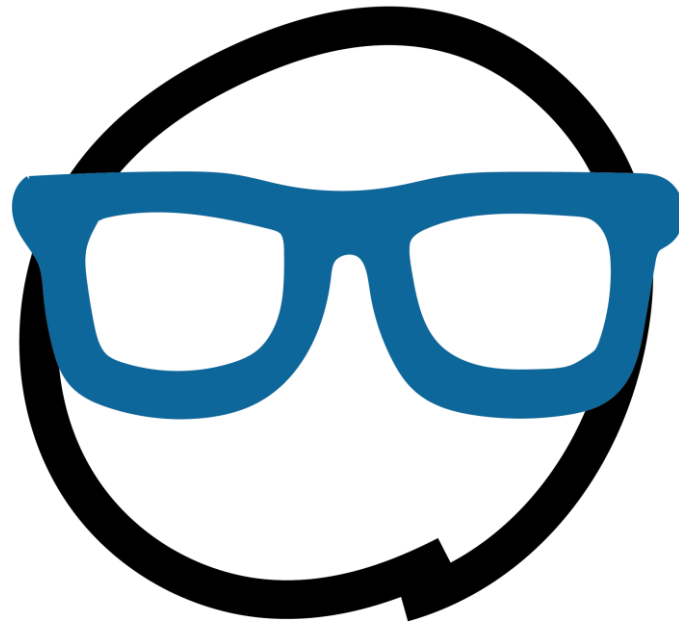
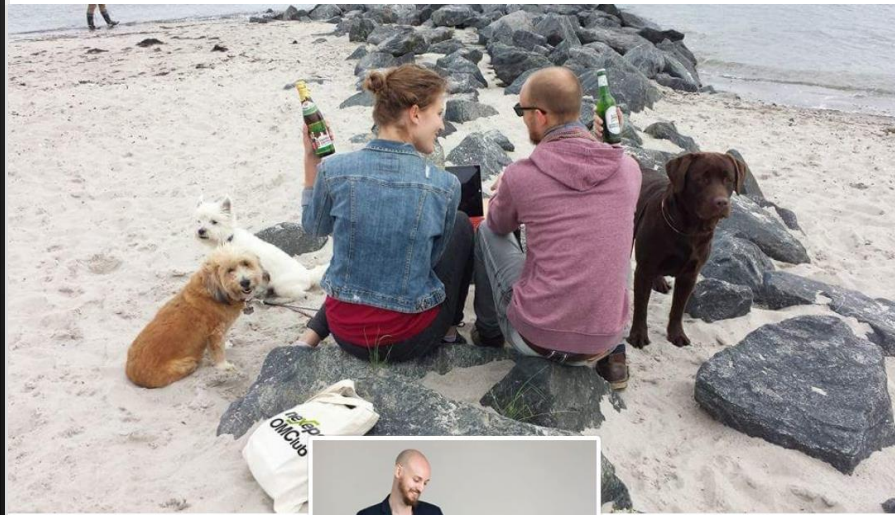


Target ROAS

für vorbereitende Conversions ohne Conversion-Values im Datalayer





Dennis Fäckeler



Freund/in hinzufügen



Nachricht



INFO

FOTOS

FREUNDE



Was euch erwartet

1. Smart Bidding
2. Praxisbeispiel: Target ROAS ohne Conversion-Values
3. Rechnung Target CPAs auf Micro-Conversions
4. Möglichkeiten der Kampagnen-Automatisierung
5. Probleme Smart Bidding
6. Lösungsansätze und Denkanstöße

ROAS



Erzielter Umsatz /
zurechenbare Kosten

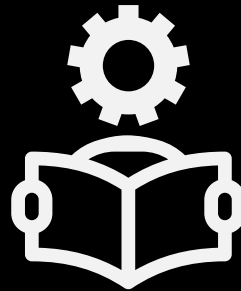
Smart Bidding



” *Google Smart Bidding sets millions of unique bids every second across campaigns using automated bidding*



