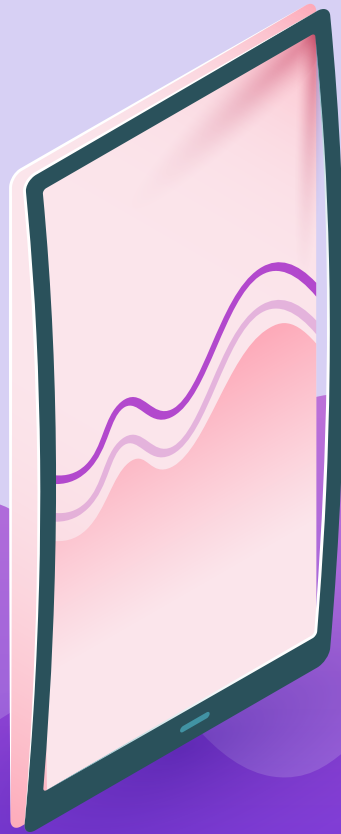


# PPC UNCOVERED [REMASTERED]

*An Advanced Guide To Paid Search*



## CHAPTER 4

*Analytics & Measurability*

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# INTRODUCTION

While there are no two Google Ads campaigns that are exactly alike, there are commonalities when you are considering your analytics and analysis. While there are, for example, numerous tools you can use (see the [Tech, Tools and Data](#) chapter of this series), there are certain aspects which every campaign will require when considering analytics and analysis – whether you're starting out in PPC or are running large scale, advanced campaigns.

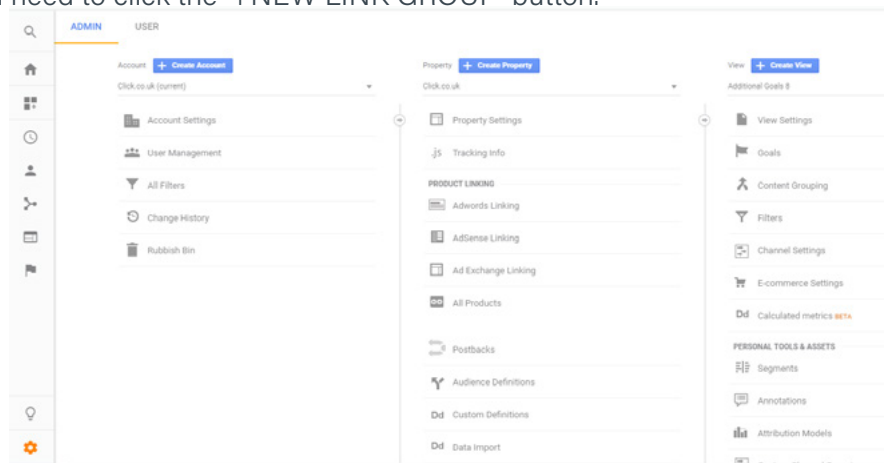
This eBook deals with setting up some of the key processes for Google Ads as well as detailing some of the best methods for measuring your performance in order to attribute success properly to various parts of your overall campaign.

While much of the analysis and measurement for other disciplines in search are taken at the of a test or campaign, however, PPC requires analysis at each stage – so we're going to include a number of techniques which will also require an analytical mind, allowing you to better execute your strategies.

# LINKING GOOGLE ADS & ANALYTICS

While it's not compulsory to link your Google properties, it would be reasonable to say that if you want to have any chance at successfully managing an Google Ads campaign it's a necessity. Thankfully, Google's linking wizard makes the process easy to do in a short time.

1. You'll need to sign in to your Google Analytics account (you can do this directly, or from Google Ads in the tools tab).
2. Next, click the Admin option and then the property you want to link before clicking the 'Google Ads Linking' option.
3. Then you'll need to click the '+NEW LINK GROUP' button.



