Dark Horse

Mastering ecommerce PPC: Top 5 strategies for optimal performance

Who am I?

- Work with ecommerce brands
- Being doing PPC For 5 years
- Been working in Marketing for 7
- Love seeing brands succeed

Ethan Lambert
PPC Exec

Responsible for clients PPC strategy, with 5 years' experience

Dark Horse

www.darkhorse.co

LET'S EXAMINE A

Google Ads accounts

Ad group structural issues

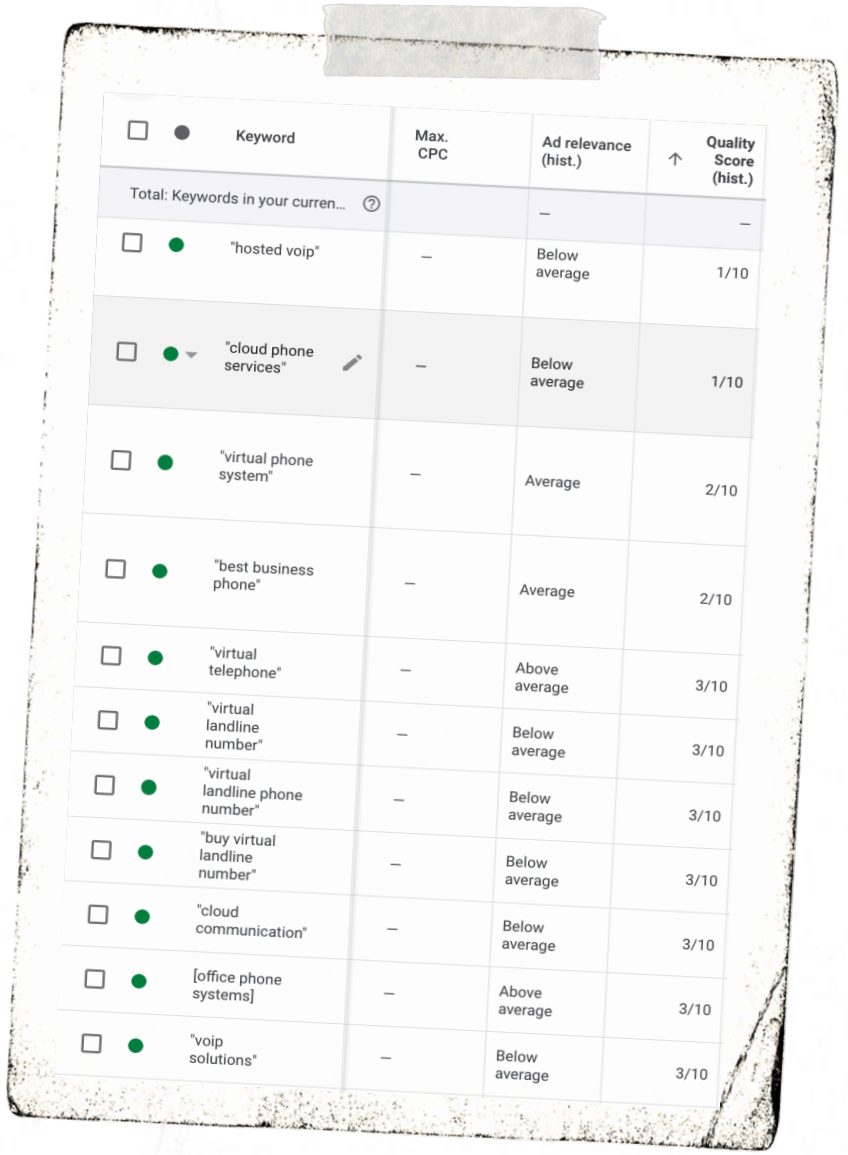
Ad group: ‘General Campaign > VoiP System Ad Group’

- “voip uk”
- [voip phone system]
- business telephone
- “office phone lines”
- “wifi phone system”

By having disjoint themes in the same ad group, the ad relevance and Quality Score suffer meaning more has to be paid per click.

80%

Having a better Quality Score can reduce CPA by 16-80%



Keyword	Max. CPC	Ad relevance (hist.)	Quality Score (hist.)
Total: Keywords in your curren...		–	–
"hosted voip"	–	Below average	1/10
"cloud phone services"	–	Below average	1/10
"virtual phone system"	–	Average	2/10
"best business phone"	–	Average	2/10
"virtual telephone"	–	Above average	3/10
"virtual landline number"	–	Below average	3/10
"virtual landline phone number"	–	Below average	3/10
"buy virtual landline number"	–	Below average	3/10
"cloud communication"	–	Below average	3/10
[office phone systems]	–	Above average	3/10
"voip solutions"	–	Below average	3/10

Ad group structural issues

Ad group: ‘General Campaign > VoiP System Ad Group’

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- [voip phone system]
- business telephone
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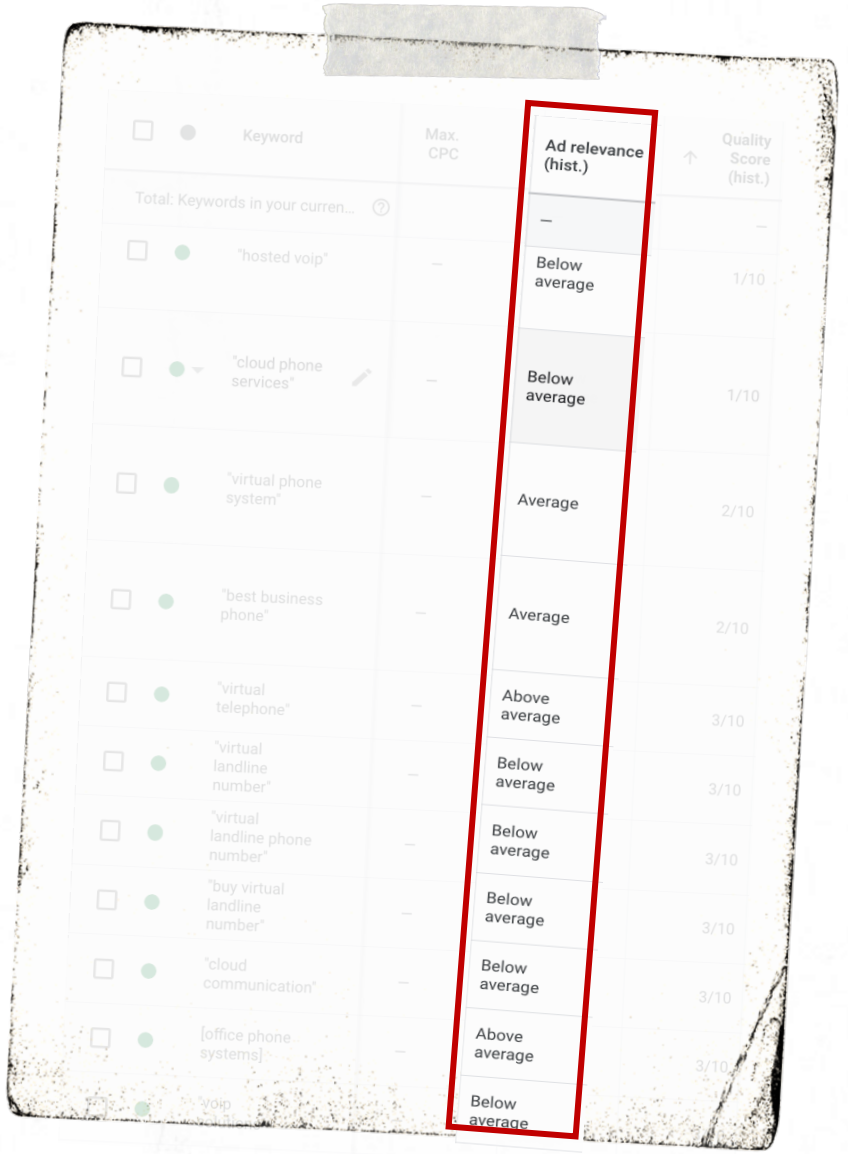
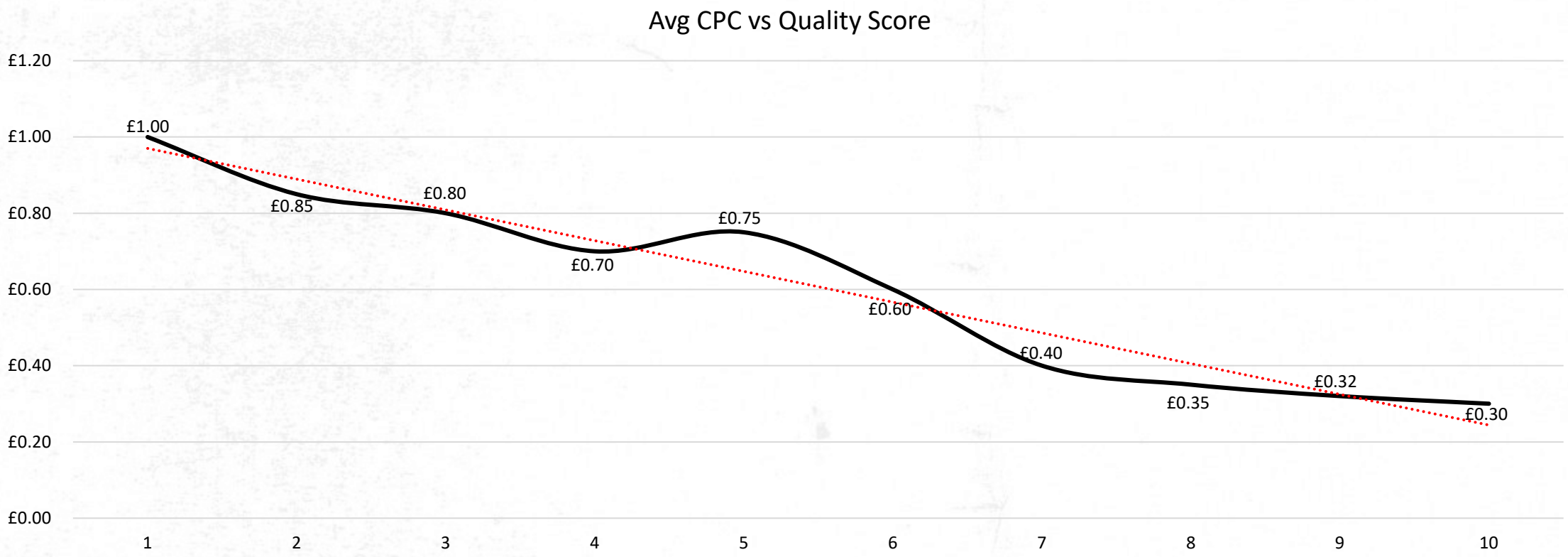


Structuring that works

Ad group	Status
Digitising Keywords	Eligible
Scanning Keywords	Eligible
Document Keywords	Eligible

