



Rescuing Problem PPC Campaigns: 7 Metrics You Must Consider



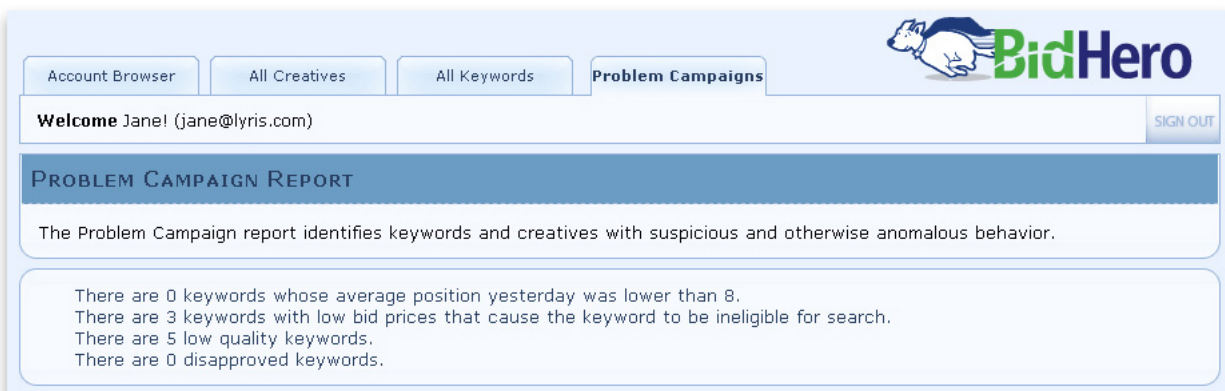
FROM THE MAKERS OF
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Successfully managing PPC campaigns is more than just finding the correct keywords, writing an effective ad and hoping for the best. It requires paying attention to the more rigorous bid management practices that are now in place with Google & Yahoo.

Bid management does not only mean bidding a bit higher than your competitor to achieve a certain position, the search engines now look at bid (what you are willing to pay), CTR history (the higher the CTR historically, the lower you have to pay) and very important now the quality score.

Not all of this information is easy to find in the search engines, so BidHero exposes this information in the Problem Campaign Report.



The report focuses on seven key areas:

Creatives with a low CTR

If your ad has a particularly low Clickthrough rate (CTR), you're right to be concerned. After all, the whole point of running a particular ad is to convince people to click through it and learn more about what your business offers. But one thing you'll want to keep in mind is that it's unrealistic to expect a brand new campaign to achieve the same position as an existing campaign. The fact is that, if there's no CTR history, so you're going to need to spend more and bid high in order for your new campaign to reach a position comparable with your prior or existing campaign.

Another thing you may want to consider will be improving your Clickthrough rate on an existing campaign by improving the ad itself. You can do this in a number of ways:

- **Reiterate their search term:** Add the actual search keyword to your ad copy headline
- **Tell (and sell) your story:** Provide a richly-detailed description that speaks to the specific need of the searcher (which can be a challenge with only 95 characters)
- **Make the ad interesting:** Take a look at competing ads and ask yourself, “What benefit of our product would stand out in this list?”

PROBLEM CREATIVES			
Creatives with recent CTR below <u>0.50%</u>			
Headline	Recent CTR	Clicks Per Day	Impr. Per Day
Rent an action movie <i>We have lots of movies And ...</i>	0.037%	0.1	304.0
Rent a fun filled movie <i>We have lots of movies fille...</i>	0.081%	3.0	3706.0
Rent a comedy movie <i>We have lots of titles And sh...</i>	0.082%	2.0	2436.0
Browse DVD Categories - Drama	0.084%	2.0	2390.0
Looking for a chick flick <i>We have the largest select...</i>	0.190%	2.0	1054.0
Rent an action movie <i>We have a large selection of ...</i>	0.190%	0.2	121.4
Rent a drama movie <i>We have a large selection An...</i>	0.270%	0.8	285.0
Rent an action movie <i>we have the largest selectio...</i>	0.312%	0.4	123.2

