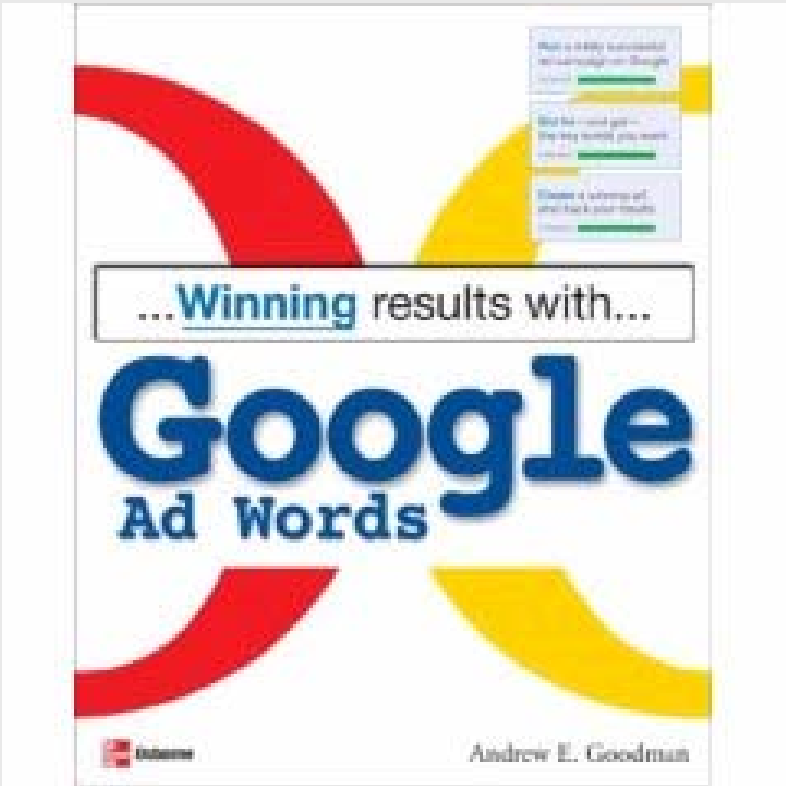




Ad Testing:
Who Wants to Be a Millionaire?!?

Andrew Goodman
Page Zero Media, Toronto
www.pagezero.com

Shameful Self-Promotion Slide



The quiz / survey begins

- Should you test ads towards ROI or CTR?

	<u>Conv. Rate</u>	<u>Cost/Conv.</u>	<u>Conversions</u> ▼
Amana Fridge Parts Online Get good prices on Amana parts. Same day shipping. Order now! www.AppliancePartsPros.com/Parts	8.4%	\$7.55	117
Amana Refrigerator Parts Get good prices on Amana parts. Same day shipping. Order now! www.AppliancePartsPros.com/Parts	7.5%	\$8.37	104

Headline: DKI or not?

{Keyword: Heavy Flowerpot Insurance}

Condo balconies making you nervous?
Falling planters a worry? Apply now
pagezero.com/Flowerpot-Insurance

VS.:

Gravity + Dirt = Bad News

Condo balconies making you nervous?
Falling planters a worry? Apply now
pagezero.com/Flowerpot-Insurance



Headline: Clever, or Plain?

Snow Removal

Need a break from shoveling?
Find a Toronto area snow service.
HomeStars.com/Greater-Toronto

Deluged?

Need a break from shoveling?
Find a great contractor. Reviews.
HomeStars.com/Greater-Toronto



Call to Action in Ad: Yes or No?

[Bosch Dishwasher Parts](#)

Low prices on Bosch dishwasher parts. Ships same day. Order today!
AppliancePartsPros.com/Parts

[Bosch Dishwasher parts](#)

Part Search with Photos & Diagrams
Live Support, No-hassle returns
www.AppliancePartsPros.com

! – Yes, or No ?

Display URL: Keyword in Subdir or No?

[Bosch Dishwasher Parts](#)

Low prices on Bosch dishwasher parts. Ships same day. Order today!

AppliancePartsPros.com/Parts

[Bosch Dishwasher parts](#)

Part Search with Photos & Diagrams

Live Support, No-hassle returns

www.AppliancePartsPros.com

“The display URL looks like a destination URL”... or no?

Compare Credit Cards

Huge selection of **rewards card** offers. Compare and apply now!

www.comparecards.com/compare-by-cat

DKI in Headline?

- The answer may surprise you!
- It's usually no
- It works very differently with short & long kw lists!
- Obviously you should test
- It's often great for CTR, not so great for ROI
- Can be the best option to begin – until you refine, and find something superior for long term ROI

Headline: Clever or Plain?

