



The Direct Marketing Association
of Northern California

CERTIFICATION WORKSHOP

Use Google Ads for Digital Advertising Masterclass. Module 3: Google Ads.

Presented by Andreas Ramos

- VP of Digital Marketing at Beasley Direct and Online Marketing
- Adjunct Professor at CSTU and INSEEC
- Author of 22+ books on Digital Marketing
- Friday, December 8th, 2023 | 9 a.m. to 11:00 a.m. PST



The Direct Marketing Association of Northern California (DMAnc) was formed to educate, inform and provide networking opportunities for marketing professionals in the San Francisco Bay Area and beyond.

We have evolved to offering best-in-class live online courses and workshops worldwide and certification program, taught by world-renowned instructors. More than 2,000 professionals take advantage of over 100 workshops every year.



Workshop topics include:

- AI for Digital Marketing.
- SEO.
- Google Ads.
- Google Analytics.
- Social Media (Organic and Advertising).
- Content Marketing.
- Podcasting and YouTube Marketing.
- Influencer Marketing.
- Copywriting.
- Video Production for Social Media.
- Product Marketing and Account Based Marketing (ABM).
- Sustainable Marketing.

- Our courses started as extension courses at UC Berkeley, UCLA, and UC Santa Cruz, and we brought them over to DMAnc.org
- Earn a certificate by completing any eight modules within two years.
- Take classes live online or recorded, or a hybrid of both.
- You decide the courses you want to take.
- Students who complete a certification program will receive a frameable Certificate and a digital badge for your website, email signature, or social profiles.
- If a certificate isn't in your plan, you can take as few or as many of the courses as you'd like.



Become a Certified Sustainable Marketer (CSM)

- Earn a **Certified Sustainable Marketer (CSM) certificate** by completing the 3-module series.
- Take classes live online or recorded, or a hybrid of both.
- Students who complete the CSM certification program will receive a frameable Certificate and a digital badge for your website, email signature, or social profiles.
- This certificate also qualifies as 3 classes toward the Certified Digital Marketer (CDM) program.



About Andreas Ramos

- Director of the Digital Agency at Acxiom
- Head of Global SEO at Cisco
- Adjunct professor in digital marketing
- CMO at Lingolet.com



CSTU



Stanford
University



amazon #1 Best Seller
andreas.com



- If I'm not speaking clearly
- Or I talk too fast
- **Let me know!**
- Send me a message via the **chat box** (highlighted in yellow).
- Your message is private. Nobody else can see your message.

FEEDBACK



Avg. CPC	Cost	Quality
\$1.09	\$119.88	
\$1.83	\$701.82	
\$0.64	\$40.70	5/10
\$1.62	\$155.51	5/10
\$1.43	\$98.58	
\$0.65	\$71.28	7/10
\$1.41	\$105.38	3/10
\$1.65	\$123.90	

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- ▼ Attendees: 61 of 501 (max)

Attendees Staff (2)

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☒ Show Answered Questions

Question	Asker
Burbank, Ca!	
We are muted by the host	
I am in Bakersfield, CA	

Send Privately Send to All

▶ Handouts: 1

▼ Chat

(Type your questions here)

To: All - Entire Audience Send

Google Ads Advanced
Webinar ID: 799-639-131

This session is being recorded.

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- Your feedback is very important to us.
- We look at each survey and use the input to improve the class and plan future workshops.
- We value your time, so we'll send you a \$10.00 Amazon eGift card as a thank you for completing the survey.
- Your Amazon eGift card will come from gc-orders@gc.email.amazon.com (please whitelist!) If you don't see it, check your junk/spam folders, or contact us at the DMAnc.org website **Contact Form**.



All new material. Updated every session:

- **SEO + AI:** Use AI to build a comprehensive approach to your digital presence and SEO.
- **Ads + AI:** Use AI to understand your target audience. Use AI to write the ads in their voice with USP, UVP, and CTA.
- **Marketing + AI:** An overview of the impact of AI on marketing. How prompts work. How to write your own AIs in plain English. Use AI for marketing tasks.

See the courses at

<https://dmanc.org/certification-masterclasses/>



Agenda: What We'll Cover Today



Workshop 1: Google Ads Fundamentals

- Why Google Ads?
- Role of Google Ads in your marketing
- Find your audience's keywords
- Working with keywords
- Walkthrough of a Google Ads account

Workshop 2: Google Ads Intermediate

- Keyword match modes
- The type of ads
- A/B split tests and statistics
- The Google Ads app

Workshop 3: Google Ads Advanced

- The bidding algorithm
- Managing bids and budgets
- Advanced tools for Google Ads
- Advanced tactics
- Further reading

Updates

- **Google Gemini Ultra, Pro, and Nano:** Google began to roll these out. **Google Bard uses Gemini Pro now.**
- **Google Pro** is better than GPT-3.5, but GPT-4 is better. **GPT-4 is free in Bing Chat in Creative and Precise mode.**
- **The OpenAI GPT Store:** Post your GPT or get GPT (free or pay). Early 2024.

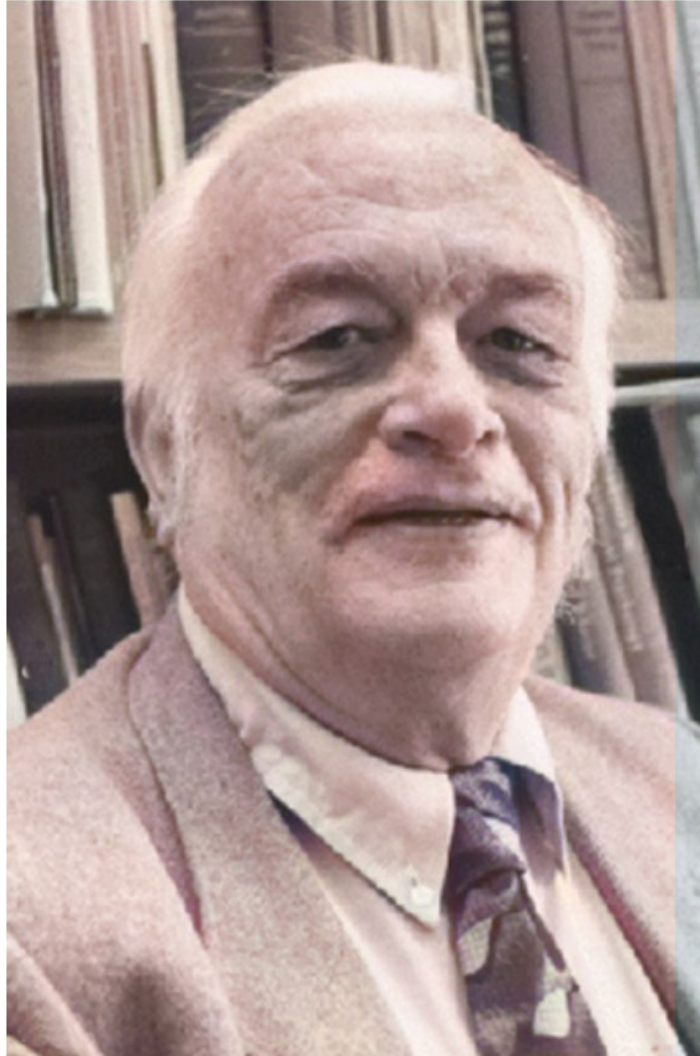


The Google Ads Bidding Algorithm

Prof. William Vickrey

- 1914–1996
- Canadian professor of economics at Columbia University
- 1996 Nobel Prize in Economics for his work in auction theory

Google's ad auction is based on Vickrey bidding.



Vickrey Bidding in the Google Ads Auction

Vickrey bidding allows you to bid without overbidding.

Here is the traditional formula:

1. Multiply your bid by the Quality Score (QS) to get the Ad Rank.
2. Add 1¢ to get the Cost-per-Click (CPC).

$$\text{Bid} \times \text{Quality Score} = \text{Ad's Rank} + 1¢ = \text{CPC}$$

Note: This is Google's contribution to digital advertising. Google copied the idea for ad placement from GoTo.com and added the Vickrey bidding method.



Basics of Vickrey Bidding

Account	Bid	Quality Score	Ad Rank	Cost per Click	Why that Cost per Click (CPC)?
Apricot	\$2.00	40	80	\$0.27	Multiply the bid (\$2) by the Quality Score (QS 40) to get the Ad Rank (80). Apricot's QS 40 divided by Berry's Ad Rank 15, multiplied by 0.10, plus 1¢. Apricot pays \$0.27.
Berry	\$5.00	3	15	\$1.15	Multiply the bid (\$5) by the QS (QS 3) to get the Ad Rank (15). Berry's QS 3 is divided by Cherry's Ad Rank 2, multiplied by 0.10, plus 1¢. Berry pays \$1.15.
Cherry	\$1.00	2	2	1¢	If there isn't a fourth bid, Cherry pays the minimum which is 1¢

From the DoJ trial, we see the bid formula:

$$(\text{Bid} \times \text{pCTR}) - \text{Beta} = \text{Rank}$$

1. The bid.
2. Multiplied by the ad's projected CTR (based on data).
3. Minus a number called **Beta**.
4. $\$2 \times 12\% \text{ CTR}) - \$0.15 = 0.09 \text{ Rank}$

Google uses Beta to lower competitors' ads to boost a favorite advertiser.

Why does Google boost an advertiser?

- To **sign up a large advertiser**, Google promises their ads will be #1.
- If an advertiser **promises monthly payments**, it gets higher ranking.
- **If an advertiser cuts budget**, Google lowers their ranking.

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Second Pricing

Winner pays minimum price needed to beat runner up

$$\text{LTV}_w = \text{LTV}_{ru}$$

1. Equate LTV of winner to LTV of runner up
2. Solve for bid. Result is the cost-per-click (CPC)

$$\text{bid} \cdot \text{pctr}_w - \beta_w = \text{bid}_{ru} \cdot \text{pctr}_{ru} - \beta_{ru}$$

$$\text{bid} = \frac{\text{bid}_{ru} \cdot \text{pctr}_{ru} - \beta_{ru} + \beta_w}{\text{pctr}_w}$$

In the equations:

- w: winner
- ru: Runner Up

This becomes the CPC

- Managers of Google Ads teams have no idea about this.
- Beta is managed by teams above the Google Ads teams.

Note: If your ad doesn't show up, increase your bid. Google suggests 3.7X. If your bid was \$5, increase it by 3.7X to \$18.50. You should also improve your ad's CTR.

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- w: winner
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$$LTV_w = LTV_{ru}$$

$$bid \cdot pctr_w - \beta_w = bid_{ru} \cdot pctr_{ru} - \beta_{ru}$$

$$bid = \frac{bid_{ru} \cdot pctr_{ru} - \beta_{ru} + \beta_w}{pctr_w}$$

↑
This becomes the CPC

Impact of CTR on Your Budgets and Sales

If Apricot and Berry have the same \$200 daily budget...

- Apricot will get $\$200 / \$0.27 \text{ CPC} = 740$ clicks
- Berry will get $\$200 / \$1.15 \text{ CPC} = 174$ clicks

If both have the same 10% conversion rate,
Apricot gets 74 sales but Berry gets only 17 sales. Apricot has 4X sales than Berry.

You can have a smaller budget and lower bids than your competitor, yet...

- Show more ads per day.
- Get a higher ad position.
- Get lower CPC.
- Get more sales.

Why does Google use this? Highly-optimized accounts get more clicks, Google earns more money, so Google rewards those accounts.



Improve Your Metrics

See the Metrics for Your Keywords

From the DoJ trial, Google admitted it uses traffic metrics.

Look at keywords by CTR, clicks, average CPC (average cost per click), and conversions.

The higher, the better.

The best metric is conversions for the business goal.

Tip: I suggest you turn off Quality Score in your Google Ads. Quality score doesn't matter.

