Meet Your Google Team
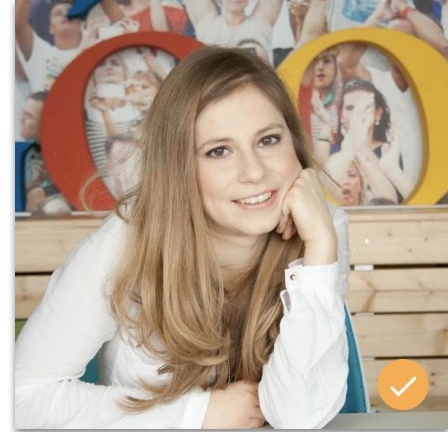

Illés
Industry Manager
illes@google.com

Example question: Illés, we need to grow our online sales contribution by 20% by 2020, help us.

Barna
Analytical Consultant
bbogdan@google.com

Example question: Barna, we would like to know how to plan budgets for the next quarter, can you help us with market analysis?

Flóra
Account Manager
cselenyi@google.com

Example question: Flora, we interested in automation, could you explain how smart bidding works and what solutions we could use?

Google

Troubleshooting queries?

Billing, invoicing, policy & ad review, technical troubleshooting (Google Ads, Google Analytics)

Help is just a click away:

To Call: [Click here](#) to find the times and phone numbers

To Chat: [Click here](#) same opening hours as phone lines

To Email any time any day: [Click here](#)

Be sure to have your MCC or AdWords Customer ID to hand

Google

Our agenda for the day

Day 1 , 13:00 - 17:30

Day 2: 9:30-12:00

What we're going to do

Welcome and intro to the OTP Bulgaria business	QBR - part 1: Industry trends and insights	QBR - part 2: Google Ads performance and recommendations	A spotlight on: YouTube creatives

Outcome of the section

Google gains more understanding of your business, your goals and priorities, challenges and your plans for the year	Understand your position in the market, see where query trends are going	Understand where you can improve your current Google Ads campaigns and where the opportunities are for further expansion. Get answers to your product related questions.	Understand the ABC of YouTube creatives and learn from the best performing examples across the industry

Google

And now... your turn!

Google

OTP Bulgaria - business introduction

Google

Things we would like to know...

What are your challenges as a business organization?

How do you make decisions?

What is your positioning and who is your target group?

How does the customer journey look like for you?

How does your marketing strategy and planning look like?

What are your key priorities and targets for 2019?

Google

Quarterly Business review
Industry Insights

Google

Focusing Facts

Personal Lending & Borrowing in Bulgaria

5%   Search growth overall in Q418 compared to the previous year

51%   Of searches came from Mobile

46%   Of searches came from Computer

10%   Change in CPC compared to the previous year

Google

Personal Lending & Borrowing

Metrics snapshot - Q4 2018 and YoY growth - Q418 vs Q417

	Queries	Imp	Clicks	Ad CTR		CPC		Ad Depth	
	YoY	YoY	YoY	YoY	Q418	YoY	Q418	YoY	Q418
Mobile	22% ▲	-8% ▼	8% ▲	16% ▲	17.7%	-10% ▼	$0.48	-16% ▼	2.6
Tablet	4% ▲	-39% ▼	-38% ▼	3% ▲	12.6%	-22% ▼	$0.43	-19% ▼	2.6
Computer	-9% ▼	-31% ▼	-36% ▼	-7% ▼	15.8%	64% ▲	$0.44	-5% ▼	2.2
Overall	5% ▲	-18% ▼	-12% ▼	7% ▲	16.9%	10% ▲	$0.46	-10% ▼	2.5

Google

Search Trends - Credit Cards in BG

+13%
YoY

Indexed queries

250
200
150
100
50
0

Feb-17, Mar-17, Apr-17, May-17, Jun-17, Jul-17, Aug-17, Sep-17, Oct-17, Nov-17, Dec-17, Jan-18, Feb-18, Mar-18, Apr-18, May-18, Jun-18, Jul-18, Aug-18, Sep-18, Oct-18, Nov-18, Dec-18, Jan-19

Google Internal Data ; YoY = 2018 vs 2017

Google

Search Trends - Mortgages in BG

Google Internal Data ; YoY = 2018 vs 2017

Google

Brand Share

Google Internal Data ; YoY = Q4 2018 vs Q4 2017
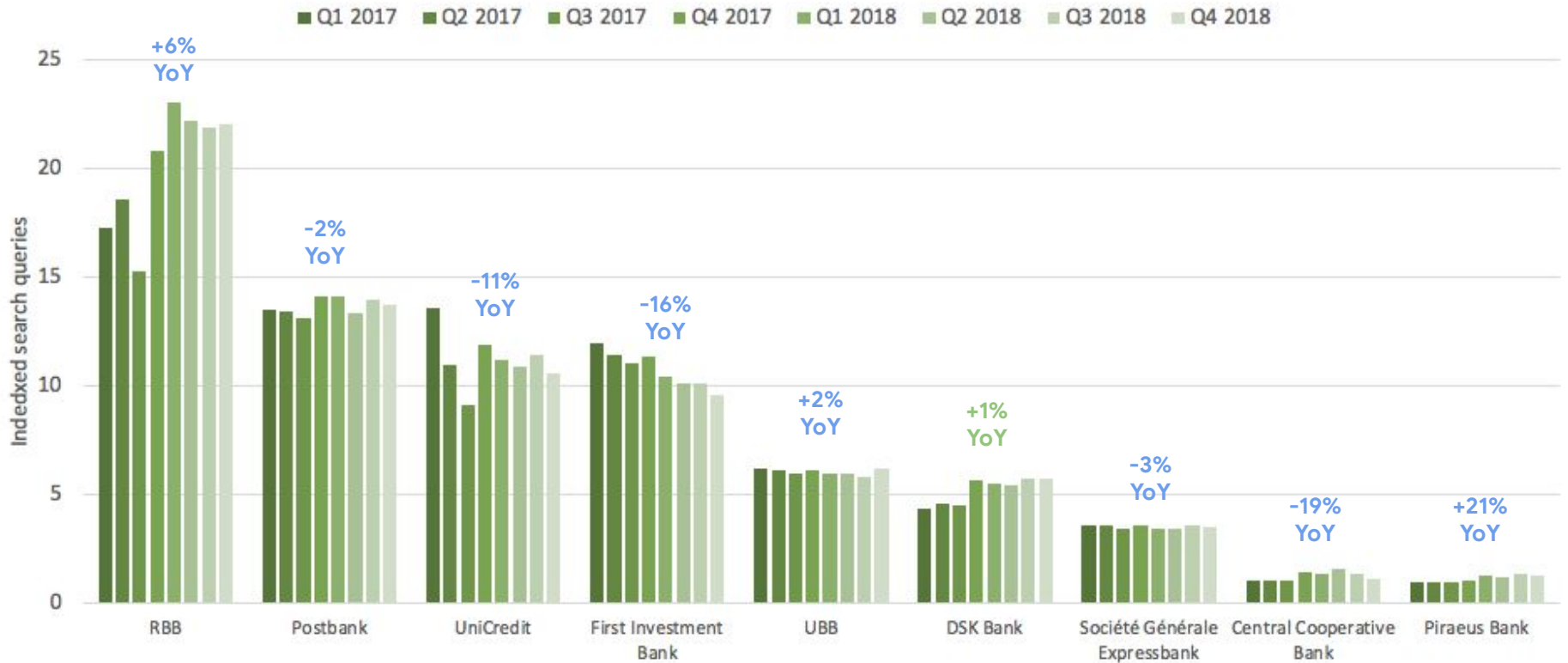
Search Benchmarks

— OTP Bank   — Peer Set Avg

Impressions

-13% YoY

-52% YoY

Clicks

-15% YoY

-48% YoY

CTR

-2% YoY

+15% YoY

CPC

+43% YoY

+31% YoY

Google Internal Data ; YoY = Q4 2018 vs Q4 2017

Google

Monthly seasonal patterns in queries and CPC

In the last 3 years, CPCs were in the range of **$0.50-$0.67** and peaked in **Jan**.
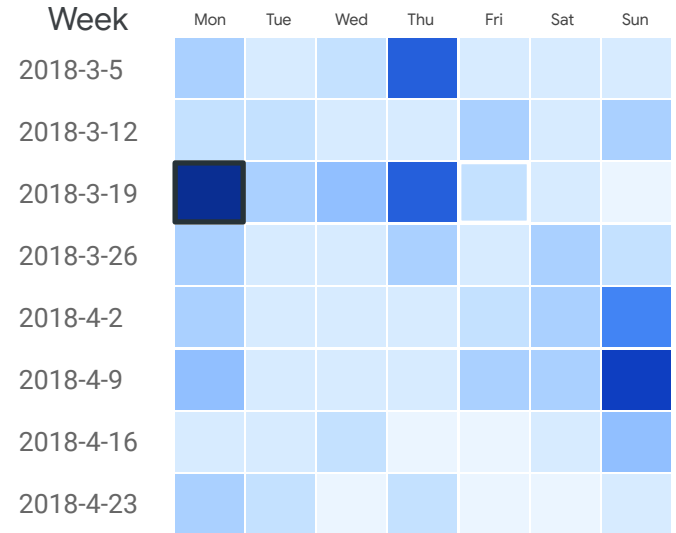Category searches have consistently peaked in **Jan**.

Google
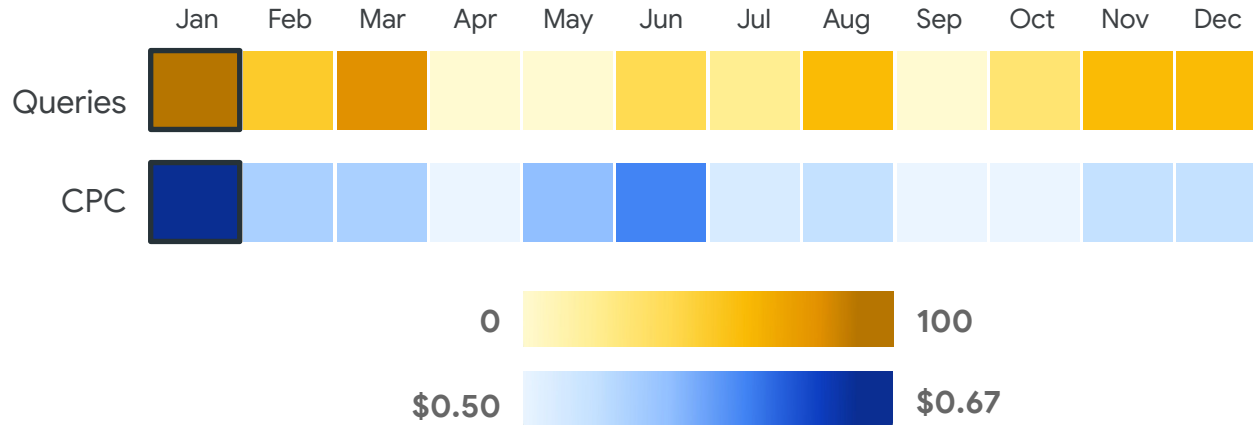
The next 8 weeks: search trends from last year

Queries

Week	Mon	Tue	Wed	Thu	Fri	Sat	Sun
2018-3-5							
2018-3-12							
2018-3-19							
2018-3-26							
2018-4-2							
2018-4-9							
2018-4-16							
2018-4-23							

