

How to Plan & Manage a Pay Per Click Campaign in 2024

*Presented Exclusively for DealersEdge
2/29/2024*

Agenda

01 PPC in 2024

Pulse check on Search Marketing in 2024

02 Lowest Hanging Fruit

How to quickly improve your results

03 Vehicle Listing Ads

VLA's continue to be one of the best used-car advertising you can do

04 Beyond Google

Opportunities beyond Google Search

05 The Future of Search

Google's Generative Search Experience



Alex Melen

Co-Founder, SmartSites



Featured Speaker



2023 **NADA**

Alex Melen
Co-Founder SmartSites

AUTOMOTIVE MARKETING EXPERT



About SmartSites

400+

FT Employees

12 Years

In Business

1,000+

Clients

500+

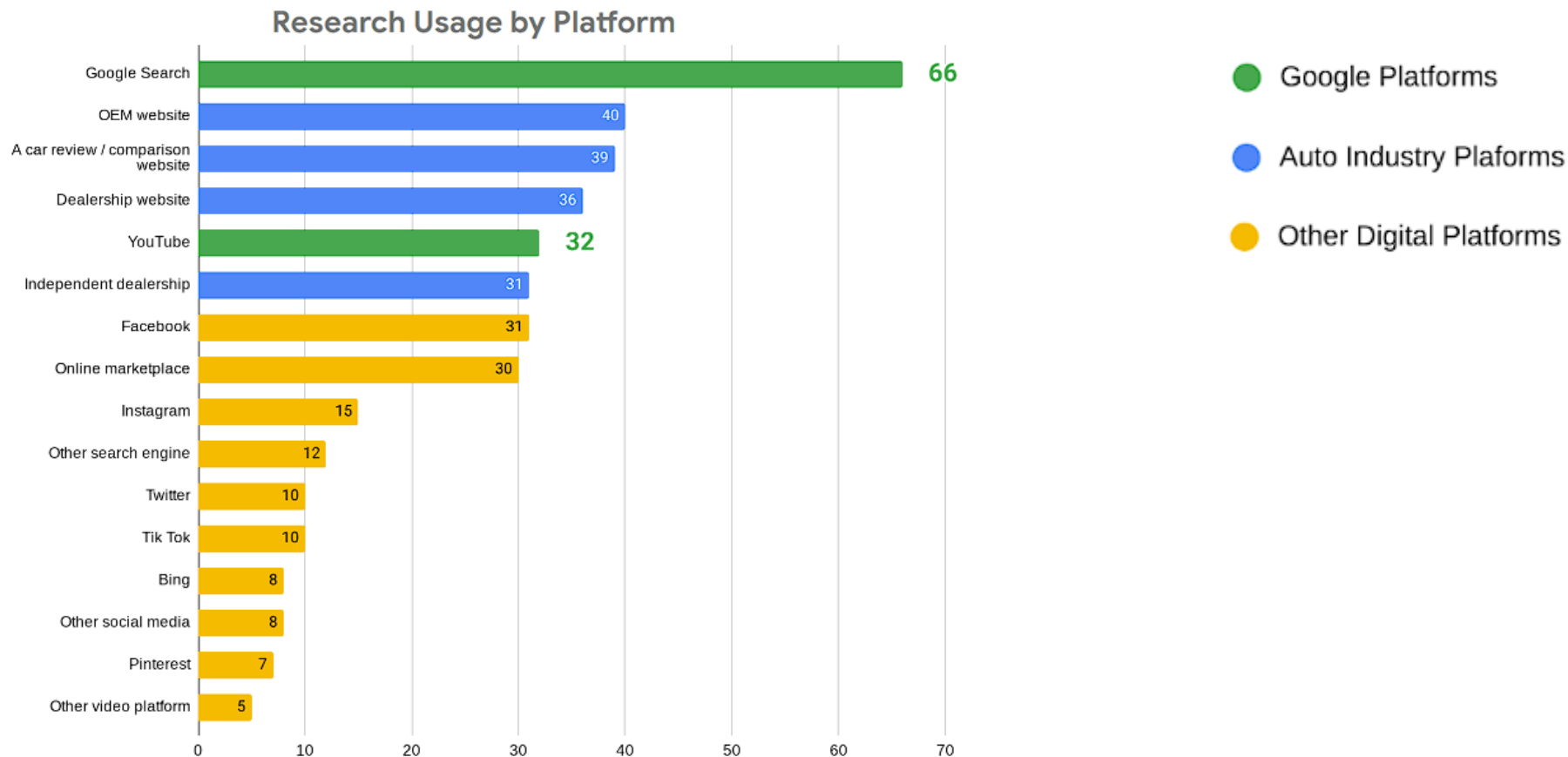
5 Star Reviews



