THE 5 BEST-KEPT PPC SECRETS

I'VE DISCOVERED THROUGH MILLIONS OF AD SPEND

The Only Goal of These Secrets...

...Is To Make You More Money

We Work With Companies, Small and Big

The PPC Poop Emoji Scale

The PPC Poop Emoji Scale

Regular Ol' Poop

Your PPC Campaigns Are Getting Traffic

The PPC Poop Emoji Scale

Gold Poop

Your PPC Campaigns Are Converting

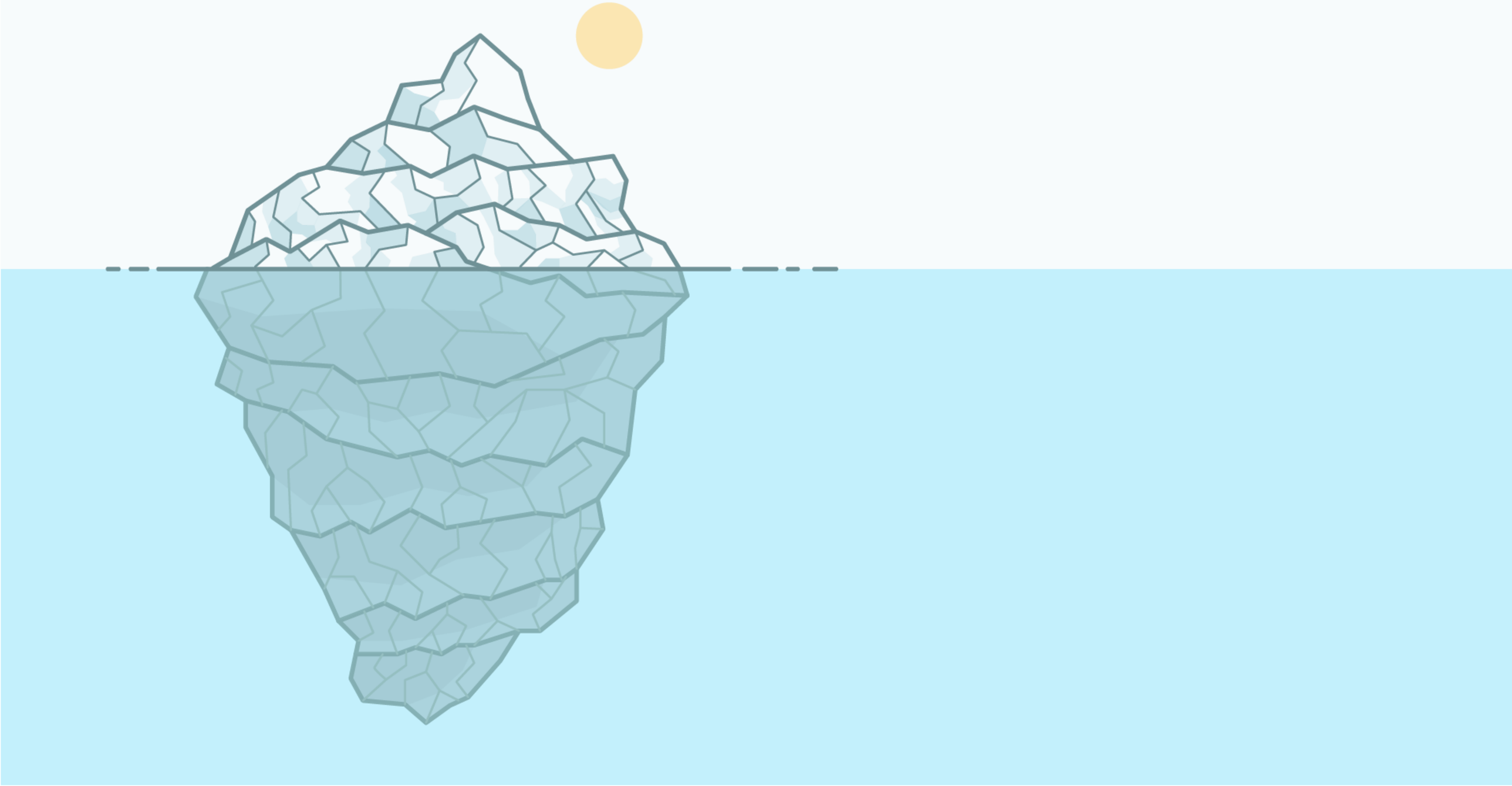
The PPC Poop Emoji Scale

Diamond Poop

Your PPC Campaigns Are Making Money

PPC Secret #1

The Iceberg Effect



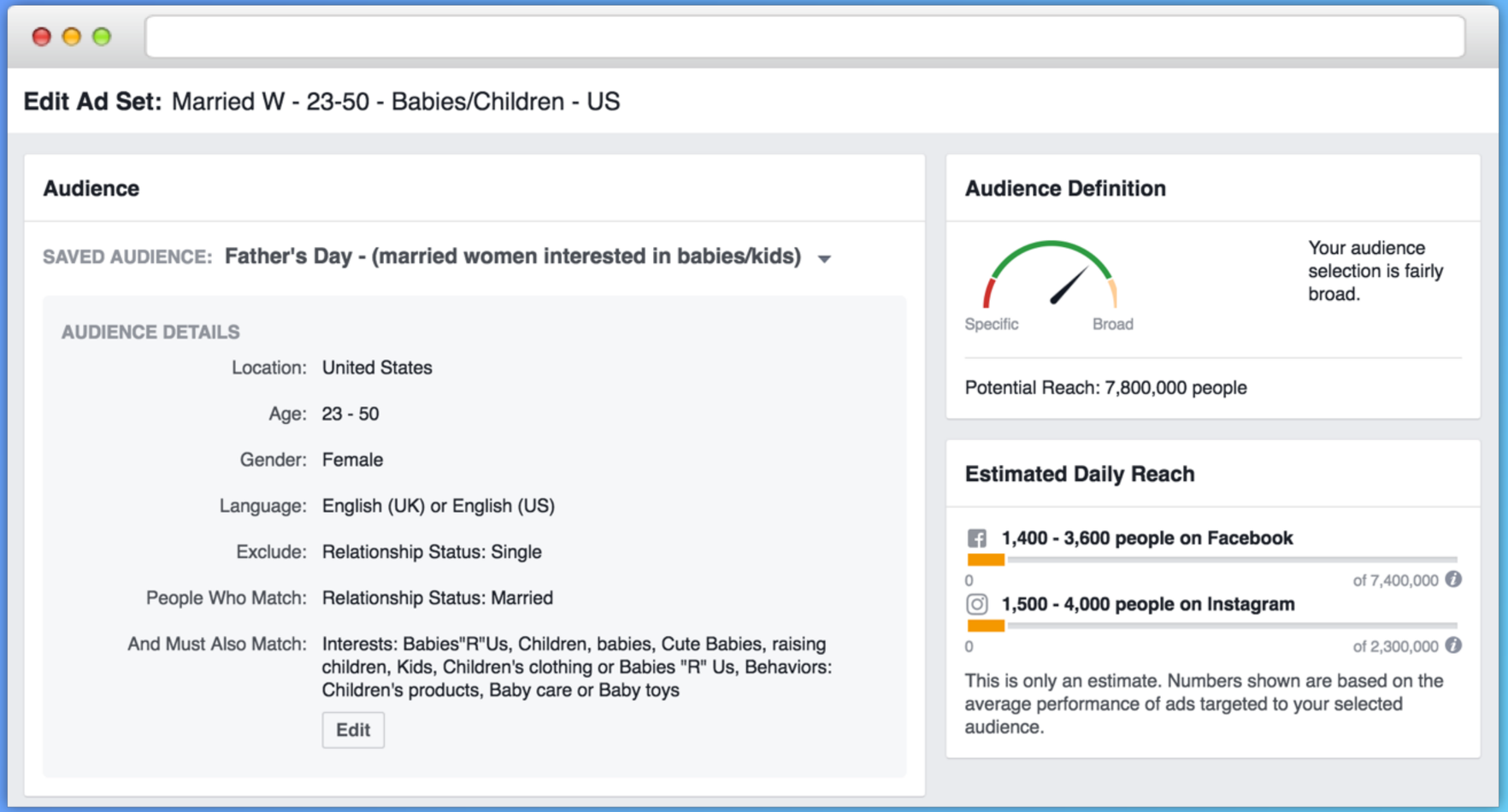
Keywords

Keywords

Search Terms

Search term	Match type	Added / Excluded	Campaign	Ad group	Keyword
Total					
bankruptcy	Exact match (close variant)	Added	2015 Campaign	Bankruptcy	+bankruptcies
anaheim bankruptcy attorney	Phrase match (close variant)	None	2015 Campaign	Bankruptcy	+bankruptcies
chapter 7 bankruptcy	Exact match	Added	2015 Campaign	Chapter 7	[chapter 7 bankruptcy]
bankruptcy chapter 7	Exact match	Added	2015 Campaign	Chapter 7	[bankruptcy chapter 7]
orange county bankruptcy	Phrase match (close variant)	None	2015 Campaign	Bankruptcy	+bankruptcies
bankruptcy	Broad match	None	2015 Campaign	Filing	filing bankruptcy
chapter 13 bankruptcy	Broad match	None	2015 Campaign	Filing	filing bankruptcy
chapter 7	Exact match	Added	2015 Campaign	Chapter 7	+chapter +7
chapter 13 bankruptcy	Broad match	None	2015 Campaign	Filing	filing bankrupcy
bankruptcy attorney orange county	Phrase match (close variant)	None	2015 Campaign	Bankruptcy	+bankruptcies
bankruptcy attorney	Broad match	None	2015 Campaign	Filing	file for bankruptcy
chapter 13	Broad match	None	2015 Campaign	Filing	file for bankruptcy
bankruptcy attorney mybkhelp	Broad match	None	2015 Campaign	Filing	file for bankruptcy
bankruptcy attorneys	Phrase match (close variant)	None	2015 Campaign	Bankruptcy	+bankruptcies
bankruptcy lawyer	Phrase match (close variant)	None	2015 Campaign	Bankruptcy	+bankruptcies
sports authority bankruptcy	Phrase match (close variant)	None	2015 Campaign	Bankruptcy	+bankruptcies

Automatic placements	Cost	Converted clicks	Cost / converted click	Click conversion rate
howstuffworks.com	$367.62	83	$4.39	17.89%
grindtv.com	$2,766.11	796	$3.45	20.15%
sacbee.com	$257.37	60	$4.23	19.42%
classmates.com	$727.91	161	$4.49	15.39%
Mobile App: Cribbage Pro (Google Play), by Fuller Systems, Inc.	$149.95	28	$5.36	4.15%
Mobile App: Fox News (iTunes App Store), by FOX News Digital	$2,206.29	461	$4.79	15.42%
marinetraffic.com	$264.79	60	$4.41	7.72%