Keyword	Match type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Quality Score
cpap apnea	Broad match	110	1,701	6.47%	\$1.09	\$119.88	—
tidal volume calculator	Broad match	383	1,537	24.92%	\$1.83	\$701.82	—
respiradores 3m	Broad match	64	1,371	4.67%	\$0.64	\$40.70	5/10
types of ventilation systems	Broad match	96	1,307	7.35%	\$1.62	\$155.51	5/10
bipap machine	Broad match	69	1,299	5.31%	\$1.43	\$98.58	—
respirador artificial portatil	Broad match	109	957	11.39%	\$0.65	\$71.28	7/10
bipap ventilation	Broad match	75	916	8.19%	\$1.41	\$105.38	3/10
cpap vs bipap	Broad match	75	872	8.60%	\$1.65	\$123.90	—
ventiladores mecanicos	Broad match	90	779	11.55%	\$0.55	\$49.52	3/10
bipap cpap	Broad match	30	657	4.57%	\$1.42	\$42.46	3/10

Checklist: Improve Your Metrics

#	Factor	How to Improve Your Metrics
1	Keyword's Click-through-Rate (CTR)	Test the match modes to find the version with highest CTR. (Clicks / Impressions) X 100 = CTR
2	Ad's Click-through-Rate (CTR)	Test the headings and descriptions in RSAs to improve the CTR.
3	Ad Group's Click-through-Rate (CTR)	Pause keywords that don't get clicks within 90 days.
4	Landing Page's Engagement Rate	If low, Google figures your page isn't relevant. Use Google Analytics 4.0 to look your landing page's engagement rate.
5	Landing Page's Conversion Rate	Google Analytics looks at the conversion rate.
6	Landing Page's Speed	The faster your landing page opens, the better.
7	Impression Share	The higher your impression share, the more likely your ad will show.
8	Account Activity	Google rewards active management (weekly or more).
9	Location	Location of user and advertiser. Laura in Denver searches for dentists, so local dentists rank higher than Miami dentists.
10	Day of Week, Hour, Temperature, Air Pressure, Humidity...	Other factors affect ad display.
11	"Other Factors"	Google's reviewers look at your page and rank it on trust, expertise, and authority. Tip: Look at highly-ranked competitors and match their sites.



Improve the Account Quality Score

Your account has a **Quality Score**.

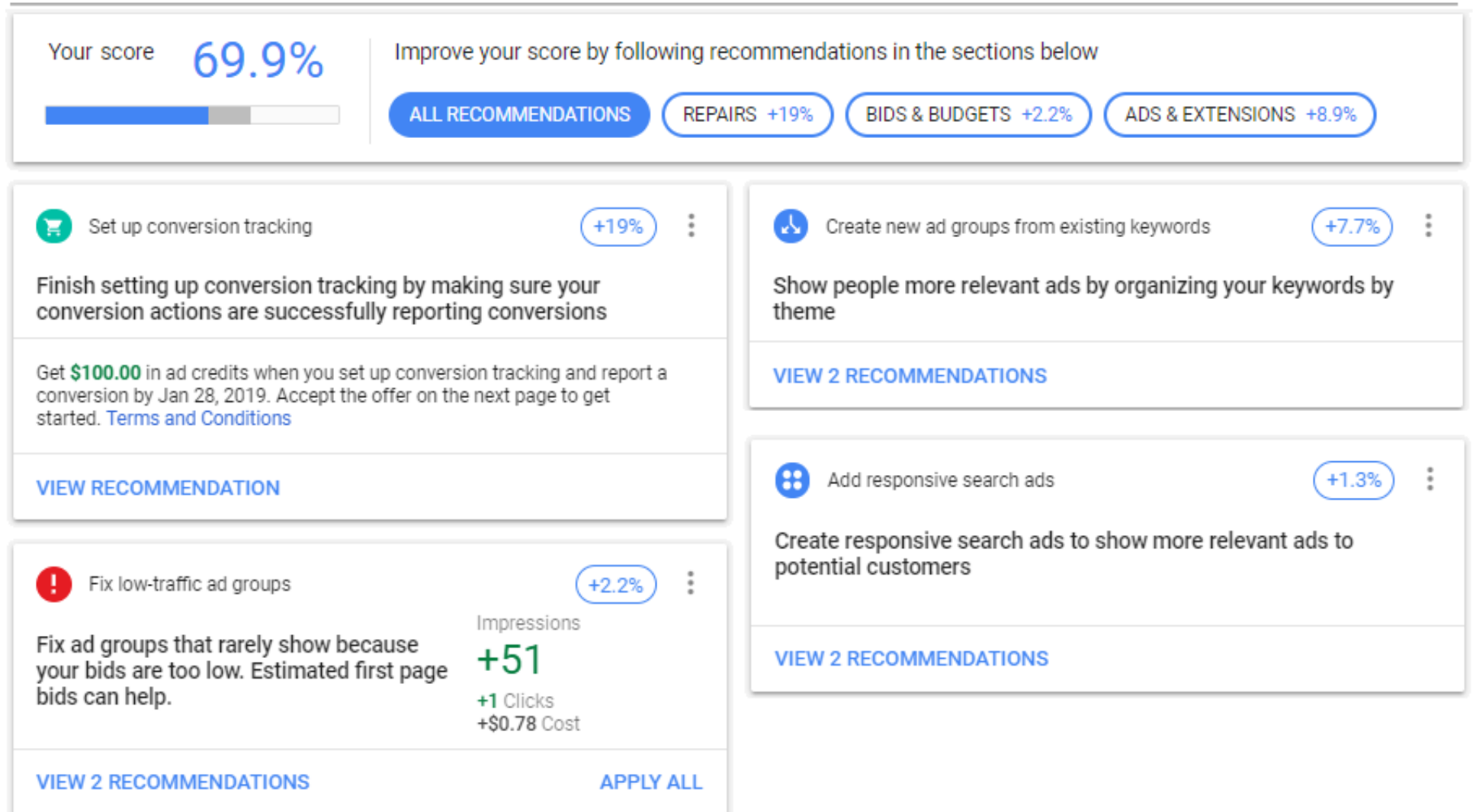
It's easy to get your account's Quality Score up to 100%.

Your score should be 70 or greater.

If less than 70, performance may decrease.

Dismiss irrelevant recommendations and your score will go up to 100%.

Note: This is not keyword quality score.



Checklist: Manage Keyword Bids per Quality Score

1. Create highly-focused ad groups which each have 5-10 keywords and three RSA ads.
2. If you have ad groups with high-performing ETA ads, don't move the ads or Google will turn them off.
3. Create a test ad group for new keywords.
4. Look for keywords with lots of clicks. You can increase the bid to rank higher at the low CPC.
5. If a keyword has no impressions or clicks after 90 days, remove it. Use labels to mark the month that you added the keyword.
6. If the keyword is not relevant, add it as a negative keyword at the campaign level.
7. Improve the RSA ads. Find the top headings and write variations. Delete weak headings and try new headings.
8. The RSA score (excellent, poor, etc.) doesn't matter. Look that the conversion metrics.
9. Add your top keywords and phrases to your landing page. Add images that illustrate your keywords and phrases.



Set and Manage Bids and Budgets

Set Up Conversion Events and Use Smart Bidding

Google Ads works best when you have a conversion.

A conversion can include watch a video, download a PDF, fill out a lead form, or make a purchase.

Google uses AI to match for keyword, visitor's intent, location, search history, competitors, and other factors. Google chooses the keywords and sets the optimal bid with the best chance for conversion.

Your Goal	Set the Smart Bidding Strategy
Visibility	Maximize impressions
Visits	Maximize clicks
Downloads, leads, or sales	Maximize conversions or Target CPA
Increase the profitability of your ad campaign	Target Return on Ad Spend (ROAS) or Maximize conversion value.

Tips on Testing the Smart Bidding

Which form of Smart Bidding is best? Test to find out.

How to test:

1. Copy a campaign. Set the first campaign to (for example) Max Impressions and the second campaign to Max Clicks. Both have the same budgets
2. After four weeks, look at the data. Which campaign performs better for conversions? Some campaigns are consistent over time, others have spurts with long periods of no conversions.
3. Change the bid cap and test again. Continue testing until you find the best results for your goals.

Note: Google Ads takes five-to-ten business days to collect data and five days. This means you can make one change per month.

Tip: If you have products or services at different price points (such as \$600 ski boots and \$20 mittens), try **Target ROAS bidding**. Google adjusts bids to each product's value.

To use this, you send conversion values to Google Ads.

Manage Your Keywords for Optimal Results

If you're **not tracking conversions**:

1. Urge upper management to increase the budget.
2. Optimize ad groups, keywords, ads, and landing page to **get the most impressions or clicks within that fixed budget**.
3. Present that metric, such as #clicks per budget.

If you are **tracking conversions**:

1. Work with the CFO, finance, or sales to **develop tCPA (target Cost per Action)**.
2. If you don't yet have sales data, start with the general rule of **1:4** (you spend \$1 to get \$4 in revenues) until you have better data.
3. **Set up conversion tracking** to track downloads, registrations, leads, sales, etc.
4. Optimize ad groups, keywords, ads, and landing pages until your **actual CPA reaches your tCPA**.
5. When everything is working, go to the CFO and show that \$X budget produces #Y sales. Increase the budget to get more sales.

Note: The ratio of ad spend to revenues can range from 1:3 to 1:10, depending on the type of business, stage of business, etc.

Note: You can do the same for Facebook, Twitter, LinkedIn, etc.



How to Find Your KPIs

Key Performance Indicators (KPIs) are the basic numbers for managing a business:

- Average Order Value (AOV)
- Lifetime Value (LTV)
- Cost-per-Lead (CPL)
- Cost-per-Acquisition (CPA)
- Close Rate (CR)
- Breakeven Point (BEP)
- Project Rate of Return (PRR)
- And more

Work with your CFO or finance team to get good numbers.

Tip: When you find the optimal CPA, you know the cost of buying a conversion. Buy the number of conversions that you want.

Note: You can use ROI and ROAS to see past results, but these can't be used to manage future actions.

Note: You only need basic grade school math. I've taught this to many interns.

KPI	TLA	Explanation	Worksheet
Lifetime Value	LTV	The total revenue value of the customer.	$\$ \text{_____} \text{ Avg. Order Value (AOV)}$ $\times \text{_____} \text{ Number of Orders by an Average Customer per Year}$ $\times \text{_____} \text{ Number of Years for an Average Customer}$ $= \$ \text{_____} \text{ LTV}$
Cost per Action	CPA	How much are you willing pay to get a customer? Use the project rate of return (PRR) and assume 25% PRR)	$\$ \text{_____} \text{ LTV}$ $\times 25\% \text{ PRR}$ $= \$ \text{_____} \text{ CPA}$
Close Rate	CR	How many leads turn into customers?	$\text{_____} \text{ Customers /Leads}$ $= \text{_____} \times 100$ $= \text{_____} \% \text{ Close Rate}$
Cost per Lead	CPL	How many leads must you buy to get one customer?	$\$ \text{_____} \text{ CPA}$ $\times \text{_____} \% \text{ Close Rate}$ $= \$ \text{_____} \text{ CPL}$

Use the Portfolio Method

Wall Street uses portfolio method (also called “the basket method”) to manage stock portfolios.

1. Don't look at the average CPA for a keyword.
2. Look at the average CPA for the entire ad group.
3. Some keywords may be higher than your target cost-per-acquisition, but the group's overall CPA is lower than your target CPA.
4. Keywords with a high CPA are okay because they bring additional sales.

Tip: Your sales goal is to reach the breakeven point (BEP). The extra sales lower your cost-per-unit which substantially increases your profits.

