



# A VERY MOBILE HOLIDAY

New Solutions from Google to  
Capture the On-The-Go Shopper

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One in three people made over half of their holiday purchases online last year and this figure is expected to grow this upcoming holiday season. These purchases took place across screens, meaning brands can no longer craft their marketing strategies for a desktop-first world. Because

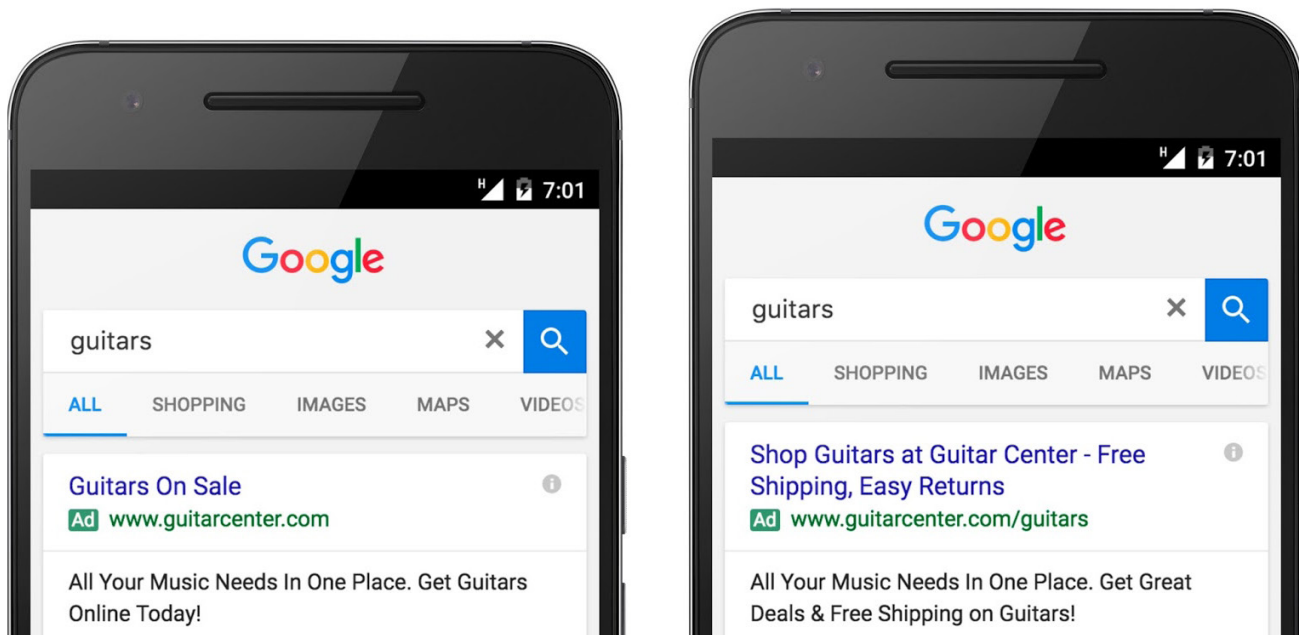
**Paid search traffic on mobile devices grew 86% and mobile sales 188% YoY during the 2015 holiday season**

consumers are becoming increasingly mobile, Google has developed new solutions that will allow marketers to effectively reach consumers across devices and measure the impact of these interactions. Let's take a look at some of these new tools and the impact they're having on performance.

## EXPANDED TEXT ADS

The most significant change to AdWords this holiday season is Expanded Text Ads (ETAs). ETAs mark the first change to

Google text ads in 15 years. This new format, which is designed for a mobile-first world, provides up to 50% greater ad copy to give marketers extra room to highlight their products. With the majority of traffic coming from mobile, having a mobile optimized text ad that allows for a longer and more prominent headline, along with additional room for creative to really highlight products and offers, serves to help retailers improve click through rates by up to 20%. While ETAs are mobile-optimized, they are available on all devices.



