



# Keyword Contextual Advertising: Campaign Optimization

## Optimizing Existing Contextually-Targeted Campaigns

### Step:

Campaign set-up

Campaign optimization

Once your ads are running on the Google content network, actively evaluating and optimizing your campaigns is key to meeting your ROI objectives.

### Goal:

Maximize conversions & meet CPA

Increase awareness & engagement

Below are five easy tips to help you measure the effectiveness of your ads and take the necessary steps to improve your campaign performance.

## 1. Evaluate key metrics at the campaign and ad group level

Start by evaluating the performance of your campaigns overall. If you're managing with CPA goals, focus on measuring and tracking against your cost-per-conversion statistics. Once you've identified a low-performing campaign, identify the ad groups within that campaign that are not meeting your target cost-per-conversion.

Example:

- You sell tea pots, tea cups, and loose tea. You have three campaigns for each of these product lines and your CPA goals are as follows:
  - Tea pots - \$7
  - Loose tea - \$5
  - Tea cups - \$4

Campaign Name	Clicks	Impr.	Cost	Conv. Rate	Cost/Conv.	Conversions
<a href="#">Tea Pots</a>	389	8,598	\$136.15	6.17%	\$5.67	24
<a href="#">Loose Tea</a>	598	13,245	\$526.24	6.35%	\$13.85	38
<a href="#">Tea Cups</a>	122	1,987	\$35.38	4.91%	\$5.90	6

- In reviewing the overall performance of the three campaigns, we should initially focus our attention on the Loose Tea campaign because the current \$13.85 cost-per-conversion for this campaign is significantly higher than our target CPA of \$5.

*Note: Don't neglect your well-performing ad groups. You can dig deeper to find opportunities to increase traffic from well-performing placements while maintaining your CPA goal. To do this, you can follow steps similar to those under #3, below.*

## 2. Evaluate creative performance

Once you've identified a low-performing ad group, take a quick glance at the performance of the specific creatives within that ad group to ensure that one of your creatives isn't hurting the overall cost-per-conversion of your ad group.

Example:

Variations	Actions	Status	% Served	Clicks	Impr.	CTR	Cost	Conv. Rate	Cost/Conv.	Conversions
<a href="#">Loose Leaf Teas</a> Gourmet Herbal Teas Imported Direct Read Reviews & Purchase. Free Ship! <a href="#">www.ExampleSite.com</a>	<a href="#">Edit</a>	Active	19.9%	84	7,089	1.18%	\$15.96	1.19%	\$15.96	1
<a href="#">Do You Love Tea?</a> We Have 100+ Types of Loose Tea Flavored, Herbal, Decaf & Much More <a href="#">www.ExampleSite.com</a>	<a href="#">Edit</a>	Active	24.3%	106	4,663	2.27%	\$24.38	0.94%	\$24.38	1
<a href="#">Premium Loose Teas</a> Over 100 Types of Loose Teas. Order Today and Get Free Delivery! <a href="#">www.ExampleSite.com</a>	<a href="#">Edit</a>	Active	55.3%	90	3,870	2.32%	\$13.50	8.89%	\$1.69	8

In the above example, it's clear that ad #2 is dragging down the overall performance of this ad group. As a result, you may want to delete this creative to see if overall performance will improve before taking any further steps to optimize this ad group.

### 3. Fine-tune targeting

Run a Placement Performance report for your ad group to understand your performance on the domains and URLs in the network where your ads have appeared. A helpful rule of thumb is to focus on the sites responsible for 80%+ of your total content network costs, though the number of sites you choose to evaluate may vary by campaign.

