



Presented by CPC Strategy + Google

Make Q4 Count:
Tangible E-Commerce Strategies for Success

AdDiego Summit 2017 | Presented by CPC Strategy & Google

Rick Backus

CEO

- Co-founded CPC Strategy in 2007
- Married in 2012
- Father of Emmett in 2014



What We're Not Doing Today...





Taste of San Diego

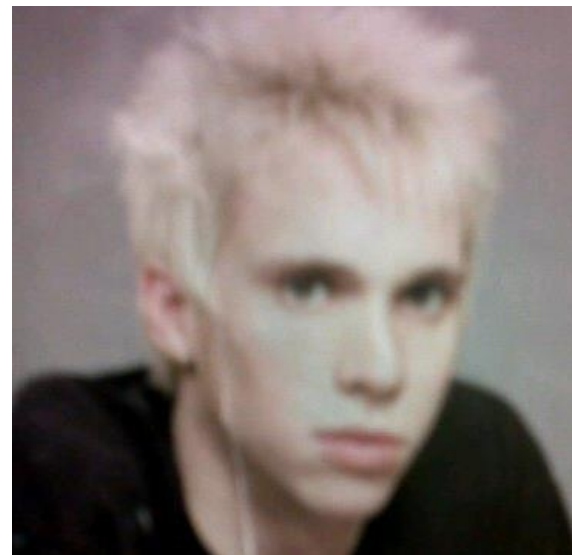
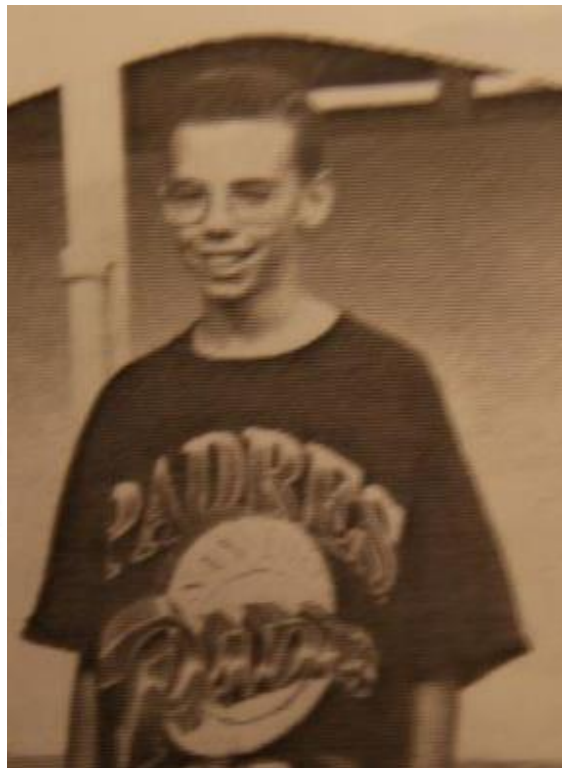
5 - 7pm at the CPC Strategy Offices
Food and Brews from Local Favorites





William Parris

Co-founder, VP of Accounts





William Parris

Co-founder, VP of Accounts

Google

Remarketing Lists
for Search Ads



Nii A. Ahene

Co-founder, COO



Nii A. Ahene

Co-founder, COO



Facebook
Custom Audience Targeting

Live Events Haven't Been Our Thing...



Upcoming Events



The Q4 Facebook
Advertising Summit
September 12th, 13th & 14th



Amazon Listing
Optimizations That Drive
Visibility & Sales
Wednesday, September 6th at 11am PST / 2pm
EST



How to Stand Out on Social
Media in the World of E-
commerce
Tuesday, August 29th at 11am PT



