

# PPC JINDE, NEZ NA GOOGLU

QUORA ADS, DUCK DUCK GO, PPC V ČINE & BONUS

VERČA MIŇOVSKÁ & TOM HAVLÍK, CDN77.COM



# Global Data Center Network

Making content local across 5 continents



- Zlepšujeme rychlost webů s globální návštěvností
- B2B, spíše méně zákazníků s vysokou LTV
- Zakazníci z 100+ zemi sveta
- V AdW utracime 1mio+, CPC az €20, ne vzdy dostatecne cileni -> hledame dalsi cesty

# QUORA ADS



# QUORA

## First Steps & Basic Info

- Proc? 200 milionu uzivatelů mesicne; 20 - 30% z US
- <https://www.quora.com/business>
- Easy, v anglictine
- Kazdy spravce musi mit osobni Quora account
- Vlastni pixel
- Pouze ENG! (texty reklam i landing page)
- Platba pouze kartou, faktury bez problemu ke stazeni
  - bud po dosazeni threshold (\$500) nebo vzdy 1. den v mesici

# QUORA ADS

## Tips

1. UTM parametry (jinak se bude v GA michtat s quora.com / referral)
2. Check, kde se realne zobrazujete (obzvlast u produktu s vysokym CPC)

Quora Home Answer Notifications Search Quora

Quora uses cookies to improve your experience. Read more

Pay Per Click Search Engine Marketing Web Marketing +1

### What is better, SEO or PPC?


Answer Request Follow 213 Comments 2 Downvote

Promoted by Showpad

**Three reasons your marketing content is falling flat.**  
This free whitepaper teaches you how to increase the adoption of your marketing content.

Download at showpad.com

100+ Answers

 Nidhi Sharma, MBA Marketing & Finance, National Institutes of Technology  
Answered May 22, 2017

Originally Answered: What is better, PPC or SEO?

Both have different functionalities and both are stupendous for a successful business.


Moreover if we still compare between the two, then they can be compared on the basis of type of business.

SEO is more valuable for content based or B2B business

PPC is best for eCommerce, retail business

107 Views · Answer requested by Kuresh Sevaliyawala

Upvote Downvote

 Add a comment... Recommended All

Promoted by SEOprofiler.com

**Try a new SEO tool (a better alternative).**  
SEOprofiler is a full-featured SEO tool with tools for keywords, rankings, audits, links and much more.

Learn more at seoprofiler.com

# QUORA ADS

## Moznosti cileni

- Vlastni publika (podobne FB)
  - Rmkt na zaklade URL
  - Lookalike
- Display
  - Topics
    - Docela konkretni - napr. nase konkurence
  - Questions
  - Interests

The image shows two screenshots of the Facebook Ads interface, enclosed in a dashed cyan border. The top screenshot is titled "Create Website Traffic Audience" and features a form with the following fields: "Audience Name" (e.g. Programming - US), "Description" (e.g. US visitors from topics about programming), "Website Traffic" (set to Custom), "In the past" (30 days), "Include" criteria (URL Equals, URL Contains, URL Doesn't Contain), and "Exclude" criteria (URL Equals). The bottom screenshot is titled "Create Lookalike Audience" and features a form with the following fields: "Audience Name" (e.g. Programming - US), "Description" (e.g. US visitors from topics about programming), "Source Audience" (Paying clients (180)), and "Target Size" (1% to 10%).

