

Impactful ways to use automation

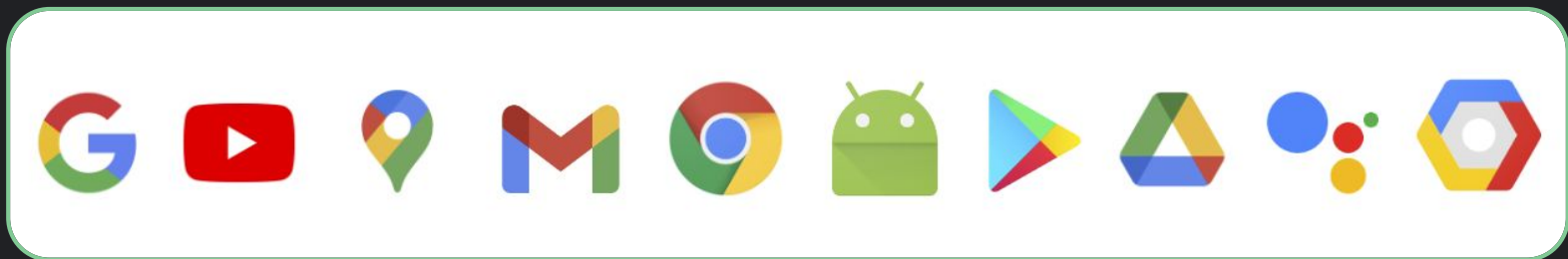
15.11.2022



“Machine learning is
a core, transformative way
by which we’re rethinking
how we’re doing
everything.”

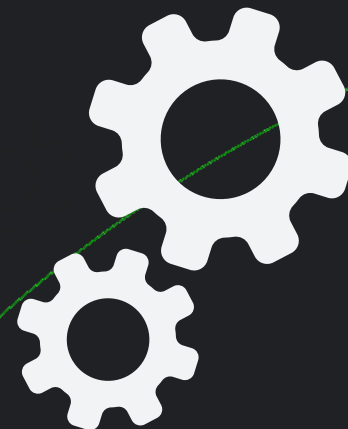
Sundar Pichai
CEO Google





1+ Billion Users Each

Advances in machine learning have unlocked the power of automation — turning it into an essential tool for marketers to reach their customers



80%

of Google advertisers
use automated bidding



Saves time

Spend less time on manual tasks, which means more time to strategize.



Improves performance

The feature takes into consideration performance history, campaign settings, and trends across Google to ensure the most relevant recommendations are applied to help improve results.



Scales best practices

This feature helps you by applying tailored recommendations based on your settings and goals



Auto Apply Recommendations Page

Recommendations

Auto-apply Cards Table Download

86.6% ↑ 22% Your optimization score [?]

Your campaigns are focused on conversions, based on your bid strategy settings

All Bidding & budgets +3% Keywords & targeting +3% Ads & assets +7% Dismissed

TOP RECOMMENDATION FOR YOU

Add sitelinks to your ads +2.4%

Sitelinks are missing from 4 campaigns

Recommended because sitelinks can improve your CTR [?]

Adjust your CPA targets New +2.3%

Get more conversions by adjusting your CPA targets

Recommended because our simulations show your campaigns could receive more conversions with a smaller relative increase in targets [?]

Conversions **+25.6**

+€627 Cost

Weekly estimates

View 2 recommendations [Apply all](#)

Improve your responsive search ads

Improving your RSAs makes them more **relevant** to customers and can help drive more conversions by improving the quality of your ads.

- Improve your responsive search ads
Get more clicks on your responsive search ads by improving your headlines and descriptions. [Learn more](#)



How recommendation is determined

- Recommendation will surface when a responsive search ad has an ad strength of “Poor,” or “Average”
- New headline/description lines are based on existing ETAs and Landing Page copies
- Ads that go from poor to excellent receive on average **8% more conversions**

What action is performed in my Google Ads Account?

When necessary, new headline & description lines will be added to your RSAs **to lift their quality to Good or higher.**
Applying this recommendation will not make any changes to pinned creatives.

Google Display Expansion

What?

Display Expansion is only for search campaigns. Showing search Ads, in the Display Network.

