

Enhanced Campaigns



One Year Later

Analyzing the impact of enhanced campaigns and development of multi-device strategies through insights and trends among global marketers

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Forward

Now, more than ever, consumers have access to a substantial number of web-enabled devices, allowing them to be connected at all times, with information at their fingertips almost every second of the day. In fact, eMarketer estimates that the amount of time consumers will spend on mobile devices – excluding talk time – will grow 23% in 2014 to an average 171 minutes per day, up from 139 minutes in 2013. These consumers have taken advantage of their mobile access, are constantly searching seamlessly across devices and are finding their desired information in a matter of seconds. As Jeremy Hull of iProspect points out later in this paper, “users don’t see devices or silos.”

To align with shifting consumer trends, Google sought to arm search marketers with an easier way to manage cross-device paid search efforts and customize messaging and bids by device. It saw this change in consumer behavior as an opportunity to enhance its AdWords campaigns structure to allow for ease of management in a multi-device world.

In early 2013, Google rolled out enhanced campaigns— allowing marketers to manage complex targeting, bidding, and ads for different platforms such as mobile and computers in the same campaign—and made July 22, 2013 the official transition date. Along with this campaign structure change, Google introduced upgraded ad extensions, which gave marketers more control and deeper reporting on call extensions, app extensions, and sitelink extensions.

The shift to enhanced campaigns was biggest modification to the Google platform “in the last ten years,” as its Head of Mobile Solutions for North America, Bon Mercado, told us in a Kenshoo webinar on August 22, 2013. The announcement caused uproar in the industry and hesitation among global marketers. Many initial reactions to enhanced campaigns were negative, claiming Google was taking away control of marketers’ campaigns and “fixing” its mobile monetization issues. However, it wasn’t until after the migration that each advertiser was able to see for his or herself what the true impact would be.

To better understand how global marketers initially felt when enhanced campaigns were announced, how their transitions went, how their overall performance was impacted, and how they are managing their enhanced campaigns now, the Kenshoo Marketing Research team completed two types of research highlighted in this report.

First, to get a broad view of insights and trends among a larger sample of search marketers, we launched a survey containing questions pertaining to enhanced campaign migration, management, and maintenance. Results of this 15-question survey from 85 respondents are featured in graphs and charts.

We also reached out to Kenshoo Search clients and asked them to address questions pertaining to the impact of enhanced campaigns, the nature of their desktop and mobile strategies, and the opportunity they see in mobile. In the following pages, you will see these marketer responses and get real-life perspectives and insights around their experience with enhanced campaigns and the shift in focus to mobile search.

Overall, we found that marketers initially had a fairly negative reaction towards the migration to enhanced campaigns, expecting a lack of control and decrease in performance. While most marketers are still facing some challenges, the true impact of enhanced campaigns was much more positive than expected, and proved to provide marketers with more opportunities to reach their audience.

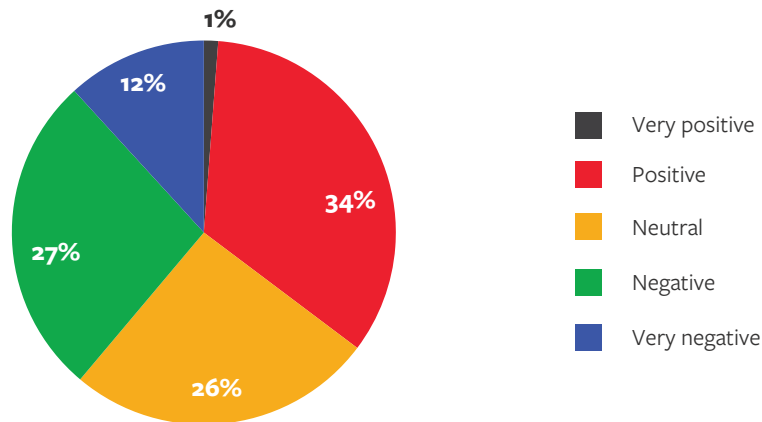
Continue reading to learn more about how enhanced campaigns have affected search marketers and learn best practices for marketing in a multi-device world.



Marketer Survey

Industry Reaction

WHAT WAS YOUR ATTITUDE TOWARD THE ENHANCED CAMPAIGN MIGRATION?



Source: Kenshoo Marketer Survey: Enhanced Campaigns One Year Later
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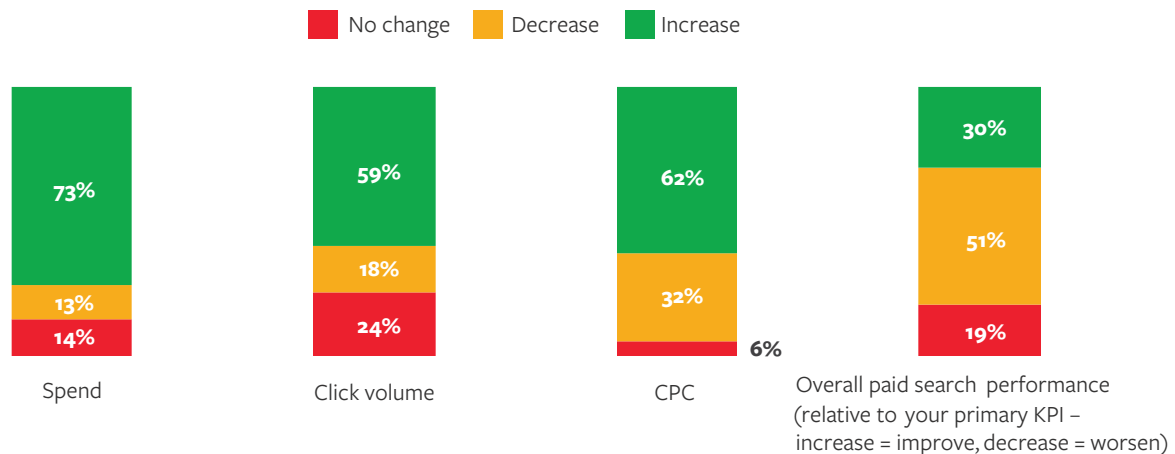
Nearly 40% of search marketers had a negative attitude towards the enhanced campaign migration. While almost 1/3 had a positive attitude, the announcement of enhanced campaigns caused hesitation and uncertainty among many global marketers.



