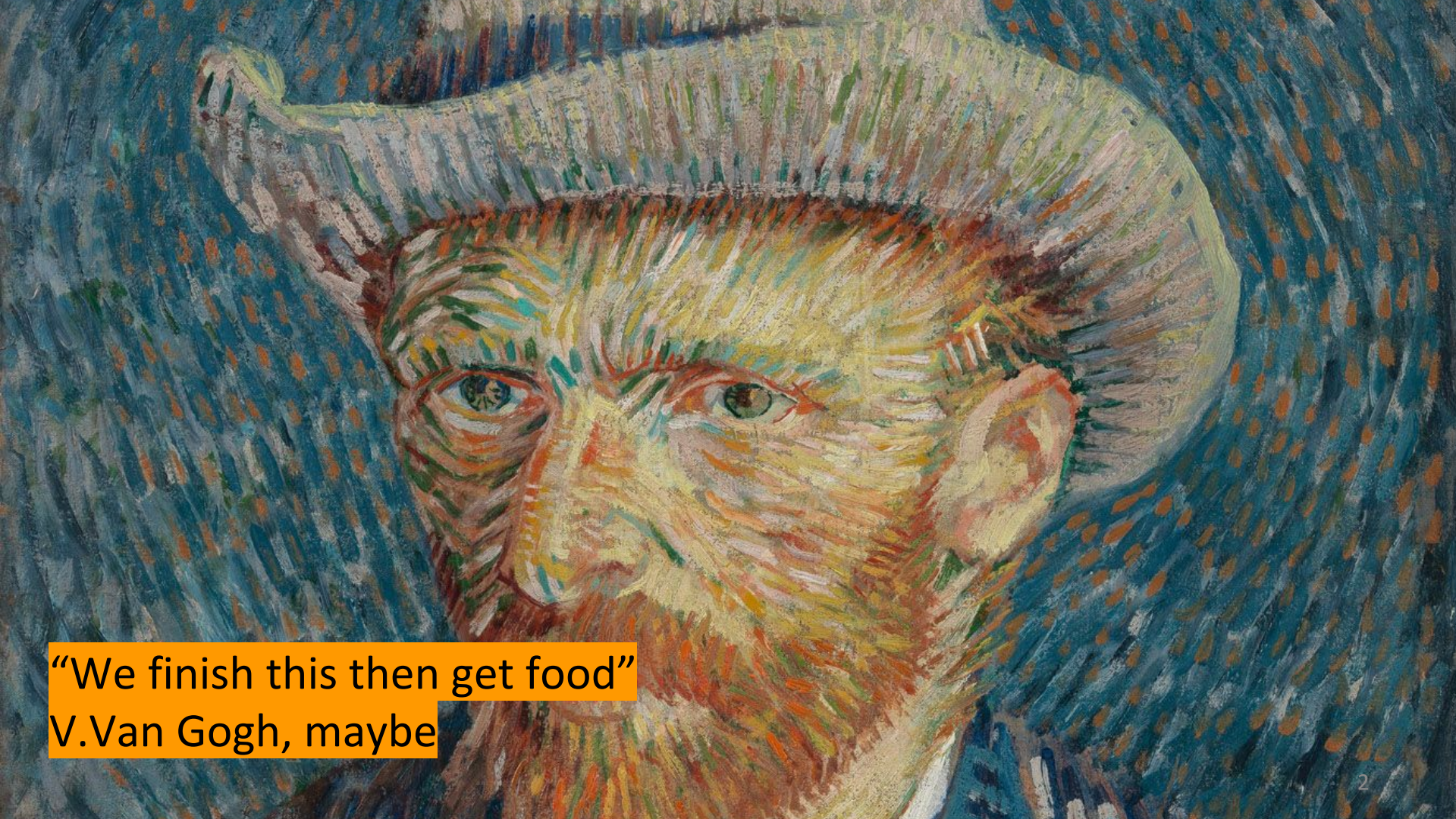




Match-type Mayhem

How to automate your search term report as keyword
close variants cause chaos



“We finish this then get food”
V. Van Gogh, maybe



What do we do?

Digital performance.

That's it.



Tuscany!



Who am I?

- Gianluca Binelli, Managing Director
- 14y experience in online advertising, 6.5y at Google between Dublin, NYC & London
- Managed Quarterly \$XXM in advertising for Google as part of the SEM in-house team that promotes Google's products (in FB, Bing, Google, Linkedin, etc)
- Advisor for Google's own equity fund Capital G
- [Voted 2nd Most Influential PPC Person in 2019](#)
- @ktzstyle



An abstract network diagram consisting of numerous small, light blue circular nodes connected by thin, light blue lines. The nodes are scattered across the entire frame, with a higher density of connections in the center and more isolated nodes towards the edges. The overall effect is a complex, web-like structure.

STR is at the core of optimisation

BIDDING

is automated



AD TESTING
is automated



<https://www.slideshare.net/MartinRtting/erding/debunking-ad-testing>

**...but STR is not
automated
quite yet**



**But WE
have the
solution!**



Keywords

Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service



Get search volume and forecasts

See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future



YOUR PLANS

SHARED PLANS



ADD FILTER



COLUMNS



Plan


Status

Last modified ↓

Forecast period

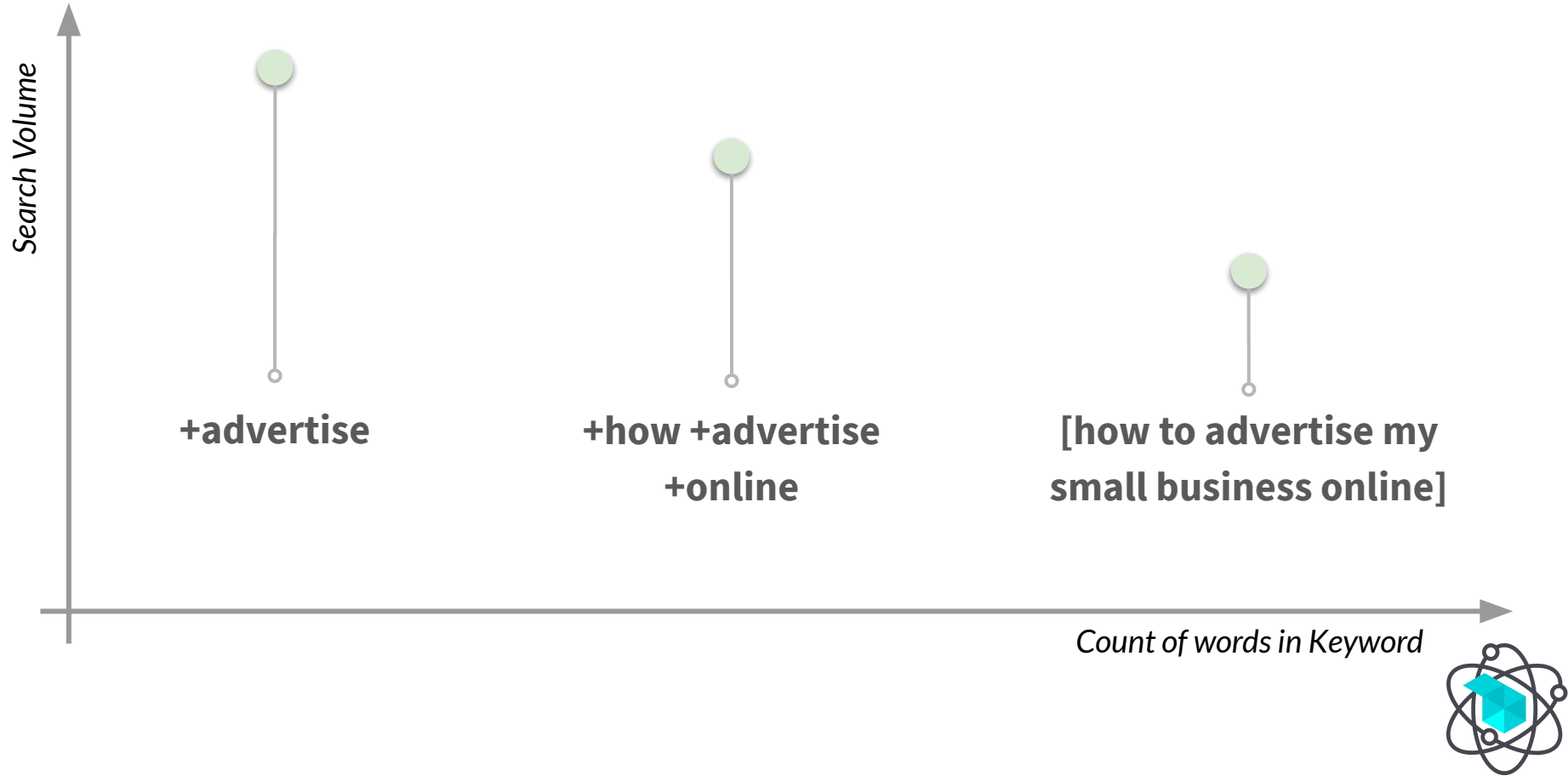
Find new keyword ideas, get search volumes and create a plan

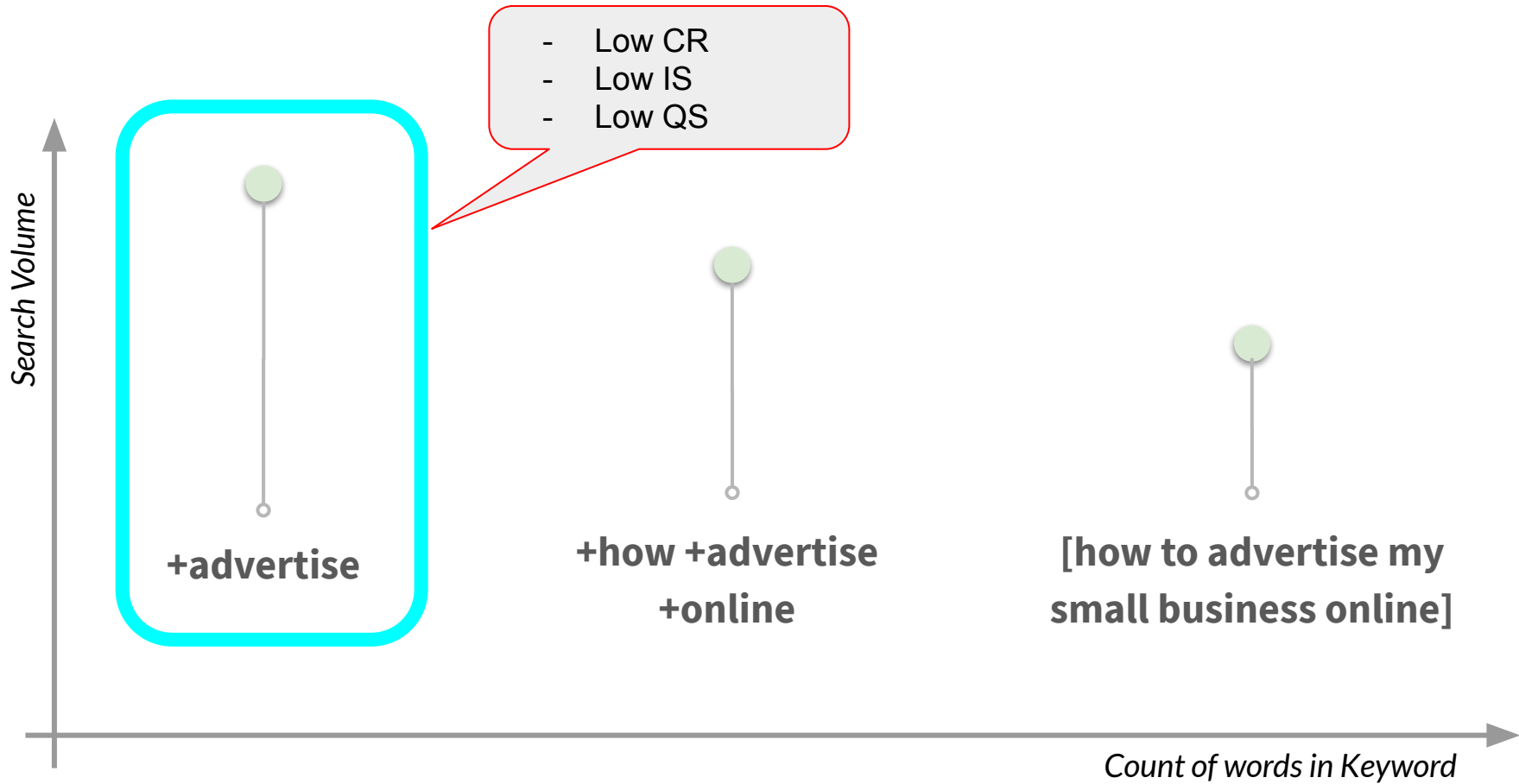
[How to use Keyword Planner](#)

