VEEAM
IT JUST WORKS!™

Основы маркетинга (продвижения) IT продуктов в поисковых и медийных сетях

Andrey Markin, PPC Manager

vmware PARTNER TECHNOLOGY ALLIANCE

AllianceOne Partner

Microsoft Partner
Gold Application Development
Gold Datacenter

cisco Preferred Solution Partner

NetApp Alliance Partner

Agenda

- **Goals of PPC Advertising**
- **Google AdWords 101**:
  - PPC concepts
  - new campaign creation
- **Advanced Strategies:**
  - search campaigns
  - display campaigns
    - External display advertising
    - retargeting,
    - gmail sponsored promotions,
    - YouTube advertising,
- **App promotion**
- **Automate it**: dealing with complex accounts

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PPC is a technology, not an art

Goals of PPC

- Drive awareness
- Generate leads
- Sell stuff
- Installs!

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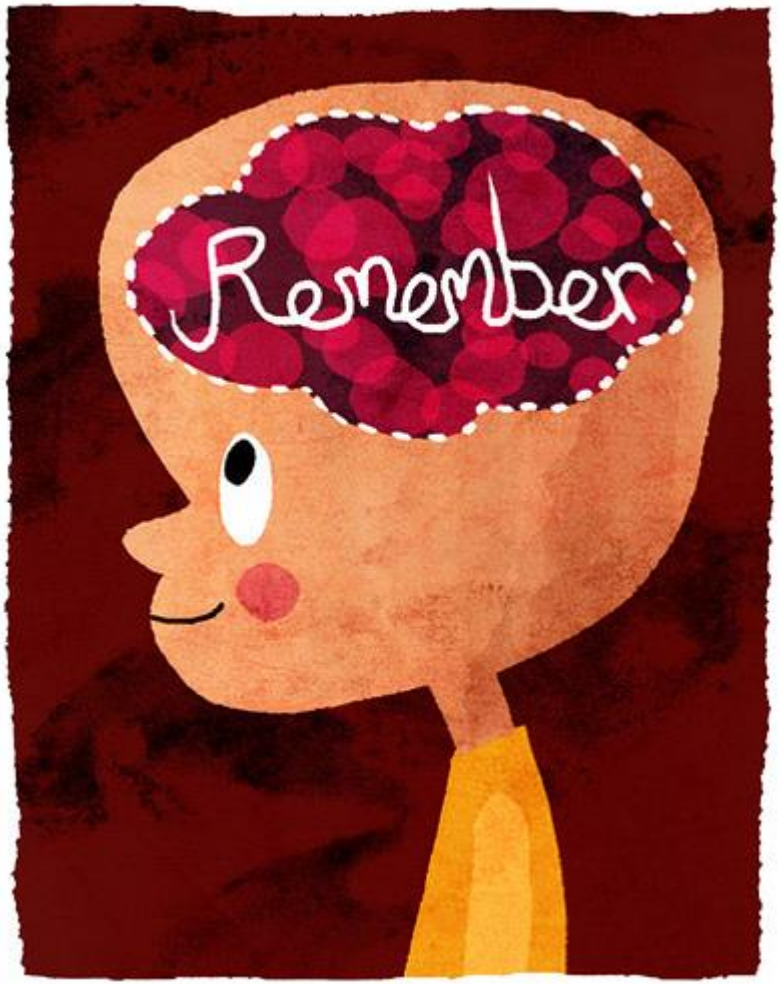
Awareness goals

- Similar to the idea of offline advertising (i.e. TV)
- No specific action can be performed online
- Fits offline businesses



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Generate Leads

A **lead**, in a marketing context, is a potential sales contact: an individual or organization that expresses an interest in your goods or services.

Reasons to focus on lead generation

- Complex products and services
- When the consultation is needed
- Products cannot be purchased via website

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Sale Stuff

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Drive Installs

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Goals of PPC

There’re different goals:

- Drive awareness
- Generate leads
- Sell stuff
- Installs!

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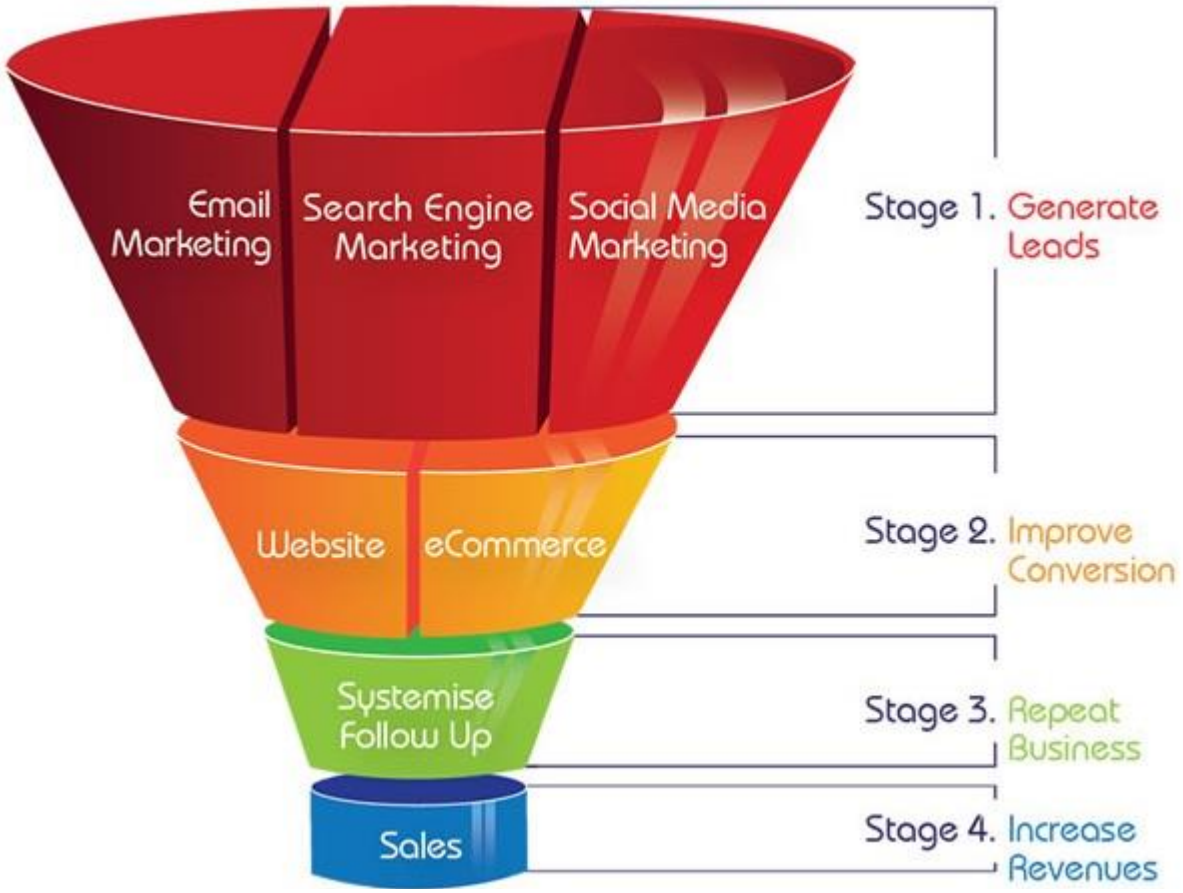
Purchase funnel



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What are the options?

Search ads

- Standard Search Ads
- Dynamic Search Ads
- App Search Ads
- Product Listing Ads

Display Ads

- Retargeting
- Topics/Keywords/ placements
- Videos

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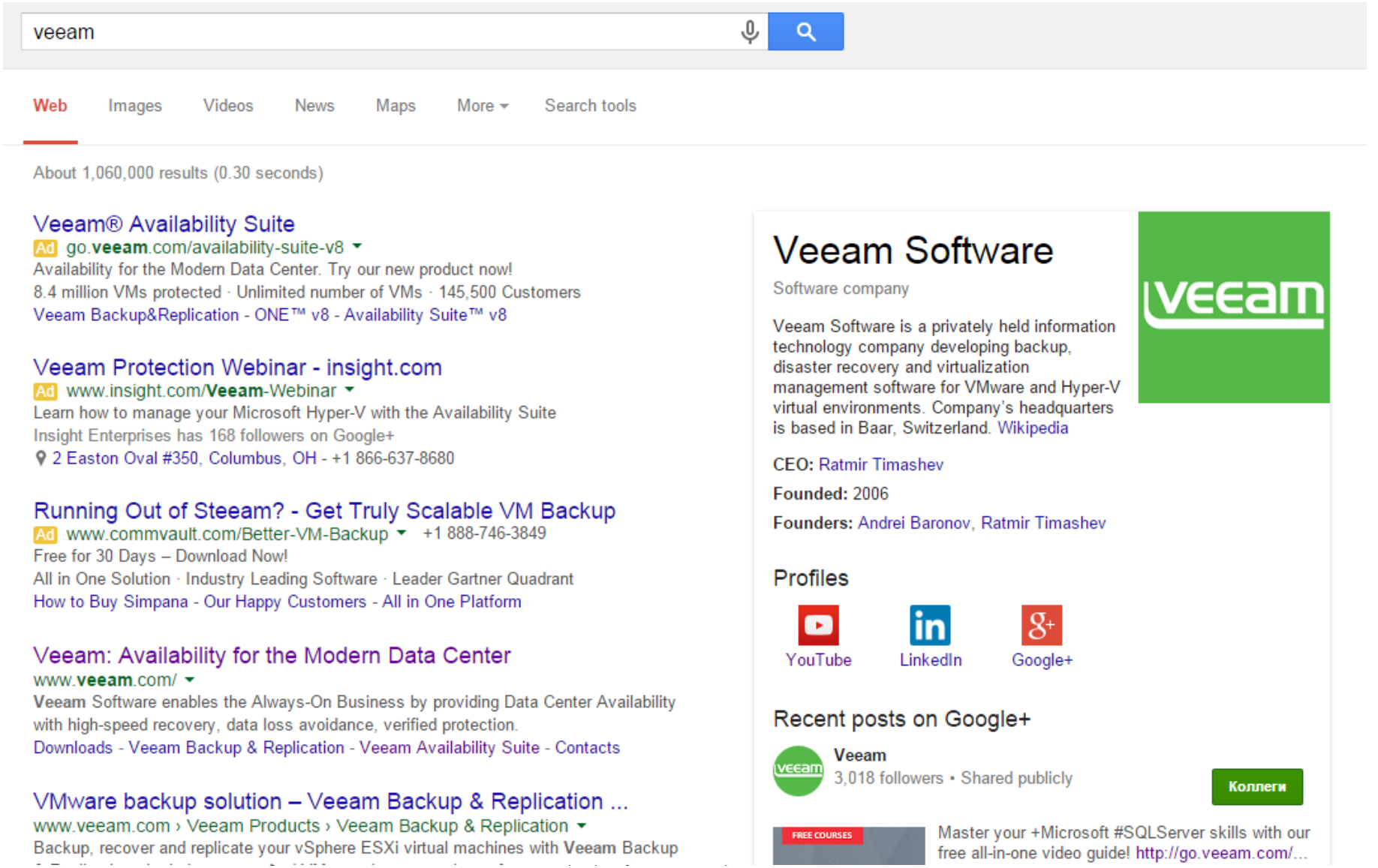
Search

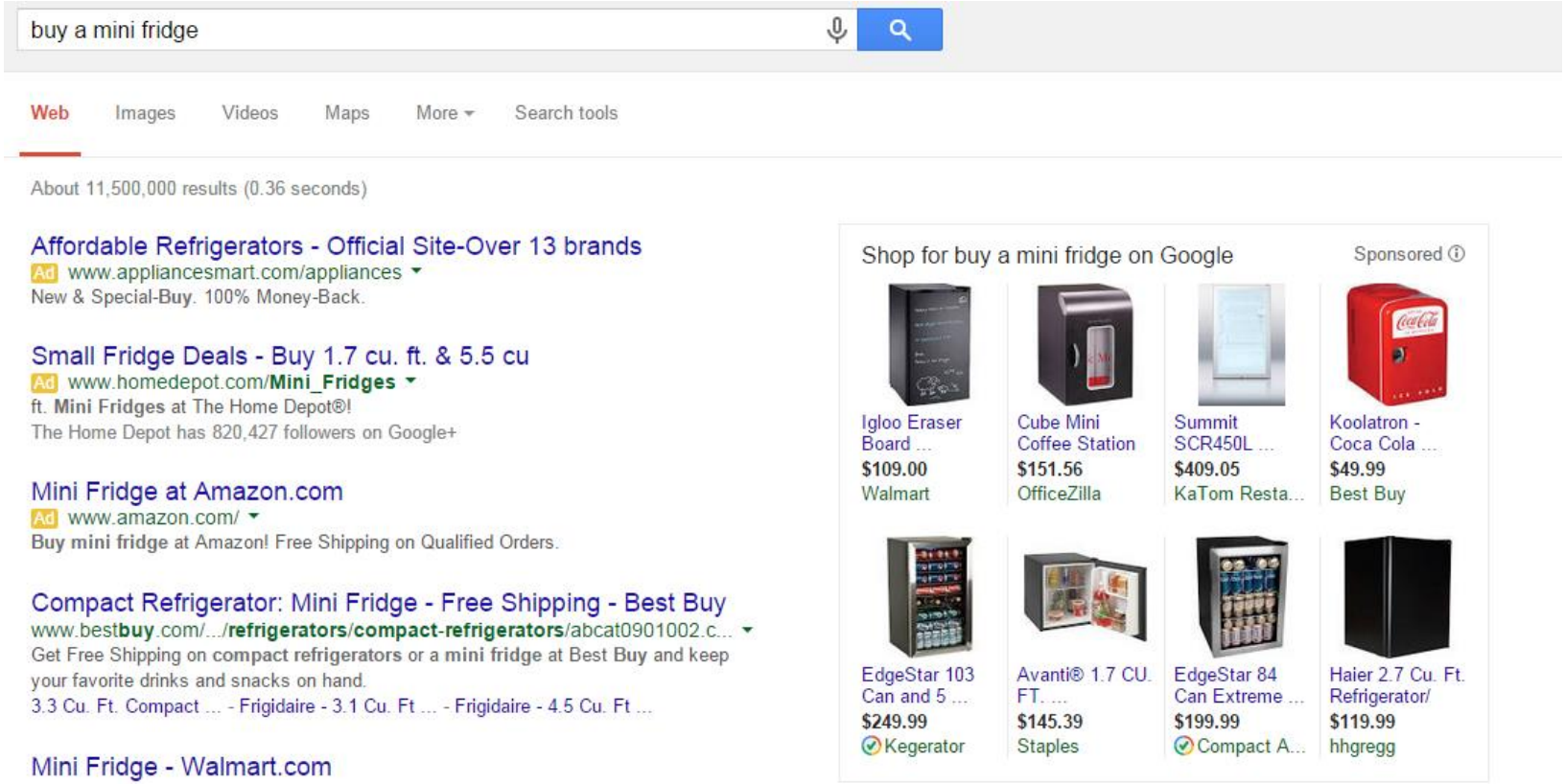
Google AdWords 101: Search



But search can be different

There are many options:

- Standard Search Ads
- Product Listing Ads



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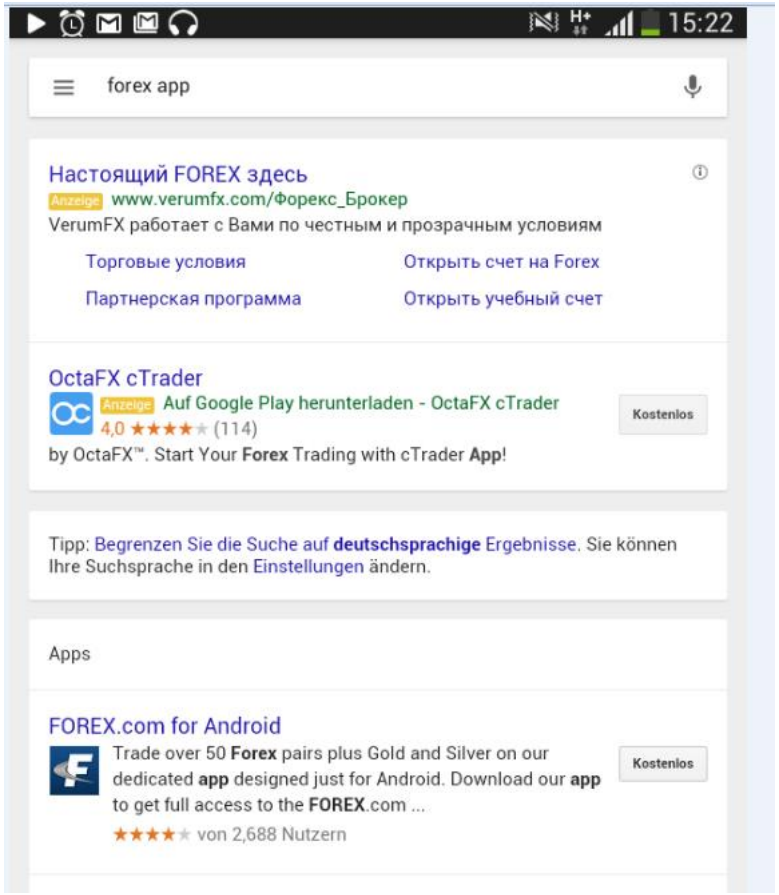
Mobile Search Ads



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Search Advertising

- Search campaigns and key concepts
- New Search campaign creation
- Performance evaluation

