



DSA

Maximalizuješ jejich **POTENCIÁL?**

PPC Camp 2020



Jiří Mařík

Kdo používá DSA?

50 %

10 %

DSA

Nic nového, pro všechny dostupné od října 2012.

← More control

URL is

Page Feeds

Landing Pages
from Standard
Ad Groups

Categories /
URL contains

All webpages

Better reach →



Page Feed

Cílené pouze stránky uvedené v page feedu.

Dva sloupce:

1. Page URL
2. Custom Label

1



Auto Targeting

Cílené stránky z Google indexu na základě pravidel:

- URL is
- URL contains
- All webpages

2



Landing Pages

Cílené stránky z reklam nacházejících se v účtu.

Skvělé pro start DSA.





3

Add Dynamic Ad Target

Select dynamic ad targets to target your ads to customers based on the content of your website.

Categories recommended for your website ?

Search

- | | | |
|--------------------------|---|--|
| <input type="checkbox"/> | 207 categories | Preview |
| <input type="checkbox"/> | vstupní stránky pro standardní reklamní sestavy |  |
| <input type="checkbox"/> | iphone |  |
| <input type="checkbox"/> | iphone >
iphone 11 |  |
| <input type="checkbox"/> | iphone s |  |

Custom labels from the feed ?

Specific webpages ?

All webpages ?

SAVE

CANCEL



Landing Pages

Cílené stránky z reklam
nacházejících se v účtu.

Skvělé pro start DSA.

3

Jakou roli DSA
v účtu plní?

DSA Solution use cases

There are four potential use cases where DSA is positioned as a solution to reach your objectives.

Incremental Reach

“I want to make sure my ads appear for all relevant user searches.”

Use DSA as a keyword coverage net. This requires little effort to ensure good coverage without complex implementation or campaign management. This is relevant for all type of advertisers, regardless of website size*.

Long-tail automation

“I want my users to find me even on my long-tail products”

Use DSA to avoid missing long-tail traffic with a keywords campaign-only strategy. Depending on your savviness and resources you may start with an easy setup or use page feeds to get more control over bids and webpage targeting. Quickly target new inventory by adding it to the feed. This is relevant for advertisers with a large amount of web pages — mainly retail, travel and classifieds —and frequently changing inventory.

Rapid Expansion

“I want to enter new markets quickly.”

Setting up search activities for new categories or moving in new export markets is labor and resources intensive, while short-term returns are often limited. This is a low-effort approach to ramp up new activities once the destination pages are in place. Increase focus and resources once a certain activity threshold is reached. This is relevant for advertisers broadening their current activities or moving into new markets.

Full automation

“I want to run a very effective marketing campaign despite limited resources.”

Organizations with limited focus for search advertising can focus on strategic tasks as management of search campaigns becomes less time consuming. At the same time, the systems in place make decisions at a scale that would not have been possible manually. This is relevant for advertisers with a large amount of webpages and limited resources and are looking for a good way to focus their resources on higher added-value tasks.

*Except webpages that are live in fewer than seven days (e.g., daily deals).



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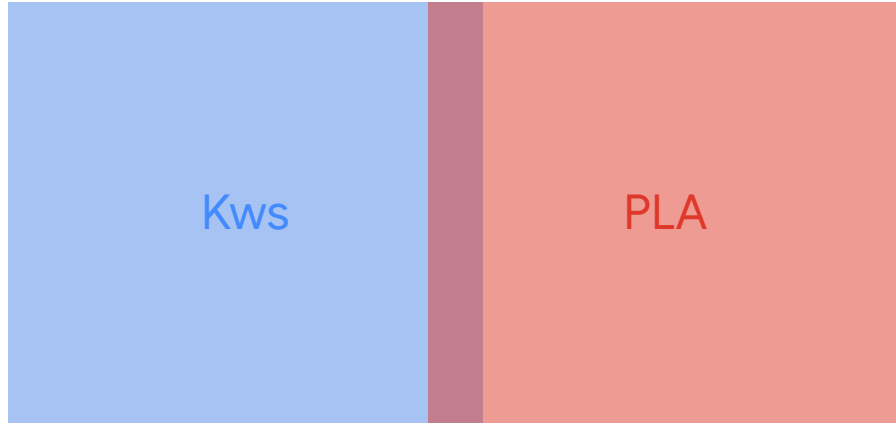
*Except webpages that are live in fewer than seven days (e.g., daily deals).

What's my potential?

