PPC EXPERT TIPS

BUDGETS, TESTING & OPTIMIZATION



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EDITOR'S NOTE



Ben Steele
Senior Editor, Ebooks,
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Hello again, friends!

I wanted to do something a little different for PPC folks this year. In our PPC Trends ebook that we produced last year, many of the contributors noted big changes coming, and significant challenges with them.

So, I reached back out to the contributors to see what they had to say about budget-conscious PPC strategies this year. This ebook hones in on making the most of your budget amid changing tides.

I also asked Heather Campbell, SEJ's director of marketing, to write an introduction to the book. She has tons of insights to share with you. The introduction will be an excellent point of reference if you need some additional background or reading resources on any of the content in the book.

Then, you can dig into a series of short, focused tips from some of the experts you saw in the PPC Trends ebook last year.

Brooke Osmundson, one of my favorite writers on these topics and an industry-leading voice, wrote the last two chapters of this ebook. I asked her to hone in on budget effectiveness – testing your ads and optimizing the budgets of your campaigns.

I'm extremely grateful to all the contributors, and I think you'll get a lot of value out of their words.

Until next time,

Ben



A COMPLETE LIST OF PPC BASICS RESOURCES

Welcome to PPC Budgets, Testing, and Optimization!



Heather Campbell
Director of Marketing,
Search Engine Journal

Let's set some groundwork. PPC, SEM, and paid search are often used interchangeably throughout marketing, but they are different.

- **Search engine marketing (SEM)** can include both SEO and PPC. It's where your ads are shown on search engines.
- **PPC** is a broader marketing tactic where organizations can promote their product or service to users as they actively search or surf the web. It includes more than just search engines, but social, display, affiliate, retargeting, video, Gmail, Amazon – you get the picture.

This guide is meant to cover some of the more popular PPC tactics and platforms, which include paid search.

While PPC stands for "pay per click" – an advertising model where advertisers pay when their ads are clicked – in this intro, we'll use "PPC," even if your budget is set up to pay on a cost per mile (CPM) or cost per action (CPA) basis.

This introduction gives you an overview of the core elements of PPC. We've outlined some necessary background to get familiar with the conversations coming later in this ebook around budget, testing, and optimization.

If you're an advanced user, you might want to skip this introduction and get right to the expert tips and insights.

If you love the tips from featured experts in this book and want to hear more from them, you'll **adore** our PPC Trends 2023 ebook.

Further Reading

- 10 Biggest & Best PPC Features Of The Year
- What Is Paid Media: Types & Examples

Let's go!

SOME NOTES BEFORE WE GET STARTED

Before we get started, here are often-forgotten basics that can help plan a successful PPC strategy.

Make PPC An Extension Of Other Marketing Campaigns

All too often, I see marketers treating their PPC as a completely separate initiative. PPC shouldn't be approached as a campaign or multiples, but rather a channel utilized as a part of a larger campaign strategy.

Use PPC to push prospects and customers further down the journey to conversion.

Make sure you're providing a consistent user experience. An inconsistent UX leaves prospects confused about your brand and unclear about the next action – not ideal when your goal is conversion and retention.

Know The Person, Place, And Personalize The Content

Keep your ideal customer profile (ICP) and journey stage top-of-mind when strategizing your PPC efforts.

Thinking back to UX for a second, if the goal is to push your ICPs down the funnel, your messaging needs to meet them at that stage. From your ads to your landing page copy and the offer/call to action (CTA), prepare to have different messaging and content to fulfill their needs at that moment.

Dig into your ICPs as deeply as you can. Defining their interests and habits can help you better target them in the campaigns that we'll talk about later.

Be Ready To Test, Pivot, Rinse & Repeat

PPC is ideal for testing! Try different product benefits, highlight services from multiple angles, and test that CTA across ads and landing pages.

Not sure what to test? Talk with your product and sales team. What messaging is resonating with customers right now? What questions are they asking? What new product/service features might help differentiate you from your competitors? Fold some of that into your PPC efforts to connect with your ICPs.

Then, weave some of that winning messaging into your offline campaigns.

BUILDING KPIs

What's the best way to know which PPC campaigns' efforts are successful? Well, that depends on what you consider success. And it's not a one-size-fits-all answer. Success looks different for every organization.

Recommended Reading

- The 6 Most Important PPC KPIs You Should Be Tracking

Key Performance Indicators (KPIs) will vary, as well. A B2B SaaS company will have different KPIs from a non-profit organization, ecommerce, or higher education, to name a few.

The most important thing is: Create KPIs to help you gauge if your PPC efforts are successful and profitable. And choose ones that support and help you achieve your overarching company goals.

"It can seem like paralysis by analysis if you don't stay focused on the right metrics – or worse, if you focus too much on the wrong metrics," points out author Amy Bishop.

PAID SEARCH

Paid search is a marketing tactic where you pay search engines to show your ads on the search engine results page (SERP). You set your targeting, keywords, budget, and bids, then create your ads, which will be placed in an auction against other advertisers.

Your bid is the most you're willing to pay for an action. The highest bids, along with the best ad quality and some other quality ranking factors, will win the highest spots.

You then pay per click for someone to get to your landing page. You can bid on the click, impression, engagement, or conversion level on some platforms. That helps you match your campaign goals to your KPIs and ensure your PPC is profitable.

The primary targeting criteria for paid search are the keywords you choose. The auction begins when a searcher enters a search query that matches the keywords you choose to bid on in your campaigns.

Recommended Reading

- What Is PPC & How Paid Search Marketing Works
- What Is Quality Score & Why It Matters
- What Is Click-Through Rate & Why CTR Is Important
- Get To Know Ad Rank & Learn 3 Ways To Improve It
- 10 Biggest & Best PPC Features Of The Year

The search engine then considers your bid and ad quality and shows your ad alongside others on the SERP.

Your job is to craft compelling ad copy that makes the searcher want to click on your ad.

But always keep your ICPs, and their journey stage, in mind when creating your campaigns.

You want to create a consistent brand experience for your prospect. It's important to match the keyword and craft ad copy that matches where the prospect is in their journey. And this journey stage should carry all the way through to the landing page.

Keywords + ad copy + landing page for an **awareness campaign** should differ from those for a **consideration campaign**. Meet your ICPs where they are in their journey and tailor their experience to that current need.

The ultimate goal is to get the searcher to take action, e.g., convert on that landing page. For an ecommerce site, that would usually be a sale (conversion stage), but it could also be signing up for a newsletter (awareness or consideration stage).

A conversion is anything you determine as a trackable action you want them to take. These conversions should support your KPIs, which ultimately align with your business goals.

Conversions are important to help you achieve your KPIs and to serve as another factor in your ad quality score.