Snow Removal

Need a break from shoveling?
Find a Toronto area snow service.
HomeStars.com/Greater-Toronto

Deluged?

Need a break from shoveling?
Find a great contractor. Reviews.
HomeStars.com/Greater-Toronto

- Plain won 😊 - CTR on Clever very low

Call to Action: Yes or No?

- You should always test multiple offers and calls to action – especially at the refinement phase
- On its own who knows, but with a lot of testing, the “ultimate” ad will often include one
- Check it out: your brand can be a call to action, and allow you to leave that in the display URL only
 - Or, reinforce it by putting it in the headline, and in the display URL, without having to use up body characters

[Compare Credit Cards](#)

Huge selection of **rewards card** offers. Compare and apply now!

www.comparecards.com/compare-by-cat

! or no – surely you're kidding?

- Totally typical of something that is context-sensitive and requires testing.
- B2B buyers might not like a !
- Conversely – B2B buyers might be equally amenable to retail psychology or eye tricks
- Users' eyes pick up on subtle things. All of a sudden, a "buy now!" call to action seems too salesy to some
 - And the ! might be part of the problem
 - Where it shows up in the body text can matter.
- You need to reintroduce new tests periodically

Display URL – Subdirectory keywords or no?

- Tends to win
- Eye-grabbing
- Additional relevancy cue for user
- Seems “navigational”
- It’s ALLOWED 😊
- Might help QS?

Display URL: “looks like a destination URL,” or no?

- I've seen it work
- Why? User confidence?
- Looks more like “real” search?
- Just test stuff, people 😊
- User persona: slightly gullible, likes “real” search, hates “ads” but in reality not really that picky
- OK, that wasn't really a persona

Conclusion: DON'T LISTEN TO MY OPINION!!!

- Data can be complex
- I don't know your business model
- Interaction of many variables
- Not all parts of the account behave like other parts
- Need a true testing methodology

Stage 1: Rapid Discovery

- Look for hot buttons
 - Be motivated by 'skinny persona research'
 - Ask who
 - Consider what drives them
 - Try certain incentives, offers, and calls to action
 - Price, shipping, style, a personal or business crisis...
- On very granular campaigns be considering what you can or can't extrapolate to other ad groups
 - Headline styles
 - Calls to action
 - Benefits, shipping offers, testimonials, etc.

1A: Beware Statistical Noise & Context-Sensitive Tests

- “Test everything in the summer when it’s slow, so the copy is perfect for the fast season”
- Can you see a problem?
- Resources:
 - Nicholas Nassim Taleb, *Fooled By Randomness*
 - Scott Miller, TheConversionLab.com

1B: Statistical relevance of tests by ad position?

[Lowest **APR Credit** Cards](#)

Sponsored Links

www.CreditCards.com Find **Low APR** Cards, No Annual Fee. Compare Offers & Apply Online Now!

[Capital One® **Credit Card**](#)

www.CapitalOne.com/creditcards Apply for a 0% Intro **APR Card** & **Low** Regular Rates. MasterCard or Visa.

Even at the rough discovery phase, click & sales volume matters

- Scenario: Testimonial #2 used in body copy seems to help in most ad groups being tested
- At what point can we develop certainty around this?
- How long will it take to prove it in other ad groups?
- With low volume, even getting to this point means you haven't tested other things
- With low volume comes lower expectations of testing

Stage 2: Multivariate testing

GE Appliance Part Sale Get great prices on GE parts. Same day shipping. Order now! AppliancePartsPros.com/Parts	Ed
GE Appliance Parts Get great prices on GE parts. Same day shipping. Order today! www.AppliancePartsPros.com/Parts	Ed
GE Appliance Parts Huge selection of appliance parts. Order today. Same day shipping. www.AppliancePartsPros.com/Parts	Ed
GE Appliance Parts Huge selection of appliance parts. Order today. Same day shipping. www.AppliancePartsPros.com/Parts	Ed
GE Appliance Parts Same day shipping. Order now. Huge selection of appliance parts. www.AppliancePartsPros.com/Parts	Ed
GE Appliance Parts Fast Huge Selection of Appliance Parts. Same Day Shipping. Order Now! AppliancePartsPros.com/Parts	Ed
GE Appliance Parts Fast Huge selection of appliance parts. Ships same day. Order now! AppliancePartsPros.com/Parts	Ed
GE Appliance Parts Fast Get great prices on GE parts. Same day shipping. Order now! AppliancePartsPros.com/Parts	Ed
GE Appliance Parts Online	

AdComparator.com – Free MV test builder

Blair Gorman's

Taguchi-Based Ad Optimiser

Step 2 of 5

Please select a meaningful name for each element to be tested.

