Paid advertising & CRO digest

Affinity are pleased to launch a monthly paid search and conversion rate optimisation digest newsletter, bringing you a concise, shareable monthly snapshot of the insights, data snippets and thought-provokers that have been discovered by our marketing division.

Words from our Head of Paid Search

Matthew Howman

Statistics should always be questioned; how many were interviewed? What was the spread of demographics? What was the original question they responded to?

However, what these statistics do present is discussion topics and testing ideas, which more often than not sparks a new thought process or an idea that you could apply to a particular website or business.

Data, insight and research has never been so freely available to advertisers to make more informed decisions and the tools you need to make it happen are all there to put a new hypothesis to the test.

As advertisers it's imperative that new ideas and actionable ideas are put to an experiment in a "fair test" environment so you can track and measure both positive and negative results in search of continual growth and improvement.

Our focus on paid search recently has been utilising the experiment tool to trial new bidding strategies and campaign features so we can make accurate and informed decisions. The main topic of conversation for most advertisers at the moment is around automated bidding – does it work?

With traditional search campaigns, you can run a 50/50 split-test in a fair-test environment to determine whether an automated strategy can beat your current method of bidding in the marketplace. Personalisation has never been given so many options and with Optimise it's now possible to run a "personalisation funnel", taking users through an entire journey through the site, rather than a simple A/B split test on a particular webpage.

The Best Industry Stats & Insight snippets we've seen this month...

52% of UK shoppers

say better advice and product information would make them spend more with a retailer

May 2019 iadvize

57% of UK consumers

say they are more likely to do business with publishers and brands that are GDPR compliant

Monetate Q4 report 2018 found that the value of personalisation on a website compounds significantly with each experience

58% of global consumers

purchase goods from one website over another because of their delivery options

State of eCommerce delivery consumer research report

Personalisation options in Google Optimise offer increased Conversion Rate Optimisation testing opportunities

Google Optimise is an excellent tool for advertisers to run split-testing and multi-variate tests across their website.

Personalisation has never been given so many options and with Optimise it's now possible to run a "personalisation funnel", taking users through an entire journey through the site, rather than a simple A/B split test on a particular webpage.

This opens up a whole host of options for advertisers, from personalising the return journey for users that exited at a certain stage in the purchase cycle, or customising messaging to appeal to particular demographics.

Google trialling eCommerce facility through shopping platform

Google have recently launched a trial in the US which will enable users to purchase products directly through their shopping portal.

The shopping platform, which has seen exponential growth in the past two years, has been given its own dedicated homepage and will be able to offer a more personalised experience for users, with Google handling the purchase and operating on a percentage fee model.
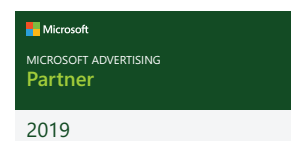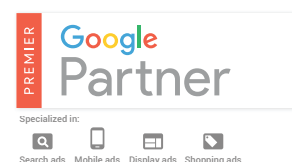
There has been a beta launch in the US and we are watching closely for when this launches in the UK.

PPC Tip of the Month from the team

'Exclusion Lists' for placements have become particularly useful for advertisers who want more control over how and where their advert shows in the display network for remarketing and also prospecting campaigns.

Following Google's decision to open up mobile apps and YouTube videos by default, there's some excellent exclusion lists advertisers have put together featuring thousands of "made for AdSense" websites, kids YouTube channels and generally low-performing websites.

You can apply exclusion lists straight from the campaign setup so these sites are ineligible from the outset, it can save a lot of time further down the line and also prevent unwanted clicks!

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