Making the Web Work for You

Alex Chen, Education Account Executive
Dustin Thornhill, Education Analytical Lead
November 2012
Today’s agenda

9:30 – 10:15: Education and the Web

10:15 – 10:30: Break

10:30 – 11:15: The World of Analytics and Attribution

11:15 – 11:30: Break

11:30 – 12:00: The Latest and Greatest from AdWords
The Web has changed everything.
Everyone and everything is online.
Consumers are hyper-informed

78% of US Internet users go online to search for products & services


Online sources considered before making purchase:
- 18
- 12
- 10
- 7
Any screen will do.

Choice and sharing accelerating
Extraordinary is the new ordinary.
Make the web work for you.

Make better decisions
by understanding your audience through unique data-driven insights.

Win moments that matter

Go bigger, faster
The web is critical to admissions marketing

1 in 4 education researchers use online sources exclusively.

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
But we’re letting demand slip through the cracks

80% of Education search query paths end without a conversion.

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
Understanding the Education Journey
Education seekers embark early on

Distribution of First Visits to School Websites
120 Days from Conversion

72% first arrive at least 2 weeks prior to conversion.

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
Early research phases are highly exploratory

Timing of Search Referrals
School Website Converters

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
But students rely heavily on non branded terms

YTD query volume by category

- Program
- General
- Degree
- Brand

Source: internal Google Search volume data, axis removed to protect property data
Query volume expected to be down YoY

Volume projection across keyword categories

Source: Internal Google forecasting system, using internal Google search data, axis removed to protect property data
While CPCs are expected to rise across the board

CPC projection across keyword categories

**Source:** Internal Google forecasting system, using internal Google search data, axis removed to protect property data
They use many devices to conduct research

Q: Which of the following (mobile / tablet, computer, other) did you use to conduct your online research on higher educational institutions?
Base: Those who applied to a school.

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
Devices are no longer location-specific

2 in 3 mobile researchers use mobile devices at home when researching education.

Q: From which of the following locations did you use your mobile device to research higher educational institutions?
Base: Mobile users

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
Regardless of device, Search drives education research

78% of education website conversions are influenced by Search.

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
They return to search again and again

Stage of Education Research When Search was Utilized

- 41% At the very beginning of my research
- 13% In the middle of my research
- 5% At the end of my research
- 43% Throughout my research

Q: When did you use [Search] to research higher educational institutions?

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
1 in 6 education searches will be mobile this year

Mobile vs. Desktop Distance Education Search Queries
2009 - 2012

1 in 6 queries will be mobile in 2012...

1 in 83 queries were mobile in 2009…
But beyond Search, many sources have influence

Resources Used in Higher Education Research

- School Website: 75%
- Search Engines: 70%
- Family / Friends: 64%
- Brochures: 58%
- College Matching Sites: 46%
- Mentor / Counselor: 44%
- Ranking Sites: 29%
- Social Networks: 28%

Q: Which of the following resources did you use to look for information on higher educational institutions?
Base: Those who applied

Source: Compete, Inc. U.S. Custom Education Study, Q3 2011
Social media provides trusted opinions, experiences

1 in 4 consult their social networks to make an education decision

Q1: Which of the following sources did you use to look for information on higher educational institutions?

Q2. How useful were each of the following sources while you researched higher education institutions (Scale of 1 to 5)

Base: Those who applied

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
Video helps them get to know a school

Reasons for Using Video in Higher Education Research

- Understand specific features of a school… 67%
- Learn about a school’s culture & environment… 54%
- Watch student testimonials…. 47%
- Watch sample lectures… 46%
- Learn about a school’s degree & program offerings… 46%
- Decide which school to attend… 35%

Q: Why did you use videos as a source of information while researching higher educational institutions?
Base: Video site users

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
...and shape perceptions about schools

Lift in Perceptions About School After Video Ad Exposure
% Change Exposed vs. Control

Affinity: +100%
Consideration: +83%
Awareness: +92%
Provides a valuable degree: +98%
Is a school employers respect: +102%
Has a reputable accreditation: +129%

Source: Brand Perceptions in Higher Education, ipsos OTX, commissioned by Google, Fall 2011 (US)
Higher-funnel connections today do result in action later

2/3 of school website conversions result from lagged referrals

Immediate Versus Lagged Conversion by Referral Source
School Website Converters

- Search
- Google Display Network
- Social Networks
- YouTube

Lagged
Immediate

Source: Compete Education Dashboards, Q3 2011
By time of decision, researchers are highly informed

Journeys that end in conversion most commonly have:

- Page Views: 16+
- Conversions: 4
- Search Queries: 10+
Make better, data-driven decisions

What is my audience looking for?
What’s my optimal media mix?
How do my site visitors behave?