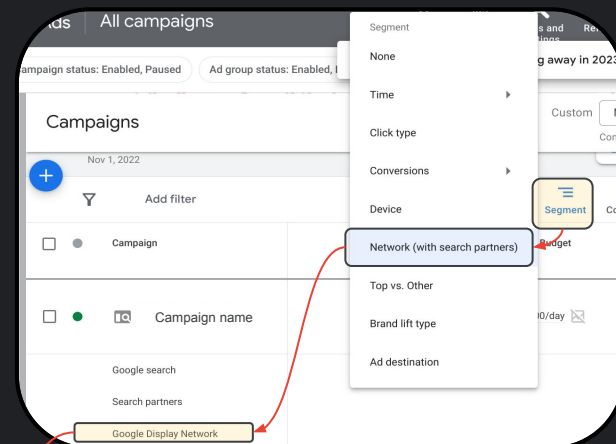


When?

The expansion take place when incremental conversions are projected, at a similar CPA.

How?

It gets added in selected campaigns and works only if search demand is projected to bring 0 more conversions for the available budget.



Use Display Expansion

Get more conversions at a similar CPA using unspent budget with the revamped Google Display Network Expansion feature.

[Learn more](#)

Create Dynamic Search Ads

Requirements

1. No other DSA in that Campaign
2. No other DSA redirects traffic there
3. Similar or lower CPA's
4. Projected uplift in traffic

10%+

DSA's deliver an average +10% incremental conversions at a similar ROI



Dynamic Search Ads



Relevance



Reach



Performance



Flexibility



Create Dynamic Search Ads

Show your ads on searches relevant to your business that you may be missing with your keyword-based ad groups. [Learn more](#)

Auto Apply Broad Match



+23%

More conversions

+12%

More conversion value

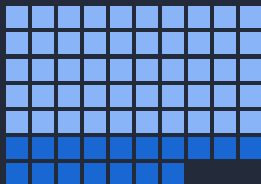
How has Broad Match improved?

Improved Performance
+25% more conversions for tCPA campaigns and **+12%** more value for tROAS campaigns (Phrase/BMM→Broad)
+35% more conversions for tCPA campaigns and **+20%** more value for tROAS campaigns (Exact→Broad)

Signals considered to drive performance	Keywords	Landing pages (as a filter)	Other Keywords in Ad Group	Previous searches	Predicted performance	User location
Exact, Broad Match Modifier, Phrase	✓	✗	✗	✗	✓	✗
Broad Match	✓	✓	✓	✓	✓	✓

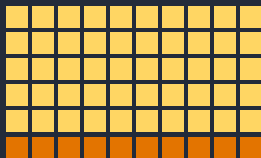
35%

More Conversions



20%

More Conversion Value



How recommendation is determined

- Campaign is using a fully automated conversion-based bidding strategy
- Simulations predict you will receive more conversions at a similar or better ROI by expanding **specific keyword match types**

✓ Upgrade your existing keywords to broad match
 Get more conversions at a similar or better ROI by expanding the reach of your Smart Bidding campaigns. [Learn more](#)



Auto Applied Recommendations

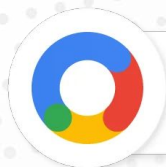
A simple case of automation [@escapestudio.hr](https://www.instagram.com/escapestudio.hr)



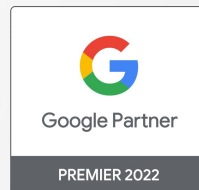
Your host for today
Diana Mutter



ADVERTISING DEPARTMENT LEAD



Google Marketing Platform
Sales Partner





Hygiene - If you want
to employ any ML
strategy and feature
Your account
needs to be
clean!