## Configure AdWords link group

By linking your Analytics property to your AdWords account(s), you'll enable data to flow between the products. Data exported from your Analytics property into AdWords is subject to the AdWords terms of service, while AdWords data imported into Analytics is subject to the Analytics terms of service. [Learn more](#)

### 1 Select linked AdWords accounts

[Redacted]

**Value is required.**

### 2 Link configuration

4. You'll then need to choose the Google Ads accounts you want to link to Analytics, before clicking 'Continue'
5. Then select the 'Link accounts' option.

That's it! Your accounts are now linked – Google recommends you leave in place the auto-tagging option which will allow Analytics to automatically associate your Google Ads data with consumer clicks.

# AUDIENCE TARGETING FOR DISPLAY AND SEARCH

## WHAT IS AUDIENCE TARGETING

Audience targeting is a way to boost campaign performance by focusing on the specific interests of audiences as they browse the web. With the opportunity to target consumers on both search and display, audience targeting offers fantastic opportunities for brands to capitalise on what they learn from buyer persona research and various other demographic measurements.

## TYPES OF AUDIENCE TARGETING

The following are amongst some of the best routes a brand can take to ensure the best possible outcomes,

### **Affinity**

Affinity audiences, according to Google, were built so that brands running ads on television could expand the reach of the campaign and, as such is designed to operate at scale.

### **Custom affinity**

Essentially a customisable extension of standard 'affinity', it allows brands to refine interests by keywords, types of places, apps that consumers might be interested and more.

### **In-market**

These audiences allow your brand to target consumers that are actively researching your products or services.

### **Life events**

These allow you to engage with people approaching various milestones – using consumer data and interactions to serve them appropriate ads – whether they're looking for a mortar board or a pram.

### **Custom intent**

As the name implies, custom intent audiences allow you to build beyond the standard audience categories, allowing you to reach consumers as they're making a purchase decision. This is achieved through selecting keywords and URLs which directly correlate with what your ideal consumer is researching.

### **Custom intent: auto-created (Display campaigns)**

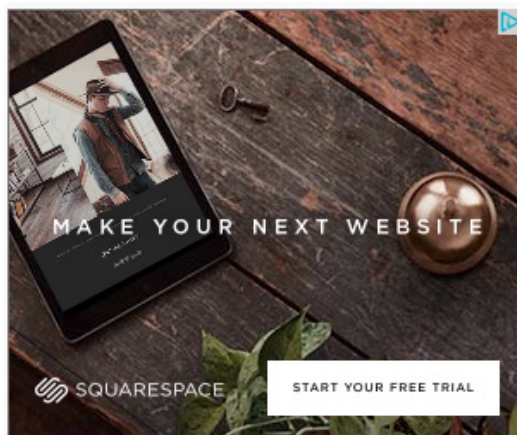
Using machine learning, the auto-created custom intent analyses your existing campaigns in order to create intent audiences for you.

# SETTING UP AUDIENCE LISTS FOR REMARKETING

## WHAT IS REMARKETING?

Remarketing is a function of Google Ads which facilitates ad serving to consumers that have previously visited your site or used your app, making it easier for brands to serve personalised, dynamic ads to consumers and to stay at the forefront of a consumer's mind until they are ready to make a decision.

Consider your average day online, while mostly you may be unaware – how often do you spot items you've previously looked into purchasing? Today, for example, a quick check on a social media site and a news site has thrown up the two images below:



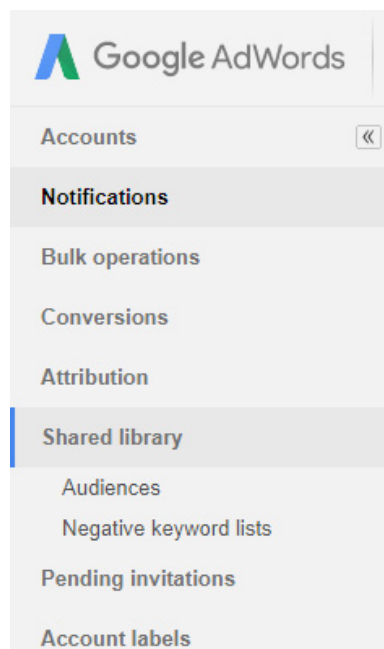
From left to right, I have checked out Squarespace (along with WordPress) a few times when I get the sudden though generally transient urge to resurrect my own blog; secondly, my youngest son has a newfound fascination with 'Trash Pack' toys.