Highest	2018-3-19
Lowest	2018-4-8

Highest	2018-3-19
Lowest	2018-4-20

0 — 100
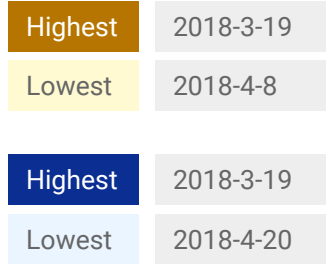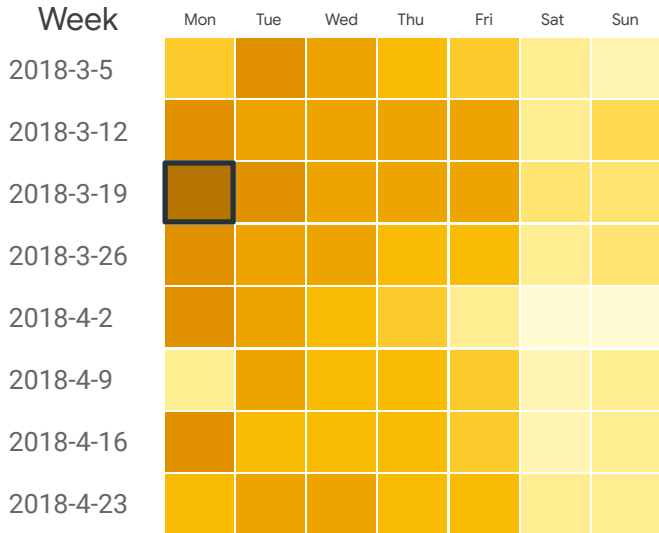
*Note: This is **not** a forecast for the next 8 weeks. It's a daily view of key metrics from last year near today's date.*

CPC

Week	Mon	Tue	Wed	Thu	Fri	Sat	Sun
2018-3-5							
2018-3-12							
2018-3-19							
2018-3-26							
2018-4-2							
2018-4-9							
2018-4-16							
2018-4-23							

$0.18 — $0.95

Google

Keyword Planner

[Link to the tool](#)

Google

Keyword Planner

Find new keywords

Get keyword ideas that can help you reach people interested in your product or service

→

Get search volume and forecasts

See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future

→

Google

Keyword Planner

☐	Keyword	↓ **Avg. monthly searches**	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	
Idea							
☐	credit	1K – 10K	High	—	€0.65	€1.70	
Your search term							
☐	кредит	1K – 10K	High	—	€0.73	€1.81	

Google

Keyword Planner

Plan settings ⓘ   Locations: **Bulgaria**   Language: **All languages**   Search networks: **Google**

FORECASTS   NEGATIVE KEYWORDS   HISTORICAL METRICS   CREATE CAMPAIGN   ⬇

Your plan can get **1.4K** clicks for **€820** and a **€1** max. CPC ⓘ

Clicks	Impressions	Cost	CTR	Avg. CPC	Avg. Position	
1.4K	27K	€820	4.9%	€0.61	2.1	➕ Add conversion metrics
		Daily Budget: €32				

Google

Query Gaps

[Link to the report](#)

Quarterly Business Review
Google Ads Performance

Google

Q4 results (based on Google Ads data)
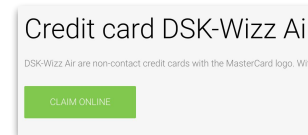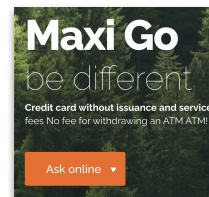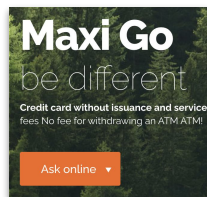
	Campaign_CL applications	Maxi Go Campaign application	Consumer loan application - product page	Credit card Application - product page	DSK - WizzAir
conversion volume	-17% YoY 1,860 vs. 2,217	101% YoY 926 vs. 459	-72% YoY 69 vs. 249	-61% YoY 42 vs. 108	41
cost / lead	-3.6% YoY BGN 33.87 vs. BGN 32.70	-57% YoY BGN 68 vs. BGN 157	+213% YoY BGN 913 vs. BGN 291	+123% YoY BGN 1,500 vs. BGN 671	BGN 1,537.23

Google

What is the % of overall conversions that happen on mobile?

Google

Q4 investments in Google Ads

By platform

BGN 63,026.32
Cost

- ● Search Only 59%
- ● Display Only 33%
- ● Video 7%

By device

BGN 63,026.32
Cost

- ● Mobile 77%
- ● Desktop 19%
- ● Tablet 4%
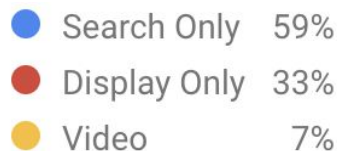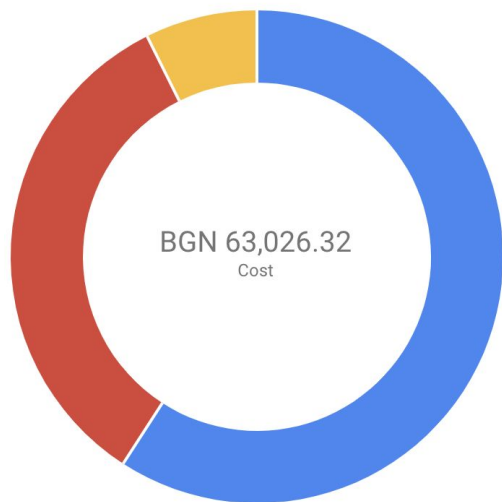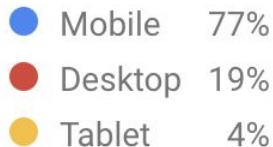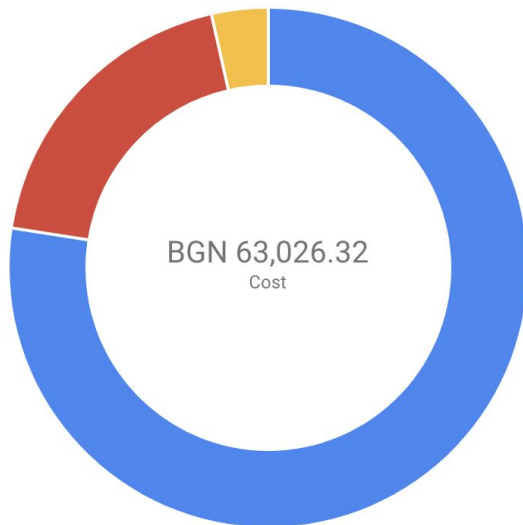
Platform	CPA	Change %
Search Only	BGN 13.02	-16.94%
Display Only	BGN 201.08	-65.80%

Device	CPA	Change %
Desktop	BGN 33.65	44.65%
Mobile	BGN 19.17	-2.14%
Tablet	BGN 33.13	-6.13%

Google

Suggestions

1) Improve your current campaign performance

2) Find more leads

Google

Talking about mobile...
what's your current
average Mobile Speed
Score?

Google

Your current Mobile Speed Score is 5/10

NEW: Mobile Speed Score on the new Landing Page reporting tab. The mobile speed score is an index from a 1 - 10 score that tells you how fast each landing page is, where a higher score can lead to an increase in ad performance.

Pages that score a 10 load extremely quickly while pages that score closer to 1 load very slowly and may hurt your users' experiences.

53% of mobile site visits are abandoned if pages take longer than 3 seconds to load

*Source: The need for mobile speed: How mobile latency impacts publisher revenue [link]

ogle

What could be the ideal account structure for you?

Consider having one account per product or use Search Ads 360 portfolio bidding

Google

What can you do to improve that?

Test My Site Report

A slow mobile site can impact customer satisfaction and your revenue. This report assesses the mobile performance of dskbank.bg and provides custom fixes to help you improve the speed of mobile pages across your site.

This report will help you answer the following questions

How does your site speed compare to your competitors' site speeds?

How does your site speed impact your potential revenue?

How can you optimise the speed of pages on your site?

Google

Mobile Speed Overview

Site speed is the speed of all the pages on your site. Your site speed in Bulgaria on 4G networks is:

4.5 seconds

RATING

Slow

Fast sites start to load in under 1 second. Average sites start to load in 1 to 2.5 seconds. Slow sites start to load in over 2.5 seconds.

TREND

No Change

Your site speed has not changed since last month. It's important to monitor site speed regularly to prevent your site from becoming slower over time.

Why should you care about this?

What do you dislike the most when browsing the web on your mobile device?

Encountering unplayable videos	14%
Getting redirected to the homepage	13%
Waiting for slow pages to load	46%
Being shown interstitials	16%
Other – Let us know in the comments	11%
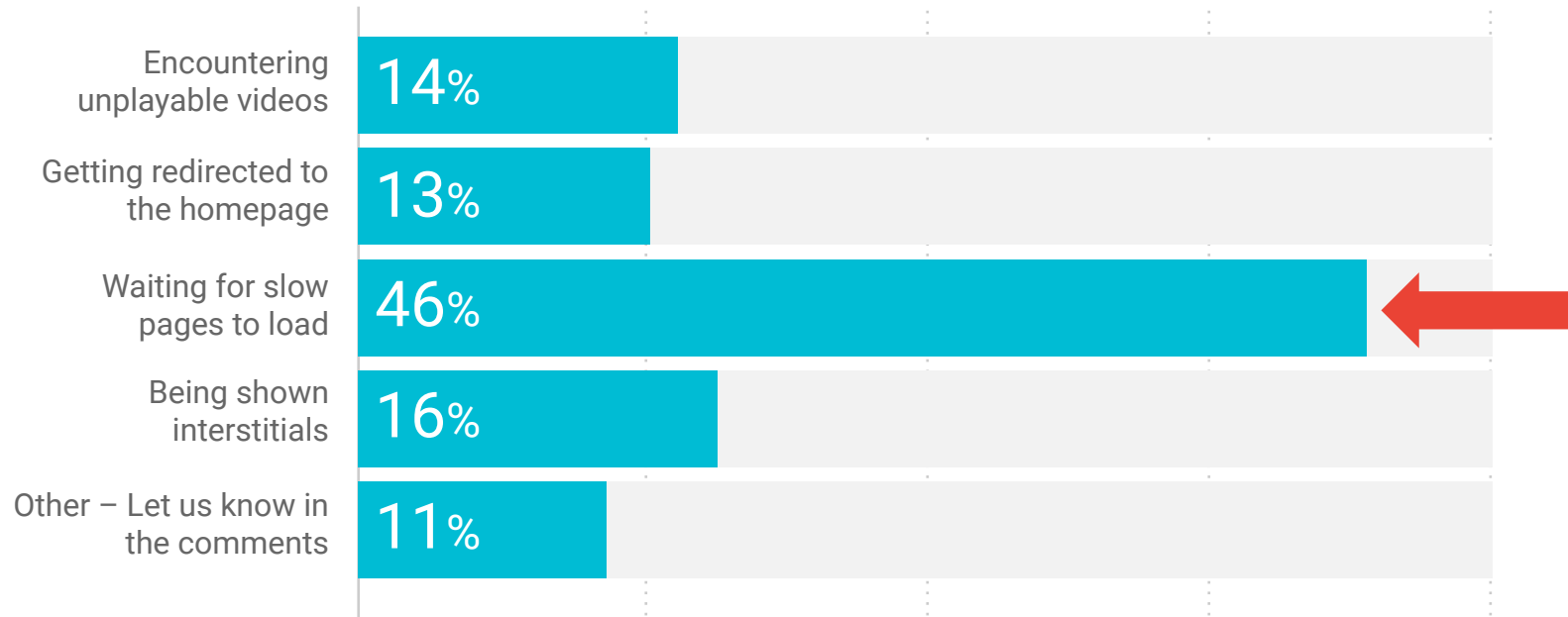
In this survey and others, speed is the #1 **feature**, not additional product enhancements

