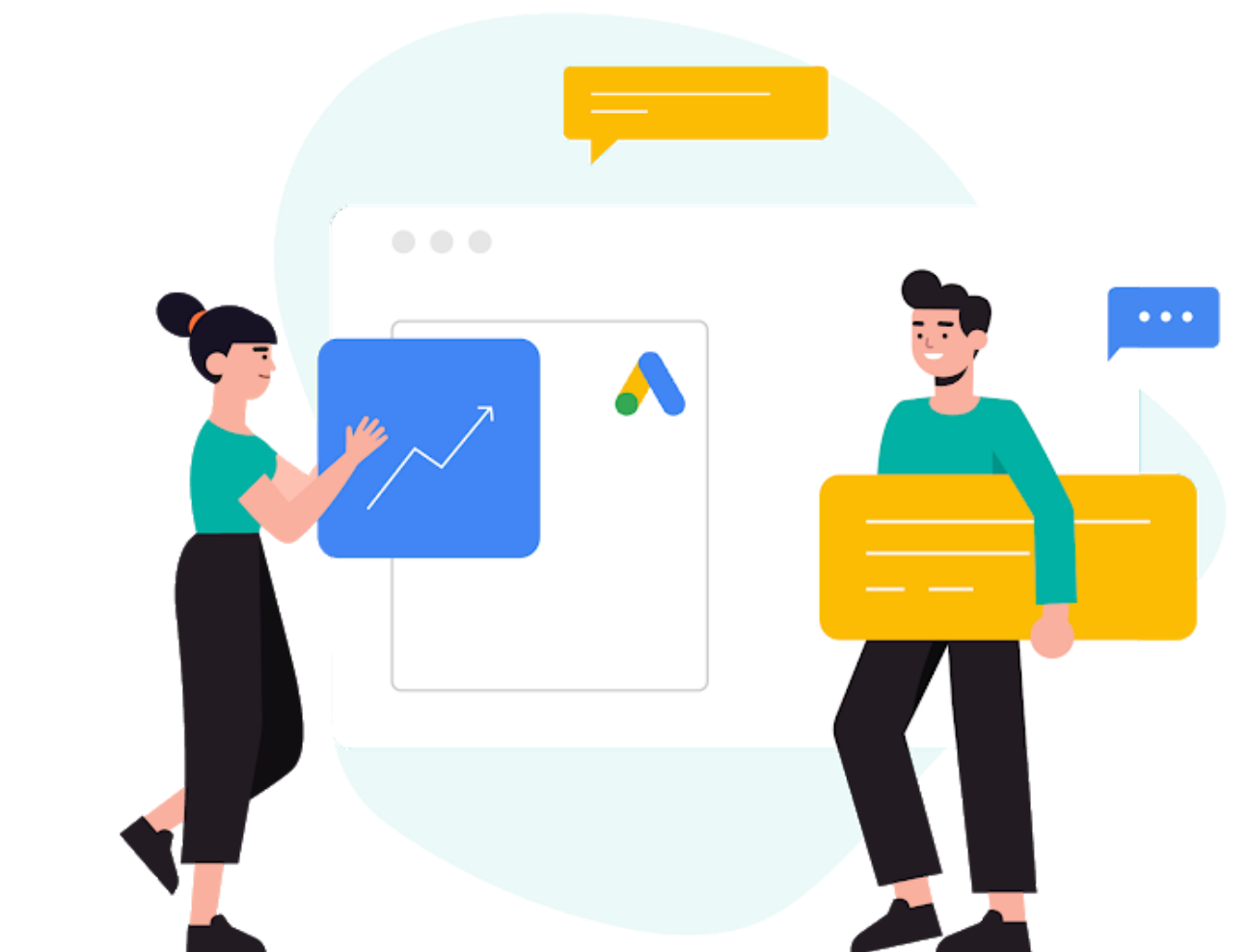# Google Ads Roadmap

We get into all the nooks and crannies

This *SavvyRevenue Roadmap* is made for:

Example.com

Largest challanges

1) 14 days offer periods and how do we get the most out of these.