“Enhanced Campaigns is the biggest change to happen to AdWords in a long time — and that’s saying something from a product that releases more betas, does more testing, and pushes more live code than almost any other company. While there was some significant hesitation towards the overhaul/upgrade of the campaign structure, it was clear that it would be beneficial in the long term.”

— Alex Funk, Senior Director of Digital Media Strategy, Covario

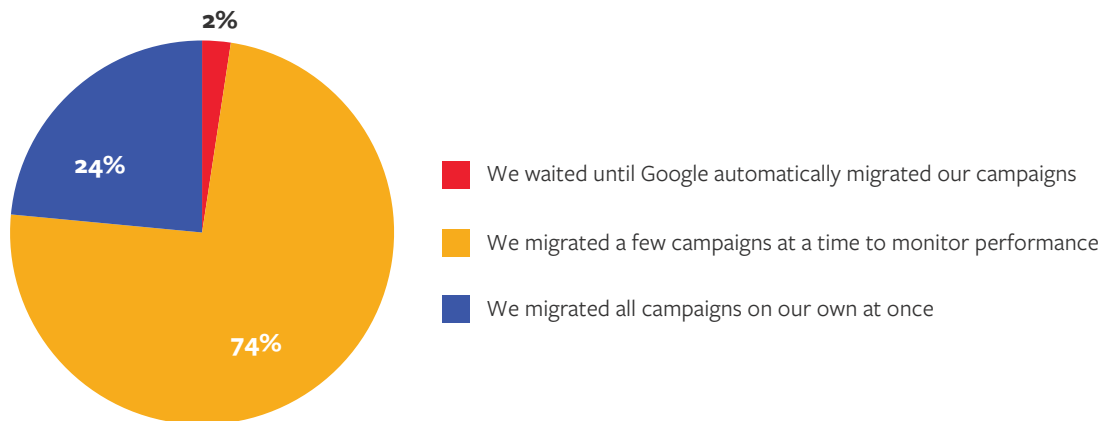
BEFORE THE ENHANCED CAMPAIGNS ROLLOUT, WHAT EFFECTS DID YOU EXPECT IT TO HAVE ON THE FOLLOWING METRICS?



Source: Kenshoo Marketer Survey: Enhanced Campaigns One Year Later
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The majority of search marketers expected spend, click volume and cost-per-click to increase due to the migration to enhanced campaigns, while only few expected their overall paid search performance to improve.

WHAT WAS THE PROCESS YOUR TEAM TOOK TO MIGRATE YOUR CAMPAIGNS TO ENHANCED?

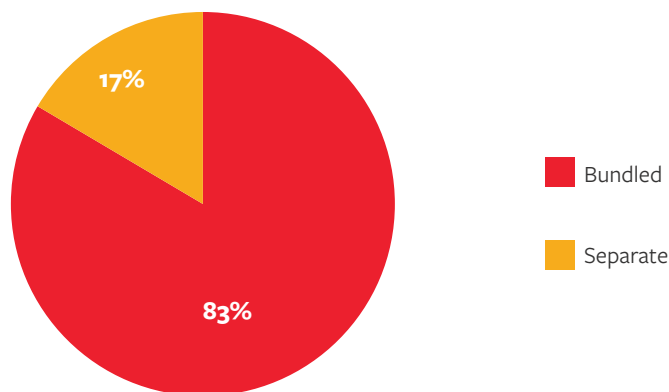


Source: Kenshoo Marketer Survey: Enhanced Campaigns One Year Later
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About three quarters of marketers gradually migrated their campaigns to the enhanced format, allowing time to monitor performance and adjust settings during the migration in order to produce optimal results. Marketers tended to be proactive and migrate their campaigns prior to the forced migration date, allowing for a smoother transition.

Mobile Strategies

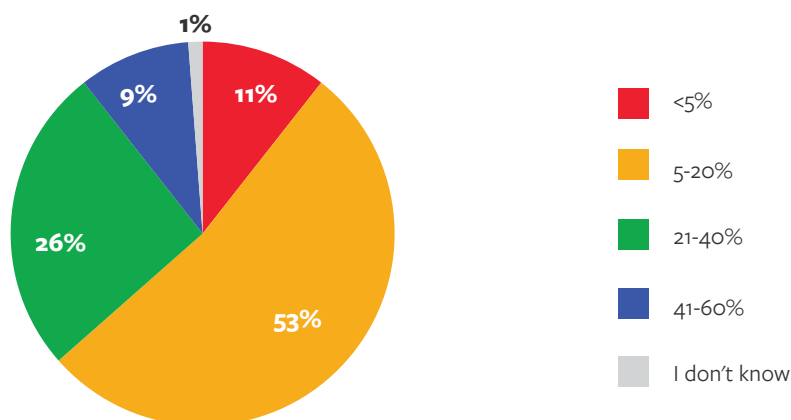
ARE YOUR MOBILE AND DESKTOP PAID SEARCH BUDGETS BUNDLED TOGETHER OR SEPARATE?



