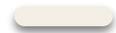


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Digital Advertising Audit



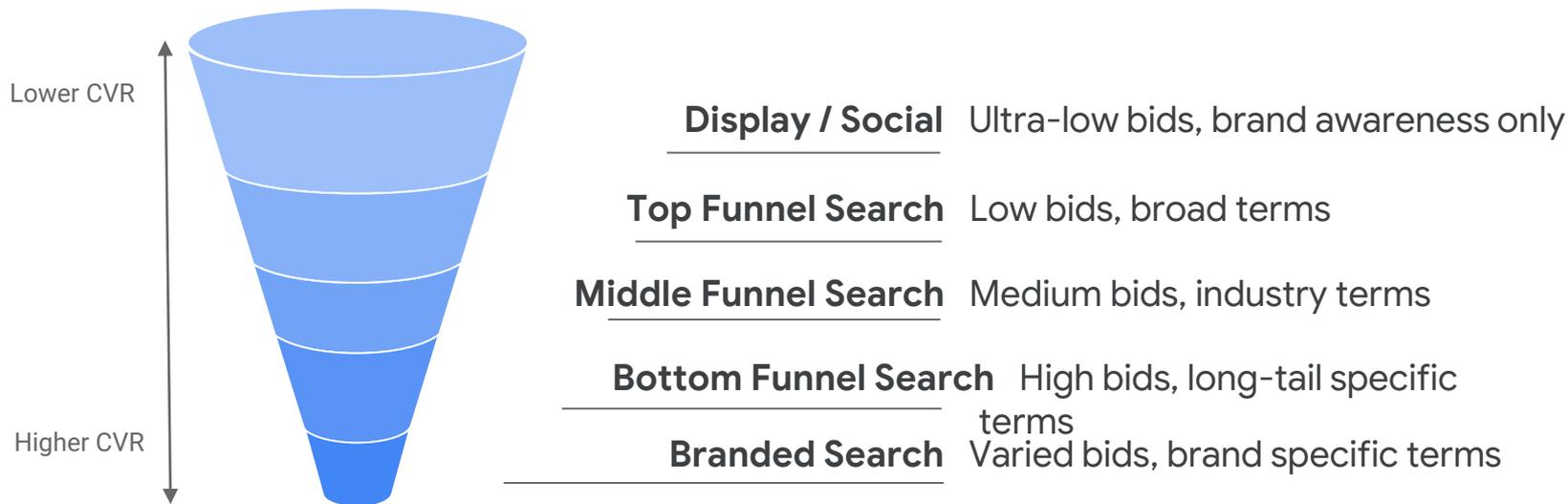
By Mobile Commando in conjunction with AdVenture Media Group

Agenda

- How Digital Advertising Has Evolved
- What That Means For Us
- Time Lag
- Auction Insights
- Low Impression KWs
 - Landing Page Experience
- Audiences
- Dynamic Search Ads
- Discovery Ads