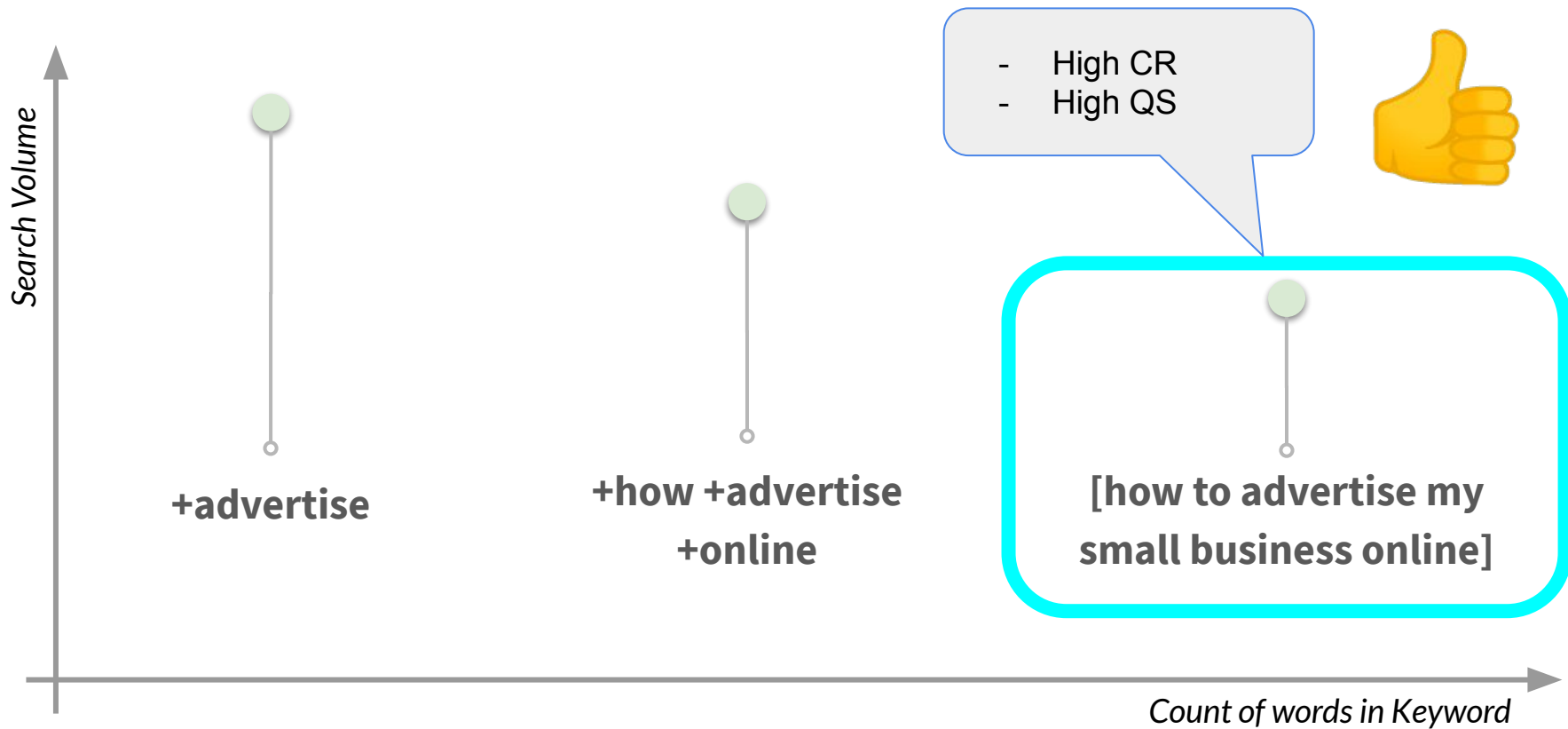
 [New feature announcements](#)



Keywords







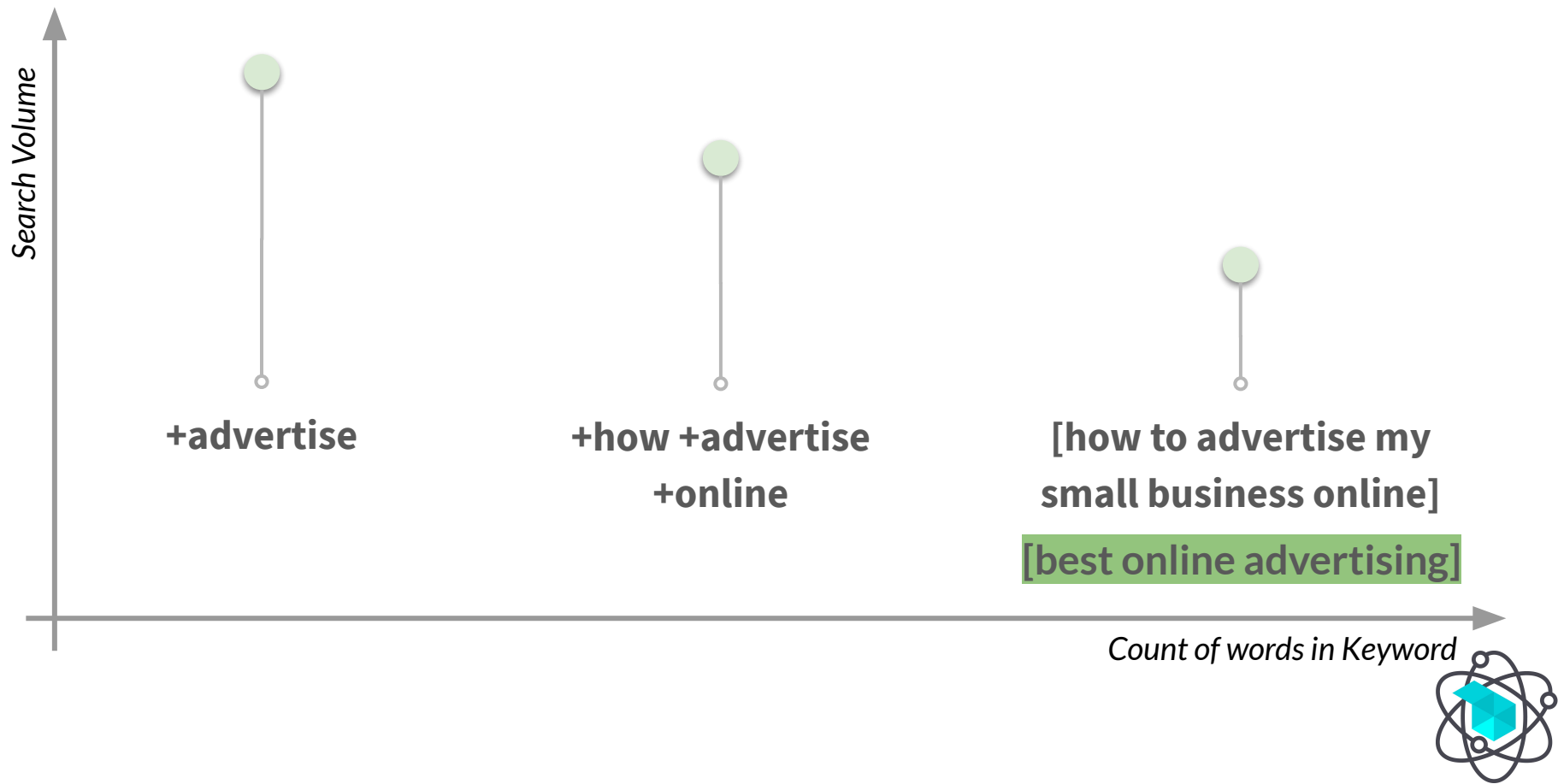


Automating the Search Term Report

	Search term	Match type	Ad status	Campaign	Ad group
	Total: Search terms ?				
Ads & extensions	<input type="checkbox"/> [blurred]	Exact match	✓ Added	[blurred]	EXA_ [blurred]
Videos	<input type="checkbox"/> [blurred]	Broad match	None	[blurred]	BMM_ [blurred]
Landing pages	<input type="checkbox"/> [blurred]	Exact match	✓ Added	[blurred]	[blurred] Exact
Keywords	<input type="checkbox"/> [blurred]	Exact match	✓ Added	[blurred]	EXA_ [blurred]
Audiences	<input type="checkbox"/> [blurred]	Broad match	None	[blurred]	BMM_ [blurred]
Demographics	<input type="checkbox"/> [blurred]	Exact match (close variant)	None	[blurred]	EXA_ [blurred]
Topics	<input type="checkbox"/> [blurred]	Exact match	✓ Added	[blurred]	EXA_ [blurred]
Placements	<input type="checkbox"/> [blurred]	Exact match	✓ Added	[blurred]	EXA_ [blurred]
Settings	<input type="checkbox"/> [blurred]	Exact match	✓ Added	[blurred]	[blurred]
Locations	<input type="checkbox"/> [blurred]	Phrase match (close variant)	None	[blurred]	BMM_ [blurred]
Ad schedule	<input type="checkbox"/> [blurred]	Exact match (close variant)	⊘ Excluded	[blurred]	BMM_ [blurred]



Create New Keywords



The bigger the number of KWs, the better

Keywords

[advertise my website]