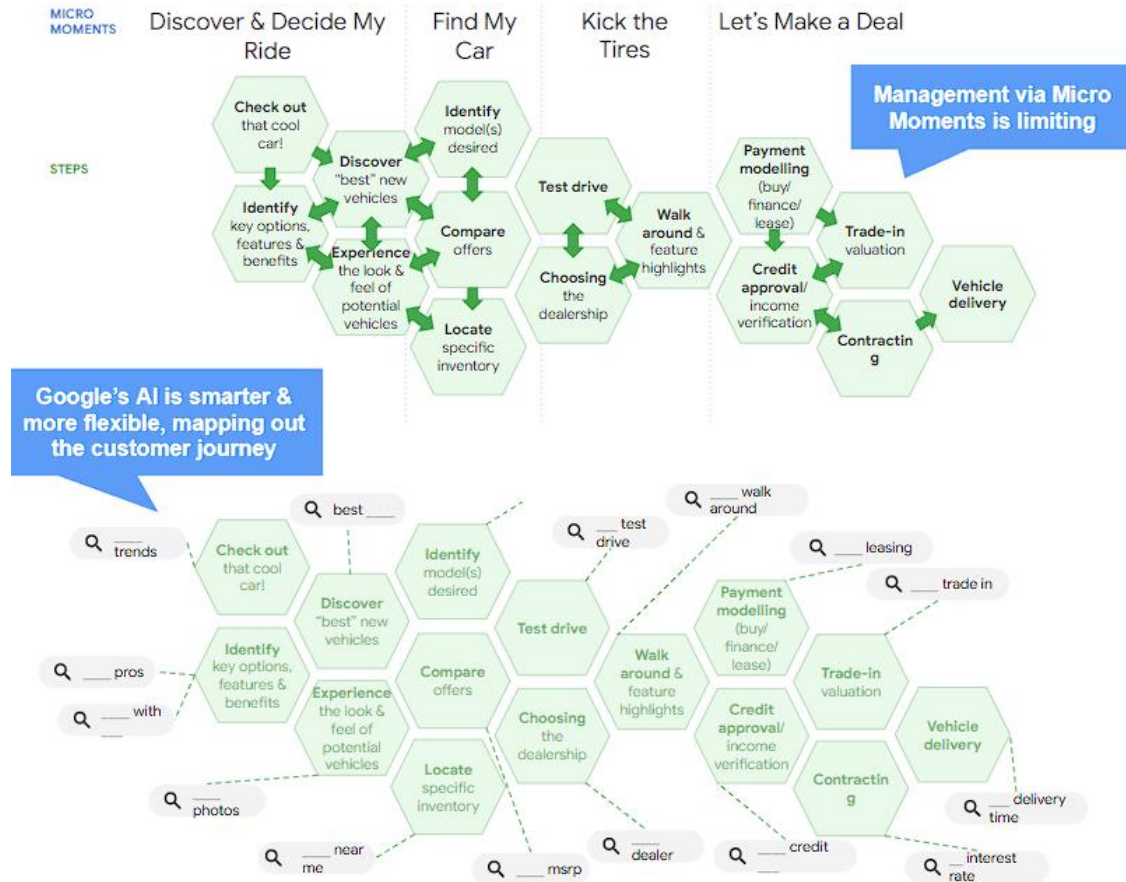


PPC in 2024

Relevancy of Google Search



Customer Journeys Are Becoming Increasingly Complex



Lowest Hanging Fruit of PPC Success

01 Value Based Bidding

Utilize Machine Learning to improve results

02 Enhance Your Presence

Optimize how you're ads are shown on the internet

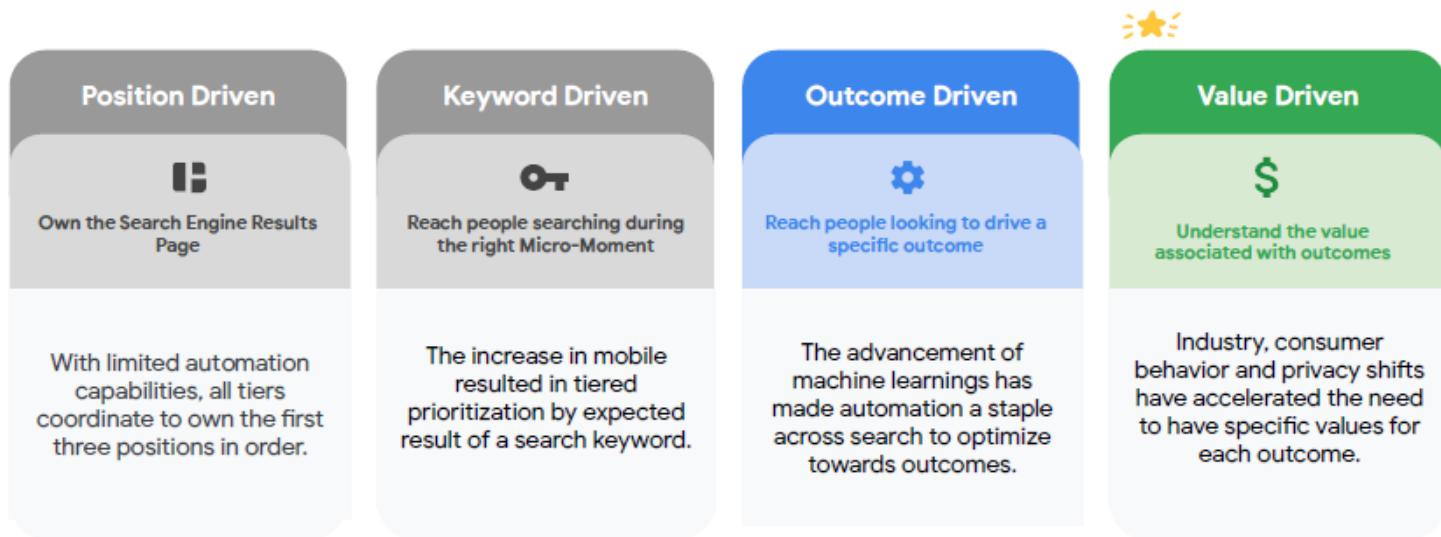
03 Custom Audiences

Push the boundaries of online targeting

Value Based Bidding

Automotive automation is evolving to value

Our north star outcomes are dependent on determining that amount



previous automotive search strategies

Value Based Bidding

Primary Dimension: Campaign / Campaign ID Google Ads: Ad Group

Plot Rows

Secondary dimension

Sort Type:

Default



advanced



	Campaign / Campaign ID ?	Acquisition					Behavior		Conversions Goal 1: Form Submission		
		Clicks ?	Cost ? ↓	CPC ?	Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Form Submission (Goal 1 Conversion Rate) ?	Form Submission (Goal 1 Completions) ?	Form Submission (Goal 1 Value) ?
		10.75% ↑ 3,885 vs 3,508	3.37% ↑ \$7,692.41 vs \$7,441.93	6.66% ↓ \$1.98 vs \$2.12	10.13% ↑ 3,250 vs 2,951	10.07% ↑ 4,578 vs 4,159	0.05% ↑ 54.17% vs 54.15%	3.23% ↓ 2.77 vs 2.87	81.70% ↑ 0.44% vs 0.24%	100.00% ↑ 20 vs 10	0.00% \$0.00 vs \$0.00
	1. SS Search - New General 11710625192										
	Apr 1, 2021 - Apr 30, 2021	694 (17.86%)	\$2,176.65 (28.30%)	\$3.14	566 (16.60%)	801 (17.50%)	26.34%	4.23	1.00%	8 (40.00%)	\$0.00 (0.00%)
	Mar 2, 2021 - Mar 31, 2021	945 (26.94%)	\$2,751.82 (36.98%)	\$2.91	753 (24.41%)	1,128 (27.12%)	29.17%	4.32	0.35%	4 (40.00%)	\$0.00 (0.00%)
	% Change	-26.56%	-20.90%	7.71%	-24.83%	-28.99%	-9.68%	-2.02%	181.65%	100.00%	0.00%
	2. SS Search - New Taycan 11713071730										
	Apr 1, 2021 - Apr 30, 2021	574 (14.77%)	\$1,181.81 (15.36%)	\$2.06	468 (13.73%)	718 (15.68%)	28.13%	4.27	0.97%	7 (35.00%)	\$0.00 (0.00%)
	Mar 2, 2021 - Mar 31, 2021	293 (8.35%)	\$795.66 (10.69%)	\$2.72	255 (8.27%)	397 (9.55%)	35.52%	4.44	0.50%	2 (20.00%)	\$0.00 (0.00%)
	% Change	95.90%	48.53%	-24.18%	83.53%	80.86%	-20.79%	-3.72%	93.52%	250.00%	0.00%

Enhancing Your Presence

×	
+ Sitelink extension	Show links to specific pages of your website
+ Callout extension	extension type Status Click
+ Structured snippet extension	extension Approved
+ Call extension	extension Approved
+ Message extension	extension Approved
+ Location extension	extension Approved
+ Affiliate location extension	extension Approved
+ Price extension	extension Approved
+ App extension	extension Approved
+ Promotion extension	extension Approved
Find out more about lululemon athletica.	Sitelink extension Approved (limited)

Google car insurance

Web Maps News Images Shopping More Search tools

About 560,000,000 results (0.34 seconds)

Good

\$19 for Car Insurance? - GEICO.com
Ad www.geico.com/ 
4.7 ★★★★★ rating for geico.com
Inconceivable! Quote with GEICO, See How Much You Could Really Save.
Ratings: Ease of purchase 10/10 - Policy selection 9/10
GEICO Insurance has 8,741 followers on Google+
Get a Quote - Join the Millions - 75 Years of Service - Discounts

Esurance Car Insurance - esurance.com
Ad www.esurance.com/Oregon 
Same Big Discounts & Great Service. Now part of the Allstate Family.
Esurance has 4,421 followers on Google+

Bad

Progressive Car Insurance - Progressive.com
Ad www.progressive.com/ 
Named #1 Car Insurance Website. Get A Free Online Quote Now.

Enhancing Your Presence

About image extensions (beta)

Important

- Image extensions are in beta and may not be available to all Google Ads users.

Image extensions allow advertisers to upload rich, relevant visuals to complement their existing text ads. Image extensions can help drive performance for advertisers, with compelling visuals of products or services that enhance the message of their text ads.

How it works

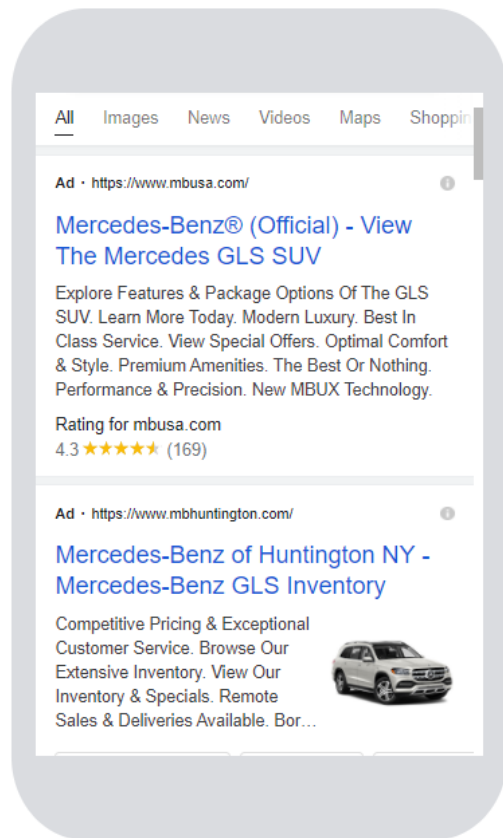
When your image extension appears on the Google search results page, potential customers see:

- Your headlines
- Your descriptions
- Your URL
- Your image

Requirements and guidelines

To best represent your products and services, you can upload up to 20 diverse, high-quality images that are relevant to your keywords. Image extension must follow a strict set of creative guidelines without exceptions. Make sure you review the guidelines below before creating your image extensions to avoid disapprovals. Images must also meet [Image quality requirements](#).

