,046.42	78%	47.56	$21.99	8.94%	3883.00	3.71
								69	666	10.36%	$1.71	$118.21	79%	6.84	$17.27	9.92%	614.00	5.2

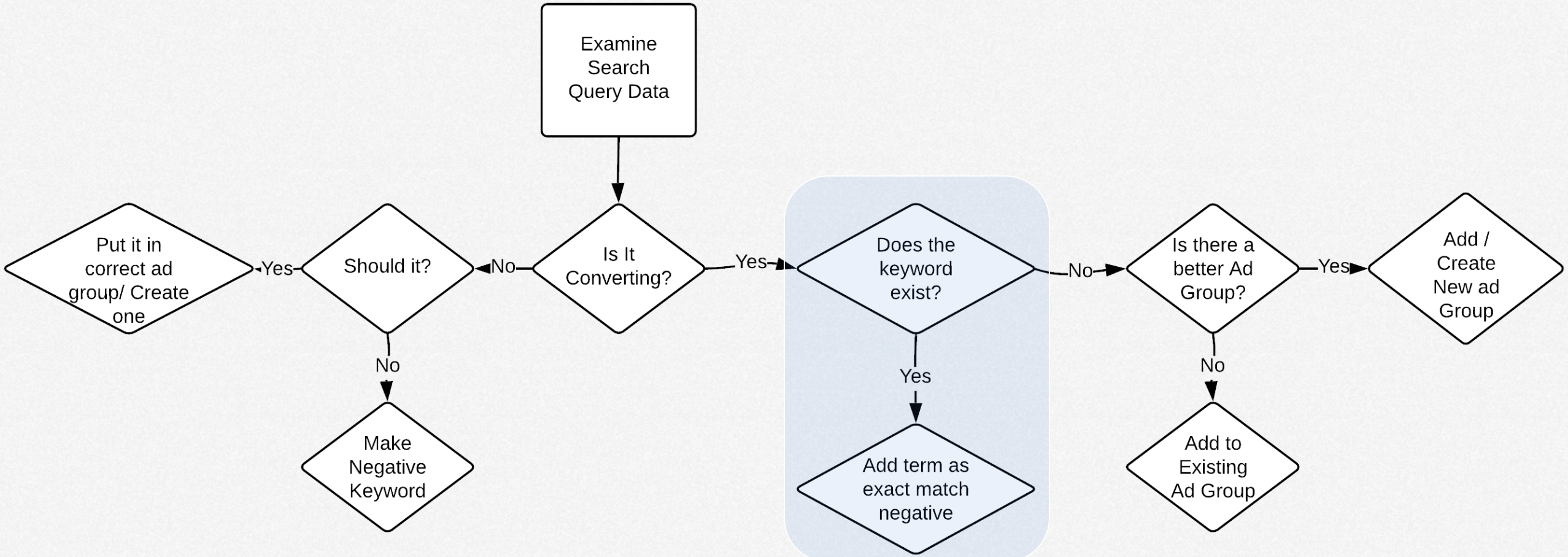
Examine metrics by search term within each ad group