[website advertising]

[website marketing]

Search Terms

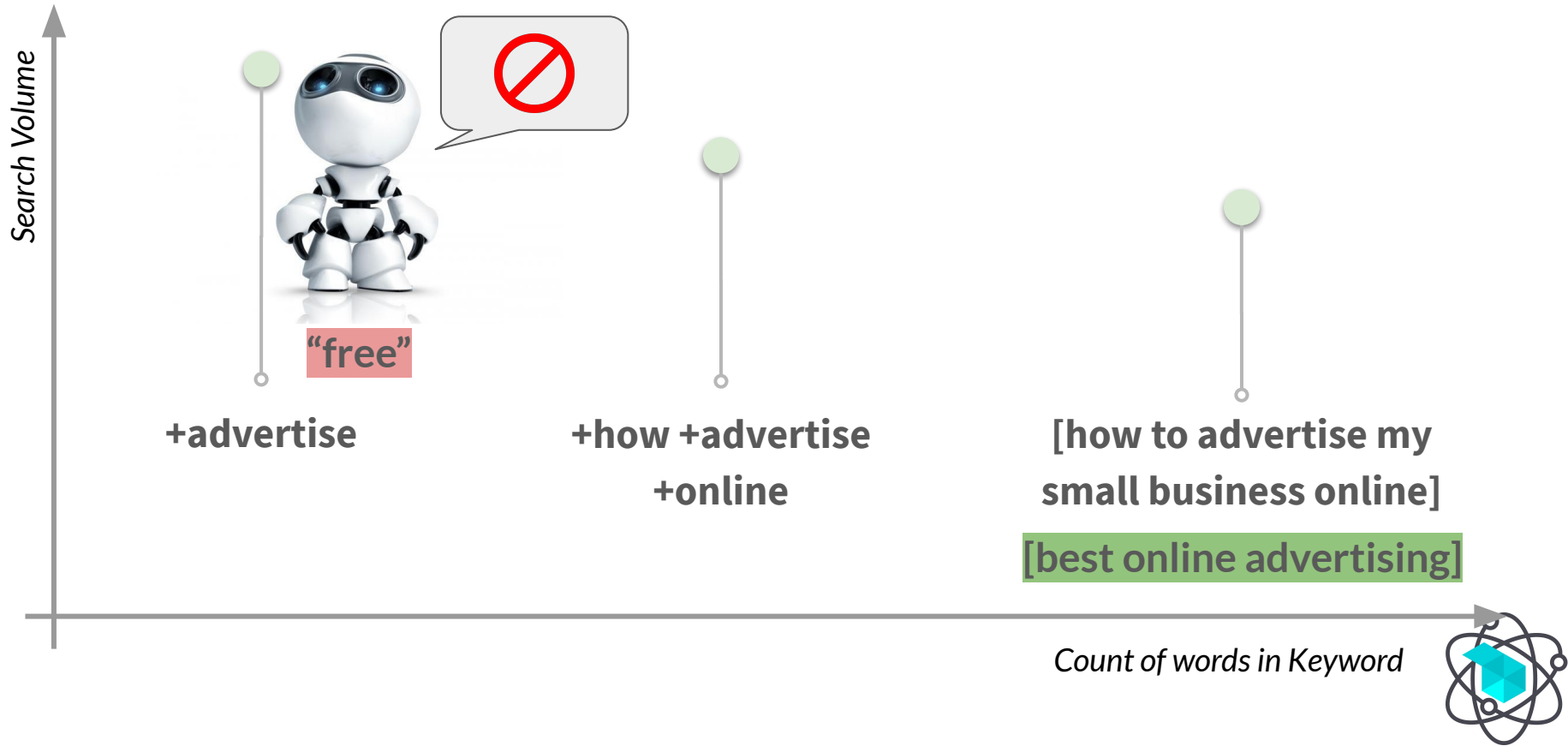
advertise my website

website advertising

website marketing



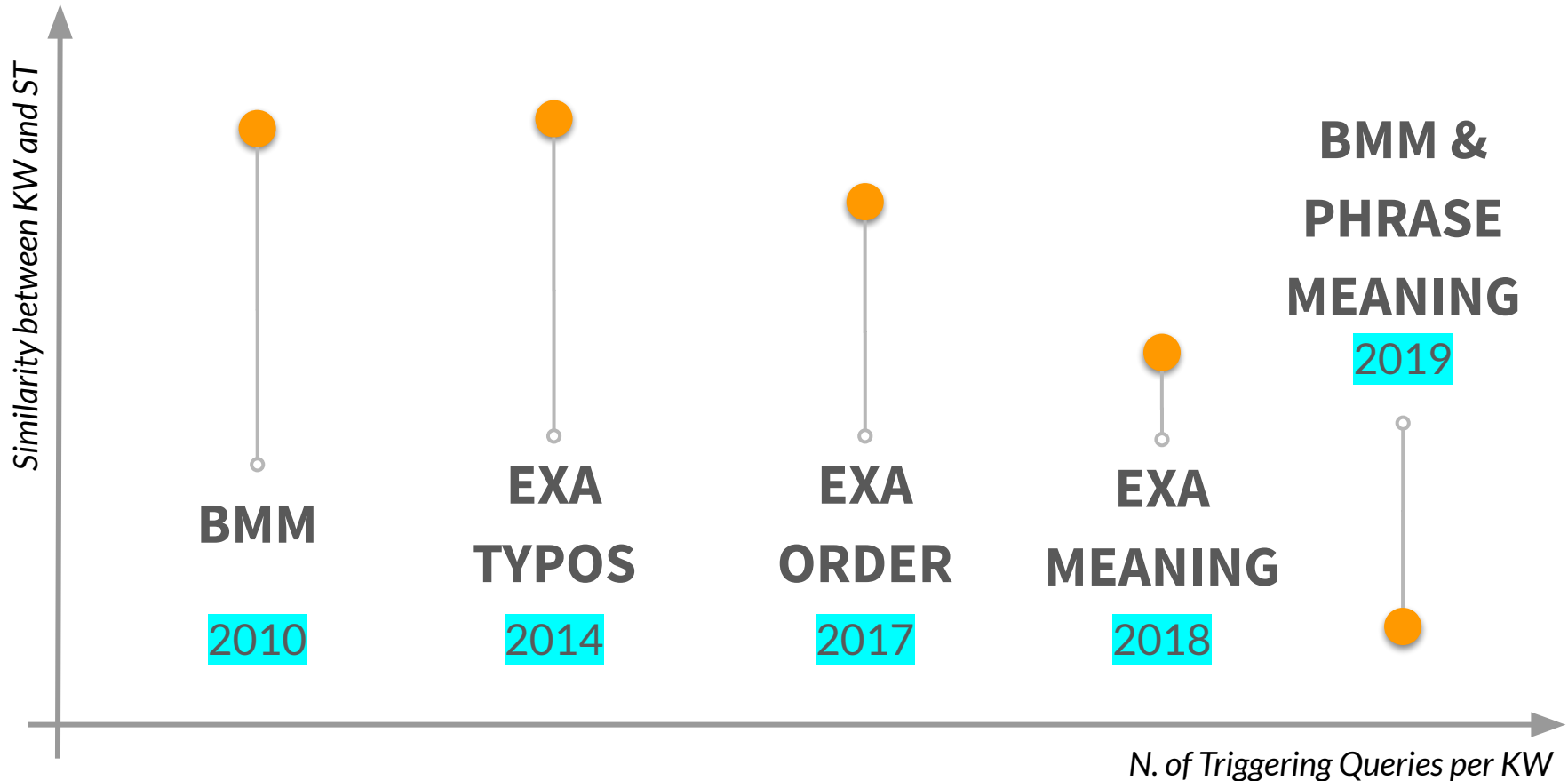
Block bad search terms



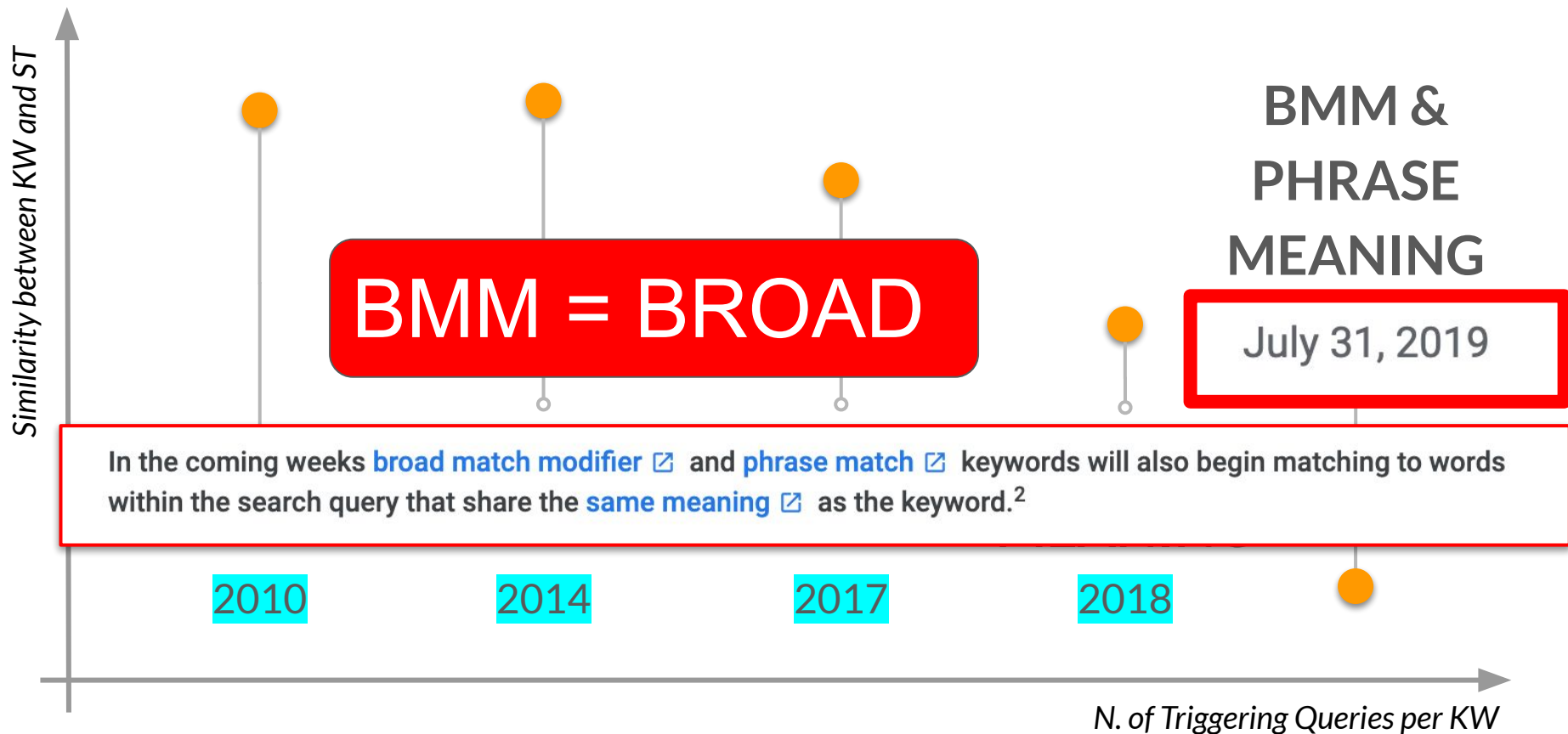


**KEYWORD RESEARCH IS
GETTING HARDER**

Keywords are getting less “matchy”



