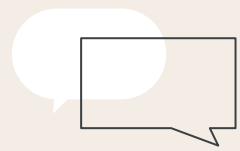# Meet the speaker!

Brandon Ervin

Sr. Product Manager

Questions coming up during the presentation? | Save them at the end!

Google

Agenda

~20 min + Q&A!

Intro

Evolution of Search Targeting

Why Performance Broad
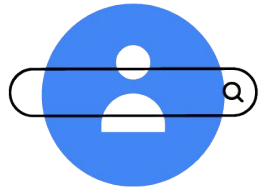
Account Structure

Implementation

Q&A
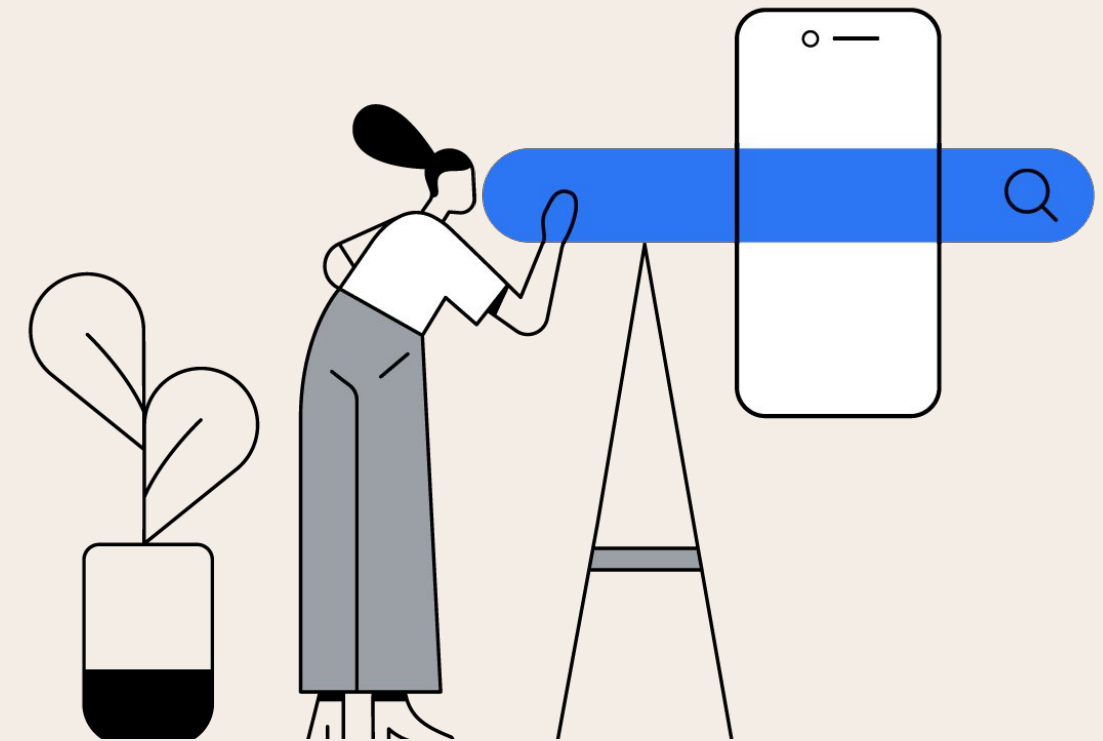
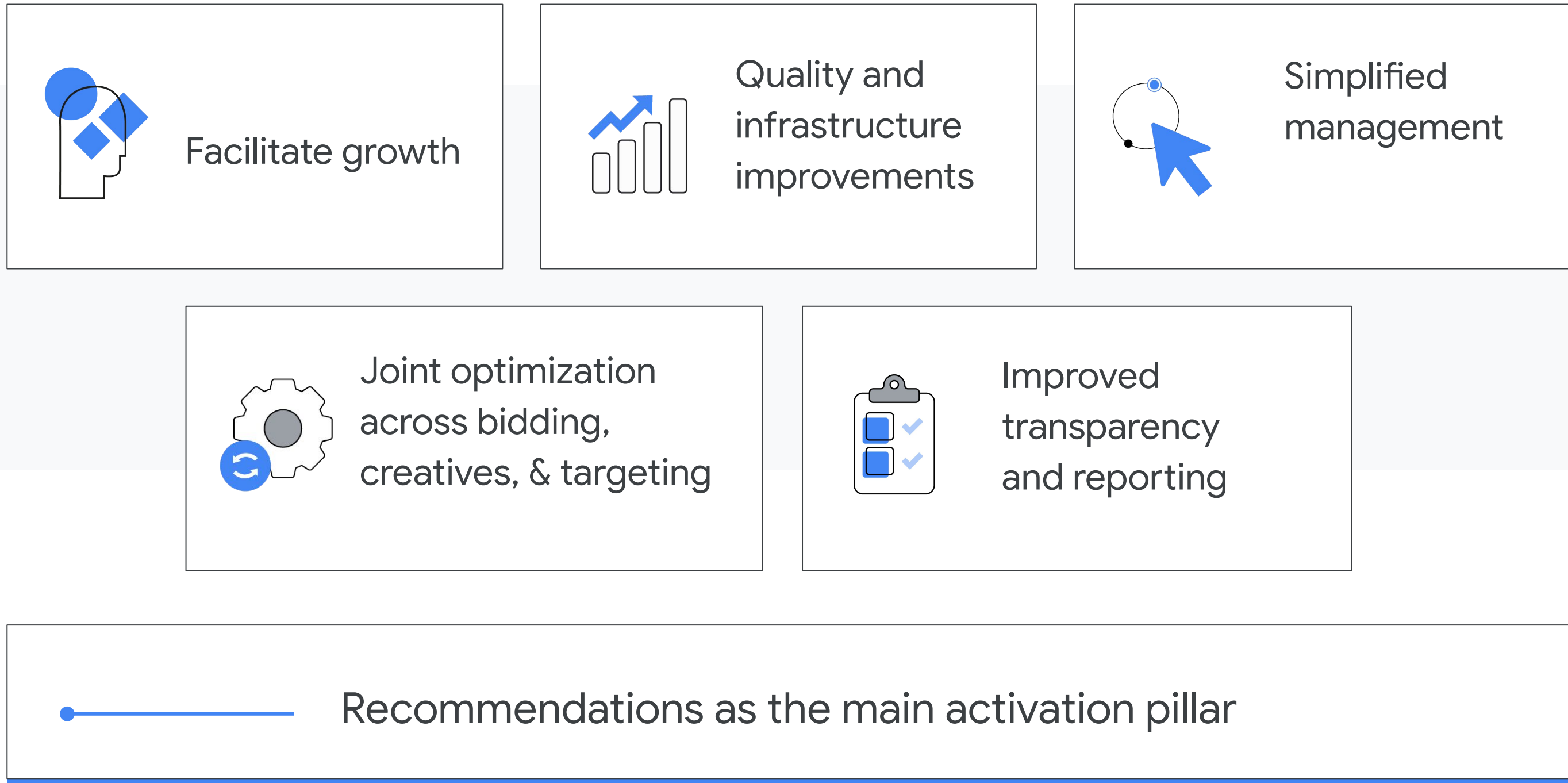Google