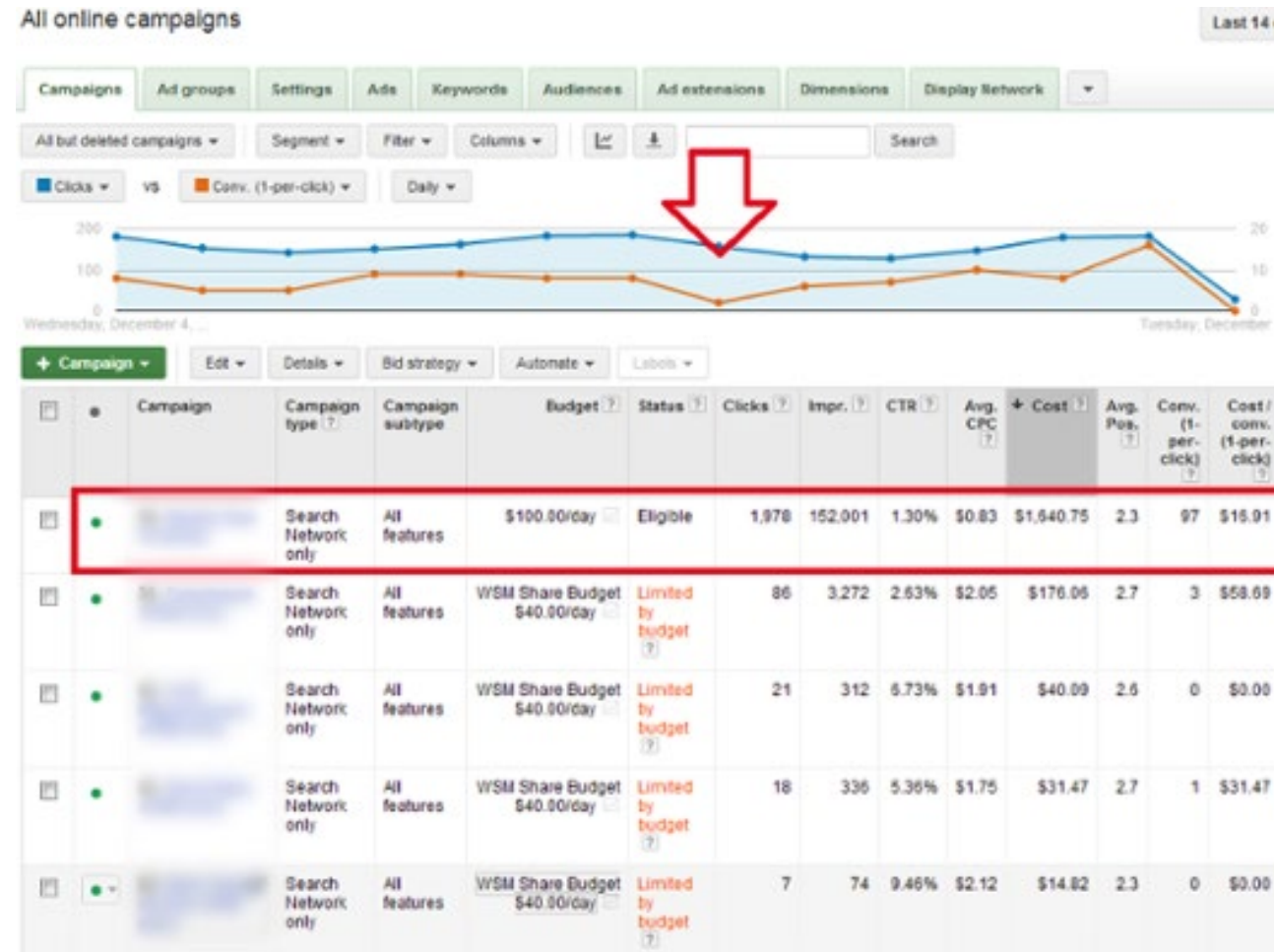


Portfolio Bidding with a Shared Budget across Campaigns

The idea of Wall Street portfolio method ("the basket method") can be applied to bids.

To illustrate: Your total daily budget is \$500. You have five campaigns at \$100 each. When a campaign reaches its \$100 daily maximum budget, it stops for the day. Other campaigns spend only \$23 or \$34. That unspent budget can be allocated to the active campaigns. Your total daily spend is \$500.

1. Open **Google Ads** and click **Tools and Settings**.
2. Under **Shared Library**, click **Bid Strategies**.
3. Click **+ Portfolio Bid Strategy** (blue button).
4. Select a strategy (such as Maximize Conversions).
5. Give it a name, such as "Portfolio Max Conv".
6. Select the account and the campaigns.
7. Click **Save**.



The KPIs:

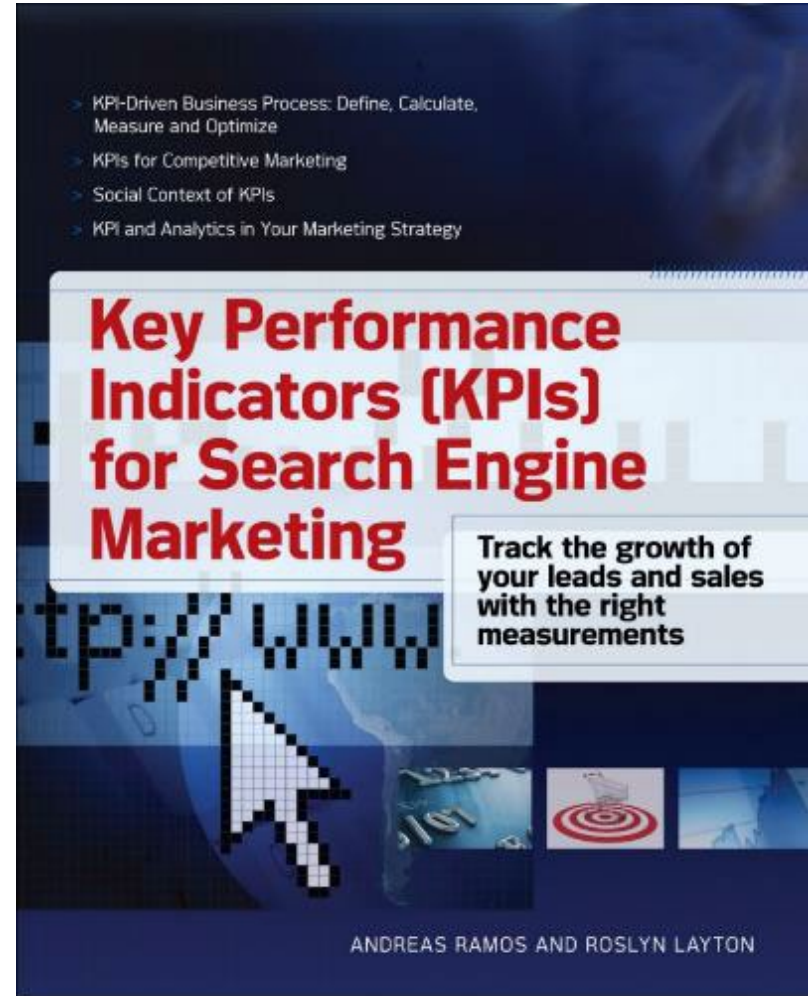
- Average Order Value (AOV)
- Lifetime Value (LTV)
- Cost-per-Lead (CPL)
- Cost-per-Acquisition (CPA)
- Close Rate (CR)
- Breakeven Point (BEP)
- Project Rate of Return (PRR)
- And more...

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RAM8TONQa-kpi-calculator](https://chat.openai.com/g/g-RAM8TONQa-kpi-calculator)



customer over time and is a crucial metric for understanding the long-term value of customer relationships.

KPI Calculator ▾ of customer relationships. 

How to Calculate LTV:

To calculate LTV, you typically use the following formula:

$$\text{LTV} = \text{Average Order Value (AOV)} \times \text{Number of Transactions} \times \text{Retention Time Period}$$

1. **Average Order Value (AOV):** This is the average amount a customer spends on each purchase. Calculate it by dividing the total revenue by the number of orders over a given period.
2. **Number of Transactions:** This is the average number of purchases a customer makes over a specific period, like a year.
3. **Retention Time Period:** This is the average amount of time a customer continues to buy from your business. It can be measured in years or any other relevant time unit.

Example Calculation:

Let's say the average customer at a coffee shop spends \$5 per visit (AOV), visits 100 times a year (Number of Transactions), and remains a customer for 5 years (Retention Time Period). The LTV of a customer for this coffee shop would be:

$$\text{LTV} = \$5 \times 100 \times 5 = \$2,500$$

Importance of LTV:

- **Strategic Decision-Making:** LTV helps businesses make informed

Automated Bid Management (ABM)

ABM software manages the bidding. ABM companies include:

- Marin Software
- Efficient Frontier
- Google ABM

Sometimes, ABM can improve an account, sometimes not.

Note: What's the advantage of an ABM? A company can use ABM to lower the cost of staff.



Google's Budget Simulator

Google Ads has a handy tool to see how many clicks you'll get at different budget amounts.

1. Go to the Campaigns screen.
2. Click the small graph icon (red).

☐	☒ Campaign	Budget
☐	☒ (D) Dynamic General	\$100/day ☒
☐	☒ (D) Dynamic Archive	\$150/day ☒

3. Budget Simulator opens.
4. Select a budget or enter your own.
5. Set the calendar time span.
6. Budget Simulator shows clicks, impressions, conversions, or revenue.

Note: Google optimizes to maximize the revenue for Google. Test carefully.

Campaign budget simulator: (S) Equation (\$200)

Explore how your budget can impact your Search traffic [Learn more](#)

Weekly estimates for your new daily budget

	Budget	Clicks	Cost	Impr.	Top Impr.	Min. bid
☐	\$85.27/day	161	\$415.60	8,373	1,317	\$3.63
☐	\$63.39/day	151	\$365.52	8,298	1,204	\$3.63
☐	\$50.00/day	141	\$315.23	8,258	1,079	\$3.63
☐	\$43.69/day	134	\$277.96	8,146	902	\$3.24
☐	\$36.07/day	126	\$240.98	8,059	763	\$3.18
☐	\$30.10/day	119	\$204.33	7,948	638	\$3.12
☒	\$25.00/day (current)	113	\$174.78	7,830	537	\$3.06
☐	\$23.51/day	111	\$166.14	7,796	508	\$3.04
☐	\$ Set a different budget					

Simulation period: Current simulation Jul 14 – 20, 2021

Set a budget of \$25.00/day

— Clicks ▼

Cost

Clicks

Clear or increase campaign bid limit?

☒ Clear bid limit

☐ Increase bid limit to \$3.06

☐ Keep current bid limit

[CANCEL](#) [APPLY](#)

Manage the Budget over the Month

To see if you're overspending or underspending:

1. If the budget is \$300 per month, that's \$10 per day
2. On 10th day of the month, you should have spent \$100
3. If the spend is \$85 (15% too low), raise daily budgets by 15% (to \$11.50 per day).
4. Increase your daily budget to reach your monthly budget target

Tip: When you start a new campaign, use 20% of the budget for testing. When you have good KPIs, spend the remaining 80% of the budget.

Note: It was a popular idea to have a high budget (such as \$10,000 per day) to more attention. This is very dangerous. If your account only spends \$100 daily and you improve your account, the AI may jump to \$10,000 per day. Google will not refund your money.



Set Your Bids by Device, Location, Network

Which performs better? Desktop or mobile? Utah or Vermont? Look at the data for each. If it doesn't work, turn it off. If it works, increase the bids.

At left side of GAW:

1. Select **Devices** and compare the data for mobile, computers, and tablets.
2. Select **Locations** and compare the data by countries, states, cities, etc.
3. Adjust bids accordingly.
 - Suppress with bids at -25%, -50%, or more.
 - Enhance with bids at +50% or more.
 - Turn it off with a bid at -100%.

Don't set this and forget it. Devices change over time.

Tip: Other bid enhancements:

- First-time visit or return visit: +25%
- Visited a product page: +200%
- Current customer: -100% (they won't see more ads).

☐ Device	Added to	↓ Clicks	Impr.	CTR	CPC	Cost	Conv	Cost / conv.
☐ Mobile phones	Americas	95,636	1,135,645	8.42%	\$0.95	\$91,294.30	3,189.00	\$28.63
☐ Computers	Americas	9,775	83,248	11.74%	\$1.20	\$11,718.96	365.00	\$32.10
☐ Tablets	Americas	1,728	25,125	6.88%	\$1.23	\$2,119.20	0.00	\$0.00
Total		107,139	1,244,018	8.61%	\$0.98	\$105,132.46	3,554.00	\$29.58

Checklist: Managing Your Digital Advertising

1. Use ads to **build visibility and familiarity**, which increases **favorability**.
2. Use ads so your visitors can find your company, team, products, and services on **all digital platforms** such as search engines, social media, video, podcasts.
3. Find the keywords that your audience uses. Keyword research includes your company name, products, services, and key people.
4. Use ads to drive traffic to web pages, social postings, videos, stores, and so on.
5. Use all ad formats: text ads, dynamic ads, dynamic keyword insertion, ad variations, remarketing, lookalike/amplify, video, audio, and so on on all platforms.
6. Use A/B split testing to test ads and constantly improve the results.
7. Use your top keywords in ads, social postings, content, and so on.

Tip: The best metrics data are KPIs: AOV, LTV, CPL, CPA, CR, and BEP.



Example of Improving an Account by KPIs

Google set up MIT's Google Ads account but MIT got only 52 clicks per day at \$0.76 per click.