Add exact match negative to the worst preforming ad groups

Search Query Workflow

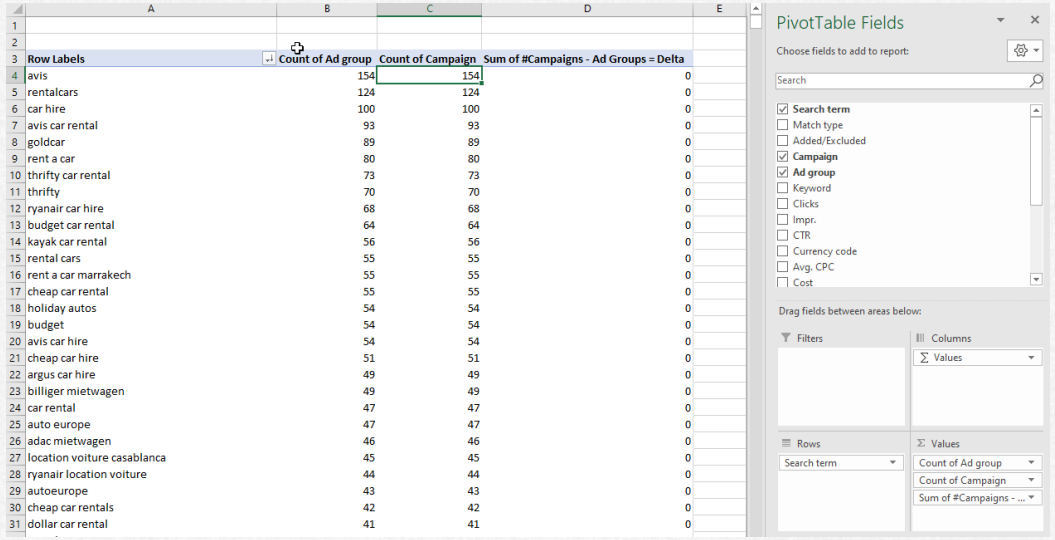


New Search Term Workflow

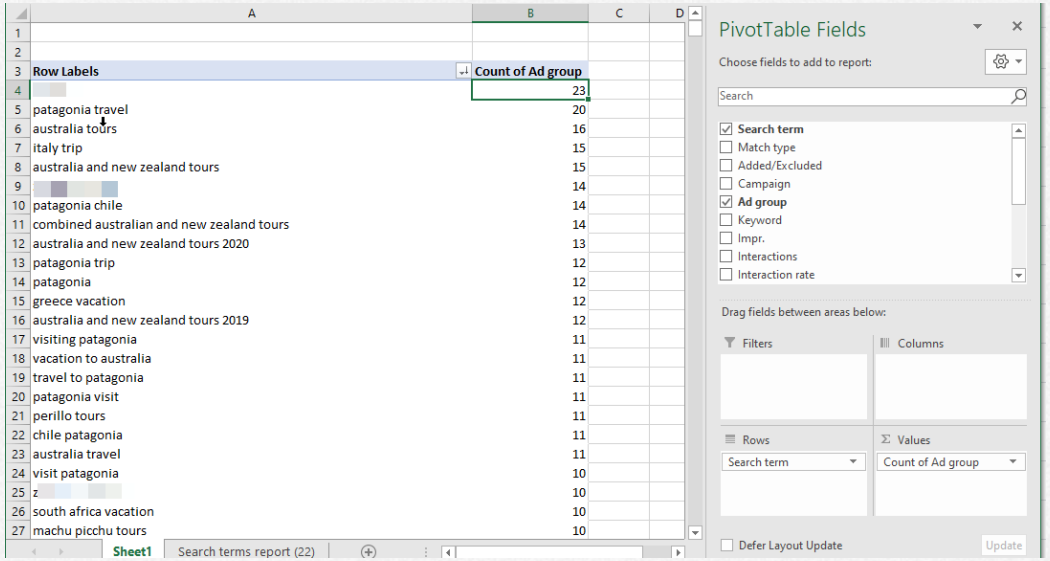


Finding Duplicate Keywords

- Pivot Table analysis is the same as working with duplicate search terms .just change your data from search terms to keywords.



Row Labels	Count of Ad group	Count of Campaign	Sum of #Campaigns - Ad Groups = Delta
avis	154	154	0
rentalcars	124	124	0
car hire	100	100	0
avis car rental	93	93	0
goldcar	89	89	0
rent a car	80	80	0
thrifty car rental	73	73	0
thrifty	70	70	0
ryanair car hire	68	68	0
budget car rental	64	64	0
kayak car rental	56	56	0
rental cars	55	55	0
rent a car marrakech	55	55	0
cheap car rental	55	55	0
holiday autos	54	54	0
budget	54	54	0
avis car hire	54	54	0
cheap car hire	51	51	0
argus car hire	49	49	0
billiger mietwagen	49	49	0
car rental	47	47	0
auto europe	47	47	0
adac mietwagen	46	46	0
location voiture casablanca	45	45	0
ryanair location voiture	44	44	0
autoeurope	43	43	0
cheap car rentals	42	42	0
dollar car rental	41	41	0



Row Labels	Count of Ad group
	23
patagonia travel	20
australia tours	16
italy trip	15
australia and new zealand tours	15
	14
patagonia chile	14
combined australian and new zealand tours	14
australia and new zealand tours 2020	13
patagonia trip	12
patagonia	12
greece vacation	12
australia and new zealand tours 2019	12
visiting patagonia	11
vacation to australia	11
travel to patagonia	11
patagonia visit	11
perillo tours	11
chile patagonia	11
australia travel	11
visit patagonia	10
z	10
south africa vacation	10
machu picchu tours	10

Working with Duplicate Keywords

Keyword	Adgroup	Duplicates count	Cannibalization Rate	Quality score	Quality score weekly change	Expected clickthrough rate	Ad relevance	Landing page experience	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. Top %	Conv.	Cost / Conv.	Conv. rate
Click to see duplicates of:		3	62.94%						2,090	9,990			$9,187.96		303.37		
[redacted]	[redacted]			10	0				1,502	6,131	24.50%	$4.06	$6,095.76	97%	200.12	$30.36	13.38%
[redacted]	[redacted]			9	0				527	3,040	17.34%	$5.39	$2,843.02	98%	100.25	$28.34	19.10%
[redacted]	[redacted]			7	↑ 1				61	819	7.45%	$4.08	$249.18	82%	3.00	$81.17	5.00%

Best CTR

Best Conv. Rate

Quality Score Differences

Pause/remove worst preforming keywords

Organization in the New Match Type World: Campaign Structures

- Google Considers *car hire* & *care rental* the same entity.