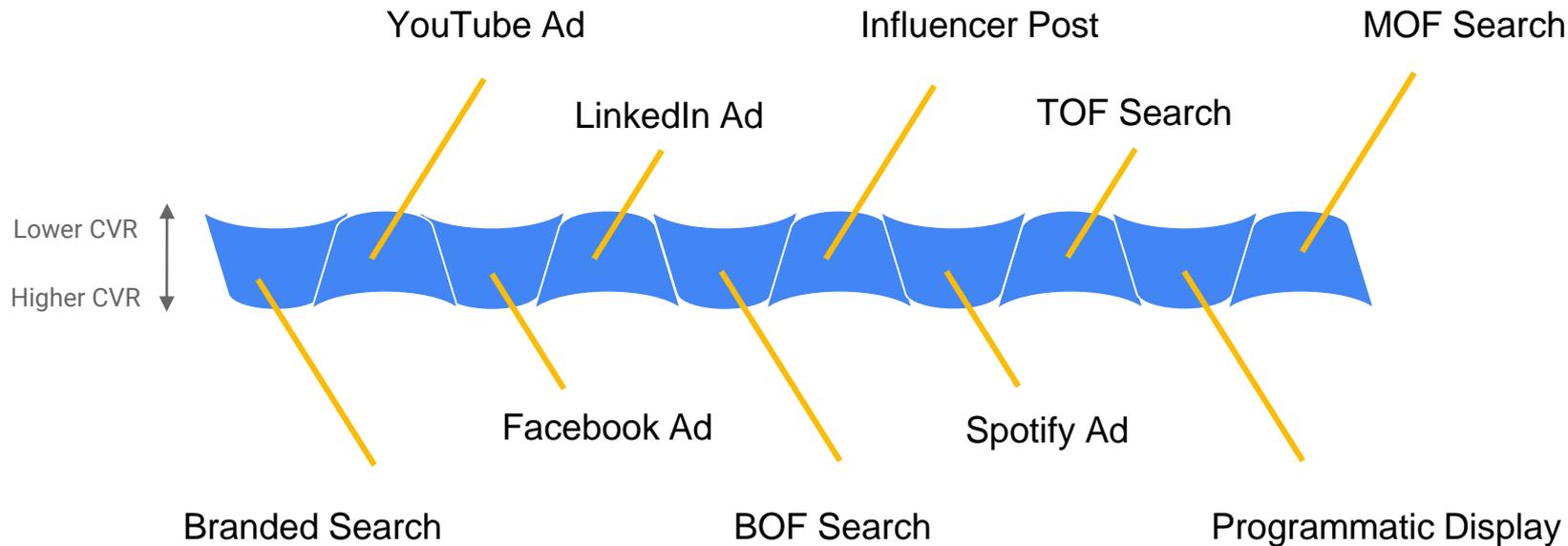
How Digital Advertising Has Evolved

Old School Digital Ad Strategy: One-dimensional signals dictate expected conversion rate, value, and bidding.



Modern Digital Ad Strategy: Algorithms use predicted conversion rate to dictate bids, creative and placements.

Thus increasing the value of non-BOF campaigns and increasing potential for scale.



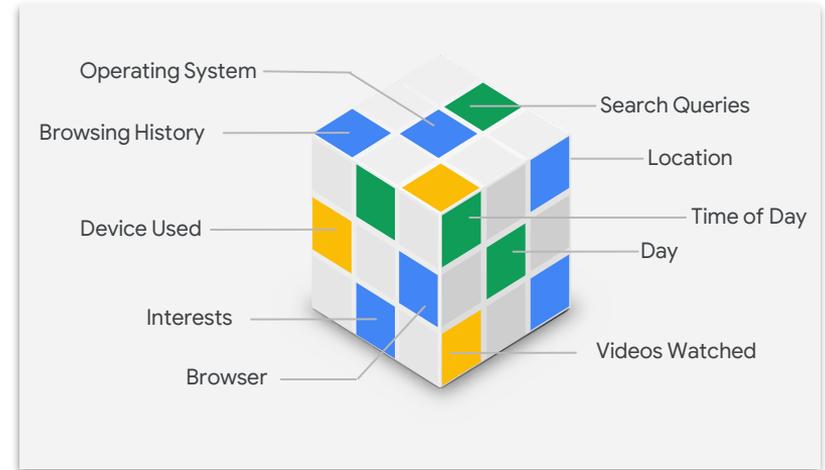
Modern, Smart Campaigns use a combination of thousands of signals to set the best bid, placement, and creative combination

Smart Bidding sets unique bids for each individual auction & query based on your goals and conversion likelihood.

Smart Bidding uses signals combined, per auction. All signals are measured and optimized per auction and query, including thousands of signals exclusive to Smart Bidding.

Traditional campaigns relied on one-dimensional signals, such as search query or the content of the webpage that a banner ad is displayed on.

Traditional campaigns are limited in their potential to scale, as upper-funnel customers are impossible to acquire at a profitable cost.



The Premium Auction

An ad auction that has a higher than average predicted conversion rate.