It can take up to 5 business days for images to go through quality and policy checks before being eligible to serve. You can read more [About the ad approval process](#).



Custom Audiences

Standard

Innovative



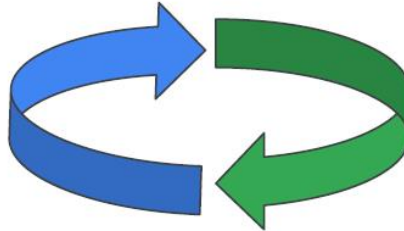
Affinity

Auto Enthusiasts
Auto Performance &
Luxury Enthusiasts
SUV Enthusiasts
Sedan Enthusiasts
Luxury Shoppers
Business Professionals
Golf Enthusiasts
more....



In-Market

Luxury Vehicles
SUV
Sedans
Cadillac
BMW
Lexus
Audi
Lincoln
more



Custom Affinity: Audience Profile

Age 30-44
Top 10% income level
Luxury Traveler
Golf Enthusiasts
High End Fashion &
Accessories Shopper
Aware of Top Investor Trends
more....



Custom Intent: Model Intenders

Luxury SUV
XT5 Sport Edition
BMW X5
Audi Q7
Acura MDX
Lincoln MKX
Mercedes Benz GLE
more....

Pre-Built



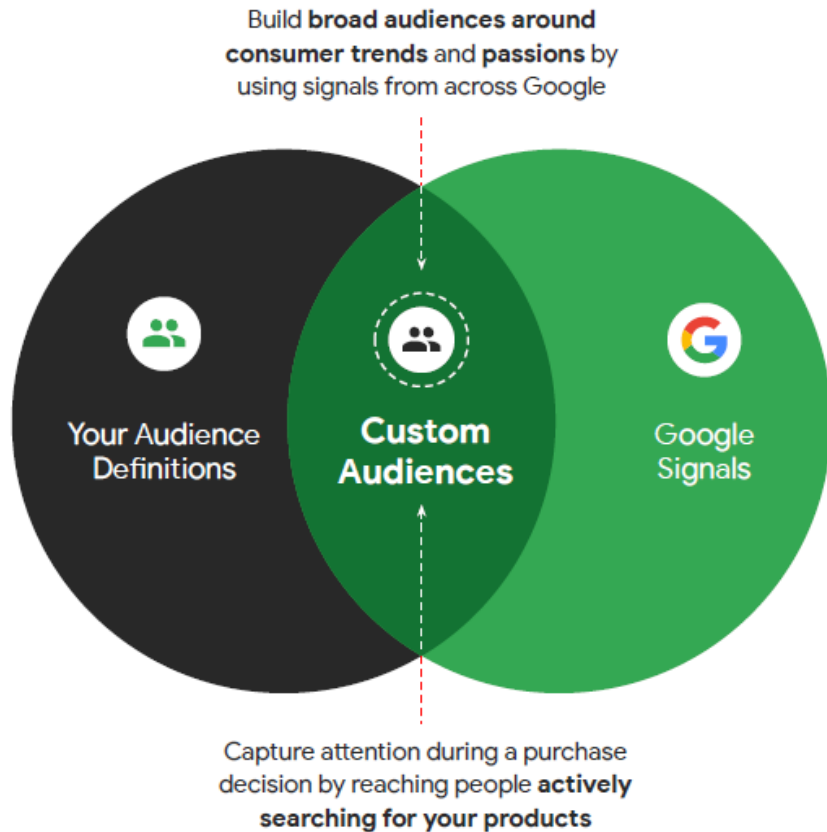
Customizable

Custom Audiences

Proprietary + Confidential

Custom Audiences

Offers the opportunity to move beyond Google's standard audience definitions and provides the tools to control how you define your audience



Custom Audiences

Custom audience segment

Ads using audience targeting must comply with the [Personalized advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the Google Ads advertising policies and may not contain any inappropriate content. [Learn more](#)

Segment name

Comps

Include people with following interests or behaviors ?

☐ People with any of these interests or purchase intentions ?

☒ People who searched for any of these terms on Google ?

Only on campaigns running on Google properties. On other campaigns, terms will be used as interests or purchase intentions.

Habberstad BMW ✕

Habberstad BMW of Bay Shore ✕

BMW of Freeport ✕

Rallye BMW ✕

BMW of Oyster Bay ✕

BMW Habberstad ✕

BMW of Bay Shore ✕

BMW reeport ✕

BMW Oyster Bay ✕

Free Port BMW ✕

Oester Bay BMW ✕

Bay Shore BMW ✕

Add Google search terms

Expand segment by also including:

[People who browse types of websites](#)

[People who use types of apps](#)

Segment insights
United States, English, All types

Weekly impressions
100M – 500M

Gender
60% male

Age
23% 25 - 34

Parental status
60% non-parents

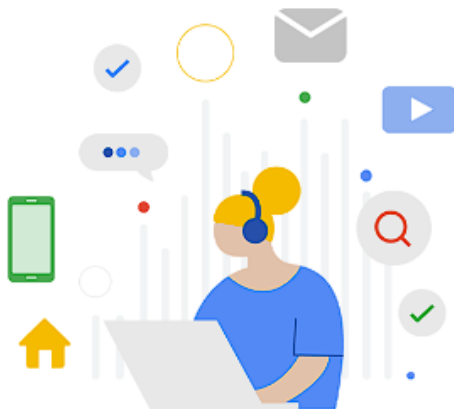
Custom Audiences

Scale your First-Party Data with Customer Match

Reach custom segments of your customers and deliver a tailored message at the moment of relevance. This is achieved by uploading first-party data from people who interact directly with your business online and offline, which we match against signed-in Google users in a **scalable, privacy-first environment**.

