

PPC Overview

Aka Performance Marketing or Paid Media

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Search Engine Marketing (SEM)

- Sponsored keywords (search terms)
- Google putting more emphasis on quality score over the past few years
- Good for established categories where people know what they are searching for
- Susceptible to overly-broad keywords

Social Advertising

- Allows targeting based on data or matching email list
- Does not require the target to know about you or search for your category
- Facebook can be much more cost effective than Google, Twitter, and LinkedIn

Retargeting

- Form of display advertising that targets previous site visitors
- Add a cookie to website that Google uses to serve ads on websites in their advertising display network

Google Adwords Funnel



Google Adwords

Attract prospective leads through context driven ads appearing during relevant search queries



\$3.58

Landing Page

Direct searcher to relevant landing page to further educate and drive awareness and lead acquisition



Lead Capture

Encourage visitor to complete registration form, qualifying user as official lead



\$81.07

Follow-up

Call or email prospect to qualify interest and set meeting with sales

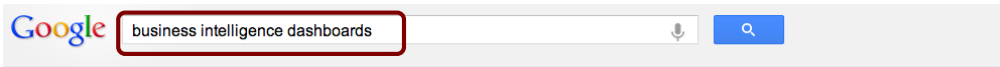


The image shows a sequence of three screenshots illustrating the ad-to-lead process. The top screenshot is a Google search for 'business intelligence tools', with 'MicroStrategy' as the first organic result. The middle screenshot is the MicroStrategy landing page, titled 'MicroStrategy Dashboards', which highlights the company's BI solutions. The bottom screenshot is a registration form for 'MicroStrategy Suite 9.3', featuring a sign-up form with fields for name, address, and contact information, alongside a QR code and a 'SIGN IN' button.

Search Engine Marketing Mechanics



Search terms



About 2,970,000 results (0.26 seconds)

Ads related to **business intelligence dashboards**

- Ultimate BI Dashboard** 1 (866) 710 9327
www.domo.com/BI-Dashboard
Ditch The Spreadsheets. Run Your Entire Business From Your Tablet!
CEO BI Executive BI
COO BI Service BI
- QlikView BI Dashboard - No More Waiting for Static Reports**
www.qlikview.com/Free-Download
Spot Trends & Insights in Seconds!
96% Customer Satisfaction - 186% Return on Investment - Download QlikView Free
- BI Dashboard Tools - Alteryx.com**
www.alteryx.com/BI_Dashboard
Business Intelligence Dashboards For Identifying New Opportunities.

Paid search results

- BI Dashboards | MicroStrategy**
www.microstrategy.com > Software > Business Intelligence >
In order to combat these challenges, a dashboard tool must be put in place that provides both IT-developed and Business-user-developed dashboards in an ...
- Mobility and Real-Time Dashboards Will Make Business Intelligenc...**
www.forbes.com/.../mobility-and-real-time-dashboards-will-make-busine... >
Feb 26, 2013 - By Daniel Yuen Gartner, Inc. The success of business intelligence (BI) and analytics implementation in an organisation is always measured by ...

Organic search results

- Images for business intelligence dashboards** - Report images

- iDashboards: Business Intelligence Dashboard Software**
www.idashboards.com/ >
iDashboards is the leading dashboard software for Executive Dashboards, Excel Dashboards, Management Dashboards and Scorecards.
Live Dashboard Previews - Contact - Higher Education Dashboards - Careers

- IBM Business Intelligence - Dashboards**
www.ibm.com/software/analytics/business-intelligence/dashboards/ >
With the dashboards available with Cognos Business Intelligence, you can understand your business your way.

- What is business intelligence dashboard? - Definition from Whatsis...**
searchbusinessanalytics.techtarget.com/.../business-intelligence-d...
by Margaret Rouse - in 435 Google+ circles
A business intelligence dashboard is a data visualization tool that displays the current status of metrics and key performance indicators KPIs for an en...

Ads

- Dashboards For Business**
www.gooddata.com/dashboard-software
(415) 200-0186
Custom Dashboard/Analytics/Reports.
Start Tracking Your Business Today!

Paid search results

- Accenture BI Study**
www.accenture.com/
Accenture On Business Intelligence,
Learn More - See The Forrester PDF.
- Dashboard Best Practices**
www.tableausoftware.com/BI-Dashboard
5 Best Practices for Creating
Effective Dashboards. Free Paper!

- myDIALS BI Dashboards**
www.mydials.com/
Delivers Unparalleled Interactivity
Start Your Free Trial Today.

- BI Dashboards**
www.inetsoft.com/BI_Dashboards
1 (877) 506 5534
Agile, Easy, Robust. Flash-based
Dashboards & Reporting. View a Demo

- iDashboards**
www.idashboards.com/Software
Quickly & Accurately Portrays Key
Metrics. Try 30-Day Free Trial!

- HP Autonomy Leads BI**
www.hpautonomy.com/Intelligent
Get full value from your business
Intelligence. Download whitepaper!

- Interactive Dashboards**
www.microstrategy.com/dashboards
Easily Monitor Your Ops Performance
With a Single All-In-One Interface

See your ad here >

Ad

Landing Page



Context is Critical



The best ads match the context of the keywords to the ad copy and the landing page

Search terms

business intelligence dashboards

Ad

[Interactive Dashboards](#)
www.microstrategy.com/dashboards
Easily Monitor Your Ops Performance
With a Single All-In-One Interface

When the context doesn't fit between keywords and ads the searcher gets confused and results suffer

corporate risk management

[Interactive Dashboards](#)
www.microstrategy.com/dashboards
Easily Monitor Your Ops Performance
With a Single All-In-One Interface

Landing Page

The screenshot shows the MicroStrategy Dashboards landing page. At the top, there is a navigation menu with links for Products, Solutions, Services & Support, Training & Events, Partners, and About Us. Below the navigation, the main heading reads "MicroStrategy Dashboards" with the tagline "Perfect Dashboards. Created by Anyone. Used by Everyone." There are three prominent buttons: "View Dashboard Demos", "Download the Whitepaper", and "Get Free Training". The main content area features a section titled "The Dashboards Every Organization Needs" with a sub-heading "Organizations around the world are realizing that the need for the full spectrum of dashboards is present and creating challenges..." and a "View Gallery" button. Below this is another section titled "The Only Dashboard Platform You'll Ever Need" with a sub-heading "Because MicroStrategy provides both styles of dashboards in a single platform..." and two buttons: "IT-Developed Dashboards" and "Business-User-Developed Dashboards". At the bottom, there is a section titled "Align the Organization" with a sub-heading "MicroStrategy enables the combining of dozens of reports into a single advanced dashboard..." and a "View Gallery" button. The page also includes a search bar and a "Share" link in the top right corner.

- Select keywords
 - Think about things people search for
 - Google will suggest keywords based on your website
 - Competitors names will show your ad when searchers type their name
 - Google quality score: how well keywords match website content
- Create text ads
 - Headline + Copy
 - Should be aligned with keywords and landing page content
- Create landing page
 - Find a way to track the Call To Action (video, white paper, webcast, etc)
 - Keep your eye on the demand funnel -> culminates in \$\$\$
- Budget

Things that affect ad position

1. Keyword bid amount
2. Quality score (relevance)
3. Performance of the ad