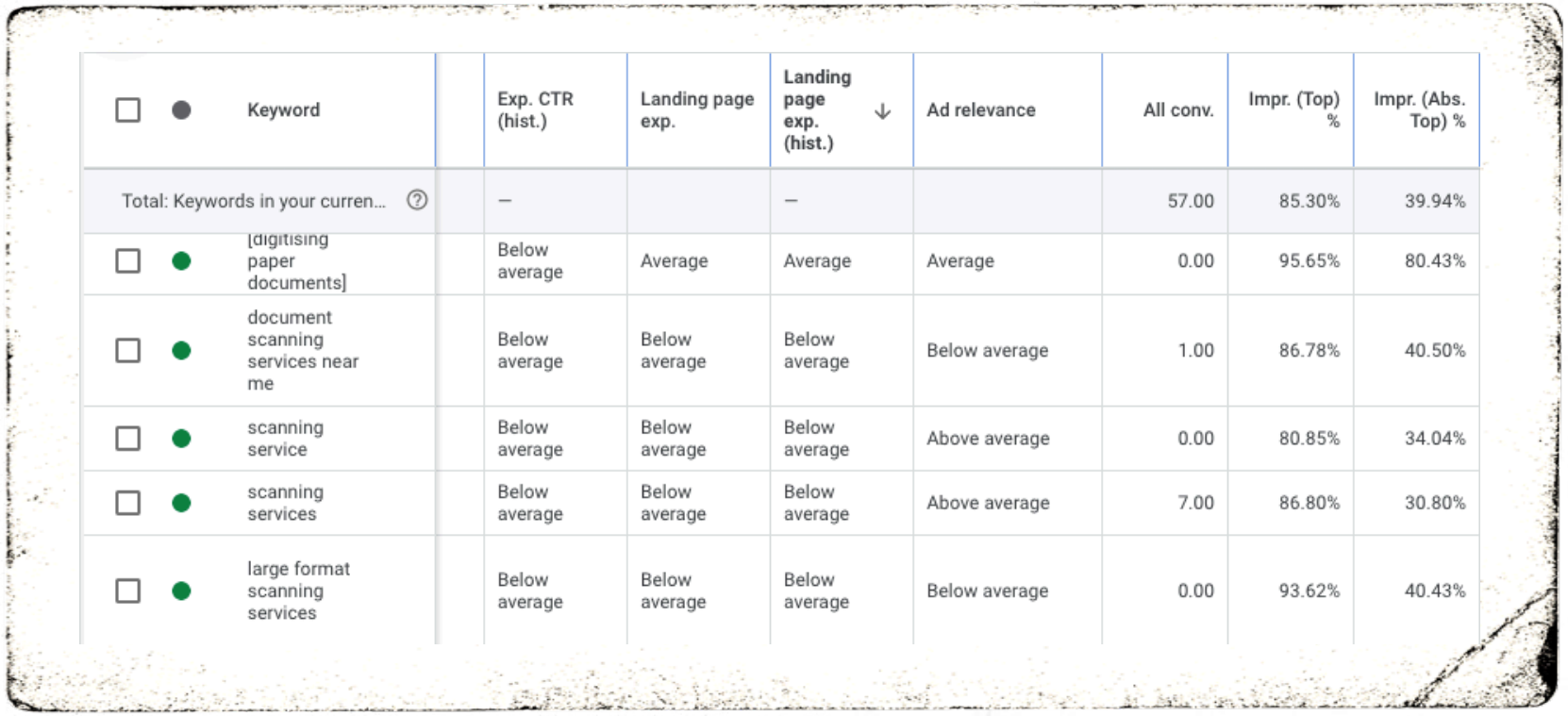
Keyword	Cost	Ad relevance
business scanning	£10.30	Above average
bulk scanning services	£190.89	Above average
secure scanning services	£81.22	Above average
companies that scan documents	£1,134.33	Above average
mass scanning services	£24.05	Above average
scanning service	£161.52	Above average
scanning services	£1,000.78	Above average
Records scanning	£57.59	Above average

Quality Score example



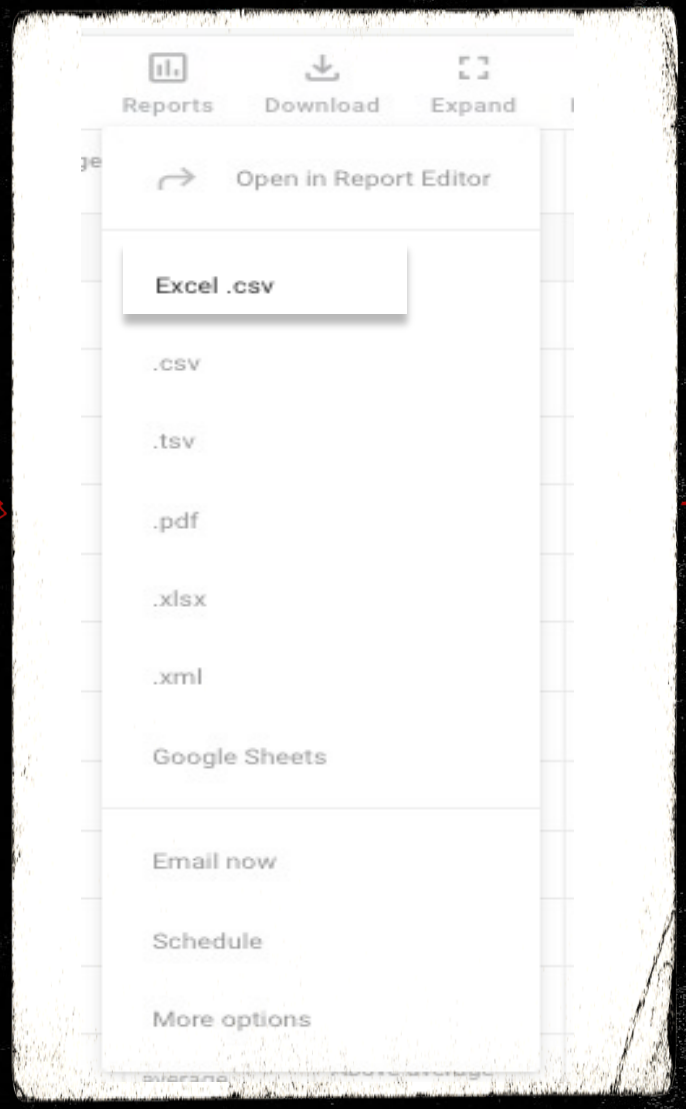
Quality Score matters

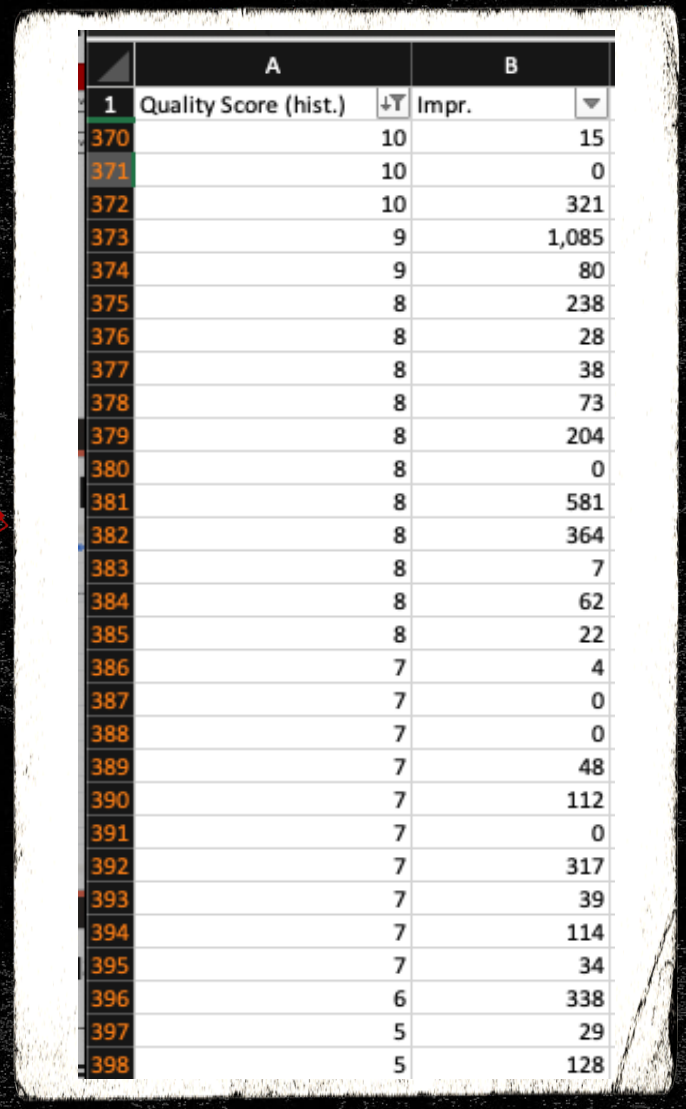
	Landing page exp.	Ad relevance	Exp. CTR
Below average	24%	57%	25%
Average	35%	14%	45%
Above average	41%	29%	30%



Keyword	Exp. CTR (hist.)	Landing page exp.	Landing page exp. (hist.)	Ad relevance	All conv.	Impr. (Top) %	Impr. (Abs. Top) %
Total: Keywords in your curren...	–		–		57.00	85.30%	39.94%
[digitising paper documents]	Below average	Average	Average	Average	0.00	95.65%	80.43%
document scanning services near me	Below average	Below average	Below average	Below average	1.00	86.78%	40.50%
scanning service	Below average	Below average	Below average	Above average	0.00	80.85%	34.04%
scanning services	Below average	Below average	Below average	Above average	7.00	86.80%	30.80%
large format scanning services	Below average	Below average	Below average	Below average	0.00	93.62%	40.43%

Calculating your Quality Score





	A	B
1	Quality Score (hist.)	Impr.
370	10	15
371	10	0
372	10	321
373	9	1,085
374	9	80
375	8	238
376	8	28
377	8	38
378	8	73
379	8	204
380	8	0
381	8	581
382	8	364
383	8	7
384	8	62
385	8	22
386	7	4
387	7	0
388	7	0
389	7	48
390	7	112
391	7	0
392	7	317
393	7	39
394	7	114
395	7	34
396	6	338
397	5	29
398	5	128

Check your Quality Score

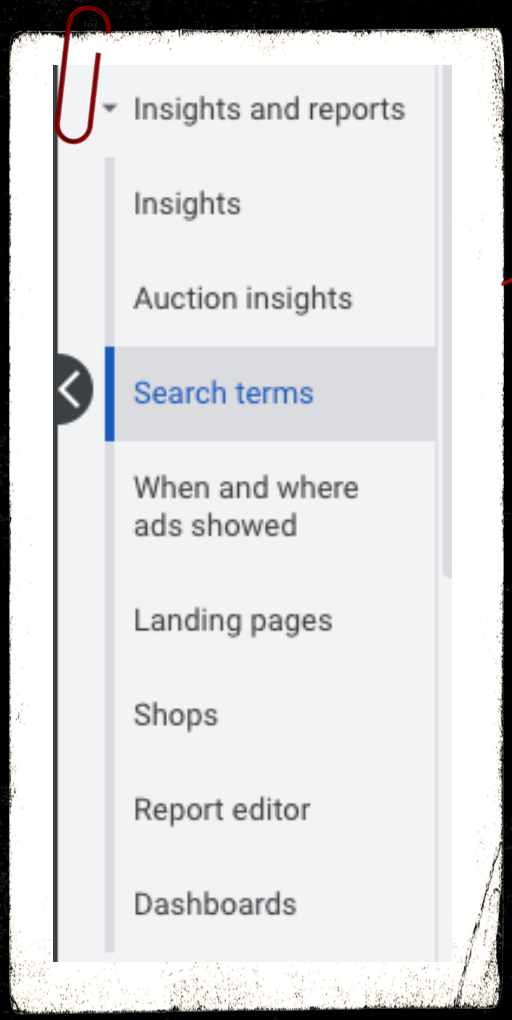
STEP 1: Add the sum of ***Quality Score (hist.)*** column to the sum of ***impressions column***

STEP 2: Divide that number the sum of the ***impressions column***

STEP 3: You have quality score

https://docs.google.com/spreadsheets/d/1LDDsCcgDbK-8AYtBK-N3JXj0U22LhJta/edit?usp=sharing&ouid=105266404848441398310&rtpof=true&sd=true

Got brand reliance?



