



The Biggest Mind Shift in the History of PPC Management

And how to take back control
in the age of automation



HELLO!

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 **GLOBAL 2020
SEARCH AWARDS
WINNER**

 **US 2020
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Land**.

FREDERICK VALLAEYS



**DIGITAL
MARKETING**
IN AN
AI WORLD



FUTUREPROOFING YOUR PPC AGENCY



3 Things That Worry Me in PPC



A large, powerful blue wave is crashing, creating a massive wall of water and a thick plume of white spray. The sky above is a clear, vibrant blue. The wave's face is a deep turquoise, and the water is turbulent with visible ripples and foam.

#1:

The ad platforms will continue to
automate

Truth #1: The ad platforms will continue to automate

Because Google Ads is not easy



Machine Learning algorithms can analyze up to **70 million signals within 100 milliseconds**, quickly interpreting all possible data combinations!

Source: <https://www.shopify.com/blog/shopping-ads-google> (Brett Curry)

Humans can't keep up with machines when it comes to the scale of automated optimization algorithms

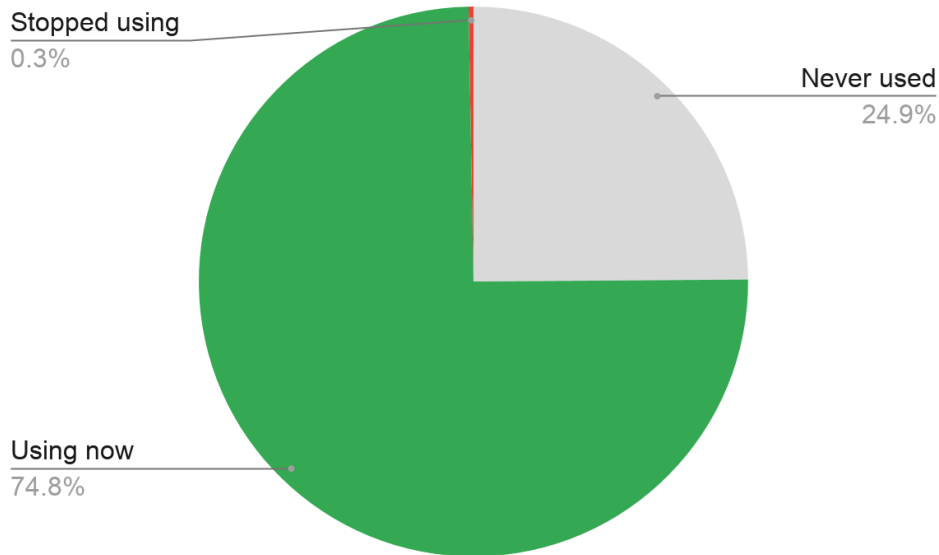
E.g. A single Optmyzr recommendation can be based on 1Gb+ of analyzed data



Truth #1: The ad platforms will continue to automate

Because Most Advertisers Like Automations

Adoption of Responsive Search Ads in accounts



5606 Optmyzr accounts analyzed

75% tried RSAs

99% who try RSAs keep them



An aerial photograph showing a vast, dry, and cracked lake bed. The cracked earth is a mix of brown and tan colors, with deep, dark fissures forming a complex, irregular pattern. In the upper right portion of the image, there is a small, irregular pool of water. The water is a pale, milky blue-green color, contrasting with the arid landscape. The overall scene conveys a sense of drought and environmental hardship.

#2:

Data keeps being taken away

Truth #2: Data is being taken away

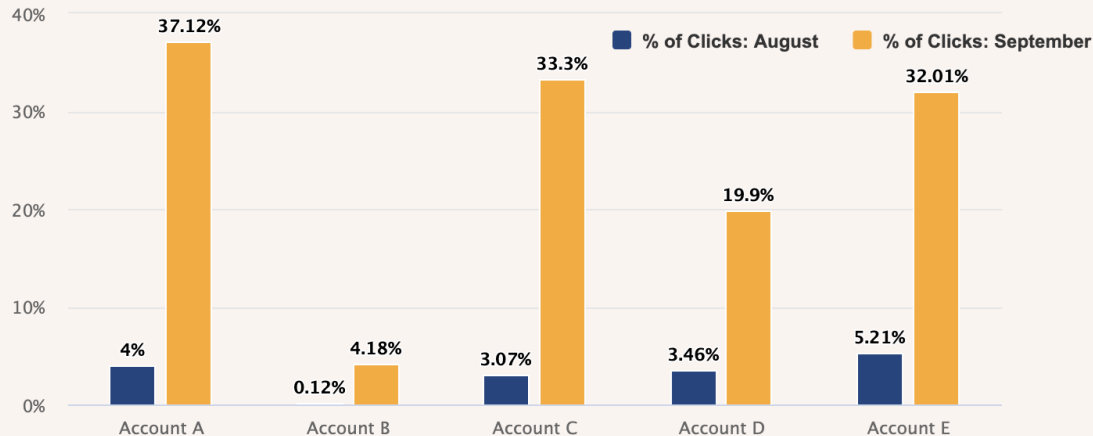
Because of privacy

Search terms data became more limited on Sep 2, 2020



Google Ads: Clicks from Unknown Search Terms

% of total clicks per advertiser: 8/13/20 to 8/31/20 vs. 9/1/20 to 9/19/20



PRACTICAL ECOMMERCE | Source: Google Ads reports

Script to see your own impact: <https://swiy.io/hidden-sqr>



Truth #2: Data is being taken away

But... Human Intuition Still Matters

Google says 'arranging flowers' is a close variant of 'flower arrangement'

Type of Match	Keyword	Matched queries
Exact	[flower arrangement]	flower arrangement floral arrangement arranging flowers (+ others)

Google thinks 'logo design' is a close variant of 'trademarking'





#3:

Advertiser Controls Are Reduced

Phrase Match is Absorbing Modified Broad (BMM)

In Optmyzr's analysis of 162 million positive keywords on February 5, 2021, we found the following about how advertisers use Phrase Match and Broad Match Modified keywords.

- 89% of advertisers use broad match modified keywords.
- 55% of advertisers use **only** full BMM (e.g. '+video +games +for +xbox')
- 95% of all BMM keywords are **full** BMM.
- 5% of all BMM keywords are **partial** BMM (e.g. 'video games for +xbox').

Analyze your account with this script: <https://swiy.io/how-will-bmm-sunset-impact-me>



More automation +
Less Data +
Fewer Controls
=



Advertising that works
for everyone



Come again???