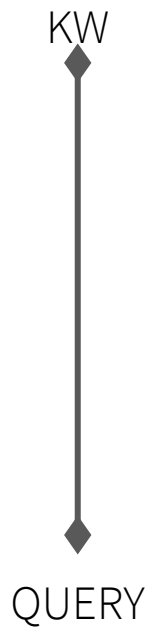
Keywords are getting less “matchy”



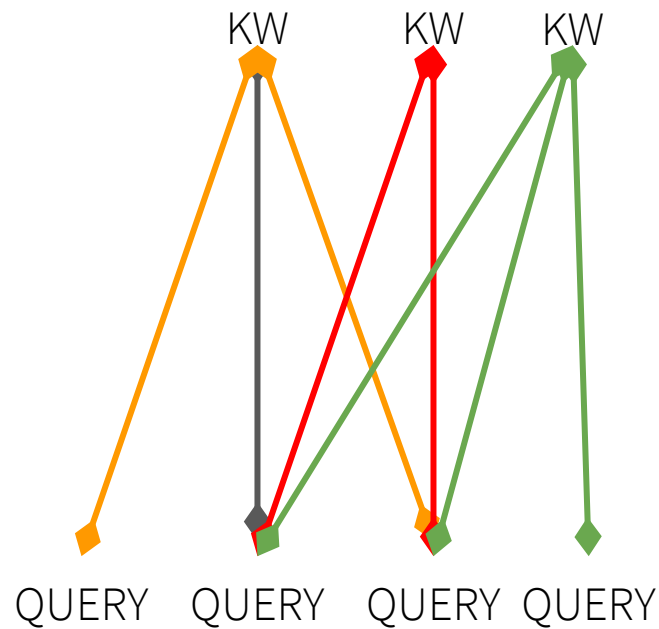
An abstract network diagram consisting of numerous small, light blue circular nodes connected by thin, light blue lines. The nodes are scattered across the entire frame, with a higher density of connections in the center and more isolated nodes towards the edges. The lines vary in length and orientation, creating a complex, web-like structure.

Keywords are about to get much less
“matchy”

Before



Now



This used to be a good plan

Keywords

[advertise my website]

[website advertising]

[website marketing]

Search Terms

advertise my website

website advertising

website marketing



Less so now

[website advertising]

[website marketing]

Keywords

[advertise my website]

Search Terms

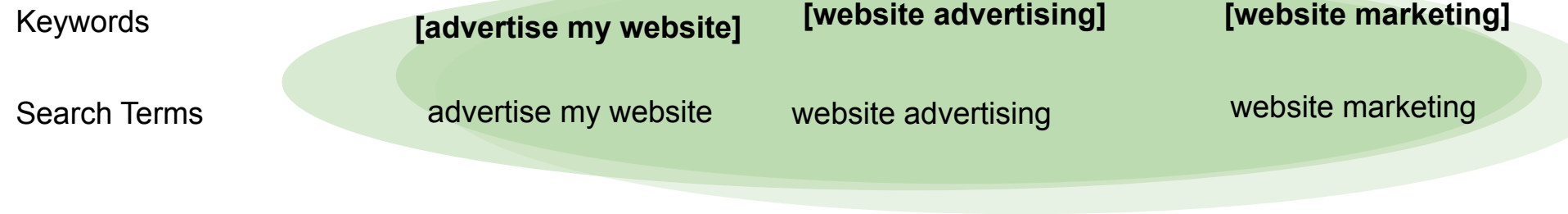
advertise my website

website advertising

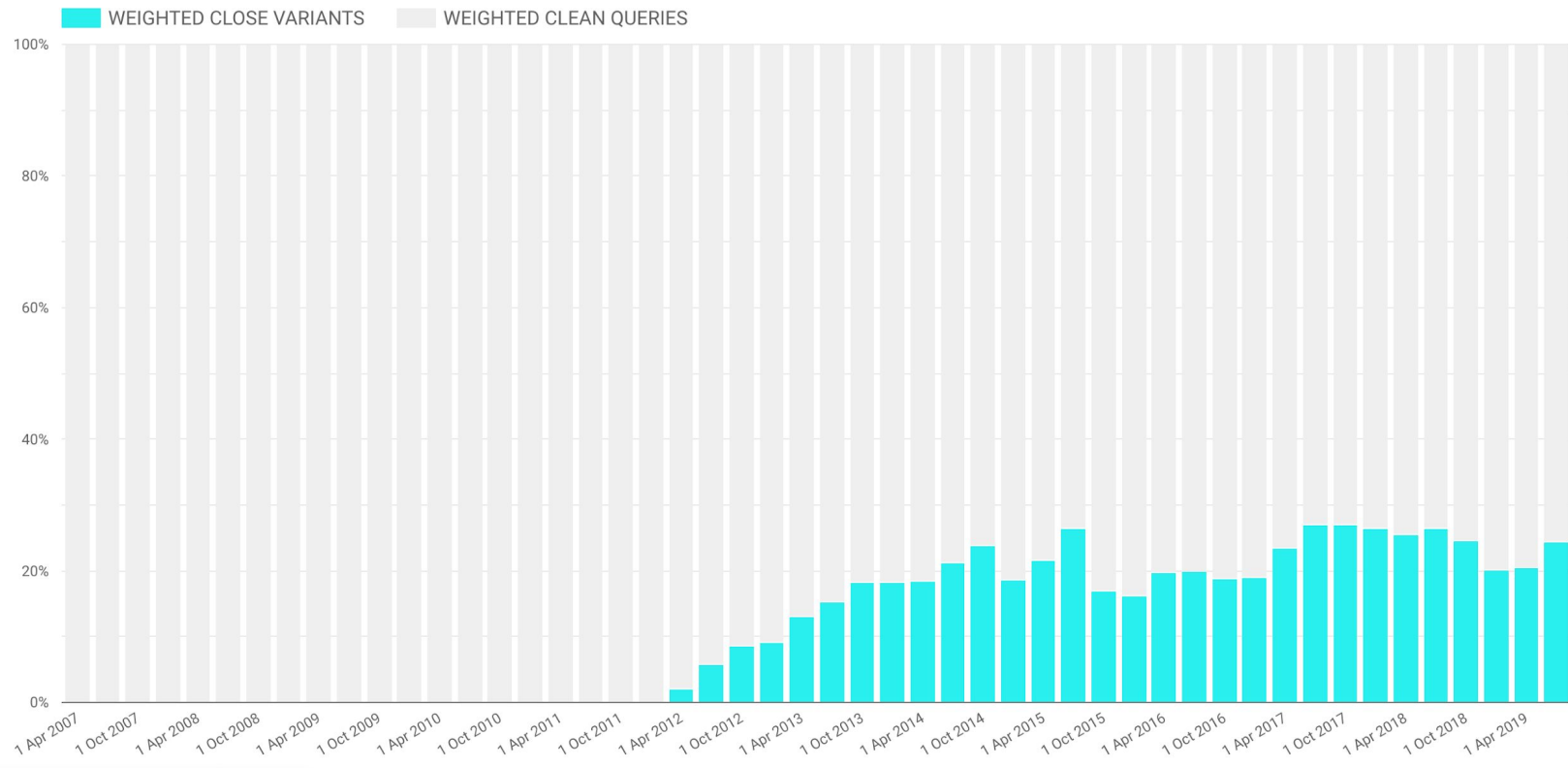
website marketing



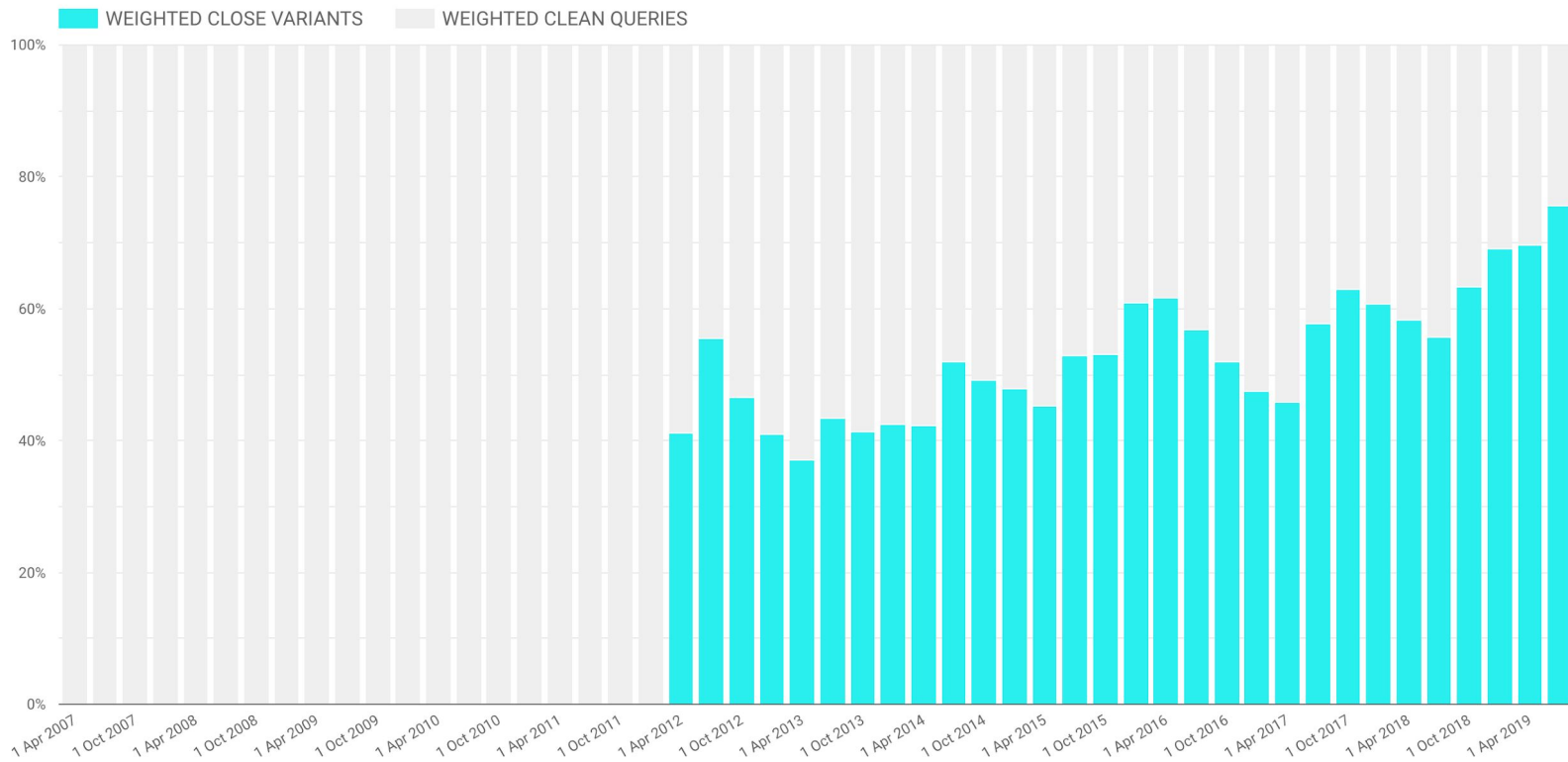
So, actually more like this



BROAD Match Type Dispersion is Growing



But Especially for EXACT Match Type





NOISE INCREASE

Dispersion



Dispersion Index

Identify queries triggering certain keywords that are not *containing* the initial keyword

$$DI = \frac{\text{SUM OF IMPRESSIONS} \\ \text{from Queries not containing the initial KW}}{\text{TOTAL KW IMPRESSIONS}}$$



