



Marketer  
Perspectives:

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on Key  
Industry Trends

# Table of Contents

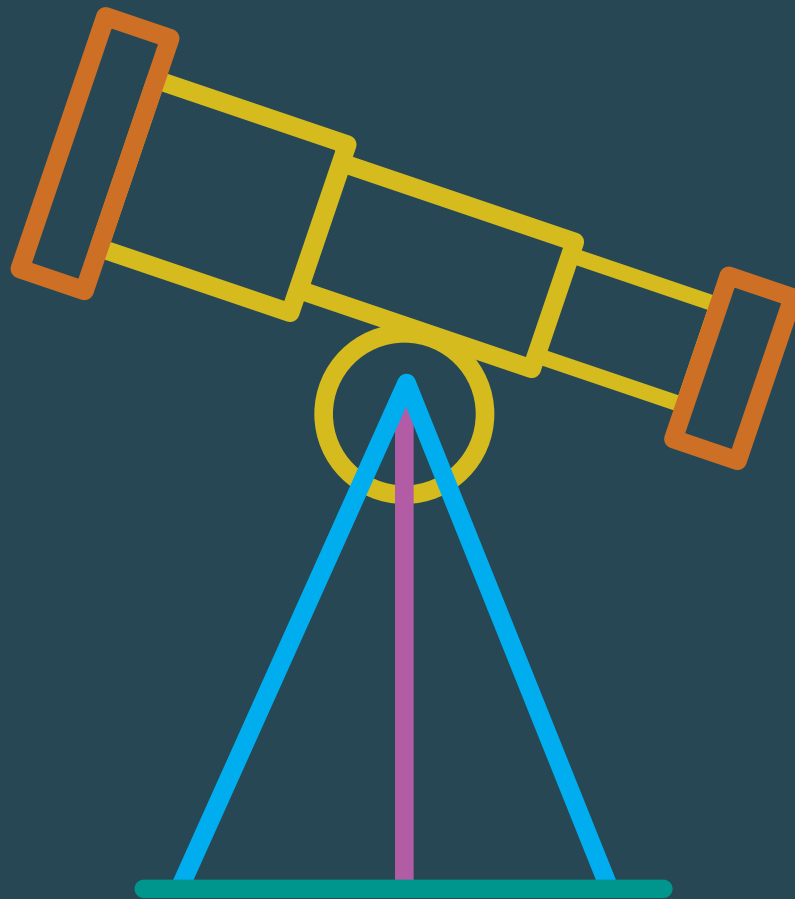
- Introduction . . . . . 3**
- Budget Planning . . . . . 4**
  - Dan Parks, Director, Strategy & Analytics, Performics . . . . . 4
- Evaluating Social Advertising Technology Platforms . . . . . 5**
  - João Gonçalves, Marketing Director, Schibsted Classified Media . . . . . 5
- Local Search . . . . . 6**
  - Adam Dorfman, Partner, SIM Partners . . . . . 6
- National-Local Search. . . . . 7**
  - Shaun Parnell, Sr. Director Performance Sciences, Square One Advertising. . . . . 7
- Google Product Listing Ads. . . . . 8**
  - Zach Morrison, Vice President, Elite SEM . . . . . 8
- Seasonal SEM Success . . . . . 9**
  - Ted Schuster, Associate Director, Advertising, Resolution Media . . . . . 9
- Summary . . . . . 10**

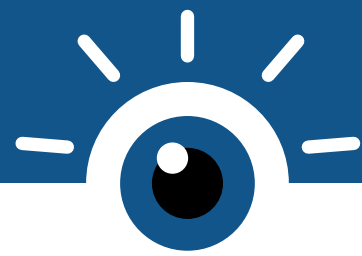
# Introduction

The [Kenshoo Guide Series](#) covers the hottest topics in digital marketing and provides actionable information to help marketers achieve their goals.

These Guides provide comprehensive market overviews powered by Kenshoo primary research and 3rd-party data to give you the full picture of the topic at hand. As an added bonus, each Guide features a Marketer Perspective from a leading brand or agency.

We have compiled excerpts of 6 Marketer Perspectives across a variety of industry themes covered in our Guides—from budgeting to local search to seasonality. Read along as these marketers share their points-of-view on key challenges and offer tips to help you succeed.





**Dan Parks**  
Director, Strategy & Analytics  
**Performics**

*As a Director on the Strategy & Analytics Team at Performics, an agency that is redefining performance marketing by leveraging data and analytics in novel ways, Dan works with global marketers in retail, lead gen and brand advertising to create predictive models that aid in budget allocation across channels. In this perspective, Dan shares four strategies to predict paid search performance, allocate search budget effectively and—ultimately—ensure visibility at the right time.*

Having the most accurate forecast in place gives us an idea of the opportunities ahead, as well as the campaign's potential in terms of optimization and performance. Forecasts can then be utilized for budget and bid optimization.