Due to supply and demand, premium auctions will cost more than low-quality auctions.

It is preferable to increase bids to go after premium traffic. An increase in Cost-Per-Click is OK, so long as Conversion Rate increases at a greater pace.

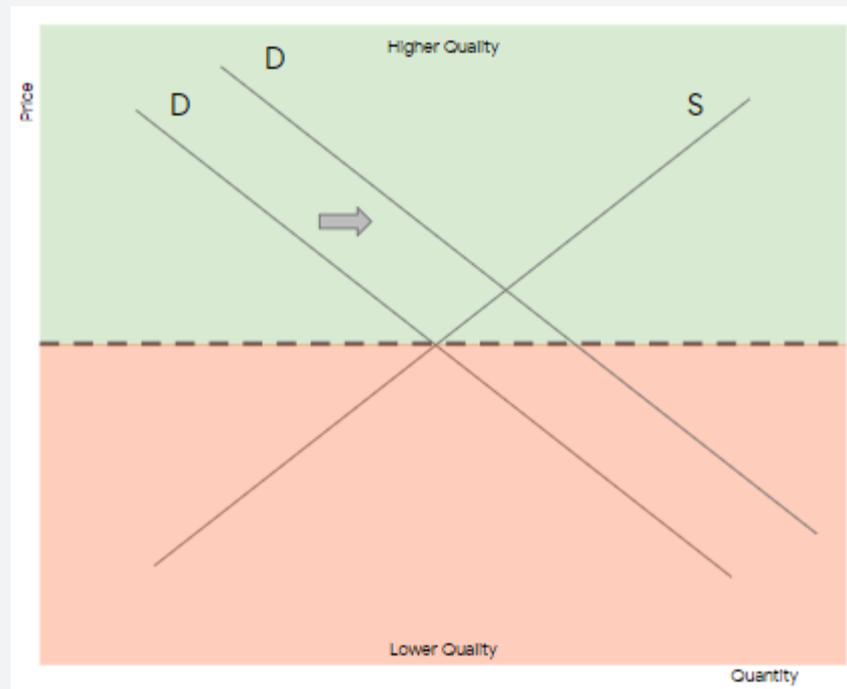
For example:

A) 100 Clicks at \$1 CPC

- \$100 Spent
- 1% Conversion Rate
- 1 Conversion
- \$100 CPA

B) 100 Clicks at \$1.50 CPC

- \$150 Spent
- 2% Conversion Rate
- 2 Conversions
- \$75 CPA



The Importance of High Quality Conversion Data

Smart Campaigns learn how to optimize bids for each auction with conversion history from all of your campaigns in an account.

When a user clicks on a Branded ad and converts to a lead, all of the *signals* from that user are fed back into the algorithm. Signals include gender, browsing history, and whether or not the user is on a specific audience or remarketing list.

The same thing happens when a user clicks on an ad and *doesn't* convert. The system is always improving to meet our goals.

The machine learning algorithms rely on conversion data. Therefore, accuracy and breadth of conversion data (including various milestones of the sales cycle) is crucial