Search Has Evolved

How we search

Every search on Google is unique, because each is fueled by an individual user sending many unique signals.

Optimizing for all of these unique signals, and the interactions between them, creates more complexity in account management.

Automated targeting is the best solution to **efficiently account for all available signals to improve performance.**

Google

Targeting product vision

Facilitate growth

Quality and infrastructure improvements

Simplified management

Joint optimization across bidding, creatives, & targeting

Improved transparency and reporting

Recommendations as the main activation pillar

Google

Search Targeting is comprised of Keywords and Dynamic Search Ads. There are three main match types, Exact, Phrase, and Broad Match.

Exact match

Matches to searches that are *the same meaning* as the keyword.

Syntax:

[keyword]

Phrase match

Ads show on searches that *include* the meaning of your keyword. The meaning may be implied, or the user search may be a more specific form of the meaning.

Syntax:

"keyword" (or legacy BMM syntax +keyword)

Broad match

Matches to searches that are *related to* the keyword. Recent launches to improve Google's understanding of the query and relevancy.
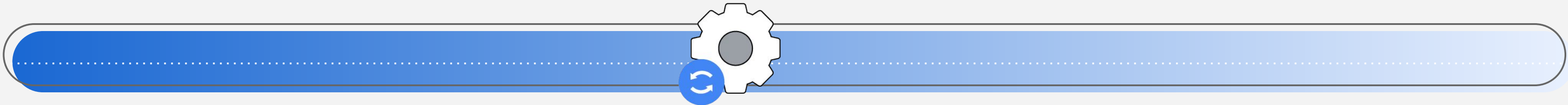

Syntax:

keyword

Precision .... Reach

Google

Similar to the Smart Bidding evolution, evolve from managing Match Types to managing your Business

less automation...