While these ads only appear in certain places, they serve the function of reminding you of the product or service you were looking for and offer a nudge toward the advertiser's brand if they catch you at a moment when you are ready to convert (ie, to make a purchase).

Brands are able to modify bids for these ads dependent on consumer actions, as well as tailor the ads to these consumers' preferences.

## HOW TO SET UP REMARKETING LISTS

- Sign in to your Google Ads account or create one.
- Select 'Shared Library' from the side menu:



- Select 'Audiences' from the shared library drop down.
- Unless you've previously had a remarketing strategy in place, you'll see a number of possible options, select 'Set up remarketing' from your 'Website visitors' option.

You can use a single tag and share lists across your managed accounts. Set up remarketing in your Manager account. [Learn more](#)

#### Create a remarketing list



##### Website visitors

Visitors to your website

[Set up remarketing](#) | [Learn more](#)



##### Mobile app users

Users of your mobile app

[Create list](#) | [Learn more](#)



##### Customer emails

People who gave you their email addresses

[Create list](#) | [Learn more](#)

#### Share an existing remarketing list



##### Existing lists

Share a managed account's list

[Share lists](#) | [Learn more](#)

- Complete the set up process (which will include adding a html retargeting tag to your site's header) and enter a descriptive remarketing list name – something you'll easily identify at a later date, either after a break or when you have multiple lists.
- Select one of the 'Who to add to your list' templates from the dropdown menu.
- Click the '+Rules' link to add rules for the list (these are things such as specific pages visited using 'URL includes'), these can have multiple conditions to tailor it to your brand's needs and buyer's journey.
- Enter a membership duration – this is how long you want a particular individual to stay on your list without converting.
- Save your list.



# ATTRIBUTION

Digital marketing has offered brands completely new possibilities in terms of tracking and measuring almost everything about consumer behaviour across a range of touchpoints.

The level and ease of data available for analysis has transformed beyond the wildest dreams of most early 20th century marketers, particularly since the introduction of Google Ads in 2000.

The other side of the coin is that the customer journey much more complex and fragmented than ever before, with 90% of consumers moving across devices and 38% across digital channels, according to Google.

With your marketing spread out across so many channels (like organic search, paid search, display, social and email), it can be difficult to determine how each channel is working and which ones are truly driving sales and growing your business.

## WHAT IS ATTRIBUTION?

Attribution is a method of looking at the entire customer journey and determining which channels should receive credit for achieving conversions (such as goals, sales or events) and putting the performance of different keywords into the proper perspective, helping you to develop smarter bidding strategies.

For instance: You own a shop at which consumers will potentially arrive in many ways – they may take a taxi, then a bus, then a train followed by a short walk.

Another consumer, however, may arrive solely following a journey via any one of these methods, while still another may use any other combination of them before they eventually arrive at the shop and make a purchase.

In this situation, it would be natural (and it is common) to see the final mode of transport as the most important and, therefore, miss the importance of all the others. While this may not cause trouble for some, if you don't see the bus delivering any visits to the store it can seem reasonable to assume that the bus journey is not important to your business.

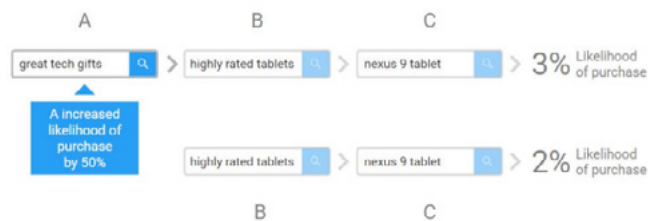
What if, however – and unknown to you – the bus plays an integral role in 3 out of every 5 visits to the shop? While you may see no direct results, visits from the passengers on the busses could theoretically reduce sales by 60%. It is this that is the potential downfall of last click attribution (and, to lesser extents, other standard attribution varieties which suffer the same oversight to greater or lesser degrees).

