

How to create suitable product campaign for your e-shop

Introduction "Main tabs" - explanation



Process of creation is still same for Product, Product-Group or DSA-P campaigns within BlueWinston.com

- **Source file** - we set up URL link of XML product data feed from e-shop and name of the campaign
- **Tag assignment and filters** - we mark, which tag in XML present attributes in BlueWinston and we define size of campaign, we segment the campaign on certain category of products and manufactures which will be included in new campaign
- **Campaign details** - we set up localization and language for our campaign
- **Keywords creation** - here we create templates (patterns), from which BlueWinston create keywords for your campaign
- **Ads creation** - here we create templates (patterns), from which BlueWinston create Text ads for every product within the campaign
- **Campaign settings** - here we choose bidding strategy type and set max CPC, max CPA or target CPA
- **Conversion settings** - here we define, how BlueWinston should count conversions for it's Google scripts
- **A.I. Bid settings** - If we used BlueWinston PPC bidding strategy, it is possible to use artificial intelligence, which will dynamically edit maxCPC of every keyword according to statistics and prediction into the future to achieve the lowest price for conversion
- **Automated scripts** - automated scripts, which helps to manage and optimize keywords in campaign without human intervention
- **Finish** - end of the campaign creation process

Tab n.1 "Source file" - Name of the campaign + URL of XML data feed

Source file

Name

Xml file URL

Please, use XML file that contains products with URL address with **www.bluewinston.com** domain name.

How we mention before. In this step we define name of the campaign, which you are going to create and insert URL of XML Product Data Feed from your e-shop - [you can read it here...](#)

** You can change name or XML of the campaign any time, you just need to click on tab "Source file" and after change click on "Save and continue"*

Tab n.2 "Tag assignment and filters" - Filter & define your products

In this part we have to define / map tags from XML data feed to attributes in BlueWinston (left column).

One of the most important tab (step) in the whole campaign creation process because here you can filter and define which products will be included inside of the campaign which you are going to create.

Product - this attribute represents the name of the product -> we have to set exact <tag> name from XML data feed which has values for your product names in your e-shop! After click on dropdown box, we will see listed all tags in XML feed, from which we choose tag with name, in this scenario, "PRODUCT", because he define name of the product, possibly there can be names like "PRODUCT_NAME", "ITEM", "NAME", etc...

** You can choose also another tag for the attribute 'product' for example 'modified product name' from which you would like to create unique product keywords within your campaign.*

Product Url address & Product price - Both of these items must be selected and we need to set for them tags from the XML data feed, so the

Product Url address	URL
Product price	PRICE_VAT

system will be able to create target_url in Text ads and also calculate maxCPA or targetCPA thanks to calculation formulas which are focusing on Product prices and their average margin.

Product size - Attribute, mostly used for size of the products. For example parfums (fragrance) is the size in millilitres "100ml".

Its very useful while creating advertising texts.

Product size	-
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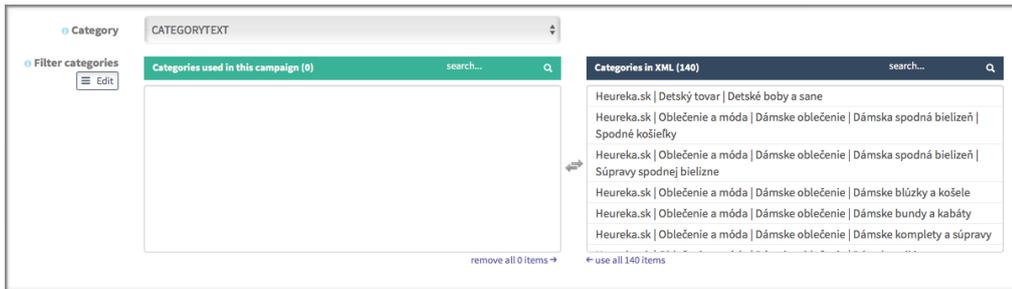


Custom tag 1, 2, 3, 4, 5 - optional tag, which loads values from XML feed. After mapping additional attributes you will be able then use them in Keywords creation or Ads creation process. Most of the time it is model of products like wheels. Custom tag 1 can be The width of the wheels (235), and custom tag 2 can be the height of the wheels (35). It could be also

Custom tag 1	-
Custom tag 2	-

some other Tags from your XML produc data feed like: g:audience, g:color, g:gender and other additional informations which are necessary to your products and which you would like to use later in keywords or mostly in Text ads themselves.

Category - We recommend to define this tag! Thanks to it, every product category will load which are listed in XML feed and after that we can manage it more effectively. We can define which products should be included in our campaign! So for example we would like to make Product campaign for "Hair colors" - so we choose product categories just with these products!

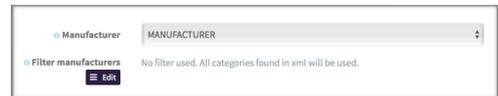


Here you can see what functionality will open after click on btn: Edit under the Category tag.

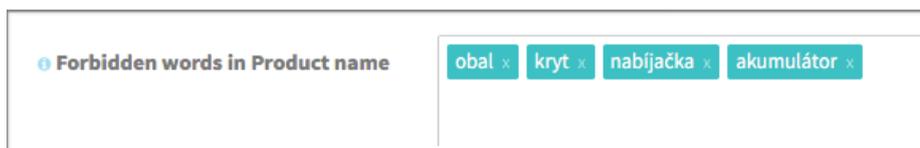
* You can select many categories at once. We recommend to create campaigns that will focus primarily on specific product categories. For example "bicycles" where will be different bicycle categories like MTB, Mountain, Electric etc.

Manufacturer - in this part we define TAG in which are mentioned manufacturers/brands

After clicking on "edit", we can filter only products, which belongs to some brands. For example: if we want to create campaign for bicycles with brand Merida. TAG Manufacturer is potential used for creating keywords and advertisement texts, therefore we RECOMMEND this tag.



Forbidden words in Product name - this function is used when we don't have category or manufacturer tag in XML feed and we want to exclude some products from our campaign. This feature works when we write a word or phrase and when this word is mentioned in product name => this product(s) will not be included in campaign.



Words must be in Product name - opposite functionality than forbidden words in Product name. In this case, you choose words or phrases which have to be inside of Product name(s) => therefore only these products will be included in your newly created campaign.

Tab n.3 "Campaign details" - Locations & Languages settings

It's really simple. In first paragraph we define the country, in which you put advertisements on your products. And in the second one you choose the language for your campaign, mostly people choose their native language.

The screenshot shows the 'Locations' and 'Languages' settings for a campaign. The 'Locations' section has a dropdown menu with 'Slovakia' selected. The 'Languages' section has a dropdown menu with 'Slovak' selected. Below these sections are two checkboxes: 'Google Search' and 'Search Network', both of which are checked. The 'Google Search' checkbox has a sub-note: 'Ads will be served with Google.com search'. The 'Search Network' checkbox has a sub-note: 'Ads will be served on partner sites in the Google Search Network'.

Locations 1

- Singapore
- Slovakia**
- Vietnam
- Slovenia
- Somalia
- South Africa
- Zimbabwe
- Spain
- Suriname
- Swaziland
- Sweden

Languages 1

Select all
Deselect all

Note: when new Languages are added, new Noise words for keywords and Campaign negative keywords for selected languages are added too.

