

# Creating **Compelling** Ads

Presented by  
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# Click Through Currency

## Being Paid for Winning Ads – Things Have Changed!

Engines reward and promote the most effective and well-targeted ads

Engines charge higher quality ads a lower minimum cost-per-click bid (CPC bid) - “CTR discount”

Delete [Customize columns](#) Show only active ad groups

Status	Default Bid Max CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.	Conversions
Active	\$1.00	5,202	21,488	24.20%	\$0.76	\$4,651.37	1.3	1.58%	\$56.72	82
Active	\$0.20	2,605	13,746	18.95%	\$0.68	\$1,763.91	1.2	0.77%	\$88.20	20
Acti	Default Bid			CTR	Discount				79	4
Acti	\$1.00			24.20%	\$1.00				57	1
Acti					CTR 24% (discount = \$0.24c)				12	1
-									62	108
-					\$1.00 - 24c = \$0.76 Cost Per Click				62	108

received in the last 3 hours may not be included here.

porting.

7:00) Mountain Time. [Learn more.](#)

## How has the formula for top ad placement changed?

We've recently **improved** how high quality ads are selected for top positions above Google search results. This change is designed to **improve** the quality of our ad results, and to give you more control over achieving top ad placement. The core components of the top ad placement formula remain price and quality. However, we've **improved** the way we factor price into the formula. We've also adjusted the way your actual cost-per-click (CPC) is determined for ads in top spots. As always, only ads that meet our stringent quality requirements will be eligible to appear in top spots.

### What are the details?

In the previous top ad placement formula, we considered your Quality Score and your actual CPC, which was determined in part by the bids of advertisers below you. Even if you had a high quality ad, if advertisers below you were **not bidding very much**, your actual CPC may not have been high enough to qualify your ad to appear in a top position.

With this new formula, **instead of considering your actual CPC, we'll now consider your maximum CPC bid, which you control**



# MISSION CONTROL CENTER

TIME: 00:00:00  
DATE: 00/00/00  
STATUS: OK



# Creative? Environment

- Don't start with a blank canvas

## Create Text Ad

Example short ad:

[Luxury Cruise to Mars](#)  
Visit the Red Planet in style.  
Low-gravity fun for everyone!  
[www.example.com](#)

Headline:  Max 25 characters

Description line 1:  Max 35 characters

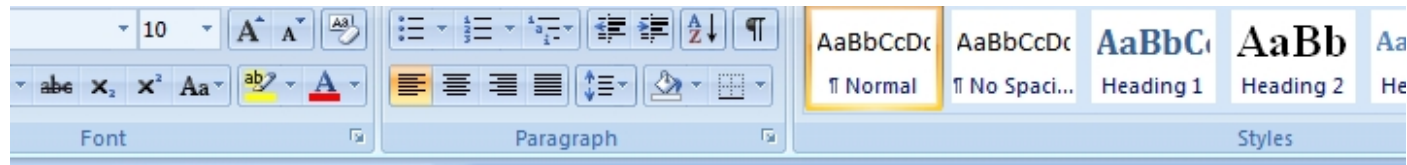
Description line 2:  Max 35 characters

Display URL:  [?](#) http://  Max 35 characters

Destination URL:  [?](#) http://  Max 1024 characters

Save Ad

Cancel



## Creating and Brainstorm Ads In Context

Sponsored Links

[Wine Racks All Styles](#)  
WineRacksAmerica.com High quality wine racks and cellar systems. Store 10-10,000 bottles.

[Wine Racks](#)  
GrottoCellars.com Buy Wine Racks Factory Direct. Modular Kits & Custom Designs.

[100's of Wine Racks](#)  
www.eWineRacks.com The Top Rated Wine Racks Site.  
Low Prices, 30% Off & Free S/H!