### Create Website Traffic Audience

Audience Name: e.g. Programming - US

Description: e.g. US visitors from topics about programming

Website Traffic: Custom

In the past: 30 days

Include: Include visitors to pages on my website that meet the following criteria

- URL Equals
- URL Contains
- URL Doesn't Contain

Exclude: Exclude visitors to pages on my website that meet the following criteria

- URL Equals

### Create Lookalike Audience

Audience Name: e.g. Programming - US

Description: e.g. US visitors from topics about programming

Source Audience: Paying clients (180)

Target Size: 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

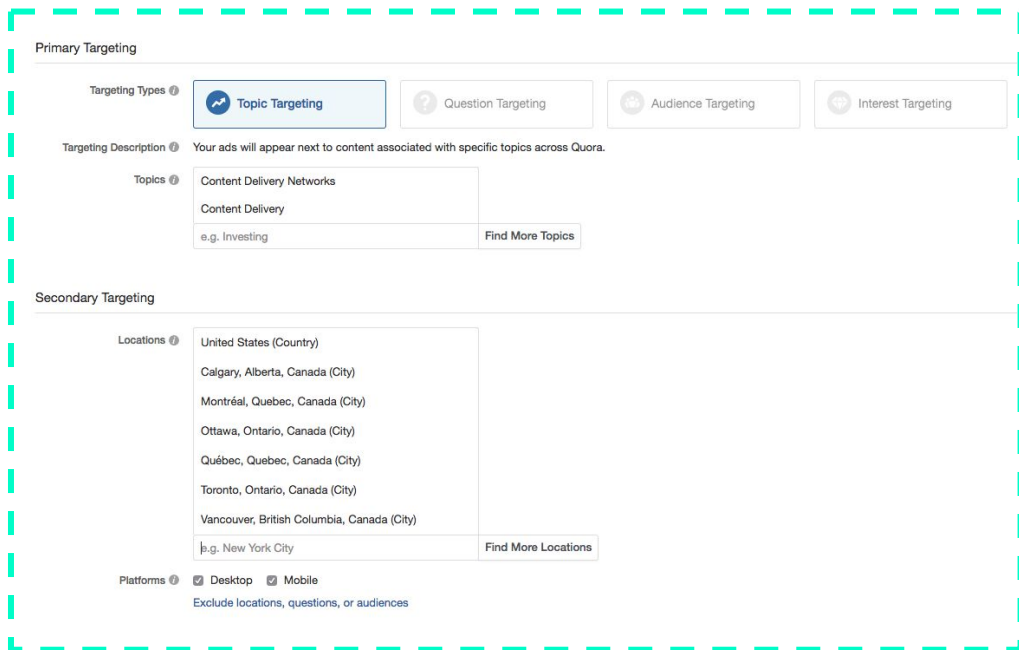
# QUORA ADS

## Geo targeting

- Jde i na kraje, mesta
- Lze na CR, i na Brno :)

## Platform targeting

- Zakladni - mobil/desktop



The image shows a screenshot of the Quora Ads targeting interface, enclosed in a dashed red border. It is divided into two main sections: Primary Targeting and Secondary Targeting.

**Primary Targeting**

- Targeting Types:** Four buttons are shown: "Topic Targeting" (selected), "Question Targeting", "Audience Targeting", and "Interest Targeting".
- Targeting Description:** "Your ads will appear next to content associated with specific topics across Quora."
- Topics:** A list of topics is shown: "Content Delivery Networks", "Content Delivery", and "e.g. Investing". A "Find More Topics" button is located to the right of the list.

**Secondary Targeting**

- Locations:** A list of locations is shown: "United States (Country)", "Calgary, Alberta, Canada (City)", "Montréal, Quebec, Canada (City)", "Ottawa, Ontario, Canada (City)", "Québec, Quebec, Canada (City)", "Toronto, Ontario, Canada (City)", and "Vancouver, British Columbia, Canada (City)". A "Find More Locations" button is located to the right of the list.
- Platforms:** Two checkboxes are shown: "Desktop" and "Mobile", both of which are checked.
- Exclude locations, questions, or audiences:** A link to exclude these elements is provided.

