



Creating Mobile Specific Campaigns

A Mobile Best Practice

Benefits of mobile specific campaigns

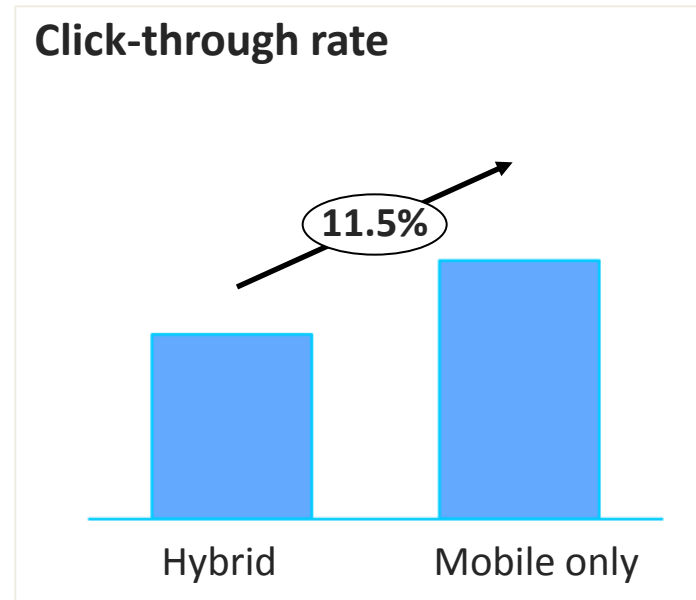
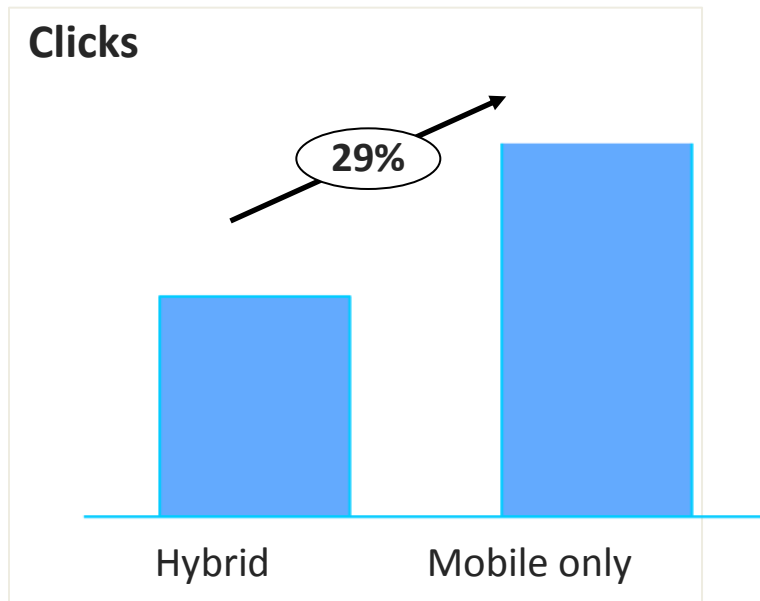
By creating mobile specific ad campaigns, advertisers can better take advantage of unique mobile ad features, drive higher performance and exercise greater control over ad campaigns

1 Takes greater advantage of powerful **mobile-specific ad features** such as click-to-call and location based services which offers more relevance and convenience to users on the go

2 Mobile specific campaigns can drive **stronger performance** than hybrid campaigns with a 12% increase in average CTRs and 29% increase in clicks

3 Separate mobile campaigns allow advertisers **greater control** over budgets, bids, keywords, and ad creative and more visibility into mobile performance

Separate mobile campaigns see significantly better mobile performance than hybrid (desktop + mobile) campaigns



Separating out mobile campaigns from desktop drives **significant performance gains** - from more granular control of bids, budgets, keywords and landing pages

Why do mobile specific campaigns have better mobile performance?

Separate campaigns perform better because advertisers are able to:

- **Bid separately on mobile:** On mobile you are competing to have your ad serve on 5 ad spots available vs. 10 on desktop. The top 2 ad spots on mobile receive 95% of clicks so it is important to bid aggressively to ensure your ads are competitive and appear prominently.
- **Have mobile specific creatives:** You can create mobile specific ad copy such as “Receive a quote on your phone” or “Book a vacation on your Android”
- **Better optimize campaign:** Through better visibility and more granular controls you can focus on keywords and creatives that have the best performance on mobile
- **Set specific mobile daily budgets:** Budgets are set at the campaign level and require separate budgets

Mobile Specific Ads Campaigns Success Story



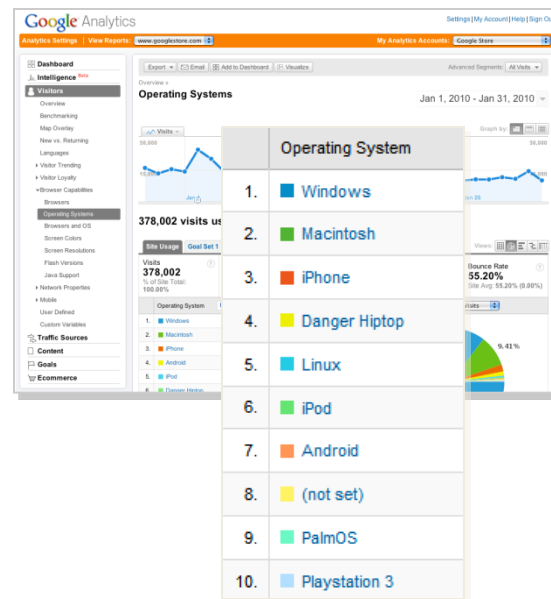
“Customers were engaging with our website through their mobile devices and actually completing transactions.... only now does the data exist to support heavy investment [in mobile].... as part of our long-term growth strategy.”

-- Search Engine Analyst for Fortune 100 National Retailer

What They Did

Using Google Analytics found that a significant number of website visitors were coming from high-end mobile devices *and* converting to online sales.

Harnessed mobile traffic by creating separate mobile search campaigns with dedicated budget for high-end mobile devices.



