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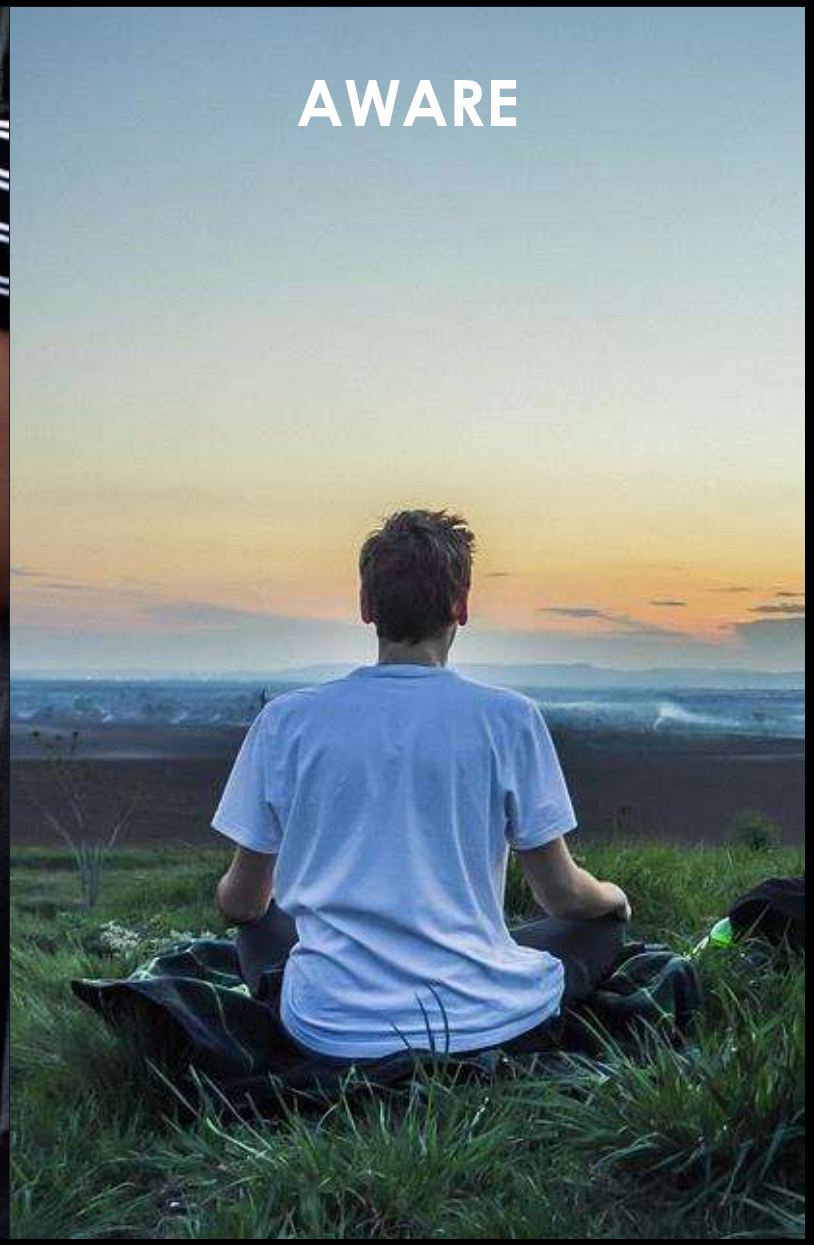
data driven digital marketing

Google Ads
Leveraging Your Audiences

Silverstone Seminar/ June 2019 / Holly Kelly

Aim of the Session

Why?



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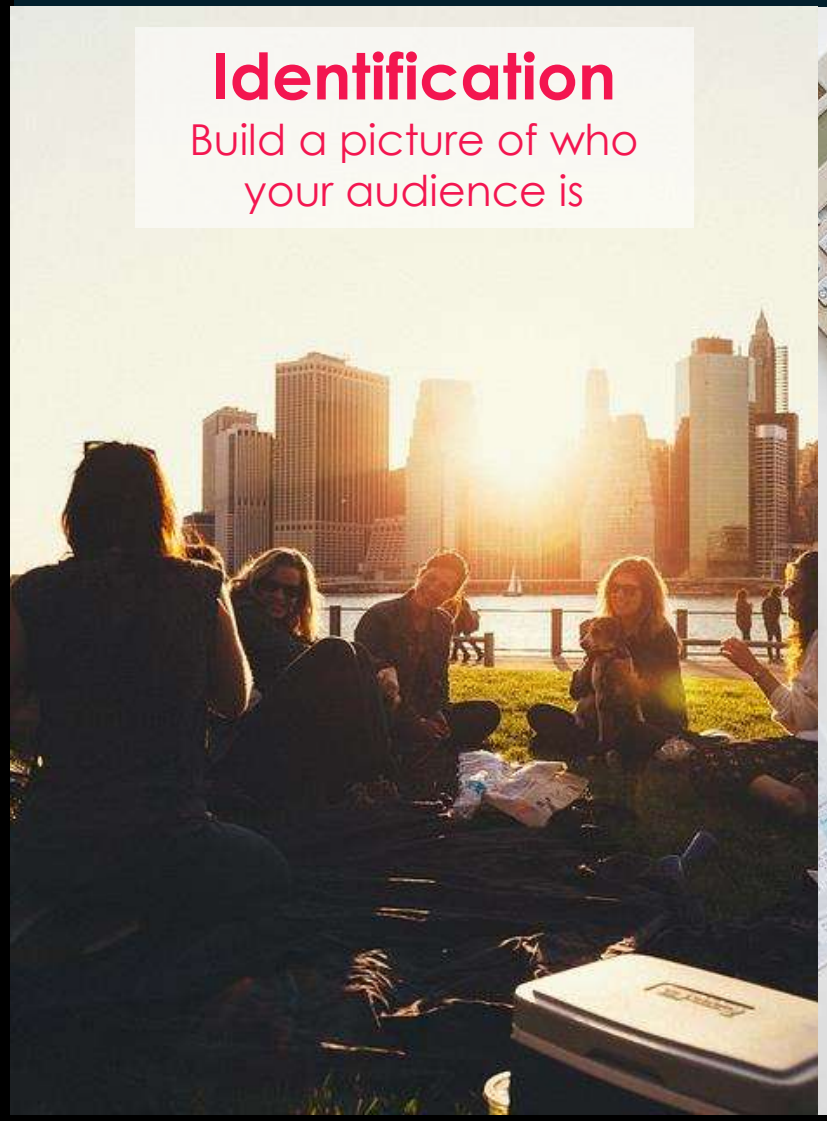
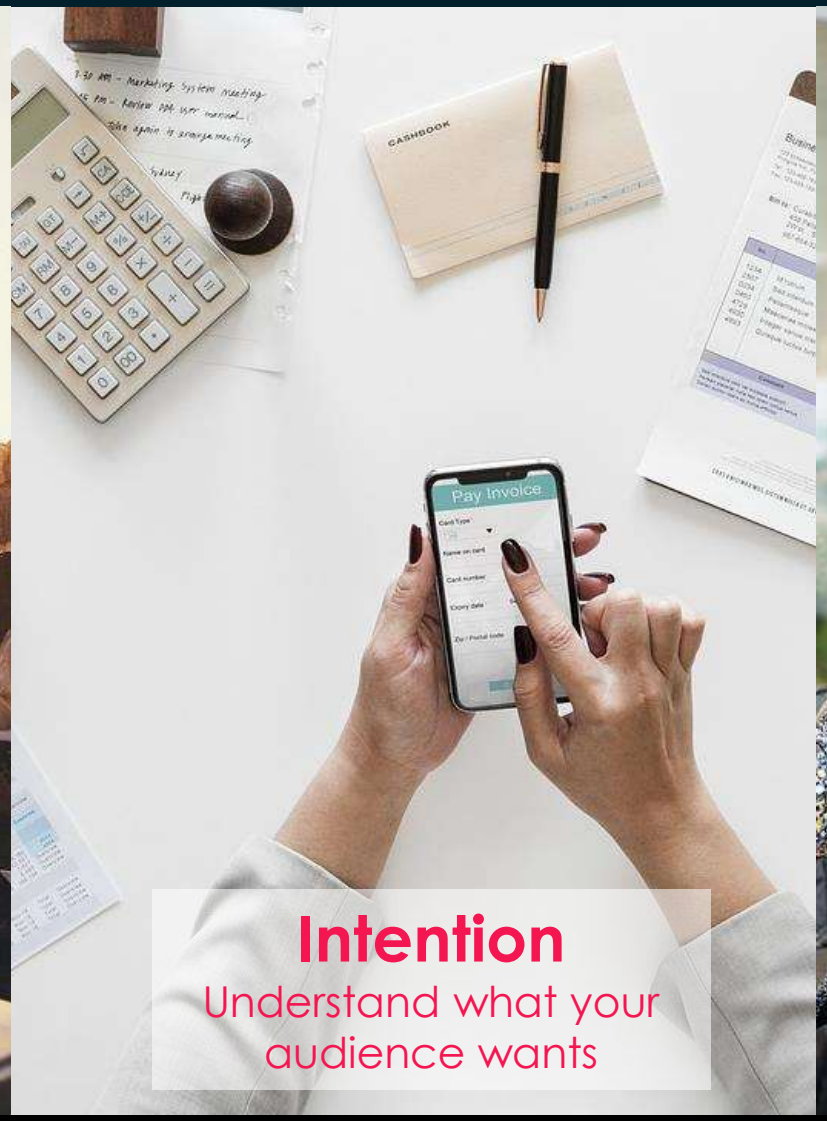
Why > Who > How > When