# QUORA ADS

## Questions targeting

- Beta?
- Killer cileni X mensi objem

### Suggested Questions



Select: All, None

QUESTION	WEEKLY VIEWS
<input type="checkbox"/> How does Cloudflare work? Does CloudFlare just divert malicious traffic?	90 - 200
<input type="checkbox"/> What is "Attention Required Cloudflare"?	70 - 200
<input type="checkbox"/> Using WP Super Cache plugin and Cloudflare?	50 - 150
<input type="checkbox"/> What are the disadvantages of using CloudFlare?	20 - 75
<input type="checkbox"/> How does Amazon Route 53 compare with CloudFlare?	20 - 75
<input type="checkbox"/> What is the difference between CloudFlare, Incapsula, Torbit, Amazon Cloud...	15 - 70
<input type="checkbox"/> Can I use Cloudflare for one subdomain without actually moving the whole D...	15 - 70
<input type="checkbox"/> What are the largest websites powered by CloudFlare?	10 - 60
<input type="checkbox"/> How do Earth and Cloudflare compare?	5 - 55

Back

Add 0 Questions

### Ad Sets in this Campaign

<input type="checkbox"/>	Stat... ?	Ad Set Name	Delivery ?	Impressions ▾
<input type="checkbox"/>	<input checked="" type="checkbox"/>	How can I build my own Netflix-like subscription streaming video site? (LS_otazky)	● Delivering	206
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Why does live streaming keep freezing? How do I fix it? (LS_otazky)	● Delivering	189
<input type="checkbox"/>	<input checked="" type="checkbox"/>	How do I make a video streaming website? (LS_otazky)	● Delivering	92
<input type="checkbox"/>	<input checked="" type="checkbox"/>	What is the cost of streaming live video? Let's say in 720p for the purposes of this question. Is there a common industry cost estimate for this, e.g. \$ (LS_otazky)	● Delivering	56
<input type="checkbox"/>	<input checked="" type="checkbox"/>	How can I build a VOD system (client/server)? (LS_otazky)	● Delivering	34



# QUORA ADS

## Porovnani s AdW (21.11. - 20.12.)

Campaign Name	Delivery ⓘ	Impressions ⓘ	Clicks ▾ ⓘ	CTR ⓘ	Cost per Click
Europe_topics	● Delivering	10,714	59	0.55%	\$1.15
NA_topics	● Delivering	7,988	24	0.30%	\$3.49
Remarketing_global	● Delivering	3,607	17	0.47%	\$1.36
Questions_global	● Delivering	322	4	1.24%	\$0.82

	Clicks	Impr.	CTR	Avg. CPC
Total: Filtered campaigns	5,863	5,483,828	0.11%	€0.51

DUCKDUCKGO



# DUCKDUCKGO

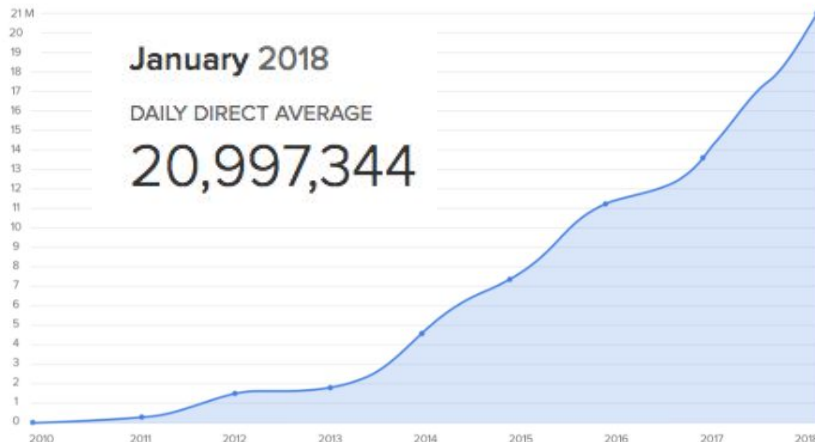
## First Steps & Basic Info

- Bing & Yahoo Search Partner
- Easy, v anglictine
- Search PPC only
- Geo Distribuce
  - 50% US, 45% Europe, 5% Asia & Pacific
- Import z AdWords
- Platba kartou, PayPal, převodem



