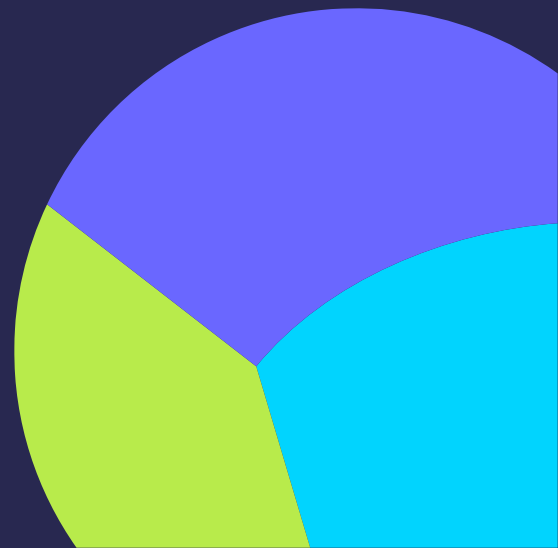




DG Paid Ads Strategy

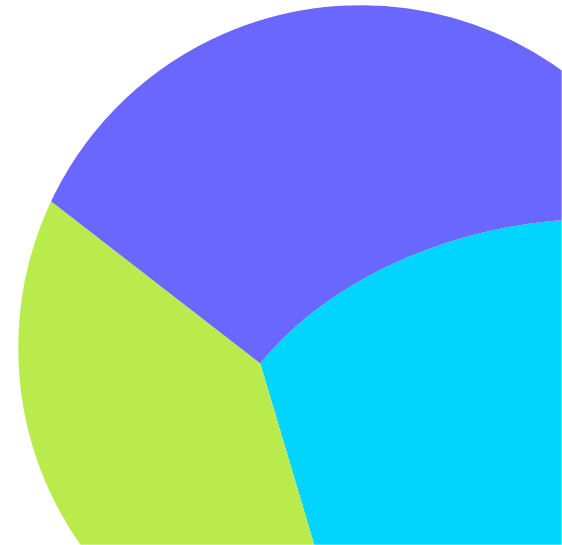
Capturing demand with
Google & Bing



In this lesson

Our full Google and Bing set up for capturing demand:

- Channel Strategy
- Audience Structure
- Account Structure
- Campaign Objectives
- Campaign Settings
- Ad Settings
- Objective KPIs



Channel Strategy: Google

- It's important to understand that waste still converts, at least in-platform. Wasteful, low intent conversions may lead to demo requests, but these are often low conversion rates down-funnel. That's why our paid search strategy is different from the standard PPC methodology
- We don't focus on cost per click, we focus on actual revenue
- We are aiming to convert the highest intent prospects and generate more pipeline

Ad Groups Theme

We use Almost-Single-Keyword-Ad-Groups (ASKAG - I like the term because it sounds like a mythological figure).

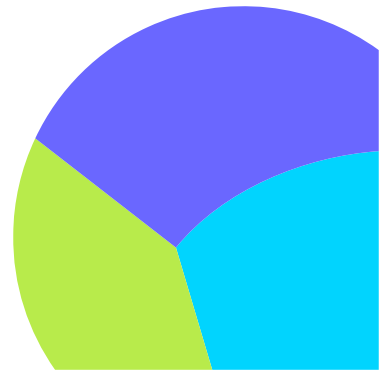
ASKAGs are multi-keyword structures that group related keywords into one ad group - ad groups can contain multiple match types, so we don't split the campaigns by match type.

By using this approach, we group keywords that have the most relevant ad copy and landing page, while giving ad groups the data density that might get lost with a single keyword ad group.

Within a campaign, we organise the ad groups by utilising a specific subset of related keywords. The idea behind this approach is that using a small group of keywords will deliver the most relevant ad copy and landing page based on the search query.

For example:

- Cognism - Brand
- Cognism - Brand - Exact
- Cognism - Brand - Pricing
- Cognism - Brand - Alternatives
- Cognism - Brand - Reviews



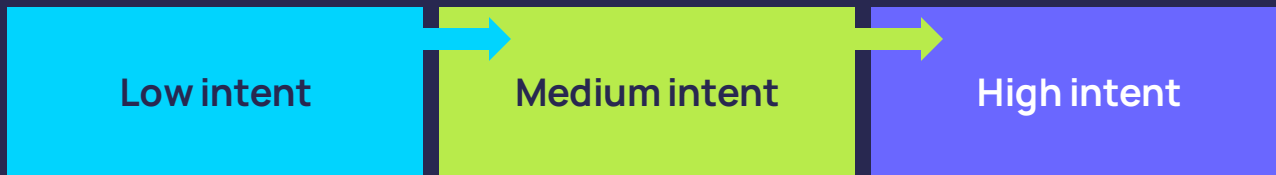
Campaign Segments

At the campaign level, we segment by intent. So that we can prioritise the budget towards the high intent value queries. This allows us to prioritise the budget towards high value users who are most likely in the consideration and decision phases of their journey.