2) Day to day optimization, how do we make sure that this channel is up to date and performs.

3) The challenge of promoting the offers in a smart and effective way, as being done on other channels.

Questions

1) *"How can we with a minimum amount of time make sure ads are running as steady/smoothly as possible?"*

With the use of automation for campaign types such as display, gmail and shopping to the largest possible extent. This in combination of a well structured foundation of search campaigns that are created pre-sale for all the promotions with predefined end dates.

Recurring optimization is also a big part to make sure that campaigns are running as they should and the data that is being collected is used over time to improve the performance going forward.

2) *"What campaign mix makes most sense for us to focus on?"*

Initially the most low-hanging fruits are Google Shopping and Display. These campaign types do not require a lot of effort. An easy way to scale and get back some of that traction that has been in the account previously would be display by just looking at the previous performance. The same goes for Shopping with just the correct target in settings in the campaign.

The next step should be to start building a solid structure on the search network, with the most promising brands / categories to begin with and expand broader and broader as it has shown its success.

Campaign types such as gmail, other display campaigns and search campaigns with specific audience targeting would be examples of steps to expand to at a later point.

3) *"Display has been an area that I believe has a lot of potential, but there seems to be a lot of things to have in mind, so what should we be aware of to make it work?"*

I would say that the first step should be to create a solid smart display campaign with a lot of ad copy variations, images and logos to help Google do the best it can with its algorithm.

A natural second step would be to split up in devices for smart display (described further in the display section).

4) *"What day-to-day optimizations can you advise us to do? (step by step)"*

Depending on your time commitment it could look a bit different. In short terms, there is a need for quite a bit of a time commitment in order to build a stable account.

Going forward there will be some day-to-day optimizations such as keyword harvesting, keyword negatives, bid management, adjusting / follow up on current bid strategies, A/B split testing (talked about 2 scenarios below in the Ad Testing section), placement exclusion and to create new search campaigns for the upcoming promotions.

These are explained further in the different sections throughout the roadmap and finally some initial time estimates on how you should allocate your time.

Summary

I feel that there is a mismatch between what the account structure is / have been and the main target: Sign ups.

Focus throughout this roadmap is to make sure to guide you in order to find a balance between campaigns, structure, optimization and additional opportunities for the future.

The three most important aspects in this report are the following:

1. Create a solid structure for how to manage search campaign creation and optimization.
2. How to structure display and what to focus on in order to get the most out of the display network.
3. Google shopping plan / setup. There are a lot of opportunities here without a large time investment and therefore super important to get up running sooner rather than later.

Search Overall

The most important aspect in order to make *search* perform better, is to maximize these offer periods. There needs to be a structure and optimizations schedule to make sure that this is maintained and up to date.

The previous / current campaigns have been launched and kept running after brands and products are no longer available on site, as I understood it (from Andrew).

It could seem as if it works since you probably still will get a lot of emails / sign ups, but I would believe that the value out of these are very limited.

I would therefore approach this a bit differently.

The initial work might take a bit of time but once it is there it should not take up too much of your time and you can prepare a lot of your work in advance.

I can see on your website that you have quite a lot of information of what will be launched going forward (you probably have a lot more internally). I would suggest that you create an overview of all upcoming sales and start creating these campaigns one by one. A big difference here is that you should set start and end date for these campaigns to make sure that they only run during the period of the sale.

In a perfect world you would setup a **feed-based campaign system that will auto generate the campaigns** and only run during the time frame of the sale period. But I think this would be very time consuming on your part and I should also mention that it is very technical so depending on your level, it could be a big difference in terms of time commitment.

You should then create a campaign for the specific offer, e.g. a brand campaign as ▇▇▇ and set the end date of that campaign when it ends. If then this brand comes back again (I don't know how many brands that are recurring) then you could just adjust the end date and it will be all ready to go live again.

An example of a recurring campaign would for example be ▇▇▇▇▇▇. Here it would make sense to both create a generic campaign for the term ▇▇▇▇▇ along with brand + category (▇▇▇▇▇▇▇) campaign and even broader depending on the brand and potential. This would then be set to a specific day, probably a few days before New Year to make sure that you can ship in time and then you can reactive this campaign next year.

