GOOGLE ENHANCED CAMPAIGNS
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Executive Summary

Google has announced a significant change to AdWords called Enhanced Campaigns.

The launch of Enhanced Campaigns fundamentally changes the way that AdWords campaigns are targeted towards users of tablet and mobile devices. Advertisers and agencies will no longer be able to create campaigns separately to target mobile, tablets and laptop/desktop computers. Instead, all three devices types will be targeted in a single campaign.

This change will affect all advertisers globally and will roll out over the next six months.

Why the Change to Enhanced Campaigns?

Google’s stated objective with this change is to help marketers succeed in a multi-device world. People are constantly switching between devices, using the one that works best for where they are and what they are trying to do. At the same time, devices are rapidly evolving & converging, with a growing list of form factors and capabilities. Enhanced campaigns are designed to help advertisers reach the right audience at the moments that matter, targeting searchers by context rather than device.

The change to Enhanced Campaigns allows Google to address a couple of issues that have become increasingly problematic:

- The relatively low adoption rate of best practice mobile campaigns by AdWords advertisers.
- The increasing difficulty to robustly distinguish between tablets and laptops as their form factors and feature sets converge e.g. tablets with smart cover detachable keyboards and laptops with detachable touch screens.
- Concern from financial analysts that Google’s advertising revenues are increasingly at risk from the lower CPCs that come from mobile ads as the share of searches coming from mobile devices rises (mobile devices now account for more than 25% of Google’s search query volume globally).
- The complexity of managing multiple AdWords campaigns to target searchers across devices.
Current Structure

In the current structure, advertisers determine when and where consumers receive an ad. Advertisers are able to select the devices and budget level by creating a dedicated campaign. Messaging, keywords and landing pages can all be customized to device. It enables a high degree of control and specificity for the marketer.

What exactly is changing?

Device Targeting & Bidding

Prior to this change, best practice for advertisers wanting to target consumers on mobiles, tablets or laptops/desktop computers was to setup three similar, separate AdWords campaigns. Within each campaign, management of ad copy, keywords, ad extensions and bids were set based on ROI performance. Managing the campaigns separately offered a high level of granularity, control, and flexibility, but was often time consuming.

With Enhanced Campaigns, these separate campaigns will be replaced by a single campaign targeting users across all devices:

• Campaign level ‘bid adjustments’ give the ability to manage bids across devices, locations, and time of day. Bid adjustments can be either negative or positive (a bid adjustment of -100% for mobile allows advertisers to opt-out of mobile traffic).

• Advertisers can ‘stack’ multiple bid adjustments for time, device and location to target what’s most important to them e.g. increasing bids for all mobile users close to a sports stadium during a big game.

• Tablet and laptop/desktop computers will be treated as the same device type — there will be no way of opting out of traffic from tablets or adjusting bids specifically for tablets.

• Targeting by connection type (e.g. Wi-Fi /3G) is no longer available. Targeting by mobile operating system (e.g. iOS/Android) is also no longer available except for click to download mobile campaigns where an advertiser would only want to show an ad for an app download on a compatible device.
Budgeting
As an unavoidable result of these changes, budgets will no longer be able to be set by device through the use of separate campaigns. Investment levels by device will need to managed by careful use of bidding strategies and targeting options. This will inevitably provide less accurate control than before.

Mobile-specific ad copy, landing pages & ad extensions
Advertisers will still be able to specify ad text, ad extensions and landing pages for mobile devices. Enhanced campaigns automatically display the right ad and extension, such as sitelinks and click-to-call phone numbers, based on a person’s context and device capabilities.

Ad Extensions can be activated and de-activated based on time of day (e.g. only show click to call extensions during call centre opening hours).

Sitelinks
Upgraded sitelink extensions offer the following new features:

- **Flexibility**: Upgraded sitelinks can be added to a campaign or ad group, providing you more control over the specific ads they show alongside.

- **More detailed reporting**: Find out the number of clicks that occurred on any part of your ad, every time an individual sitelink appeared. Break down the statistics by campaign, ad group, or ad. Segment your statistics using “This Extension vs. Other” to see the number of clicks that occurred on the individual sitelink versus another part of the ad (e.g., the headline, other sitelinks, or another extension). This is a long-requested improvement to Sitelinks which provides valuable data for campaign optimisation.