The better the quality score, the lower you pay per click, which could mean a lower cost per conversion.

Type Of Ads

Paid Search	Text	Image/ Dynamic	Shopping/ Product	Video	App
Google Ads	✓	✓	✓	✓	✓
Microsoft Ads	✓	✓	✓		✓
DuckDuckGo	✓	✓	✓		

Targeting Options

Paid Search	Geo	Time Of Day / Day Of Week	Gender & Age	Language	Device	Keywords	Remarketing	Affinity (Habits & Interests)	Life Events
Google Ads	✓	✓	✓	✓	✓	✓	✓	✓	✓
Microsoft Ads	✓	✓	✓	✓	✓	✓	✓		
DuckDuckGo	✓	✓	✓	✓	✓	✓	✓		

Paid Search	Customer Match	Custom Audience	In Market	Similar Audiences	Life Events	Affinity Audiences	Placement Targeting	Topics	Content-Based
Google Ads	✓	✓	✓		✓	✓	✓	✓	✓
Microsoft Ads	✓	✓	✓	✓					✓
DuckDuckGo	✓	✓	✓	✓					✓

**Not exhaustive*

Keyword Research

Much like organic search, the backbone of paid search is keyword-based. Users come to Google, Bing, DuckDuckGo, or other search engines, and enter search queries in the search bar to find information, products, or services to fill their needs.

Recommended Reading:

- How To Do PPC Keyword Research
- How To Use Google Ads Keyword Forecast Tool For Predictive Keyword Research
- Top 7 SEO Keyword Research Tools For Agencies
- B2B Keyword Research Done Right With Practical Examples
- Keyword Research: An In-Depth Beginner's Guide

(While this one is positioned for SEO, there are a ton of great takeaways for any type of keyword research.)

When a user's query matches one of your targeted keywords, your ad will display on the search page if your bid and quality score are high enough.

So, it's vital to put the research behind the keywords you choose to bid on. Choosing the right keywords and pairing them with the right ad copy and landing page are two of the most important parts of your campaign strategy.

You can choose from several different tools to help you find the right keywords, such as:

- Google Ads and Microsoft Advertising keyword planners.
- Google Search Console.
- A paid keyword research platform like Semrush, Keyword.io, etc.
- Doing your own searches and looking at the recommended searches.
- Your customers and sales team.

The right platform can also give you insight into what your competitors are doing, which keywords they're bidding on, their ad copy, their cost per click, and more.

As with anything – and I may start sounding like a broken record – it all comes down to your ICPs, their needs, and their stage in the customer journey. Your keyword strategy should be a reflection of this.

I could take up this entire book talking about keyword research; that's how important it is. Since we're focusing on budgets, testing, and optimization for this guide, here are some keyword research resources to help you dive deeper.

Google Ads

One of the oldest and most dominant platforms for PPC, Google Ads has the highest reach and a plethora of campaign options for advertisers. Google makes it easy to reach prospects or nurture customers wherever they might be on the web:

Recommended Reading:

- Google Ads' Keyword Matching Process Detailed In New Guide
- How To Create B2B Google Ads Campaigns That Nurture And Convert Customers
- Call Tracking for Google Ads & SEO: Convert Leads Faster
- The Ultimate Google Ads Pacing Dashboard For 2023 (Free Looker Studio Template)

- Search campaigns: text ads based on keywords.
- Display campaigns: image ads on websites.
- Video campaigns.
- App campaigns.
- Smart campaigns: quick, easy setup; the Google machine does the rest.
- Performance Max campaigns: Access all channels (including local) from a single campaign with automated optimization.
- Shopping campaigns or Performance Max with Merchant Center feed: product listings on Google.
- Discovery campaigns: show within Google feeds.

Most of these campaigns deploy a variety of targeting options. Target specific websites you want to place your ad, contextual (based on the content of that webpage) or interest, intent, or demographic targeting.

Within each of these types of campaigns are additional, customizable advertising options. For example, ad extensions and call tracking for search campaigns give you more ad real estate on the SERP, pushing down the competition, and giving you more space to showcase your benefits to searchers.

Check out the chart on Page 13 to see all the options available for Google Ads.

Bing: Microsoft Advertising

Microsoft Advertising offers similar campaign types to Google Ads. While the reach might be smaller, sometimes, as marketers, we know it's not always about quantity, but quality.

Recommended Reading:

- Microsoft Bing With ChatGPT Reportedly Launching In March
- Microsoft Bing Adds Coupon Codes To Shopping Searches

That's where testing and toe-dipping into new platforms can help you see where your customers are and how to reach them at the right place and time.

Campaign Types offered by Microsoft Advertising:

- Search.
- Dynamic Search.
- Audience.
- Shopping.

One differentiator and advantage to Microsoft Advertising is targeting audiences based on their LinkedIn profile information. It's the only platform besides LinkedIn that offers this level of targeting.

You can target users by specific companies, industries, or job functions.

If you're in the B2B space, this could be the secret weapon you've been looking for.

DuckDuckGo

Created in 2008, DuckDuckGo (DDG) was designed for user privacy. It doesn't track any information about the users – not location, search history, or age/gender, nothing.

Recommended Reading:

- What Is DuckDuckGo & Who Uses This Alternative Search Engine?
- 10 DuckDuckGo Facts For Digital Marketers & SEO Pros

The search engine has 3 billion monthly searches and 2.42% of the search market share. Microsoft Advertising powers its ads engine.

To run ads on DDG, you'll need a Microsoft Advertising account, and your campaign needs opted-in to run on search partners. As of writing this ebook, there is no way to directly target DDG only.

Unfortunately, by opening up search partners on Microsoft Advertising, advertisers risk showing their ads on lower-quality sites.

Lean into negative placements to help exclude your ad from showing on low-quality or underperforming sites. Hopefully, there will come a day when you can directly target DDG only, because some advertisers have seen CPCs up to 10X lower than clicks on Google.

As long as your audience is there, it might be worth trying.

SOCIAL ADS

Social advertising can be a low-barrier entry point for organizations looking to drive demand, lead gen, and engagement. Most platforms walk you through your objectives which help guide the type of campaign you'll run and ad formats.

With targeting options to help you get in front of your ICPs, it's a great way to showcase your content through text, images, and videos and help you achieve your KPIs.

Similar to search ads, bidding on social inventory is auction-based. It's still important to optimize for the best ad quality to help drive those PPC costs down.

But first, who's your ICP, and are they even on that social channel?

- Just because your son, niece, or cool coworker is hanging out on TikTok doesn't mean your audience is.
- Just because your competitors are there doesn't mean it's the best place for you. Do some independent research on where your ICP spends time.
- If your ICPs are there, do they want to hear from you on that platform?
- If they do, make sure you match that channel's vibe. A sleek and professional animated video might work on LinkedIn Ads, but it's probably not going to work on TikTok.