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Search Campaign Structure

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Essentials

- Choose targeting (keywords)
- Create Ad Copy
- Choose Landing Page

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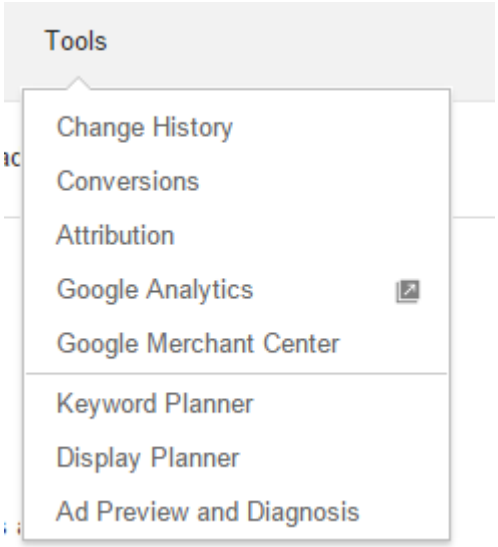
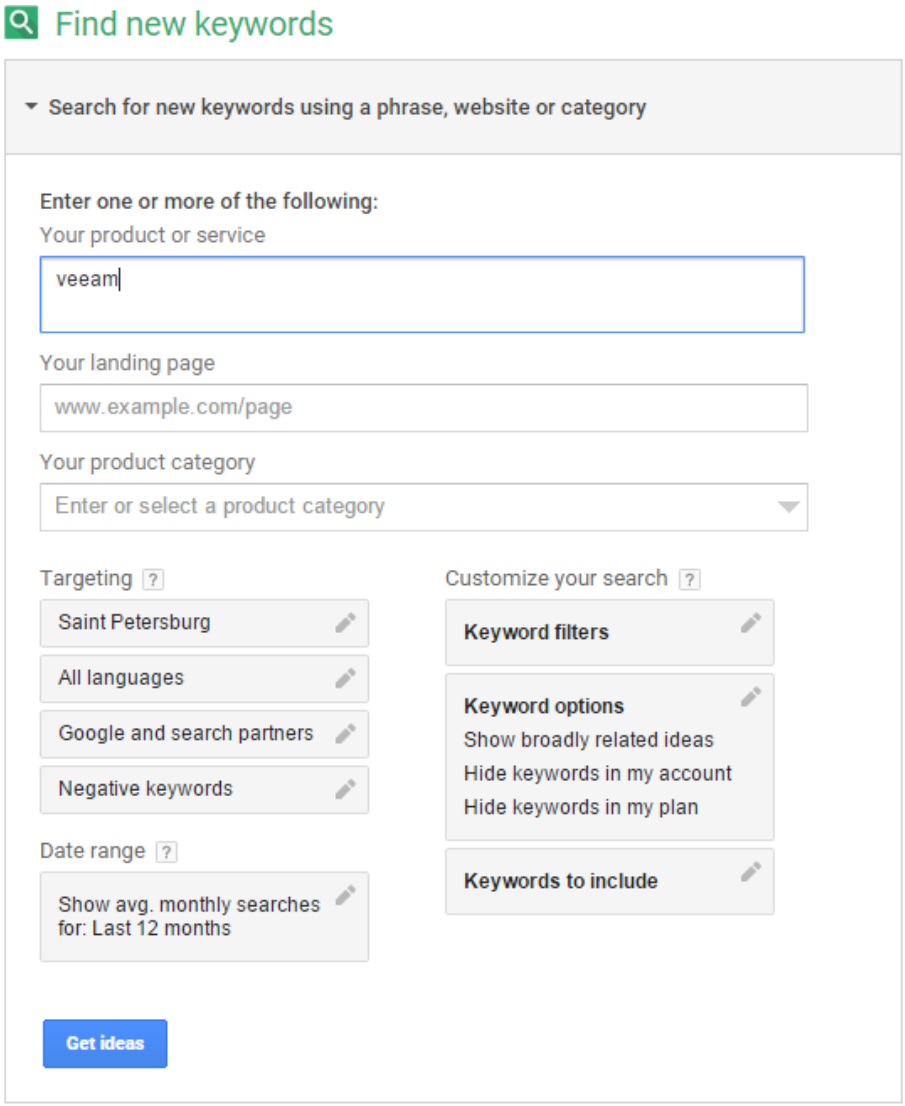
Keyword research





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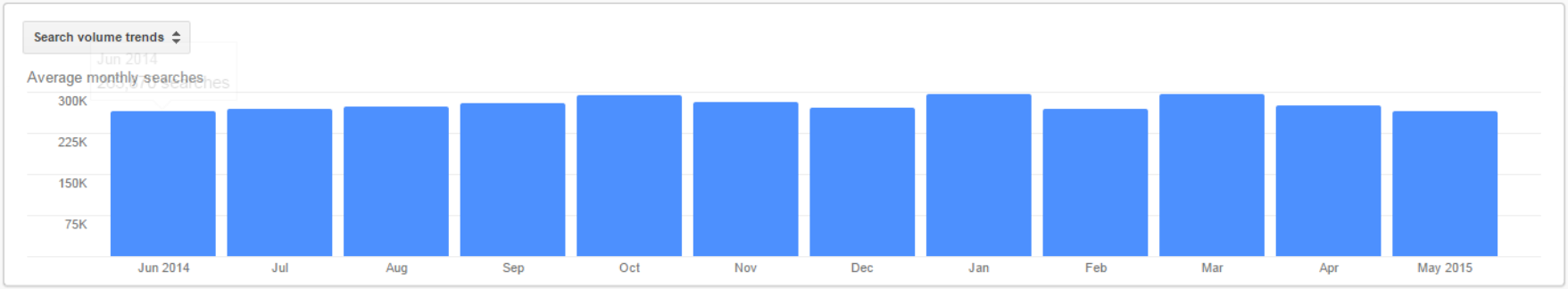
Keyword Planner

Your product or service

veeam

Get ideas | Modify search



Ad group ideas | Keyword ideas

Download | Add all (29)

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
Online Storage (7)	unlimited online storage, best online storage, online storage, storage onl...	32,270	High	$13.80	< 1%	»
Backup Program (5)	backup program, backup programs, free backup programs, free backup ...	3,070	Medium	$7.25	< 1%	»
Free Backup (19)	free online backup, online backup free, free cloud backup, free backup ...	5,130	High	$8.72	1%	»
Backup Service (9)	online backup services, online backup service, backup services, backu...	7,450	High	$45.44	1%	»
Backup Files (6)	file backup, backup files, backup file, backup files online, online file bac...	4,970	Medium	$15.58	–	»
Online Backup (21)	online backup, backup online, online backup reviews, backup online gra...	29,500	High	$20.23	< 1%	»

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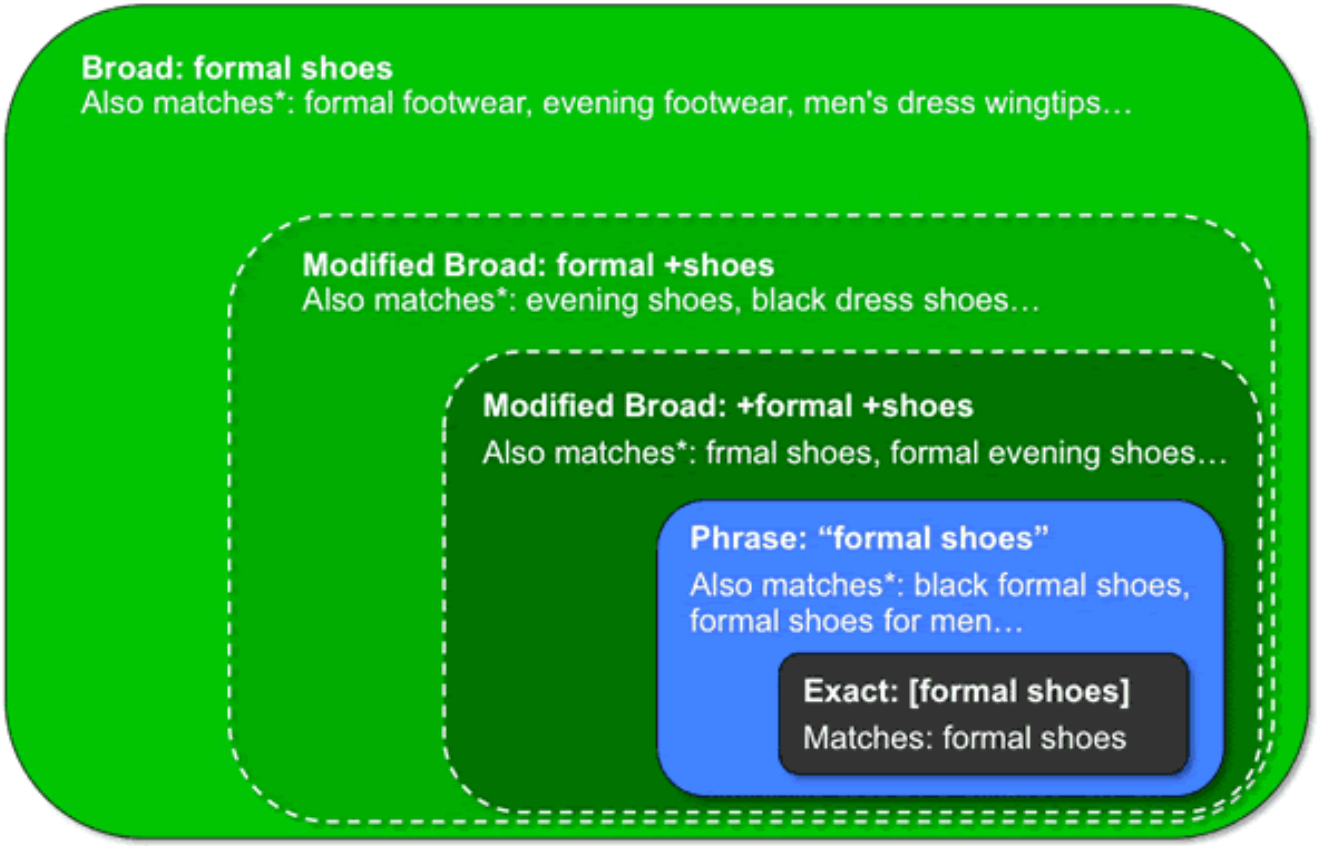
Keyword Match Types



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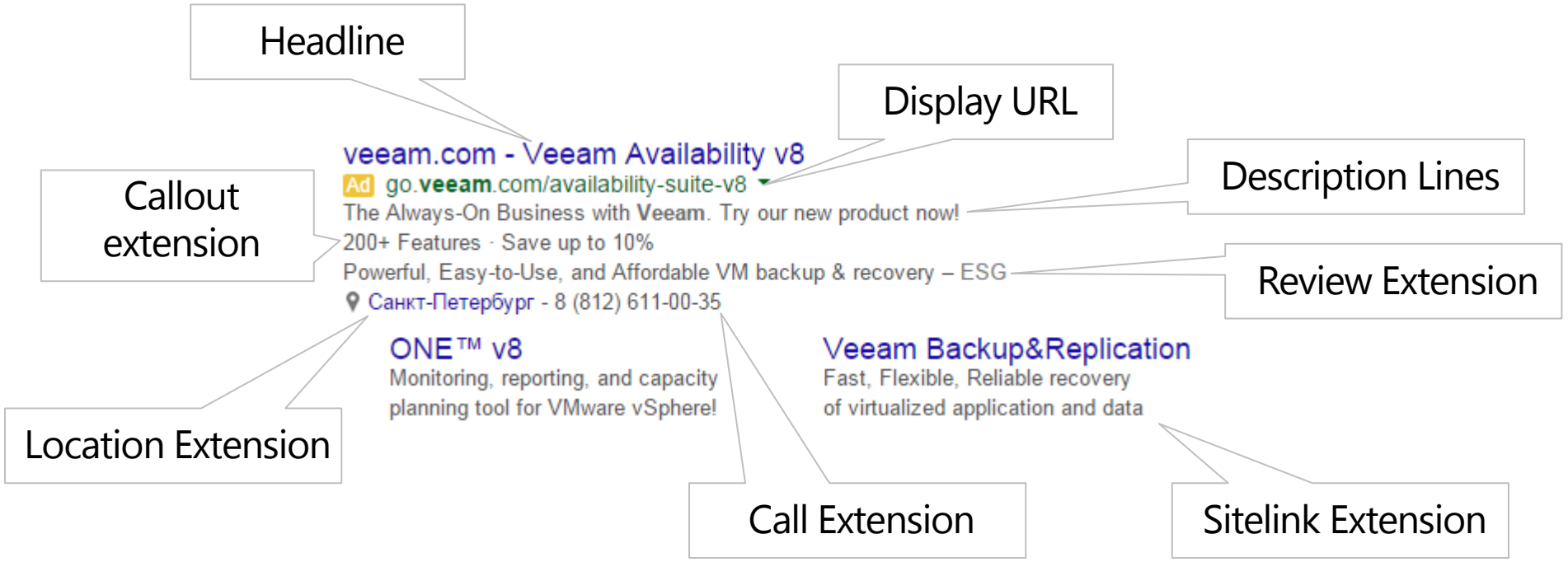
Search ads anatomy



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Hints and Tips for Search Ads

- Combine related keywords into separate ad groups
- Broad Match Modifier is one of the best match type options
- Include keyword into the headline
- Don’t forget about negative keywords (search queries)
- Call-to-action killed nobody!

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Ad Rank

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Quality Score

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Landing page

VEEAM
IT JUST WORKS!™

AVAILABILITY™
for the Modern Data Center

NEW

Veeam Availability Suite v8

Update 2 FULLY supports vSphere 6

We combine **Veeam Backup & Replication** and **Veeam ONE** to give you the best solution for data center availability.

RTPO <15 min for **ALL** applications and data

Register to Download Free Trial

First name

Last name

E-mail

Company

Phone

Select hypervisor

REGISTER

Watch 3-min video: Veeam is defining the Availability for the Modern Data Center

What is Veeam Availability Suite v8?

Veeam® Availability Suite™ v8 combines industry leading backup, restore and replication capabilities of Veeam Backup & Replication™ with the advanced monitoring, reporting and capacity planning functionality of Veeam ONE™.

Veeam® Availability Suite™ v8 delivers everything you need to reliably protect and manage your VMware vSphere and Microsoft Hyper-V environments.

Product Overview Top 10 Reasons to Choose Veeam

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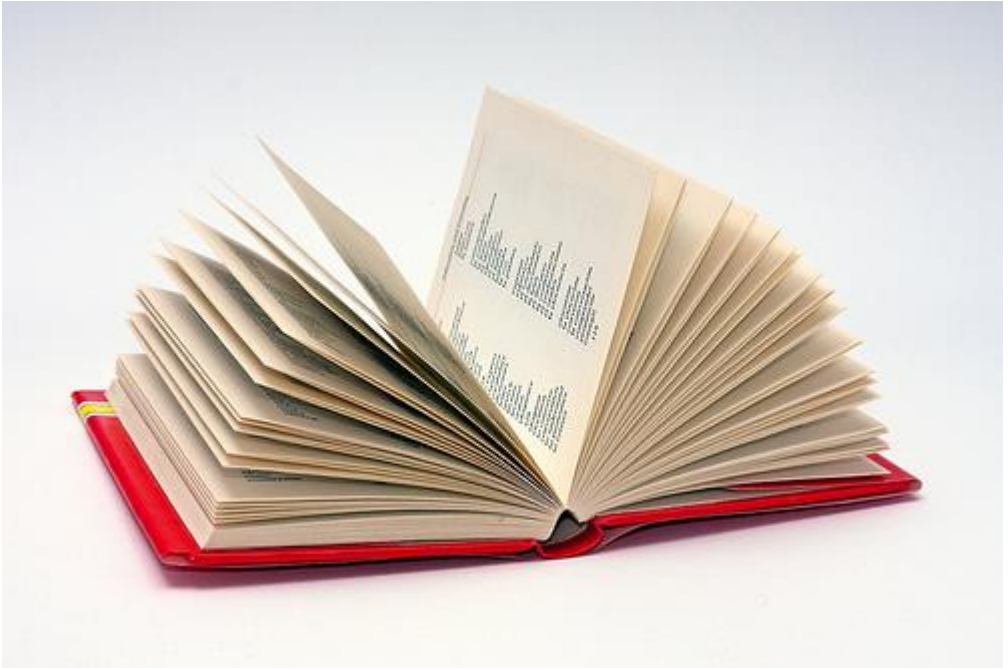
Key terms

- CTR
- Conversion
- Conversion rate
- CPA



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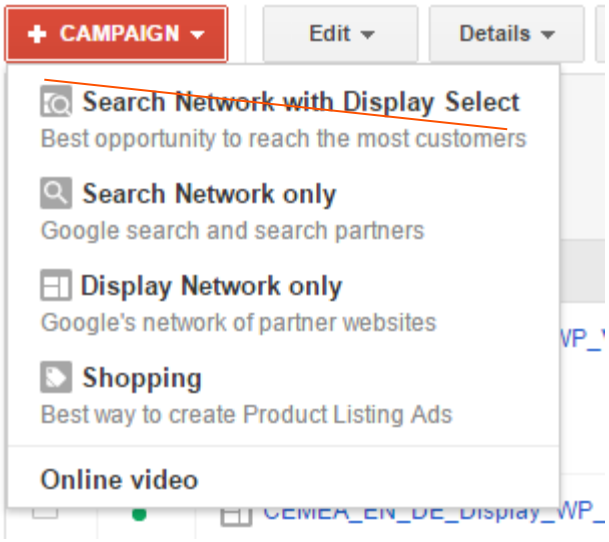
Creating new search campaign



Type: **Search Network only - Standard**

Campaign name: Campaign #1

Type: Search Network only

- **Standard** - Keyword-targeted text ads showing on Google search results
- **All features** - All the features and options available for the Search Network

- **Mobile app installs** - Ads encouraging people to download your app
- **Mobile app engagement** - Ads that encourage actions within your app
- **Dynamic Search Ads** - Ads targeted based on your website content
- **Call-only** - Ads that encourage people to call your business

Learn more about campaign types

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The importance of naming

APAC_EN_AU_ACT_Paid_Search_WP_
What's_New_in_Active_Directory_2012_nonEN

APAC – region
EN - language
AU – Sub-region
ACT – Territory
Paid_Search – Targeting
WP – Content
What's_New_in_Active_Directory_2012 – Content Name
nonEN – Additional local language targeting

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Common Setting for Search Campaigns

- **Networks** – Google AdWords and/or Search Partners
- **Locations** – Countries, regions, cities, disctricts to target and to exclude
- **Languages** – browser setting
- **Bid Strategies & Budget** – how are we going to set up bids and how much do we want to pay daily
- **Schedule** – start & end dates, weekly and hourly ad scheduling

