

Globally Targeted Search Campaigns

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Overview: Search clients always want more out of marketing's most efficient channel. Sooner or later, it seems, questions about expanding the search program beyond the company's country and language of origin always come up. The following is how one Razorfish client expanded search coverage to 169 countries in addition to the 21 already targeted by its existing search program. This document covers best practices for global expansion and a blinded case study.

At the time of the search expansion, the client had very few stores outside of the US and Canada. Our plan prioritized countries targeted for brick-and-mortar expansion and regions where online sales volume where highest.

Key Steps to Creating Globally Targeted Campaigns:

1. Create a separate campaign for every country for which you might want to track results.

This will also allow distinct budgets and specific ads for those countries. In this case, the number of countries where this level of control was deemed necessary was fewer than 20.

2. Ask your client for a list of countries they serve. Avoid exposure in all other countries.

A click fraud partner such as Click Forensics can help identify invalid clicks attributed to you outside of geographically targeted countries. Some programs may even automatically request refunds for those clicks.

3. Run query reports regularly and add negatives to exclude irrelevant queries.

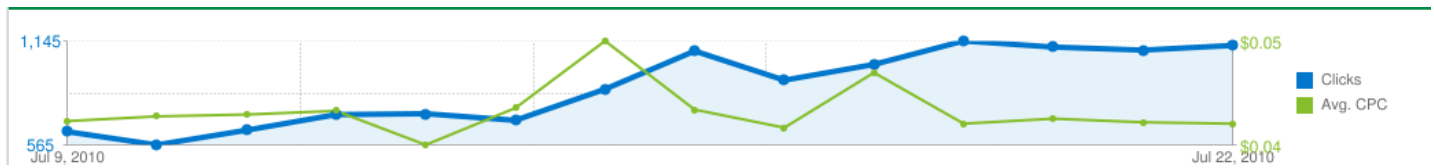
With each country comes a different set of nuances and idioms. It is impossible to know them all, so keeping a close eye on these campaigns in the first month will enhance optimization efforts.

Results

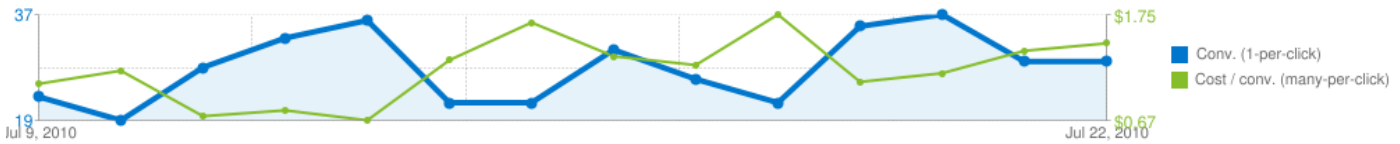
- **\$42,903** in revenue was generated in the first two weeks. That figure translates to over \$1.1M in incremental yearly revenue, not including any holiday volume spikes.
- Overall return on ad spend was 650%.

| Campaign | Impr. | Clicks | CTR % | Avg. CPC \$ | Avg. Pos. | Pub. Cost \$ | Conv. | Revenue \$ | ROAS |
|----------------------------------|------------------|---------------|--------------|-------------|------------|-----------------|------------|------------------|------------|
| Global - Brand - Exact | 103,044 | 12,401 | 12.03% | 0.05 | 1.0 | 497.46 | 243 | 34,783.00 | 52.9 |
| Global - Brand - Broad | 4,138,410 | 31,273 | 0.76% | 0.06 | 2.5 | 1,547.27 | 23 | 3,983.00 | 2.0 |
| Global - Brand - Exact | 14,438 | 819 | 5.67% | 0.08 | 1.0 | 55.70 | 16 | 1,269.00 | 18.7 |
| Global - Brand - Broad | 508,976 | 6,638 | 1.30% | 0.50 | 1.4 | 3,004.90 | 5 | 1,716.00 | 0.5 |
| Global - Brand - Exact | 26,338 | 1,360 | 5.16% | 0.16 | 1.0 | 186.15 | 4 | 823.00 | 3.9 |
| Global - Brand - Broad | 66,996 | 1,039 | 1.55% | 0.39 | 1.5 | 367.30 | 1 | 329.00 | 0.8 |
| Total for all 6 campaigns | 4,858,202 | 53,530 | 1.10% | 0.12 | 2.3 | 5,658.78 | 292 | 42,903.00 | 6.5 |