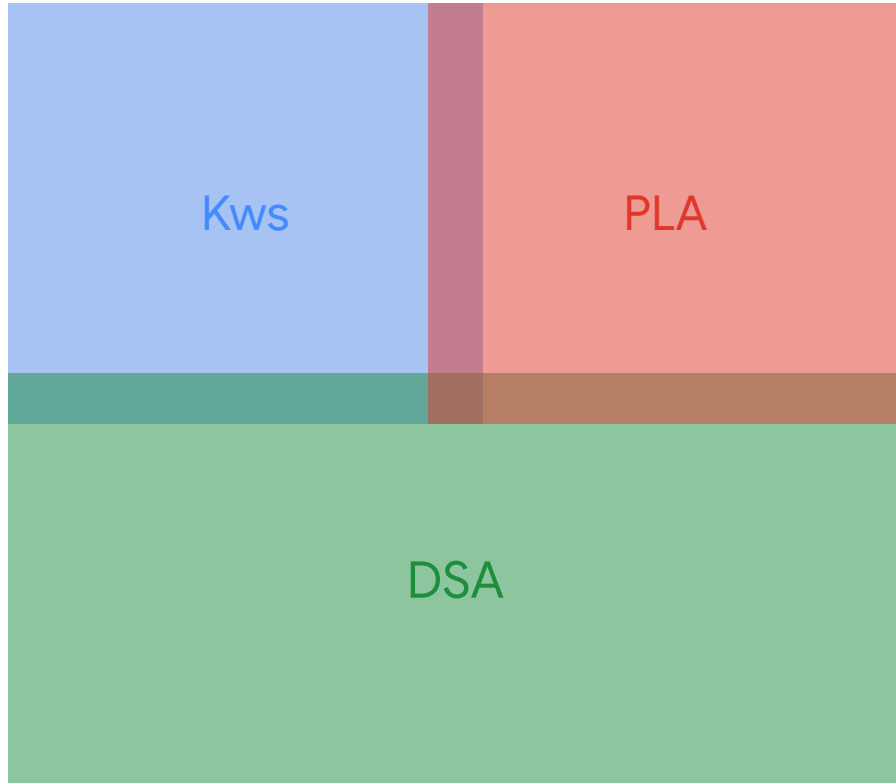
Search Term Map



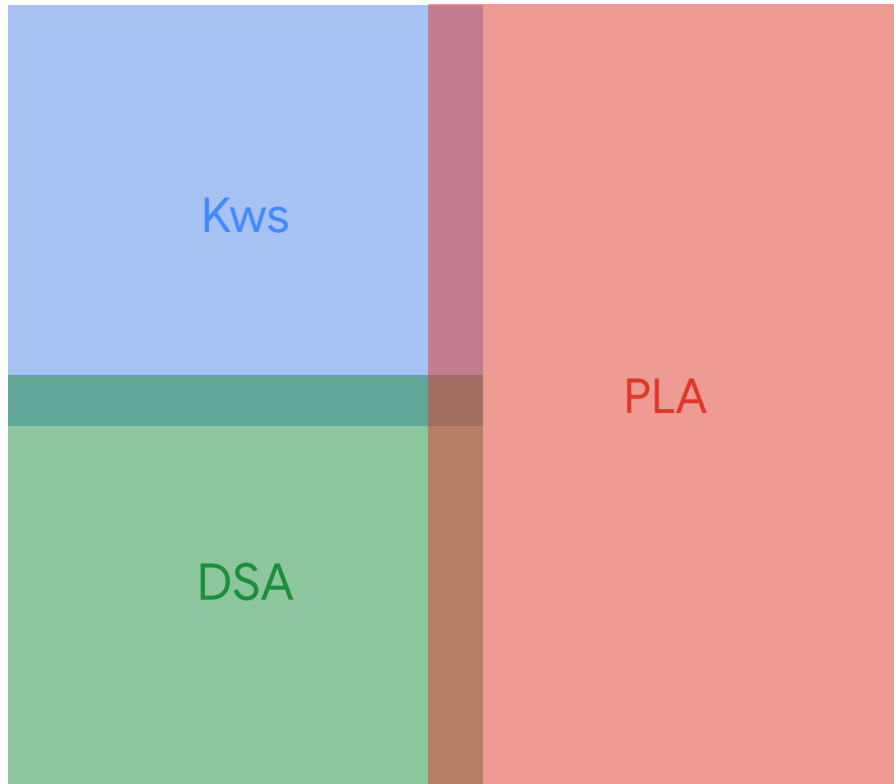
Search Term Map



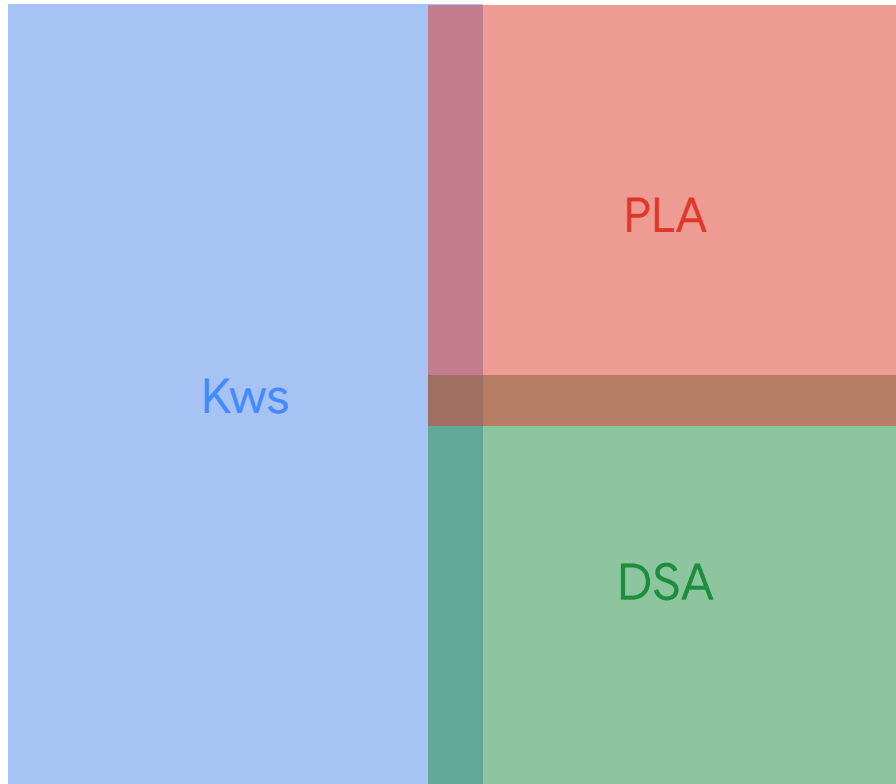
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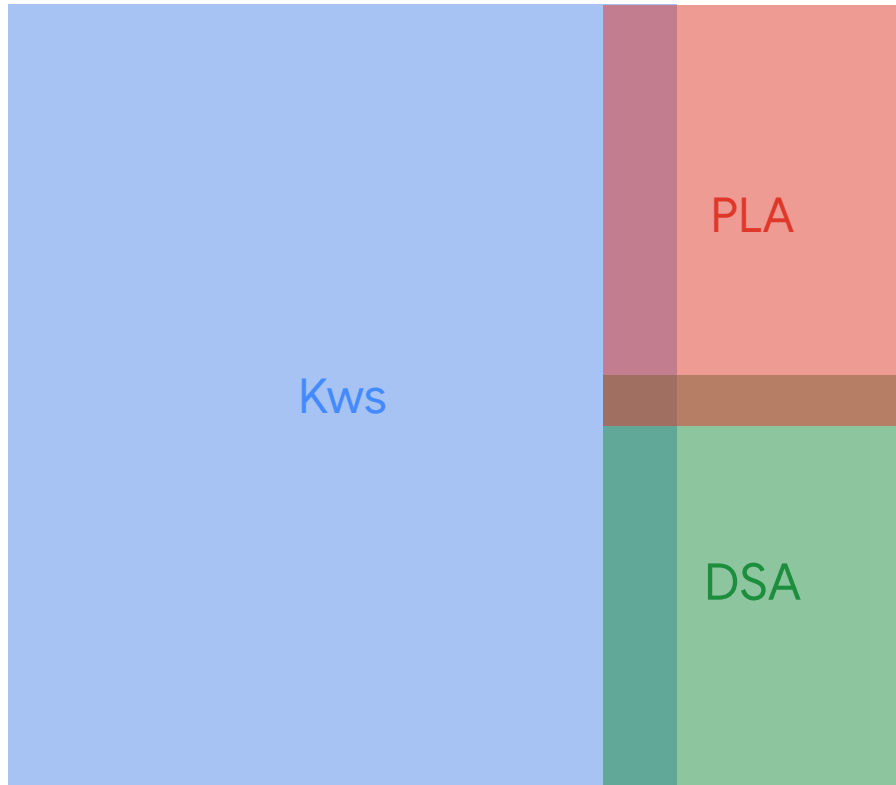
Search Term Map



