

**push**<sup>TM</sup>

# **10 Agency Secrets to Generate More Leads Using the Google Display Network**

[www.pushgroup.co.uk](http://www.pushgroup.co.uk)  
+44 203 733 3660



# The PPC Agency That Keeps You Ahead

## PPC

We truly believe we have the best process to deliver results from PPC. Whether you are a small company or a FTSE listed company our Adwords process will work for you.

## Display

We use the 2+ million websites available on the GDN get you leads. Using our processes driven by our skilled account managers using our very own internal software, the Push Analyser.

## Pages

Our own Push Pages system uses tried and tested landing pages to deliver a better return from your advertising. Conversion rates of 10% will change how you think about advertising.

## Social

We drive leads/sales from social platforms such as Facebook. PPC is not just from search engines like Google & Bing. Engagement on social platforms is best left to you.

# About push

- **Push are a Google Partner PPC Agency established since 2007. They are focused on sending targeted traffic that converts to sales. Google shopping has changed how Adwords works for e-commerce sites and they have developed new technology & processes to deliver more profitable sales.**
- **Product feed management is essential and needs to be kept up to date. Using website scraping techniques they can manage shopping feeds to deliver better results from Google Shopping.**
- **Their own Push Analyser software produces analysis reports and automations such as bidding higher on best performing products and lower on worst performing ones. They can use product feeds to turn off items no longer in stock, include pricing & stock in adverts that change as it does on your website.**
- **They can advise on engaging, re-capturing and increasing loyalty to improve overall conversion rates.**

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## Targeting & Remove Wastage

- + Research & Strategy
- + Placement Exclusions
- + Add Negative Keywords
- + Category Exclusions



## Optimise Your Bids

- + CPA Bidding
- + Placement Bidding
- + Device Performance and Mobile Optimisation