Dispersion Index

1000

100

CAR

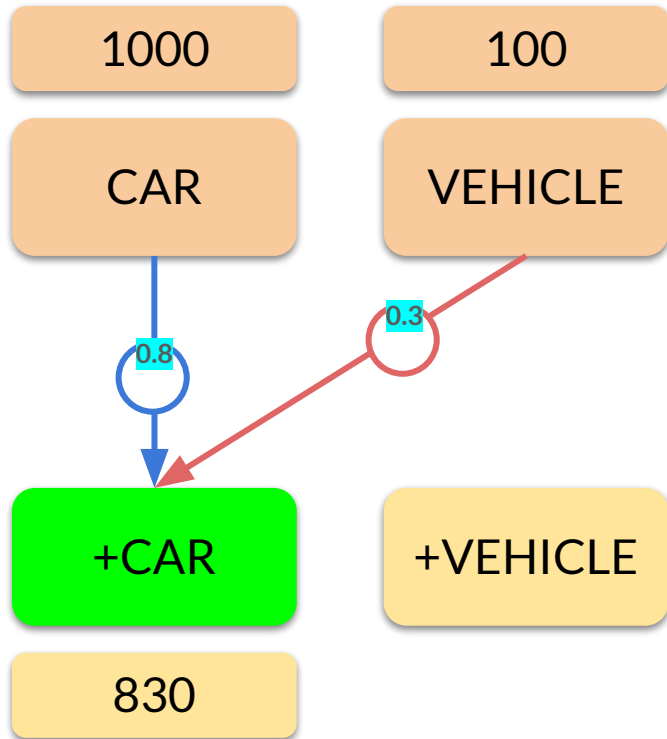
VEHICLE

+CAR

+VEHICLE



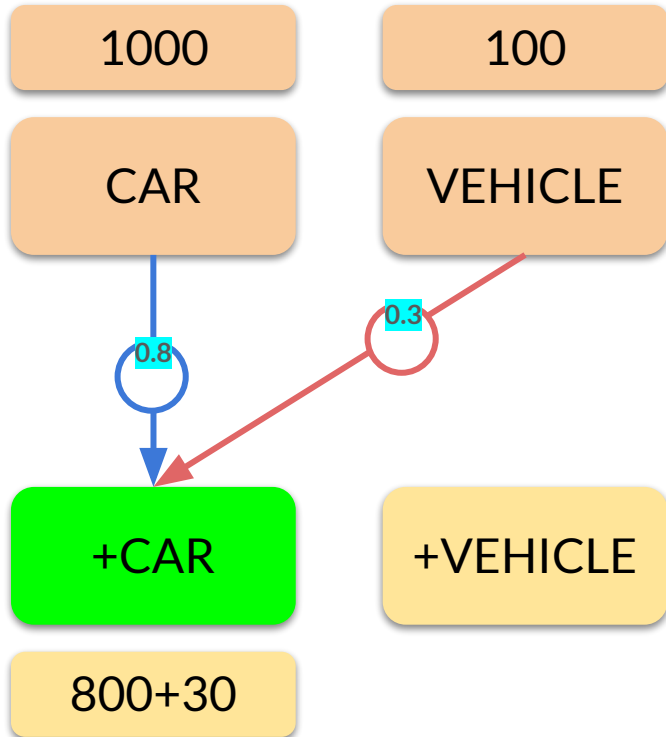
Dispersion Index



a) +CAR Tot Impressions = **830**



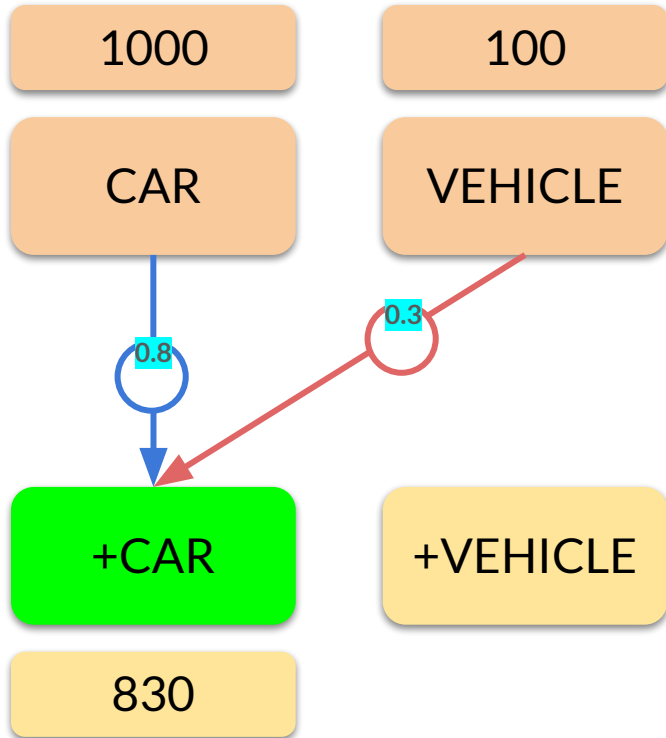
Dispersion Index



- a) **+CAR Tot Impressions = 830**
- b) Impressions from Queries not containing the keyword + CAR = **30**



Dispersion Index



- a) +CAR Tot Impressions = **830**
- b) Impressions from Queries not containing the keyword + CAR = **30**
- c) $DI_{+CAR} = 30/830 = 3.6\%$



Cannibalization

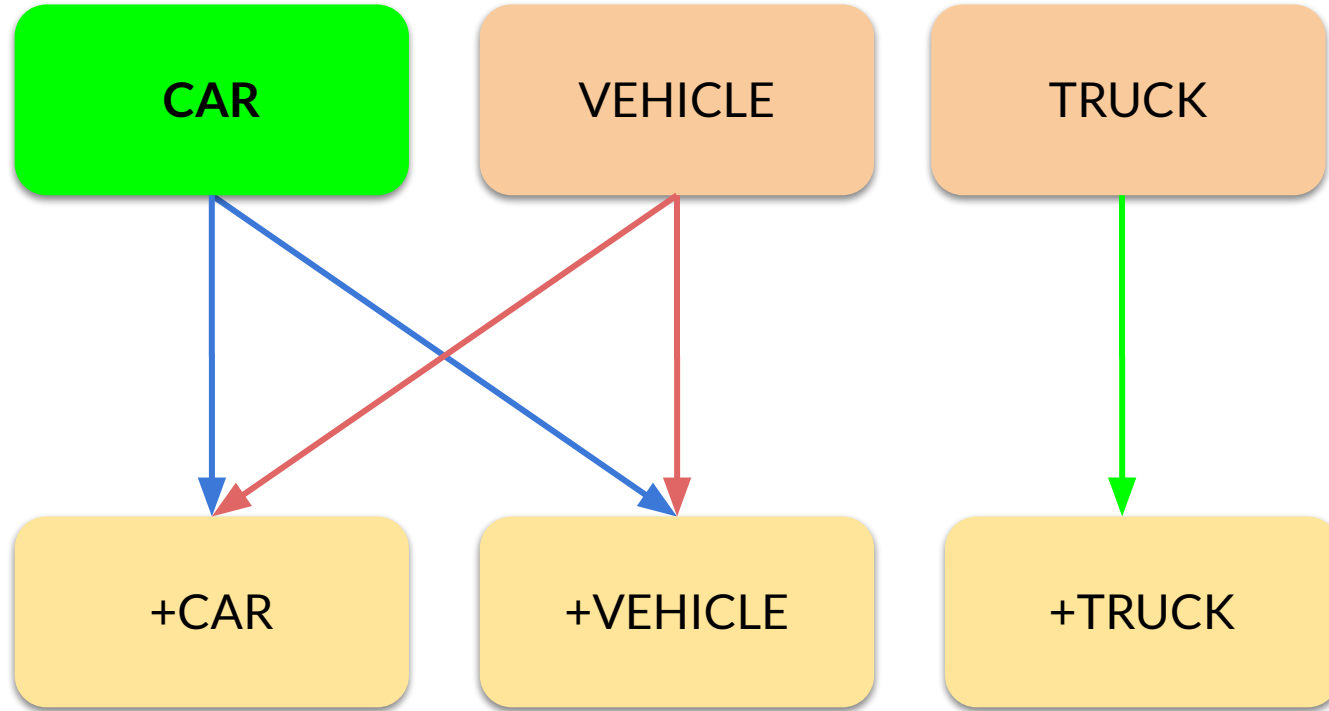


Cannibalization Index

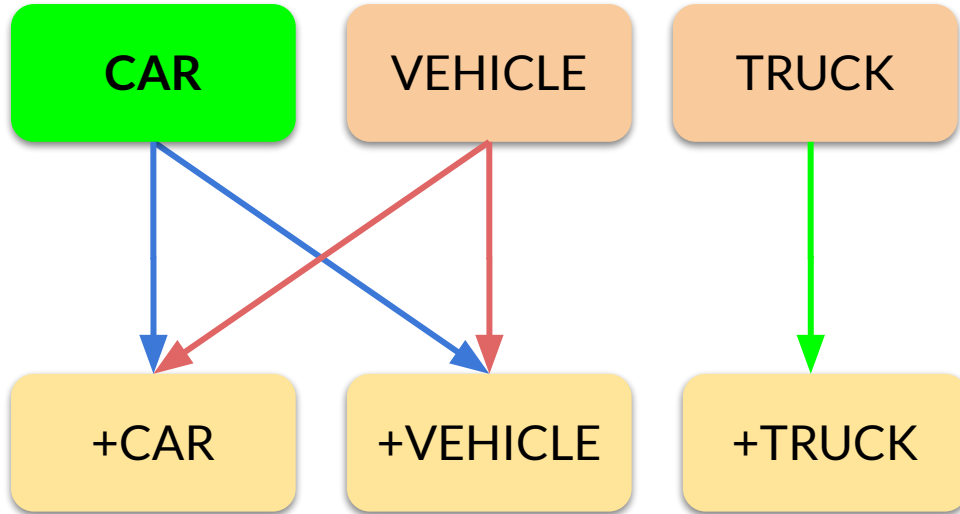
Identify the frequency of a certain query is triggering different Keywords

$$CI = \frac{\text{COUNT Keywords triggered by the same Query}}{\text{COUNT TOT KWs}}$$