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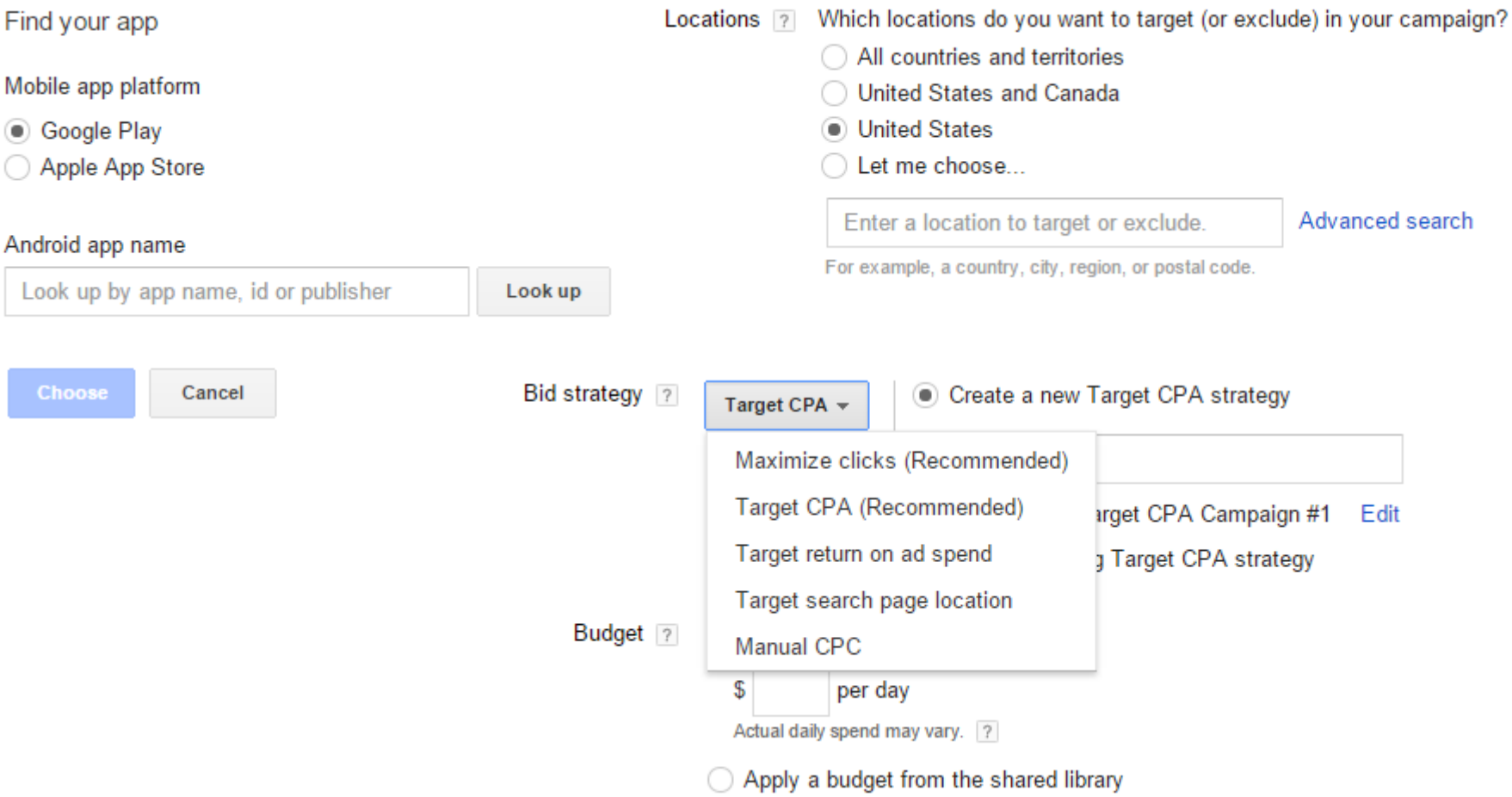
Creating new search campaign

Mobile Installs – Ads encouraging people to download your app



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WFT is CPA?

$$CPA = \frac{Costs}{Number\ of\ conversions}$$

$$CPA = \frac{\$5{,}000}{200} = \$25$$

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Creating Ad Groups

Name this ad group

An ad group contains one or more ads and a set of related keywords. For best resu

Ad group name: Ad Group #1

Create an ad

Headline and description

VeeamON Forum Dubai App

Download Official App for

VeeamON Forum Dubai Attendies!

Landing page

Final URL (recommended) Destination URL

http://play.google.com/store/apps/details?id=com.fipl.Vee

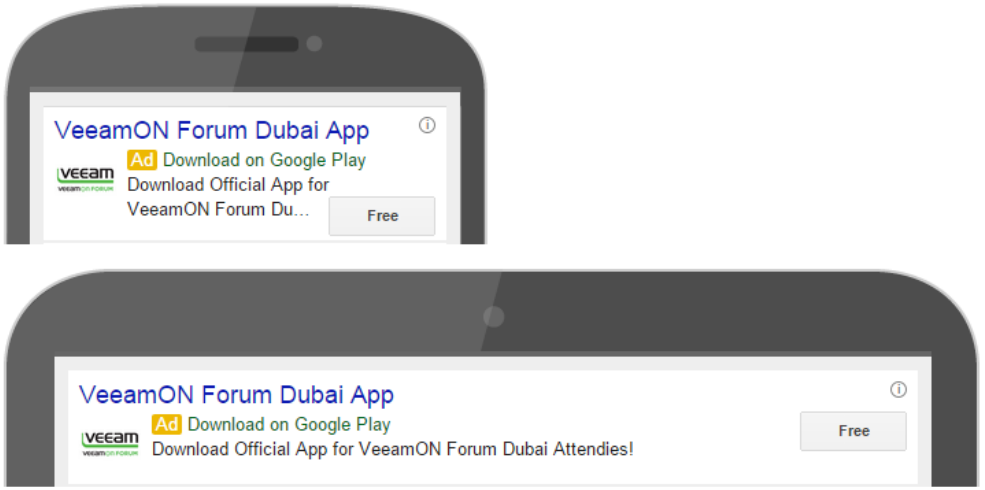
Device preference

Exclude tablets

Ad URL options (advanced)

Ad preview

Your ads may show up on mobile phones or tablets, and might look different depending on the devices where they appear.



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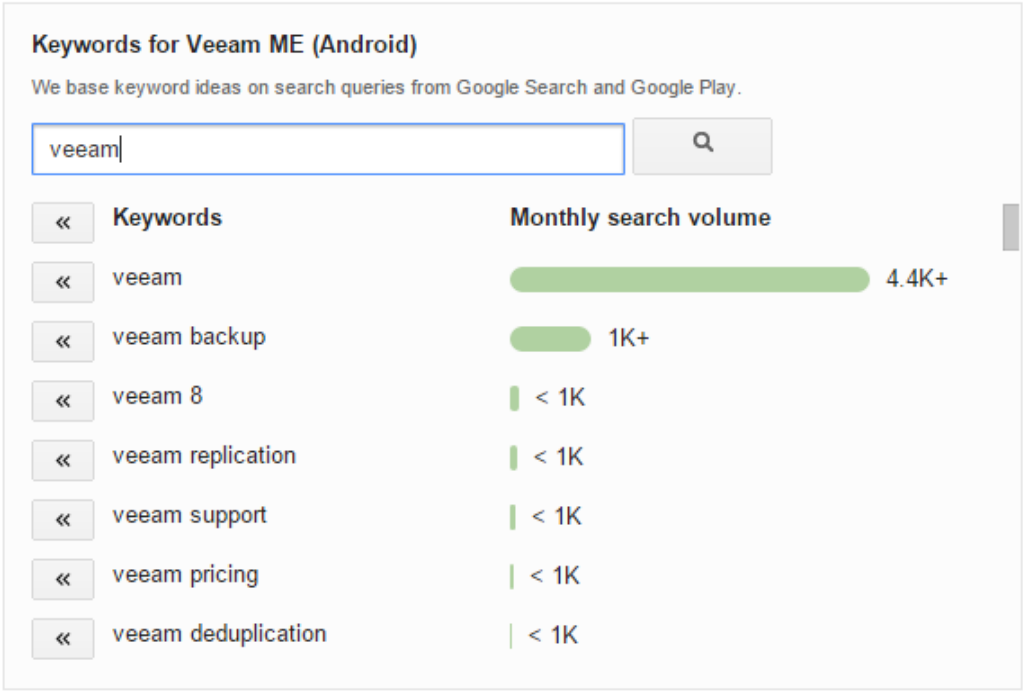
Adding Keywords

Enter one keyword per line.

Add your keywords here



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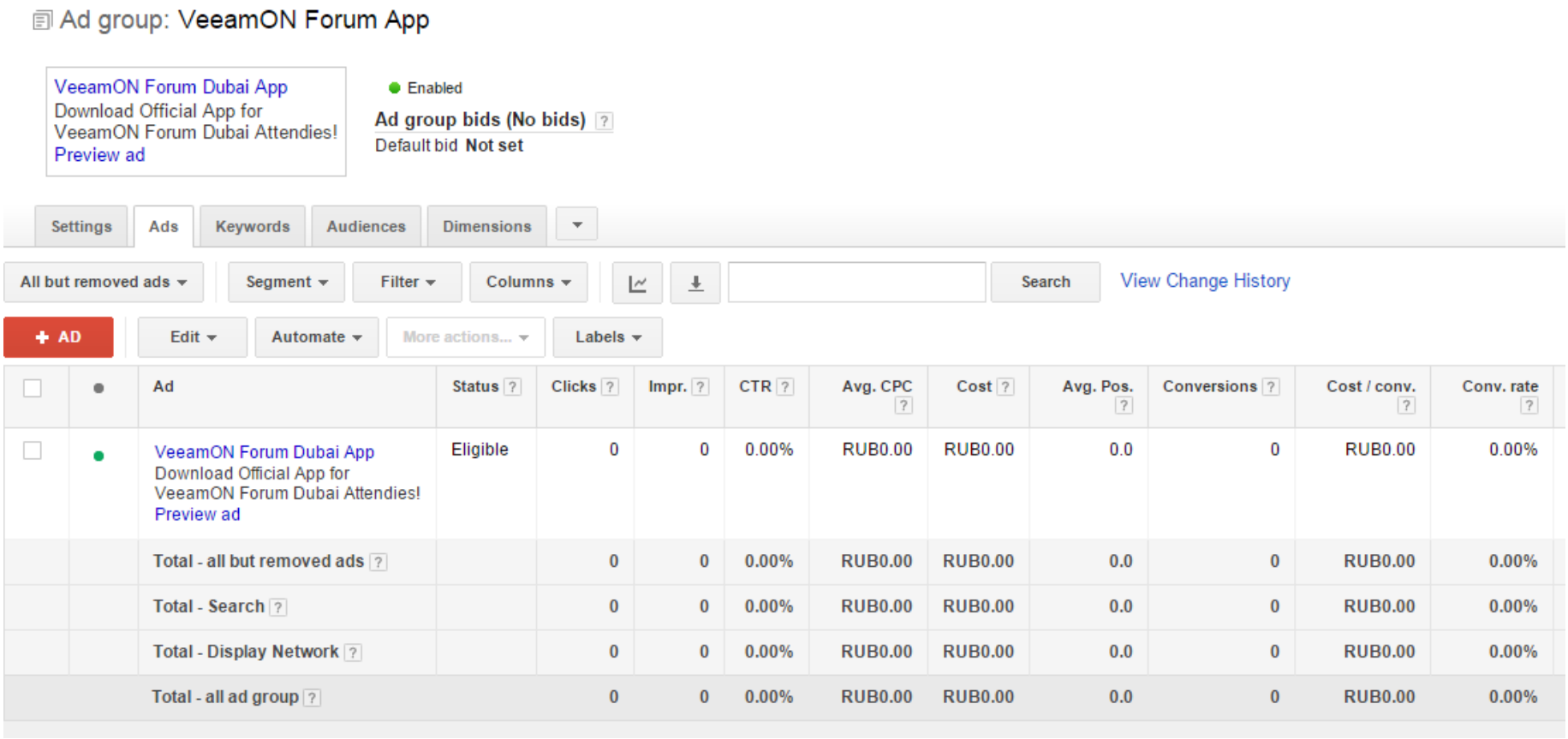
And as a result…



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Performance Indicators

Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions	Cost / conv.	Conv. rate

- **Clicks**
- **Impr.** - impressions, how many times ad was shown to the user
- **CTR** - click-through-rate, clicks-to-impressions ration, %
- **CPC** - average cost of a click
- **Avg. Pos.** – average position (1 – 10)
- **Cost**
- **Conversions** – number of goal actions
- **Cost / conv.** – average cost of a conversion
- **Conversion rate** – conversions-to-clicks ratio

+ a lot of other things

- **Quality score**
- **Competitive Metrics**:
  - Search impression share
  - Search lost
    - Due to rank
    - Due to budget

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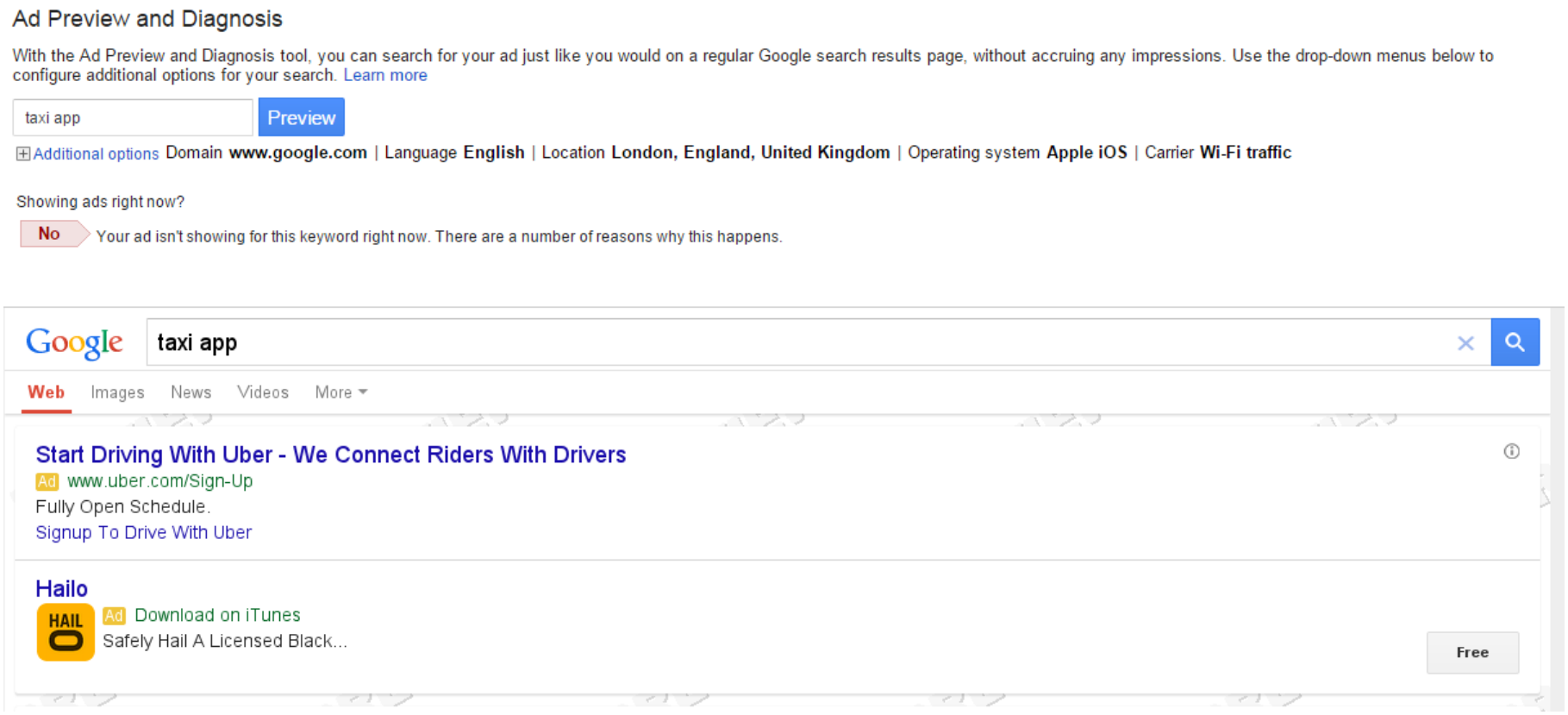
Ad Preview and Diagnosis



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Summary - Search

- ✓ Key concepts of PPC Advertising
- ✓ Keyword research and anatomy of an ad
- ✓ Create new search campaign for mobile app promotion
- ✓ Performance indicators and ad preview

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Display

Where to show - GDN

Text Ads on websites

Image Ads on websites

Video Ads on websites

Ads on Mobile Websites

Google Display Network

2 million sites that reach over 90% of Internet users

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Whom to show - GDN

Your website visitors

Particular audiences

Particular websites visitors

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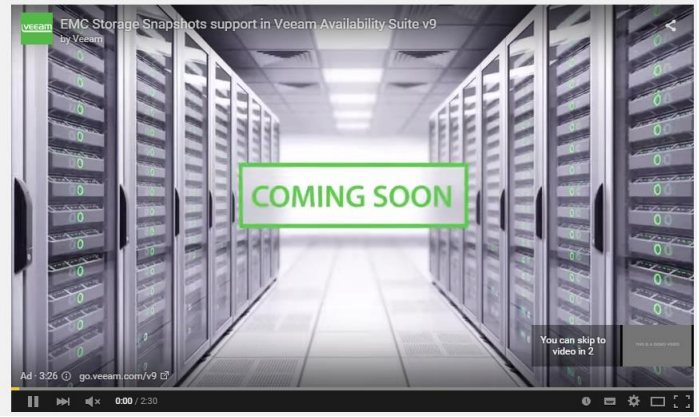
What to show - GDN

Types of creative materials:

- Banners (static, dynamic)
- Text Ads
- Videos
- Rich media - Engagement Ads
- Emails (for Gmail Sponsored Promotions)



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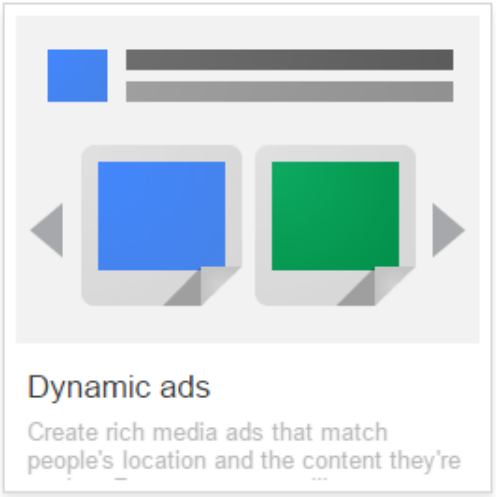
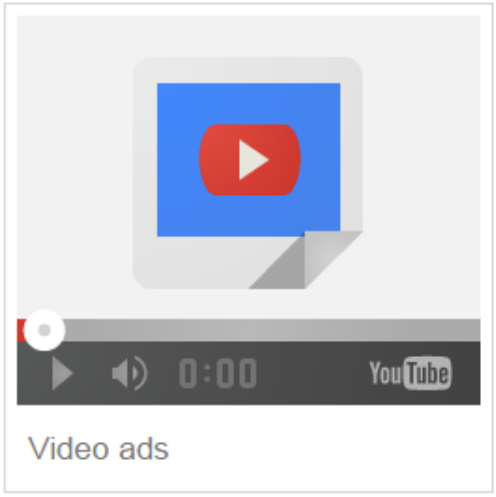
Google Display Network