How It Works

- 1 Advertiser segments customers utilizing any online or offline criteria
- 2 Advertiser securely uploads customer data to Google
- 3 Google attempts to match each customer record with its corresponding Google account
- 4 Matched customers are added to audience lists, which are reachable across **Search, Shopping, Display, Display & Video 360, Discovery, and YouTube**





Vehicle Listing Ads (VLAs)

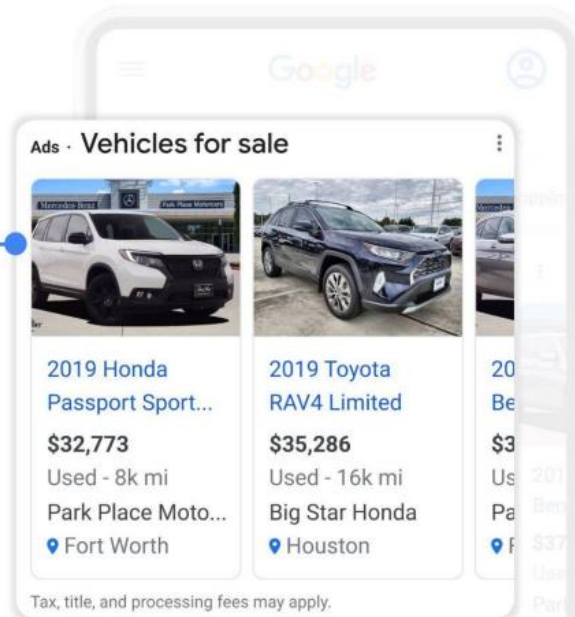
Vehicle Listing Ads

Proprietary + Confidential

Highlight key vehicle information *before* users click, to **acquire more qualified leads**

Highlight inventory information

- Vehicle image
- Vehicle location
- Make & model
- Price
- Advertiser name
- Mileage



Vehicle Listing Ads

Proprietary + Confidential

Simple but powerful intent based serving for
increased performance on lower-funnel queries

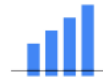
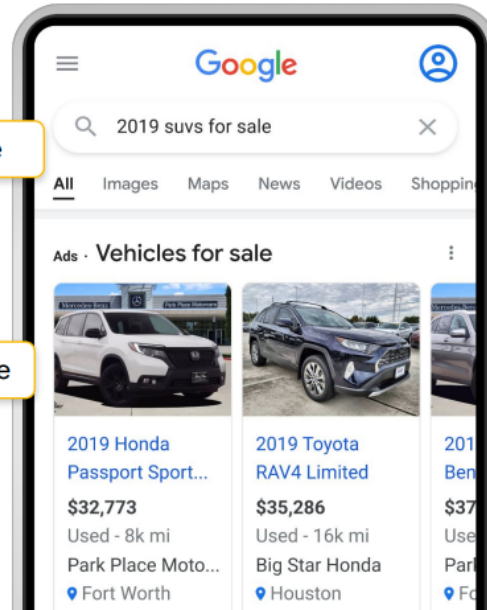
🔍 Bmw 330i 2020

🔍 New jeep renegade

🔍 Used Audi near me

🔍 Honda Civic for sale

Queries with vehicle shopping
intent alongside **model, brand or
other qualifier***