## Maximising Response Rate

- + Text & Image Ad Optimisation
- + Landing Page
- + Placement Restructure

contents



# Targeting & Removing Wastage



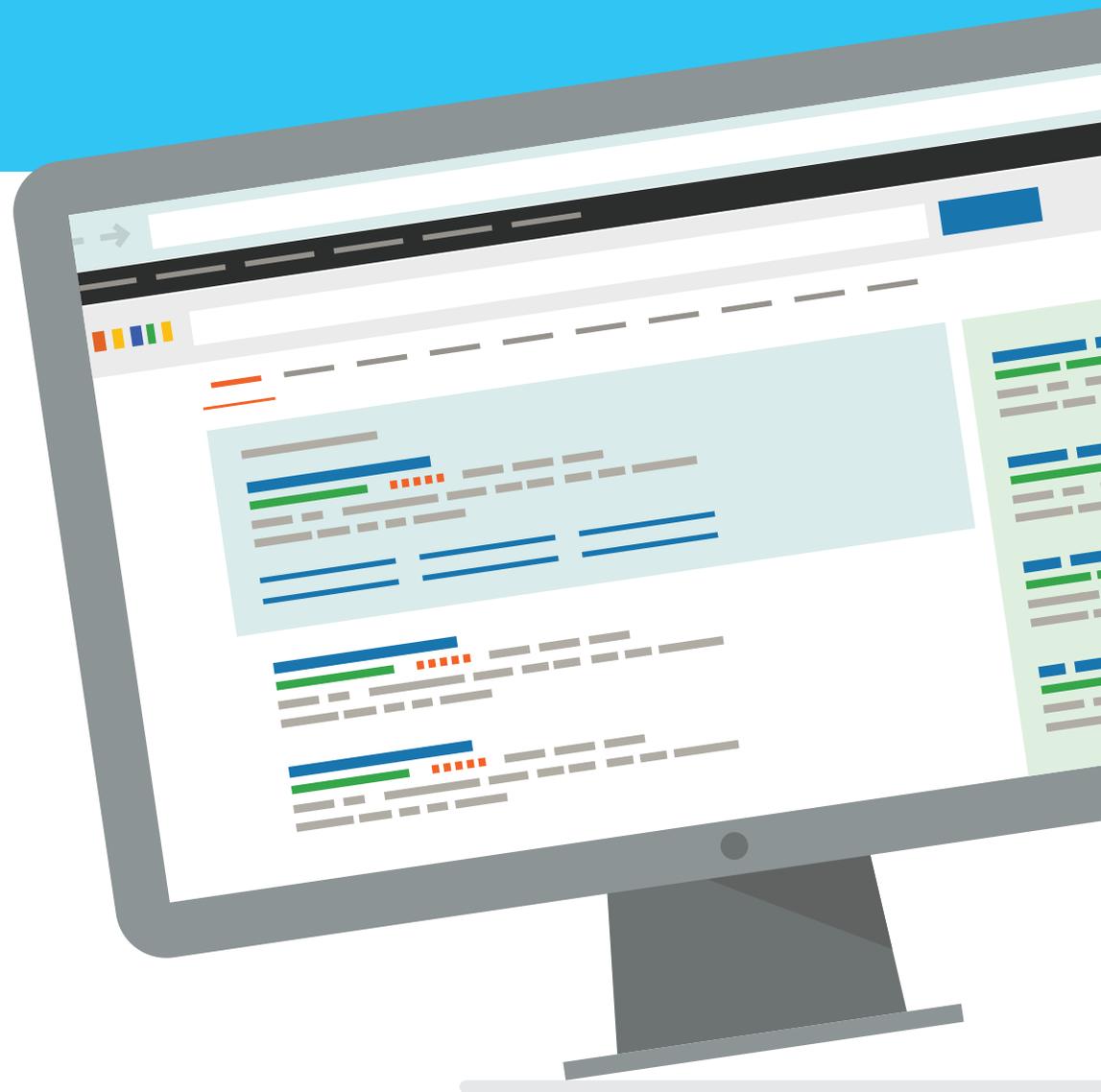
# Research & Strategy

- Research is very important when creating a Display campaign.
- The GDN consists of more than 2 million websites, videos and apps where your ads can appear.
- Get to know your customer and read the website inside out.
- This will then give you an idea of the target audience.
- Then move on to Google's Display plan the account structure.

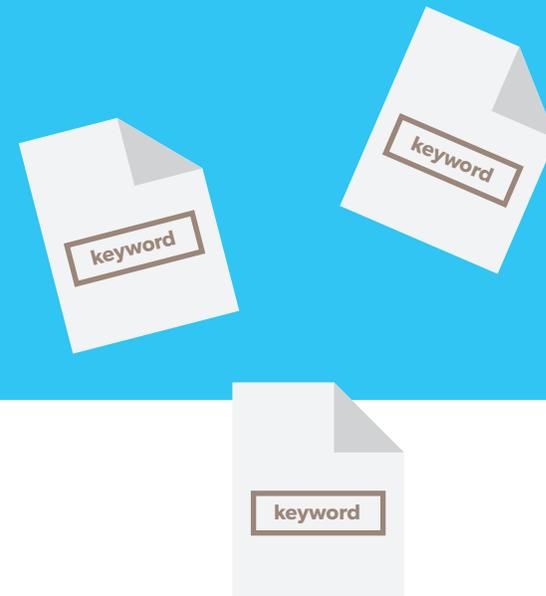


# Placement Exclusions

- Google will automatically place your ads on high volume websites even if they are irrelevant.
- Using the placement tab on google adwords review the placements every week to exclude any underperforming websites.
- Quick tip: Extract all irrelevant placements and exclude in bulk to all Display campaigns via the Shared Library tab.