If brands are getting back on site time after time after time then you could setup a rule instead that will pause and active ads for specific dates. This would be smart if you know that for example a brand like ▇▇ would come back on your site 6
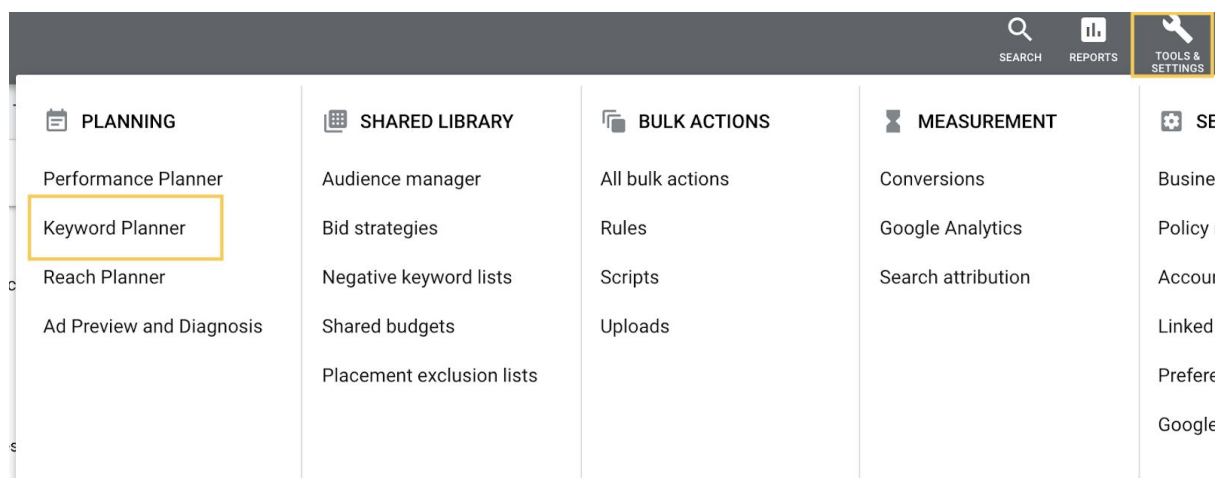
times during the next year. Then you could setup a campaign + rules and you would be completely covered for that brand during all of 2020.
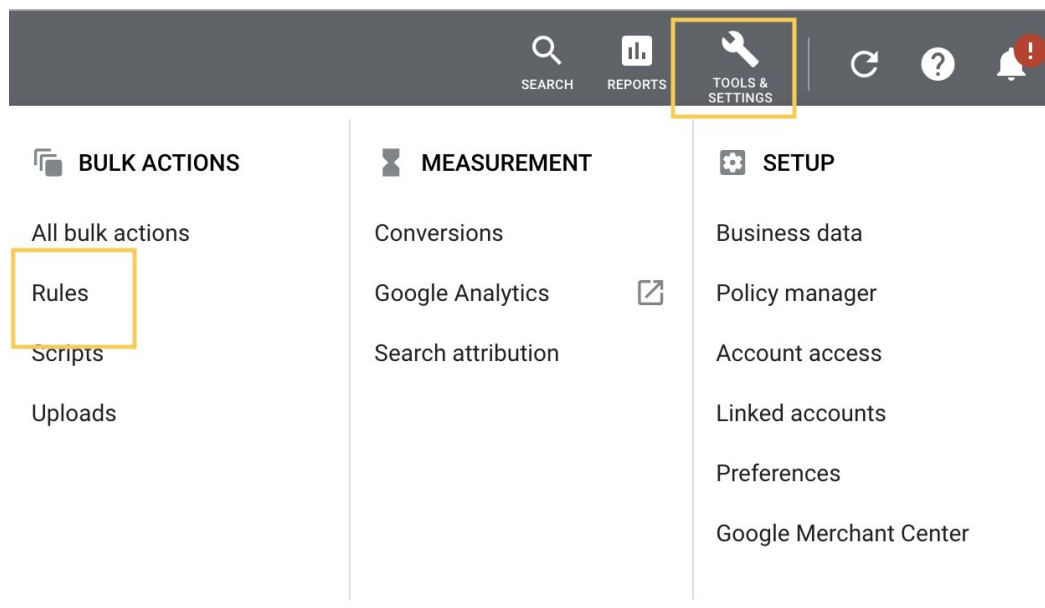
Setup a rule to pause an ad would look something in the line of:

