

How PPC Management Tools Improve Search Marketing Results



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The solution that's here to stay

Since the Google AdWords platform first came on the scene the tactics and techniques of running an optimal search marketing campaign have become a hot topic. There are so many factors when it comes to managing campaigns: campaign goals, target audience, budget, conversion point, client expectations and more.

How do you sort it all out?

With your client expecting miracles on a daily basis and the search landscape in constant flux, achieving an optimal campaign puts you under a ton of pressure. Before you throw yourself under the bus, consider the following **PPC management tool tips and tricks** to help you get a handle on your search marketing campaigns.

And who knows...

you may even find a bit of free time for other things, like, a life.



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What can a PPC management tool do for me?

PPC management tools provide lots of features designed to simplify and streamline the daily tasks associated with search marketing.

PPC management features can include:

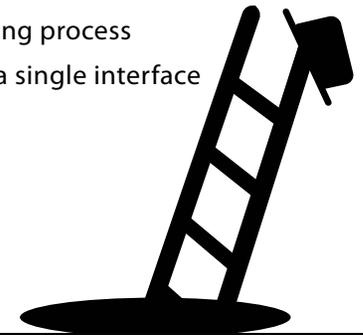
- Bulk editing capabilities
- Rule-based or portfolio-based automated bidding
- Automated reporting
- Email alerts
- Conversion and revenue tracking
- Conversion and revenue attribution
- And much more

Campaign efficiency

It's no secret that search marketers' valuable knowledge and skill sets are wasted on tedious day-to-day tasks like basic campaign changes and reporting. PPC management tools provide reporting and campaign editing solutions that streamline these tiring tasks so that you can focus on what you do best: strategize and optimize.

PPC tools increase campaign efficiency by:

- Enabling rapid bulk editing across search engines
- Providing email alerts for anything you deem worthy
- Automating the month-end reporting process
- Gathering data from all engines in a single interface
- Making effective use of your time



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Cross-engine bulk editing

The introduction of AdWords Editor made search marketing professionals everywhere breathe a bit easier. Having the ability to make quick edits or wide sweeping changes to campaigns or adgroups in one interface was unprecedented. Bulk sheets and Google Representatives became a thing of the past when it came to campaign changes and/or uploads. While we all put our feet up and rejoiced in this new found tool, we found ourselves asking: What about Yahoo and MSN?

Yes, we were grateful to our friends at Google, but we realized the need for a tool with the functionality of AdWords Editor that could service all three of the leading engines. We know these engines will never work together to create this dream tool, so lucky for us developers have taken the initiative to create such multi-engine editors within some of the leading PPC management tools.

Suppose you've got six major clients for whom you're running eight large pay-per-click campaigns on three different engines. In order to check on each of these campaigns you must login to each engine, pull numbers, create an Excel document, analyze the data, determine which accounts need changes and finally, return to each account to make those improvements.

Tired yet?

With a robust PPC management tool you'll have access to the leading engines' APIs, enabling you to sign in to one interface and review all of your campaigns, on each engine, on one screen. From here you can analyze your successes, determine the weak areas of your campaigns and make campaign improvements, all with a single login. Wow.

Whether you're changing ad copy, pausing a campaign, or making major structural changes, all of this can be completed within your PPC management tool. Gone are the days of search marketers feverishly working overtime to change ad copy, keywords and/or landing pages in conjunction with the launch of a promotion or the end of a sale.

Having the ability to make real time changes and run a nimble campaign is essential to remaining competitive in the space. Okay, so it's not the key to your happiness, but a campaign editor that works with the leading engines in order to free up your time and brain power is definitely a step in the right direction.

