

25TH ANNUAL

ACCM

**The Largest Conference for Catalog
& Multichannel Merchants**

Getting the Most Out of Your PPC Program

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Co-Presented by:



Agenda

1. Keywords
2. Ad Copy
3. Landing Pages
4. Economics

Evaluate Your Approach

# of Keywords	SKUs	Keywords to Test		Time spent	Suggested Allocation
				%	%

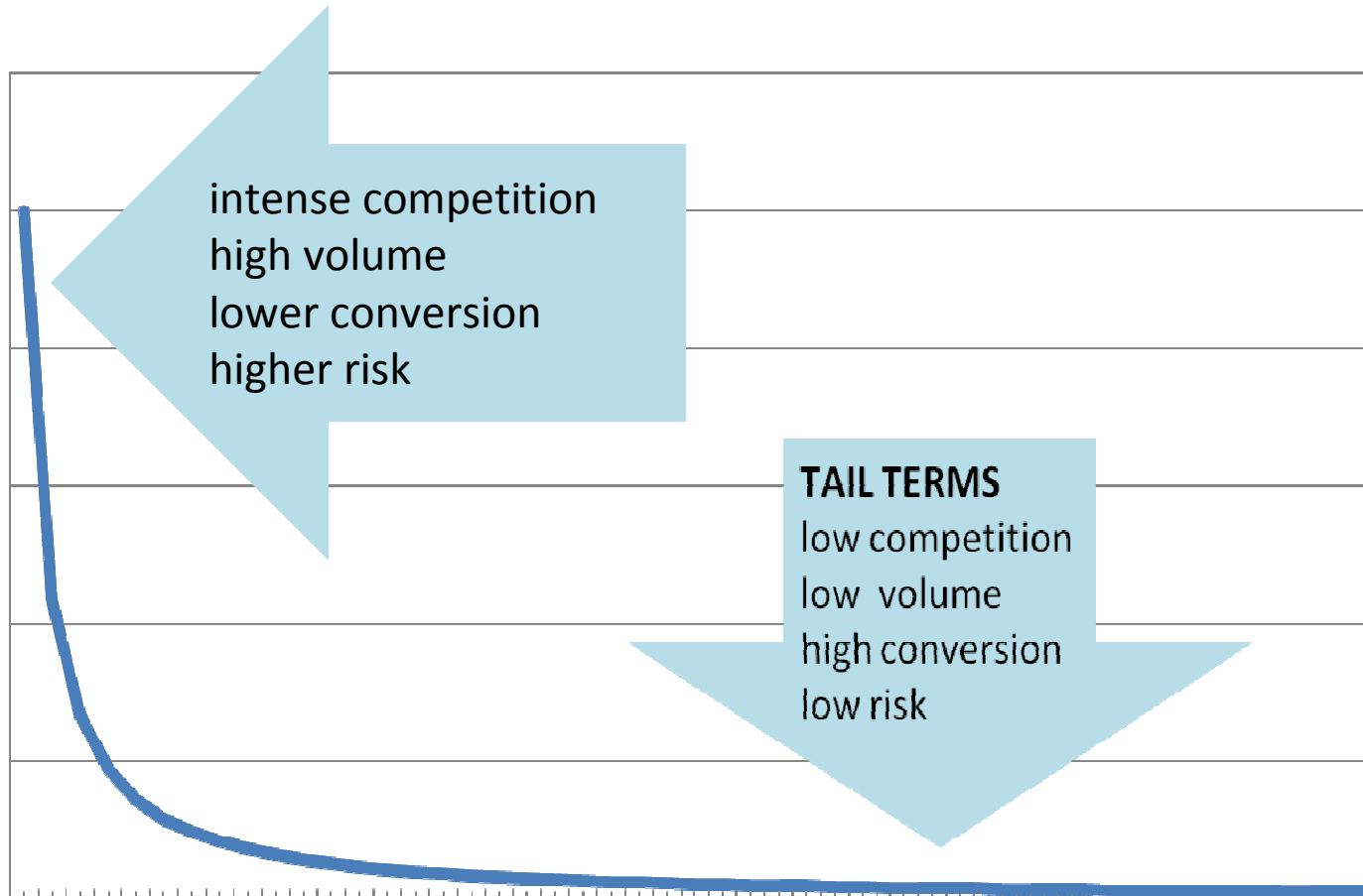
Is your ad copy effective?				Testing?		Time spent	Suggested Allocation
1	2	3	4	Yes / No		%	%