Four strategies for effective budget allocation include:

### 1. Analyze What You Can Anticipate

Evaluate all data sources available— prior media plans, historical program data, seasonal trends, market research and vertical search engine data—to predict outcomes in impressions, clicks, engagement and sales. Control for one-time events and seasonal response curves. Build living models, validate against a hold-out or actual campaign results, and iterate on your forecasts over time.

### 2. Allocate by Goal

Identify your marketing KPIs and your business KPIs, and know what will be dedicated to direct ROI and percentage dedicated to strategic initiatives. This enables you to better optimize against the unique KPIs associated with direct response vs. branding. For example, certain keywords may be less likely to generate sales; but they may be key to building brand awareness or assisting other “last click” keywords.

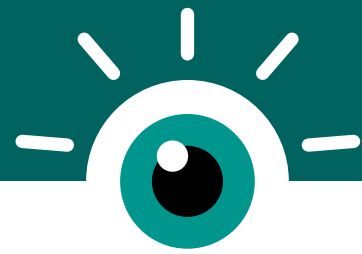
### 3. Get Granular

Build your models at a granular level. Sometimes you will go down to the keyword level for priority, high-volume terms. When a keyword doesn't drive enough volume for its own model, cluster groups of keywords together that act in a similar way and build models for these segments. Granular modeling allows for flexibility in the most efficient budget allocation.

### 4. Take Flight

Leave room to increase paid search exposure during flights of high brand interest. Be sure to consider offline events like catalog drops or television commercials. For instance, create TV-to-search models to reveal the exact impact TV campaigns have on search volume. This will enable you to give searchers ads when they want them (e.g. after viewing your commercial or receiving your catalog). By increasing budgets caps and focusing on bid adjustments during flight periods, you can increase click-through and improve quality scores (via relevancy), thus reducing CPCs.

# Evaluating Social Advertising Technology Platforms



**João Gonçalves**

Marketing Director, Schibsted Classified Media



*As the head of marketing for bomnegocio.com, a unit of Schibsted Classified Media, João is responsible for the company's marketing activities and brand development in Brazil. He has been a key decision maker for online marketing acquisition and played a significant role in the review and selection process for a social advertising technology platform.*

When it came time for our team to review social advertising technology platforms, there were 4 keys pieces of functionality that we were looking for in a partner.

## **1. Bulk creation and bulk editing tools to enlarge the scope of our testing, improving performance in a very practical way**

By allowing to bulk-edit and bulk-create ads, we wanted a platform that offered great tools to help any marketer in his or her day-to-day work. This way, we'd have a simple way to perform several A/B tests and could more quickly achieve a desired level of optimization.

## **2. Ability to manage a large volume of campaigns, making it easy to manage big social advertising accounts**

Having the ability to manage large volume campaigns without having performance problems in the platform does make the difference on your day-to-day life, particularly if you work at/for a big advertiser. This capability is just as relevant by itself, as it allows you to refine your targeting accuracy in a way which would be impossible if solely human-based.

## **3. Best-in-class dashboards and straightforward KPI definitions, allowing us to focus on what really matters to our business at a managerial level**

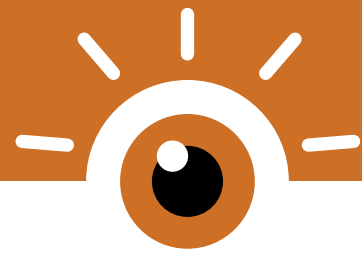
In any corporation there are several levels of analysis and details. We needed an easy way to define custom metrics and dashboards so the relevant information could be accessible to different levels of decision making in our organization.

## **4. Great bid policies and automated tools to reduce the human work to the relevant tasks on a day-to-day basis**

This is the end-result we were looking for -- the ability to optimize large campaigns with a quality standard, which will optimize and leverage the potential return on your marketing investment. Normally, advertisers have a trade-off between human resources dedicated to social marketing and accurate optimization. We wanted to have less human time dedicated to maintenance activities and accurate optimization of our spend.