Campaign	Domain	Ad Variation	Contextually Targeted	Site Targeted	Campaign Status	Impressions	Clicks	CTR	Avg CPC	Cost	Conversion	Cost/Conversion
Soccer Campaign	everthingsoccer.com	Text	Yes		Active	22,516,939	12,815	0.06%	\$2.04	\$26,119.84		\$68.20
Soccer Campaign	sports-news.com	Text	Yes		Active	5,071,979	1,546	0.03%	\$3.11	\$4,810.99		\$50.64
Soccer Campaign	shopsoccer.com	Text	Yes		Active	23,847	252	1.06%	\$2.51	\$633.46		\$63.35
Soccer Campaign	soccer-on.com	Text	Yes		Active	492,410	544	0.11%	\$1.09	\$595.61		\$59.56
Soccer Campaign	basic-sports.net	Text	Yes		Active	634,780	176	0.03%	\$3.08	\$541.51		\$25.79
Soccer Campaign	blog-soccer.net	Text	Yes		Active	2,139,232	330	0.02%	\$1.61	\$531.43		\$44.29
Soccer Campaign	mindofathletes.com	Text	Yes		Active	48,068	138	0.29%	\$3.43	\$472.76		\$78.79
Soccer Campaign	athletesrus.com	Text	Yes		Active	436,653	131	0.03%	\$2.90	\$472.76		\$42.17
Soccer Campaign	forumforteams.com	Text	Yes		Active	101,716	99	0.10%	3.15	\$379.50		\$104.11
Soccer Campaign	kickthatball.com	Text	Yes		Active	37,703	62	0.16%	\$4.04	\$379.50		\$83.52
										\$312.33		
										\$250.55		

Visit the URLs for some of these sites to see if they match your targeting expectations. Overall, are these placements that effectively reach your target audience?

> **No? Refine targeting.** Below are the steps we recommend to determine the potential cause of the problem. As you follow these steps, remember to change one factor at a time, in the below recommended order to pin-point the source of the problem and address it sooner.

- **Re-evaluate your keyword list.** Is there room to make your keyword list more targeted or relevant? If so, consider adjusting your keyword list to more clearly describe the themes of the pages you'd like to target.
- **Consider modifying ad group-level bids.** After ensuring your targeting is accurate, consider modifying the content bid for your ad group.
  - **Increase your bid if:** You're satisfied with performance but not with volume. Ensure your campaign is not budget constrained before increasing your bid.
  - **Decrease your bid if:** You're dissatisfied with performance in aggregate *and* there are no clear targeting issues that you can identify.
- **Increase bids on high-performing placements.** If you notice that there are sites that are performing very well, there's no need to create a new campaign. Simply add those sites as placements to your existing campaign, with increased bids. This will help maximize your exposure on these high-performing placements.
- **Lower bids on poor-performing placements.** Placements that are performing poorly now may perform better with adjusted bids. We recommend initially setting lower bids for placements where you've received some results, even if they don't meet your ROI objectives yet. If you've lowered bids repeatedly for a site with no positive results, we then recommend you consider excluding it.

#### 4. Exclusions: Negative keywords, site exclusion and category exclusions

Exclusions are most useful after you've taken steps to ensure your keyword list and ad creative are as targeted as possible. We recommend implementing exclusions in this order: negative keywords, site exclusions, and category exclusions.

- **Look for opportunities to use negative keywords.** The easiest way to do this is to review any irrelevant sites on which you may be appearing. When adding negative keywords, there's no need to use plurals or misspellings, since our system automatically broadens your terms to account for these slight variations. Use either single-word keywords or phrases as negatives, as appropriate.
- **Exclude sites with caution.** While you can exclude underperforming sites from your campaigns, we recommend first optimizing its performance by lowering your bid incrementally for that site, as mentioned above, before resorting to excluding it.
- **Consider category (page type) exclusion.** Category exclusion can be useful if, after adjusting your keyword list and adding negative keywords, you see that you continue to appear on page types that don't perform well, as a whole.

#### 5. Consider using demographic bidding

If, after following the above process, you'd like to refine your targeting further, it may be helpful to run the Demographic Performance report identify any trends. You can then use demographic bidding to increase your bids or restrict your targeting to the age and gender groups that perform best for you on participating content network sites.