Source: Kenshoo Marketer Survey: Enhanced Campaigns One Year Later
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Since enhanced campaigns combine mobile, desktop, and tablet traffic into the same campaign, marketers had to rethink their device-specific budgeting allocations. According to our survey, 83% of marketers currently bundle their mobile and desktop paid search budgets. As device usage and preferences continue to shift, this strategy may change.

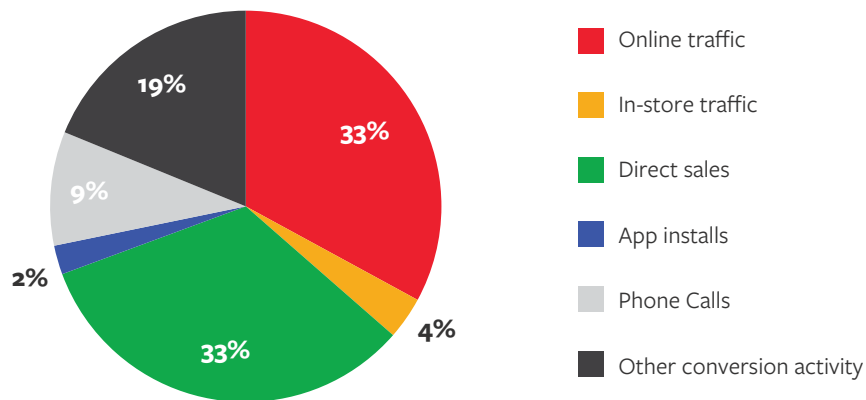
HOW MUCH OF YOUR TOTAL PAID SEARCH AD SPEND GOES TO MOBILE?



Source: Kenshoo Marketer Survey: Enhanced Campaigns One Year Later
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The majority of marketers spend 20% or less of their total paid search budget on mobile. While allocating more budget toward mobile may depend on various business needs, product offerings, and device-specific web presence, marketers must stay up-to-date with consumer search trends and adjust paid search strategies to reach their target audience.

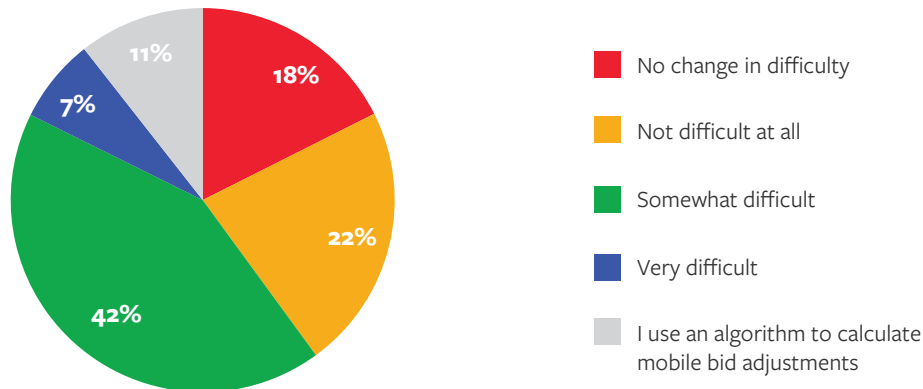
WHAT IS YOUR MOBILE PAID SEARCH GOAL?



Source: Kenshoo Marketer Survey: Enhanced Campaigns One Year Later
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2/3 of marketers aim to drive online traffic or generate direct sales via paid search on mobile devices. Setting up-front device-specific goals is a must in order to measure effectiveness and allocate budgets and efforts accordingly.

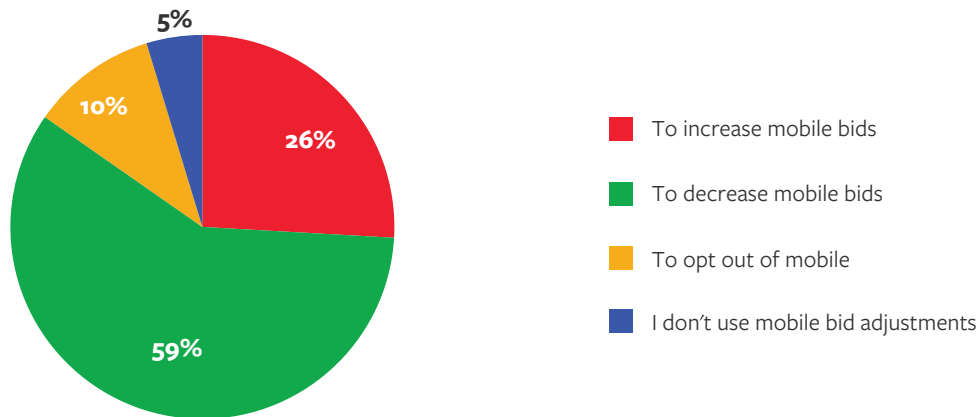
WHAT LEVEL OF DIFFICULTY DO YOU EXPERIENCE IF YOU OPTIMIZE YOUR MOBILE BID ADJUSTMENTS MANUALLY (WITHOUT ALGORITHMIC ADJUSTMENTS)?



Source: Kenshoo Marketer Survey: Enhanced Campaigns One Year Later
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Nearly 50% of marketers find it difficult to optimize mobile bid adjustments manually. As with any new feature, there is a learning curve. Finding optimal mobile bid adjustments takes time, but utilizing advanced algorithms provided by 3rd party tools can help to ease the process.

WHAT IS THE STRATEGY BEHIND YOUR MOBILE BID ADJUSTMENTS (MBA) IN THE MAJORITY OF YOUR CAMPAIGNS IN WHICH YOU USE MBAS?