Results

- ✓ **Incremental traffic:** Over 17% increase in iPhone visits
- ✓ **Great ROI:** Achieved a 6:1 return within the first three months
- ✓ **Increased online revenues:** Average order value on mobile campaigns was 1.5 times the order value seen on desktop campaigns

First, Create Mobile Specific Campaigns

- 1** Identify hybrid (desktop and mobile) campaigns that are performing well

- 2** Duplicate and paste the identified campaigns into one single mobile only campaign targeted to high end devices *

- 3** In your campaigns settings, set the corresponding hybrid campaigns to show only on “Desktop & laptop computers”

- 4** Test and optimize your mobile only campaigns with techniques such as aggressive bidding and mobile specific copy

** Instead of copying into one single campaign, you can also clone each campaign individually. Use this option if you have campaign specific settings such as language or geo targeting or you'd like to use separate budgets for each campaign. Note: you can use a separate CID if a customer is nearing their campaign limits*

Next, Optimize Your Mobile Specific Campaigns

Bids: Start with aggressive maximum bids (1x to 2x Search bids) to build strong history and win the limited auction spots available. You will be competing to have your ad serve on 5 ad spots vs 10 for desktop. (On mobile, 95% of clicks come from the top two ad placements). Afterwards, manage bids to meet the target CPA.

Keywords: Look at analytics to see which keywords are currently receiving strong mobile traffic (in paid or natural results) and leverage those. Consider how user intent may be different for users of mobile devices and tailor the keywords accordingly. Use general keywords to increase impression volume.

Creative: Test mobile specific calls to action such as “Shop today from your phone” or “Call for a free quote”. Also use location and phone extensions to attract attention to your ads and make them more relevant to users.

Landing pages: Be sure to check functionality and usability on both Android and iPhone. (Note that flash-heavy sites don't work well on mobile phones)

How-to Instructions for Creating Mobile Specific Campaigns

Three Options for Creating Mobile Only Campaigns

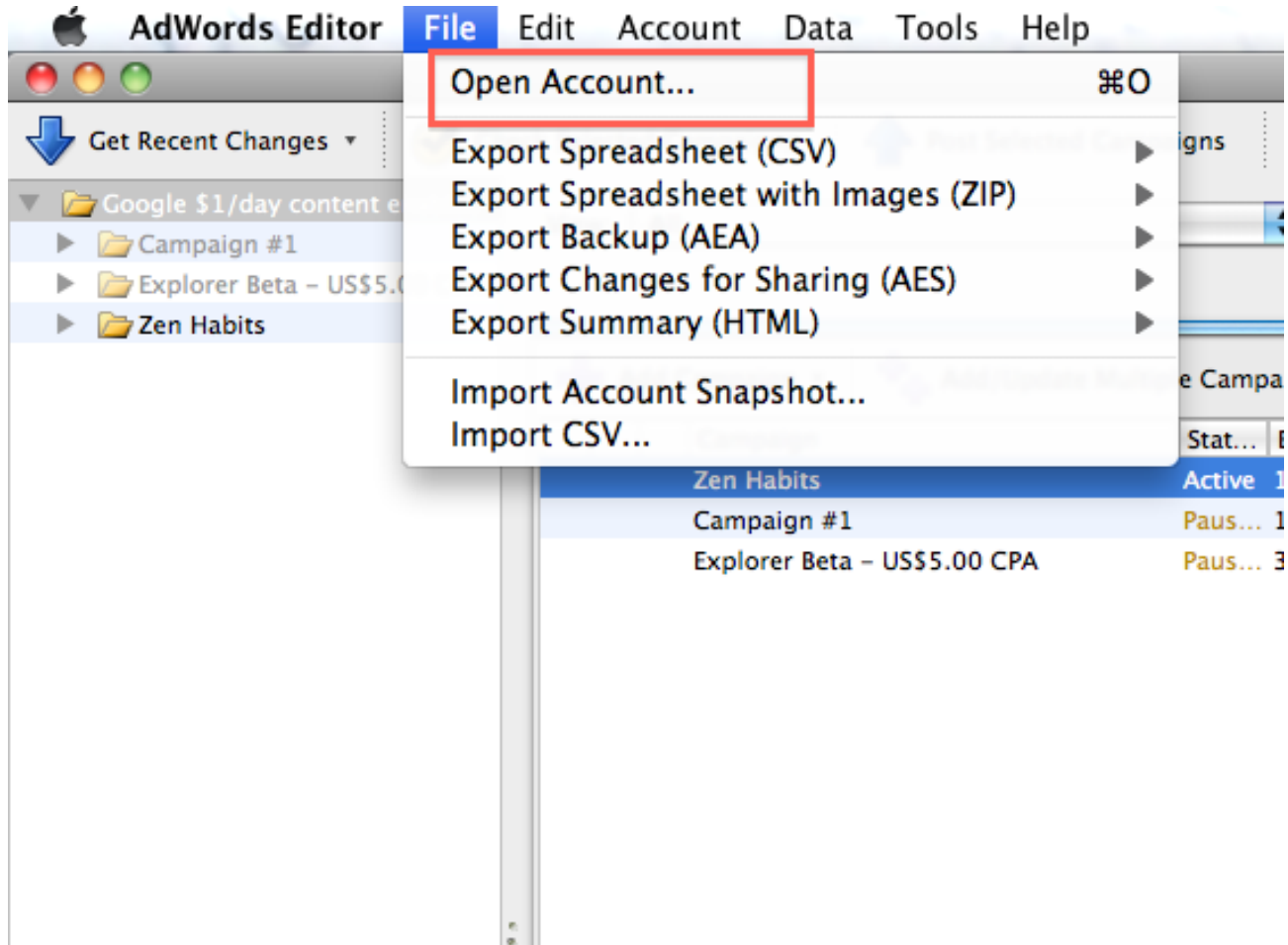
- 1 Creating Mobile Only **clones of multiple** Campaigns using AdWords Editor
- 2 Creating **one single** Mobile Only Campaign using AdWords Editor
- 3 Manually creating Mobile Only Campaigns