ADVERTISING THAT WORKS FOR EVERYONE

Unless you're a PPC expert :-p

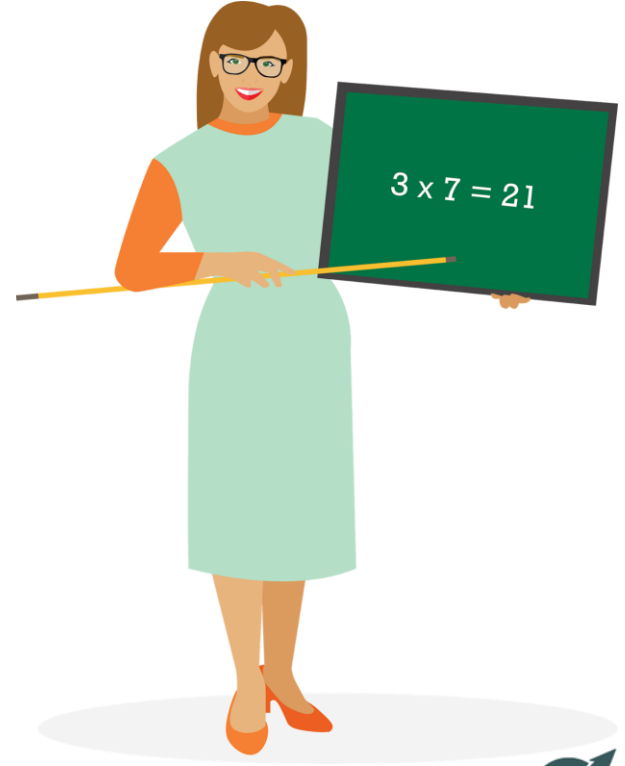


To win at PPC, it's time
for a dramatic mind shift

Automation is better *with* humans



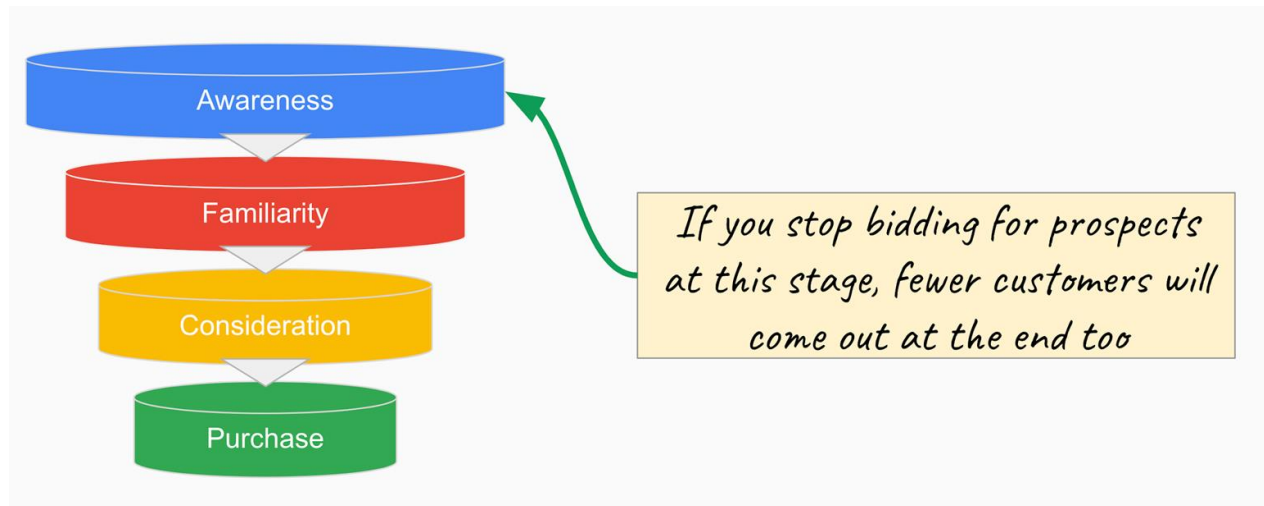
3 PPC Roles Humans Will Play



“PPC Doctors”



Prevent bad interactions,
e.g. Smart Bidding with Last Click Attribution



Aren't there more important things I should worry about than my attribution model?

If this is what you sell:



Humans intuitively realize that the upper funnel keyword '**sneakers**' is relevant, even if last click attribution says it generates almost no sales.

Automated bidding won't come to the same conclusion because it doesn't have our intuition. It's dependent on how we define its goals.



PPC Doctors Know the Right Medicine

 Bid Strategies and Bid Adjustments - Compatibility Matrix									
	Strategy Name	Strategy Type	 Device	 Geo	 Ad Schedule	 Audience	 Age Range	 Gender	 HH Income
 Smart³ (Automated)	Target CPA	Conversions	✓ Adjusts target CPA ¹	✗	✗	✓ Adjusts Priority ⁴	✗	✗	✗
	Target ROAS ²	Conversions	▼ 100% only	✗	✗	✓ Adjusts Priority ⁴	✗	✗	✗
	Maximize Conversions	Conversions	▼ 100% only	✗	✗	✗	✗	✗	✗
	Maximize Conversion Value	Conversions	▼ 100% only	✗	✗	✗	✗	✗	✗
	Enhanced CPC ⁵	Conversions	✓	✓	✓	✓	✓	✓	✓
 Automated	Maximize Clicks	Clicks	✓	✓	✓	✓	✓	✓	✓
	Target Impression Share	Impressions	▼ 100% only	✗	✗	✗	✗	✗	✗
	Target Search Page Location ⁶	Impressions	✓	✓	✓	✓	✓	✓	✓
	Target Outranking Share ⁶	Impressions	✓	✓	✓	✓	✓	✓	✓
 Manual	CPC	Clicks	✓	✓	✓	✓	✓	✓	✓
	vCPM / CPM	Impressions	✓	✓	✓	✓	✓	✓	✓
Bid Adjustment and Bid Strategy compatibility chart for Google Ads (July 2019) - www.optmyzr.com 									
✗ Bid adjustments can be set but will be ignored. ✓ Bid adjustments can be set and will be used.									

<https://www.optmyzr.com/blog/which-bid-adjustments-work-with-my-bid-strategy-on-google-ads>

“PPC Pilots”



Monitor Automations

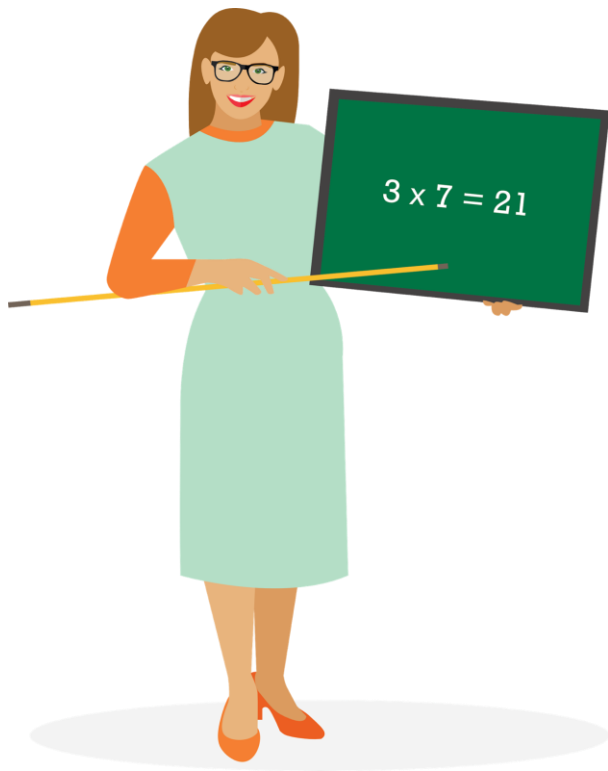
e.g. Set up an experiment dashboard so you can more effectively test automated bidding vs manual bidding