Source: Kenshoo Marketer Survey: Enhanced Campaigns One Year Later
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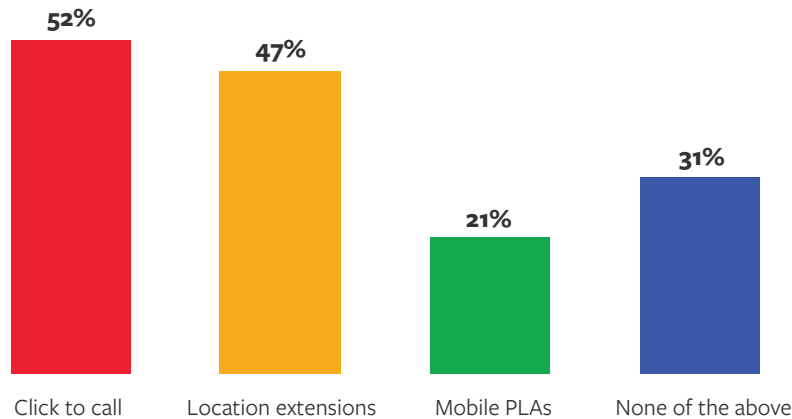
Prior to enhanced campaigns, mobile CPCs were typically lower than those of desktop, as there was less competition on mobile devices. Marketers are continuing to expect this (as some still opt out of mobile), therefore, when applying a mobile bid adjustment (MBA), the majority of marketers do so in order to decrease mobile bids.



“Enhanced campaigns allow you to control your bids at a multi-device level, pushing and pulling back where required based on the functionality of a site and the conversions. If performance is not as strong on mobile, you can set mobile bid adjustments to incrementally change depending on performance. This makes optimization more effective and efficient, as you can focus your attention on desktop optimization knowing that the alterations will be mirrored at a lesser rate on mobile. By splitting out campaigns and devices you can focus on achieving good performance utilizing Kenshoo, optimizing through Advanced Search and its portfolio algorithm, KPO.”

— Zoe O'Neil, Director of Paid Search, ClickThrough Marketing

WHICH OF THE FOLLOWING ADDITIONAL MOBILE FUNCTIONALITY DO YOU CURRENTLY USE IN CONJUNCTION WITH YOUR ADS?



Source: Kenshoo Marketer Survey: Enhanced Campaigns One Year Later
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The migration to enhanced campaigns shined the spotlight on mobile paid search. Because of this emphasis on device-specific strategies, more marketers are utilizing mobile-specific features to enhance performance and tailor to the needs of mobile searchers. According to our survey, nearly 50% of marketers utilize click-to-call and location extensions and just over 20% use mobile PLAs. These additional features stimulate interaction and drive mobile-specific conversions.

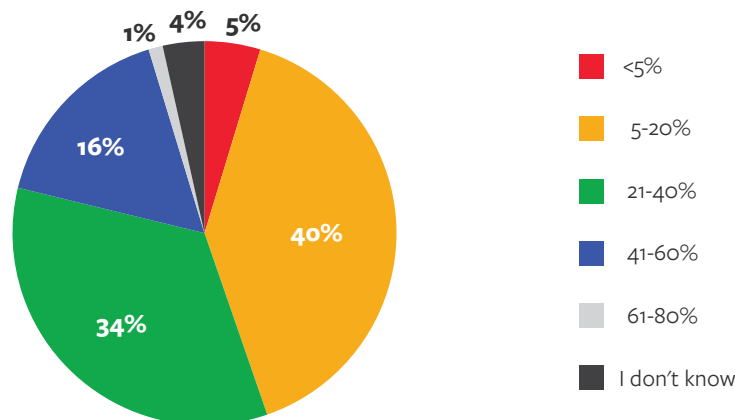


“There are several changes that were rolled out from legacy to enhanced campaigns that I have embraced and implemented across my accounts including: ad group ad extensions and ad group sitelink-level reporting.”

— Bernadette Cullen, Senior Search Manager, neo@Ogilvy

Mobile Performance

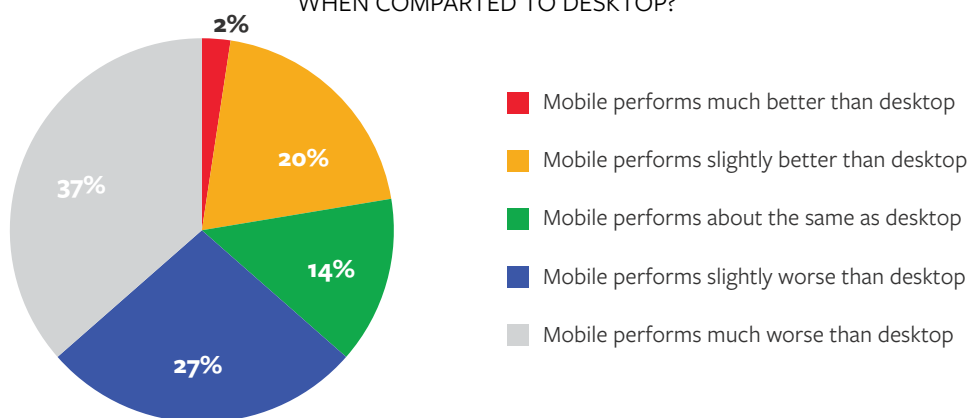
WHAT IS YOUR TOTAL MOBILE SHARE OF PAID SEARCH CLICKS?



Source: Kenshoo Marketer Survey: Enhanced Campaigns One Year Later
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Consumers are always connected – searching while on-the-go to find desired information. Marketers must anticipate this influx of mobile searches and invest in mobile paid search in order to intercept searchers with high intent. According to our survey, 40% of marketers' total mobile share of paid search clicks is between 21 – 60%. While an increasingly high number of users are searching via mobile devices, marketers must create device-specific strategies in order to capitalize on the potential traffic.

