AD EXTENSIONS
Taking Google AdWords for B2B to the Next Level

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ABOUT SEARCH MOJO

- Search engine marketing firm founded in 2005
  - Search engine optimization (SEO)
  - Pay-per-click advertising management (PPC)
  - Social media monitoring
- Located in Charlottesville, Va.
- Featured in the *Washington Post*, *B2B Magazine*, *MarketingSherpa*, *Visibility Magazine* and many blogs, including *Marketing Pilgrim* and *Search Engine Journal*
- Speakers at MarketingProfs, SMX Advanced, PubCon and Search Engine Strategies

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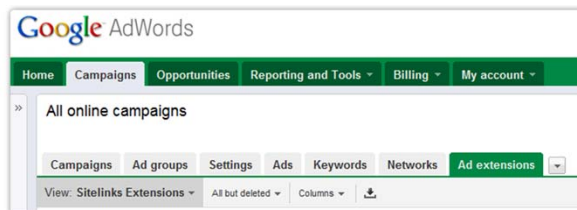
WHAT WE'LL COVER TODAY

- Types of ad extensions
- Overall benefits of ad extensions
- Pros/Cons of each type
- Case study: ScienceLogic
    - Goal
    - Solution
    - ROI
    - Next steps

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GOOGLE ADWORDS AD EXTENSIONS

- Google AdWords feature
- Show more information with existing ads
- Campaign-level settings
- Basic reporting abilities

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AD EXTENSION BENEFITS

- Take up more real estate on SERPs

- Draw more attention to your ads
- Increase clickthrough-rates (CTR)
- Easy to set up
- Most extensions are FREE!

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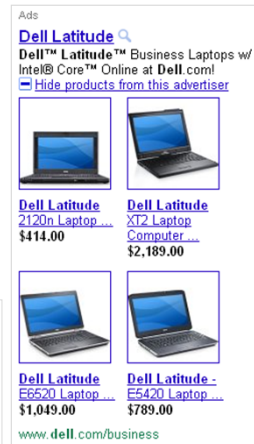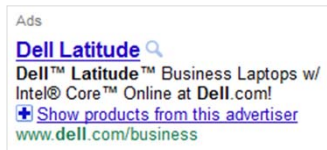
TYPES OF AD EXTENSIONS

- Product Extensions
  – [Limited Release]

- Call Extensions (Call Metrics)
  – [Limited Release]

- Ad Sitelinks
  – [Fully Released]

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PRODUCT EXTENSIONS

- Link Google Merchant Center and Google AdWords

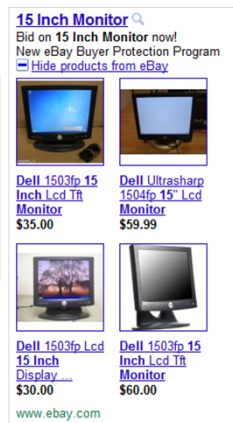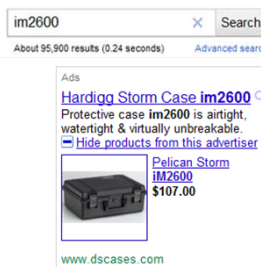- Provide additional information with your ads regarding specific products

TIPS: BEST USE OF PRODUCT EXTENSIONS

- Ensure you have images for all products
  - Once merchant center is connected to AdWords, you cannot control individual products showing/not showing

  - Google will show most relevant products to search query

PROS/CONS OF PRODUCT EXTENSIONS

- **Pros:**
  - Images help improve ad visibility
  - Use Data Feed for Google Shopping
  - Improve lead quality

- **Cons:**
  - Have to have images for every product
    - Example: book seller client
  - Google decides which products to show

CALL EXTENSIONS | CALL METRICS

- Adds phone number to ad
- Tracks call information in AdWords
- Great for organizations with inside sales or telesales
- Google will re-open phone extensions soon (late June)
- Fee per call ($1/call as of June 14, 2011)

CALL METRICS CAMPAIGN REPORTING (UNTIL JUNE 14)