- Romanian
- Slovak**
- Slovenian
- Serbian
- Ukrainian
- Turkish
- Catalan
- Croatian
- Vietnamese
- Urdu
- Filipino

Google Search
Ads will be served with Google.com search

Search Network
Ads will be served on partner sites in the Google Search Network

Tab n.4 "Keywords creation" - how to create suitable keywords?

You have **2 choices** how to create **long-tail keywords** in your product campaign. You can use both or just one.

A) Create keywords by <TAG> Combination => usable only for limited segment of e-shops!

B) Create keywords by TRUNCATING Product names - word by word from the end

(BlueWinston's unique feature how to get eligible long-tail product keywords => suitable for almost 99% of e-shops)

A) Create keywords by <TAG> combinations

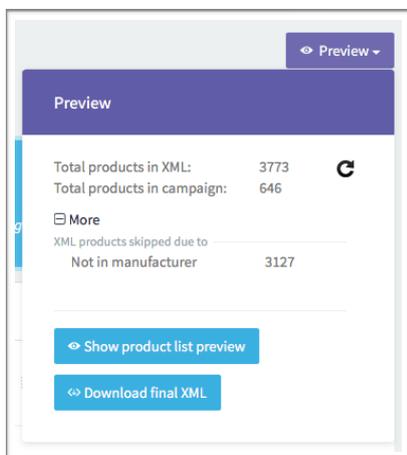
Thanks to Drag & Drop functionality - you can shift your previously mapped tags from the left side into the modular template / keywords pattern to build unique product keywords thanks to tag combinations and manually added text like prefixes or suffixes.

The screenshot displays a user interface for creating keywords. It features four rows, each representing a different keyword template. Each row consists of a text input field containing tag combinations, a dropdown menu for selecting a match type, and a preview area. The first row has 'Custom tag 1' and a 'BroadModifier' match type, with a preview of '+LDA003'. The second row has 'Manufacturer' and 'Custom tag 1' with a 'BroadModifier' match type, previewing '+Old +London +LDW001'. The third row has 'Custom tag 1' with an 'Exact' match type, previewing '[LDW001]'. The fourth row has 'Manufacturer' and 'Custom tag 1' with an 'Exact' match type, previewing '[Old London LDA002]'. Each row also includes a small circular refresh icon on the right side of the preview area.

* in this example we can see, that we modeled 4 templates for keywords. Each one of them can have independently settings on match type of the keyword. We can see in the left (Broadmodifier, Broad, Exact, Phrase). That's why they are repeating similar templates with used tags, so we could create keywords in different match types. 2 templates have Broadmodifier and another 2 templates have Exact match type.

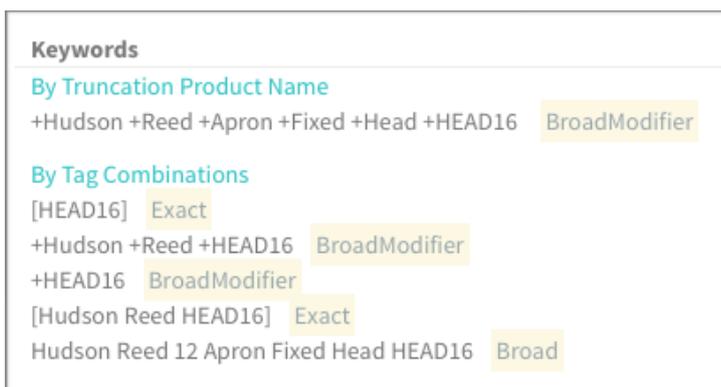
Keywords creation by <TAG> Combinations is useful for products, in which we have / defined / mapped specific tag like: MODEL, TYPE of Product so potential customers can search these products like, that they define manufacturer + model, also they can write only model. **Its useful for electronic products -> especially TVs, PCs, electro.**

Used tag from TV products	Result Keywords for TV products
<Manufacturer> <Custom tag 1>	Samsung UE40J5100
<Custom tag 1>	UE40J5100
television <Custom tag 1>	television UE40J5100
<i>* you can also add your own words (prefixes, suffixes)</i>	

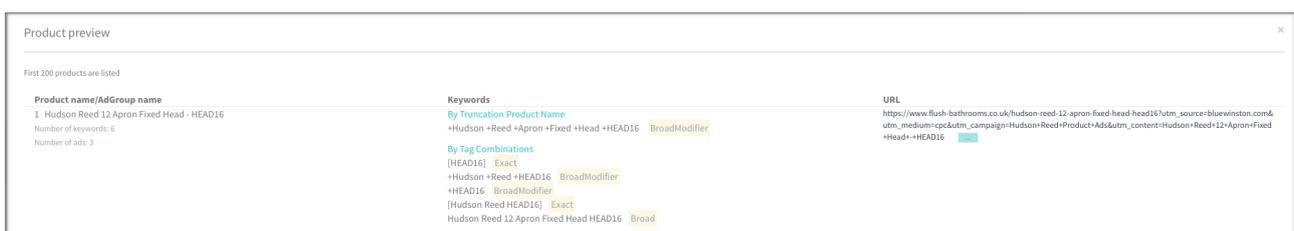


On the top right corner you can constantly monitor the current status of the products included in the product campaign, even obtain additional information about the products which will be not included and what's their status.

A particular example refers to the total number of products in the XML feed items about number of 3773 units, of which **646 units** will be in product campaigns and the remaining 3127 will therefore be ignored because the campaign had set certain restrictions in tag assignment and filters.



After clicking on the blue button "show product list preview" you can see the first 200 products, respectively ad groups where you will see their names and their **keywords**. In the last column you will find URL link, where advertisement will be targeted.



B) Create keywords by TRUNCATING

PPC Agency = Winston bros Ltd. has developed unique feature how to get from most cases / from most product names the **best suitable and eligible product long-tail keywords** for their advertisement.

The vast majority of products and their **product names / titles are made up in this order:**

“Manufacturer” “Model” “Type” “Descriptive Terms”

E.g. stroller: Danny Dorjan 5 Twin Sport stroller

All other competitive tools just create product keyword 1 : 1 to product name e.g.:

E.g. BroadModifier with keyword match type +Dorjan +Danny +Sport +5 +Twin +stroller

= These keywords usually receive so-called Low search volume status!

PROBLEM: we are not able to advertise on those products which have low search volume KWs!

SOLUTION: automatically generated KWs by truncating word by word from the end of the productname

First, we define to system, **till which point / word or tag, he can truncate!**

By defined string - for a certain word or phrase

By defined tag - after a word from the tag

The ideal situation is when we can use the functionality defined tag, which is the default preset when you select the function of truncating. The image shows the selected tag “brand”, respectively. “Manufacturer”.

The system knows, that the process of truncating must always stop at the manufacturer and it can not continue!