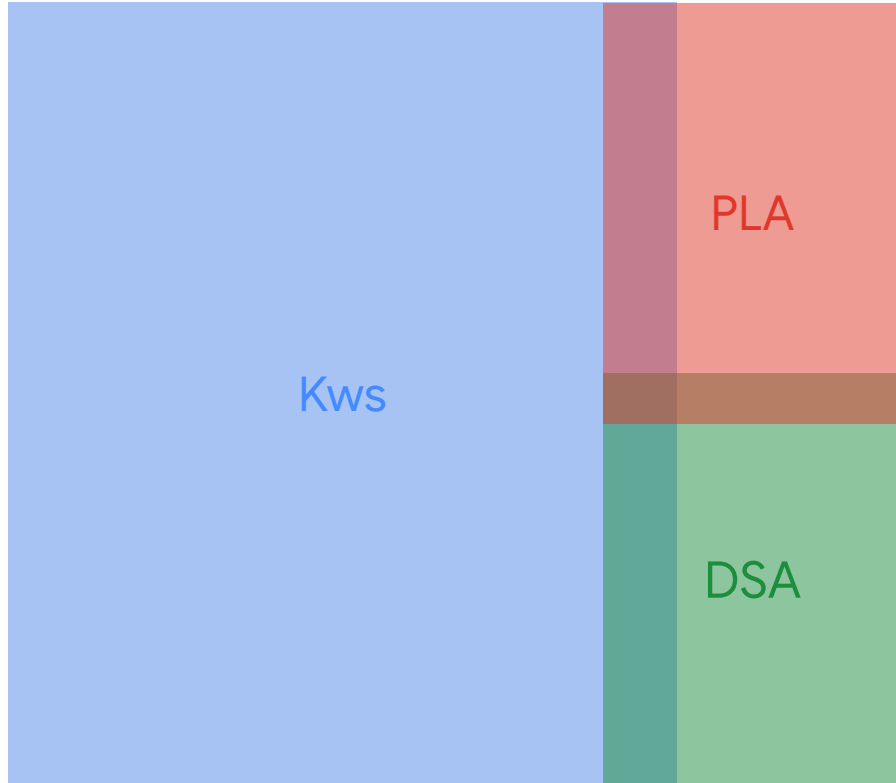
Search Term Map



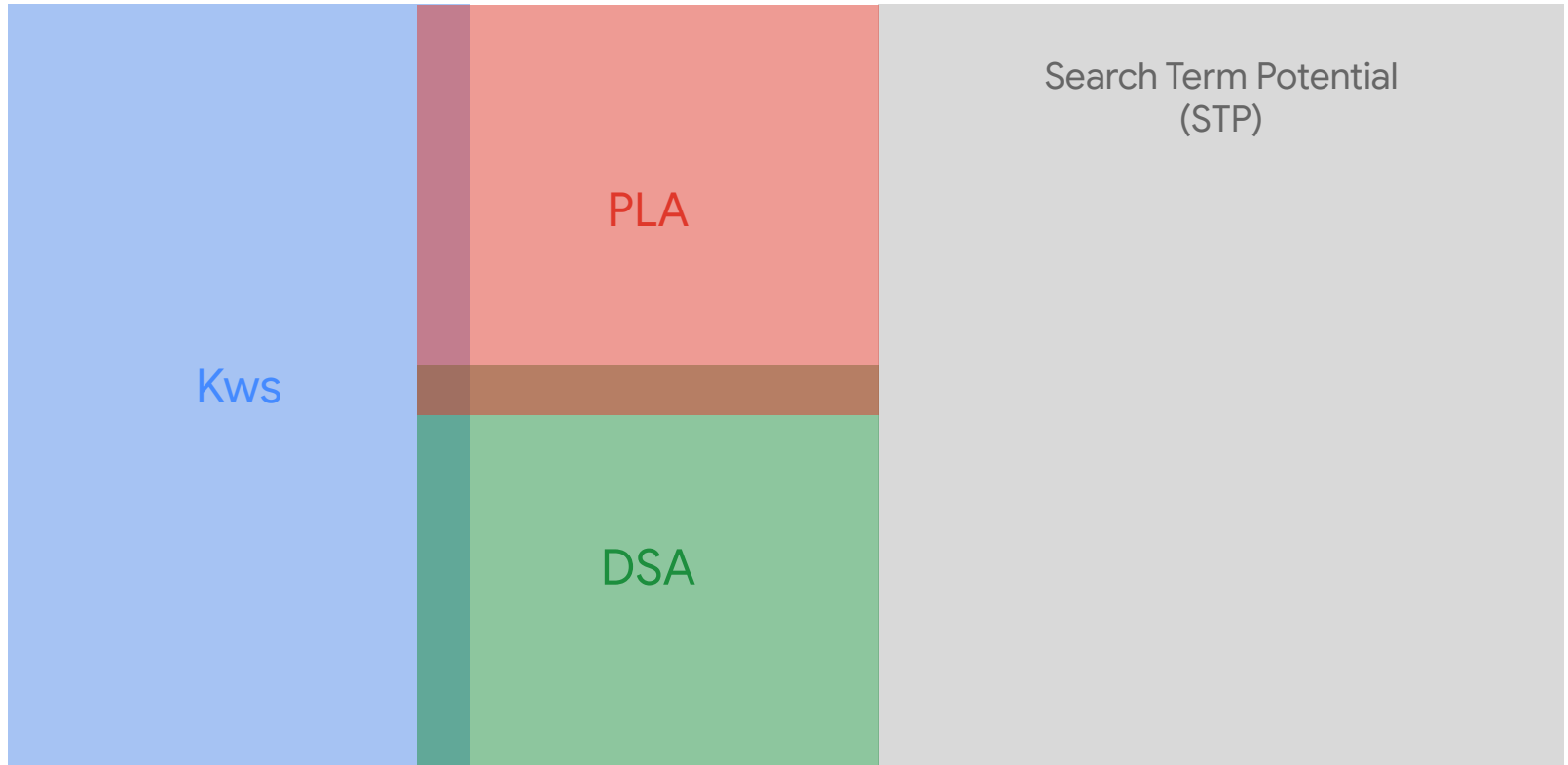
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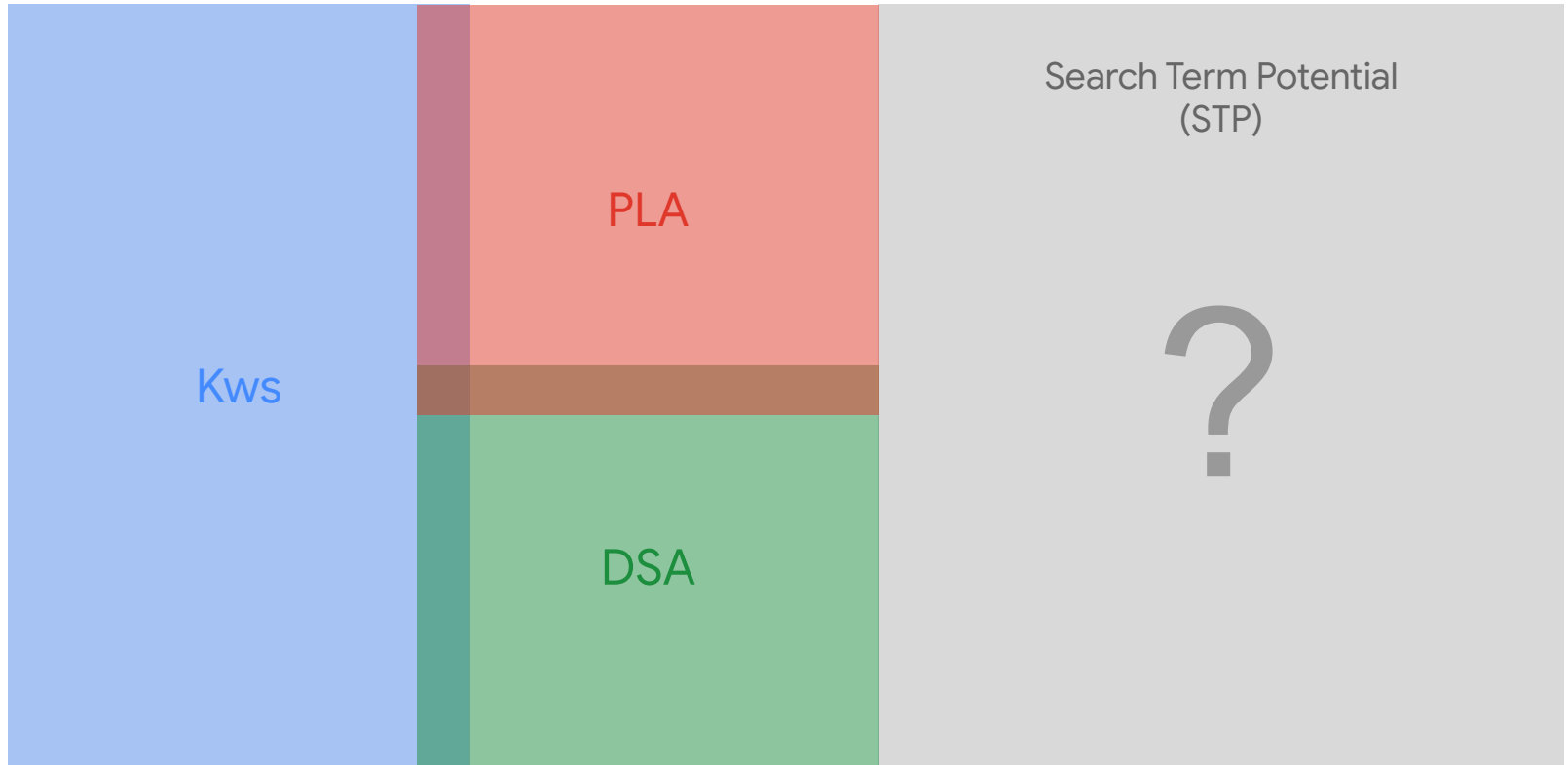