Auction-time
bidding



Adaptive learning
at query level



Richer user
signals



Bid adjustment signals



Time



Remarketing
list



Location

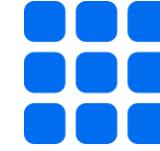


Device

Smart bidding signals



Browser



App



OS



Ad



Language



Query



Search partner



Actual searcher



Campaign goals



Visibility



Click



Conversion



Revenue





Manual
CPC



Maximize
clicks



Enhanced
CPC



Maximize
conversions



Target
CPA



Target
ROAS



Target
Ranking



Target
Outranking



CPM



vCPM



CPV





User signals



Predicted CR



Bid



Target CPA



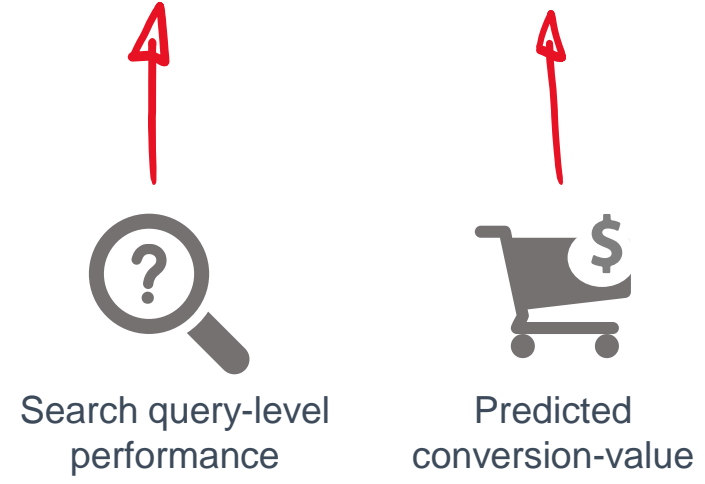
Search query-level performance

Conversions last 30 days	ROAS fluctuation	Learning period
30	🔴 Medium to high	🔴 Slow
60	🟡 Medium	🟡 Medium
100	🟢 Low	🟢 Fast
500	🟢 Very low	🟢 Very fast





Conversions last 30 days	ROAS fluctuation	Learning period
50	🔴 Medium to high	🔴 Slow
100	🟡 Medium	🟡 Medium
200	🟢 Low	🟢 Fast
500	🟢 Very low	🟢 Very fast

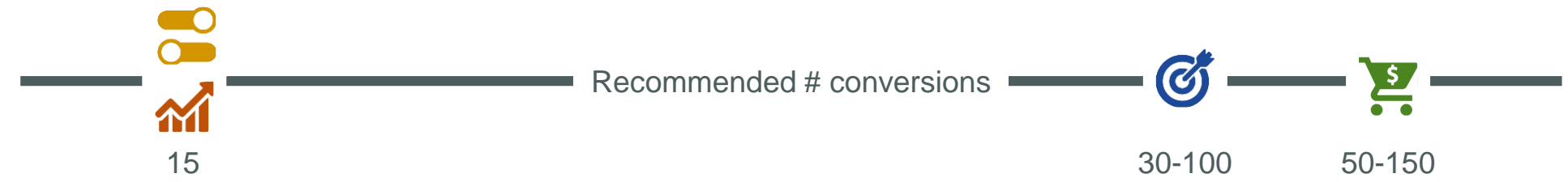



Enhanced
CPC


Maximize
conversions


Target
CPA

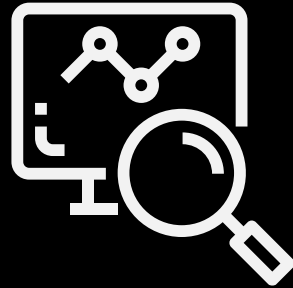

Target
ROAS



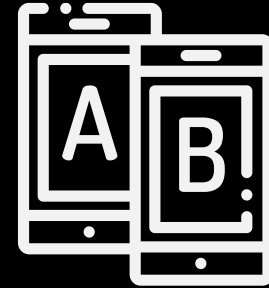
Smart Bidding features



Bid simulator



Monitoring



A/B testing



Campaign Target CPA simulator: [blurred]