…
Making the web work for you.

Make better decisions

Win moments that matter

Go bigger, faster

by reaching the right people at the right time with the right message.
Every search is an opportunity to connect
Create new demand for your programs
Do more showing than telling
Making the web work for you.

Make better decisions

Win moments that matter

Go bigger, faster
by tapping into new technologies to grow scale, efficiency, and impact
Scale course delivery & adaptive learning
On-demand classrooms
Bypass geographical limitations

Law School Goes Online with LL.M. in U.S. Law

Washington University School of Law announced it will begin offering its Master of Laws in U.S. Law for Foreign Lawyers (LL.M.) in a new and innovative online format. Called @WashULaw, the program is the first and only top-tier online LL.M. in U.S. law. The online LL.M. builds on the law school’s internationally recognized postgraduate law degree program, which is designed for foreign attorneys interested in increasing their knowledge of U.S. law to more effectively practice in today’s global legal environment.

- Article in New York Times [view]
- Article in Inside Higher Ed [view]

@WashULaw will allow foreign lawyers to complete an LL.M. degree in U.S. law without leaving their law practices or relocating to the United States. Students will receive an excellent grounding in U.S. Law, with a focus on business issues, without dramatic disruption to their professional and personal lives or the relocation costs associated with a prolonged stay overseas. @WashULaw provides foreign lawyers with a flexible option to earn their degree from a world leader in legal education and research.

“We aim to produce extraordinary graduates who benefit from the highest caliber online education available – and to ensure that the quality equals or exceeds the quality of the best LL.M. programs in the world,” says Kent Syverud, dean of the Law School and Ethan A.H. Shepley Distinguished University Professor.
It’s easier to make progress on mega-ambitious goals than on less risky projects. The 1-sentence summary of how to change the world: work on something that is uncomfortably exciting.

Larry Page
Google CEO
Make the web work for you.

Make better decisions

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Google Analytics
What we will cover

1. Introduction & Overview of Google Analytics
2. Analysis Toolkit Highlights
3. Installing Analytics & Data Collection
4. Key Google Analytics Reports
5. New Features
6. Q&A
What is Google Analytics?

Free, hosted web analytics service that gives you insight into how visitors interact with your website.

View over 80+ reports
- Online
- Download
- Email

Key Benefits
- Measure and evaluate the ROI of your marketing efforts
- Evaluate visitor navigation to identify site improvements
- Track goals metrics such as revenue, cost, and conversion rates
Your website is an investment

How is it performing?
Providing answers to difficult questions

How are users engaging with my site?

How can I make my marketing campaigns more effective & accountable?

Am I creating effective content?

Where and why are visitors abandoning my shopping cart?

How do I improve site interaction?
Innovative Analysis Toolkit
Custom dashboards for quick insights

Executive Dashboard

Visits
278,413
% of Total: 100.00% (278,413)

Bounce Rate
62.63%
Site Avg: 62.63% (0.00%)

Table
<table>
<thead>
<tr>
<th>Country/Territory</th>
<th>Visits</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>80,243</td>
<td>47.51%</td>
</tr>
<tr>
<td>India</td>
<td>13,123</td>
<td>70.33%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>12,416</td>
<td>71.02%</td>
</tr>
<tr>
<td>Brazil</td>
<td>12,405</td>
<td>74.03%</td>
</tr>
<tr>
<td>Italy</td>
<td>11,296</td>
<td>72.90%</td>
</tr>
<tr>
<td>Canada</td>
<td>9,290</td>
<td>49.98%</td>
</tr>
<tr>
<td>Germany</td>
<td>8,559</td>
<td>71.31%</td>
</tr>
<tr>
<td>France</td>
<td>8,000</td>
<td>71.95%</td>
</tr>
<tr>
<td>Russia</td>
<td>7,172</td>
<td>74.99%</td>
</tr>
<tr>
<td>Spain</td>
<td>5,589</td>
<td>70.60%</td>
</tr>
</tbody>
</table>