**The key to finding the right social advertising technology partner is to determine up front what is most important to you and your business. This way, you have clear goals during the evaluation, making the process run much smoother.**

Read Full Guide at [Kenshoo.com/Social-Ad-Platform-Guide](https://www.kenshoo.com/Social-Ad-Platform-Guide)



**Adam Dorfman**  
Partner, SIM Partners



*Adam Dorfman is a partner at SIM Partners, which empowers major brands to maximize digital marketing results at a local level by optimizing location specific content and business information to dominate local and social search results for hundreds or thousands of local entities. In this perspective, Adam provides 3 common mistakes that local marketers can make and tips on how to best steer clear of these pitfalls.*

Local search marketing is remarkably complicated with what often feels like endless tactics to employ in order to ensure your brand's visibility in the digital world. Achieving prominence in consumers' local search results is especially important during the holiday season. While small and medium business (SMB) owners deploy many of the recommended tactics, a few of them perplex even the savviest business owners or get completely overlooked.

### **3 common mistakes made with local search, along with ways to eliminate them:**

#### **1. Avoiding citation management**

While taking charge of business data on a few high profile sites like Yelp or Citysearch is something that many SMB owners manage to do, it is important to remember that search engines, like Google and Bing, crawl thousands of sites that contain information about your business (i.e. citations) every day. It is imperative that businesses focus on distributing up-to-date data to the sources that engines use to build its understanding of the local web. Leveraging the data aggregators InfoUSA, Neustar, Acxiom, and Factual is generally the best way to manage this as their reach is far larger than any single business could easily manage.

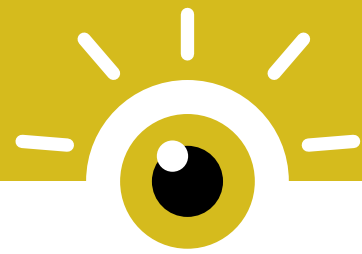
#### **2. Not having an individual page for each business location**

For usability reasons, businesses should maintain optimized location pages for each location in which they operate. Organic ranking factors have continued to become more influential components in Google's approach to ranking businesses and having unique location pages is something that Google has explicitly stated as being a best practice.

#### **3. Not utilizing localized content**

It is common knowledge that creating content that includes relevant keywords is necessary to rank for competitive queries on search engines. Unfortunately, many websites do not go past using services or products they offer on location pages. Local keywords, such as neighborhoods, ZIP codes, and nearby attractions can be important queries customers are using in their searches to locate businesses near them.

Read Full Guide at [Kenshoo.com/Local-Guide](https://www.kenshoo.com/Local-Guide)



**Shaun Parnell**

Sr. Director Performance Sciences, Square One Advertising

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*As the Senior Director of Performance Sciences at Square One Agency, a results-driven agency that uses predictive modeling and conversion optimization methodology to maximize ROI for major brands, Shaun Parnell works with many multi-presence advertisers. In this perspective, Shaun shares 4 ways these national-local marketers can localize their search program.*

Localizing search efforts is a great way for multi-presence advertisers to take their direct response marketing to the next level. With the right structure and analytics in place, local search can be a tool national-local advertisers can use to capitalize on regions where business is strongest, or it can become a lever that can supplement marketing in underperforming regions in order to increase awareness and improve sales.

#### **4 tips for multi-location advertisers to effectively “localize” their national search marketing efforts:**

**1. Organize your campaign structure based on how your store locations are segmented, and how you plan to allocate budgets**

For example, if you have multiple retail locations within particular markets, metro-level targeting may be all you need; whereas if you only have one location per market, you may be able to zero in on particular zip codes that are serviced.

**2. Determine a comprehensive search structure and keyword list that can be applied across all markets in order to improve efficiencies**

Kenshoo’s profile system is an excellent way to group multiple campaigns into location-based groups for localized optimization, allowing for customized bidding strategies per market.

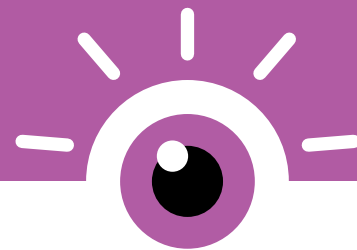
**3. Customize your messaging per market**

For organizations with multiple offline locations, promotions tend to be customized based on competition within that market. Coordinating search messaging with other local marketing tactics (TV, radio, print) allows organizations to capitalize on the buzz generated by more traditional efforts.

**4. Lastly, clearly define your goals for individual markets**

When possible, ask yourself how this KPI can be effectively measured in reporting and if there is a way to attribute offline KPIs back to search campaigns where budget is being spent locally.