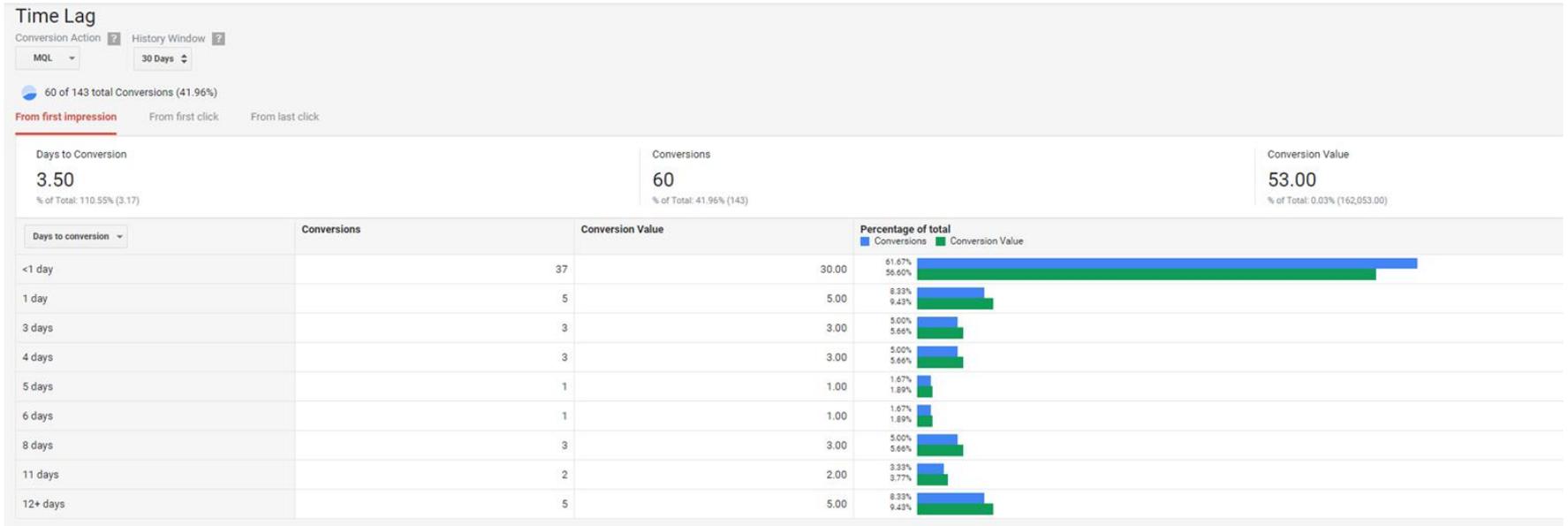
# of Convs	Campaign
156	Brand Search
78	Generic Search
34	Generic Remarketing
4	Smart Campaign "C"
8	Smart Campaign "B"
13	Smart Campaign "A"

Smart Bidding will use data from all of your campaigns in real-time

Discovery Phase Testing

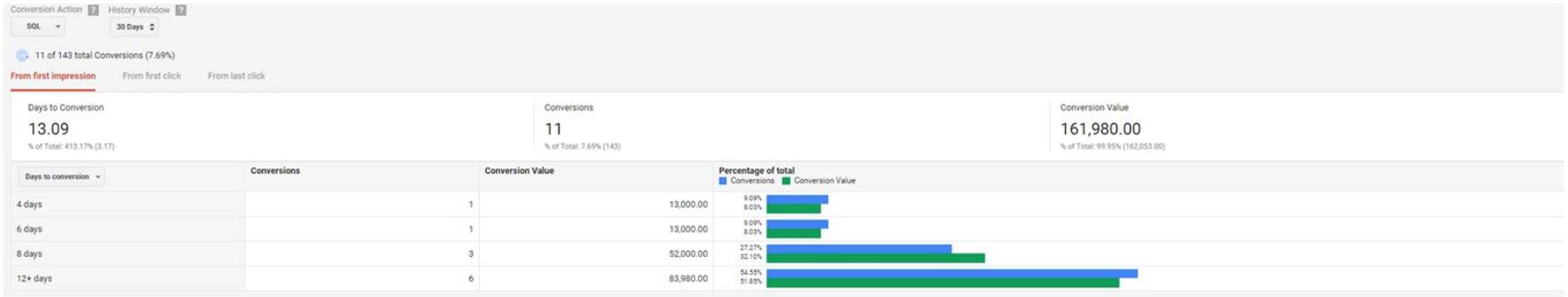
Search Attribution - Time Lag

40% of MQLs come in after the day of the click, with it taking 3.5 days on average



Search Attribution - Time Lag

Most SQLs come in after the day of the click, with it taking 13.09 days on average



