

Reduce AdWords CPA Over 60%
with Strategic Segmentation

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What are you looking for when searching for “Panthers Tickets”?



TicketZoom has my tickets for 50% Off!

The screenshot shows a Google search for "panthers tickets hockey". The search results include several organic listings and sponsored ads. Two ads are highlighted with red boxes:

- 50% Off Panther Tickets** (www.ticketzoom.com/): Why Pay More for the Same Tickets? Cheapest Tickets - 100% Guaranteed.
- Buy Carolina Panthers Tickets** (www.ticketnetwork.com/Panthers): 5.0 ★★★★★ rating for ticketnetwork.com. Carolina Panthers Tickets Available. Great Seats at Great Prices!

Other organic results include:

- Hockey Tickets - 5% off for Fan Rewards Members** (www.stubhub.com/): 4.0 ★★★★★ rating for stubhub.com. Buy NHL Playoffs Tickets Today. Ratings: Ticketing 9.5/10 - Website 9/10 - Service 9/10 - Ease of purchase 9.5/10. StubHub has 3,468 followers on Google+. Buy Tickets, Earn Rewards - Sell Tickets.
- Hockey Tickets - Great Prices on NHL Tickets** (www.cheaptickets.com/Hockey-Tickets): 150% CheapTickets Guarantee! Ratings: Ease of booking 8.5/10 - Selection 8/10. Cheap Hotels - 150% Guarantee - Bruins Tickets - Rangers Tickets.
- Florida Panther Tickets - GoodSeatTickets.com** (www.goodseattickets.com/): Cheap Florida Panthers Tickets. Order Florida Panthers Tickets.
- 2013-14 Ticket Information - Florida Panthers - Tickets** (panthers.nhl.com/club/page.htm?id=37501): Florida Panthers. 2013-14 Florida Panthers Ticket Information. ... NHL Officials, NARCh, NHL Learning Center, Aussie Hockey, CBA News, NHL Auctions, NHL Alumni, PowerPlay.
- Florida Panthers Tickets - Ticketmaster** (www.ticketmaster.com): Rating: 4.3 - 667 reviews. Tickets for Hockey games: buy Florida Panthers Hockey single game tickets at Ticketmaster.com. Find game schedules and team promotions.

Wait...I was Looking for Hockey Tickets

McAfee SECURE
TESTED 1-JUL

Like 2.6k

As Featured In
iTunes
5.0
mycoke rewards
WASHINGTONIAN.COM
examiner.com
Kiplinger
YAHOO!

TicketProtect™ Guarantee
5-in-1 Money Back Guarantee

- * 100% authentic tickets and valid for entry to your event.
- * You will receive your tickets on time for the event.
- * You will receive a full refund if your event is canceled and not rescheduled.
- * Live customer support ticket agents on call.

Carolina Panthers Tickets

The following events and venues match your search for "Carolina Panthers". To sort the list, click on the column header. To find tickets for the given event, date & time, click the tickets link in that row. To find events taking place at a matching venue, click that venue name.

Events: [Carolina Panthers](#)

Event	Venue	Date/Time	
Parking: NFL Preseason: Carolina Panthers vs. Buffalo Bills	Bank Of America Stadium Parking Lots Charlotte, NC	Friday 8/8/2014 TBD	view tickets
NFL Preseason: Carolina Panthers vs. Buffalo Bills	Bank Of America Stadium Charlotte, NC	Friday 8/8/2014 7:30 PM	view tickets
Parking: NFL Preseason: Carolina Panthers vs. Kansas City Chiefs	Bank Of America Stadium Parking Lots Charlotte, NC	Sunday 8/17/2014 TBD	view tickets
NFL Preseason: Carolina Panthers vs. Kansas City Chiefs	Bank Of America Stadium Charlotte, NC	Sunday 8/17/2014 8:00 PM	view tickets
Parking: NFL Preseason: New England Patriots vs. Carolina Panthers	Gillette Stadium Parking Lots Foxborough, MA	Friday 8/22/2014 TBD	view tickets
NFL Preseason: New England Patriots vs. Carolina Panthers	Gillette Stadium Foxborough, MA	Friday 8/22/2014 7:30 PM	view tickets