The screenshot shows a settings panel for creating keywords by truncating product names. It includes the following elements:

- Create keywords by truncating product name
- By defined string [input field]
- By defined tag [dropdown menu showing 'brand']
- Truncation threshold:
 - Truncate +3 word
 - Truncate +2 word
 - Truncate +1 word
 - Exact
 - Truncate -1 word
- Truncate by word counts [button]
- Keywords match type [dropdown menu showing 'BroadModifier']
- Create also keywords with EXACT match type

PROCESS OF TRUNCATING - EXAMPLE

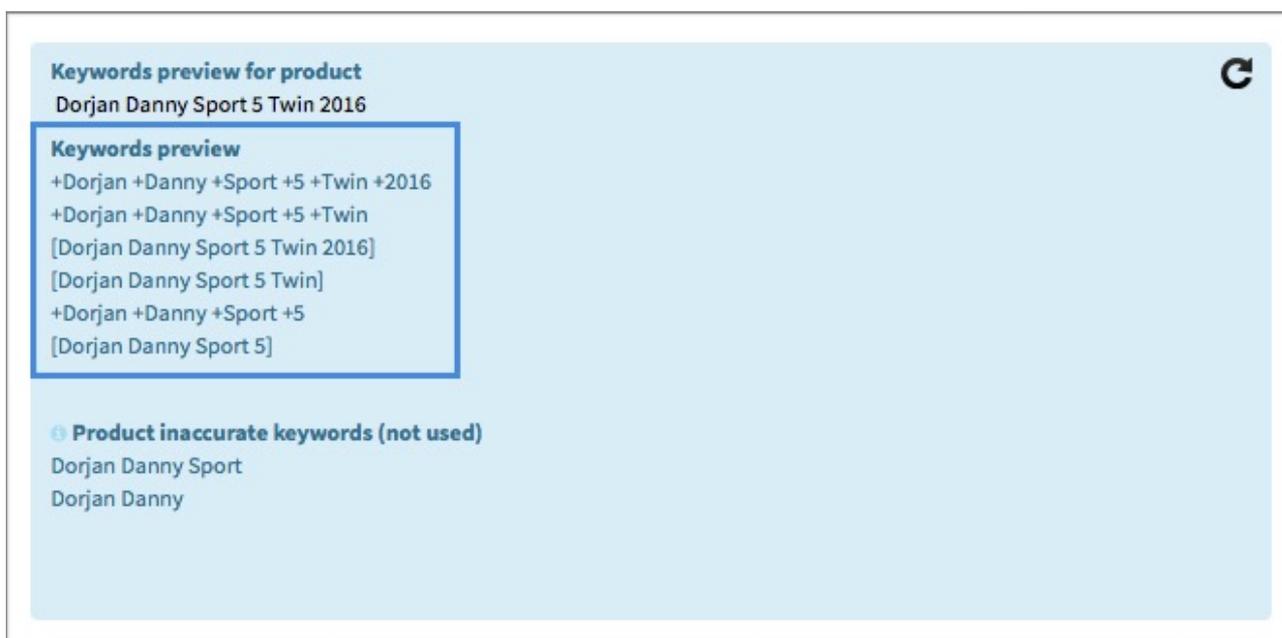
We have some Product called: Dorjan Danny Sport 5 Twin 2016

KW #1: +dorjan +danny +sport +5 +twin +2016

KW #2: +dorjan +danny +sport +5 +twin +2016

KW #3: +dorjan +danny +sport +5 +twin +2016

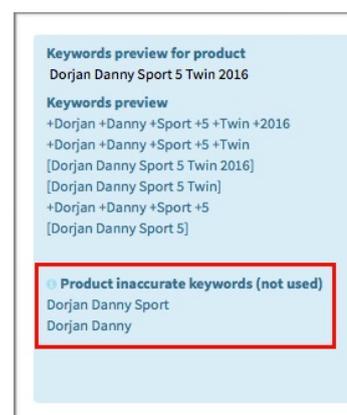
Etc. + we have checked "creating keywords also with exact match type" and therefore we see the [variations]



**Product inaccurate keywords
(not included in product campaign under the AdGroups)**

This is a notification within the quick preview mode-in which system randomly select a products and displays their appropriate keywords and on the bottom an inappropriate keywords. These inappropriate keywords incurred shortening process, which reduces the system after certain conditions

- A. is reduced to a certain phrase / word
- B. after the tag
- C. for a certain number of words



In the process of truncating can come duplications => we called it Product-Group KWs. BlueWinston compares each newly created keyword and looks, if words are not inside of the product name of some other products within XML product data feed.

If this happens, then there is so-called group keywords! and if we do not know precisely aligned client to the right product, for the keyword would be appropriate more than one unique product=one unique product name. Inaccurate/inappropriate keywords, which incurred shortening **we can use beautifully in product-group campaign.**

Another example of truncating for better understanding



PRODUCT NAME = AdGroup Name

ELECTROLUX EJ 11800 AW stand alone fridge with freezer

PRODUCT KEYWORDS CREATED BY TRUNCATING

ELECTROLUX EJ 11800 AW stand alone fridge with freezer

ELECTROLUX EJ 11800 AW stand alone fridge with ~~freezer~~

ELECTROLUX EJ 11800 AW stand alone fridge ~~with freezer~~

ELECTROLUX EJ 11800 AW stand alone ~~fridge with freezer~~

ELECTROLUX EJ 11800 AW stand ~~alone fridge with freezer~~

ELECTROLUX EJ 11800 AW ~~stand alone fridge with freezer~~

ELECTROLUX EJ 11800 ~~AW stand alone fridge with freezer~~

ELECTROLUX EJ (by brand/manufacturer +1 word)

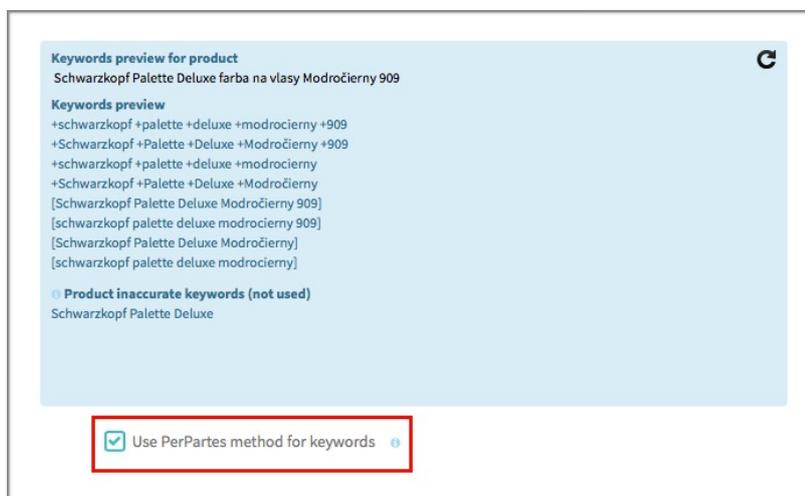
NOT INCLUDED KEYWORDS IN PRODUCT CAMPAIGN

ELECTROLUX EJ

ELECTROLUX EJ 2801 AOW2	ELECTROLUX EJ 2301 AOX2	ELECTROLUX EJ 2302 AOW2	ELECTROLUX EJ 2801 AOX2
Electrolux EJ2801AOW2, voľne stojace, biela, Pravý, 265L, SN, ST, N, 40 decibel	Electrolux EJ2301AOX2, voľne stojace, strieborná, nerezová oceľ, Pravý, 228L, SN, ST, N, 40 decibel	184l/44l, 3kg/24h, 19h, 40dB, SN-N-ST-T, 45.55kg	Electrolux EJ2801AOX2, voľne stojace, Umiestnený hore, A+, strieborná, nerezová oceľ, SN, ST, N, Pravý
			
Vikendová akcia	Vikendová akcia	Vikendová akcia	Vikendová akcia
Na sklade 253.67 €	Na sklade 244.80 €	Na sklade 298.99 €	Na sklade 267.80 €
ZOBRAZIŤ  DO KOŠÍKA 	ZOBRAZIŤ  DO KOŠÍKA 	ZOBRAZIŤ  DO KOŠÍKA 	ZOBRAZIŤ  DO KOŠÍKA 

This keyword is suitable for **Product-Group** campaign, because more than 1 product has phrase "electrolux ej" inside of it's product_name.