Who We Are



Amazon vs. Google vs. Facebook

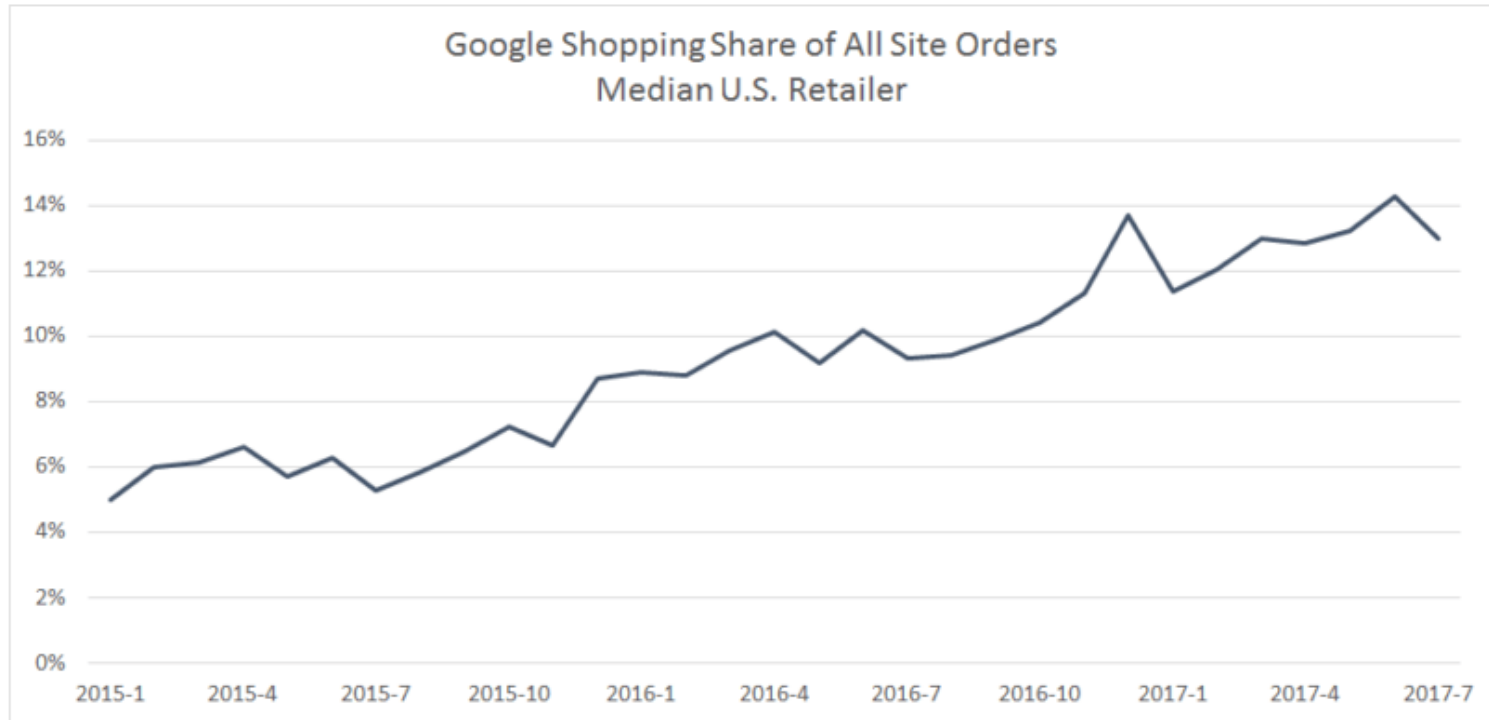




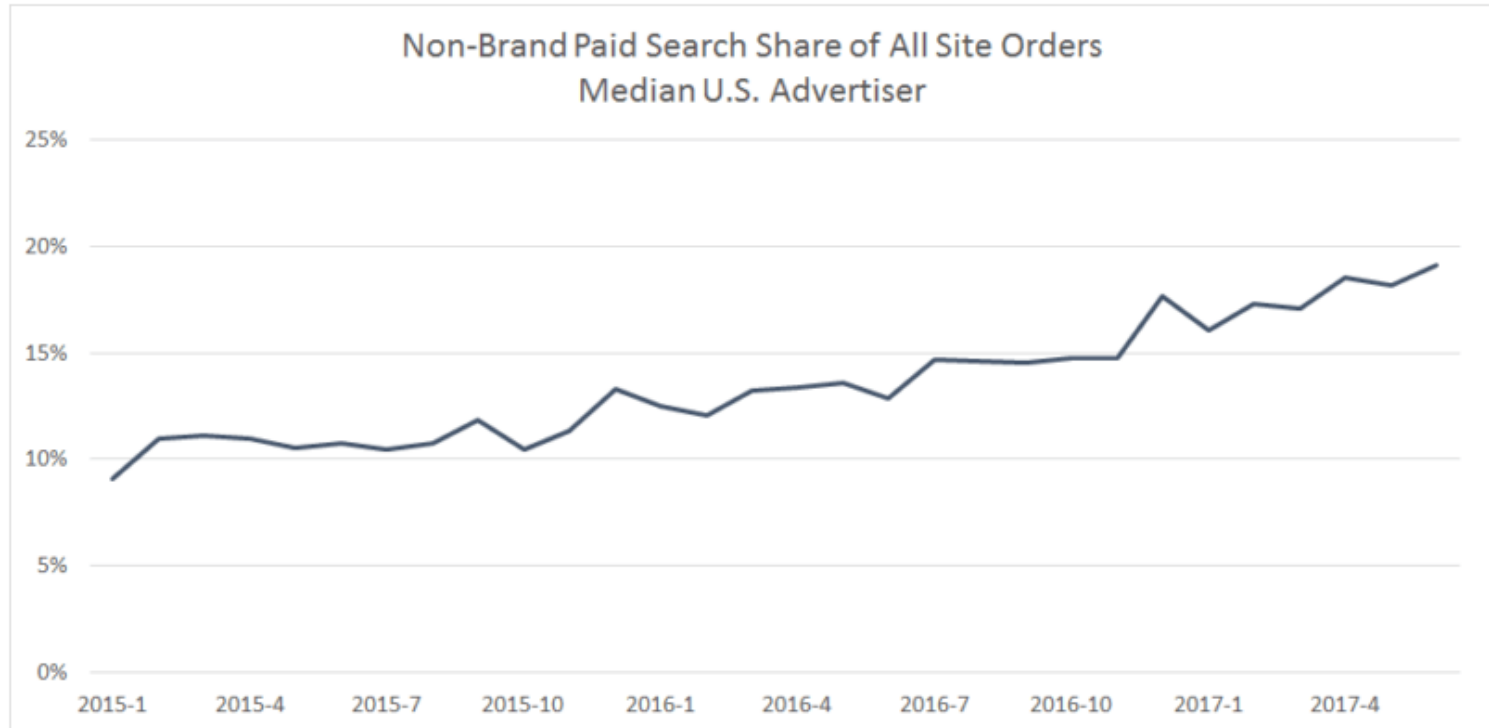
Google

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Google's Advantage



Google's Advantage





Margot Werner
Google

Unlocking Client Growth: New Measurement Strategies for a Multi Touch World

10:00 am

Google has new product solutions to help address these challenges



#1: Understanding **cross-device** activity



#2: Understanding **intra-channel** activity



#3: Understanding **multi-channel** activity

AdWords Search Attribution

(Launched in June 2016)

Google Attribution

(Upcoming launch in 2018)



Lewis Brannon
CPC Strategy

Rank Higher on Google Shopping

2:30pm - Breakout Session: Option 1

Next Level Audience Targeting

SEARCH

Brand
Search



All Visitors - 30d
+25%

Cart Abandon - 10d
+50%

Non-
Brand
Search