	A	B	C	D	E	F	G	H	I
1	Campaign	Experiment Name	Experiment Split	Status	Start Date	End Date	Clicks (control)	Clicks (experiment)	Clicks (difference)
2	Prod - Brand Optmyzr (Madf tCPA test		50	UNABLE_TO_CI	20190907	20191007	0	0	0%
3	Prod - Brand Optmyzr (Madf experiment for scripts test 2		50	ACTIVE	20190411	20190527	268	313	17%
4	Prod - Brand Optmyzr (Madf Target CPA		50	FINISHED	20180605	20180703	156	122	-22%
5	Prod - Brand Optmyzr (Madf Brand Experiment (Launched		50	FINISHED	20180126	20180126	3	0	-100%
6	Shopping - AU (Marivi)	experiments test	20	ACTIVE	20190716	20190805	6	5	-67%
7	Search - Dutch	Draft 2	30	ACTIVE	20170330	20170429	3	1	-80%
8	Search - Dutch	experiment4	50	ACTIVE	20170124	20170223	3	7	133%
9	Prod - AdWords Tools - Geni Checking lower bid		20	UNABLE_TO_CI	20170202	20170210	18	5	-89%

Methodology: <http://bit.ly/experiment-dashboard>



“PPC Teachers”



One of Google's 10 rules of innovation is to share all information

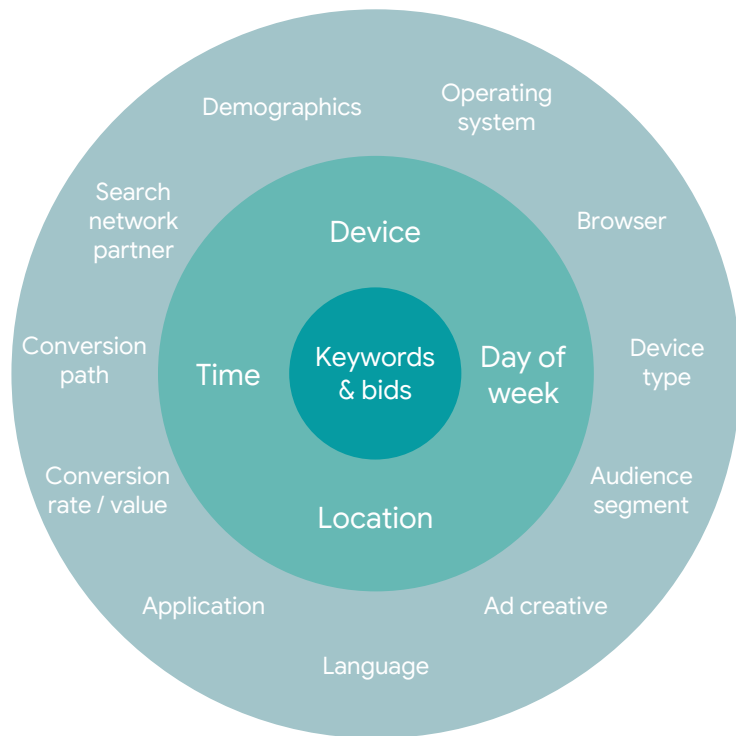
With the right inputs, smart humans can independently make the right decisions for the business.

But now, the machine may be your best account manager. Should it not have all information too?



