



Ads in a Quality Score World

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Overview

- Ad Quality is essential for the engines
- Managing Ad Quality is a key to your PPC campaigns
- If you've had puzzling results, you are not alone



QS is the Big Hammer



- Ad Rank
- Minimum Bid

Performance Based Pricing?

Publisher's
Metric



Network
Metric



Advertiser's
Metric



Quality Score & Ad Rank

- **CTR x Paid CPC x 1000 = eCPM for the Search Engine**
- **Example:**
 - \$10 Bid
 - **5% CTR (primary measure of Ad Quality)**
 - 50 Cents / Impression
 - \$500 eCPM for the engine
- **SE's goal is to sell the space for as much as possible → Move the highest eCPM ads up top**
- **Landing page quality maximizes long-term eCPM**

Key QS Factors

1. *Relative* CTR by position
2. Account History
3. Landing Pages (Min. Bid)

You Can't Hurry (Google's) Love

- Your goal is to beat expectations
- Higher on the list just means more data, faster

Web News Results 1 - 10 of about 943,000,000 for insurance [definition]. (0.09 sec)

6%

[Progressive Car Insurance](#)

Sponsored Links

www.progressive.com Named #1 insurance website. Get a free direct quote now!

4%

[GEICO Auto Insurance](#)

www.GEICO.com Get a Free Instant Insurance Quote! See How Much You Could Save.

3%

[Colorado Car Insurance](#)

www.esurance.com/Colorado Esurance Customers Save \$360 Buy Your Policy Online in Minutes!

Sponsored Links

[Cheap Insurance Car](#)

Excellent Coverage at Low Rates - Average Customer Saves \$300!
www.UnitrinDirect.com

1.5%

[Nationwide Auto Insurance](#)

Get The Right Auto Insurance From Nationwide@ - Start Saving Today!
www.Nationwide.com
Colorado

1.0%

[Colorado Auto Insurance](#)

Buy, print car insurance in 10 minutes- with accidents, violations
www.TheGeneral.com
Colorado

.75%

[21st Century Insurance](#)

Colorado motorists, save an average of \$300 annually on car insurance.
www.21st.com
Colorado

.50%

[Car Insurance | Auto Insurance | Auto Insurance Quotes | Online ...](#)

Compare and buy instant car & auto insurance quotes. Insurance.com gives you competitive online auto insurance quotes from insurance companies you know and ...
www.insurance.com/ - 41k - Cached - Similar pages - Note this

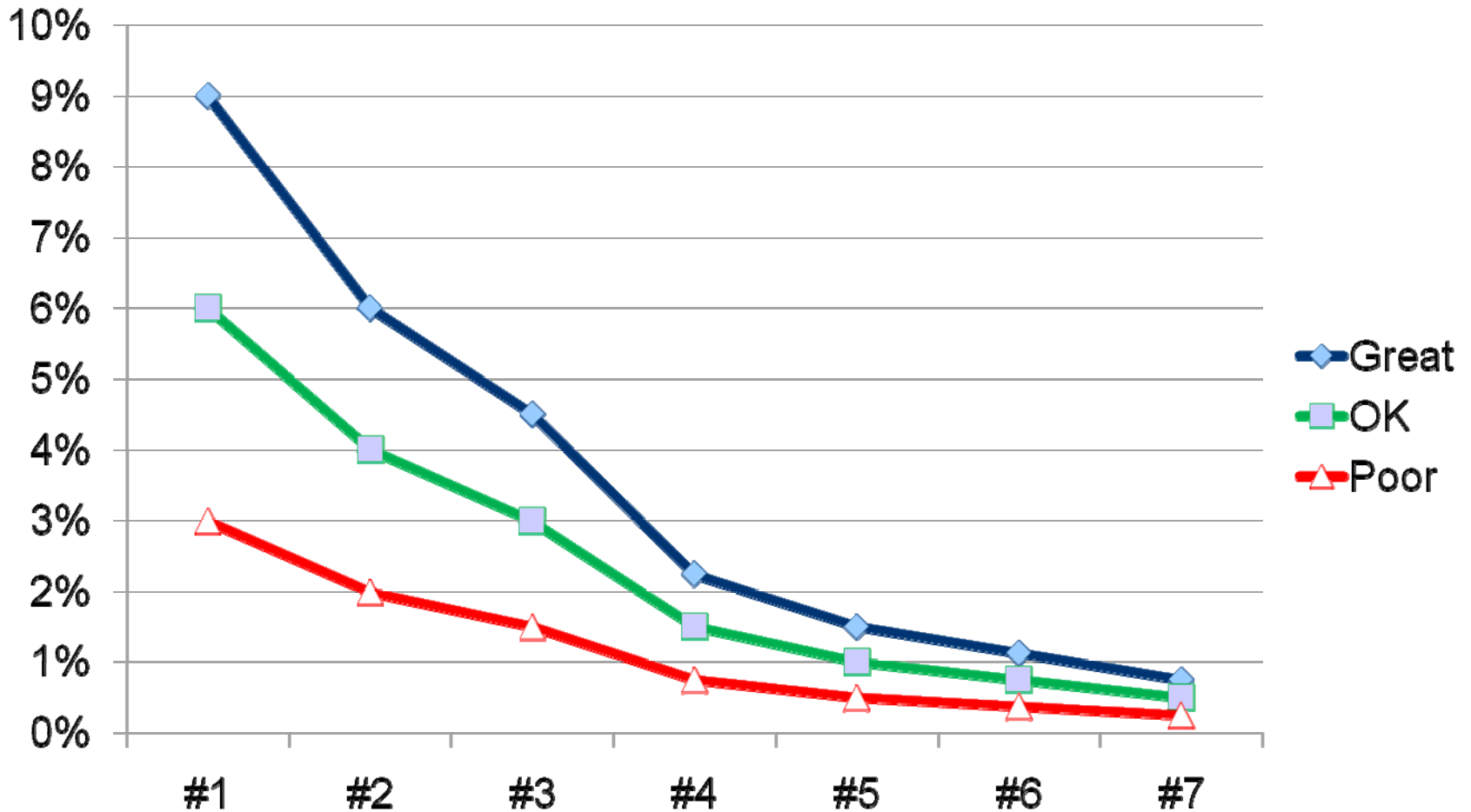
[Insurance - Wikipedia, the free encyclopedia](#)