All Visitors - 30d
+50%

Cart Abandon - 10d
+100%

Brand
Shopping



All Visitors - 30d
+30%

Cart Abandon - 10d
+60%

Non-
Brand
Shopping



All Visitors - 30d
+75%

Cart Abandon - 10d
+150%

SHOPPING



David Weichel
CPC Strategy



Roman Fitch
CPC Strategy

Programmatic Google Shopping

1:45pm - Breakout Session: Option 2

Ready to install Adwords Scripts for Google Shopping

- Budget Pacing email alert (*All*) - <https://goo.gl/SNXkww>
- 24/7 Bid Modifier script (*All*) - <https://goo.gl/r1Tnd1>
- Campaign Down alerts (*All*) - <https://goo.gl/gJhn4f>
- Movers/Shakers report (*Shopping only*) - <https://goo.gl/oyGM6z>

Slides will be available via www.cpcstrategy.com/addiego-recap



Jostin Munar
CPC Strategy



Josh Brisco
CPC Strategy

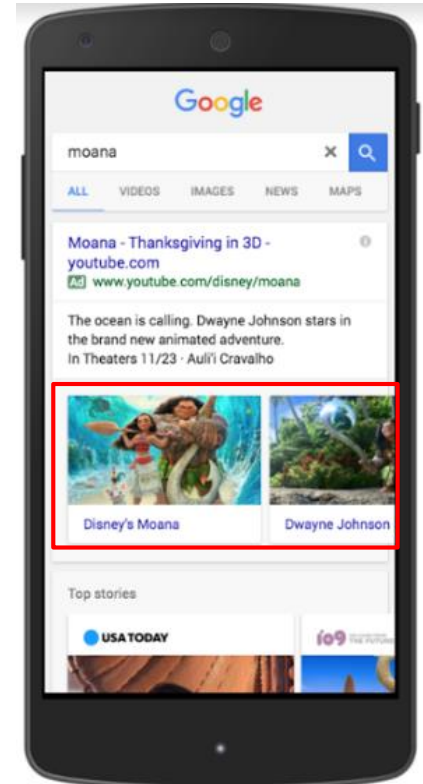
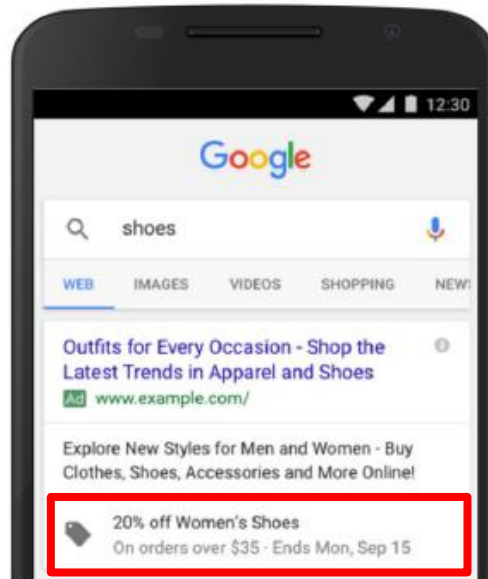
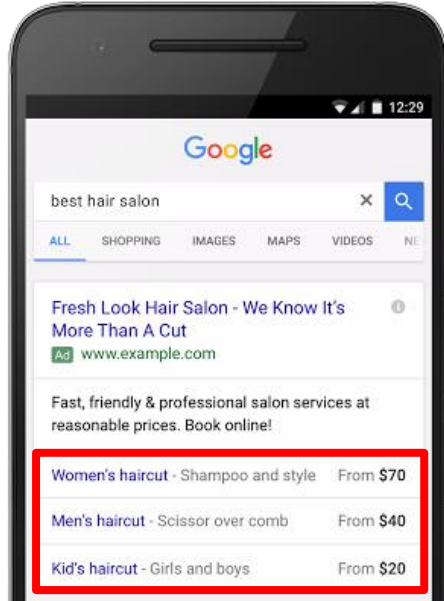