Appropriate landing pages?				Testing?		Time spent	Suggested Allocation
1	2	3	4	Yes / No		%	%

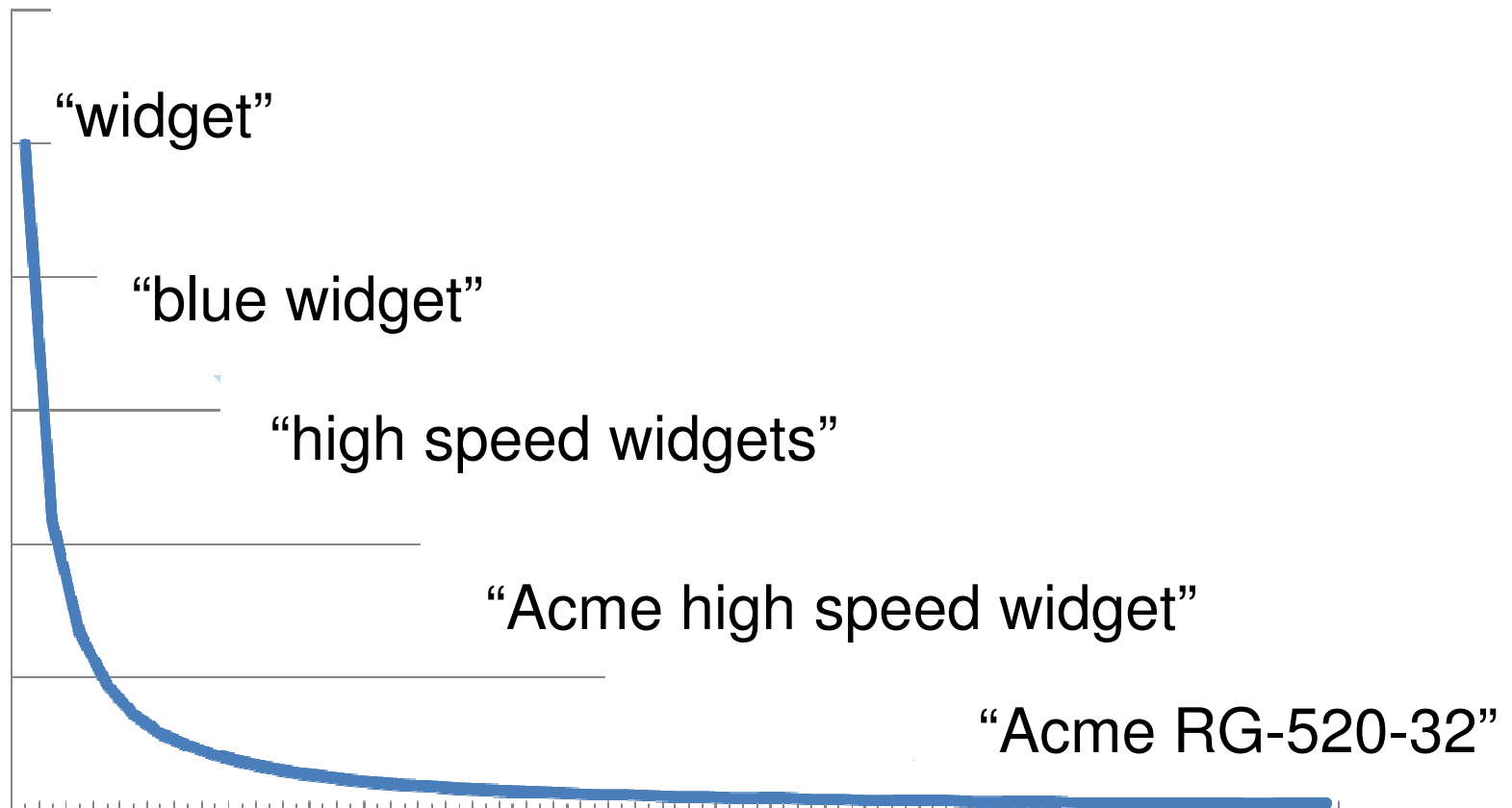
Keyword Level Bidding?	Multiple Matchtypes?		Time spent	Suggested Allocation
Yes / No	Yes / No		%	%