This is why mathematical modelling and data-driven attribution long championed by our own Head of PPC is potentially one of the most important recent additions to Google's paid search offering.

***Data-driven attribution is different from the other attribution models, in that it uses your conversion data to calculate the actual contribution of each keyword across the conversion path. Each data-driven model is specific to each advertiser.***

Google Ads Help

While the new data-driven attribution model requires a minimum of 15,000 clicks and at least 600 conversions within 30 days to be used with an account, it promises to offer the most precise attribution model available so far (though only on google.com search ads, and only for Google Analytics conversion actions).



Obviously this level of insight into the conversion path of your consumers offers a tremendous opportunity for increasing ROI and optimising campaigns to ensure the best possible performance and, while some agencies have run their own modelling exercises (see the below slide from a [Benchmark Conference](#) talk by Click's Head of Paid Search Dave Karellen), this feature will offer some new opportunities for those agencies and in-house PPC teams that have not previously had them available.

## Example (cont)

### Maximising Last Click Channel Profit

Channel	Budget	Last Click Channel Profit	Attributed Profit	Total Profit
Channel A	£7,000	£10,000	£7,600	£17,600
Channel B	£2,000	£6,000	£6,500	£12,500
Channel C	£10,000	£11,000	£4,800	£15,800
<b>Totals</b>	<b>£19,000</b>	<b>£27,000</b>	<b>£18,900</b>	<b>£45,900</b>

### Maximising Total Profit

Channel	Budget	Last Click Channel Profit	Attributed Profit	Total Profit
Channel A	£6,415	£9,664	£9,463	£19,126
Channel B	£4,163	£5,240	£6,034	£11,274
Channel C	£9,422	£10,638	£6,125	£16,833
<b>Totals</b>	<b>£19,000</b>	<b>£25,542</b>	<b>£21,692</b>	<b>£47,234</b>

### Attribution Rules

- **For every £1 spent on Channel A:**  
Extra 50p profit for Channel B  
Extra 30p profit for Channel C
- **For every £1 spent on Channel B:**  
Extra £1.80 profit for Channel A  
Extra £1.35 profit for Channel C
- **For every £1 spent on Channel C:**  
Extra 40p profit for Channel A  
Extra 30p profit for Channel B

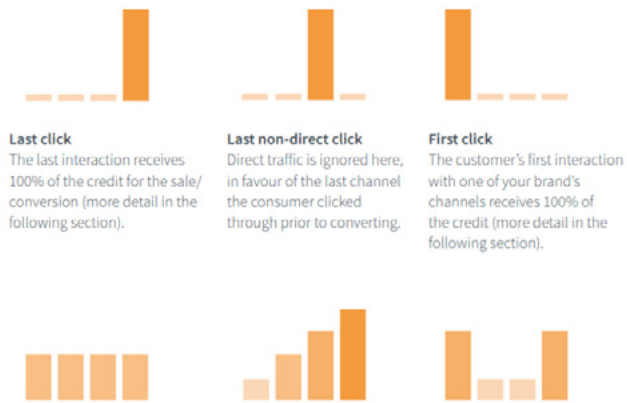
While clearly there is no substitute for experience and data and Google's modelling methods can only improve understanding so much, there is no doubt a an opportunity for improvement in attribution with this new option and, while it may not be the final nail in the coffin of last-click attribution, it makes the alternatives far more accessible.

## ATTRIBUTION MODELS

The standard attribution model in Google Analytics is 'last click' and for Google Ads it is to attribute a conversion to the last Google Ads click; this means that the full value of every conversion is attributed to the keyword that generated the click that led the user landing on the site and converting in that session, or when the user then came back direct to the site (often through a bookmark) and converted.

However, this attribution model ignores the value of any interaction that assists a user by moving them down a purchase funnel without actually getting them to convert yet.

