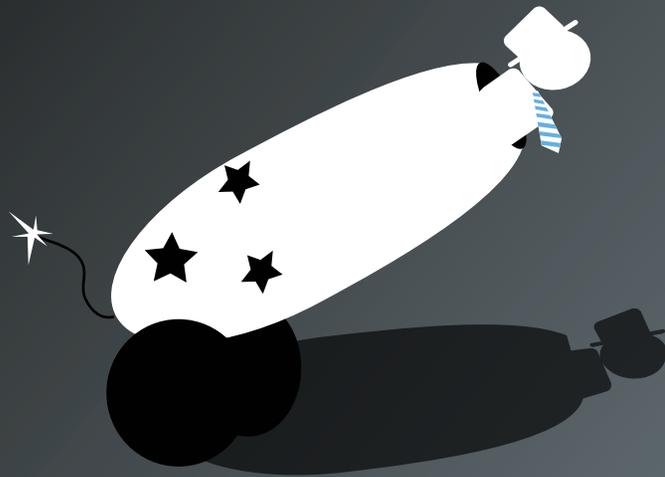


# 10 Tips

TO MAXIMIZE YOUR PPC CAMPAIGN EFFICIENCY



# 10 Tips to Maximize Your PPC Campaign Efficiency

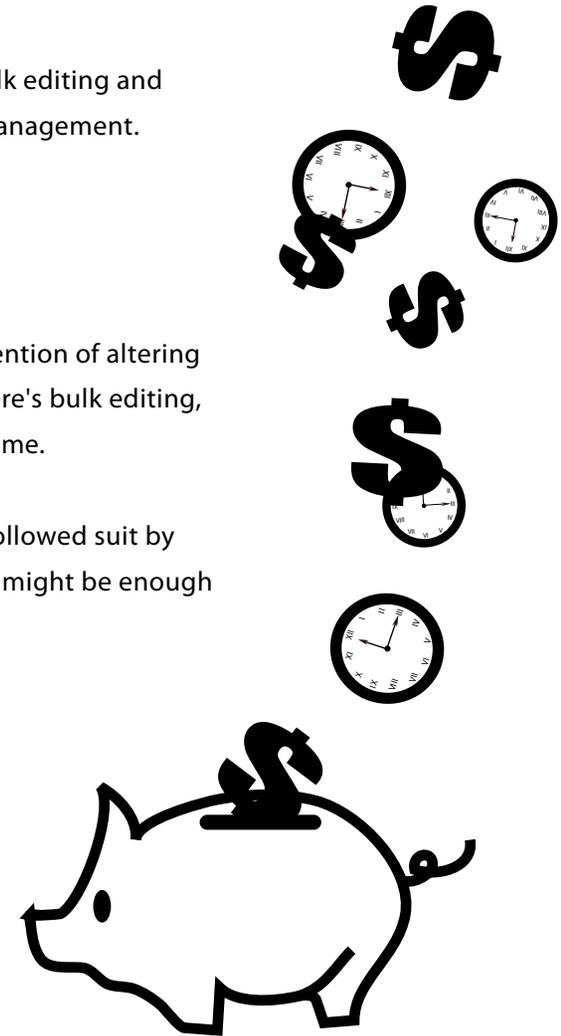
## PPC management software - Making your job easier

Tips! You need 'em, we got 'em. Implementing a PPC management tool, taking advantage of bulk editing and performing thorough tests are just a few ways to streamline your approach to PPC campaign management. If you're looking to make your job easier, you've come to the right place.

### 1. Save hours of time by mass editing

Is your time being sucked away by monotonous campaign changes? We've all cringed at the mention of altering ad copy or restructuring a campaign because everything had to be done manually! But now there's bulk editing, letting you make wide, sweeping changes to a search marketing campaign in a fraction of the time.

After the introduction of Google AdWords Editor, some of the leading PPC management tools followed suit by offering bulk editors that work with each of the leading engines. The mass editing functionality might be enough to convince you that it's time to implement a PPC management tool.



# 10 Tips to Maximize Your PPC Campaign Efficiency

## 2. Test before you act

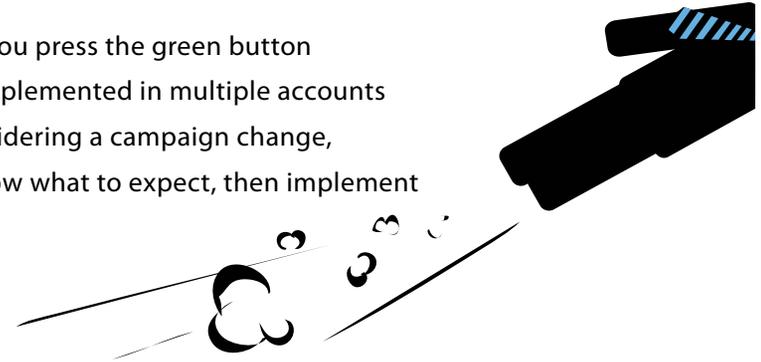
We know: The excitement of your job-made-easy can be too much to contain. But before you press the green button and allow bulk editing to make fast, account-wide changes, test first! When changes are implemented in multiple accounts improperly, the time it takes to fix that kind of mistake can be mind blowing. If you're considering a campaign change, be sure to test it in a single adgroup first. Once you've seen the results of your test and know what to expect, then implement any campaign changes using a bulk editor.