Google

Slow and steady doesn't win the race for users

40%
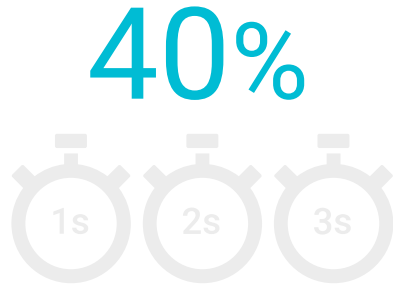
Will abandon a site that takes >3 seconds to load

47%
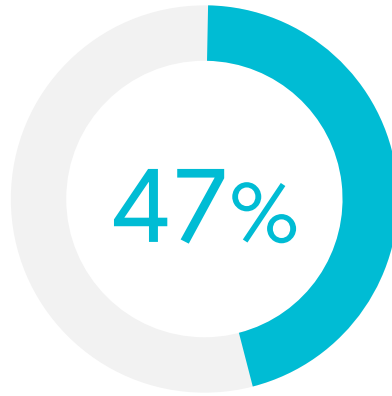
Expect a page to load in <2 seconds

52%
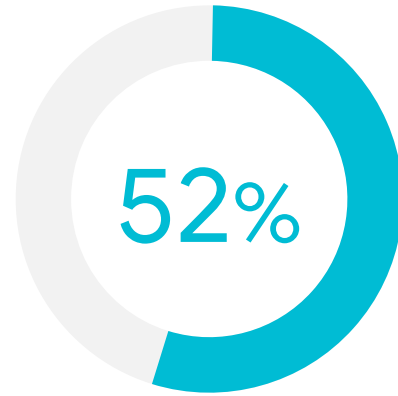
Say fast load time speed is important to brand loyalty

Google

Compared to a page that loads in **1 second**

3 seconds

▶

-22% pageviews

-22% conversions

+50% bounce rate

5 seconds

▶

-35% pageviews

-38% conversions

+105% bounce rate

Google

How does your site speed compare to your competitors' site speeds?

Your site is ranked sixth among these competitors.

Rank	Domain	Site Speed
1	microcredit.bg	1.3s
2	ccbank.bg	1.3s
3	credirect.bg	2.1s
4	creditgroup.cc	2.4s
5	bnpparibas-pf.bg	2.6s
6	**dskbank.bg**	**4.5s**

Google

How can you optimise the speed of pages on your site?

PAGE URL

http://dskbank.bg/%D0%B8%D0%BD%D0%B4%D0%B8%D...

PAGE SPEED

11.6 seconds

RATING

Slow

RECOMMENDED FIXES

- Eliminate render-blocking resources
- Efficiently encode images
- Serve static assets with an efficient cache policy
- Ensure text remains visible during webfont load
- Reduce JavaScript execution time

- Defer unused CSS
- Avoid enormous network payloads
- Serve images in next-gen formats
- Avoid an excessive DOM size

Google

Speed matters! Make your mobile site fast

1. Avoid landing page redirects ✓
2. Enable compression ✓
3. Leverage browser caching ✓
4. Minify CSS ✓
5. Minify HTML ✓
6. Optimize images ✗
7. Prioritize visible content ✓
8. Reduce server response time ✓
9. Minify JavaScript ✓
10. Eliminate render-blocking JavaScript and CSS in above the fold content ✗

YOUR MOBILE SPEED SCORE:

56.0

NOT MOBILE FRIENDLY

✗

Get more details and re - test your score on
pagespeed insights

Google Pagespeed Insights

Google
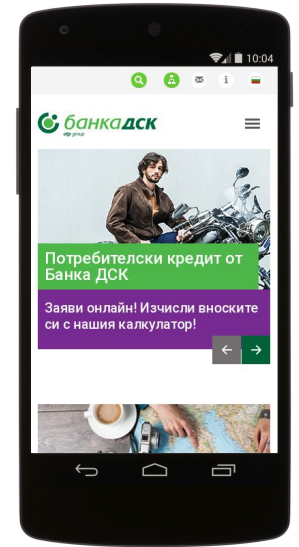
Maximize your user experience by following these basic design rules

1. Use legible font sizes ✅

2. Configure the viewport ✅

3. Size content to the viewport ✅

4. Avoid plugins ✅

5. Size tap targets appropriately 🟡

6. Avoid using interstitials ✅

YOUR MOBILE UX SCORE:

99.0

MOBILE FRIENDLY ✅

Get more details and re - test your score on
pagespeed insights

Google Pagespeed Insights
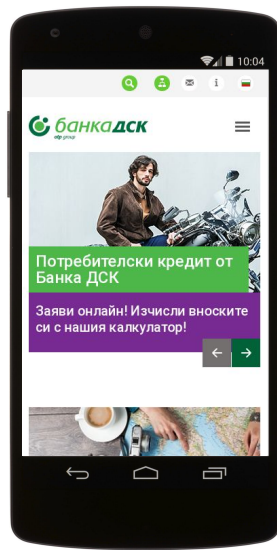
Google

Back to the campaigns in Google Ads: what is your current Optimization Score?

Google

Your current optimization score is

82.7%*
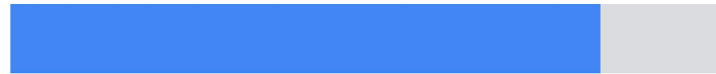
Score for Search campaigns

*This score is aggregated from 3 active search campaigns in 1 account(s) of DSK Bank (OTP Bulgaria).
Please note that there can be a lag between the score you see here and what you see in the Google Ads UI

Google

Optimization score is an estimate of how well your Google Ads accounts are set to perform. Optimization score runs from 0% to 100%, with 100% meaning that your account can perform at its full potential.

Google

You have potential to improve your score by 17.3%

82.7%

Current	Keywords	Ads	Bids	Repairs	Fully Optimized
82.7%	4.9%	10.9%	1.5%	0%	100%

Full list of recommendations

Google
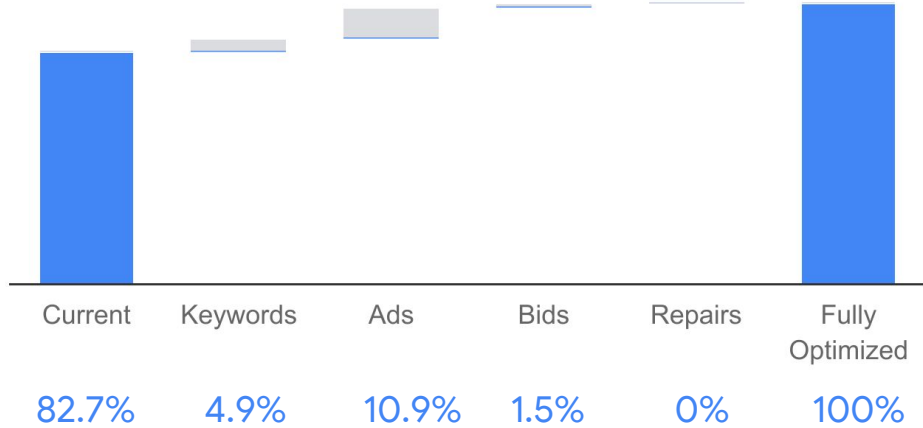
Ads & Extensions section alone can drive 10.9%

Keywords & Targeting +4.9%

Ads & Extensions +10.9%

Bids & Budgets +1.5%

Repairs +0%

Current	Keywords	Ads	Bids	Repairs	Fully Optimized
82.7%	4.9%	10.9%	1.5%	0%	100%

Google
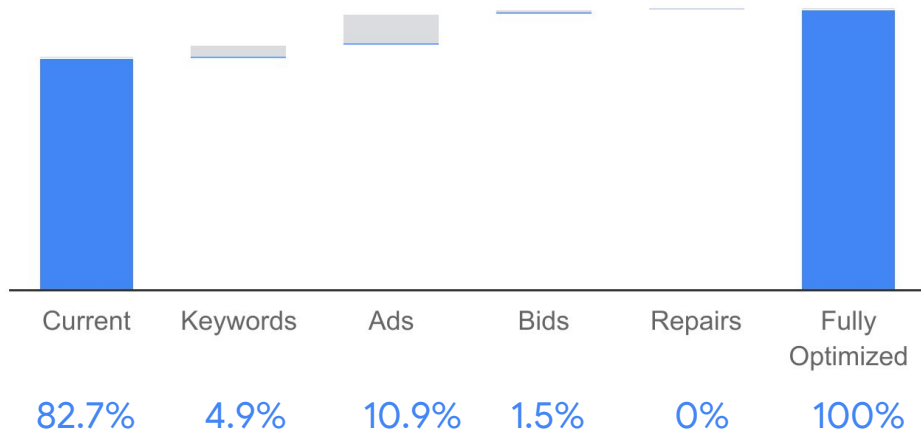
What's the quickest way to check this?

Add responsive search ads   +6.6%

Show more relevant ads to potential customers by creating responsive search ads

Recommended because you have ad groups with no responsive search ads ?

VIEW 12 RECOMMENDATIONS   APPLY ALL

Create new ad groups from existing keywords   +4.5%

Show people more relevant ads by organizing your keywords by theme

Recommended because you can improve your CTR with new ad groups organized by theme ?

Suggested ad group themes

Дск

Dsk

Кредитна Карта

Онлайн

+ more

VIEW 45 RECOMMENDATIONS

Review all opportunities under the Recommendations tab

Google

About those new ads...

Search ad type usage snapshot (since start of 2019)

486,764
Impressions
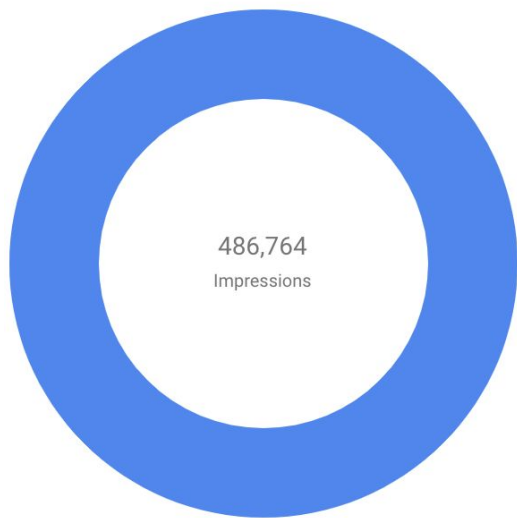
● Expanded text ad   100%

Capture more opportunity with the new RSA ad format

Your ad assets

Headlines (3-15)

H1	H5
H2	H6
H3	H7
H4	Up to 15

Descriptions (2-4)

| D1 |
| D2 |
| D3 |
| Up to 4 |

+ URL

Google Machine Learning Technology

Right ad for the right customer

| H3 | H1 | H6 |

| URL |

| D1 | D3 |
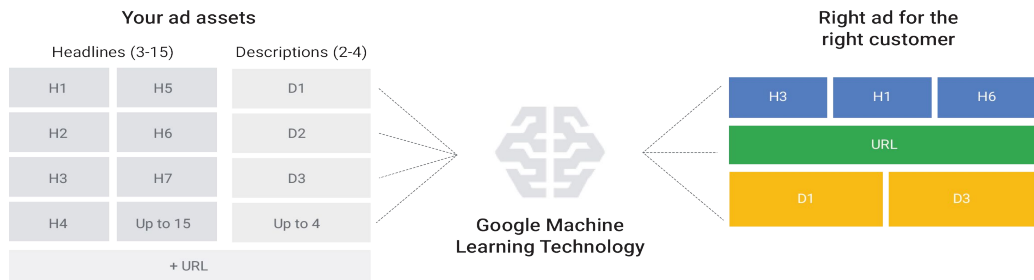
Supply up to 15 headlines, up to 4 descriptions as your assets for RSA. The system will use these assets to automatically create new ads, in the RSA format, which provide more space than the standard Search ad format.