How Can You Use Google to Reach Your Audience



Identification

Build a picture of who your audience is



Intention

Understand what your audience wants

Intelligence

Understand what your audience will do

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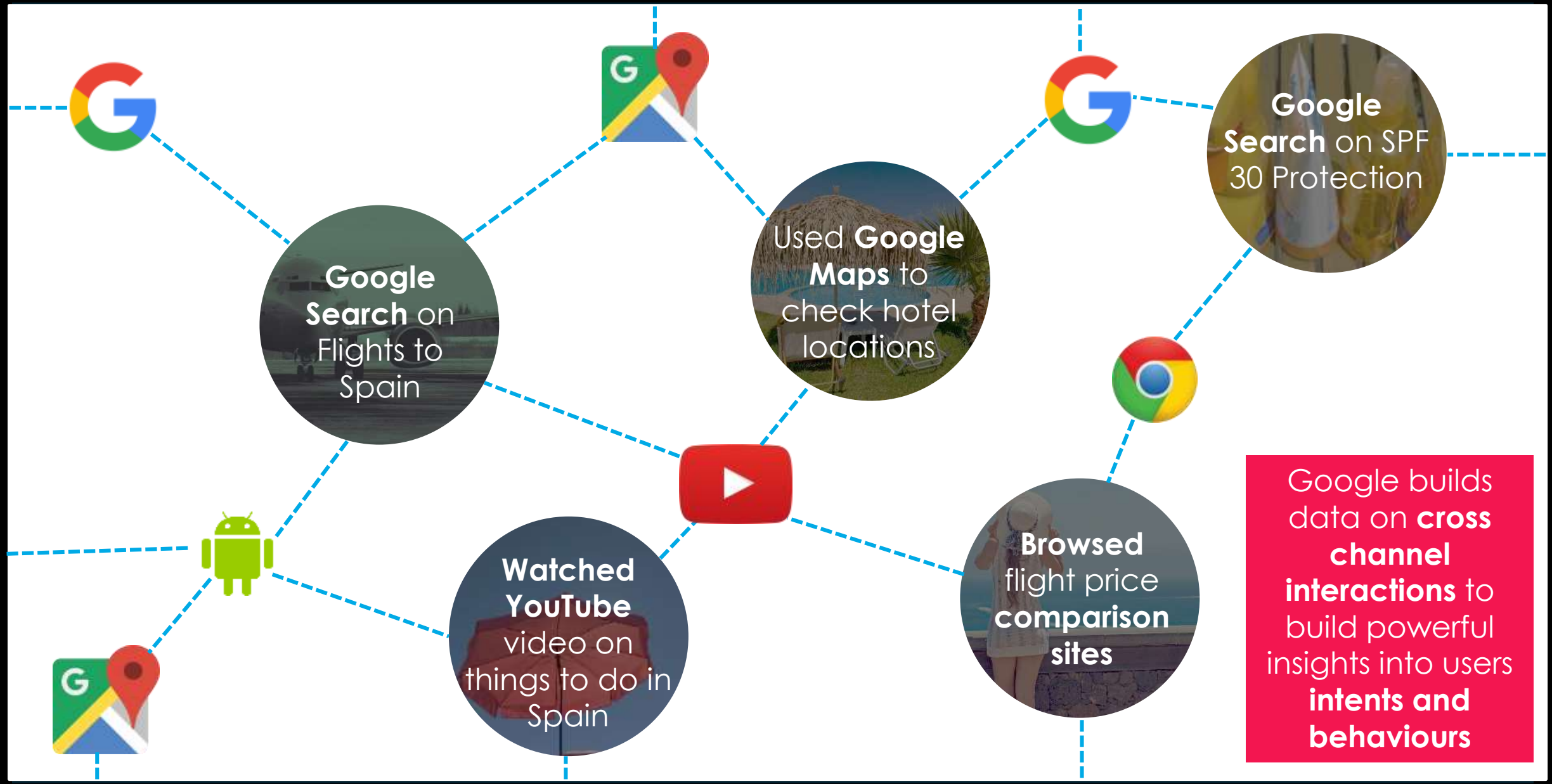
Why > Who > How > When

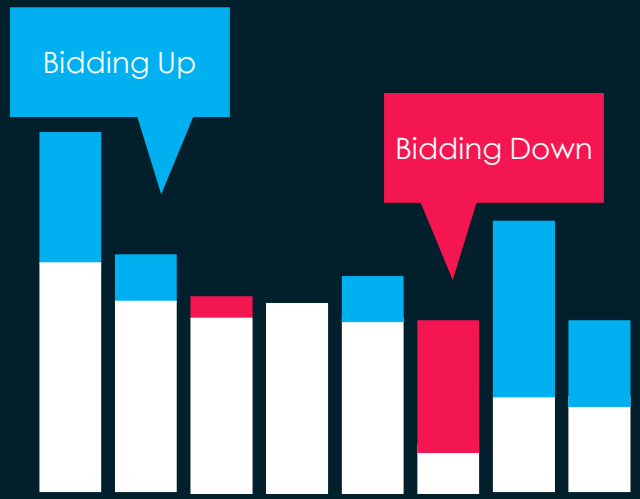

Google Search on Flights to Spain
Used Google Maps to check hotel locations
Google Search on SPF 30 Protection
Watched YouTube video on things to do in Spain
Browsed flight price comparison sites
Google builds data on cross channel interactions to build powerful insights into users intents and behaviours