Caroline Diehl
CPC Strategy

Personalized Q4 AdWords Playbook

1:45pm - Breakout Session: Option 1
3:30pm - Breakout Session: Option 2

- Leverage Promotion extensions (beta) and price extensions
- Consider Adding Visual Sitelinks (beta)





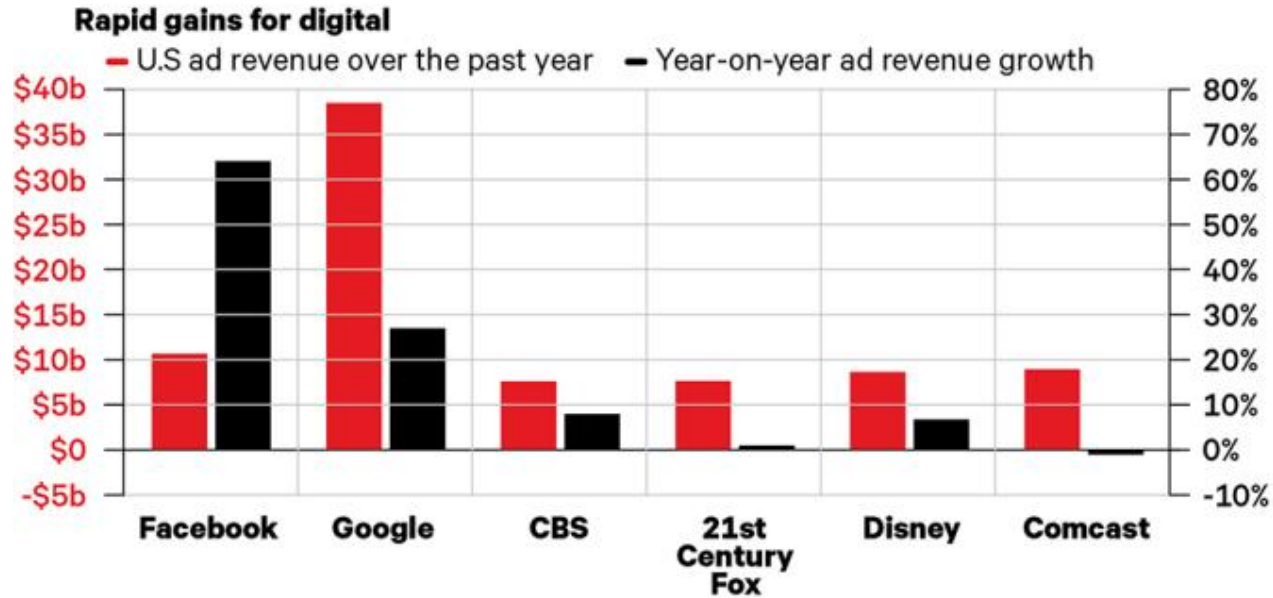
Facebook

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- Demand creation platform
- Excellent audience targeting options
- 1 on 1 convos with your target audience
- 80% of impressions are on mobile
- Adblocking is not an issue on the app

Facebook's Advantage





Lewis Brannon
CPC Strategy



KC Simmons
Reef

Aligning AdWords & Facebook

10:45 am

Reef Ad Alignment

SEARCH / SHOPPING

Google reef escape

All Shopping Videos Images Maps More Settings Tools

About 594,000 results (0.72 seconds)