Google

Your questions:

1.

How many text ads should we have in each group to optimize our results?

2.

Is it necessary to use responsive search ads in all ad group?

Start testing with ad groups where you would like to improve performance

		Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	Search lost top IS (rank)
☐	●	#03_Calculator	2,441	13,513	18.06%	BGN0.08	BGN198.47	24.18	BGN8.21	0.99%	30.44%
☐	●▾	#06_Credit za - car ✎	382	4,369	8.74%	BGN0.75	BGN287.26	36.43	BGN7.88	9.54%	28.41%
☐	●	#12_Бърз_Кредит	653	11,130	5.87%	BGN1.62	BGN1,055.00	106.03	BGN9.95	16.24%	38.48%
☐	●	#18_Конкуренти_Бързи_креди	1,794	65,464	2.74%	BGN1.34	BGN2,407.28	244.83	BGN9.83	13.65%	28.71%
☐	●	#6_Credit za - travel	122	2,536	4.81%	BGN2.17	BGN264.69	19.83	BGN13.35	16.26%	31.27%
☐	●	Consumer_REM	3,607	27,122	13.30%	BGN0.91	BGN3,275.21	297.74	BGN11.00	8.25%	27.76%

Filter: Ad group status: All but removed | Search lost top IS (rank) > 25.00% | Add filter | SAVE | RESET

Try to improve ad group performance by adding the new ad format

Google

Best practice to test it out: 2 ETAs + 1 RSA

Best practices: Enables comparison of existing text ads to performance of adding RSA

Recommended Setup: Add 1 RSA to all existing ad groups

Reminder: Pause ad groups where RSA is not being tested

Original Campaign(s)	Experiment Campaign(s)	Original Campaign	Experiment Campaign
Ad Group #1: 2 text ads	**Ad Group #1:** 2 text ads + 1 RSA	**Ad Group #1:** 2 text ads	**Ad Group #1:** 2 text ads + 1 RSA
Ad Group #2: 2 text ads	**Ad Group #2:** 2 text ads + 1 RSA	**Ad Group #2:** Paused	**Ad Group #2:** Paused
Ad Group #3: 2 text ads	**Ad Group #3:** 2 text ads + 1 RSA	**Ad Group #3:** Paused	**Ad Group #3:** Paused

Not best practice (example): may muddle or slow results

Original Campaign	Experiment Campaign	
Ad Group #1: 2 text ads	**Ad Group #1:** 2 text ads + 1 RSA	
Ad Group #2: **2 text ads; ad group not paused**	**Ad Group #2:** **2 text ads; 0 RSA; ad group not paused**	Ad groups #2 and #3 are identical in the experiment and original, making it difficult to ascertain whether there is a meaningful difference in campaign performance
Ad Group #3: **2 text ads; ad group not paused**	**Ad Group #3:** **2 text ads; 0 RSA; ad group not paused**	

Keep control on your messaging with the pins

Control where a particular text asset always appears by 'pinning' your headline or description.

One field pinned to one position
(Limited control)

Headline 1 📌1

29/30

Headline 5

30/30

ℹ️ **Headlines pinned**
Pinning one headline or description causes it to show only in that specific position, preventing others from showing in that position.

Multiple fields pinned to the same position
(Limited control)

Headline 7 📌1

29/30

Headline 2 📌1

30/30

ℹ️ **Headlines pinned**
If you pin multiple headlines to the same position, at least one will appear in that position in every ad

Pinning to all positions
(Full control)

Headline 8

11/30

Headline 12

24/30

Headline 15

21/30

⚠️ **Assets won't automatically combine**
If you pin your headlines to certain positions, you'll have fewer ads and they might not reach as many potential customers

Google

Get feedback and improve quality of ads with the new ad strength metric

Ad strength can be found in a new column in Google Ads. The rating ranges from 'Poor' to 'Excellent.'

Google

Ad strength can also be found during ad creation

Google

Creative excellence also for Display

Display ad type usage snapshot (since start of 2019)

BGN 16,976.69
Cost
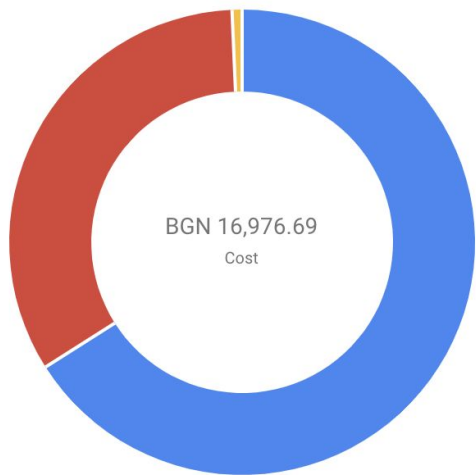
- 🔵 Responsive display ad   66%
- 🔴 HTML5 ad   33%
- 🟡 Image ad   1%

	Asset status: **All enabled** Add filter			
⚪ Asset	Status	Asset type ↑	Performance
🟢 Финансирай плановете си	Approved	Headline	Low
🟢 Заяви онлайн кредит	Approved	Headline	Low
🟢 Потребителски кредит	Approved	Headline	Low
🟢 Кредити от 500 до 35 000 лв.	Approved	Headline	Low
🟢 Промоция потребителски кредит	Approved	Headline	Low
🟢 Спести време и усилия с потребителски кредит от Банка ДСК	Approved	Long headline	--
🟢 Доверието е взаимно!	Approved	Description	Low
🟢 Изчисли вноските си с нашия калкулатор, онлайн е по-удобно!	Approved	Description	Good

Review asset performance report every 2 week

Ad strength ⑦	Next step	Asset progress
Good	Add more images to increase your chances for better performance ‹ ›	🟢 Images ✅ Headlines ✅ Descriptions

Use the ad strength metric to improve quality

Google

New creative format as part of your display ad assets: video

Videos will appear in the ad when we predict a video will drive the best likelihood of a conversion

Engage with your customers by adding an interactive element to your Responsive Ads

Leverage your video assets to drive increased reach and improved performance

Optimize your tCPA/ tROAS campaigns

Daily budget caps are holding back your campaigns from optimal performance

Google™

Target CPA and Target ROAS miss auctions when budget capped

Impression one

Auction entered

Automated bidding sets bid

Conversion event

Impression two

Auction not entered due to lack of budget

No conversion event

Google

tCPA/tROAS requires full visibility to be optimal

Budget Constrained Campaign

Budget Unconstrained Campaign

valuable customers

| Recommended action | Uncap budget to drive more conversions at your target CPA/ROAS. You may even see improved conversion rates! |

Google

Investment increases in your top 2 campaigns can drive 28 additional conversions

Campaign Name	Current Budget лв	Recommended Budget лв	Current Impr.	Estimated Additional Impr.	Current Clicks	Estimated Additional Clicks	Current Convs	Estimated Additional Convs
RP7_CL_GDN (15.02 - 31.03.2019) − 4800 лв.	92	280	818,781	1,563,427	3,966	7,468	14	24
CARDS PRODUCTS CAMPAIGN**	200	350	13,760	528	1,107	39	88	4

Google

Recommendation

338

incremental daily
budget (лв)

28

estimated incremental
weekly conversions

Source: Google AdWords Account, DSK Bank (OTP Bulgaria)
This will vary by client and business type, among other factors and Google cannot
guarantee results.
Estimated increase in Conversions based on historical conversion rate

Google

What audience signals does Google Ads smart bidding consider automatically?

Google

Audience types + Google Ads smart bidding compatibility

	Value-based bid strategies (e.g. tROAS, Max Conversion for Value, eCPC for Value)	Conversion-based bid strategies (e.g. tCPA, Max Conversions, eCPC)	Non-conversion strategies[1]
RLSA, Customer Match **Similar Audiences**	Audience signal used **only when applied**		No plans to use audience signals; Audience signals would not contribute to achieving your bidding goa **unless you apply manual bid adjustments**
IMSA **Detailed Demo** **Affinity Audiences**	Audience signal not used* Planned for end of 2019	Audience signal is used, **application not necessary but recommended** (Important exception : Shopping campaigns currently not compatible)	

* There is strong correlation between these audiences and existing signals used by the value-based bid strategy.
Value-based bidding remains a viable best-practice even for customers interested in optimizing for Audience value.

Google

Automation can help with display performance

Frequency capping | Limit how many times your ads show to the same user ⑦

○ Let Google Ads optimize how often your ads show (recommended)

● Set a limit

Limit impressions for | the whole campaign ▾ | to | 3 | per | week ▾

Remove frequency capping

Bidding | Maximize conversions ▾

Pay for ⑦

Clicks

Get guidance selecting a bid strategy

Google Ads automatically sets your bids to help you get the most conversions within your budget.

Learn more

Select the event you want to be charged for. For example, if you select clicks, your campaign will be charged when someone clicks on your ad

Learn more

Use maximize conversion strategy if you are limited by budget

🔺 The Experiment

Objective: Compare customer acquisition through automated vs. manual campaigns Display campaigns

Methodology:

- **Control group:** Standard Display ad campaign, with In-market targeting manually implemented and optimized towards new acquisitions
- **Test group:** Smart Display Campaigns fully automated & uses Machine Learning to optimize towards new acquisitions*

The experiment ran in Korea for 4 weeks.

Both control and test group campaigns ran with equal bidding strategy (target Cost Per Acquisition)

An acquisition (conversion) was defined by the client as an online credit card application

Results:

The Smart Display Campaign achieved;

+105% higher Conversion Rate (from leads to acquisitions), at a **-13.9% lower Cost Per Acquisition**

compared to the In-Market campaign (which was one of the client's best performing campaign)

Test Smart Display Campaign /exclude your current customers/

Google

Your optimization TO DOs summarized

Automate on
Display too

AUTOMATION

ATTRIBUTION

AUDIENCE

ASSETS

ADS

Talk to your IT team
about mSpeed fixes

Improve Creative Excellence:
- use responsive search ads
- use more display image and
video assets

