Smarten up your search marketing.

7 tips and tricks that can help you maximize search revenue with Adobe Advertising Cloud.

Adobe Advertising Cloud is a powerful platform that uses artificial intelligence to build bidding models that deliver the most bang for your search marketing buck. With its intuitive workflows, data integrations, and automation capabilities, you can speed through campaign creation and reach the right audience in a flash.

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Kim Nguyen is a senior account manager on the Adobe Advertising Cloud Paid Search team. In this role, she serves as a primary point of contact for Adobe customers, helping them to define business needs and identify areas of strategic opportunity to drive revenue through paid search initiatives. Kim also provides platform training to help ease adoption, and coordinates product and analytics support to advance platform development.

With the benefit of her real-world insight, we've curated the following tips and tricks to help make planning, launching, automating, and measuring search marketing campaigns quick and easy.

Plan: Setting up for success.

Tip #1: Streamline small or large-scale changes for search campaigns.

No matter the scale, creating search campaigns from scratch can be a long process. But making changes to campaigns doesn't have to be. You can make small changes with the in-grid copy and paste feature. For example, if you want to create an A/B test from an existing campaign, you can simply navigate to "Campaigns," copy and paste a campaign, and make appropriate changes to the copied version. With this feature, there's no need to build a campaign structure from scratch—campaign, ad groups, ad copies, keywords, and sitelinks will all be copied over.

Use the bulksheet feature to make larger scale changes; for example, to delete different versions of ad copy across 100 or more campaigns. Navigate to "Bulksheets" and click "Download Bulksheet." Then from the "Selections" tab, expand each search engine account to select campaigns you'd like to change. Click the double arrow icon to move the campaigns to the "Selected Filters" box, then name the bulksheet. Next, from the "Rows and Columns" tab, select the data you'd like the bulksheet to contain. Click "Download," and then "OK." You'll receive an email notification when the bulksheet is ready. Click on the bulksheet file name, copy and paste the contents into an Excel spreadsheet, and make the appropriate changes. Then upload the spreadsheet back into Adobe Advertising Cloud. With this feature, you can make multiple changes across multiple search engines in one post.

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Do this first: Before creating a search campaign, make sure the KPIs you want to hit are clear so your Adobe account manager can help you begin tracking them in reports from day one. That way, when you push your campaign to automation, the algorithm will use your specific KPIs to help optimize your campaign performance.

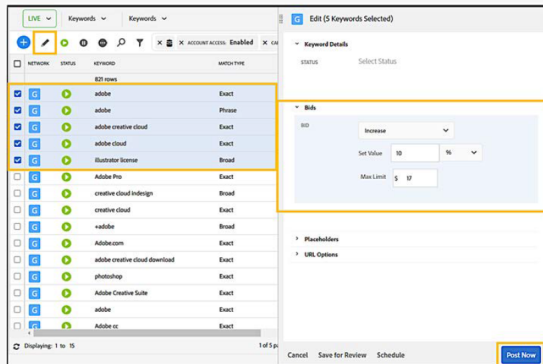*Get to know Adobe Advertising Cloud.*
If you're new to the platform, it might help to familiarize yourself before you get started. Watch our basic terminology and optimization and Adobe Advertising Cloud product walkthrough webinars.

Helpful hint: Use the same campaign structure across every search engine you use. That way, when a campaign performs better on Google than on Bing, for example, you can be sure the search engine, not the campaign structure, made the difference.

Launch: Getting off the ground.

Tip #2: Bid manually for at least the first two weeks of a new campaign.

Before pushing a search campaign to automation, the algorithms within Adobe Advertising Cloud require a bit of human interaction. Manually bidding every two to three days for at least the first two weeks of a new campaign can help the platform build an optimized bidding model faster. Without bidding manually first, automated campaigns may start off volatile, overbidding or underbidding, before they can self-correct. For small-scale manual bidding, navigate to the "Campaigns" section and click on "Campaigns." Then from the "Keywords" dropdown menu, select "Campaign" or "Adgroup" to narrow your set of keywords. Check a box next to the desired keywords. Then click the pencil icon to expand the keywords details menu. Expand the "Bids" section to enter a bid value, or to increase or decrease an existing bid, and click "Post Now." To make larger-scale bids, you can use the bulksheet feature as described in Tip #1.

Tip #3: Check the automation readiness of search campaigns.

After two weeks of manual bidding, most campaigns can be pushed into automation. Adobe Advertising Cloud can show you if your bidding models are ready to go, or if more data needs to be collected for the bidding model. Navigate to "Portfolios" and click on the gear icon next to the portfolio name. Then from the left-hand menu, click "Modeling-Learning." Expand the "Coverage" drop-down menu. If your "Coverage" falls between .5 percent and 1.5 percent, and your revenue falls between 1.5 and 2.5 percent, your campaign is ready for automation.