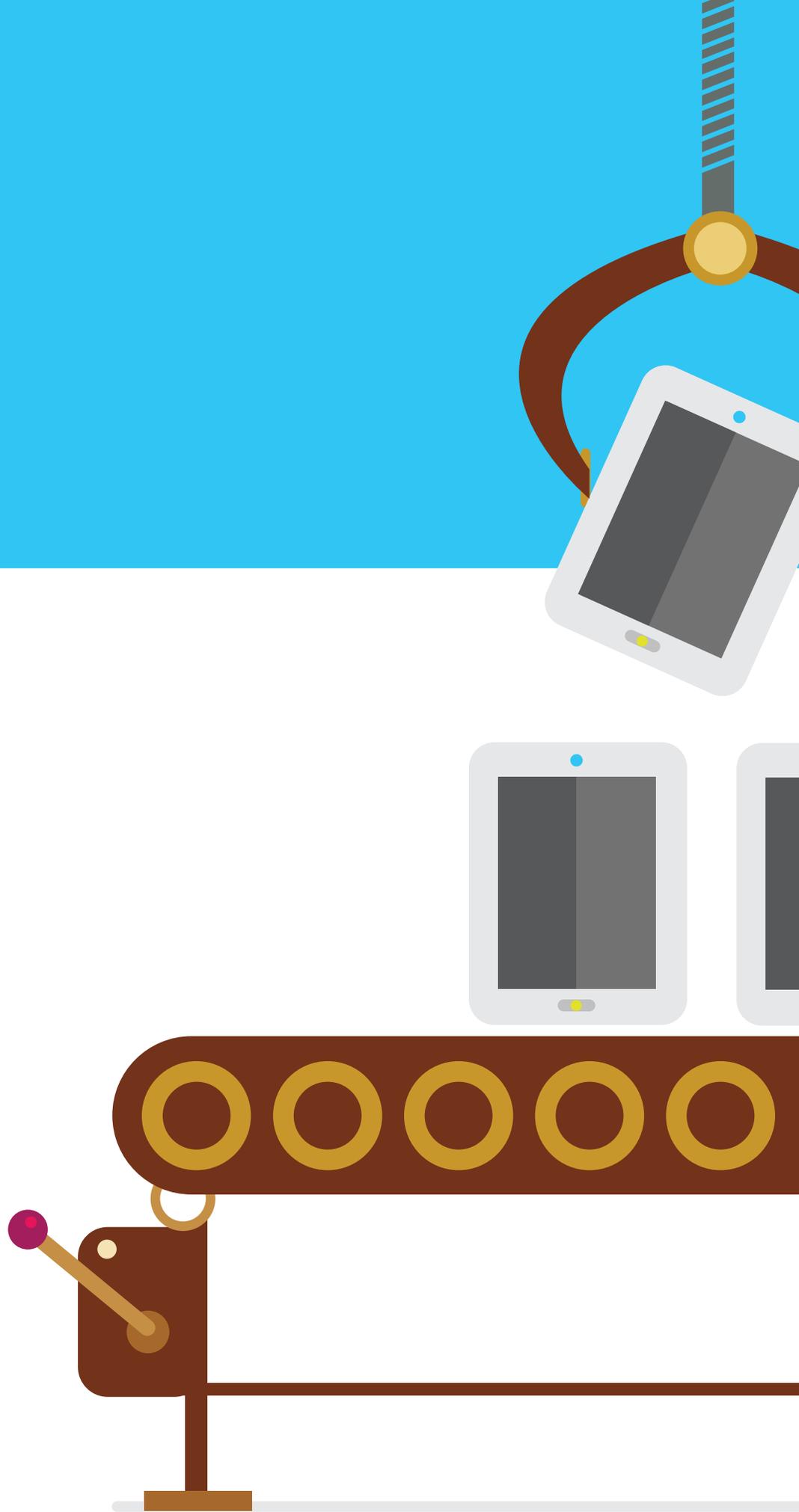
# Add Negative Keywords



- Negative keywords are important to keep a tightly controlled account.
- Negative keywords can be used to keep your brand safe from showing on very irrelevant websites.
- For example: If you client is selling high end property in Mayfair, terms such as 'ex council, cheap' should be excluded.

# Category Exclusions

- Site category exclusions help you trim your targeting plus removes wastage.
- If you have a high end product we recommend excluding 'below-the-fold'