## GUITAR CENTER ETA RESULTS

### BRAND

**15%** Lift in CTR

**101%** Lift in CVR

**61%** Lift in RPC

### NON-BRAND

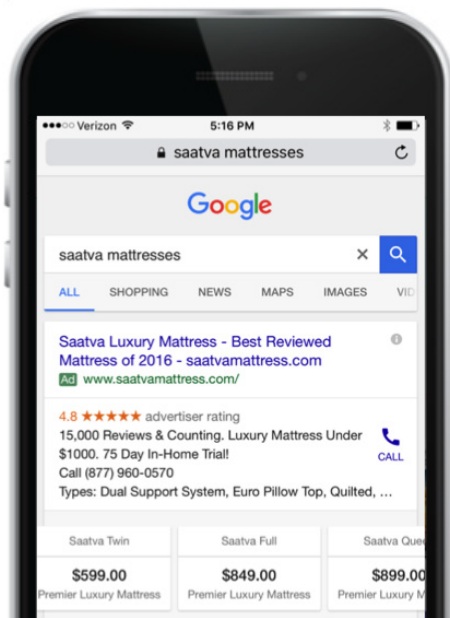
**76%** Increase in CTR

**14%** Lift in CVR

**142%** Lift in RPC

## HOW TO TAKE ADVANTAGE OF ETAs:

1. Focus on what worked well in standard ads. Consider promoting your first description line to the second headline.
2. Include all relevant ad extensions to really maximize your ad's real estate on mobile. The more extensions you have, the greater the visibility your ads will have, all of which help boost CTR.
3. For branded ads, include language to build trust. Wording like "official site" may work well for your audience.
4. Make sure you are in the top position. This is especially important for mobile as text ads on most devices already fall below the fold.
5. Design new ads for your ETAs. Given that you now have nearly double the amount of space to work with, you have an opportunity to really get creative.
6. Test out longer variations of your ad creative. In some situations, you may find that a shorter message will resonate better with your audience.



## PRICE EXTENSIONS

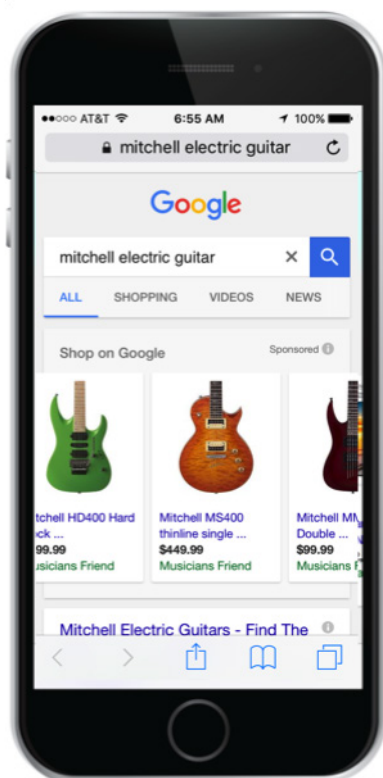
Price extensions are the newest addition to the ever-growing ad extension family. Formerly known as "table extensions" during its beta stage, this mobile-only format allows advertisers to show their products and how much they cost. This structured way of highlighting information makes it easier for users to compare their options and decide if they're interested in an advertiser's products right from the mobile Search Engine Results Page (SERP).

## WAYS TO LEVERAGE PRICE EXTENSIONS:

1. Use Price Extensions in combination with other ad extensions like call, review, call out and location extensions to make your ads stand out and take up as much real estate as possible.
2. Ensure the content of Price Extensions is related to the keywords you are targeting. Both brand and generic campaigns are a good fit for them.
3. Your landing pages must contain the price listed in the extension, but they don't need to be a product page as any page that contains the price can be used.
4. Retailers with price limitations can set the "price qualifier" field to "from" to display the lowest price for all products within a specified category.