conservativetribune.com	$3,596.24	718	$4.87	6.22%
brainjet.com	$381.84	52	$7.32	2.22%
Mobile App: 1Weather:Widget Forecast Radar (Google Play), by OneLouder Apps	$734.33	181	$4.06	8.70%
triviatoday.com	$3,812.37	741	$5.10	28.93%
emergencyemail.org	$4,835.54	1,094	$4.41	28.26%
myfitnesspal.com	$16.16	2	$7.77	8.33%
Mobile App: Real Solitaire Free for iPad (iTunes App Store), by EdgeRift, Inc.	$241.41	35	$6.90	2.13%
Mobile App: Dice With Buddies™ Free (Google Play), by Scopely	$98.36	23	$4.28	9.02%
Mobile App: USA TODAY for iPad (iTunes App Store), by USA TODAY	$684.28	148	$4.62	10.62%
Mobile App: Police Scanner Radio Scanner (Google Play), by BEROBO (Police Scanner Radio)	$275.44	62	$4.43	8.36%
Mobile App: Hearts+ (iTunes App Store), by A Star Software LLC	$184.41	35	$5.27	6.49%
livescience.com	$641.65	162	$3.94	17.57%


Edit Ad Set: Married W - 23-50 - Babies/Children - US
Audience
SAVED AUDIENCE: Father's Day - (married women interested in babies/kids)
AUDIENCE DETAILS
Location: United States
Age: 23 - 50
Gender: Female
Language: English (UK) or English (US)
Exclude: Relationship Status: Single
People Who Match: Relationship Status: Married
And Must Also Match: Interests: Babies"R"Us, Children, babies, Cute Babies, raising children, Kids, Children's clothing or Babies "R" Us, Behaviors: Children's products, Baby care or Baby toys
Edit
Audience Definition
Specific
Broad
Your audience selection is fairly broad.
Potential Reach: 7,800,000 people
Estimated Daily Reach
1,400 - 3,600 people on Facebook
0
of 7,400,000
1,500 - 4,000 people on Instagram
0
of 2,300,000
This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Granulate Everything You Can

To be as small as possible

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✨ Turn Your Search Network Ad Groups
Into **Single Keyword Ad Groups (SKAGs)**

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- ✨ Extract Your Search Terms

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- ✨ Turn Your Search Network Ad Groups Into **Single Keyword Ad Groups (SKAGs)**
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- ✨ Extract Your Automatic Placements

Granulate Everything You Can

To be as small as possible

- ✨ Turn Your Search Network Ad Groups Into **Single Keyword Ad Groups (SKAGs)**
- ✨ Extract Your Search Terms
- ✨ Extract Your Automatic Placements
- ✨ Extract Your Audience and Interest Groups Into Smaller Targets

Where Are You On The Poop Emoji Scale?