This is the shift we have to make

We used to manage complexity inside Google Ads



To get results in our business



Leads

Paying clients



Sales

Profits



Signups

Revenue



We should manage how we inform Google about our business

What is the *true* value

Paying clients →

Profits →

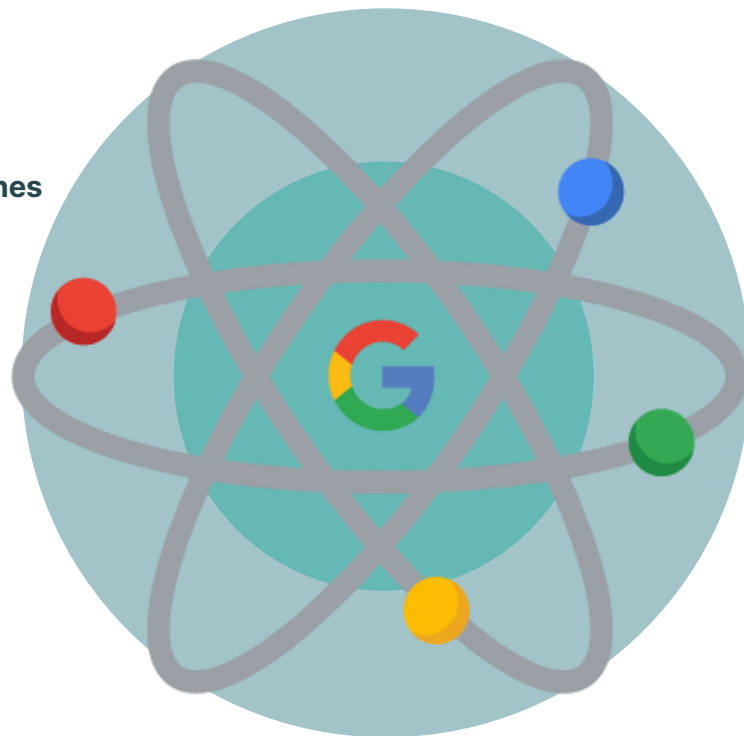
Revenue →

And how do we teach the machines

Leads →

Sales →

Signups →



“ As online advertising becomes more automated, we believe that the KPI you ask machine learning (ML) algorithms to optimize and the data you share with these algorithms will become one of the most important competitive advantages in your online ads strategy. ”

from Google Executive Summit

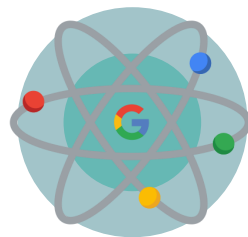
You CAN use bid adjustments with Smart Bids!

2 Sales happen in 2 different countries



Reported Conv. Value

```
if(country = UK)  
then  
value +20%
```



You are telling the machine that all else being equal, you'd prefer conversions from the UK...



“

With Smart Bidding, ask yourself what are the factors that you know in the back of your mind impact the bottom line and the conversions. Then figure out which of these you could communicate to Google by better reporting conversions.

The factors that are left are the ones you need to figure out how to manipulate yourself either by playing with the targets or by doing conversion updates.

”