It's not enough to meet them on the platform. You have to walk the walk and talk the talk.

We're all familiar with these core social platforms, so we'll give you quick highlights and push you into deeper reading that we can't cover completely in this guide.

Type Of Ads

Paid Social	Text	Image/ Dynamic	Shopping/ Product	Video	App	Lead	Carousel	Conversation/ Messaging
LinkedIn	✓	✓		✓		✓	✓	✓
Twitter	✓	✓		✓			✓	
Facebook		✓	✓	✓	✓	✓	✓	
Instagram		✓	✓	✓	✓	✓	✓	
TikTok			✓	✓		✓		
Reddit	✓			✓			✓	✓

Targeting Options

Paid Social	Geo/ Location	Time Of Day/ Day Of Week	Gender & Age	Language	Device	Company	Retargeting	Keyword
LinkedIn	✓		✓			✓	✓	✓
Twitter	✓		✓	✓	✓			
Facebook	✓	✓	✓	✓	✓		✓	
Instagram	✓	✓	✓	✓	✓		✓	
TikTok		✓	✓	✓	✓		✓	
Reddit	✓	✓			✓		✓	

Paid Social	Contact/ Customer Match	Custom Audiences	Lookalike	Job Experience & Skills	Education	Interests & Behaviors	Event Targeting	Group/ Community
LinkedIn	✓		✓	✓	✓	✓		✓
Twitter		✓	✓			✓	✓	
Facebook	✓	✓	✓	✓	✓	✓		
Instagram	✓	✓	✓	✓	✓	✓		
TikTok		✓	✓			✓		
Reddit		✓	✓			✓		✓

**Not exhaustive*

LinkedIn

This is one of my personal favorites!

Recommended Reading:

- LinkedIn 2023 Data: What Businesses & Advertisers Need To Know
- LinkedIn Ads: A Complete Guide For Beginners
- 5 Pro Tips To Improve Your B2B LinkedIn Marketing Campaigns
- A Guide To LinkedIn Single Image Ad Retargeting

With over 850 million members and 59 million company LinkedIn Pages, LinkedIn Marketing Solutions surpassed $5 billion in annual revenue for the first time in July 2022.

Not just for B2B brands, any brand can capitalize on the performance of LinkedIn. The platform contributes to awareness and brand lift of 10% to 15% averages in the short term, not to mention strong conversion rates with the right optimizations.

Check out the chart on Page 18 for all the types of campaigns and targeting options available on LinkedIn. With over 20 different audience attribute categories, you can layer attributes for a truly focused audience you want to see your ads.

Facebook/Meta

From awareness to lead gen, and over 2 billion people monthly using the platform, Facebook advertising is tried and true. One of the oldest social ad platforms, Facebook ads can tout some great CPCs and CPAs, depending on your goals.

Recommended Reading

- Tips For Top-Performing Brand Awareness Campaigns On Facebook Ads
- Meta Expands Ad Formats And Tools For Small Businesses
- How To Drive Facebook Leads Via Phone Calls
- 6 Perfectly Preventable Ways Facebook Ads Tend To Go Wrong

While there are not as many detailed targeting options as there once were (ah, those were the days!), there are still plenty of options to help you reach your ideal audience. Facebook lets you choose your objectives and walks you through the campaign setup to help you launch your ads relatively quickly.

Instagram

Make sure you have plenty of great-looking photos and videos to run those Instagram ads. Your standard text and sales-y images aren't going to work here.

Recommended Reading:

- Instagram Marketing: An In-Depth Guide
- Instagram Search & Explore: A Complete Guide for Marketers

Think about how your ICP uses Instagram. It's completely different from search, and so should your approach to advertising on it.

With over 2 billion monthly users, 90% follow at least one company. Positioning itself as a "#1 media platform for building relationships with brands," this could be the time and place for you to forge a better relationship with your ICPs.

Reddit

Reddit might be the underdog you've been looking for, especially if you're in a niche space. Remember, it's not always about quantity, but quality, and getting in front of the right people when they're most open to your message.

Recommended Reading

- Getting Started With Reddit Advertising: What You Need To Know

And, if they're digging through subreddits looking to solve a challenge, you can be their knight in shining armor.

Reddit has over 3 million active subreddits, and regular users hang out for almost 34 minutes per day on the platform.

Offering similar objective-based targeting and paying at the CPC, CPM, or even cost per view (CPV) level, Reddit advertising will feel familiar to other platforms we've outlined from a campaign standpoint.

It's worth noting that, as of writing this section, TikTok is facing potential regulatory issues in the U.S. – conceivably shifting the advertising landscape on this particular platform.

TikTok

Launched in 2016, TikTok already had more than 1 billion active users last year. If your research proves that your ICP is hanging out on TikTok, start putting a strategy together to test it.

Recommended Reading:

- TikTok Ads For Beginners: A Complete Guide & Steps To Success
- How To Optimize TikTok Ads Like A Pro: The 5-Step Guide

Not surprisingly, TikTok wants its advertisers to create ads that entertain viewers with the promise of campaigns that connect the brand with the viewer.

If you're just getting started, use its creative tools to help you create ads that fit seamlessly into your audience's experience. I mean, sure, you want to catch their attention, but do it in a positive way. Chances are you're not creating content like this on any other platform, so lean in on their expertise for creating successful ads.

You can advertise in your feed, on a hashtag challenge, by video ads, by creating a custom branded effect, or through amplifying your existing organic content.

Targeting is similar to Facebook, where you can refine based on age and gender, location, device, behavior, and interest targeting.

You can also create lookalike audiences based on the customer lists you upload and custom lists based on website traffic and engagement on the platform.

It's worth noting that, as of writing this section, TikTok is facing potential regulatory issues in the U.S. – conceivably shifting the advertising landscape on this particular platform.

RETARGETING

Retargeting is when we specifically target people who have engaged with our brand or taken an action that we're actively tracking.

Recommended Reading:

- How Do Retargeting Ads Work, Anyway?
- 10 Remarketing Lists To Boost PPC Performance
- [Ebook] Winning At Retargeting: Tips to Reconnect & Convert
- What Is Remarketing: 8 Types Of Remarketing To Consider

By keeping your brand in front of them, you can hopefully be the one they think of next time they need your widget or service.

Google Ads, Microsoft Advertising, LinkedIn, Facebook, and TikTok offer retargeting, as well as other platforms where you already have a presence. Typically, you'll need to install their pixel on your site; then, it's time to start building audience pools.

Ideally, you're segmenting users based on a specific stage in their customer journey, and ads should be tailored to where they are. Are they still learning about your brand, or are they in the consideration stage? At the consideration stage, a case study or comparison of you against a competitor might be the right message and CTA.