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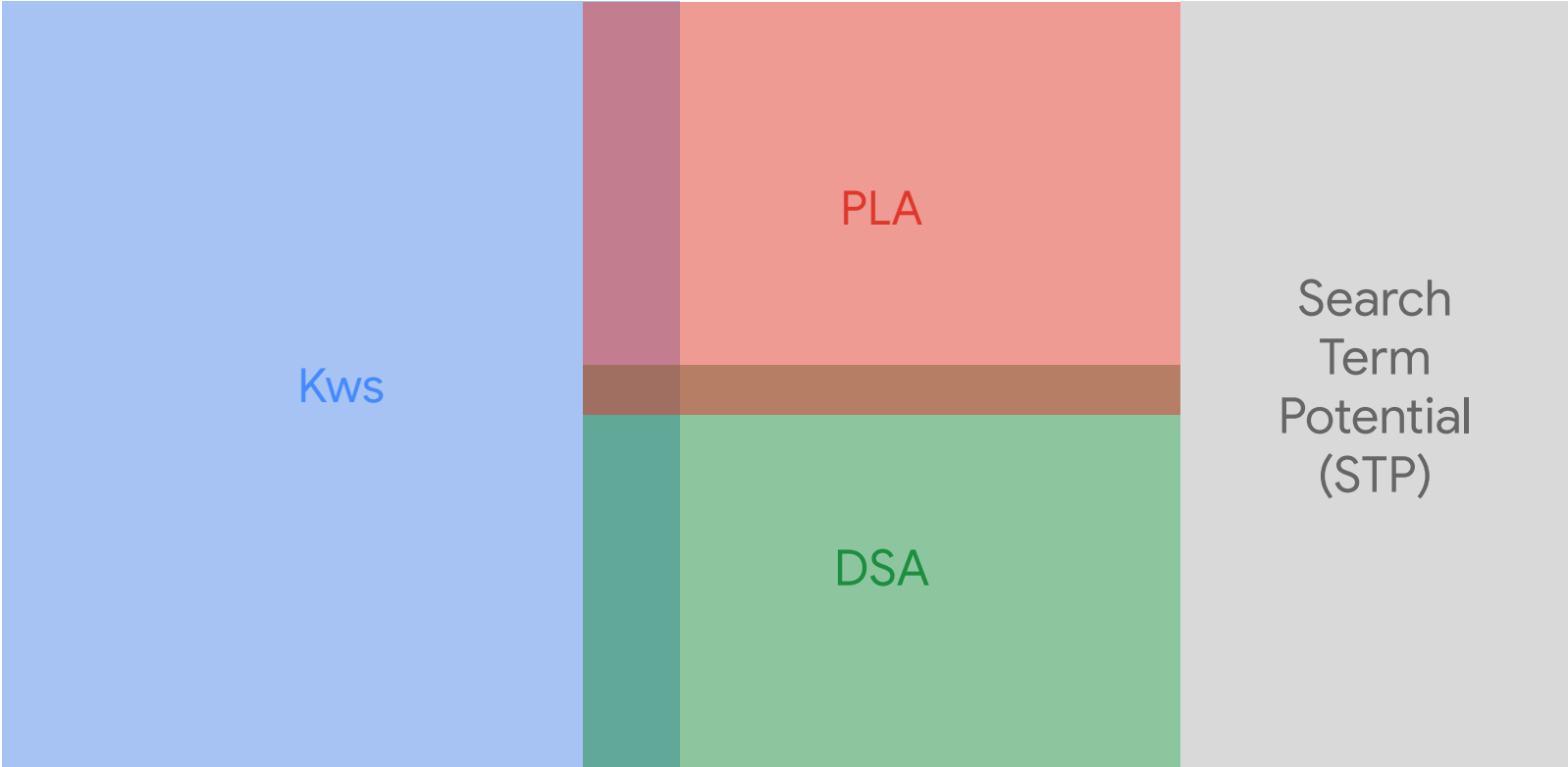
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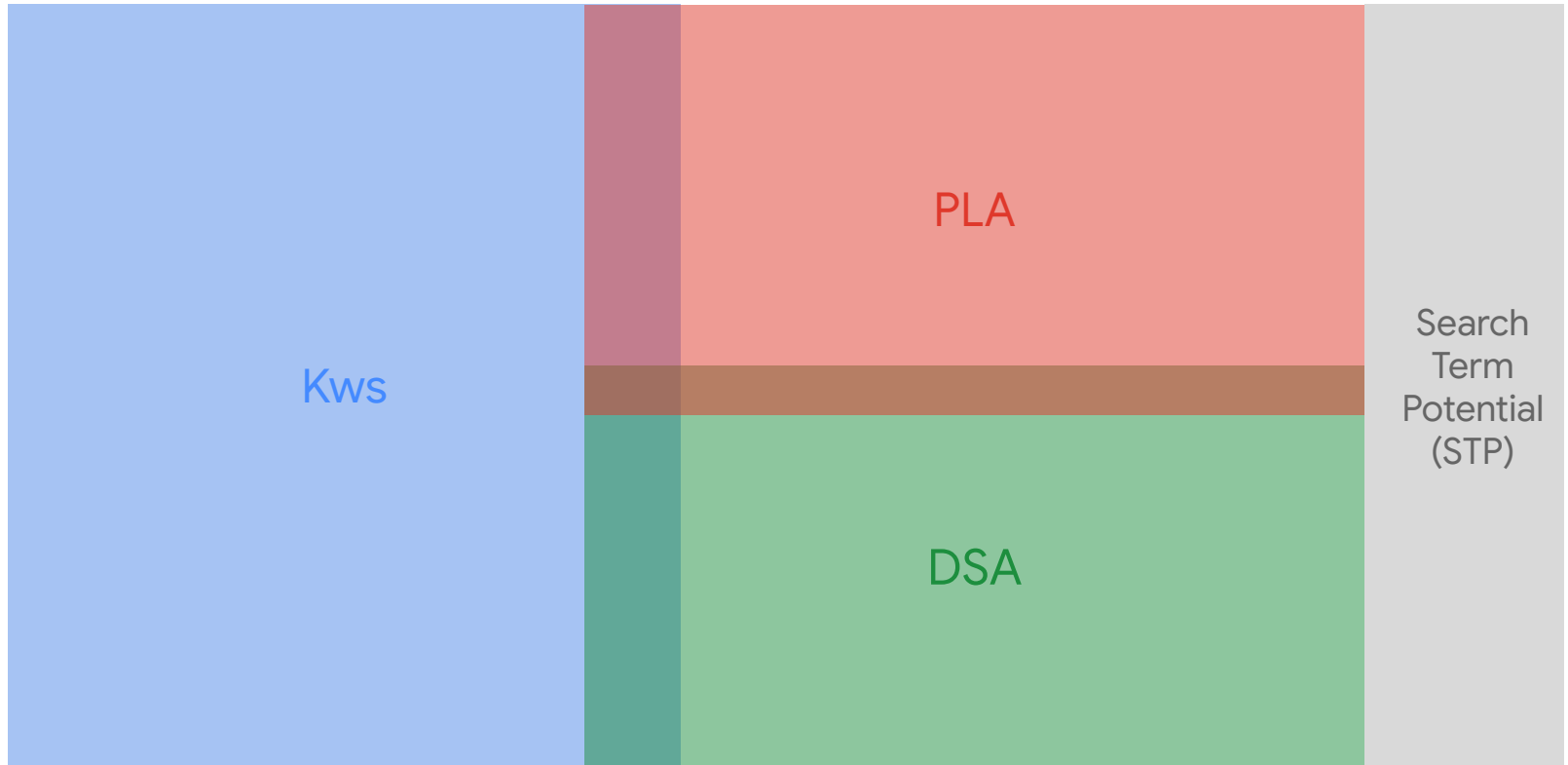
Search Term Map