Search term	Added/Excluded	Campaign	Ad group	Impr.	Interactions	Cost	↓ Conv
[redacted]	None	[redacted]		1,064	555 Clicks	£19.91	11.21
	None			8	3 Clicks	£0.37	2.50
	None			23	5 Clicks	£0.72	1.00
	None			17	8 Clicks	£1.47	1.00
	None			459	274 Clicks	£10.42	1.00

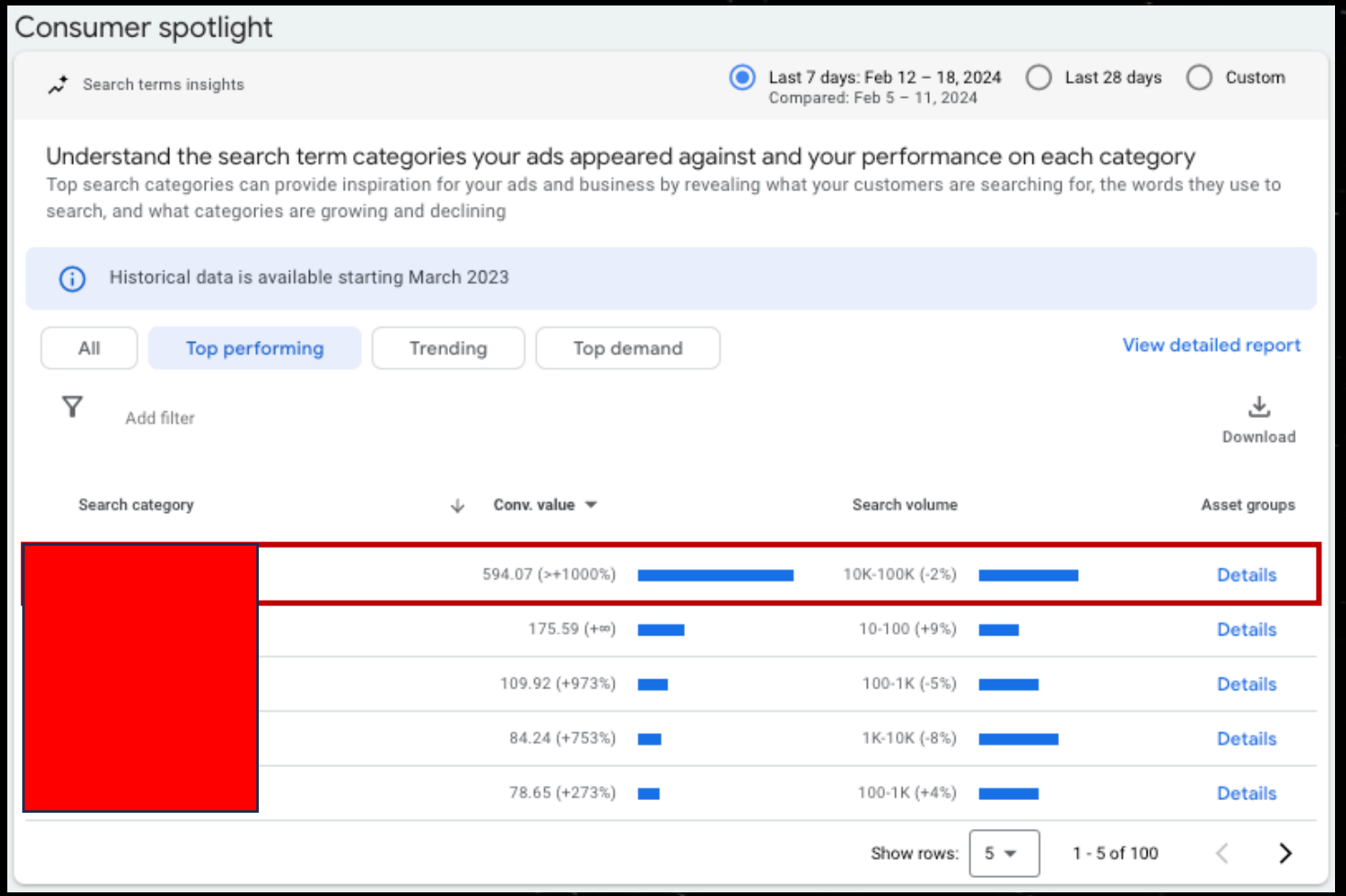
Search term	Conversions	↓ Conv. value
Total: Filtered search terms	889.27	29,350.18
Total: Account	4,209.09	195,659.65
Total: Search campaigns	1,058.32	34,441.80
Total: Display campaigns	0.00	0.00
Total: Shopping campaigns	0.00	0.00
Total: Video campaigns	11.25	420.90
Total: Performance Max campaigns	3,139.52	160,796.94

PMax brand reliance?

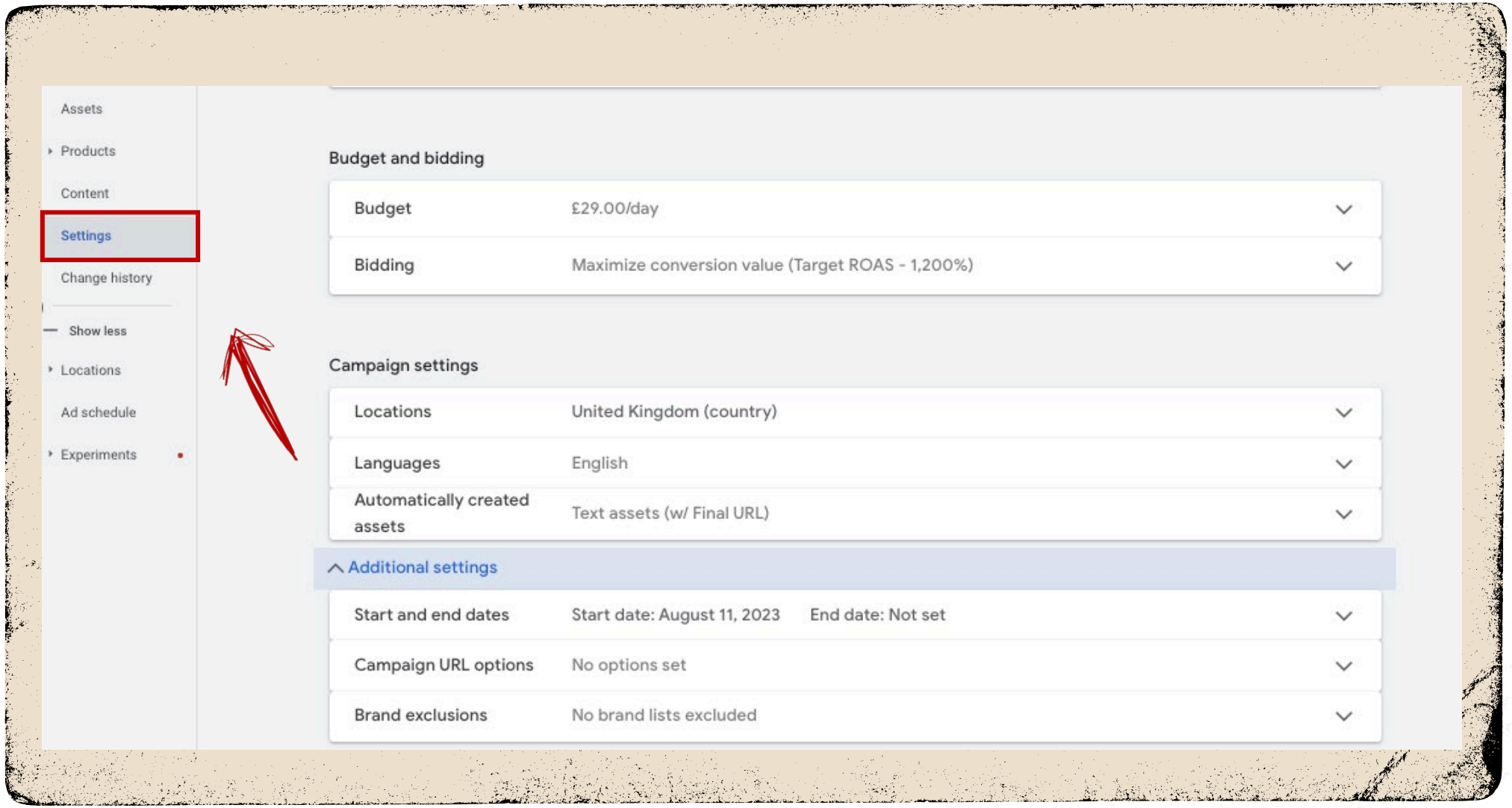
Campaign

Select pMax campaign

Insights



Add a brand list



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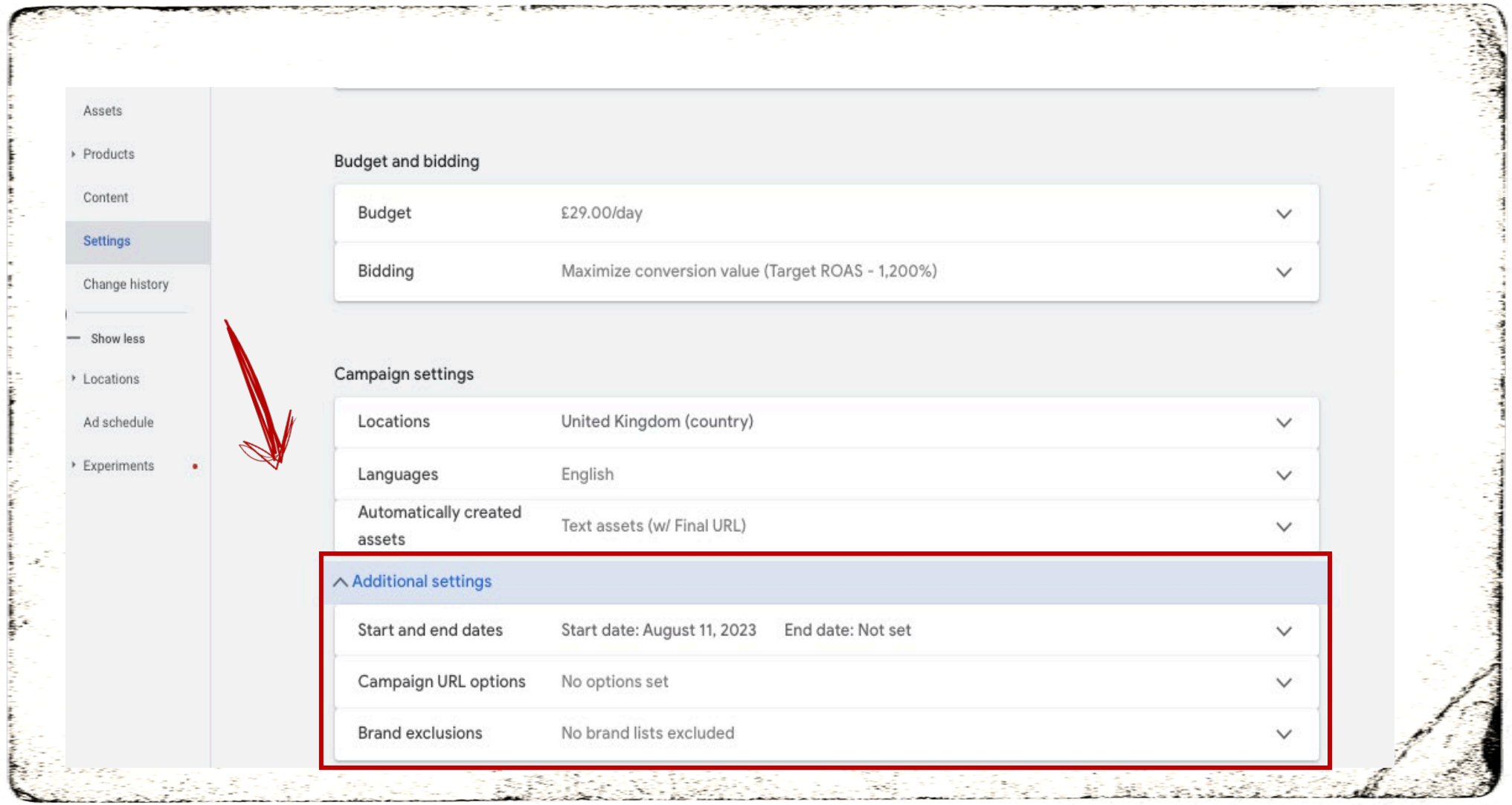

