



Keyword Contextual Advertising: Campaign Set-up

How to reach and capture potential customers across the web at moments of relevance

Step:

Campaign set-up

Campaign optimization

Goal:

Maximize conversions & meet CPA

Increase awareness & engagement

When you advertise on the content network, you can reach potential customers at moments of relevance by writing compelling ads and dynamically targeting them to information on web pages your target audience is reading. This is the power of contextual targeting.

If you've advertised on the content network before, it's likely you simply took your search keywords and applied them to the content network. But the flexibility of contextual targeting allows you to more creatively reach potential customers.

This document will walk you through:

- Steps to create well-performing content campaigns using keywords related to your product or service (direct product targeting)
- An introduction to a more creative content optimization technique, conceptual targeting.

1. Consider separate content campaigns

Users on the content network are often in a different mindset than users searching with keywords. By creating separate campaigns for the content network, you can tailor your ad groups to effectively communicate to this unique audience, consequently improving the performance of your campaigns. Here are a few advantages of creating separate content campaigns:

- Tailor your keyword lists and ads specifically for content users
- Set a separate budget for the content network
- Test different campaign strategies on the content network, without affecting the performance of your search campaigns
- Pause ads that are underperforming on search or content at the ad group level
- Closely control your ad delivery on the content network

Below, you can see how separating your content campaigns allows you to tailor your ad text and keywords for more effective targeting on the content network.

Example search ad group

High Quality Soccer Balls

Wide Selection From All Top Brands.
Buy Today and Get Free Shipping!
www.SoccerDealz.com

[soccer ball]
[soccer balls]
quality soccer balls
etc.

Example content ad group

Need a Soccer Ball?

Find the Perfect One Here.
Buy Today and Get Free Shipping!
www.SoccerDealz.com

soccer ball
soccer gear
soccer supplies
etc.

Note: When creating your content campaigns, avoid setting geographic or demographic restrictions for performance reasons, until enough data has accumulated in your campaign, unless the users you're targeting are restricted to specific regions or demographics.

2. Create a tightly-themed keyword list targeted to a specific product or service

Start with tightly-themed ad groups. When structuring your campaigns, we recommend organizing your ad groups around one product or service at a time. For example, if you're selling soccer balls and tennis rackets, instead of creating one ad group around "sports gear," dedicate an ad group to each product. Then, add keywords into each ad group related to the specific product.

Example ad group: Soccer balls

[Need a Soccer Ball?](#)
Find the Perfect One Here.
Buy Today and Get Free Shipping!
www.SportsDealz.com

[soccer ball]
[soccer balls]
quality soccer balls
etc.

Example ad group: Tennis rackets

[Quality Tennis Rackets](#)
Wide Selection From All Top Brands.
Get Fast, Free Shipping in the US.
www.SportsDealz.com

tennis rackets
tennis racquets
tennis equipment
etc.

- Add **5-15 keywords per ad group** that are related to your product. This will create a tight theme for your ad group, which will help our system deliver your ads in highly-targeted environments.

As long as your keywords are well-targeted, you can use either single words or phrases in your ad group. However, avoid using overly broad keywords. For example, if you're advertising a dating site, avoid using 'date' as a keyword, since it's a very broad word with multiple meanings.

Example ad group: Online dating site

[Looking for Love?](#)
Sign Up in Seconds & Start Meeting
New People. Millions of Profiles!
www.ExampleSite.com

dating site
online dating
dating
internet dating
-speed
-international
-software
etc.

- **Use synonyms.** Synonyms will make your ad group more targeted by reinforcing its theme.

Example keyword list containing synonyms:

baby clothes
infant clothes
baby apparel
infant apparel
etc.

- **Use negative keywords.** Add negative keywords to help prevent your ads from appearing next to content that may be irrelevant to your product or service.

Question to ask:

Are there topics related to my product or service that I don't want triggering my ads?

For example, if you sell flat-screen TVs, but you want to avoid appearing on pages where users are looking for information about TV show times, terms related to this topic are good candidates for negative keywords.

Example keyword list containing negative keywords:

flat screen tv
flat panel tv
flat screen television
lcd television set
lcd screen tv
-tv station
-tv channel
-tv guide
etc.

In summary, negative keywords will help you refine the theme of your ad group so you don't appear on irrelevant content pages. You can use the Keyword Tool for negative keyword ideas.

- **Don't worry about plurals.** Adding plurals won't significantly impact how we target your ads to content pages. Therefore, plural variations of your keyword aren't needed.
- **Keyword repetition** within and among ad groups is okay. If you need to use the same keyword in multiple ad groups to build out the themes of those ad groups, feel free to do so.
- **Avoid misspellings.** On search pages, using misspelled keywords can be an effective way of capturing users who accidentally misspell their search queries. However, because content pages often don't contain misspellings, there's no benefit to adding misspelled keywords to your ad groups.
- **Avoid keyword insertion and keyword-level URLs.** Keyword insertion is a feature that enables our system to automatically insert one of your keywords into your ad text, while keyword-level URLs enable you to set keyword-level destination URLs. While these tools can be effective to create more targeted ads on search pages, using them on the content network can negatively impact your ads' performance.

Remember, on content pages, our system looks at your keyword list as a whole, when targeting your ad to content pages. As a result, inserting a single keyword from among all other keywords on your list can compromise your ad's message. If you create a tightly themed ad group with targeted ad text, keyword insertion shouldn't be necessary.

3. Write sharp, compelling ad text that tells the user exactly what you offer

Start with text ads and create 2-3 per ad group. Your ad text should relate closely to your keyword list, and if your keyword list is tightly-themed, this should be easy.