Auction Insights

Display URL domain	Impression share	Avg. position	↓ Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
dnb.com	15.87%	4.2	18.42%	31.06%	37.82%	8.87%	61.29%
demandbase.com	15.65%	2.3	17.63%	67.93%	83.93%	38.32%	57.22%
rollworks.com	14.97%	2.4	17.44%	61.71%	83.05%	32.88%	58.01%
6sense.com	13.05%	3.4	15.67%	39.73%	62.68%	15.29%	60.96%
metadata.io	11.92%	2.6	14.55%	63.12%	78.72%	26.91%	59.04%
aberdeen.com	< 10%	4.6	12.51%	11.16%	23.94%	2.45%	64.10%
tray.io	< 10%	4.0	12.40%	21.92%	49.28%	4.61%	63.24%
marketo.com	< 10%	3.5	11.36%	37.40%	74.94%	5.87%	62.24%
linkedin.com	< 10%	3.6	10.99%	30.82%	49.78%	13.87%	62.80%
bombora.com	< 10%	4.5	9.89%	26.29%	31.40%	2.68%	63.32%

Auction Insights - Predictive Lead Scoring

Display URL domain	Impression share	Avg. position	↓ Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
dnb.com	13.42%	2.8	15.46%	11.49%	21.79%	4.08%	74.64%
pardot.com	< 10%	2.0	10.77%	49.57%	81.55%	41.92%	71.93%
infutor.com	< 10%	2.7	7.83%	7.20%	54.24%	6.37%	75.56%
act-on.com	< 10%	2.1	6.17%	28.91%	14.14%	5.29%	74.63%
sas.com	< 10%	1.9	2.55%	73.46%	51.27%	29.76%	74.57%
You	75.99%	1.3	—	—	72.46%	60.21%	—

Auction Insights

Display URL domain	Impression share	Avg. position	↓ Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
demandbase.com	32.83%	1.8	36.07%	43.46%	87.70%	39.38%	56.60%
ignitium.com	30.00%	2.2	30.77%	31.36%	87.08%	25.33%	60.64%
lattice-engines.com	11.79%	3.2	14.09%	13.07%	44.82%	5.45%	65.89%
terminus.com	< 10%	2.8	10.79%	23.27%	64.85%	10.70%	65.44%
engagio.com	< 10%	2.0	8.48%	36.29%	81.45%	33.68%	65.06%
metadata.io	< 10%	2.5	8.27%	18.90%	89.21%	17.02%	66.07%
You	67.12%	1.4	—	—	74.29%	54.86%	—

Auction Insights - Competitors

Display URL domain	↓ Impression share	Avg. position	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
You	41.45%	2.1	–	–	60.21%	25.59%	–
lattice-engines.com	18.49%	2.6	28.31%	45.23%	54.88%	15.48%	36.14%
ignitium.com	16.09%	1.5	14.15%	78.38%	85.83%	61.20%	36.86%
everstring.com	15.96%	1.6	18.78%	82.35%	80.99%	64.44%	35.04%
mintigo.com	12.63%	2.6	19.66%	38.85%	69.60%	29.41%	38.29%
demandbase.com	10.93%	1.4	12.08%	78.55%	89.37%	66.49%	37.52%
leadspac.com	< 10%	1.8	5.43%	47.08%	81.71%	70.41%	40.39%
dnb.com	< 10%	2.4	9.12%	64.05%	42.30%	24.44%	39.03%
terminus.com	< 10%	1.8	12.78%	75.91%	70.86%	28.71%	37.43%

Auction Insights - Sales Prospecting

Display URL domain	↓ Impression share	Avg. position	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
You	38.06%	2.7	—	—	55.76%	25.91%	—
linkedin.com	20.22%	2.6	22.31%	69.42%	60.36%	25.77%	32.17%
zoominfo.com	19.13%	2.4	18.79%	71.27%	63.36%	24.90%	32.96%
people.ai	12.00%	1.5	11.47%	97.81%	78.09%	52.99%	33.79%
dnb.com	11.53%	2.4	8.12%	74.23%	50.28%	23.76%	35.77%
seamless.ai	10.82%	3.5	13.39%	69.06%	48.45%	12.52%	34.54%
gong.io	10.72%	2.6	9.46%	83.63%	53.19%	17.09%	35.05%
infousa.com	< 10%	3.4	4.77%	76.32%	50.00%	11.22%	36.67%
salesgenie.com	< 10%	2.8	7.12%	64.12%	66.89%	26.25%	36.32%
dialpad.com	< 10%	2.8	10.59%	79.45%	48.44%	19.72%	34.86%