### DuckDuckGo Traffic Grows 55% in 2017!

16 Billion total private searches on DuckDuckGo, 36% in 2017.






# DUCKDUCKGO

iphone 7s

Web Images Videos News **Products**

Amazon Results for iphone 7s

 <p>Apple iPhone 7, GSM Unlocked, 32GB - Rose Go... \$474.87</p>	 <p>Apple iPhone 7 128 GB Unlocked, Black (Certified... \$549.99</p>	 <p>Apple iPhone 6S 16GB - GSM Unlocked - Rose Gold... \$268.68</p>
---	---	--

Czech Republic ▾ Safe Search: Strict ▾ Any Time ▾

## iPhone 7s - Black Friday Specials | BuyNation.net <sup>AD</sup>

Compare And Save Big Bucks On Latest iPhone 7. Get Exclusive Offers Now.


[BuyNation.net/Mobiles](#) | [Report Ad](#)

## iPhone 7S and iPhone 7S Plus - CNET

Everything you need to know about the Apple iPhone 8 / Apple iPhone 7S, including impressions and analysis, photos, video, release date, prices, specs, and ...

<https://www.cnet.com/products/apple-iphone-7s/preview/>

@VERCAMINOVSKA, @HAVLIK TOM

 iphone 8

Web Images Videos News

Czech Republic ▾ Safe Search: Strict ▾ Any Time ▾

## Order online with Telstra - iPhone 8 <sup>AD</sup>

Get iPhone 8 on a Telstra Go Mobile Plus plan. Order online now.

iPhone 8 Plus on Telstra, iPhone 8 Plus on Telstra

[www.telstra.com.au/Order/iPhone8](http://www.telstra.com.au/Order/iPhone8) | [Report Ad](#)

## iPhone výhodně <sup>AD</sup>

Srovnejte si iPhony od Applu podle parametrů a vyberte nejnižší cenu!

Tip: Mobily, Tip: Notebooky, Tip: Foťáky

[www.Heureka.cz](http://www.Heureka.cz) | [Report Ad](#)

## iPhone 8 - Apple (CZ)

iPhone 8 má úplně novou konstrukci z odolného skla vpředu i vzadu. Vyspělejší fotoaparát.

Výkonný nový čip A11 Bionic. A bezdrátové nabíjení.

<https://www.apple.com/cz/iphone-8/>

# DUCKDUCKGO - SETUP

## 1. Syndicated search partners only

- Ad Group settings -> Ad Distribution
- USA, Kanada, UK, Austrálie, Irsko, Německo, Norsko, Francie

## 2. Auto-tagging | UTM parametry

**Auto-tagging**  Add UTM tags to my destination URLs

Replace all existing tags

Keep my existing tags and add any that are missing

- utm\_content = ad group name
- utm\_term = keyword

BIT.LY/PPCCAMP\_DDG

## Advanced settings

### ^ Ad distribution ?

Where on the internet do you want to show your ads?

#### Search network

- All search networks (Bing and Yahoo! search and syndicated search partners)
- Bing and Yahoo! search (owned and operated) only  
i This option only applies to websites in certain locations. [Learn more](#)
- Bing and Yahoo! syndicated search partners only  
i This option only applies to websites in certain locations. [Learn more](#)

[Edit the selected ad groups](#) [URL options](#)

**Ad group name** [varies] **Language** English [Learn more >](#) **Status** Active

**Start date** 8/21/2017 **End date** No end date **Ad Rotation** Rotate ads more evenly

**Ad distribution** Search


- All Bing, AOL and Yahoo! search networks and syndicated search partners
- Only Bing, AOL and Yahoo! syndicated search partners
- Only Bing, AOL and Yahoo! websites

**Bid strategy type** Manual CPC **Targeting method** Show ads to people in my targeted location.

# DUCKDUCKGO

## Tips

- Pravidelný check, kde se realne zobrazujete
  - Dimenze -> Publisher website
- Remarketing na DuckDuckGo návštěvníky
  - GA publikum
- Nebát se BMM a volné shody
  - nízká hledanost KW
  - nízké CPC
  - téměř bez konkurence

<b>DDG users</b>		<b>27</b> % of Total: 0.11% (25,286)
New Visitor		<b>26</b> (89.66%)
Returning Visitor		<b>3</b> (10.34%)

# DUCKDUCKGO ADS

Porovnani s AdW (21.11. - 20.12.)



