Markestic
Digital Marketing Solutions.

Google Ads Audit (2022)

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Main Approach

- Our general approach was to start analysing the top spender accounts/campaigns/ad groups and find technical improvement & optimization opportunities.

- Looking at the overall structure and performance the account looks well built with good history and stable performance. We find it imperative to highlight what has worked well up to this point and have respectively made remarks on these throughout the presentation.

- We have thoroughly analysed various aspects of the account - our aim was to find any opportunity to exploit and we have added recommendations for each finding in a succinct manner.

- You will find these findings grouped around certain topics

- The importance of the findings carry different weight, some are more important than others, but we did not grade them, we primarily wanted to give you an overview of our general approach.

- During the implementation stage, these findings are to be prioritized.

Overall MCC Structure

There are 3 MCCs all in all.

Account 1 Name. - 132-465-7890
- *Roughly 18.000 EUR spend / month.*
- *This MCC has 13 ad accounts within.*
- *They relate to: https://clientname.com/ & https://www.clientname2.com/*
- *The largest account is:*
  - *ned_NL_SEA_Client Name*
  - *123-456-7890*
  - *Roughly 6.100 EUR spend / month.*

Account 2 Name US - 321-654-7890
- *Roughly 64.000 EUR spend / month.*
- *This MCC has 29 ad accounts within. Out of which the second largest spender seemingly doesn't relate to relocation. Such as an ad account to: https://clientname2.au/*
- *The rest connect to: https://clientname3.com/ & https://www.clientname4.com/*
- *The largest account is:*
  - *US - clientname4.com*
  - *987-654-3210*
  - *Roughly 30.000 EUR spend / month.*

Account 3 Name Europe - 123-654-9870
- *Roughly 10.000 EUR spend / month.*
- *This MCC has only 1 ad account. Which relates to: https://clientname5.com/*
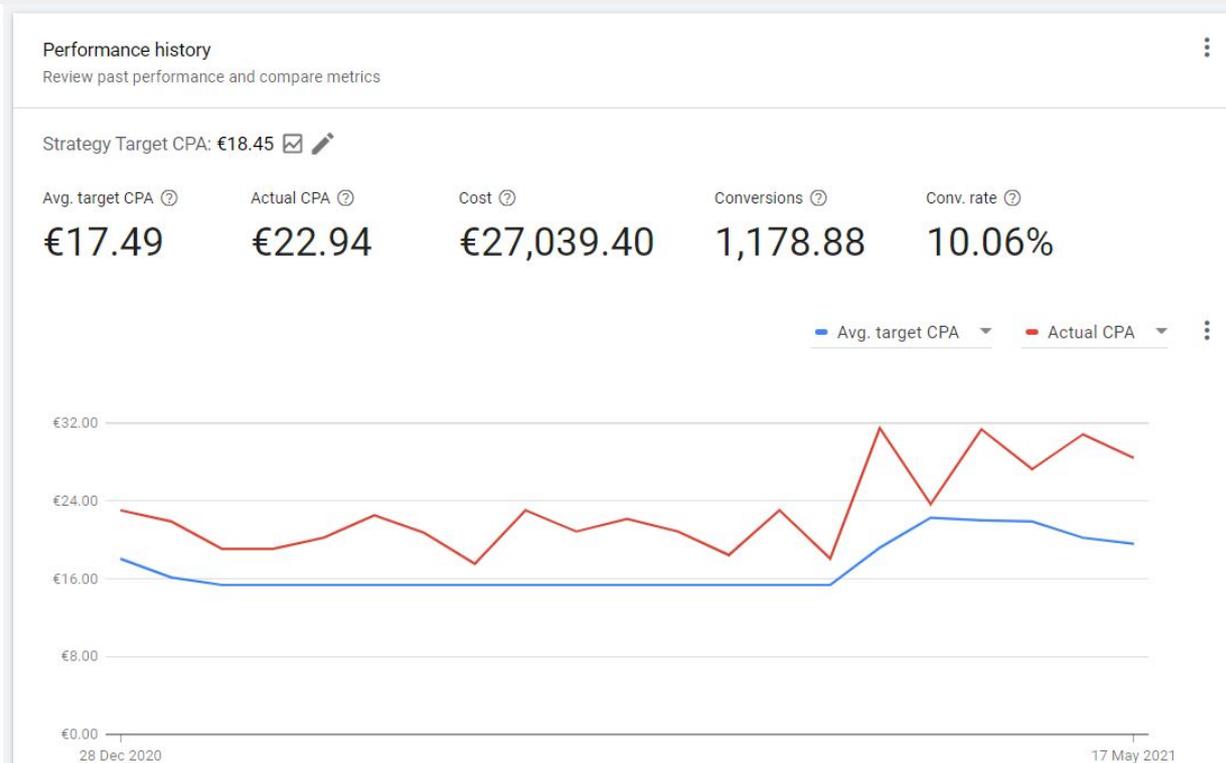
Google Ads

Account 1 Name

MCC: Client Name B.V.
Acc: ned_NL_SEA_Client Name
123-456-7890

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Overall performance

The overall performance of the campaigns seemed quite stable with actual CPA below €24
in the first 3 months of 2021.
In recent few weeks the **account-wide average tCPA increased,** resulting in increased actual CPA.