No Themes

There’s no real structure to the keywords
in your ad groups or campaigns

Where Are You On The Poop Emoji Scale?

Themed Ad Groups

You’re grouping keywords, placements,
and audiences in similar ad groups and sets

Where Are You On The Poop Emoji Scale?

1:1 Ratio

You almost have no discrepancy from search terms to keywords and you’re always extracting

PPC Secret #2

THE IMPORTANCE OF MICRO CONVERSIONS

Types of Micro Conversions

Types of Micro Conversions

Time On Site

Types of Micro Conversions

Time On Site

Scroll Depth

Types of Micro Conversions

Time On Site

Scroll Depth

Form Field Completion

Types of Micro Conversions

Time On Site

Scroll Depth

Form Field Completion

Button Click

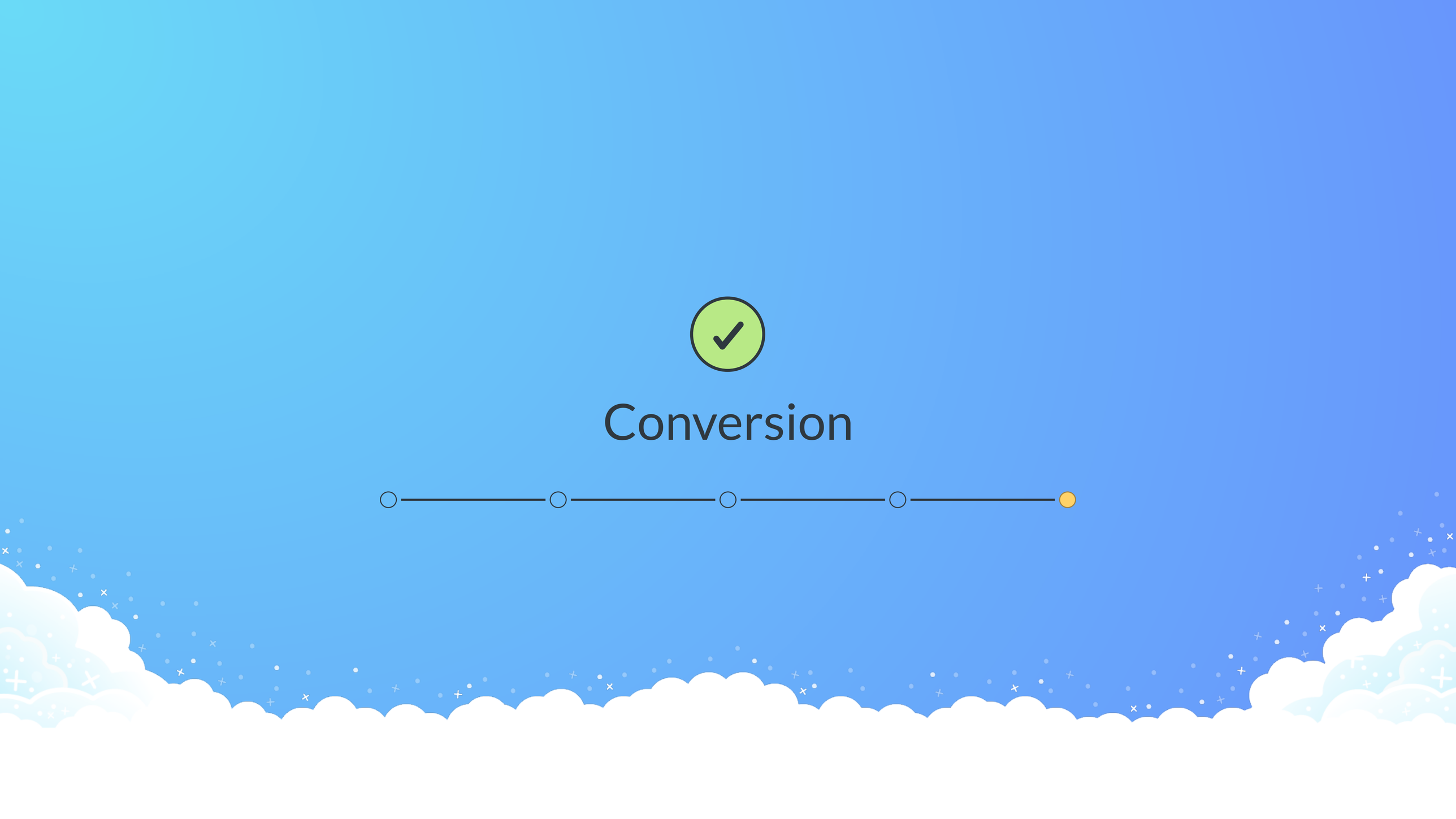
Your Micro Conversion Path is Linear in Nature