Visits by Country

- 28.82% United States
- 4.71% India
- 4.45% United Kingdom
- 4.45% Brazil
- 4.08% Italy
- 53.62% Other
Real-time reporting at the speed of the web
Visualizations tell a story

Examine where visitors enter and exit your conversion process
Identify which site paths lead to the most goal completions
Use your findings to test changes to your site
Get valuable intelligence automatically

- **Visitors**
  - **Texas**
    - 258 visits (2.1% of total)
    - **13.51% Goal6 Conversion Rate**
      - Increase by 110% expected: 6.05%-7.46%
  - **00:02:23 Avg. Time on Site**
    - Increase by 73% expected: 00:01:16-00:01:47

- **Traffic Sources**
  - **AdWords**
    - **California**
      - 306 visits (2.5% of total)
      - **6.54% Goal7 Conversion Rate**
        - Decrease by 52% expected: 12.42%-14.63%
      - **$0.35 CPC**
        - Decrease by 32% expected: $0.50-$0.53
Set alerts for the metrics you care about

Set alerts on a daily, weekly, or monthly basis and be notified by email or phone.

Leave notes (annotations) on any graph so others can learn from your research.
Search functionality: get really deep, really fast

Simple **search** to find what you want

Advanced **filtering** to hide what you don’t

Analyze any **visitor segment** by any other characteristic for rich context

**Pivot** by another characteristic for full visibility into complex visitor segments
Customize reports to meet your needs

Create, save, and share reports that are important to your business

Design custom reports that meet your needs

Simply drag-and-drop!
Powerful Data Collection
Adding the Google Analytics code to your site…

One code snippet placed at the bottom of every web page to activate your account
Easy-to-use wizard to create your primary code snippet

Visitors from smartphones tracked immediately

E-commerce tracking available (extra tags needed)
...collects a tremendous amount of data

All of this arrives in dedicated reports with no customization

Each characteristic (or “dimension”) is automatically organized by segments

Every segment is automatically measured against all available metrics (web metrics, goals, etc)
Define your success metrics

Goal Types:
- Viewed Key Page
- Time on site
- Pages-per-visit
- Downloads

No extra tags necessary!

Track **Goal Funnel Paths** & Path Abandonment

Ecommerce tracking (when activated) brings in transaction & product data

Up to 20 goals per profile!
Deep AdWords integrations

Link multiple AdWords accounts to track ads automatically

Track “Return on Ad Spend” & “Cost per Conversion”
Key Reports
Report:
Google Analytics Dashboards
Google Analytics Dashboards

Located on The Home Tab in Analytics

Quick overview of activity on your site, customizable for various stakeholders (IT, Marketing, Sales etc.)

Add any report in Google Analytics to a dashboard with just a click
Utility for an entire organization

✔ Marketers
- Capture the most conversions at the lowest possible cost
- Target high return regional markets and market segments
- Test various advertising creative for each of your campaigns

✔ Executives
- Track ROI on all online initiatives from a single report
- Identify long-term trends in online marketing programs

✔ Webmasters
- Demonstrate the value of your site usability improvements
- Show how your site design decisions improve website ROI
- Identify web design parameters like visitor connection speeds and browser types
Report:
Keywords Report
Your AdWords campaigns may not be capitalizing on some high-traffic or high-revenue organic search queries.
Report: Ad Content
Ad content: site usage

Get better insight into the traffic your ads are sending to your site and what those users did once there.
### Ad content: return on investment

This AdWords campaign sent 4,766 visits via 77 ad contents.