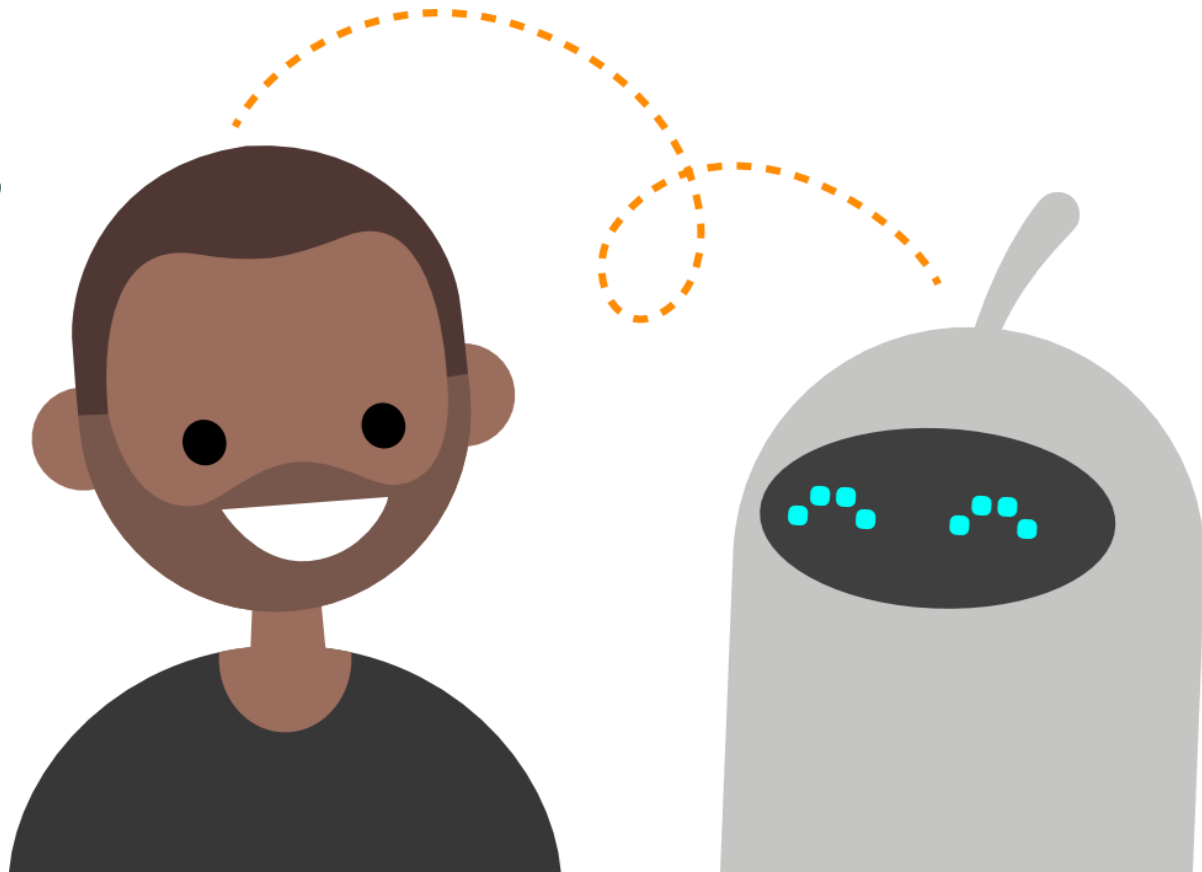
from Optmyzr PPC Town Hall

Unlevel the Playing Field

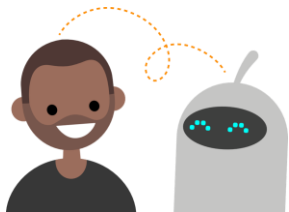
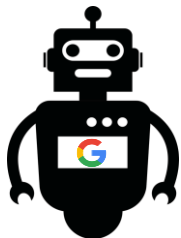


Automation Layering

*If you can write
down your
process, you
CAN automate
it!*



Google PPC is Better with Automation Layering



Smart Bidding sets auction-time bids

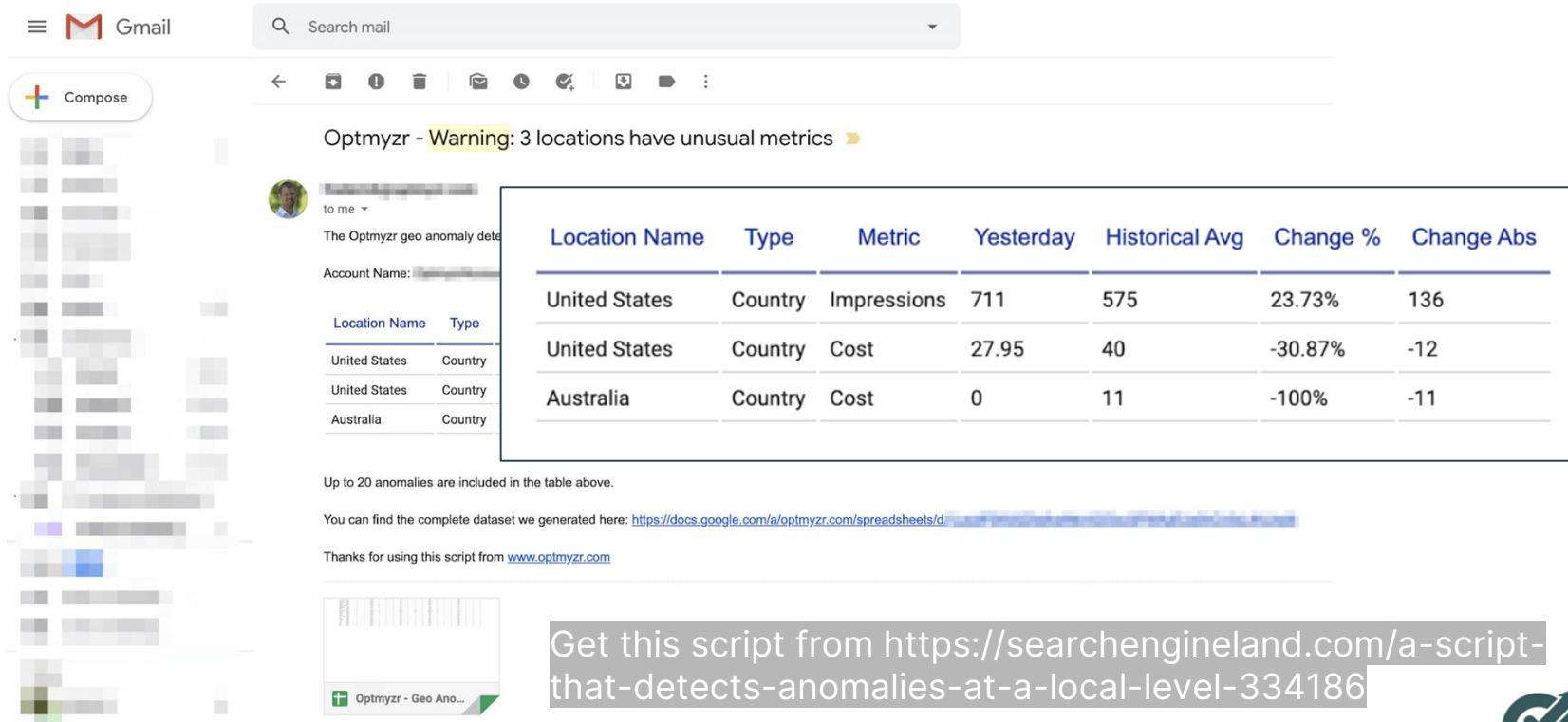
Your automation monitors Smart Bidding for outlier behaviors



Be a fighter pilot!