Per-Partes method for gradually enabling product long-tail keywords in AdGroup



Per-Partes is for gradually enabling keywords inside your AdGroups.

This feature secures that keywords with the highest number of words inside will be turn on at first. Next every 4 hours will BlueWinston get informations about these words from AdWords and control if they are eligible or not. If they have low search volume, next shorter version of the keyword will be turn on etc...

PER PARTES METHOD - HOW IT WORKS?

Red: Low Search Volume keyword

Grey: Paused keyword

Green: Eligible keyword

Round #1 (first upload)

ELECTROLUX EJ 11800 AW stand alone fridge with freezer (Low Search Volume)

ELECTROLUX EJ 11800 AW stand alone fridge with (paused)

ELECTROLUX EJ 11800 AW stand alone fridge (paused)

ELECTROLUX EJ 11800 AW stand alone (paused)

ELECTROLUX EJ 11800 AW stand (paused)

ELECTROLUX EJ 11800 AW (paused)

ELECTROLUX EJ 11800 (paused)

Round #2 (after 4 hours)

ELECTROLUX EJ 11800 AW stand alone fridge with freezer (Low Search Volume)

ELECTROLUX EJ 11800 AW stand alone fridge with (Low Search Volume)

ELECTROLUX EJ 11800 AW stand alone fridge (paused)

ELECTROLUX EJ 11800 AW stand alone (paused)

ELECTROLUX EJ 11800 AW stand (paused)

ELECTROLUX EJ 11800 AW (paused)

ELECTROLUX EJ 11800 (paused)

Round #3 (after 4 hours)

ELECTROLUX EJ 11800 AW stand alone fridge with freezer (Low Search Volume)

ELECTROLUX EJ 11800 AW stand alone fridge with (Low Search Volume)

ELECTROLUX EJ 11800 AW stand alone fridge (**Low Search Volume**)

ELECTROLUX EJ 11800 AW stand alone (paused)

ELECTROLUX EJ 11800 AW stand (paused)

ELECTROLUX EJ 11800 AW (paused)

ELECTROLUX EJ 11800 (paused)

Round #4 (after 4 hours)

ELECTROLUX EJ 11800 AW stand alone fridge with freezer (Low Search Volume)

ELECTROLUX EJ 11800 AW stand alone fridge with (Low Search Volume)

ELECTROLUX EJ 11800 AW stand alone fridge (Low Search Volume)

ELECTROLUX EJ 11800 AW stand alone (**Low Search Volume**)

ELECTROLUX EJ 11800 AW stand (paused)

ELECTROLUX EJ 11800 AW (paused)

ELECTROLUX EJ 11800 (paused)

Round #5 (after 4 hours)

ELECTROLUX EJ 11800 AW stand alone fridge with freezer (Low Search Volume)

ELECTROLUX EJ 11800 AW stand alone fridge with (Low Search Volume)

ELECTROLUX EJ 11800 AW stand alone fridge (Low Search Volume)

ELECTROLUX EJ 11800 AW stand alone (Low Search Volume)

ELECTROLUX EJ 11800 AW stand (**Low Search Volume**)

ELECTROLUX EJ 11800 AW (paused)

ELECTROLUX EJ 11800 (paused)

Round #6 (after 4 hours)

ELECTROLUX EJ 11800 AW stand alone fridge with freezer (Low Search Volume)

ELECTROLUX EJ 11800 AW stand alone fridge with (Low Search Volume)

ELECTROLUX EJ 11800 AW stand alone fridge (Low Search Volume)

ELECTROLUX EJ 11800 AW stand alone (Low Search Volume)

ELECTROLUX EJ 11800 AW stand (Low Search Volume)v

ELECTROLUX EJ 11800 AW (eligible)

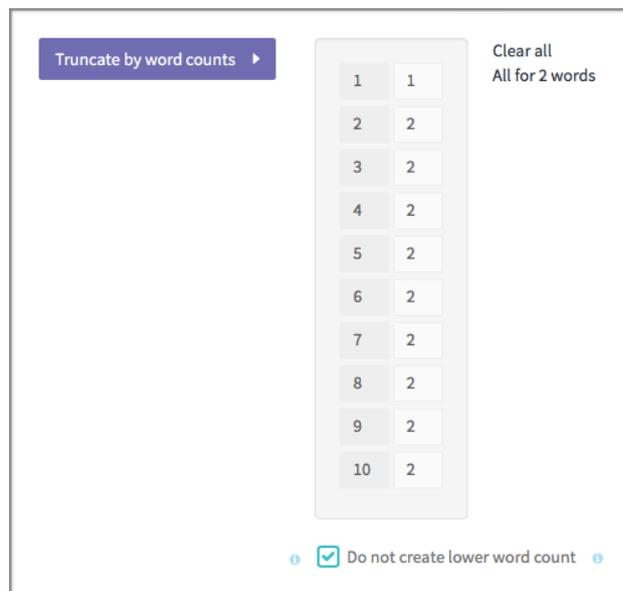
ELECTROLUX EJ 11800 (paused)

Truncate by word counts

The main “hand brake” of shortening! Sometimes, BlueWinston is not able to find <tag> or word inside of specific product name by which he has to stop the whole process of truncating! Therefore we developed some called handbrake to avoid unwanted shortening.

The Column in the left symbolizes the length of product name in the number of words and the right column represents the number of words in which the system will suspend the truncate. By default it is set to 2 keywords. Of course the number of words you can define manually. The “Do not create lower word count” is perfect for that if you accidentally hide away <manufacturer> or any other tag or a specific word in

keywords and it would create for you a shorter form of the keyword then is defined in the table as such the keyword **will not be incorporated into the campaign**, respectively ad group that presents product name.



Example of using “Do not create lower word count”

We have a product called: Merida One-Twenty 2016

Manufacturer is: Merida

The system is set to “truncate by defined tag” <manufacturer>

The system is set to “truncate +1 word” (<manufacturer> + 1 word)

Keyword match type is set to: BroadModifier (broad match modifier)

Keywords that would arise (provided that there is Merida One-Twenty 2015 or other similar model)

+merida +one +twenty +2016

+merida +one +twenty

+merida +one

Now in the section Extended settings we set up to make no mention of brand / manufacturer keywords. **** This is something ideal to do in separate new campaign called 'BW - Bicycles non-brand' for example. Where we have the keywords without manufacturers / brands.*



Now we will have these keywords:

+one +twenty +2016

+one +twenty

+one = One can see that the keyword does not consist of two words, but to remove the <manufacturer> We provide 1 = verbal expression keyword. In case we have ticked 'Do not create lower word count' so such a situation will not occur!

Web: www.bluewinston.com , Email: support@bluewinston.com

Keywords match type

You can choose all well known keywords match types within BlueWinston. By default the system uses BroadModifier i.e. every word inside of the keyword will start with "+".

Keywords match type BroadModifier ▾

Create also keywords with EXACT match type

+merida +one +twenty means that your ad in Google search will show that potential customers are looking for that phrase or word order in flipping, but the search demand / expression must contain all the words right. However, it may also contain prefixes / suffixes such as:

Search term in Google: **bike merida one twenty**

Display advertising that is associated with the keyword: **+merida +one +twenty**

“Create also keywords with EXACT match type” - This function works with every keywords match type except exact of course =).

It's perfect solution how to have broad modifier keywords for finding / generating new search terms and exact match type keywords for further optimization.