Explore how your bid can impact your Search traffic. Changes made here can be directly applied to your ad groups. [Learn more](#)

	Target CPA	Clicks	Cost	Impr.	Top Impr.	Conv.	Total conv. value	Additional budget/day required
	Last week [?]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
<input type="radio"/>	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
<input type="radio"/>	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
<input type="radio"/>	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
<input type="radio"/>	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
<input type="radio"/>	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
<input type="radio"/>	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
<input type="radio"/>	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
<input type="radio"/>	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
<input type="radio"/>	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
<input checked="" type="radio"/>	€ [blurred] <u>Set a different target</u>		Current target: [blurred]					



This simulation is based on performance from [blurred]. These estimates do not guarantee similar results. [Learn more](#)

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



Ad group Target CPA simulator: **Apartment London**

Explore how your bid can impact your Search traffic, then apply any changes to your ad group. [Learn more](#)

Target CPA	Clicks	Cost	Impr.	Top Impr.	Conv.	Total conv. value
Last week (€100.00) ?	1000	€10000	10000	1000	10%	€10000
<input type="radio"/> €150.00	1200	€18000	12000	1200	12%	€14400
<input type="radio"/> €200.00	1400	€28000	14000	1400	14%	€19600
<input type="radio"/> €250.00	1600	€40000	16000	1600	16%	€25600
<input checked="" type="radio"/> €300.00 (current)	1800	€54000	18000	1800	18%	€32400
<input type="radio"/> €350.00	2000	€70000	20000	2000	20%	€40000
<input type="radio"/> € Set a different target						



This simulation is based on performance from [blurred]. These estimates do not guarantee similar results. [Learn more](#)

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

Strategy status: Active

 campaigns use this strategy



Active

The bid strategy is setting bids to optimize performance. No changes are needed at this time.

Strategy Target CPA:   


 Conversion info may not be complete yet. [Learn more](#)

