

# THE INTERSECTION OF SEARCH AND SOCIAL

## Workshop

### EXPERIMENT

## The Real-Time Influence of Social Offers on Search Performance

SOCIAL  
SEARCH

### Purpose/Question

Is paid search affected by social advertising promotion? Is this effect in real-time or near-real time?

### Experiment Overview

Marketers will match upcoming social promotions with corresponding paid search ad groups. Paid search performance data will be analyzed to compare the days before and after the social promotion to determine if there was any impact by the social messaging.

### Research

Identify the next three promotions you will be running on social advertising. Pick 3-5 highly relevant paid search ad groups that would most likely be affected when those promotions run. For example, a social promotion highlighting “15% off Sneakers” would probably have more of an impact on “shoe” ad groups versus “t-shirt” ones.

To get the most definitive results try to eliminate variables that could skew the data.

- ▷ See if you can run the social offers without any other similar/competing offers from other channels
- ▷ Try not to change any settings in the paid search ad groups during the study such as bids, budgets, ad copy, etc.
- ▷ Let the normal latent conversion window pass (at least a week) before pulling the performance metrics
- ▷ Are search and social targeting settings aligned? Geotargeting? Dayparting?
- ▷ Are there any other variables that could skew the study that you can control?

Study	Publish Date	Social Promotion	Paid Search Ad Group A	Paid Search Ad Group B	Paid Search Ad Group C
example	May 10	15% off sneakers	Google ▷ apparel campaign ▷ tennis shoes ad group	YBN ▷ apparel campaign ▷ tennis shoes ad group	Google ▷ apparel campaign ▷ running shoes ad group

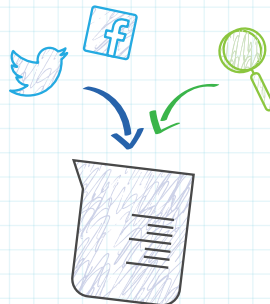
### Hypothesis

Write an if/then statement below based on what you think the results will show. Try to quantify the effect rather than a generic statement. You can predict multiple things -- even a prediction that nothing will happen is still a prediction.

Study	Hypothesis
example	If we run a 15% off Sneaker promotion, then there will be a 20% lift in conversion rate AND a 15% drop in Cost Per Acquisition in corresponding paid search ad groups over the next three days. The biggest lifts will be in the two Tennis ad groups (A & B). In terms of Real Time, the highest lift will be on the Publish Date of the offer versus the following three days.

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**Experiment:** Run the social offers as planned.

### Analysis

Record what happened during the experiment. Build a data table like the one below for each of your tests with a row for each ad group you are tracking. For the purposes of this test, the **Control Period** is the three days before the Publish Date and the **Test Period** is the three days after the publish date. You can change the total number of days if you like, but keep them consistent.

Example Study Conversion Rate	Data			Effects		
	Control Period May 7 – 9	Publish Date May 10	Test Period May 11 – 13	Publish vs. Control	Test vs. Control	Test vs. Publish
Paid Search Ad Group A	+ 2.42 %	+ 2.83 %	+ 2.79 %	+ 16.9 %	+ 15.3 %	- 1.4 %
Paid Search Ad Group B	+ 1.95 %	+ 2.4 %	+ 2.63 %	+ 23.6 %	+ 34.9 %	+ 9.1 %
Paid Search Ad Group C	+ 2.11 %	+ 2.34 %	+ 2.23 %	+ 10.9 %	+ 5.7 %	- 4.7 %

### Results

- ▷ Each of the ad groups analyzed showed lifts over the Control period
- ▷ However, only Ad Group B exceeded the 20% that was predicted
- ▷ The two tennis shoe groups (A & B) did in fact show higher lifts than Ad Group C
- ▷ How real-time were the effects? In two of the ad groups (A & C), the highest lift was on the publish date.

### Conclusion

Review the data and compare the effects to your hypothesis. Detail the results. Remember, being “wrong” is not bad. You can still learn something from results that don’t match your hypothesis. Inconclusive results can be timewasters so try to follow the suggestions offered in the **Experiment** stage so that you do not skew results needlessly.

### Next Steps

Try taking this experiment to the next level and test longer date ranges, bigger offers, and other elements of both your paid search and social advertising to determine synergy between these two channels.

#### BONUS TIPS FOR KENSHOO CLIENTS:

- Save time and effort by using dimensions to “tag” your test ad groups to pull reports and analyze results more efficiently.
- For a deeper dive, use the Path to Conversion report to see how search and social clicks work together to drive consumer activity throughout the purchase journey.
- After the test, use the insights you’ve gathered as strong inputs into Halogen to help predict future search performance on similar social promotions.