Search Term Map

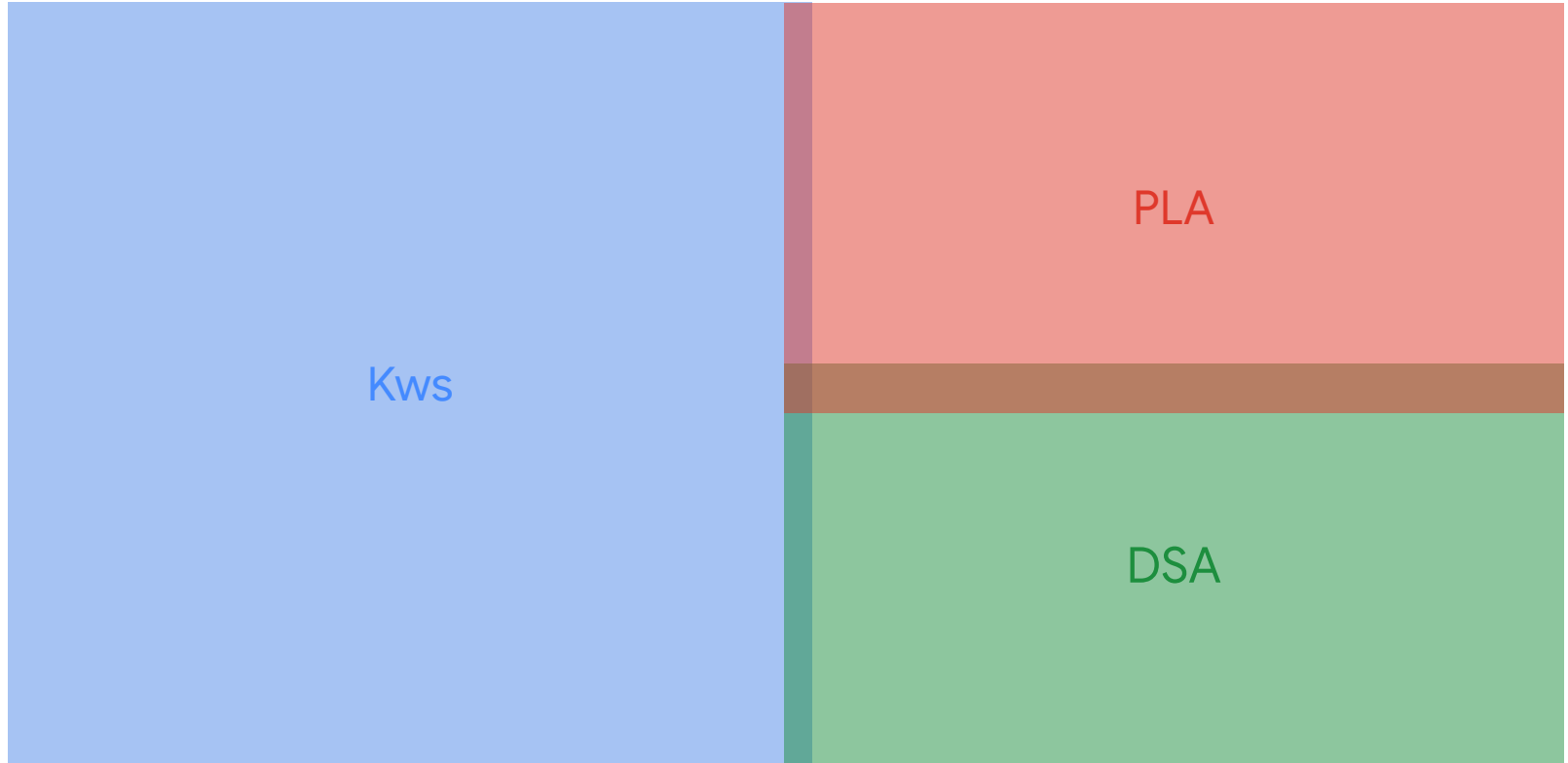


Search Term Map

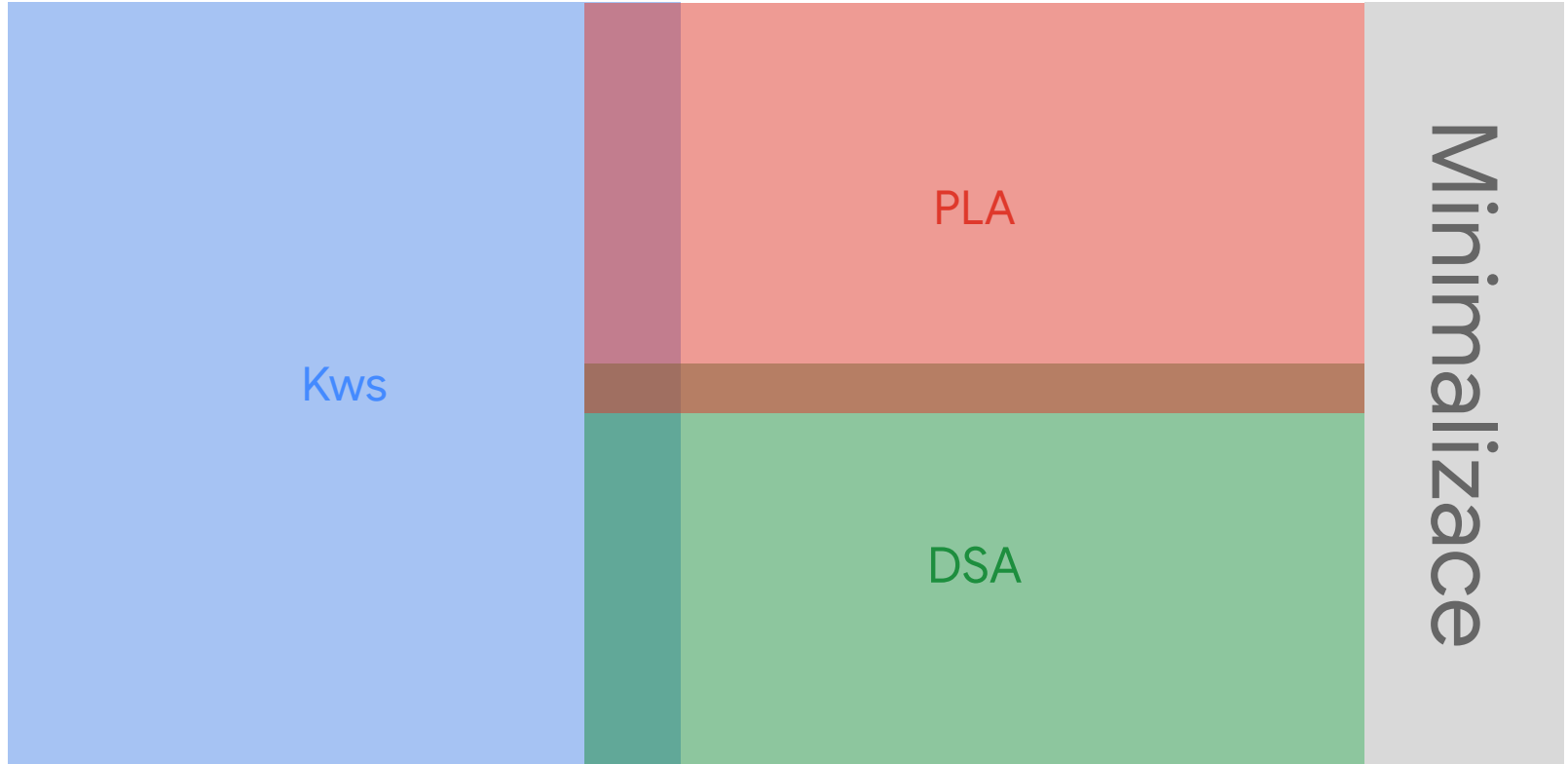


Search Term Map

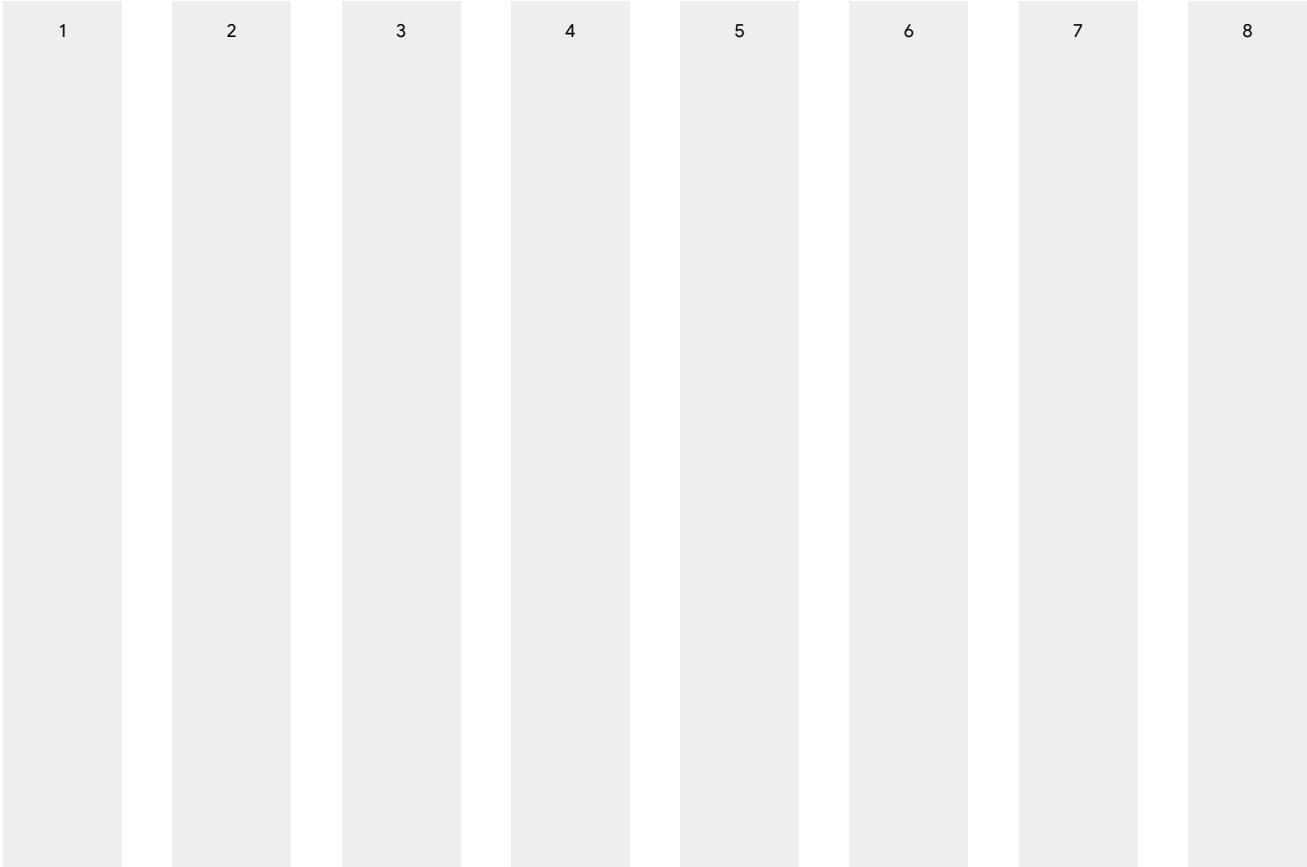
Search
Term
Potential
(STP)