You can run remarketing ads for paid search, display ads that follow users around websites, video ads based on a previous video view, or social ads based on engagement with your social page – to name a few.

Most of the platforms we discussed offer some form of retargeting, which is one tactic that I highly recommend digging into more. Even if you're not running other PPC campaigns, retargeting is a great way to stay top of mind and support users as they travel on a journey with your brand.

HANDLING LEADS

Recommended Reading:

- How to Improve Your Lead Quality & Follow-up
- Here's Your B2B Multichannel Full-Funnel Strategy In 5 Simple Steps

I want to check in on the importance of lead handling. All too many times, I have seen good, successful campaign strategies deployed, but the back end isn't set up to receive, score, nurture, or convert the leads.

Your PPC efforts can get the customers to your front door. Once they get to the landing page, it's up to the content to convert them. But what happens after they fill out that form and become a lead?

What happens once they sign up for your product or service? Do you have follow-up communications to ensure they know how to make the best use of what they signed up for?

What about a nurture campaign to reduce churn and keep those loyal customers coming back?

When deploying your PPC campaigns, don't stop at launch. Work those leads through your entire prospecting pipeline and your entire customer lifecycle to assess content gaps.

Don't let all of those leads you worked so hard for fall through the cracks.

ATTRIBUTION

Bringing it all around, attribution is the last piece of a solid PPC campaign. Marketing attribution is how you give source credit to conversions.

Recommended Reading:

- A Comprehensive Guide To Marketing Attribution Models

A visitor may visit your site multiple times. You want to attribute each visit to the marketing channel from where the user came. Properly attribute these visits can help you understand the role each channel plays in your buyer's journey, and which channels are successful.

As with any marketing endeavor, the ability to report back on ROI or impact is key to understanding if your efforts are profitable – and helps you estimate your budget needs and get approval when the next budget cycle comes around.

Some campaigns are tougher to put a clear ROI to, for example, awareness campaigns where you're going for that top-of-the-funnel impact. But those bottom-of-the-funnel, high-value conversions tend to be a little easier to put a value on.

There are several ways to attribute leads and sales. Take a deeper look into these attribution models to find one that might work for you.

Baking attribution into your strategy process will have you ready for the next report or budget cycle. So, start early to make your life a little easier.

KEY TAKEAWAYS

This list and the tips above are far from exhaustive. The realm of PPC is large, and there are a lot of options and opportunities out there.

If getting started feels daunting, contact an agency specializing in PPC, or hire an experienced freelancer to get you started.

Whether you're working on your own, within a team, or looking to outsource, I hope you keep these key takeaways close when you're strategizing.

- Make PPC an extension of your offline marketing.
- Research platforms to ensure your ICP is there.
- Match your keywords, messaging, and landing pages to the specific customer journey stages to help push prospects and customers further toward your desired action.
- Build testing into your overall strategy, so you're not scrambling if you need to pivot quickly.
- Build your KPIs to keep you focused on growth and profitability. Make sure those KPIs roll up to support your overarching business goals.
- Be sure to have your lead workflows set up from awareness to keep prospects and customers supported through their journey with your brand.
  Proper nurturing campaigns can help reduce churn.
- And make sure you have attribution modeling set up to help you show profitability and to make it easy for leadership to say 'yes' to your budget ask next year.

Happy PPC'ing!



EXPERT TIPS ON MANAGING PPC BUDGETS

Your friendly ebooks editor again, Ben, here. When I was building the plan for this book, I really wanted a combination of some of the best tips from across the industry. That meant I had to include SEJ experts (thanks, Heather and Brooke!).

Just as obviously, I had to reach out to our contacts in paid marketing and get their insights, too. But the knowledge of all these people could fill multiple books.

So, I gave them a topic, three possible open-ended questions to answer, and not many words to do it.

To say that they rose to the challenge and delivered is an understatement. You'll find a series of high-impact, incisive tips about the complexities of managing PPC budgets.

Maximizing the impact of your budget may be a key concern for marketers in 2023 in the face of shifting consumer trends. I hope you find these tips helpful.

EVALUATING LEAD QUALITY

The first prompt I asked the experts to respond to was evaluating a lead's real-world quality and value.

A high percentage of leads looks great, but how many of those leads turn into customers? To properly analyze the effectiveness of your lead generation tactics, you need to know how valuable a lead is and what type of customer they're likely to turn into.



Alex Macura
Founder,
Your Digital Assembly

Qualify Leads With Lead Scoring

In a perfect world, the marketing department would evaluate and deliver high-quality leads to sales every time.

For that world to exist, leads need to be qualified.

It isn't an exact science, but key factors can help determine lead viability and help you evaluate the quality of a lead from their first touch with your brand.

Creating a lead scoring system is a process of trial and error and takes time to get right. But whether you're targeting existing customers, new website visitors, or your target personas along the buying journey, implement simple fundamentals to help bolster conversions. Here are my top four recommendations.

1. Map and understand your ideal customer profile (ICP) as a reference point for defining a high-quality prospect.
2. Determine which campaigns, channels, and assets convert best: landing pages, emails, or downloadable guides.
3. Evaluate and measure quality based on lead scoring to understand user intent and fulfill those intentions. Three key metrics to prioritize include: visitors to leads, leads to opportunities, and time to conversion, among others.
4. Avoid silos by combining marketing and sales into "RevOps" for improved visibility, collaboration, and learning.



Corey Morris
President, Voltage

Reach Out To Leads Directly

Most marketers rely on what I call passive lead qualification, essentially reviewing native platform data like search terms, demographic attributes, and on-site behavioral signals.

That's great for filtering out the unqualified leads, but it doesn't really help a sales team understand which leads are more valuable than others.

Active lead qualification entails reaching out to your leads – through interactive website forms, automated follow-up emails, or even just talking to them – for better lead evaluation and, ultimately, happier clients.

If you have the resources, enterprise lead scoring platforms make this incredibly easy, but an old-fashioned spreadsheet works just fine too.

In short: Actively qualify leads with more robust lead generation forms, emails, and touchpoints.



Joe Rowett
CEO, VELOX Media

Proper Lead Scoring Requires Testing And Evaluation Based On Lead Type

Set a regular meeting schedule with sales teams to gather feedback on the quality of leads they receive.

A/B test at least two versions of your lead submission form with a test audience. By testing at least two versions that address changes in design, copy, field selections, calls-to-action, and first-touch nurturing, you can find the perfect balance of quantity and quality leads.

Many organizations create a single lead scoring system that is used primarily for supporting the sales process. Invest in a separate lead scoring system for your marketing qualified leads (MQLs) that are ready to be sold to – and sales qualified leads (SQLs) that are ready to buy.