Hygiene at scale - Use an automation cleanup tool to cover a larger area *and* perform optimization tasks



OPTISCOPE+

REVENUE+

Best practices

A clean account

- 1 Can easily use other more **beneficial Ads features**
- 2 Account Managers can focus more on the **”business” part of work**
- 3 Can / should Yield **more profits**



Opportunity creators
Time savers

Daily Repetitive tasks / Control

KEYWORDS / AUDIENCES / CONVERSIONS
tROAS / BIDDING STRATEGY

1 DAY



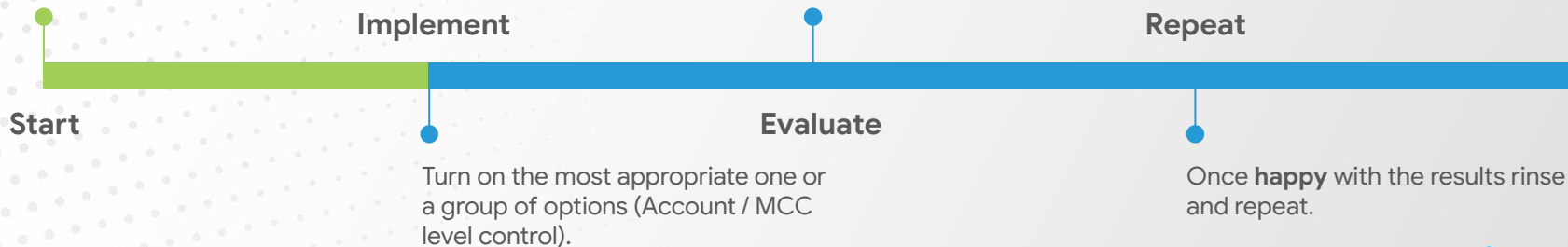
escape

Testing on 150 + accounts

Implementation

Understand the possible changes each of the AAR options can perform in Your Account.

Track the changes and evaluate effects on an Account / Campaign / Ad Group basis.



Ongoing The Results

* With auto-applied recommendations, we saved a total of almost 450 work days in one year, equaling 15% savings in time. This time savings gave the agency an excellent opportunity to advance its account managers to more strategic roles, which resulted in an approximately 10% increase in client investments.

15%

TIME SAVED

10%

INCREASE IN CLIENT INVESTMENTS

Directly attributed



An example The Results

AAR recognized an opportunity to change the Bidding strategy inside a single Ads Campaign:

Max Conversions to Max Conversion Value

Details: One Campaign / Non Brand / No seasonality / No specific sales discounts / Same Cost / +180% revenue in 30 days

Cost <>	Conversions (by conv. time) <>	Conv. value (by conv. time) <>
HRK1,480.08 (+0.24%)	65.65 (+56.79%)	463,704.96 (+180.58%)

2nd Part – Bidding Strategies

Make sure to write your questions in the chat



The bidding hierarchy;

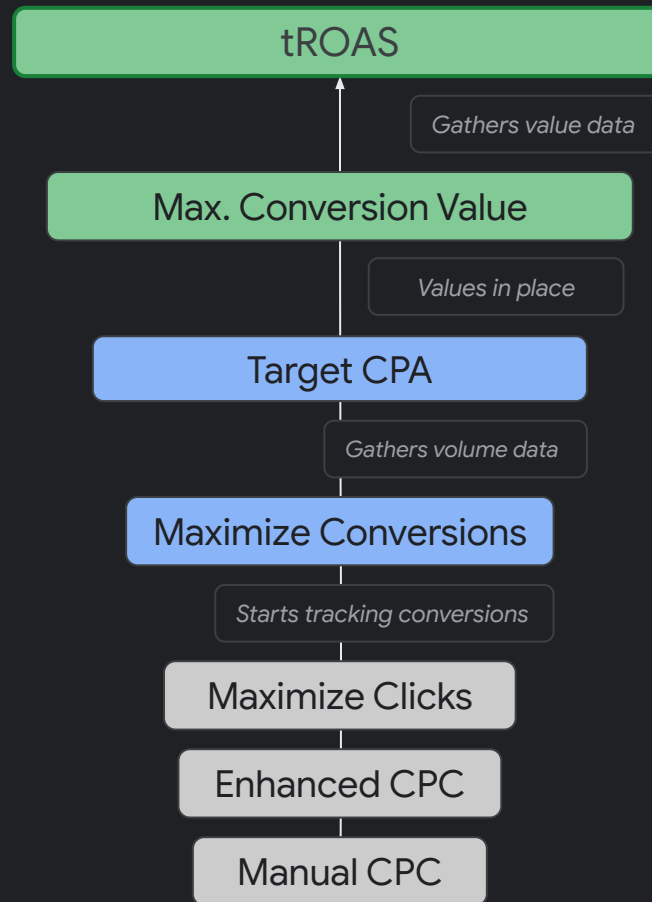
AAR is only getting you upwards the hierarchy.