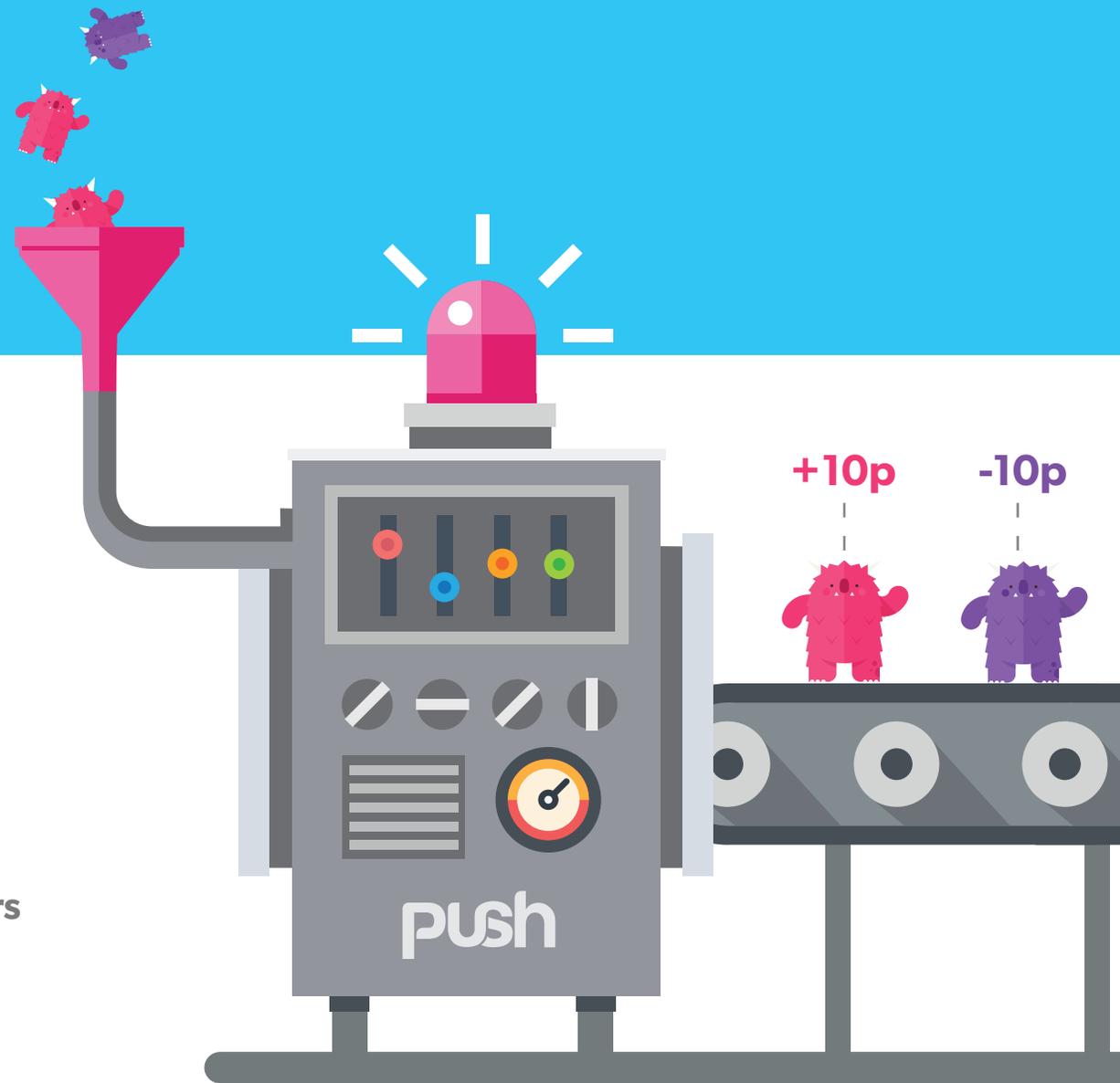


# Optimise Your Bids



# CPA Bidding

- If you have a product or service that is capturing leads 24/7.
- We would recommend switching the campaign to CPA Target bidding.
- Using this method you will be able to get a lot of insight in to the days/ hours and placements which result in conversions.
- Only opt in if you are capturing more than 20 conversions a day per campaign.