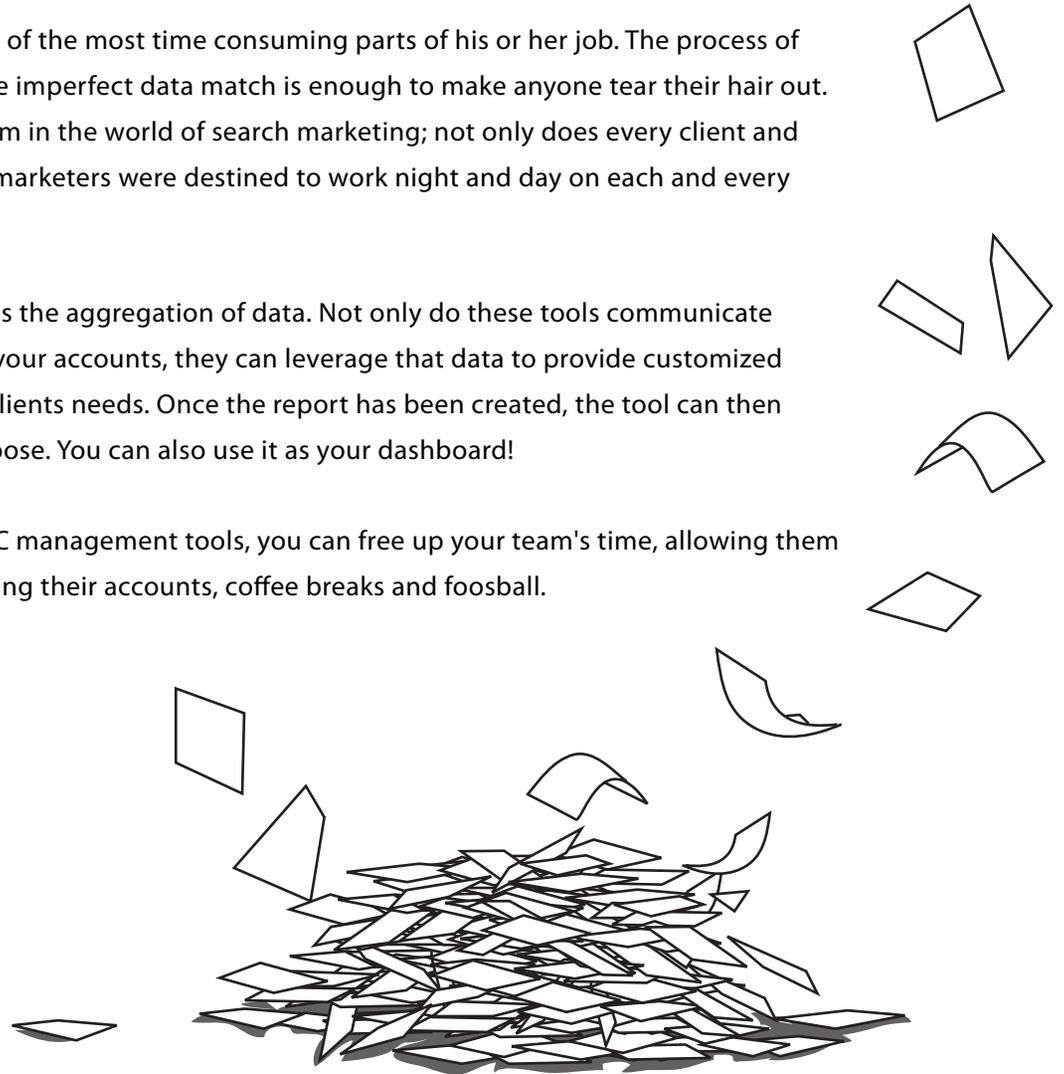
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Reporting

Ask any search marketer and they'll likely list reporting as one of the most time consuming parts of his or her job. The process of pulling reports from multiple engines and attempting to make imperfect data match is enough to make anyone tear their hair out. In the past, quality, automated reporting has been a pipedream in the world of search marketing; not only does every client and campaign differ, so to do their reports. It seemed that search marketers were destined to work night and day on each and every client report.

One of the greatest advancements in PPC management tools is the aggregation of data. Not only do these tools communicate with the leading engines to give you real time insight into all your accounts, they can leverage that data to provide customized reports. That's right, reports that you design to meet all your clients needs. Once the report has been created, the tool can then be set to continue to pull that same report as often as you choose. You can also use it as your dashboard!

With the automated reporting functionality of the leading PPC management tools, you can free up your team's time, allowing them to focus on more important things like analyzing and optimizing their accounts, coffee breaks and foosball.



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Automated campaign optimization: Can bid management tools improve campaign results?

After the rise of search marketing, it didn't take long for PPC management tools to follow. Although some of us have had bad experiences with these tools in the past, new advances in technology and a growth in competition has led bid management tools to a new level of efficiency. Old school search marketers might tell you they don't need bid management software, that depending on such a tool is too risky or maybe even lazy. The truth is: Bid management software is designed to help knowledgeable search marketers improve campaign results and efficiency. Now who doesn't like that?

Imagine being able to update bids and make strategic decisions 24/7. Unless you're willing to forego sleep and focus on a single client, you'll never be able achieve such a feat. Because PPC management tools add a level of automation to PPC campaign optimization, they make it possible for the search marketer to focus less on reporting and basic campaign changes and more on strategy.