Overall optimisation score

| Account	Prev. weekly spend	Manager account optimisation headroom	Optimisation score
Total: Account	€4,079.48	13.9%	86.1%
ned_NL_SEA_ScanMovers_Moving	€1,639.70	5.6%	86%
ned_NL_SEA_LF_WatKostVerhuisbedrijf	€1,308.31	4.3%	86.7%
eng_ALL_SEA_ScanMovers_Moving	€949.53	3.4%	85.6%
ned_NL_SEA_LF_WatKostVerhuisbedrijf	€81.72	0.3%	84.6%
ned_NL_SEA_LF_Verhuisbedrijfadvies.n	€29.03	0.2%	77.8%
deu_DE_SEA_ScanMovers_Moving	€17.19	0.1%	78.8%
ned_NL_SEA_LF_WatKostVerhuisbedrijf	€6.65	0.1%	59.8%
ned_NL_SEA_LF_WordPress_Moving	€9.60	<0.1%	85.4%
ned_NL_SEA_LF_Piano Verhuizen	€3.19	<0.1%	56.9%
ned_ALL_SEA_ScanMovers_Competitio	€2.98	<0.1%	97%
ned_ALL_SEA_ScanMovers_Brands	€31.52	0%	100%

The overall optimisation score is better than the minimum suggested 70%, with a total average of 86.1% for the MCC. Individual accounts also have a good to great optimisation score, one of which has a score of 100%.

Auction insight
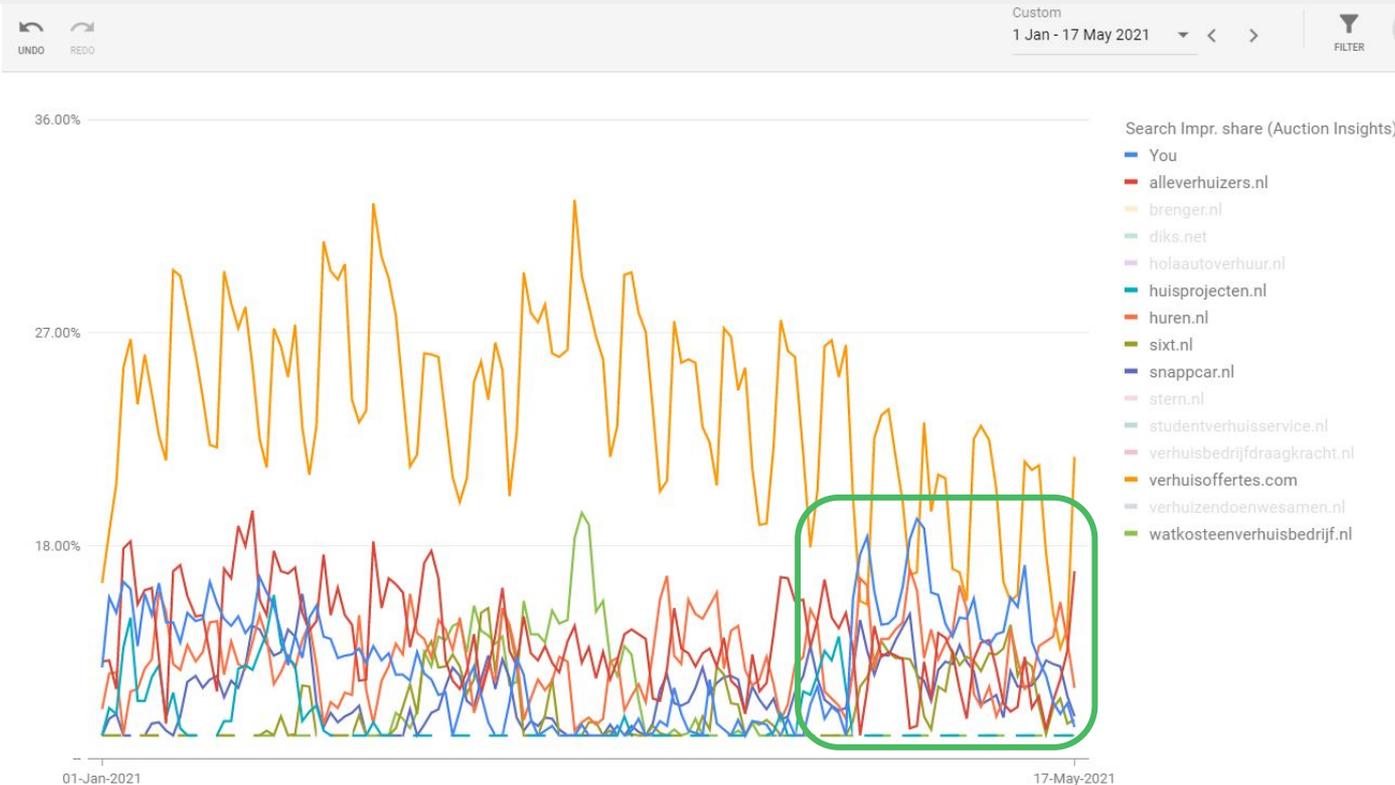
Looking only at the biggest competitors in terms of Search impression share in 2021, **your account (light blue) has been gaining more traction in the past few weeks** while your competitor (verhuisoffertes.com) has been losing impr. share compared to the first 3-4 months year to day.