	Campaign	Budget	Status	Impr.	Calls	Missed calls	Rcvd. calls	Call duration	Avg. call duration
☐ ●			Eligible	166,299	166	10	156	13 hrs 52 mins 1 sec	5 mins 20 secs
☐ ●			Eligible	21,843	0	0	0	0	0
☐ ●			Eligible	24,180	6	0	6	28 mins 54 secs	4 mins 49 secs
☐ ●			Eligible	26	0	0	0	0	0
☐ ●			Eligible	46	0	0	0	0	0
☐ ●			Eligible	134	0	0	0	0	0
☐ ●			Eligible	365	0	0	0	0	0
☐ ●			Eligible	6,641	23	0	23	1 hr 42 mins 53 secs	4 mins 28 secs
☐ ●			Eligible	1,031	0	0	0	0	0
☐ ●			Eligible	344	2	0	2	7 mins 17 secs	3 mins 39 secs
☐ ●			Eligible	39,879	67	1	66	6 hrs 22 mins 19 secs	5 mins 48 secs
☐ ●			Eligible	18,630	24	0	24	2 hrs 13 mins 3 secs	5 mins 33 secs
☐ ●			Eligible	4,668	0	0	0	0	0
☐ ●			Eligible	33,988	50	0	50	4 hrs 28 mins 30 secs	5 mins 22 secs
☐ ●			Eligible	2,779	6	0	6	40 mins 34 secs	6 mins 46 secs
☐ ●			Eligible	2,883	2	0	2	35 secs	18 secs
☐ ●			Eligible	2,438	1	1	0	0	0
☐ ●			Eligible	5,796	10	0	10	54 mins 8 secs	5 mins 25 secs
☐ ●			Eligible	20,488	17	2	15	19 mins 1 sec	1 min 16 secs

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CALL METRICS CAMPAIGN REPORTING (AS OF JUNE 14)

+ New campaign | Change status... ▾ | Alerts ▾ | Automate ▾

	Campaign	Budget	Status	Phone impressions	Phone calls	PTR	Phone cost
☐ ●			Eligible	737	1	0.14%	$1.00
☐ ●			Eligible	0	0	0.00%	$0.00
☐ ●			Eligible	352	0	0.00%	$0.00
☐ ●			Eligible	0	0	0.00%	$0.00
☐ ●			Eligible	0	0	0.00%	$0.00
☐ ●			Eligible	0	0	0.00%	$0.00
☐ ●			Eligible	0	0	0.00%	$0.00
☐ ●			Eligible	0	0	0.00%	$0.00
☐ ●			Eligible	86	0	0.00%	$0.00
☐ ●			Eligible	9	0	0.00%	$0.00
☐ ●			Eligible	9	0	0.00%	$0.00
☐ ●			Eligible	84	0	0.00%	$0.00
☐ ●			Eligible	32	0	0.00%	$0.00
☐ ●			Limited by budget	148	0	0.00%	$0.00
☐ ●			Eligible	39	0	0.00%	$0.00

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CALL METRICS DIMENSIONS REPORTING

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PROS/CONS OF CALL METRICS

- Pros:
  - Great for measuring calls from AdWords
  - Many people will prefer to simply call vs. fill out forms
  - Further insight into the types of ad respondents that paid search generates

- Cons:
  - Can bring in calls that are not sales calls
  - Can cannibalize clicks and/or conversions
  - Timing of when ads are live and inside sales' hours
  - Could be charged for a call and if someone also clicks

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AD SITELINKS

- Provides way to extend ad
- Up to four additional links on the ad
- Shows for ads that appear above organic results
- Need a 7/10 quality score minimum to show

SITELINKS AND LANDING PAGES

- Ideally have landing page for each sitelink
  - Helps ensure there's a clear conversion path
- Key to ensure greater conversion
- Address long-tail terms, niche areas that may not be addressed specifically on the website

PROS/CONS OF SITELINKS

- **Pros:**
  - Extend visibility
  - Extend links for broader keyword terms
  - Great for seasonal offers or sales
  - Increase CTR
- **Cons:**
  - AdWords tracking is limited
  - Can't edit or pause ad sitelinks once added

"On average, advertisers who use Ad Sitelinks have seen their ad clickthrough rates improve by 30%."

—Google Ad Innovations Team

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MEASURING SITELINK PERFORMANCE

All online campaigns

Last 30 days
May 10, 2011 - Jun 8, 2011

Campaigns | Ad groups | Settings | Ads | Keywords | Networks | **Ad extensions** | Dimensions

View: Sitelinks Extensions · All but deleted · Columns ·

Review performance statistics for ads that have appeared with an ad extension. You'll only see statistics for the campaigns you are currently viewing, for eligible ad extensions that have been triggered. Learn more about ad extensions statistics

+ New extension | Delete

	Sitelinks Extension	Campaign	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
			Eligible	1,249	7,489	16.68%	$1.04	$1,299.15	1
			Eligible	192	624	30.77%	$1.56	$300.09	1
			Eligible	105	904	11.62%	$1.02	$107.06	1
			Eligible	69	1,106	6.24%	$5.06	$348.86	2
			Eligible	31	1,283	2.42%	$4.96	$153.74	2.3