Keywords preview for product
 Dorjan Danny Sport 5 Twin 2016

Keywords preview
 +Dorjan +Danny +Sport +5 +Twin +2016
 +Dorjan +Danny +Sport +5 +Twin
 [Dorjan Danny Sport 5 Twin 2016]
 [Dorjan Danny Sport 5 Twin]
 +Dorjan +Danny +Sport +5
 [Dorjan Danny Sport 5]

“Words to remove” - When in the product name are any unnecessary words, using this feature, we can define them and system will hide them from created keywords to get them cleaned.

For example a product called: Kombinovaný kočík Dorjan Danny Sport

should have keyword: **+kombinovaný +kočík +dorjan +danny +sport**

- after adding these words like “kočík”, “kombinovaný” our system generates keyword (s) without these words

The final shape of the Keyword will be: +dorjan +danny +sport

Words to remove

kočiar x
kočík x
kombinovaný x

However, if the function uses shortening and unwanted words can be found at the end of product names, We don't need to use this function!

E.g. product name: **Dorjan Danny Sport + free shipping**

In the process of shortening keywords will be as well with words free shipping but also without them!

“Keyword prefixes” - inserting the desired word / phrase in this box system will ensure that we will have keywords WITH but also WITHOUT prefixes. E.g. insert the word "stroller".

Keyword prefixes

Do not insert original keywords, only with prefix

Always use prefix for 2 words keywords and insert only these prefixed keywords

New keyword's will be **with prefixes** and also without them:

+stroller +dorjan +danny +sport
+dorjan +danny +sport

If we want to create just keywords only with prefix(es). Tick the checkbox called **“Do not insert original keywords, only with prefix”**.

“Always use prefix for 2 words keywords...” - This function makes that if in the system are defined prefixes and then created keyword contains 2 or less words, then prefix will be always used. Ideal for books, respectively shapes, which has two verbal expression can be interchangeable with another product.

Example: product = **Stroller Benny S6 plus**

Keyword **“+S6 +plus”** it is interchangeable with the Samsung smartphones.

In this case, it would be **better to use a prefix** to give the keyword **“+stroller +S6 +plus”**.

“Hide words found in tag”

Function is used to hide the words from the keywords, which are contained in the tag and are mentioned inside keyword. On average, it is used to create so-called product campaigns e.g.: NON-BRAND campaigns.

In the picture we can see that the <manufacturer> is not included inside of keywords which belong to this AdGroup. It is the word = brand “DORJAN”.

Hide manufacturer (from manufacturer tag) first occurrence

Hide words found in tag brand

Do not insert original keywords

Keywords preview for product
Dorjan Danny Sport Prim 2015

Keywords preview

+kocik +danny +sport +prim +2015
+kočik +Danny +Sport +Prim +2015
[kočik Danny Sport Prim 2015]
[kocik danny sport prim 2015]
+Danny +Sport +Prim +2015
[Danny Sport Prim 2015]

Tab n.5 "Ads creation" - Build your own Text ads with Drag & Drop (tags)

Ad pattern name: Exp Enter your Pattern name

Regular 100 % products (total: 338) Preview

Texts: Headline 1 (0 - 0 chars (max 30)), Headline 2 (0 - 0 chars (max 30)), Path (svetkocikov.sk / /

Options: **Text ads extended settings**

Dynamic values: Product, Product Uri address, Product price, Manufacturer, Category

Preview: svetkocikov.sk/dorjandanny

Drag & Drop build your Text ads with dynamic values

Text ads preview mode with number of products suitable for this Ad pattern alternative

This tab is about modeling templates for your Text ads for each product. **Advantage of this system** is, that its interactive with **using drag & drop** functionality and system is signaling for how many products will be template suitable and eligible! Mostly because of limited number of CHARS inside headline 1,2 or description. In some cases there are some limitation because of Trade mark policies or Ad Bad Words - restricted words in Text ads.

Create Ad pattern

Ad pattern name: Exp

Regular 66 % products (total: 225) Preview

Texts: Headline 1 (4 - 110 chars (max 30)), Headline 2 (14 - 17 chars (max 30)), Path (svetkocikov.sk / /

Options: Just for

Dynamic values: Product, Product Uri address, Product price, Manufacturer, Category

Preview: Dorjan Comfort Linen 2017 - Just for 319€. svetkocikov.sk/dorjanccomfort. Dorjan Kočík Za 485€. Stroller's world is here for you. Buy now and get gift for free!

We created ideal advertisement template, which has product name in headline 1. The prize of product we insert into the Headline 2 and in Description – we put call to action text.

We can see that its good only for 66% products of campaign. The problem is that we have really long product names, what we can see in orange numbers in „headline part“. We must create another alternative for the rest of products clicking on „add new alternative“ etc etc till **ALL PRODUCTS COVERED!**

[+ Add new alternative...](#)

Alternative 1 23 % products (total: 57) Preview

Texts: Headline (13 - 39 chars (max 25)), Description 1 (17 - 29 chars (max 35)), Description 2 (25 - 25 chars (max 35)), Display URL (23 - 35 chars (max 35))

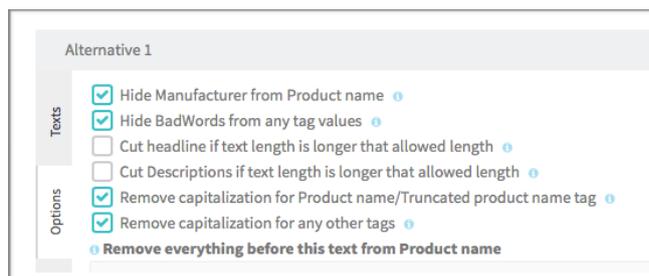
Options:

Dynamic values: Product, Product Uri address, Product price, Manufacturer, Category

Preview: Danny Sport 5 Twin 2016. svetkocikov.sk/danny-sport-5-twin. Dorjan Kočík Za 485€. Vstúpte Do Sveta Kočíkov.

“Hide Manufacturer from Product name”

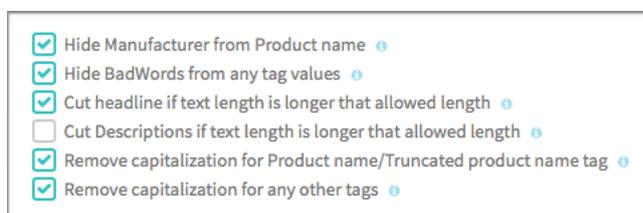
In **Alternative #1** above - we added Product name again in Headline 1. For now it's the same version of text ad pattern as original. We really want to have product name in Headline 1. Thanks to BlueWinston, **we have more options how to lower chars count.**



This time we are in the “Options” tab. We checked the option “Hide from Manufacturer Product name”. It caused a shortening of the product name by removing / hiding <brand>, which is located in Headline and so we fit such a template for a further 23% of the products that we can see in the image before.

“Cut headline if text length is longer ...”

Even we are doing as much as we can, there still remain about 15% of products that would still not be in any advertising. Therefore we need to create an alternative No.2 with the same text and the tags in the template, as was the No. 1 alternative. (example. you can create as many modifications as you want)



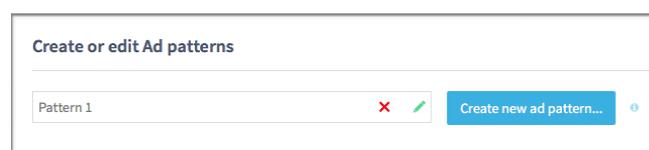
Cut headline or Cut descriptions is the same feature but applicably in different parts of Text ads. It truncate headline or description by whole words. So e.g you have Product name with 6 words = 47 Chars. It will be truncated to e.g. 4 words = 27 Chars.