[Wineracks.com - wine racks, custom wine cellars, retail fixtures ...](#)  
 Handcrafted wooden wine racks and merchandiser displays. Custom cellar design and manufacturing.  
www.wineracks.com/ - 62k - [Cached](#) - [Similar pages](#)

[Wine Racks, Storage & Accessories - Commercial & Residential](#)

**Wine Racks & More:** We offer a range of wine racks for both home and commercial use; in wood, metals like wrought iron, in wire, wall mounted or hanging.  
www.winerackstation.com/ - 33k - [Cached](#) - [Similar pages](#)  
[Amazon.com: Wine Racks - Wine Accessories: Wine Cubes, Tabletop ...](#)

Online shopping for Wine Racks Wine Accessories from a great selection of Kitchen & Housewares: Wine Cubes.

Sponsored Links

[Wine Racks](#)  
mahogany wood wine racks.  
Wine racks - 92.5" and 77.5" tall.  
[wineracks.vigilantinc.com](#)

[The Wine Clip](#)  
New Gift for Wine Lovers.  
Improves taste of wine instantly!  
www.thewineclip.com

[GOT RACK? Used & New](#)  
Used, Refurbished & New Pallet Rack  
1-800-64-RACKS  
www.GOT-RACK.com

[Wine Storage Cabinets](#)  
Wine Storage Cabinets at 50% Off.  
Wine Storage Cabinets Since 1966!  
www.hertzfurniture.com

[Wine Racks - Ship Free](#)  
World's Largest Selection of Wine Racks. Free Delivery & Low Prices!  
www.JustWineRacks.com

Don't be all things to all people!

The menu board features several promotional banners at the top:

- ADD chili To Your Value Meal** (with chili bowl icon)
- ADD 2 TACOS TO YOUR MEAL Just 99¢** (with taco icon)
- GET ALL 5 TOYS** (with Scooby-Doo logo and toy icons)
- 9, 10, 11** (with burger icons and prices like \$4.99, \$5.99, \$5.49)

The main menu is organized into several sections:

- CROSSIN' UP:**
  - 1 CROSSIN' UP (with burger icon) \$2.69
  - 2 CROSSIN' UP (with burger icon) \$2.69
  - 3 FRENCH TOAST (with toast icon) \$1.99
  - 4 BISCUIT SANDWICH (with sandwich icon) \$2.09
- BREAKFAST:**
  - CROSSIN' WICH 1.29
  - French Toast Slice 1.29
  - Biscuit Sandwich 1.29
  - Minute Nerd .99
  - Custom Breakfast 1.29
  - Chick-n-wich .99
  - Hash Browns .89
  - Coffee .29
- WHOPPER SANDWICHES:**
  - 1 WHOPPER (with burger icon) \$4.99, \$5.99, \$6.99
  - 2 SMALL WHOPPER (with burger icon) \$4.59, \$5.59, \$6.59
  - 3 Original WHOPPER (with burger icon) \$4.99, \$5.99, \$6.99
  - 4 Super Whoppy (with burger icon) \$5.99, \$6.99, \$7.99
- CHICKEN CAESAR CLUB:** (with burger icon) \$4.99
- FLAME BROTHER SANDWICHES:**
  - 5 FLAME BROTHER (with burger icon) \$4.99, \$5.99, \$6.99
  - 6 FLAME BROTHER (with burger icon) \$4.99, \$5.99, \$6.99
- WHOPPER SANDWICHES (continued):**
  - WHOPPER 1.99, w/cheese 2.39
  - DBL WHOPPER 2.29, w/cheese 3.19
  - New CHICKEN WHOPPER 1.69
  - Buffed Wings 1.19
- DRINKS, FRIES & RINGS:**
  - Soft Drink 1.09, 1.29, 1.49, 1.69
  - Fries 1.49, 1.69, 1.89
- FLAME BROTHER SANDWICHES (continued):**
  - Flame Brother Double 2.69
  - New BLT BROTHER 1.59
  - Cheeseburger .29
  - Double Cheeseburger 1.49
  - Triple Cheeseburger 1.59
- CHICKEN, FISH & SALAD:**
  - Chicken Sandwich 2.79
  - CRISPY CHICKEN 1.39
  - New BLT BROTHER 1.59
  - Chicken Caesar Club 3.29
  - NEW BLT BROTHER 1.59
  - NEW CHICKEN SANDWICH 1.59
- ICE CREAM SANDWICHES:**
  - Ice Cream Sandwich 2.29, 2.49, 3.19, 3.59
  - ORIGINATION 5x 1.19
  - ORIGINATION 6x 1.59
- FIRE-UP EVERY DAY VALUES:**
  - Hamburger .79
  - WHOPPER JR. 1.29
  - 2 Tacos .99
  - CHICKEN SANDWICH 1.19
  - NEW CHICKEN SANDWICH 1.19
- TREATS:**
  - Small 1.39, 1.59
  - Medium 1.79, 2.25
  - Ice Cream Skate 1.29, 2.29, 2.75
  - Small 99¢, 1.29
  - Medium 99¢, 1.29