1. I took over the account.
2. Clicks went from 52 clicks per day to 17,650 clicks per day.
3. Downloads were tracked as conversions.
4. Cost-per-Click (CPC) fell from \$0.76 to \$0.07.
5. Click-through-Rate (CTR) went from 0.12% to 4.02% in the first six months.
6. CTR at +8% for 200,000 keywords for the last five years.
7. 2006-2017: 570.4m impressions, 13.3m clicks, US\$2m.
8. +8m people downloaded courses.

Many went on to become professionals, teachers, or professors.



Problems with Digital Advertising

Google Doesn't Play Fair

Google has **three secret bid levels**:

- **High Cap:** Competitive, so **expensive** (e.g., airline tickets).
- **Mid Cap:** Seasonal. Bids **fluctuate by season** (ski pass).
- **Low Cap:** Long tail. Bids are low (Vermont artisan honey).

Google may set high minimum bids even if there are no competitors to force high bids.

Google uses **related auction prices**. If Google sees similar items with high bids, it **sets a high minimum bid**.

Insight: Google has ~88-93% global market share (Bing ~3%, Yahoo! ~3%). Advertisers have no options.



Google Performance Max (pMax)

Google Performance Max (pMax) places ads in YouTube, Gmail, Discovery, Watch Next, social tabs, and similar.

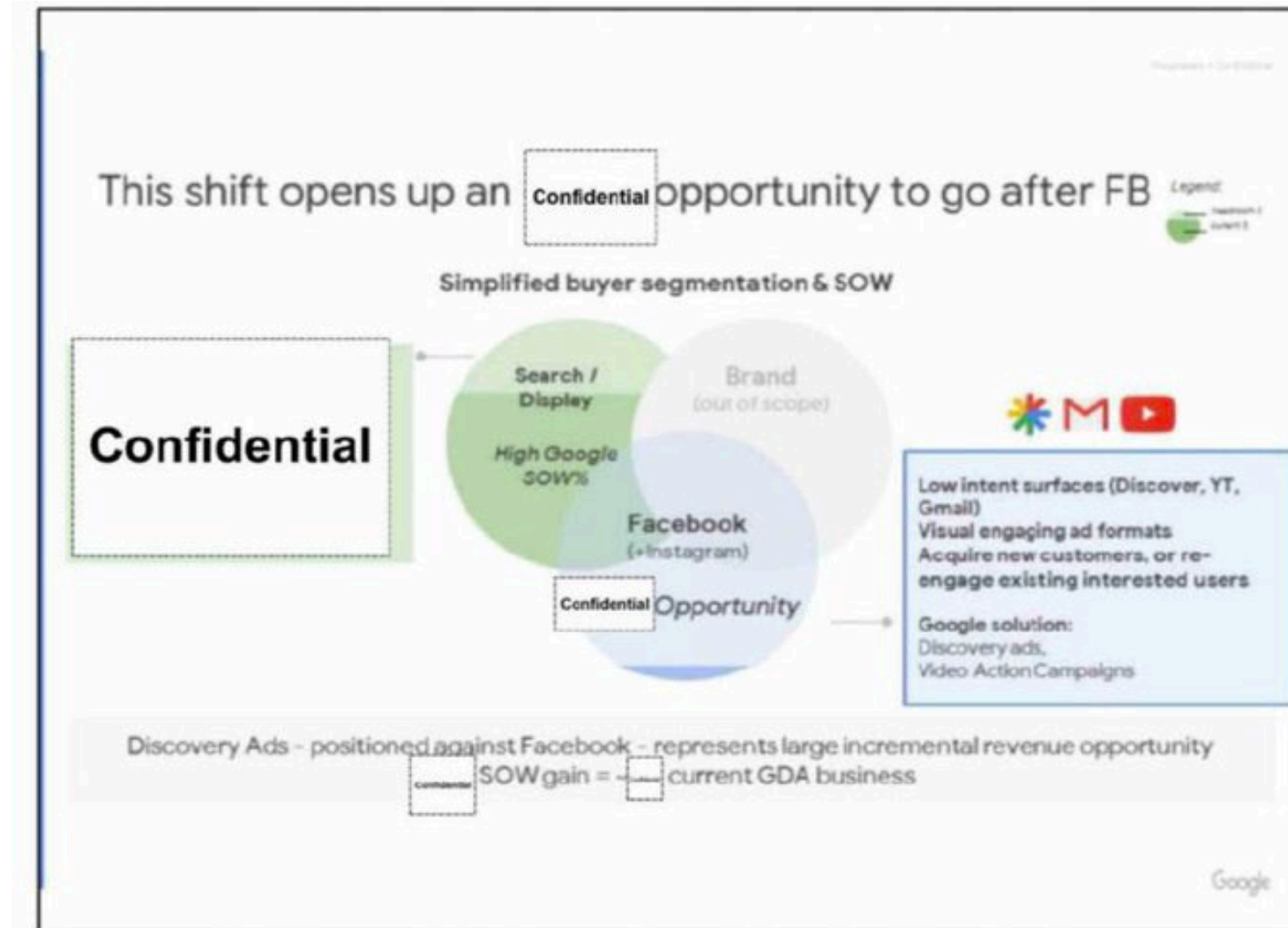
- Google encourages mid-spend clients to use pMax.
- Google moved staff from large client teams (clients who spend \$1M or more per quarter) to mid-spend clients (\$15,000 to \$1M per quarter) because they are "less sophisticated".
- Google found most advertisers don't track results.



Be Careful with Google

In the Dept. of Justice anti-trust trial, Google internal documents describe Youtube, Gmail, Google Discover, etc. as "Low Intent Surface" (unlikely to buy).

Google's goal with pMax is to take revenue away from Facebook and other social sites, even though it damages Google's advertisers.



Check Your Data in Google Ads

Google pMax places your ads in display, search, search partners, and video.

See your ad's performance:

1. **Google Ads | Campaigns**
2. Set your calendar to 180 days or a year.
3. At tab upper far right, click **Segment** and select **Network with Search Partners**.
4. This shows data separated by **Google Search** vs **Search Partners**.
5. Review the conversions, cost/conversion, and revenue.

Note: Google will place your ads on these sites, even though they don't work.



Overview

Recommendations

Campaigns

Campaigns

Auction insights

Ad groups

Ads & extensions

Videos

Landing pages

Keywords

Audiences

Demographics

Campaign status: All enabled

SEARCH

SEGMENT

COLUMNS

REPORTS

DOWNLOAD

EXPAND

MORE

Campaign	Campaign	Impr.	↓ Interactions	Interaction	cost	Cost	Conversions	Cost / conv.	Conv. rate
Sales-Display	Display	2,489,653	25,360 clicks	1.02%	\$0.01	\$197.69	0.00	\$0.00	0.00%
Google Display		2,489,653	25,360 clicks	1.02%	\$0.01	\$197.69	0.00	\$0.00	0.00%
US Campaign	Search	176,791	17,625 clicks	9.97%	\$0.91	\$16,036.61	1,501.44	\$10.68	8.52%
Google search		114,240	17,021 clicks	14.90%	\$0.93	\$15,835.29	1,482.44	\$10.68	8.71%
Search partners		62,551	604 clicks	0.97%	\$0.33	\$201.32	19.00	\$10.60	3.15%
YT Video	Video	54	6 views	11.11%	\$0.13	\$0.75	0.00	\$0.00	0.00%
YouTube Videos		54	6 views	11.11%	\$0.13	\$0.75	0.00	\$0.00	0.00%
Total: All enabled		2,666,498	42,991 views	1.61%	\$0.38	\$16,235.06	1,501.44	\$10.81	3.49%
Total: Account		5,054,457	101,305 views	2.00%	\$0.58	\$59,235.93	3,935.00	\$15.05	3.88%

Be Careful with Ads in Apps

In this account, 2.1m ads were placed on 27,000 apps for \$195 but zero sales.

To see where display ad data, go to **Google Ads | Placements | Where Ads Showed**.

You can block apps with:

- Poor CTR.
- High cost but no conversions.
- High cost per conversion.
- Sites where you don't want your ads to appear.
- To block them, select the app or site and click **Exclude from Campaign**.

Tip: You can generally exclude Youtube and mobile apps.

Overview	Network: YouTube and Display ADD FILTER							
Recommendations	☐ Placement	Type	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversion:
▶ Campaigns	Total: Where ads showed		2,177,049	24,706 clicks	1.13%	\$0.01	\$195.15	0.00
▶ Ad groups	☐ Mobile App: Blend Collage Pic (Google Play), by Moonsoft	Mobile application	11	0	0.00%	—	\$0.00	0.00
▶ Ads & extensions	☐ Mobile App: Living Weather HD (iTunes App Store), by Voros	Mobile application	96	0	0.00%	—	\$0.00	0.00
▶ Landing pages	☐ Mobile App: RAM Cleanup (Google Play), by J Kosa	Mobile application	12	0	0.00%	—	\$0.00	0.00
▶ Keywords	☐ Mobile App: Baby & Mommy – Birth Care Game (iTunes App	Mobile application	27	4 clicks	14.81%	\$0.03	\$0.14	0.00
▶ Audiences	☐ Mobile App: Constitution of India (Google Play), by Boost De	Mobile application	18	0	0.00%	—	\$0.00	0.00
▶ Demographics	☐ Mobile App: weather on home screen ⚡ (Google Play), by V	Mobile application	1	1 clicks	100.00%	\$0.00	\$0.00	0.00
▼ Placements	☐ detik.com	Site	269	0	0.00%	—	\$0.00	0.00
Placements	☐ Mobile App: Merriam-Webster Dictionary (iTunes App Store)	Mobile application	6	0	0.00%	—	\$0.00	0.00
Where ads showed	☐ Mobile App: Energy VPN Pro (Fast and Powerful) (Google Pl	Mobile application	92	1 clicks	1.09%	\$0.01	\$0.01	0.00
Exclusions	☐ onlyinyourstate.com	Site	7	0	0.00%	—	\$0.00	0.00
▶ Settings	☐ Mobile App: Diamond Lock Secret Diary (Google Play), by Tr	Mobile application	6	0	0.00%	—	\$0.00	0.00

If You Use Display Ads, Exclude All Bad Sites

Google shows your ads everywhere. **You must exclude bad sites.**

1. Go to **Settings | Account Settings**
2. Select **Inventory Types** and make changes
3. Select **Excluded Content** and make changes
4. Select **Excluded Types** and make changes

Checkmark blocks a group.

Note: The Los Angeles Police Department (LAPD) advertised for new recruits. Ads showed up on violent and shocking sites. Screen shots were posted to social media. The LAPD shut down all ads.

Excluded content

Sensitive content ⓘ

- ☒ Tragedy and conflict
- ☒ Sensitive social issues
- ☒ Profanity and rough language
- ☒ Sexually suggestive
- ☒ Sensational and shocking



Inventory type

Select an inventory type to show your ads on the content that's right for your brand ⓘ

Expanded inventory

Maximize available inventory by showing ads on some sensitive content

Excludes extremely sensitive content, for example:

- Excessive profanity
- Graphic sexual content and nudity
- Graphic violence and serious injury

Standard inventory

Show ads on content that's appropriate for most brands

Same exclusions as Expanded, and also excludes, for example:

- Repeated strong profanity
- Strong sexual content and discussions of sex
- Violence either real or dramatized

Limited inventory

Exclude most types of sensitive content and limit your available inventory

Same exclusions as Expanded and Standard, and also excludes, for example:

- Moderate profanity
- Moderate sexually suggestive content

Excluded types and labels

Opt out of showing your ads on content that doesn't fit your brand

Digital content labels ⓘ	Content type ⓘ
☐ DL-G: General audiences	☐ Games Inactive
☐ Content suitable for families	☐ Live streaming YouTube videos*
☒ DL-PG: Most audiences with parental guidance	☒ Embedded YouTube videos
☒ DL-T: Teen and older audiences	☒ Below-the-fold (Display only)
☒ DL-MA: Mature audiences	☒ Parked domains (Search only)
☐ Content not yet labeled	

Beware of Programmatic Advertising

Programmatic Advertising lets you place ads across hundreds of ADNs simultaneously

- **ADN:** Ads are placed in hundreds of Ad Distribution Networks (ADN)
- **RTB:** ADNs allow Real-Time Bidding (RBT) for instant bid, placement, and adjustment
- **Instant Feedback:** Google Adwords takes three to twenty-four hours to report data. Programmatic advertising is instant, so you can adjust campaigns, ads, bids, and landing pages
- **One platform:** Instead of campaigns in many platforms, programmatic lets you manage everything in one interface
- **Persona marketing:** You define your target persona and programmatic finds look-alikes
- **Context marketing:** You define the context and programmatic places ads
- **Data marketing:** Programmatic use data and machine learning to find additional targets
- 83% of all display ads are programmatic.