Overall performance change in 2021
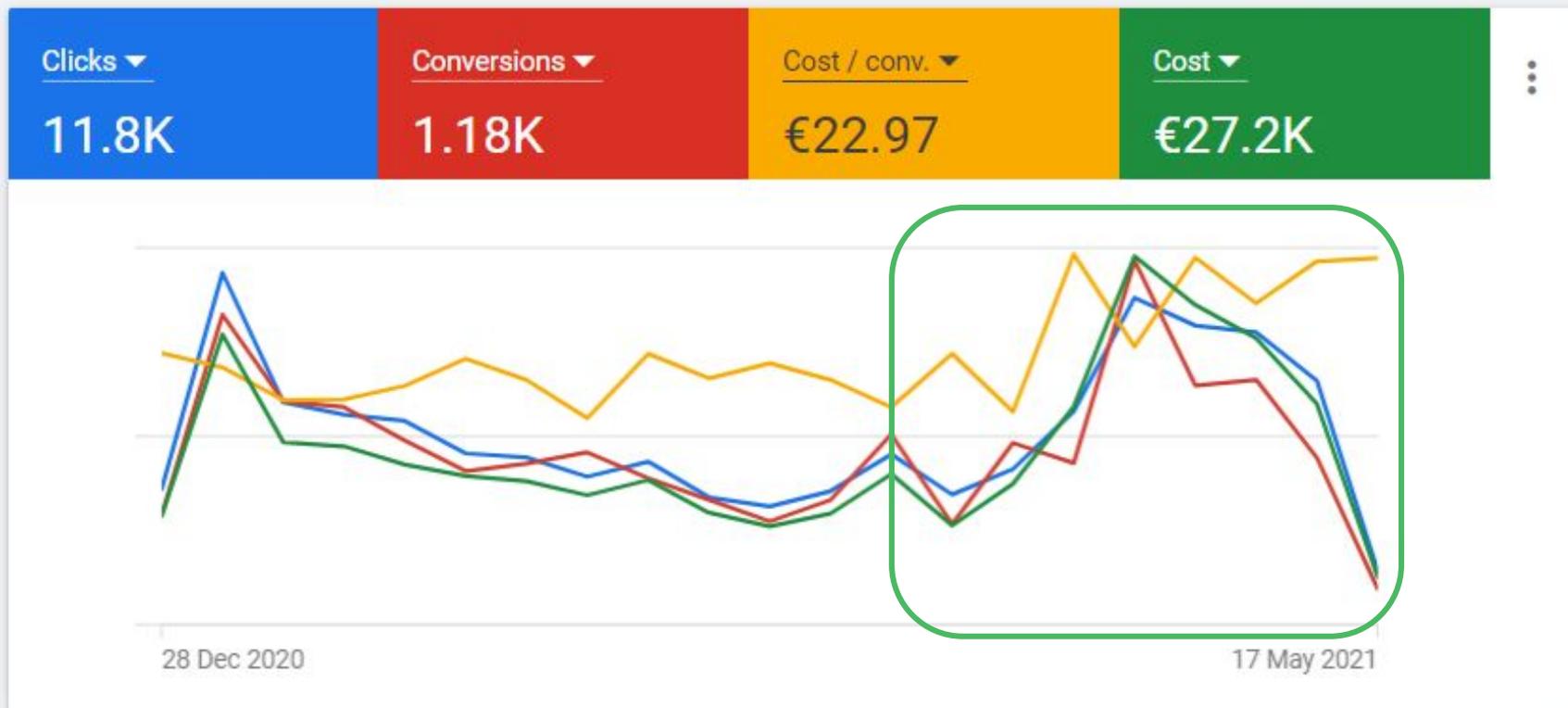
As your campaigns have managed to gain greater visibility and increased impression share over the course of the past few weeks - as seen on the previous slide - **the conversion volume also grew, yet the total cost & cost / conv. increased**.

Conversions

The attribution model determines how much credit each click gets for your conversions. To compare attribution models, use the **attribution modelling report**.

available for Se
and Shopping a
Google.com.
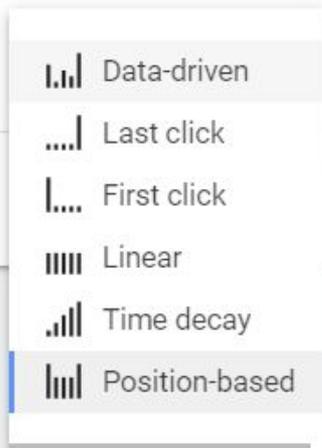
Data-driven	'Data driven' distributes credit for the conversion based on past data for this conversion action. It's only available to accounts with enough data.
Last click	
First click	
Linear	
Time decay	
Position-based	

Data driven attribution is available in the account.
Recommendation #1: **use data-driven attribution model instead of the current Position-based model.**

Conversions

Account	Cost	Conversions		
		↓ Position-based	Data-driven	% Change
ned_NL_SEA_S	€17,260.31	1,434.8	1,433.55	-0.09%
ned_NL_SEA_LF	€25,725.41	1,186.3	1,129.83	-4.76%
eng_ALL_SEA_S	€11,527.19	1,010.7	1,003.33	-0.73%
ned_ALL_SEA_S	€344.43	272.93	356.95 ↑	30.78%
ned_NL_SEA_LF	€1,133.91	172.87	156.83	-9.28%
deu_DE_SEA_S	€193.64	15.5	14.5	-6.45%
ned_ALL_SEA_S	€155.30	3	3	0.00%
ned_NL_SEA_LF	€138.38	2	2	0.00%
ned_NL_SEA_LF	€106.82	2	1 ↓	-50.00%
ned_NL_SEA_LF	€143.89	1.5	1 ↓	-33.33%

identifiable information covered

<u>What would happen if the conversion attribution model was changed to data-driven attribution?</u>
Comparing the currently used position based with the data driven, the system would shift more conversions to the brand campaign. **This would give a better picture and understanding of your key campaigns**, so you can see your most important driver of conversions more confidently with greater accuracy.

Search Ads

There are usually 12 to ~50 active expanded text ads + 1 responsive search ads within 1 ad group.
This is way over the best-practice limit.
Recommendation #2: **run only 2-3 expanded text ads along with 1-2 responsive search ads / ad group.**
The reason why the current number of ads can cause hardships in account management is that the traffic is split between many ad variations and the system cannot collect statistically significant data. So neither Google nor the account manager can firmly decide the best/worst performing ads. Furthermore, many of the active ads have 0 or no impressions in the last 30 days.

Search Ads

Headline 1

{KeyWord:Rent a Van}

Headline 2

{=IF(,insert text):default text}

Syntax: {=IF(Condition,insert text):default text} ⑦

| IF | Device ▼ | is | mobile |

Insert text

THEN   Easy and fast booking on mobile

Default text (optional)

OTHERWISE   Calculate your moving costs

Recommendation #3: **experiment with keyword insertion in the headline to increase relevance of the ads.** We also prefer including at least one ad variation with keyword insertion / ad group.
Recommendation #4: **test IF statements in the ad**. The idea is to expose various texts to mobile users.
With this function there is a possibility to convey different messages to remarketing audiences, such as past visitors.