For example, with this approach, we can easily optimise the campaigns to spend more for a “zoominfo alternative” search compared to a “lusha alternative” search because we know that the former is more profitable.

We break low and medium intent campaigns into their own campaigns and turn down the tap so that these low intent searches don't run away with all of our budget.

We segment by:



Campaign Structure Overview

Branded comes first as it's easiest for capturing demand. Brand also serves a defensive objective, pushing down competitor ads and competitor organic listings.

Then, we have the competitor campaigns. These are our main revenue drivers since we're in a highly competitive market.

High intent keywords: these are the core use cases, like 'email database provider'.

Next comes medium intent keywords which don't fit neatly into high intent but contain some value. We allocate around 2% of our budget here just to test different keywords.

Low intent campaigns= we don't use these at all.



Low intent



Medium intent



High intent

Match Types

We either use exact or phrase match types - exact match types are more restrictive, and bring less but more qualified results.

We use the phrase match type for volume - it's broad enough for query harvesting but restrictive enough that we're not raining on the ocean.

We **DO NOT** use the broad match type - and we won't be using this match type for Cognism. The broad type is rarely effective for B2B since it's very loose and brings a lot of irrelevant results.

Broad match = ✘

Phrase match = ✔

Exact match = ✔

Ad Structure & Extensions

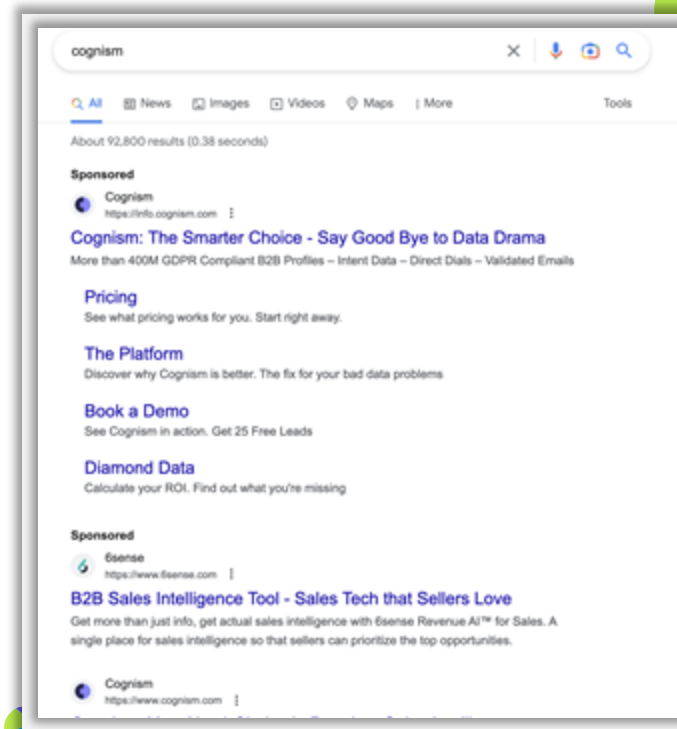
With the sunset of expanded text ads, we've fully moved to the RSA-only approach. (Responsive search ads).

For each ad group, we have 2-3 RSAs and 10-15 headlines - for the brand and competitor campaigns, we tend to have around 5-10 headlines since we use pinned ads.

To improve RSA health, we use:

- Call out extensions
- Sitelink extensions
- Call extensions
- Structured snippets
- Image extensions

We don't use the lead form extensions since they deliver low quality and low intent conversions.