Auction Insights - Strategic Sales

Display URL domain	↓ Impression share	Avg. position	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
You	41.99%	2.2	–	–	54.50%	27.36%	–
linkedin.com	25.06%	1.8	12.84%	84.21%	78.87%	48.68%	37.45%
veloxmedia.com	< 10%	3.9	1.69%	93.33%	51.28%	2.56%	41.32%
leadspace.com	< 10%	4.3	2.59%	82.61%	32.00%	0.57%	41.09%
intelemark.com	< 10%	3.3	0.79%	85.71%	41.86%	11.63%	41.70%
salesforce.com	< 10%	2.1	8.33%	74.32%	59.66%	36.13%	39.39%
slidebooks.com	< 10%	3.5	13.85%	14.63%	9.85%	3.03%	41.13%
lucidchart.com	< 10%	1.5	15.99%	88.03%	78.86%	66.29%	36.08%

Auction Insights - Sales Forecasting

Display URL domain	↓ Impression share	Avg. position	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
You	43.40%	1.8	—	—	53.86%	43.96%	—
netsuite.com	< 10%	2.4	3.14%	100.00%	55.22%	5.97%	42.03%
pega.com	< 10%	3.6	4.11%	100.00%	54.17%	5.56%	41.61%
ibm.com	< 10%	2.0	2.66%	90.91%	60.66%	34.43%	42.35%
sas.com	< 10%	2.5	2.17%	88.89%	45.16%	12.90%	42.56%
adaptiveinsights.com	< 10%	1.4	6.04%	92.00%	84.06%	69.57%	40.99%
6sense.com	< 10%	2.0	5.07%	95.24%	60.78%	33.33%	41.30%
splunk.com	< 10%	2.1	1.45%	100.00%	68.42%	31.58%	42.77%
dataiku.com	< 10%	3.3	5.56%	30.43%	40.38%	7.69%	42.66%

Increase Spend on Low Impression Keywords

- There are currently 176 keywords that are rarely shown due to low quality score
- Many of these keywords are very broad and may end up getting paused
- During the Discovery Phase, we will try to increase traffic from these keywords by improving landing page experience and ad relevance
- We won't know if these keywords can meet our unit economic threshold until we generate more volume from them

<input type="checkbox"/>	<input checked="" type="checkbox"/>	+Lead +Scoring +Models
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+Lead +Segmentation
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+Predictive +Scoring +Software
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+B2B +Lead +Nurturing +Best +Practices
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+Behavioral +Lead +Scoring

<input type="checkbox"/>	<input checked="" type="checkbox"/>	+Lead +Prioritization +Scoring
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+Lead +Scoring +Decay
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+Lead +Scoring +Elements
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+Lead +Scoring +Machine +Learning
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+Lead +Scoring +Mechanisms

<input type="checkbox"/>	<input checked="" type="checkbox"/>	+Lead +Scoring +Questions
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+Lead +Scoring +Stages
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+Lead +Scoring +Statistics
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+Lead +Scoring +Strategy
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+Lead +Scoring +Thresholds

Landing Page Experience

- Keywords with a below average landing page experience indicate that we need to do a better job of matching the users search intent with our landing page content
- Heuristic analysis, user testing and A/B testing landing page content will allow us to find the right message that resonates with the right audience
- Not all of the keywords are set in stone and therefore our landing pages do not necessarily need to provide a great experience for all current keywords
- Throughout the Discovery Phase, we'll determine which keywords are going to make the cut and then make sure that our landing page experience is tailored to those searches

Audiences

- Remarketing Audiences - adding audiences for time on site
- Adding audiences such as people who are in the market for CRM solutions, so that we can observe if they have a higher conversion rate.