This separate scoring will allow you to compare the value and acquisition processes and help teams customize how and where they concentrate their efforts.



Navah Hopkins
Brand Evangelist,
Optmyzr

Define Ideal Customers And Track Where They Come From

Lead gen companies often shy away from return on advertising spend (ROAS) and conversion values because it's hard to pinpoint the exact value of a lead (especially in B2B where sales cycles can last over six months).

However, you can generate a lead value estimate by assessing the conversion rate of leads into real-world sales alongside the quality of a sale by region and channel.

For example, if a brand knows phone leads might have a high appointment rate but a low sale rate (e.g., folks consent to the demo but aren't really ready to buy), they might put a lower conversion value on calls.

It is crucial to any lead gen value audit to have accurate and robust CRM data. If you don't have access to that, consider asking your sales/customer success team to keep notes on what makes certain prospects great customers. This means easy-to-service, high probability of retention, and good margins.

Once you have that data, you can make informed decisions on which conversions should be given primary vs. secondary designations, and how to value each lead type.

PLATFORM ANALYSIS & DUE DILIGENCE: EVALUATING PLATFORM ROI

The next prompt I asked the experts to respond to was determining whether a particular platform is "worth it" for you.

We have some fascinating differences in the answers for this one. Some chose to focus on the process of evaluating a platform's success in general, while others focused on what might be holding your campaigns back.



Corey Morris
President, Voltage

Invest In Robust Attribution Modeling And Full-Funnel Conversion Tracking

A robust and accurate attribution model is vitally necessary.

Whether it's Google Analytics 4's new "data-driven attribution" model or a custom model in your reporting suite, attribution is critical to scoring value. Assign values to every click, lead, and impression – in a way that you and your client can agree on.

That will save everyone so many headaches and "not fun" emails. When you add real-time and offline conversion tracking into your reporting stack, your ROI numbers will be more accurate and reliable.

Always consider the entire funnel and work backward from the end goal. Your clients ultimately care about their bottom line: revenue. Understanding the quality of the clicks and leads your campaign produces – and how the value of those prospects changes as they traverse the funnel relative to that end goal – is the key to minimizing risk in your marketing strategy and instilling confidence in your client.



Joe Rowett
CEO, VELOX Media

Apply Consistent UTM Tracking Parameters

From setting up the pixels properly to APIs, regular maintenance and analysis of your conversion tracking across each channel are essential in understanding your ROI on each platform.

It begins with onboarding a new account and is ongoing to support changes in the website and products, and shifting business strategies.

You'll need consistent UTM tracking parameters. Create an internal UTM tracking document for teams that clearly communicate the parameters used in campaigns and programs across the business.



Jonathan Befort
Digital Advertising Manager, Closed Loop

Beware Of Hidden Google Settings

Recently, it appears that certain settings within Google Ads are being hidden.

If a campaign is not performing well or not performing how you expected it to, these hidden features in the platform could be a cause. If you want to check them, you first need to know where to find them.

Here are a few hidden settings in Google Ads that might significantly impact the optimization of your Google Ads campaigns.

Optimized Targeting

Why You Want To Check: In Google's own words: "Optimized targeting looks beyond manually-selected audience segments in your campaign to find audience segments that you may have missed to improve the campaign's performance."

Optimized Targeting is an option for Display, Discovery, and all Video Campaigns that use "Sales," "Leads," or "Website traffic" goals.

Where To Check: *Ad Group > Settings > Edit* and select "ad group targeting." You may need to scroll down to see this; it's in blue text at the bottom.

Account-Level Automated Assets

Why You Want To Check: Eight different Automated Assets – all set to "On" by default – seem to be hidden. But that can affect every single campaign you ever build in your account, behind seven different clicks and three sub-menus. That is why you want to check.

Where To Check: *All campaigns > Ads & assets > Assets*. Click three vertical buttons and click Account-level automated assets. Then click another set of three vertical buttons and click Advanced settings.

Performance Max Campaigns Placement Report

Why You Want To Check: Performance Max Campaigns can sometimes provide poor placement for your visual assets. You will want to check this report often and add any suspicious URLs as Negative Placements to your campaigns. Just remember that for Placement Exclusions to apply to Performance Max Campaigns, the exclusions have to be placed at the Account level.

Where To Check: *All campaigns > Campaigns > Reports > Other* (scroll all the way down the list) > *Performance Max* campaigns placement.



Timothy Jensen
Senior Search Engine Marketing Specialist, M&T Bank

Combine Google Data With Your CRM Data

Set up Enhanced Conversions for Leads in Google Ads to easily record conversions for offline interactions tracked in your CRM. This configuration allows you to bypass needing to store Google Click Identifiers (GCLIDs), instead automatically picking up on first-party data from form submissions (hashed for privacy). You can use either Google Tag Manager or the new Google Tag to get this in place.

Once you've worked through the setup, you can upload leads from your CRM with data on conversion points they've reached (e.g., marketing qualified leads, sale completion, etc.).

Google matches the information previously stored from forms against those leads to show conversions directly in the ad platform. Ultimately, this setup helps to solve showing lead quality beyond the initial form submission, allowing you to prioritize bidding toward users most likely to be valuable.

COMMUNICATING LEAD & PLATFORM QUALITY ANALYSIS

This last prompt was a little more difficult to define, but we got some very interesting responses. I asked the experts how they would advise when a client or decision-maker has asked to target a channel that you're confident will have low performance.

Maybe you've done testing on the platform already, or you know that ICPs don't use the channel.

There's a time for experimentation and a time to focus on proven results. How do you push back in a way that doesn't jeopardize the relationship?



Amy Hebdon
Founder & Managing Director,
Paid Search Magic

Always Use A Non-Combative Approach

Clients love bringing us their ideas about new platforms or strategies to test, even if those ideas aren't likely to drive results.

The best way to respond?

Channel your inner improv player, and say, "Yes... and."

- Yes, we can do that. (And) what problems do we need this to solve?
- Yes, we can set up a test for that. (And) let's take a look at the risk factors and potential outcomes.
- Yes, we can launch on that platform. (And) there's a $10,000 minimum spend. Here's how that would affect your budget.

Using a non-combative approach, you can get to the heart of the issue and "reason together" on the best next steps. If they still want to move forward, be objective in setting expectations.

Otherwise, you'll end up proving the client wrong or being wrong yourself, and neither of those positions is great for building client relationships.



Andrea Atzori
Director, Ambire

Back Up Your Position With Data But Be Willing To Test

When a client presents a challenging idea, whether that is a platform or tactic that we're confident won't produce results, it's important to bring data to the table.

