

SEARCH - BMK CASE STUDY

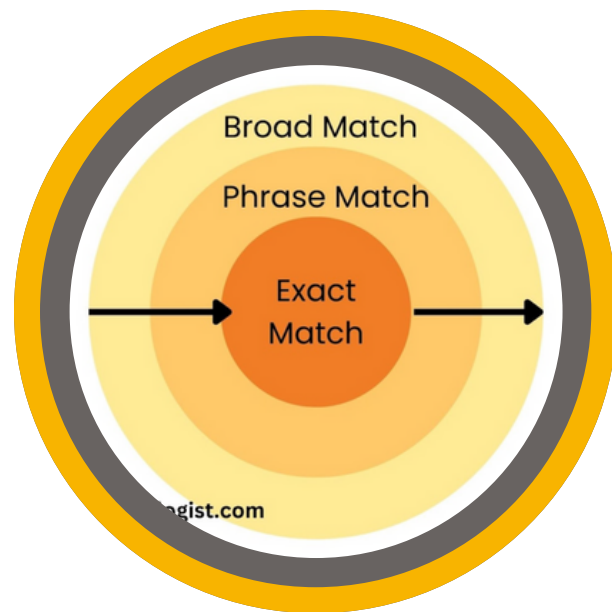
**SEARCH - BRAND MATCH
WITH BRAND INCLUSION**



What is SEARCH – BMK

SEARCH – Brand Match with Brand Inclusion?

A sophisticated feature aimed at optimizing broad match keyword targeting while safeguarding brand integrity. It's particularly beneficial for dealerships looking to maximize reach without compromising on the quality and relevance of ad placements.



How's BETA different from regular search campaigns?

In regular search campaigns we only target phrase & exact match type keywords to avoid serving on irrelevant queries but with BETA & brand control, we're able to show on all relevant queries maintaining control over brand-related searches.



What are the challenges faced in regular search campaigns? And how does SEARCH – BMK help?

1st

Limited Reach

Phrase/ exact match keywords only trigger ads when search queries include the exact phrase or close variations.

Broad Keywords

Broad keywords captures all relevant search queries regardless of it's order, combination or spelling.

2nd

Competition

-Higher Cost Per Click-

Bec phrase match keywords are more specific. They often attract more competition from other advertisers targeting similar terms, which can drive up CPC.

Smart Bidding

Due to broad keyword's ability to reach more queries, we're facing less competition and therefore a lower avg CPC.

3rd

Traffic Limitations Due to Cost

Higher CPCs can lead to budget constraints, limiting the number of clicks an advertiser can afford.

Display Suitable CTAs

Due to lower CPCs through broad keywords, we're usually able to get more traffic within the same budget.

4th

Data Limitations

Collected data for analysis is limited due to fewer search queries, potentially reducing insights available for optimization.

Data Ince

With the broader reach & data, the system is able to optimize targeting & bids to improve Conversion rate

How does SEARCH – BMK help:

The combination of broad match & brand control. This feature leverages the broad match capability while allowing advertisers to maintain control over their brand presence. Here are the key benefits of using this feature:



Enhanced Reach and Visibility

The broad match feature enables ads to appear for a wider range of search queries, increasing the likelihood of reaching potential customers who use various search terms. With a more extensive reach, campaigns can achieve higher impressions, leading to greater visibility for the brand.



Smart bidding

Optimizes bids & show ads to users who are more likely to convert based on their intent, location and historical search. Also, broad match keywords often result in lower cost-per-click (CPC) compared to more specific match types, making campaigns more cost-effective.