Shop for reef escape on Google Sponsored

REEF Escape LUX Sandals - ...	Reef Escape Lux Sandals - ...	Reef Escape Women's ...	Reef Escape Prints Sandals ...	Reef Escape Sandals - ...
\$26.00	\$19.49	\$15.99	\$17.99	\$16.49
REEF Official St...	Tillys	Zappos.com	Tillys	Tillys
★★★★★ (17)	Special offer	26% price drop	Special offer	Special offer

REEF® Women's Escape Sandal - New Hues & Vintage Prints - reef.com
(S) www.reef.com/escape
 Shop the Escape Women's Sandal at REEF® Official Store. Free Shipping & Returns.
 Styles: Swellular, Smoothy, Sandy, Fanning, Chakras, Rover, Phantom, Uptown, Flex, Element
 Types: Sandals, Flip Flops, Wedges

DISPLAY

reef

REEF ESCAPE

SHOP NOW

FREE SHIPPING & RETURNS

SOCIAL

Reef (Default) Sponsored

Featuring all-new sun-kissed hues and vintage prints. REEF Escape is the sandal that's up for anything.

REEF® Escape
 Free Shipping & Returns
 reef.com

Shop Now

8

Like Comment Share

	Pre-Align	Post-Align	Lift
CTR	2.87%	3.35%	17%
Conv	7	9	29%
ROAS	6.41	8.22	28%



Sarah Rogers
CPC Strategy



Stephen Kerner
CPC Strategy

Remarketing on FB & Google

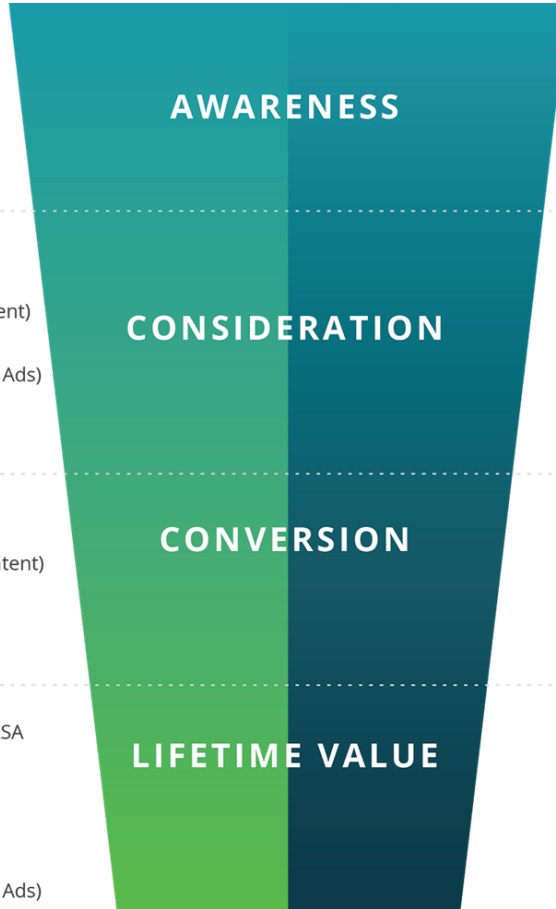
3:30pm - Breakout Session: Option 1

Campaigns & Features to Drive People



Campaigns & Features to Drive People

- ISO™ Shopping & Search Campaigns
 - Non-Branded (Generic Searches)
 - Top of Funnel (Brand Searches w/o Intent)
 - Youtube (Brand or Product focused)
 - Campaigns using Similar to lists
 - Campaigns using In-market Audiences
-
- ISO™ Shopping & Search Campaigns
 - Branded (Searches w/ Brand)
 - Mid Funnel (Brand + Searches Terms w/ Intent)
 - Youtube (Feature or Review focused)
 - GDN (Display Select, RLSA, Youtube Shopping Ads)
 - Dynamic Remarketing (non-converters)
-
- ISO™ Shopping & Search Campaigns
 - Branded (Searches w/ Brand)
 - Bottom Funnel (Brand + Search Terms w/ Intent)
 - RLSA & Customer Match (non-converters)
 - Dynamic Remarketing (non-converters)
-
- All ISO™ Shopping & Search Campaigns W/ RLSA & Customer Match
 - Target and Bid
 - Dynamic Remarketing
 - Youtube W/ RLSAs
 - GDN (Display Select, RLSA, Youtube Shopping Ads)