Encyclopedia article covering topics such as types, principles, indemnification, the insurance industry, and controversies.
en.wikipedia.org/wiki/Insurance - 140k - Cached - Similar pages - Note this

[Allstate - Auto Insurance Quotes Online - Official Site for Car ...](#)

Allstate auto insurance quotes and anonymous ballpark estimates to help protect you, your family and your automobile. Insurance and financial products ...
[Stock quote for ALL](#)

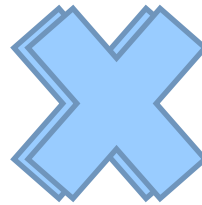
Beating the Benchmarks



Total Throughput Management

Your Key Metric: Value per Impression

Click-
Through
Rate



Conversion
Rate

= Total Outcomes / Impression

Total Throughput Management

Your 2 Key Metrics are Often at Odds

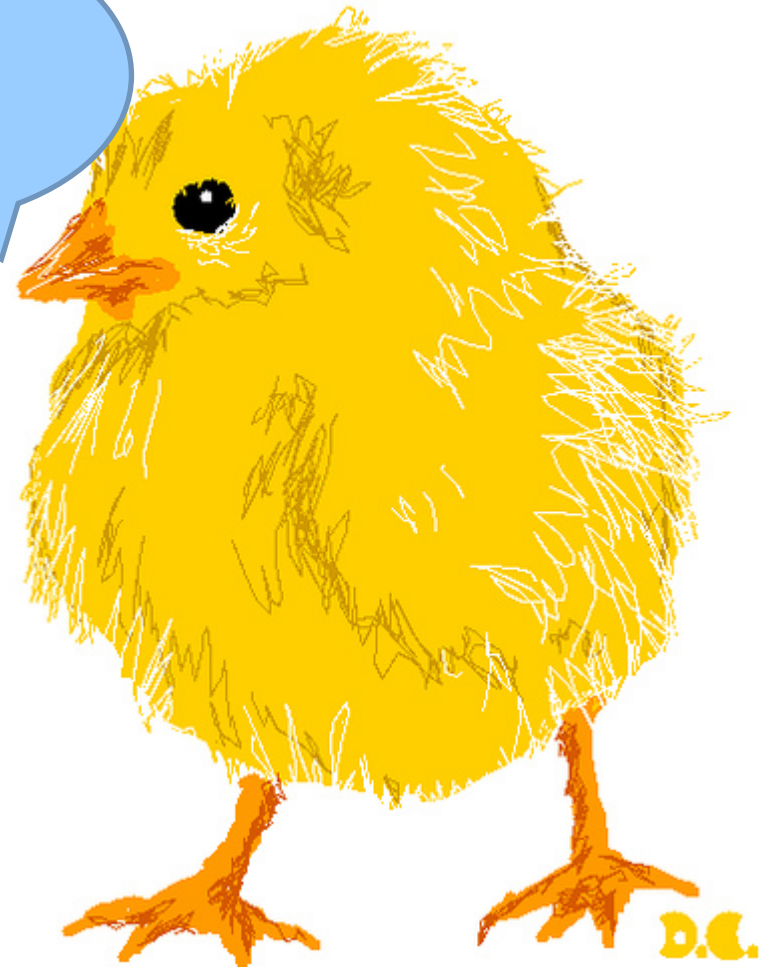


- *Qualifying* words raise Conversion but may lower CTR
- *Enticing* words raise CTR but may lower conversion