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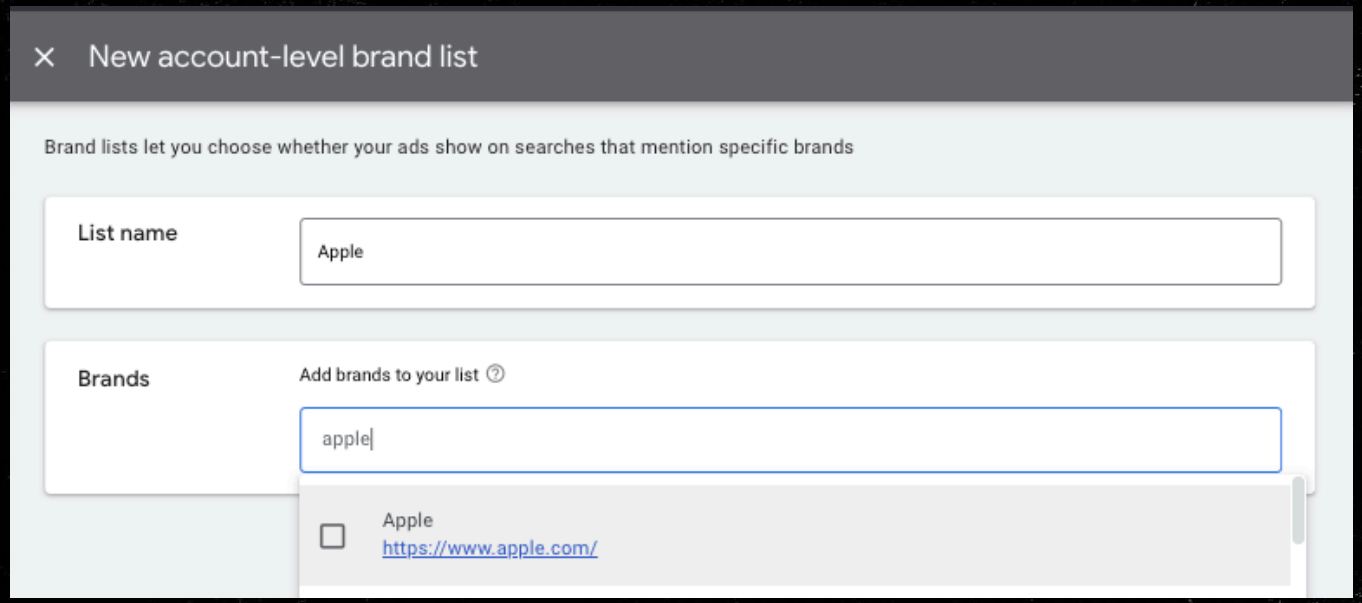
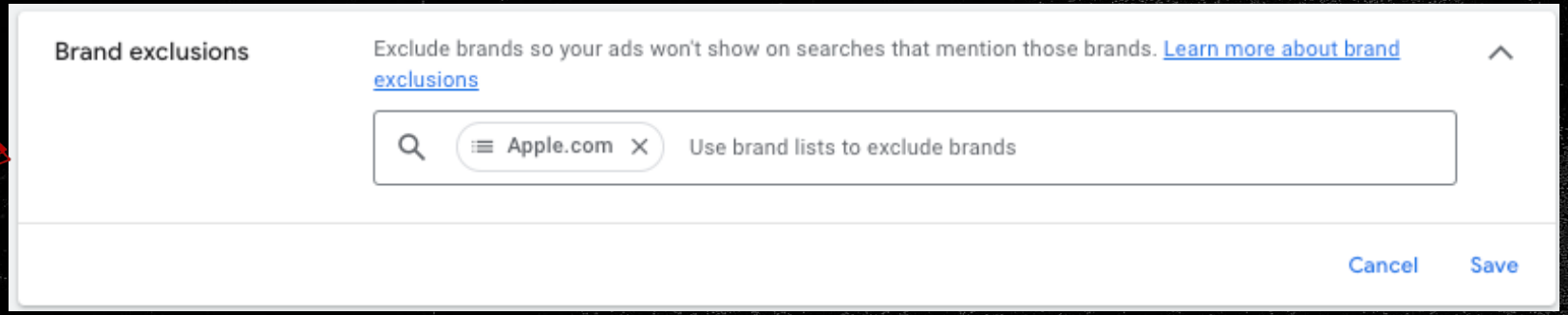


Add in your domain

Then add that list to campaign



Poorly managed ROAS

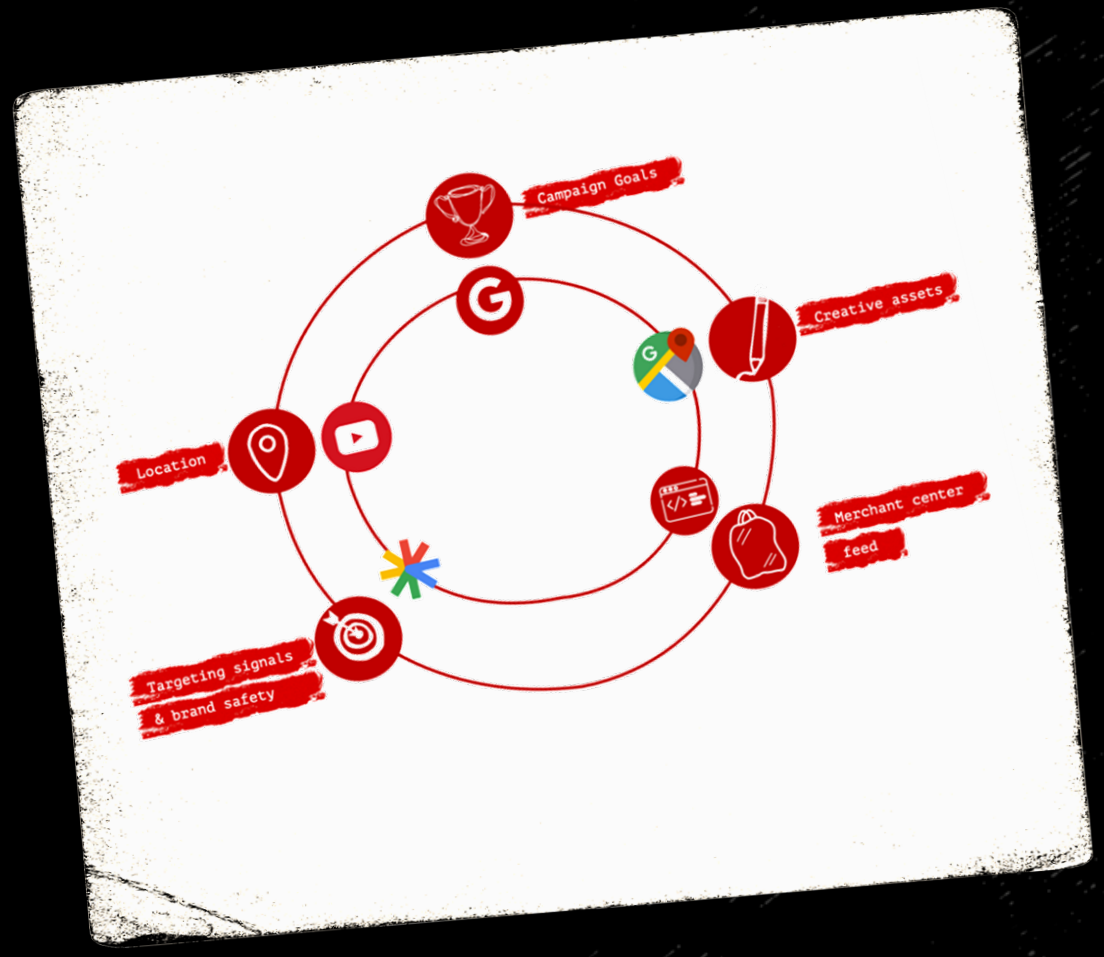
Item ID	Image	Title	Price	↓ Cost	Conversions	Conv. value	Conv. value / cost
cook-tr103igr-new		Smeg TR103IGR 100cm Grey Victoria Induction Range Cooker	£3,499.00	£1,194.34	3.67	5,635.82	4.72
wm-3lwtw4705fw-new		Whirlpool 3LWTW4705FW Atlantis 15Kg White Commercial Washing Machine	£1,399.00	£1,132.08	16.33	16,435.51	14.52
td-3lwed4705fw-new		Whirlpool 3LWED4705FW 15Kg White American Style Vented Tumble Dryer	£1,349.00	£984.40	5.98	8,813.13	8.95
mw-hmc440c3u-new		Hoover HMC440C3U 60cm Black Built In Combination Microwave	£479.00	£685.28	15.22	6,029.35	8.80
rc-farmhouse 90dft-gd-100		Belling FARMHOUSE 90DFT Black 90cm Dual Fuel Range Cooker	£1,450.00	£560.34	0.00	0.00	0.00
rc-600eicr-gd-215		RICHMOND 600EICR 60cm Cream Induction Mini Range Cooker	£1,299.00	£497.20	2.00	243.58	0.49
hood-be-la-90-bl-adg		Best BE-LA-90-BL 90cm Stainless Steel Latina Chimney Cooker Hood	£859.00	£474.36	0.00	0.00	0.00
ref-fdr2213r-new		Amica FDR2213R 55cm Red 70/30 Retro Fridge Freezer	£499.00	£464.66	7.48	3,430.82	7.38
ref-htr3619fwmp-graded		Haier HTR3619FWMP Freestanding Silver Fridge Freezer	£749.00	£428.14	6.33	3,448.20	8.05

Let's work on removing those products with lower ROAS & high costs to better performance.

SEARCH & SHOPPING

Performance Max

What are pMax CAMPAIGNS



Performance Max

- Goal-based campaign

- Works across all Google Ad channels

- Uses Google's automation capabilities

- Drives better performance

DARK HORSE

One CAMPAIGN TO RULE them all

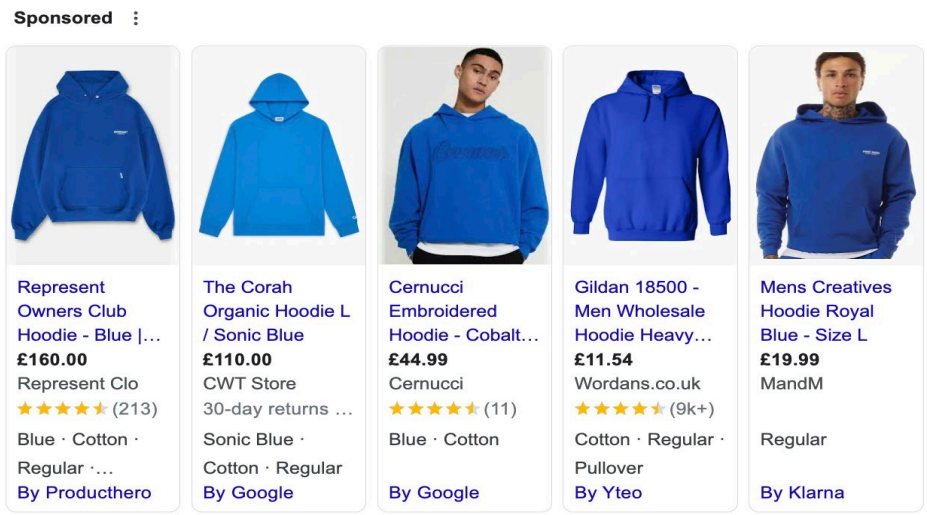
Why split THIS OUT?

- Better budget control
- Knowledge of best platforms
- Effective scaling capabilities
- Greater ROAS understanding

What is SEARCH ONLY & SHOPPING ONLY?

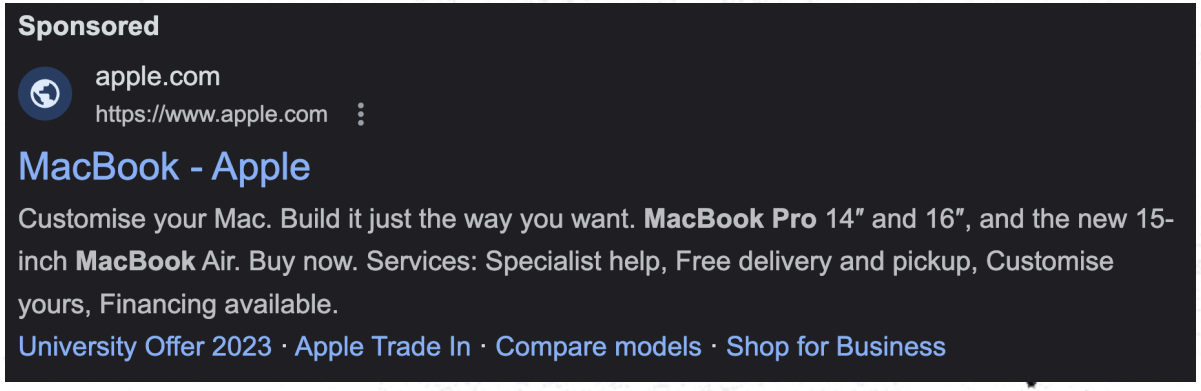
Shopping only:

- No headlines
- No descriptions
- Dynamic Shopping Ads
- Search Shopping Ads



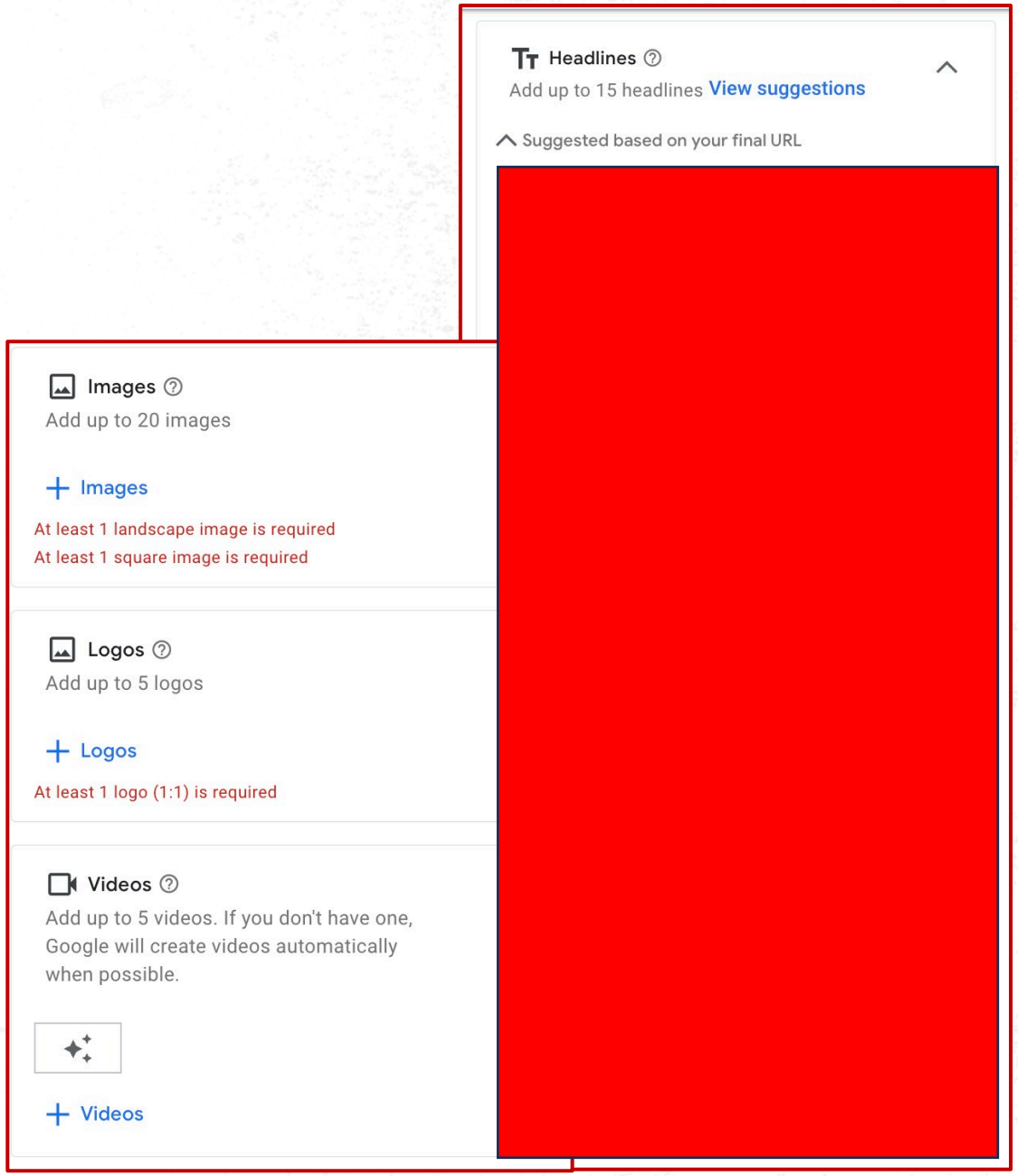
Search only:

- No Merchant Centre
- No Shopping Ads
- Use of headlines & descriptions
- Use of images & videos



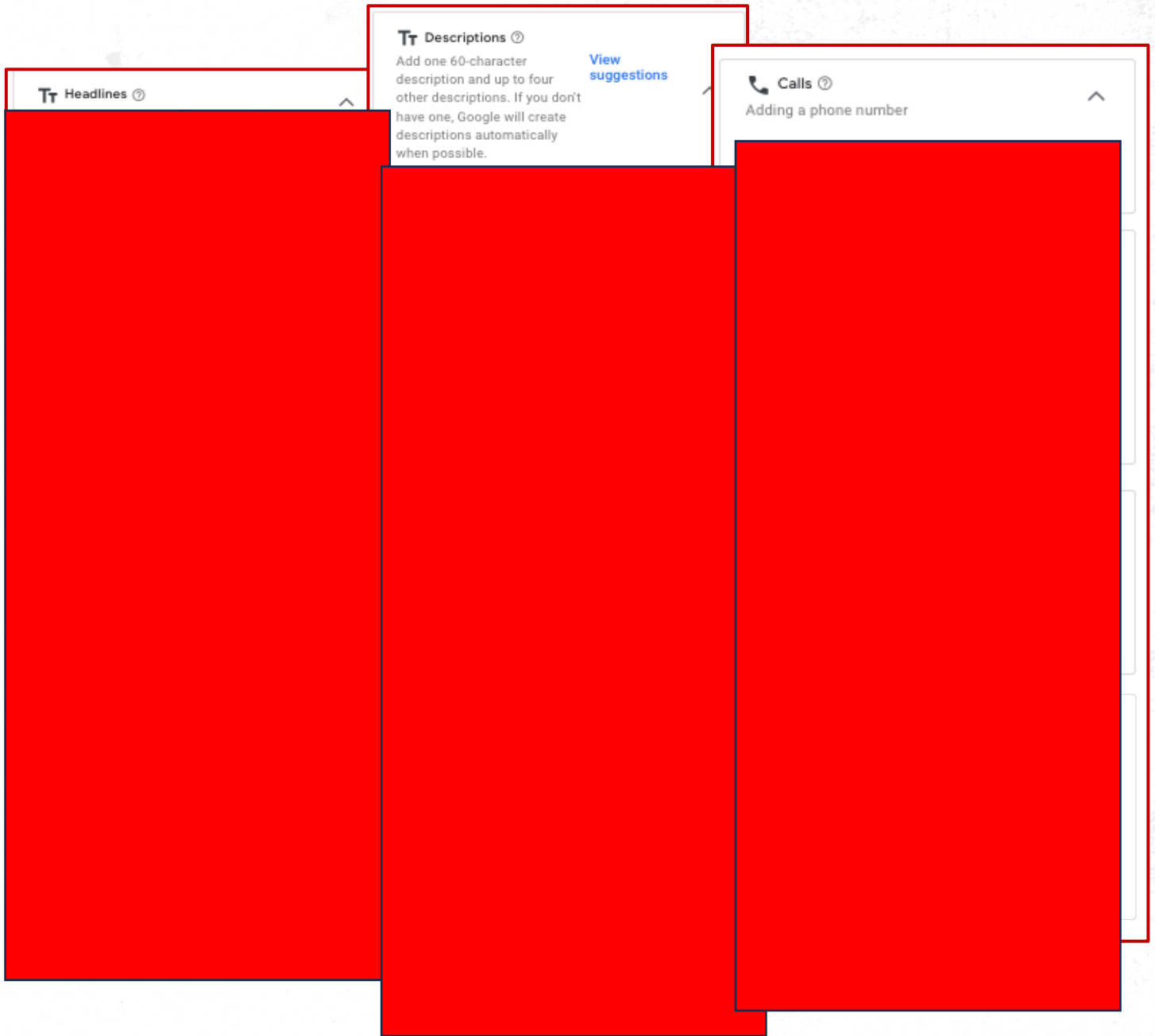
Shopping only

- Add Merchant Feed
- No headlines
- No descriptions
- No images
- No videos
- No calls to action



Search only

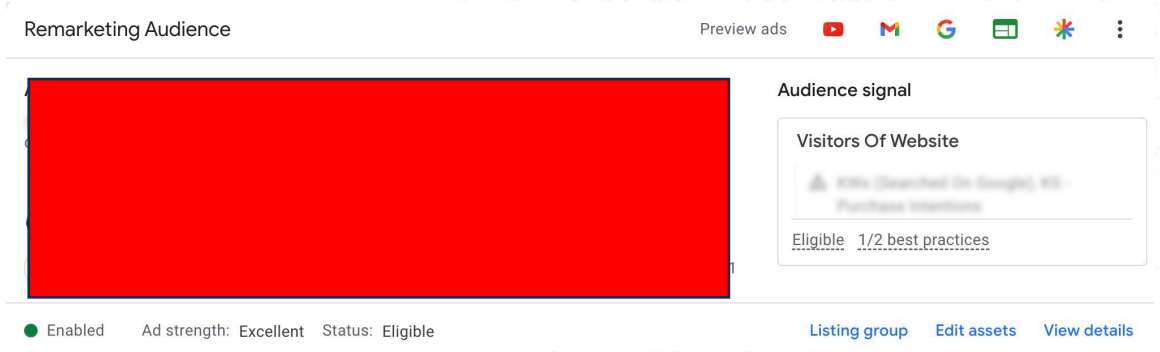
- NO Merchant Feed
- Add headlines
- Add descriptions
- Add images
- Add videos
- Add calls to action

