



PART OF CEUTA GROUP



feed **TRAX**
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PAID SEARCH (PPC) TECHNOLOGY SUITE

Our Paid Search team have been successfully managing campaigns for years. Over this time, we've built up quite an arsenal of best-in-class tools to speed up common tasks and make the whole process much more efficient. If we're not happy with other third party tools then we'll always build our own!

In general we believe that there are few processes that should be 100% automated, as the human element can always add value in certain areas that machines cannot. Our tools simply allow us to spend the time in the places where we can add most value and leave repetitive tasks to the tools. All our tools use APIs which integrate directly with AdWords, Analytics, and all other platforms to make the process seamless.

With our technology stack, we are continually adapting our tools' algorithms by measuring predicted against actual performance. This feedback process ensures our tools are continually evolving in order to hit the best bottom line results.

In this document is a selection of some of the tools we regularly make use of alongside our optimisation techniques.



Bid Optimisation Tool

Keyword bid optimisation has always been at the heart of PPC optimisation, but with tens of thousands of keywords it is impossible to focus on anything apart from the top performers with an entirely manual process. Our bid optimisation tool considers all metrics across keyword data, whilst examining varying date ranges to ensure the data is statistically significant. Our dynamic formulas determine the optimal bid change, and then crucially the formulas can easily be manually adjusted in the front-end by a specialist to ensure the proposed changes conform to overall strategy and budget allowance.



Search Term Theme Tool

Rather than spending hours mining search terms for certain keyword phrases to add or exclude, it is much more beneficial to see performance mapped out by individual word in order to decide whether the theme has a positive or negative effect on conversion rates. Our tool will tell you which adjectives are the best to be using in keyword selections, and which to steer clear from.



Bid Modifier Optimisation

Like keyword bids, bid modifiers such as time of day, location, and device should be continually optimised. Our bid modifier tools automate this process to maximise performance. Similarly to the bid optimisation tool, a Paid Search specialist can easily review the proposed changes and easily make any necessary tweaks before it's pushed live.



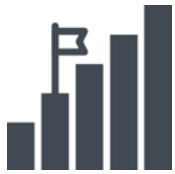
Trend Opportunity Identifier

Unlike the Opportunities Tab in AdWords, our trend opportunity identifier helps us discover extremely useful trends that can be used to massively boost account performance. Trends can include Analytics audience segments such as screen resolution when certain specifications have conversion rates that differ greatly from the average; these can then be added as audience bid modifiers. It can also determine whether it is worthwhile splitting certain campaigns by device to capitalise on different hour of day trends per device using ad scheduling.



Performance Tracker

Noticing when an account or campaign is over or underspending as quickly as possible is essential. This prevents any wasted opportunity from having to scale back heavily towards the end of a month or push too aggressively to make up spend deficits. Our tracker lets us know as soon as an account starts to fall above or below the ideal pacing, and will recommend the correct magnitude of correction required.



Performance Flags

Designed to ensure that no performance issues go unnoticed. Any account critical issues are always flagged immediately to inform the team to take action. Additional health checks such as missing ad extensions in new builds are also brought to attention.



Campaign Build Tools

Creating new campaigns or campaign additions can be a very repetitive task for large accounts. We have a whole package of build tools to help speed this process up from keyword generation through to ad copy creation. As well as building campaigns from scratch, we have tools which massively speed up building out campaign additions directly from search term reports.



Ad Confidence Tester

Ad copy should be continually tested to improve both click-through and conversion rates. More than this it should always be conducted to statistical significance. Our ad confidence tester makes sure that ad copy in need of adjustment is flagged up as soon as it reaches statistical significance.



Ad Customiser Builder

Using ad customisers to create personalised ad copy is essential if you want to stand out against the competition. Our ad customiser build tools can be used to create personalised ad copy en masse. Signals such as location, time of day, and device can then be used to dynamically adjust ad copy to create an engaging ad experience with huge increases to click-through rate.



Shopping Campaign Splitter

It is important to ensure that all shopping campaigns are split out to enable bidding by individual product id. This is fully automated through our splitting tool. Once product ids have been segmented into their own ad groups, it enables us to use negative keywords to siphon search terms accurately for each product.



Attribution Management

Our attribution tools help to identify the correct model that should be using to maximise each business' bottom line, and continually refines the attribution rules based on this. More importantly, it helps us take action by integrating with the rest of our tools to identify top assisting keywords or devices and managing them to different targets within the bid optimisation and bid modifier tools.



Seasonal Budget Planner

For short-term seasonal campaigns it can be difficult to plan out a weekly budget to maximise performance based on search volumes. Our planning tool ensures the optimal splits are used.



Automated Reporting

As well as tools for optimising performance, we use our APIs to deliver fully bespoke automated reports. Data from multiple platforms is aggregated, which can then be displayed in any format, and run at any desired frequency. This allows reporting time to be best spent providing commentary on detailed insights from the data and future opportunities.



proTRAX™

Our projection modelling tool allows us to distribute budget across campaigns and channels in the most efficient way. The tool uses live, historic and industry average data from several sources and uses a bespoke algorithm to run 1,000s of scenarios to determine the optimum budget for each channel.



feedTRAX™

Our feed optimisation tool is used to boost the performance of Shopping Campaigns by ensuring the product feed conforms to best practices and tests different titles and descriptions to deliver the best click-through rate. Our feedTRAX™ tool dynamically adjusts elements in the feed to create an additional version that can be used for Google Merchant Center, or any other shopping platform.

Our tools have primarily been built by our PPC specialists for our PPC specialists. That said, we offer access and full product training to our technology suite for clients with established in-house teams who are signed up for our In-House PPC Support service.



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