Ad gallery





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GDN – General Purpose Ads

Panoramic design
Preview responsive ad sizes
Select

Pictorial design
Preview responsive ad sizes
Select

Classic design
Preview responsive ad sizes
Select

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Google Display Network

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GDN Targeting Criteria

Your Website Visitors

- Remarketing

New

- Interests
- Display Keywords
- Placements
- Topics

You can combine the audiences to narrow your targeting

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Display Targeting Criteria

- **Interests** – Show ads based on user interests
  - Affinity Audiences – reach customers based on their long-term interest
  - In-market Audiences – reach shoppers researching & comparing products like yours
- **Topics** - Show ads on pages about specific subjects
- **Placements** - Show ads on specific websites that you choose
- **Display Keywords** - Show ads on sites related to your keywords

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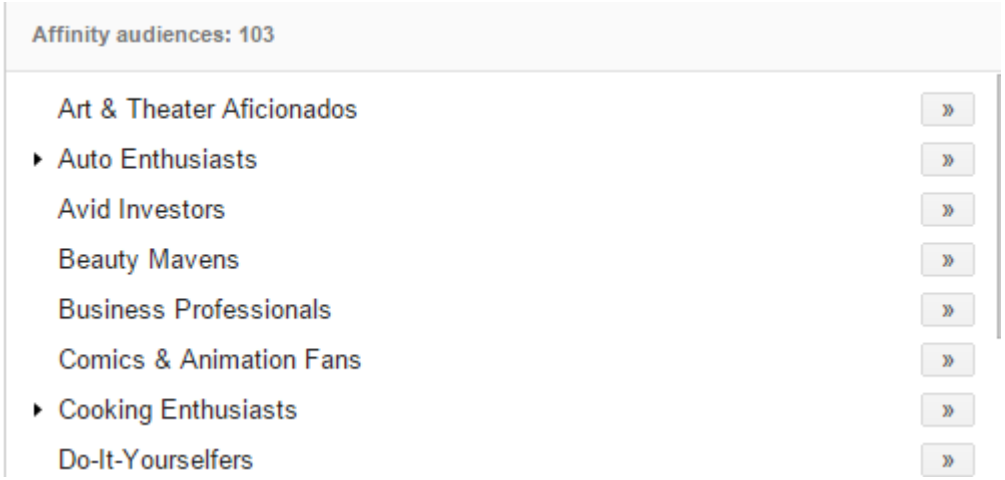
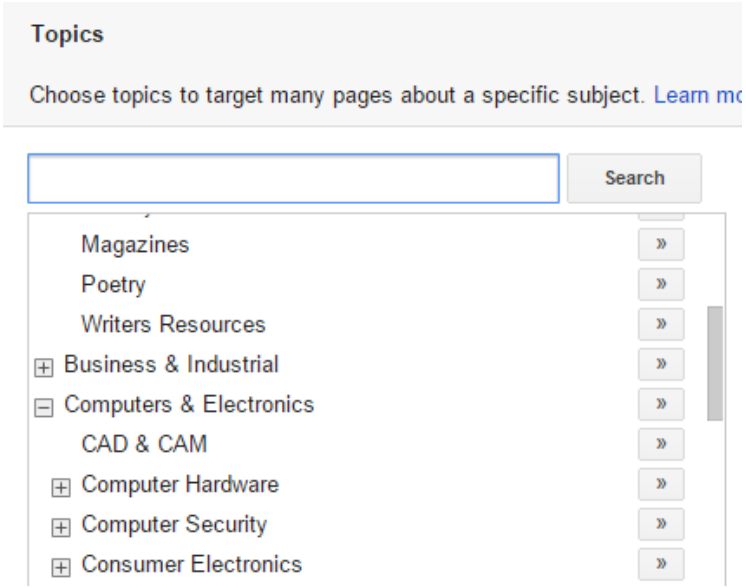
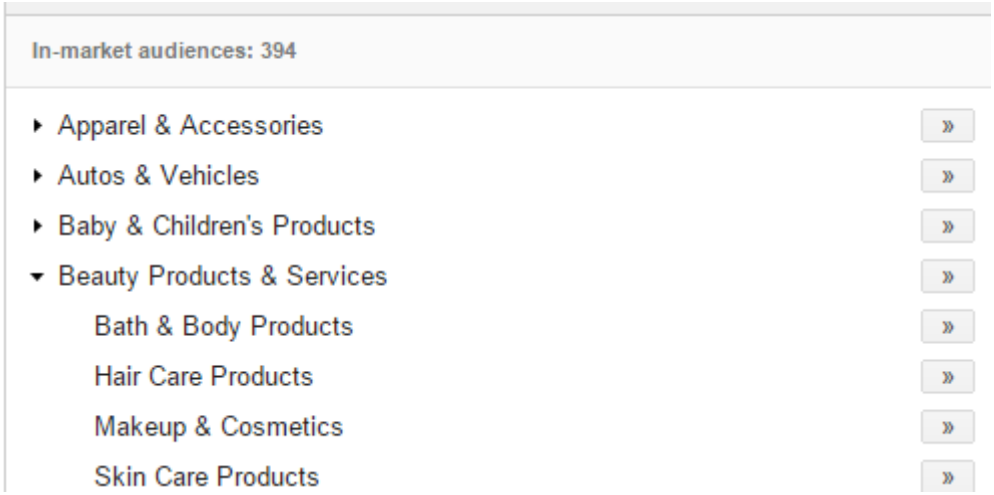
Display Targeting Criteria







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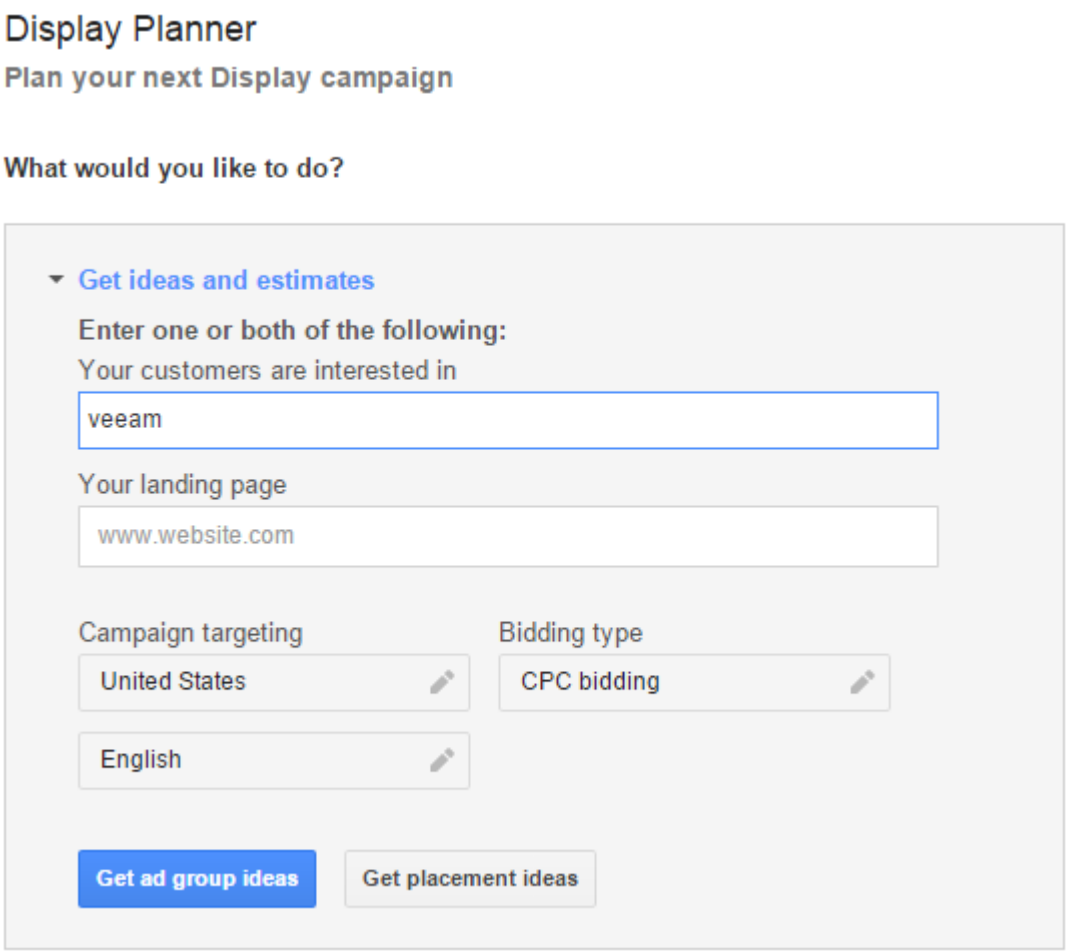
Find relevant targeting criteria



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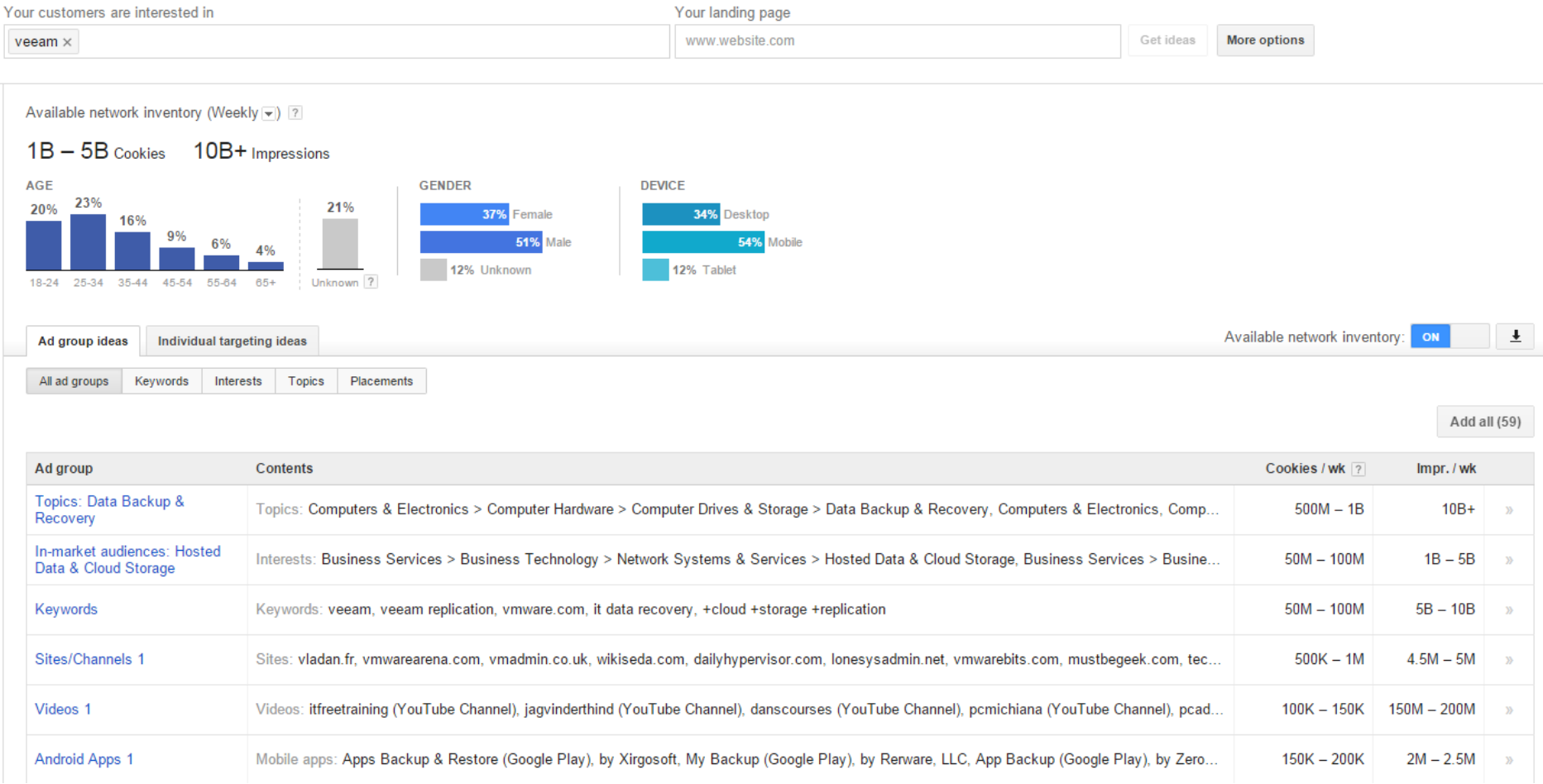
Find relevant targeting criteria



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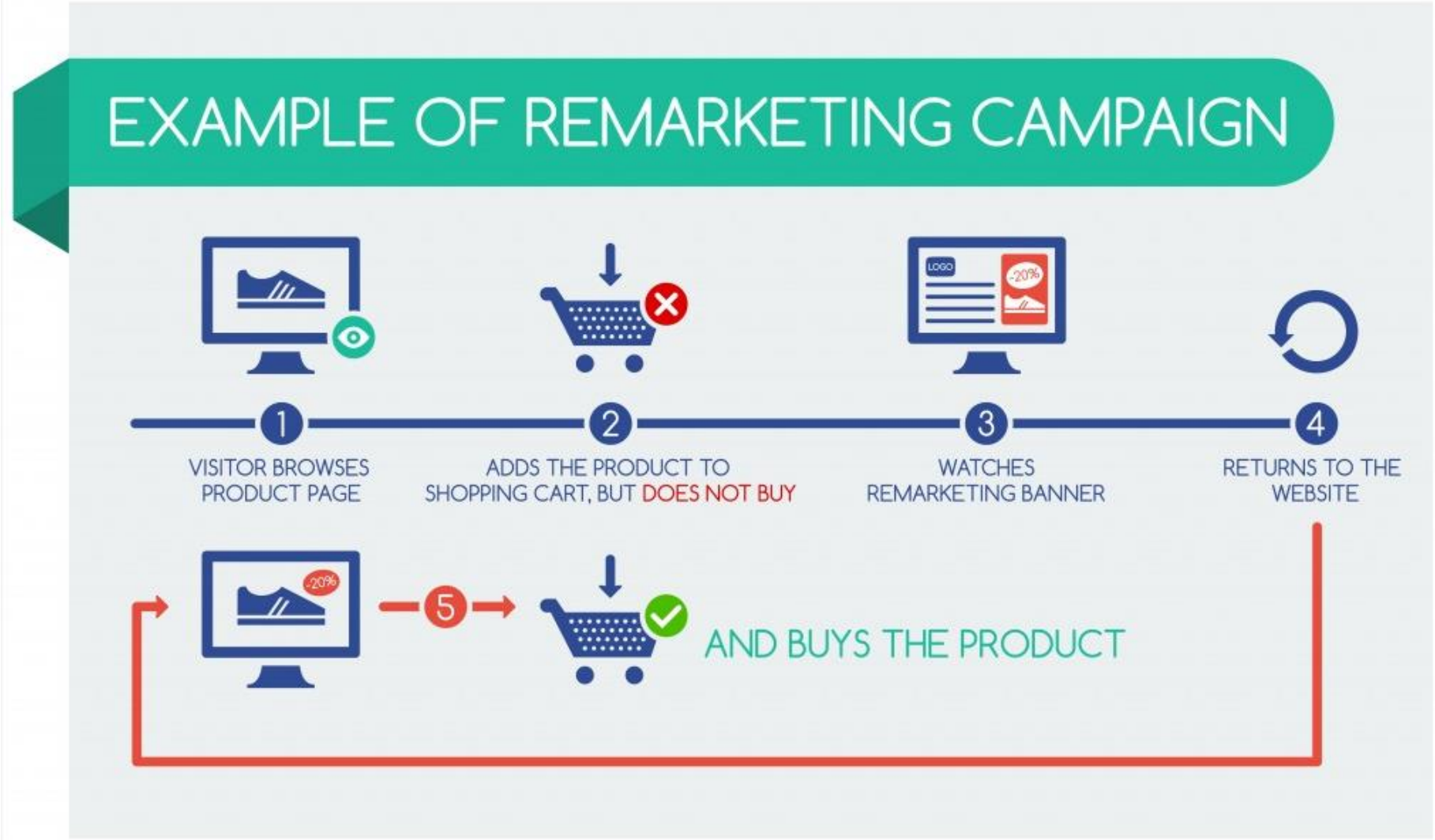
Remarketing AdWords