Read Full Guide at [Kenshoo.com/Local-Guide](https://www.kenshoo.com/Local-Guide)



**Zach Morrison**

Vice President, Elite SEM



**ELITE SEM**  
SEARCH ENGINE MARKETING

*Zach Morrison is the Vice President at Elite SEM, a leading interactive marketing agency. A seasoned search marketer, Zach has a robust knowledge of the search ecosystem, including the evolution of Product Listing Ads.*

Recently, I was conversing with a colleague from a well-known retail company. He told me that 13 years ago, his family disagreed on opening an e-commerce store. Because of that dispute, the family split up the business between their e-commerce and brick-and-mortar operations.

The notion that an e-commerce business's sales would earn more than a 50-year-old brick-and-mortar business would have been dismissed 13 years ago. Times have changed. Today, the e-commerce entity's yearly revenue greatly surpasses the offline retail operation.

In 2000, Google launched the AdWords program in which advertisers would pay monthly for management of text ads campaigns which were keyword-driven. In time though, it became obvious that the results from Google Ads utilization would lead to something much bigger. Fast forward to today: Product Listing Ads have sprung into pole position within Google SERP, just as e-commerce did in the retail world.

## Product Listing Ad Adoption

When PLAs were initially offered a few years back, Elite SEM was an early adopter of the beta format, recognizing that it would be the future for e-commerce brands. During that period, the results were astounding, and Elite SEM held on for the day that Google made PLAs the center of attention for e-commerce searches. Then, once Google Shopping transformed to a commercial product in 2012, PLAs became a prominent player in the Google SERP. During the first quarter of the new Google Shopping with PLA (Q4 2012), Elite SEM's clients saw over 35 percent of non-branded clicks come from PLAs. These clicks yielded a higher engagement rate from both a CTR and Conversion Rate than traditional text ads.

## Future Outlook

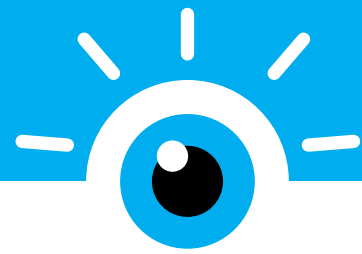
Google has committed to commerce development, between the growing prominence of PLA placement and the acquisition of Channel Intelligence. It's only practical to foresee PLAs lead Google into next paradigm of e-commerce.

## Advice for Marketers

Elite SEM expects PLAs to become more robust, allowing for the more sophisticated marketers using Kenshoo to deliver even better performance for PLA campaigns. As always, keeping up with product development and the ever-changing technology environment is paramount. As these practices continue to evolve, we must to do the same.

Read Full Guide at [Kenshoo.com/PLA-Guide](http://Kenshoo.com/PLA-Guide)





**Ted Schuster**

Associate Director, Advertising



*Resolution Media, an Omnicom Media Group company, is one of the largest search agencies in the world. As such, Associate Director of Advertising, Ted Schuster, understands the significance of peak periods of seasonality for the agency's clients and how to make these complex times more manageable.*

Some parents (like mine) hit the malls as early as August buying presents for the holidays. A bit overboard? The argument could be made. But it's that same spirit of preparation that will make what is often a dauntingly complex season for marketers significantly more manageable.

#### **Here are some ideas that can help:**

**Have a “master plan” for your team** that consolidates everything you'll need to maintain structure, including media run dates, promotions, launches, testing, on-call list, employee/client vacations & phone numbers, etc. It's crucial to have this all in one document or location so that it's easy to find. Make sure that everyone knows about it and has access to it. Plus, rotating who is on-call can make everyone's life easier.

**But...prepare for the unexpected.** Often the year's business goals are on the line and decisions made and pulled off quickly can make a huge difference. It's crucial to have your team at-the-ready and willing to work through some last-minute shifts. It's bound to happen.

**Be more conscious of your time.** Meetings, calls, and events can pile up (especially at this time of year), but there's never a more important time to reassess what's mission-critical and what can be moved or altered. It's important to give yourself space so that your work (and mental health) doesn't suffer. This may also be a good time to wake up a bit early and enjoy a quiet, peaceful office.

**Make sure your team and co-workers know that the extra effort is appreciated** — a little gratitude goes a long way.

# Summary

The digital marketing landscape is continuously evolving with new technology and innovation. At Kenshoo, we want to ensure you stay ahead of the curve on the latest industry trends and topics. We hope these Marketer Perspectives shine a light on the how some of the leaders in the space are adapting to the changing ecosystem and give you some practical insight you can apply to your organization.

To go deeper on each of the topics discussed here, head to [Kenshoo.com/Guide-Series](https://www.kenshoo.com/Guide-Series) and view the complete resources available to you, including the full guides and corresponding supplemental materials.



[Kenshoo.com/Guide-Series](https://www.kenshoo.com/Guide-Series)