Whatever You Do, Put Billboards in Seattle – Getting Brand Awareness Data from Google

ROBIN LORD
Senior Consultant, Distilled

@robinlord8
PRETEND THIS IS JOE
PRETEND THIS IS THE FIRM
Actually their building
Joseph Flom

(Skadden, Arps, Slate, Meagher & Flom LLP)
Era 1
Digital is the underdog
Era 2
Digital gains power
Era 3
Brand intensifies
Being able to measure Moz’s brand in product could have let us see SEMRush and Ahrefs coming.

Rand Fishkin (paraphrased)
Brand correlates more strongly with rankings than links do.

Tom Capper
2017
Brand correlates more strongly with rankings than links do.

Tom Capper
2017, 2018
Brand correlates more strongly with rankings than links do.

Tom Capper
2017, 2018, 2019
APAC
Tech audit
Keyword research
Dashboarding
Sesame Street – 1969 - present HBO (Currently)
OBLIGATORY SIGNPOSTING SECTION
Free approach
Granular approach
My journey
[Handwritten text on a list, partially visible]:

- [ ] Drive
- [ ] Make
“You have bad brand awareness in Japan”
“Spend more on brand advertising”
“Master all relevant sales channels”
So what do we want?
Brand Interest
"Why would [we] trust what people say about themselves?"

1. Not just self-reported
1. Not just self-reported
2. Competitor Comparison
“Kanye West”

140K
“Taylor Swift”

298K
<table>
<thead>
<tr>
<th>Keyword</th>
<th>Search Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose life</td>
<td>100</td>
</tr>
<tr>
<td>Choose a job</td>
<td>100</td>
</tr>
<tr>
<td>Choose a career</td>
<td>100</td>
</tr>
<tr>
<td>Choose a family</td>
<td>?</td>
</tr>
</tbody>
</table>
1. **Not just self-reported**
2. Competitor Comparison
3. Granular
Good data is hard to find.
Free approach
My client

Interest over time

Note

1 Jan 2011
1 Oct 2013
1 Jul 2016
1 Apr 2019
My client
My client
My client
My client
My client

Maharashtra

- My client: 74.3%
- Competitor 1: 13.9%
- Competitor 2: 10.9%
- Competitor 3: 1.4%
Bangalore
Strengths
Historical data
See if big events are working
Find valuable territories
Weaknesses
Not actual numbers
Not very fine-grained
Only brand-level data
Brands aren’t just one thing
PlayStation®4

The ultimate home entertainment centre starts with PlayStation®. Whether you’re into gaming, HD movies, television, music, or all of the above, PlayStation® offers something great for everyone.

Visit PlayStation.com

Incredible games. Endless entertainment.

Now lighter and slimmer than ever before with a 1-TB hard drive. All the greatest games, TV, music and more.

Explore PS™4 System
WF-1000XM3
Only music. Nothing else.

Discover WF-1000XM3 headphones
Interchangeable-lens Cameras

Xperia 1

Xperia 10
The Ultimate Wide

Xperia 10 Plus
Watches

Xperia 1
⭐⭐⭐⭐⭐ (1 ⭐)

Xperia 10
The Ultimate Wide

Xperia 10 Plus
MA900
Multi-Application Cell Sorter
Supports 12 fluorescence parameters and 4-way sorting
So what do we want?
1. Not just self-reported
2. Competitor Comparison
3. Granular
4. Product-specific
Granular approach
Impressions
Impression share

#ImpressionCher
“Mattresses”
1,000 impressions
50% impression share
2,000 searches
Can we believe impression share?
“H&M dresses”
“J.CREW dresses”
“ZARA dresses”
“ZARA maternity”
“UNIQLO” bikini”
Shop sale | Zara
www.zara.com
Shop sale
What did it cost?
3¢ per keyword per day.
lauren @pymm_lauren · 15 May
I love Zara clothes, But seriously the website is so hard to use 😞😞

adelaide7 @hobiwheelin · 22 Apr
why is the zara website so hard to use 😭😭😭😭

emily @emilyreilly_ · 12 Apr
Why is the Zara website so hard to use

Mak @makaveliii_ · 7 Apr
@ZARA why is your website so hard to use 😞
Dresses
Zara Dresses
About 7,260,000,000 results (0.34 seconds)

See Dresses

SHEIN - Women Dresses | From $6, Free Shipping
We Offer a Variety Of Affordable Dresses To Fit Your Fashionable Needs. Place an Order! SHEIN is the Ultimate One-Stop-Shop For the Modern Yet Economical Fashionista.

Dresses @ Lulus | New Items Added Daily | lulus.com
Amaze The Room With Gorgeous Lace, Strapless, & Chiffon Dresses. Daily Updates...