Time on Site

Scroll Depth

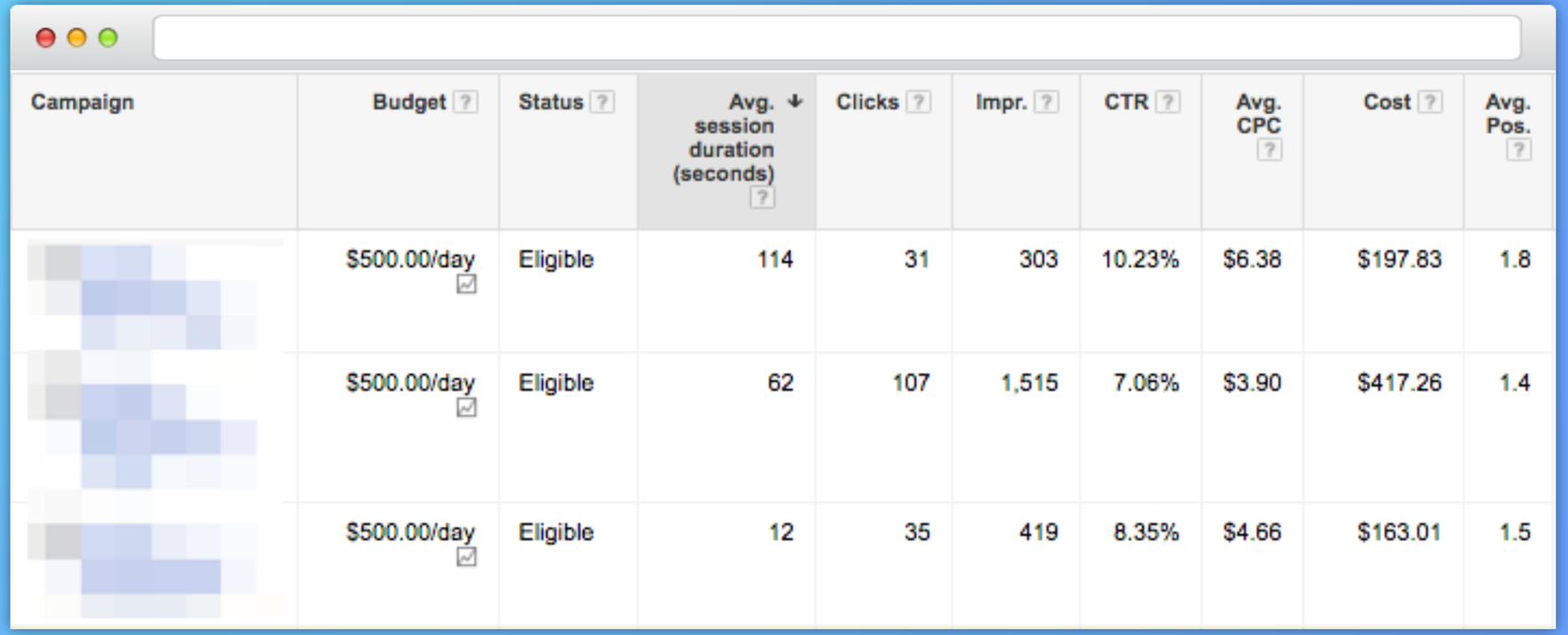
Form Field Completion

Button Click


Conversion

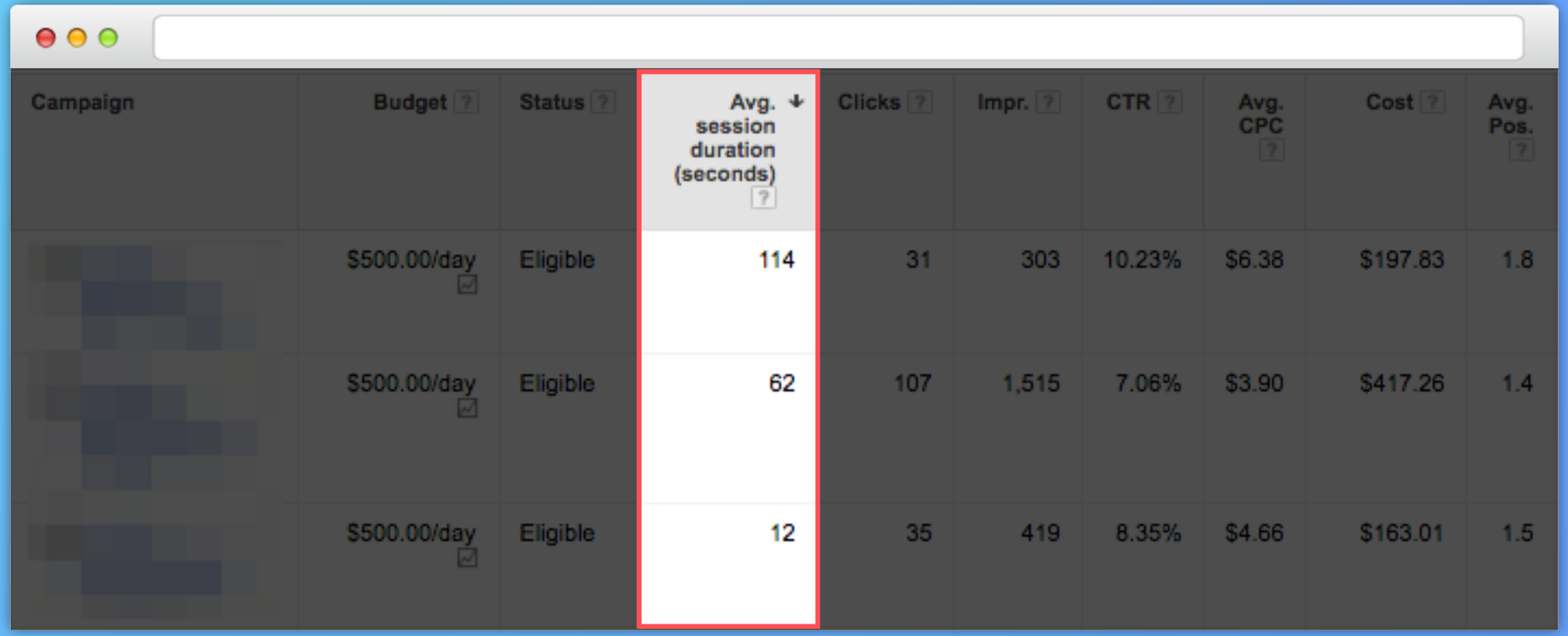
?

Where are your visitors dropping off?



Campaign	Budget	Status	Avg. session duration (seconds)	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
[redacted]	$500.00/day	Eligible	114	31	303	10.23%	$6.38	$197.83	1.8
[redacted]	$500.00/day	Eligible	62	107	1,515	7.06%	$3.90	$417.26	1.4
[redacted]	$500.00/day	Eligible	12	35	419	8.35%	$4.66	$163.01	1.5