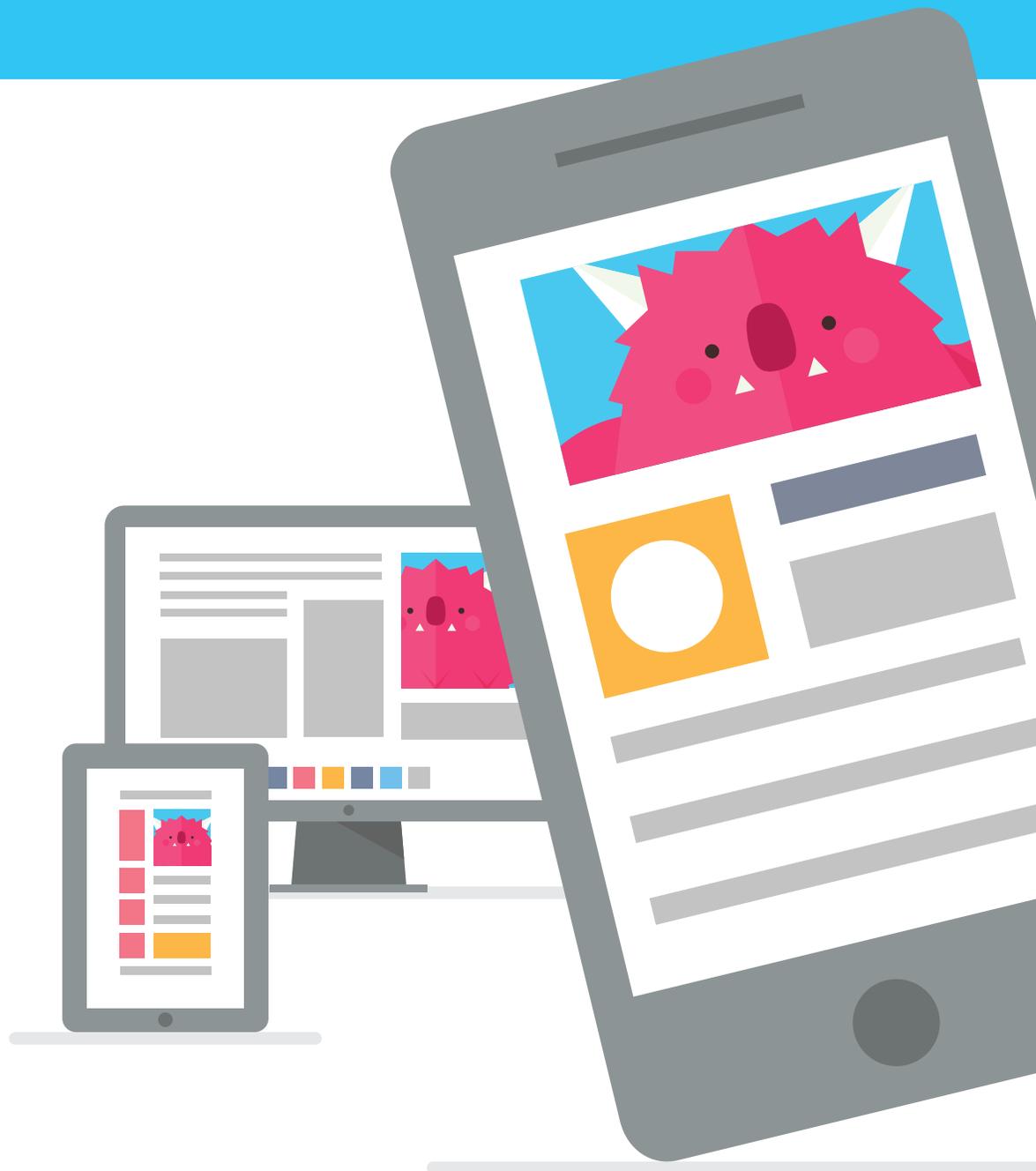
# Placement Bidding

- Placements should be reviewed regularly.
- The ad group bid you have in place will cover all placements captured by the display targeting you have in place for that ad group.
- Review placements using the placement tab and apply a managed bid on top performers to maximise on results.



# Device Performance and Mobile Optimisation

- **It's official! More Google searches now take place on mobile devices rather than computers.**
- **Mobile is a very important part of any campaign. Segment your campaign to analyse mobile performance.**
- **Capitalise by adjusting the mobile bid.**
- **If you have a campaign that is mobile heavy extract to its own campaign and apply a low ad group bid and crank up the mobile bid.**



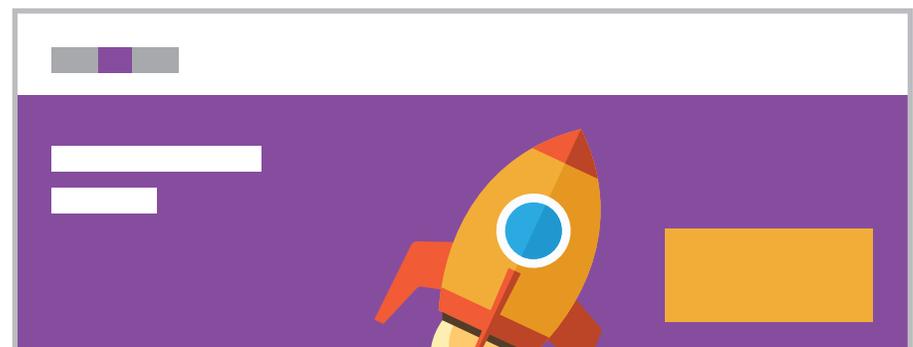
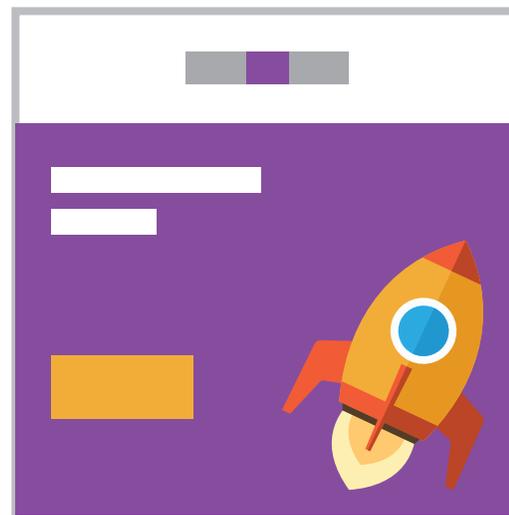