## 3. Pause keywords with bad quality scores

The task of pausing terms in multiple adgroups, across a number of campaigns, is a long and complicated process. But, if you use a PPC management tool you can sort for things like quality score, select the terms with quality scores at or below a given number and pause those terms. This feature is so convenient it's absurd and can really help you to get rid of terms that are dragging down campaign ROI.

## 4. Pause keywords with low click-through rates

Click-through rate (CTR) is the most significant factor when determining quality score. Another convenient feature of a PPC Management tool is the ability to sort terms for CTR and pause those terms with less than healthy click-through rates.



# 10 Tips to Maximize Your PPC Campaign Efficiency

## 5. Pause low performing ads

Overall ad performance is extremely important to the success of a campaign. Running ads with low CTRs and/or conversion rates can really damage a campaign and negatively affect ROI. A PPC management software lets you keep track of ad performance and make edits to ad copy when you need them. Again, the simplicity and convenience of bulk editing, across multiple engines, saves countless hours, and gives you more time to be all that you can be.

## 6. Never leave an ad group with only one ad running

Did you know that it's a best practice in search marketing to test at least two or three ads in each adgroup? Of course you did. Giving the engines a number of ads to choose from enables them to test your ads and provide quantitative data to support which of your ads are strongest. The idea is to use this data to write more compelling ad copy and increase your overall conversion rate.

## 7. Separate content and search

The content network is a different animal. You need to isolate it and work on it differently or you'll bleed money away. Your list of keywords for a 'content' campaign will be different than that of a 'search' campaign because it's got to describe the sites you're targeting instead of your product or service. Your copy has to be different as well. Since you don't have any control over what your ad position will be on these different sites, make sure the copy doesn't blend with the rest of the site; it needs to stand out and catch people's attention.

# 10 Tips to Maximize Your PPC Campaign Efficiency

## 8. Tighten up your ad groups

Building a profitable PPC campaign involves creating targeted ad groups. Don't put hundreds of keywords under a single ad group. Stay focused and try to limit your keywords to between 5 to 20 per ad group while ensuring that your ad group contains keywords that are relevant to each other and your ads.

## 9. Customize your campaigns

While it can be very effective to launch a successful campaign from one engine to another, it's important to keep in mind that each campaign should then be customized to suit that respective engine. You'll need to keep an eye on how your terms, ad copy and landing pages perform on each. A term that yields great results on Google might not on Yahoo or MSN. If you see some of your terms or ad copy performing poorly, just use the mass editing tool to tweak your campaigns and improve ROI. It's that simple!

## 10. Maximize ROI by utilizing match types and negative keywords

So you've done extensive keyword research before launching your campaign and it turns out your keyword list is driving a lot of traffic. Click volume is amazing, but how about traffic quality? If you're only using broad match, chances are you're bleeding money on irrelevant searches that won't convert. If you seek conversions or sales, then use exact match. Even though it requires a lot of work and thinking, you're guaranteed to pay only for relevant clicks and to take control of the traffic directed to your website.

Still, if you opt for broad or phrase match types, then make sure to include negative keywords. While performing your keyword research, look for results that aren't relevant to your website, product, etc. and place these terms into a negative keyword list. Having negative keywords in your campaign will not only screen the traffic getting to your website, but you'll pay only for the clicks that are fitted to what people are searching for.

# 10 Tips to Maximize Your PPC Campaign Efficiency

## What now?

There're lots of ways you can improve campaign efficiency and these are just a few. If you're interested in learning more about how to simplify your search marketing responsibilities, start by shopping for PPC management software. The time saving benefits and bid management functionalities you get in some of these tools will have you wondering why you didn't do it sooner.



## acquisio ≡

Acquisio is the world's leading developer of performance marketing solutions for agencies. Its flagship product, Acquisio SEARCH, helps marketers manage, optimize and automate all their paid search activities across all search engines. The platform also automates the production of slick and engaging client-ready reports, saving agencies significant amounts of time each month on their reporting activities. Other solutions include landing page creation and testing platform Acquisio PAGES, and Acquisio Managed Services. Acquisio's suite of solutions empowers over 300 interactive agencies around the world, providing them with increased productivity, efficiency and ROI.

Get more info on our website at <http://www.acquisio.com>