- **Uber** spent \$150m in programmatic ads in 2019. They discovered \$120m (80%) was fraud.
- **ANA and PwC:** Of \$200B in annual programmatic ad spend, \$140B (70%) disappears in "ad fees, fraud, non-viewable impressions, non-brand-safe placements, and unknown allocations".



Three additional fraud projects at Google:

- **Project Bernanke:** Google submitted high bids to AdX to win high-value impressions for publishers most likely to switch platforms. Google offset losses by charging higher fees to publishers less likely to switch providers.
- **Project Bell:** If publishers did not give preferential access, Google lowered the ad revenues.
- **Project Poirot:** Google detected bids on rival ad exchanges and set its bids below the advertisers' budgets on those exchanges. Google also knew the advertiser's budget, so it set bids to maximum budget.

Follow Karina Montoya (@PressGirlK).

<https://techpolicy.press/how-google-manipulated-digital-ad-prices-and-hurt-publishers-per-doj/>



What to Do?

1. Define your company, products, goals, target audience, USP, UVP, and CTA (as described in my prompt ebook) in your AI.
2. Use AI with LSI to create landing pages with EEAT and YMYL.
3. Use Google Ads. Use AI with LSI to create ad campaigns. Within each campaign, create ad groups for Looking, Interested, Ready to Buy. Use AI with LSI to add keywords.
4. Use AI with LSI to write headings and body text for one RSA. Let Google write the other two RSA ads.
5. Set your maximum daily budget. Set conversion tracking for SQL (Sales Qualified Leads) or revenue. Set your budget so conversions are within Cost-per-Acquisition. Let Google optimize for maximum conversions within your budget.
6. Increase your ads' CTR by improving weak text.
7. Remove keywords that have zero clicks after 90 days.
8. Use AI to uncover additional target audiences and niche markets.
9. Ensure your ads team, agency, or contractor understands how Google manipulates bids.



Advanced Google Tools

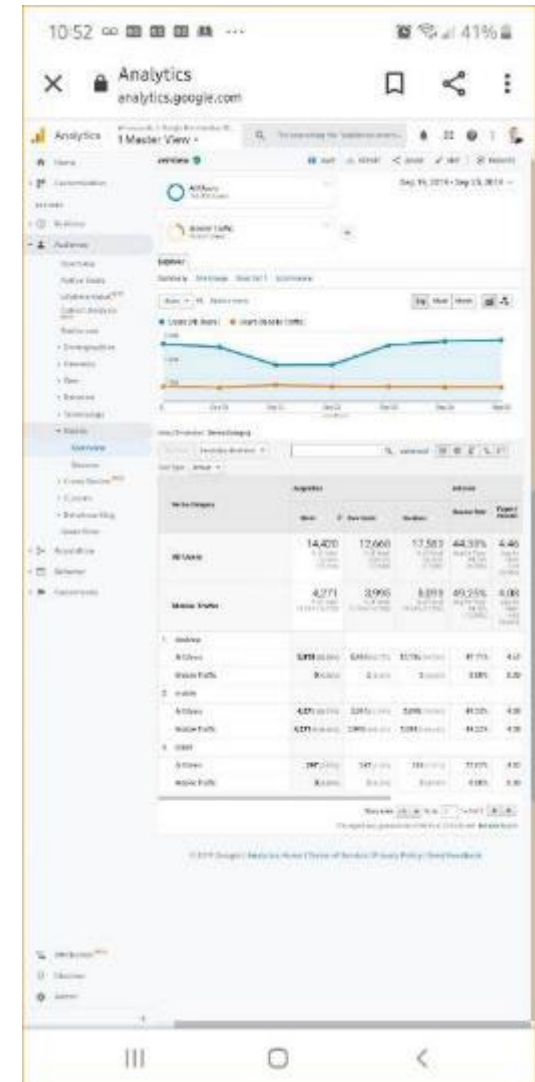
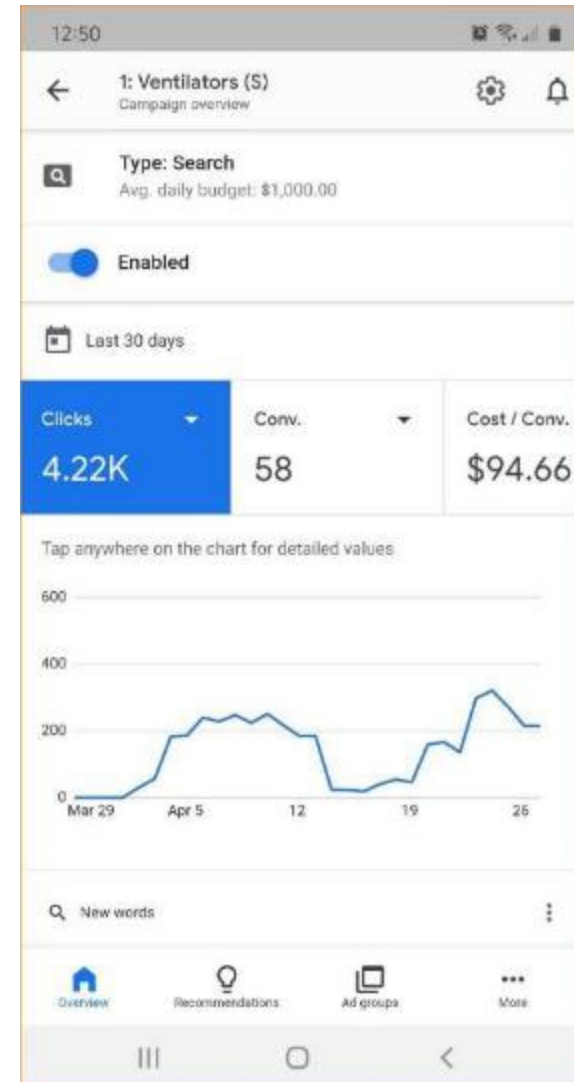
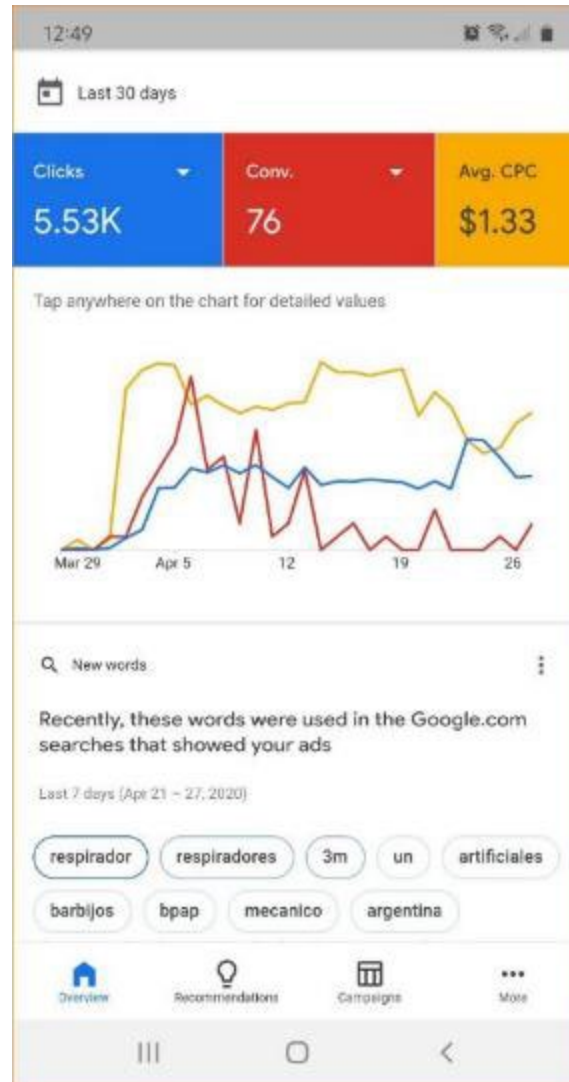
The Google Ads 3.0 App

- Google Ads app for your phone (Android and Apple)
- Make changes at 3 a.m., on weekends, and on vacation ☺
- Free at the Google Play Store or Apple App Store

Note: It's possible to make changes, but the screen is so small that you don't get an overview.

Tip: You can also use the free app for Google Analytics 4.0.

Use these for emergency changes.



Multiple Accounts with Master Client Center (MCC)

The **Master Client Center** (MCC) is a meta-account.

- Use the MCC to manage up to 100 Google Ads accounts.
- An MCC lets you switch from one account to another without login/password each time.
- You can nest MCCs within MCCs.
- Contact Google Ads Support and ask them to set up an MCC for you.
- The MCC is free.

Note: Google looks at your MCC's total spend. If you have five accounts at \$2,000 each (total \$10,000), you qualify for the better support level.

Note: To reach Google Ads Support, click the "?" button and fill out the **Contact Us** form. If they don't reply, send email to ga-support@google.com



Google Ads Editor is a **bulk editor for Google Ads**.

- The same tool used by Google account managers.
- Easy to manage 300,000 keywords in 30 minutes.
- Use GAE if you have 5,000+ keywords.
- You can write your own filters.

Notes

- **No support from Google.**
- **Google can't undo your mistakes.**
- [Download Google Ad Editor](#) (free).
- [Google's Guide to Google Ad Editor](#).
- [How to use filters in Google Ad Editor](#).

Tip: **Make a backup before you start.**



Advanced Tactics

The Three General Strategies

- **Spammers:** Use tricks to get #1 position. Google finds out and blocks the client. The spammer goes on to the next client. The spammer doesn't care about the client.
- **Agency:** The clients pay a monthly service fee. Agencies increase their profit by assigning the work to low-paid low-skill staff. There is little incentive for good work.
- **Corporate:** The inhouse team works on behalf of the company. Their work is aligned with Google's EAT/YMYL. It's long-term steady work.



Use UTM Tags to Track in Google Analytics 3 and 4

Use UTM tags to get data for your social postings, ads in social, or email newsletters.

1. For Google Analytics 3, use <https://ga-dev-tools.appspot.com/campaign-url-builder/>
For Google Analytics 4 (GA4), use <https://ga-dev-tools.web.app/ga4/campaign-url-builder/>
(Note the toggle at the top of the page.)
2. **Source:** The company, such as LinkedIn.com, Twitter.com, Facebook.com, Mailchimp.com... (Required)
Medium: The service at that company, such as cpc (paid), organic, referral, social, email (Required)
ID: An ID for the campaign, such as july... (Required)
Campaign: The name of the campaign, such as summer_offer (Optional)
Term: The keywords in your ads (Optional)
Content: Distinguish the ads in a campaign, such as #00534, #00535, etc. (Optional)
3. Example: You use Twitter (the **source**) to place an ad (cpc, the **medium**) or posting (social, the **medium**) for your summer offer (the **campaign**):

https://motel.com/?utm_source=twitter&utm_medium=cpc&utm_id=july

https://motel.com/?utm_source=twitter&utm_medium=social&utm_id=july

4. To see the UTM in GA3, select **Acquisition | All Traffic | Source/Medium**
GA3 will show two entries:
- twitter.com / social: These are your postings on Twitter.
- twitter.com / cpc: These are your paid ads on Twitter.
5. In GA4, select **Life Cycle | Engagement | Events |** and click on the **page_view** event. Change **User Engagement** from **Page Title** to **Page Path**. The UTM will appear in the list.

