

5 Signs You are Overwhelmed by Your AdWords Account



15 Tips for AdWords eBook Series – Part 1

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TABLE OF CONTENTS

#01 Tracking the Wrong Stuff3

#02 Stagnant Keyword Bank.....4

#03 Attribution Models 5

#04 Bid vs. Quality Score7

#05 Static Bid Modifiers..... 8

There have been more changes in Google AdWords the past two years than in the previous 10 years. These

changes have created incredible opportunities for the companies who are able to take advantage of them, but have also resulted in massive performance challenges for those who keep operating as if it is was 2012.

Here are five of the signs that could spell trouble.

#01 You're Tracking the Wrong Stuff



What drives a business is revenue and profit growth, yet very few track these variables at an individual click level. The result is the eternal CPA optimization model where every conversion is valued the same. In eCommerce and lead generation models, unless every conversion your business captures is worth the same, it is time to wake up.

If you want to increase profit you must track it at a per click level to repeat and scale.



Build a click profile for all the variables that influences profit – keyword, match type, device, audience, etc. – and measure the impact; then set your bids accordingly.

Then sit back, and watch your profit grow!



#02 Your Keyword Bank is Stagnant



What your customers search for keeps changing, your product catalog keeps changing: But does your keyword bank change with it?



Do a self-audit [change history] to see the growth in your keyword bank over the past six months.



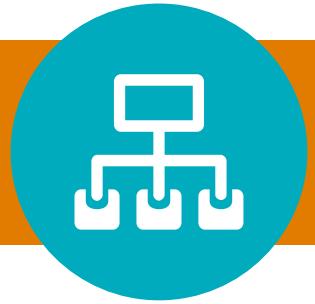
What do you see? Good? Bad? Ugly?? Sometimes, the truth hurts. Whatever it is, it's your reality.

Use technology to sync with your product catalog dynamically, use technology to capture the search phrases your customers are using and create new keywords from them. Then you'll be ready to continually update your keyword bank.

Here's a hint:

The average Finch client captures 45% growth from automated keyword expansion while keeping cost of revenues constant.

#03 Attribution Confusion



There are a lot of articles written about attribution models, particularly as it pertains to cross-channel (omni channel) models.

So why don't advertisers understand attribution?

Because it's confusing. But you *must* understand what each of these following comparisons mean for you and your business.

FIRST CLICK
VS.
LAST CLICK

ADWORDS TRACKING
VS.
GOOGLE ANALYTICS
TRACKING

CONVERSIONS
VS.
ALL CONVERSIONS

For most companies the bulk of the ad spend and revenues comes from Google, yet most advertisers do not have a firm stand on the attribution model inside Google.



VS.



Google Analytics
Last click attribution model
when imported into AdWords

Google AdWords
First click attribution model

In the Google Analytics vs. AdWords game, **Google AdWords frequently has as much as 30-50% difference in revenues attributed to the same click.**

If you use this data to justify how aggressive you can be when competing for the next click, the last click model, **the Google Analytics advertiser will be at a major disadvantage.**

#04 Focus on Bid, not Quality Score



Every time someone starts typing in the Google search box, Google will run a click auction between all the advertisers. When Google decides which ads goes first the Bid is approximately 20% of the equation...while Quality Score is approximately 70%! Most tools in the market focuses on the 20% Bid by utilizing a tool where you can set rules.



Take a programmatic approach – like we do at Finch. The Bid is the easy part, but the holistic approach will also create major influence on the Quality Score through a flurry of automated real-time processes inside your AdWords account.

#05 Your Bid Modifiers are Static



And that's at best. Bid modifiers are variables that greatly influence the conversion rates of your clicks. Examples are **device**: desktop vs. mobile, and **audiences**: new visits vs. abandoned cart. Do yourself this favor:



AdWords account: Settings tab
> **Devices**
> **Customize Columns**
> **All Conversion Value/Cost**

Rank by this. Now look at the performance from your mobile clicks and see where the bid modifiers stand relative to performance.

Most advertisers do not take advantage of this and either do not use the bid modifiers or insert a static number based on emotions or opinions,
E.g.: -25% on all mobile clicks, independent on performance.





Next step? **Get Finched!**

Finch delivers a competitive advantage to grow profit in a rapidly changing industry where complexity blocks growth.

Finch's programmatic approach enables **predictable** and **profitable** growth.



FINCHTM

Profit Driven Advertising
finch.com

For an in-depth review of your AdWords account, take our complimentary audit. Soon after, one of our Google Certified AdWords Specialists will be in touch with your results!