A Comprehensive Term List

The Keyword List



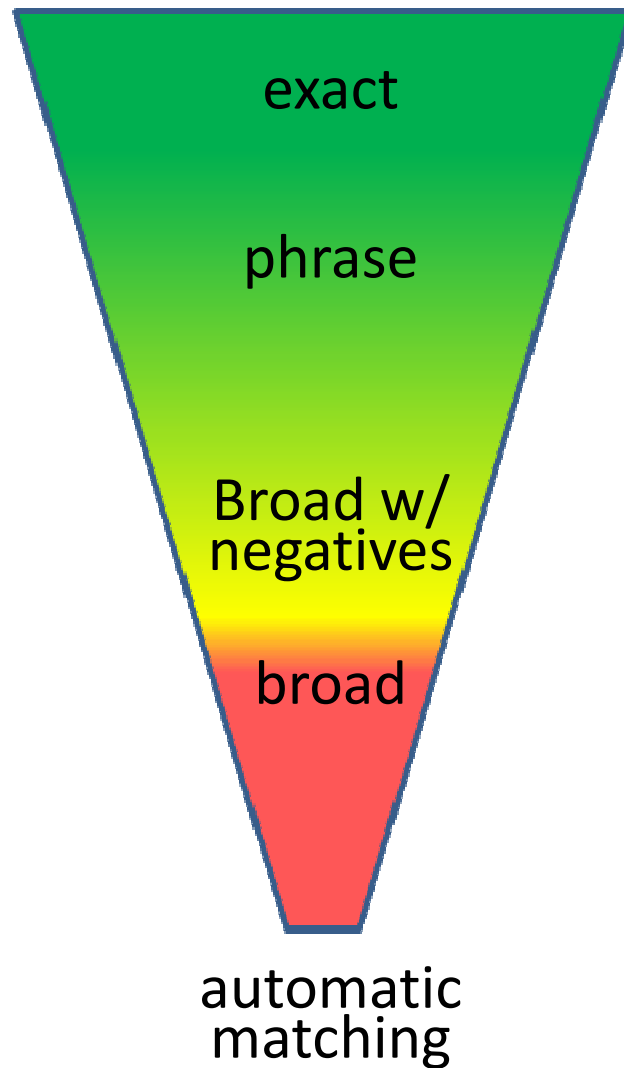
The Keyword List



Keyword Creation Tips

- Test 3-10 keywords per SKU
 - modifiers don't count (“buy _____”, “_____ online”)
 - synonyms, misspellings, SKU numbers
- Fully automated tools can be dangerous
- Use negatives to control when keywords are matched
- Start from the URL

Keyword Match Types



- Value of exact match traffic is twice that of broad match
- Multiple match types help ensure better user experience

Check In: Keywords

# of Keywords	SKUs	Keywords to Test		Time spent	Suggested Allocation
				%	%

SKU count x 3

A website with 20,000 SKUs should yield a keyword list of at least 60,000 terms

Suggested time allocation for keyword list build-out and development:

10-30%

Good Ad Copy is Better Than
Bad Ad Copy.

Great Ad Copy May be Only
Slightly Better Than Good Ad
Copy.

PPC Ad Copy

- Echo the users search string
- Provide a compelling “Why shop here?”
 - offer or promotion
 - numbers, percentages and “free”
 - confirm message on landing page
- Test, Test, Test
 - don’t just evaluate CTR
 - evaluate overall conversion & efficiency

PPC Ad Copy: What's Effective?