Script: Detect Geo Anomalies



Compose

Search mail

Optmyzr - Warning: 3 locations have unusual metrics

to me

The Optmyzr geo anomaly detection script has identified unusual metrics for your account.

Account Name: [Redacted]

Location Name	Type	Metric	Yesterday	Historical Avg	Change %	Change Abs
United States	Country	Impressions	711	575	23.73%	136
United States	Country	Cost	27.95	40	-30.87%	-12
Australia	Country	Cost	0	11	-100%	-11

Up to 20 anomalies are included in the table above.

You can find the complete dataset we generated here: <https://docs.google.com/a/optmyzr.com/spreadsheets/d/...>

Thanks for using this script from www.optmyzr.com

Optmyzr - Geo Ano...



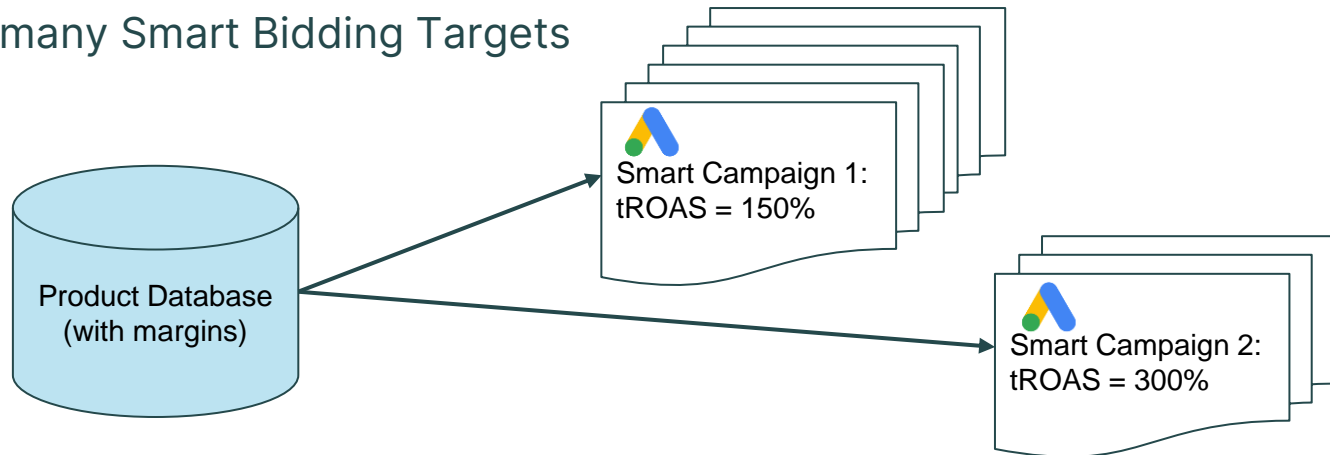
Managing Multiple Targets

Product type	Avg. CPC	Costs	Conversions	Conv. value / cost	
smoke alarms	\$0.59	\$222.75	120.00	8.88	(1) High ROAS: ROAS = 500%
ventilation	\$0.68	\$446.83	47.67	4.75	
troffer	\$1.44	\$3,995.71	55.13	2.80	(2) Medium ROAS: ROAS = 275%
lightbar	\$1.70	\$1,391.38	134.40	2.52	
vapor light	\$2.14	\$37.73	59.13	0.63	(3) Low ROAS: ROAS = 100%
bollard	\$1.80	\$1.80	75.00	0.00	