Google
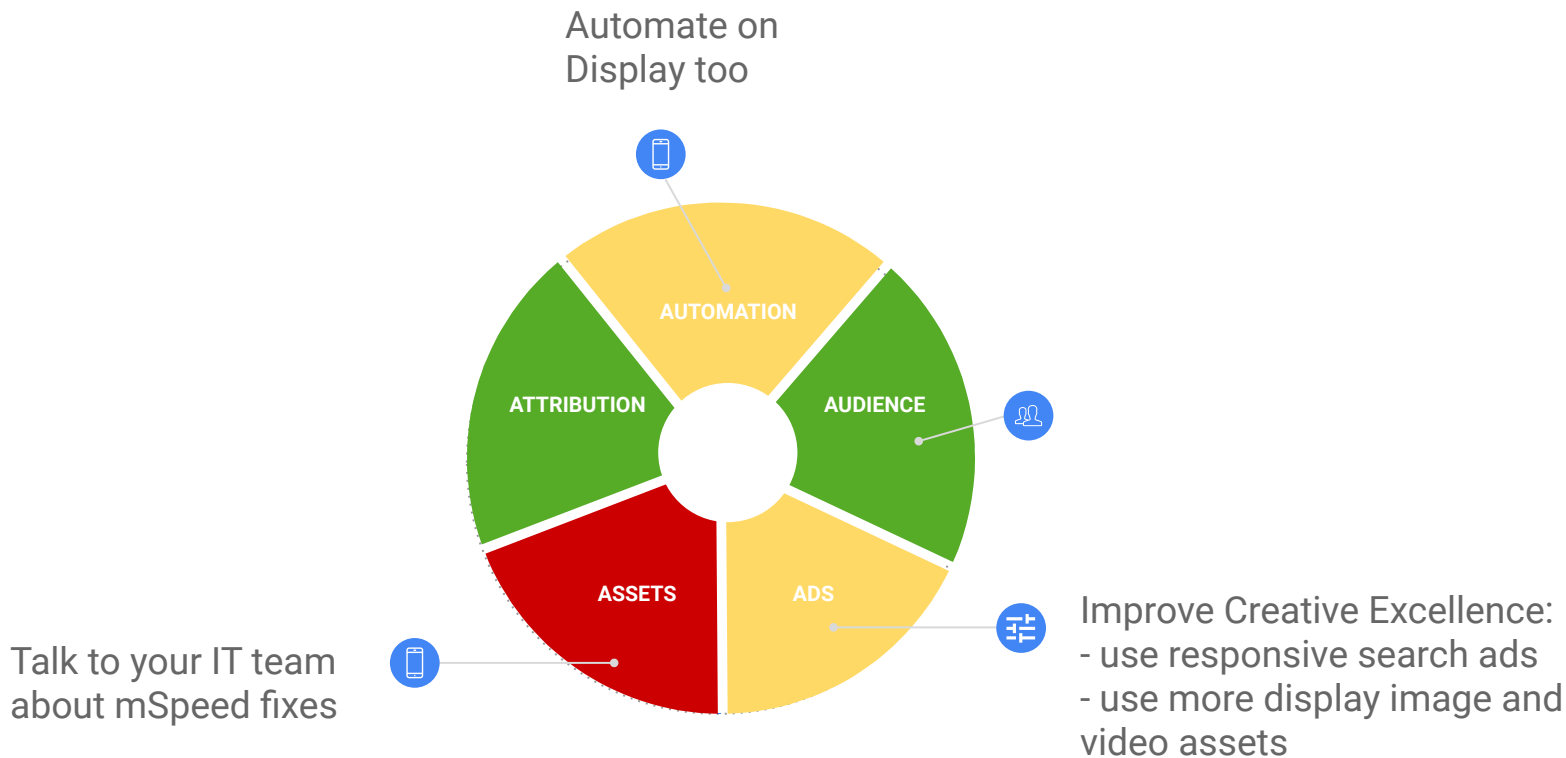
Q & A

3)   How often we need to refresh target audience, keywords and ads & extensions?

4)   For GDN - is it necessary to use all possible formats – Static banners, dynamic banners and responsive ads?

5)   What is your recommendation for the usage of one simple keyword per ad group? For example "credit card" / [credit card] / +credit +card in one ad group "Credit card".

6)   Could you share some recommendations for our remarketing ad groups in Consumer loans and Credit cards? For example some properly audiences that we didn't use yet or some interesting option.

7)   What is your recommendation about campaign settings? Now we are using Maximize conversions, is it proper to use another option – Target CPA?

8)   Could you share some good examples for ads about Cash loans and Credit cards from other countries?

9)   Do you have some recommendations about new formats in GDN or Video ads? Something new that we could try?

Google

2) Find more leads

Google

Online video is the biggest media trend out there

Estimated monthly consumer data traffic (in petabyte) ▼

Legend:
- Video
- Web, email and data*
- File sharing

Chart values (total per year):
- 2013: 29,071
- 2014: 35,884
- 2015: 44,204
- 2016: 54,635
- 2017: 67,671
- 2018: 83,299

Y-axis: 0 / 20,000 / 40,000 / 60,000 / 80,000 / 10,000
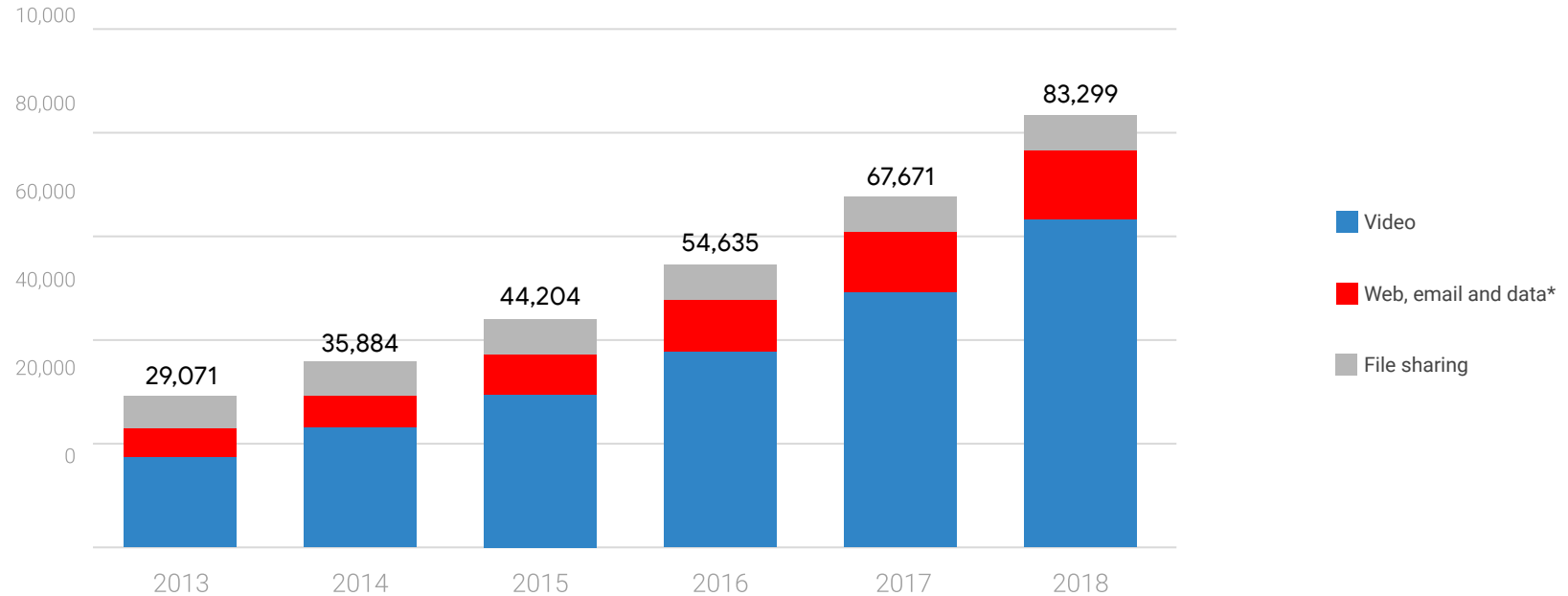
*Includes web, email, instant messaging and other non-filesharing data transfers via HTTP and FTP Source: Cisco

Google

Helping explain higher claimed attention

83%

claim to fully/mostly pay attention on YouTube compared to 58% on average across social platforms

Google

The relationship between Search and YouTube

85% of people who use Google Search, also regularly visit Youtube

Google

The relationship between Search and YouTube

On average, brands that run campaigns on YouTube see a **13%** lift in the volume of brand searches.

Google

The role YouTube should play in your performance plans

▶▶

Increase the reach of your keyword campaign, through use of *custom Intent* audiences on YouTube.

▶▶

Target new customers through use of *in-market* and *affinity* targeting.

◀◀

YouTube activity will lead to increase in brand search volume.

◀◀

Traffic that doesn't convert on your site, can be retargeted on YT alongside existing RLSA activity.

Google

Planning a performance campaign on YouTube

Unlocking YouTube as a performance driver

+ Intent Signals

+ Direct Response formats

+ Measurement
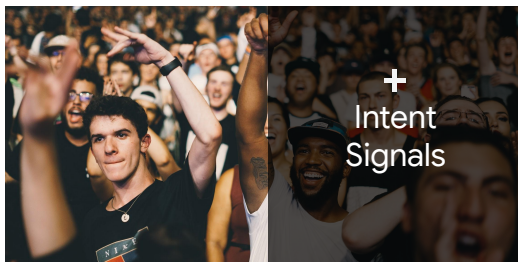
Define audiences using **search intent signals.**
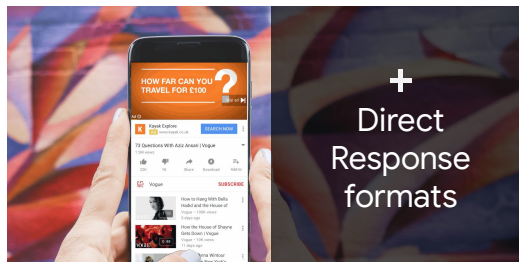
Convert action using new **Direct Response formats.**

Track **the metrics** you value.