Campaign	Impr. ?	↓ Clicks ?	CTR ?	Avg. CPC ?
DuckDuckGo - test	3,913	33	0.84%	2.58

Country/region (physical location)	Impressions	Clicks	CTR	Avg.CPC
United States	2032	14	0.69%	2.99



	Impr.	Clicks	CTR	Avg. CPC
Total: Filtered campaigns	31,339	523	1.67%	€9.08

# PPC V CINE

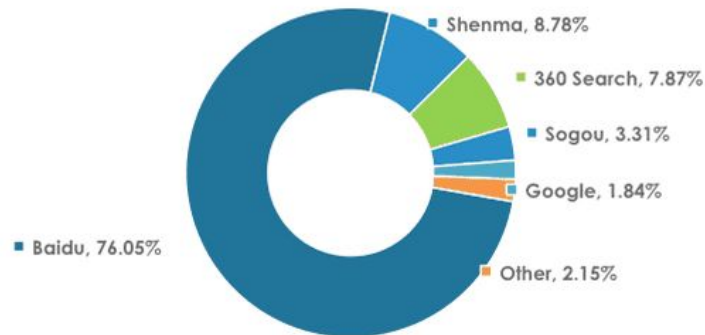




# PPC V ČINE

- Poradny zasah jedine via **Baidu**
- **Shenma** - vyhledavac jen pro mobily
- **360 (Qihoo)** - vysvihlo se diky antiviru
- **Sogou** - browser & pinyin input
- U vsech reklama hodne splyva s organickymi vysledky

Search Engine Market Share in China in April 2017



# 360 (QUIHOO)

## First Steps & Basic info

- Bez problemu v AJ
- Budou po vas chtít 3 dokumenty:
  - Business registration docs issued by local government
  - To same preložene do cinstiny
  - PrtSc vasi homepage
- Min. počateční kredit \$2400 (stlačeno z \$4700, niz jsme to nedostali)
- Nabídli nam, ze nam reklamy z AJ prelozi

# BAIDU

## First Steps & Basic info

- My jsme komunikovali v cinstine, ale podle vseho maji AJ accounty
- Ty same docs, co Quihoo +
  - Pas “právnícké osoby” – CEO?
  - Screenshot o naší firmě z webovek ofiko vládního rejstříku
  - Jedno z: výpis z účtu, transfer record, doklad o zaplacení daní...
- Min. pocatecni kredit \$900
- Puvodne trvali na cinske LP, ale pak otocili, ze je AJ OK a to zrejme i pro text reklam (cekame na potvrzení)
- Moznosti platby: pouze bankovni prevod

Baidu 百度 最好的海外cdn

百度为您推荐相关结果约732,000个

**cdn防御 智能防御无视各类DDOS/CC**  
800G超高级防,隐藏服务器IP,云防御CDN 免费试用,无效退款。  
方法: [域名被劫持怎么办](#) 相关: [cdn网站加速服务](#)  
www.icdn.hk 2018-01 - V1 - 评价 - 广告

**cdn海外找香港极速网络,点击咨询申请试用**  
cdn海外,东南亚布点,专属直连大陆带宽,优化跨境路由:全球访问加速免费试用,独立定制化部署。  
cdn海外,点击了解服务报价,申请试用  
在线客服: [免费咨询更多详情](#)  
www.icdn.hk 2018-01 - V1 - 评价 - 广告

**海外cdn国际品牌公司 海外cdn适用于各类网站**  
Aegins位于菲律宾马尼拉,Aegins 海外cdn 适用于各类网站,有效解决网站被攻击问题,网站加速,隐藏真实IP,Aegins专注于网站安全。  
www.aegins.com 2018-01 - V1 - 评价 - 广告