Bidding

Your budget won't be increased by these recommendations automatically applying.

- Bid more efficiently with Target impression share
Optimize for your ads' visibility with a fully automated bid strategy. [Learn more](#)
- Bid more efficiently with Maximize clicks
Get more clicks at a similar cost with a fully automated bid strategy. [Learn more](#)
- Bid more efficiently with Maximize conversions
Get more conversions at a similar cost with a fully automated bid strategy. [Learn more](#)
- Bid more efficiently with Maximize conversion value
Get more conversion value at a similar cost with a value-based bidding strategy. [Learn more](#)
- Bid more efficiently with Maximize conversions using a target CPA
Get more conversions at a lower or similar CPA with a fully automated bid strategy. [Learn more](#)
- Bid more efficiently with Maximize conversion value using a target ROAS
Get more conversion value at a similar ROAS with a value-based bidding strategy. [Learn more](#)

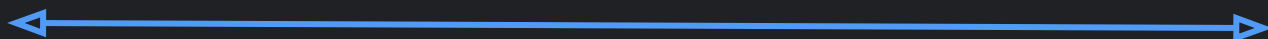
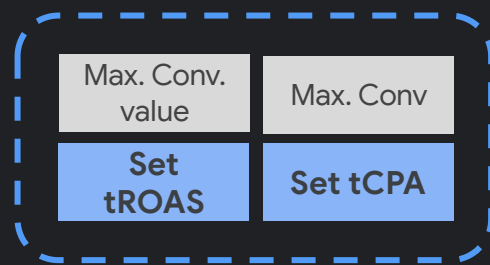
Target Impression Share



Which bidding strategies are eligible to change, per AAR rec?

- Switchable bid. strategy
- AAR

			CPC		CPC
CPC		CPC	eCPC	CPC	eCPC
eCPC	CPC	eCPC	Clicks	eCPC	Max. Clicks
Max. Clicks	eCPC	Max. Clicks	Max. Conversions	Max. Clicks	tCPA
Target. IS	Clicks	Max conv.	Max. conv. value	tCPA	tROAS



Bidding More Efficiently with..

Setting

Why enroll to Set a tCPA or Set a tROAS?

Set a tROAS

Max Conversion Value will try to **fully spend** average daily budget

Budget will be spent **when the desired ROAS can be achieved**

Don't miss the right moment to start bidding more efficiently by opting in "Set a tROAS" with AAR

Rushing to tROAS might result in longer learning periods, and fluctuations in performance.

- Set a target CPA
Get more conversions at a similar CPA by setting a target. [Learn more](#)
- Set a target ROAS
Get more conversion value at a similar ROAS by setting a target. [Learn more](#)


Adjust your tCPA

Requirements Google Ads checks before applying




Max 25% increase
in a period of a
month

Adjustment




Once per Month
Even if it happened
manually

Frequency




$+\%CPA < +\%Conv$
Only when this is the
projected result

Requirement



Let's make the
math
Deep dive on
Business Metrics

Result



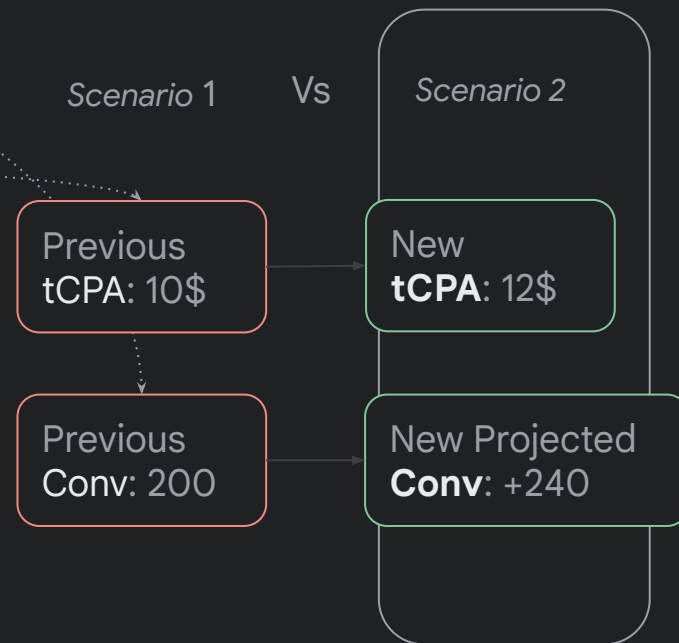
Select
Enroll to the
recommendation

Apply

- Adjust your CPA targets
Get more conversions by adjusting your CPA targets. [Learn more](#)