- Interest + Behavior Campaigns
 - Look A Likes Targeting
 - LTV
 - Past Purchasers
 - CRM Targeting
-
- Website Custom Audiences
 - Time on site
 - Cart Abandoners
 - Product Ads (non-converters)
 - Engagement
 - Video Viewers
 - Instagram or FB Page
-
- Website Custom Audiences
 - Time on site
 - Cart Abandoners
 - Product Ads (non-converters)
 - Product Viewers
 - Cart Abandoners
-
- Remarketing Campaigns
 - Website Custom Audiences
 - Product Ads
 - CRM Targeting
 - Email List (Same cadences as Newsletter)



Amazon

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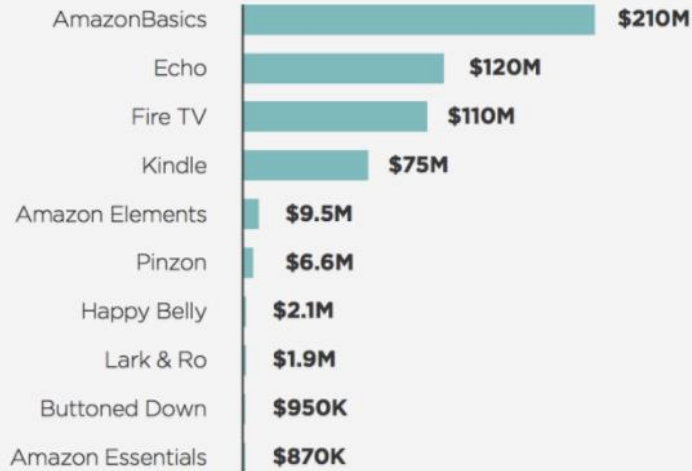


- Facebook knows what you like
- Google know what you've searched for
- **Amazon knows what you've purchased**
- Facebook and Google is one step away from the conversion
- **Amazon controls the entire bottom of the funnel experience (besides AMG)**

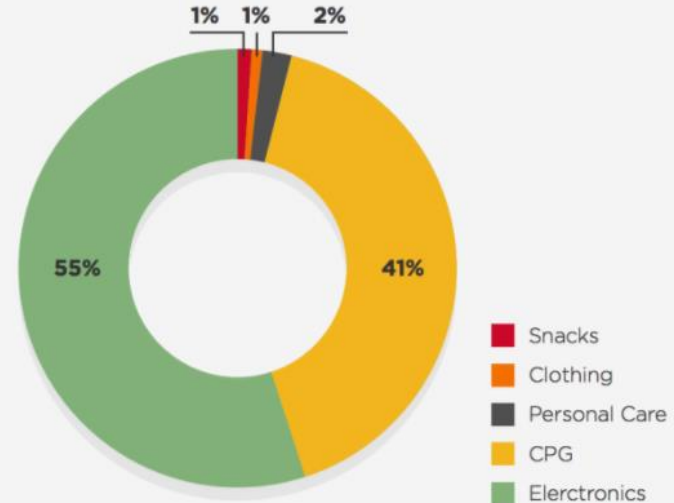
Amazon's Advantage



Sales of Amazon Private-Label Brands | H1 2017



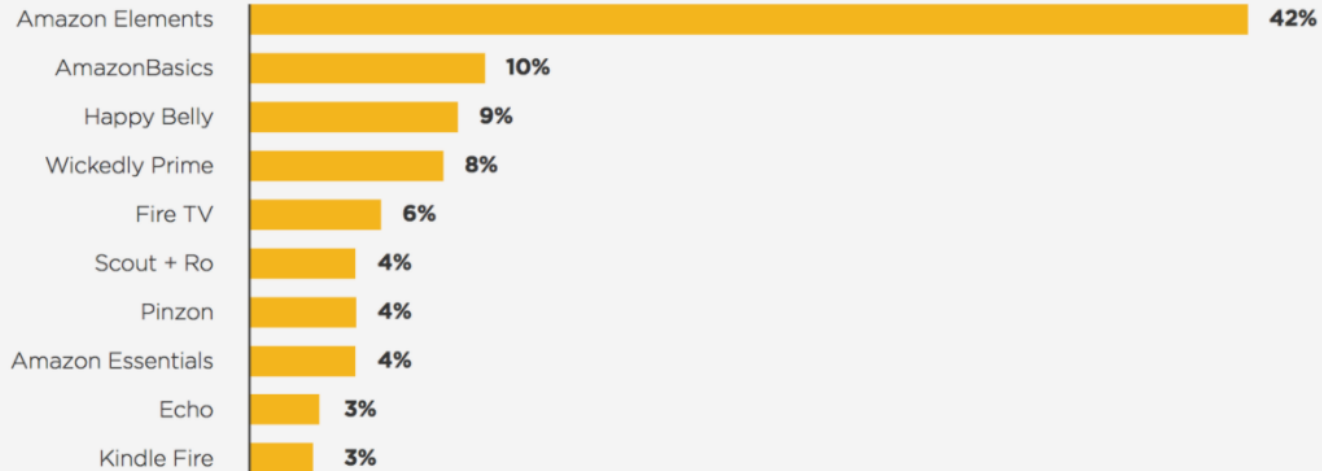
Share of Amazon Private-Label Sales by Category | H1 2017



