

Google AdWords: making it work

- lower costs, better results -

www.SoftwarePromotions.com

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上海 2010



Who is Dave Collins?



ADWORDS™
.....
QUALIFIED
INDIVIDUAL
.....



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QUALIFIED
COMPANY
.....

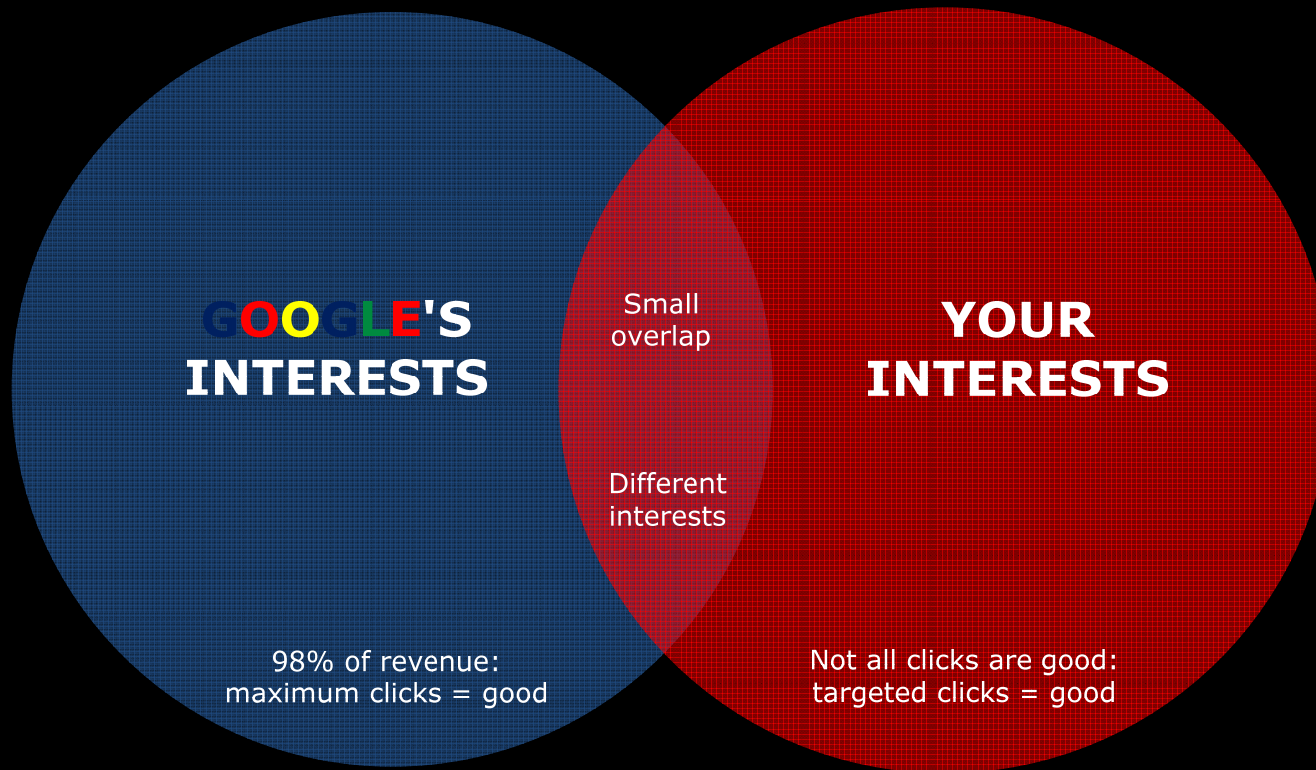


AdWords Reality



Google
AdWords

Google vs. Advertisers



Google vs. Advertisers

Good Ad
A good ad.
It works well.
Good-ad.com

\$1

Bad Ad
A bad ad.
Doesn't work.
Bad-ad.com

\$1

Bad Ad
A bad ad.
Doesn't work.
Bad-ad.com

\$1

Good Ad
A good ad.
It works well.
Good-ad.com

\$1

Google:
\$1x1 = \$1

Google:
\$1x2=\$2



Conversions

(opening your eyes to data)



- AdWords account
- Server logs
- Conversion tracking



Bid D

Decisions

(gamble less)



Bid Decisions

Web Images Videos Maps News Shopping Mail more ▼

Google Search [Advanced Search](#)

Web [+ Show options...](#) Results 1 - 10 of about 241,000,000 for email software. (0.21 seconds)

1 [IceWarp Mail Server 10](#) Sponsored Links
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MailChimp.com

[Send Bulk Emails](#)
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www.ConstantContact.com/UK

Campaign Settings

(dangerous defaults)