Google's Influence on a Consumer's Conversion Path

TOP 8 most visited websites in a car buyer's journey – Google, 2018

Advertisers can use all of these **signals** along with the **behaviour and intent** data to build **relevant and assistive ads** and experiences at the **moments that matter the most**

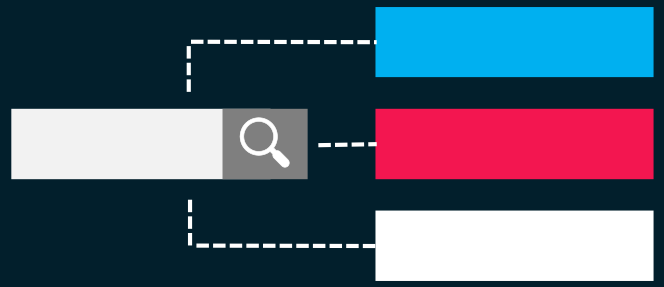
Why Segment Your Audiences in Google



Variable Bidding

You can bid up or down on your audiences based on their expected or known value to your businesses.

When using automated strategies Google can use your audience lists to support its bidding algorithms



Keyword Targets

Based on your audience insights and your knowledge of their expected value, you can run a broader set of keywords for just these high value audiences

Campaign Customisation

Maximise your ad relevance by customising language, locations, offers and more based on each audience you identify to deliver a greater customer experience

Why Audience Differentiation and Targeting Matters

Remarketing Lists for Search Ads (RLSA) Audiences

71% CTR

56% CVR

Similar Audiences

37% CTR

15% CVR

Customer Match

79% CTR

67% CVR

CTR – Click Through Rate

CVR – Conversion Rate

Sourced Google October 2018

Who?

Reaching Your Marketing Objective – Platform Solutions

	AWARENESS	CONSIDERATION	CONVERSION/ ACQUISITION	LOYALTY
Marketing Objective	Build awareness of your brand and products to those most likely to purchase	Online users are aware of your brand and products, help them consider a purchase	Drive users to purchase and convert	Encourage users to convert with you again and drive brand advocacy
Platform Solution	**Search Engines** **Display Ads** **Video Ads** Social Media Marketplaces	**Search Engines** **Display Ads** **Video Ads** Comparison Engines Social Media Marketplaces Affiliate marketing	**Search Engines** **Display** **Video Ads** Comparison Engines Social Media Marketplaces Affiliate marketing	**Search Engines** **Display Ads** Social Media
Customer Segment	Prospects – People who are new to your business	Interacted User – People who have interacted with your site	Customers – Past purchasers and loyal customers	

Reaching Your Marketing Objective – Google Ads Audience Solutions

	AWARENESS	CONSIDERATION	CONVERSION/ ACQUISITION	LOYALTY
Marketing Objective	Build awareness of your brand and products to those most likely to purchase	Online users are aware of your brand and products, help them consider a purchase	Drive users to purchase and convert	Encourage users to convert with you again and drive brand advocacy
Platform Solution	Demographics Affinity audiences Custom affinity Similar audiences	In market Similar audiences Custom intent Life Events	In market Similar audiences RLSA Remarketing Custom intent Customer match	RLSA Customer match Remarketing
Customer Segment	Prospects – People who are new to your business	Interacted User – People who have interacted with your site	Customers – Past purchasers and loyal customers	

Google Ads – Audience Availability Per Channel

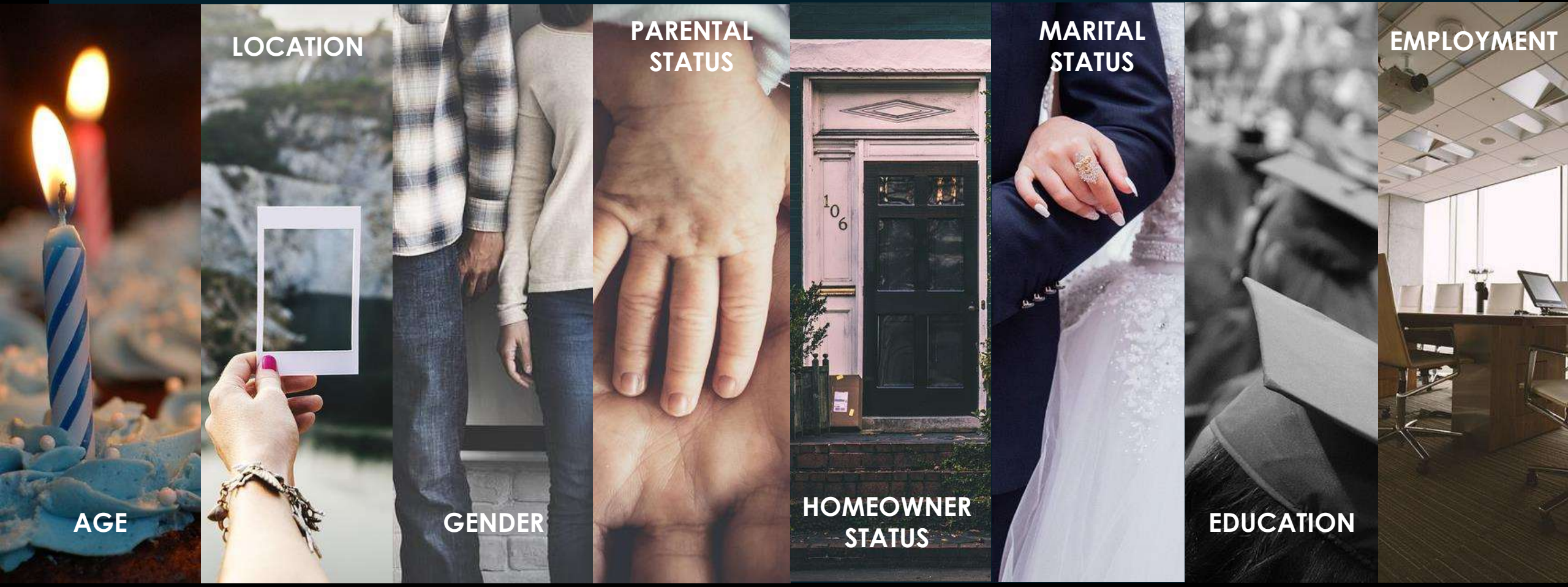
Audience Targeting	YouTube	Search	Shopping	GDN
Gender	●	●	●	●
Age	●	●	●	●
Parental Status	●	●	●	●
Household Income	○	○	●	○
Education	●	●	●	●
Homeowner Status	●	●	●	●
Marital Status	●	●	●	●
In Market	●	●	●	●
Custom Intent	●	●	●	●
Affinity	●	●	●	●
Remarketing	●	●	●	●
Similar Audiences	●	●	●	●
Customer Match	●	●	●	●
Life Events	●	●	●	●

● Available ● Not available ○ Available in certain countries

Sourced Google June 2019

Identifying Your Audience – Demographics

Reach people based on their age, gender and location. With more detailed demographics you can also look at parental status, martial status, homeowner status, education and employment.