1

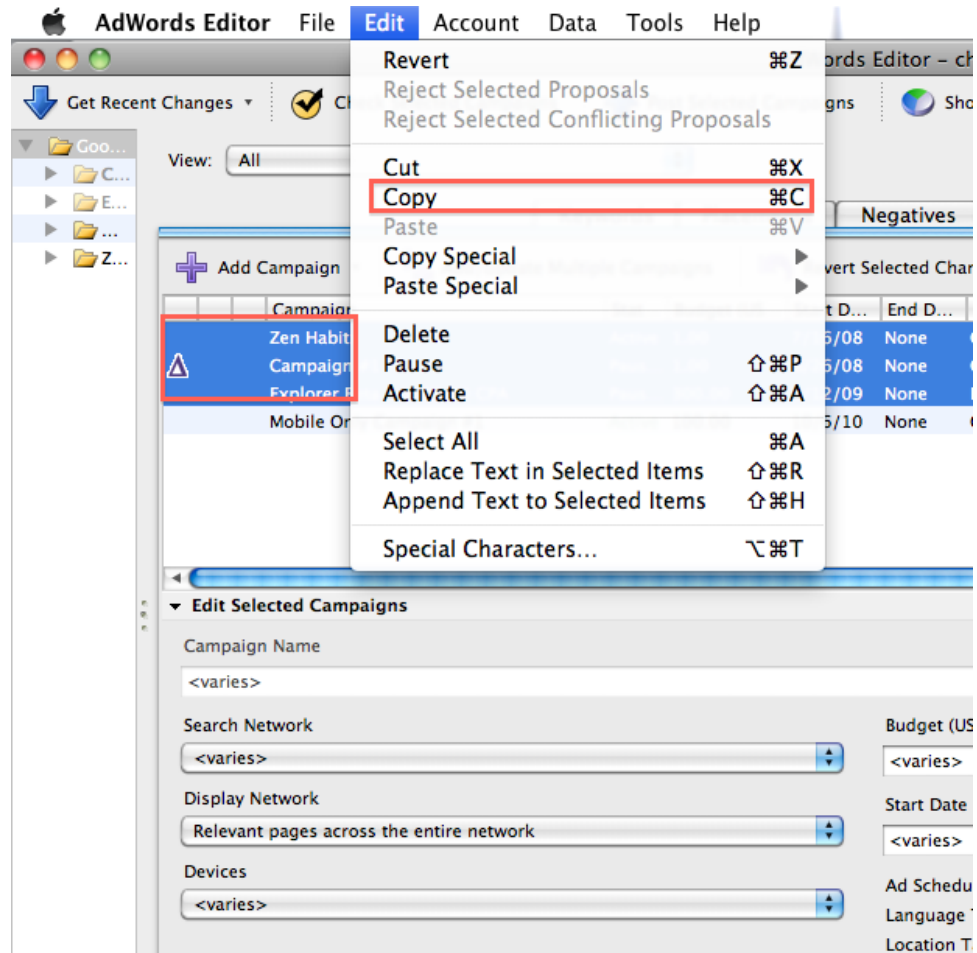
Creating Mobile only **clones of multiple** Campaigns using AdWords Editor

Use this option if you have campaign specific settings such as language or geo-targeting or you'd like to use separate budgets for each campaign

Download the account into AdWords Editor



Select the campaign(s) you'd like to make a mobile-only copy of and select "Copy"



Paste the campaigns into your account and rename them to avoid conflicting with your existing campaigns

	Campaign #1 - Mobile Only	Pau...	1.00	10/6/10	None	Google searc...	Relevant pag...	Manual
+ !	Explorer Beta - US\$5.00 CPA	Pau...	300.00	10/6/10	None	None	Relevant pag...	Manual

▼ Edit Selected Campaigns

Campaign Name
Campaign #1 - Mobile Only

Search Network
Google search only

Display Network
Relevant pages across the entire network

Devices
Desktop and laptop computers

Budget (USD)
1.00

Start Date (M/D/Y)
10/6/10

End Date (M/D/Y) (Non)
None

Ad Schedule: None [Paste](#)

Language Targeting: English [Edit](#) [Paste](#)

Location Targeting: United States [Edit](#) [Paste](#)

▶ Comments

▶ Business Locations

Campaigns selected: 1 of 7

Change the Devices dropdown box on the new campaigns to “Mobile Devices”

The screenshot displays the Google AdWords interface. On the left, a sidebar shows a folder structure with 'Mobile Only Campaign #1' selected. The main area features a table of campaigns with columns for Campaign, Status, Budget (US...), and Start Date. Three campaigns are highlighted in blue: 'Zen Habits - Mobile Only', 'Campaign #1 - Mobile Only', and 'Explorer Beta - Mobile Only'. A red box highlights the 'Zen Habits - Mobile Only' row. Below the table, the 'Edit Selected Campaigns' section is visible, showing a dropdown menu for 'Devices' with 'Mobile devices' selected and highlighted by a red box. Other options include '<varies>', 'Desktop and laptop computers', and 'All devices'. The bottom status bar indicates 'Campaigns selected: 3 of 7'.

Campaign	Stat...	Budget (US...	Start D...
Zen Habits	Active	1.00	7/16/08
Campaign #1	Paus...	1.00	8/26/08
Explorer Beta - US\$5.00 CPA	Paus...	300.00	5/12/09
Mobile Only Campaign #1	Active	100.00	10/6/10
Zen Habits - Mobile Only	Active	1.00	10/6/10
Campaign #1 - Mobile Only	Pau...	1.00	10/6/10
Explorer Beta - Mobile Only	Pau...	300.00	10/6/10

Devices dropdown options:

- <varies>
- Desktop and laptop computers
- Mobile devices**
- All devices

Campaigns selected: 3 of 7

Go back to the old campaign(s) that you copied and change the Devices to “Desktop and Laptop Computers”

The screenshot displays the Google AdWords interface. On the left, a sidebar shows a folder structure with 'Mobile Only Campaign #1' selected. The main area features a table of campaigns. The 'Explorer Beta - US\$5.00 CPA' campaign is highlighted with a red box. Below the table, the 'Edit Selected Campaigns' section is visible, with the 'Devices' dropdown menu open. The 'Desktop and laptop computers' option is selected and highlighted with a red box.

	Campaign	Stat...	Budget (US...	Start D...
⚠	Zen Habits	Active	1.00	7/16/08
⚠	Campaign #1	Paus...	1.00	8/26/08
⚠	Explorer Beta - US\$5.00 CPA	Paus...	300.00	5/12/09
	Mobile Only Campaign #1	Active	100.00	10/6/10
+	Zen Habits - Mobile Only	Active	1.00	10/6/10
+	Campaign #1 - Mobile Only	Pau...	1.00	10/6/10
+	Explorer Beta - Mobile Only	Pau...	300.00	10/6/10