We either have to show them past data that proves our point or data from similar/relevant advertisers within the same industry that shows how these might not work for them.

At the same time, we are always open and happy to be challenged. If the client is adamant, we suggest using a portion of the budget to run a test. That will allow us to assess the performance of the platform or tactic, and evaluate it against the client's expectations without disrupting the business as usual.

At the end of the day, testing and evaluating new things is an integral part of our role as marketing experts!



Corey Morris
President, Voltage

Test Campaigns Are Your Friend

New platforms, features, and placements are on the rise. Understanding what they do, how they work, and how much value they can produce for their campaigns is a challenge to many marketers. The best way to temper expectations while actively vetting new opportunities for long-term usage is through a test campaign.

Dedicate some time and money towards a test campaign:

- Allow a few weeks for the test campaign to collect data.
- Analyze test results against KPIs – good and bad.
- Determine if the test campaign fits into an ongoing workflow.
- Bring the test results and recommendations to your client or manager with confidence.

Marketers often forget that they're employed because they're the expert – so, act like it! Make a data-driven judgment call, and either include the new platform, feature, or placement into the marketing plan, or recommend revisiting it later.

In short: Use data to support your marketing decisions and run a test campaign.



Joe Rowett
CEO, VELOX Media

Test Growth Opportunities And Clearly Define Success Metrics

Every platform you're spending money on needs a relevant place in your customers' buyer journey. Jumping on the latest "hot" platform is a surefire way to burn your budget with only vanity metrics left to show your client.

You can keep campaigns grounded in reality by testing new growth opportunities carefully:

- Create target personas quarterly.
- Set aside a monthly budget for testing growth opportunities.
- Clearly define the measurements of success (brand lift, leads, site traffic, sales).

These actions will help steer the conversation toward platforms you know can deliver success for the company – and provide a more responsible way to test a new platform before reallocating spend away from proven areas to be scaled.



EXPERT TIPS ON PPC A/B TESTING

It's time to switch gears a little bit. In the last two chapters, Brooke Osmundson lends her expertise and insight to the ebook. Plus, we've got an exciting case study from this ebook's sponsor, CallRail.

Brooke starts off with testing, because it's key to maintaining an effective ROI and making the most of your budget.

MESSAGE & CREATIVE TESTING



Brooke Osmundson
Leader Of Digital Marketing, Smith Micro Software

A/B testing in PPC is described as:

"A method of comparing two different versions of an ad to determine which one performs better."

There are many resources out there with helpful content on what to test, but not as much about **how** to test PPC ads.

Ad copy (or messaging) testing is imperative to any PPC program and optimization.

However, as Google and Microsoft Ads continue to lean towards automation each day, ad copy testing is not as cut and dry as it used to be.

Gone are the days of the coveted 'rotate evenly' ad settings within the platforms; even the 'rotate indefinitely' does not necessarily yield a standard 50/50 split with ads.

So, how exactly does one go about ad copy testing? Before setting up any message tests, you'll want to consider:

- Company goals and KPIs.
- Target audience.
- Budget.

No matter what you're testing, keep your target audience in mind. The ads need to speak to them in a way that resonates with the end purchaser. Otherwise, what's the point?

If there is more than one target audience, this is where the budget considerations come into play. If PPC campaigns are already limited by budget, you may only be able to test ad copy with one audience at a time.

Now, let's get down to how to actually implement a message test. This particular section will focus on testing ads within the Google Ads platform.

There are two different ways to test messaging within Google Ads:

- Ad variations.
- Experiments.

Ad variations can be found within the 'Experiments' tab on the left-hand side in Google Ads.

They are a relatively easy way to create and test variations of an ad across one or multiple campaigns, or across an entire account. These are available for Search campaigns only.

This is a great option to test specific portions of messaging, such as a call to action (CTA) or switching up specific headlines.

Other features of using ad variations include setting a start and end date, and the percentage of traffic to show the modified ads to. In this case, if you want a true A/B test, set the modified ads at 50% of traffic.

At the end of the testing period, you have the option to apply the ad variation(s) to the existing ads, depending on performance. If the variations underperformed the control copy, it's wise just to let those end and start a new test.

The other option for A/B testing in Google Ads is using custom experiments. These are available for Search, App, and Display campaigns. Most recently, however, Google introduced Performance Max experiments which can be used on Shopping ads or Performance Max campaigns.

Custom experiments are mainly used for testing:

- Smart Bidding strategies.
- Keyword match types.
- Landing pages.
- Audiences.

However, custom experiments can be useful to test the entire **tone** of the message (or assets and creatives for Display campaigns) to a target audience. Instead of changing one or two message elements, setting up a completely brand new messaging tone is possible by creating a separate ad in the experiments.

When testing creative assets and imagery, consider changing the following elements:

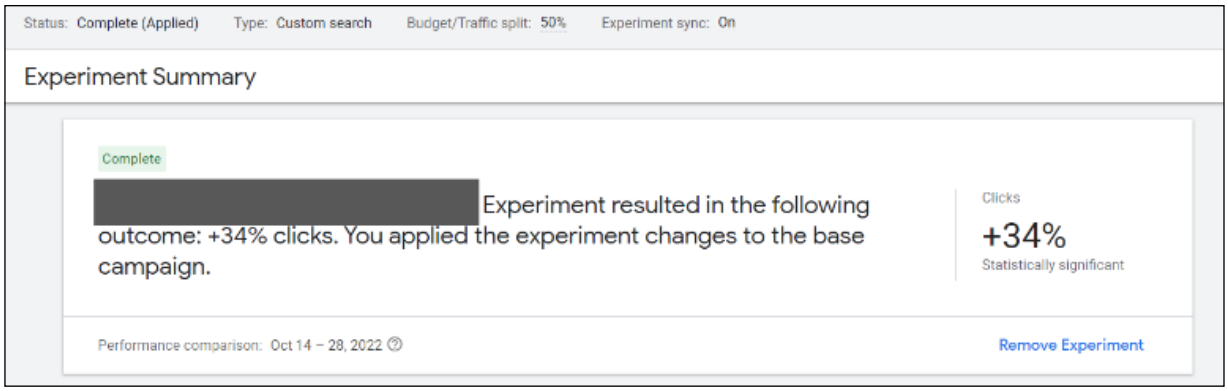
- Image background (dark vs. light options).
- Lifestyle vs. technical/product-focused images.
- Call to action (CTA).
- Image sizes for different devices.
- Brand logo placement.
- Headline or offer.

When using custom experiments, you'll have to choose a goal for testing, such as:

- Click-through rate (CTR).
- Conversion rate.
- Cost per acquisition (CPA).

In the example below, this advertiser wanted to test more of an "authoritative" and direct tone with the target audience, versus a more indirect "permissive" tone of voice.