# Maximising Response Rate



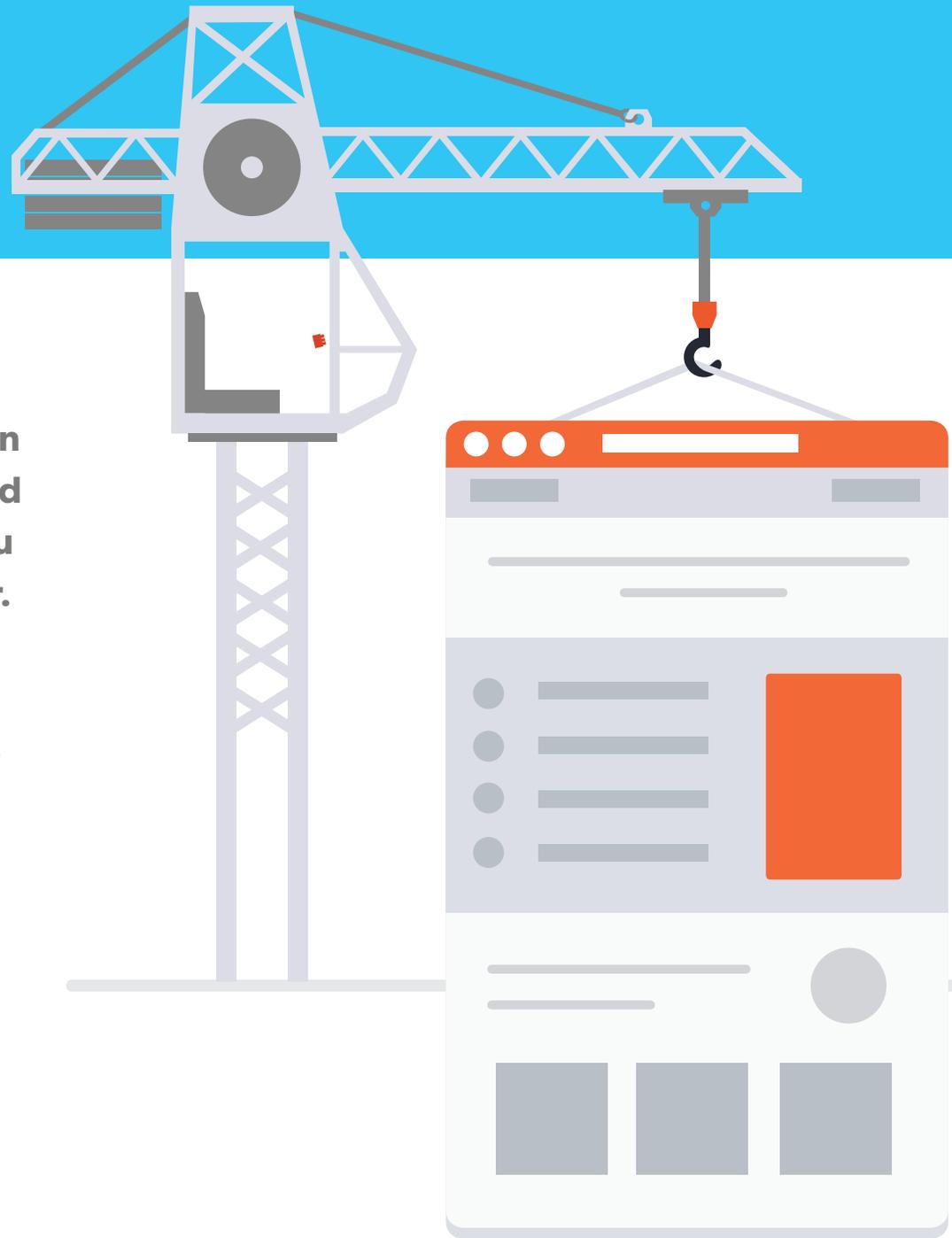
# Text & Image Ad Optimisation

- GDN uses both text and display.
- You should always have text and image ads split up into different ad groups or even campaigns.
- The GDN has over 15+ image sizes, they will all perform differently.
- Extract the best performing image ads to its own campaign to maximise on return.