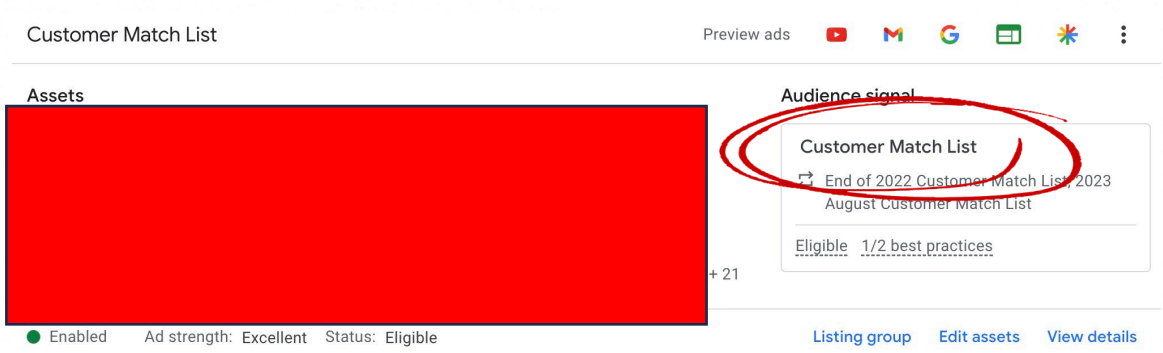


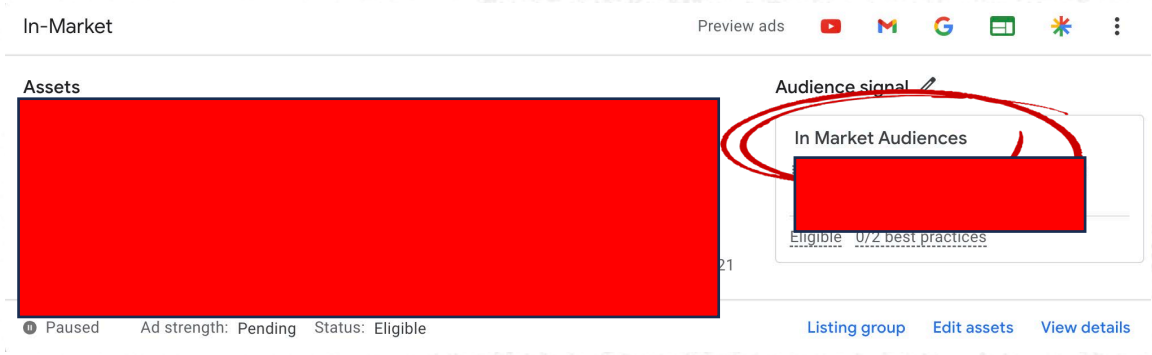
AUDIENCE SIGNALS IN

Performance Max

Take control BY SEGMENTING



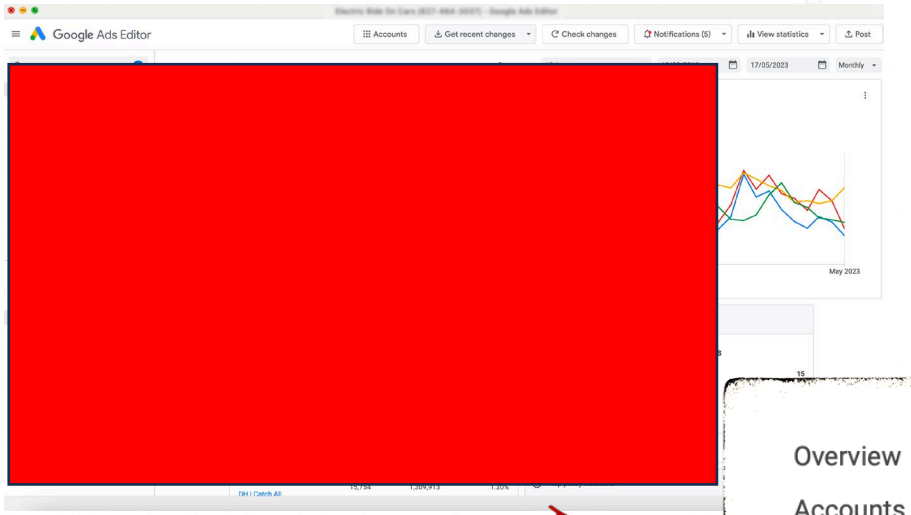




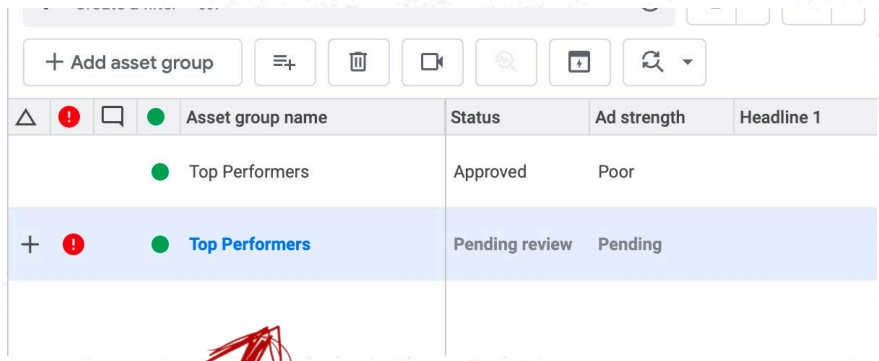
You can now GET DATA INSIGHTS

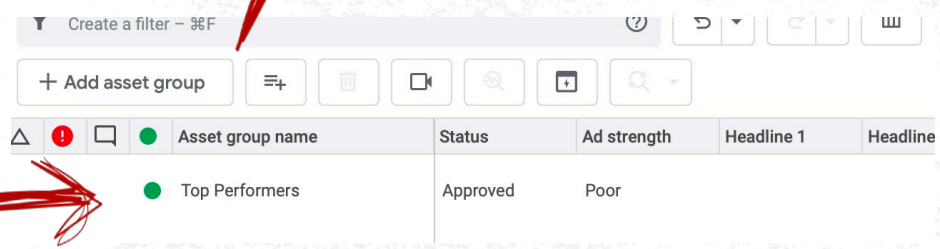
Asset group	Status	Ad strength	Assets	Audience signal	Conversions	Conv. value / cost	Conv. value
Affinity Audiences	Eligible	Excellent		Interests and detaile	9,839.08	30.58	429,738.69
Custom Audience Segmentation	Eligible	Excellent		3 segments	3,716.92	37.35	162,669.69
GA4 Audiences	Eligible	Excellent		Your data	4,711.10	30.58	170,434.19
In-Maket Audiences	Eligible	Excellent		Interests and detaile	3,521.04	29.94	131,676.04

Welcome to ads editor



- Overview
- Accounts (1)
- Campaigns (1)
- Ad groups (0)
- Asset groups (1)
- Keywords & targeting (56)
- Ads (0)
- Ad assets (24)
- Recommendations (30)
- Shared library (162)
- Advanced tools (504)





Download editor

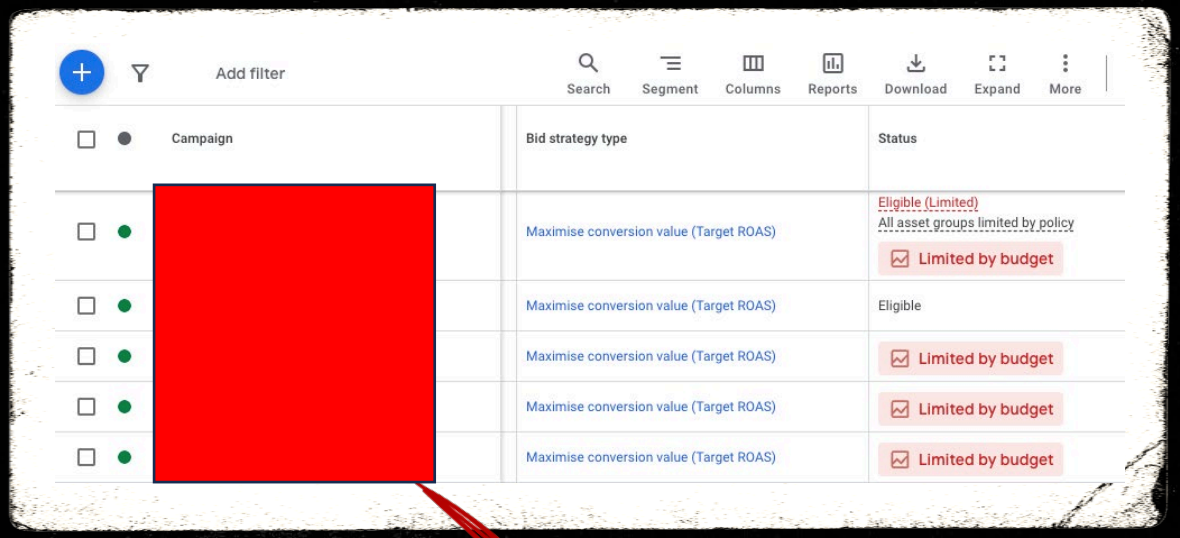
https://ads.google.com/intl/en_uk/home/tools/ads-editor/

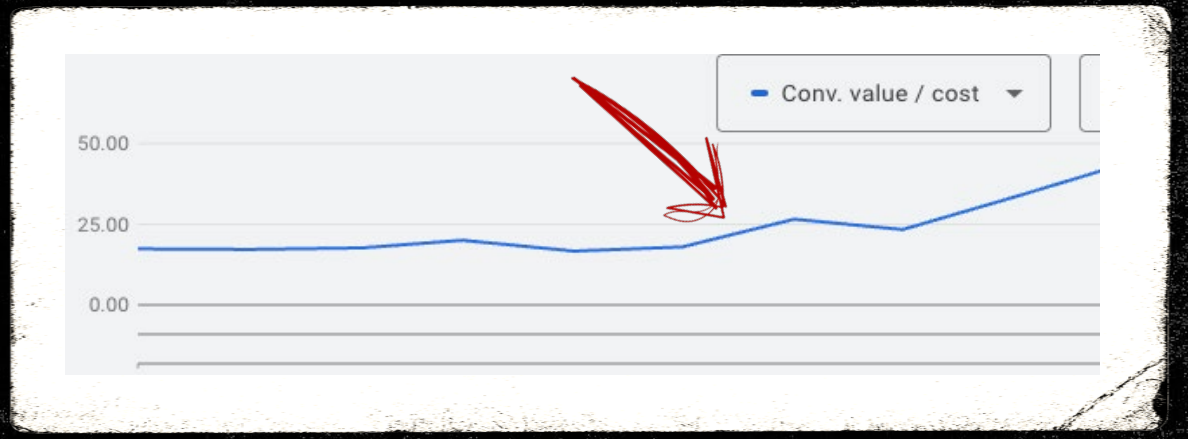
THE BIBLICAL

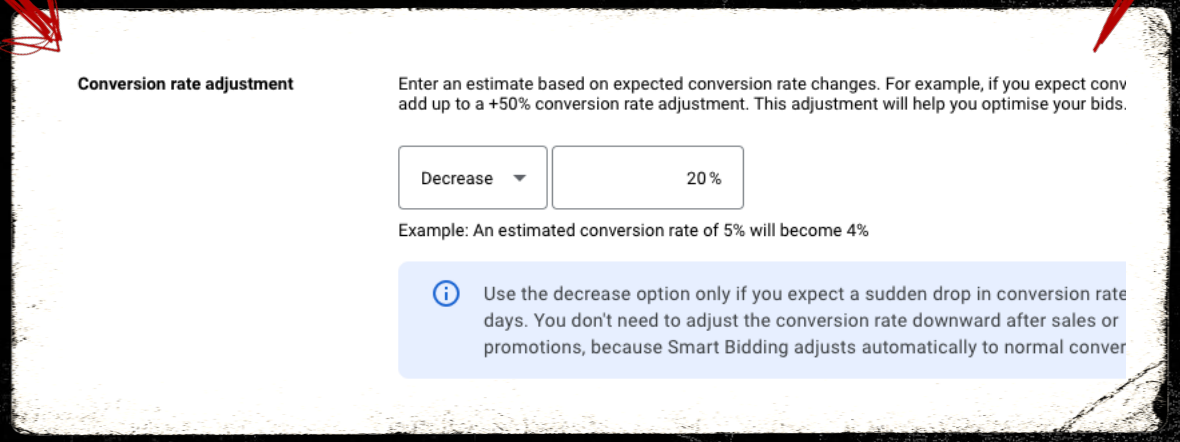
seasonality adjustments

Where to find it in GOOGLE ads

For limited budget







DARK HORSE

For hitting ROAS targets

Bidding

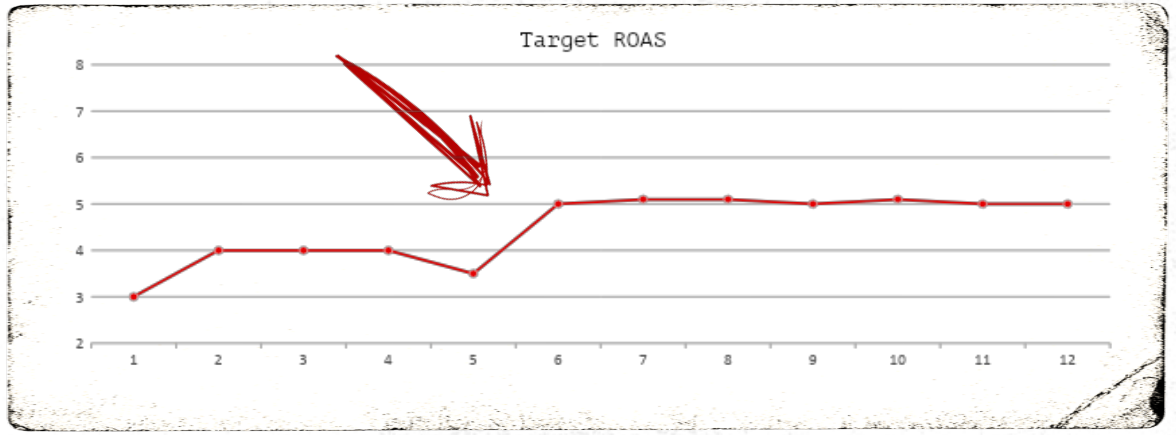
Maximise conversion value

Set a target return on ad spend (optional)

Target ROAS

500 %

Change bid strategy



Conversion rate adjustment

Enter an estimate based on expected conversion rate changes. For ex
bids.

Decrease

25 %

Example: An estimated conversion rate of 5% will become 3.75%

Use the decrease option only if you expect a sudden
days. You don't need to adjust the conversion rate do
promotions, because Smart Bidding adjusts automati

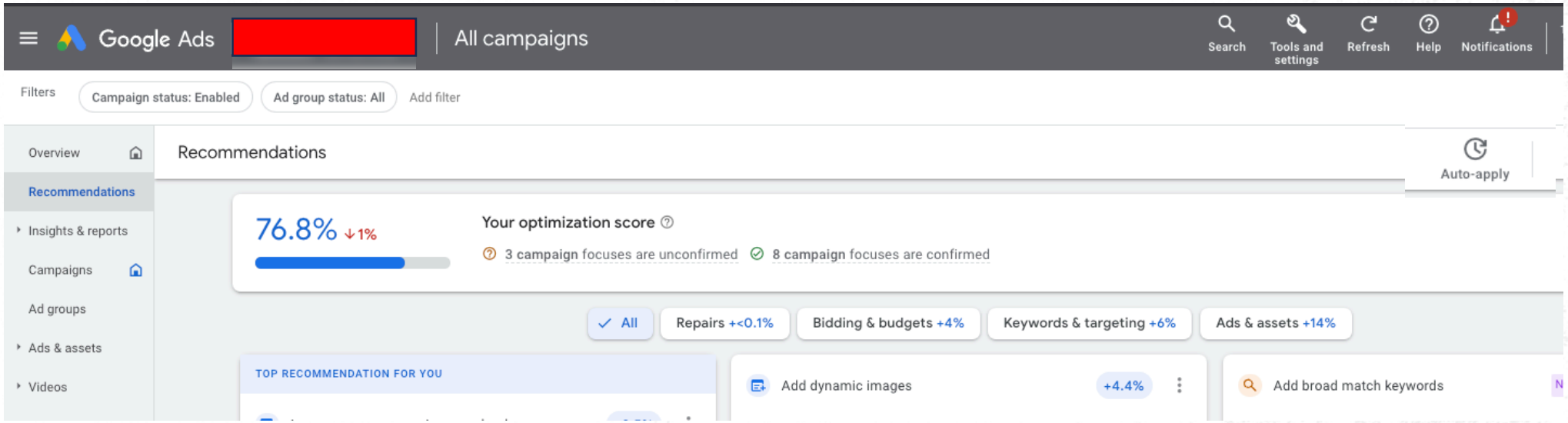
TACKLING

automated applied

Google start to run your strategies

☐ Recommendations Auto-Apply Feb 13, 2024, 3:07:06 AM Undo	Recommendations Auto-apply	Applied recommendation: Target ROAS	
		^ Campaign changed	DH | PMAX |
		Campaign bid strategy type changed from "Maximize conversions" to "Maximize conversion value"	DH | PMAX |
		Target CPA was £1.84	DH | PMAX |
		Target ROAS is 1,871.247%	DH | PMAX |
		^ Campaign changed	DH | New Search Term Data | Broader Terms
		Campaign bid strategy type changed from "Maximize conversions" to "Maximize conversion value"	DH | New Search Term Data | Broader Terms
		Target CPA was £5.90	DH | New Search Term Data | Broader Terms
		Target ROAS is 2,307.541%	DH | New Search Term Data | Broader Terms