A very interesting feature is the **“Words to remove from any tag value”**. Thanks to this feature you are able to manually delete all defined words or phrases from any tag value which is used inside Ad pattern builder.

Create new ad pattern

You can create XY Ad patterns. Unlimited number of ad units for your products. After saving one “Ad pattern,” you can click on “Create new ad pattern” and go through the process again with new modified texts.

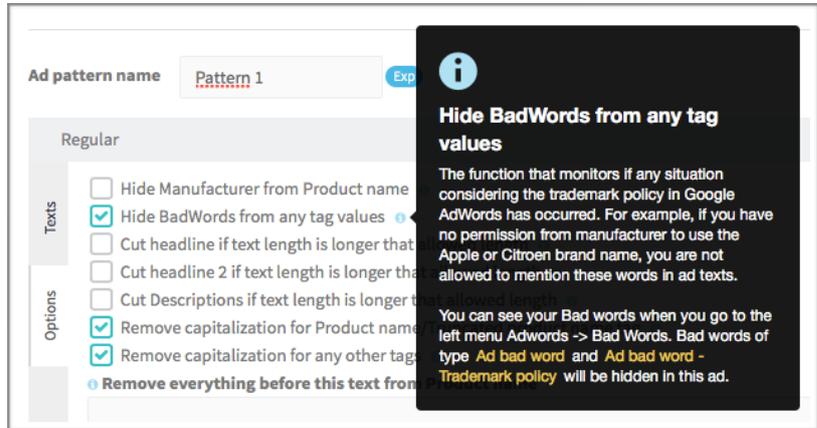


Hide BadWords from any tag values

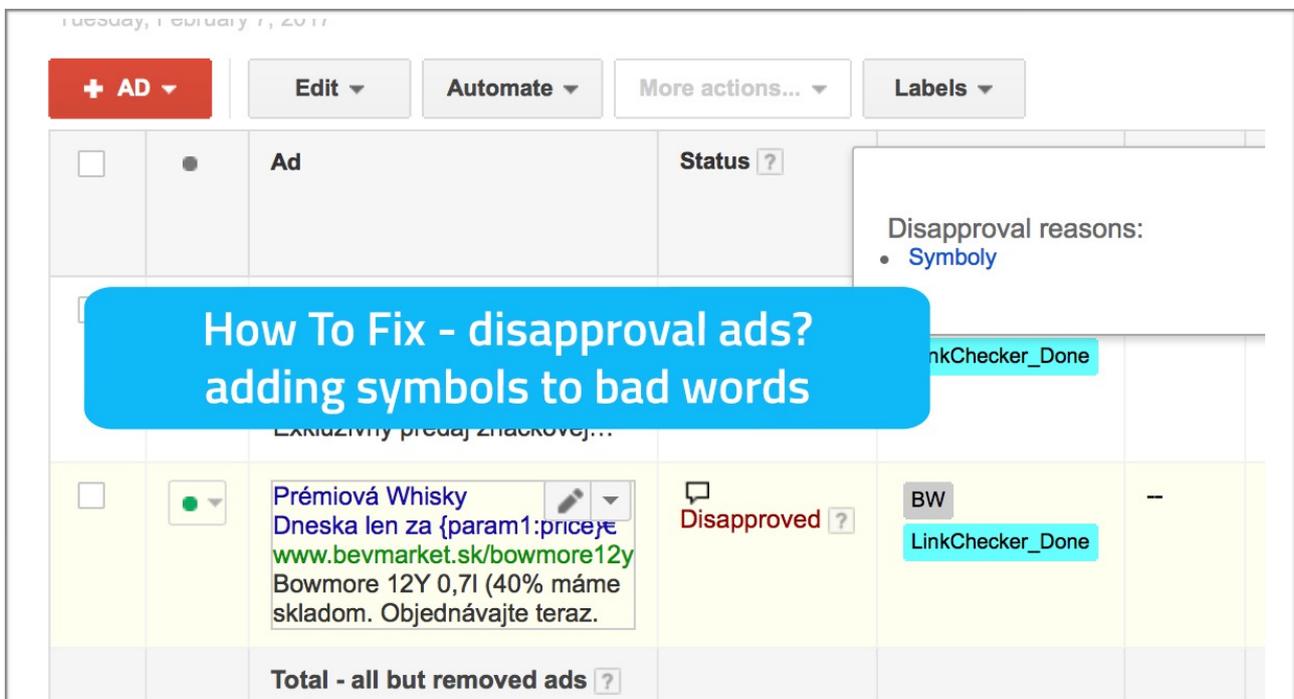
Sometimes happens that your Text ads are disapproved via Google AdWords. Mostly because of Trademark policies and other Ad BadWords inside your texts.

BlueWinston gets these informations about BadWords from Google API after the first campaign update into your AdWords account and these BadWords are automatically going to the special site in BlueWinston UI which could be

found in Menu > AdWords > BadWords. In Ad pattern creator under the tab "Options" you can find functionality called "Hide BadWords from any tag values" which means, that if there are some BadWords in dynamic <tags> they will be automatically deleted.



For further details & how to use BadWords list & add manually new BadWords for automatic hiding -> please [follow this post on our blog](#).



Tab n.6 "Campaign settings" - Bidding strategy types, maxCPC, maxCPA

In the introductory part we set our bidding strategy type. We have a choice of three main areas:

- A) **Focus on clicks** - focusing on clicks
- B) **Focus on conversions** - focus on conversions - (default is preselected Enhanced BlueWinston PPC)
- C) **Focus on positions** - aiming to achieve a certain position

A1) Focus on clicks - Manual CPC

Focus on clicks - uses maximum CPC bids ⓘ

Manual CPC (You set your own maximum CPC for your keywords)
 You can set Default CPC bids below. Default CPC bids is used only on new AdGroups, no further changes will be done.

Enable Enhanced CPC (Adwords automatically adjusts your bids to maximize conversions. It could be over 30%!)

Classic Manual CPC bidding strategy from AdWords editor itself. It's a type of bidding strategy where you are manually managing the prices for every keywords by yourself.

Default maxCPC the set of so-called. starting reasons. Accumulating surplus of the price for all your keywords, you can then manually change through AdWords.

Default maxCPC

Default maxCPC

Constant value €

Dynamically calculate maxCPC for each product (AdGroup) as % of maxCPA of the product (minimum € will be used)

Default maxCPC can be set as: **A) Constant value** (exact value), **B) Dynamically calculated** value from maxCPA (dynamically calculated maxCPC value for each keyword based on maxCPA of every product).

Default maxCPA

maxCPA is the maximum conversion price that we are willing to invest, respectively. to pay. maxCPA represents BlueWinston's so called "Godlike variable". Thanks to this value, BlueWinston's Artificial Intelligence and Google scripts can calculate if keyword's stats and historical records are good or bad. If specific keyword should be paused or let to run on higher positions with higher CPCs to get better results and more conversions.

** Artificial intelligence can only be used if you choose Enhanced unique BlueWinston PPC bidding strategy type!*

Maximum cost per acquisition (maxCPA)

Set constant value of max CPA €

Dynamically calculate maxCPA for each product (AdGroup) as % of Product price tag in XML (minimum € will be used)

Set maxCPA as a **dynamic value from** Product margin tag in XML

maxCPA can be defined as:

- A) **Constant value** = exact amount you're willing to invest in conversion
- B) **Dynamically calculated** = calculate maxCPAs for every product thanks to average % (percentage) margin on products within campaign
- C) **Exact maxCPA** -> **product margin from XML <tag>** = Difference between the retail and cost of the product.