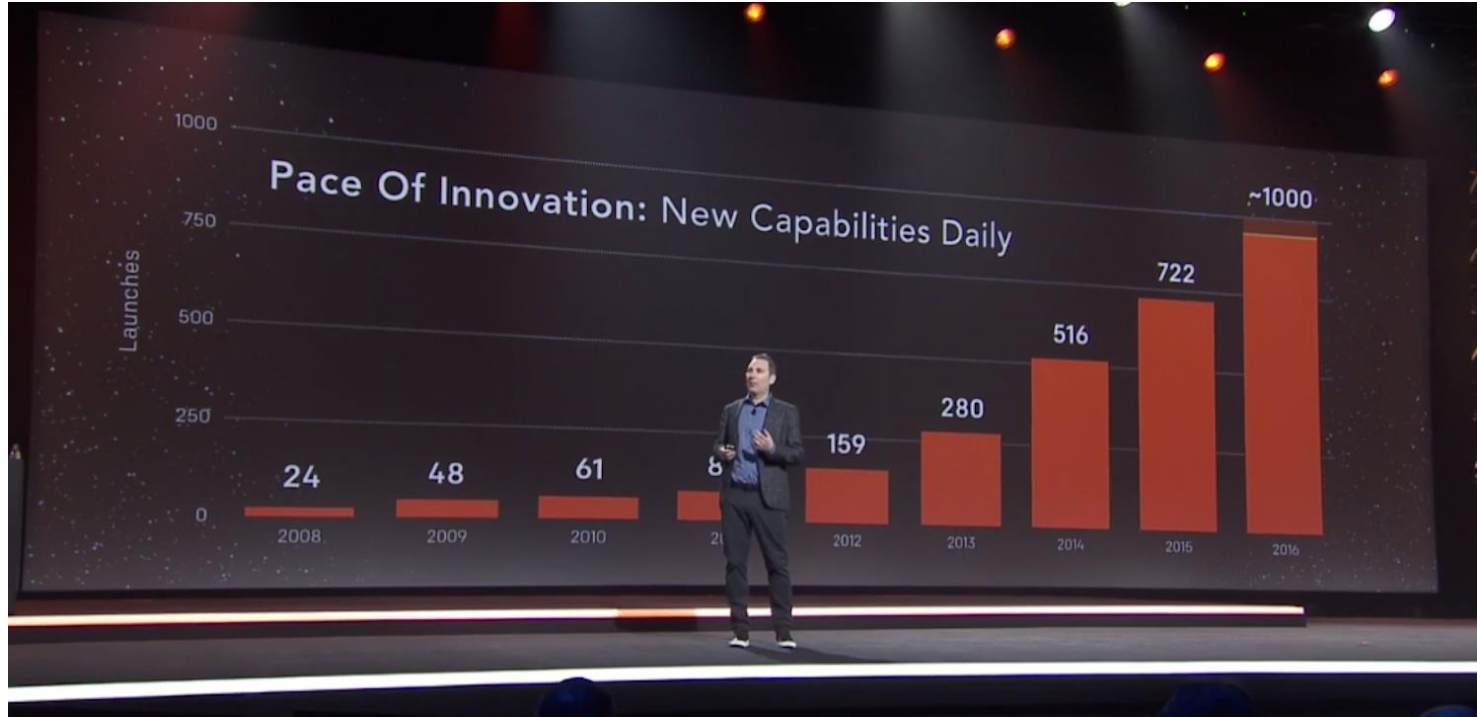
Amazon's Advantage



Conversion Rates of Amazon Private-Label Brands | H1 2017



Amazon's Advantage



The Traditional Retailer





Mel Ronick • 1st

President at Stacks and Stacks

Stacks and Stacks • Syracuse University



Pat Petriello
CPC Strategy

Maximizing Brand Presence on Amazon & Google

11:30am

Capturing Demand For Your Products

Factors That Influence **AMAZON'S ORGANIC RANK ALGORITHM**





More Learning!