Identifying your audience – Intent

Find people whose online behaviour matches that of your past converters, enabling you to reach people making purchasing decisions relevant to your business right now

Google pulls together data from across its platforms, that combined have 1B+ monthly users, that come together to deliver powerful customer insights

Intent Audience	Who it Captures
Life Events	Users at important milestones in their lives
In-Market Audiences	Highly qualified users who are actively looking to make a purchase
Custom Intent Audiences	Advertiser-defined audiences who again capture users actively looking to purchase
Similar Audiences	Users who have shown similar behaviour and intents to those who visit your site
Remarketing	Users who have previously visited your site
Customer Match	Users who form part or all of your CRM database (email lists)

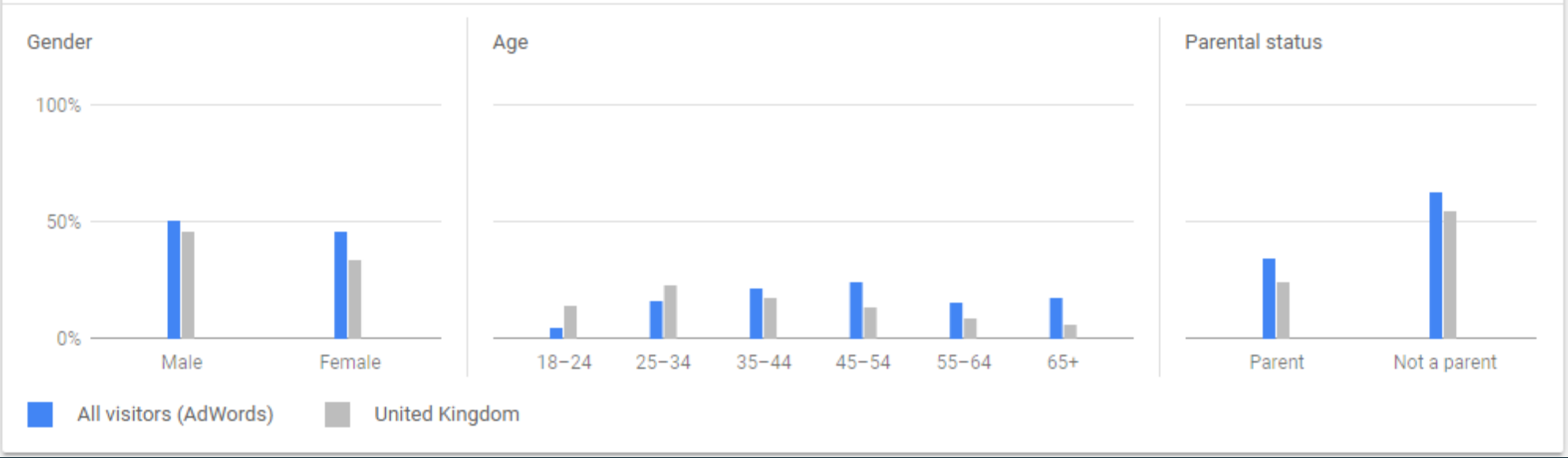
Identifying your audience – Technology

Reach people based on the devices that they are using. You can curate custom messages if you know users have a higher propensity to convert on desktop

91% of smartphone owners brought or plan to buy something after seeing an ad that they described as relevant

Sourced Google October 2018

Identifying Your Audience – Finding Who You Should Target



Town/City	Audience distribution	
London, England, United Kingdom		22.7%
Kettering, England, United Kingdom		6.8%
Birmingham, England, United Kingdom		6.8%
Market Harborough, England, United Kingdom		5.7%

Identifying Your Audience – Finding Who You Should Target

IN-MARKET AUDIENCES | AFFINITY AUDIENCES

Select audiences to add to an ad group

In-market audience	Index	Size	Added to
Financial Services > Credit & Lending Credit Reports & Monitoring Services	22.2x	2.5M - 3M	7 campaigns
Financial Services > Credit & Lending Student Loans	20x	2.5M - 3M	7 campaigns
Financial Services > Credit & Lending > Mortgage Home Equity Loans	19.2x	5.5M - 6M	7 campaigns
Financial Services > Financial Planning Estate Planning	17.1x	5.5M - 6M	7 campaigns
Financial Services > Banking Services Debit & Cheque Services	14.2x	5M - 5.5M	None
Property > Residential Properties > Residential Properties (For Sale) > Apartments (I Preowned Apartments (For Sale)	12.7x	10M - 15M	None
Financial Services > Credit & Lending Personal Loans	12.6x	6M - 6.5M	7 campaigns
Property > Residential Properties > Residential Properties (For Sale) Apartments (For Sale)	12.5x	10M - 15M	None
Home & Garden > Home & Garden Services Home Inspection Services	12.4x	9M - 9.5M	None
Business Services Payroll Services	11.9x	6.5M - 7M	None

How?