- Regularly check
- New enabled by default
- iPhone enabled
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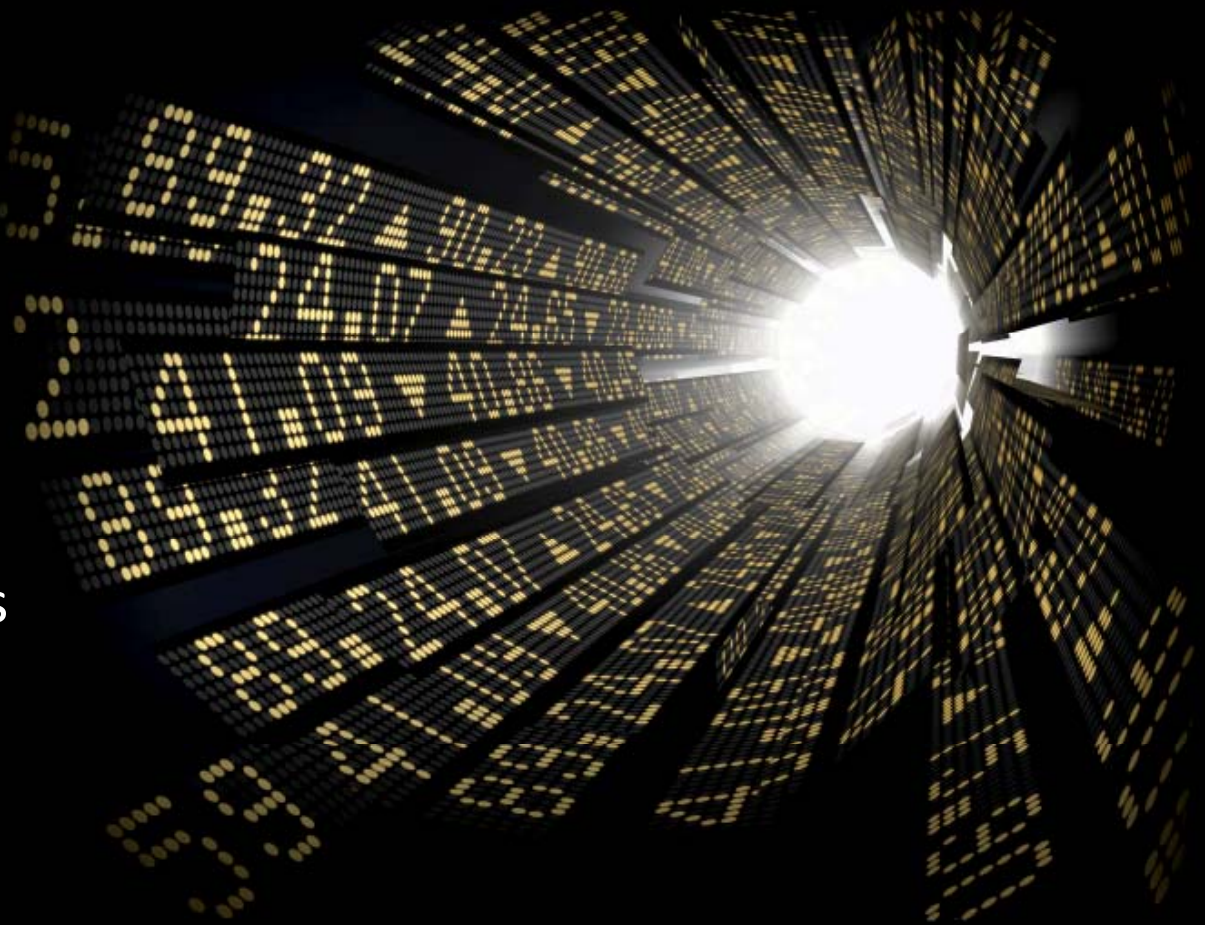


True Value of CTR

(looking at the wider picture)

Ad	CTR	Conversion rate
1	3.5%	2.5%
2	2.8%	2.2%
3	3.1%	1.8%
4	8.8%	0.1%

- Good CTR is worth **more** than clicks
- Ads are not investments



CTR vs Conversion

(it's not just about conversions)



CTR vs Conversion

Ad #	CTR
1	5%
2	3%
3	1%

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CTR vs Conversion

Ad #	CTR	Conversion rate
1	5%	1%
2	3%	3%
3	1%	7%

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CTR vs Conversion

Ad #	CTR	Conversion rate	CTCR
1	5%	1%	5
2	3%	3%	9
3	1%	7%	7

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CTR vs Conversion

Ad #	CTR	Conversion rate	CTCR
1	5%	1%	5
2	3%	3%	9
3	1%	7%	7

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Focus on Landing Pages

(effect can be staggering)

- Focused
- Not just your own choices
- Prepare to be surprised





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