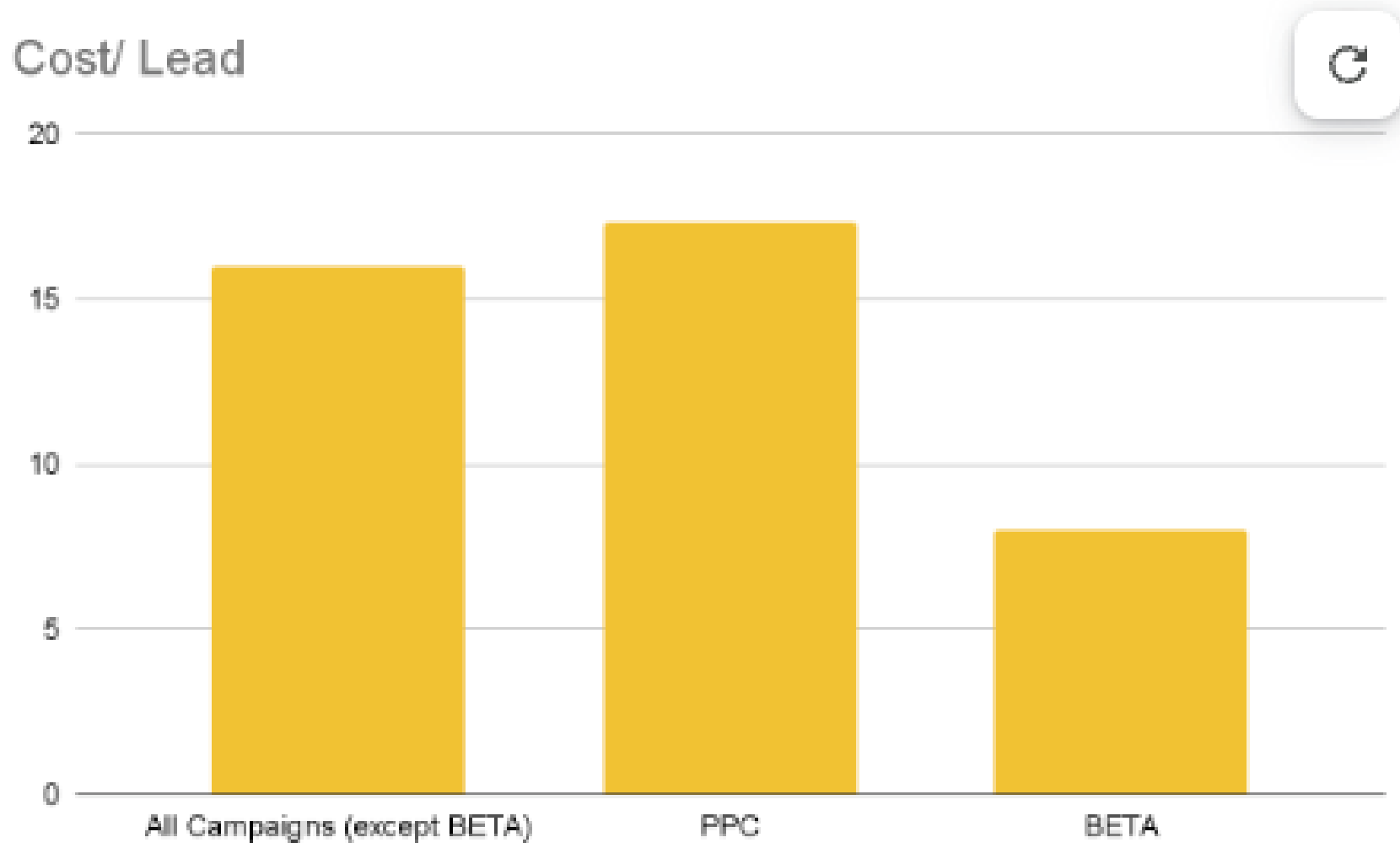


Flexibility and Adaptability

1. Dynamic Adjustment: Broad match campaigns can quickly adapt to changing market conditions and emerging trends, ensuring the ads stay relevant and effective.
2. Experimentation: Advertisers can test new keywords and strategies without significant risk, using the insights gained to refine their approach.

How did SEARCH – BMK perform when tested in a Mitsubishi account?

This account ran new cars search, display & Demand Gen campaigns along with SEARCH – BMK.