Example 1 Demographic Targeting

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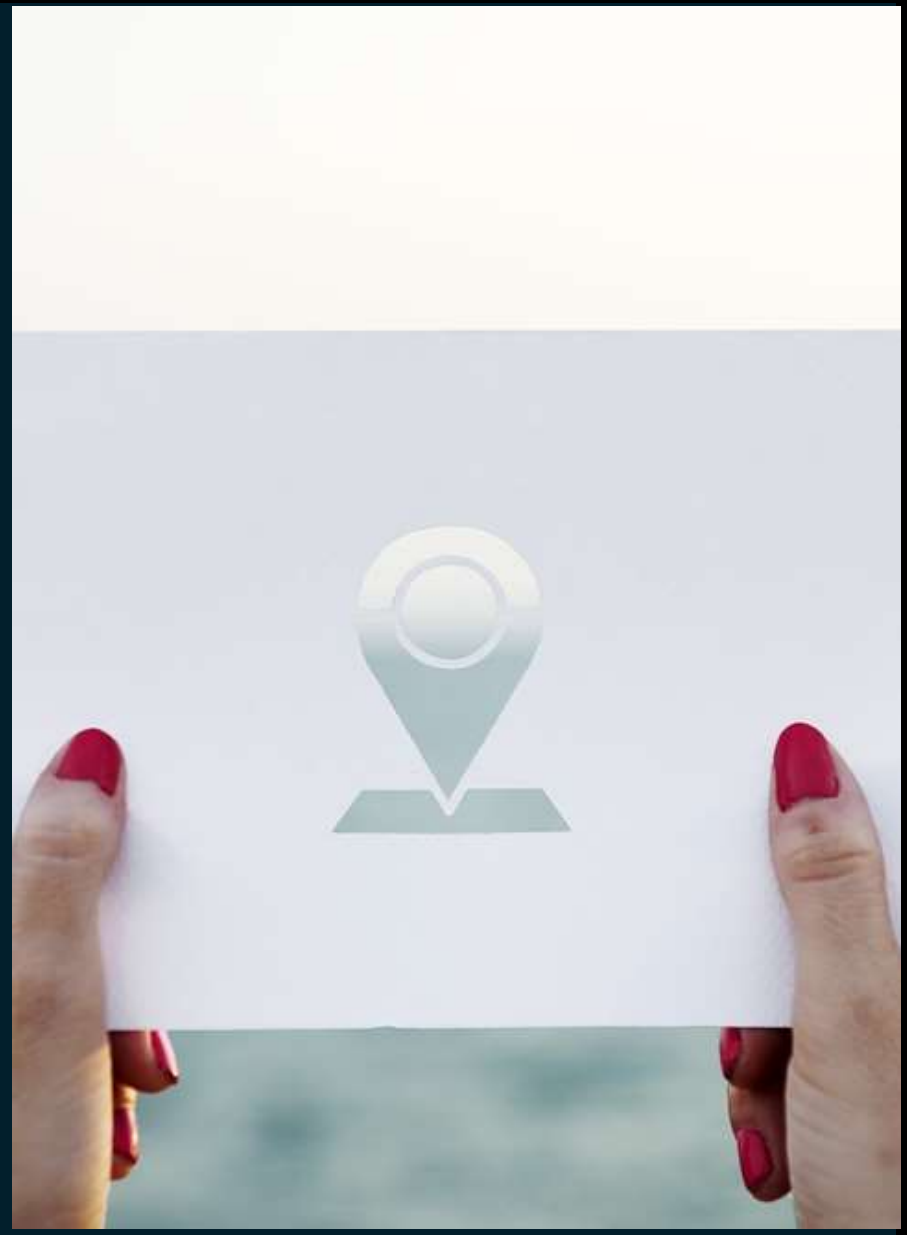
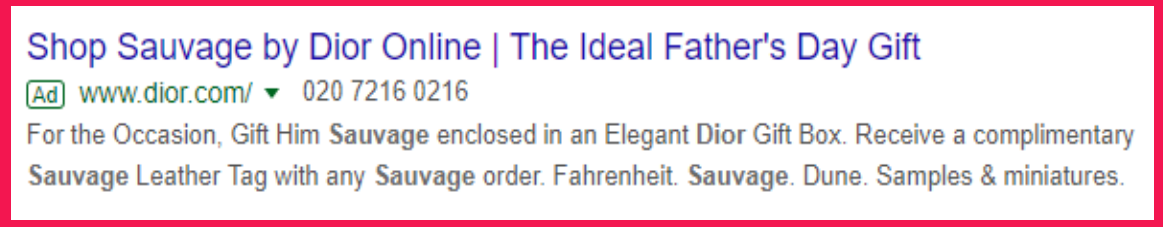
Identifying your audience – Demographics

- A business may choose to target users by different attributes, and use different advert messages for each group of users, based on what message will specifically appeal to them
- This is undertaken by segmenting your users, by the key element you are targeting, into multiple audiences and applying them within separate campaigns
- This strategy could be used in many different forms to segment & target users with different intentions e.g. age, device, location, search term



Demographic Audiences In Action – Male Vs. Female

Female - Advert Example



In this example Dior are playing on the concept of shopping for a fathers day gift. They play on the gifting benefits such as a gift box and complimentary leather tag

Male - Advert Example

A Male consumer on the other hand may be shopping for themselves and as a result you may wish to show them a standard ad with general features and benefits such as sales and discounts

Search Term – Dior Sauvage Aftershave

Demographic Audiences In Action – Male Vs. Female

Ad group	Status	CTR	Avg. CPC
Adidas Hockey Shoes - Men and Unknown	Eligible	6.45%	£0.92
Adidas Hockey Shoes - Women	Eligible	9.84%	£0.66

Adidas Hockey Astros | Save up to 50% off of the RRP | Hockey Factory Shop

Buy the Latest Hockey Shoes With Price Match Guarantee To Online Stores.

Adidas Hockey Astro Shoes | Pushing You to New Levels | Hockey Factory Shop

Great savings year round for Adidas hockey, with up to 30% off of 2018-19 season. 2019-20 season Adidas hockey launching soon online.

Women's Adidas Hockey Shoes | Save up to 50% off of the RRP | Hockey Factory Shop

Back by popular demand - an all new range of Adidas Fabela hockey shoes for 2019/20. Shop now at Hockey Factory Shop.

Adidas Hockey Astro Shoes | Women's, Men's and Children's | Pushing You to New Levels

Great savings year round for Adidas hockey, with up to 30% off of 2018-19 season. 2019-20 season Adidas hockey has dropped online. Shop now at Hockey Factory Shop.

Search Term – Adidas Hockey Shoes

Example 2
Interest Targeting

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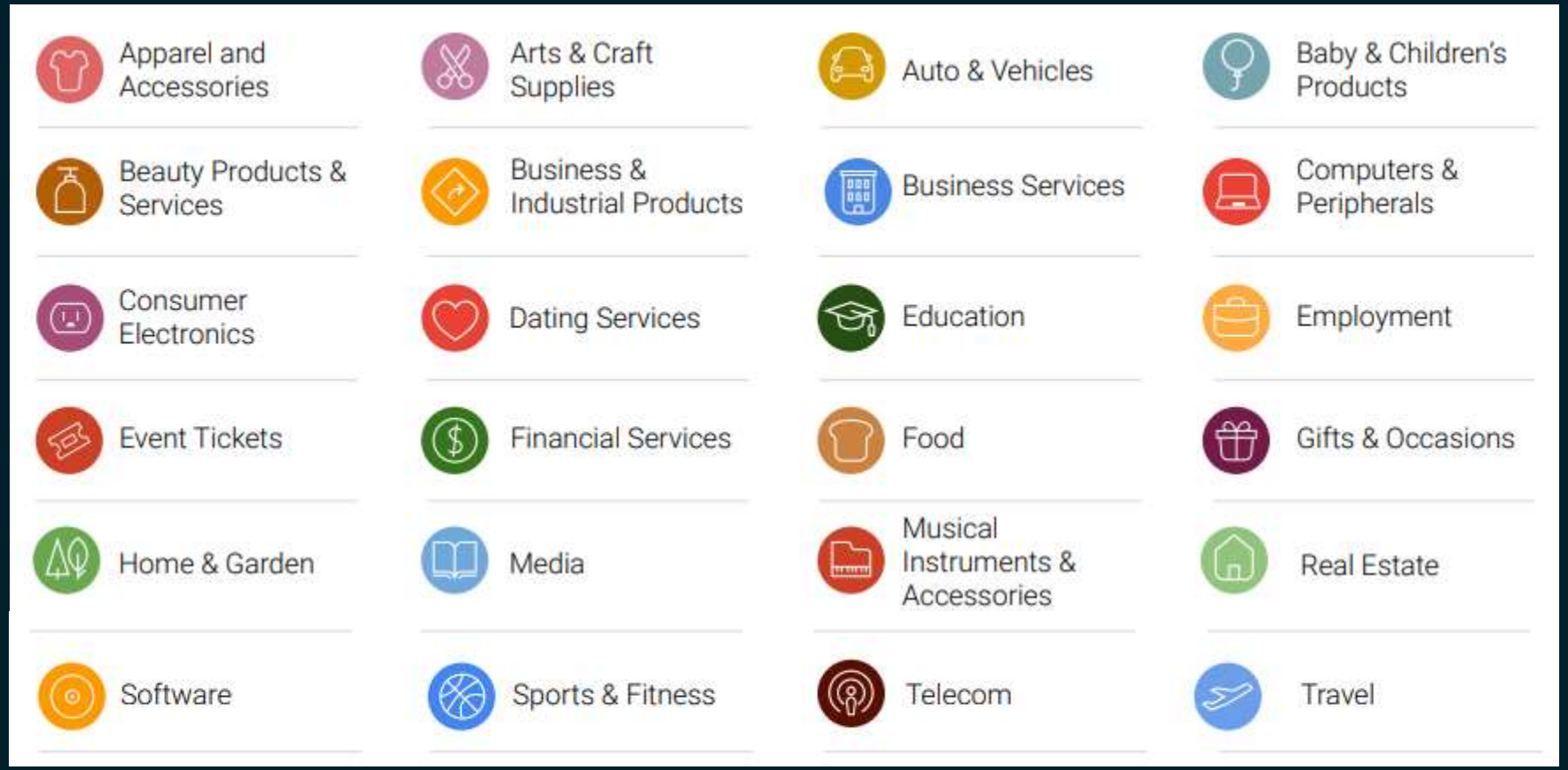
Utilising Interest Based Audiences