Preview mode under Campaign settings

Preview mode can be used if you have defined rules for maxCPC, maxCPA/targetCPA and daily budget for the campaign. This preview shows us the product name at random, its retail price, as well as a calculated maxCPC and maxCPA.

Preview ↻

Dorjan Danny Sport 5 Twin 2016

Product price:	485
default max CPC:	2,91 €
max CPA:	145,50 €

A2) Focus on clicks - Maximize Clicks

Campaign settings

Bidding strategy type

- Focus on clicks** - uses maximum CPC bids
 - Manual CPC** (You set your own maximum CPC for your keywords)
 - Maximize Clicks** (Adwords will set my bids to help maximize clicks within my target budget)
 - Maximum CPC bid limit (optional) €
 - Focus on conversions** - uses CPA bids
 - Focus on positions** - target search page location

Maximum cost per acquisition (maxCPA)

- Set constant value of max CPA €
- Dynamically calculate maxCPA** for each product (AdGroup) as % of Product price tag in XML (minimum € will be used)
- Set maxCPA as a **dynamic value from** Product margin tag in XML

Daily budget (€)

Budget delivery method

AdWords is trying to maximize clicks on your text ads with this bidding strategy typ. You can define maxCPC bid limit which will represent so called main brake. In this bidding strategy type you can set "only" maxCPA and daily budget because CPCs for keywords are distributed by AdWords itself.

B1) Focus on conversions - Max CPA - Enhanced unique BlueWinston PPC

Focus on conversions - uses CPA bids

Max CPA - Enhanced unique BlueWinston PPC (Bid management to reach lowest CPA) [?](#)

Your campaign will be set as Manual CPC in order to change dynamically CPC bids for each keyword. You can set Default CPC bids below. These default maxCPC bids over AdGroups are always changed on every 4hours update according to price of product.

Enable Enhanced CPC (Adwords automatically adjusts your bids to maximize conversions. It could be over 30%)

This is a unique bidding strategy, which was developed by Winston Bros. Ltd. using artificial intelligence (A.I - Artificial Intelligence), which is responsible for dynamic changing prices for clicks to achieve the lowest price for the acquisition / conversion. At the same time it monitors the behavior of visitors who see your ads and defines different rules. With this bidding strategy you can define artificial intelligence and its settings in the next step.

+ KEYWORDS																	
Edit ▾ Details ▾ Search terms Bid strategy ▾ Automate ▾ Labels ▾																	
<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Ad group	Status ?	Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ? ↓	Cost / conv. ?	Conv. rate ?	All conv. ?	View-through conv. ?	Labels ?
Total - all campaign ?						355	1,495	23.75%	€0.12	€44.02	1.0	3.00	€14.67	0.85%	3.00	0	
<input type="checkbox"/>	<input checked="" type="radio"/>	+Bexa +Line +Black	Bexa Line Black 2015	Eligible	€1.97	1	3	33.33%	€0.06	€0.06	1.0	2.00	€0.03	200.00%	2.00	0	BW BWBID

It is necessary to mention that in an environment of AdWords Editor, this strategy seems to be like Manual CPC bidding strategy type. Each keyword contains label "BWBID" which indicates to artificial intelligence that it is ok to edit cost per clicks for this keyword. Therefore, if you want to manually change the price per click on selected keywords, so it needs to be deleted label "BWBID"; otherwise artificial intelligence will again change the maxCPC prices as she calculated itself and predicted for this keyword.



B2) Focus on conversions - Target CPA - bidding strategy by AdWords

Target CPA (Bid management to reach target CPA)
You do not have enough conversions. Your campaign will be set as Maximize Clicks until it reaches 30 conversions in 30 days. When it starts - your campaign will be set as Manual CPC with Target CPA bids for each AdGroup! AdWords uses a target cost-per-acquisition (CPA) that you enter, and automatically set bids to help get as many conversions as possible within your budget. Some conversions may cost more or less than your target CPA.

Maximum CPC bid limit (optional) €

This bidding strategy **is taken also directly from the AdWords**. Thanks to this bidding strategy, AdWords is trying to set those maxCPCs for keywords based on historical statistics and campaign performance, which should lead to get the lowest price per acquisitions / conversions, i.e. to reach Target CPA! There is only one condition about Target CPA. It can be run only if your campaign has more than 15 conversions in the last 30 days. **BlueWinston.com advantage is that you do not need to always check stats about your campaign if it is finally eligible for targetCPA bidding strategy type. Just set it on and BlueWinston will do everything itself.** The initial state is melted in the background as Manual CPC bidding strategy type.

Target cost per acquisition (targetCPA)

Constant value €

TargetCPA as AverageCPA of the campaign - calculated from the history stats of the CPA whole campaign

Dynamically calculate targetCPA for each product (AdGroup) as % of maxCPA of the product (minimum € will be used)

In this bidding strategy must **therefore understandably place maxCPC define TargetCPU!** We define TargetCPU again either as constant as the average CPA by the historical development of the whole campaign or as a **dynamically computed from maxCPA**.

C) Focus on positions

If you want to explicitly ads appear at the top of the first page of search results in Google search or anywhere on the first page, so this bidding strategy is perfectly suitable for you. In the future, we will add the option to choose the exact position of ad serving, respectively. starting position bid!

Focus on positions - target search page location

Ads on top of the first results page

Ads anywhere on the first results page

Tab n.7 "Conversion settings" - tell BlueWinston what is conversion!

Classic Google Adwords conversions ⓘ

Advanced BlueWinston conversion calculation ⓘ

if $\text{ClickAssistedConversion} / \text{Conversions}$ is less than

$\text{Conversions} = \text{Conversions} + (\text{ClickAssistedConversions} \times \text{0,30} + \text{ImpressionAssistedConversions} \times \text{0,15})$

else is higher

$\text{Conversions} = \text{Conversions} + (\text{ClickAssistedConversions} \times \text{0,65} + \text{ImpressionAssistedConversions} \times \text{0,30})$

Winston Bros. Company Ltd. has developed unique evaluating the conversions into its system. It is a fact that today it is a very small percentage of customers who are buying after the first click on your ad. It is essential to follow the so-called **Assisted Conversions** and that's just what we are focusing on! Values are fully editable.

Tab n.8 "A.I. Bid Settings" - setting artificial intelligence

How AI works is totally company know-how and secret, but **we can guarantee that A.I. already compares and monitors more than 150 factors nowadays** and variables in the process of calculating the new price for each price per click of single keyword.

The first section defines when to trigger artificial intelligence of your keywords. You define minimum number of conversions, how many campaigns has achieved over the past 90 days, while the minimum number of clicks your keyword to be above it launched artificial intelligence.

Optimization is active when

- Conversions of campaign is more than
- Keyword number of Clicks is different from last script run
- Keyword number of Clicks is more than

Keywords without conversions

Keywords without conversions
 BBM will start optimize CPC bids for each keyword if keyword has current CPA more than x maxCPA .
 First days, keywords will be PAUSED if current CPA is more than x maxCPA . Next days, keywords will be PAUSED if current CPA is more than x maxCPA .