<input type="checkbox"/> ● Audience	Type
<input type="checkbox"/> ● Software Business & Productivity Software	In-market audience
<input type="checkbox"/> ● Business Services Advertising & Marketing Services	In-market audience
<input type="checkbox"/> ● Business Services > Business Technology Enterprise Software	In-market audience
<input type="checkbox"/> ● Business Services Business Technology	In-market audience
<input type="checkbox"/> ● Business Services > Business Technology > Ent... CRM Solutions	In-market audience

Audiences

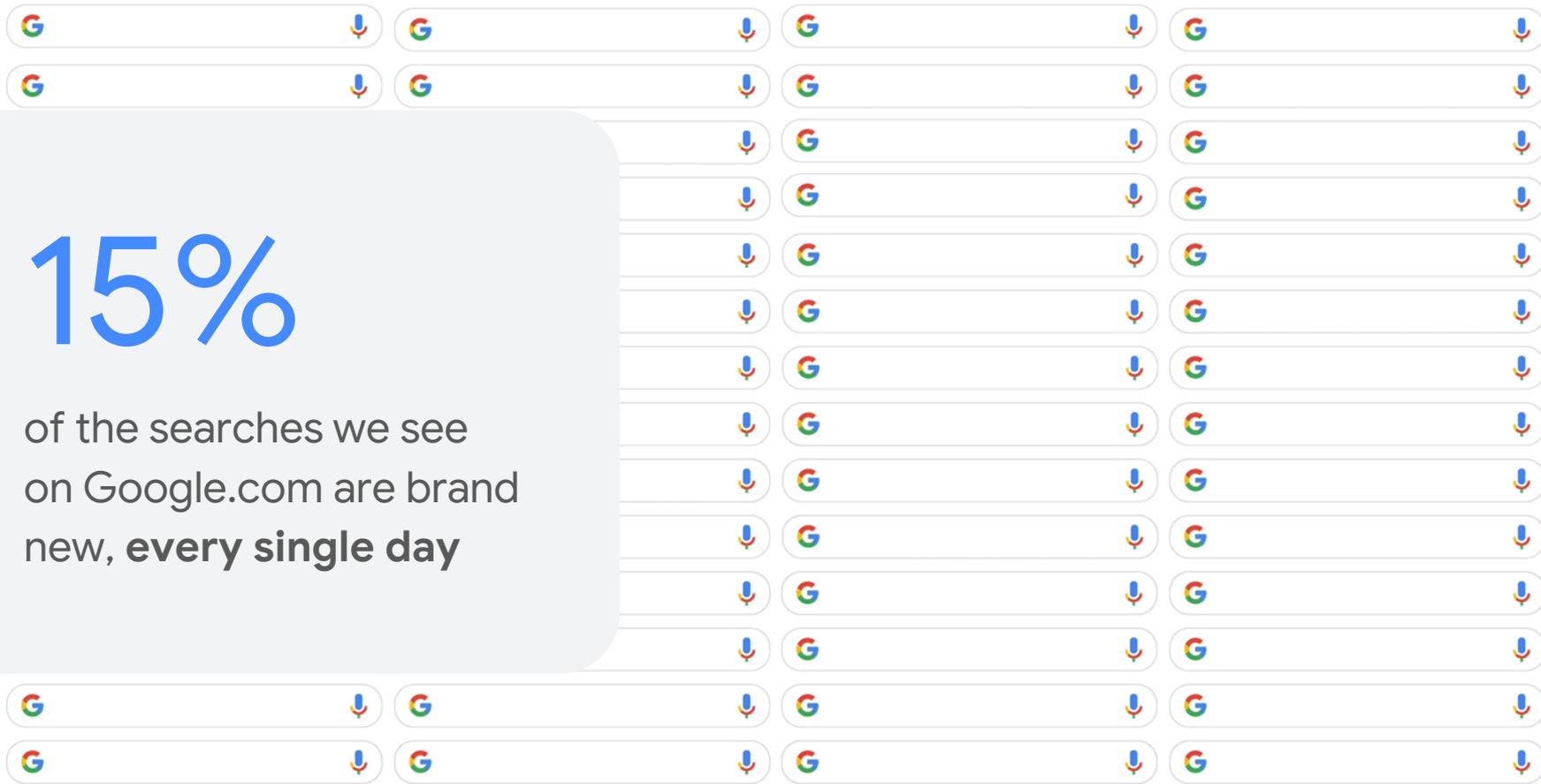
- Identify keywords which are too expensive, but are still quality searches, and only bid on them if the searcher is in a specific audience
- For example, [keyword] is bringing in mostly low quality searches, but layering in remarketing audiences helps limit this to only people who have been to the site before, and are more likely to actually be looking for [company name]

