

HOW TO SCALE YOUR ADWORDS CAMPAIGNS

BY MARCO RODRIGUEZ, [THE ECOM PPC ACADEMY](#)



I. BUDGET

WHEN: IF SEARCH IS (BUDGET) IS HIGH

Impr.	Interactions	Interaction rate	Avg. cost	Cost	Ad group type	Active bid adj	Search lost IS (budget)
354,145	2,755 clicks	0.78%	\$0.53	\$1,457.56			8.34%
56	1 clicks	1.79%	\$2.11	\$2.11	Shopping – Product	None	–
85,144	478 clicks	0.56%	\$0.71	\$341.16	Shopping – Product	None	16.24%
11,826	40 clicks	0.34%	\$0.45	\$18.13	Standard	None	9.46%

I. BUDGET

HOW TO GET THERE

- Click on „Columns“ in your AdWords Campaign, Ad Group or Keyword Dashboard
- Click on „Competitive Metrics“
- Select „Search Lost IS (Budget)“

→ A high number (effectively greater than zero) indicates that you can get more impressions, clicks and possibly sales by increasing your budget

II. LOOSE YOUR KEYWORD REACH

WHEN: YOU HAVE A DECENT ROI, YOU DON'T LOSE MUCH TRAFFIC DUE TO BUDGET

- [dog necklace] → “ dog necklace“
 - “dog necklace“ → +dog +necklace
 - +dog +necklace → dog necklace
-
- By loosening your keyword reach you allow more traffic to come in
 - **CAUTION:** Don't do this with all keywords at once or you will destabilize your current performance

II. LOOSE YOUR KEYWORD REACH

HOW TO MAINTAIN A GOOD ROI

- Rule of thumb: the more specific the more you should bid
- Example:
 - [buy dog necklace] → normally gets the highest bids, let's say \$1.30
 - “dog necklace“ → less value, we bid \$0.80
 - Dog necklace → can trigger all kind of unrelated queries, we bid \$0.30-0.40

II. LOOSE YOUR KEYWORD REACH

VERIFY SUCCESS

- Go into your Search Term report
- Keep track of individual keywords you changed, specifically check the following:
 - Impressions
 - CTR
 - Conversions / CPA
- Stop underperforming keywords (underperforming = CPA is drastically lower than on the original keywords)

III. CHECK ON DEVICES

FIND OUTPERFORMERS

Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	Conv. value	Conv. value / cost	Conv. value / click
\$1.00	\$42.10	1.00	\$42.10	2.38%	29.99	0.71	0.71
\$0.68	\$263.35	2.00	\$131.68	0.51%	129.97	0.49	0.33

III. CHECK ON DEVICES

FIND OUTPERFORMERS

- The screenshot shows a campaign where mobile has more conversions than desktop
- Desktop has WAY better stats:
 - Better CPA
 - Higher conversion rate
 - Higher Sales-per-Click
- Scaling by adjusting the desktop bid

III. CHECK ON DEVICES

ADJUSTING BID

- Adjusting the desktop bid will give you more clicks by desktop users
- On the left hand side select „Devices“
- Find the column „Bid adj.“
- Enter a value up to 900%
 - Normally I adjust bids for devices by 20 to 100%
- You can also do negative bid adjustments for mobile

IV. DISPLAY ADS

FIND PLACEMENTS WHERE YOUR TARGET AUDIENCE HANGS OUT

- Example: Fitness Product
 - Forums about fitness
 - Blogs where people talk about their workout routines & eating habits
 - YouTube channels of fitness YouTubers
 - Etc.
- Identify the placement volume by using the „Display Planner“

IV. DISPLAY ADS

QUALITY OVER QUANTITY

- You can easily get billions of impressions, so **quality over quantity**
- 10,000 highly target impressions per day are better than 200,000 medium targeted
- Normal CTR on Display is between **0.1 and 0.3%**
- Test product images against more „content style“ images

IV. DISPLAY ADS

CHECK UNDERPERFORMERS IN DISPLAY REPORT

- Check how well your placements perform
 - Compare apps & websites
- Remove placements that get a ton of impressions but very few (or no) clicks
- Compare different banner types
 - Skyscrapers
 - Medium Rectangle
 - Leaderboard
- AdWords dedicated Machine Learning helps Display Campaigns to be effective

V. DYNAMIC SEARCH ADS

STRUCTURE YOUR WEBSITE

- Dynamic Search Ads (DSA) work best with structured websites, but it's not a necessity
- When creating an ad group, choose „Dynamic“ instead of static keywords
- AdWords gives you content suggestions
- You can target people based on categories OR target your whole website

V. DYNAMIC SEARCH ADS

DSA SCREEN ON CAMPAIGN CREATION

Dynamic Search Ads

Enable Dynamic Search Ads for this campaign

Enter the domain [?](#)
YourDomain

Select the language of this Dynamic Search Ad campaign [?](#)
English ▾

Select a targeting source: [?](#)

Use Google's index of my website

Use URLs from my page feed only

Use URLs from both Google's index of my website and my page feed

Dynamic Search Ads target relevant searches automatically based on your website, then use headlines automatically customized to people's actual searches.

[Learn more](#)

V. DYNAMIC SEARCH ADS

BENEFITS

- AdWords matches potential customers with your products
- You don't need to research dozens or hundreds of keywords
- AdWords auto-generates ad headlines for maximum relevance
- You trigger search queries that you might NEVER have thought of (= You SCALE!)

V. DYNAMIC SEARCH ADS

KEEP IN MIND

- Regularly check the Search Term report to find out whether AdWords actually matches the right people to your site
- Check at „Landing Pages“ tab if AdWords sends people to the right destination URLs

FRI 3:26AM

Hey Marco, just wanted to let you know that I really love the course and appreciate what you have created! Love how straight forward and simple you keep it lol. I tried to teach myself adwords, but got pretty lost around the user interface. Your course had already paid for itself 10x over after the first week of running campaigns and ROAS is much better than FB.



Lara Villar, 13:18

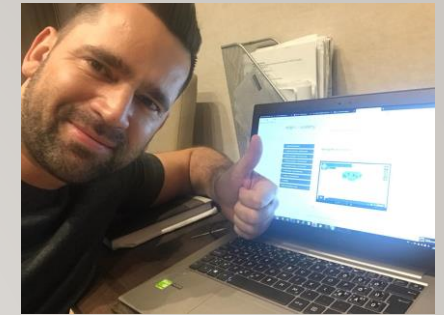
I'll give u a chance as u are the first "guru" (know u are not) I trust on and of course first online course I bought , even working on online marketing as profession. LOL.

done! I've already signed up as moodcanvas@gmail.com

13:19

Thank you so much Lara, really appreciate the Feedback!

I just gave Access 😊



THANKS FOR READING!

For more tips, strategies, methods and hacks to succeed with Google AdWords and **OUTSELL** your competition, check the [eCom PPC Academy!](#)

Marco Rodriguez

ecomppcacademy

- ✓ Over 35 HQ video lessons
- ✓ Facebook Mastermind
- ✓ Live Workshops
- ✓ Dominate with Google Shopping
- ✓ Create Irresistible Ads
- ✓ Optimize Your Campaigns
- ✓ AdWords Scaling Secrets
- ✓ „Maximize Your Profitability“ System
- ✓ ... much more!

Your course is extremely helpful. I've always used Google Shopping Ads for my stores but never search ads