**Free up ad real-estate** by being the one to drop the things an industry competes on. End Wasteful Competitive benchmarking.

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

Google™


hammocks

Search


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

[Web](#) [Shopping](#)

### [1000s of Hammocks](#)

[www.Hammocks.com](http://www.Hammocks.com) The Top Rated Hammocks Website. Low Prices, 50% Off, Fast Shipping! [Google](#) [Checkout](#) 

### [The Hammock Company](#)

[www.Hammock-Company.com](http://www.Hammock-Company.com) Full line of Hatteras and Pawleys Island Hammocks. Same day shipping. [Google](#) [Checkout](#) 

### [Hammocks Wholesale Direct](#)

[www.Island-Joes-Hammocks.com](http://www.Island-Joes-Hammocks.com) 40-50% Discounts. 5 Year Guarantee. Fast Free Same Day Shipping!

# Utility vs. Emotional

- “Store 10 to 10,000 Bottles ...”
- “Beautiful Hardwood Wine Racks”

# KEY LESSON

YOUR AD IS A WINDOW TO YOUR SITE



# KEY LESSON

YOUR AD IS A WINDOW TO YOUR SITE

[Wine Racks All Styles](#)

[WineRacksAmerica.com](#)

High quality wine racks and cellar systems. Store 10-10,000 bottles.



Home Assembly Instructions Our Guarantee Testimonials Contact Us [View My Cart](#)

## Wine Racks All Styles

High quality wine racking direct from the manufacturer...  
store 10 to 10,000 bottles

**Purchase with confidence...**

- Safe, secure online checkout
- Instant purchase & shipping notification
- Toll free sales and support
- Over 18,000 customers and growing!