Google

YouTube is one platform in a bigger ecosystem

Google
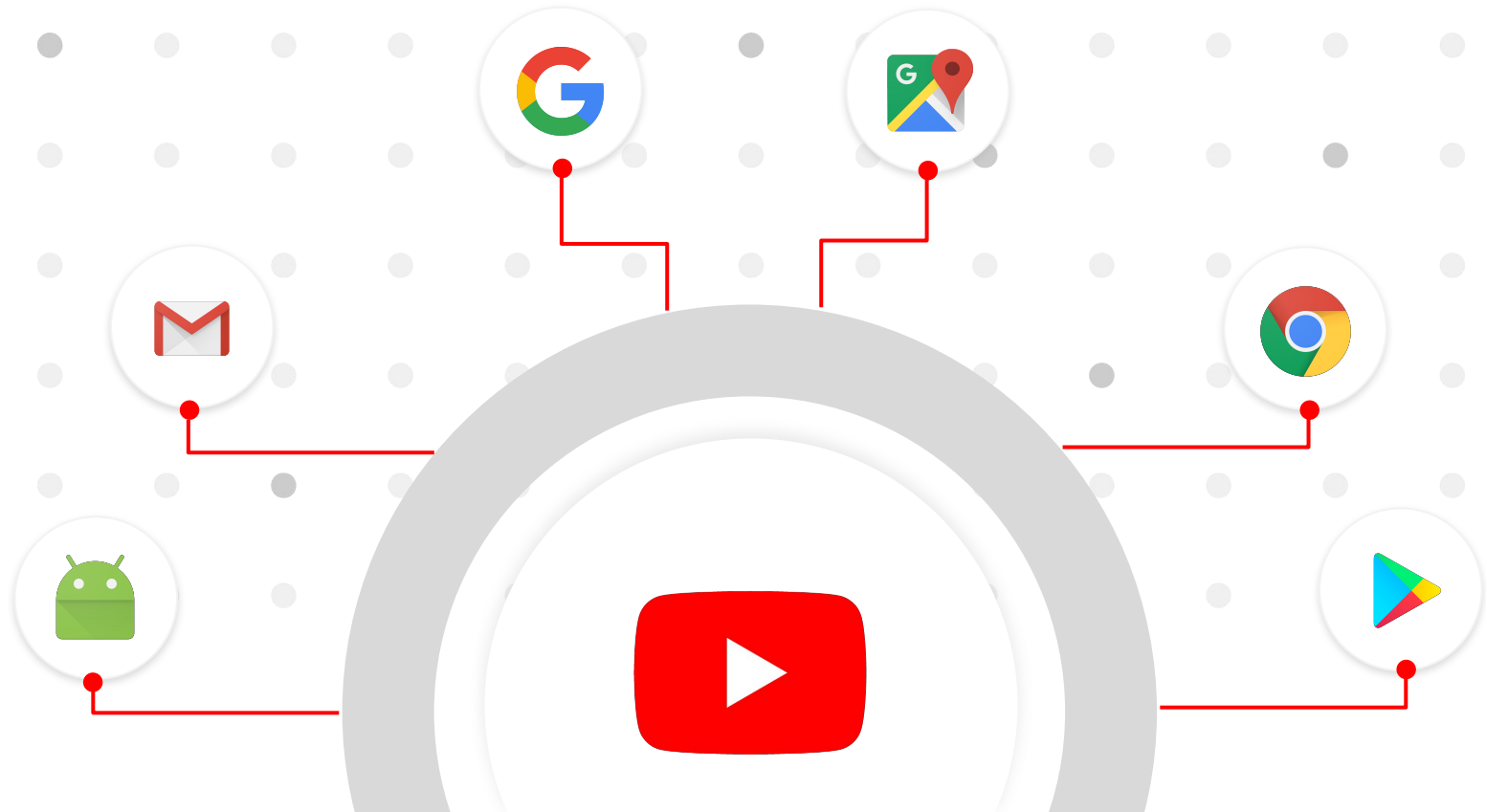
Allowing YouTube to benefit from signals of intent
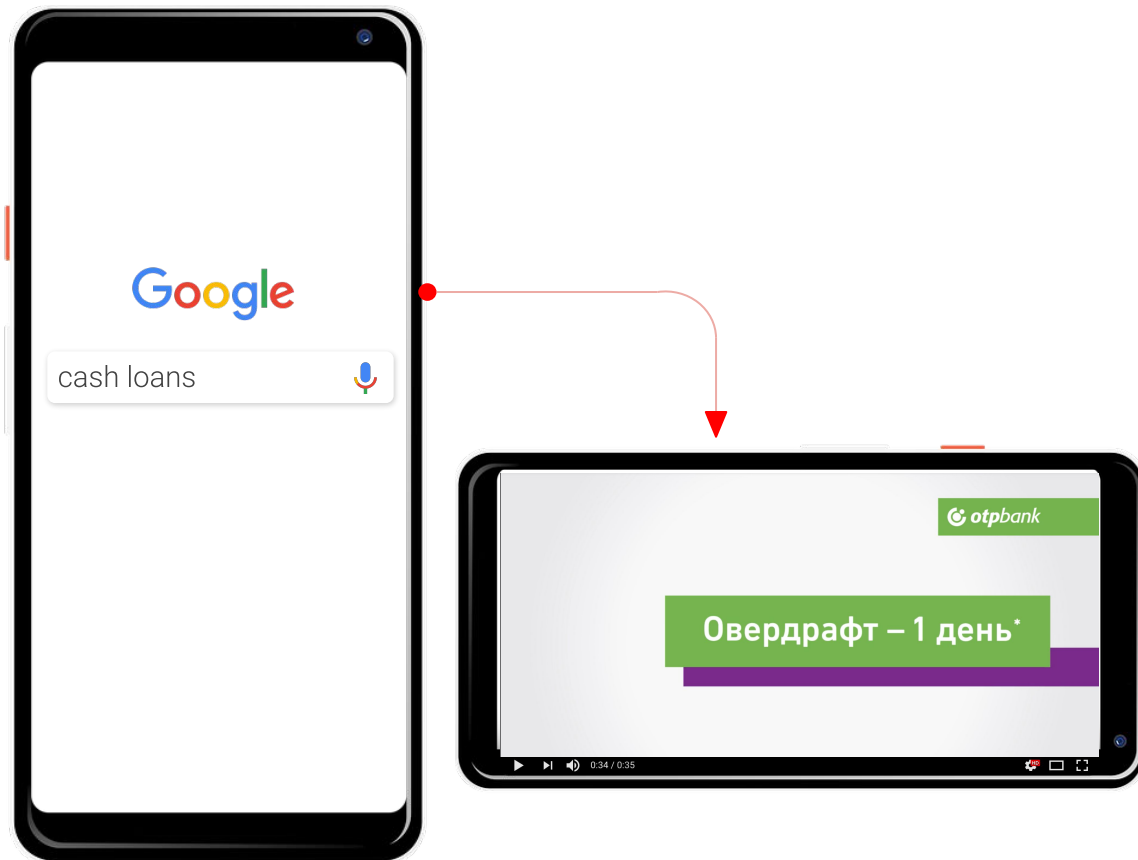
Generate and track credit card leads using TrueView for action

Lead generation & CTR optimised format delivering two to four times higher CTR
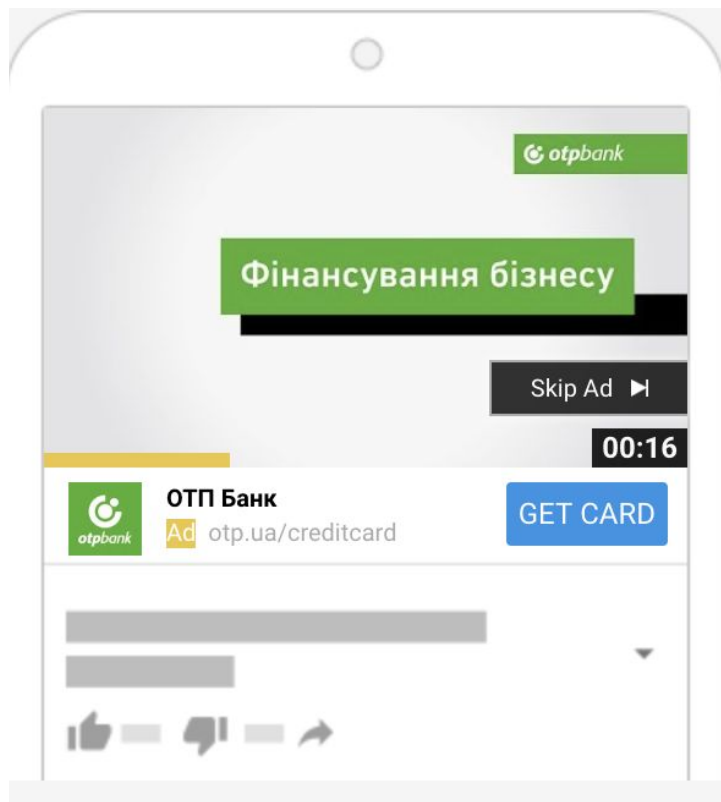
Step 1) Target **remarketing** audiences

Use the **same remarketing lists as on display** (visited but not converted)

Consider adding **customer match lists**

Start with 2-3 times higher than your search CPA or try max. conversions

Generate and track credit card leads using TrueView for action

Lead generation & CTR optimised format delivering two to four times higher CTR
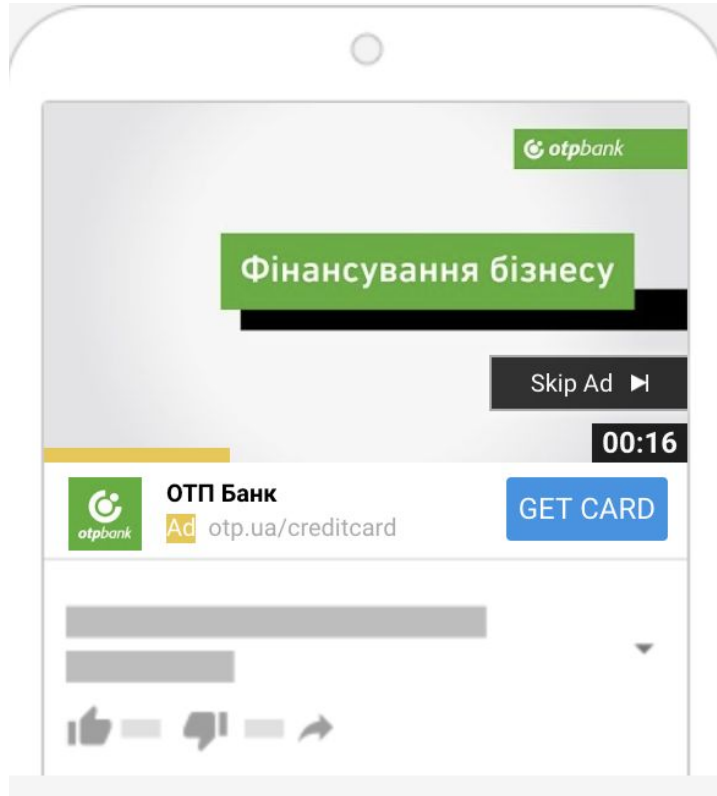
Step 2) Target custom intent and similar audiences

Use your **TOP 100-200 credit card related keywords**

Use keywords related to your **competitors' products**

Start with 1.2 times your video remarketing tCPA or use max conversion bidding

Google

Generate and track credit card leads using TrueView for action

Lead generation & CTR optimised format delivering two to four times higher CTR
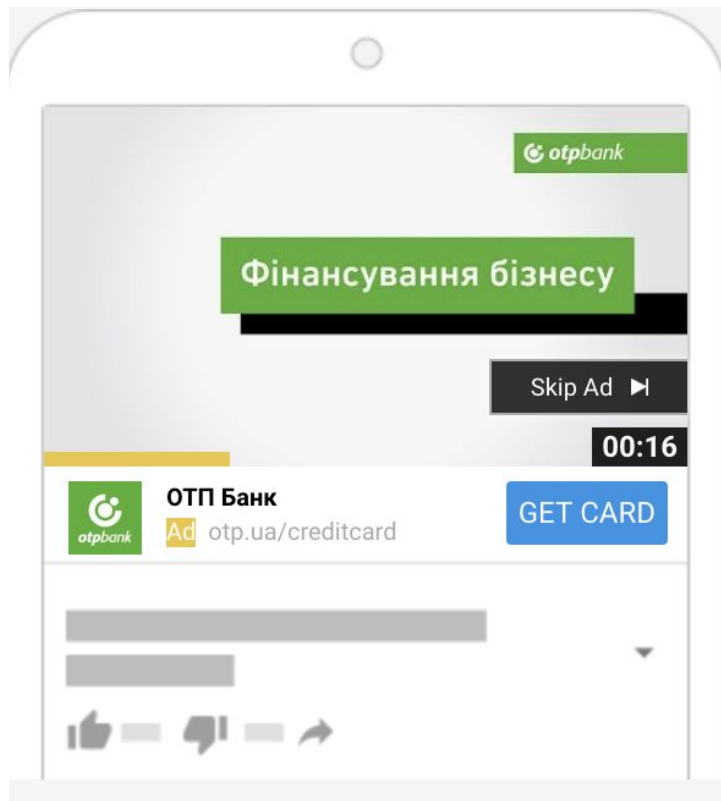
Step 3) Explore **other intent based** audiences

In-market for Credit Cards

Life events: **Recently Started a Business, Recently Married**

Affinity (or Custom Affinity): **Credit Card Preferences**

Google

Measure sales and micro-conversions from YouTube

▶ 1. Define your conversion goal

Online Purchases

Define your users' online purchase as a conversion and measure YouTube ads' impact on them

Leads generated

Sometimes real purchases can't be measured online, define a lead instead as a conversion

Pages Visited

For Advertisers who would like to increase their website visits on specific pages (like Add to cart or Search Results)

Google

((▶)) **Your Ads Conversions can occur through THREE different events** +

1 **Click- through**
(User click)

2 **Billed View**
(30s or end of ad)

3 **View Through**
(Impression)

Google

Track both direct and indirect actions

View Through Conversions
-Measure conversions after Ad impression

Conversions
-Measure conversion after ad click
-Also includes Cross- Device Conversions

Search lift
-Measure search lift after ad exposure

Conversion lift
-Measure conversion lift after ad exposure

You'll find both of these in Google Ads reporting

View- through conv. ?	Conversions ?