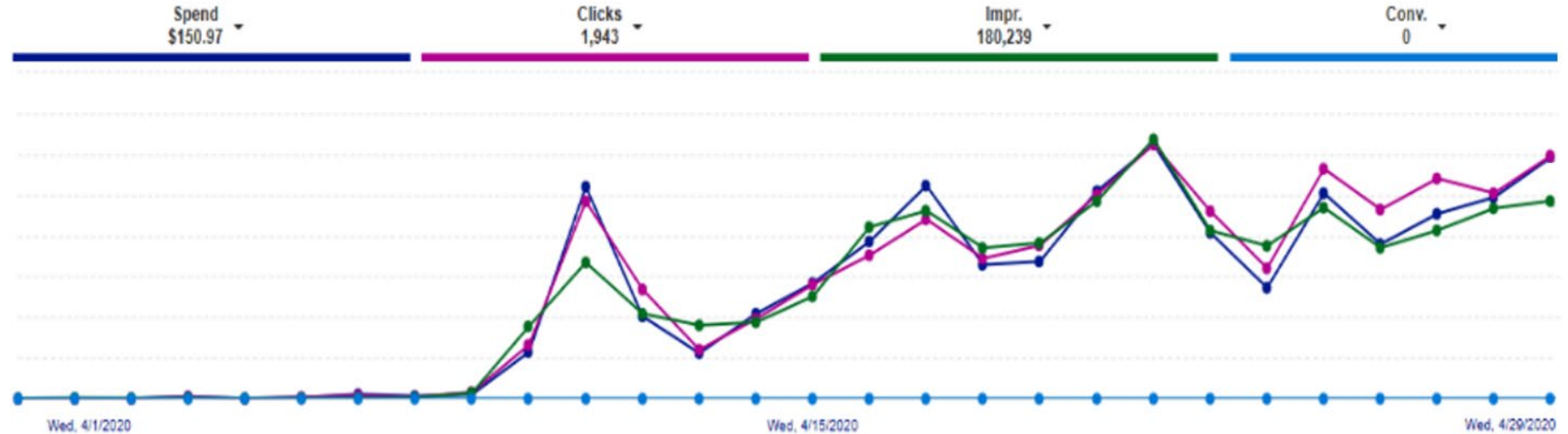
Tip: Use lower case (twitter) and hyphen or underscore (summer-campaign) (no spaces!).

Tip: Create a spreadsheet to track links, UTM tags, and metrics.

The image shows a screenshot of the Google Analytics Campaign URL Builder tool. It is a form with several input fields and labels. The fields are: 'website URL *' with the value 'https://motel.com/', 'campaign ID *' with the value 'summer', 'campaign source *' with the value 'twitter', 'campaign medium *' with the value 'cpc', 'campaign name' (empty), 'campaign term' (empty), and 'campaign content' (empty). Below each field is a descriptive label: 'The full website URL (e.g. https://www.example.cc)', 'The ads campaign id.', 'The referrer (e.g. google, newsletter)', 'Marketing medium (e.g. cpc, banner, email)', 'Product, promo code, or slogan (e.g. spring_sale)', 'Identify the paid keywords', and 'Use to differentiate ads'.

Try Microsoft Advertising

- Similar to Google Ads
- Easy to set up
- You can upload your Google Ads account to Microsoft
- You can set your Microsoft account to automatically copy your Google account on a schedule.
- Very good support. They will set it up for you.
- 22% share of the US market
- Ads appear in Bing, Yahoo!, DuckDuckGo, Search.com...



Tip: Microsoft Advertising works well for consumer products in the US.

Tip: Test this. See if it works for your organization.

	Clicks	Impressions	CTR	CPC	Spend
Google	1,939	220,944	0.88%	\$0.21	\$408.81
Microsoft	2,340	286,669	0.82%	\$0.19	\$455.16

Google Ads around the World

Use Google Analytics to look at location and conversions. If you see a market, **set up campaigns for that country and language.**

- Translate keywords, ads, and landing pages for that country
- Along with that language (such as French), add keywords and ads in English. Google considers English as the global language.

Tip 1: You can use HRefLang tags to ensure the page will appear in Google only in France for French.

Tip 2: Use a Virtual Private Network (VPN) to see how your ads appear in (for example) Google France.

Tip 3: I use **VyperVPN**. It works well in China, Europe, and the US. See also **TunnelBear** or **Proton**.

Note 1: A VPN service is \$5-10 per month. There are many free VPNs. Do **NOT** use them. They make money by selling your data.

Note 2: People in China use VPNs, so they may still see ads for them. There are 45m Chinese in SE Asia, Africa, Europe, Americas, Silicon Valley

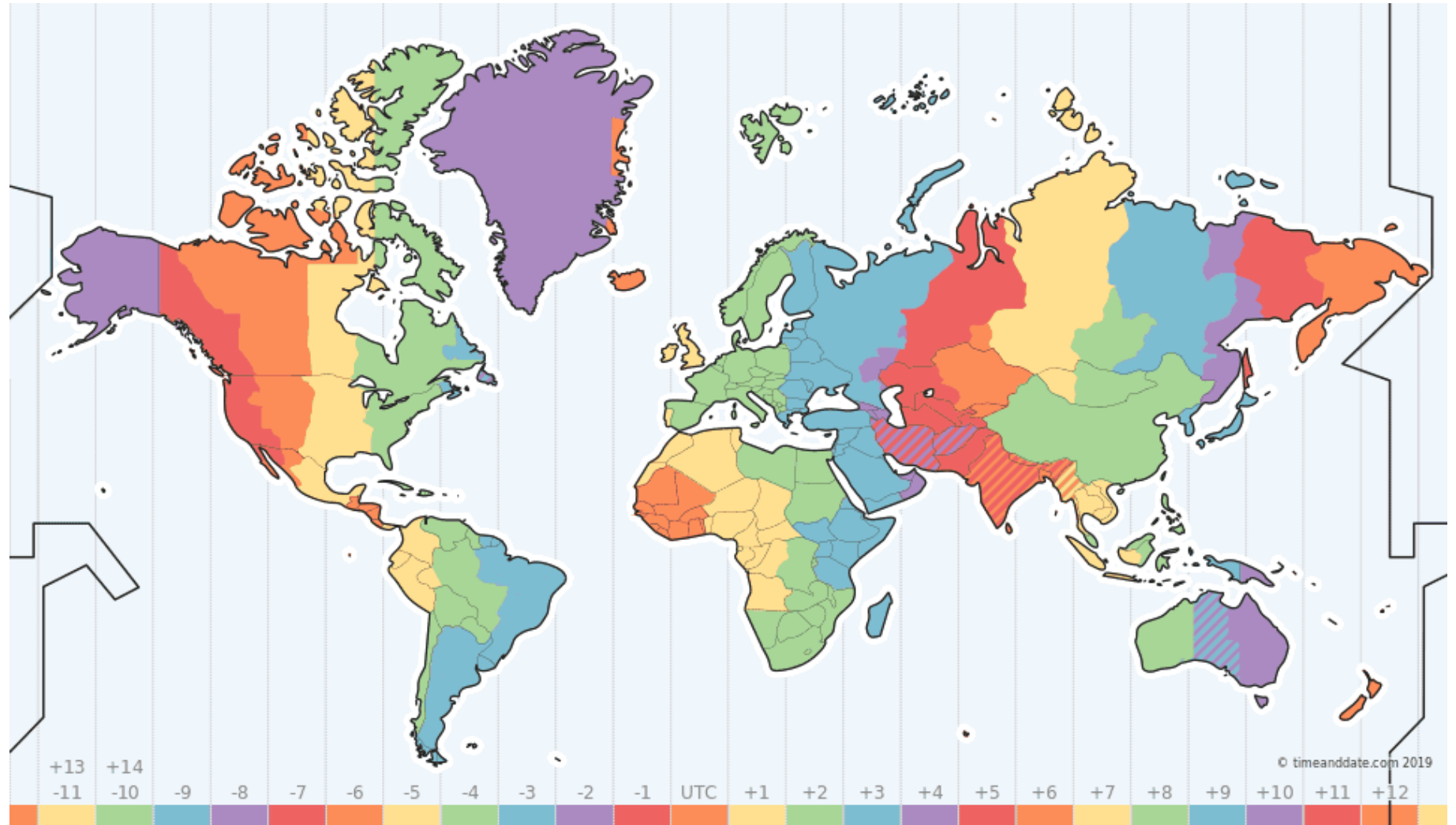


Global Ad Campaigns by Time Zones

Set up campaigns by time zone, such as:

- China
- India
- Europe + Africa
- North & South America

Tip: This can also be done for the US: set up time zones for East Coast, Central US, and West Coast.



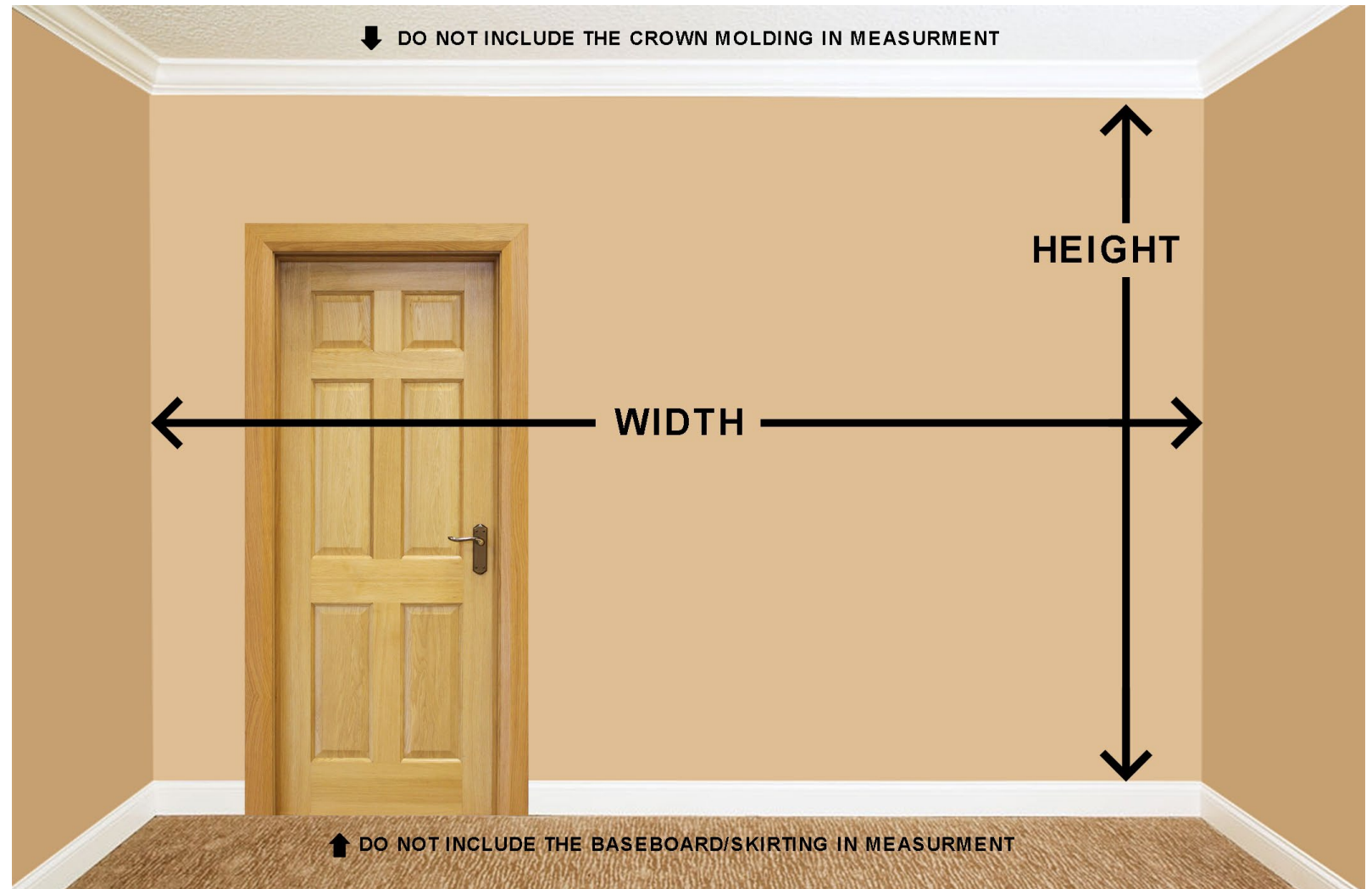
The Types of Metrics

For ecommerce sites or B2C, it's often possible to track the conversions by sales or revenue.

- Tracking the sale is often not enough.
- If possible, track the difference in warehouse inventory, the number of returns over three months, inventory shrinkage, and so on. This be difficult.

For B2B or large ticket items, it's often not possible to track conversions.

- Metrics for Sales: KPIs include Sales Qualified Leads (SQL), sales by Cost per Action (CPA), or sales by tCPA (target CPA).
- Metrics for Brand Lift: Awareness, recognition, recall, sentiment, consideration.



Dayparting: Show Your Ads at the Best Times

Set your ads to appear when your sales team can answer the phone, such as Mon-Fri, 9a to 5p.

In this example, Monday, Tuesday, and Wednesday get the most conversions.

- In **Google Ads' left menu**, click **+Show More**.
- Click **Day** to see data by days.
- Click **Hour** to see data by hours.
- Use the data to pick the best days/hours.
- Click **Ad Schedule** to set dayparting schedule. Click the **+ sign**, select a campaign, and set the days and hours.