## One Adlucent client saw a 136% increase in CVR when using price extensions when compared with mobile brand



### CUSTOMER MATCH FOR SHOPPING

For the last year, Customer Match has been an incredible tool for marketers looking to customize messaging and bids based on audience segments developed from their customer database. Historically, this product has only been available on text ads, Gmail and YouTube, but there is now a beta that allows advertisers to use Customer Match in Shopping, just in time for the holidays. This is a great way to build loyalty, increase sales and launch new products with existing customers. Alternatively, you can exclude existing customers to focus on new customer acquisitions.

### BEST WAYS TO USE CUSTOMER MATCH:

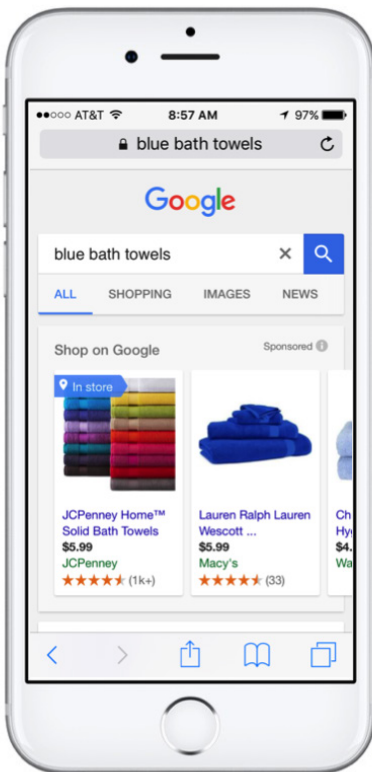
1. Don't stick to a single Customer Match catch all audience—get creative.
2. Even if traffic is low, bid up aggressively to capitalize on higher performance.
3. Consider making duplicate PLA campaigns and setting bids and audiences to target in one while excluding all audiences in the other, allowing for granular bidding and reporting.

**Musician's Friend had a 105% higher CTR while ROAS was more than double when targeting high value audiences with Customer Match**

## LOCAL INVENTORY ADS

While 81% of people start their product research online, 93% of retail sales take place offline. Local Inventory Ads (LIAs) give retailers the opportunity to get in front of consumers who start the process online but are looking to purchase in a store. There are several product updates on the LIA front to help omnichannel retailers this holiday season.

- Store pickup allows shoppers to buy online but pick up in a local store
- Local allows users to browse local inventory near them. It's available through the search feature in the knowledge panel.
- Now Instore Cards trigger in Google Now when a user is near a store in question.



## LIA USE CASES:

1. Use LIAs during the last few days before Christmas when shopping activity is high but consumers are out of the standard shipping time frame.
2. Lean on LIAs, and PLAs in general, to combat Amazon since they are not currently running on these ad units.
3. Increase bids for products that are out of stock online but are available in a local store.
4. Temporarily bid up on LIAs near store locations that are having post-holiday sales to drive more in-store traffic.
5. Consumers prefer to see high-end gift items in person, so use LIAs as a way to send these shoppers to storefronts.

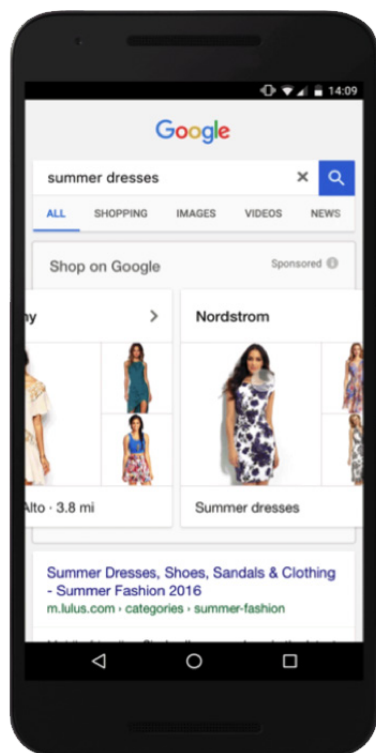
Across Adlucent clients, LIAs have

**4X** higher  
ROAS

+

**25%** higher CTR  
& revenue

than standard PLAs on mobile



## SHOWCASE ADS

Showcase Shopping Ads let advertisers engage consumers earlier in their purchase journey when they're discovering what to buy and where to buy it. These ads will show for upper funnel queries like "furniture" or "women's clothing." Instead of being forced to guess which product an individual is looking for, brands can now display a collection of products to give shoppers a preview into the type of products they carry.