Adjust tCPA - Exercise

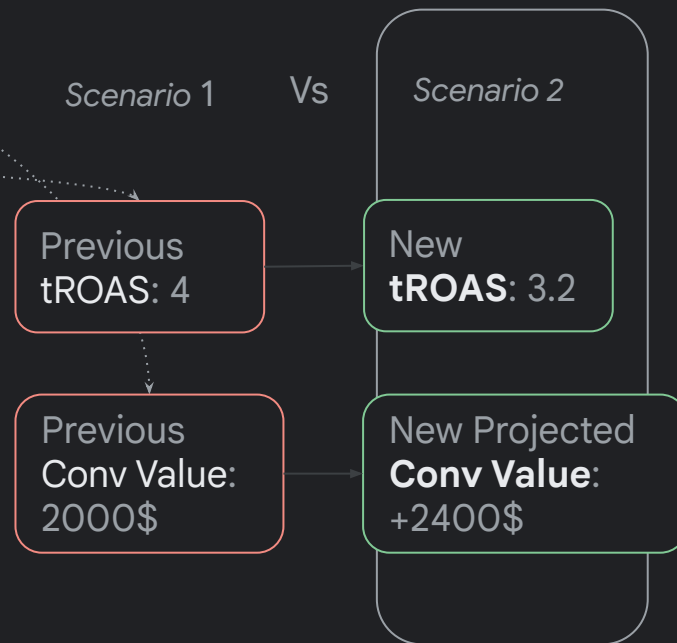
- 1 You have 200 conversions in the last month.
- 2 Your tCPA is 10
- 3 Adjust tCPA's AAR Gets Applied. tCPA increased by 20%
- 4 Conversions Projected to go higher than 20%
- Meaning **above 240**



Adjust your CPA targets
Get more conversions by adjusting your CPA targets. [Learn more](#)