So, what does this mean for you, the search marketer? It means that it's time to open your mind to the power of these tools and consider how they can help boost your PPC goals.

A management tool can improve results and target goals like:

- Revenue
- Profitability
- ROAS
- Cost/conversion
- Conversion/sales
- Position
- Click & cost/click

And let the system adjust bids accordingly

Bid Management tools are designed to help you make campaign changes to maximize your campaign efficiency and success. Whether your client is focused on branding, lead generation, sales, traffic levels and/or cost per conversion, implementing bid management rules can significantly increase your results. If you're a bit apprehensive to turn over the proverbial reins and let a software application make changes to your account, set your rules to semi-automatic. In other words, the system can make suggestions that you then accept or decline.

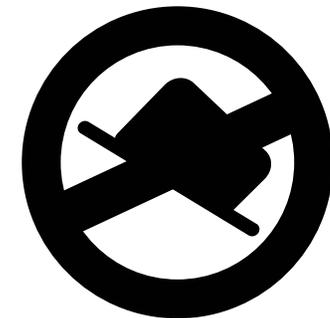
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Setting rules

What would a bid management tool be without a robust rule creation platform? Having the ability to set bids on a sliding scale based on everything from traffic levels to ROI lets you manage an entire account at a level of efficiency you couldn't reach on your own.

If, for example, you're managing an account that contains 6000 words and 20 adgroups that you're optimizing toward 5 different KPIs, you've got to analyze each adgroup, on a daily basis, to make sure your goals are being met. But if you had access to a bid management tool, you could create rules to automatically make sure that your goals are being met across each of your adgroups. Rules for adgroups focusing on increasing traffic levels would be set using factors like quality score, position and average CPC, while a rule focused on lead generation would likely be set based on CPA and volume of conversion.

It's important to remember that these tools provide an awesome amount of support, but you need the experience and knowledge of a veteran search marketing professional to create and execute effective bid management rules. Once you're comfortable with a bid management tool and it's properly set up across your campaigns, you'll have the flexibility to focus less on bid management and more on campaign analysis and strategy. Sweet, right?



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Email alerts

Although email alerts can't tell you if your dog's at home eating your favorite sneakers, they can alert you to major changes/problems with your account, in real time. In other words, rather than being surprised by an issue, you can get in front of the problem and avoid long-term damages to your account and/or costly mistakes.

Let's say one of your adgroups suddenly suffers a drastic drop in conversion rate, triggering one of your rules to make or suggest changes to your account, you'll receive an email alert immediately. Basically, you'll get the opportunity to handle the issue before it becomes a full-scale emergency.

Quality score rules

Google has now placed even more importance on quality score. Allowing a term with a low quality score to continue running can hurt the overall quality score of the subsequent adgroup and campaign. It's very important to keep an eye on every keyword to make sure that only those with healthy quality scores are running within an account. Luckily, many bid management tools have added quality score as a possible component in bid rule creation.

For example, you can create a rule that will pause all terms with a quality score less than or equal to four. The system can then be set to send you an email alert every time a term is paused. Having the ability to make edits to your campaign based on quality score lets you remain competitive and avoid costly penalties to your account.



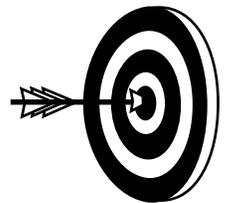
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Branding

Search Marketing has proven to be a very effective tool for branding within the online space. Even if you're advertising within the traditional search results, the content network is an advantageous way of getting into the consumer's consideration set.

In addition to search, Bid Management tools can be leveraged to focus on branding goals by setting rules to adjust cost-per-impression (CPM) on the content network. Conversion rates are generally lower on the content network, but because of the reach of the network, advertisers get in front of consumers at a lower cost than generic search terms. Using Bid Management tools to adjust your campaign CPM is a very effective method for gaining as much visibility as possible on the net.

There are endless possibilities when it comes to the rules and alerts you can set within a robust PPC management tool. Whether you're managing a large campaign to a single metric or a small campaign to a handful of metrics, a bid management tool can help you reach those goals more effectively.



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What now?

So we've pointed out just how essential an effective PPC management tool is, now it's time to set up shop. Your clients will love you, your colleagues will thank you and you're likely to get a flood of anonymous gifts and fan mail. Next time you come back from a relaxing weekend to find that your conversion rate has plummeted or your budget has been drained, remember: a simple alert could have solved everything.

Implement a PPC management tool today and experience improved campaign results and efficiency.



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