Average Target CPA 

Actual CPA 

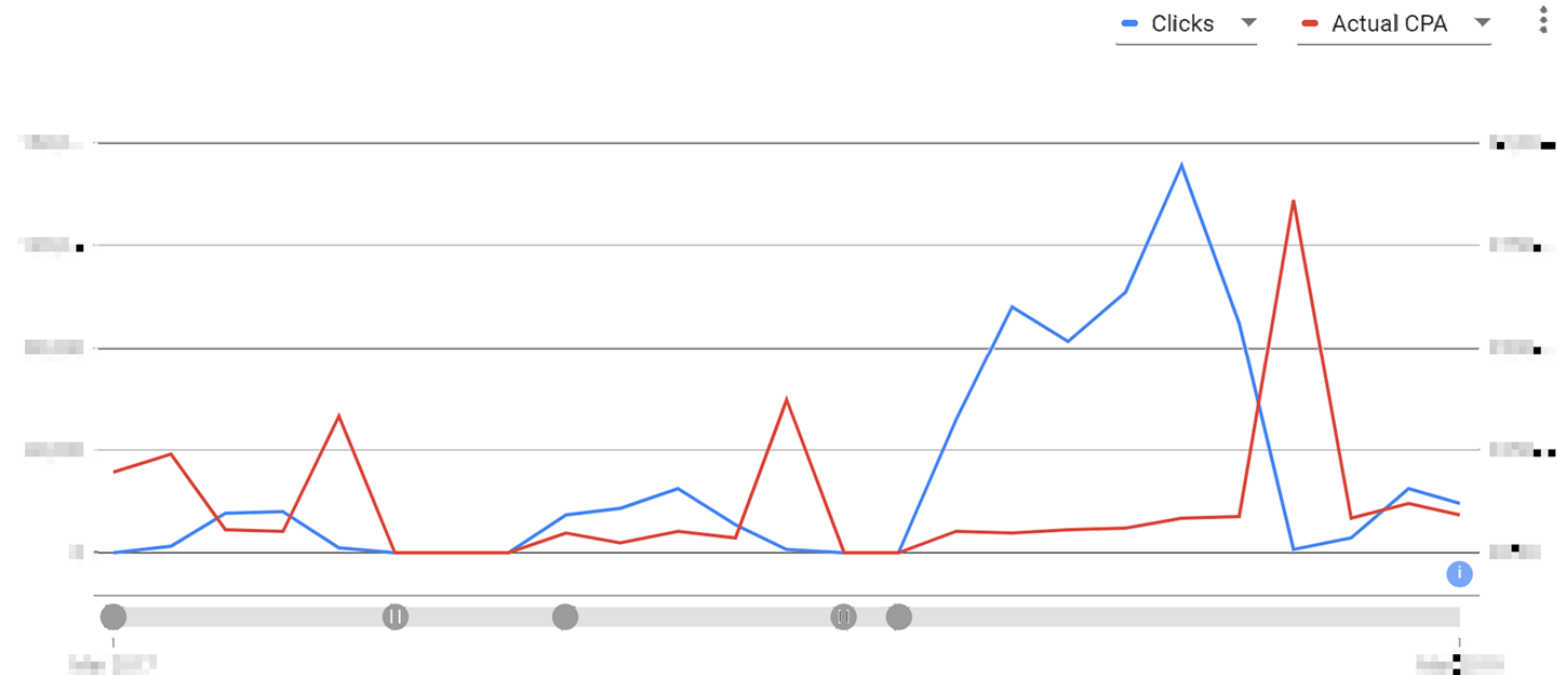
Cost 

Conversions 

Conv. rate 



Average target based on Google Search and search partners only



Device bid adjustments
Verändern den CPA Wert,
nicht die Bids

ROAS-Bidding without Conversion Values

with Google  Ads Smart Bidding

#1 CPA zurückrechnen

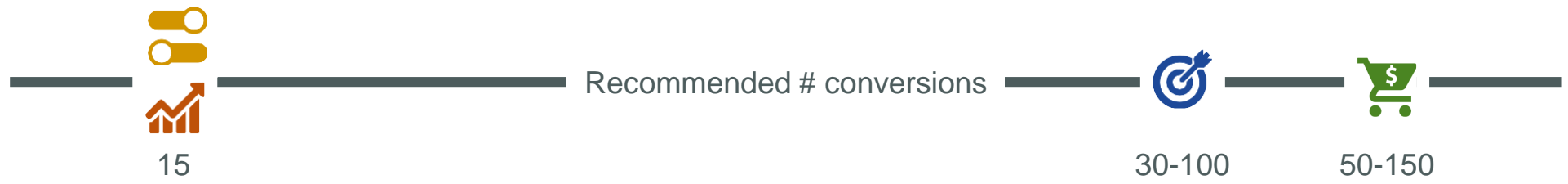
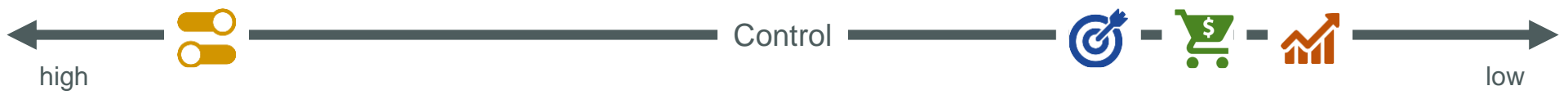