Matching Product to Creative

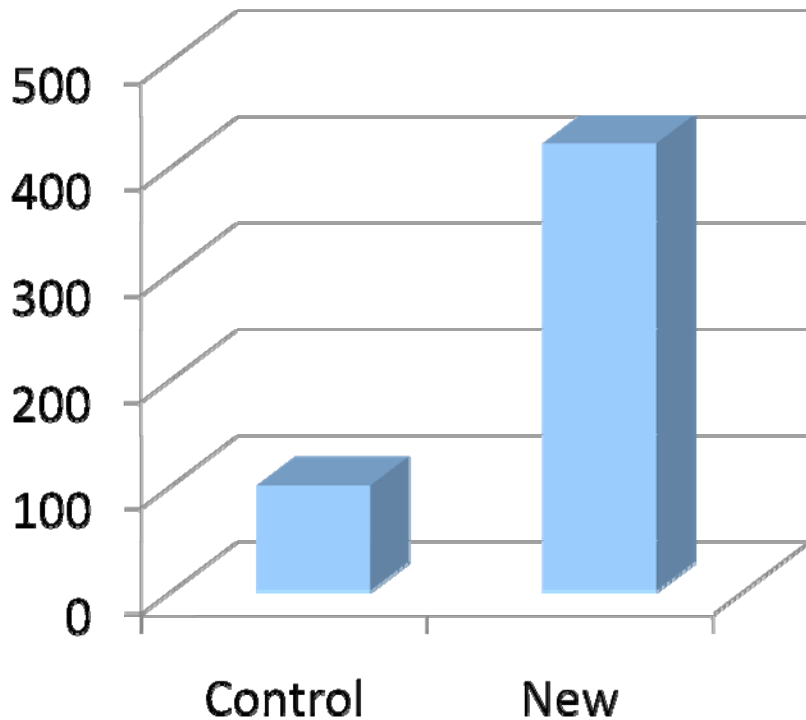
cheap
cheap
cheap

- “Cheap” can drive high CTRs
- Key question: will the user find your product cheap?
- What will the brand manager think?