How to turn this off



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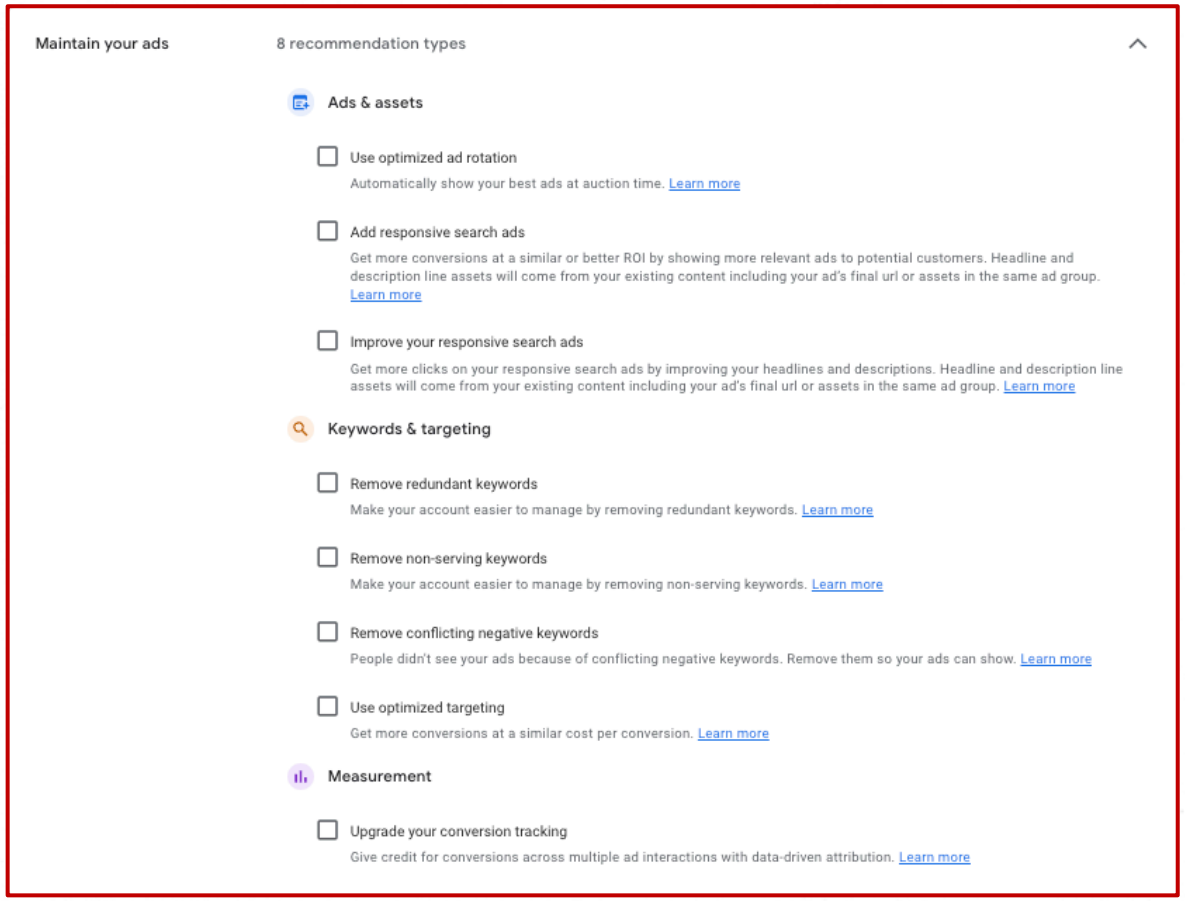
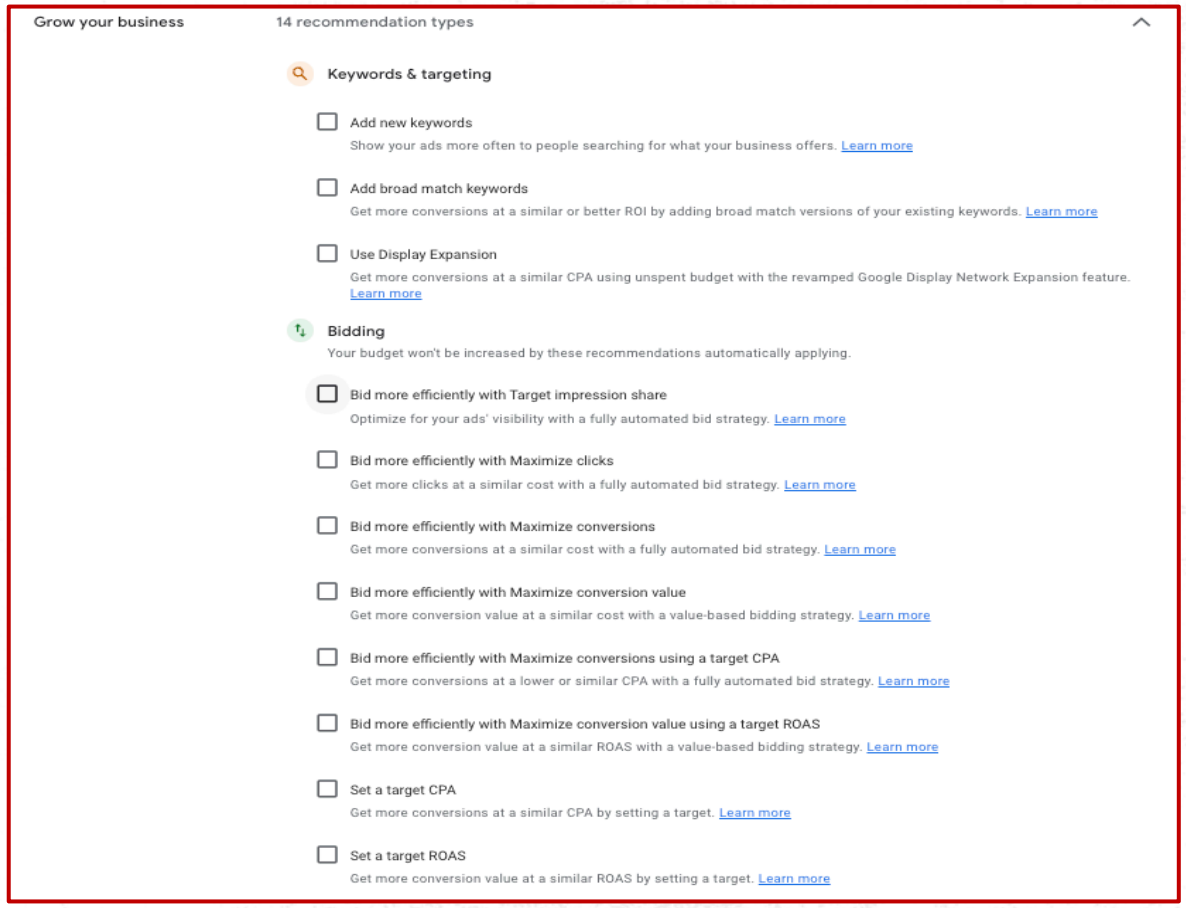
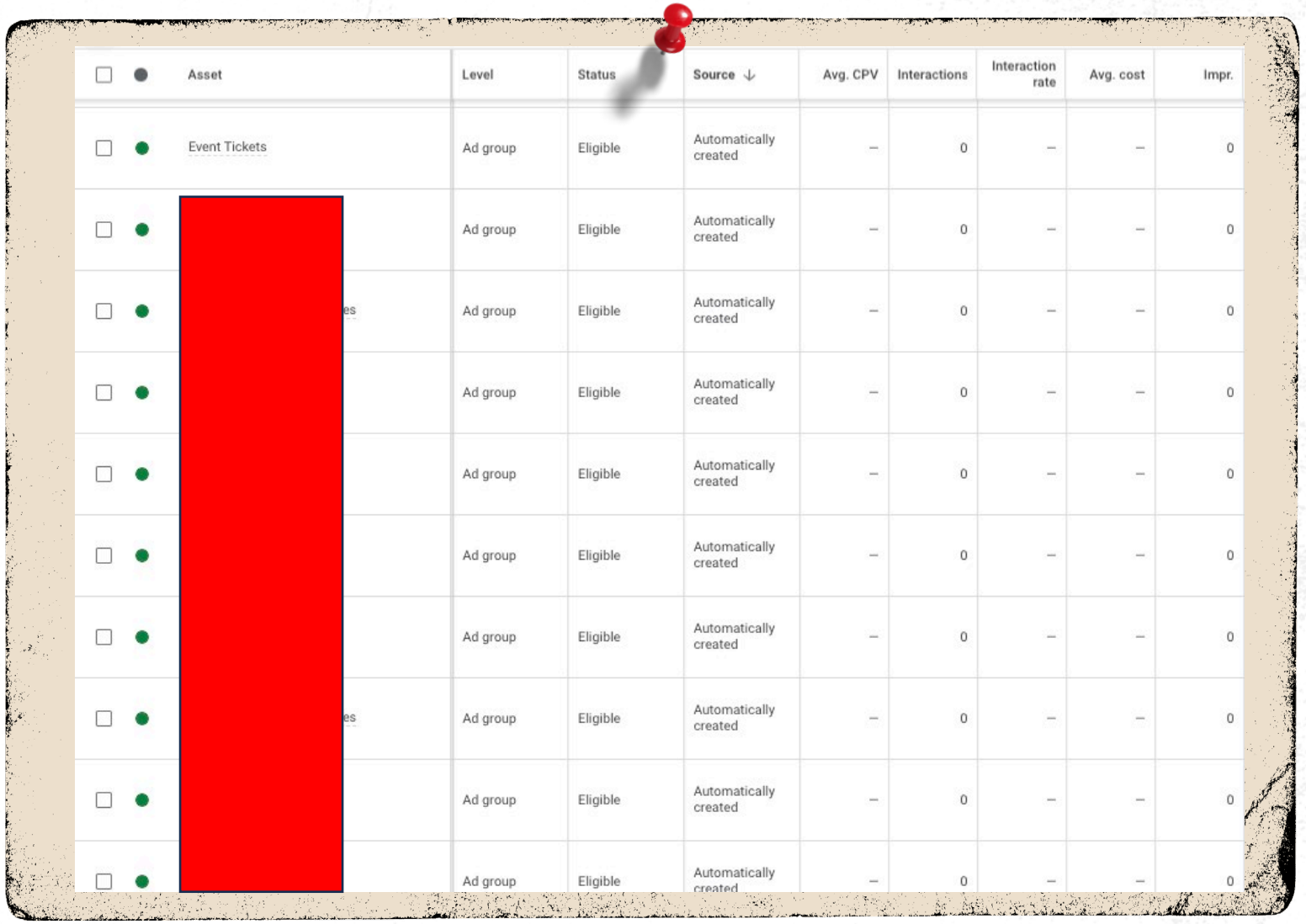