Cannibalization Index

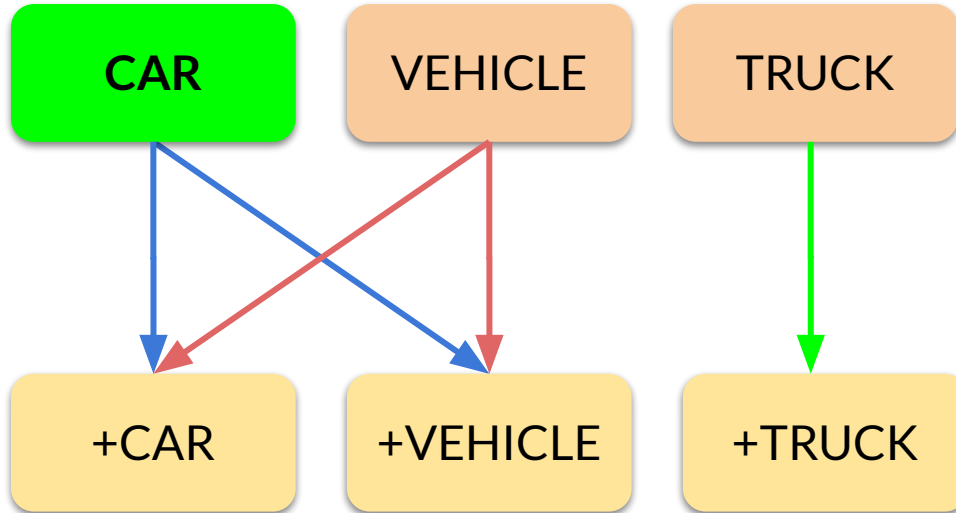


Cannibalization Index



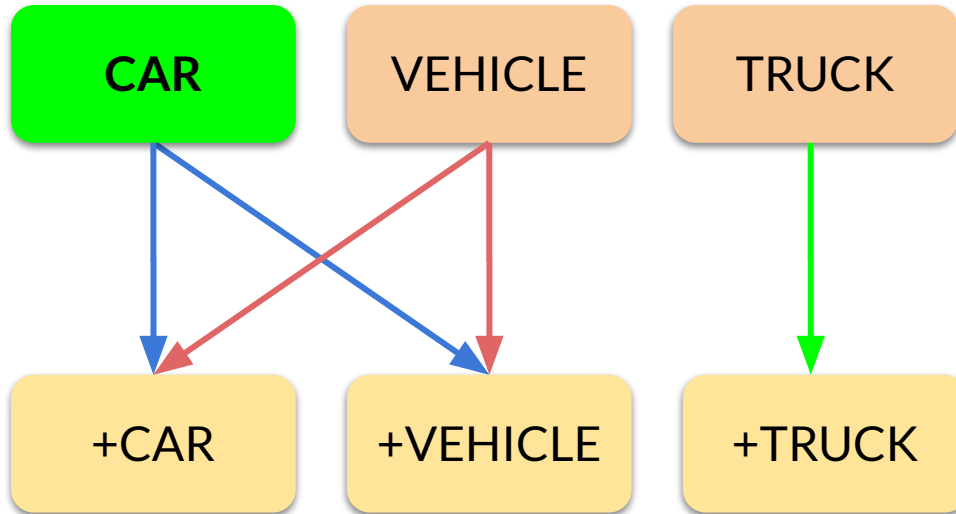
a) COUNT Keywords triggered by the same CAR = **2**

Cannibalization Index



- a) COUNT Keywords triggered by the same CAR = **2**
- b) COUNT TOT KW = **3**

Cannibalization Index

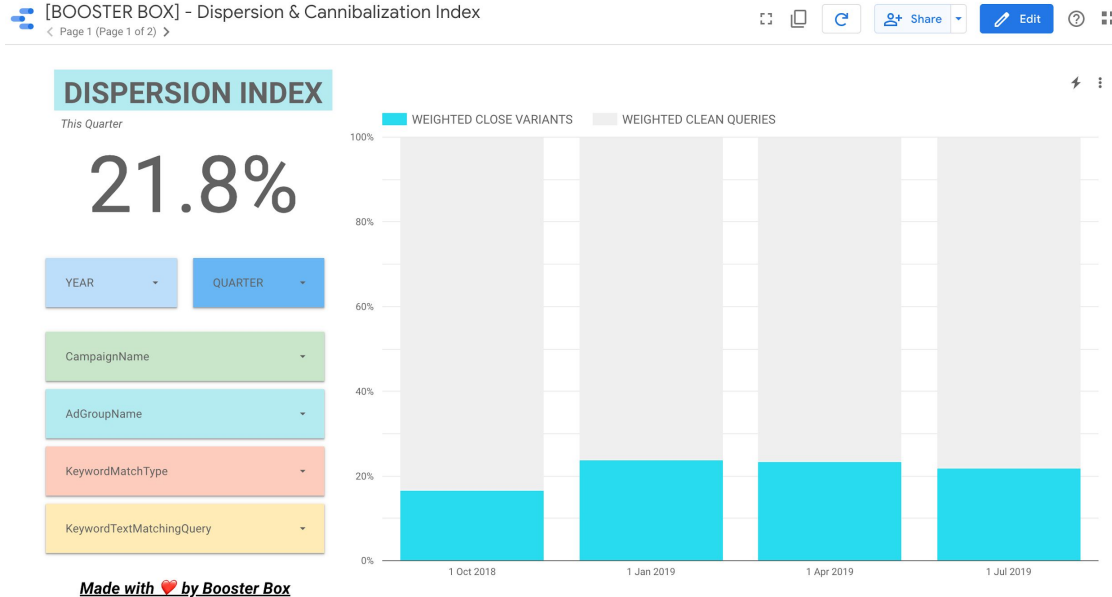


a) COUNT Keywords triggered by the same CAR = **2**

b) COUNT TOT KW = **3**

c) $CI_{CAR} = 2/3 = 67\%$

Discover Your Account Noise Level!



www.boosterboxdigital.com/super-secret-scripts





How to automate the fixing of Match types: Send Search Terms to the Right Keyword

Misplaced Queries

A Query can be considered Misplaced when a **“Closer” Ad Group for the same Query already exists** in the Account

Simple version

- Query \neq Triggered KW & Triggered KW Variations
- Query = KW Account Variations (NLTK)
- Triggered Ad Group \neq Matched Ad Group
- Query \neq Triggered Ad Group KWs
- Query \neq Negative Matched Ad Group KW



Match-Misplaced

- Find the best matching keyword for each search term
- Add negative keywords to triggered ad group
- Search engine in reverse



Dispersion

Search Term

Online marketing

Triggered Keyword

[online advertising]



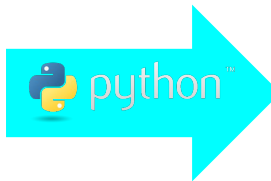
Dispersion

Search Term

Online marketing

Triggered Keyword

[online advertising]



Best Matching Keyword

[marketing online]

- ✓ Contains all word roots
- ✓ Word order doesn't matter
- ✓ Ignore stop words



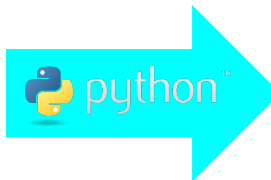
“best match keyword” - “triggered keyword” = suggested negatives

Search Term

Online marketing

Triggered Keyword

[online advertising]



Best Matching Keyword

[marketing online]

Suggested Negatives

“Marketing”

“Advertising”



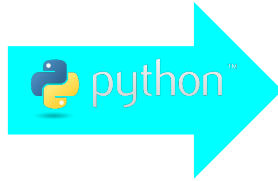
Possible Keywords Triggered

Search Term

How to do online business advertising

Triggered Keyword

+advertise



All of the keyword word roots are contained in the search term

Possible Keywords

+advertise
+advertise +online
+advertise +business
+how +advertise
+how +advertise +online
+business +advertise +online



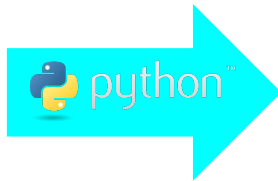
Longest Keyword

Search Term

How to do online business advertising

Triggered Keyword

+advertise



Highest word count

Possible Keywords

+advertise
+advertise +online
+advertise +business
+how +advertise
+how +advertise +online
+business +advertise +online



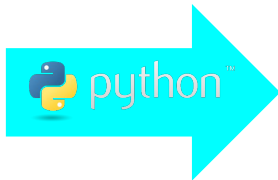
Rarest keyword

Search Term

How to do online business advertising

Triggered Keyword

+advertise



Lowest count of word in
active keywords

Longest Keywords

+how +advertise +online

+business +advertise +online



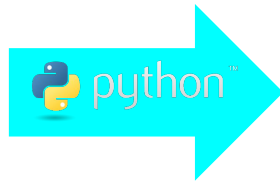
“best match keyword” - “triggered keyword”= suggested negatives

Search Term

How to do online business advertising

Triggered Keyword

+advertise



Best Matching Keyword

+business +advertise +online

Suggested Negatives

“Business”

“online”



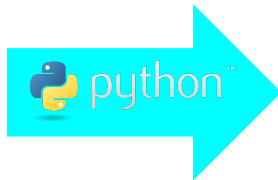
Use the rarer keyword

Search Term

How to do online business advertising

Triggered Keyword

+advertise



Best Matching Keyword

+business +advertise +online

Suggested Negatives

"business"

"online"



Add a negative

Search Term

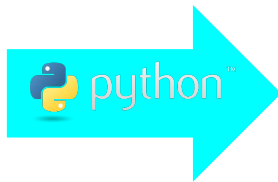
How to do online business advertising

Triggered Keyword

+advertise

Added Negative

“business”



Best Matching Keyword

+business +advertise +online



We need good keyword coverage otherwise we will loose volume

Search Term

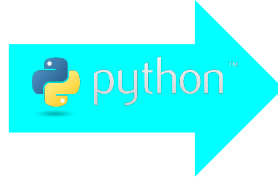
How to do online business advertising

Triggered Keyword

+advertise

Added Negative

"business"



Best Matching Keyword

+business +advertise +online

Other Keyword needed

+advertise +business



An abstract network diagram with numerous small, light blue circular nodes connected by thin, light blue lines. The nodes are scattered across the entire frame, with a higher density of connections in the center and right side, creating a complex web-like structure. The background is a solid, vibrant blue.

How to automate the fixing of Match types: Find Patterns with N-Grams

n-Gram

STR

how to do online advertising

how to advertise online

online advertising

how to advertise

ad online



n-Gram

STR

how to do online advertising

how to advertise online

online advertising

how to advertise

ad online



n-Gram

STR

how to do online advertising

how to advertise online

online advertising

how to advertise

ad online

UNIGRAM

how (3)

to (3)

online (4)

advertising (2)

...



n-Gram

STR

how to do online advertising

how to advertise online

online advertising

how to advertise

ad online

UNIGRAM

how (3)

to (3)

do (1)

online (4)

advertising (2)

...