Add In Google Analytics Data



Campaign	Budget	Status	Avg. session duration (seconds)	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
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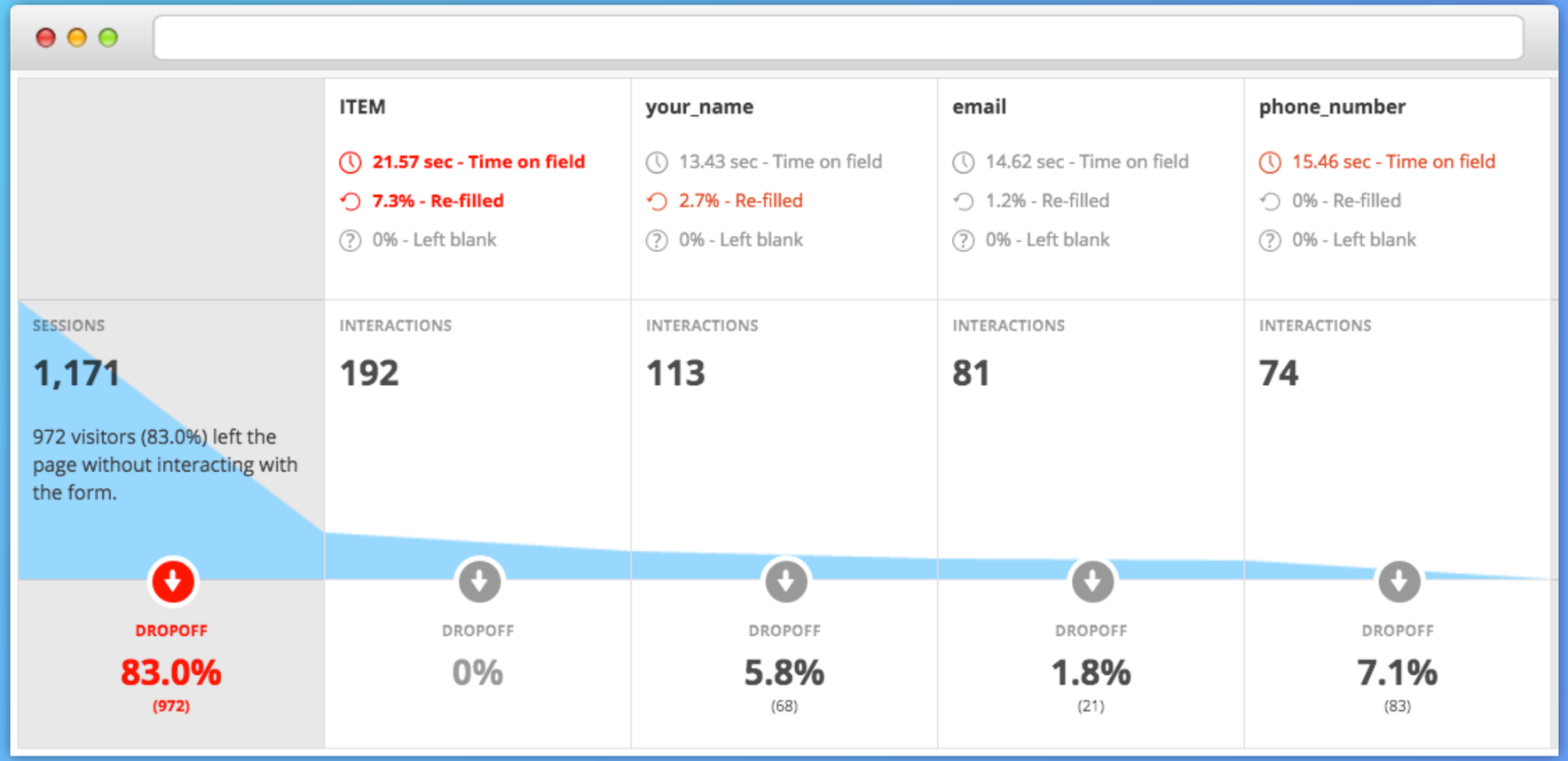
[redacted]	$500.00/day	Eligible	12	35	419	8.35%	$4.66	$163.01	1.5

Use Hotjar To Track



Where Are You On The Poop Emoji Scale?

Getting More Clicks

You’re changing bids and testing ads,
but not moving the needle

Where Are You On The Poop Emoji Scale?

Getting Lower Costs

Your finding new ad winners and
lowering average CPCs

Where Are You On The Poop Emoji Scale?