- No keywords needed
- Auction-time bidding
- Complementary to text ads

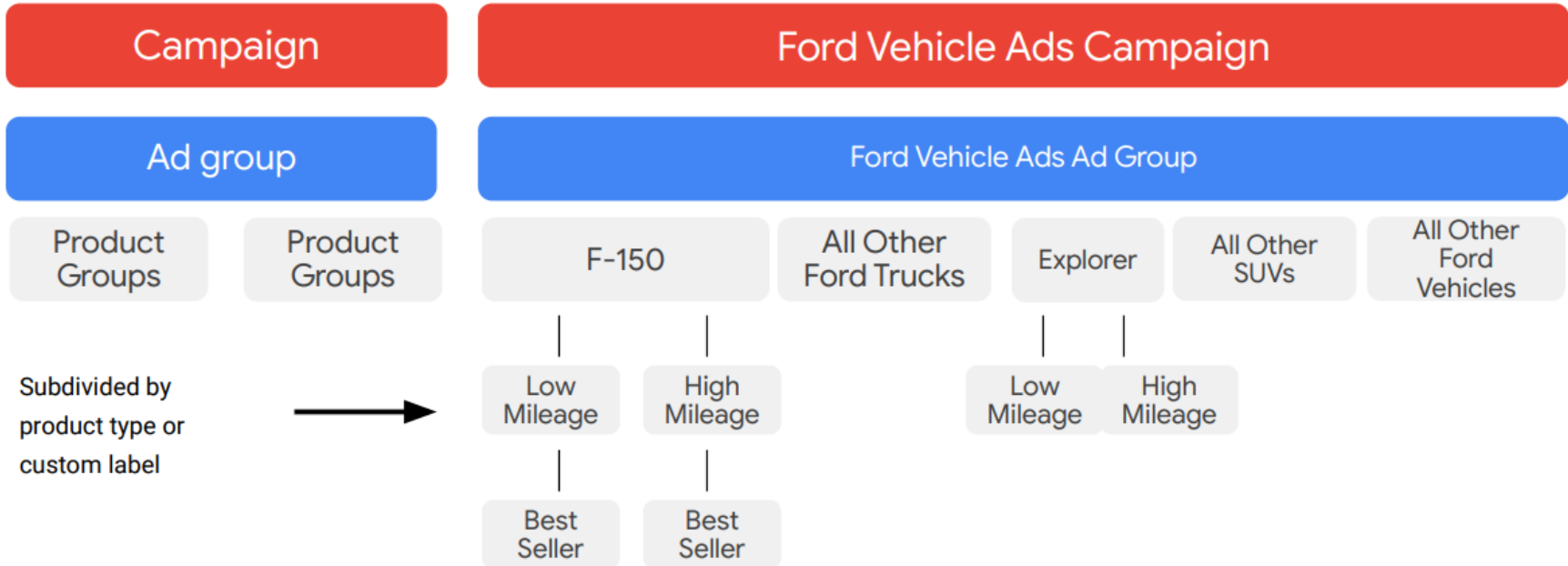
-
-
-
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-

Vehicle Listing Ads

Proprietary + Confidential

Campaign Structure Examples

Single Campaign Example (Single Brand Dealer / OEM)



Vehicle Listing Ads



Last month

Jan 1 – 31, 2024

☐ ☒ Campaign	Budget	Status	Optimization score	↓ Cost	Conversions
Total: Campaigns in your current view ?			—	\$33,185.34	2,022.38
☐ ☒ SS - VLA and Pmax	\$600.00/day	Eligible	77.1%	\$15,875.35	1,171.24
Empire Toyota of Green Brook (web) asc_click_to_call				—	176.02
Empire Toyota of Green Brook (web) asc_form_submission				—	23.67
Empire Toyota of Green Brook (web) asc_form_submission_parts				—	5.00
Empire Toyota of Green Brook (web) asc_form_submission_sales				—	14.52
Calls from ads				—	452.68
Clicks to call				—	120.00
Store visits				—	379.34



Beyond Google

Boost to Microsoft's Reach

Microsoft's Bing Tops 100 Million Users With ChatGPT Integration

The ChatGPT integration sparks new interest in Bing, but Google remains the top dog in search.



By [Michael Kan](#)

March 9, 2023



Boost to Microsoft's Reach

Microsoft Advertising Cheat Sheet

Searchers only on Bing



1. comScore qSearch, Explicit Core Search (Custom), U.S. March 2020. 2. Microsoft internal data, U.S., August 2020.

Growth on mobile



Internal data, Global, Microsoft Search Network, Q2 Apr-Jun 2020 vs. Q2 Apr-Jun 2019

NETWORK SEARCH VOLUME

37% Microsoft Advertising Network powers over **1 in 3** PC searches in the US
PC Market Share

7.4
monthly searches

140M
monthly searchers

48.6
US PC searchers are not reached on Google

comScore qSearch, Explicit Core Search (custom), U.S., June 2020. The Microsoft Search Network includes Microsoft sites, Yahoo sites (searches powered by Bing) and AOL sites in the United States. Data represents desktop traffic only.

More than 1/2
are under the age of 45

33%
graduated from college

1/3
has a household income \$85K+

Boost to Microsoft's Reach



DuckDuckGo

Search the web without being tracked

Tired of being tracked online?
We can help.

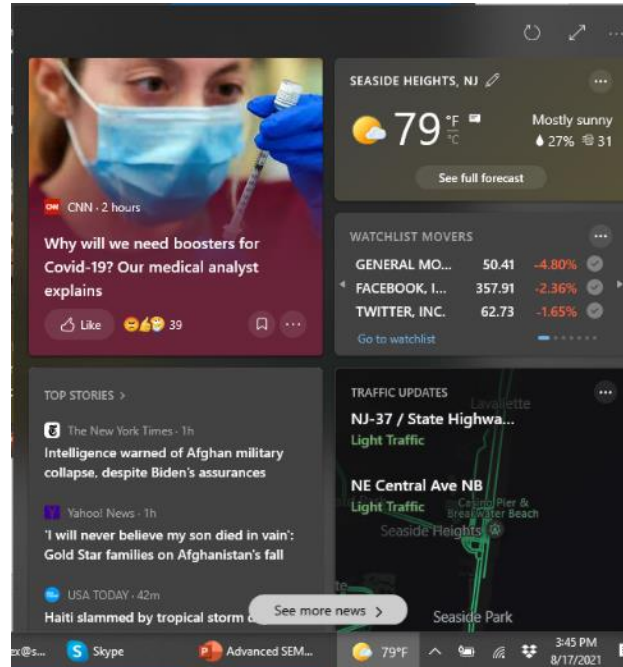
Get seamless privacy protection on your browser for free with one download:

- Private Search
- Tracker Blocking
- Site Encryption

[Add DuckDuckGo to Firefox](#)