The element names below are examples only,
which you can alter to suit your ad campaign.

Element 'A' :

Element 'B' :

Element 'C' :

Element 'D' :

Element 'E' :

Element 'F' :

Element 'G' :

[>>> Continue >>>](#)

“Tight Targeting Bias” in a Quality Score World

- Best practices account-wide will “half write the ads for you”
- Keywords, Ads, Landing Pages connection
- Poor relevancy, loose targeting will make testing beside the point

High CTR Bias in Paid Search

- Going granular is part of the battle
- But what about broader parts of the account?
- You don't always know the intent. Valuable prospects with different intent can be typing the same terms. "Web analytics package" or "anonymous surfing software" could be typed by a client with a tiny, medium, or large budget
- Just because the term is general doesn't mean the searcher is unsophisticated
- "High ROI" filtering gives low CTR's.
- Could you filter less and then fix your landing page?

Site Navigation Overall to Improve Conversion Rate for Any Prospect (Not Just Laser-Relevant Ones)

The screenshot shows the Anonymizer website interface. At the top, the logo features a shield with a white 'A' on a blue background, followed by the text 'Anonymizer' and the tagline 'Trusted / Proven / Secure'. The navigation bar includes links for 'Consumer', 'Enterprise', 'Government', and 'About Us', along with a 'My Account Login' button. A left sidebar lists various products and services under 'Shop & Compare', 'Threat Center', and 'Support'. The main content area is titled 'Shop and Compare' and features five icons representing different security features: a shield, a padlock, a document with a red 'X', a person in a hood, and a shredder. Below these icons is the text 'Not sure which one is best for you?' and a link to a 'comparison chart'. A prominent button labeled 'Compare Anonymizer Products' is displayed. The 'Internet Security Suites' section highlights the 'Anonymizer Safe Surfing Suite™', which is compatible with Windows 2000, XP, and Vista. A detailed description of the suite's features is provided, and a price tag for a 1-year subscription is shown with a 'Buy Now' and 'Learn More' button.

Anonymizer
Trusted / Proven / Secure

Consumer Enterprise Government About Us My Account Login

Shop and Compare

Shop & Compare
Safe Surfing Suite
Safe Surfing Pro
Anonymous Surfing
Total Net Shield
Dial-Up plus TNS
Nyms
Anti-Spyware
Digital Shredder Lite
Threat Center
Support

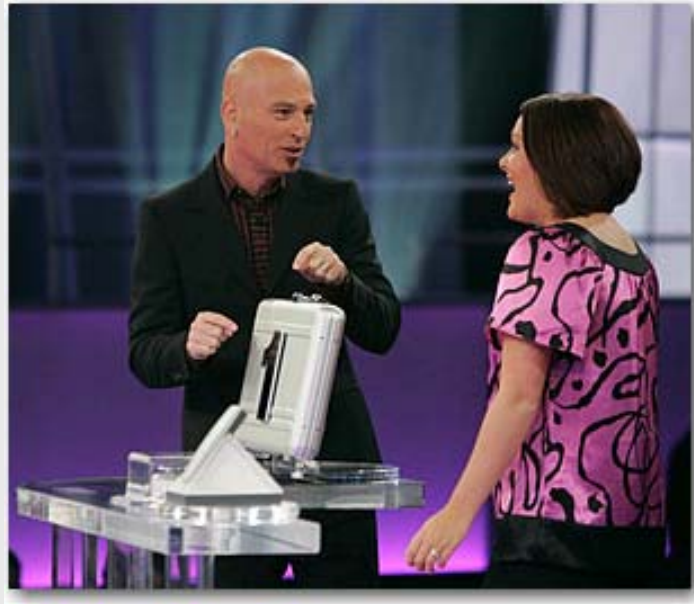
Not sure which one is best for you?
Check out our handy [comparison chart](#) to determine which product or product suite has the features you need.

[Compare Anonymizer Products](#)

Internet Security Suites

Anonymizer Safe Surfing Suite™
Compatible with Windows 2000, Windows XP, and Windows Vista™
Anonymizer Safe Surfing Suite™ is a comprehensive, easy to use privacy package. Its protection includes four of Anonymizer's best products: Anonymous Surfing, Nyms, Digital Shredder Lite, and Anti-Spyware. This bundle will protect your personal email address from spam, safeguard your identity online, detect and remove spyware from your PC, and remove all cookies, cached files, and history archives. You get all four of these products for a huge savings when you buy Safe Surfing Suite.

1 Year Subscription \$49.99 (Save \$34.97) [Buy Now](#) [Learn More](#)



Deal?

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