Women's Dresses - Cocktail, Maxi, Black Dresses & More...
Shop dresses for women at Express. These cute dresses come in many styles like white or little black dresses, maxi or midi dresses, and cocktail, formal or...
Mini Dresses  Mid Dresses  White Dresses  Little Black Dresses

Dresses | Party Dresses, Prom & Maxi Dresses | ASOS
Discover the latest dresses with ASOS. From party, midi, long sleeved and maxi dresses to going out dresses. Shop from thousands of dresses with ASOS.
Party Dresses  Sequin Dresses  Sweater Dresses  Dresses for Weddings

Dresses for Women - Shop the Latest Styles - Macy's
Shop our Collection of Women's Dresses at Macy's for the Latest Designer Brands & Styles. FREE SHIPPING AVAILABLE!
Guest Of The Wedding Dresses  Formal Dresses  Casual Dresses  Long Dresses

Dresses for Women | Best Women's Dresses Online - Lulus
Online dress shopping has never been simpler or more stylish! We have the best in unique, trendy fashion for women at affordable prices. Shop dresses for...
We include page experience in ranking signals.
“Yea, Zara don’t really do maternity”
Census Data
Outreach
#1 for “plus size”
All Plus Size Clothing 269 results

DOLAN Collection Caroline Tiered ... $298.00
Shauna Blouse $89.60  $128.00 Limited Time
Pilcro Ultra High-Rise Cropped Wid... $138.00
Robina Henley Blouse $54.60  $78.00 Limited Time
Plus Size Tops 49 results

- **Robin Ribbed Tank**
  - Price: $38.00

- **Cammie Embroidered Peplum Top**
  - Price: $58.00 - $64.00

- **Samra Lace Top**
  - Price: $58.00 - $64.00

- **Franka Cowl Neck Blouse**
  - Price: $48.00 - $64.00

Filter by:
- Length
- Style
- Sleeve
- Neckline
- Color
- Size
- Price
- Brand

Sort: Featured

Page 1/1
Shop Favorites Inspired By the CURVYcon 2019

There were so many incredible outfits. Some of the trends I spotted from the event were animal prints, statement jumpsuits, patterned dresses, polka dots, and monochromatic ensembles paired with statement accessories. Below are some of my favorite finds and inspiration from the event.

- **Macy’s**
  - NY Collection
  - This was worn by one of the biggest influencers and the pattern is amazing!

- **Anthropologie**
  - I am in love with the pinwheel jumpsuit. It would pair perfectly with statement accessories.

- **Harlyn**
  - I love a good floral

- **Nordstrom**
  - Another great patterned jumpsuit

- **BaublerBar**
  - Statement jewelry that you can layer is so in right now

- **BP**
  - This is a steal!

- **Argentovivo**
  - Hoops are back big time!

- **Seychelles**
  - Perfect statement shoe

- **Sam Edelman**
  - A great fall staple

- **Madewell**
  - I love that this is a cute print option that is also a fall

- **Gucci**
  - Can’t go wrong with these classics.

- **Calvin Klein**
  - How cute is this polka dot dress?

- **Rachel Roy**
  - Perfect to pair with a skirt and some booties

- **Blank NYC**
  - I love the subtle animal print

- **Ava & Viv**
  - Great sweater option.
Anthropologie

BIG BRANDS GET CURVY

CONNECTICUT POLICE STRANGERS WHO ESCAPED WORLD TRADE CENTER TOGETHER ON 9/11 MARK

7,531 views
SEPTEMBER 8, 2019

Log in to like or comment.
Turn Back Time
J.Crew slammed for new triple-zero size

Why J Crew is promoting clothing that's even smaller than size zero

The US retailer claims its new 000 size will appeal to 'smaller-boned' women. In reality, it would fit a healthy eight-year-old.
J. Crew unveils inclusive summer and fall collection
How Inclusive Brands like H&M, J.Crew, Bonobos are Reshaping Modern Fashion

Greg Petro  Contributor  Investing
J.Crew's New Plus-Size Collection Now Has Styles Up To 5X

It's an impressive range of sizes from 00 to 32.

By Brittany Nims
10/07/2018 05:03pm BST | Updated July 10, 2018
“Shoppers can expect to see their favorite styles in a wider range of sizes”
Mockneck top in embroidered eyelet
Item AJ385

Be the first to write a review.

$89.50

50% OFF FULL PRICE WITH CODE REFRESH

Color: Black

Size: 3X

Size Charts

<table>
<thead>
<tr>
<th>XXX-Small</th>
<th>XX-Small</th>
<th>X-Small</th>
<th>Small</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium</td>
<td>Large</td>
<td>X-Large</td>
<td>XX-Large</td>
</tr>
</tbody>
</table>

2X

3X

ADD TO BAG
Mockneck top in embroidered eyelet
Item AJ385

$89.50
50% OFF FULL PRICE WITH CODE REFRESH

Color: Black

Size: 3X

Quantity: 1

Pre-order: black, size 3x estimated ship date is April 15, 2020.