Before you start creating campaign after campaign you might be uncertain of the impact / volume a brand might have. In order to use your time wisely a good place to start is to see how much searches there are for that specific brand / product, this could be done in the **keyword planner.**

	SEARCH	REPORTS	TOOLS & SETTINGS

📅 PLANNING	🏢 SHARED LIBRARY	🗐 BULK ACTIONS	⏳ MEASUREMENT	⚙ SE
Performance Planner	Audience manager	All bulk actions	Conversions	Busine
Keyword Planner	Bid strategies	Rules	Google Analytics	Policy
Reach Planner	Negative keyword lists	Scripts	Search attribution	Accou
Ad Preview and Diagnosis	Shared budgets	Uploads		Linked
	Placement exclusion lists			Prefere
				Google

So if you only have time to create 3 out of 10 brand campaigns you can see the volume for those brands and pick the ones with the most potential.

Keywords

The previous ad groups / keyword structure looks good so just keep doing the same, see below. I would add categories to this brand campaign if there are any specific categories in the offer (or excluding keywords for categories you do not offer).

See next page
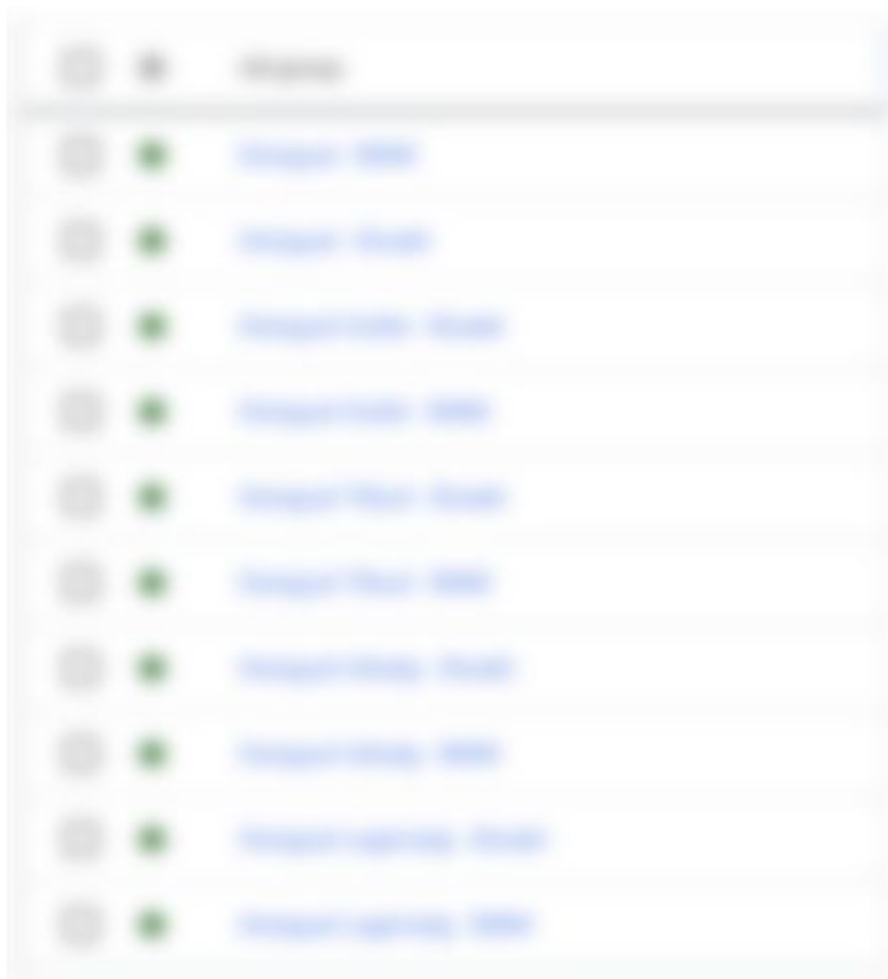
An important thing to remember is that some of these brands have huuuuuge volume so going for the brand Exact / BMM version could become very costly with the risk of not getting much in return. If you are a bit uncertain in this jungle of technicalities, then you can read about keyword match types here.