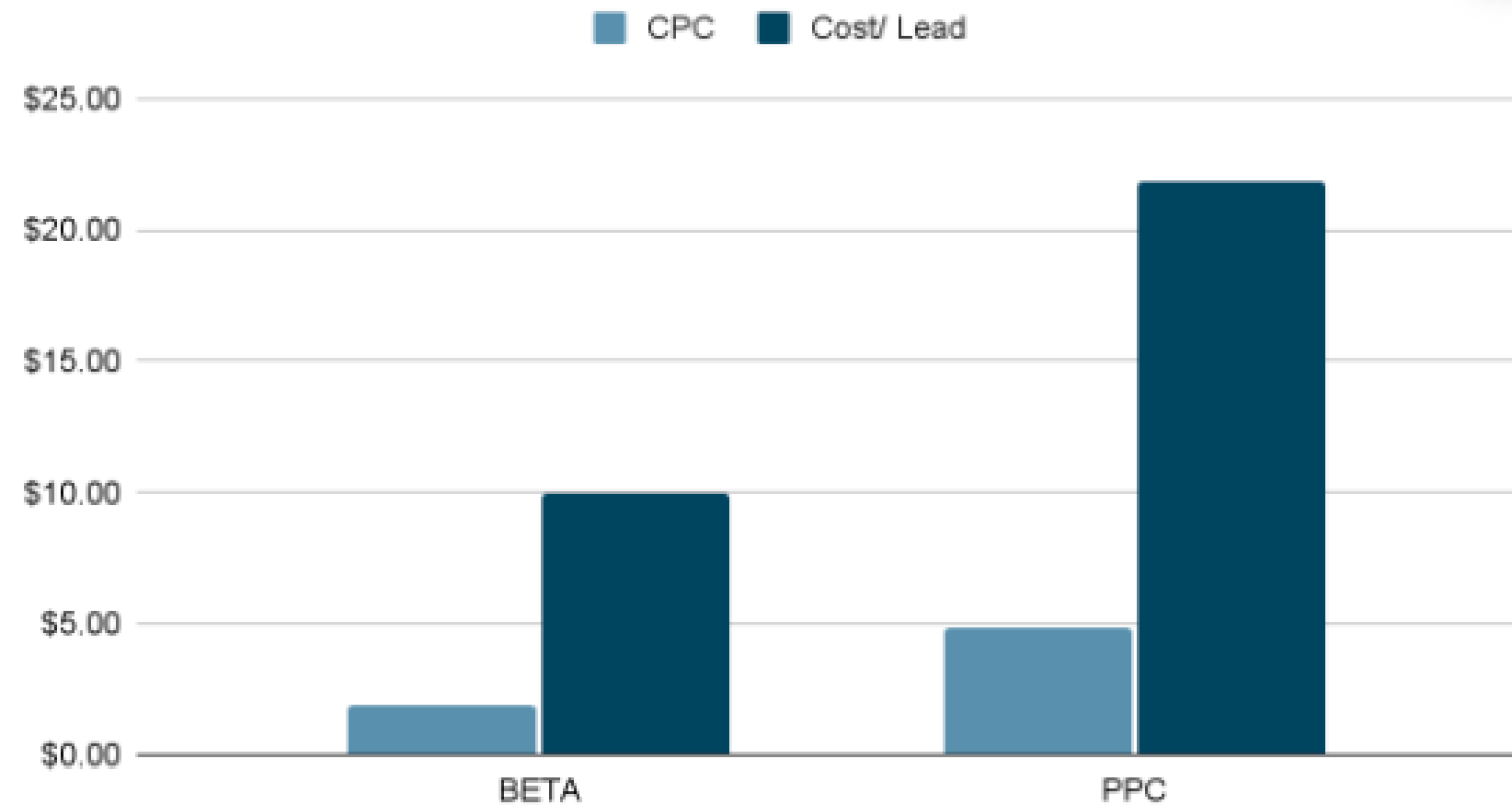


- SEARCH - BMK had 26% leads rate vs 8% in other campaigns
- Cost/ lead in SEARCH - BMK is \$13.87 vs \$44.47 in other campaigns, that's 1/3rd the cost
- Store visits rate was the highest in SEARCH - BMK (2.32% vs 0.97% in other campaigns)
- Cost/ VDP view was 15% less compared to the average cost in other campaigns, \$6.8 vs \$7.91

How did SEARCH – BMK perform when tested in a **Kia** account?

This account ran new cars search, display & Demand Gen campaigns along with BETA.

BETA vs. PPC (search campaigns)