Keep in mind your marketing goal as you write your creative:

For conversions:

- Include a clear and compelling call-to-action that you want the user to take on your site, such as signing up for a quote or making a purchase.
- Use the ad text title as an “attention grabber.” Remember, the users you’re targeting are engaged with web content as a priority, so use compelling text to pique their interest.

Example:

[Affordable Car Insurance](#)
Compare Multiple Companies & Save!
Get a Free Quote Today in Minutes.
www.ExampleInsuranceSite.com

For awareness:

Include the value proposition of your product or brand and any call to action you want the user to take on the site, such as playing a video.

Example:

[Movie Name Here](#)
Get Ready for the Summer's Biggest
Blockbuster! Watch the Preview Now.
www.ExampleSite.com

4. Choose a pricing model that fits your advertising goals

Whether you bid on a cost-per-click (CPC) or cost-per-thousand-impression (CPM) basis will be based on your marketing goal:

For conversions, we recommend you start by bidding on a CPC basis.

For awareness, the pricing option you choose will depend on whether you want users to click through to your site. If your intent is to drive awareness without clickthrough, we recommend you bid on a CPM basis. If your intent is to generate clickthrough, start by bidding on a CPC basis.

5. Start with a default ad-group level bid and adjust based on performance

We recommend you start by setting a default bid for your entire ad group. If you choose to manage the content network together with your search network ads, we recommend you set a content bid.

When setting a starting bid, set what you would normally set for a search campaign and be ready to adjust based on performance.

Note: Because your ad’s position is partly determined by your bid, we recommend you bid competitively in order to maximize traffic volume to your ad.

Avoid keyword-level bids. Remember, on the content network, targeting is not done at the keyword level.

Keyword Contextual Advertising: Conceptual Targeting

An Alternative Content Network Optimization Technique

With conceptual targeting, you **serve your ads on pages with themes and concepts you've identified** that relate to your product or service. You achieve this by building keyword lists around related concepts and themes.

This is an optimization technique to implement as a way to *expand* your content network campaigns beyond targeting pages that directly relate to your product or service. The benefit of using conceptual targeting is that you can target and reach additional users who you would otherwise miss - those who engage with information containing themes and concepts you've identified that relate to your product or service.

The general tips outlined in the first part of this document still apply, but here are ways that conceptual targeting differs.

Create a keyword list that revolves around a specific concept

When structuring your campaigns, we recommend organizing your ad groups by theme, each around a specific concept. Think about the themes and concepts that define your target audience's browsing pattern, and identify one to target.

Question to ask:

1. *What words appear on the web site that my target audience is browsing?*
2. *Are there subtopics or product affinities that your target audience may be interested in?*
3. *Are there life situations/stages in which your product is fitting?*
4. *Are there other product or services that complement your product well?*
5. *What types of searches are usually performed, along with searches for my product?*
6. *What larger categories does my product belong to?*

This will help you identify tangential topics and themes that appear on content pages about your product or service, but that may not be directly related to what you sell.

Example, if you sell concert tickets:

You may want to appear on pages about music downloads, since it's plausible that people who actively download music, also go to concerts.

After you've decided on a concept, dedicate your ad group to it. Using the example above, you can start by creating an ad group containing keywords related to this concept, with ad text that maintains a message about your product.

Your Favorite Music, Live

Premium Concert Tickets Nationwide,
Big Selection to Sold Out Concerts
www.ExampleSite.com

download music
music downloads
music
mp3
etc.

Note that because you're targeting pages with concepts that are related, but not directly, to your product or service, keyword groupings are slightly more expansive and the keywords themselves can be slightly

more general, such as the 'music' and 'mp3' terms above.

- Add **5-15 keywords per ad group** that you envision as appearing on a page that your target audience visits, and that all revolve around the same concept that's related to your product. This will help create a targeted concept for your ad group, which will help our system deliver your ads in highly targeted environments.

You can use either single words or phrases in your ad group. With concept-based ad groups, you'll find that, frequently, you're using a collection of keywords that contribute to the overall concept you're targeting, rather than using a group of keywords that all have similar or identical meanings. However, avoid using overly broad keywords. For example, if you're targeting pages with content related to health food, avoid using 'health' as a keyword, since it's a very broad keyword with multiple meanings.

- **Negative keywords.** Look for and add negative keywords that will prevent your ads from appearing next to web content that may be irrelevant to the concept around which you're building your ad group theme.

Question to ask:

Are there topics related to this theme that I don't want triggering my ads?

For example, if you sell natural food products on your web site and you're targeting pages about healthy cooking, but prefer not to appear on pages about vegan or vegetarian foods, those terms would be a good candidate for negative keywords.

Example keyword list containing negative keywords:

healthy recipe
health food recipe
healthy cookbook
healthy ingredients
healthy cooking
-vegan
-vegetarian
etc.

Create ad text that **positions your product effectively**

Your ad text should position your product relative to the theme you've developed in your keyword list. In your ad text, tell the user exactly what you offer, but try to make a link between your ad and the pages you're targeting. This will help your audience make the connection between the content they're reading and your product or service.

- Start with text ads and create 2-3 per ad group.
- Include a clear and compelling call-to-action that you want the user to take on your site.
- Use concrete language and be explicit about what you offer.

Example ad group:

[Unique Tea Pots](#)
**Brew Your Favorite Tea in Beautiful
Tea Pots From Around the World.**
www.ExampleSite.com

tea
loose tea
herbal tea
etc.

Note: If you decide to expand to display ad formats:

- Include any call to action you want the user to take on the site
- Include ads in your ad group in each of the top IAB sizes: we suggest starting with 300x250 and 728x128 for wider coverage. This will maximize your ads' exposure across content sites by ensuring you're eligible to appear on sites where publishers accept only certain ad sizes.