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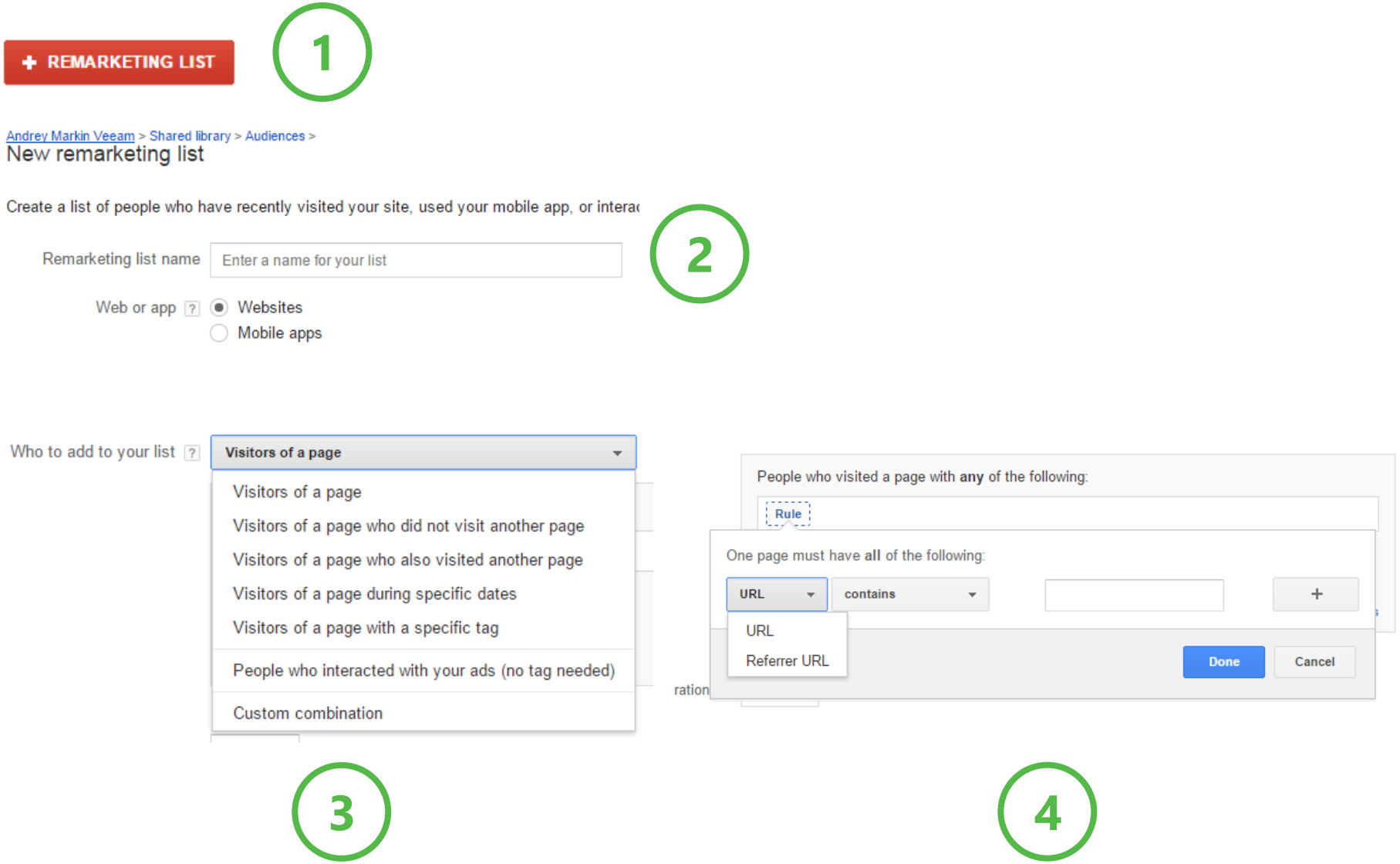
Create Remarketing Lists



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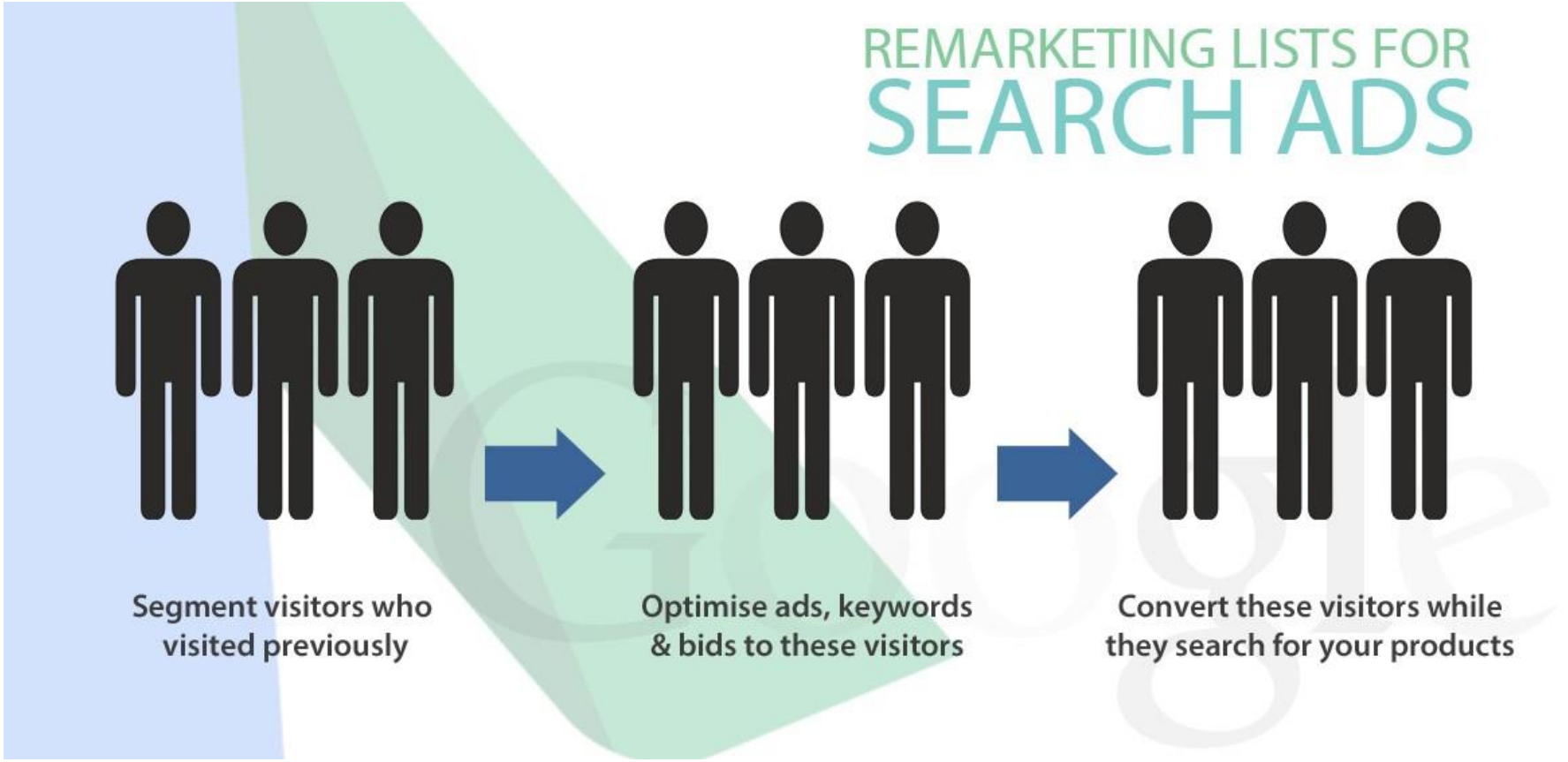
Remarketing Lists for Search Ads



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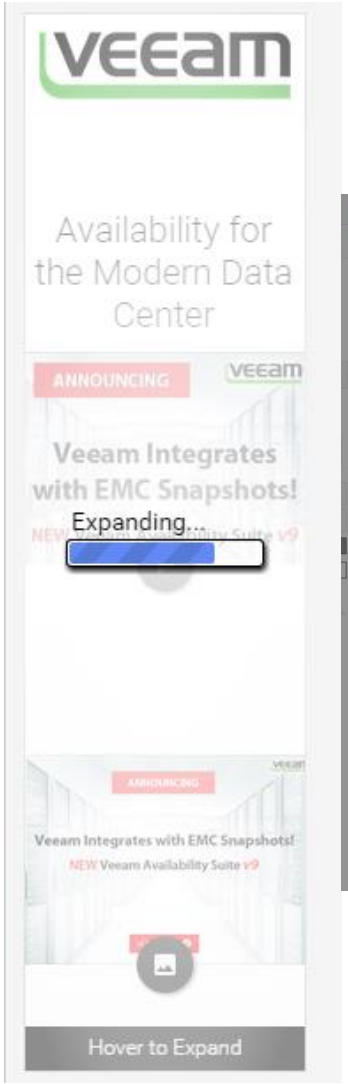
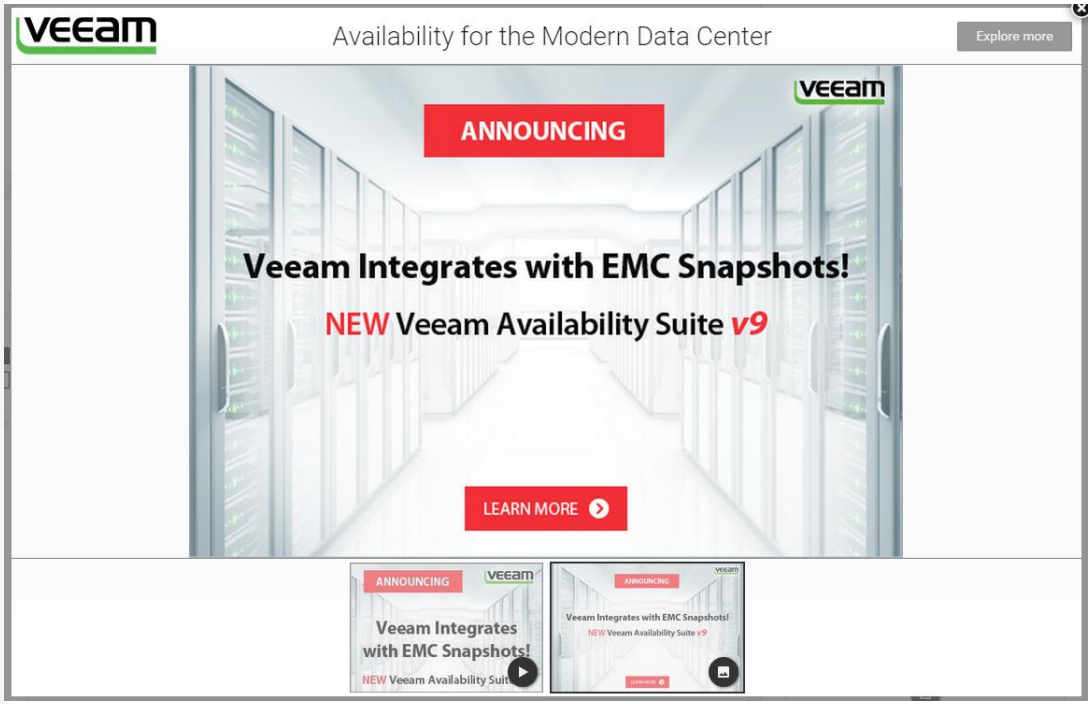
Engagement Ads





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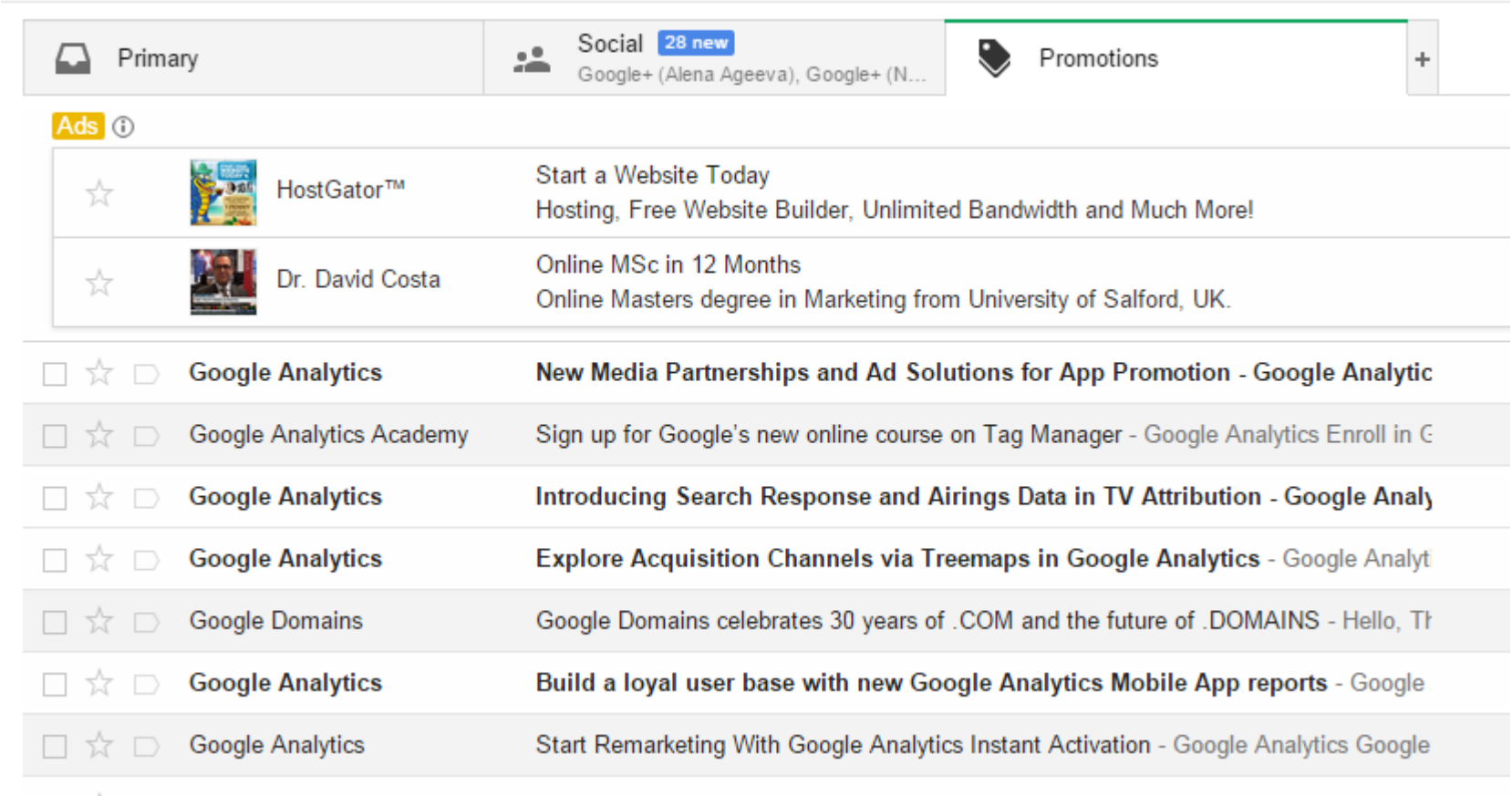
Gmail Sponsored Promotions (GSP)



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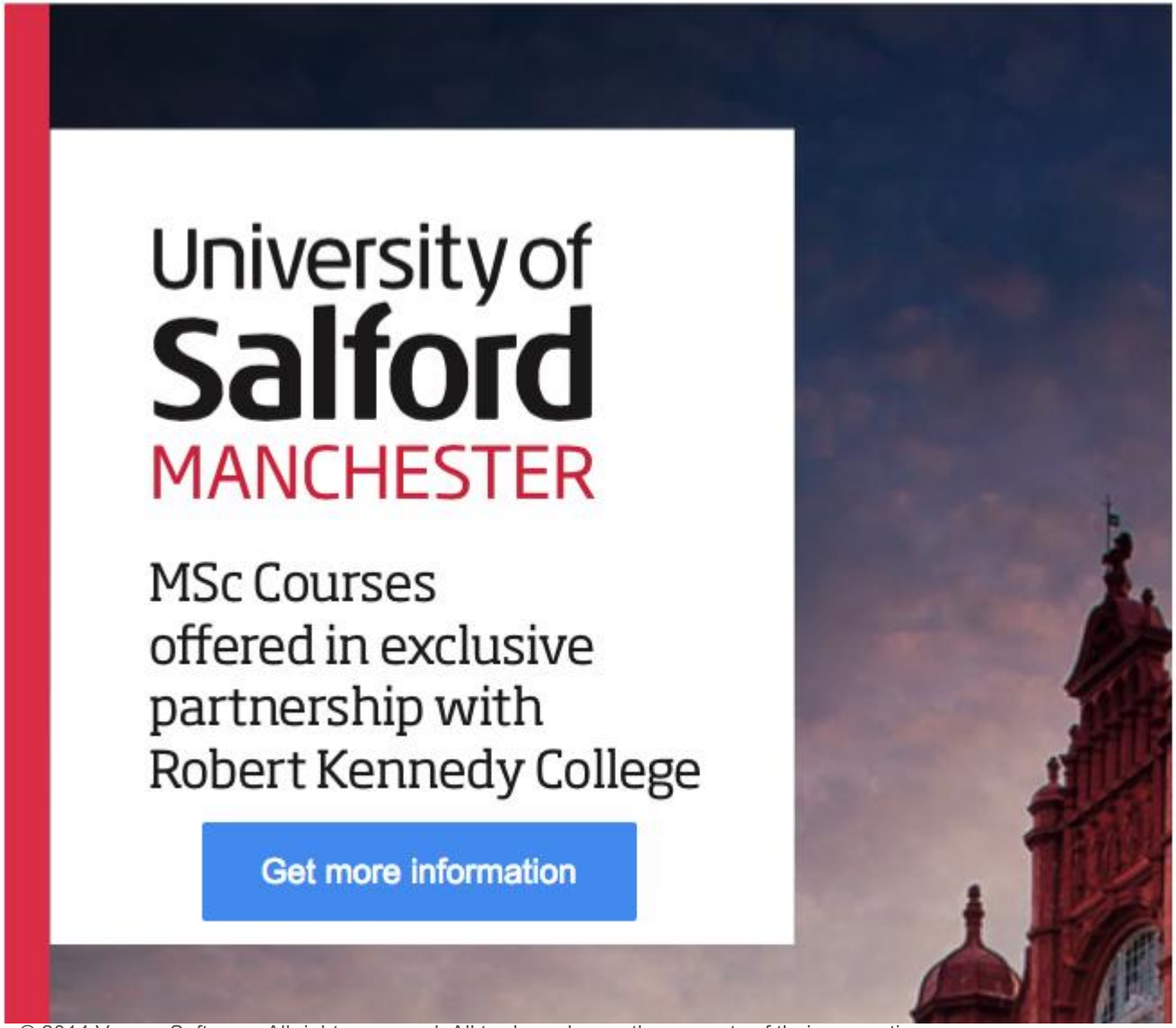
Online MSc in 12 Months

Ad

Dr. David Costa



Dr. David Costa

Online Masters degree in Marketing from University of Salford, UK.

salford.rkc.edu

What's this?

It's a new type of ad that you can forward to a friend, or star to save it to your inbox. If you dismiss this ad, you won't see it again.