There are several other attribution models to consider when managing your paid search campaigns. Each has pros and cons, and so the onus is on an advertiser to decide which one most adequately meets their business objectives.



An example purchase funnel with three 'clicks':

Action	Searches for...	Searches for...	Bookmarks page
Keyword	socks	yellow socks	direct / (none)

In the example below, here is how each model would attribute a conversion in the last session:

Attribution model	Socks	Yellow socks	Direct / (none)
Last Non Direct Click		£30	
Last Click			£30
First Click	£30		
Linear	£10	£10	£10
Time Decay	£5	£10	£15
Position Based	£12	£6	£12

## Custom

This allows for additional weighting to be given to certain channels or if the channel has driven certain engagement metrics. However, the model doesn't allow you to differentiate between a second or fourth interaction in a particularly long path to conversion.

## Data-driven attribution (DDA)

**A model that gives credit based on how people search for your brand and decide to become your customers using data from your account to determine which ads, keywords and campaigns have the most impact on your business goals.**

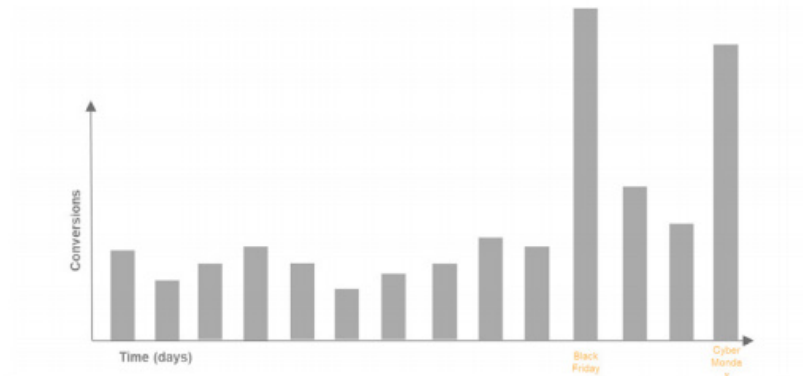
## THE DATA-DRIVEN SOLUTION

Data-driven attribution (DDA) is different from the other, rules-based, attribution models, in that it uses your conversion data to calculate the actual contribution of each keyword across the conversion path. Each data-driven model is specific to each advertiser.

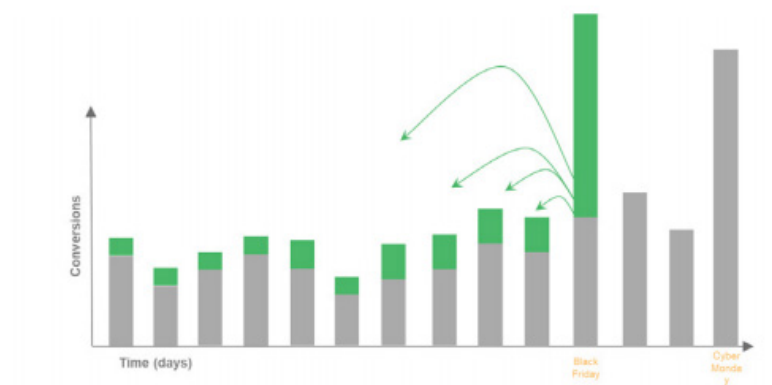
While the DDA model requires a minimum of 15,000 clicks and at least 600 conversions within 30 days to be used with an account, it promises to offer the most precise attribution model available so far.

Obviously this level of insight into the conversion path of your consumers offers a tremendous opportunity for increasing ROI and optimising campaigns to ensure the best possible performance by taking into consideration all available interactions across all channels.