“mother’s day frame”

[Mom frame](#)

Find Unique & Personalized
Gifts for Your Valentine.
[ThingsRemembered.com](#)

“kohler bath faucet”

[Kohler Bath Faucet](#)

Great Prices on **Kohler Faucets**.
Large Selection & Free Shipping!
[Faucet.com/Kohler](#)

“dunlop crybaby classic” “denim mini skirt”

[Dunlop Crybaby Classic](#)

Buy **Dunlop** Music Gear for Less.
Free shipping on orders over \$99.
[MusiciansFriend.com](#)

[Lucky Brand Jeans](#)

Shop for High Quality Clothes in
The Latest Styles from Lucky Brand!
[www.luckybrandjeans.com](#)

Check In: Ad Copy

Is your ad copy effective?				Testing?	Time spent	Suggested Allocation
1	2	3	4	Yes / No	%	%

Should A-B test ad copy for highest traffic terms

Suggested time for testing/ maintaining ad copy:

5-10%

(Mostly ensuring offer in copy is timely and relevant.)

Appropriate Landing Pages

Specific Landing Pages

- Fewest clicks to products reduces overall clicks to checkout
 - Appropriate landing pages
 - too deep and the user may leave, thinking you don't have what they want
 - too high in the site and the user has to work to find what they want
-

▶ TAKE ME TO...

Merrell
at Onlineshoes.com

MERRELL 

at Onlineshoes.com

- Free shipping & Exchanges
- 110% price guarantee
- 90-day unconditional returns

Shop Merrell:

[Women's Merrell](#)

[Men's Merrell](#)

[Girls' Merrell](#)

[Boys' Merrell](#)

Merrell blends technical performance, contemporary design, and unmatched comfort to create outdoor and casual shoes for men, women, and kids, and apparel for men and women.

 [Brand Info](#)

 [Technical Info](#)

Women

Men

Girls

Boys



[Men](#) > [Merrell](#)

Men's Merrell

Narrow your search

400 products

Sort by: Show: Page of 4 [▶](#)

Brand Categories:

- [View All Apparel \(93\)](#)
- [Hiking \(83\)](#)
- [Casual \(60\)](#)
- [Mocs \(52\)](#)
- [Chameleon \(48\)](#)
- [Boots \(42\)](#)
- [Sandals \(41\)](#)
- [Jackets & Vests \(37\)](#)
- [Dress \(32\)](#)
- [Sport Casual \(29\)](#)
- [Aqua Sports \(27\)](#)
- [Long Sleeve Tops \(25\)](#)
- [Running & Trail Running \(25\)](#)
- [Cold Weather \(16\)](#)
- [Short Sleeve Tops/Tanks \(16\)](#)
- [Pants & Shorts \(15\)](#)
- [Occupational \(7\)](#)
- [Backpacking \(4\)](#)

Customer Feedback:

Average Rating
5 stars 'Top Rated' (98)

Current refinements: [Men](#) > [Merrell](#)



Merrell Jungle Moc

★★★★★
Price: \$64.95



Merrell Primo Breeze II

★★★★★
Price: \$69.95



Merrell Jungle Moc

★★★★★
Price: \$64.95



Merrell Jungle Moc

★★★★★
Price: \$64.95



Check In: Landing Pages

Appropriate landing pages?				Testing?		Time spent	Suggested Allocation
1	2	3	4	Yes / No		%	%

