

R A N G E

# Creating Compelling Ads

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## Boiling it Down: Factors that Convert

- Things you should know
- Write for your Consumer
- Get Creative
- Writing for Conversion not Clicks



Things You Should Know: *Convert at the Ad*

## Convert at the Ad not the Landing Page

- Use Official Site in the title and/or description for most branded terms
- Include the keyword in the title and description
- Capitalize Display URL for more visibility
- Clear Call-to-action/ offer

[La Mer - Official Site](#)

Luxury Skin care - Complimentary  
Shipping & Sample w/ Every Order.  
[www.LaMer.com](http://www.LaMer.com)

[La Mer - Official Site](#)

Shop La Mer's luxury skin care  
online. Complimentary Shipping.  
[www.LaMer.com](http://www.LaMer.com)

- Top ad is the original
- 2<sup>nd</sup> ad is the new ad ~ ***Provided 20% lift in Conversion.***
- **Why?** *Offer was clear at the end and not divided between 2 lines.*

## Deliver a Clear Message

Make sure your creative defines what you are selling (i.e. Bobbi Brown's pre-Range creative doesn't exactly say what they sell)

The screenshot shows a Google search interface. The search bar contains the text "bobby brown divorce". To the right of the search bar is a "Search" button and links for "Advanced Search" and "Preferences". Below the search bar, there are tabs for "Web", "Video", "News", and "Music". The search results are displayed as "Results 1 - 10 of about 2,470,000 for **bobby brown**. (0.08 seconds)".

The first result is a sponsored link for "Bobbi Brown Official Site" with the URL [www.BobbiBrown.com](http://www.BobbiBrown.com) and the text "Free Shipping with \$75 Purchase. Choice of Samples and More.".

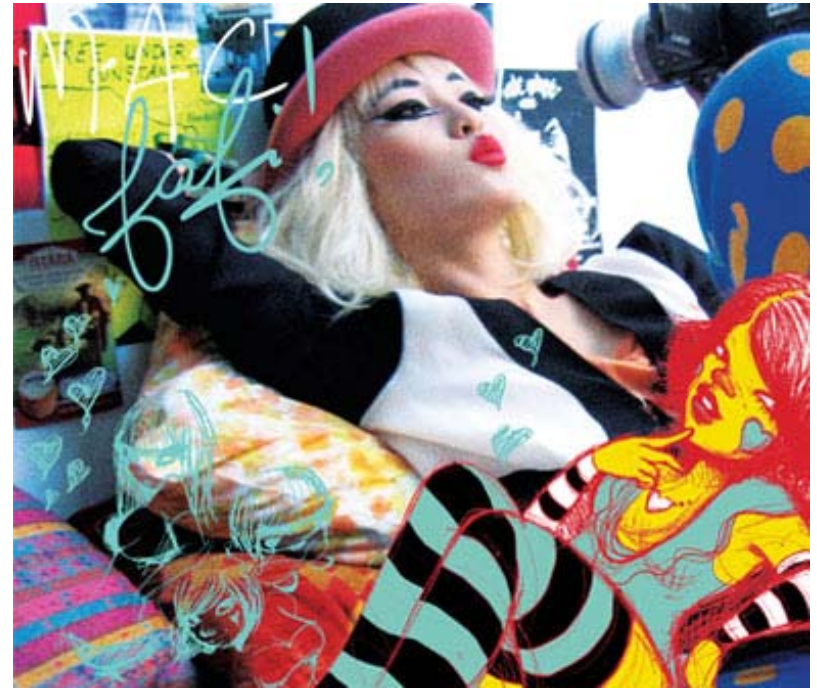
The second result is "Bobby Brown - Wikipedia, the free encyclopedia". The snippet reads: "Bobby Brown began his music career as a member of the R&B boy band New Edition. The group's hits with Brown included 'Candy Girl,' 'Cool It Now,' and 'Mr. ...". The URL is [en.wikipedia.org/wiki/Bobby\\_Brown](http://en.wikipedia.org/wiki/Bobby_Brown) - 41k - Cached - Similar pages - Note this.

The third result is "Bobby Brown (I)" from IMDb. The snippet reads: "Discuss this name with other users on IMDb message board for Bobby Brown (I) ... VIDEO: Bobby Brown on Ellen 2/1/2008 talkin' about Gone Country ...". The URL is [www.imdb.com/name/nm0113140/](http://www.imdb.com/name/nm0113140/) - 44k - Cached - Similar pages - Note this.

On the right side of the results, there are two more sponsored links:

- "Bobby Brown" with the text "Whitney Houston To Stage a Comback! Full Story w/Free Celebrity Toolbar" and the URL [Celebrity.alottoolbars.com](http://Celebrity.alottoolbars.com).
- "Bobby Brown Ringtones" with the text "Bobby Brown Ringtones To Your Cell In 30 Seconds." and the URL [BonusRingtones.fm](http://BonusRingtones.fm).