Keywords that have dropped significantly

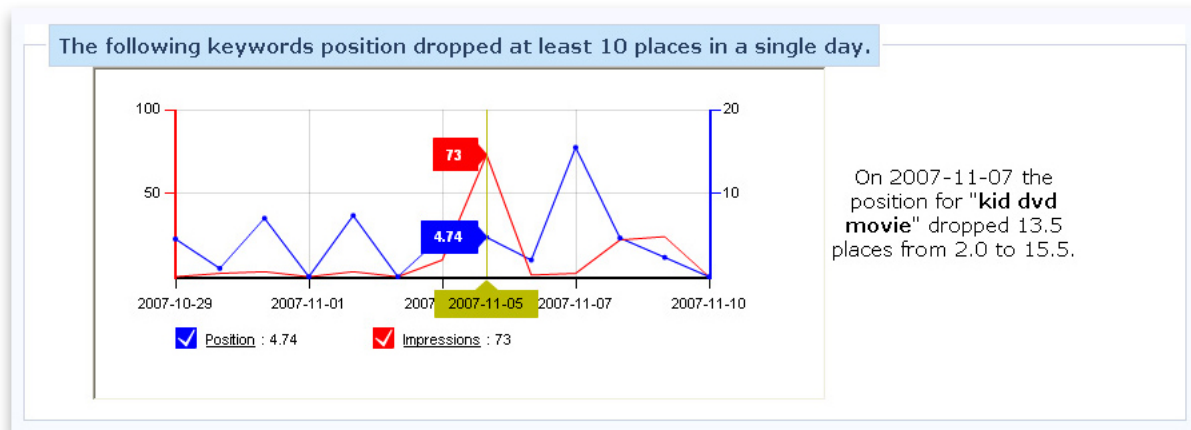
It’s happened to all of us—our PPC campaigns are running along smoothly and then suddenly your IM window pops up a message from the boss. “Where did our XYZ campaign go?” A quick Google search on the keywords in question reveals your smoothly-running ads are nowhere to be found. What does *that* mean?

Typically, when your ad disappears, it’s because your competitors have been improving their own campaigns; this causes your ad to drop into such a low position that it essentially disappears or ‘goes dark’.

When this occurs (and to prevent it from occurring again) there are a few things you’ll want to keep an eye on:

- **Your competition:** Check out your competitors’ ads on at least a weekly basis. Make a note of their ad’s creative, position, and blah.
- **Your Clickthrough rate:** Your Clickthrough rate can offer the first clue that something’s gone awry. If you notice that an ad that used to perform well suddenly has a large drop in its Clickthrough rate, this may be an indication that the ad has spent more time at the bottom of the sponsored listings than you imagined.

- **Your quality scores:** BidHero, the bid management solution brought to you by the makers of ClickTracks, includes a report that brings keywords with low quality scores to your attention.vvv



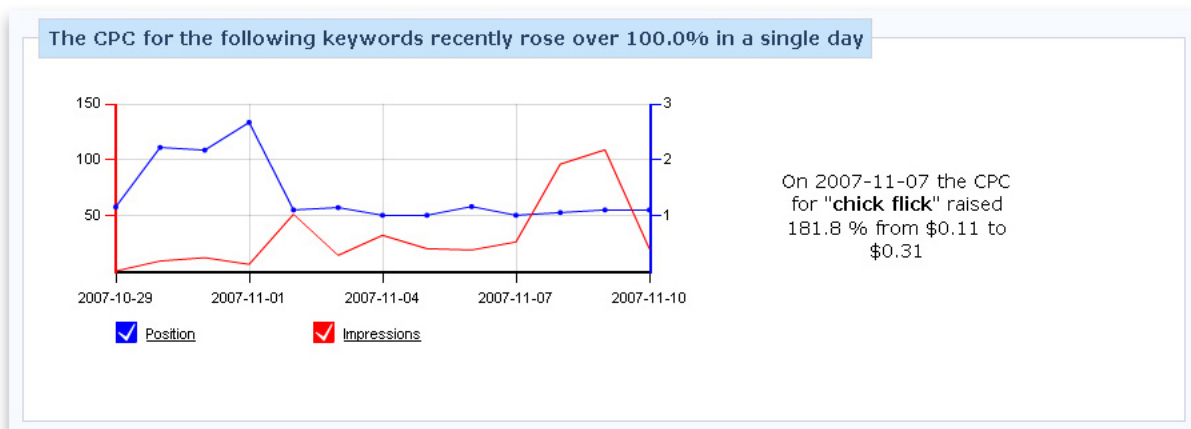
Keywords that have worsened significantly (dramatic increase in price)

Back in the end of 2006 Google made a dramatic change in implementing the Quality Score. Many advertisers who were used to enjoying very low cost clicks (\$0.05 or \$0.10) woke up one Wednesday morning to find those clicks now costing upwards of \$10. What happened?

Google decided (and Yahoo followed shortly after) that the importance of relevance had to be rewarded (or penalized). So it may be that a campaign with poor relevance can run for a while and then, once Google discovers it, the price can dramatically increase.

To improve your quality score you must focus on relevance:

- **Is your keyword in the headline or body of your ad?** Make sure it's there to signal to the searcher that you offer what they're looking for.
- **Does your keyword appear with a high density (appropriately) on the landing page?** This indicates to the search engine what that particular page is about.
- **Does the landing page reflect the look & feel, navigation and structure of your existing web site?** Ensure that your landing page feels like the rest of your site—there's nothing more disconcerting than clicking on a link on a landing page and ending up on another page of the site that looks completely different. Make sure that you avoid creating psychological noise in the minds of your visitors by keeping things consistent.