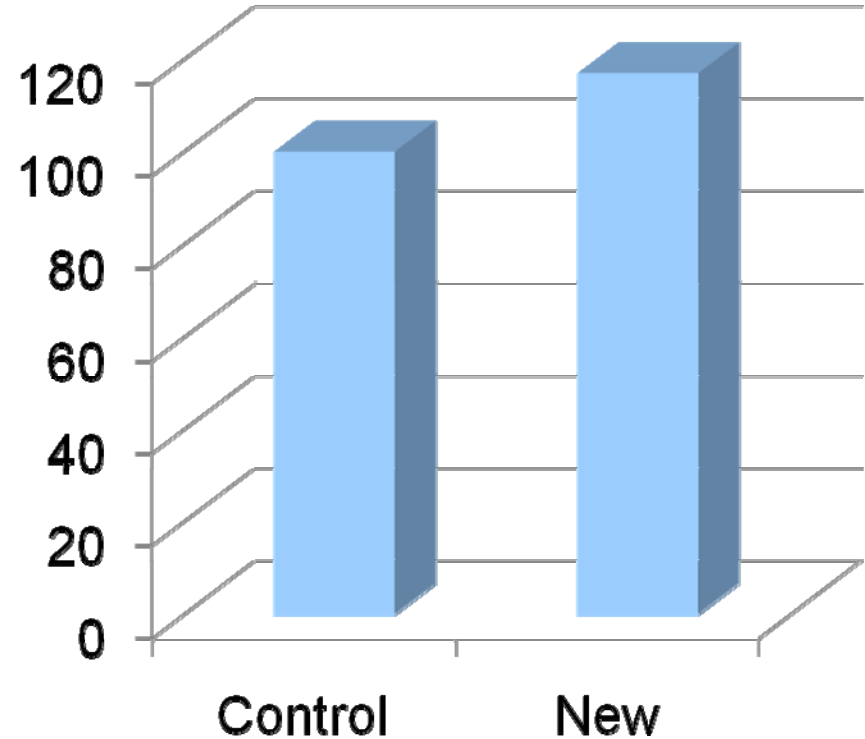


Sometimes it Pays to be Cheap

CTR



Conversion



Throughput Checklist

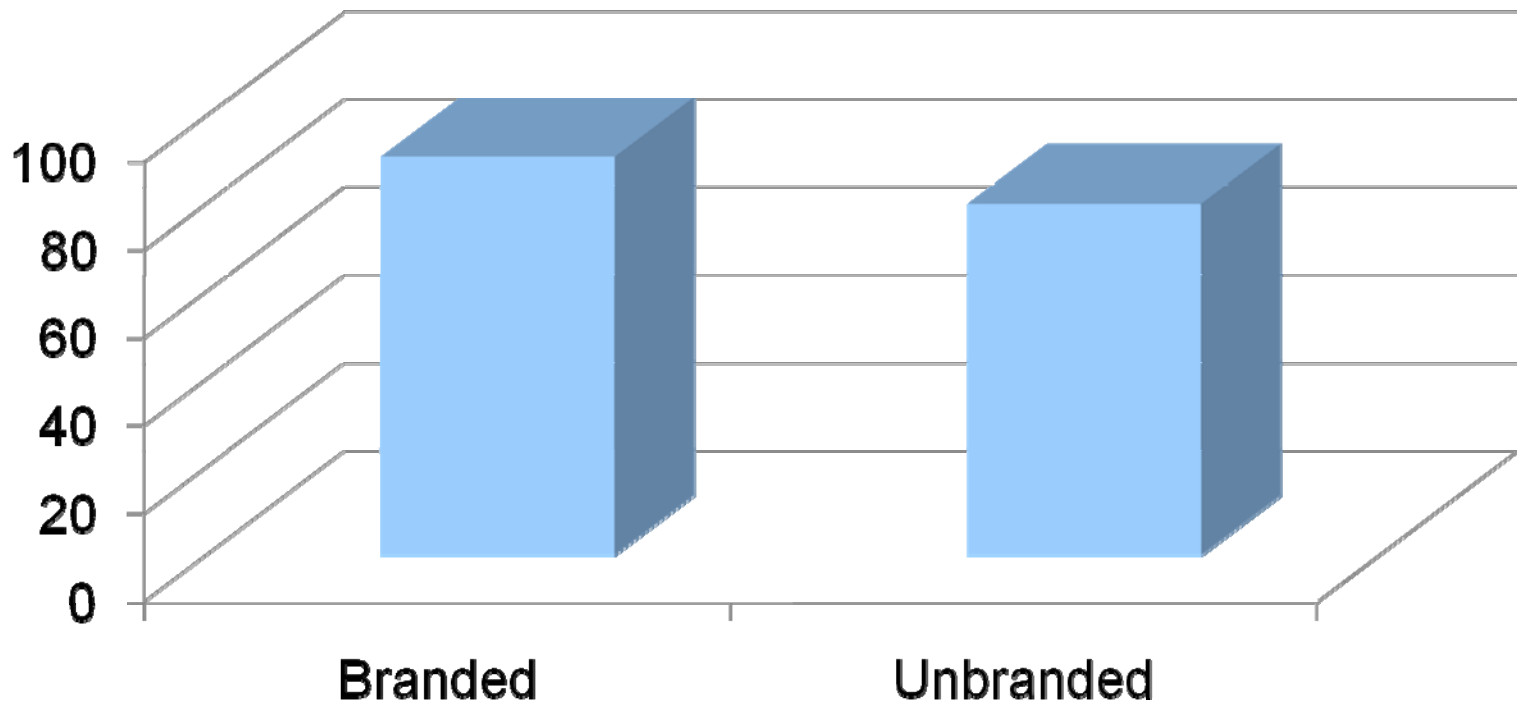
- Track Total Throughput (CTR & Conversion *together*) for all ad copy variants
- Creative should match the scope & quality of your offer
- Align KW, Creative & Landing Pages
- Experiment with different grouping structures
- Use day-parting to focus on high demand and conversion periods

How the Engines Can Improve

- More transparency
- More precision
- Give advertisers the benefit of the doubt when data is thin

Non-brands *Can* Compete

Branded vs. Unbranded Ads (SureHits Network)





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“If You're Not Confused” by B Tal / Brian Talbot

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“Caution - See-Saws Ahead!” by navonod / Donovan

“chick.sketch” by NET9

+ Special thanks to Anita @ Google (our account rep)