## DEVICE BID ADJUSTMENTS

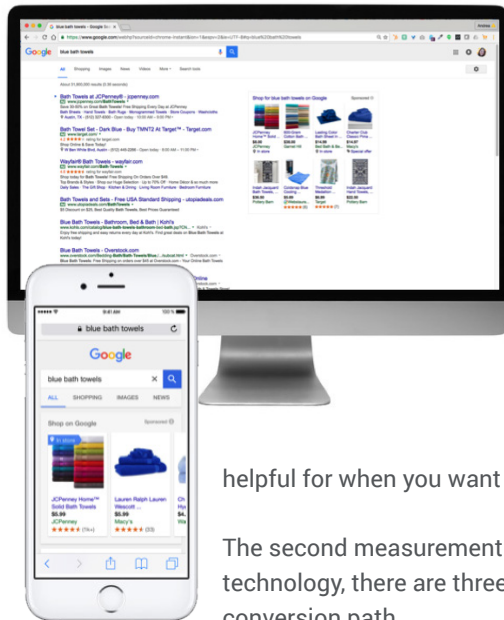
As we've shifted to a mobile first world, setting all bids based on desktop bids doesn't make sense. Device Bid Adjustments (DBAs) allow advertisers to optimize bids for each device while still leveraging the benefits of enhanced campaigns' consolidated management of ads in a single campaign across devices. Advertisers now have the ability to choose a base device and then modify other device bids accordingly. Bid adjustments can be made for mobile, desktop and tablet at an ad group or campaign level.

<input type="checkbox"/>	Device	Bid adj. ?
<input type="checkbox"/>	Computers	-10% <input checked="" type="checkbox"/>
<input type="checkbox"/>	Mobile devices with full browsers	-- <input checked="" type="checkbox"/>
<input type="checkbox"/>	Tablets with full browsers	-10% <input checked="" type="checkbox"/>
Total - all experiments		
Total		

## A FEW BEST PRACTICES TO CONSIDER:

1. Maintain consolidated campaigns that target all devices. This is important for consistent keyword coverage, efficient optimizations and easier management of campaign assets like extensions.
2. Use Enhanced Cost Per Click (eCPC) to benefit from real time optimization of device bids. This is especially effective for Shopping because it can optimize down to the query level.

**6 in 10 Internet users in the US start their shopping on one device but continue or finish on a different one**



## CROSS-DEVICE CONVERSION UPDATES

Cross-Device Conversions is a product that was first launched three years ago, allowing advertisers to track conversions that start as an ad click on one device or browser and end on another device, browser or app. By including these metrics when measuring performance, advertisers get a more complete view of performance and can make more intelligent business decisions about bidding, budget allocation, and more. Recently, Google made some changes. Data is now available down to the keyword level. Soon, cross-device conversions will be automatically included in the conversions column. This is

helpful for when you want to segment by device as it shows where the last ad click took place.

The second measurement update is Attribution Cross Device reporting. Using the same technology, there are three new AdWords reports that give deeper insight into the full conversion path.

- Devices show how much cross-device activity is happening.
- Assisting Devices displays how often different devices assisted conversions on other devices.
- Device Paths can be used to view the top conversion paths for customers using two or more devices.

### About Adlucent

Adlucent is a full service digital marketing and analytics company with 15+ years experience helping brands drive greater returns from their online investments. Backed by its data-driven analytics and ad management platform, Deep Search™, Adlucent helps retailers grow digital revenue and recognition through high touch services including text and product ads, display, paid social, feed optimization, and marketplaces. Their insights and strategies are often featured in leading publications like the New York Times, Inc., Advertising Age, MediaPost, and Digital Marketer and their work has been honored by AdvertisingAge, SearchEngineLand, and the US Search Awards in 2016.