So if you only have ▮▮▮▮▮ on sale then it might be a good idea not to go for the absolute broad terms. If you can see that some performs very well then you can always go broader a few days in.

Negative Keywords

The next step when to go broader would be to go with more generic campaigns. This could actually work if you work a lot with **negative keywords**. I do however think that a better way to go would be to create generic campaigns and targeting specific audiences.

For one of your old generic campaigns you had a keyword that was ▮▮▮▮▮. This will get you a lot of traffic but there is a risk of a lot of irrelevant traffic. You would then need to do a lot of negatives in order not to be shown on the search terms that you do not offer.

I would suggest to create a bit more **granular structure** when it is time for going broader with generic campaigns, both in terms of keywords e.g. ▓▓▓▓▓▓▓▓ since this will most likely always be something that you offer and as mentioned above with a specific targeting towards high performing audiences. The last part is quite advanced though.

Working with keyword negatives is very important. A task that you should do when optimizing is to for example go into ▓▓▓ campaign and negative out all the terms that are not relevant. Let's say you only have ▓▓▓▓▓▓ for men on sale, you should then in this case remove the following:
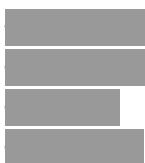
Ad Testing

There are two different options - one that is more time consuming but will generate better returns. The one that I am talking about is to setup A/B and run 2 ads at the same time until one has reached significance and ended up as the winner and do the same process over time after time to always strive for a better ad.

What I would suggest in this case when the amount of time is more limited is to use **responsive search ads (RSA)**. I can see that these have already been used in the account so you are probably already familiar with them. By creating an ad bank with these RSA then you will let Google's algorithm find the best combination based on different signals that they can see.

The good thing with this is that it is automated, and will only be time consuming for the initial setup. However, I would recommend that you change the ads at some point.

A thing that you really should put an effort into is to create a compelling ad with as much relevance as possible to the search intent. Because if you can get a better ctr /cvr without paying for it in terms of higher bids, then you will be able to reach your desired CPA a lot easier.

Looking at one of your ads, it is very generic and it emphasizes a lot on all the different features of your website. I would switch focus more onto the search intent and work more with ad extension to promote all the different USP that you have to offer.

Bid Management

I suggest that it is a good idea to run with Target CPA across your primary campaigns. Especially if time limitation is a big part, as it seems. If you for example are launching a lot of new search campaigns I recommend starting with manual bidding for 2 weeks and keep a closer eye on the performance during this period and then apply a Target CPA portfolio bid strategy to it.

We use automatic bidding for 90% of our accounts. It is only the smallest account that doesn't, or if there are any issues with the performance. Manual bidding is a thing of the past.

We do however often pick certain high priority campaign(s) that we just know will perform in the long run and therefore run with manual bidding. This since we have seen that it is quite common that the algorithm bids down in a negative spiral at times when the performance is not there and "kills" the campaign's volume.

Automated bidding could easily hide bad performance, when the volume of conversions get low and step by step bids down which can be very difficult to spot.

There are certain guidelines that we follow when we use an automated bidding:

- Remember normal optimizations: Negative keywords, ad testing, audiences, adding keywords, etc.

- Always set min. og max. CPCs

- Select a "**good**" **CPA target**. Preferably a bit higher than you want to hit, but not so that you are losing money. The reason for this is to avoid / prevent the machine from decreasing bids too much.

- Remove Target CPA , if you can see that the machine is decreasing too much. Run with manual CPC for a few weeks and let the system reboot to help you get more volume again.

- **Avoid too much segmentation**: Smart Bidding thrives on data, therefore it is better to go a different route than the "traditional" best practices. Think Facebook instead of traditional Google Ads.