Enhanced
CPC

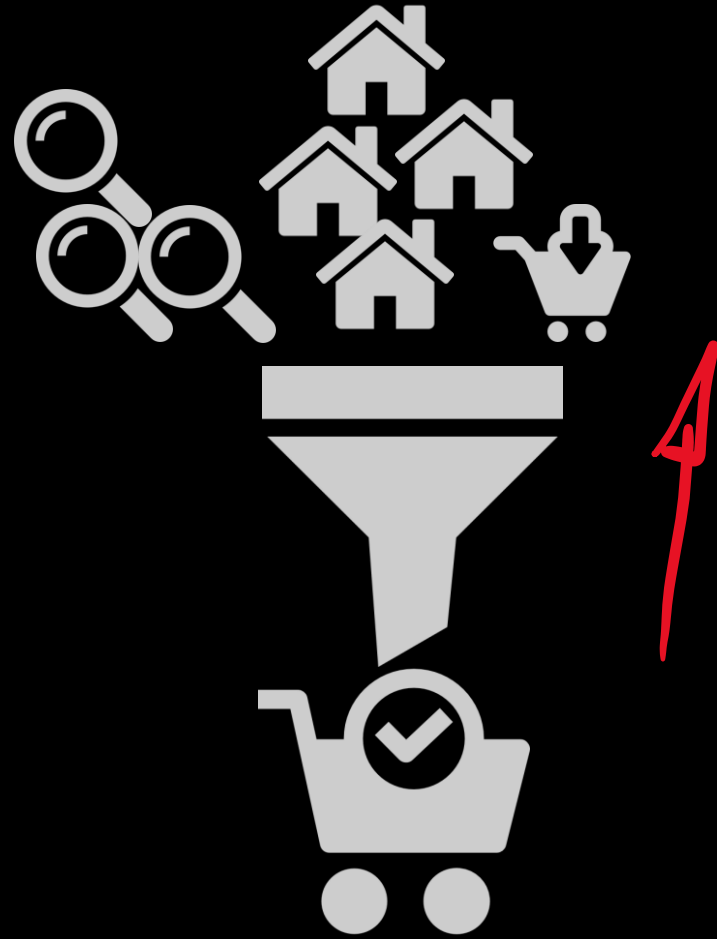
Maximize
conversions

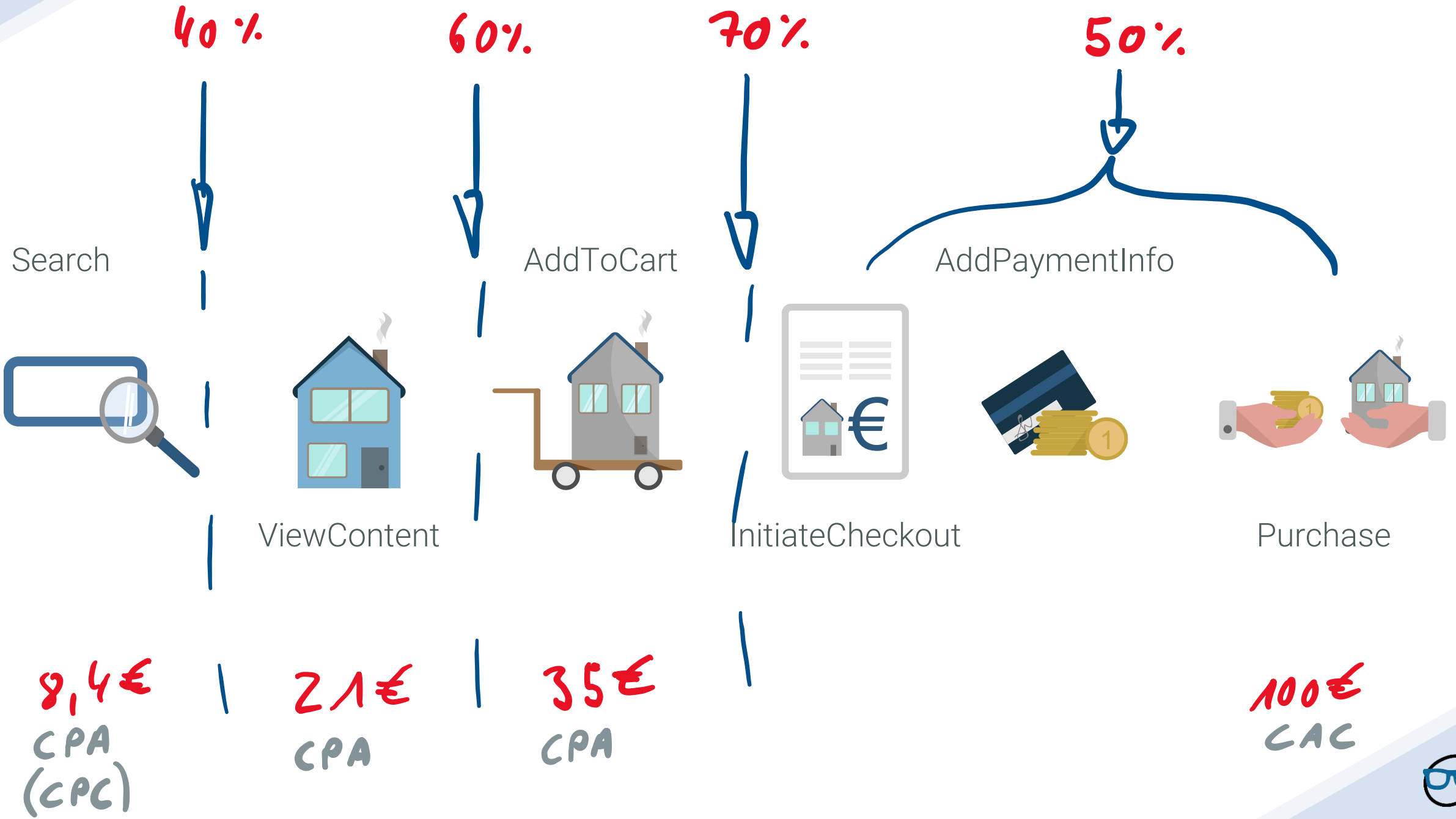
Target
CPA

~~Target
ROAS~~



Was tue ich, wenn ich die empfohlene
Conversion-Anzahl nicht erreiche?





Target CPA für Macro-Conversions



Er sagte doch was von ROAS?

ROAS: 0,5

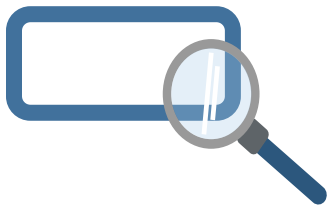
40%

60%

70%

50%

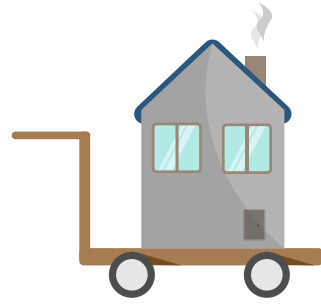
Search



ViewContent



AddToCart



InitiateCheckout



AddPaymentInfo



Purchase



8,4€
CPA
(CPC)