Should A-B test landing pages for highest traffic terms and top selling products

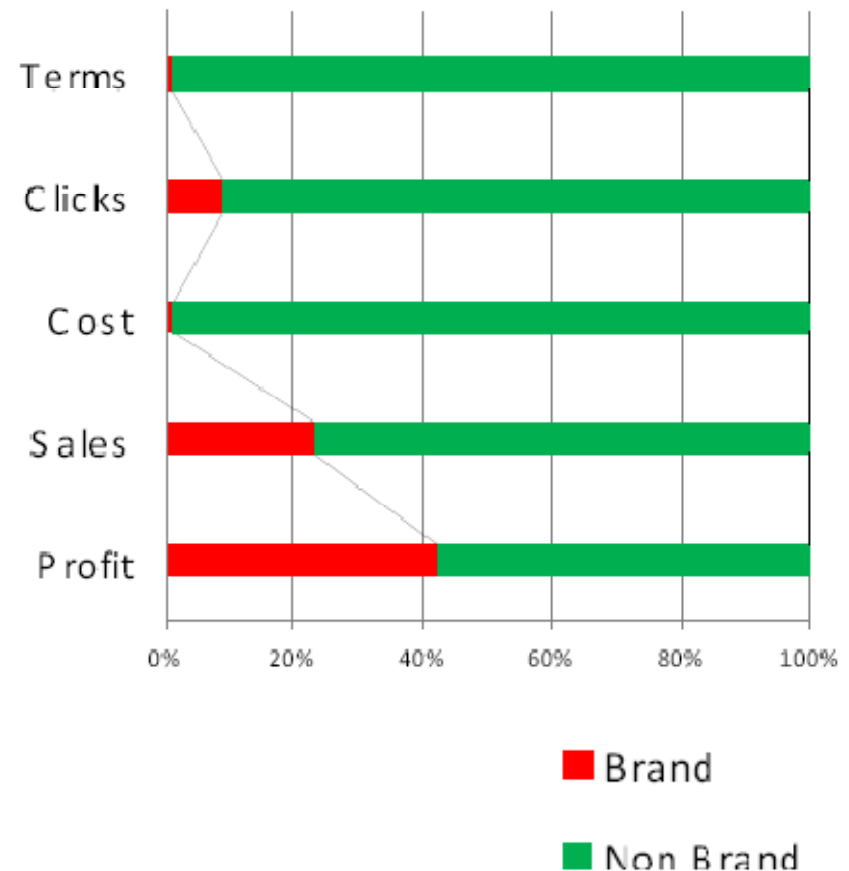
Suggested time for PPC driven landing page testing, design & research:

10-15%