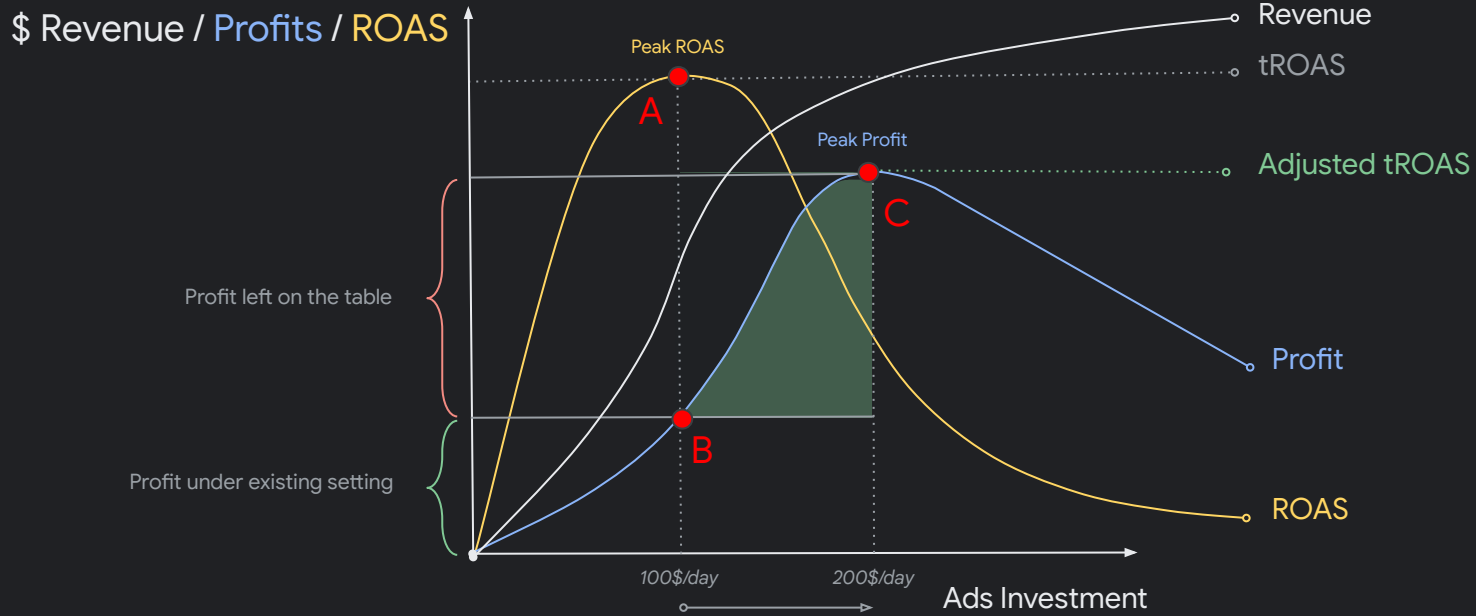
Adjust tROAS - Exercise

- 1 You have 2000\$ conversion value in the last month.
- 2 Your tROAS is 400% (4/1)
- 3 Adjust tROAS AAR Gets Applied. tROAS decreased by 20%
- 4 Conversion Value Projected to go **above** 20%
- Meaning above 2400\$



Adjust your ROAS targets

Get more conversion value by adjusting your ROAS targets. [Learn more](#)



Don't sacrifice a large volume of profitable sales, to maintain a very high ROAS.



Adjust your ROAS targets

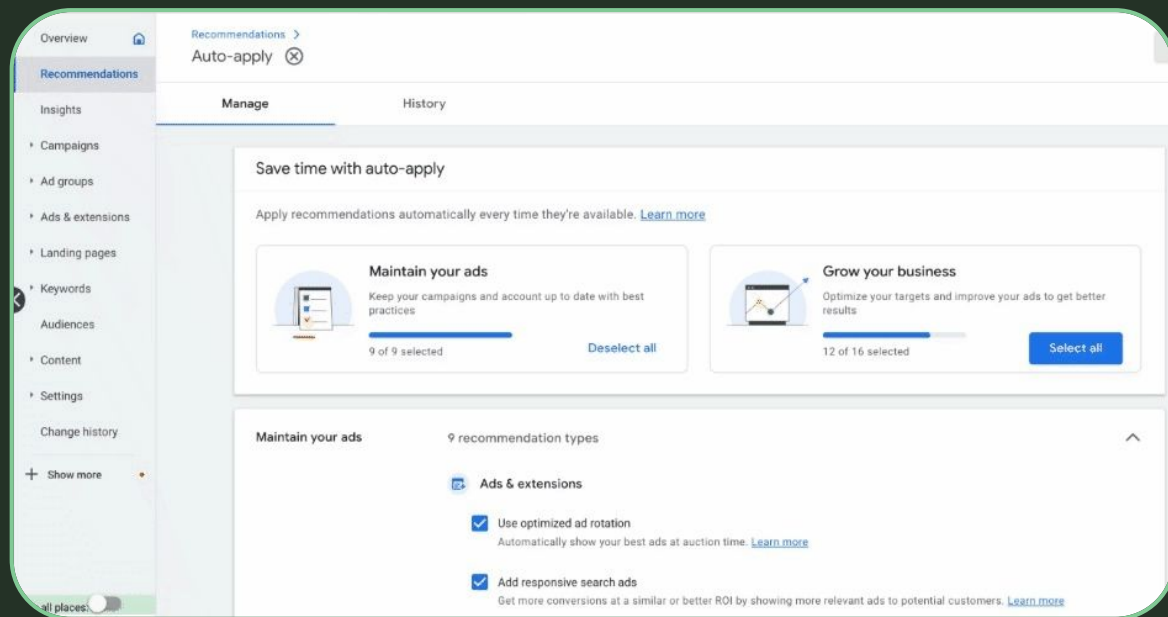
Get more conversion value by adjusting your ROAS targets. [Learn more](#)