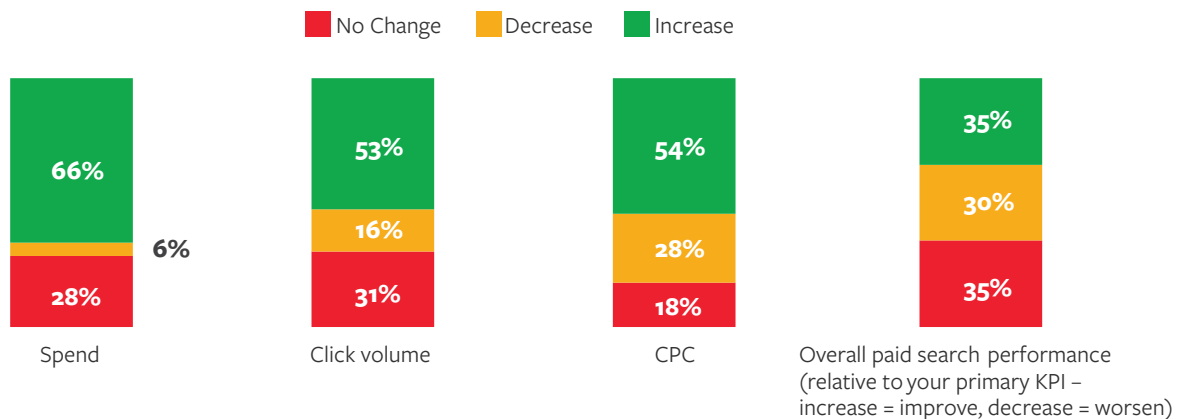
HOW WOULD YOU RATE THE PERFORMANCE OF YOUR MOBILE PAID SEARCH EFFORTS WHEN COMPARTED TO DESKTOP?



Source: Kenshoo Marketer Survey: Enhanced Campaigns One Year Later
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While consumer search preferences are shifting towards mobile, marketers aren't quite seeing the same return as they do on desktop. In fact, 64% of marketers feel that mobile performs worse than desktop. Of course, performance is all relative based on the goals set for multi-device campaigns. Adjusting messaging and enabling features such as mobile-specific extensions can boost mobile performance and drive clicks and conversions. Furthermore, proxy conversions that reflect interest and consideration should also be taken into account.

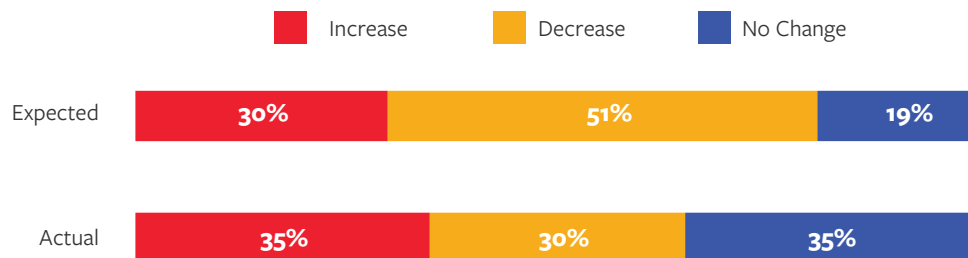
IN THE YEAR SINCE ENHANCED CAMPAIGNS ROLLED OUT, WHAT WERE THE ACTUAL EFFECTS YOUR SAW ON THE FOLLOWING METRICS?



Source: Kenshoo Marketer Survey: Enhanced Campaigns One Year Later
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While the majority of marketers expected enhanced campaigns to have a negative effect on their overall paid search performance and drive increased spend and CPCs, the actual effects they experienced were much different. Of those marketers who expected to see a negative impact, a large portion of them actually saw no change in overall performance. Staying ahead of the game by migrating campaigns slowly and monitoring initial performance to allow for adjustments may have contributed to these more positive results.

EXPECTED VERSUS ACTUAL EFFECTS OF ENHANCED CAMPAIGNS ON OVERALL PAID SEARCH PERFORMANCE



Source: Kenshoo Marketer Survey: Enhanced Campaigns One Year Later
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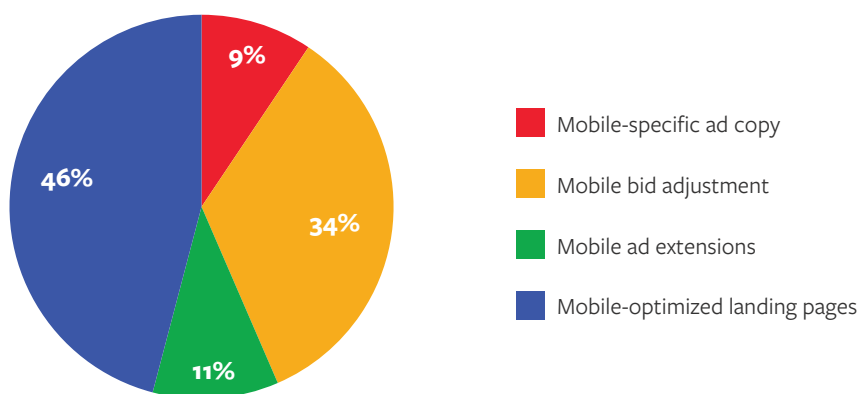
When comparing what marketers expected to see as a result of the enhanced campaigns migration to the actual effects they saw, there is a substantial gap. Most notably, as shown in the chart above, 51% of marketers expected to see a decrease in overall paid search performance, while only 30% actually felt this negative effect. In addition, very few marketers expected to see no change in spend, CPC, or overall paid search performance. However, nearly double the number of respondents that expected no change in spend or overall performance actually saw no change, supporting the fact that enhanced campaigns did not cause as much turbulence as predicted.