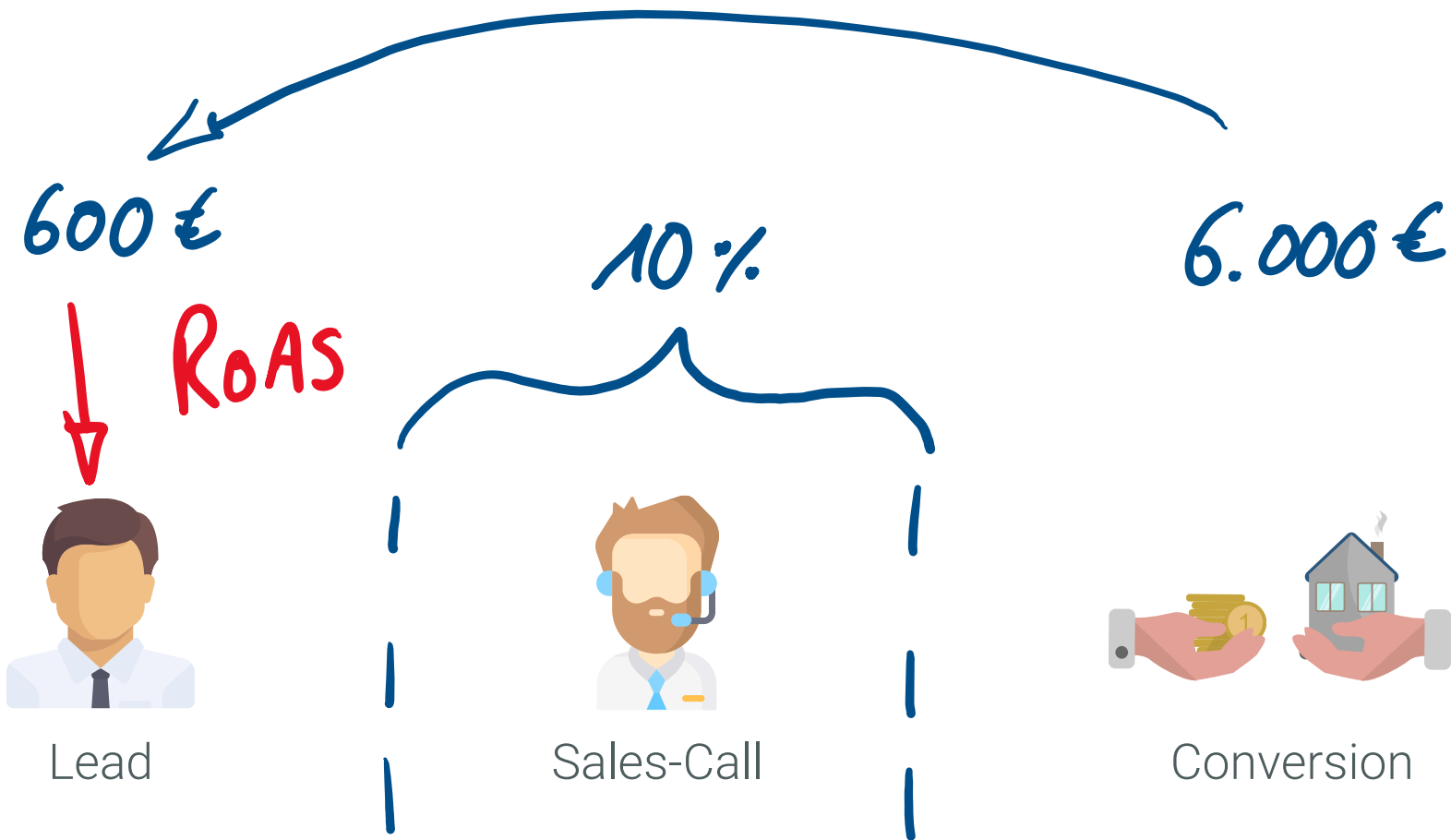
21€
CPA

35€
CPA

∅ 50€
→ 100€ CAC



#2 Fixed micro-conversion value



ROAS	CPA
1	600€
2	300€
3	200€



Conversion name	Business Form Signup (All Web Site Data (Master View))	▼
Category	Lead	▼