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ADVANCED REPORTING OPTIONS

- ValueTrack
  - Advanced URL tagging feature from Google
  - Example:
    www.domain.com/products?origin=sitelink&keyword={keyword}& matchtype={matchtype}
- Custom URL Tagging
  - Create custom parameters for Ad Sitelink URLs
  - Example:
    www.domain.com/products?sitelink=1
- Combination: ValueTrack & Custom Tagging
  - More insight into searcher activity & engagement

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CASE STUDY: SCIENCELOGIC

- SEO client for five years
  - On average, about 20% click on ads vs. organic results
- Main product (EM7) addresses many niche areas
  - Need for many long tail keywords
    - Provided immediate exposure on over 10,580 keywords
    - Provide greater overall search visibility
- Help ScienceLogic "own more search real estate" against larger, more recognized brands

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ABOUT SCIENCELOGIC

.ılı **ScienceLogic**™

Award-winning IT Operations Management

Customers Served

- Hundreds of customers
- Many industries and types of users
- Collaborative relationships
- High retention and satisfaction

Recognition & Growth

- Numerous industry accolades
- Recognized technical excellence
- Collaborative partnerships
- Strong growth and solid financials

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OUR PRODUCT

Application
Real-time and trended availability and performance data on application delivery components to keep business-critical apps up and running

Systems
High-level and detailed reporting of key system metrics for all operating systems; device summary views provide at-a-glance view of system performance, availability, tickets and events

Network
Detailed analysis and reporting to maximize availability and optimize performance of converging network infrastructure, including VoIP; supports dual-stack IPv4/IPv6 networks

Cloud
Chargeback, multi-tenant views, web services monitoring, automation and integration with self-service portals – just a few of the features that make EM7 ideal for monitoring public, private and hybrid clouds

OPERATIONS DASHBOARD   EM7

Asset
Auto-populated asset and software inventory to manage asset lifecycles; automated hardware and config change detection to support IT troubleshooting

Service Desk
Automated ticketing workflow and tools to document and accelerate the problem resolution process and to build business-specific change management processes right into operations

Fault & Events
Customizable alert notification, escalation and automated remediation for proactive management; open development platform for integration with third-party tools
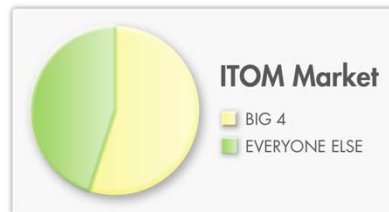
Virtualization
Performance and availability of virtual infrastructure combined with physical infrastructure monitoring for the complete dynamic IT operations picture – all in a single tool

Simplify data center and cloud **management in a single solution – for your IT operations today, tomorrow and beyond**

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OUR COMPETITION

- Big 4 – HP, IBM, CA, BMC
  - Large ad budgets
  - Established, highly recognizable brands
- New competitors constantly enter fray
- Noisy, crowded space

ITOM Market
☐ BIG 4
☐ EVERYONE ELSE

ADWORDS CHALLENGES - SOLUTIONS

Competition   → Show up

Broad Product/Specific Solutions   → Ready to Engage, Targeted

ADWORDS CHALLENGES

- Competition
- Broad Product/
  Specific Solutions
- Reporting/ROI

Sitelinks help us to overcome these challenges but creates more work for us to measure effectiveness and value

SOLUTION: AD EXTENSIONS

- Why Sitelinks?
  - Gets people to specific information quickly
  - Core value of an integrated product – what else does EM7 do around what I'm looking for?
  - More real estate
- Why Phone Extensions?
  - Immediate engagement
  - High value proposition

SITELINKS – BEFORE AND AFTER

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> Learn about ten common **cloud** myths.
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> Ads

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> Government Cloud   Hybrid Cloud
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REPORTING & ROI: MEASUREMENT

- Contribution to pipeline
- Effectiveness of marketing campaigns – beyond PPC and sitelinks
- Tracking prospect behavior
- Lead Scoring

Google AdWords	Tracks impressions, clickthroughs, conversions to campaigns, keywords *Limited*
Marketing Automation ELOQUA	Captures all web/email actions and aligns to specific prospect upon conversion *Detailed*
salesforce.com	Presents Leads by Priority/Campaign and assigns actual "value" to conversions *$$*

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NEXT STEPS

- Implement phone extensions
- Continuous improvement
  - Continue to bid aggressively
  - Additional assets/campaigns
  - Integrated reporting
  - Evaluate and test individual sitelinks

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