- By using in-market segments you are able to find new customers who have shown the same interests and tendencies to your past purchasers
- You can deliver tailored messages to these potential customers as they are searching in Google, and also browsing on third party websites
- You can target users who have shown very specific purchasing intents
- This strategy can be used across both the search and display networks

In Market Categories



Sourced Google June 2019

In Market Audiences In Action

Scenario 1: Home Accessories Business

- In-market segment – Home improvements
- Outcome - Subtly customise ad message

Scenario 2: Business Finance Services

- In-market segment – Tax Services, converters 10.7x more likely than UK average to be within the audience
- Outcome – Allocate higher budgets, and bid for higher positions within a separate campaign

Example 3
Engagement Targeting

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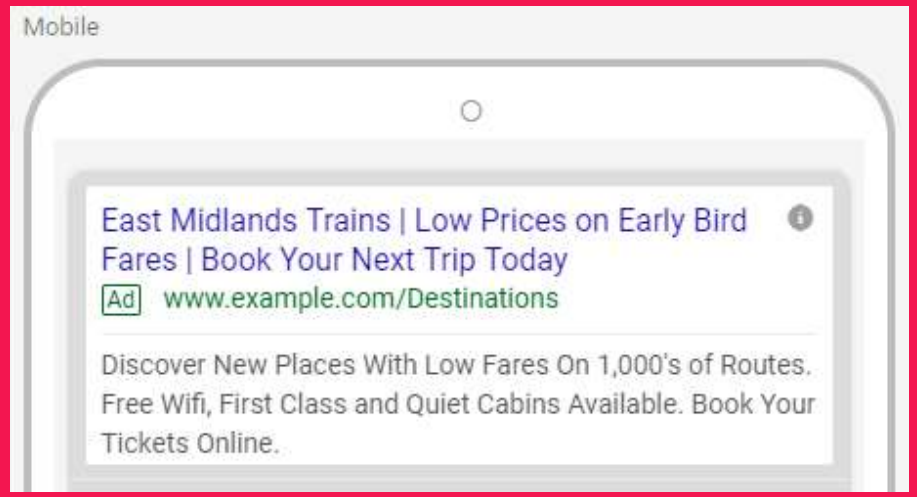
Utilising Engagement Based Audiences

- Creating audiences based on onsite engagements (or not) can help you to deliver targeted messaging
- You can attempt to re-engage potentially lost customers
- You can use it in a similar way you would an email marketing database
- This strategy can be used across both the search and display network, to target users when they are actively searching or browsing other sites

Engagement Audiences in Action - Lapsed Vs. Active Users

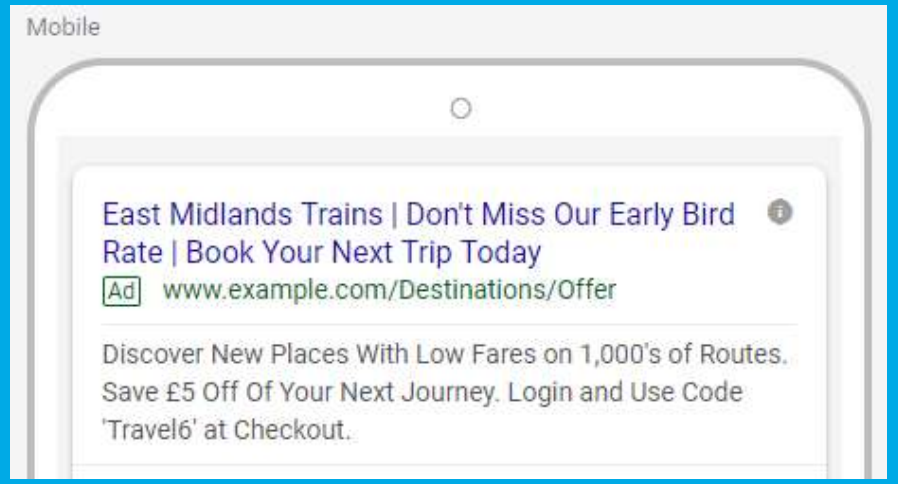
Scenario 1: Standard Ad

All other users not within remarketing list



Scenario 1: Ad Adjustment

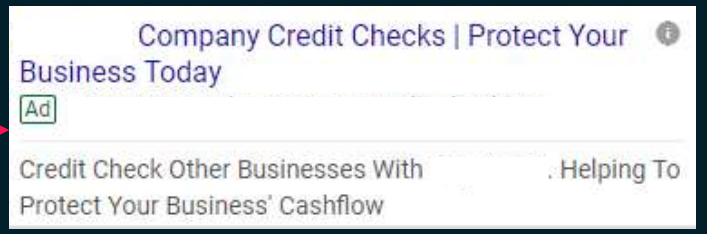
Ad for users who have costed out a journey but not purchased



Engagement Audiences in Action – RLSA Layers

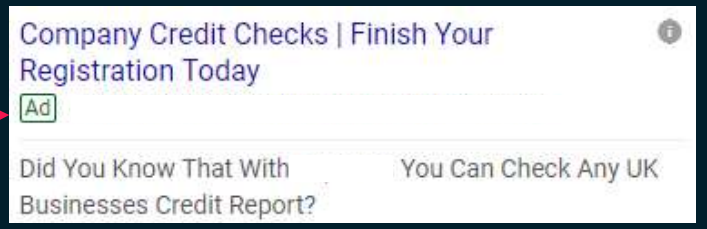
Stage 1 – visited site no action taken (form not opened)

Campaign	CTR	Avg. CPC	Conv. rate
UK_GEN_RLSA_FORM_NOT_OPENED_ [1st Layer]	22.54%	£1.73	18.86%



Stage 2 – started conversion (form opened, not completed)

Campaign	CTR	Avg. CPC	Conv. rate
UK_GEN_RLSA_NON_BUSINESS_FORM_OPENED_ [2nd Layer]	8.33%	£1.76	34.29%