Ad extensions

Sitelink >

| | 3.44K Impressions | 182 Clicks | 5% CTR | Account Added to |

Hoe Werkt ScanMovers? · Verhuizen Utrecht · Verhuizen Amsterdam · Neem Contact Met Ons Op · Veelgestelde Vragen · Verhuizen Den Haag · Verhuisdozen Kopen · Boek Nu ScanMovers Direct

8 extensions (1 disapproved)

Price >

| | 1.97K Impressions | 91 Clicks | 5% CTR |

Zoek — Tot € 0,00/u — Zoek Verhuis...
Vergelijk — Tot € 0,00/u — Vergelijk Kwa...
Boek — Tot € 0,00/u — Boek je Perfe...
1 man met b... — € 120,00 — De goedkoop...
2 verhuizers ... — € 250,00 — Voor enkele ...
2 verhuizers ... — € 375,00 — Korte termijn ...

2 extensions (1 disapproved)

Edit call extension

Phone number

Netherlands ▼   085 303 5229

Example: 010 123 4567

⌃ Advanced options

Device preference ?

☐ Mobile

Extension scheduling
Select when your ad extensions will be eligible to show

Start date   End date
◉ None   ◉ None
○ Select a date ▼   ○ Select a date ▼

Days and hours

All days ▼   00:00   to   00:00

ADD SCHEDULE

Ad extensions: well structured and they are leveraging all possible relevant options for your company.
Recommendation #5:
- **Sitelinks** - Review and fix sitelinks as there is a disapproved one due to 404 page
- **Call** - are you available 24/7? If it never caused any problem in the past that clients are trying to reach you via calls from ads outside the working hours, this setting can stay like this.
- **Price extension** - one of the account extensions is disapproved

Dynamic Search Ads (DSA) campaigns - Ads

Headline	{Dynamically generated headline}
Display URL	{Dynamically generated display URL}
Final URL	{Dynamically generated landing page}
Desc. line 1	Offertes binnen 1 uur - Geheel vrijblijvend - Vakkundige bedrijven in uw regio. 79
Desc. line 2	<enter description>
Status	🟢 Enabled ▾

🟢 [Dynamically generated headline]
[Dynamically generated Display URL]
Offers within 1 hour - Free of charge -
Professional companies in your vicinity.

DSA ad groups contain only 1 ad and within, the expanded DSA ads have only 1 description and not leveraging the 2nd headline option.
Recommendation #6: **add 2-3 ads with 2 descriptions / DSA ad group.**

DSA campaigns - Targeting

		Dynamic ad target	Status
☐	●	Category equals verhuizen	Eligible
☐	●	Category equals verhuisdozen	Eligible
☐	●	Category equals verhuizers	Eligible
☐	●	Category equals transport	Eligible
☐	●	Category equals bestemmingspagina s van uw standaardadvertentiegroepen	Eligible
☐	●	Category equals verhuislift huren	Eligible
☐	●	Category equals verhuizen checklist	Eligible
☐	●	Category equals nieuwbouw	Eligible
☐	●	Category equals nieuwbouwwoning	Eligible (Limited): No matching landing pages
☐	●	Category equals kosten verhuisbedrijf	Eligible

The category ad group is targeting many categories.
Recommendation #7: **create separate ad groups for the top categories** so the ad text could be better aligned with the targeted category or landing URL.

Audience lists

Audience name	Type	Membership status	↓ Size: Search	Size: YouTube	Size: Display	Size: Gmail campaign
Similar to SignUps_RFQs	Similar audience Automatically created	Open	1K-10K	500K-1M	<1,000	<1,000 Too small to serve
AdWords optimized list Combined audience based on available data sources	Combined list Automatically created	Open	1K-10K	1K-10K	1K-10K	<1,000 Too small to serve
All visitors (Google Analytics) People who visited pages that contain your remarketing tags	Website visitors Automatically created	Open	3,800	3,800	4,000	0 Too small to serve
SignUps_RFQs	Customer list Customer contact information	Open	2,100	2,000	1,800	900-1K Too small to serve
RFQs RFQ (Goal 1 Completions) > 0	Website visitors	Open	920 Too small to serve	920 Too small to serve	920	0 Too small to serve
Similar to All Users	Similar audience Automatically created	Open	<1,000 Too small to serve	<1,000 Too small to serve	50K-100K	<1,000 Too small to serve

Recommendation #8: **review the current audiences and create new ones based on Google Analytics** (import them). The audiences currently created seem to have lower number of users than they should have (e.g. all visitors over the last 30 days should hover around 10K users). This could indicate a measurement problem of the remarketing tag.

Recommendation #9: **update *SignUps_RFQs* list**. This is a customer list using uploaded email addresses as a base. This list should be updated **regularly** (monthly) to serve as a base for Similar audiences.
Last update was on 6 June, 2018.

Audiences in search campaigns

Search audiences - use a few audiences as observation.
Recommendation #10: **add more audience as observation to the existing campaigns.** Smart bidding will *always* give preference to these added audiences to bid more efficiently.

Audiences in Display campaigns

Campaign type ✕

Matches any:
- ☐ Search
- ☑ Display
- ☐ Shopping
- ☑ Video
- ☐ App
- ☐ Smart
- ☐ Hotel
- ☑ Discovery

APPLY

+ 1 more ✕   Add filter

	Status	Optimisation score	Campaign type

No campaigns match your filters
Clear filters

Include people with following interests or behaviors ⑦

- ◯ People with any of these interests or purchase intentions ⑦
- ⦿ People who searched for any of these terms on Google ⑦
  Only on campaigns running on Google properties. On other campaigns, terms will be used as interests or purchase intentions.