Modular Cellar Kits

Cooling Units

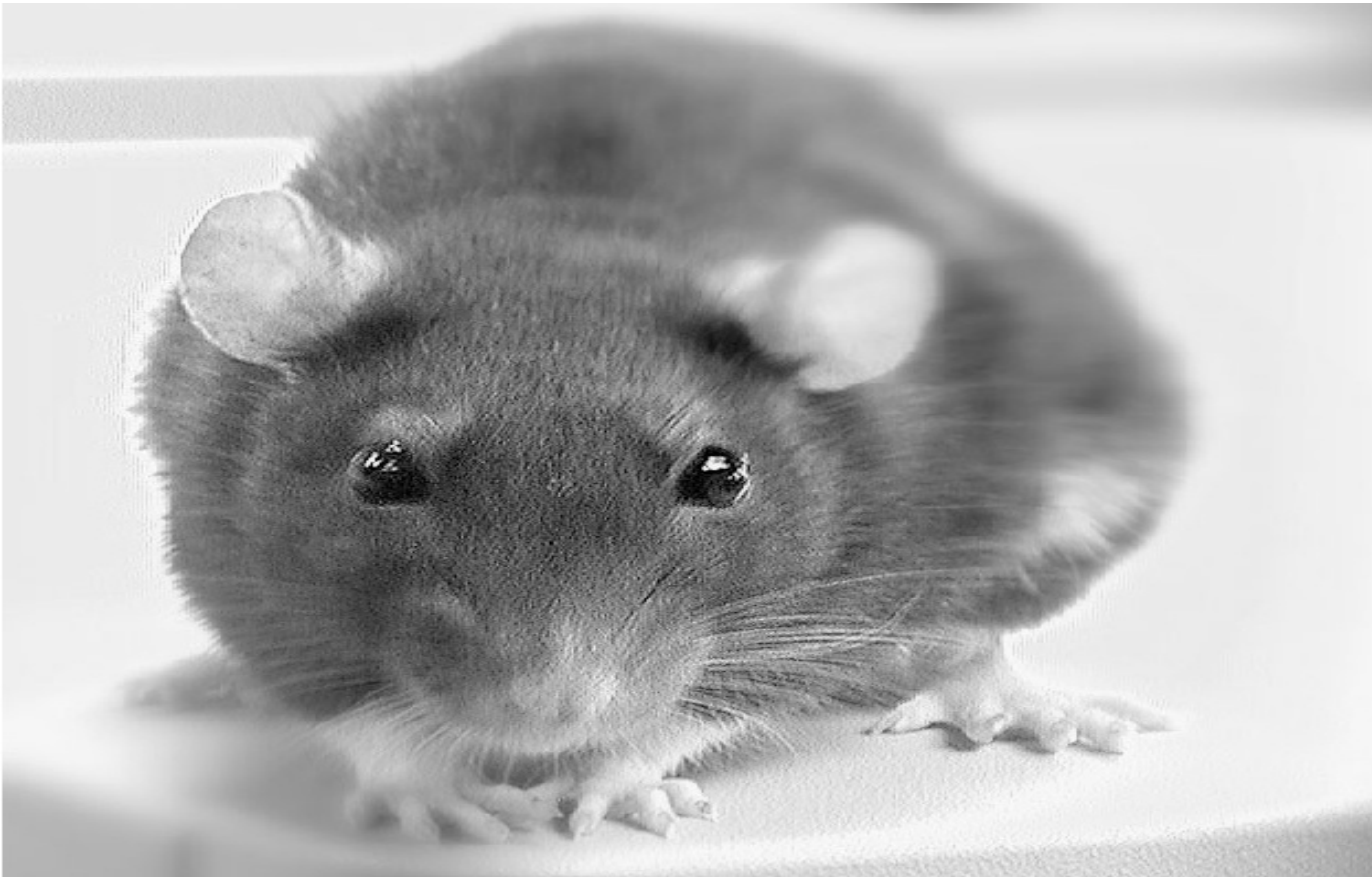
New Products!

[Hand Crafted](#)

# Rapid Ad Testing

Let your winners run and cut your losers quickly

- Headline
- Swap ad copy line 1 with line 2
- Including “www”
- Capitalization / Upper Case vs. lower case
- Folder naming on display URL





**Search Relationship Optimization (SRO)**  
**If no SRO, then Operation Camouflage**

# Case Study

CTR 3.4% Avg CPC \$1.76

## Wine Racks America

**WineRacksAmerica.com** Beautiful wine storage products. Great Prices. Lifetime Guarantee.

CTR 28.7% Avg CPC \$0.84

## Wine Racks All Styles

**WineRacksAmerica.com** High quality **wine racks** and cellar systems. Store 10-10,000 bottles.

Results for the client?