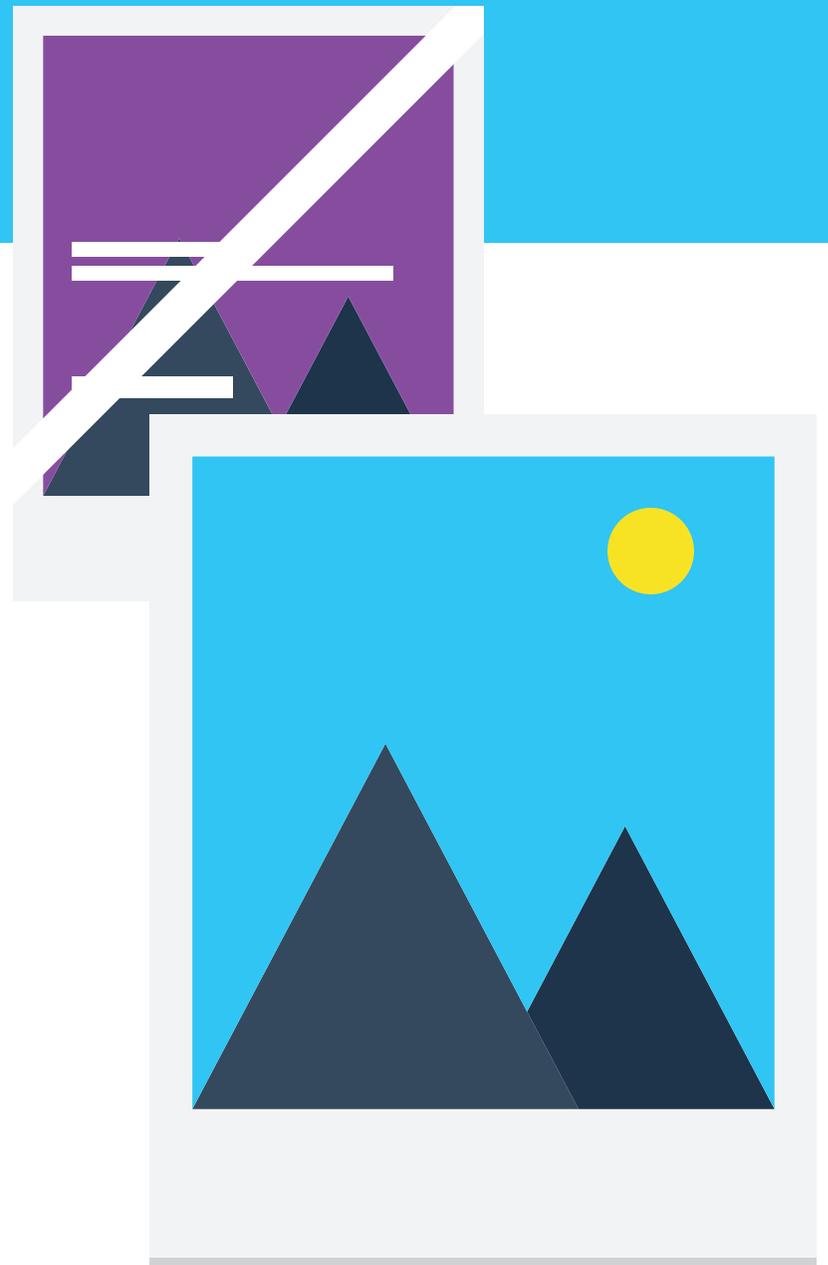
# Landing Page

- The users captured from most Display campaigns will be higher in the conversion funnel and will need to need further education from you on the product or service you offer.
- Having dedicated landing pages which follow the same message as your display campaign can lead to big increases in response.