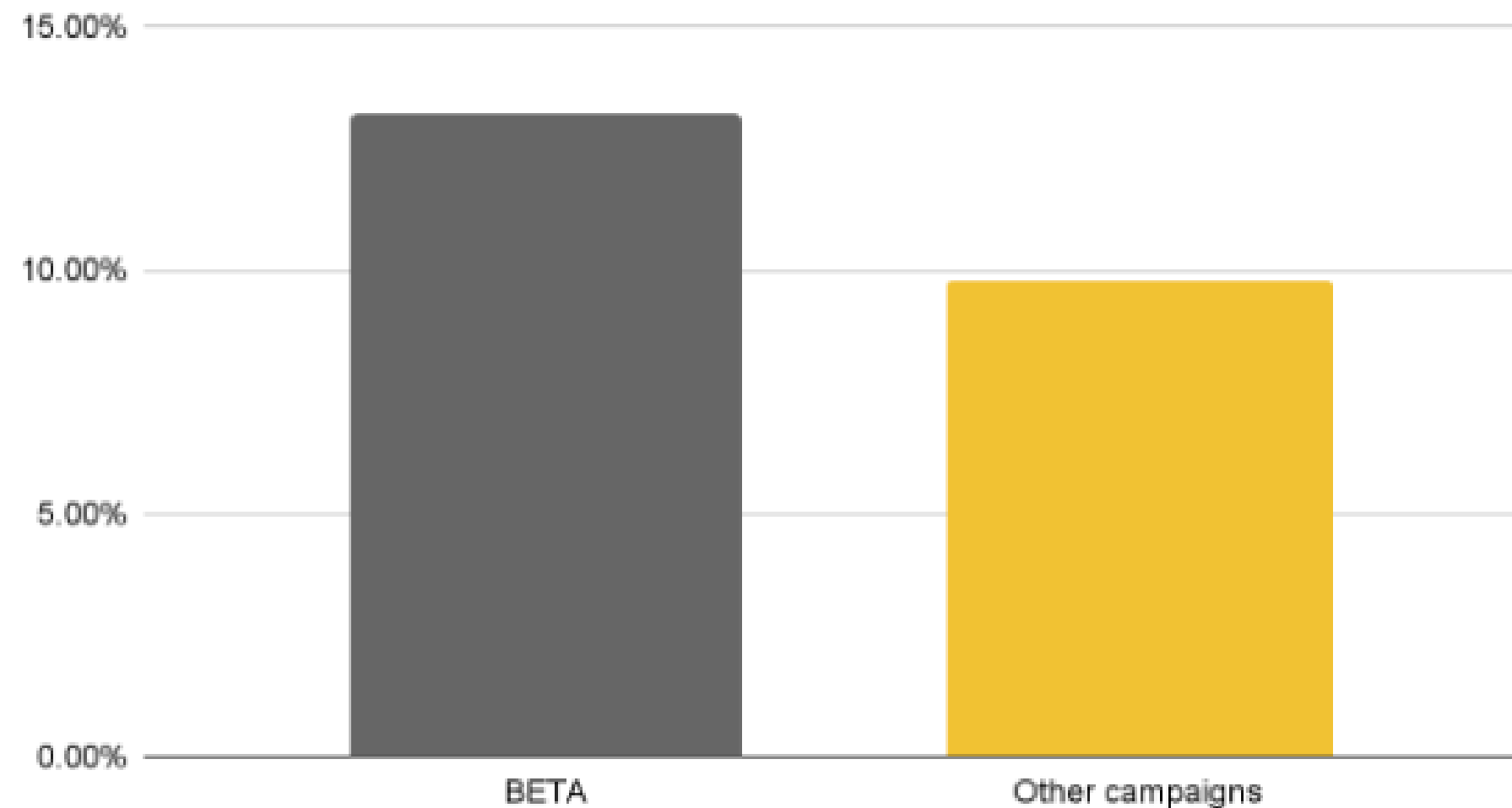


- Search – BMK's avg CPC was \$1.88 vs \$4.9 in search campaigns
- Cost/lead in Search – BMK was \$9.96 vs \$21.85 in search
- Leads rate in Search – BMK was 19% vs 8% in all other campaigns
- Cost/ VDP in Search – BMK was \$2.91 vs \$7.24 in search, that's 85% less.

How did SEARCH – BMK perform when tested in a Nissan account?

This account ran new cars search, display & Demand Gen campaigns along with SEARCH – BMK.