More data = better performance. (fx audiences, remarketing, similar audiences, all converters, etc.). The more you are able to provide, the better output will come. When going with automated bidding the best way to do it is all the way.

Audiences

I would add all the different audiences you can find that sounds relevant to your business and add those to all of the newly created search campaigns.

A **super important thing** to remember is that you should set the setting for targeting to "observation" as shown below. If you set it to targeting you will only show your ads to people within the audience in the campaign.

After 1 month, 3 months or depending on the amount of data from your campaign then I would make bid adjustments based on the audiences.
This is a bit advanced so if time is limited then I would not prioritise this.

I would however say that minimum is to add the audiences because then you at least gather data and can use it in the future if you need / want to.

Tracking

In terms of tracking then you are currently including 3 different conversion actions in the account when counting conversions.

1. The one in the top "⬛⬛⬛⬛⬛⬛⬛" is an old conversion action that you previously used last year. I highly recommend "to change" to not be included in conversions. Since we have seen cases when the old conversion actions start working again and then you will have twice the conversions in the account. At this point Smart Bidding Strategies and smart campaigns believe everything goes great and increase bids due to the system thinks there are more conversions than there are, the same would be the case for you when you are doing manual bidding.

2. Registration ⬛. This is your main conversion. Normally I would suggest that you at least have a 30 day conversion window, but I can see that point to only attribute it this way due to it being a sign up. However, I would suggest

changing it to "First Interaction". This would give the value to the earliest interaction to your site, this makes more sense since in your case as the customer journey is very short and it feels unnecessary to divide conversions. I do not think it will make a big difference but by doing so we attribute the value to the first interaction making it easier for you to find early interactions that will convert along the way and be able to scale easier.

An issue with not using a specific value per conversion makes it difficult to run shopping truly automatically in a smart way. I would therefore suggest to only count 1 in value per conversion. This will be discussed further in the Google Shopping section.

3. Android installs. I do not know how you value this conversion but I would suggest not to include it as a conversion. I could see that you have run some app campaigns and here it of course makes sense to track conversions, then I would use it as a campaign level conversion instead of using them all.

https://support.google.com/google-ads/answer/9143218?hl=en

Google Analytics

Tracking of conversion value is done through the tag: "Datalayer fill" which is connected to the Google Analytics tag. However, the Datalayer fill tag doesn't have a trigger, so it will never be activated and therefore never send any data conversion data to analytics.

Facebook Pixel

Tracking with the facebook pixel and facebook acquisitions is also not possible. The acquisitions tag has been given a higher priority, so this tag will fire before the facebook pixel, and will therefore not have anywhere to send the data or track it. Every single HTML tag has some scripting in it, but a lot of them contain coding errors or just basic Google tag manager errors, resulting in no variable being called for data in the script.

Why even have so much scripting being done on the tag manager side, and not on the web page itself which contains the data in question?

Every single script should be on the website and come out as a variable for tag manager to capture.

Hotjar

Lastly the hotjar tag is launched pr action, but not just based on website.
If the trigger ever fails, miss-fires or has a delayed activation, the hotjar tracking will be completely off. Having hotjar activate based on page, should be the way to go.

Recommendation

My recommendation is to start over with the tag manager. Clearly define what you want to track with it, what information that is available from the website and then structure it from there. Have a clear structure regarding tags, triggers and variables, and the priority and order of each element.
Also any datalayer related scripting that can be launched from the website, should be on the website in order to minimize errors.

Display

Smart Display
In terms of time needed from you then I would strongly suggest sticking with Smart Display and what I can see have worked the best so far in your account.

Focus areas for you in terms of optimization should be:

Ad material - Create good ad material in terms of good headlines, long headlines, descriptions, multiple images along with 2 logos. You should then look into how these perform and change out the poor performing ones at least once a quarter.

If you click on the ad then you will be able to see how performance differs on different assets that you have put in.

Budget management - make sure that budgets are not running out if performance is good and if the campaign struggles you can always cut back.