<table>
<thead>
<tr>
<th>Visits</th>
<th>Impressions</th>
<th>Clicks</th>
<th>Cost</th>
<th>CTR</th>
<th>CPC</th>
<th>RPC</th>
<th>ROI</th>
<th>Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,766</td>
<td>72,645</td>
<td>6,503</td>
<td>$2,219.13</td>
<td>8.95%</td>
<td>$0.34</td>
<td>$0.52</td>
<td>51.63%</td>
<td>34.05%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad Content</th>
<th>Visits</th>
<th>Impressions</th>
<th>Clicks</th>
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<th>CPC</th>
<th>RPC</th>
<th>ROI</th>
<th>Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Official Google Store</td>
<td>3,720</td>
<td>43,084</td>
<td>3,902</td>
<td>$1,136.99</td>
<td>8.93%</td>
<td>$0.29</td>
<td>$0.70</td>
<td>140.92%</td>
<td>58.49%</td>
</tr>
<tr>
<td>2. (Keyword: Google Kids)</td>
<td>886</td>
<td>7,270</td>
<td>665</td>
<td>$204.37</td>
<td>9.15%</td>
<td>$0.31</td>
<td>$0.00</td>
<td>-100.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>3. (Keyword: Google Logo T-Shirts)</td>
<td>215</td>
<td>4,560</td>
<td>231</td>
<td>$56.44</td>
<td>5.07%</td>
<td>$0.24</td>
<td>$2.11</td>
<td>763.64%</td>
<td>88.42%</td>
</tr>
<tr>
<td>4. Official Google Clothing</td>
<td>96</td>
<td>3,724</td>
<td>103</td>
<td>$40.47</td>
<td>2.77%</td>
<td>$0.39</td>
<td>$0.05</td>
<td>116.48%</td>
<td>53.00%</td>
</tr>
</tbody>
</table>

**Edit** poorly performing destination URLs. **Replicate** successful ad strategies. **Pause** ads using unsuccessful strategies.
Report: Map Overlay
Location reporting – map overlay

Find where your potential students are and target those areas more aggressively.

See which countries, regions and cities are driving traffic to your site

Compare conversion rates and visitor value between different areas
Report: Mobile Device Reports
Mobile device report

- Mobile traffic from smartphones and tablets is automatically tracked in Google Analytics
- See mobile visits, new visits, sales and transactions
- Add additional keywords that perform well on mobile

Design landing pages that optimize users’ experiences based on their device type.
New GA Features
Feature:
Multi-Channel Funnels
Multi-channel funnel reports can help tell you...

- How should I value social activities?
- How much should I pay my affiliates?
- How quickly are customers converting?
- How do my channels work together?
Multi-channel funnels

- A single view of interactions across digital channels

- Paid Search
- Organic Search
- Display
- Affiliates
- Social Networks
- Email Marketing
- Direct Visitation
- Mobile
- Video
Five sets of actionable, accessible insights
# Report descriptions and actions

<table>
<thead>
<tr>
<th>Description</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview Report</td>
<td>• Quickly understand how channels work together&lt;br&gt;• Conversions at a glance</td>
</tr>
<tr>
<td>Assisted Conversions</td>
<td>• Understand how many conversions were assisted by each channel</td>
</tr>
<tr>
<td>Time Lag</td>
<td>• Learn the number of days it takes a customer to convert</td>
</tr>
<tr>
<td>Path Length</td>
<td>• See how many interactions it takes a customer to convert</td>
</tr>
<tr>
<td>Top Paths</td>
<td>• Describes the sequence of interactions leading up to a conversion</td>
</tr>
<tr>
<td>• Discover channel overlap</td>
<td>• Uncover upper-funnel channels&lt;br&gt;• Easily compare First and Assist attribution models</td>
</tr>
<tr>
<td>• Optimize your channels and content for users who take one or more days</td>
<td>• Test changes to assisting channels to optimize conversion</td>
</tr>
<tr>
<td>• Identify top performing paths and isolate channel transition trends</td>
<td></td>
</tr>
</tbody>
</table>
Ex: display value beyond the last click

For every 1 sale where display is the last click...

...there are 4 more where display assists
Feature: Importing GA Data into AdWords
Import GA data into AdWords

Import 3 Google Analytics metrics, ‘Bounce Rate,’ ‘Avg. Visit Duration,’ and ‘Avg Pageviews’ directly into AdWords
Feature: Remarketing with Google Analytics
Get results fast with sophisticated targeting

Take advantage of the rich data in Google Analytics

Use your Google Analytics tags

Lists based on familiar metrics like pages viewed, location, and goal completions

Reach precisely the right customers for better campaign performance

Find it in the Admin tab of Google Analytics: Click on “Remarketing Lists”
Create and edit lists with ease

- Do it all within Analytics and AdWords -- no need for new page tags for each new campaign

Build a list in seconds

Custom and predefined lists

Available to use in AdWords automatically
Connect with more customers than ever before