Dynamic Search Ads Strategy

- Expanding our online presence and reach will require us to step outside of the KW lists we're comfortable with but also ensure our targeting is accurate... enters DSA's.
- Dynamic Search Ads will target traffic based on LP content and any other signals we give Google i.e. audience, bidding strategy, historical data, email lists.
- Again, there are new searches every single day that we could not predict and bid on unless we utilize Google's algorithm to find for us using our LP guidelines.

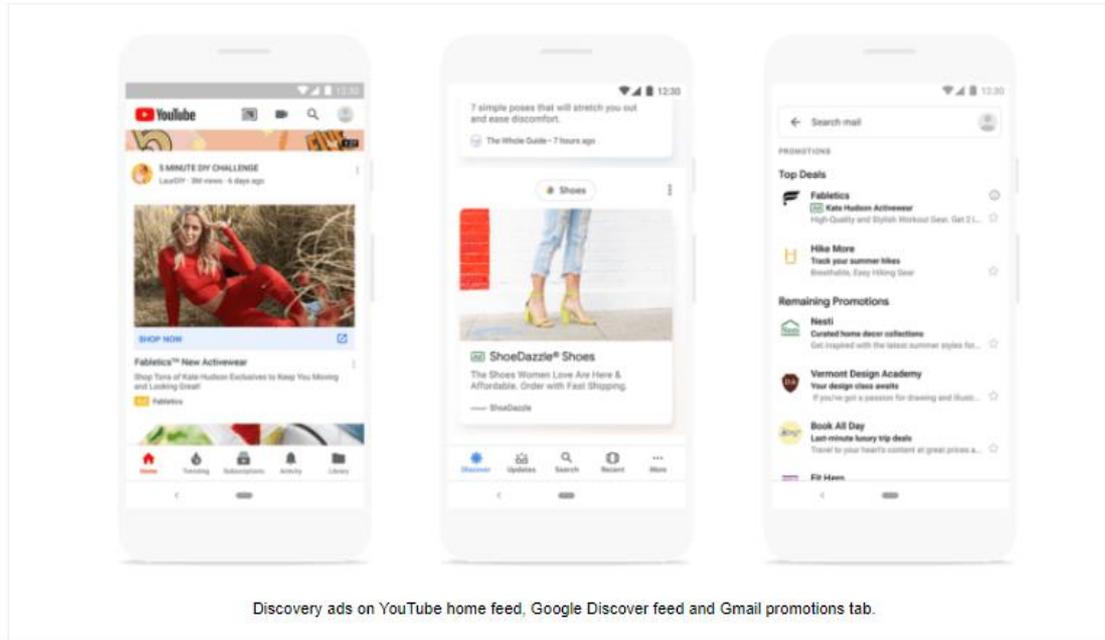
15%

of the searches we see
on Google.com are brand
new, **every single day**



Discovery Ads

- Discovery ads are a new format that will allow you to find high quality traffic from new, highly engaging ad formats on the Google app, YouTube, and other properties.



Market Research

- We are putting together a thorough market research report
- This report will include data and analysis regarding market size and opportunities
- The market research will help us during the Discovery Phase to determine where we should be directing experimental budget

THANK YOU!

[Get Started With Commando Lead Machines Here](#)

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