



adCore – New Automation Rules

Client X is a daily deals site with a business model based on lead generation. A conversion is registered with a login into the site.

After managing the online marketing activity for a period of a few weeks, the client started using the adCore automation rules to manage the activity on the account.

The client activated 3 automation rules that touch the core of an SEM account manager's daily tasks:

Pause Ad Rule – Automates A/B testing of ads.

- This rule looks at all the text ads within each ad group in a campaign. As long as there is more than one ad in the ad group, it judges which ad is performing best.
- The best ad stays active, while the rest become paused. The rule judges the statistics of the "best ad" based on the campaign goal divided by the number of impressions.
- This rule runs once a day and checks the statistics of the last 7 days, 30 days, 90 days, and 1 year.

Change Keyword Bid - Automates keyword-level bid management.

- This rule checks to make sure keywords have at least two conversions (or have spent enough money to have converted twice) and 10 clicks or more. The bids on the keywords that "fit the bill" are adjusted to the correct bid for them to convert at their goal. There is also a cap to the bidding that will make sure the bid of a keyword does not exceed 6 times the average CPC in the campaign.

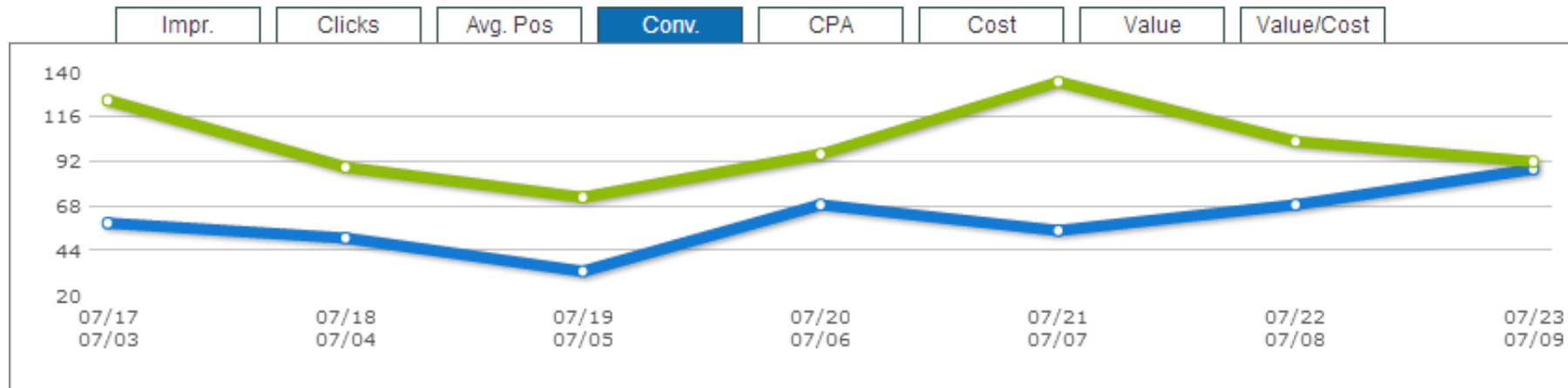
Add Search Terms – Allows for campaign expansion by adding search terms into the campaign automatically.

- This rule adds search terms from the search query report into the campaign as long as they receive five or more clicks, 50 or more impressions, and has a CTR higher than 3%.
- The keywords are added to the campaign in 'exact match.'

Rules in Action – Results

2014

Below is a comparison between the week before the rules were activated and the week following.



Channel	Campaign	Date Range	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.	Conv. Rate	Conv.	Cost/Conv.	Cost	
Google™	All	3 Jul, 2013 to 9 Jul, 2013	13,800	458,739	3.01%	≈0.10	3.74	3.07%	424	≈3.34	≈1,418.02	
	All	17 Jul, 2013 to 23 Jul, 2013	22,634	629,129	3.60%	≈0.10	3.59	3.15%	713	≈3.20	≈2,284.08	
	Google™ Delta				64.01%	37.14%	19.61%	-1.80%	-3.81%	2.54%	68.16%	-4.21%

One week after the activation of these automation rules:

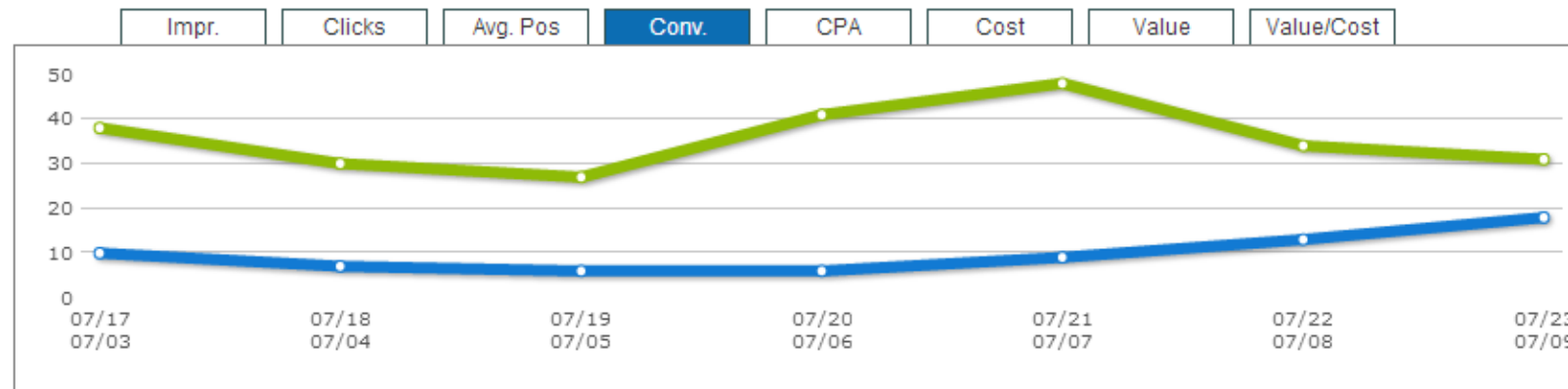
- The Click-Through-Rate (CTR) improved by more than 19% - this was due to the A/B tester.
- The average CPC dropped by almost 2% and the cost per conversion dropped by 4.5% - This was due to the bid management rule written for the campaigns.

Rules in Action - A Deeper Look

2014

A look into a specific campaign in the account shows even more drastic results:

1. A 260% growth in the number of conversions.
2. A 54% growth in Click-Through-Rate.
3. A 13% decrease in average Cost-Per-Click.



Channel	Campaign	Date Range	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.	Conv. Rate	Conv.	Cost/Conv.	Cost
Google	2012 - PC	3 Jul, 2013 to 9 Jul, 2013	2,245	61,649	3.64%	~0.10	4.20	3.07%	69	~3.23	~222.67
	2012 - PC	17 Jul, 2013 to 23 Jul, 2013	6,662	118,070	5.64%	~0.09	3.57	3.74%	249	~2.31	~576.16
	Google™ Delta		196.75%	91.52%	54.91%	-12.81%	-14.88%	21.64%	260.87%	-28.30%	158.75%



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