By setting up custom experiments for each Search campaign, this advertiser gathered statistically significant data to better resonate with their customers.



Screenshot from Google Ads, March 2023.

The result: Their direct messaging resulted in 34% more clicks than the control messaging, which was applied at the end of the campaign.

To summarize this section, it is still possible to semi-scientifically create an A/B test even in today's world of automation. The execution of these tests will depend on what you're trying to determine and the overall goals of them.

LANDING PAGE TESTING

While landing page testing can be done without running ads, having this type of testing as part of PPC campaign optimization helps speed up the optimization process.

Landing page testing is crucial to PPC campaigns. You're already spending money to get users to click on ads. If the landing page where they land has poor user experience, you've essentially wasted your budget.

Similar to the message and ad copy testing section, Google Experiments can use the same logic for landing page testing.

The key differences in landing page testing versus messaging testing will be within the KPIs being measured. Landing page testing should focus on the end outcomes:

- Conversion rate.
- Cost per conversion.

For awareness-driving campaigns, landing page testing is useful for measuring softer KPIs such as:

- Engagement rate.
- Time on site.
- Pages per session.
- Micro-conversions (email signups, etc.)

Wondering what elements to test for landing optimization?

Try experimenting with some of the following as a good starting point:

- Calls to action (and placement of CTA).
- Images.
- Headlines.
- Forms.
- Layout.
- Promotions.
- Mobile responsiveness.
- Social proof.

As with any test, getting a big enough sample size to determine a winner is important. Google usually recommends a minimum of 100 conversions per landing page variation to gather statistically significant data.

Landing Page Test Software

Many brands may not have the internal resources or bandwidth to create landing page variations at scale.

Luckily, there is an array of landing page testing software that can help marketing teams create and test for better performance. Some of the more popular options in the market include:

- Unbounce.
- VWO.
- Optimizely.
- Crazy Egg.
- Convert.

Many of these tools can create A/B or multivariate testing and heatmap options. When choosing a testing software, select services that fit your organization's needs and internal skillsets. Some tools have easy drag-and-drop options for easy element testing, while others may be more robust and require additional technical or analytical skills.

TRACKING PPC TESTS

No matter what you're testing in a PPC program, it's essential to understand what worked (and didn't) and keep a record of it.

But let's be honest – how many times has a test been executed, only for results to lie dormant with no action taken afterward?

It happens to the best of us – probably all of us, honestly.

The best way to ensure PPC tests have been properly tested and have a meaningful impact is to create a system that records any and all testing elements.

Items you should record include:

- Dates of test.
- Different variables being tested.
- KPIs being measured.
- Results of test (from data analysis).
- Whether the test variant was implemented (and when).

There are different methods to keep track of PPC test results; each can be as informal or formal as necessary for the brand. Below is a list of effective ways to track PPC tests:

- **Use a plain old spreadsheet.** If you're not using software for testing, this is a common and easy way to track results. Simply create a table with columns for each item to be recorded and share it with the necessary teams.
- **Utilize campaign and ad group labels.** From a PPC management standpoint, using labels is a great way to identify tests being conducted within the platform easily. When looking to analyze performance, segment the view by labels to access the testing dataset quickly.
- **Google Ads Experiments.** If using Experiments within the platform, this tab will keep track of results for you! Additionally, test results can be implemented (or ignored) from the platform directly. However, recording these tests within a spreadsheet to share with teams is still a good idea.
- **Third-party software.** There are several ad testing software options out there besides Google Experiments that can help automate testing and create compelling data visualization and detailed reporting.



EXPERT TIPS ON PPC CAMPAIGN OPTIMIZATION

Next up from Brooke, we have some excellent advice on campaign optimization.

Automated campaign types like Performance Max are removing a lot of redundant work. But they have also eroded some controls and made the process somewhat more opaque.

The first topic Brooke covers here is testing automated campaigns as part of your strategy. She covers how to test their implementation in an effective way that doesn't interfere with your current setup.

Brooke then offers advice on your bid strategy. How much should you pay for a click, and how do you find the sweet spot that makes the best possible use of your budget? This chapter is all about finding the most effective use for your current budget in paid ads.

PERFORMANCE MAX & OTHER AUTOMATED PLATFORMS



Brooke Osmundson

Leader Of Digital Marketing, Smith Micro Software

Let's face it. There's no way around Performance Max campaigns these days.

For marketers that love (or need) more control, Performance Max and other automated platforms can be troublesome.

When it comes to automated PPC optimization, this chapter will look primarily at Performance Max campaigns as its built-in into the Google Ads platform. However, these optimization tips can be used in other automated platforms if you're not using Performance Max.

There are many automated PPC platforms out there, and each has unique benefits, particularly its algorithms. Depending on your level of need, some of the top-rated automated PPC management platforms are:

- MarinOne Software.
- Optmyzr.
- Adalysis.
- Skai (formerly Kenshoo).

Since they're here to stay, let's take a look at how to optimize for some of the most automated campaign types out there.

For How Long Should You Test Automated Platforms?

In two words: "It depends." *[Editor's note: We're very sorry.]*

The amount of time it takes to test Performance Max campaigns will vary based on factors such as:

- Campaign goals.
- Budget.
- Target audience.
- Industry.
- Asset inputs.

> As a general rule, it's safe to run Performance Max campaigns for at least two weeks (or at least 10 to 30 conversions per day) to gather enough data to make informed and intentional decisions about performance.

During the initial testing period, marketers should closely monitor any KPIs that are important to the business.

These could include (but are not limited to):

- Click-through rate (CTR).
- Conversion rate.
- Cost per conversion (CPA).
- Return on ad spend (ROAS).

Another item of key importance during the initial testing period is to monitor how other Search or Shopping campaigns are doing – specifically brand campaigns.

Since Performance Max campaigns are meant to complement Search campaigns, it's vital to ensure that those core campaigns are not performing poorly.

Suppose consistent top-performing campaigns suddenly take a hit after launching Performance Max campaigns. In that case, it's time to take a pause on PMax and take action to identify any correlation between the two.

Google has released the ability to include negative keywords in Performance Max campaigns (although, at conception, marketers were not able to do so). It is more of a manual process, so this would likely be the first action to take in optimizing.

How Much Should You Invest In Automated Platforms To Fully Test Them?

Another two-word answer: "It depends." *[Editor's note:]*

[In all seriousness, there's a reason that leading experts like Brooke often hedge their answers. As with all things in marketing, your mileage will vary, so you must test results yourself.]

The amount of budget needed to test Performance Max campaigns will vary based on similar factors needed for optimization:

- Campaign goals.
- Target audience.
- Level of industry competition.
- Existing paid media budget.