Add Google search terms

Recommendation #11: **try out new campaign types with remarketing audience.** Once newly segmented remarketing audiences are created and the current ones are updated using Google Analytics, other campaigns types can be tested, like: Display, Video or Discovery for remarketing purposes.
Along these lines we can reach users who have shown interest towards your services, yet failed to request a quote.
Recommendation #12: **try new campaign types with prospecting audience.** In the long run, we suggest targeting people who searched for moving and relocation related terms on Google. (custom audiences)

Negative keywords and targeting

Negative keyword list ↑	Keywords	Campaigns
ALL_//Dozen Owned by a manager account	51	150
ALL_//FLEX Owned by a manager account	45	150
ALL_//Liftjes Owned by a manager account	98	150
ALL_//Store Owned by a manager account	57	150
ALL_No Geo Owned by a manager account	978	150
ALL_NoService_DA_{bmm} Owned by a manager account	24	150
ALL_NoService_DA_{e} Owned by a manager account	34	150
ALL_NoService_DE_{bmm} Owned by a manager account	99	150
ALL_NoService_DE_{e} Owned by a manager account	182	150
ALL_NoService_EN_{bmm} Owned by a manager account	971	150
ALL_NoService_EN_{e} Owned by a manager account	4410	150

The lists of negative keywords are quite exhausting and is prevents ads from appearing on many irrelevant searches, which is good.
These lists are added to all 150 campaigns, covering an array of various aspects.

Negative keywords and targeting

	Search term	Headline	Landing page		Ad group	Excluded
☐	Total: Search te... ⑦					
☐	tiny house kopen	Huisje met weinig ruimte én weinig spullen. Wonen in een Tiny House	https://	*identifiable information covered*	DSA_Website	None

There is still a little room for improvement in terms of exclusion.
The DSA campaigns can appear to searches which might not be fully relevant. Example: *tiny house nederland*. This search term triggered the ad because of this content on the site: https://clientname/nl/blog/gastblog-makelaarsland Fortunately, the related cost is exceedingly low.
Recommendation #13: **create a negative dynamic ad targets and exclude based on URL**: add the parameter '/blog' to prevent any blog content from triggering ads.

Negative keywords and targeting

	Search term	Headline	Landing page		Ad group	Excluded
☐	Total: Search te... ⓘ					
☐	tiny house kopen	Huisje met weinig ruimte én weinig spullen. Wonen in een Tiny House	https://	*identifiable information covered*	DSA_Website	None

<u>Potential 'low hanging fruit' opportunity worth exploring:</u> you deliberately allow a DSA campaign to appear to search terms related to the blog, since it can target top of the funnel audiences and can generate reach and brand exposure. <u>Recommendation #14:</u> **use another bidding for such campaign other than tCPA** - maximizing clicks should be a preferred choice here to generate traffic.

KEYWORDS

	Search term	Match type	Added/Excluded	Campaign	Ad group	Keyword	Clicks
☐	Total: Search te... ❓						10,010
☐	verhuizen	Exact match	✓ Added	Search_nl_ALL_Generic_{e}	Verhuizen	[verhuizen]	65
☐	studentenverhui	Exact match	✓ Added	Search_nl_ALL_Demographics_{e}	Studentenverhuisservice	[studentenverhuisservice]	52
☐	verhuisbedrijf	Exact match	✓ Added	Search_nl_ALL_Generic_{e}	Verhuisbedrijf	[verhuisbedrijf]	101
☐	verhuisservice	Exact match	✓ Added	Search_nl_ALL_Generic_{e}	Verhuisservice	[verhuisservice]	87
☐	tiny house	Exact match	None	*identifiable information covered*	DSA_Website		14
☐	wasmachine verhuizen	Exact match	✓ Added	Search_nl_ALL_Furniture_{e}	Wasmachine_Verhuizen	[wasmachine verhuizen]	46
☐	verhuizen amsterdam	Exact match	✓ Added	Search_nl_NL_Amsterdam_{e}	Amsterdam_Verhuizen	[verhuizen amsterdam]	34
☐	student verhuis service	Exact match	✓ Added	Search_nl_ALL_Demographics_{e}	Student_Verhuis_Service	[student verhuis service]	25
☐	tiny house kopen	Exact match	None	*identifiable information covered*	DSA_Website		29
☐	verhuizing	Exact match	✓ Added	Search_nl_ALL_Generic_{e}	Verhuizing	[verhuizing]	22
☐	studenten verhuisservice	Exact match	✓ Added	Search_nl_ALL_Demographics_{e}	Studenten_Verhuisservice	[studenten verhuisservice]	37
☐	studentverhuizer	Exact match	✓ Added	Search_nl_ALL_Demographics_{e}	Studentverhuizers	[studentverhuizers]	29
☐	studentverhuiss	Exact match	✓ Added	Search_nl_ALL_Demographics_{e}	Studentverhuisservice	[studentverhuisservice]	15

As is highlighted above, the coverage of campaigns is incredible. Nearly all top search terms are already added as keywords.

Bid adjustments

		Age ↑	Status	Conversions	Cost / conv.	Bid adj.
☐	●	18 - 24	Eligible	0.00	€0.00	-10%
☐	●	25 - 34	Eligible	4.00	€9.34	—
☐	●	35 - 44	Eligible	2.00	€6.57	-25%
☐	●	45 - 54	Eligible	1.50	€21.11	-35%
☐	●	55 - 64	Eligible	1.00	€18.52	-30%
☐	●	65+	Eligible	0.00	€0.00	-25%
☐	●	Unknown	Eligible	0.00	€0.00	-15%

There are bid adjustment settings on multiple levels, such as demographics, audience etc. On that note, **these will be ignored by the system** since the campaigns are using target CPA bidding (smart bidding).
Our point of reference of different bid strategy and bid adjustment compatibility (by Optmyzr)

Location

Targeted location	Bid adj.
North Holland, Netherlands	-80%
South Holland, Netherlands	-80%
North Brabant, Netherlands	--
Utrecht, Netherlands	-70%
Overijssel, Netherlands	-90%
Groningen, Netherlands	-90%
Flevoland, Netherlands	--

There are negative bid adjustments for many locations - our assumption about this setting that it was to reduce impressions and costs in these areas. Even so, because the campaigns are using tCPA bidding, **the system will ignore these bid adjustments**. The question is - where would you like to focus your marketing efforts? In which areas and which should be excluded (or have reduced spend)?