“ One of the largest changes in the management of accounts is higher investment in both tablet and mobile since enhanced campaigns launched. Although we weren’t initially sold on the “upgrade” due to varying ROAS goals, it soon became a non-issue for some brand advertisers once results came through. In some instances, it sparked the decision to continue to expand brand and non-brand presence on all devices.”

— Ashley Kilgo McGee, SEM Specialist, Rakuten Search

WHICH ASPECT OF MOBILE PAID SEARCH DO YOU FEEL HAS THE GREATEST IMPACT ON OVERALL PERFORMANCE?



Source: Kenshoo Marketer Survey: Enhanced Campaigns One Year Later
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There are many factors that influence the performance of mobile search, including mobile-specific ad copy and landing pages, mobile bid adjustments, mobile ad extensions, and the context of each search. All of these factors contribute to overall success, however, 46% of marketers believe that mobile-optimized landing pages have the greatest impact on overall performance.



Client Perspectives

WE ASKED...

Almost a year has passed since enhanced campaigns have rolled out – what is the impact you have seen? Did this align with your expectations?



Jeremy Hull, Director of Bought Media, iProspect

While we're coming up on a full year since the mandatory migration to enhanced campaigns, we're well past a year since the initial option to migrate. However, when comparing the campaigns we migrated five months before the deadline to those campaigns we migrated seven weeks before the deadline, the change in performance overall is almost identical. This fact reinforces our original theory that industry-wide changes aren't due to new features specific to each campaign, but rather change across the entire competitive set.

customers don't see devices or silos

For example, prior to enhanced campaigns, we saw huge opportunities in the tablet space due to lack of competition; however now that all Google advertisers have lost the option to opt out of tablet, CPCs on that device closely mirror desktop CPCs. iProspect's mobile CPCs (and Google's overall mobile CPCs) have stayed flat or even DECREASED in multiple cases, contradicting early predictions that Google intended enhanced campaigns to "fix" the mobile problem.

The full impact of enhanced campaigns has yet to be felt because so many of the features introduced have not been fully tapped. The real potential game-changer is the piece of enhanced campaigns that, while promised in February 2013's initial announcement, didn't actually launch until last October—Estimated Total Conversions. Cross-device conversions have the potential to drastically reconfigure the value advertisers attribute to mobile advertising, and additional features such as the upcoming in-store traffic tracking are even more exciting. I feel this is a huge untapped opportunity, and when iProspect has leveraged this data to calculate and constantly adjust mobile bid modifiers and drive value for the offline component of our clients' business, we've seen huge successes.

Customers don't see devices or silos—they move between devices seamlessly—and while most agree advertising should as well, until now being able to track the success of cross-device and online-to-offline advertising was challenging. Now we have that data at our fingertips in near-real-time—so it's up to us to take advantage of it."



David Grow, Account Manager Chacka Marketing

Enhanced campaigns have made a positive impact on some advertisers, while others have seen no real impact. For those advertisers who were managing each device separately, enhanced campaigns took away the ability to create device specific campaigns. This caused a decline in control which, in turn, decreased efficiency. Before enhanced campaigns, we were able to apply different bids and different dayparting strategies to campaigns separated by device, but now we run them all together. Shortly after launching enhanced campaigns, Google changed its mobile bid adjustment setting from campaign-level to ad group-level. This helped to mitigate some of the bidding issues that we were facing for mobile targeted campaigns.

we have managed to adapt and improve performance

On the plus side, enhanced sitelinks have really helped us to get better messaging in front of different groups of consumers. Not only did Google expand sitelinks in a way that turned them into their own mini ads, but it also now allows you to set them up at the ad group-level. This is a great feature that allows us to speak more relevantly to our customers.

Before enhanced campaigns fully rolled out, I expected that the lack of control over device targeting to be a step back for some advertisers. Although it has had some impact, we have managed to adapt and improve performance for our clients by taking advantage of the other great features and opportunities provided by enhanced campaigns.”

WE ASKED...

How are your mobile and desktop paid search strategies and performance similar? How are they different?



Yuly Gonzalez, SEM Specialist, Rakuten Search

With the new structure of enhanced campaigns, the role of each device has become more integral to the overall success of paid search. Previously, mobile-specific campaigns were viewed as a separate entity. Now they are more complementary to desktop performance. This has forced me to reconsider the value that media spend, conversions and revenue contribute across each device. The focus has now shifted toward maintaining mobile coverage at all times, rather than simply excluding it from the overall strategy. Since campaign-level reporting now forces all devices to be included, it magnifies the role of mobile performance.

I have become more lenient with mobile optimizations with regards to adhering to a return goal than with desktop as the two have not proven to be equivalent. Despite the fact that mobile does not see

as great of a return, it continues to play a vital role in overall paid search growth. Mobile adoption rates have seen significant growth in the past few years, so understanding the relationship across all devices is key to a successful paid search strategy.

magnifies the role of mobile performance

New features within enhanced campaigns allow us to better align messaging for mobile consumers. For example, mobile devices have more character limitations in the search engine results pages, making it much more important to utilize the appropriate verbiage. Mobile specific ad copy allows a much more tailored message. Copy inclusive of “Easy Checkout,” for instance has helped improve conversion rates. Shorter sitelinks allow for more visibility to current promotions and also creates a sense of urgency for consumers to shop now and not miss out. For desktop, the mentality is often “the more real estate, the better” whereas, for mobile, I have found that less is more.

Across devices, average position has become increasingly important when making optimizations. A position of 4 produces entirely different results on mobile devices than on desktops. On desktops there is still value in an ad with a lower position which results in more flexibility with bids. Mobile devices, however, see a negative impact below position 2 as ads are not seen and do not contribute site traffic or conversions.