★★★★★ Rated 4.6/5

Privacy Protection For Any Device



SEASIDE HEIGHTS, NJ

79°F
Mostly sunny
27% 31

See full forecast

WATCHLIST MOVERS

Stock	Price	Change
GENERAL MO...	50.41	-4.80%
FACEBOOK, I...	357.91	-2.36%
TWITTER, INC.	62.73	-1.65%

Go to watchlist

TOP STORIES >

- The New York Times · 1h
Intelligence warned of Afghan military collapse, despite Biden's assurances
- Yahoo! News · 1h
'I will never believe my son died in vain': Gold Star families on Afghanistan's fall
- USA TODAY · 42m
Haiti slammed by tropical storm

See more news >

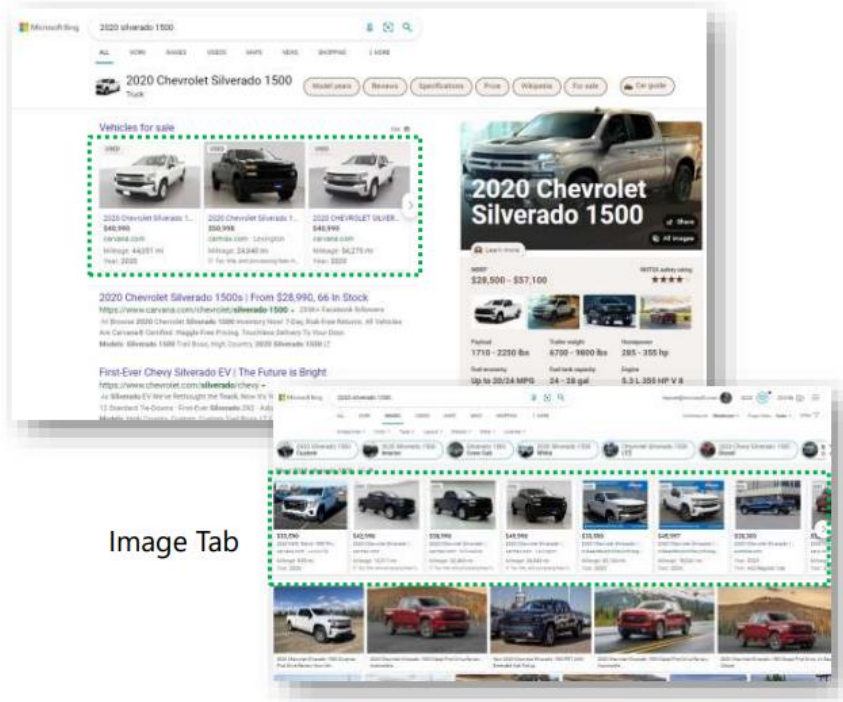
Seaside Park



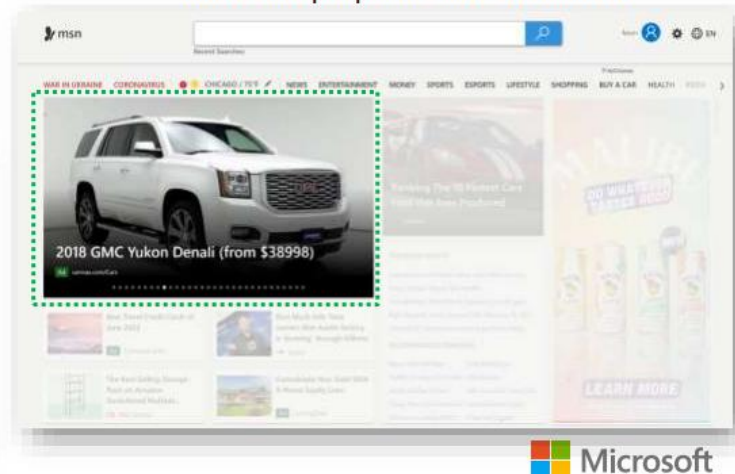
MSFT Automotive Inventory Ads

Microsoft Auto Inventory Ads Reach Beyond the SERP

Search Results Page



Microsoft properties like MSN.com





The Future of Search

Google's Generative Search Results

 what's better for a family with kids under 3 and a dog, bryce canyon or X   

Converse Shopping Images Videos News Maps Books Flights Finance

 Generative AI is experimental

Both Bryce Canyon and Arches National Parks are family-friendly. Although both parks prohibit dogs on unpaved trails, Bryce Canyon has two paved trails that allow dogs.

Bryce Canyon has distinctive features like hoodoos, natural bridges, and waterfalls. At the visitor center's interactive exhibits, children can learn about the geology, wildlife, and people of the area. You can bring your dog on the paved sections of both the Rim Trail and the Shared Use Path, both of which are also stroller-friendly.

At Arches, children may enjoy the rock formations, and some say that Arches has more variety than Bryce Canyon. Pets aren't allowed on any trails, though they are allowed at campgrounds, pullouts, roads, and parking lots.

Both parks offer guided tours, ranger-led programs, picnic areas, and restrooms, and both parks require pets to be leashed.



Kids & Youth - Bryce Canyon National Park...

National...



Arches National Park vs Bryce...

Sampling...



Visiting Bryce Canyon National Park...

Gopetfriendl...

Ask a follow up

How long to spend at Bryce Canyon with kids?