Recommendation #15: In order to achieve differentiation in ad exposure and reduce spend in certain areas, **create focus (or primary) campaigns with focus locations and secondary campaigns with other locations, utilizing different budgets and bid targets.**

Location

There are many excluded locations but with the location targeting set to: '*Presence: People in or regularly in your targeted locations*' there is no need to exclude any location, since the system will only show the ads in the targeted locations. This is not a problem at the moment; we just favor keeping the account as clean & easy as possible to understand and manage.

tCPA bidding Part 1

		Ad group	Status	Target CPA	Conversions	↓ Cost / conv.	Ad group type	Clicks	Impr.
☐	●				120.60	€20.93		961	16,832
		Total: All but removed ad gr... ⑦							
☐	●	Verhuizers	Eligible	€19.62 (portfolio)	0.40	€97.35	Standard	12	386
☐	●	Verhuisofferte_	Eligible	€19.62 (portfolio)	0.40	€76.05	Standard	5	58
☐	●	Verhuisbedrijf_	Eligible	€19.62 (portfolio)	0.50	€62.96	Standard	6	99
☐	●	Verhuizers_Go	Eligible	€19.62 (portfolio)	1.00	€34.63	Standard	5	90
☐	●	Verhuizers_Op:	Eligible	€19.62 (portfolio)	0.40	€34.15	Standard	5	98
☐	●	Verhuizers_Ver	Eligible	€19.62 (portfolio)	1.50	€28.61	Standard	10	101
☐	●	Verhuisoffertes	Eligible	€19.62 (portfolio)	2.00	€21.36	Standard	3	35
☐	●	Verhuisdienst	Eligible	€19.62 (portfolio)	1.00	€21.15	Standard	5	140
☐	●	Verhuis_Offert	Eligible	€19.62 (portfolio)	2.00	€20.10	Standard	6	39

Using tCPA is often an effective way to deliver conversion at a given cost/conversion. A powerful feature is that we can **set these bids on the ad group level individually**, based on past performance.
The bidding effectiveness can be further improved by taking advantage of automated rules.
Recommendation #16: **continuously monitor and adjust the tCPA bids** based on certain set criteria - i.e. past performance.

tCPA bidding Part 2

		Ad group	Status	Target CPA	Conversions	↓ Cost / conv.	Ad group type	Clicks	Impr.
☐	●								
		Total: All but removed ad gr... ?			120.60	€20.93		961	16,832
☐	●	Verhuizers	Eligible	€19.62 (portfolio)	0.40	€97.35	Standard	12	386
☐	●	Verhuisofferte_	Eligible	€19.62 (portfolio)	0.40	€76.05	Standard	5	58
☐	●	Verhuisbedrijf_	Eligible	€19.62 (portfolio)	0.50	€62.96	Standard	6	99
☐	●	Verhuizers_Go	Eligible	€19.62 (portfolio)	1.00	€34.63	Standard	5	90
☐	●	Verhuizers_Op:	Eligible	€19.62 (portfolio)	0.40	€34.15	Standard	5	98
☐	●	Verhuizers_Ver	Eligible	€19.62 (portfolio)	1.50	€28.61	Standard	10	101
☐	●	Verhuisoffertes	Eligible	€19.62 (portfolio)	2.00	€21.36	Standard	3	35
☐	●	Verhuisdienst	Eligible	€19.62 (portfolio)	1.00	€21.15	Standard	5	140
☐	●	Verhuis_Offerte	Eligible	€19.62 (portfolio)	2.00	€20.10	Standard	6	39

Outcome #1: this could result in increased spend as well as rising conversions
Outcome #2: it can result in decreased cost while maintaining the same volume of conversions.
Example: in some ad groups the actual cost/conversion is above the target. In these ad groups the tCPA can be gradually increased in order to get more conversions, so that the bid cap will not limit reach.

Campaign restructuring Part 1
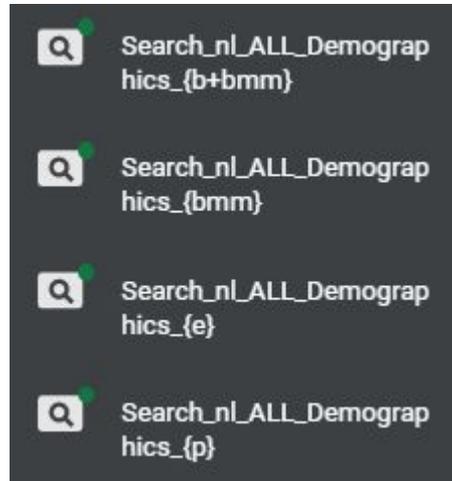
As it currently stands, the campaigns are separated into exact, phrase, broad + broad match modified campaigns.
Recommendation #17: **combine these campaigns together that are covering the same topic but with different match types** in each campaign.

Campaign restructuring Part 2
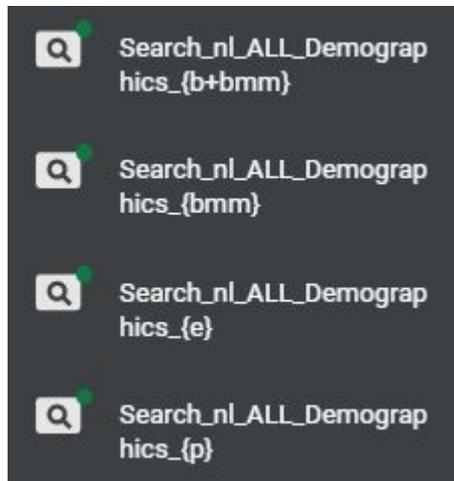
We recommend having **fewer campaigns with more traffic funneled into them**. Group together ad groups/keywords that are currently in separate campaigns based on keyword match types.
When the campaign accumulates higher traffic and conversions the takeaways from the campaign and the smart bidding are often more refined, **resulting in lower CPA and/or more conversions** in the long run.