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Helpful hint: Ask your account manager how integrating Adobe Advertising Cloud with Adobe Analytics and Adobe Audience Manager can give you insight into deeper funnel metrics, such as time on page, bounce rates, form submits, and more, so you can maximize your search marketing performance.

Helpful hint: For the most part, portfolios should contain campaigns with similar products or goals. In each portfolio, the algorithm determines the performance of any and all keywords (based on cost, clicks, CPC, revenue, and more). Keywords that meet your KPIs will get the majority of the budget. Setting up your portfolios this way means that product and goal keywords that aren't comparable, such as refrigerators and shoes, or form completes and newsletter sign-ups, won't compete against each other for a share of the budget.

Automate: Putting models to work.

Tip #4: Review KPI metrics to make sure they align to goals.

Before automation takes over, it's a good idea to double-check your KPI metrics to ensure they are set up to help you achieve your desired outcome. If you set deeper funnel conversion metrics as your portfolio goal, work with your account manager to determine how to best weigh the metrics and create a custom portfolio goal to meet your business needs. If you simply want to maximize clicks for the lowest cost-per-click, use the default objective. Once you determine the portfolio objective, let the algorithm take over the automated bidding for all your keywords. Navigate to "Portfolios" and click on the gear icon next to the portfolio name. Then from the "Status" drop-down menu, select "Optimized." Under "Objective," select "Maximize Clicks" or your desired custom portfolio goal. Click "Save" to enable automation.

Helpful hint: In addition to setting the bidding models, you can apply additional algorithms or models from "Portfolio" to make sure your bidding needs are met. Available options are listed and defined below.

Device, Location, and Remarketing: Use the Device algorithm if your website traffic is mobile heavy, the Location Target algorithm when targeting certain areas, or the Remarketing List algorithm to target consumers who are known to be highly compatible with your products or services.

Tip #5: Assess the initial performance of search campaign bids.

With Portfolios, a feature specific to Adobe Advertising Cloud, you can see if your bids are bringing in the highest revenue for the lowest cost. Navigate to "Portfolios" and click on a portfolio name to open it. From here, you'll see the portfolio's target budget and how Adobe Advertising Cloud is allocating that budget among competing campaigns within the portfolio. Click on the "Bid Units" tab, then "Bid Unit ID" to see how KPIs, such as clicks, cost-per-click, and revenue, are expected to perform against the allocated budget. You can see the clicks a keyword has generated, and how KPIs perform by date range, by device, and more. Click on the "History" tab to see keyword performance based on the change executed by the algorithm.

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__Intraday:__ Use this model to allow the optimizer to make automated, hourly bid adjustments to maximize campaign performance when demand is high and minimize spend when demand is low.

__Day or Month:__ Use this model to maximize your spend strategy based on daily, monthly, day of the week, or day of the month performance. If you have a flexible budget, you can also set your spend strategy to target an ROI goal.

Measure: Assessing the outcome.

Tip #6: Automate and share basic, advanced, and custom reports.

Find out how click-through rate performed on one ad over another. Or how keywords perform in Google versus Bing. Or where the majority of your spend is going. And so much more. From the "Basic Settings" tab in your reports setting window, name the report and select a date range. Check the box next to "Save as template" if you think you'll want to reuse the same report. Then from the "Data Aggregation" drop-down menu, choose how you'd like to see the data reported; for instance, as an overall summary or separated by day. Choose filters to further narrow report results and click the double arrow icon to move your selections into the "Selected Filters" box. Then from the "Schedule and Delivery" tab, select a report schedule and report frequency, and add email addresses of people with whom you'd like to share the report. Choose selections that send a simple notification or even an attachment. Then click "Create."

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__Helpful hint:__ For a quick and clean way to look at data with charts and graphs, use the Spreadsheet Feed feature. You can create a templated report to run on a daily, weekly, or monthly schedule that will populate data and automatically share to your selected recipients. First, ask your account manager to help you create the template or to provide a default template. Then set up the spreadsheet feed under "Insights and Reports" and "Spreadsheet Feeds."

__Helpful hint:__ Stay on top of underperforming or overperforming models. Navigate to "Portfolio" and click the arrow icon next to a portfolio name. Select "Portfolio Spotlight" and then click "Model Accuracy." Numbers highlighted in red indicate the need for investigation.

Tip #7: Get a presentation-ready report in less than two minutes.

Quickly generate a presentation-ready overview of how your account is performing based on day of week, audience target, match type, and much more. You'll also get recommendations on how to maximize performance based on your goals. Navigate to "Advertising Insights," then drag and drop an analysis from the menu. Add a portfolio and click "Run Analysis." PowerPoint will then open a prepopulated, fully-styled presentation, ready to deliver as a QBR or among internal leadership teams.

__Helpful hint:__ Get a forecast that shows how changing your budget or business goals will affect your KPIs through simulations. Navigate to "Portfolio" and click the arrow icon next to a portfolio name. Click on "Portfolio Spotlight," and then "Simulations."
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