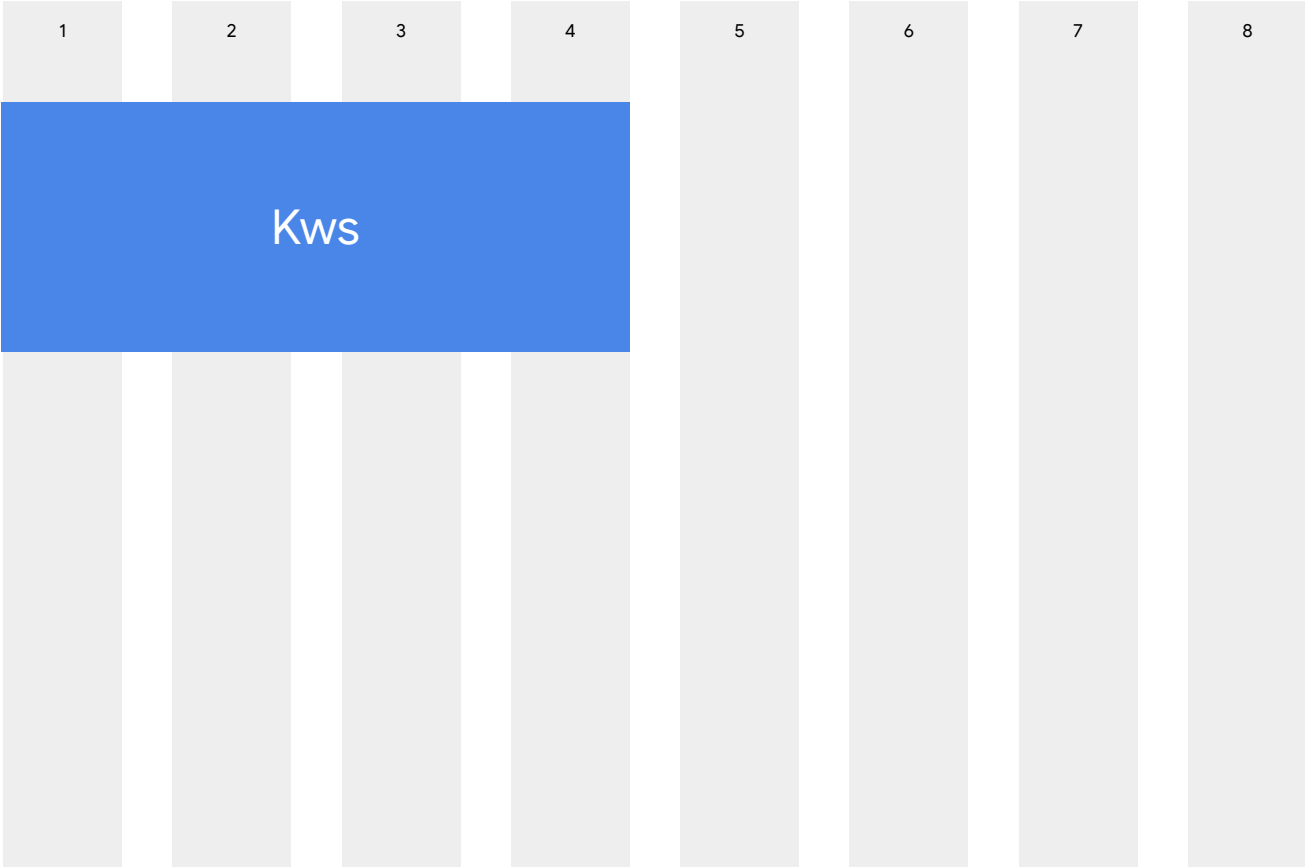
Search Term Map



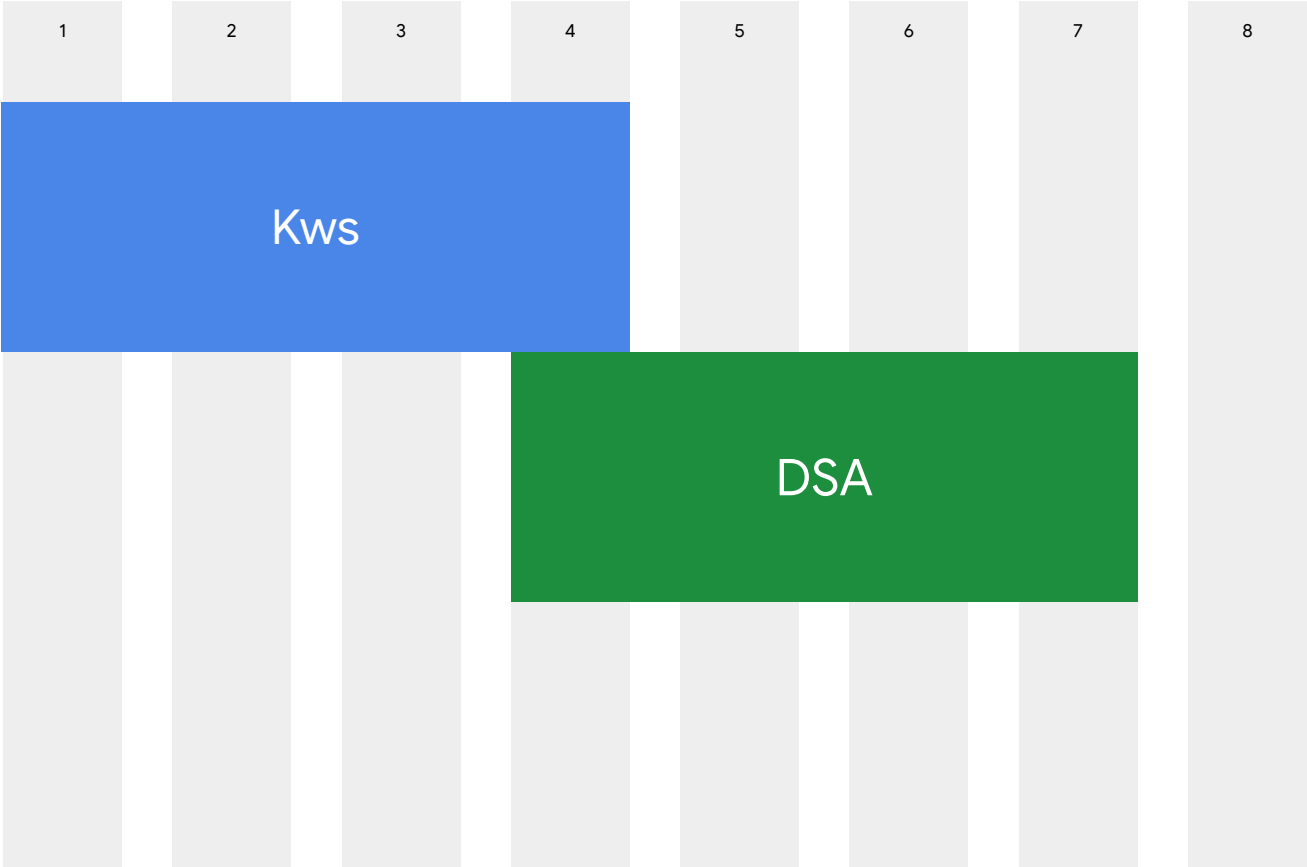
Search Terms Length



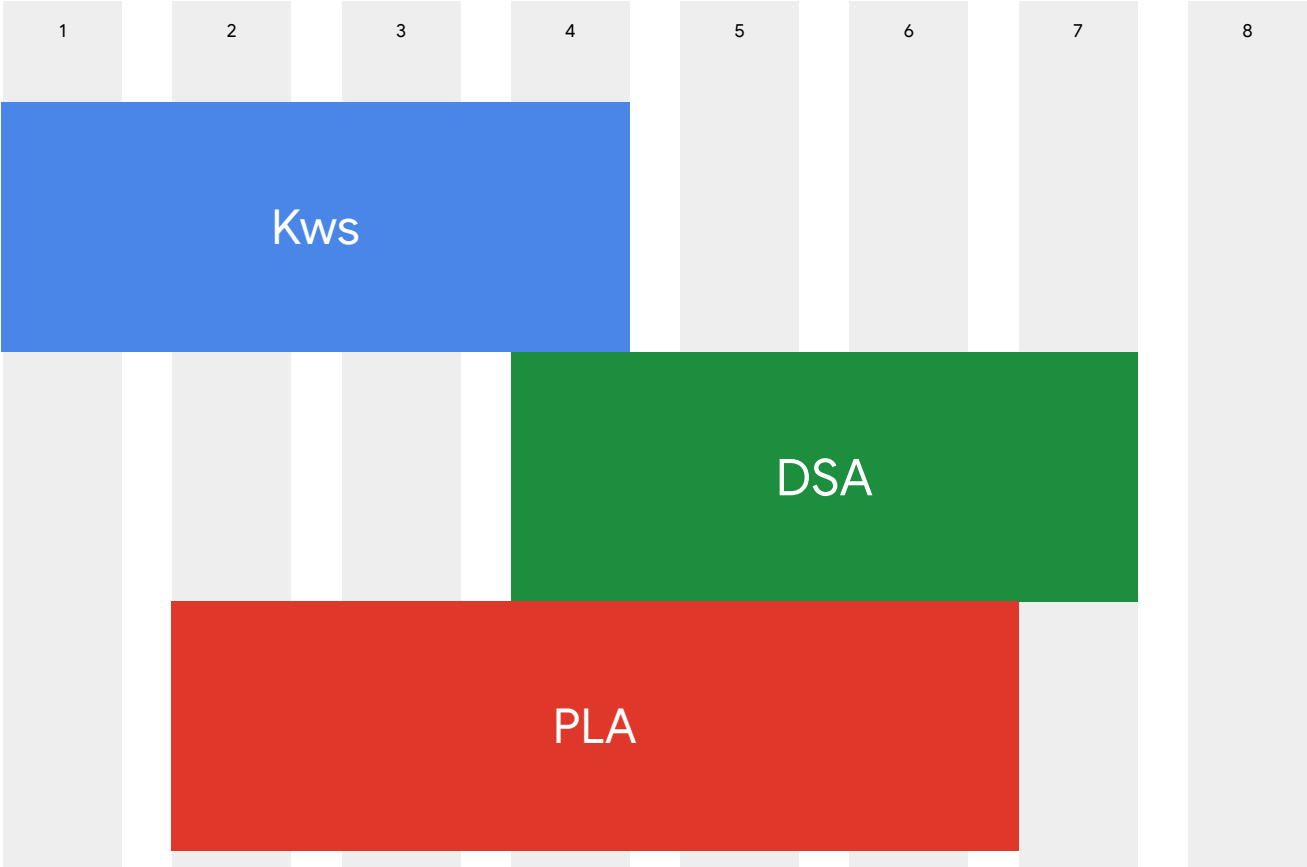
Search Terms Length



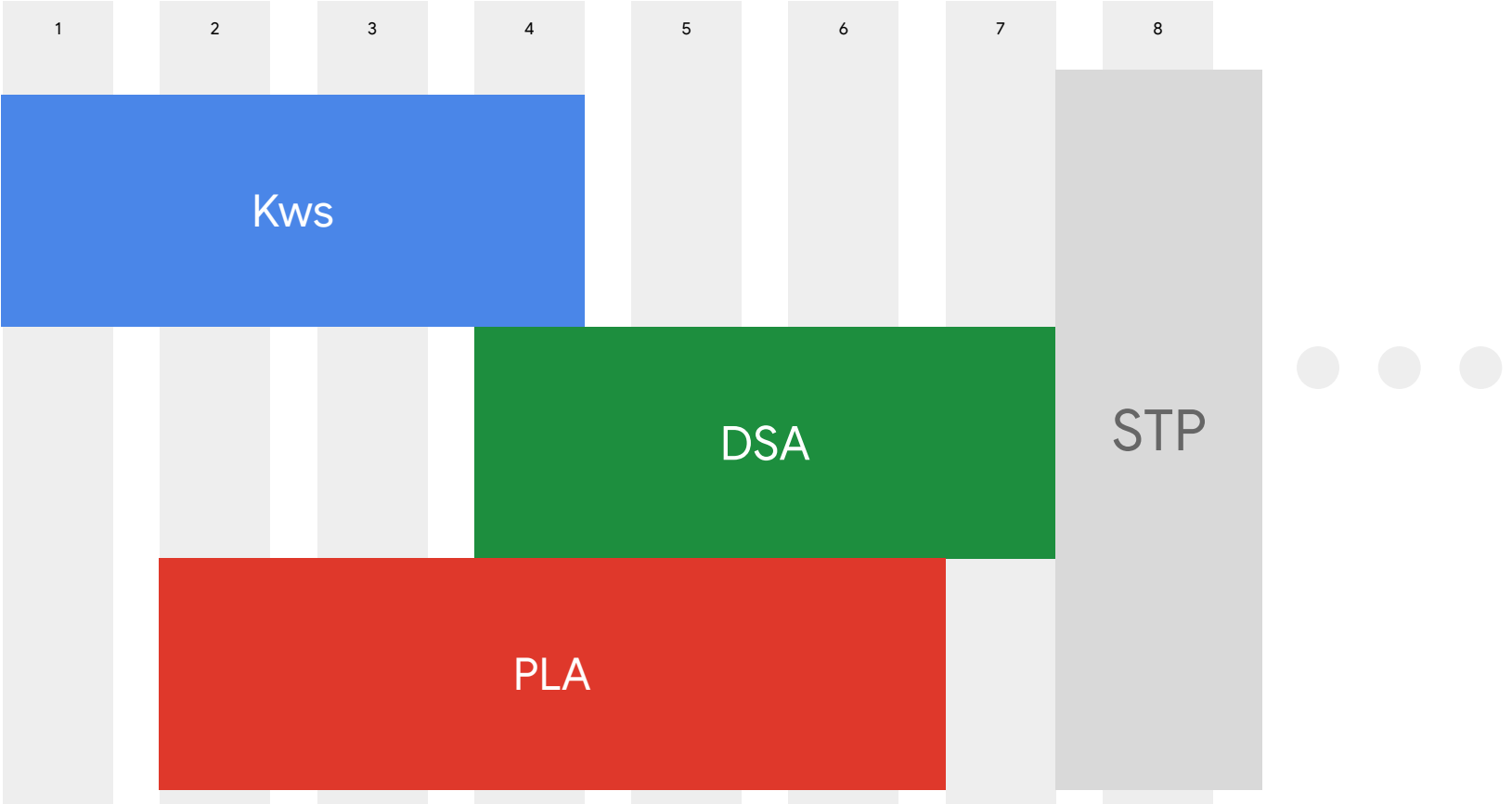
Search Terms Length



Search Terms Length



Search Terms Length



Je to realita?

Standardní chápání DSA



1

“Pouhý” generátor
klíčových slov?





2

Nosič levného
trafficu?





3

Nástroj pro nejlepší
CTR?





4

Lapač “dlouhých
ocasů”?

Dynamic Search Ads: Improve Your Google Ads Strategy

Aug 28, 2017 | Blog, Uncategorized

DYNAMIC SEARCH ADS · 8-MINUTE READ · By Tina Arnoldi or

Do you enjoy doing keyword research? Probably not. It is one of the most tedious parts of running Google Ads campaigns. Depending on how many people are in your target market, you may be in process if you have to get pre-approval from other departments and the competitiveness of keywords. Once that initial work is complete, you may not consider for your original campaign that needs to be added.

With Dynamic Search Ads (DSAs), keyword research is not a static process. Instead, it's a dynamic one that can be updated in real-time.

<https://supermetrics.com/blog/dynamic-search-ads-adwords>

Search Engine Land SECTIONS

SEM

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SUBSCRIBE

New Google Research: Can The Long Tail Be Covered Without Broad Match?