Regrettably, you can't set days and hours for all campaigns at once. Set this, one by one.

Tip: Adjust time span and budgets to what the Sales Team can handle. If they have too many leads, decrease to save money. If they can handle more, increase.

Y		Add filter		Custom		Sep 10 – 21, 2022	
Day	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions
Tuesday	192	2,983	6.44%	\$0.17	\$31.83	68.23%	131.00
Wednesday	113	1,379	8.19%	\$0.22	\$24.85	61.95%	70.00
Monday	102	1,524	6.69%	\$0.15	\$15.78	68.63%	70.00
Sunday	56	768	7.29%	\$0.21	\$11.54	69.64%	39.00
Saturday	55	677	8.12%	\$0.22	\$11.88	72.73%	40.00
Friday	54	890	6.07%	\$0.22	\$11.88	79.63%	43.00
Thursday	49	443	11.06%	\$0.21	\$10.50	69.39%	34.00

Writing Reports

Reports with Google Ads

- Weekly or biweekly reports
- Action list at the top of your report
- Notify of new tools and changes in Ads
- The Change History table (to show you're working!)
- Show last 30-90 days in graphs and tables
- Show all-time data in graph and table
- Show special projects with graphs and tables
- Explain the changes in graphs and tables with several bullet points along with recommendations
- Add graphs and tables from Google Analytics

Tip: Set goals that include numbers and time, such as:

- Increase leads from ads by 10% by end of Q3
- Increase views of video from ads by 10% by end of Q3



Google Ads Report Builder

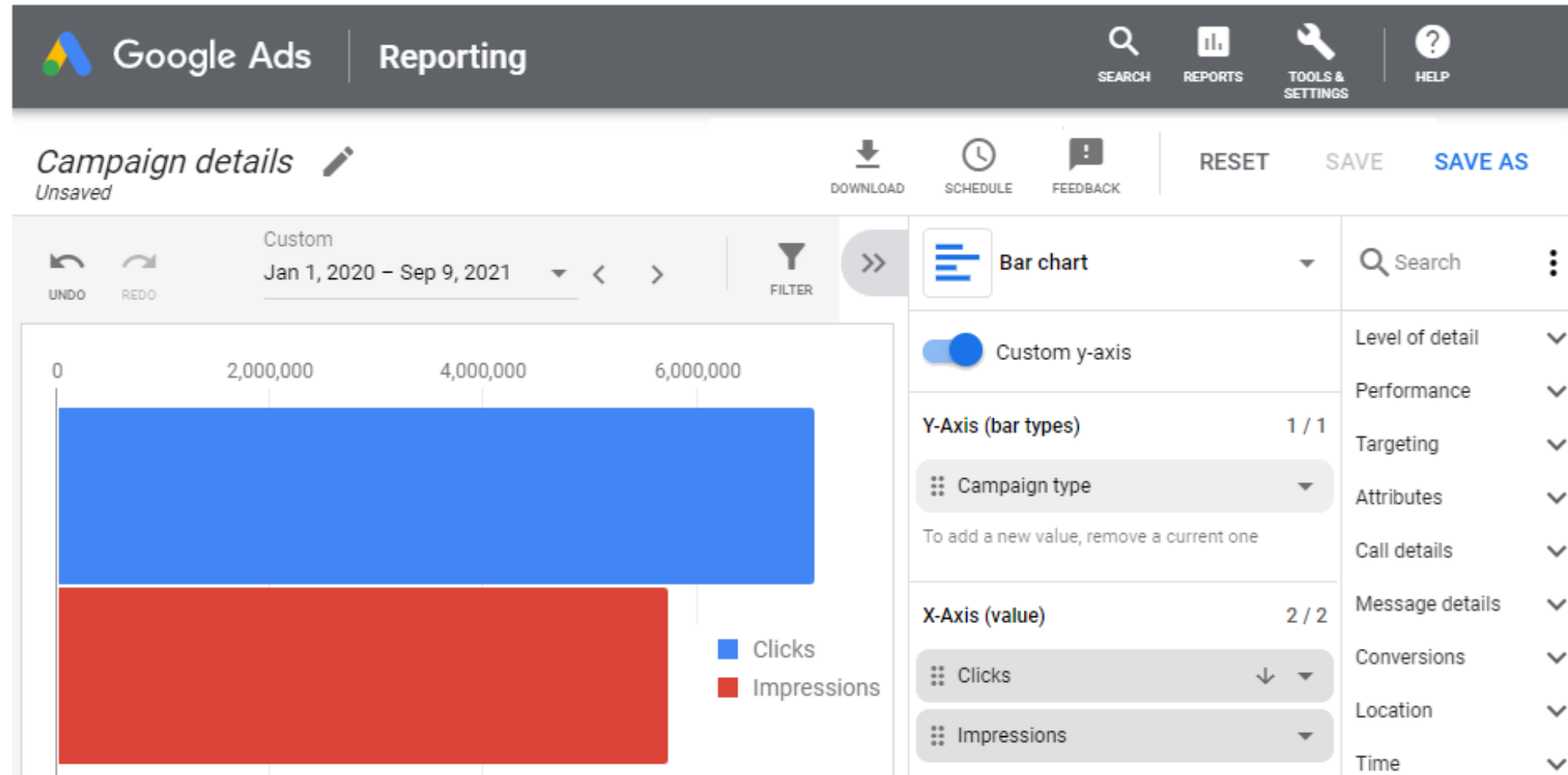
You can use Google Ads Report Builder to make reports.

- Click **Reports** at upper right corner.
- Select the type of graph: table, bar, scatter plot, donut, or line.
- Add your explanation and recommendations.

Tip: Use data from Google Ads, Google Analytics 3.0 (GA3), and Google Analytics 4.0 (GA4)

Tip: You can go from directly GAW to GA3.

- Open **GAW | Tools | Settings | Measurement | Analytics**
- Open **GAW | Tools | Linked Accounts**, add other Google tools to link from GAW

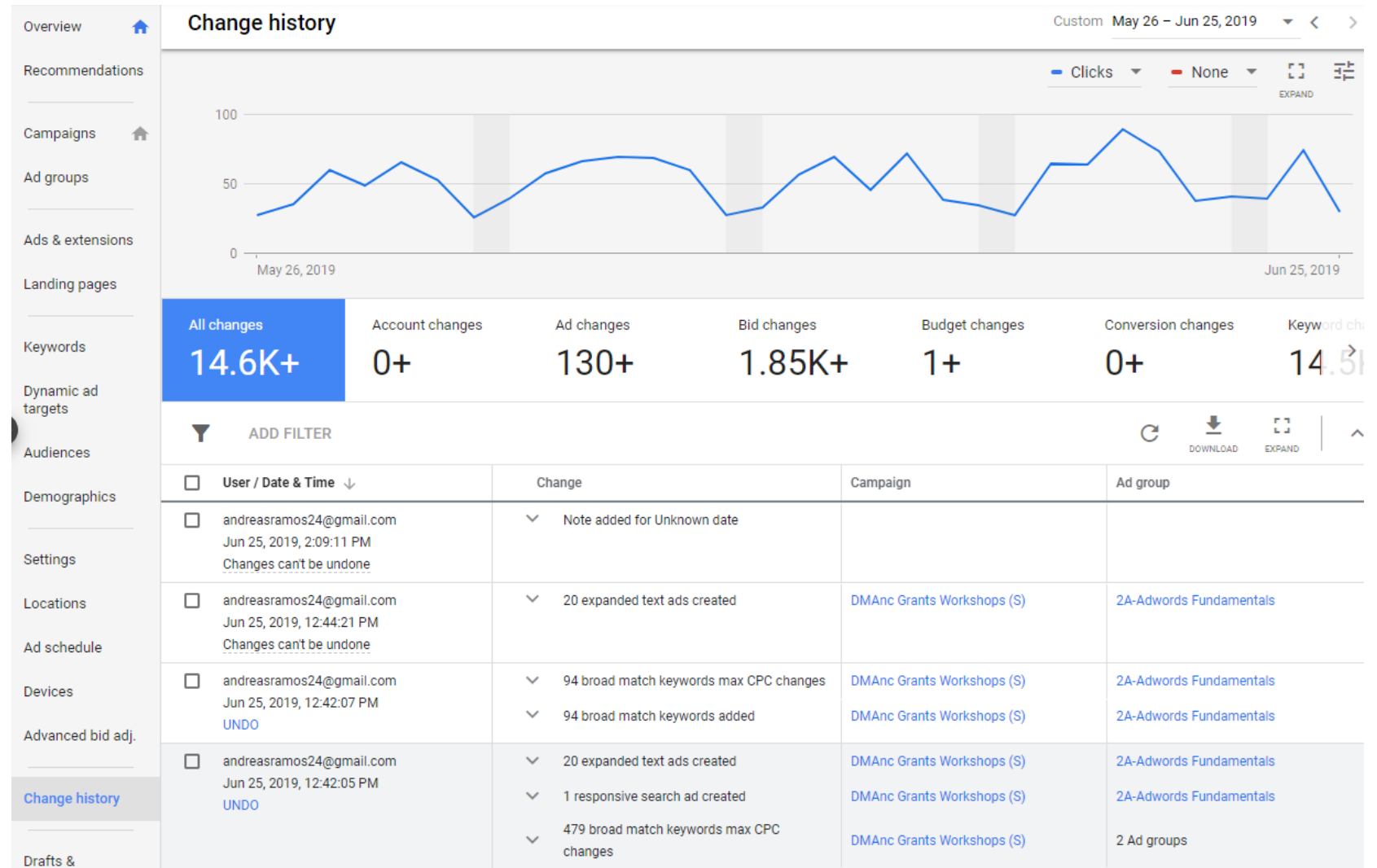


Use the Change History

- **Change History** is at the lower left of the Google Ads panel.
- Click this to see recent activity on the account.
- It shows the name, time (down to the second), and what was done.
- You can also undo the last 30 days.

Tip: If you manage a team, agency, or contractors, use this to ensure work is being done.

Note: This shows only the last two years of changes.



Google Grants

Google Foundation Grants

Google Foundation gives \$10,000 per month in Google Ads credit to non-profits.

- Non-profit with registered 501(c)(3) status
- Education
- Health
- Animals shelters

Tip: This is a very good way to learn Google Ads with a budget at \$10,000 per month.

- Find and meet with a local non-profit.
- You set this up for them.
- You manage the account.
- Use this to test your ideas.

Apply at google.com/nonprofits/eligibility/



Further Reading

Support at Google Ads

For Google Ads:

- FAQ at support.google.com/google-ads/
- **Google Ads Support.** In your Google Ads account, click the "?" button and fill out the **Contact Us** form
- Send email to ga-support@google.com

Note: The more you spend, the more support you get. Support levels at low level, \$10,000/month, and enterprise (\$250,000+ per month).