Device Campaign Split
It will just require a small amount of extra work but I believe it will help you be in control of the traffic. As you can see below the vast majority of the traffic comes from mobile. The campaign will then take as much of the budget, since mobile is performing very well, as possible to get the conversions from mobile.

A way to better control a be able to scale and get more traffic from tablet and computer would be to duplicate the campaign and make the old campaign mobile only while the new one will be for tablet and computer.

This will allow you to be in control of scaling on the two other devices.

Placement exclusion - if there are any sites that are not performing or seems shady you should exclude them from showing your ads in order to improve performance. This is not possible on a campaign level so therefore you need to do it on account level.

An example of a potentially "bad" placement would be ▮▮▮▮▮▮▮▮ as this is most likely not relevant for ▮▮▮▮▮ customers, even though you get a lot of sign ups from it seen in the screenshot below.

You can read about it here:

https://www.puretech.com/thedigibuzz/search-marketing/smart-way-to-exclude-placements-on-smart-display-campaigns/

Other options to try out:

Pay per conversion
Something that I would suggest for you to try out along setup suggested is to create a Smart Display campaign that you only pay for conversions, not when someone clicks.

It is super important to set a realistic target because otherwise there most likely end up in the following two scenarios.
1. Will not get any impressions.
2. Will get a loooooooot of traffic for a day or two and then completely shut off when the algorithm figures out that it can't deliver what you want.

https://support.google.com/google-ads/answer/7528254

Display - Placements

What I would recommend would be to look at the current campaigns (e.g smart display) and see what placements has performed the best. I would target these along with specific in-market audiences that you have seen worked before. This makes it possible for you to target a more specific audience on the most relevant/performing websites and be more aggressive.

Looking at the sheet below we can see that there are certain placements with a lot higher conversion rate. By targeting these with relevant audiences you will be able to scale the volume from these.

Dynamic Remarketing

In terms of dynamic remarketing it is right now then it will be nearly impossible to measure if this performs or not. Since the people we are targeting have been on the website, and potentially also signed up, meaning that they could not convert again.

Depending on the strategy of the campaign then I think that this campaign would use the actual conversion action of purchases, then we would be able to tell if we can make some of the subscribers/website visitors actually buy something

Gmail

There are both pros and cons with Gmail. On the plus side you will be able to tailor the ad, the audience and have 100% overview of the impact of the campaigns. The negative aspect is of course the time investment.

You are currently covered, at least to some extent, on Gmail while running a Smart Shopping campaign as these campaigns are allowed to be visible on a lot of different networks such as: Shopping, Display, Gmail, YouTube.

I would not prioritise this to begin with, however, in a 3-6 months down the line when you have worked on other aspects of the account then you should work with this area. You should not do it as aggressively as you have previously done and structure it differently. By splitting up the audiences in ad groups leave you the possibility to adjust bids for the different audiences and making sure that you are getting the most out of your budgets.

Here I would look at audiences that you have seen work on other campaigns along with finding and trying out as much as possible of all the audiences that could be of interest for your business. Just remember to start slow as some of these audiences can be quite big.

Super important!
When it comes to Gmail, clicks are **not** clicks as you might think. Clicks for a Gmail campaign is when someone opens the email and not to your website, therefore you should be less aggressive in terms of your bids in order to be able to hit the desired CPA.