## Know the Consumer



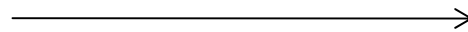
## Provide the Consumer the Right Information

- Outline specific offers or selling points if applicable
  - Highlight **new products** – Take advantage of **product launches**
  - **Be specific** to product or offering - using **price points** has higher CTR

### Amara Resort Sedona

Your luxury hotel resource. Book now for guaranteed low rates.

[www.PerfectEscapes.com](http://www.PerfectEscapes.com)



**2% CTR**

### Amara Resort - Sedona, AZ

Enjoy Outstanding Views & Upgraded Amenities. Rates from \$248/night.

[www.PerfectEscapes.com](http://www.PerfectEscapes.com)



**10% - 14% CTR**

\*\* CTR varies based on property and price point but ranges consistently between 10% - 14%



## Write for Your Consumer *not* Searchers

- 'Proper' format versus a normal sentence
  - **Creative** isn't only about **legibility** and content, but also about **appearance**
  - We see better results with capitalizing the first letter of each word  
(except for and, with, etc.)
- Make sure that your creative is **reflective of your status**
  - Luxury brands, don't abbreviate anything
  - Use words that would **attract** your target.....*complimentary* versus *free*

[Shop M•A•C Cosmetics](#)

Fafi Collection: Come Alive in  
Shades Sparked with Colorful Pearl.

[MACCosmetics.com](http://MACCosmetics.com)



## Target the Customers' Needs

*Keyword:* wyndham miami, miami airport hotel, miami hotel

### Wyndham Miami Airport Hotel

Plan your ~~dream getaway~~ at the Wyndham Miami Airport Hotel.

[www.wyndham.com](http://www.wyndham.com)

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### Wyndham Miami Airport Hotel

Each room at the Wyndham Miami Airport Hotel provides their guest with a high-speed Internet connection, a pillow top mattress and more. Book at Wyndham.com for our guaranteed low Web rates.

## Solution: 1, 2, 3 Check Points

### Description Check Points:

- Keyword in the title
- ~~Official Site~~ ~~Where Applicable~~ Wyndham = client ~~Official Site~~
- ~~We try to push 3 different~~ keywords in each description – dining, room amenities and social activities; ~~room amenities~~ room amenities that read “Miami Airport Hotel” instead of something like “Miami Wyndham Hotel Airport.”

### Wyndham Miami Airport Hotel

Each room at the Wyndham Miami Airport Hotel provides their guest with a high-speed Internet connection, a pillow-top mattress and more. Book at Wyndham.com for our guaranteed low Web rates.

**CTR Increases: averaged 4%**  
**Conversion Increases: between 3% - 5%**

## Geo-Targeting

**80% who purchased at a retail store research  
online**

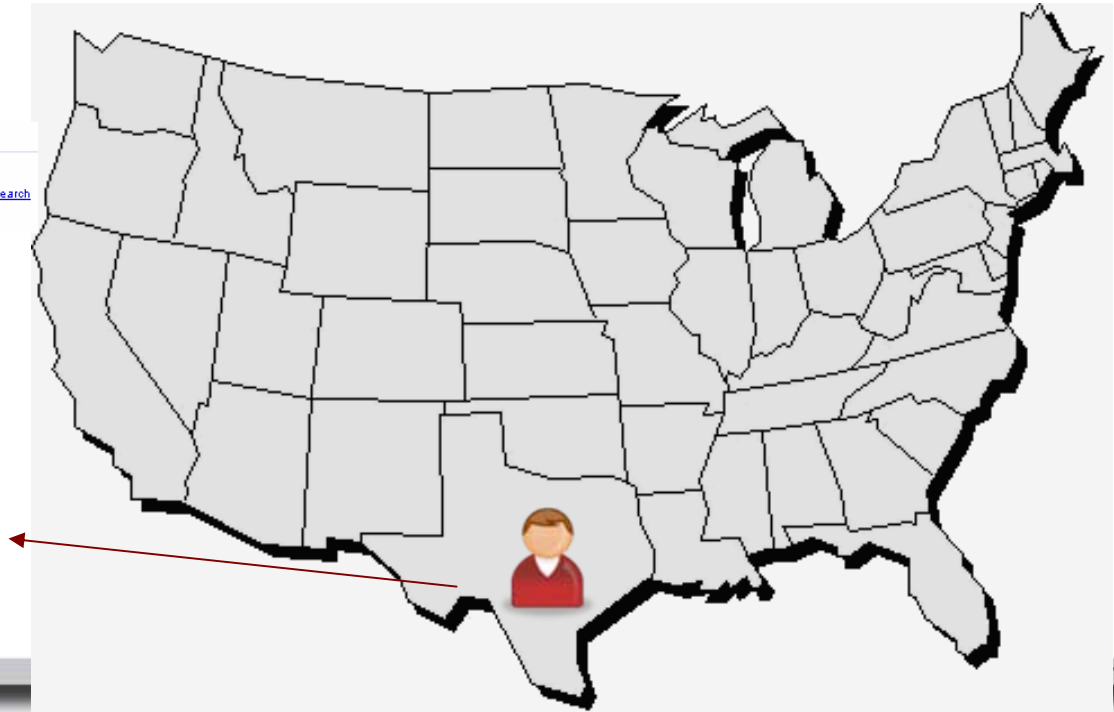
## Best Practices – Geo Target

Without even changing creative, geo-targeting improves CTR due to location showing under ad