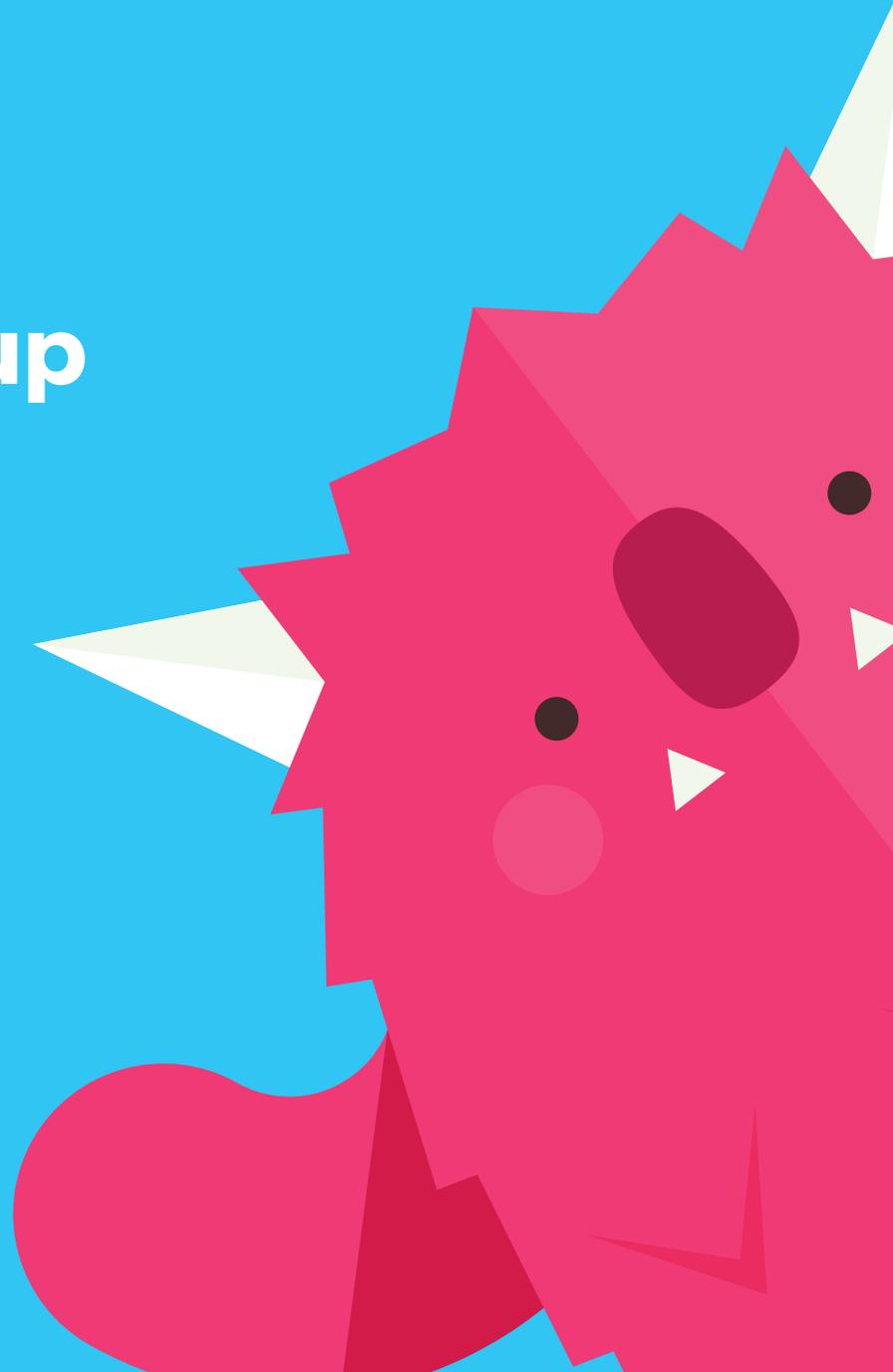
# Placement Restructure

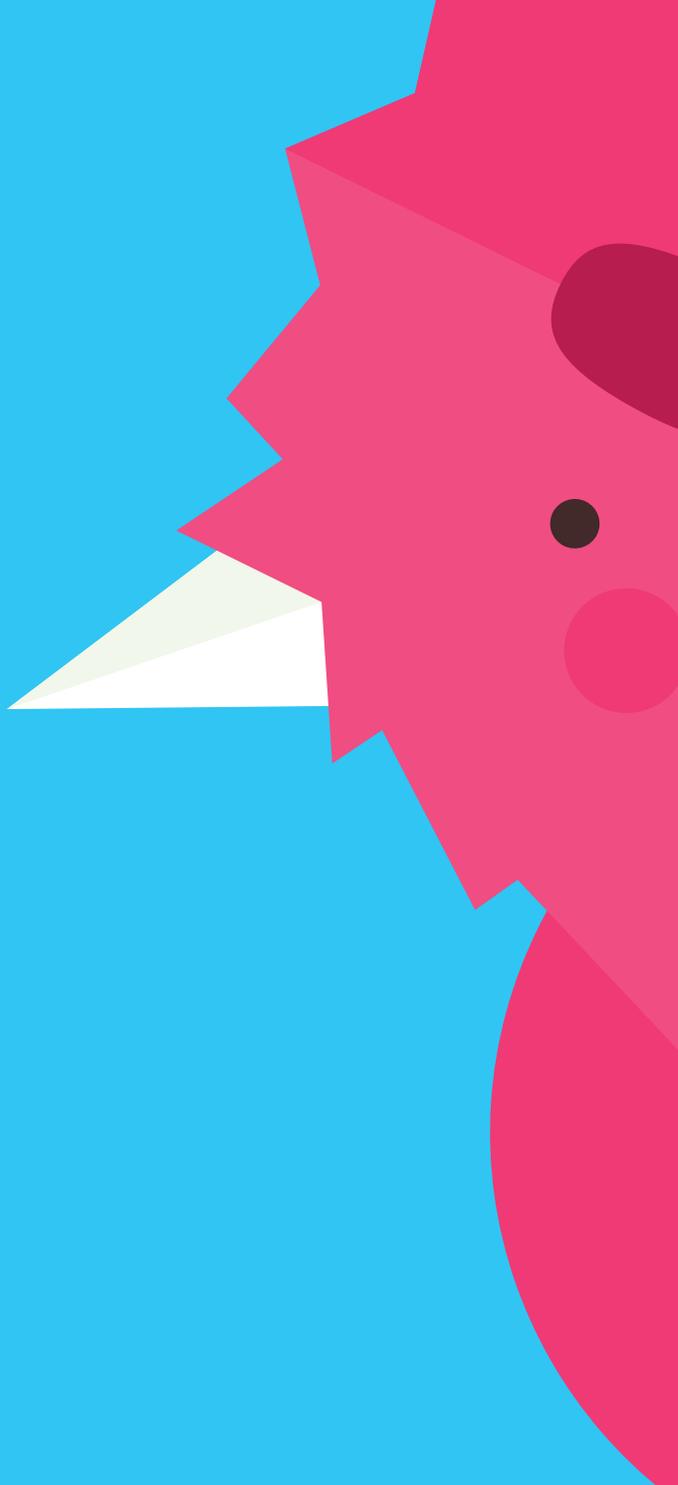
- Placement optimisation is a key factor in running successful display campaigns on Google's Display Network (GDN).
- Segment the placements into 3 groups Top Performers, middle, lower.
- Using the 'Peel & Stick' method segment the placements and apply 3 different strategies to maximise from the Top performer.





**@PushGroup**



A stylized, abstract graphic of a bird's head in shades of pink and red, with a white beak, positioned on the right side of the image.

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