This contrasts with the 'last click' model, which doesn't allow you to see the value of the consideration period in the run up to a sale, as these graphs demonstrate:



*'Last click' insights into sales and events*



*DDA attributes conversions to all contributing clicks, showing that two thirds of revenue can be attributed to searches that took three to four weeks before the event*

There are multiple benefits of DDA:

- Values all steps on the conversion path
- Calculates the incremental impact on conversion rate
- Tailored to you and your customers' behaviour
- Takes converting and non-converting paths into account
- Works even on very short conversion paths
- Not static, and constantly updating
- Quick and easy to implement

## KEY TAKEAWAYS:



- When evaluating the effectiveness of your channels, use attribution models that reflect your advertising goals and business models. Obviously, this means a clear understanding of the business objectives as well as marketing goals is paramount.
- Choose an attribution model that reflects the goals for your Google Ads account. Certain strategies tend to be growth oriented, while others are more focused on efficiency.
- You can use the Model Comparison Tool in Google Analytics to compare how different attribution models (up to three) impact the valuation of your marketing channels. By experimenting using the tool, you can increase or decrease investment in a channel as guided by the model output, then observe your results in the data.
- While not all keywords in paid search campaigns will generate conversions and revenue at your target CPA (cost per acquisition) or ROI, you should look to analyse their performance in relation to the full customer journey, as they may be assisting conversions for which other keywords or sources are getting credit.

There is no single, solution to attribution – it's not yet a perfect science. But it is a way for advertisers to get better answers on the value of media investments than their current strategy allows.

While the ultimate goal of attribution is to be able to accurately assign varying targets on each channel, it is important to note that attribution analysis can often provide secondary insights that are just as critical to overall performance. If a channel is failing to either convert or stimulate further interactions, then yes, we should be assigning less attribution value. But moreover, we should be looking at why this is the case. The content and ad copy may vary greatly between this channel and others. If so, then it is important to address this disparity to ensure there is a seamless experience between channels.

## REPORTING AND ANALYSIS

While machine learning and AI are seemingly omnipresent, the practice of PPC has been more impacted than many – with automated bidding now a major part (from Google Ads' various automatic optimisation through to various automated ad buying software packages), but one area in which humans are still capable of outperforming machines is in data analysis.

<b>Activity</b>		
Bidding		✓
Calculating split testing statistical significance		✓
Creating and testing new ads	✓	
Reporting		✓
New negative keyword from SQR		✓
Keyword expansion from SQR		✓
Competitors analysis in real time		✓
Identifying trends in large datasets		✓
Data analysis	✓	

As mentioned in the previous chapter, data analysis is a creative process as well as a mathematical one – but it does require the collection of the right data.



## WHAT YOU NEED TO LOOK FOR

While the requirements of each campaign will vary from project to project, and the reports may, therefore, change – there is an argument to be made that the more data you have, the more opportunity you have to spot trends and potential improvements.

### Google Ads

Google Ads generates a tremendous amount of data on your PPC campaigns which you can harvest to help you improve your campaigns. You should be looking to collect as much of this data as you can in order to compile reports which include:

- Clicks – the number of times a user has clicked on your ad.
- Impressions – the number of times your ad has been presented to users and it has been ‘seen.’
- Click through rate (CTR) – the percentage of those users who have seen your ad and clicked through to your landing pages.
- Average cost per click (CPC) – how much, on average, each click has cost you.
- Cost – overall spend for the campaign/ad or keyword.
- Average position – where in the list of ads your ad appeared.
- Conversions – how many users have completed a specified action.
- Cost per conversion – how much each of these conversions has cost.
- Revenue – how much you have earned through your ad/campaign/keyword etc.
- ROI – the ratio of spend to income (where 0 = parity and positive numbers indicate a return greater than spend).

All of these can be reported on in a number of ways – including by campaign and by individual keyword, allowing you to judge the success of various levels of your efforts. You can then look to build on any successful techniques and modify any with less than optimal performance as well as plan tests for future campaigns based on the results.

## Google Analytics

In addition to the data visible in Google Ads, Google Analytics allows further possibilities for analysis and reporting. These include:

**PPC sessions** – which shows the number of sessions resulting from PPC campaigns in the selected date range; this can allow you to identify daily fluctuations and patterns.