PLAs, or Google Shopping Campaigns, are another area which has proven to benefit from the transition to enhanced campaigns. I have found that mobile PLA conversion rates have been comparable to that of desktops, leading to a 9% higher return for mobile PLAs. This has enabled mobile PLA coverage to increase efficiently over time. This is just another example that proves how mobile continues to play an essential role in the future of paid search, and its ever-changing landscape.”



Jessica Berg, Associate Director of Paid Media, Covario

What once was looked at as a blanketed approach to digital, we are now seeing a massive need to view and strategically approach mobile as a separate layer in the overall search strategy. Mobile is here, mobile is growing, and if advertisers don't tailor PPC campaigns or a website to mobile users, they will be missing out on a ton of potential conversions down the road. Whether a mobile user is looking to take action or simply in a browsing state-of-mind, it's important to understand his or her intent and use that as the foundation in developing a mobile-specific strategy. Here are three key elements all advertisers should include in their approach to mobile search:

1. Mobile Specific Ads

Use them. Regardless of where users are in the search funnel, ads need to have mobile-specific messaging that is more direct and to the point than the ever-familiar desktop ads. Unlike desktop, where any given advertiser is trying to stand out among 10 different links above the fold, there aren't a lot of shiny, distracting objects on mobile SERPs. The mobile landscape is smaller, less crowded and, for that reason, combined with the knowledge that mobile users are on the go, mobile ads need to be short and to the point.

2. Be Local

A huge component of mobile is local search. It's no longer a "good idea" to have location information in your ads, it's a must. Whether it's click-to-call or an address, mobile users are looking for that ever-important marketing component, relevancy and proximity.

3. Mobile-Friendly Website

According to Google, 72% of users want mobile-friendly sites and with more and more online searches moving to mobile devices, that demand is only going to grow. Make it easy for consumers to get the information they need and, most importantly, make it easy to purchase on their mobile devices.

mobile ads need to be short and to the point

With the release of Google's enhanced campaigns last year, advertiser approaches to looking at a user's context have changed the game of digital advertising, putting more emphasis on mobile than ever before. Advertisers need to have a mobile-specific strategy that involves messaging, website development and targeting while at the same time, looking at the cross-over potential to tablets and desktop as a user moves through the sales funnel. Over time, the cross-device targeting, reporting and attribution will continue to evolve, forcing advertisers to think outside the box, adding various layers of strategy to the digital chameleon we call search."



Justin Freid, Vice President, Emerging Media, CMI Media

Search marketers like control, and prior to enhanced campaigns, our approach at CMI was to put together very granular structures that separated campaigns by device. This provided extra control of budget allocation and granular bidding strategies. It was very easy to jump into AdWords and get an understanding of performance if a proper campaign naming structure was utilized.

copy that was relevant to both mobile and desktop users

After the switch over to enhanced campaigns, much of this control was taken away. This caused us to adapt and alter some of our standard procedures in account structure set up. It also altered day-to-day management and report generation. Client education on mobile and tablet usage also became paramount. With some clients hesitant to move to responsive design, enhanced campaigns was another factor in helping clients make the move.

In terms of performance, we originally expected to see a large rise in mobile CPCs. We were surprised to see that many of our accounts saw drops in average CPC across mobile and desktop. Our approach to ad copy also was changed, with efforts focusing on copy that was relevant to both mobile and desktop users."

WE ASKED...

How are your mobile and desktop paid search strategies and performance similar? How are they different?



Janel Laravie, Founder, Chacka Marketing

Managing desktop and mobile bids through enhanced campaigns definitely changed our best practices, but there are two areas where I continuously see advertisers missing out in mobile. Mobile specific ads and mobile bid adjustments lack adoption and optimization. Failing to optimize these variables properly often means wasted spend or missed revenue and sometimes a combination of both!

mobile bid adjustments are critical

Mobile specific ads give you the opportunity to speak to mobile users differently, and even serve up a different landing page experience. It is important to note though, that ad groups that have a mobile-specific ad do not necessarily serve the mobile ad exclusively on mobile devices. To understand performance, you should still segment ad-level performance by device.

Mobile bid adjustments are critical, yet many advertisers are doing a one-time analysis of performance and setting a percentage increase or decrease in place for mobile and leaving it there with no follow up on device specific performance. This is an area where Kenshoo's quick adaption to enhanced campaign features really stood out for us. Kenshoo's bidding rules almost immediately began incorporating a mobile bid adjustment in the algorithm, keeping us and our clients ahead of the competition."



Luke Hubbard, VP of Strategy, The DuMont Project

Our paid search strategy for brick-and-mortar clients has evolved as mobile becomes an even more important channel for in-store customers. As it currently stands, tracking mobile to in-store is a significant challenge. However, I still recommend calculating an anticipated click to in-store visit rate as well as an estimated in-store to purchase rate. This will help justify some mobile spending, especially if the brick-and-mortar stores can confirm traffic does increase while mobile advertising is live. Adding a mobile-only promotion for in-store visits can also be a nice work around for tracking in-store purchases that originated from a mobile search.

tracking mobile to in-store is a significant challenge

Working in the Japanese market, we learned that mobile does play a significant role in direct response conversions, with many campaigns surpassing desktop in both traffic and conversion volume. While mobile converts at a lower rate, its higher CTR and lower CPC often result in a cost per acquisition comparable or even better than desktop. I anticipate Japan is ahead of the U.S. in their mobile use as far as conversions are concerned, and look for the U.S. to grow in total conversions occurring on mobile devices.

There is also a significant benefit to using mobile as a channel for lifting brand awareness. Using an analytics tool to measure user interaction on the mobile site may in the long term provide a lift to the overall business including desktop sales. For one advertiser specifically, we tested higher mobile bid adjustments for special sale products and did see a lift in desktop conversions. While Google AdWords does offer some data on cross-device conversions, I still believe this data does not capture the full value of mobile.”