Wondering about the benefits of using broad match? Columnist and Googler Matt Lawson got his hands on real Google data to put the debate to rest.

by [Matt Lawson](#) on January 26, 2016 at 9:34 am

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<https://searchengineland.com/new-google-research-can-long-tail-covered-without-broad-match-240764>

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Co na to data?

1st Case

DSA Click Share:
Jednotky %

2nd Case

DSA Click Share:
Nižší desítky %

3rd Case

DSA Click Share:
Vyšší desítky %

1st Case

10m Search Terms

Page Feed

DSA Click Share: jednotky %

Client #1

- Typy kampaní
 - Brand
 - DSA
 - Keywords
 - Shopping
- **DSA nejsou dobře optimalizované, správa zaostává zejména díky rozsahu**
- DSA Click Share: jednotky %



2nd Case

1m Search Terms

Page Feed

DSA Click Share: Nižší desítky %

Client #2

- Retailový klient
- Typy kampaní
 - Brand
 - DSA
 - Keywords
 - Shopping
- DSA jsou mnohem lépe optimalizované, velká dominance shoppingu
- DSA Click Share: nižší desítky %



3rd Case

4m Search Terms

Page Feed

DSA Click Share: Vyšší desítky %

Client #3

- Široký sortiment
- Typy kampaní
 - Brand
 - DSA
 - Keywords
- DSA hrají v účtu velkou roli, na SEO kladeny vysoké nároky, propracovaná automatizace
- DSA Click Share: vyšší desítky %