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GSP Targeting Criteria

- **Domains**
- Keywords
- Interests
- Demographics

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YouTube Advertising

YouTube is one of the biggest websites within GDN

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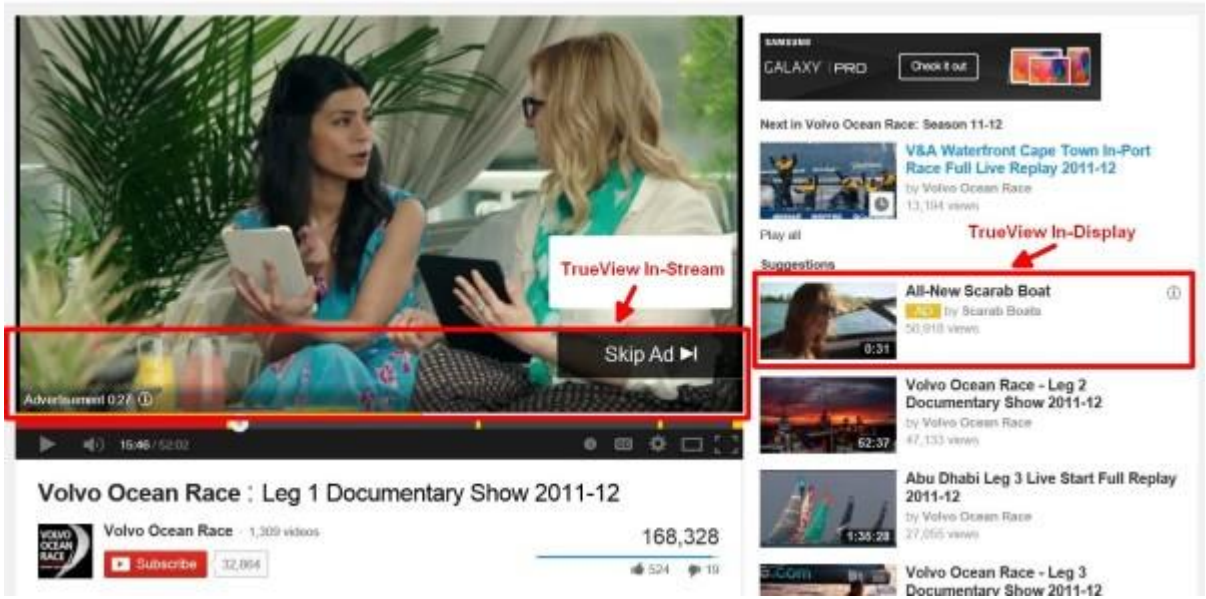
TrueView video



You pay ONLY when viewer reaches the 30 sec threshold or the end of the video

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Summary - Display

- ✓ Where, whom and what to show
- ✓ Google Ad Gallery
- ✓ GDN Targeting Criteria & Display Planner
- ✓ Remarketing
- ✓ Engagement Ads
- ✓ Gmail Sponsored Promotions
- ✓ YouTube Advertising

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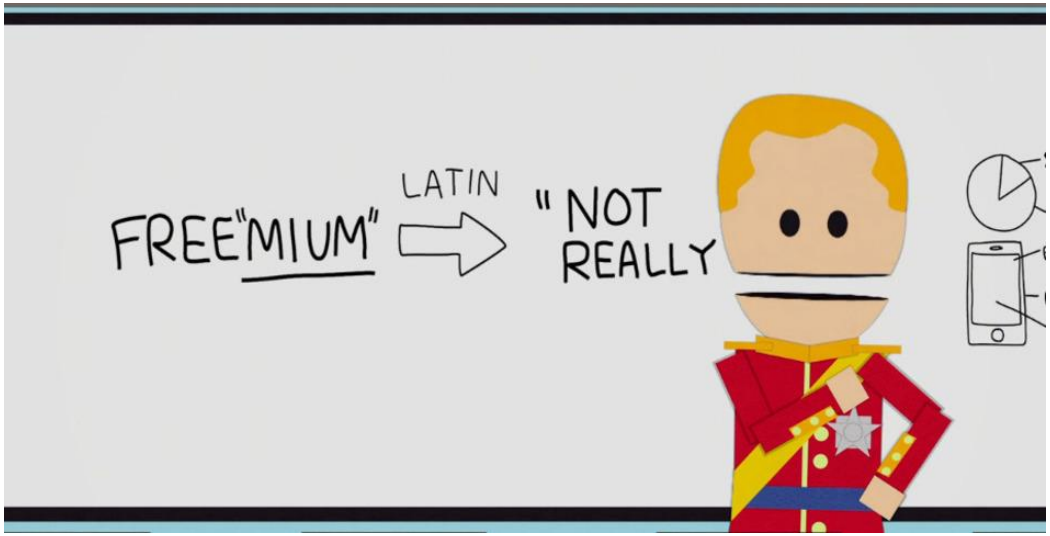
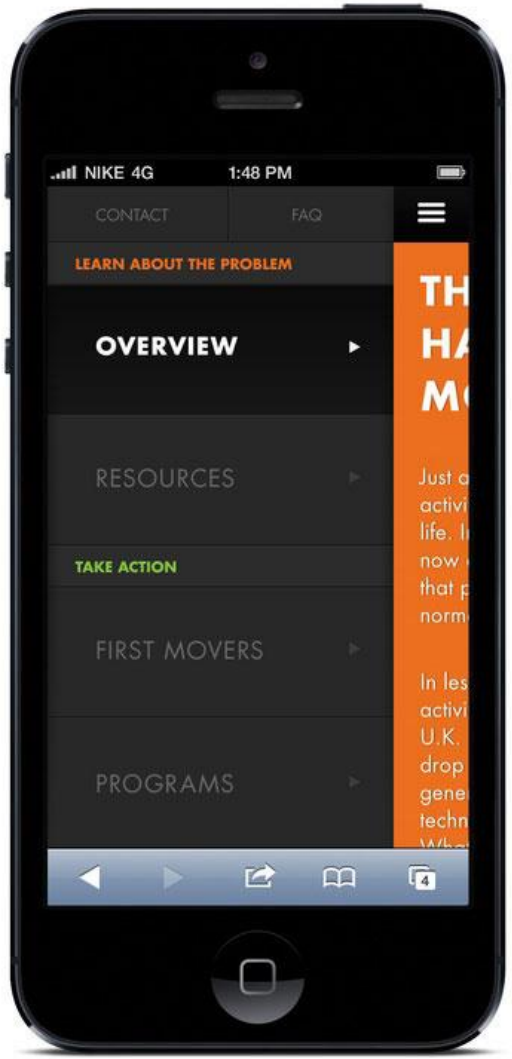
You have an app. What's next?

App promotion

Two main objectives

- Install apps
- Engage with the app





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Create mobile app campaign

Mobile app ? Which app do you want people to download?

Veeam ME (Android)

? Ads will show on compatible devices that don't have your app.

Operating systems ?

- All available operating systems
- Let me choose...

Android

Min. 0.5 Max. None

Add Cancel

Device models ?

- All available devices
- Let me choose...

Carriers and Wi-Fi ?

- All available carriers and Wi-Fi
- Let me choose...

- Focus on **installs** (Conversion Optimizer) - use CPA bids

  Conversions from Android app installs are automatically recorded.

Choose how to target your ads

- Show my ads to all potential app users ?
- Interests & remarketing – show ads to people based on their interests.
- Placements – show ads in specific categories of apps.
- Use a different targeting method

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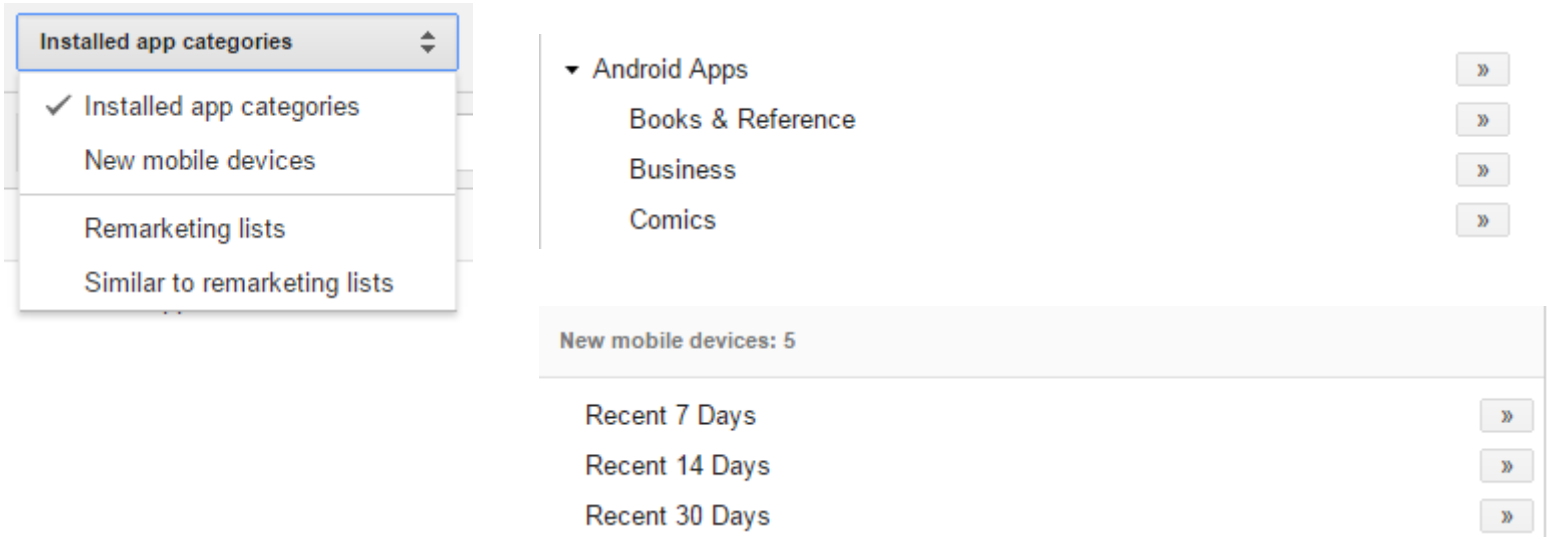
Targeting criteria for your app campaign



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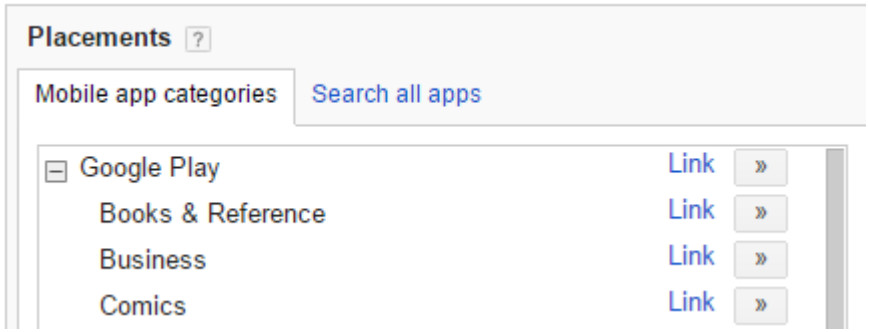
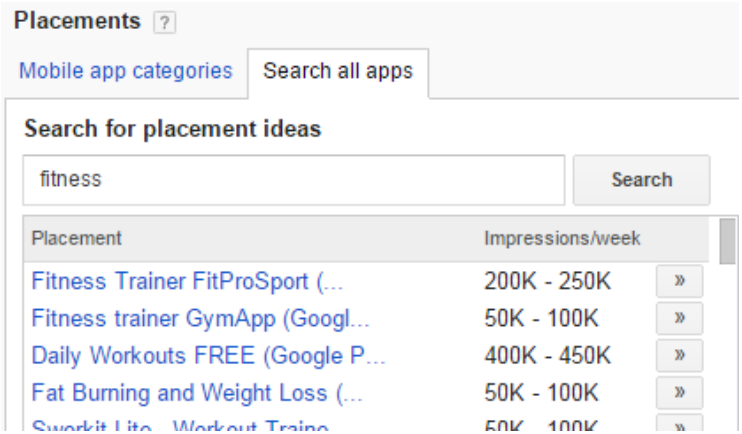
Targeting criteria for your app campaign





Narrow your targeting further (optional)

Select a targeting method

Targeting optimization

Let AdWords automatically find new customers, around your current cost per app install

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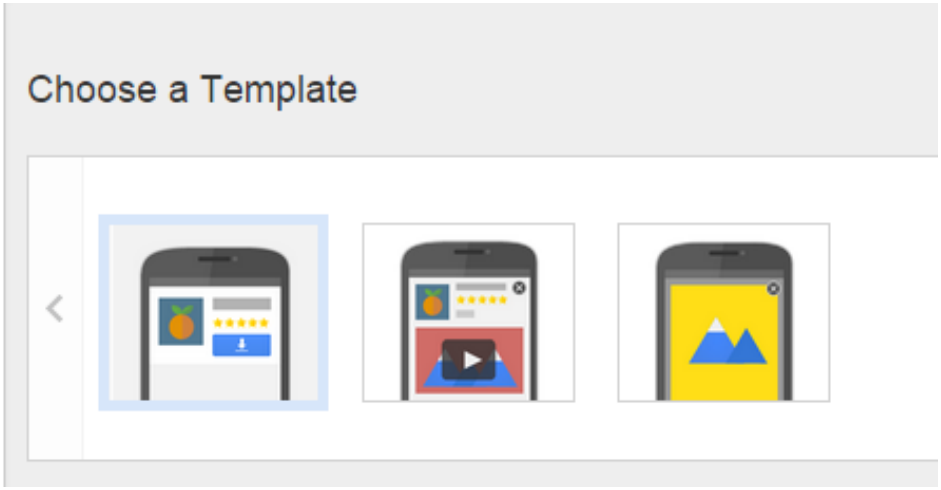
Create ads for apps



Types of ads

- Text + Logo
- Text + Video
- Image only

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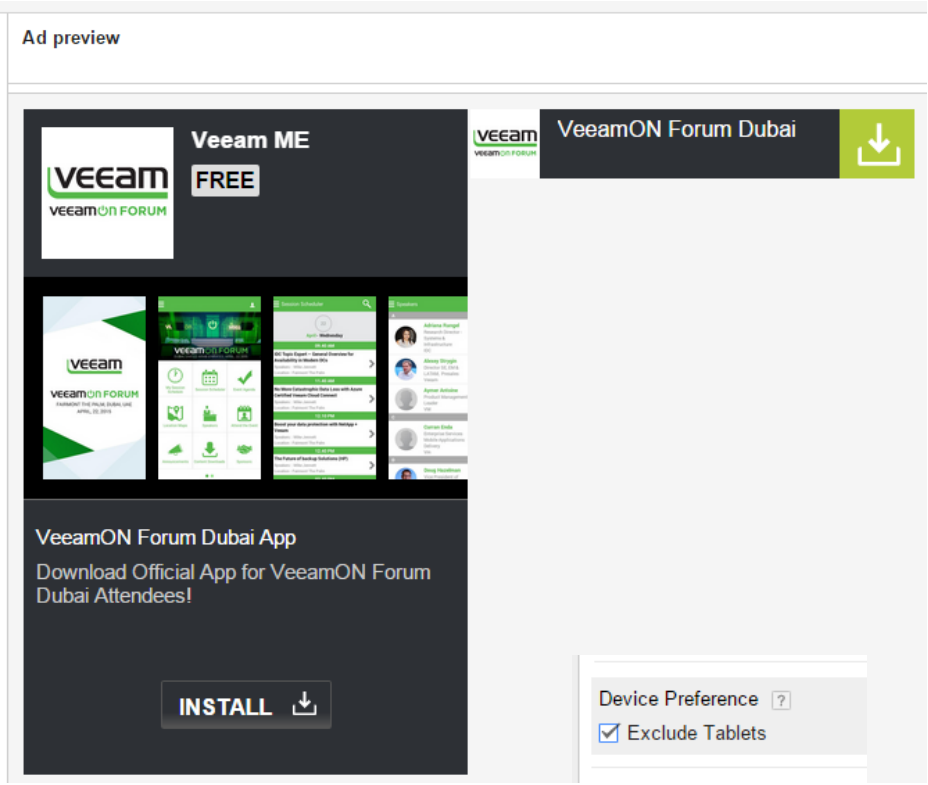
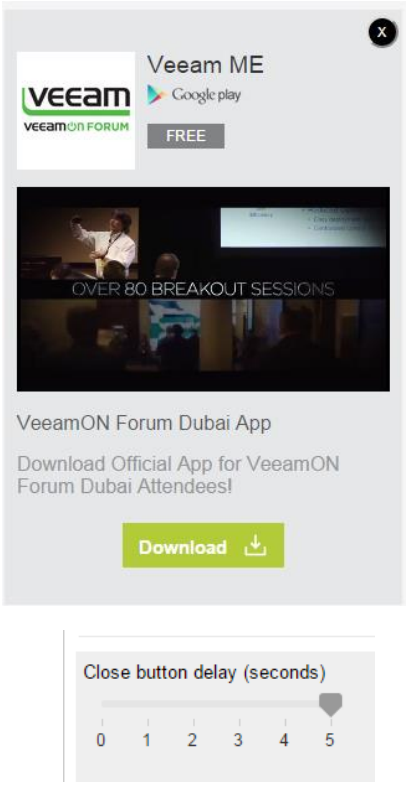
Create ads for apps

Text + Logo



Text + Video



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Automation

Automate it: Dealing with Complex Accounts

- Google AdWords Editor
- Shared Budgets
- Labels
- Automatic Rules
- Flexible Bidding Strategies
- Scripts
- Reports
- My Client Center (MCC)