Understand YOUR PPC Economics

Economics: Brand vs. Non-Brand

- Brand = aware of you before search
- Non-brand = incremental



Economics: Order Latency

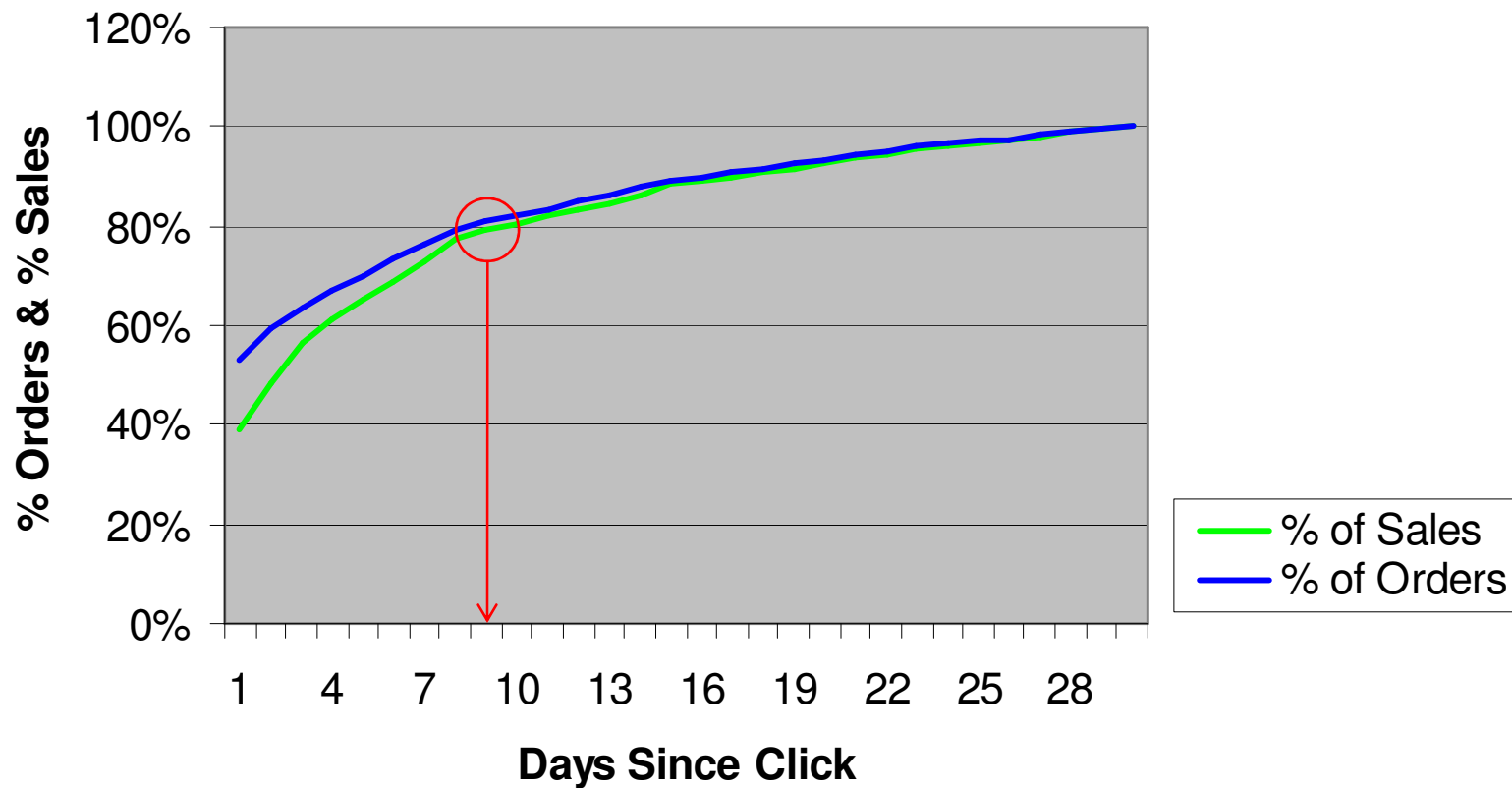
'men's
oxford shirt'