Example 4
Life Events

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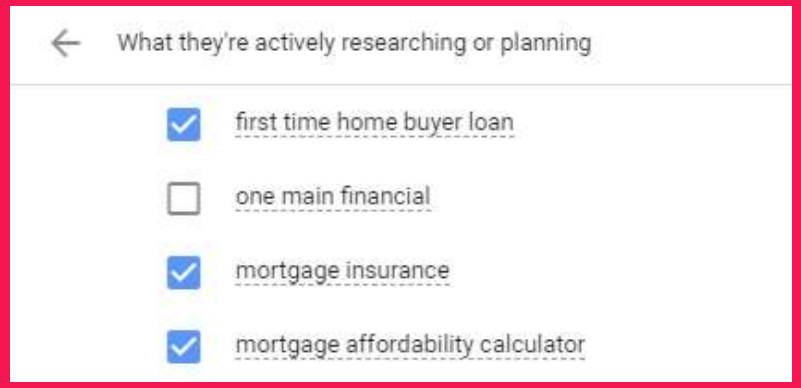
Utilising and Expanding Life Events

- Typically life events in Google are applicable only on YouTube and Gmail and span:
  - Marriage
  - Graduation
  - House move
  - Home renovation
  - Job change
  - Retirement
  - Purchasing a home
  - Business creation
  - New pet

- With some smart application of custom intent audiences, however, you can create your own for use across the wider display network

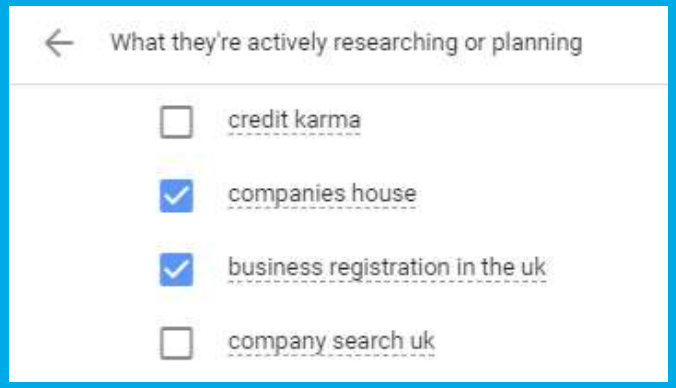
Life Events in Action – Using Custom Intent

Scenario 1: Purchasing a Home



- You can look at it from different business angles e.g.
  - Banks
  - Estate agents
  - Home furnishings
  - Home/content insurance

Scenario 2: Business Creation



- Additional intent segments may be
  - KW based – company logo creation/new website build etc.

Example 5
Combining Cross Channel Data

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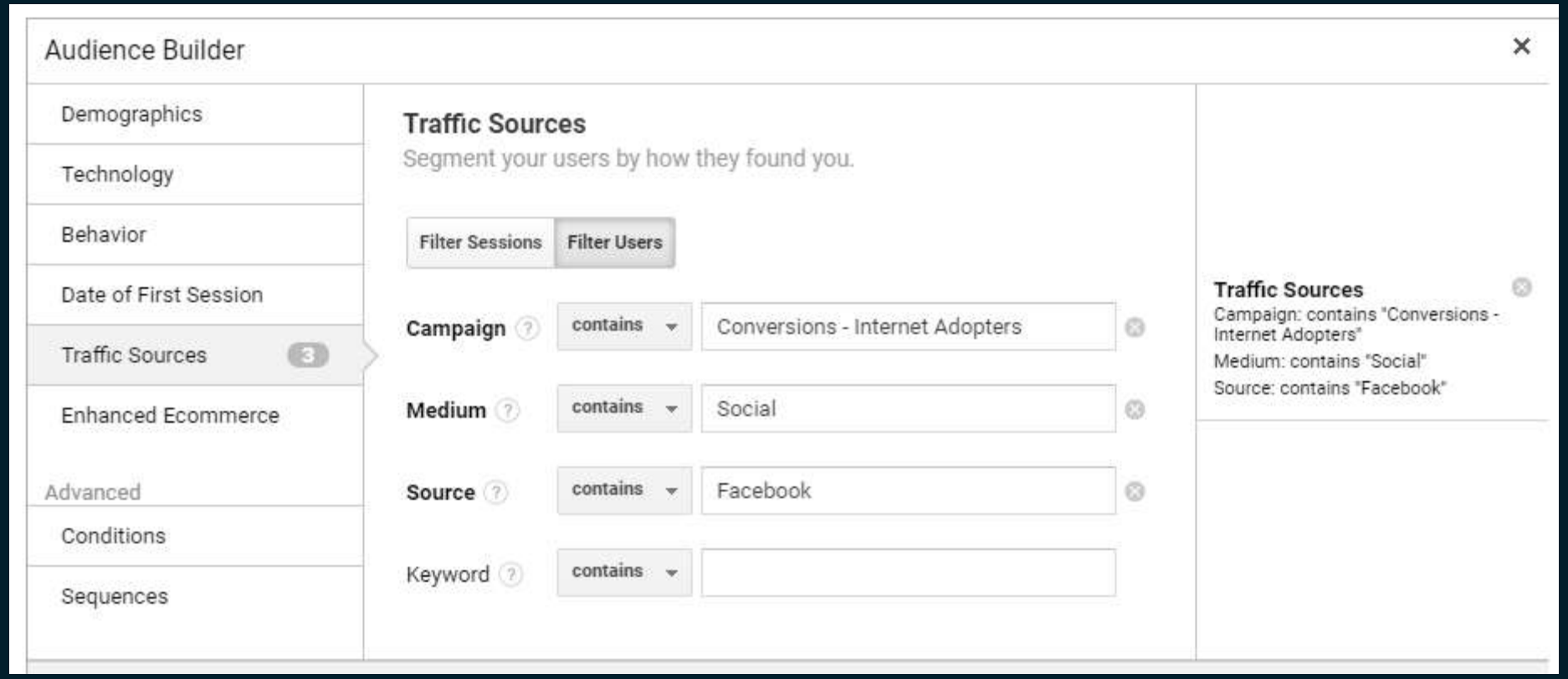
Honeypot Targeting Through Social Media Campaigns

- Some channels such as Facebook offer cheaper traffic solutions
- They also offer very granular targeting options and you are able to really drill down into things a users actual interests
- You can take this data and capture any traffic from specific social campaigns using UTM parameters and bring this into a Google remarketing list
  - You can essentially prime an audience on social then serve highly relevant ads when those users eventually make a search on Google