Because as you can see below on the top row you have ▒▒▒▒▒▒ but only ▒▒ who actually went to your site. So instead of having an Avg.CPC that is shown in the metrics table ▒▒▒▒▒▒, you actually paid ▒▒▒▒▒▒▒▒▒▒▒▒▒▒▒▒▒▒.
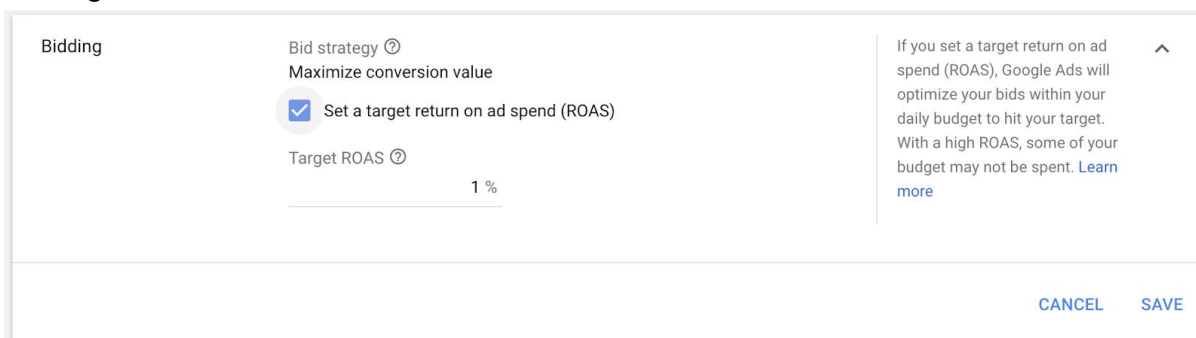
Shopping

In order to make sure that shopping can be a valuable asset in your account then I suggest a different approach then the initial testing that you have done. Right now the last campaign that has been running is a Smart Shopping campaign and

those campaigns can only be set to "Maximize Conversion Value" or "Maximize Conversion Value with a target ROAS" attached to it.

Right now you have set a Target ROAS of 1%. This means that if you get a conversion with a value of 1 then Google can use 100 kr per conversion in order to hit its goal.

Preferably it would have been great to have a Target CPA bid set on the shopping campaign in order to have more flexibility to change the target but it is not possible to have a Target CPA for a Shopping campaign.

SUPER Important!
The reason why the test for Shopping has been hitting such high CPA is due to the fact that the conversion value is not set to 1. This means that from the 11.5 conversion you got in the initial test the value of those ended up on ▮▮ resulting in a ROAS of ▮▮. So in Google's eyes, everything is fine and dandy and it starts bidding more and more aggressively. Since your primary goal is sign ups then you should change the value per conversion to 1, this will help you manage Google Shopping a lot more and making it a more effective tool in your advertising mix.

I see 2 different approaches.

1.
If the main goal still is working with a CPA of a sign up then I would suggest using the same setup as you have today but just make sure that the Target is aligned with what you want to achieve.

Today the setup is:

In order to align with what you expressed, then the target below would make more sense:

2.
The second option would be to look at your shopping campaigns as more ecommerce focused. Right now you have a conversion action setup in your

account (not included as a conversion) that measures how much value that is being sold, this could be used on this campaign and aim for a desired ROAS instead, e.g ████████

Depending on how much conversion you get from this then if you start to get +150 a month then it could make sense to split it up in 2 campaigns with different targets. The reason for doing so would be if you have differences in margins on your products then you could align the targets to what makes sense in relation to the margin.

As sign ups is your **primary business goal** I would **recommend going for option 1.**

Optimization Flow

Suggestion in terms of routine work:

- Creation of new search campaigns.
  - Weekly / Bi-Weekly. 4h / 8h. (this amount will go down over time).
- Follow up on Ad testing: Once a month: 3 hours.
- Negative keywords: Normally I would say 1 / month but since you will be launching a lot of 14 day campaigns, then I would recommend 1 / week. You should then look at campaigns that have been live for ~7 days and remove irrelevant traffic.
- Follow up upon new keywords / campaigns: Weekly 1 hour (This depends a lot on how much that is being created / done in the account)
- Exclude placements: Max monthly. 15 min.
- Add new ad material to display. Quarterly. 1h.
- Follow up on campaigns with Target CPA / ROAS: Weekly to begin with (Bi-weekly / Monthly if you see stable performance.) 30 min.
- Explore opportunities. 30 min / month. Look at what is working and think of new ways of maximizing that. It's easy to look at an account with a very narrow view, take a step back and see what is working and find out if there is untapped potential.

Do this for 3 to 6 month and think about what you have used your time on and if that should be used differently. Remember to use your time, especially if very limited, on tasks that make the most impact.

Some tasks might go faster or maybe ta a bit longer until you get into exactly what you should do.

Do you also want a Roadmap for your Google Ads account?

Then write us on: hello@savvyrevenue.com