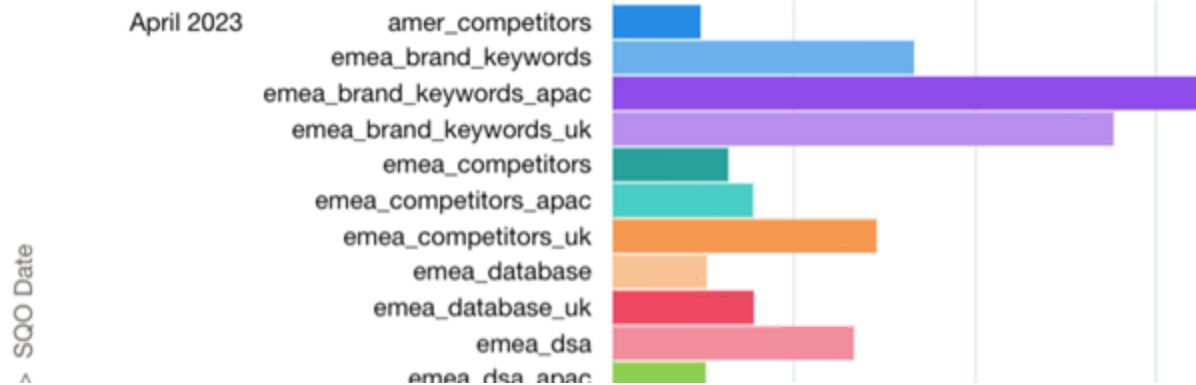
Auditing



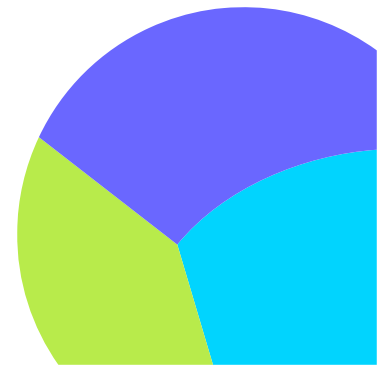
Unlike other platforms, we audit the Google campaigns mostly with Hockeystack Salesforce data as we are focusing on pipeline data.

We know exactly what kind of revenue each keyword brings, therefore we can optimise the campaigns by looking directly at the revenue.

Opps - Average ACV by UTMs



> SQO Date

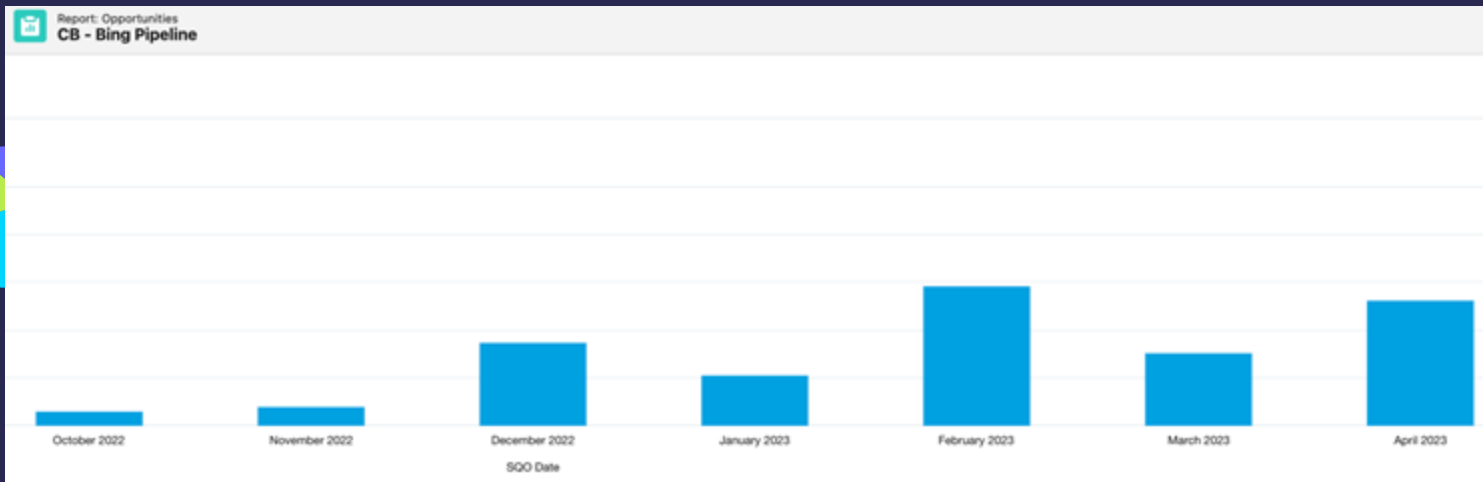


Channel Strategy: Bing

Although it's a different channel, Bing is still a PPC channel and has the same characteristics as Google Ads. Therefore we use the same approach that we have on Google for Bing.

We've seen an increase in its usage since they have integrated ChatGPT in their search engine - to utilise this increase in use, we've launched new campaigns.

Currently, we are only running brand and competitor campaigns, and we spent around 10% of our capture demand budget here.





Your next module: DG Reporting & Benchmarks