You'll have to contact your AM/IM for these reports

Google

Conversion lift & search lift - Measuring incrementality

Setup

We divide your audience into two groups: test users that will see your ad, control users will see the next ad in the auction.
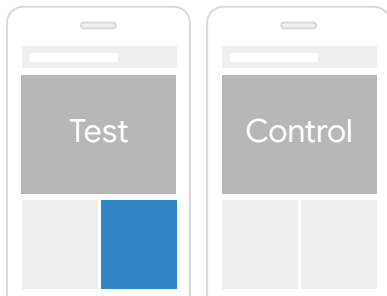
Measure

2 x things (i) Actions taken (ii) Impact on Search. Measured across an 8 week period.
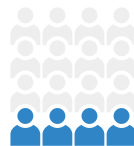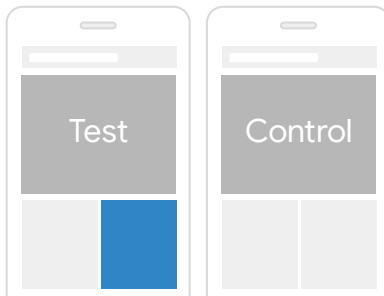
Calculate

The test groups conversions/searches in excess of control group conversions/searches are caused by your ad.

Google
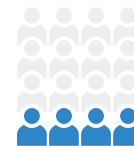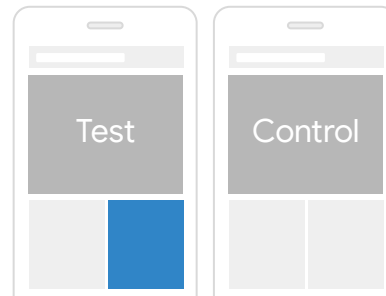
Brand lift - Measuring brand metrics that matter:

Ad Recall, Brand Awareness, Favorability, Consideration and Purchase Intent
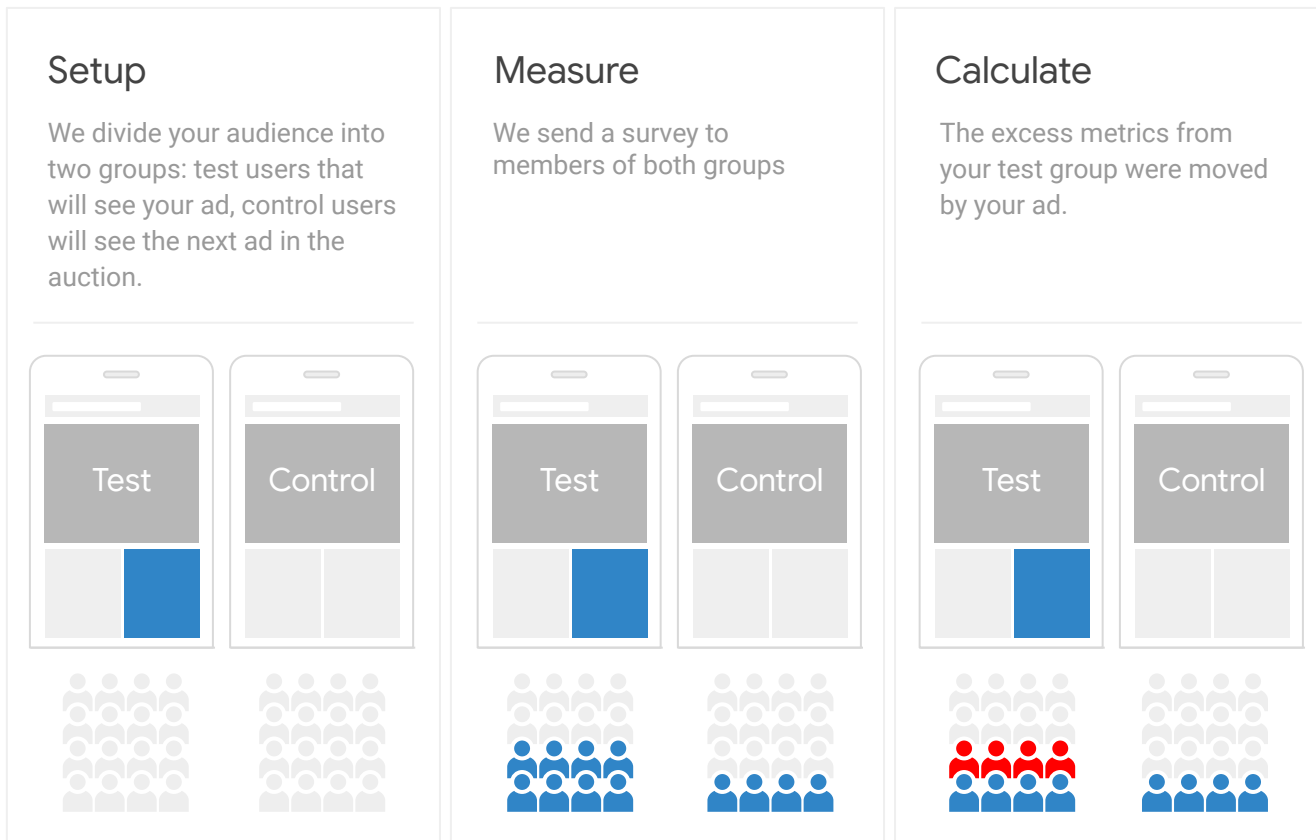
Setup

We divide your audience into two groups: test users that will see your ad, control users will see the next ad in the auction.

Measure

We send a survey to members of both groups

Calculate

The excess metrics from your test group were moved by your ad.

Test

Control

Test

Control

Test

Control

YouTube

Brand Lift Studies

Google

Brand Lift Studies Requirements

- 0 impressions campaign set & paused or planned in the account
- Media budget:
  - 1 Question (Ad Recall / Awareness / Consideration / Favorability / Purchase Intent) in first 7 days : 3.5k USD
  - 2 Questions (Ad Recall / Awareness / Consideration / Favorability / Purchase Intent) in first 7 days : 7k USD
  - 3 Questions (Ad Recall / Awareness / Consideration / Favorability / Purchase Intent) in first 7 days : 14k USD
  - 4 Questions (Ad Recall / Awareness / Consideration / Favorability / Purchase Intent) in first 7 days : 28k USD
  - 5 Questions (Ad Recall / Awareness / Consideration / Favorability / Purchase Intent) in first 7 days : 56k USD
  - Search interest: 7k USD in first 14 days;
- Fill in the brief here;

Conversion Lift Studies Requirements

- New account or different account than Search account

- 0 impressions campaign set & paused or planned in the account

- Conversion tracking firing unconditionally

- 4 Week test duration

- 125 conversions in the past 2 weeks, from any source (Click + View Through)

- Media budget: 7k USD in first 14 days

Google

Case Studies

Google

FinTech startup SumUp grows revenue with YouTube

sumup®

Mobile payments company
London, UK • sumup.co.uk

The challenge

SumUp, a burgeoning FinTech company, enables small businesses and merchants all over the world to accept card payments either in-store, in-app or online in a simple, secure and cost-effective way. The company had discovered that their Search and Display creatives could be utilized more effectively to engage with potential customers, especially considering the complex nature of their product. SumUp were aiming to find a solution to this, as well as also maximising their sales at a profitable return on investment (ROI).

The approach

As the number of people who spend time watching digital videos continues to grow, SumUp saw that utilising YouTube could help them develop further growth. Through using YouTube for Performance Life Events, they were now able to target a specific audience at the time when they might be most likely to convert, such as starting a new business and in need of a payment device. In combination with Custom Intent Audience, SumUp were now targeting precisely, as opposed to broadly approaching a demographic.

The results

As a result of this digital campaign, SumUp generated a 304% increase in the number of signups they received, all at a profitable ROI. As well as this, SumUp also witnessed an uplift of 885% in regards to order numbers with a 491% rise in the number of mobile conversions. YouTube has now become the new lead acquisition channel for SumUp, allowing for scalability with ROI performance.

Product features

- › YouTube for Performance
- › In-market audiences
- › Custom intent audiences
- › Custom affinity
- › YT4P Format (incl. tCPA and CPV bidding)
- › Conversion tracking for YouTube

"YouTube was an unexplored channel for SumUp. Using YouTube for Performance Life Events, we were able to target audiences who were about to start a new business and were in need of a payment device. This raised the conversion rate and YouTube became one of the best lead acquisition channels for SumUp."

—Yiorgos Antonopoulos, Head of Online Marketing Europe

304%
Increase in number of signups

885%
Uplift in total number of orders

491%
Rise of mobile conversions generated

▶ YouTube

IndiaLends banks on Google Audience Solutions to increase sales and cut acquisition costs

INDIALENDS

India Lends
New Delhi, India • indialends.com
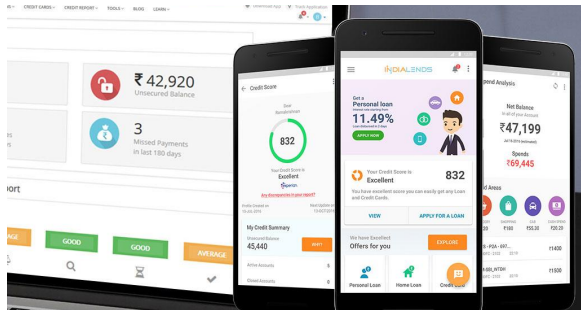
The challenge

IndiaLends is an online financial technology startup based in New Delhi. They offer customers a range of financial products and services, including personal loans and credit cards. As a market newcomer, they needed a way to scale their business and generate more qualified leads–at a better cost per loan.

The approach

IndiaLends' first priority was to target people who'd already engaged with the brand, and were more likely to convert. To do that, they used Remarketing Lists for Search Ads (RLSA). They soon saw positive results, so decided to cast the net wider and use Similar Audiences to reach more customers with the same profile. Building on that success, they then used Customer Match to engage people with similar profiles and demographics to their existing customers.

The results

Audience Solutions helped IndiaLends scale their business and establish a foothold in the industry. Overall, Display Audience Solutions generated 40% of all conversions for IndiaLends–at a 53% lower CPA than before. RLSA achieved a 112% better clickthrough rate (CTR) than non-RLSA and, again, with a 10% lower CPA. Compared with other Display campaigns, their new Smart Display Campaign also delivered an 8% lower CPA.

Product features

› Remarketing tag
› Remarketing Lists for Search Ads
› Display remarketing
› Similar audiences for search

› Similar audiences for display
› Smart display campaigns
› Affinity audiences
› In-market audiences
› Customer match

" The partnership and the team effort has helped us take steps forward in a competitive market and head towards our goals in a guided manner."

—Mayank Kachhwaha, Co-founder, IndiaLends

40%
Of conversions now come from Display Audience Solutions

53%
Lower CPA

112%
Higher CTR

Google Ads

money.co.uk
Improving mobile user experience with speed optimizations

"To simplify means to eliminate the unnecessary so that the necessary may speak."
Karl Dix, Creative/UX Lead, money.co.uk

money

Goals

- Increase site speed for mobile users

- Improve money.co.uk website's mobile user experience to drive business results

Approach

- Conducted a mobile site audit with Google

- Implemented mobile friendly forms such as eligibility checker in controlled areas (e.g. credit cards), taking into consideration the areas under third party control (e.g. white labels).

