

Creative and Offer Testing for SEM

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Why Should You Test?

- Relevancy
- Gain insight about your target consumer
 - Best value proposition
 - Element of greatest interest
- Improve Results/Increase conversion rates

A/B Testing Defined

- Process of testing your ad copy against each other.
- Most successful ads are left alone (or not) and ads not converting as well are tweaked
- No finish line for ad testing process
- You should continuously update/change ads not performing well

Testing Ad Components: Basic

- Message
 - Title
 - Description Lines
- Offer
- Display URL

Message

- Tone
- Language
- Call-to-action

Debbie's® Boutique

Your Online Destination for the Latest in Fashion. Shop Now!
www.DebbiesOnline.com

Shop at Debbie's® Online

Get The Hottest Looks For Spring at Debbie's® Designer Boutique.
www.DebbiesOnline.com

Offer

- What is the value proposition?
 - Free Shipping
 - Sale/Discount
 - Use of Offer Codes
- Sense of Urgency

Debbie's® Boutique

Shop Now & Get Free Shipping!
Offer Ends Monday, April 30th.
www.DebbiesOnline.com

Debbie's® Spring Sale

Designer Fashion 50-80% Off. Use
Promo Code DEB07 at Checkout.
www.DebbiesOnline.com

Display URL

- Display URL is a Vanity URL
- Testing:
 - Length
 - Inclusion of brand, category, etc.

[Debbie's® Boutique](#)

Get the Latest Styles in Designer Jeans at Debbie's® Boutique.

www.DebbiesOnline.com/Denim

[Designer Shoe Sale](#)

Your Online Destination for the Latest in Fashion. Shop Now!

www.DebbiesOnline.com/Shoes

Testing Ad Components: Granular-Level

- Punctuation
- Capitalization
- Use of Trademark symbols
- Dynamic keyword insertion (DKI)

Testing Ad Components: Advanced

- **Geographic targeting**
 - Location targeting
 - Use of qualifiers
- **Audience Segmentation**
 - Consumer buy cycle stages
 - Demographics
- **Day-parting**

Best Practices

- Don't test on trademark keywords (tendency for higher CTR and CVR)
- Don't test on biggest revenue/conversion-driving keywords

Setting Up The Test



Engine Specifics: Google

- Mirror ad groups or multiple ads per ad group
- Ad Optimization tool
- Google Quality Score Effects



Engine Specifics: Yahoo

- With release of Panama, can now use multiple ads per group
- Yahoo Quality Index – primarily a measure of CTR
- Unable to identify which creative was served to each incoming click

The image shows the classic Yahoo! logo in a bold, red, sans-serif font. The letters are slightly shadowed, giving it a 3D appearance. The exclamation point is also red and has a registered trademark symbol (®) to its upper right.

Engine Specifics: MSN

- Can show average CPC by creative
- Can tell which ad was served for each click (Use of parameters)



Engine Specifics: Ask

- Limited testing options
- Currently allows only one version of ad copy per keyword



Final Checklist



Make sure your test is set up to retrieve reliable data

- Control & testing groups set up properly
- Single variable isolated for testing
- All ad optimization tools turned off
- Check to make sure keywords and ads are approved
- All tracking in place

Analyzing Test Results



Sample Size

- Question of statistical significance
 - Necessary number of impressions, clicks, conversions
 - Determining which creative is the winner
 - Length of test
- Metrics of Success
 - Measuring clickthrough rate and conversion rate
 - Finding a balance between the two

Next Steps

- Keep testing!
- Take the winner from the past test and test another ad component