Building Your Honey Pot Audience

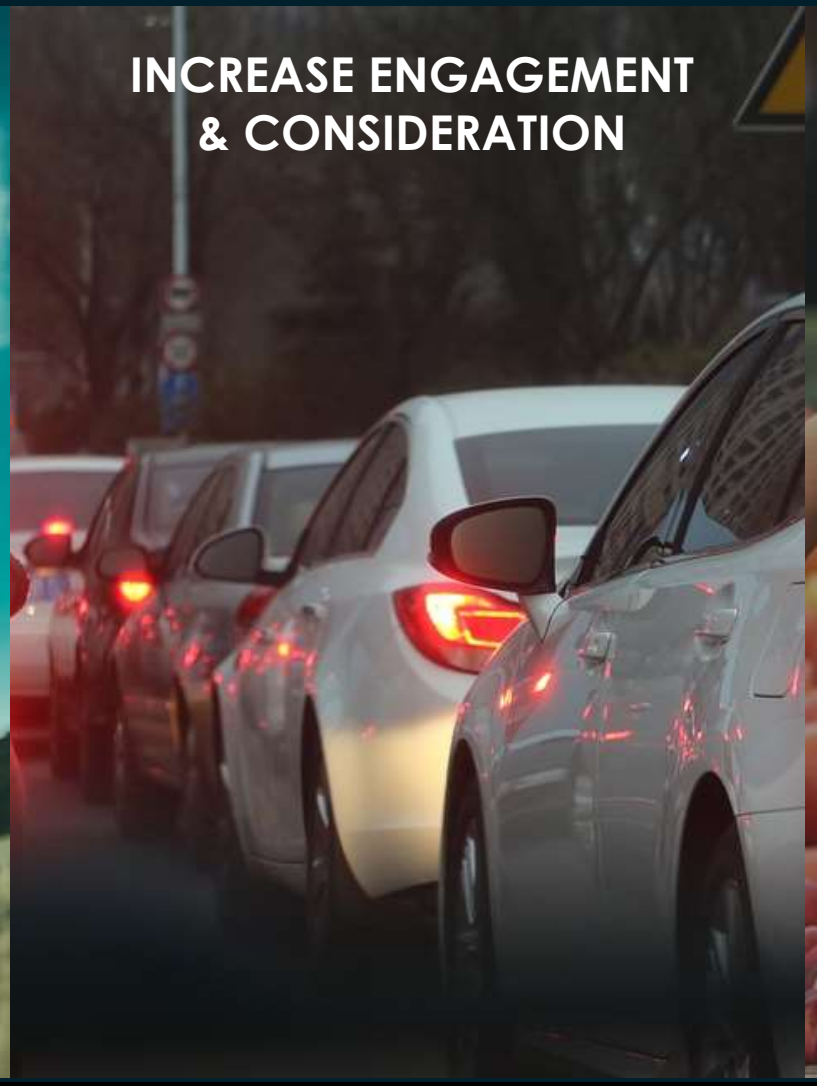


A Kenshoo study suggested that search audiences who had been previously **exposed to Facebook** advertising delivered a **30%** improvement in **ROAS** and a **7%** uplift in **CTR**

Search Engine Journal has seen strong results here with a **68.14% uplift in CTR** between regular RLSAs and Facebook RLSA and a **66.82% increase in conversion rate**

When?

When to Use Audience Targeting



KPIs based on Your Audience Strategies

Goal	Customer Segment	KPIs
Increase Reach and Brand Awareness	Prospects	• Increase in new site visitors • Increased visit duration • CTR • Increase in brand searches
Drive Consideration	Prospects and interacted users	• CTR • Increased visit duration • Bounce rate
Increase Conversions	Interacted users and customers	• ROAS • Conversion rate • Cost per conversion (CPA)
Drive Loyalty	Customers	• Repeat purchases • Life time value

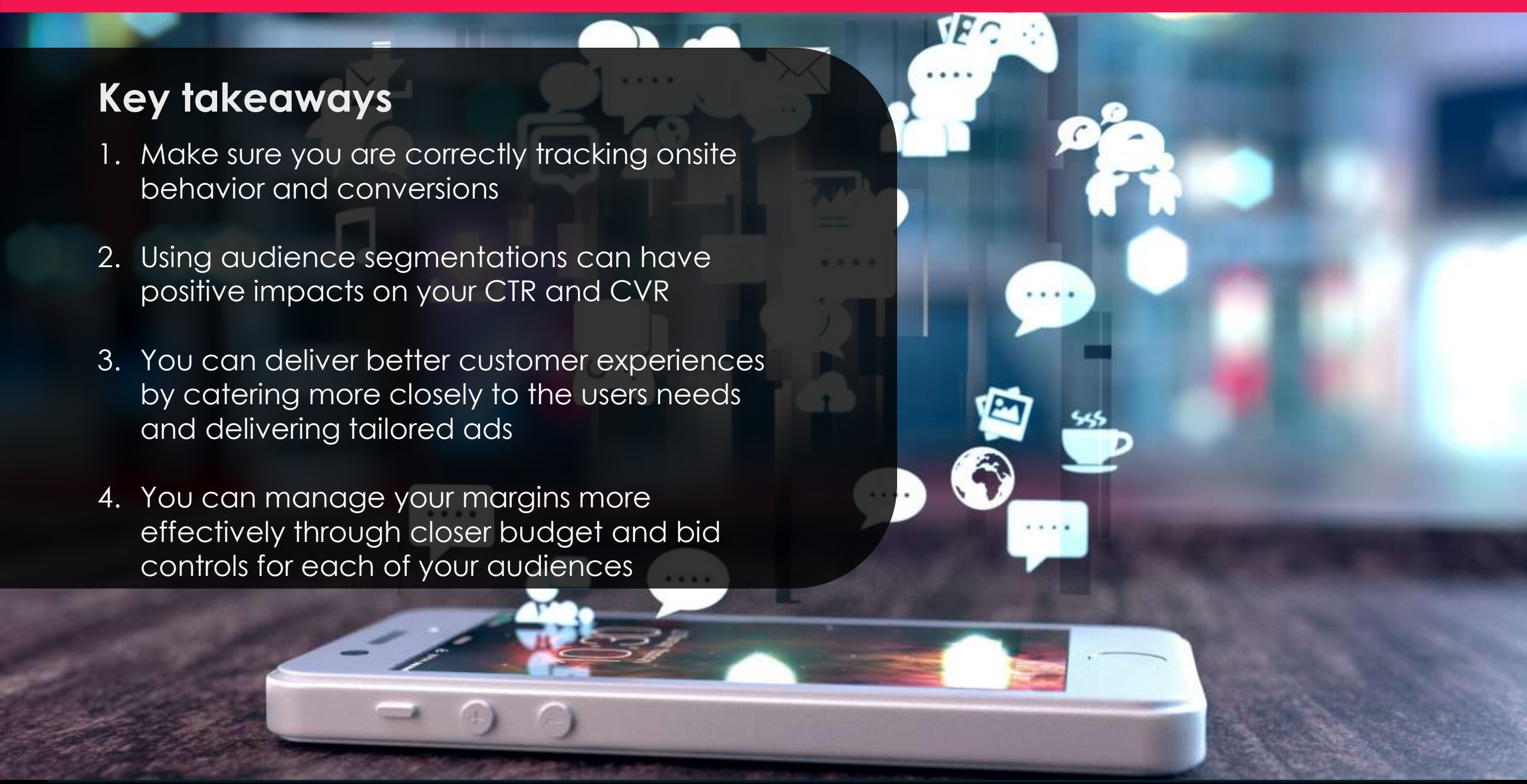
Key takeaways

1. Make sure you are correctly tracking onsite behavior and conversions

2. Using audience segmentations can have positive impacts on your CTR and CVR

3. You can deliver better customer experiences by catering more closely to the users needs and delivering tailored ads

4. You can manage your margins more effectively through closer budget and bid controls for each of your audiences



Thank you
Any Questions?