- Applied space saving design and UX (e.g. collapsible content, tools, filters & inclusion of native mobile interactions)

Results

From 11.7sec to 3.5sec
Improved mobile site load time (measured on 3G)

2.6x increase in click through rate (from 12% to 32%)

35% decrease in overall bounce rate (from 80% to 52%)

ICICI Bank - Trailblazing with YouTube for Performance

- Use "Search Bar" to drive action and increase Brand Search **Industry-first**
- Adopted TrueView for Action (4X CTR) and Custom Intent Audience to drive Performance **Industry-first**
- 20% higher View-through-rates in Credit Card campaign compared to Industry Benchmark **Beat Benchmark**

Audience Affinities across products

Personal Loans
Home Loans
Credit Cards

Avid Investors

They spend a considerable amount of their time investing their own money

They are extremely knowledgeable about market trends

They are often called upon by friends or family for investing advice

Business Professionals

They work in a corporate or business environment

They are "white collar" workers who have professional, managerial or office jobs

Travel Buffs

Their passion is to travel the world

They research the locations they want to visit and plan their trips

They immerse themselves in the culture of the place they visit

Audience Affinities across products

Personal Loan

Auto Enthusiasts

Their cars are their "pride and joy"

They are up-to-date on the latest models of car / motorcycles

They frequent auto shows because they love to test drive new cars

Technophiles

They read up on all sorts of new gadgets and new technology

They love tinkering with the latest gadgets

They spend a lot of their income on "beta testing" the earliest technology

Home Loan

Business & Economic News Junkies

They closely follow business and financial news

They read often, both offline and online

They read different kinds of magazines, news articles and publications

Credit Card

Bargain Hunters

They pride themselves on "never paying full price"

The collect coupons and shot at discount outlets stores online and offline

They are willing to spend the time to get the extra discount

Shoppers

They enjoy shopping

They view it as a pastime rather than a chore

ICICI Prudential uses Life Events targeting to move Brand Consideration

22% Lift in Consideration, Best-in-class in BFSI

icicprulife.com   #NayaProtection

" Using Google's ability to provide digital signals for our audience, we were able to target the right message to the relevant TG. This helped in a very focused and impactful campaign and and we will continue to use this in our campaigns going forward. "

Manish Dubey
CMO, ICICI Prudential Life Insurance

* During the same time
Comparison: previous TrueView campaign

Google

Santander UK drove awareness of new engaging creative with Life Events

In Top

25%

For Ad Recall

Valuable

insights

gained on most responsive audience, format & frequency

Here to help you prosper

By applying online you won't receive mortgage advice from us. All applications are subject to status and lending criteria.
YOUR HOME MAY BE REPOSSESSED IF YOU DO NOT KEEP UP REPAYMENTS ON YOUR MORTGAGE.

" *This campaign explored what prosperity means for our customers and how through our understanding of them, we showcase Santander's products and services to help them prosper. By using YouTube, a platform that ordinary people use every day, we were able to target our customers with different variations of content in different formats* "

Andy Freeman, Head of Social, Santander UK

Data Driven Attribution in Ads improves generic and mobile performance for Hangikredi.com

Hangikredi

Credit company
Istanbul, Turkey • hangikredi.com

The challenge

Hangikredi is an online platform that enables users to make quick and easy comparisons on possible loans. As Turkey's first online loan calculator the company offers the most advantageous price offers in regards to credit, credit cards, electricity and insurance areas. Hangikredi were looking to increase the number of conversions in a scalable way by also reducing their cost-per acquisition (CPA) across the board.

The approach

Initially, Hangikredi had been using manual bidding, until they implemented tCPA with Data-Driven Attribution in place of this. Through machine learning, the company was able to set bids at a specific CPA to help generate as many conversions as possible. By tailoring bids for each auction, Hangikredi were able to automatically optimize without relying on manual bidding due to this strategy.

The results

By incorporating Data-Driven Attribution into their digital campaign, Hangikredi were able to drive strong results for both mobile and generic campaigns. As a result of this, the company increased the number of conversions by 56% during the test period; all of which was achieved with a 12% lower CPA. In regards to generic searches, conversions rose by 96% with a 20% reduction to CPA whilst conversions on mobile from generics doubled.

" Data-driven attribution helped us to value our keywords from a broader perspective, and by combining it with Ads tCPA bidding we could directly start to improve the performance."

—Yılmaz Sonışık, CEO, Hangikredi.com

56%
Increase in total conversions

12%
Reduction in total CPA

96%
Increase in conversions through generic search

Google Ads

Kredivo reduces CPA and drives increases in daily volume with UAC

Kredivo
Buy now, Pay later

Credit solution company
Jakarta, Indonesia • kredivo.com

The challenge

Kredivo offers their clients the chance to get quick credit for online shopping without needing a credit card. The most integral part of Kredivo's marketing strategy was to increase the amount of registrations at scale. In coordination with this, the company also sought to grow their user base, focusing on garnering new verified and registered users.

The approach

To begin with, Kredivo set-up a review of in-app tracking as a means to map out the user funnel from the first installation to their eventual conversion. UAC for Actions were implemented so that Kredivo could optimise their conversions and also follow the best practices for bids and budget settings to help steer campaigns.

The results

On the back of a well rounded marketing strategy, Kredivo saw positive results in the areas they were hoping to impact. The rate of their daily conversions saw a fourteen fold increase whilst their cost per acquisition decreased by 80%. In total, Kredivo were able to improve their conversion rate by 30% as they were able to gain the user base they were searching for at the beginning of the campaign.

" By working closely with Google's account management team, UAC showed strong performance and put those concerns to rest. We now plan to replicate this on iOS, as UAC has become a huge part of our app acquisition strategy."

—Kelvin Saputra Digital Marketing Manager, Kredivo

80%
Lower CPA

14x
Increase in daily conversions

30%
Increase in conversion rate

Google Ads

UOB achieved 525% increase in new customer acquisition leveraging Smart Display campaigns

Key Insights

- Smart Display Campaigns drove **higher** quality leads & new customer acquisitions compared to manual display campaigns.

- With automated targeting, results showed <u>41% of all conversions came from mobile devices</u>, which was earlier an undervalued segment

525%
incremental Acquisitions

81%
Lower cost per acquisition

Test spanning 12 weeks with same budget, same creative, comparing SDC to manual display campaigns

Apply & Pay in Minutes

Attractive Rebates, Miles and Rewards - All with UOB Credit Cards!

Business challenge

Can automated Display ad solutions help **find high quality leads and drive new customer acquisitions?**

The client

UOB

United Overseas Bank, the third largest bank in South East Asia, always innovating and their goal was to acquire new credits card customers.

Display campaigns have been **a great source of online lead generation** so they wanted to explore the further benefits of **automated campaigns** in **gaining incremental credit card applications**

Key Insights

1. Smart Display Campaigns is extremely effective in **high quality lead generation & driving customer acquisitions at scale**

2. Thanks to the Machine Learning, SDC can help **uncover new relevant audience segments**

The Experiment

Objective: Compare new customer acquisition through automated vs. manual Display campaigns

Methodology:

- Control group: Standard Display ad campaign using In-market and Affinity audiences, manually implemented and optimized towards new acquisitions*

- Test group: Smart Display Campaign fully automated & uses Machine Learning to optimize towards new acquisitions*

The experiment ran for 12 weeks in Singapore. Both control and test group campaigns ran for the same product categories with similar budgets, using the same creatives & bidding strategy (target Cost Per Acquisition)

An acquisition (conversion) was defined as a completed sign up for credit card (an extensive 11-page online form)

Results:

Tips: ensure the landing page is fast & mobile responsive, and the form is easy to navigate

The Smart Display Campaign achieved;

+525% incremental acquisitions

at a **-80% lower cost**

compared to their previous manual Display

Apply & Pay in Minutes
Attractive Rebates, Miles and Rewards - All with UOB Credit Cards!
UOB

UOB Card $250 Cash Credit
SG's most generous rebate card with greater fuel savings! Apply now.
UOB

Uncovering Insights from automated Audience solutions:
41% of all conversions came from mobile, a previously undervalued segment
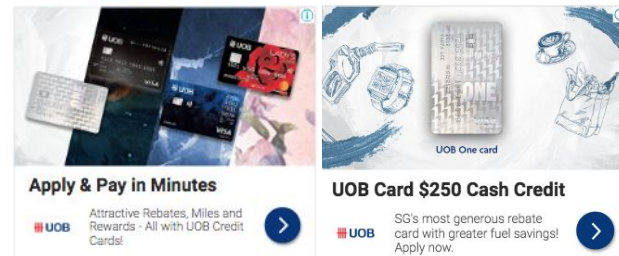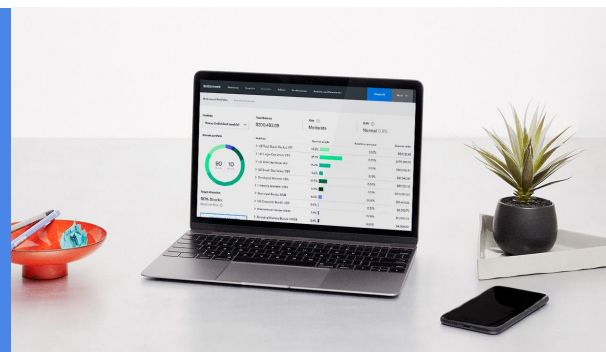
Betterment leverages Custom Intent Audiences on YouTube to drive sign-ups and deposits in a highly competitive industry

25%
Lower CPCs
than their historical
non-branded campaigns

+245%
Uplift in Brand
Searches

600%
Higher ROAS
than their prior YouTube
initiatives.

"What has really stood out about Custom Intent for me has been the quality of the audiences that we've engaged with during our campaign. We've been able to find prospects that were receptive to our message, and more importantly, we've been able to find them at a point in their journey when they are ready to take action."

Jesse Williams - Acquisition Marketing Manager - Betterment

GOALS

- Drive new customer signups and deposits.
- Reach high value customers.
- Reach potential customers efficiently.

LEARNINGS

- Efficient targeting solution for verticals with highly competitive search landscapes. Betterment captured this high value search intent for a fraction of the cost compared to Search.

- Ideally suited for businesses with longer sales cycles where the initial search tends to not represent the end of the customer journey.

- Custom Intent Audiences allowed Betterment to customize their targeting well beyond the available in-market audiences, allowing them to more efficiently reach high value customers.

RESULTS

- 80% lower cost per signup than their prior YouTube initiatives' cost per signup performance.

- 50% lower cost per signup than their current non-branded search cost per signup performance.

Santander UK drove awareness of new engaging creative with Life Events

GOAL

To embed awareness and recognition of Santander's brand purpose via a new creative featuring UGC-style content which highlights how prosperity is about more than just financial wealth.

APPROACH

Santander used Life Events to amplify their brand message on YouTube using a variety of ad formats (InStream and Bumpers in sequence) to deliver a relevant and timely message to its audience.

RESULTS

In Top
25%
For Ad Recall

Valuable
insights
gained on most responsive audience, format & frequency

| YouTube

0:18 / 1:00

Santander | Here to help you prosper

Santander UK

Subscribe

20,856 views

" *This campaign explored what prosperity means for our customers and how through our understanding of them, we showcase Santander's products and services to help them prosper. By using YouTube, a platform that ordinary people use every day, we were able to target our customers with different variations of content in different formats* "

Andy Freeman, Head of Social, Santander UK

Thank you

Google