- Reach your customers across the Google Display Network (GDN)

Auto-import lists into AdWords, then run ad campaigns with a couple of clicks

Connect with customers on your lists as they browse

Take advantage of more than 2 million websites on the GDN
Additional resources:

Google Analytics Official Blog: http://analytics.blogspot.com

Google Analytics Help Center: http://www.google.com/support/analytics

Google Conversion University: http://www.google.com/support/conversionuniversity/?hl=en
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The Latest and Greatest from AdWords
Search Funnels
AdWords search funnels

What it does:

• Shows the entire search path leading up to a conversion, including search ad clicks and impressions.
• Provide you with data on how your "upper-funnel" keywords help conversions beyond just the last click.
AdWords search funnel opportunities

High impression assists may indicate the need to increase position or modify copy.

High click assists to last click ratios indicate that ads may be undervalued by last click.
<table>
<thead>
<tr>
<th>Number</th>
<th>Opportunity</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>High click assist to last click ratios indicate that KW may be undervalued by last click.</td>
<td>Test expanded budget for these to see conversions rise</td>
</tr>
<tr>
<td>2</td>
<td>High impression assists may indicate missed opportunities.</td>
<td>Try bidding for higher positions and varying ad copy.</td>
</tr>
<tr>
<td>3</td>
<td>Funnel data can be used to calculate First Click CPAs to contrast Last Click CPAs</td>
<td>Simply export first clicks and cost data for the same time period, and then compare to last click CPAs</td>
</tr>
<tr>
<td>4</td>
<td>Some advertisers may want something in between first and last click CPA</td>
<td>A weighted sum of metrics can be used to create a range of attribution model</td>
</tr>
</tbody>
</table>
The New Remarketing Tag
Streamline site tagging and optimize

**Sophisticated and powerful**
- no minimum spend
- simple user interface
- advanced list strategies
- reach more users

**Easy**
- one tag across the entire site
- pass dynamic values based on specific page views or user actions
Five benefits of the new remarketing tag

1. **Create sophisticated remarketing lists** Define more granular audiences based on user actions and activity on the site.

2. **One-time, unified tagging** Place a single block of code across your entire site that will be used to create remarketing lists across all of your campaigns.

3. **Integrate with dynamic ads** Use the values passed into the Remarketing Tag to show tailored creative based on the customer's interests and activities *(retail only for now)*

4. **Reach more people** Ability to create new Remarketing lists allows you to expand your target audience

5. **Automated optimization of remarketing** Better predict performance of your ads and optimize the predicted likelihood to convert for future auctions. Use Conversion Optimizer or Enhanced CPC to get bid optimization with Remarketing signals.
Automated Rules
A new feature

A new feature that lets you schedule automatic changes to your account based on the criteria that you specify

Benefits: Save time & manage your account more efficiently

- Raise bids to first page CPC
- Enable ad text at 11pm Sunday
- Increase my budget if conversion rate is > 4%
## What types of changes can be automated?

<table>
<thead>
<tr>
<th>Type of Change</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raise keyword max CPC to the first page bid</td>
<td>Raise max CPC to first page bid for all keywords containing the word “sale”</td>
</tr>
<tr>
<td>Change keyword bids</td>
<td>Increase bids for keywords containing the word “sweaters” by 10%</td>
</tr>
<tr>
<td>Pause/enable ad text, ad groups, campaigns</td>
<td>Enable ads promoting a special offer late on a Sunday night when the offer goes live</td>
</tr>
<tr>
<td>Change daily budget</td>
<td>Generate more traffic on peak shopping days by increasing your daily budget by $100 on Mondays and decreasing it by $100 on Wednesdays</td>
</tr>
</tbody>
</table>
Best practices

- Preview all rules to ensure proper set-up
- Monitor rules to ensure that they’re having the intended performance impact on your account
- 10 rules can be created per user per account. Rules can be used to make bulk changes across campaigns, ad groups, etc.
- Share feedback! Are there other types of actions that you’d like to automate? Submit your feedback at https://services.google.com/fb/forms/awfeaturesurvey/
Ad Extensions
Add more value and options to your search ads

Bid-per-call New
Get more phone calls with bid-per-call ads on computers and tablets.

Offer extensions New
Engage customers by extending your ads with relevant, redeemable offers.