Summary

Summary



Summary



Summary



Summary



Summary



Summary



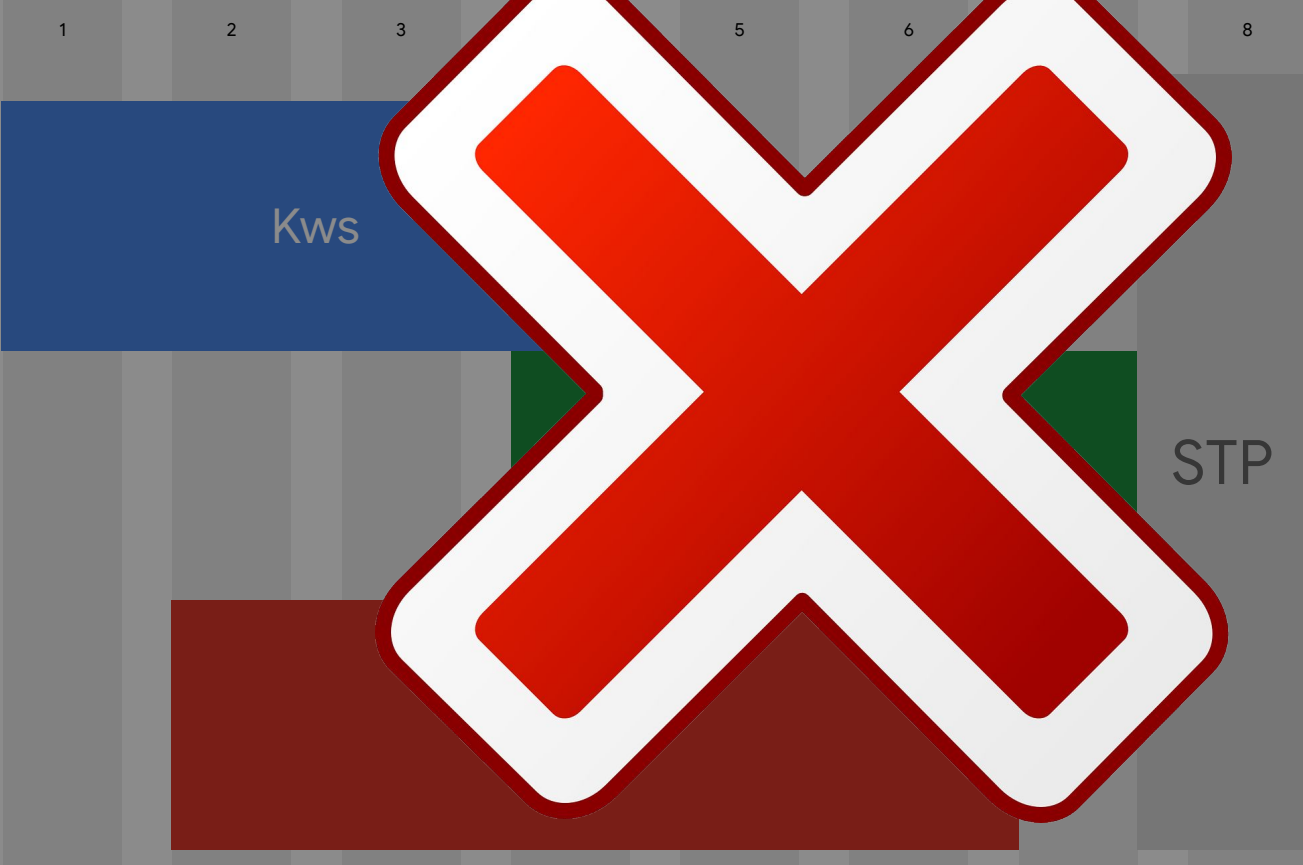
Summary



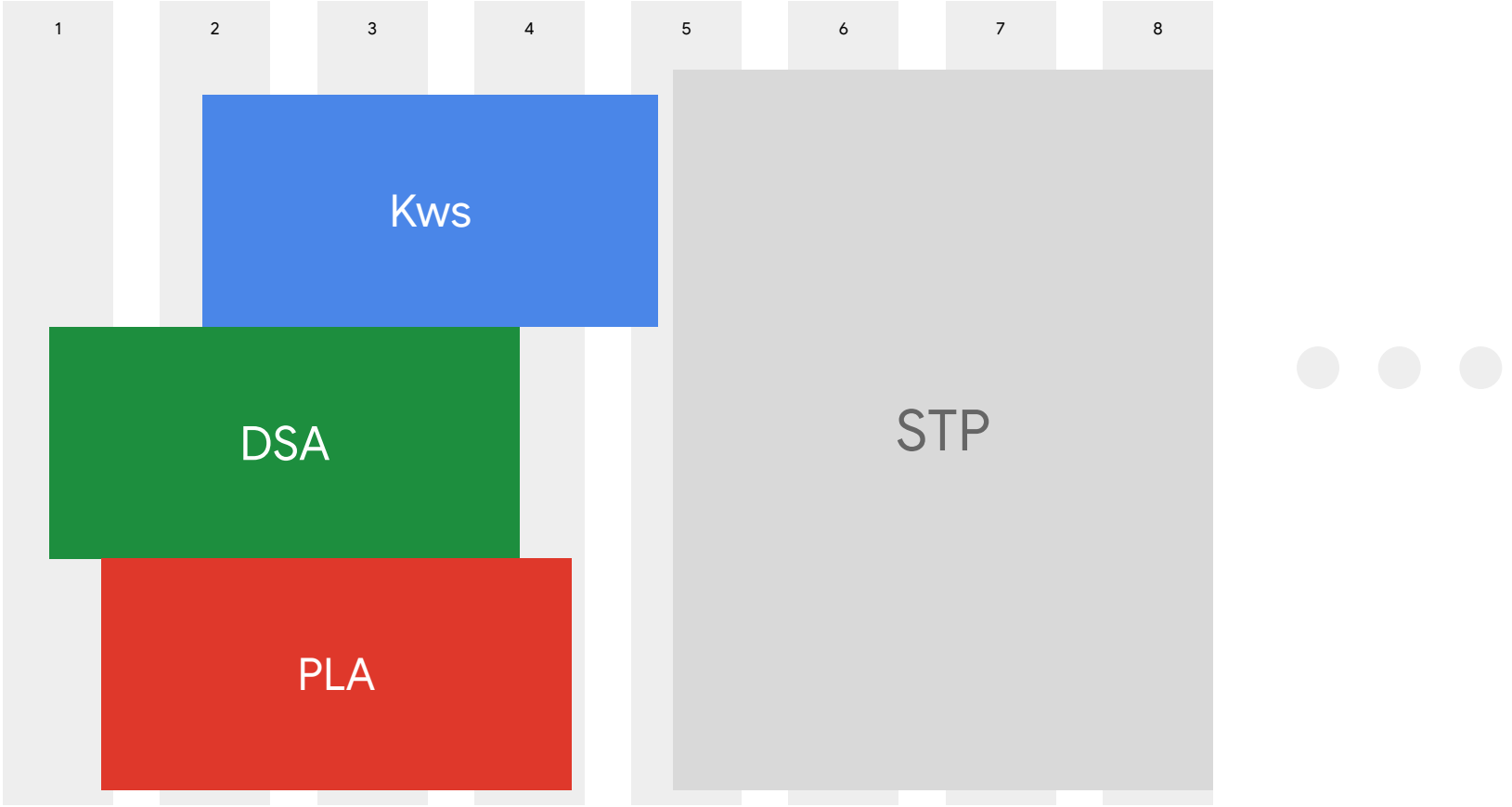
Summary



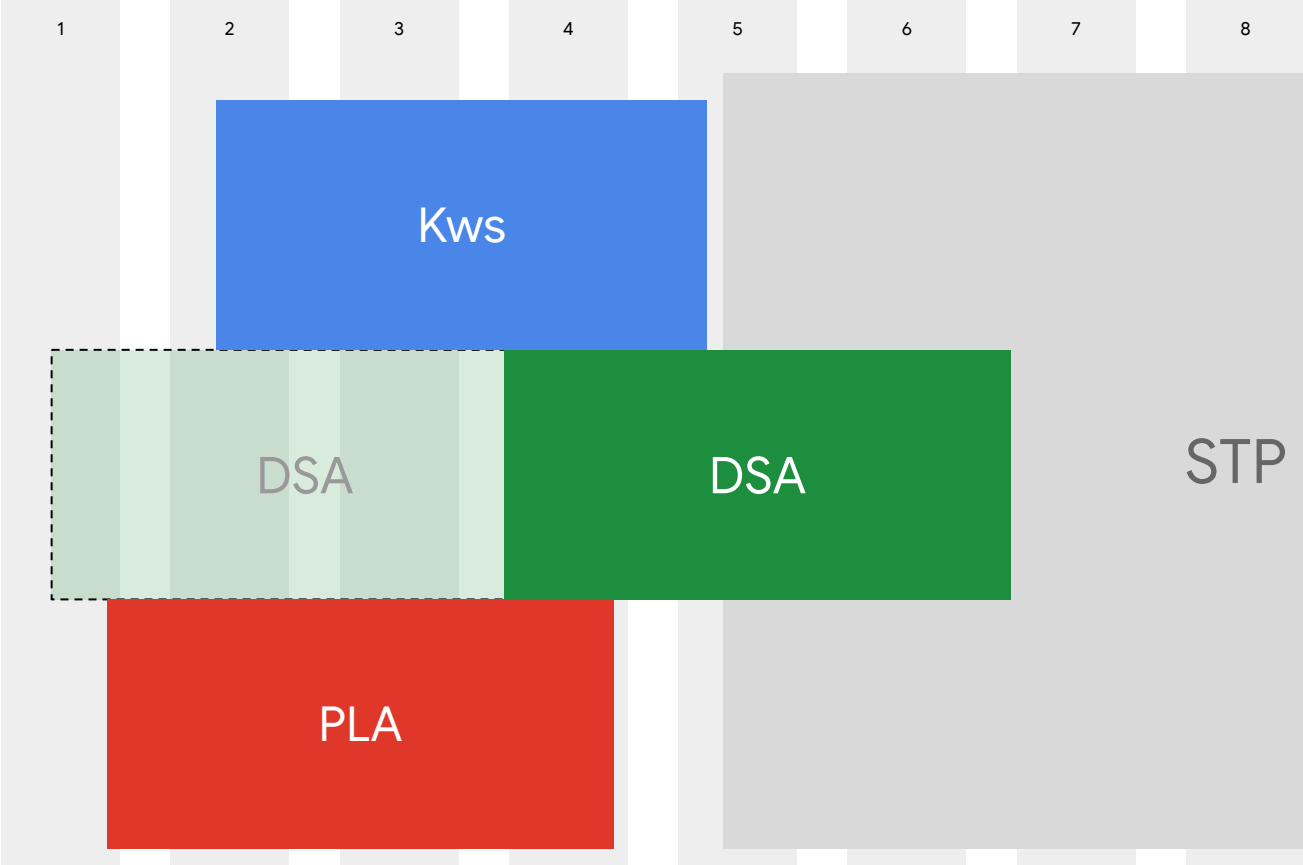
Search Terms Length



Search Term Map



Search Term Map



Řešení?

Must Know!

- DSA kampaním je potřeba se věnovat, mít vhodnou strukturu a správně optimalizovat!!

Podle přístupu k DSA se liší
způsob optimalizace!

Must Know!

- DSA kampaním je potřeba se věnovat, mít vhodnou strukturu a správně optimalizovat!!
- DSA nelze jen zapnout a vypnout, není to **SEO!!!!**



Must Know!

- DSA kampaním je potřeba se věnovat, mít vhodnou strukturu a správně optimalizovat!!
- DSA nelze jen zapnout a vypnout, není to **SEO!!!!**
- DSA jsou potenciál pro rozšíření kampaní co se týče
 - Zásahu (#search terms)
 - Výkonnosti (ctr, konverzní poměr?)
 - Efektivity (avg. cpc)
 - Relevance (ctr)



A jaký máte
DSA Click share vy?



Ambivalence DSA Click share

Co znamená DSA Click share 4 %?



Ambivalence DSA Click share

Co znamená DSA Click share 4 %?

- 1) Jsme tak dobří!



Ambivalence DSA Click share

Co znamená DSA Click share 4 %?

- 1) Jsme tak dobří anebo...
- 2) máme obrovský prostor!



Otázky před spuštěním DSA kampaní

Jak dobře mám pokryté **search terms** (keywords) v účtu?

Jaký podíl generuje **přesná shoda** vs. **broad event**. Bmm v současných kampaních?

Jak kvalitní mám **obsah** a **technické aspekty** stránek?

Mám k dispozici **developera**?

Jak budu řešit aktualizaci webu vs. **strukturu DSA**?



Optimalizační checklist



Zkontroluj Page Feed

- Jaké URL posíláme do feedu?
- Aktualizujeme feed pravidelně?
- Chybné stránky řešíme?
- Stav schválení URL ve feedu sledujeme?
- Aktuálnost štítků - jsou všechny relevantní a využité v kampaních?



Ověř si, jakou část webu cílíš

- Cílíme produktové, kategorické ale i filtrované stránky?
- Máme vyloučené stránky a sekce webu, které pro nás nemají byznysový přínos?
- Řešíme správně aktualizaci produktů a kategorií ve struktuře kampaní?
- Jaký podíl odchyťává "záchranná kampaň"?



Zkontroluj si vlastní DSA reklamy přímo na SERPu

- Dává headline smysl?
- Odpovídá landing page dotazu?
- Jak vypadá má DSA reklama oproti konkurenci?



Projdi Landing pages a odpovídající search terms

- Sleduji produktové vs. generické dotazy?
- Správné přiřazení landing page konkrétnímu search termu
- Přidávám nové search termy do kws kampaní v přesné shodě?
- Přidávám nerelevantní search terms do vylučujících i v kws kampaních?

Dostaňte DSA tam,
kde je chcete mít!



Díky za pozornost!

Jiří Mařík

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