'desktop PC'



Economics: Order Latency

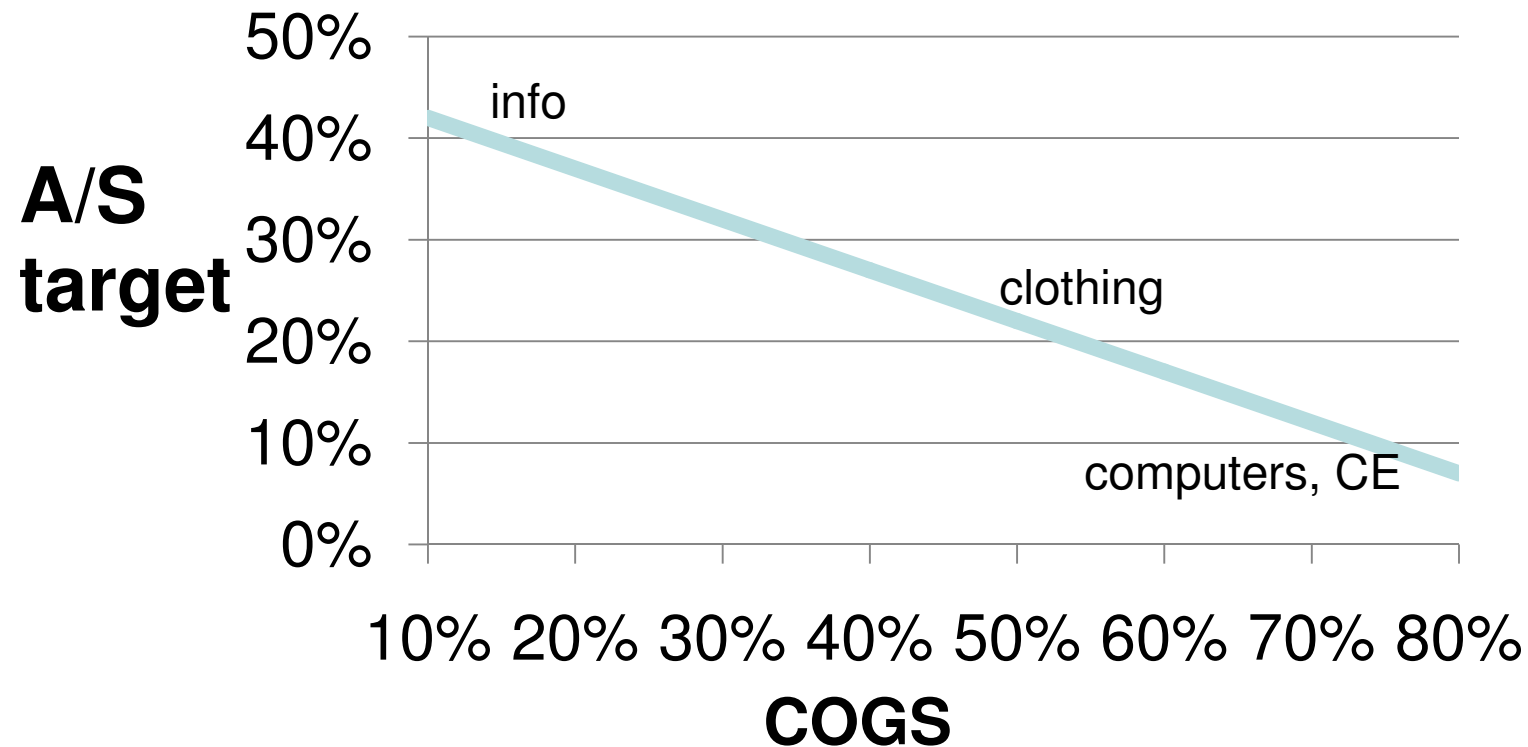


Economics: Metrics that Matter

- Manage to non-brand, keyword-level economics
 - Ad Spend to Sales
 - ROAS
 - ROI
 - Ad Spend to Margin

Economics: Metrics that Matter

Margin should drive Ad Spend



Economics: Metrics That Matter



Rule of Thumb formula for PPC ad spend:

$$\mathbf{A / S = (1 - COGS - Variable Costs) / 2}$$



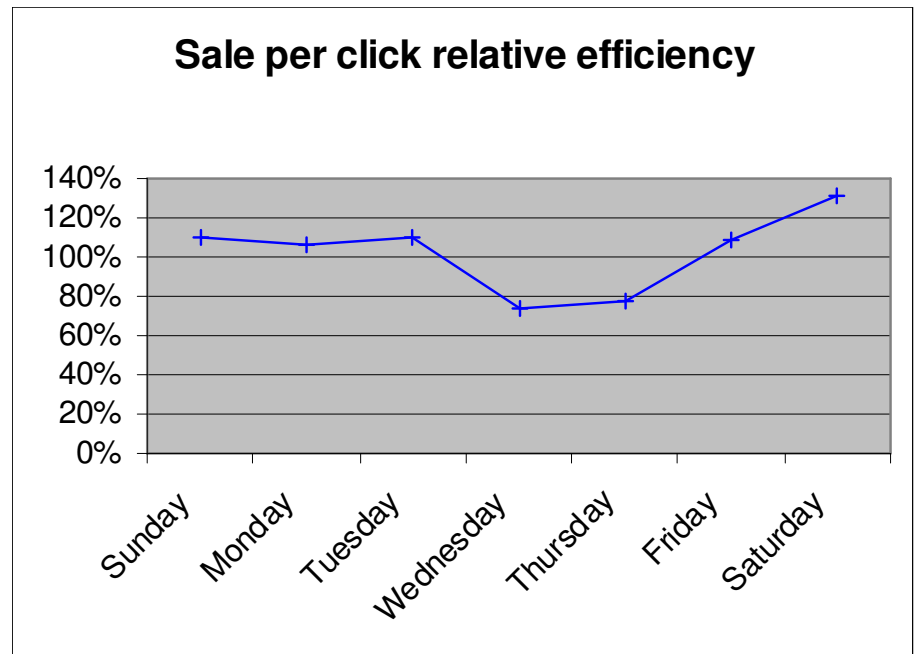
Economics: Margin Based Bidding

- A single Ad Spend/Sales ratio ignores the margin differences between categories (cameras vs. accessories)
- Margin based bidding results in better bottom line ROI
 - good solution: set different A/S targets based on category margin structures
 - best solution: bid based on observed margin with frauds and cancels factored in