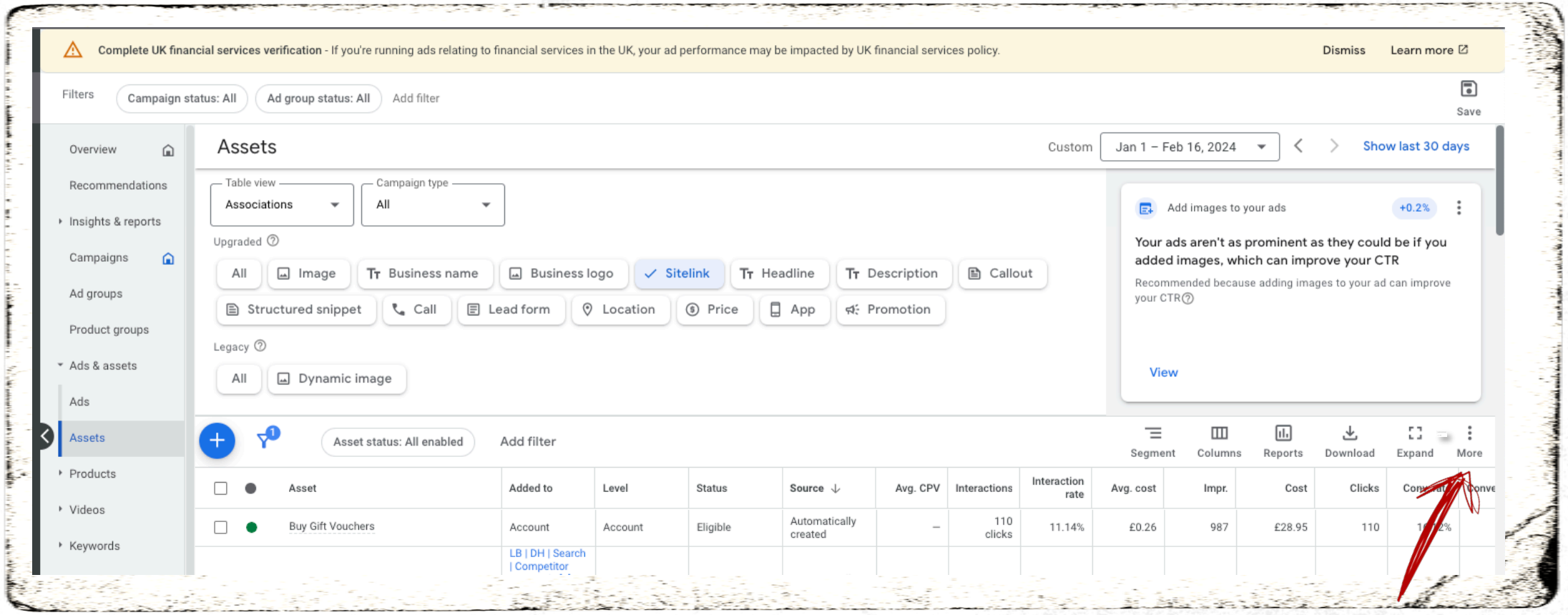


Automated AD ASSETS!

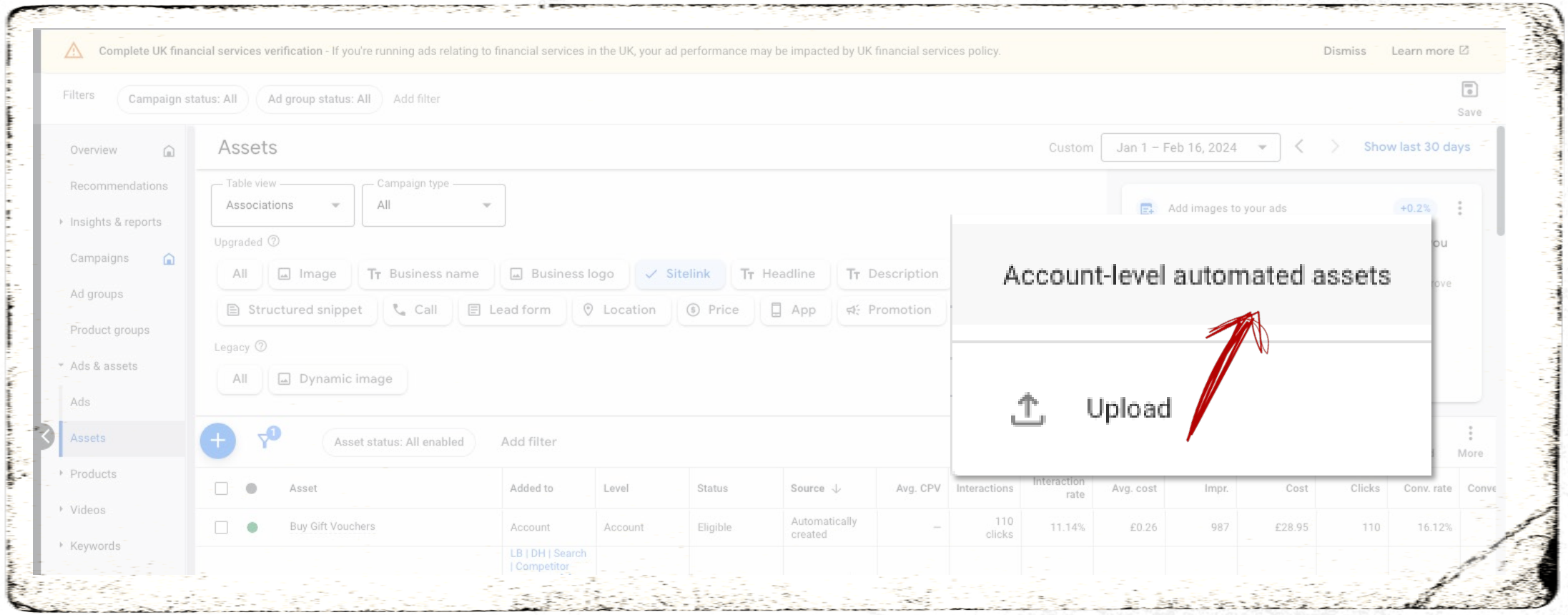


Asset	Level	Status	Source	Avg. CPV	Interactions	Interaction rate	Avg. cost	Impr.
Event Tickets	Ad group	Eligible	Automatically created	–	0	–	–	0
[redacted]	Ad group	Eligible	Automatically created	–	0	–	–	0
[redacted]	Ad group	Eligible	Automatically created	–	0	–	–	0
[redacted]	Ad group	Eligible	Automatically created	–	0	–	–	0
[redacted]	Ad group	Eligible	Automatically created	–	0	–	–	0
[redacted]	Ad group	Eligible	Automatically created	–	0	–	–	0
[redacted]	Ad group	Eligible	Automatically created	–	0	–	–	0
[redacted]	Ad group	Eligible	Automatically created	–	0	–	–	0
[redacted]	Ad group	Eligible	Automatically created	–	0	–	–	0
[redacted]	Ad group	Eligible	Automatically created	–	0	–	–	0

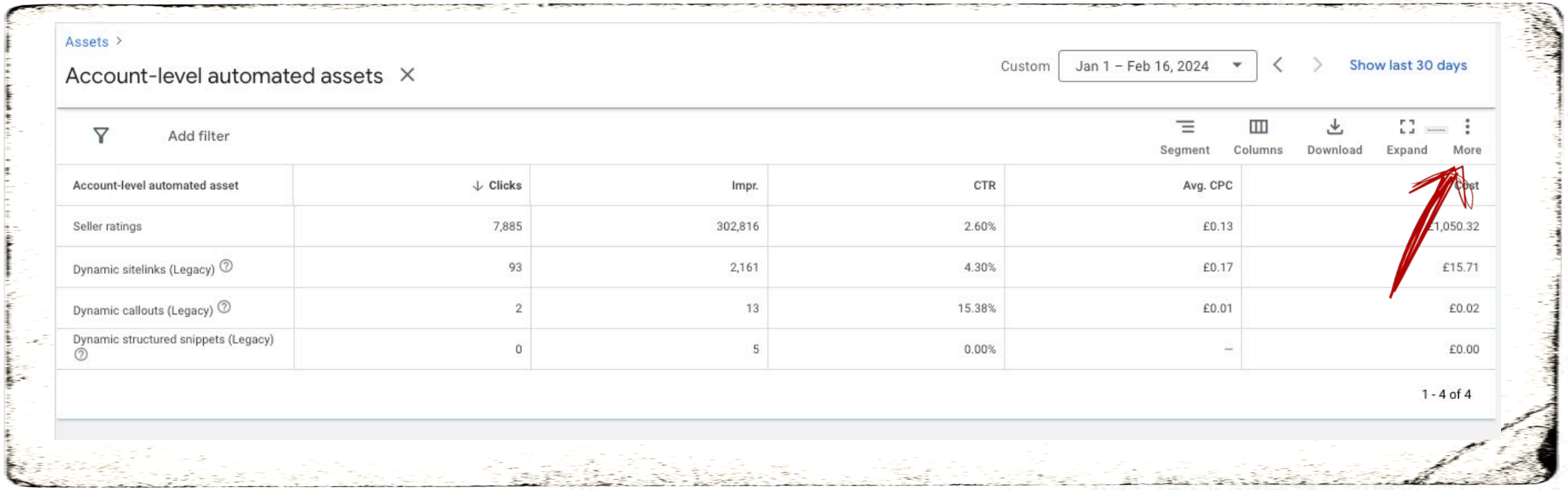
How to turn off auto assets



How to turn off auto assets



How to turn off auto assets



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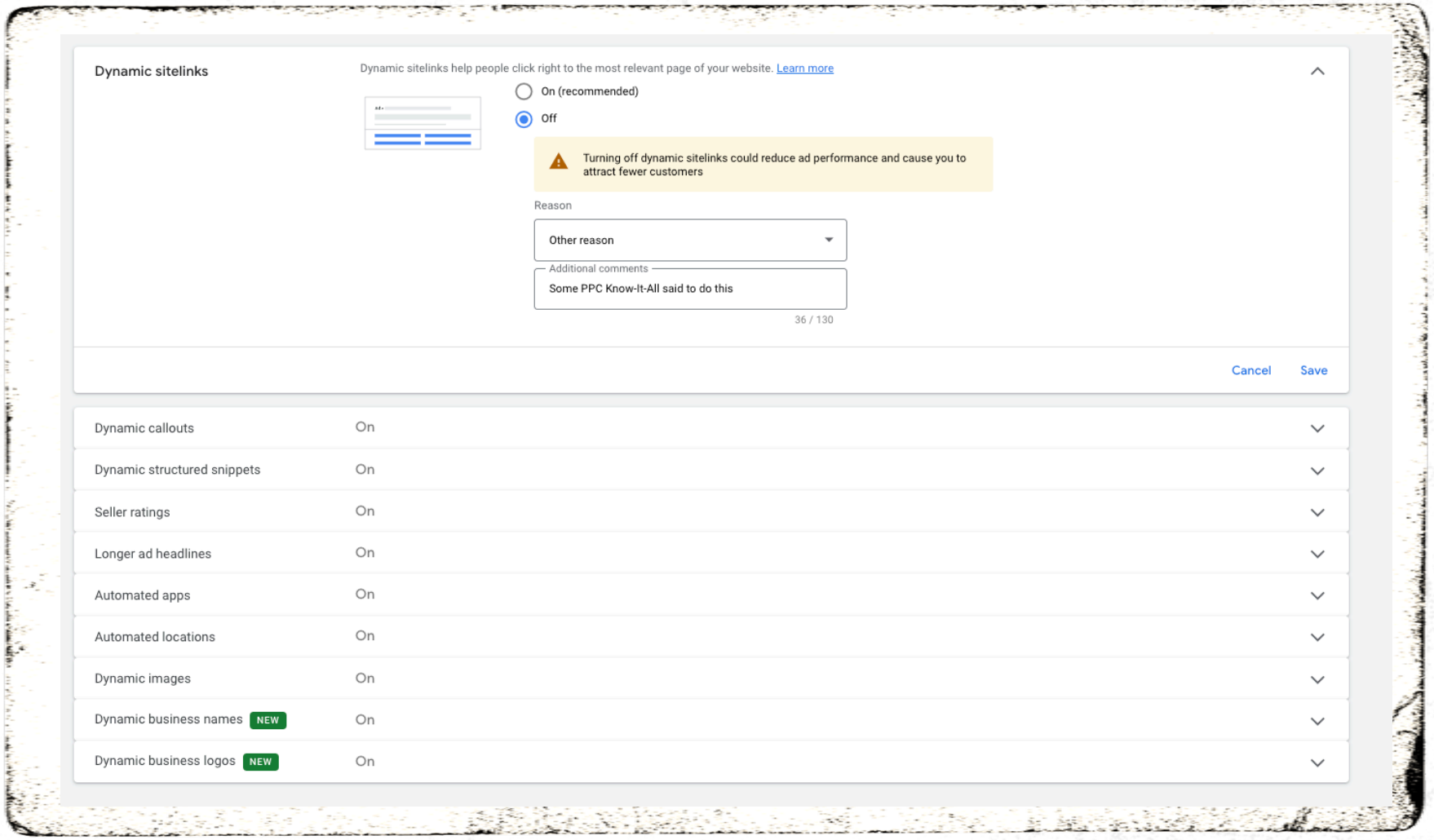

Let's RECAP

Monitor your account

1. Build on solid foundations
2. Check your Quality Score
3. Exclude brand
4. Stop poor ROAS products

Top e-commerce tips

1. Search vs. Shopping
2. Audience signals splitting
3. Seasonality adjustments
4. Turning off auto recommendations
5. Checking auto apply asset