...more automation

Manual Bidding
set bids at the keyword level

Smart Bidding
set bids at the query level

Exact Match
only match to semantic variations of that keyword. No use of additional Google signals

Broad Match
Not restricted to semantic variations of the keyword. Leverages additional Google signals outside the keyword to ensure relevance and intent in expansions

Google

Why Performance Broad

Proprietary + Confidential

Broad Match is not the same Broad Match you remember

Over the past several years, the Broad Match Product has evolved to better understand Advertiser Intent by incorporating the best of Google's signals and other Advertiser Inputs in it's matching technology to improve relevance and performance.

Legacy Broad Match Keyword

May drive Poor Performance

May match to irrelevant traffic

No understanding of Advertiser Intent

No understanding of User Intent

Improved Broad Match Keyword

Smart Bidding Quality launches benefit Broad Match more than other Match Types

New Relevance Quality Thresholds Implemented

Incorporate use of other Advertiser inputs, like landing page, creative, and other keywords

Incorporate use of Google's signals like User Location, Recent Searches, and Related Queries

Google

How Broad Match improvements benefit you

The content of the landing page

For the keyword, **rose,** advertisers who have the keyword in Broad Match can benefit from using this additional signal to differentiate between a word that has multiple meanings.

VS

User Location

For the search, **hotels near me,** advertisers who have the keyword in Broad Match can benefit from using this additional signal to show a more relevant ad to the user location rather than a generic ad.
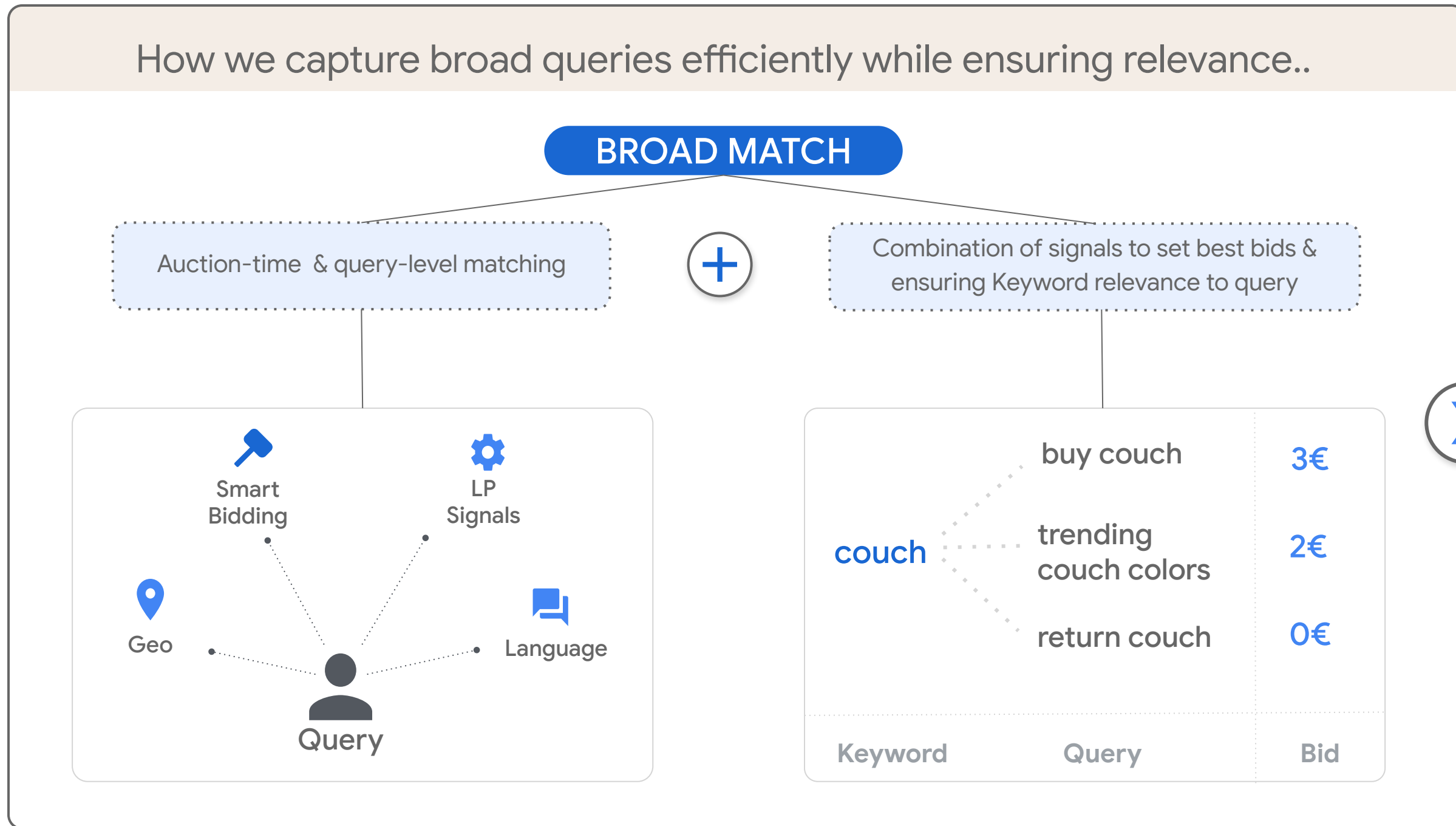
Ad · https://www.expedia.com/