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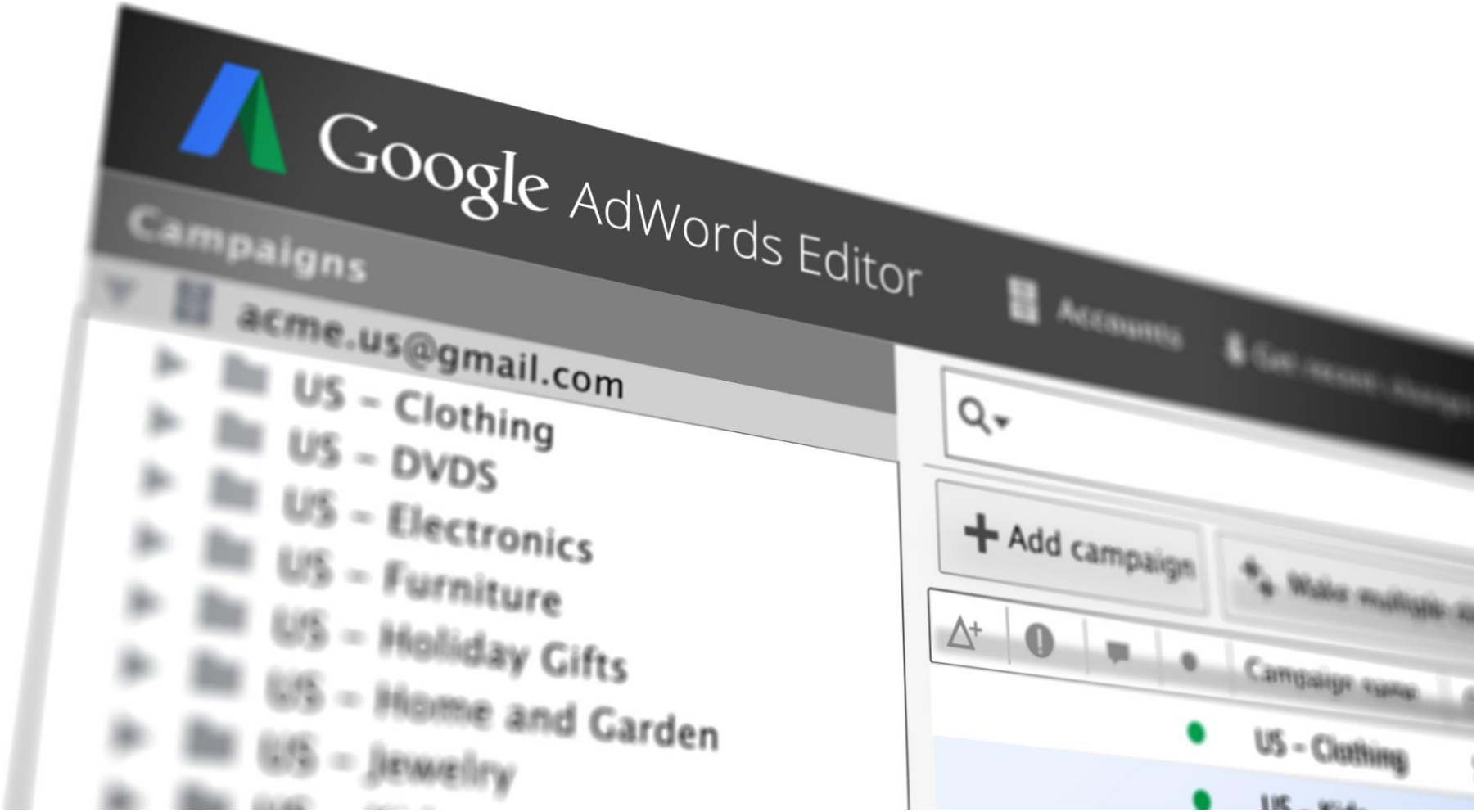
AdWords Editor



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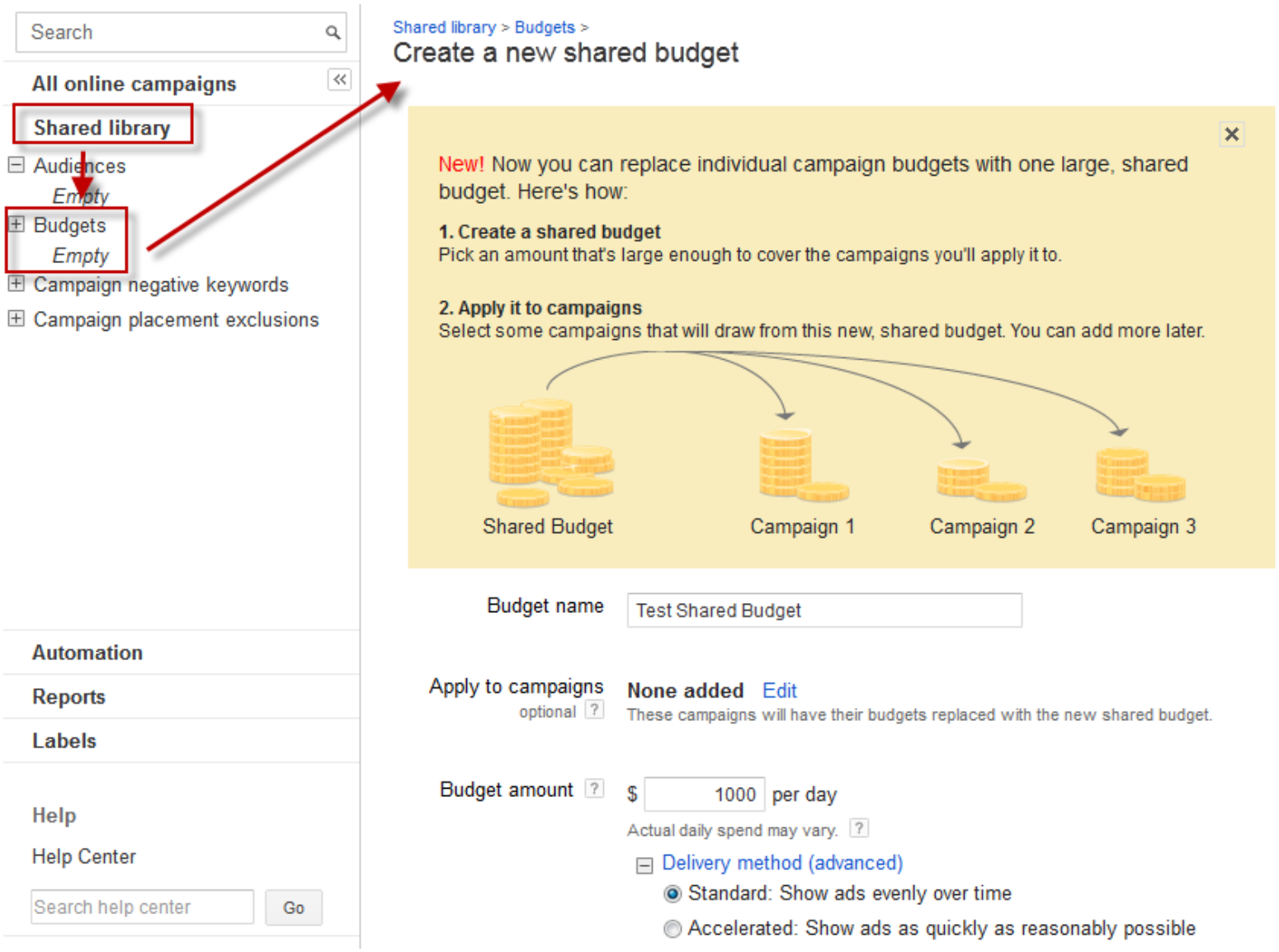
Shared Budget



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Labels

Labels can be set up for the following elements:

- Campaigns
- Ad groups
- Keywords
- Ads
- Remarketing lists

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Labels

Labels are intended to simplify the reporting

Label	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Converted clicks	Cost / converted click	Click conversion rate	Total conv. value	Conv. value / cost
2014 Holiday - 2013 Variation	4,582	234,315	1.96%	$0.97	$4,454.47	1.8	381	$11.69	8.32%	16,959.6	3.8
2014 Holiday - End Date	6,355	707,851	0.90%	$1.12	$7,099.80	1.5	437	$16.25	6.88%	17,309.2	2.4
2014 Holiday - New Years Sale	2,023	115,490	1.75%	$0.84	$1,690.26	1.3	173	$9.77	8.55%	6,123.0	3.6
2014 Holiday - Tiered Offer	4,475	276,884	1.62%	$1.09	$4,888.41	1.4	347	$14.09	7.75%	16,453.1	3.4
2014 Holiday - Shipping for Xmas 12/17	497	17,671	2.81%	$0.80	$399.92	2.0	50	$8.00	10.06%	2,025.2	5.1
2014 Holiday - Christmas Day	2,726	102,572	2.66%	$0.87	$2,358.61	1.4	237	$9.95	8.69%	7,729.1	3.3
2014 Holiday - GWP & 40%	1,169	52,554	2.22%	$0.69	$807.09	1.7	96	$8.41	8.21%	3,520.4	4.4

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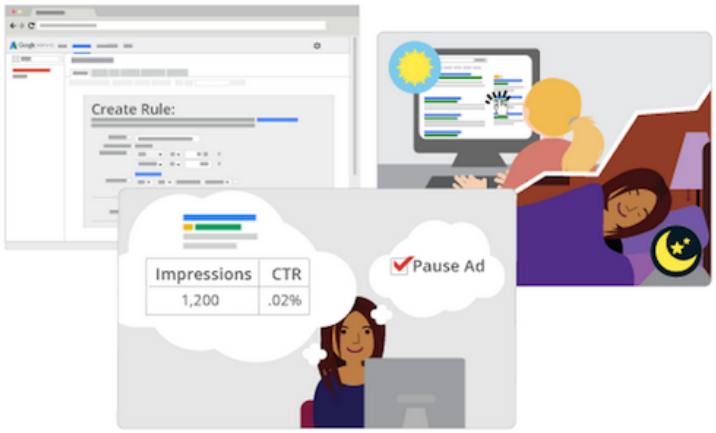
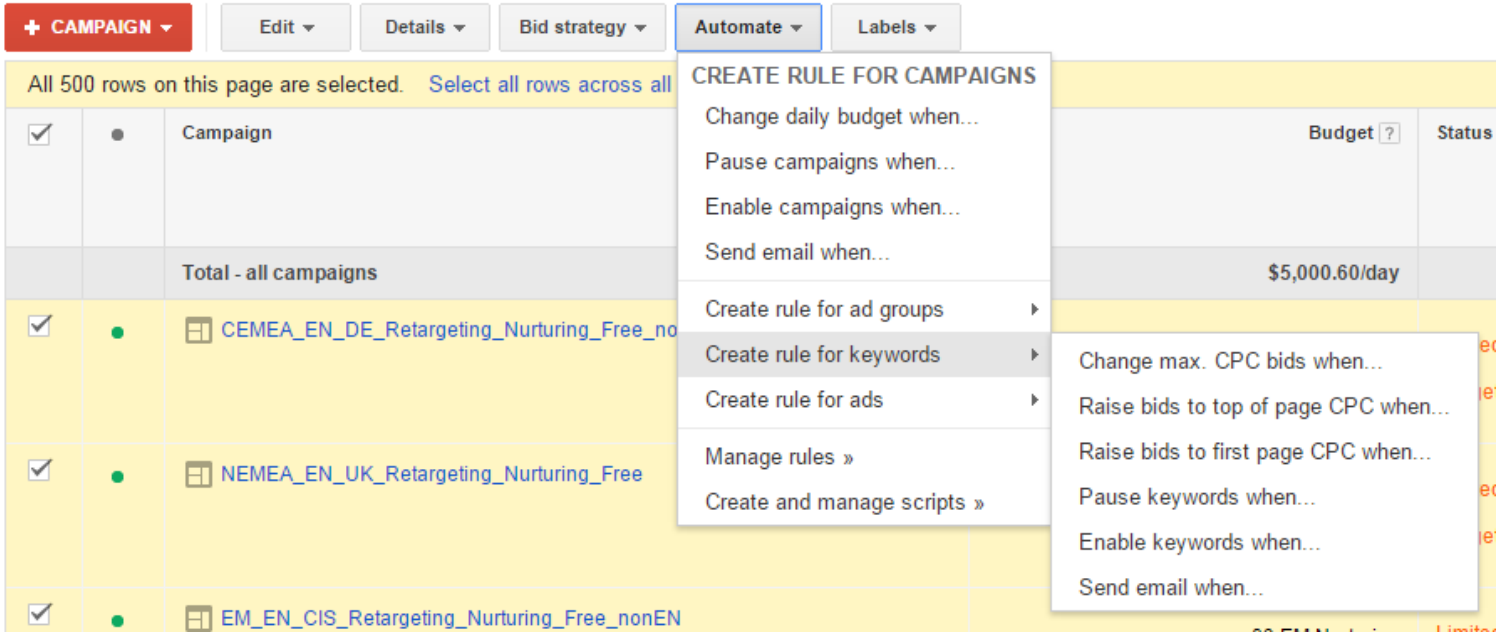
Automatic Rules

- Scheduling ads
- Pausing low-performing ads or keywords
- Bids
- Controlling budgets and costs





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Flexible Bidding Strategies

- Enhanced CPC
- Target search page location
- Target CPA
- Target outranking share
- Maximize clicks
- Target return on ad spend (ROAS)

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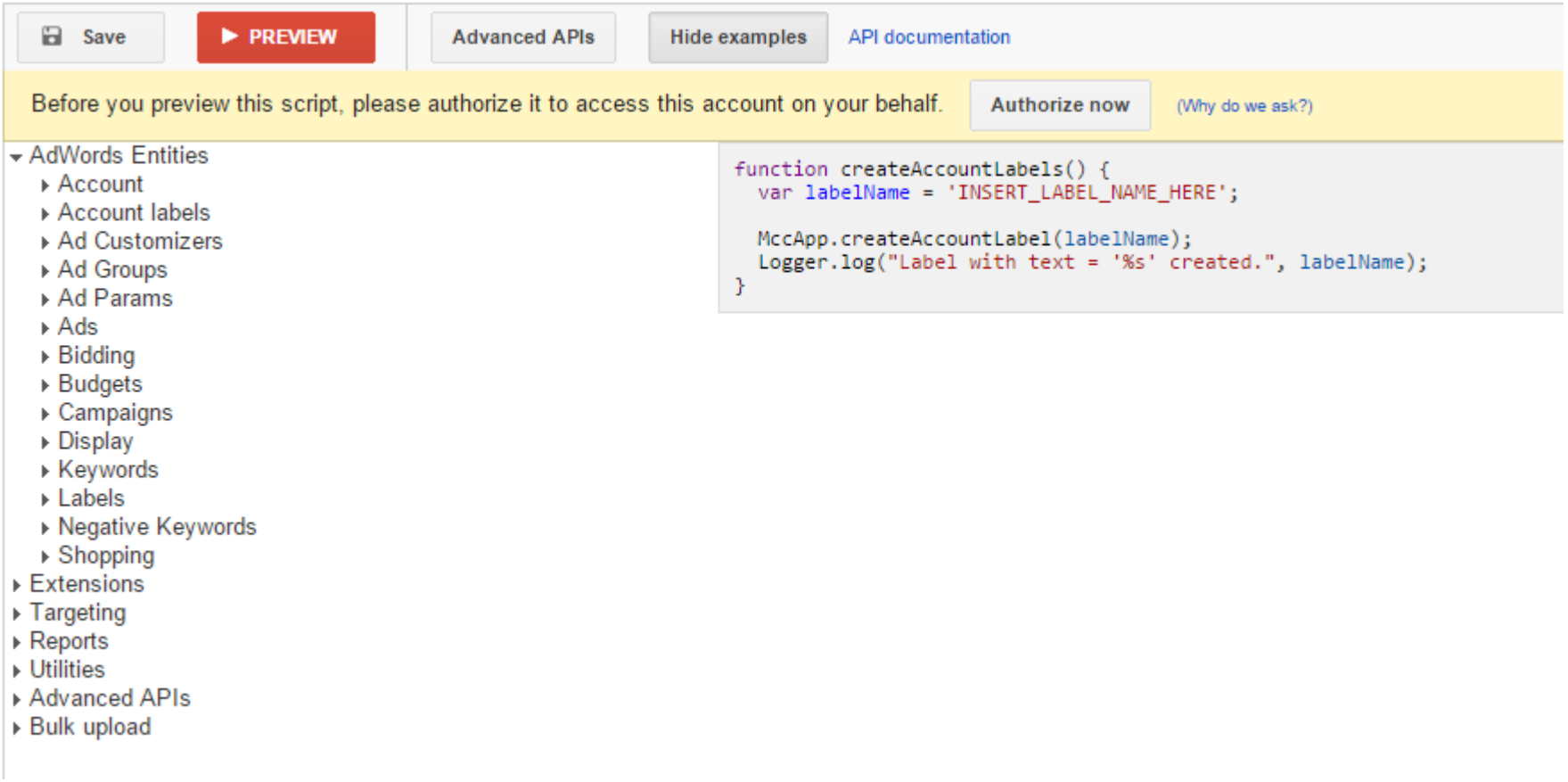
Scripts



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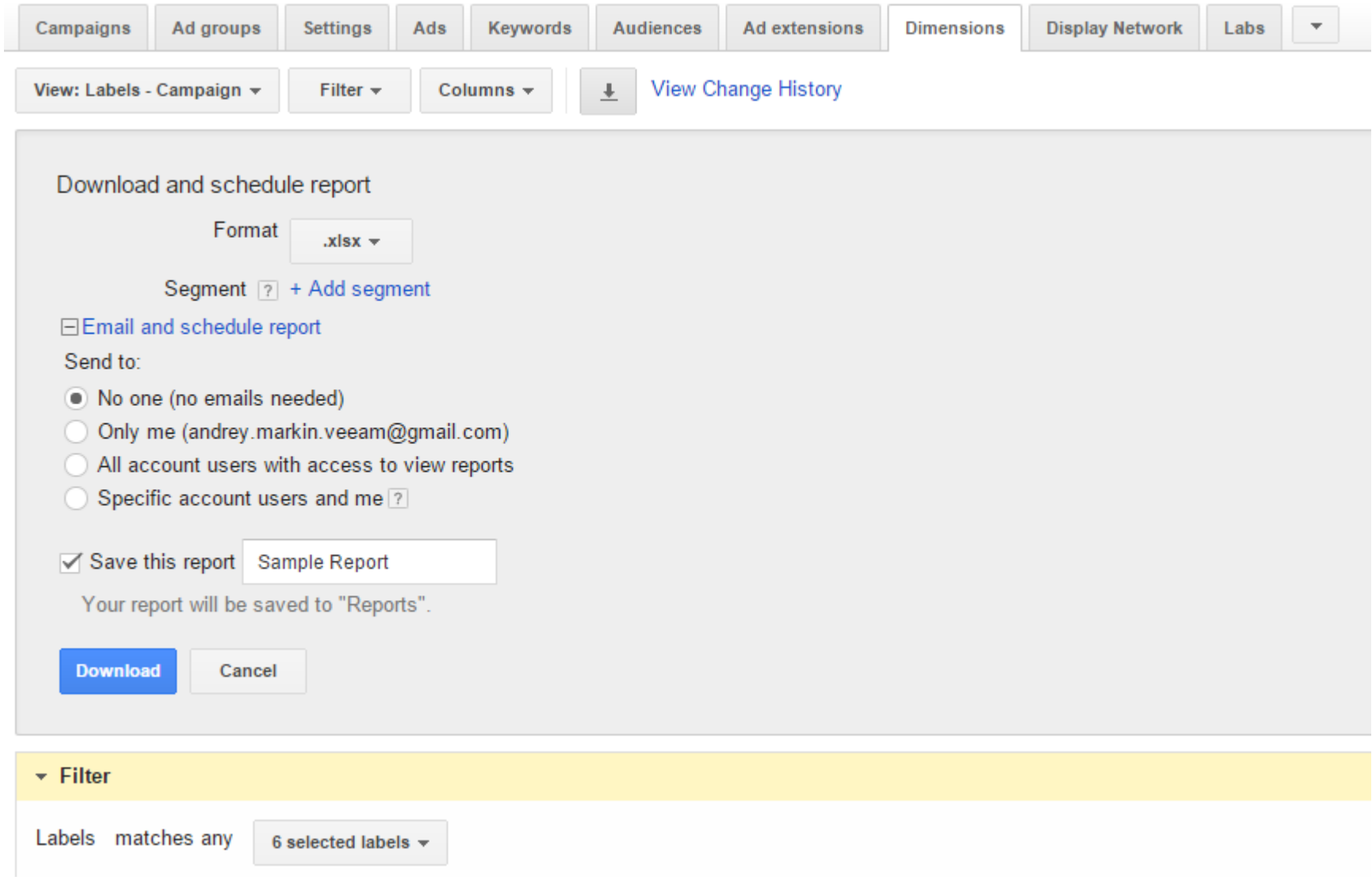
Reports