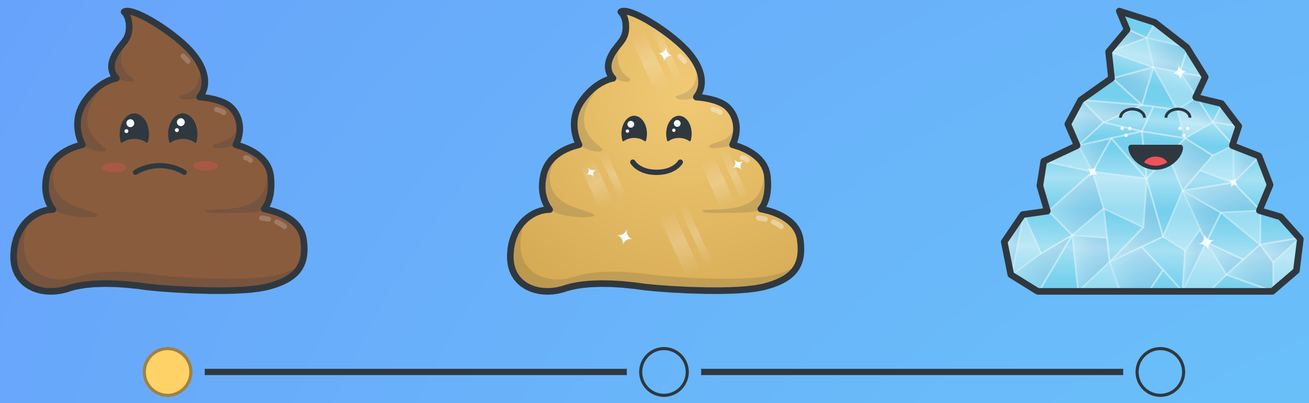
Getting Higher Profits

You’re increasing conversions
and lowering your cost per conversion

PPC Secret #3

PPC CHANNEL TEMPERATURES

Different Types of PPC Visitors



Cold Visitors

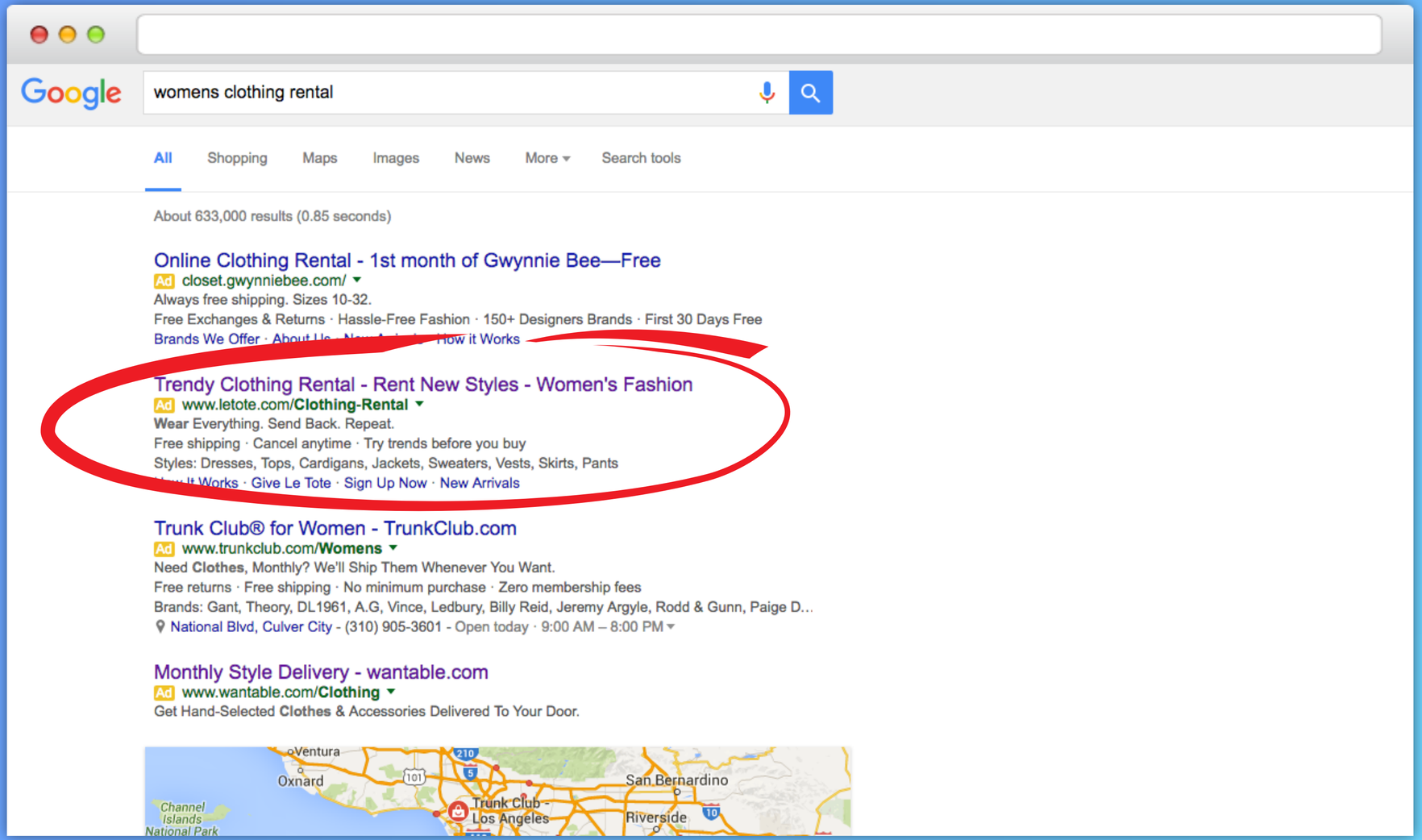
They don’t know you and they’re not looking for what you offer.

Warm Visitors

They’re interested in what you offer,
but not sure if you’re their solution.

Hot Visitors

They’re searching for your brand name and want to do business with you.


Google
womens clothing rental
All
Shopping
Maps
Images
News
More
Search tools
About 633,000 results (0.85 seconds)
Online Clothing Rental - 1st month of Gwynnie Bee—Free
Ad closet.gwynniebee.com/
Always free shipping. Sizes 10-32.
Free Exchanges & Returns · Hassle-Free Fashion · 150+ Designers Brands · First 30 Days Free
Brands We Offer · About Us · How it Works
Trendy Clothing Rental - Rent New Styles - Women's Fashion
Ad www.letote.com/Clothing-Rental
Wear Everything. Send Back. Repeat.
Free shipping · Cancel anytime · Try trends before you buy
Styles: Dresses, Tops, Cardigans, Jackets, Sweaters, Vests, Skirts, Pants
How It Works · Give Le Tote · Sign Up Now · New Arrivals
Trunk Club® for Women - TrunkClub.com
Ad www.trunkclub.com/Womens
Need Clothes, Monthly? We'll Ship Them Whenever You Want.
Free returns · Free shipping · No minimum purchase · Zero membership fees
Brands: Gant, Theory, DL1961, A.G, Vince, Ledbury, Billy Reid, Jeremy Argyle, Rodd & Gunn, Paige D...
National Blvd, Culver City - (310) 905-3601 - Open today · 9:00 AM – 8:00 PM
Monthly Style Delivery - wantable.com
Ad www.wantable.com/Clothing
Get Hand-Selected Clothes & Accessories Delivered To Your Door.
Ventura
Oxnard
Channel Islands National Park
Trunk Club - Los Angeles
San Bernardino
Riverside
210
101
5
10

LE TOTE

TRY NEW STYLES

WITHOUT THE COMMITMENT

Get unlimited boxes of 3 garments
and 2 accessories every month

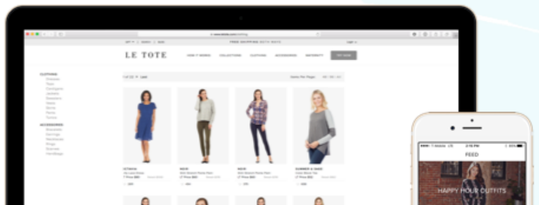
GET STARTED

Free to Sign Up - Free to Browse

Featured In:

GLAMOUR InStyle BRIT+CO

HOW IT WORKS



1

FILL YOUR CLOSET

Use the Le Tote app or site to browse

LE TOTE

SUBSCRIBE TO OUR NEWSLETTER
& GET 50% OFF

SUBSCRIBE FOR FREE

LE TOTE

SUBSCRIBE TO OUR NEWSLETTER
& GET 50% OFF

SUBSCRIBE FOR FREE

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NEWSLETTER
& GET
50% OFF

SUBSCRIBE
FOR FREE

LE TOTE SUBSCRIBE TO OUR
NEWSLETTER & GET 50% OFF SUBSCRIBE FOR FREE

LE TOTE

GET THE LATEST DISCOUNTS, TRENDS, AND TIPS

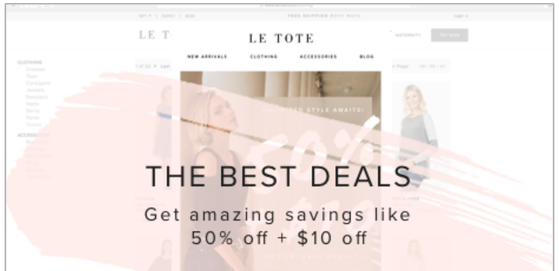
SIGN UP AND GET 50% OFF YOUR FIRST ORDER