BIGRAM

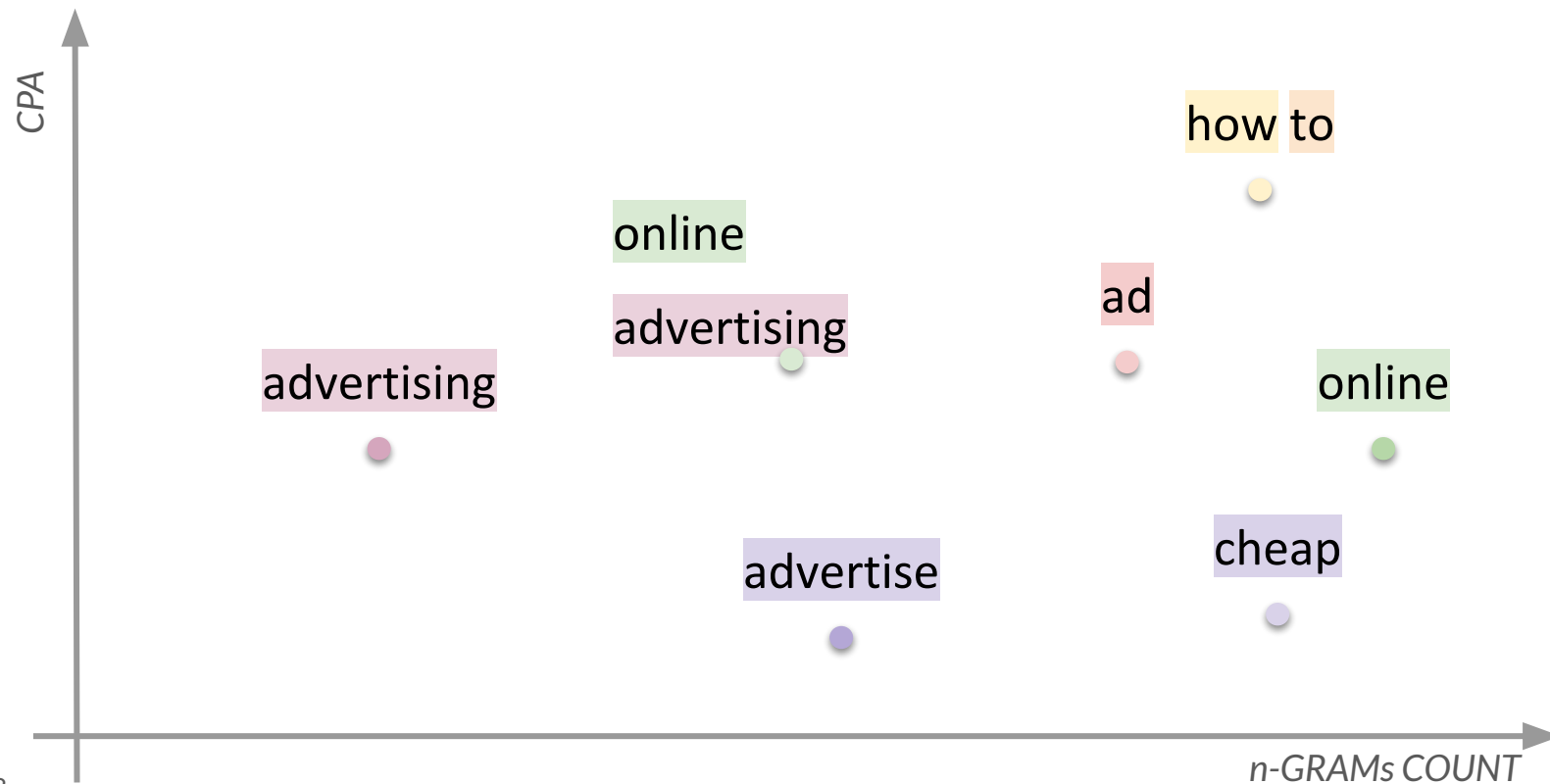
how to (3)

online advertising (2)

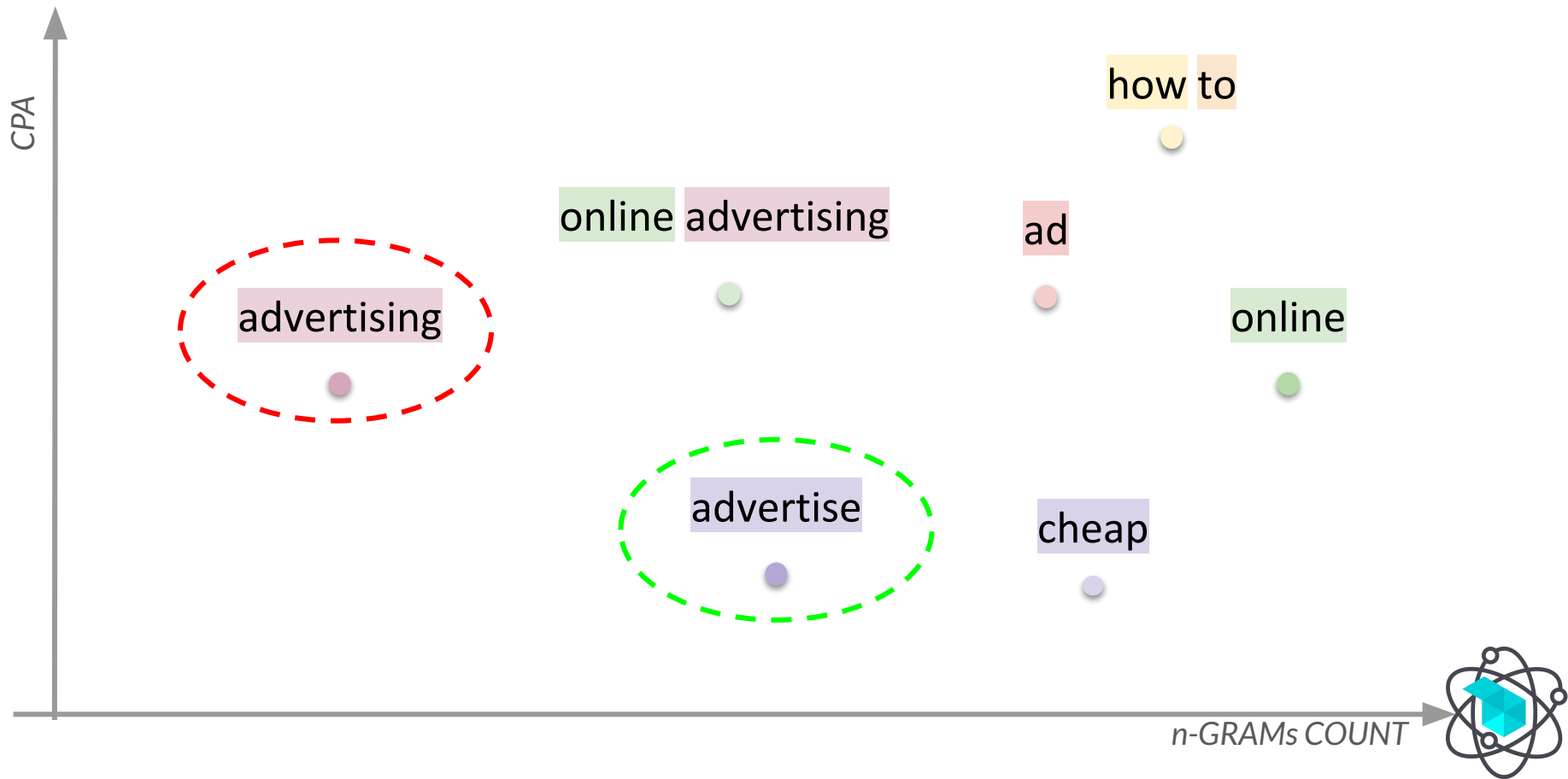
...