**【阿里云】国外cdn-阿里云海外节点云服务器 全线2折起**  
全新系列实例 更好的网络I/O和存储性能,助力全民出海,有效覆盖节点当地及周边地区;高速回流;海外区域无需备案,服务器只选阿里云。  
www.aliyun.com 2018-01 - V1 - 583条评论 - 广告

**打不死的cdn抗攻击\_名副其实-DABUSI.COM**  
热点: [cdn抗攻击](#) 优势: 高防服务器 | 完美结合  
打不死的cdn抗攻击,隐藏源IP,免费接入,先缴攻击防御,打不死cdn抗攻击,速度与防御。  
www.dabusi.com 2018-01 - V1 - 评价 - 广告

**国内有哪些比较好的CDN? - 知乎**  
10个回答 · 提问时间: 2012年10月17日  
由于国内外网络环境的差异,CDN(内容分发网络)的意义也有了不同。在国内,CDN最主要解决的问题是运营商之间的互联互通问题,当然也确实解决了突发流量、大范围覆盖...  
<https://www.zhihu.com/question/...> - V1 - 百度快照

**2017年国外CDN排名 CDN排名哪家好\_百度文库**  
2017年7月7日 - 2017年国外CDN排名 CDN排名哪家好\_互联网\_IT/计算机\_专业资料。菲律宾的亚洲网站加速、安全服务商 2017年国外CDN排名 CDN排名哪家好 www.aegins...  
<https://wenku.baidu.com/view/9...> - V1

<a href="#">2017年外国CDN排名 外国CDN哪家好.doc</a>	评分:0/5	3页
<a href="#">国内有哪些比较好的CDN 国外5大收费CDN.doc</a>	评分:0/5	2页

[更多文库相关文档>>>](#)

**2014年十个优秀的免费CDN加速服务-国内和国外免费C... 免费资源部落**  
2015年3月8日 - 就部落所知,目前国内外观出现了各种免费CDN服务就已经达数十家,评价这些CDN服务很难有一个统一的标准。例如,如果你的域名有BA号,自然是选择百度云加速...  
<https://www.freehao123.com/201...> - 百度快照

# BONUS - POCKET ADS

- Zamyslete se nad dalsimi umistenimi / nastroji, co pouziva vase cilovka - nenabizi Ads?
- Nas napadly **Pocket Ads**
  - Cileni v ramci appky & desktopu pouze na siroke kategorie (“tech”)
  - Od 2/18 moznost ads v ramci Firefox New Tab; lepsi cileni, potrebujete ale min. 6 clanku
  - Email blasty (5mio users @ \$10k)

The image shows a browser interface with a sponsored article at the top. The article is titled "How a Router Can Help Keep Your Family Safe" and is from paidpost.nytimes.com. Below the article is a search bar and a grid of "TOP SITES" including search.yahoo, testpilot.firefox, youtube, cnet, blog.nightly.moz..., theringer, espn, downloadsearch..., r.search.yahoo, developer.mozilla, and mozilla. At the bottom, there is a "RECOMMENDED BY POCKET" section with three articles: "Stop Managing Your Time And Start Owning it", "Robert Pattinson Is Alive Again", and "Hard Lessons in Living Off the Grid".

**Norton** SPONSORED

How a Router Can Help Keep Your Family Safe  
paidpost.nytimes.com

Save

Search or enter address

Search

Search the Web

TOP SITES

search.yahoo testpilot.firefox youtube cnet blog.nightly.moz... theringer

espn downloadsearch... r.search.yahoo developer.mozilla mozilla

RECOMMENDED BY POCKET

JOURNAL.THRIVEGLOBAL  
**Stop Managing Your Time And Start Owning it**  
Time is the raw material of

GG  
**Robert Pattinson Is Alive Again**  
So it's settled, says Rob Pattinson, we're going to do

LONGREADS  
**Hard Lessons in Living Off the Grid**  
When people ask Luke Evslin why he decided to live off the grid, he

Trending