Top Hotels in London -

VS

Ad · https://www.exped

Hotels Near Me

Other keywords in an ad group to better understand keyword intent

For the search, **Paris Hilton,** advertisers who have the keyword in Broad Match can benefit from using this additional signal to differentiate between groupings of words that have multiple meanings

VS

Google
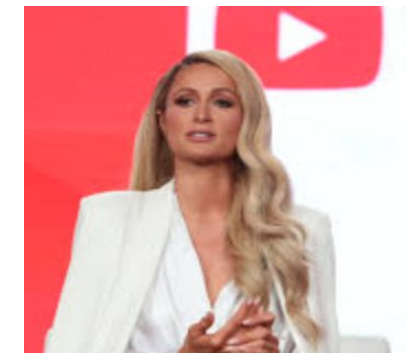
Combine performance with maximum reach

How we capture broad queries efficiently while ensuring relevance..

BROAD MATCH

Auction-time & query-level matching

+

Combination of signals to set best bids & ensuring Keyword relevance to query

Smart Bidding

LP Signals

Geo

Language

Query

Keyword	Query	Bid
couch	buy couch	3€
	trending couch colors	2€
	return couch	0€

Smart Bidding ensures that your **business KPIs are met** in aggregate

Drive business impact with **automated bidding** & **individual bid queries**

Most **effective Match Type** for **covering relevant queries** & **increasing reach**

Leveraging all relevant signals to ensure **high matching quality**

Google

Is Broad Match suitable for my business?

Broad Match works best with Smart Bidding, following the easy steps should give you the answer

Smart Bidding

Ensure that you are using Smart Bidding for the campaigns you want to test

Accurate KPI's

Ensure you are accurately representing your business objectives with the data you are providing to Google.

Use Recommendations

If your campaigns are a good fit for Broad Match, you will likely find a recommendations card in your Google Ads account.
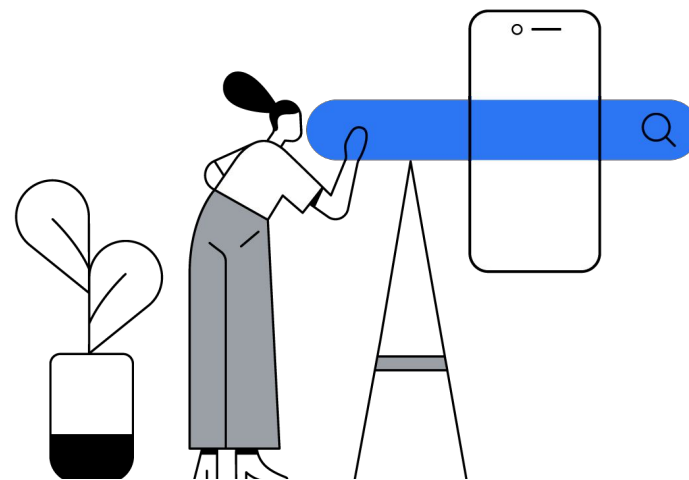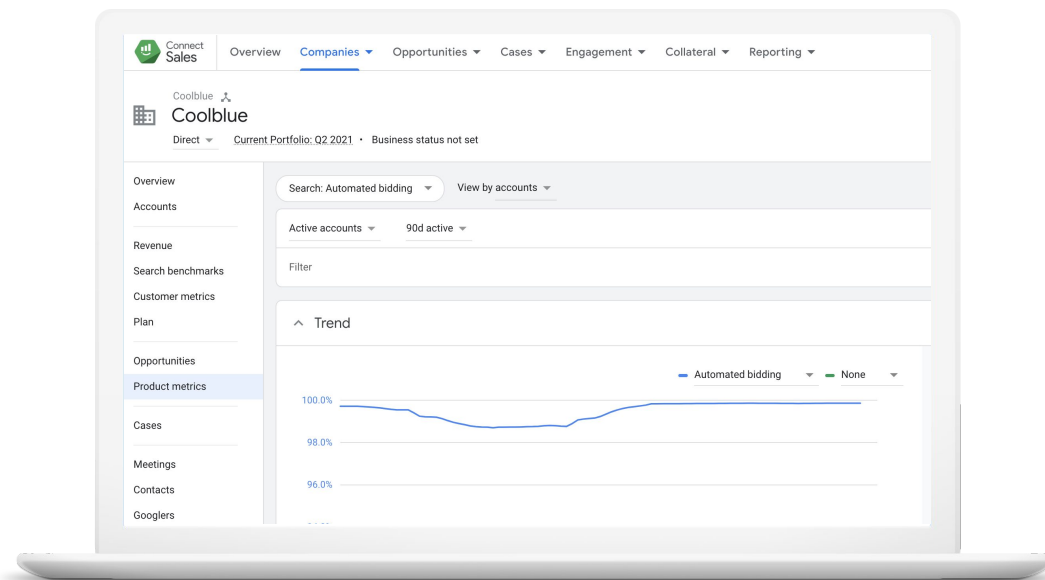
Google