NAME

EMAIL

SIGN UP FOR NEWSLETTER

WHAT YOU'LL GET



LE TOTE

THANK YOU FOR SUBSCRIBING

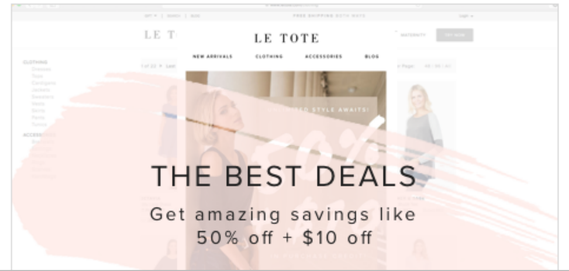
GET 50% OFF YOUR FIRST TOTE

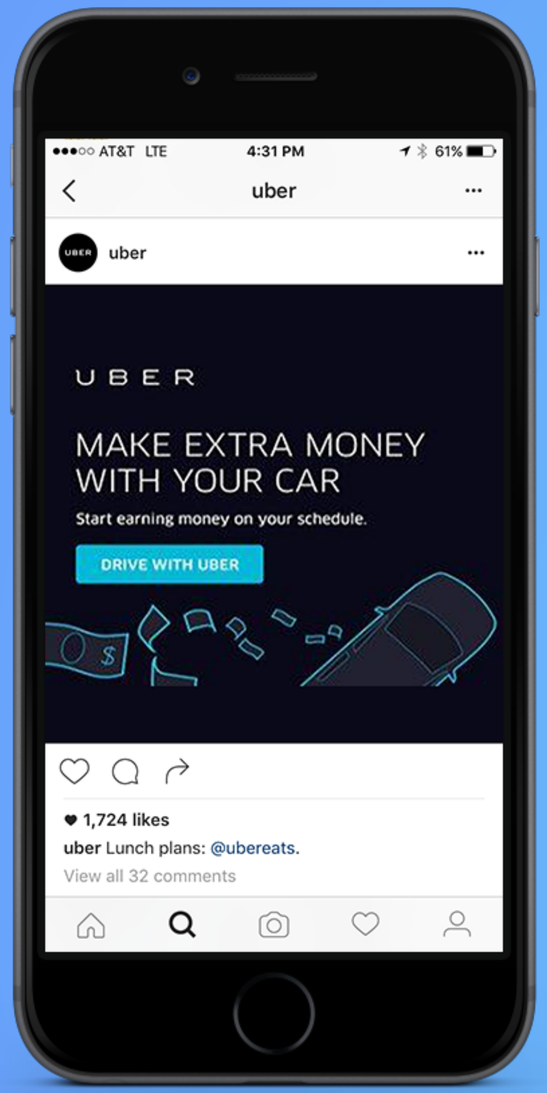
EMAIL

PASSWORD

CREATE MY ACCOUNT

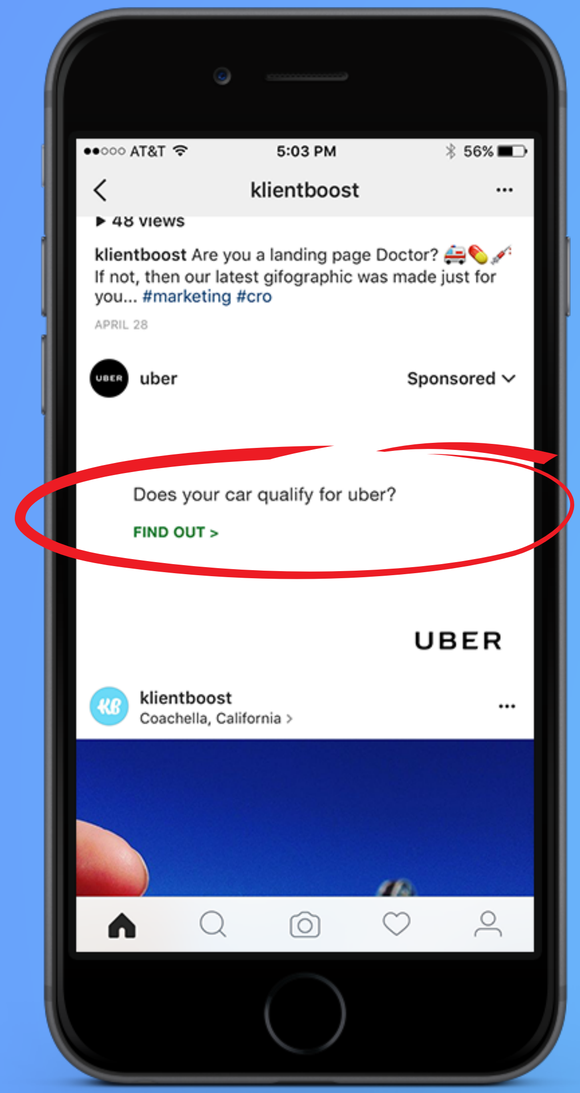
WHAT YOU'LL GET





Testing New Offers…

When new PPC channels aren't working, it's because you're not matching your call-to-action with their temperature.



By Lowering The “Threat”

The fastest way to gain PPC traction,
is by lowering “the ask” of what you want
the visitor to do.

“Does your car qualify for uber?”

Where Are You On The Poop Emoji Scale?

Same CTA For All Channels

You’re using the same offer
for search, social, display, and video

Where Are You On The Poop Emoji Scale?

You’re Experimenting With CTAs

You’re testing new search offers,
but not on-site funnels

Where Are You On The Poop Emoji Scale?

Multiple CTA Funnels

New offers and new conversion funnels
are constantly being tweaked and tested

PPC Secret #4

VS

OPTIMIZE FOR SALES NOT CONVERSIONS

POP QUIZ	COST/CLICK	CONV/RATE	COST/CONV
Keyword 1	$5	50%	$10
Keyword 2	$5	25%	$20

?

Which Keyword is Performing Best?

POP QUIZ	COST/CLICK	CONV/RATE	COST/CONV
Keyword 1	$5	50%	$10
Keyword 2	$5	25%	$20

?

Which Keyword is Performing Best?

POP QUIZ	COST/CLICK	CONV/RATE	COST/CONV	SALE/RATE	COST/SALE
Keyword 1	$5	50%	$10	10%	$100
Keyword 2	$5	25%	$20	50%	$40

?

Which Keyword is Performing Best?

POP QUIZ	COST/CLICK	CONV/RATE	COST/CONV	SALE/RATE	COST/SALE
Keyword 1	$5	50%	$10	10%	$100
Keyword 2	$5	25%	$20	50%	$40

?

Which Keyword is Performing Best?