[Web](#) [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▾

Google   [Advanced Search](#) [Preferences](#)

Campaign	Avg. CPC	Avg. CTR
National	\$ 0.23	18%
Geo-targeted	\$ 0.16	40%



## Get Creative with Geo Targeting

Coordinate creative with the Grand Opening timeline.

**Click to store locator metric in this campaign was 35%**  
*→ 59% higher than our national campaigns averaging at 22%*

### Cherry Creek - New Store

Opening Weekend (8/11) 10% of Sales

Donated to Denver Performing Arts.

[ContainerStore.com](http://ContainerStore.com)

### Grand Opening Weekend

Cherry Creek's Newest Addition:

The Container Store®. Opening 8/11.

[ContainerStore.com](http://ContainerStore.com)

### Cherry Creek: Now Open

The Container Store®: The Original  
Storage and Organization Store.

[ContainerStore.com](http://ContainerStore.com)

Before Opening  
Weekend

21.88% CTR

Opening  
Weekend

19.44% CTR

After Opening  
Weekend

11.90% CTR

## Creatively Using Creative: Geo-targeting Weather

- Take advantage of first Spring-like weather in NYC
- Test geo-targeting in top markets

Nike New York

Enjoy the weather in Central Park  
in a new pair of Nikes.

[www.Nike.com](http://www.Nike.com)

CTR increased 24%

{Keyword:Nike New York}

Go for a run in Central Park  
in a pair of Nike running shoes.

[www.Nike.com](http://www.Nike.com)

CPC dropped 42%

Follow The Click to the Conversion



## Price Point Ad Copy CTR Test Results

Learnings specific to Non-Brand terms:

### Price Point

#### Men's Dress Shoes and More

**Johnston & Murphy Shoes for Men  
From \$150. Quality Craftsmanship.**

[www.JohnstonMurphy.com](http://www.JohnstonMurphy.com)

Impressions: 219,493

Clicks: 3,173

CTR: 1.5%

Vs.

#### Men's Dress Shoes and More

**Dressy or casual, always classic.  
Johnston & Murphy Official Site.**

[www.JohnstonMurphy.com](http://www.JohnstonMurphy.com)

Impressions: 364,198

Clicks: 8,180

CTR: 2.3% **↑ CTR 36%**



\*Comparison does not include holiday ad copy



## Price Point Ad Copy Conversion Rate Test Results

Learnings specific to Non-Brand terms:

### Price Point

#### Men's Dress Shoes and More

**Johnston & Murphy Shoes for Men  
From \$150. Quality Craftsmanship.**

[www.JohnstonMurphy.com](http://www.JohnstonMurphy.com)

Clicks: 3,173

Orders: 22

Conv. Rate: 0.69%

**Conv. Rate: 54% ↑**

Vs.

#### Men's Dress Shoes and More

**Dressy or casual, always classic.  
Johnston & Murphy Official Site.**

[www.JohnstonMurphy.com](http://www.JohnstonMurphy.com)

Clicks: 8,180

Orders: 37

Conv. Rate: 0.45%



\*Comparison does not include holiday ad copy

## Price Point Ad Copy Return Test Results

Learnings specific to Non-Brand terms:

### Price Point

#### Men's Dress Shoes and More

**Johnston & Murphy Shoes for Men  
From \$150. Quality Craftsmanship.**

[www.JohnstonMurphy.com](http://www.JohnstonMurphy.com)

Cost: \$3,050

Revenue: \$6,698

ROAS: 2.2 to 1

**ROAS 2X ↑**

Vs.

#### Men's Dress Shoes and More

**Dressy or casual, always classic.  
Johnston & Murphy Official Site.**

[www.JohnstonMurphy.com](http://www.JohnstonMurphy.com)

Cost: \$6,950

Revenue: \$6,900

ROAS: 1 to 1



## 5 Steps to Improving Search Creative and Results

*STEP #1: Maximize creative to your campaign goals*

*STEP #2: Maximize creative around your business (seasonality, luxury, new products)*

*STEP #3: Target your creative to your customers and their locations*

*STEP #4: Effective search branding must be done creatively*

*STEP #5: The goal may not be to get every click, but to get every profitable click*



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