Account Structure

Account structure with Smart Bidding: Fundamentals

Base campaigns on business objectives

Smart Bidding is **objective-based bidding**. The goals of your campaigns will help determine which bid strategies to use.

Theming is still important

Technically Smart Bidding can work if you mix themes together in an ad group. However, **creative relevance** is still important, so a well-themed ad group is ideal. Grouping themed keywords together also helps us **better understand your keywords** to select the best keyword + ad option to serve.

Provide better data for better performance

A Machine Learning algorithm is only as good as what we give it to learn. Make sure you are set up for success by **measuring and reporting what really matters.**

Google

Changing the way our advertisers approach Account Management

Common Practices / Artificial Constraints

- Match-type-specific ad groups and campaigns

- Duplicate keywords across every match type

- Single keyword ad groups

- "Funneling" to match type using negatives

- Monitoring the search terms report and adding low-volume search terms as exact keywords (even though they're already captured by other targeting)

- Manual bidding at the keyword level

Google
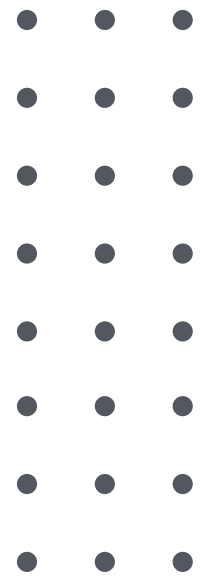
Broaden match types under Smart Bidding

A broad match keyword covers all the same queries as the same keyword in narrower match types, plus more.
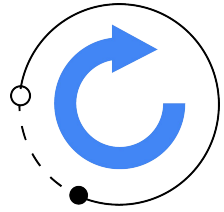
When using Smart Bidding, there is **no incremental gain** to having keywords repeated in different match types.