Edit Selected Campaigns

Campaign Name
<varies>

Search Network
<varies>

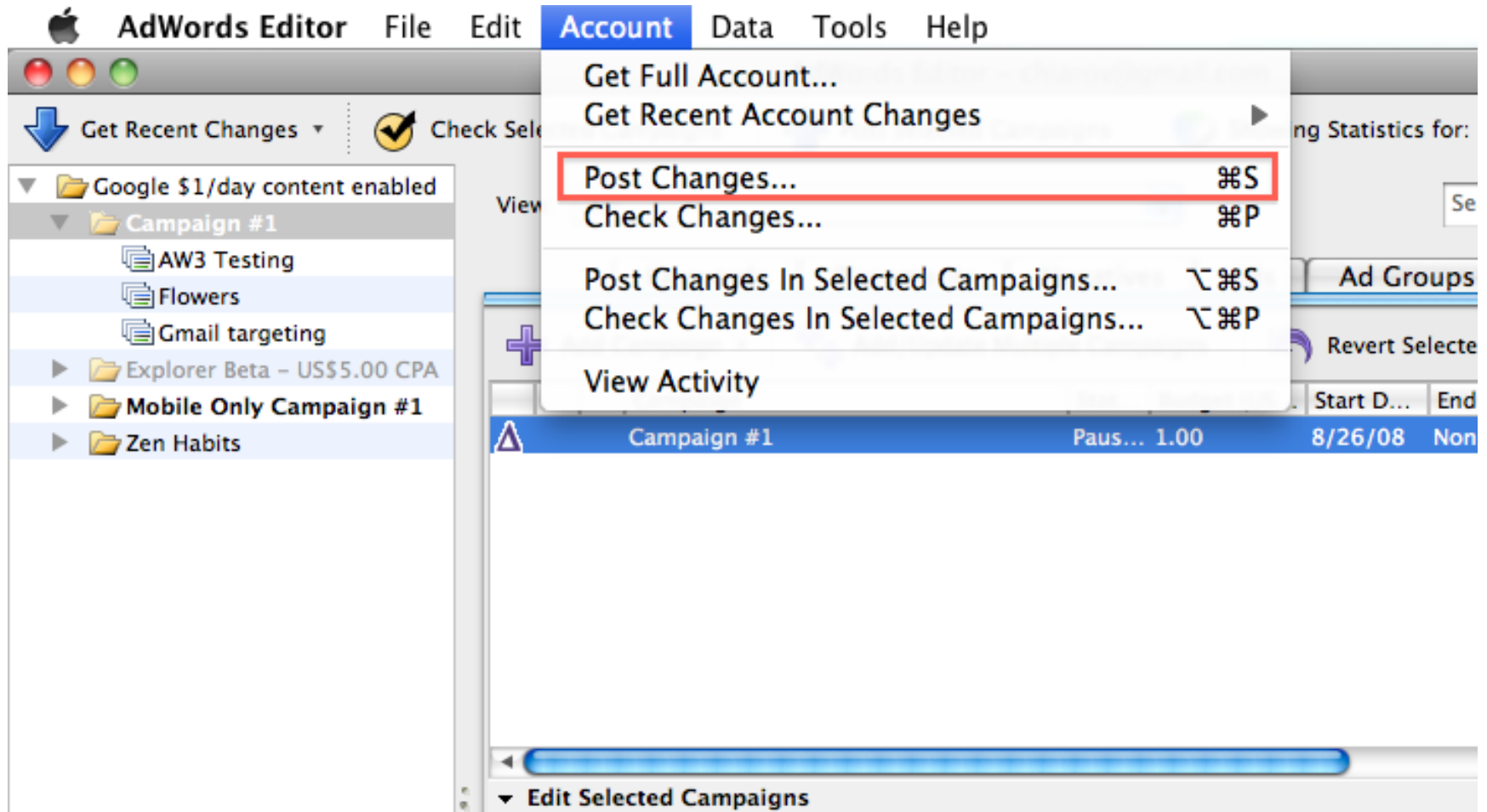
Display Network
Relevant pages across the entire network

Devices
Desktop and laptop computers
 Desktop and laptop computers
Mobile devices
All devices

Adjust budgets or bids for the new mobile only campaign(s) following our best practices

- Start with aggressive maximum bids (1x to 2x Search bids) to build strong history and win the limited auction spots available. You will be competing to have your ad serve on 5 ad spots vs 10 for desktop. This makes these ads spots very valuable and highly competitive.
- When running separate high-end campaigns, ensure your bids are competitive compared to keyword bids on desktop campaigns because they compete in the same auction (many campaigns target both desktop and high-end)

Upload the campaign(s)



Remember to re-setup any Ad Extensions!

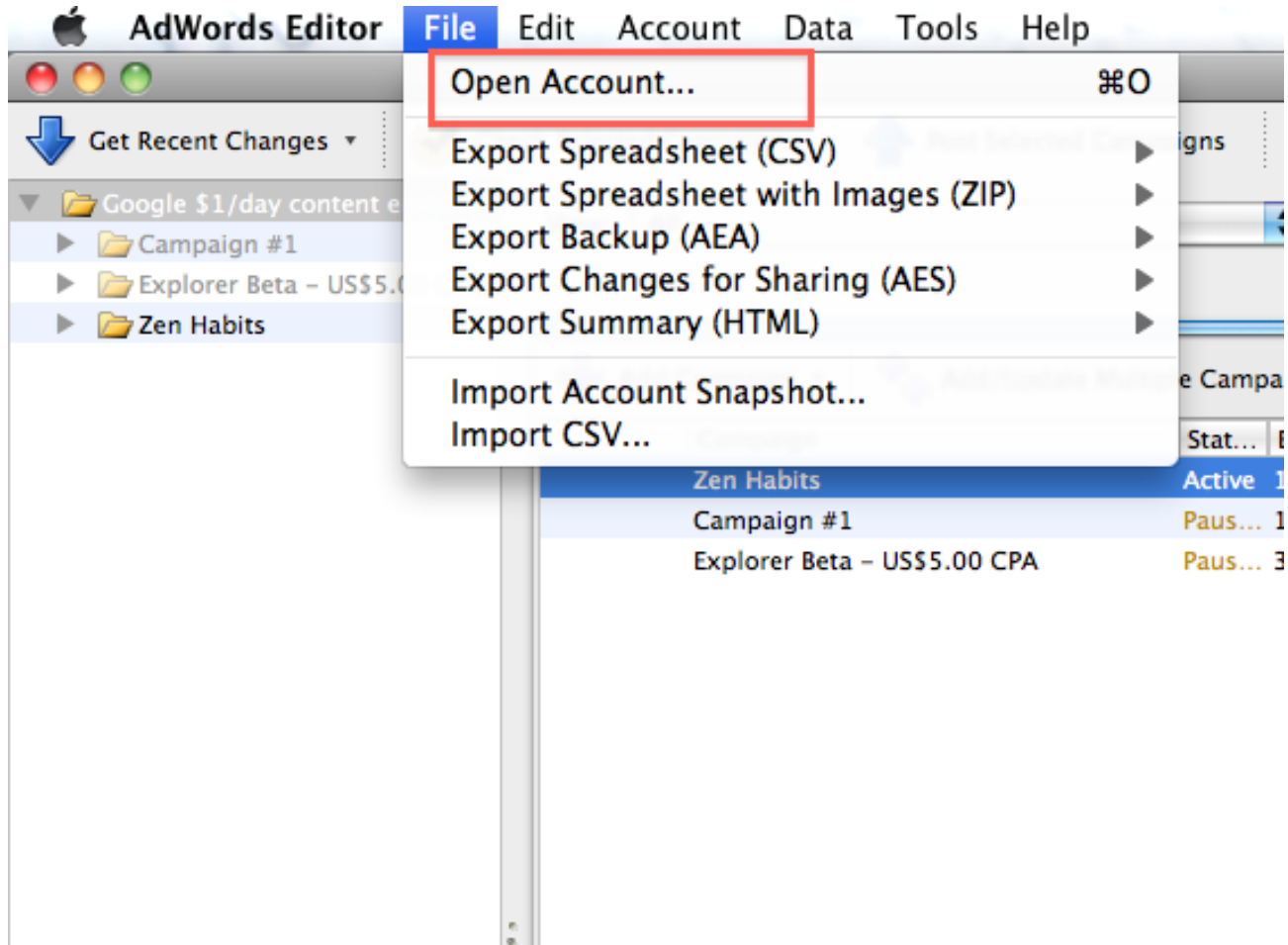
- You'll need to re-setup your Ad Extensions (Location Extensions, Phone Extensions, or sitelinks) since these are not copied in AdWords Editor
- Location Extensions can be setup in AdWords Editor
- Phone Extensions must be set up in the AdWords user interface