Work with your account manager, and understand your exact break even ROAS

Profitability Calculator - CEE AAR Event		
Input metrics	Industry estimates	Input
Average order value (\$)	-	\$40
Tax/VAT (%)	25%	24%
Return rate (%)	5%-15%	5.0%
Average order value (post tax/returns) (\$)		\$31
Gross margin (%)	25%-60%	25%
Fullfillment cost (shipping & handling) (\$)	\$5-\$15	\$1.0
Profit per order (before ads costs) (\$)		\$7
[optional] Returning customers (%)	10%	20.0%
[optional] Repeat order rate	0-5	1.5
Profit per customer (before ads costs) (\$)		\$9
Output metrics		
Profit per order (before ads costs) (\$)		\$7
Profit per customer (before ads costs) (\$)		\$9
"Break Even" CPA (\$)		\$9
"Break Even" ROAS (%) (Devide by 100 to get the ratio)	462%	

Track changes from AAR

Dedicated page only for AAR



1

Dedicated AAR History Page

2

Standard History Page

3

Notification in Recs Page for 24 hours

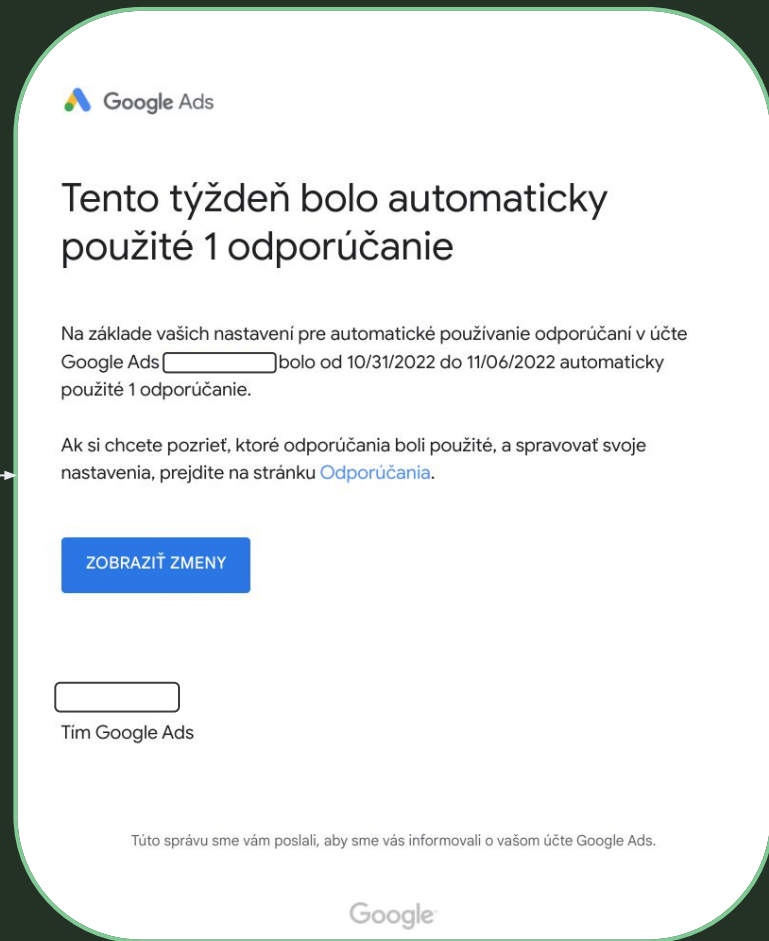


Weekly email with changes.

Headline; 1 referral was automatically used this week

Subject: Based on your settings for automatic use of referrals in Google Ads account [123-456-7891], 1 recommendation was automatically used from 10/31/2022 to 11/06/2022.

To see which recommendations have been used and manage your settings, you go to the Recommendations page.



How to avoid performance fluctuations with AAR?

Trap	Problem Caused	AAR Solution	Why?
Rushing towards tCPA / tROAS	Performance Falls	Set a tCPA / Set a tROAS	Transitions the soonest possible
Experimenting with tCPA / tROAS	Performance Falls	Adjust tCPA / Adjust tROAS	Adjusts only when necessary

- ✓ Set a target CPA
Get more conversions at a similar CPA by setting a target. [Learn more](#)
- ✓ Set a target ROAS
Get more conversion value at a similar ROAS by setting a target. [Learn more](#)
- ✓ Adjust your CPA targets
Get more conversions by adjusting your CPA targets. [Learn more](#)
- ✓ Adjust your ROAS targets
Get more conversion value by adjusting your ROAS targets. [Learn more](#)

Same efficiency. More reach. Where it matters.