Initially, we'd initiate a test with 1-2 campaigns and rollout to other campaigns/accounts if the new campaign can show better results. We've acted on this approach before for szallas.hu and this idea ended up being a success. The opportunity here most often outweighs the risks.

RECOMMENDATIONS SUMMARY

#1: switch to data-driven attribution model

#2: run only 2-3 expanded text ads along with 1-2 responsive search ads / ad group

#3: experiment with keyword insertion in the headline to increase relevance of the ads

#4: test IF statements in the ad

#5: revise ad extensions and fix the issues

#6: add 2-3 ads with 2 descriptions / DSA ad group

#7: create separate ad groups for the DSA top categories

#8: review current audiences and create new ones based on Google Analytics

#9: update *SignUps_RFQs* list regularly

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RECOMMENDATIONS SUMMARY

#10: add more audience as observation to the existing campaigns

#11-12: try new campaign types with remarketing & prospecting audiences (Display, Video, Discovery)

#13: create a negative DSA dynamic ad targets and exclude based on URL

#14: use another bidding for top of the funnel DSA campaign other than tCPA

#15: create a primary and secondary campaigns with different focus locations

#16: continuously monitor and adjust the tCPA bids

#17: combine campaigns together that are covering the same topic but with different match types

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Google Ads

AccountName2
MCC: Account Name 2 Ltd
Acc: US - accountname2.com
987-654-3210

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Campaigns

The highest spender campaign *C-US-Expat Sites* is running with a setting of Search with Display select. However, the campaign is only reaching search audiences as on the selected placements there were no impressions in 2021.
<u>Recommendation #1:</u> **separate the campaign into 2 campaigns: search only & display only** and target only remarketing users across the GDN network + target custom intent users who have searched for the given terms.

Campaigns

☐ ●			ge-r...	Banners	Eligible	Image ad	0	0
☐ ●			der...	Banners	Eligible	Image ad	0	0
☐ ●		*identifiable information covered*	uare...	Banners	Eligible	Image ad	0	0
☐ ●			ediu...	Banners	Eligible	Image ad	0	0
☐ ●			yscr...	Banners	Eligible	Image ad	0	0
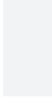
For the same reason as discussed on the previous slide, banners did not receive any impressions in 2021

Text ads

		Ad	Ad group	Status	Ad type	↓ Clicks	Impr.	CTR
☐	●	{Ke~~WordCompare International Movers)	Free Quotes In Two~~ Mi... th... Fir... qu... M...	Banners	Eligible	Expanded text ad	11,776	163,890	7.19%
☐	●	{K... Mi... th... Fir... qu... M...	Banners	Eligible	Expanded text ad	11,340	156,945	7.23%
☐	●	{K... Yo... th... Fir... qu... M...	Banners	Eligible	Expanded text ad	1,560	20,918	7.46%
☐	●	{K... Yo... th... Fir... qu... M...	Banners	Eligible	Expanded text ad	1,486	19,910	7.46%

identifiable information covered

The text ads in the ad groups usually use the same description 1 and 2 and also have very similar headlines.
That is why the CTR is relatively similar for each.
Recommendation #2: **upload and try new ad variations.** The aim is to find the text combination with the best CTR%.
Recommendation #3: **add Responsive search ads**, at least 1 / ad group.

Keywords - quality score

		Keyword	Match type	Final URL	Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Conv. rate	Quality Score
☐	●	Total: All but removed keyw... ⑦			26,162	361,663	7.23%	US$3.88	US$101,493.61	19.89%	
☐	●	international shipping container	Broad match	—	5,931	65,502	9.05%	US$3.99	US$23,644.69	21.50%	8/10
☐	●	international moving costs calculator	Broad match	—	3,654	28,724	12.72%	US$3.79	US$13,841.37	18.88%	10/10
☐	●	overseas freight services	Broad match	—	1,894	35,787	5.29%	US$4.01	US$7,593.83	21.65%	7/10
☐	●	prices for movers	Broad match	—	1,596	41,756	3.82%	US$3.85	US$6,142.34	4.92%	3/10
☐	●	international moving costs	Broad match	—	1,411	14,836	9.51%	US$3.53	US$4,982.49	23.07%	7/10
☐	●	shipping container international	Broad match	—	1,194	16,129	7.40%	US$3.79	US$4,529.23	21.31%	8/10
☐	●	international moving company	Broad match	—	777	16,790	4.63%	US$5.58	US$4,336.94	30.95%	7/10
☐	●	relocation from us to canada	Broad match	—	1,721	18,470	9.32%	US$2.25	US$3,877.43	12.14%	4/10
☐	●	container moving overseas	Broad match	—	670	8,933	7.50%	US$5.13	US$3,439.29	28.81%	6/10
☐	●	us to canada moving company	Broad match	—	575	5,834	9.86%	US$5.75	US$3,308.97	34.43%	8/10
☐	●	moving from canada to usa	Broad match	—	1,051	12,479	8.42%	US$2.88	US$3,023.35	12.94%	5/10

Many top keywords have lower than average quality score. Anything below 7 is considered below average.
E.g.: *prices for movers* only has a 3/10 QS. One of the reasons for a low QS is the Ad relevance.
Recommendation #4: **regroup closely related keywords into new ad groups and write new text ads**, including the keywords in the headlines.