We can define the start when A.I. has to begin edit maxCPCs for specific keyword. Default values say that keyword optimization starts as soon as it reaches (the spending) 0.40 x maxCPA (40% of maxCPA). Then the first 60 days will be optimized up to spend 1.2 times maxCPA. If it exceeds 1.2 times the keyword will be paused and marked as negative keyword under the AdGroup Negative keywords. After a period of 60 days A.I. will optimize keywords up to the upper limit 1.1 times of maxCPA. Which is lower so stricter.

Keywords with conversions

Keywords with conversions
 BBM will start optimize CPC bids for each keyword if keyword has current CPA more than x maxCPA .
 if Campaign conversion rate is lower than %
 First days, keywords will be PAUSED if current CPA is more than x maxCPA . Next days, keywords will be PAUSED if current CPA is more than x maxCPA .
 else
 First days, keywords will be PAUSED if current CPA is more than x maxCPA . Next days, keywords will be PAUSED if current CPA is more than x maxCPA .

This variables are dealing with keywords which already have some conversions so the settings are less strict and keywords have more time to get another new profitable conversions. It is divided into 2 main phases according to average campaign conversion rate.

Tab n.9 "Automated scripts" - so called Google scripts for optimization

BlueWinston.com currently offers four groups of optimization scripts. These automated scripts reduce the time spent with managing campaigns.

- A. Excluding keywords from campaign** - exclusion scripts for keywords that have poor performance
- B. Bounce rate script for classic keywords** - exclusion scripts for keywords that have a too high bounce rate
- C. Import search terms from search query** - automatic creation of keywords from search queries
- D. Exclude search terms from search query** - exclusion scripts for search terms that have poor performance

A. Excluding keywords from campaign

This rule will exclude all keywords and set them as negative keywords if they have Spent more than 1,00 x maxCPA and have NO Conversions .

1. If a keyword spent more than 1.00 times the maxCPA and has no conversion, keyword will be paused and set as a negative keyword under the AdGroup negative keywords list.

This rule will exclude all keywords and set them as negative keywords if they have Spent more than 1,30 x maxCPA and have ANY Conversions .

2. If a keyword spent more than 1.3 times maxCPA and has some conversions, it will be paused and set as neg...

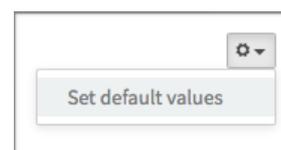
This rule will exclude all keywords and set them as negative keywords if they have Clicks more than 30 clicks and have CTR lower than 2,00 % and have NO Conversions .

3. If a keyword has more than 30 clicks, CTR less than 2.00% and no conversion, it will be paused and set as neg...

This rule will exclude all keywords and set them as negative keywords if they have Position worse than 5 and have Spent more than 0,40 x maxCPA and have NO Conversions .

4. If a keyword has a worse position than fifth place, spent more than 0.40 times the maxCPA and no conversion , it will be paused and set as neg...

Of course all the values in each script, you can edit yourself as needed. In each group, there are several scripts that you may or may not all be used. Just mark checkbox. If you would like to give value script in the default state defined by BlueWinston.com system, so all you have to do is to click in the upper right corner on the "gear" and set "Set default values".



B. Bounce rate script for classic keywords

If we want to use Bounce rate scripts, first we need to understand and define the variables with which these scripts later work.

$$\text{LimitClicks} = \text{Average Clicks} \times 0,80 \quad (\text{minimum } 10,00 \text{ clicks})$$

$$\text{LimitBounceRate} = \text{Average Bounce rate} \times 1,20 \quad (\text{minimum } 70,00 \% \text{ bounce rate})$$

LimitClicks - variable = we calculate it using the formula as Average Clicks (average number of clicks of the campaign) x 0.80. However, the system anticipates a minimum of 10 times a click, if the result of the formula for LimitClicks is lower < than 10.

LimitBounceRate - variable = we calculate it as the average bounce rate campaign x 1.2 times (1.2 times on the ground as product campaigns have a huge tendency to high bounce rate, as a potential customer is fed directly to the product page you are looking for or. If he is not looking and leaving right away.). But again, we assume a minimum of 70.00% bounce rate.

All of these values, we can of course again define according to our needs!

Keyword will be paused if has more Clicks than *LimitClicks* and has Spent more than 0,50 x *maxCPA* and its Bounce rate is more than *LimitBounceRate* and has no *Conversions* .

1. The keyword will be set as a negative keyword if it has more clicks than LimitClicks and spent more than 0.5 x maxCPA while the bounce rate is greater than LimitBounce. Of course under condition that keywords has no conversions.

Keyword will be paused if has more Clicks than *LimitClicks* and has Spent less than 0,50 x *maxCPA* and its Bounce rate is more than 1,05 x *LimitBounceRate* and has no *Conversions* .

2. The keyword will be set as a negative keyword at the moment, if the number of clicks exceeding LimitClicks, spent more than 0.5 x maxCPA and the bouncer is greater than 1.05 x LimitBounceRate and NO conversions.

Keyword will be paused if has Spent less than 0,50 x *maxCPA* and its Bounce rate is more than 1,15 x *LimitBounceRate* and has no *Conversions* .

3. Keyword will again be set as a negative keyword if it spent more than 0.5 x maxCPA his bouncer greater than 1.15 x LimitBounceRate and had no conversions.

Keyword will be paused if has more Clicks than 0,70 x *LimitClicks* and its Bounce rate is 100% and has no *Conversions* .

4. The keyword will be set as a negative keyword at the moment when its clicks exceeds 0.7 times the LimitClicks and the bouncer is 100% without any conversions!

C. Import search terms from search query

Very beautiful scripts that abnormal assist to any PPC specialist to optimize the campaign and keyword creation. These scripts are used for automatic creation of a keyword as exact match type that comes from search-term.

This rule will **add all search terms** to your campaign that **have at least** *Conversions* .
 Search term will be added as keyword with exact match and get maxCPC from AdGroup.

1. This is a very simple rule, which can make your day =) This script will create real keyword form each search-term which gain at least 1 conversion.

This rule will **add all search terms** to your campaign that **have at least** *Clicks* and **have CTR higher than** %.
 Search term will be added as keyword with exact match with label "BWSEARCHTERM" and get maxCPC as average CPC from Search terms report.

2. This rule creates new keywords from search-terms, that have at least 3 clicks and CTR greater than 3.00%.

D. Exclude search terms from search query

Exclusion scripts. This are an automated scripts which exclude search terms even while they are situated in the search query. Below is a set of scripts which can be used for different situations and, of course, can be adjusted according to the needs of each PPC specialist.

This rule will **exclude all search terms** and set them as negative keywords if they have *Spent more than* x *maxCPA* and **have NO Conversions**.

Search term will be set as a negative keyword at the moment when its spending exceeds 0.45 times the maxCPA and has no conversion.

Then there is a set of three other scripts that we believe are to everyone very clear.

This rule will **exclude all search terms** and set them as negative keywords if they have *Spent more than* x *maxCPA* and **have less than** *Conversions*.
 This rule will **exclude all search terms** and set them as negative keywords if they have *Clicks more than* clicks and **have CTR less than** % and **have NO Conversions**.
 This rule will **exclude all search terms** and set them as negative keywords if they have *Position worse than* and **have Spent more than** x *maxCPA* and **have NO Conversions**.

Do not forget to check & read our posts about features & best practices.

#1 BlueWinston's [New Features \[blog\]](#)

#2 BlueWinston's [Best Practices \[blog\]](#)

#3 BlueWinston's [Changelog \[blog\]](#)



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