Keyword	Ads	CTR	Conv Rate
Hire	**Car Hire**	**2.7%**	**4.21%**
Hire	Car Rental	1.8%	4.15%
Rental	Car Hire	1.7%	4.23%
Rental	**Car Rental**	**2.9%**	**4.30%**

Organization in the New Match Type World: Bidding

Automated Bidding

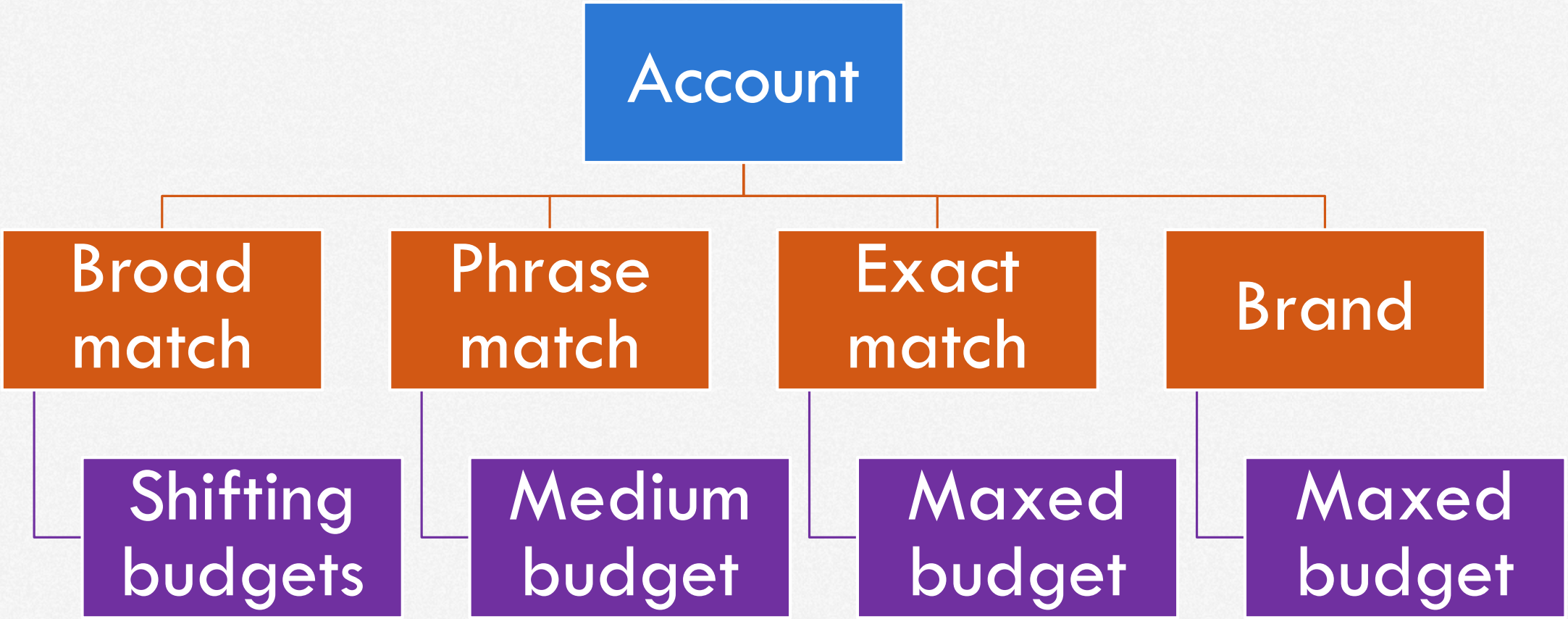
Collapsing ad groups structures to put the same keywords by match type in the same ad group is OK **IF** the ads are the same by match type.

Manual Bidding

If you are bidding at ad group level, splitting by match types & using negatives is still OK.

If you bid by keyword, keep match types in the same ad group.

Organization in the New Match Type World: Budgets



Recap

Match Type Analysis

- Examine YoY data
- Examine close variant vs match type data
- Look at YoY Query Changes by keyword

Duplicate Queries

- None converting: Campaign negative or campaign negative list
- One ad group is best: Exact match negative keywords in other ad groups

Duplicate Keywords

- Examine CTR, conv. Rate, Quality Scores
- Pause the Worse Duplicates

When adding new keywords OR negative keywords

- Check if the keyword already exists
- Check for negative keyword conflicts

Insights across data:

- Levenshtein distance
- N-Grams

Organization:

- Consider campaign negatives that make life easier
- Combine match types in ad groups if:
  - Manual bidding by keyword
  - Using automated bidding
- Keep separate if:
  - Top terms needing attention
  - Manual bidding by ad group

Adalysis

Automate Your PPC To Do List

- Read our blog: Adalysis.com/blog
- Recommendation Engine: Adalysis.com

Best Search Technology of the Year

2018

Best Specialized SEA Tool

2018

Best PPC Management Software Suite

2017

Best PPC Management Software Suite

2016