Call metrics
Measure the number of phone calls generated by your AdWords campaigns.

Seller rating extensions
Display your merchant star rating from Google Product Search with your ads.

Ad Sitelinks
Display up to four additional destination links to specific content on your site.

Product extensions
Highlight your most relevant products with pictures and prices directly on the search results page.

Location extensions
Promote your local business by attaching relevant location information to your ads.

Multiple addresses for location extensions
Show customers a list of nearby store locations when they’re performing local searches.
new york mba

20 personal results. 77,300,000 other results.

Ads related to new york mba

Columbia Executive MBA | gsb.columbia.edu
www.gsb.columbia.edu/mba
Flexible MBA Schedules Designed For Working Execs. Learn More.

Download a Brochure  Application Requirements
Attend an Info Session  Apply Online Now

MBA at Penn State Online - Accredited, Flexible, 2-yr.
www.worldcampus.psu.edu/mba
Online MBA. Earn a Penn State MBA Degree.
Check Out Our MBA Course Schedule - Learn About Our Residencies Req.

Online MBA Degree - Monroe College Online MBA Program.
www.monroecollege.edu/online
Work & Earn An MBA. Apply Today.
Apply Now - King Graduate School - MBA Program - Admissions

MBA Programs in New York - FIND MBA
www.fnd.mba.com/newyork
Fordham University - Graduate School of Business New York, New York. Two-Year Full-Time MBA, MBA at Westchester MBA or Professional Accounting (CPA ... (CUNY) - Baruch College - MBA Programs in New York - News

NYU Stern School of Business - New York University
www.stern.nyu.edu/
Explore the NYU Stern School of Business and learn more about the full-time MBA, part-time (Lampone) MBA, undergraduate, PhD, and executive MBA business ... Stem classes in Westchester ... - Faculty Directory - Contact NYU Stem - Network

Columbia Business School MBA Program - New York, New York
www.gsb.columbia.edu/mba/newyork
Columbia Business School isn't just located in New York — it's enmeshed in it. From practitioners who double as professors to events with CEOs and a wealth of ...

SUNY Online Degrees
www.suny.edu/
1 (877) 912 2642
Earn Your Degree For $232/Credit
At a SUNY College. Sign Up Now!

Online MBA
www.walden.edu/mba
Earn Your MBA Degree Online at Walden University. Apply Now!
200 people I'd start if you Walderen University

Northeastern Online MBA
www.onlinemba.neu.edu/
Earn your MBA Online at NEU.
No GMAT. Download a Free Brochure.

12 Month MBA Program
simon.rochester.edu/
MBA program for career builders. Simon's #1 for ROI. Scholarships

Online MBA
www.phoenix.edu/
Take flexible courses online or at local campuses. Learn more today.

New York MBA - NYU Stern
www.stern.nyu.edu/mba
Top ranked EMBA program in New York City. Access the program brochure.
44 West Fourth Street, New York
(212) 998-0789 - Directions
Display Campaign Optimizer
What is Display Campaign Optimizer?

Key Improvements

- Better bidding model
- More granular keyword-level targeting
- More efficient exploration
- 91% of DCO campaigns stay within 10% of CPA goal

- DCO is a technology which uses automated bidding and targeting to grow conversion volumes.

- DCO examines past performance to test additional placements and find incremental conversions.
How to opt in existing campaigns

You first have to turn on Conversion Optimizer
## Turning on DCO

### Advanced settings

- **Schedule:**
  - **Start date:** 1 Nov 2010
  - **End date:** 31 Dec 2037

- **Ad scheduling:**
  - **Display ads all days and hours**

- **Ad delivery:**
  - Ad rotation, frequency capping

- **Automatic campaign optimisation (Display Network only):**
  - **Targeting mode:**
    - **Standard:** Show ads based on targeting elements such as keywords and placements.
  - **Auto-optimised:** Find conversions automatically on additional placements (Display Campaign Optimiser)

### Experiment

- **CTA:**

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5 tactical takeways from today

• Capitalize on every search opportunity possible with both SEO and SEM

• Create demand for your schools and programs through new media platforms like display and online video

• Look ahead to the future of mobile and tablet by creating new experiences through those mediums

• Leverage Analytics to stay informed about your marketing strategy and website

• Innovate every chance you have and test new products and tools
Thank you!

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