2

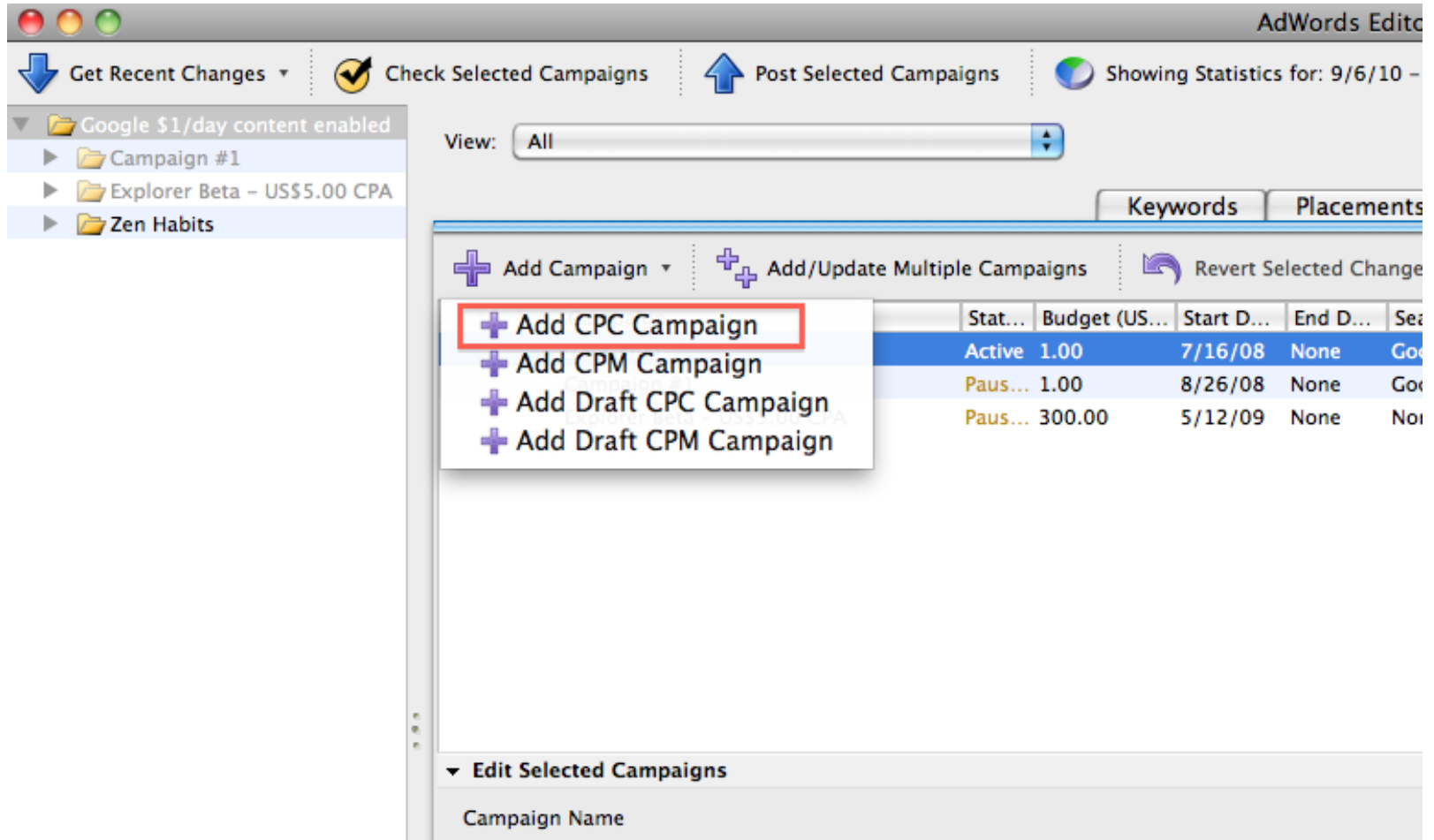
Creating **one single** Mobile Only Campaign using AdWords Editor

Use this option when you want to combine many ad groups into one campaign with one budget and one set of geo-targeting settings