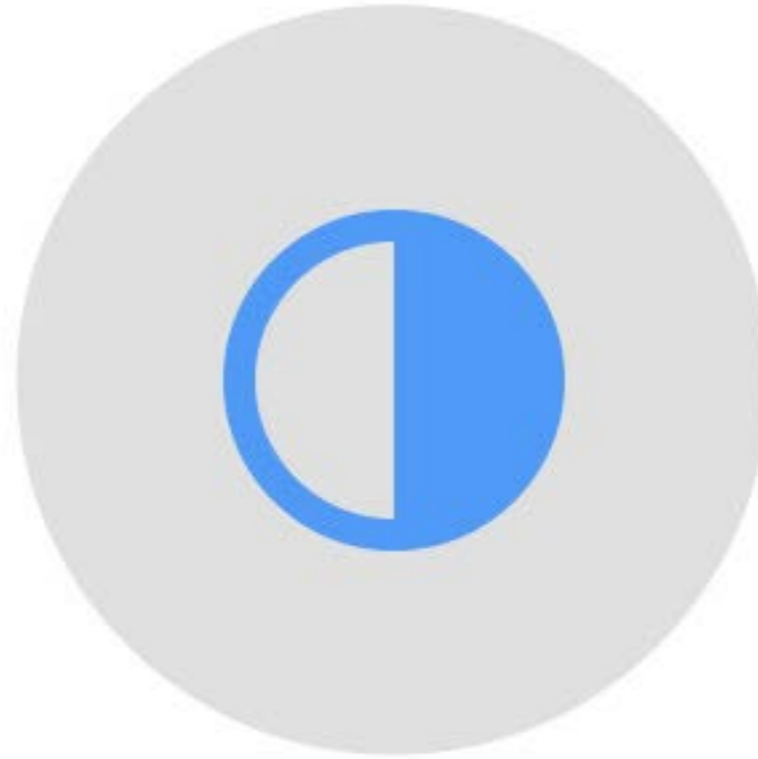
Take Control Back From Google



Strategic Segmentation



Broad
Match



Phrase
Match



Exact
Match

Broad Match Type - Definition

Includes:

- any word, in any order
- misspellings
- synonyms
- related searches

keywords can be added or dropped, potentially displaying ads for irrelevant search queries

Broad Match Type - Example

Search Query:

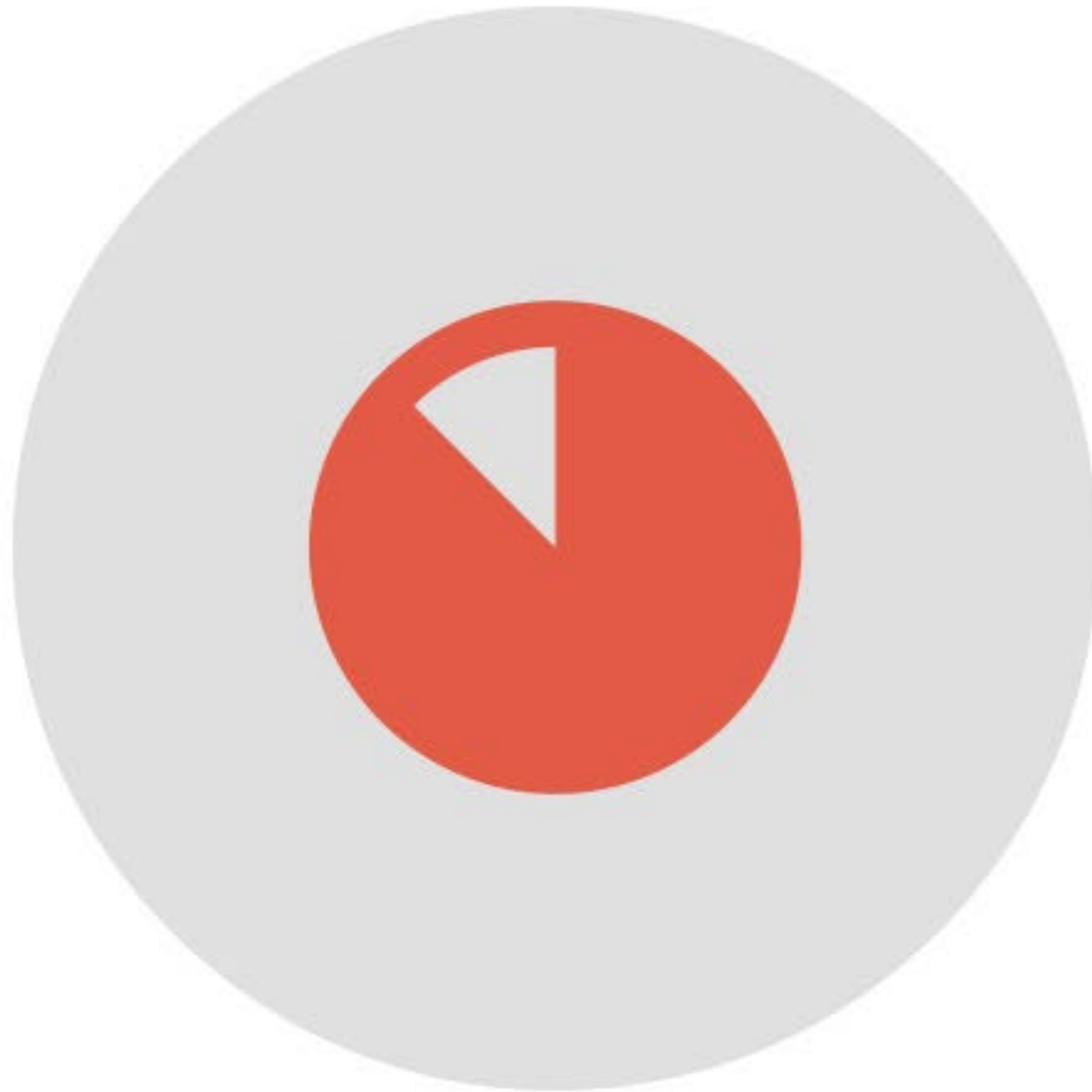
NFL Panthers Tickets

Can show for:

NHL Panthers Tickets

NFL Steelers Tickets

Panthers Tickets Hockey



Broad Match Type - Solution



Convert to
Broad Match Modified:
+hockey +panthers +tickets

*forces each word to be present
in the search query*

Phrase Match Type - Definition

- must match exact order
- can include additional keywords before or after the phrase

keywords can be added, potentially displaying ads for irrelevant search queries

Phrase Match Type - Example

Search Query:

NFL Panthers Tickets

Can show for:

Cheap NFL Panthers Tickets

Free NFL Panthers Tickets

NFL Panthers Tickets *Lost*

Phrase Match Type - Solution



- use negative keywords for irrelevant search traffic
- use drill down pages for keywords with multiple meanings

Exact Match Type - Definition



- must be exact, in most cases doesn't add additional keywords
- can include plurals and close variants

when only using Exact Match keywords, must have expansive keyword list

Exact Match Type - Example

Search Query:

NFL Panthers Tickets

Can show for:

NFL Panthers Tickets

NFL Panthers Ticket

NFL Panther Tickets



Exact Match Type - Solution



- do not include close variants *(if there's an ROI problem)*
- use drill down pages for keywords with multiple meanings

Strategic Segmentation Works

Before Strategic Segmentation

\$60 Average Order Value

-\$20 Average Cost of Goods Sold

-\$75 Average Adwords CPA

-\$35 Loss for each order

After Strategic Segmentation

\$60 Average Order Value

-\$20 Average Cost of Goods Sold

-\$27 Average Adwords CPA

-\$13 Profit for each order

Segment Match Types by Campaigns or Ad Groups



Broad
Match



Phrase
Match



Exact
Match

Strategic Segmentation Results

Match Type	% of Cost	% of Conversions	Avg CPA	Avg CPC
BMM	17.39%	8%	\$78.57	\$1.08
Phrase	27.98%	17%	\$64.18	\$1.12
Exact	54.63%	75%	\$27.85	\$0.94

Strategic Segmentation Summary



Convert

- convert Broad to Broad Match Modifier
- use BMM for research



Segment

- segment Broad, Phrase & Exact Match Types



Route

- route traffic to the correct ad groups



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