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Scott Perry
Jeromes

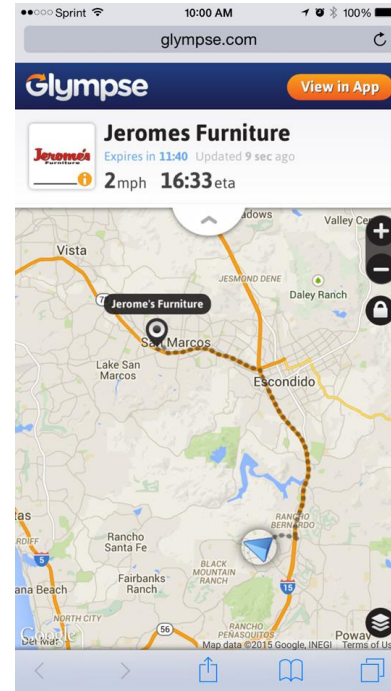
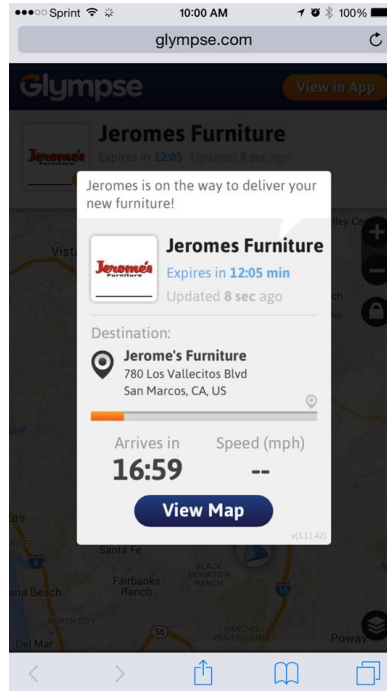
Master Class in Multichannel Marketing

1:00 pm

Smart Tracker with Glympse



Jeromes is on the way to deliver your new furniture! Tap for a Glympse of my location: <http://glympse.com/0BB3-89ZZ>



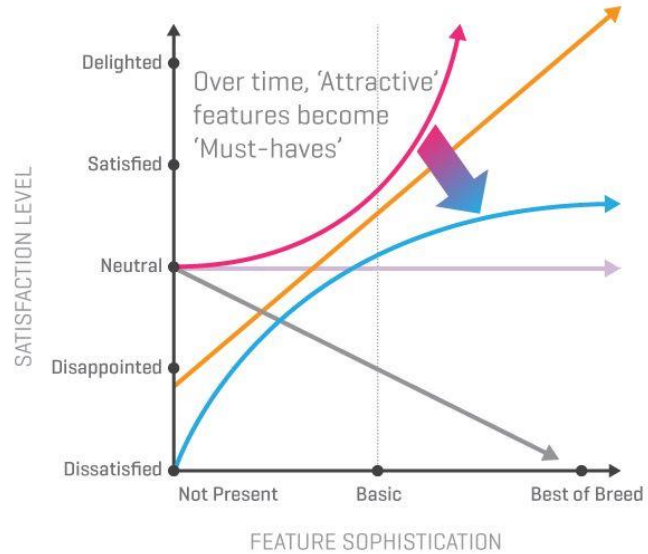
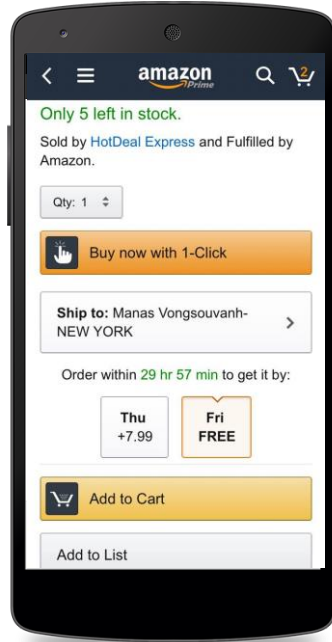
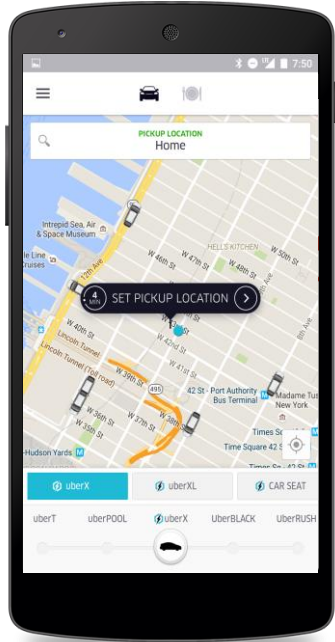


David Chung
Google

Love at First Site: Creating Delightful Mobile Web Experiences

2:30pm - Breakout Session: Option 2

Customers in the Mobile First World Expect a Lot





Pat Petriello
CPC Strategy



David Chung
Google



Trevor Koons
prAna

Expert Panel: How to Compete in Q4

4:15pm

LEARN
CONNECT
INSPIRE



A panoramic view of the San Diego skyline at dusk, with various skyscrapers and buildings silhouetted against a purple and blue sky. The city is reflected in the water in the foreground.

Thank You



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