While Google recommends setting a daily budget for Performance Max campaigns that is at least 10 times the campaign target CPA, that's not always feasible for marketers.

If your target CPA is typically $10, then a $100 daily budget shouldn't be too astronomical to test out.

However, if your industry has a higher CPA (especially in B2B or luxury ecommerce industries) of $50, that would mean setting a daily budget of $500 for Performance Max campaigns. Not everyone has that extra daily budget lying around without having to take it from somewhere else.

> You should generally set 10% of your monthly PPC budget aside for testing purposes. This could mean going all-in on Performance Max campaigns for one month to determine if you want to keep the campaign type "always on" as part of your core PPC strategy.

BID STRATEGY OPTIMIZATION

Bidding and CPC optimization have come a long way.

Just a few years ago, many of us monitored individual keyword bids throughout the days and weeks, changing a few at a time or reviewing automated rules to change bids in bulk.

Things look much different today.

Instead of bidding at the individual keyword level, most bidding is now done at the campaign level within the bid strategy settings.

This section will focus on when and why to choose certain bid strategies and how to optimize for them along the way.

Evaluating How "Worth It" The Price Of Acquiring A Click Is

To determine how much a click is worth to a business, it's important to gather the following information before selecting a bid strategy:

- Is there a target cost per acquisition (CPA) defined?
- Does the company have a target return on ad spend (ROAS) in mind?
- What is the average order value (AOV) per customer?
- Is this typically a "one and done" purchase, or does the customer become a repeat customer?
    - What is lifetime value (LTV) or recurring users?

Because bid strategies have gone away from manual CPC bidding (for the most part), answering the questions above is crucial to understanding what's "worth it" for a business.

For example, if a typical CPA for a brand is $50, would it make sense to let Google optimize for clicks that would see $25 and above CPCs?

Probably not.

If that were allowed, that would mean, on average, the brand would need at least a 50% conversion rate from clicks to achieve a $50 CPA.

So, when selecting a bid strategy at the campaign level, here are a few tips on deciding what's "worth it" for brands.

- Do not allow Google to set max CPCs within a target CPA or target ROAS bid strategy.
    - Instead, set your CPA and ROAS targets accordingly, and set maximum CPC levels within that bid strategy to ensure it doesn't go overboard.

- Review historical performance through search terms and their relative CPC to determine if there is a certain correlation between keywords and a higher conversion rate.
    - If there is, consider breaking out your core keywords with high conversion rates and set a "Maximize Conversions (or Conversion Value)" bid strategy if you're likely to pay more for those users.

Keeping CPCs Low

CPCs go hand-in-hand with the bid strategy chosen at the campaign level (unless you're using manual CPC bidding).

Since bid strategies are set at the campaign level, it's important to control certain constraints and balance the relationship between automated bidding and manual optimization.

The first tip in keeping CPCs low is to set maximum CPCs within the bid strategy.

Most all bid strategies allow for this constraint, and it should be used in most cases.

To play off the example above, if your target CPA is $50 and your daily budget is $100, you'll likely need to set the maximum CPC level at an acceptable point so as to not throttle traffic. Start by setting it within $5-$10 and adjust as needed.

It's also important not to set maximum CPC levels too low to begin with, as it may negatively affect Quality Score.

That brings me to the second tip: Keep daily budgets high and CPCs low to start with.

> Having a higher daily budget and lower CPC constraint allows for more learning at the beginning of a campaign. This happens because more traffic is allowed with a lower CPC, giving the algorithms more information on how to bid for each user.

After that initial learning period, you can optimize maximum CPCs in campaigns by evaluating performance and shifting budgets where needed.

Advanced Tips For Winning Competitive Bids

Competitive bids can be tricky – whether going after generic, high-volume, and high CPC terms or actually bidding on a competitor brand name.

To win out on these competitive terms, here are a few tips on how to stay relevant in a dog-eat-dog auction setting.

1 Test out Target Impression Share bidding.

In target Impression Share bidding, this allows you to target either reaching a certain percentage of search term volume or bidding towards the absolute top of page bidding.

Now keep in mind: This might get expensive. However, if you've researched the competitive bids and now your average return or overall goal is topline revenue (keeping ROAS or target CPAs as secondary goals), this could be a good option for you.

2 Ensure ad copy and assets are as relevant to the search query as possible.

Ad copy and relevant assets should not be overlooked in competitive bidding. If anything, this is where relevancy should become most important.

Closely matching ad copy and landing pages to the search queries helps create a higher Quality Score and Ad Rank, which both have a direct positive impact on the CPCs for these keywords.

Use Responsive Search Ads to highlight top-performing ad copy and continually test new assets against those winners.

3 Create a separate campaign for highly competitive terms that have high volume.

It may be tempting to group as many keywords together as possible in the days of automation for ease of management.

However, this could have a negative impact on both reach and cost efficiency when it comes to bidding.

Suppose you're bidding on highly competitive terms with high search volume. In that case, it may be worth separating those queries into their own campaign(s) and dedicating a certain amount of volume and budget towards them.

That allows you to hone in on those core searches while leaving room to expand and capture search intent from less popular, but sometimes just as valuable keywords.

4 Use audiences and bid adjustments to your advantage.

As PPC moves away from third-party cookies, keeping audience targeting at the forefront of your strategy is imperative.

If you have a limited budget, audiences will become your best friend. If you've identified target keywords that are valuable but extremely expensive, consider either layering on audiences and bidding up on users who are more likely to convert, or target them specifically instead of the masses when it comes to search volume.

CallRail CASE STUDY

How To Unlock Hidden Keyword Insights & Gain More Qualified Clicks

As you've seen, one key method to determining which PPC strategy is worth the price of acquisition comes down to determining if there is a correlation between specific keywords and a higher conversion rate.

The more accurate a keyword is to your target audience, the more qualified each click or call is and the less time it takes for them to convert.

So, keyword accuracy is key to a great PPC campaign.

Ryan and his team at Wit Digital are achieving incredible levels of keyword accuracy – and these continue to improve as they refine their keyword lists.

How? By transcribing and automatically analyzing the phone calls of real, qualified leads to discover exactly which phrases and keywords to target.

Download this case study to learn how Ryan and his team:

- Automatically discovered marketing optimization insights buried in phone calls.
- Reduced CPA by 64% and saved $4,000/mo.

Learn How To Reduce CPA

HOW DID WE DO?

This was a bit of a new format for an ebook. I wanted to provide focused content sensitive to the needs of marketers in 2023, so I asked some of the most insightful experts I know to write the content.

I hope the book was helpful to you!

If you have feedback you can email editor@searchenginejournal.com to reach the team or ben@searchenginejournal.com to reach me directly.

Look out for the next ebook in June, which will include a start-to-finish website audit workbook.

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