ADD TO BAG
Launched in April 2020

This ad has multiple versions.

J.Crew
Sponsored

A New Rainbow of Tees
Classic, colorful & comfortable
A NEW RAINBOW OF TEES

See ad details

Shop Now
New tees (in cotton, linen, brights & stripes) that belong on the top of your stack.
This ad has multiple versions.

J.Crew
Sponsored

The New Pant Collection
Find your perfect pair
THE NEW PANT COLLECTION

Shop Now

See ad details

This ad has multiple versions.

J.Crew
Sponsored

The New Pant Collection
Find your perfect pair
THE NEW PANT COLLECTION

Shop Now

See ad details

This ad has multiple versions.

J.Crew
Sponsored

New in the Cashmere Shop
P.S. It's monogrammable
NEW IN THE CASHMERE SHOP

Shop Now

See ad details
City-level data
Product-level data
Off-site insight
Weaknesses
Paid
ONLY city level
No historical data
SETUP
Steps
Setting up Campaigns

- Consider using the downloadable Google Ads editor to quickly create these combinations
- Create an Ad Campaign for each segment of your data (device, email list, location) i.e.
  - To target 5 brands in 3 locations you’ll end up with 3 Campaigns and 15 Ad Groups in total.
  - If bidding on location, make sure you’re selecting each location in the same way (i.e. City with no radius, or County + 5 miles)
- Daily budget that’s high enough you won’t reach it (daily cost should be low)
- Campaign type: search
- Include search partners: disabled
- Include display network: disabled
- Devices: All (unless you want to cut by device)
- Rotation: Optimise - best performing ads
- Delivery: Standard - show evenly over time
- Frequency: No cap
- Language: I selected EN
- Targeting: People in or regularly in target locations
Setting up Ad Groups

- Within each Campaign, create an Ad Group for each brand you want to compare
- I set default max cpc to $3 (you’ll need to tailor it to your industry)
- Display network custom bid type - none
- Targeting expansion - disabled
- Set flexible reach to “targeting”
- Don’t use URL tracking templates - we need to set them at keyword level
- In each Ad Group, make sure you are sending traffic through to the brand you are targeting
Setting up Ads

- Dynamic adverts which are specific to the brand but pull in the keyword

<table>
<thead>
<tr>
<th>Edit selected expanded text ads</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Headline 1</strong></td>
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<tr>
<td><strong>Headline 2</strong></td>
</tr>
<tr>
<td><strong>Headline 3</strong></td>
</tr>
<tr>
<td><strong>Desc. line 1</strong></td>
</tr>
<tr>
<td><strong>Desc. line 2</strong></td>
</tr>
<tr>
<td><strong>Path 1</strong></td>
</tr>
<tr>
<td><strong>Path 2</strong></td>
</tr>
<tr>
<td><strong>Status</strong></td>
</tr>
<tr>
<td><strong>Final URL</strong></td>
</tr>
</tbody>
</table>
Setting up Keywords

- Choose a list of products/topics to target and create a list of every combination of brand+product.
- Use “Phrase Match” bidding to make sure you are tightly focused on the specific phrase.
  - We can’t stop Google from showing our ads for some related searches, all we can do is keep an eye on the search terms report.

- URL is specific to the keyword.
  - Choose pages which rank top of search results.
    - Unless the site has a relevant page they are already driving PPC to, then try to push traffic to that page.
      - There’s no point screwing up their analytics unnecessarily and they have probably already targeted the page (you could experiment with paid and organic pages).
  - Double check it’s the domain of the brand you’re getting info on.
    - This will also allow you to work with trademark requirements within Google Ads (you can’t use a brand name unless the destination has a clear way to buy from that brand).

- You’ll be told to include more descriptions and headlines to improve your Clickthru but we don’t care about clickthru as long as we’re confident we’re appearing.
Running Campaigns

• Monitor your Search Terms report to make sure your Ads aren’t appearing for irrelevant searches.

• Monitor your Click-Through-Rate – a very low CTR suggests your ad isn’t appearing for what you expect.

• Monitor your Impression Share, you need to get at least 10% to get the more accurate numbers.

• If you are getting a very high impression share (like 80%) test reducing your bid but don’t go too low – if you bid too low you won’t qualify for auction and it’ll look like your impression share is going up.

• Run for at least two weeks (ideally 28 days).

• Run all of your Campaigns and Ad Groups for the same amount of time.
Getting Results

• Export all data

• In Excel/ Google Sheets divide impressions by impression share

• Compare in pivot tables

• Start by summing together all of the results from a specific product type, to see the areas of highest opportunity, then break that down by Campaign (i.e. location) and Ad Group (brand)
Now it’s time for our wrap up
Ad
How do I business?
NOT SUCKING

SUCKING

THE PAST

THE FUTURE
Let’s go surprise some people.
Thank you

ROBIN LORD
Senior Consultant, Distilled

@robinlord8