- **Data retention**: Edit your sitelink extension without resetting its performance statistics.

- **Customized sitelinks for mobile**: Designate sitelinks that you prefer to show on mobile devices.

- **Scheduling with start and end dates**: Specify the dates, days of week, or times of day your sitelinks are eligible to show.
Cross-Device Attribution and Offline Conversion Tracking

Track new conversion types such as calls, digital downloads, in-store purchases and cross-device conversions.

- **Calls:** Count calls as conversions with advanced call reporting.
- **Digital downloads:** Track app downloads as conversions (books & music download tracking coming soon).
- **In-store purchases:** Measure offline redemption of saved offers from ad extensions (coming soon).
- **Cross-device conversions:** Measure conversions that start on one device and finish on another (coming soon). This feature will work by looking at data from searchers that are logged into Chrome and other Google products across devices.

Whilst this is one of the most intriguing parts of the announcement, tracking for offline conversions and cross-device conversions will not be available at launch — likely release date is Q3-13.

Bid Management Tools Impact

Based on conversations with many bid management partners, implications of these sweeping changes are still being assessed. They are fully committed to working with their clients to meet business needs, and will be rolling out incremental support releases to help ease the transition where possible.
What We Think / Expected Impact

• This change will ensure that search campaigns are visible across all devices allowing advertisers the opportunity to capture higher share of voice. Search campaigns will be future-proofed against the future convergence of desktop/laptop/mobile/smartphone devices.

• Workload will be increased before, during, and after the transition period (from Feb to June) for advertisers and their agencies to migrate current AdWords campaigns to the new structure. However Google will attempt to mitigate this with tools and additional support.

• We expect this change will drive up mobile CPCs, which currently are lower than desktop CPCs in some verticals. Mobile ads auction intensity will increase as more advertisers enter this auction.

• We expect that the removal of the ability to specifically target and report on tablet devices will adversely affect the ROI performance of campaigns that currently focus on this device.

• Advertisers will not be able to exclude desktop targeting and run a mobile only campaign. This could adversely affect advertisers that only want to target mobile searchers e.g. ring-tone providers

• New tracking features, especially cross-device and offline conversion tracking will benefit advertisers and improve ROI / attribution in the future.

• Google isn’t generating incremental revenue with this shift. As reported by IRPG Analyst Brian Weiser, mobile revenue will skyrocket, but most likely is being taken from the share currently held by desktop. Google expects that in the near term, profits won’t be recognized with this move, but as a long term strategy, it will lead to significant mobile search advertising adoption by brands.
Action Plan for Advertisers

Don’t Rush
First and foremost, Google has provided a long lead time for the Enhanced Campaigns to be onboarded. Work with all of the appropriate parties (Google, Analytics, Clients, Bid Management Tools, etc.) to have the discussion of changes early. The earlier all teams get together with this new approach to search, the more time advertisers have to prepare.

Always Be Testing
The golden rule of search still applies, and even more so here. Start better understanding the nuances in data between devices, come up with a test plan for deployment on a few campaigns, and execute. Apply the learnings from those tests to a second round and continue. Keep testing until the mix of modifiers reach client goals, and then test some more.

Access Subject Matter Experts
Now that opting into mobile isn’t optional anymore, get together with the mobile team to better understand the mobile mind-set, and how it differs from those users on desktop. Applying learnings the mobile team already has will save time, money and heartache for all search marketers.

Talk with Your Partners
The impact of Google’s changes isn’t limited to the search engine only. Bid management tools, attribution models, and many other touch points will need to adjust to take into account the new format. Get together with all impacted partners and get their thoughts on how best to modify the current approach to best meet the needs of the new campaign structure.

Take Back Control
Google may be changing the way advertisers can use the Google search product, but they aren’t removing all levers of activation from the advertisers. Advertisers need to identify how to use all of the customization options (modifiers, sitelink reporting, scheduling) to best meet their objectives and client performance goals. It will be painful at first, but it’s not the end of the world.

For more information see:
► http://www.google.com/adwords/enhancedcampaigns/