Download the account into AdWords Editor



Create a single, new empty campaign



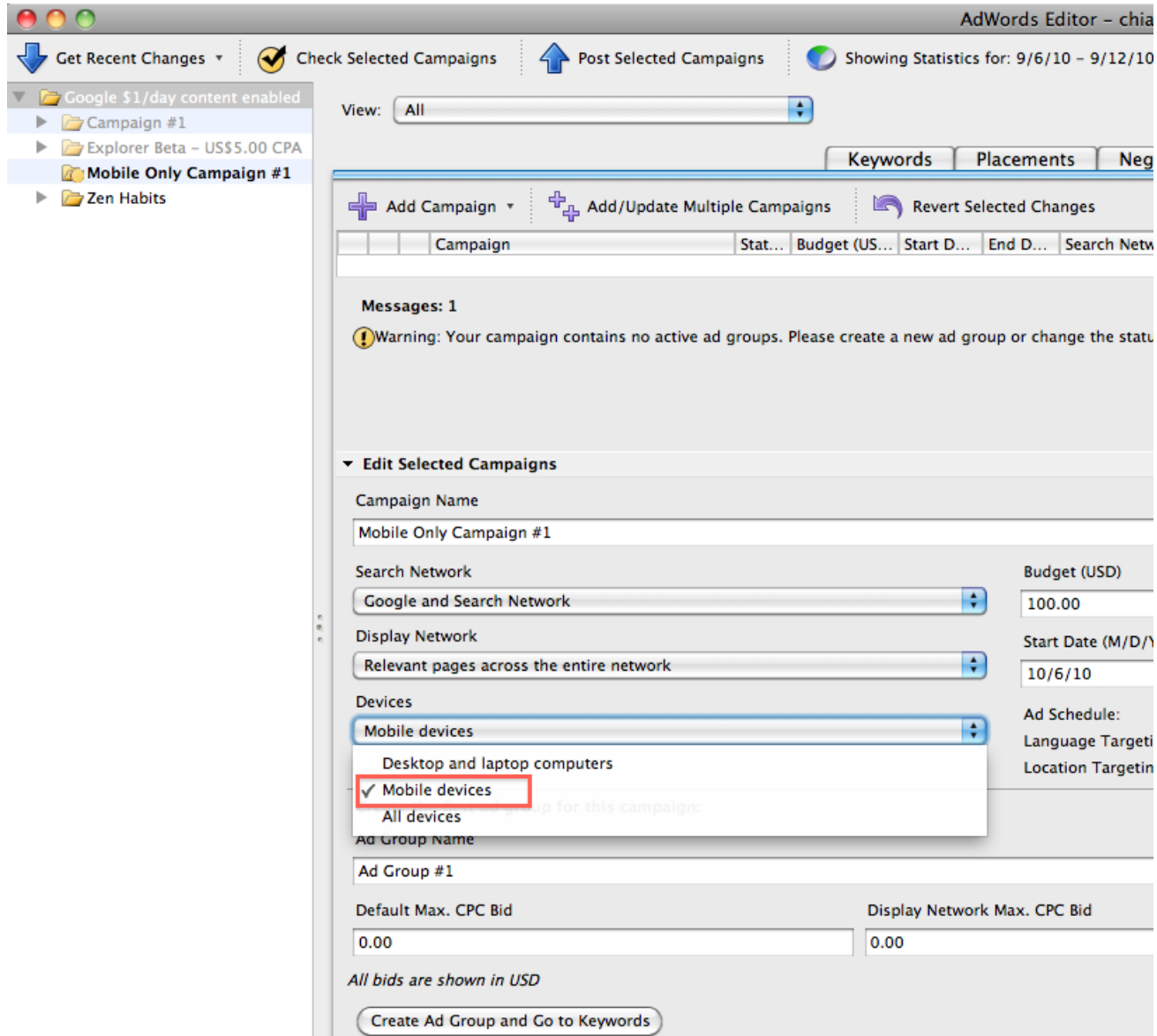
The screenshot shows the AdWords Editor interface. On the left, a sidebar lists campaign folders: "Google \$1/day content enabled", "Campaign #1", "Explorer Beta - US\$5.00 CPA", and "Zen Habits". The main area features a toolbar with "Get Recent Changes", "Check Selected Campaigns", and "Post Selected Campaigns". A "View:" dropdown is set to "All". Below the toolbar, there are buttons for "Add Campaign", "Add/Update Multiple Campaigns", and "Revert Selected Change". The "Add Campaign" dropdown menu is open, showing four options: "Add CPC Campaign" (highlighted with a red box), "Add CPM Campaign", "Add Draft CPC Campaign", and "Add Draft CPM Campaign". To the right, a table displays campaign data with columns for "Stat...", "Budget (US...", "Start D...", "End D...", and "Se...".

Stat...	Budget (US...	Start D...	End D...	Se...
Active	1.00	7/16/08	None	Go
Paus...	1.00	8/26/08	None	Go
Paus...	300.00	5/12/09	None	No

▼ Edit Selected Campaigns

Campaign Name

In the new campaign, change the Devices dropdown to “Mobile Devices”



The screenshot shows the AdWords Editor interface for a campaign named "Mobile Only Campaign #1". The left sidebar shows a folder structure with "Mobile Only Campaign #1" selected. The main panel displays the campaign settings, including the "Devices" dropdown menu which is open and shows "Mobile devices" selected. A red box highlights the "Mobile devices" option in the dropdown. The interface also shows a warning message: "Warning: Your campaign contains no active ad groups. Please create a new ad group or change the status." and a button to "Create Ad Group and Go to Keywords".

AdWords Editor – chia

Get Recent Changes | Check Selected Campaigns | Post Selected Campaigns | Showing Statistics for: 9/6/10 – 9/12/10

View: All

Keywords | Placements | Neg

+ Add Campaign | + Add/Update Multiple Campaigns | Revert Selected Changes

Campaign	Stat...	Budget (US...	Start D...	End D...	Search Netw
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Messages: 1

Warning: Your campaign contains no active ad groups. Please create a new ad group or change the statu

Edit Selected Campaigns

Campaign Name: Mobile Only Campaign #1

Search Network: Google and Search Network | Budget (USD): 100.00

Display Network: Relevant pages across the entire network | Start Date (M/D/Y): 10/6/10

Devices: Mobile devices (selected) | Ad Schedule: | Language Targeti | Location Targetin