Google Search Central has help and information:

- developers.google.com/search?hl=en
- On Twitter at [@GoogleSearchC](https://twitter.com/GoogleSearchC)

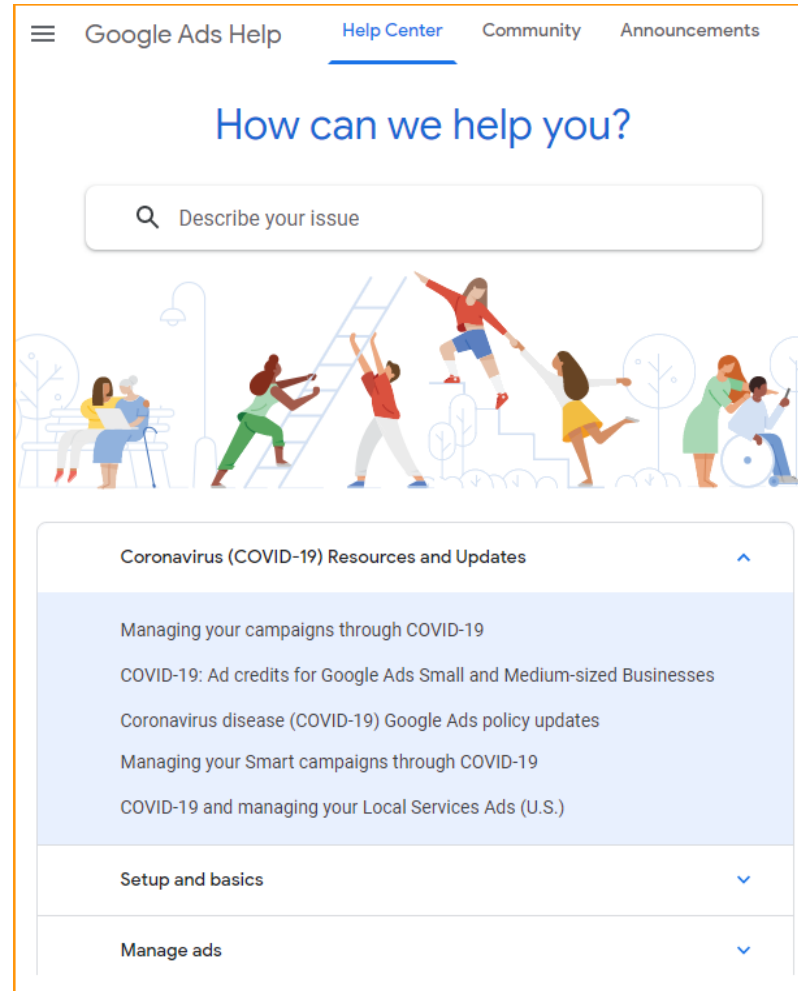
Google's Twitter accounts:

- Google Analytics at [@GoogleAnalytics](https://twitter.com/GoogleAnalytics)
- Google Ads at [@GoogleAds](https://twitter.com/GoogleAds)
- Google Search at [@GoogleSearchC](https://twitter.com/GoogleSearchC)

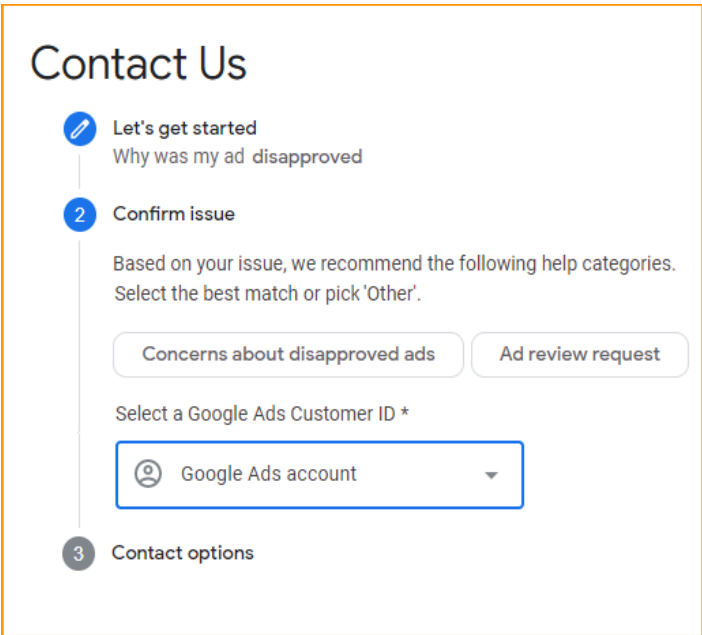
Three (free) newsletters:

- [SearchEngineWatch.com](https://searchenginewatch.com)
- [SearchEngineLand.com](https://searchengineland.com)
- [SearchEngineJournal.com](https://searchenginejournal.com)

Follow me in Twitter at [@andreas_amos](https://twitter.com/andreas_amos) or LinkedIn: linkedin.com/in/andreasamos/



Contact Us

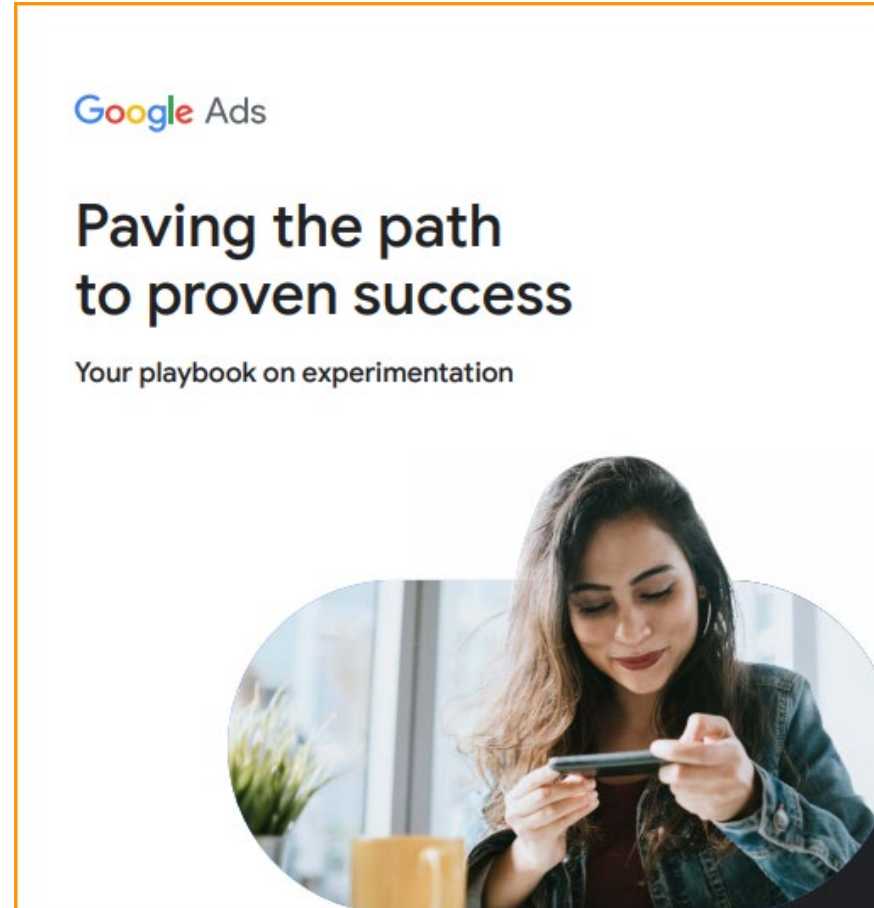


Google Playbooks and Guides

Useful guides from Google:

- [Google Guide to Experiments](#)
- [Google Search Automation and Ads](#)
- [Conversion Lift Playbook](#)
- [Google Playbook for Automotive](#)
- [Google Playbook for Finance](#)
- [Google Playbook for Lead Gen](#)
- [Google Playbook for News and Content Sites](#)
- [Google Playbook for Real Estate](#)
- [Google Playbook for Retail & E-Commerce](#)
- [Google Playbook for Travel](#)
- [Data-Driven Attribution](#)
- [Search Audiences](#)
- [Dynamic Search Ads](#)
- [Smart Bidding](#)
- [Influencer Marketing](#)

Tip: See also **Think with Google** for more guides, examples, and case studies:
[ThinkWithGoogle.com](https://www.thinkwithgoogle.com)

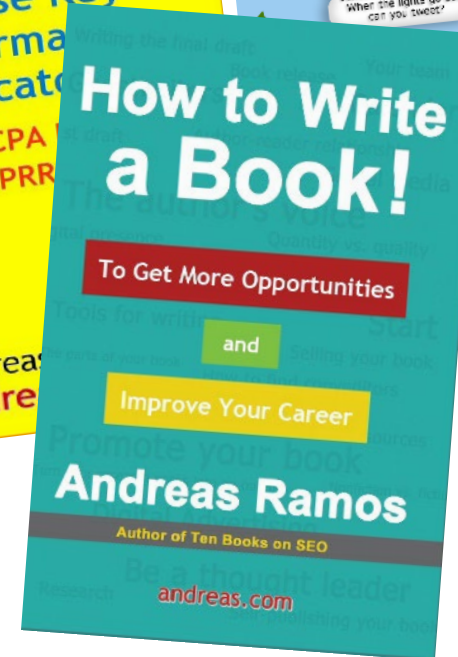
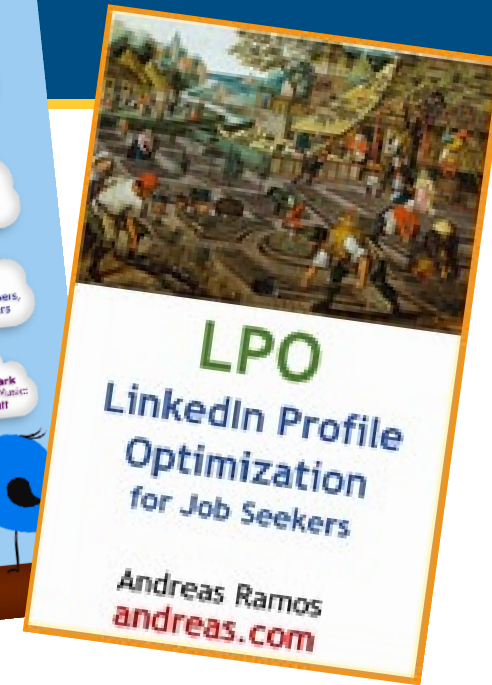
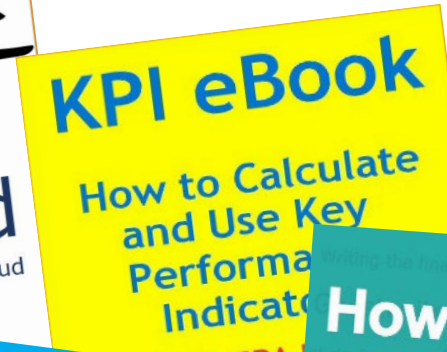


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Summary

Agenda: What We Covered Today



Workshop 1: Google Ads Fundamentals

- Why Google Ads?
- Role of Google Ads in your marketing
- Find your audience's keywords
- Working with keywords
- Walkthrough of a Google Ads account

Workshop 2: Google Ads Intermediate

- Keyword match modes
- The type of ads
- A/B split tests and statistics
- The Google Ads app

Workshop 3: Google Ads Advanced

- The bidding algorithm
- Managing bids and budgets
- Advanced tools for Google Ads
- Advanced tactics
- Further reading

Today's Video Recording, Handouts, and More

- The video recording of this workshop will be sent from the DMAnc.
- If you don't receive it today, check your email spam or junk folder.
- Please whitelist the above email address so it doesn't go into your email spam or junk folder.
- If you don't receive it, please fill out the **Contact Us** form at **DMAnc.org** and we'll be sure to get it to you some other way.
- We will also attach links to download the eBooks by Andreas Ramos, handouts and offers from our corporate sponsors.



Upcoming Courses

We constantly
add new courses.

See the list and
calendar at
DMAnc.org

Marketing

- Account-Based Marketing (ABM) for Small-to-Medium Companies
- Affiliate Marketing
- B2B Market Strategy Development
- Email Marketing
- Using Behavior Marketing
- Sustainable Marketing **New**

Social Media

- Podcasting
- Youtube Marketing
- Influencer Marketing
- Social Media Fundamentals
- Social Media Masterclass
- Meta, Facebook, Instagram, Pinterest, and Tiktok advertising
- Tiktok Social Media Masterclass
- LinkedIn Advertising Masterclass
- Video Production for Social Media **New**

SEO

- **SEO Search Engine Optimization**
- **LinkedIn Profile Optimization (LPO) for Your Career**

Ads in Google

- **Google Ads**

Analytics and Data

- **Google Analytics 4.0**
- Google Looker **New**

AI + Marketing

- **AI for Marketing**

Content Marketing

- Content Marketing
- Copywriting Masterclass **New**

Contact

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- LinkedIn: linkedin.com/in/andreasramos/

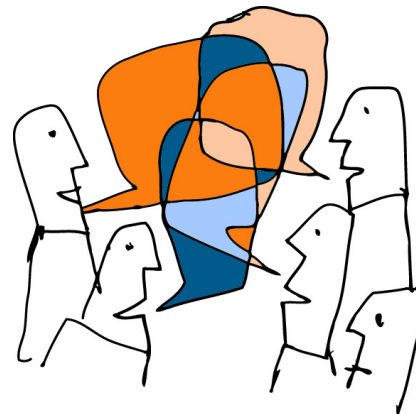
Andreas Ramos at LinkedIn



Send follow-up questions and I'll reply.

Laurie Beasley

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- linkedin.com/company/beasley-direct-and-online-marketing/



We Want Your Feedback

- Your feedback is very important to us.
- We look at each survey and use the input to improve the class and plan future workshops.
- We value your time, so we'll send you a \$10.00 Amazon eGift card as a thank you for completing the survey.



Thank You!