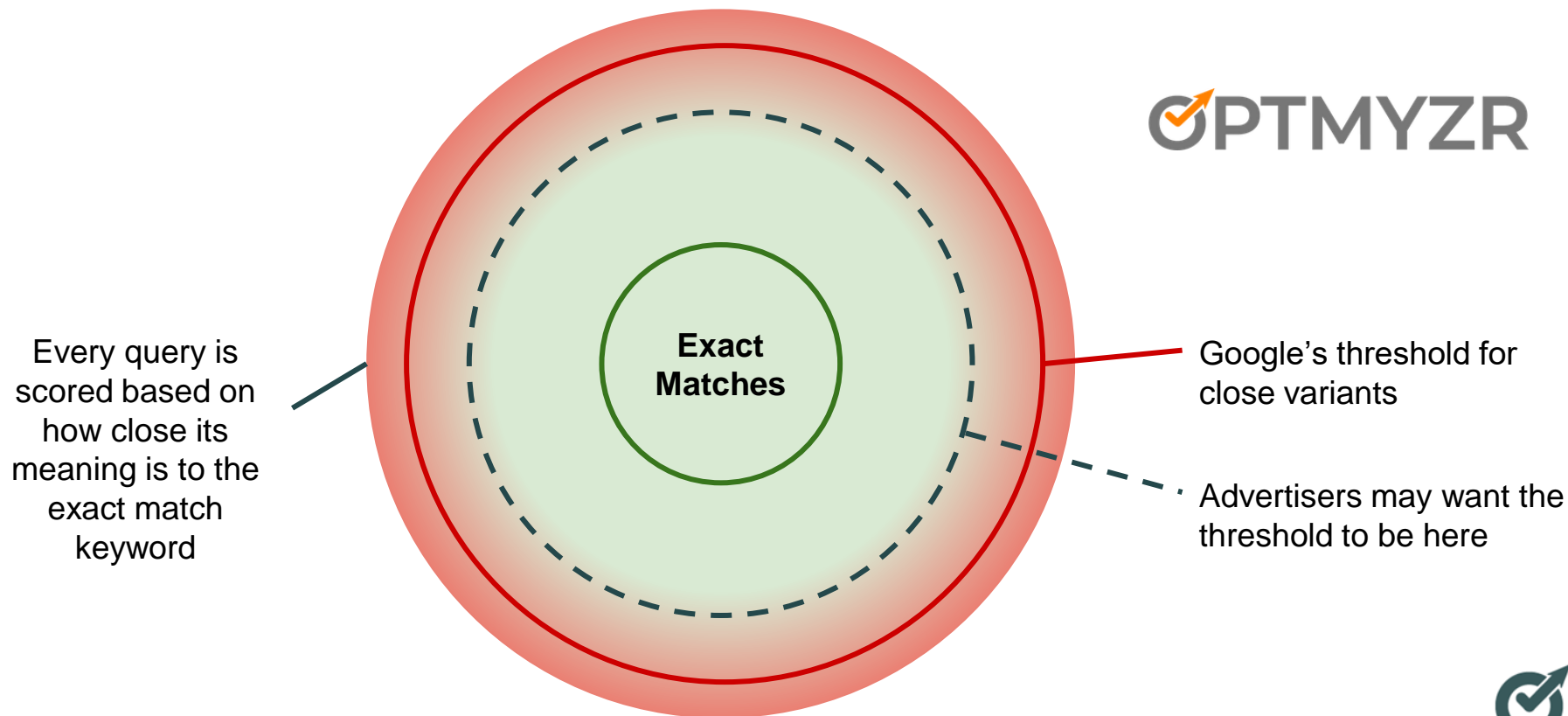


'Automation Layering' makes implementing complex strategies feasible

Google recommends having multiple campaigns so you can have many Smart Bidding Targets



Make Close Variants More Like Exact Match



Use Ads Scripts to Help Manage Close Variants

Keyword Analysis - Optmyzr - 20180910 (LAST_30_DAYS)						
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive						
100% \$ % .0 .00 123 Arial 10 B I A						
fx Match Type						
	A	B	C	D	E	F
1	Campaign Name	Ad Group Name	Match Type	Sub Match Type	Keyword	Search Term
5	Optimization- Ne Tools		Exact	Exact	adword tools	adwords tools
6	Optimization- Ne Tools		Exact	Exact	adword tools	adword tool
7	Optimization- Ne Tools		Exact	Exact	adword tools	adwords tool
8	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmyzr
9	Prod - Brand Opt Brand		Exact	Exact	optmyzr	opmyzr
12	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmyzr
13	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmyzr
14	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmyz
15	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmyzr
16	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmzr
17	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmzr
18	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmzr
19	Prod - Brand Opt Brand		Exact	Exact	optmyzr	optmzr

Get the code: <http://bit.ly/CloseVariants>



Optimize at the edges of Google Ads

Stop chasing the controls that were necessary in 2001. Instead think about sharing the right data so the smartest PPC manager can push the right buttons for you. That's what ML will do for you.

— Fred Vallaeys, CEO, Optmyzr

Thanks for your time!

Free Scripts I covered today:

BMM script: <https://swiy.io/how-will-bmm-sunset-impact-me>

Geo script: <https://swiy.io/geo-anomalies>

Trending query script: <https://swiy.io/trending-searches>

Close variant script: <https://swiy.io/close-variants>

Experiment dashboard: <https://swiy.io/experiment-dashboard>

Hidden search terms: <https://swiy.io/hidden-sqr>

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