Desktop and laptop computers

✓ Mobile devices

All devices

Ad Group Name: Ad Group #1

Default Max. CPC Bid: 0.00 | Display Network Max. CPC Bid: 0.00

All bids are shown in USD

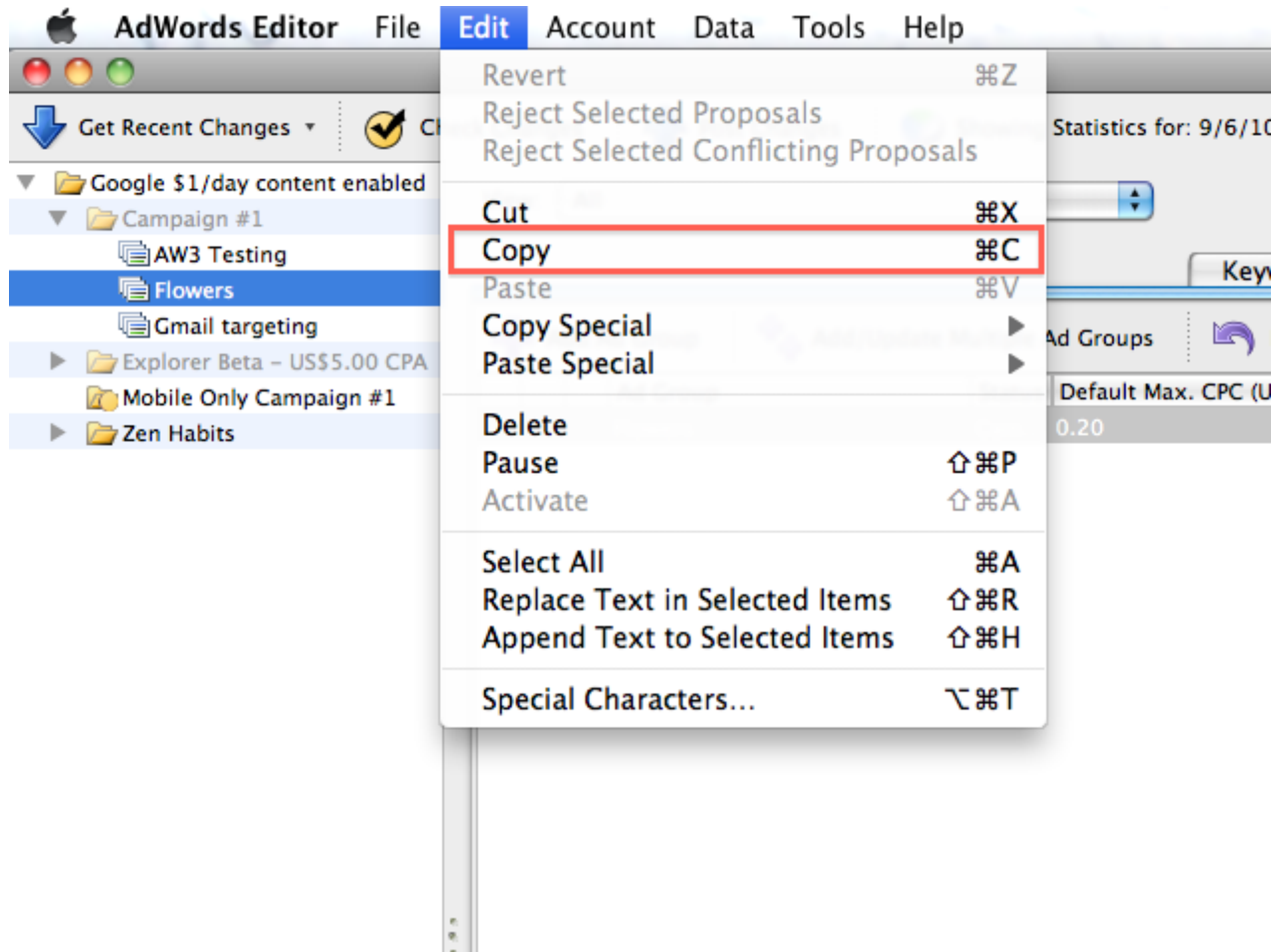
Create Ad Group and Go to Keywords

Locate the campaigns you'd like to create as mobile-only campaigns and expand them so that you can see their ad groups

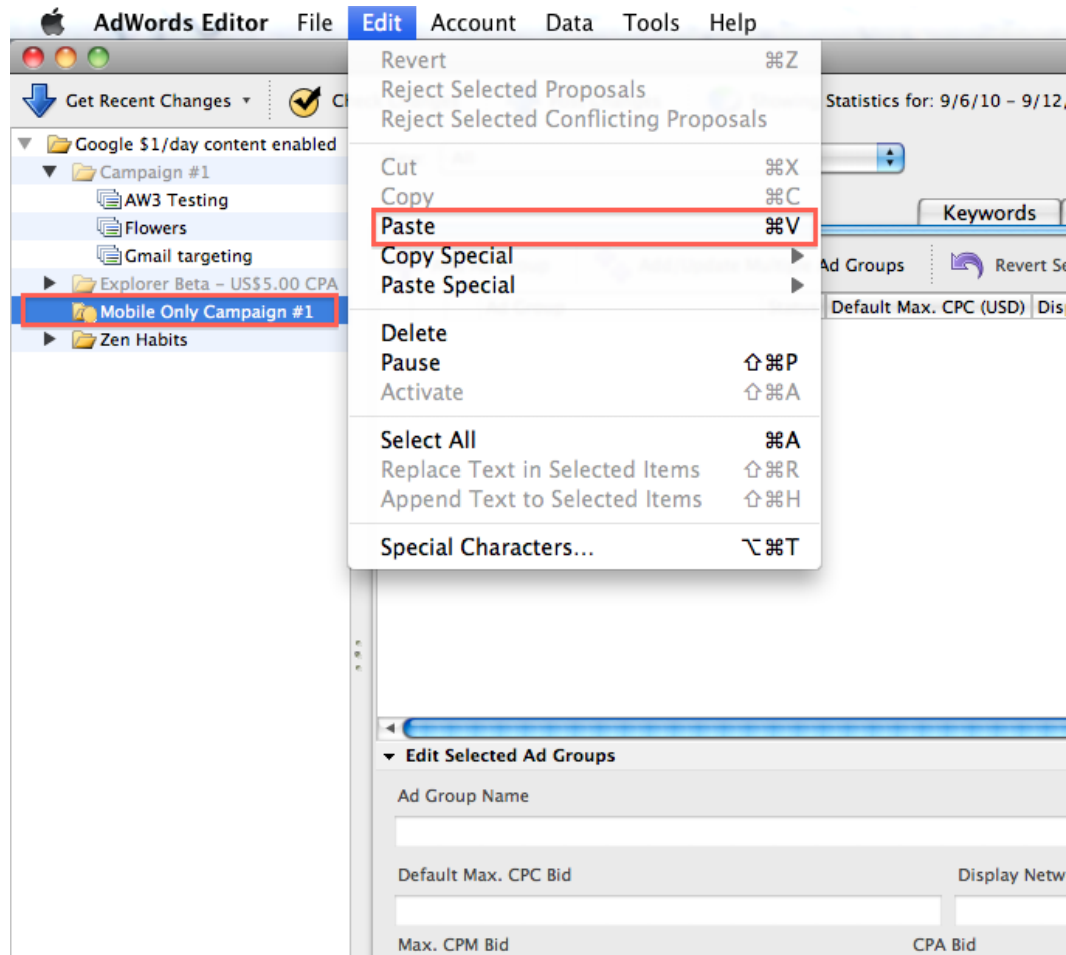
The screenshot shows the AdWords Editor interface. On the left, a tree view shows the campaign structure. The 'Flowers' ad group under 'Campaign #1' is highlighted with a red box. The main area displays a list of keywords for the 'Flowers' ad group. The table below shows the keywords and their associated metrics.