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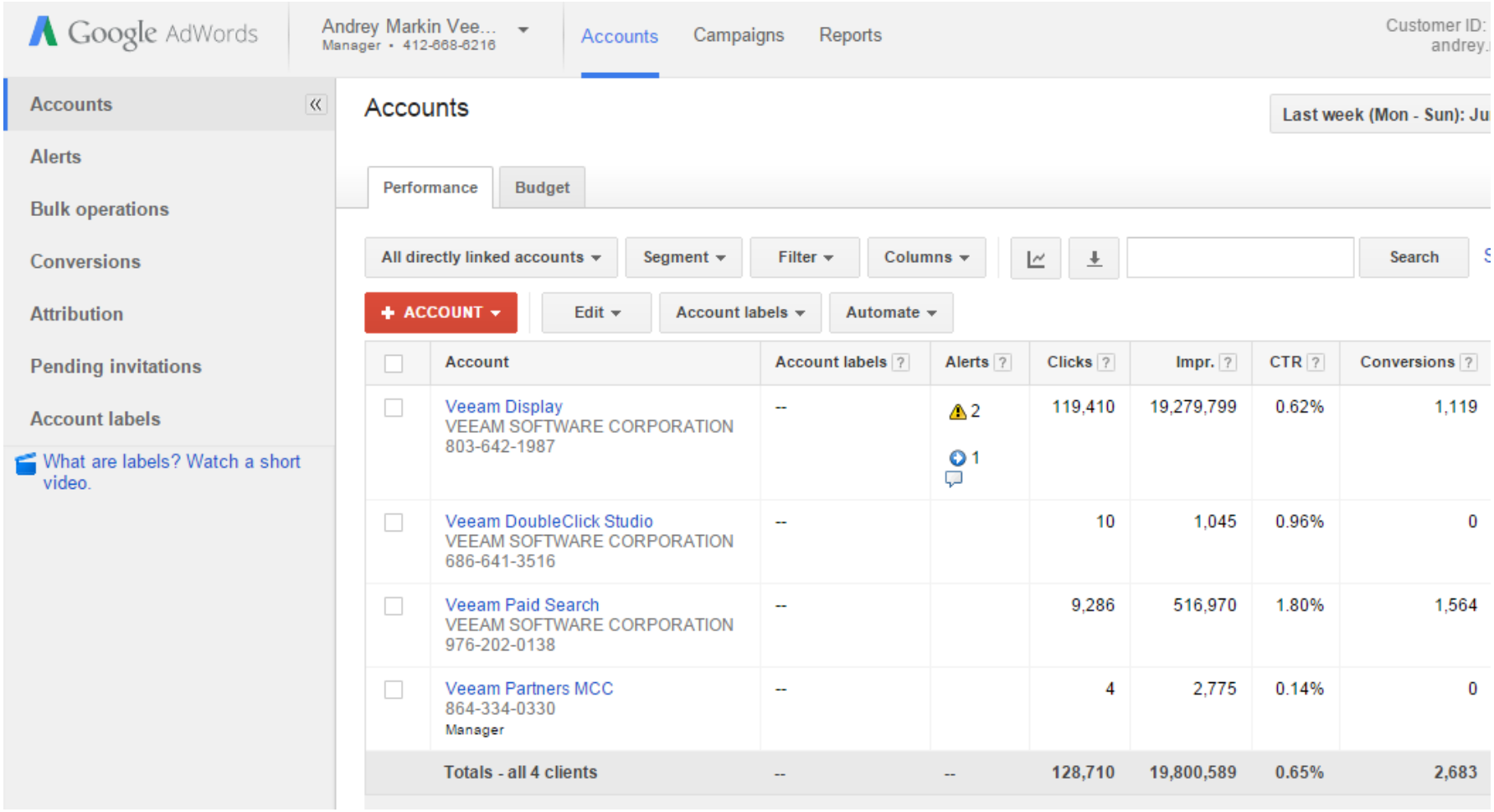
My Client Center (MCC)



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Summary

- ✓ Get familiar with key PPC concepts
- ✓ Create our first search campaign for an app
- ✓ Look through the Google Display Network options
- ✓ Create display campaign for our app
- ✓ Find the ways to automate the daily tasks

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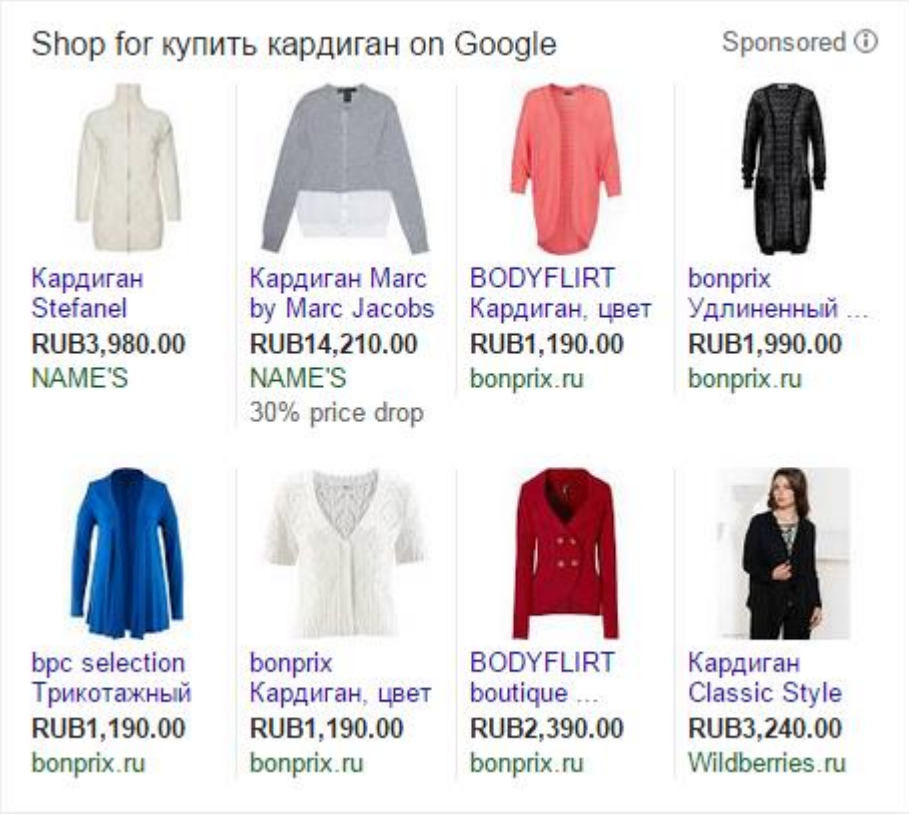
Any questions?

Feel free to contact Vera Nikiforova at
Vera.Nikiforova@veeam.com

Bonus:
Shopping Campaigns

Google Shopping Campaigns



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Google Shopping Campaigns

+

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Google Shopping Campaigns

Google Product Feed

- Title
- Description
- Google Product Category
- Product Type
- Link
- Image link
- Availability
- Price
- Custom labels

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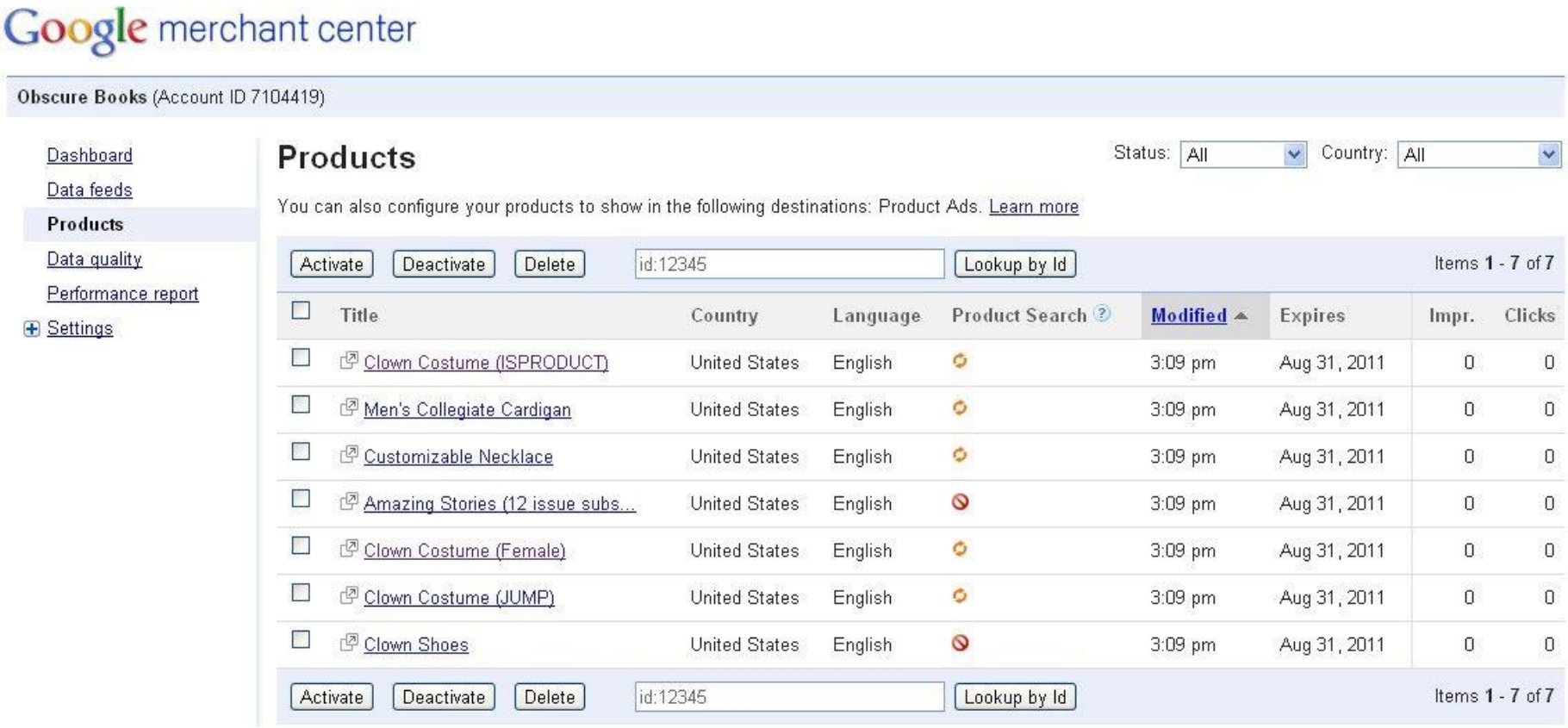
Google Shopping Campaigns



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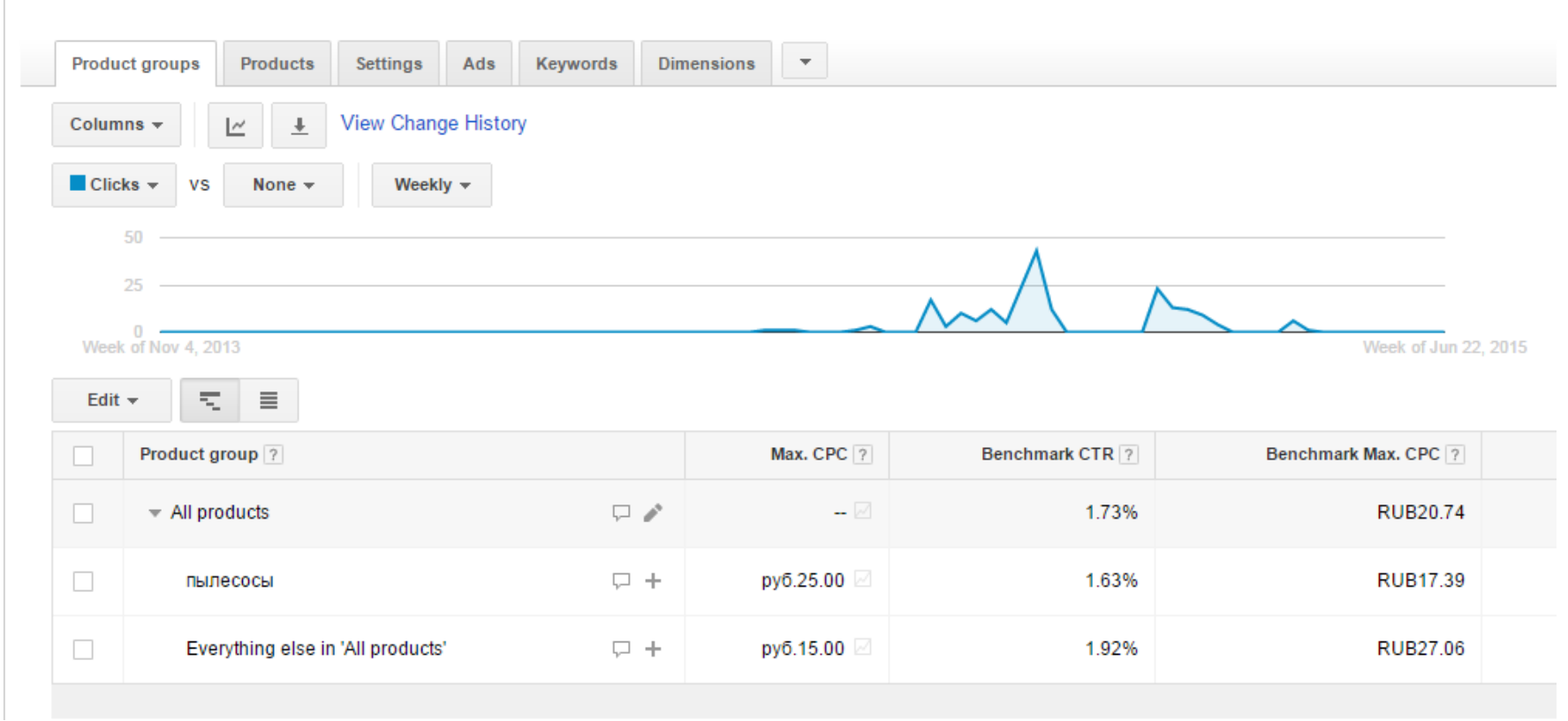
Google Shopping Campaigns

This is how it looks in AdWords



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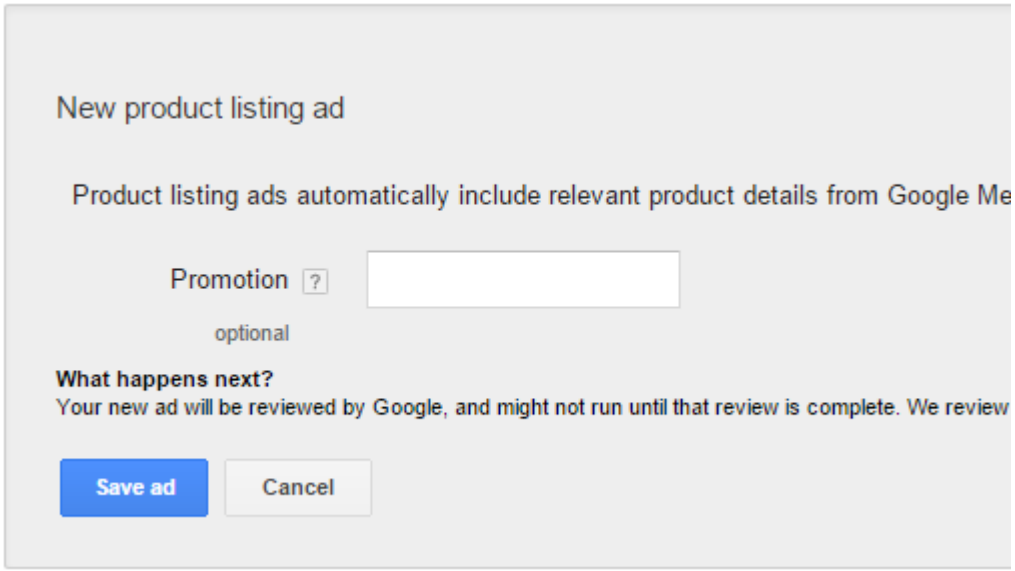
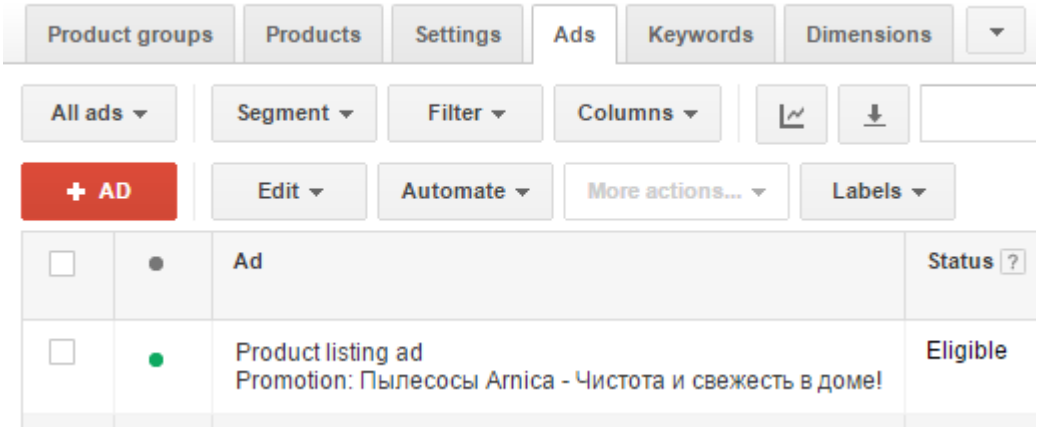
Google Shopping Campaigns





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