WE ASKED...

What other opportunities does mobile provide beyond mobile search?



Katrina Darby, eCommerce Manager, Accor

Mobile has to be at the forefront of everyone’s digital strategies – search, display, social, email marketing and much more. That being said, we still see a large portion of online bookings in our sector start with search, even on mobile, so it is imperative that we get our PPC strategy up and running with an immediate aim of targeting the customers who are most likely to convert.

minimize the steps to conversion

Google and other search engines have really clued up on the opportunities that mobile provides, and as such, we will start to see advertiser applications being advertised on the SERP. Instead of redirecting customers to the mobile website of brand, they are redirected to the app if already downloaded. This should minimize the steps to conversion and hopefully improve conversion rates. For this reason, it is absolutely crucial that advertisers are investing in mobile and view all of their acquisition channels in conjunction with one another to ensure the customer can interact with the brand on whatever device they choose to use.”



Patrick Gavin, Online Marketing Manager, SurePayroll

Mobile offers opportunity for SurePayroll to complement our search marketing strategy. We provide easy online payroll services to small businesses. With a focus on ease and convenience, mobile has always been a priority. SurePayroll launched the first payroll app for small business owners in 2009, which is used by thousands of our customers every month to easily process payroll from their mobile devices. In 2010, we launched the first mobile paycheck app for employees.

look to mobile to expand our reach

Social media on mobile is also an area of focus. We continue to use the major social networks to post relevant, helpful topics where our customers seek information and interact. And our efforts are paying off, as we’ve seen an increase in traffic and conversions coming from mobile websites.

With the success we’ve seen, we look to mobile to expand our reach and have made mobile a big part of our 2014 planning.”



Summary

Key Takeways

- ▶ Marketers' initial reactions to the transition to enhanced campaigns were fairly negative, expressing that they expected a loss of control and a decline in overall paid search performance.
- ▶ Marketers took caution when transitioning their campaigns, migrating gradually and monitoring performance, allowing them to optimize for minimal negative impact.
- ▶ Most were eager to learn the nuances of new additional campaign features such as upgraded ad extensions, mobile-preferred ad copy, and ad group-level adjustments.
- ▶ The effects that enhanced campaigns had on spend, CPC, click volume, and overall paid search performance were not as substantial as expected and provided marketers with more opportunity in the long term.
- ▶ In this new era, marketers who take a consumer-centric approach and create a seamless mobile experience from messaging all the way to landing pages are best poised to succeed.

Although there was initial hesitation around the transition to enhanced campaigns among global marketers, after migrating their campaigns and understanding the nuances and best practices of the new campaign format, marketers are adjusting and taking a holistic approach to multi-device marketing.

As shown in our survey data, nearly 40% of search marketers had a negative attitude towards the enhanced campaign migration when it was first announced. However, after carefully monitoring performance while migrating gradually, many marketers saw little to no change in overall performance.

While enhanced campaigns did receive mixed reviews, some new device-specific features that were rolled out with enhanced campaigns were met with resounding satisfaction, such as enhanced sitelinks, mobile-preferred ad copy, and ad group-level adjustments. This additional functionality has allowed marketers to serve up tailored, relevant messaging, specific to the needs of the searcher based on the device he or she is searching on.

According to our survey, mobile still doesn't capture as many clicks and traffic as desktop does for the majority of marketers, but we expect this gap to lessen in the years to come. Furthermore, we anticipate changes in goals and objectives for mobile campaigns that go well beyond the click. Marketers must be prepared for this continued shift, and take advantage of all multi-device opportunities that Google, as well as other partners provide. Additional [mobile research](#) previously conducted by Kenshoo and Yahoo, corroborates that there is still an opportunity gap between consumer behaviors and advertiser strategies that marketers must begin to close.

Based on Kenshoo's primary research and client perspectives, enhanced campaigns triggered uncertainty in the short-term, but are a huge step in the right direction in the long-term. As consumer behavior continues to shift, and mobile devices are becoming more central to search, enhanced campaigns are allowing marketers to provide a more relevant experience to consumers with high intent, increasing the likelihood of engagement and conversions. As this mobile trend continues, we expect the industry to continue to respond and adapt to this multi-device world in order to drive optimal performance.



Survey Methodology

The survey data analyzed in this report reflects the responses from 85 global search marketing professionals actively utilizing Google enhanced campaigns and is representative of both in-house and agency marketers. The survey was delivered and responses were compiled and analyzed during Q2 of 2014. All survey responses were completed anonymously. The insights shared by named marketing practitioners on pages 13-18 and throughout the paper were part of a separate series of 1:1 interviews with Kenshoo clients.

About Kenshoo

Kenshoo is a global software company that engineers cloud-based digital marketing solutions and predictive media optimization technology. Brands, agencies and developers use Kenshoo Search, Kenshoo Social, Kenshoo Local, Kenshoo SmartPath, and Kenshoo Halogen to direct more than \$200 billion in annualized client sales revenue through the platform. Kenshoo is the only Facebook strategic Preferred Marketing Developer with native API solutions for ads across Facebook, FBX, Twitter, Google, Yahoo, Yahoo Japan, Bing, Baidu and CityGrid. Kenshoo powers campaigns in more than 190 countries for nearly half of the Fortune 50 and all 10 top global ad agency networks. Kenshoo clients include CareerBuilder, Expedia, Facebook, KAYAK, Havas Media, iREP, John Lewis, Resolution Media, Sears, Starcom MediaVest Group, Tesco, Travelocity, Walgreens, and Zappos. Kenshoo has 23 international locations and is backed by Sequoia Capital, Arts Alliance, Tenaya Capital, and Bain Capital Ventures. Please visit www.Kenshoo.com for more information.

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