Keyword	Type	Status	First Page Bid Est. (USD)	Quality Sco
buy flowers	Bro...	Active	2.00	6
flower delivery	Bro...	Active	2.50	5
flowers	Bro...	Active	1.50	3
online flowers	Bro...	Active	2.00	6
order flowers	Bro...	Active	2.50	6
special flowers	Bro...	Active	1.25	6

Copy the relevant ad groups to your new mobile only campaign



Paste the copied ad groups into the new mobile-only campaign



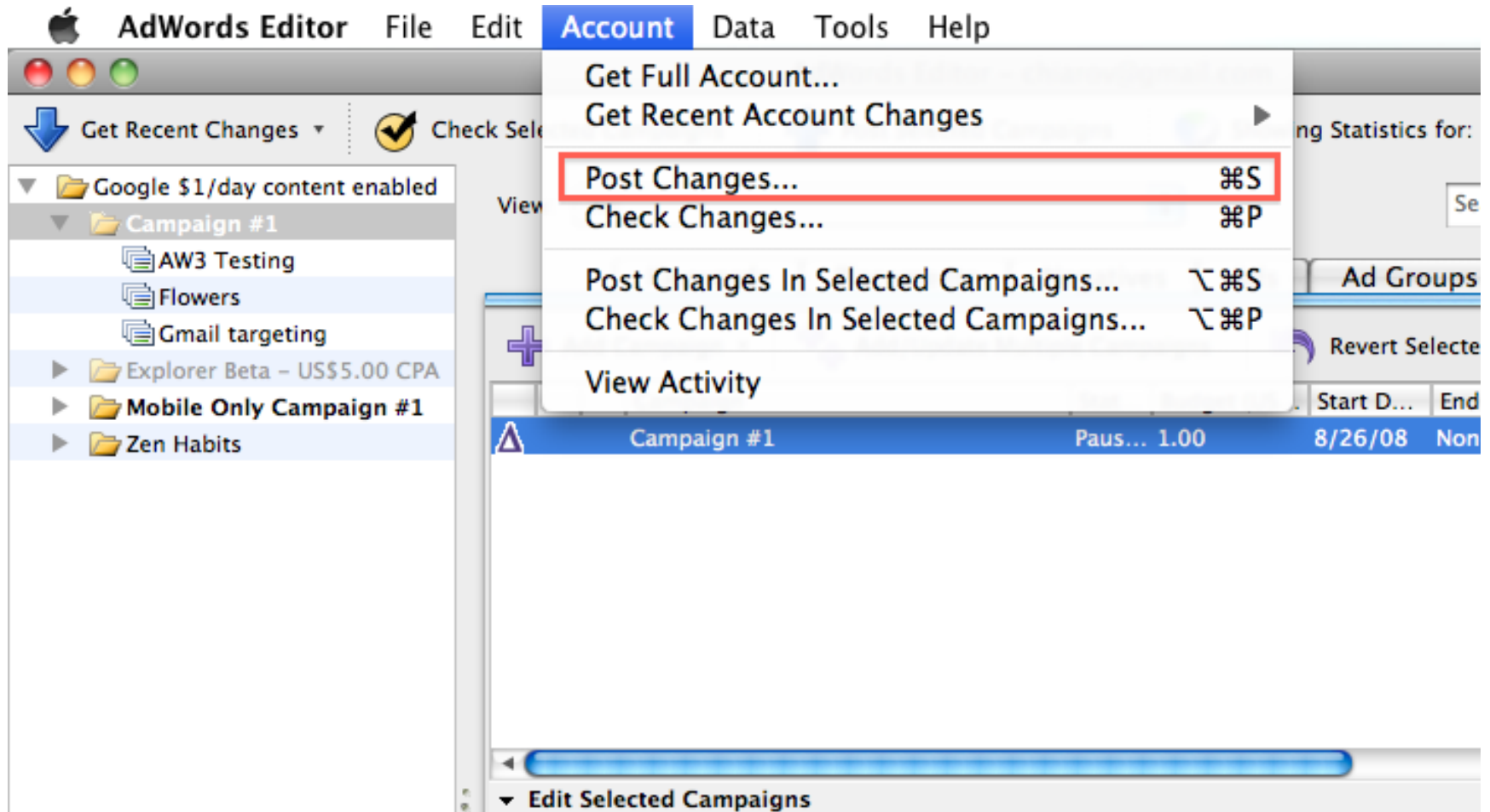
Go back to the old campaign(s) that you copied from and change the Devices to “Desktop and Laptop computers”

The screenshot displays the Google AdWords interface. On the left sidebar, a folder named 'Campaign #1' is highlighted with a red box. The main content area shows the 'Campaigns' tab selected, also highlighted with a red box. Below the tabs, there are buttons for 'Add Campaign', 'Add/Update Multiple Campaigns', and 'Revert Selected Changes'. A table lists the campaigns, with 'Campaign #1' selected. Below the table, the 'Edit Selected Campaigns' section is visible. The 'Campaign Name' is 'Campaign #1' and the 'Status' is 'Paused'. The 'Search Network' is set to 'Google search only', 'Display Network' is 'Relevant pages across the entire network', and 'Budget (USD)' is '1.00 per day'. The 'Devices' dropdown menu is open, showing 'Desktop and laptop computers' selected and highlighted with a red box. Other options in the menu include 'Mobile devices' and 'All devices'. The 'Ad Schedule' is set to 'None', 'Language Targeting' is 'English', and 'Location Targeting' is 'United States'. At the bottom, it shows 'Campaigns selected: 1 of 1' and '100%'.

Adjust budgets or bids for the new mobile only campaign following our best practices

- Start with aggressive maximum bids (1x to 2x Search bids) to build strong history and win the limited auction spots available. You will be competing to have your ad serve on 5 ad spots vs 10 for desktop. This makes these ads spots very valuable and highly competitive.
- When running separate high-end campaigns, ensure your bids are competitive compared to keyword bids on desktop campaigns because they compete in the same auction (many campaigns target both desktop and high-end)

Upload the campaign



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- Location Extensions can be setup in AdWords Editor
- Phone Extensions must be set up in the AdWords user interface

3 Manually creating Mobile Only Campaigns

1. Create a new campaign using the AdWords UI
2. Set the Devices to “iPhones and other mobile devices with full internet browsers”
3. Compile your existing keywords into a spreadsheet or text file
4. Paste your keywords into the new Mobile Only campaign in relevant ad groups
5. Set the Devices for your copied, old, existing campaigns to “Desktop and Laptop computers”

Remember to re-setup any Ad Extensions!

- You'll need to re-setup your Ad Extensions (Location Extensions, Phone Extensions, or Sitelinks)

THANK YOU!