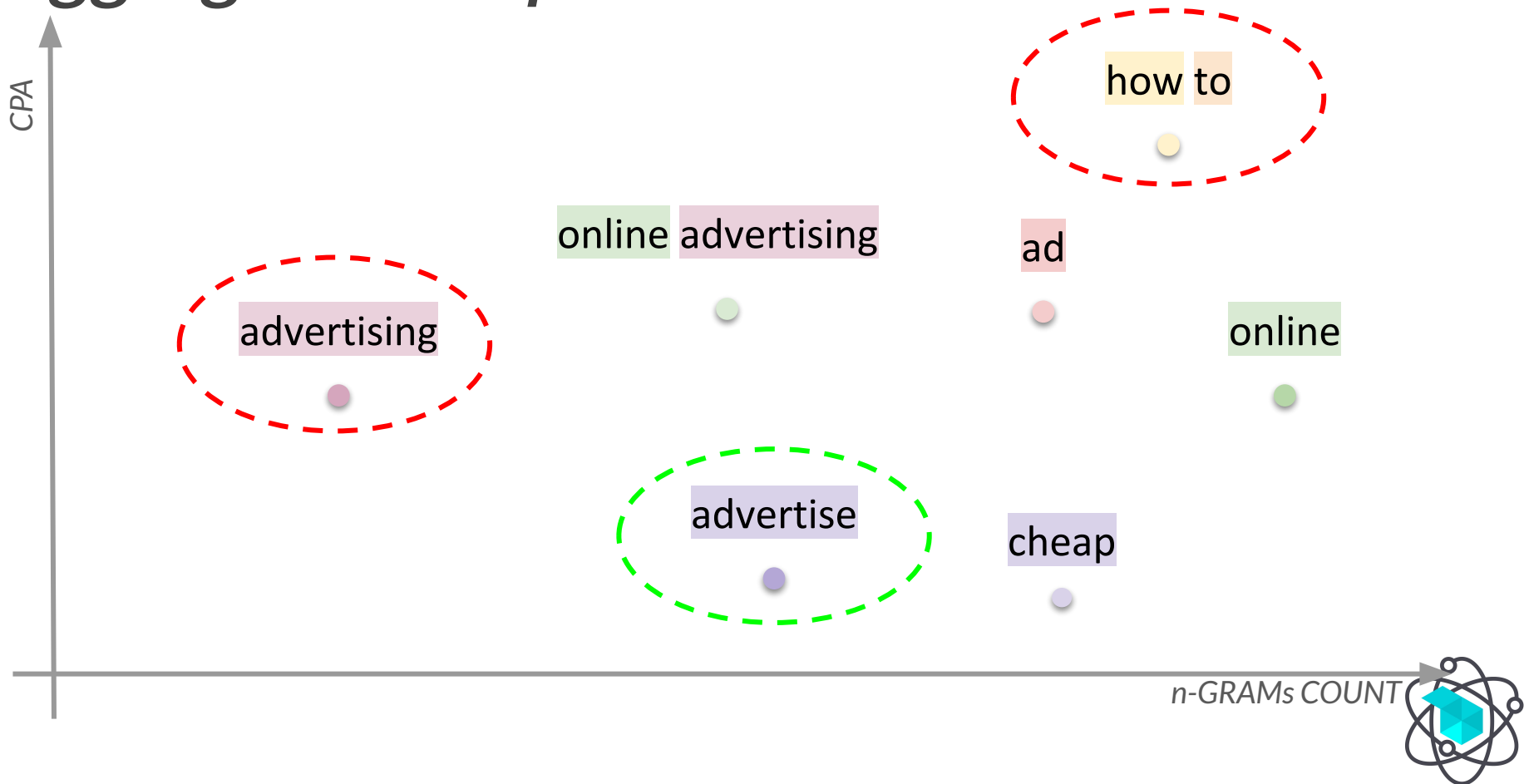
Aggregate et Impera



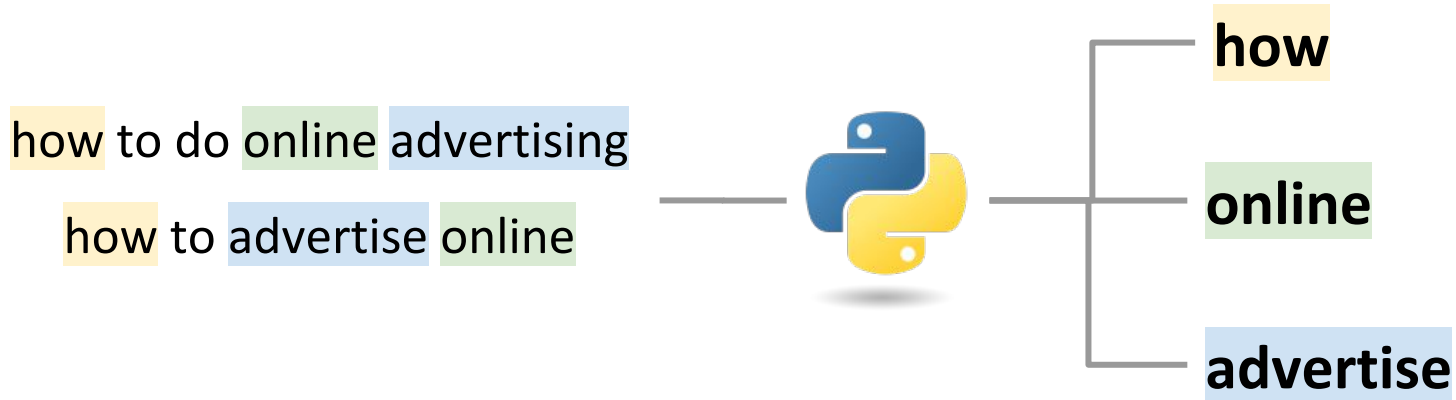
Aggregate et Impera



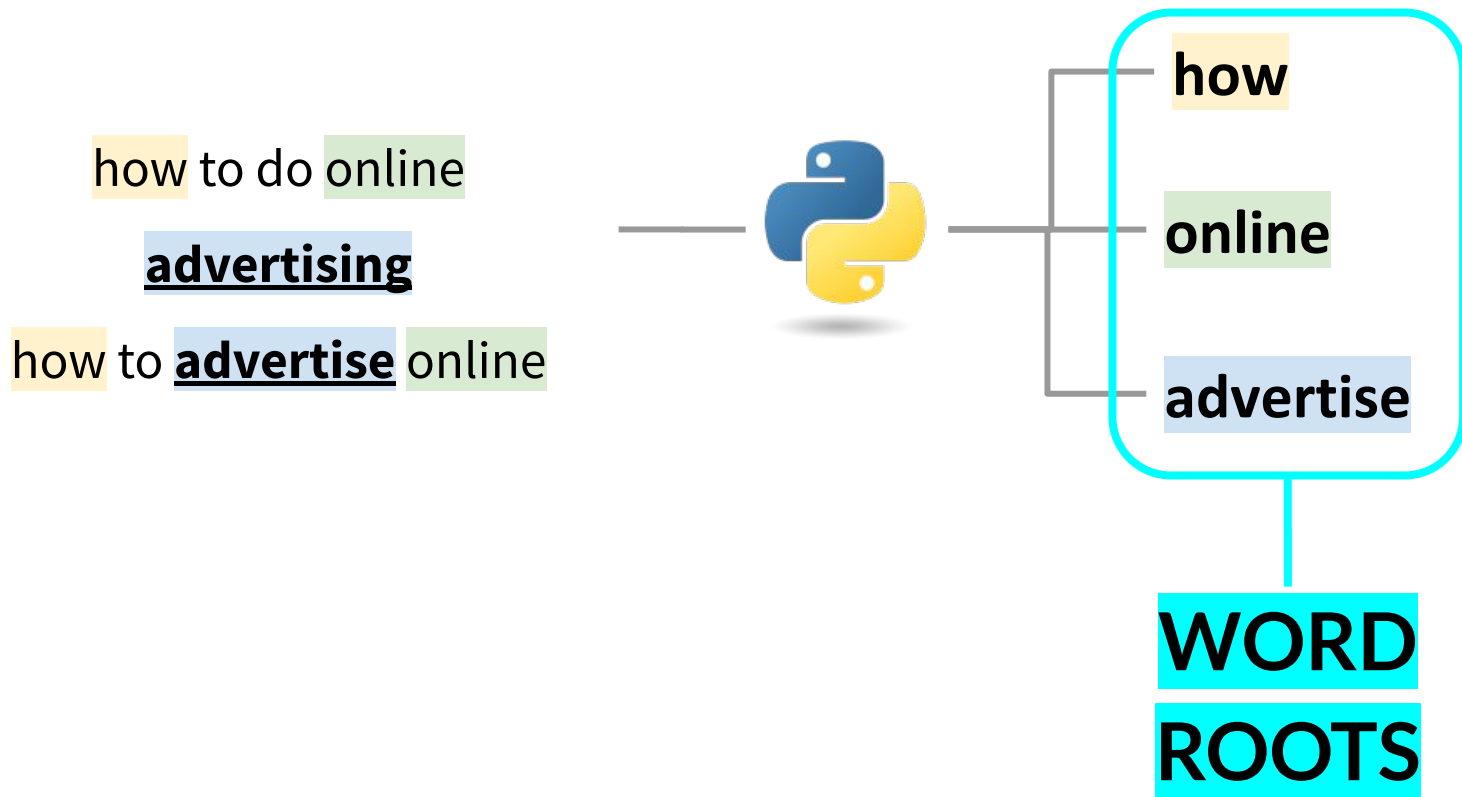
Aggregate et Impera



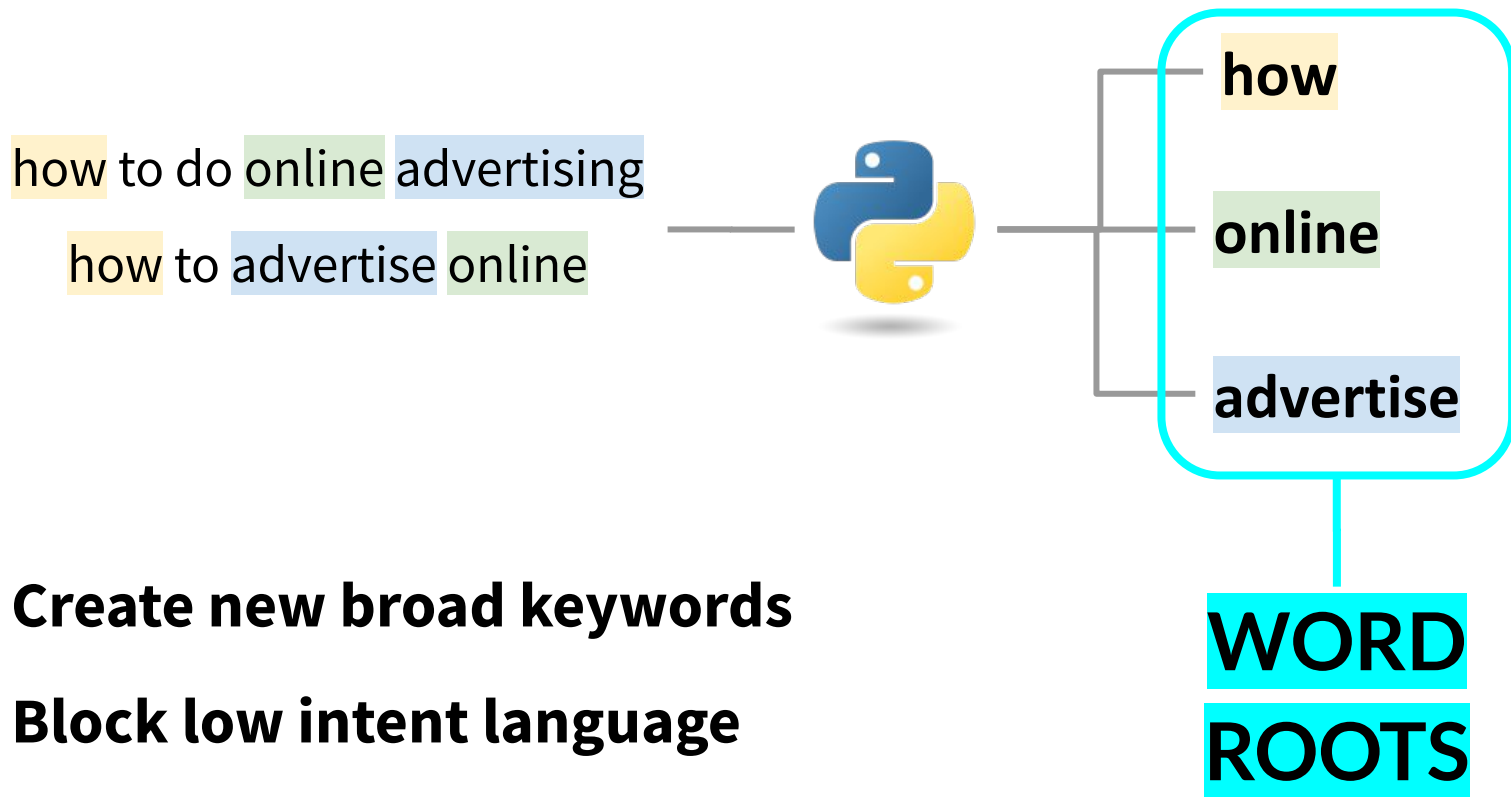
Smarter than n-Gram...Smart n-Gram



Smarter than n-Gram...Smart n-Gram



Smarter than n-Gram...Smart n-Gram



Aggregate et Impera



Summing Up



1. Match types are changing

- a. **Dispersion:** More close variants are appearing in the STR
- b. **Cannibalisation:** Search Terms are triggering multiple keywords
- c. We can measure how this has changed over time

2. We can automate some fixes

- a. Is there a keyword that includes all the words of the keywords?
- b. Is there a keyword that matches more of the words in the keyword?
- c. Find patterns using N-gram analysis





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