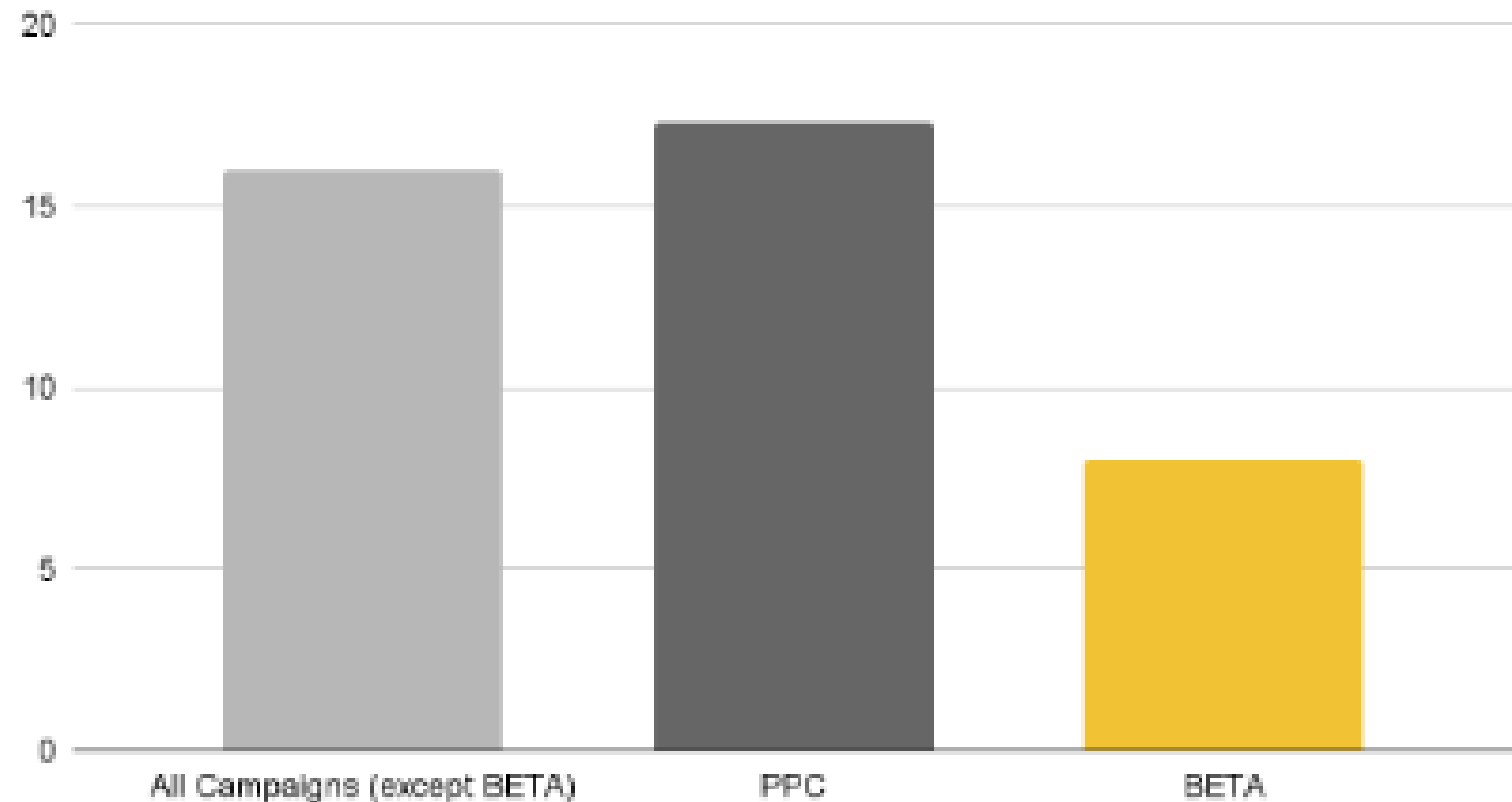
Avg Leads Rate: BETA vs. other campaigns



- Leads rate in SEARCH – BMK was 29% higher compared to other campaigns, 13.14% vs 9.81%.
- 12% of SEARCH – BMK users ended up visiting the dealership (store visits rate)
- Cost/ VDP view was the lowest in SEARCH – BMK. \$4.54 in SEARCH – BMK vs \$6.07 in Search and \$11.87 in PMax without feeds campaigns

How did SEARCH - BMK perform when tested in another **Kia** account in CT focused on EV?

Cost/ Lead



- 13% of users from SEARCH - BMK campaign called or submitted a form. 13% leads rate vs 4.92% in other campaigns.
- SEARCH - BMK's cost/lead was \$8.03 vs \$15.98 in all other campaigns
- Cost/ click was as low as \$1. This allowed the opportunity to maximize traffic from potential buyers at a very low cost. Avg CPC in search campaigns was \$4.

Who/what is a good candidate for SEARCH - BMK?



Conclusion

The SEARCH - BMK Campaign Level Broad Match with Brand Control offers a powerful combination of expansive reach and precise brand management. By leveraging broad match capabilities while maintaining strict control over brand presence, advertisers can achieve a balance between maximizing visibility and protecting their brand integrity. This feature is particularly beneficial for those looking to optimize their advertising efforts, reduce costs, and gain valuable insights into customer behavior.



THANK YOU
FOR YOUR ATTENTION