**Google Ads costs** – this shows the amount spent on Google Ads during the selected date range.

**PPC revenue** - shows what revenue has been generated by your PPC campaigns in the selected date range. Though this figure is based on revenue whose last (non-direct) session came from a PPC ad, it offers only a guideline as your PPC will likely be contributing more than just this figure.

**PPC click through rate (CTR)** - gives the average CTR of your PPC campaigns. This is the top level average, however, and CTR will vary at campaign level.

**PPC cost per click (CPC)** – is the average CPC of your PPC campaigns each day during the selected date range.

**Top PPC keywords** – gives you the top ten revenue keywords in your PPC campaigns. You can also see how many sessions these keywords generated. The best keywords will generally be those with a lot of revenue for a comparatively small amount of traffic.

**Top PPC campaigns** - shows the top revenue PPC campaigns (up to ten), allowing you to review performance at a macro level, giving you an idea of what is working well and what isn't.

**PPC revenue map** – shows the location from which the PPC traffic that converted came.

**Top PPC landing pages** – shows those pages which, when landed on, generated the most revenue with PPC as the source. If, for example, a large amount of your revenue comes from a landing page with a low conversion rate, then improving that page will lead to a much better overall ROI.

**Top PPC products** - shows the highest ten revenue generating products bought by users coming from PPC. It also shows the Quantity sold of each product. This data shows you where your revenue is coming from and if it is due to volume or high value products.

**Device performance** – shows the number of sessions and eCommerce conversion rate for all traffic across desktop, tablet and mobile devices. You can, as mentioned in the previous chapter, review how the traffic for each device changes over time to understand how your audience is accessing your site, while the eCommerce conversion rate shows how your site is performing on each device.

## CONCLUSION

Paid search is unique in its ability to deliver highly granular performance data – so much so that it can be unnerving to anyone looking to measure and analyse a paid search campaign. However, by measuring the right things at the right moments, you can build and improve campaigns time and again that are able to deliver strong return on investment.

The vital thing to remember is that you need to identify what you're measuring, avoiding vanity metrics unless there's a good reason to include them, and why you're measuring them.

Provided your strategy is comprehensive, you're using the right tools and technology and have the right mix of creativity in approach and content, you should already have the answers to the 'what and where' questions by the time you reach the point at which you need to run your reporting, but if not – you need to examine your campaign from beginning to end.

Analytics and measurability is not about (or not only) demonstrating how well you have performed, your reports should also be capable of providing insights in to opportunities for improving your campaigns. There's a lot to be said for providing a positive ROI – but not if it comes at the cost of missing opportunities to improve.

# GET IN TOUCH WITH US TODAY

## ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named Organic Search (SEO) Team of the Year 2020, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

## ADDITIONAL RESOURCES

### Blog

Click Consult regularly posts actionable insights on its blog – dealing with all aspects of search marketing. From technical SEO to PPC, content marketing and Analytics advice, the Click Consult blog has something for everyone of any ability.

### eBooks

Click Consult produces in depth eBooks on aspects of search marketing on a regular basis, dealing with the latest best practices, changes to standard practices, methods of improvement and more.

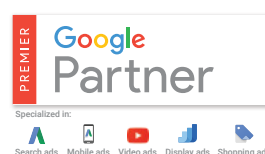
### Infographics

Sometimes what you need is a quick point of reference about complex subjects. Thanks to its team of highly talented designers, Click Consult is also able to distil its vast experience into easy to understand visual content.

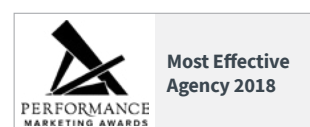
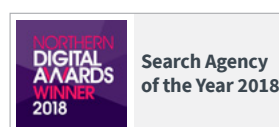
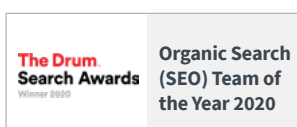
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# 0845 205 0292

## OUR ACCREDITATIONS



## OUR AWARDS



## OUR TECHNOLOGIES

monitor **TRAX** rank **TRAX** feed **TRAX** link **TRAX** pro **TRAX** page **TRAX**