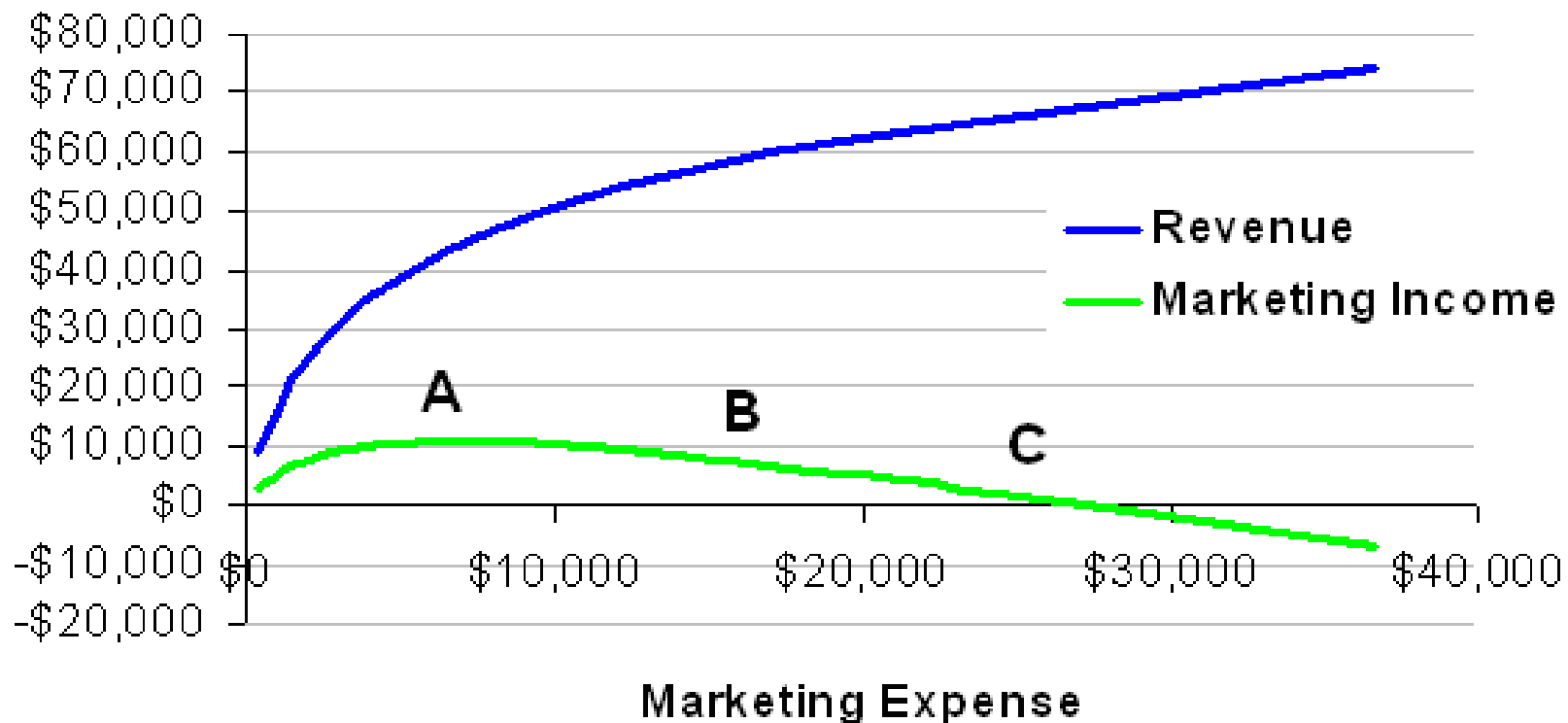
Economics:

Time of Day/ Day of Week

- Observed SPC doesn't vary by position on the page
- It often *does* vary by time of day and day of week
- Seasonality has a big impact as well



Economics: Sales Versus Earnings



Check In: Economics

Keyword Level Bidding?	Multiple Matchtypes?		Time spent	Suggested Allocation
Yes / No	Yes / No		%	%

Managing keyword level bids prevents good terms from “holding up” poor performers

Suggested time for studying data, looking for trends and refining bid logic:

50-75%

Questions?

Thank you.

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