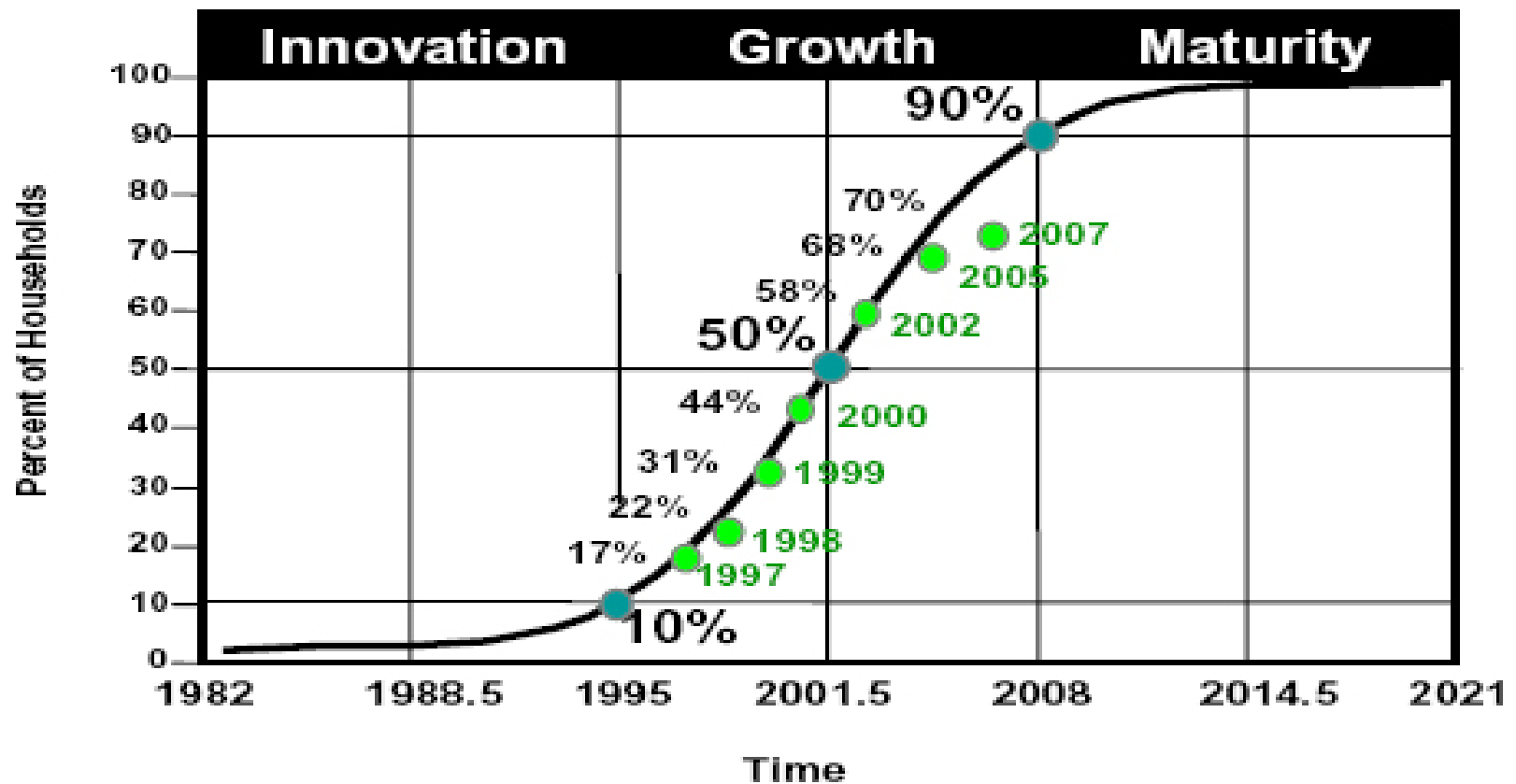
Was able to purchase more traffic and parlay investment. Thought they were at the limit of traffic they could obtain.

Patterns were applied to hundreds of ads. Sales have grown 8 fold, per month.

Site has become a top-tier player instead of top-tier fighter. New advertisers are presented very unfriendly starting bid prices. For example, 'Wine Racks' top position requires \$3 opening bid, but WRSA pays around .80c to .90c a click.

# Internet S-Curve

## Users as a % of the Population



Source: Internet World Stats



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 **ENGINE READY**  
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***Search Engine***  
**STRATEGIES**  
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