Display Expansion

Allow Google to **expand where it makes sense**.

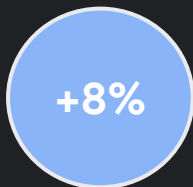
Use Display Expansion



Improve Responsive Search Ads

For Ads improved **from poor to excellent**

Improve your responsive search ads



Add Dynamic Search Ads

From **adding the right DSA's** - where efficient incrementality is projected

Create Dynamic Search Ads



Upgrade to Broad Match

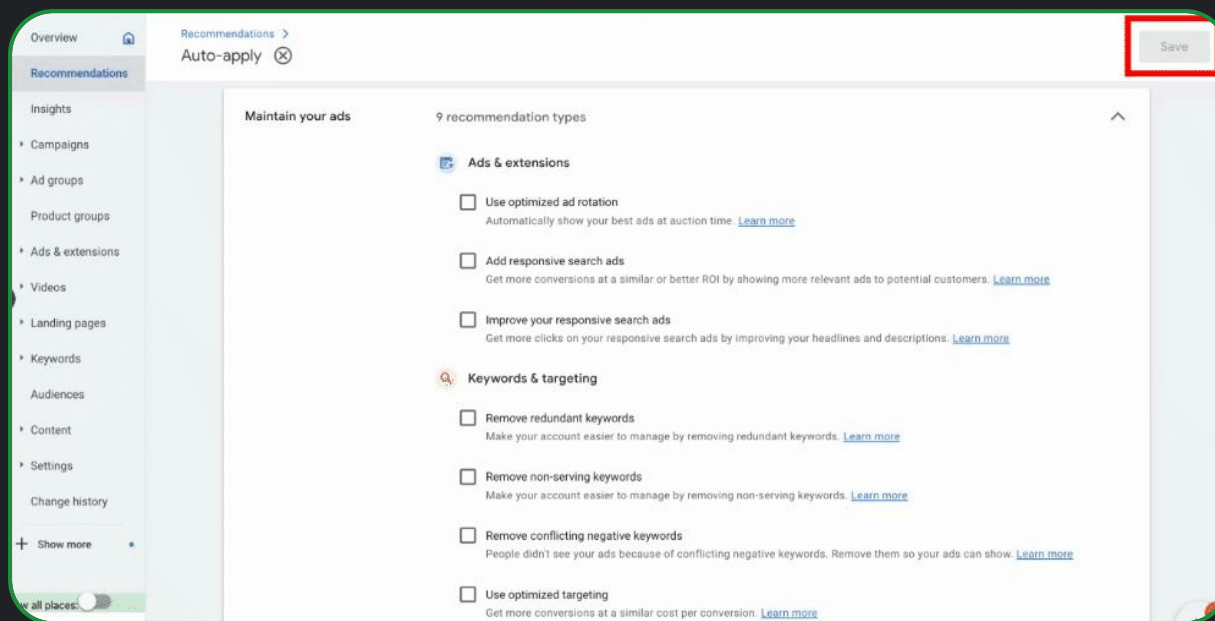
From **moving the right keywords** to broad match, leveraging signals that are no visible to the eyesight.

Upgrade your existing keywords to broad match



.. and **more** if you select Adjust your tCPA

If you had to enroll 2 recommendations from today, set a tCPA / set a tROAS are the ones that 95% of the advertisers I've worked with, already have.



To consider;

Test AAR Display Expansion & Improve RSA's and start monitoring changes & get used to the tool.

Ask your Google Representative about the potential conversion uplift from Broad Match.

Have the "Set a tCPA / set a tROAS" applied through AAR to avoid needless spend.

Find your Break Even Point using the Profit Calculator & Adjust Targets from AAR

Share your thoughts with us!



Play and win some swags!

Join at www.kahoot.it
or with the **Kahoot!** app

Game PIN:

137 1602