Conversions and tCPA

		Ad group	Campaign	Status	Target CPA	Cost / conv.	↓ Convers
☐	●						
		Total: All but removed ad gro... ⑦				US$23.52	7,003.50
☐	●	Banners	C-US-Expat Sites	Eligible	US$20.00 ☑	US$19.51	5,203.00
☐	●	moving to - countries	S-US-Moving	Eligible	US$23.13 ☑	US$22.87	313.50
☐	●	moving international	SE-US-Moving	Eligible	US$35.14 ☑	US$43.07	307.50
☐	●	moving containers	SE-US-Moving	Eligible	US$35.14 ☑	US$44.30	236.00
☐	●	movers overseas	SE-US-Moving	Eligible	US$35.14 ☑	US$69.71	102.50
☐	●	moving to... from US	SE-US-Moving	Eligible	US$35.14 ☑	US$35.20	82.00
☐	●	relocation to - countries	S-US-Relocation	Eligible	US$23.00 ☑	US$34.82	77.00
☐	●	moving companies	SE-US-Moving	Eligible	US$35.14 ☑	US$27.22	57.00
☐	●	movers furniture	SE-US-Moving	Eligible	US$35.14 ☑	US$31.98	56.00
☐	●	moving from US to...	S-US-Moving	Eligible	US$23.13 ☑	US$28.70	52.00

The top converting ad groups' performance meet the expected tCPA and are below it in 2021.
Observation: Some of the top converting ad groups exceed the set tCPA - this is where optimization is required, especially in the movers overseas ad group where the actual CPA is 2x higher than the set tCPA.

Traffic funneling

☐ ways to move to canada from us	Broad match	None	S-US-Relocation	relocation to - countries
☐ ways to move to canada	Broad match	None	C-US-Expat Sites	Banners
☐ wanting to move to canada	Exact match (close variant)	None	S-US-Relocation	relocation to - countries
☐ want to move to canada	Broad match	None	C-US-Expat Sites	Banners
☐ usa to canada moving companies	Broad match	None	S-US-Moving	moving from US to...
☐ usa to canada moving companies	Exact match (close variant)	None	C-US-Expat Sites	Banners
☐ usa to canada movers	Broad match	None	S-US-Moving	moving from US to...
☐ usa to canada movers	Exact match (close variant)	None	S-US-Moving	moving from US to...
☐ usa to canada movers	Broad match	None	C-US-Expat Sites	Banners
☐ usa to canada movers	Exact match (close variant)	None	C-US-Expat Sites	Banners
☐ usa moving to canada	Broad match	None	C-US-Expat Sites	Banners
☐ usa canada movers	Exact match (close variant)	None	C-US-Expat Sites	Banners

When we look at the search terms, we can see that the same or quite similar terms often appear across different campaigns and ad groups. Recommendation #5: In order to maximize reach and increase performance, we would revise the whole campaign system and **restructure ad groups to serve these search terms from only one ad group** while limiting other ad groups to appear for the same search terms.

Negative keywords

Show rows 50 ▼   51 - 100 of 11,898
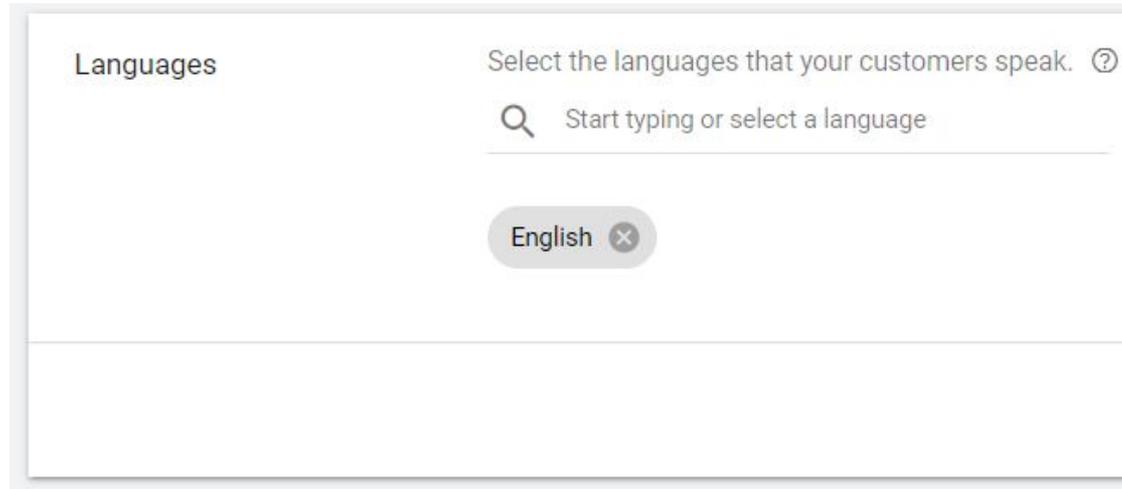
+

⤢
EXPAND

☐ Negative keyword list ↑	Keywords	Campaigns
You don't have any negative keyword lists yet		

Expanding language targeting

The current campaign setting only targets English language.

Recommendation #7: **expand the language targeting gradually to reach users who have different language settings** on their Google account. As the campaign currently contains on English keywords, by expanding the language targeting we would not risk appearing to foreing search terms. Instead, the ads can appear to users who utilize a Spanish browser or a Google account language setting, but search in English.

We estimate an experimental 50%-50% budget split may be best to prove our theory valid, and if results show increased ad exposure we can be gradually roll out to other campaigns and other languages.

RECOMMENDATIONS SUMMARY

#1: separate the *C-US-Expat Sites* campaign into 2 campaigns: search only & display only

#2: upload and try new ad variations most of the campaigns

#3: add Responsive search ads, at least 1 / ad group

#4: regroup closely related keywords into new ad groups and write new text ads

#5: restructure ad groups to serve search terms from only one ad group

#6: revise the search terms and create negative keyword lists to prevent ad exposure

#7: expand the language targeting gradually to reach users who have different language settings

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