Less Ad Spend, Same Sales

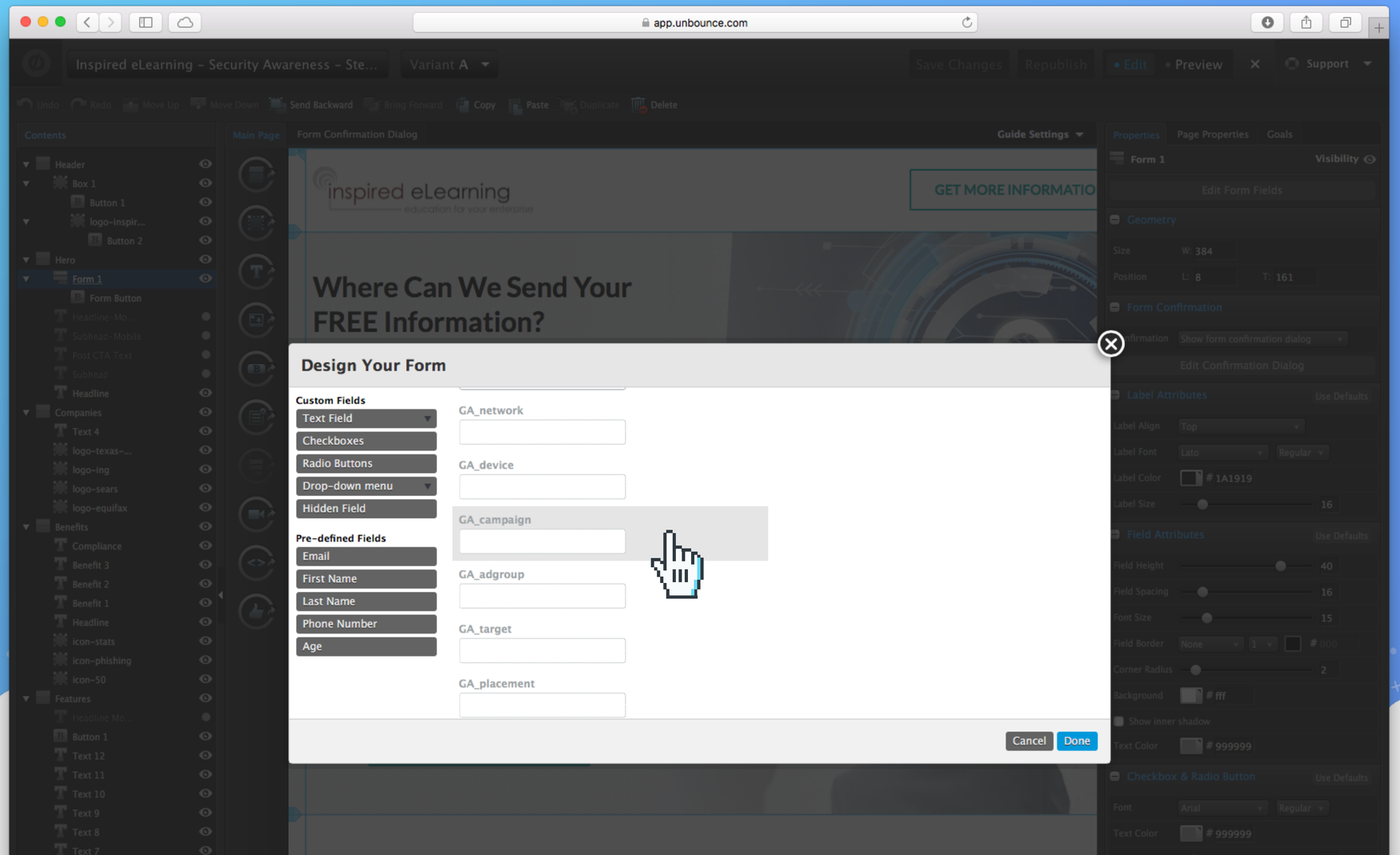
?

How do you track keyword level or placement level sales?

How do you track keyword level or placement level sales?

Manual UTM Parameters or Automatic ValueTrack Parameters

Use Hidden Fields



Where Are You On The Poop Emoji Scale?

No Conversion Tracking

You’re getting conversions, but not which sure which keywords, placements, or audiences are responsible

Where Are You On The Poop Emoji Scale?

Conversion Tracking

You know which keywords, placements, and audiences are getting conversions

Where Are You On The Poop Emoji Scale?

Sales Tracking

You know which keywords, placements,
and audiences are getting sales

PPC Secret #5

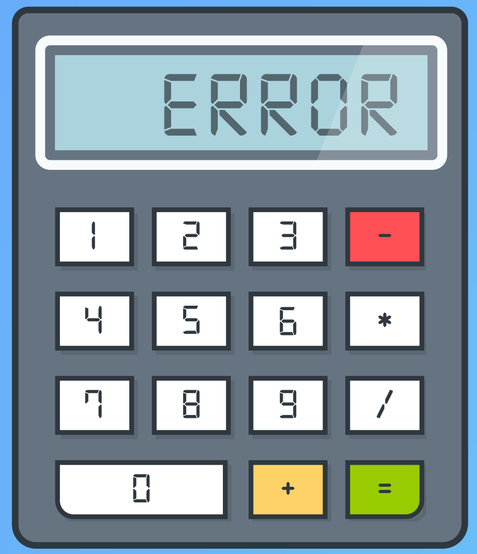
F*** YOUR PPC METRICS

Interaction Rate

CPC

Relevance Score

CPP



CPV

CTR

QS

Average Position

IS

CPM

CPE

PTR

Clicks ↓	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	View-through conv.	Avg. CPM	Total cost	Invalid clicks	Active View viewable impr.	Phone calls	Click assisted conv.
73,731	**4,285,181**	**1.72%**	**$0.31**	**$22,630.32**	**1.6**	**101**	**$5.28**	**$22,630.32**	**4,548**	**449,643**	**0**	**391**
25,615	59,054	43.38%	$0.04	$932.17	1.0	0	$15.79	$932.17	845	0	0	0
14,067	1,882,527	0.75%	$0.71	$9,965.97	1.9	0	$5.29	$9,965.97	336	0	0	178
11,826	70,719	16.72%	$0.05	$573.99	1.0	0	$8.12	$573.99	469	0	0	0
5,872	67,231	8.73%	$0.55	$3,245.41	1.2	0	$48.27	$3,245.41	158	0	0	81
3,449	142,852	2.41%	$0.54	$1,858.22	1.0	10	$13.01	$1,858.22	0	0	0	0
2,707	134,241	2.02%	$0.44	$1,195.33	2.1	0	$8.90	$1,195.33	76	0	0	36
1,064	756,170	0.14%	$0.63	$665.30	1.0	72	$0.88	$665.30	2,305	252,154	0	0
1,048	203,921	0.51%	$0.66	$696.41	2.1	0	$3.42	$696.41	23	0	0	11

Where Are You On The Poop Emoji Scale?

Bad Metrics

You’re worrying about CPCs, CTRs,
Quality Scores, and Relevance Scores

Where Are You On The Poop Emoji Scale?

Better Metrics

You’re focusing about conversion rates,
conversion volume, and cost per conversion

Where Are You On The Poop Emoji Scale?

Best Metrics

You care about cost per sale and sales volume,
and okay increasing cost per conversion

A Little Present For You :)

Thank You!