Though not every campaign was profitable, all exact-match campaigns performed within goals. The negative keyword expansion process revealed numerous cases of irrelevant country-specific queries, due to nuance of language or local idioms. Refund requests for clicks outside of targeted regions will be automatically issued once the click fraud program begins.



The most successful campaign saw average CPCs fall from \$0.05 to \$0.04 as click volume nearly doubled.



In the same campaign, a steady stream of conversions was accompanied by fluctuating efficiency. The volume of data promises a near-term role for Marin automated bidding, which requires several weeks of conversion history to create a forecast model.

Globally Targeted campaigns proved to be a relatively easy way to drive incremental sales. The success of this brand proves it is possible to be recognized globally even without a global physical store presence.

Recommendations

1. Use in-language landing pages as much as possible.

This site is only in English and Spanish and can be profitable while targeting dozens of countries.

2. Utilize the Geographic Performance report.

Users of Google conversion tracking are able to see where revenue is coming from even when a campaign targets several countries. These reports also provide directional information on where a brand to should expand next.

The table below ranks revenue by country for some of the global campaigns.

| Country | Impressions | Clicks | CTR | Cost | Orders | OR | Revenue | ROAS |
|---------------------|-------------|--------|------|-------|--------|-------|----------|-------|
| Brazil | 250775 | 4453 | 1.8% | \$586 | 29 | 0.7% | \$25,261 | 43.1 |
| Kuwait | 59360 | 1602 | 2.7% | \$119 | 60 | 3.7% | \$12,433 | 104.3 |
| South Korea | 78336 | 1415 | 1.8% | \$70 | 79 | 5.6% | \$10,863 | 156.1 |
| Saudi Arabia | 256205 | 3950 | 1.5% | \$274 | 30 | 0.8% | \$10,858 | 39.6 |
| Iraq | 43508 | 1110 | 2.6% | \$65 | 63 | 5.7% | \$10,272 | 158.2 |
| Cyprus | 39893 | 1386 | 3.5% | \$96 | 49 | 3.5% | \$8,704 | 90.5 |
| Egypt | 224687 | 5730 | 2.6% | \$227 | 33 | 0.6% | \$8,475 | 37.4 |
| Trinidad and Tobago | 99209 | 2401 | 2.4% | \$175 | 60 | 2.5% | \$8,319 | 47.5 |
| Bahrain | 36762 | 818 | 2.2% | \$62 | 48 | 5.9% | \$7,854 | 126.1 |
| Bermuda | 8209 | 432 | 5.3% | \$34 | 40 | 9.3% | \$7,701 | 226.2 |
| Costa Rica | 40797 | 1202 | 2.9% | \$63 | 33 | 2.7% | \$6,632 | 104.8 |
| Jamaica | 75374 | 1558 | 2.1% | \$122 | 44 | 2.8% | \$5,726 | 46.9 |
| Israel | 62191 | 1359 | 2.2% | \$150 | 43 | 3.2% | \$5,628 | 37.4 |
| Afghanistan | 8744 | 299 | 3.4% | \$15 | 36 | 12.0% | \$5,585 | 378.7 |
| China | 125350 | 1411 | 1.1% | \$154 | 24 | 1.7% | \$4,652 | 30.3 |

3. Start the conversation early and set expectations for uncharted territory.

The Internet in general and search in particular are growing more quickly outside the US and Canada. Search engines including Baidu, Yahoo Japan, Sohu and Ali Ba Ba are regional favorites. Brand representatives will need perspectives on how to engage them if a first-step expansion through Google proves successful.