Broad

Phrase

Exact

Google
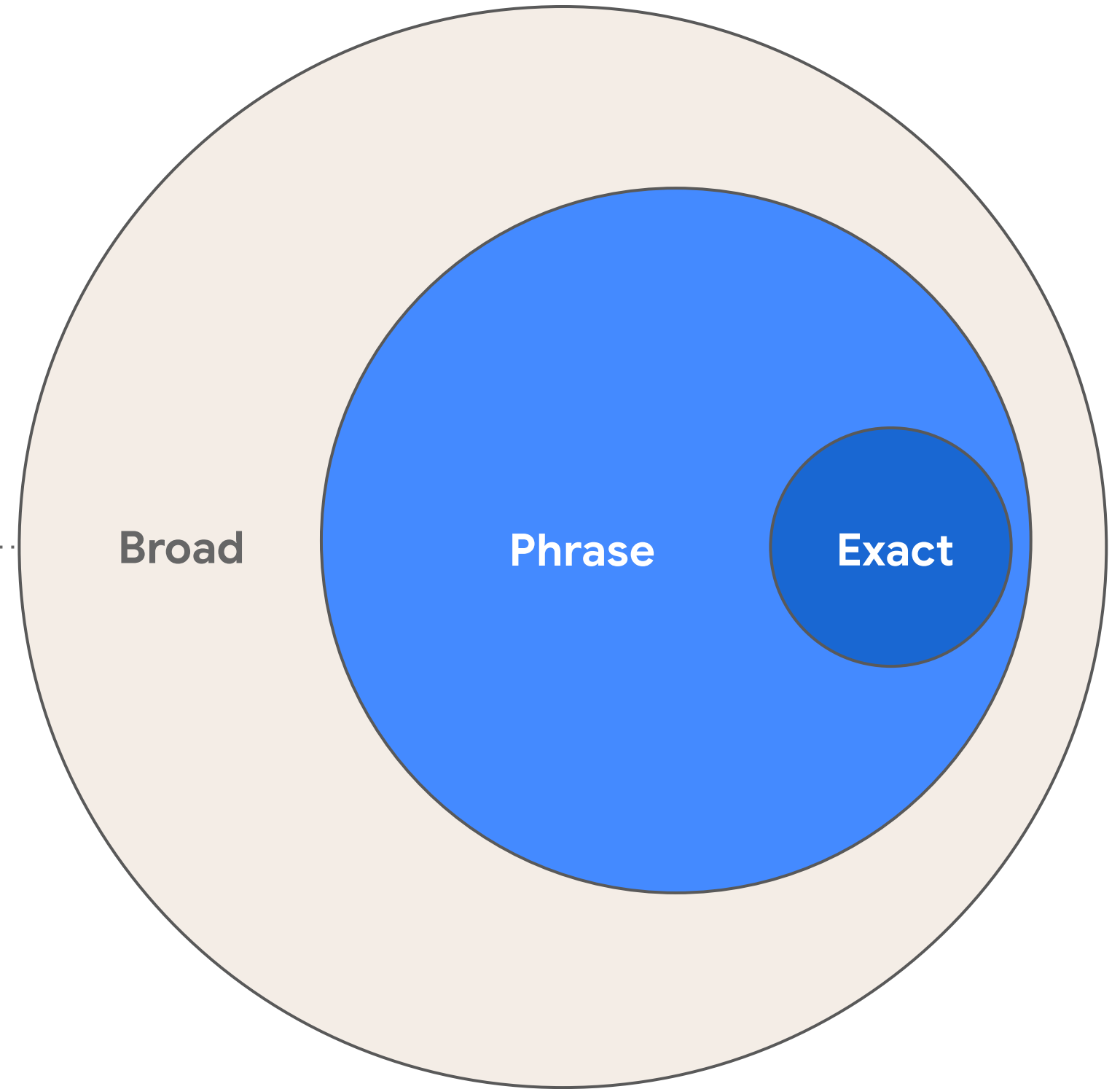
Implementation

Explore Broad Match Recommendations in your Ads Account

Easily upgrade your match types to Broad Match and increase performance

NEW!

PRIORITIZATION

Clearly understand where the largest opportunities for Broad Match are across your account

IMPLEMENTATION EASE

One Click Apply to replace your Phrase Keywords with Broad or set up an experiment

CRITERIA

Surfaced only when the recommendation meets criteria that indicates performance objectives

IMPACT

Only surfaced when predicted to drive incremental conversions at your efficiency target

Apply Broad Match Type Recommendations directly in your Google Ads Account. Available for **tCPA, tROAS, Max. Conv., Max. Conv. Value**

Google

Easily set up One-Click Experiment Recommendation for Broad Match

⭐ **Recommended Approach**

Optimal for advertisers who want to test Broad Match through Draft and Experiments

Step 1: Select "Apply" for campaign and "Apply an experiment"

Step 2: New D&E campaign is created

Campaign is autofilled; a new draft is created on "Save"

⭐ **Remember:** All Draft & Experiment Best Practices still apply

Google

Wrap-up

3 things to take away from this session

1

Broad Match is not the same as it was

It was redesigned completely to make your autobidding more powerful.

2

Broad Match drives incrementality and new user acquisition

At the same ROAS, it is truly incremental to your program

3

Low risk, high rewards

Easy to test via recommendations tab

On average, advertisers that upgrade their exact match keywords to broad match can see **35% more conversions** (in Target CPA campaigns) and **20% more conversion value** (in Target ROAS campaigns)
-Google Internal Data, July 2021

Google

Live Q&A