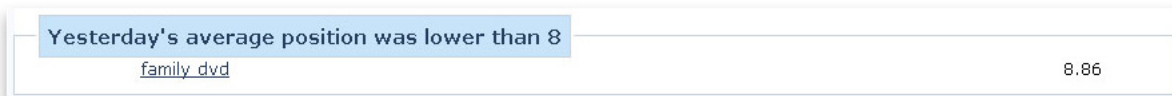


Average position lower than x

Another metric that BidHero’s Problem Campaign report highlights is when a particular campaign has an average position lower than x, with x representing a position number that you select. This may be the sort of metric that marketers may unintentionally overlook, but it can provide valuable insights. You may want to be alerted when you page drops to the second page of results, or even ‘below the fold.’

If you find a campaign that’s average position is lower than you would like, you need to either pay more or focus on the content in all areas of the campaign to improve the CTR:

- **Your ads:** Write relevant, interesting ads that speak to the visitor’s immediate need. A special offer, a mention of an award your product has won or even a sense of humor are all ways to grab the visitor’s attention
- **Your landing pages:** Similarly, your visitor’s entry point to your web site is paramount. Ensure that your landing pages reflect the offer or other benefits mentioned in your ad. You want visitors to immediately understand that they’ve come to the right place. And, remember, the key to the quality score is relevance.



Bid is too low

BidHero’s Problem Campaign report also highlights campaigns whose bids are too low. This could be caused by number of factors – like a low quality score, low Clickthrough rate history, or even a competitor bidding very high. Using the Problem

Campaign report, you'll be able to quickly identify which campaigns require attention, and whether the issue is one of a low quality score or too low of a bid.

If the Problem Campaign report identifies the ad as having a low quality score, that's actually a good thing—it's an easy fix—by making a few simple tweaks we've already mentioned.

- **Improve your relevance:** Make sure that the ad that the visitor is served speaks directly to their specific needs.
- **Improve your landing page:** Once again, a good landing page is one that lets customers know they've come to exactly the right place.

Once you've made your tweaks, you may end up actually paying less for your desired position.

If, however, the Problem Campaign report highlights that your bid is too low, you've got one option—pay more to achieve a higher position. This sort of thing can occur if you have a competitor who's recently launched an aggressive campaign. Note that BidHero will only point out that a particular bid may be too low—the program cannot and will not ever automatically change your bids.

Bid is too low			
		Min Bid	Max CPC
movie	Low Quality	\$0.50	\$0.00
reviews	Low Quality	\$0.40	\$0.00
scary movies	Low Quality	\$5.00	\$0.00

Low quality scores

BidHero's Problem Campaign report highlights all of the keywords that are suffering from a low quality score, allowing you to easily prioritize and plan your path for improvement. Rather than having to wonder why a particular campaign may be struggling, you're able to immediately diagnose a particular campaign and take steps to fix it. In the case of low quality scores, one possible remedy is to consider regrouping your keywords and creating new Ad Groups as a way to improve relevance.

Keywords that have low quality scores	
scary movies	\$5.00
movie	\$0.50
reviews	\$0.40
chick flick	\$0.40
funny movies	\$0.30

Disapproved Ads

The final component of BidHero's Problem Campaign report lists all ads that were disapproved by the advertising provider, meaning that they aren't being displayed. Most of the time, this is simply a matter of carefully following the parameters set up by the PPC provider. You'll want to review your ad messaging and remember these common 'no-no's' when it comes to PPC ads:

- **Superlative words:** PPC providers don't like it when advertisers tout their product as 'best', 'number one' or 'top'. If you've got one of these superlatives in your ad, chances are that's the reason why it was denied.
- **Punctuation:** Save your exclamation points for another medium—PPC providers are typically sticklers when it comes to punctuation, and especially averse to exclamations.
- **Proper nouns:** Using a proper noun, like the name of your competitor, is forbidden by most PPC providers.



Effective pay-per-click advertising is an art—and with BidHero's Problem Campaign report, it's also a science. Using the Problem Campaign report to identify, diagnose and correct underperforming ads means that your advertising budget will go further, and that your advertising efforts will have more of an impact on your business.

About Lyris, Inc.

Lyris, Inc., (OTCBB:JLHY), formerly J.L. Halsey, is a leading marketing technology company that provides hosted and installed software solutions for marketers at mid-size businesses. Ziff Davis Media's Baseline Magazine ranked the company No. 1 on its list of the fastest-growing software companies with sales under \$150 million. Its core solutions—ListManager, EmailLabs, ClickTracks, Sparklist, Hot Banana and Email Advisor—provide a suite of best-of-breed tools for managing email marketing campaigns end-to-end, publishing and managing Web site content, creating landing pages and optimizing Web sites based on sophisticated, yet, easy-to-use Web analytics. Clients include Nokia, Adobe, PalmSource, Johns Hopkins University and Jupitermedia.

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