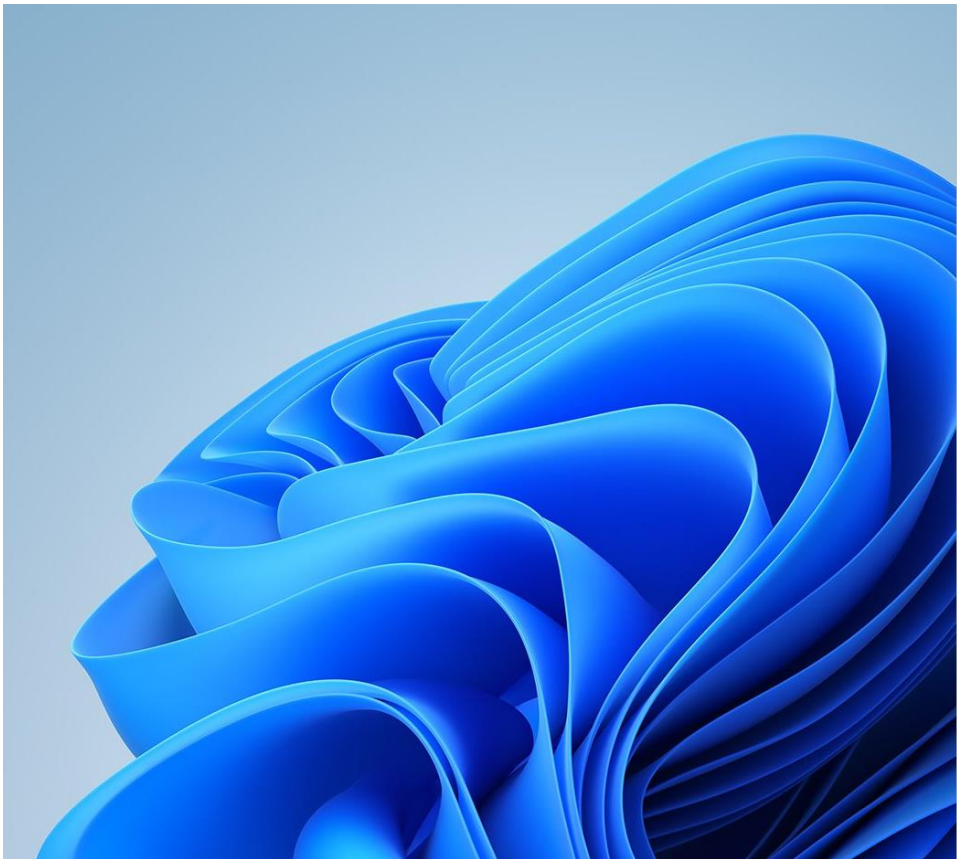
How many days do you need in Arches National Park for kids?

 **Action Tour Guide**
<https://actiontourguide.com> · 2022/02/17 · which-is-b...
Action Tour Guide
Feb 17, 2022 — Arches only allow dogs at campgrounds, parking lots, and along established roads, making it a lot harder to experience the park with your dog.


 **The MOM Trotter**
<https://themomtrotter.com> · bryce-canyon-national-pa...
A Guide To Planning A Trip To Bryce Canyon National ...


Microsoft Co-Pilot



Copilot (preview)

generate a picture of director of PPC in Turks and Caicos

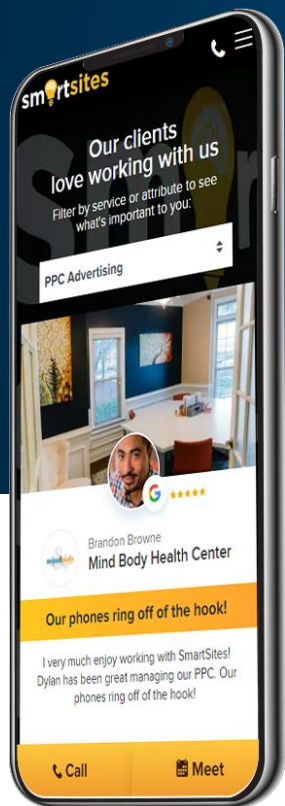
what luxury sedan should I get?

Copilot

Certainly! Choosing a luxury sedan is an exciting decision, and there are several excellent options available. Let's explore some top luxury sedans for 2024 and 2025:

- 2024 Acura Integra Type S:**
 - Starting at **\$52,999**, the Integra Type S combines impressive performance with tasteful styling and entry-level luxury appointments. It's a welcome return to form for the Acura brand ¹.
 - Notable features: Impressive performance, tasteful styling.
- 2024 BMW 3-Series:**
 - Starting at **\$45,495**, the 3-series remains the sports sedan standard. It combines an athletic chassis, luxurious cabin, and an array of powerful and sophisticated powertrains ¹.
 - Notable features: Athletic handling, luxurious interior.
- 2025 Genesis G80:**
 - Estimated starting price of **\$56,000**.
 - The Genesis G80 offers a blend of performance, comfort, and advanced technology. It's a compelling choice in the luxury mid-size segment ¹.
 - Notable features: Comfort, advanced tech.
- 2024 Audi A7:**
 - Starting at **\$73,095**, the Audi A7 boasts a sleek design, spacious interior, and a range of advanced features.
 - Notable features: Sleek styling, spacious cabin.
- 2024 Volvo S60 (Under \$45,000):**
 - Starting at **\$43,645**, the Volvo S60 succeeds as a comfortable, stylish sedan. While it may not be a driver's car, its comfort and style appeal to many ¹.
 - Notable features: Comfort, style.

Remember that personal preferences play a significant role in choosing a luxury sedan. Consider factors such as driving experience, brand loyalty, and specific features that matter most to you. Take test drives and explore the models to find the one that aligns with your needs and desires. Happy car shopping! 🚗 🗺



Thank You!



Connect with Alex