Value

Select how to track the value of each conversion

Use the same value for each conversion

Euro (EUR €) ▼ 600

Use the value from Analytics

Don't use a value

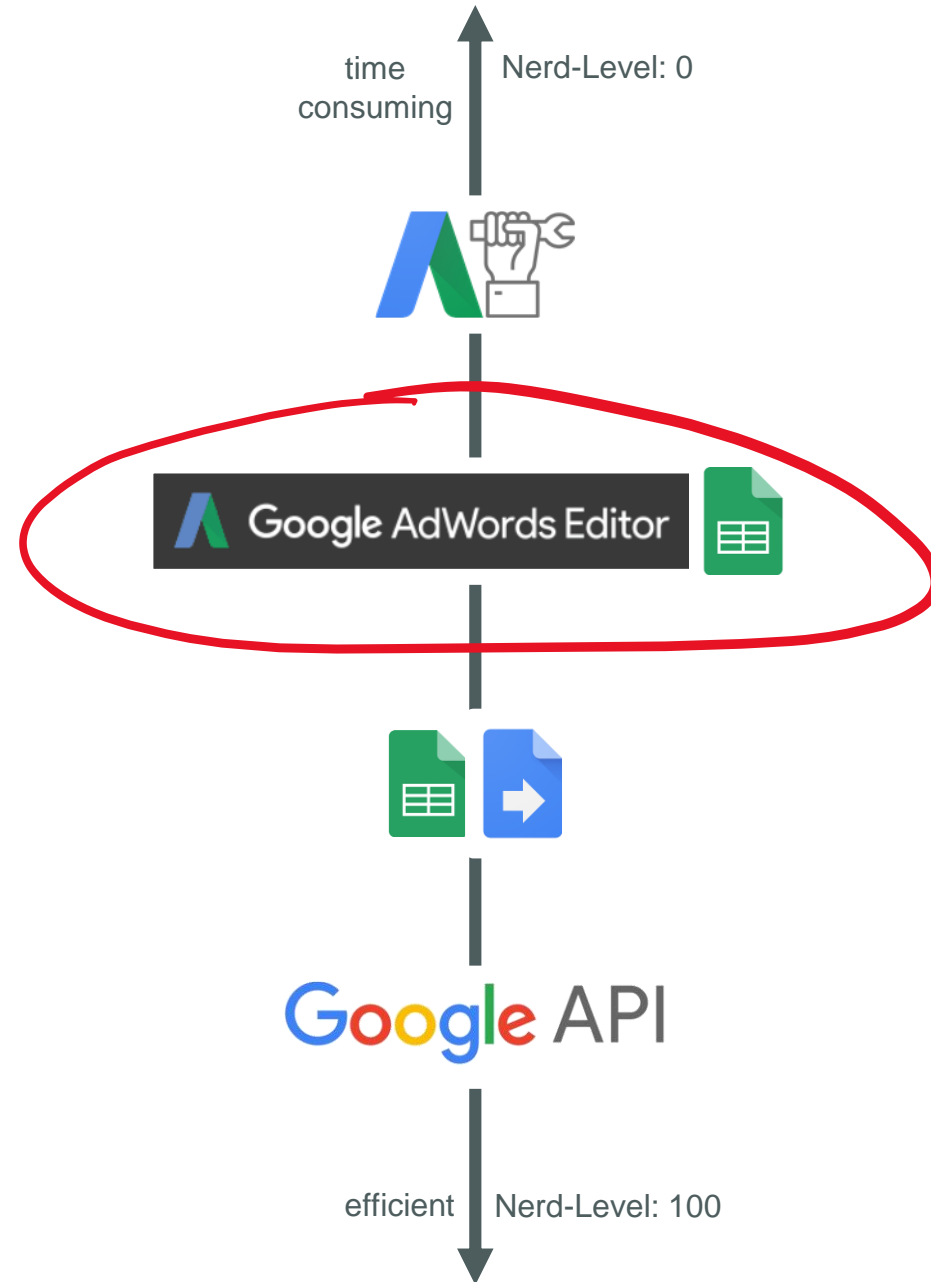
Select this option if each conversion is worth the same amount to your business.

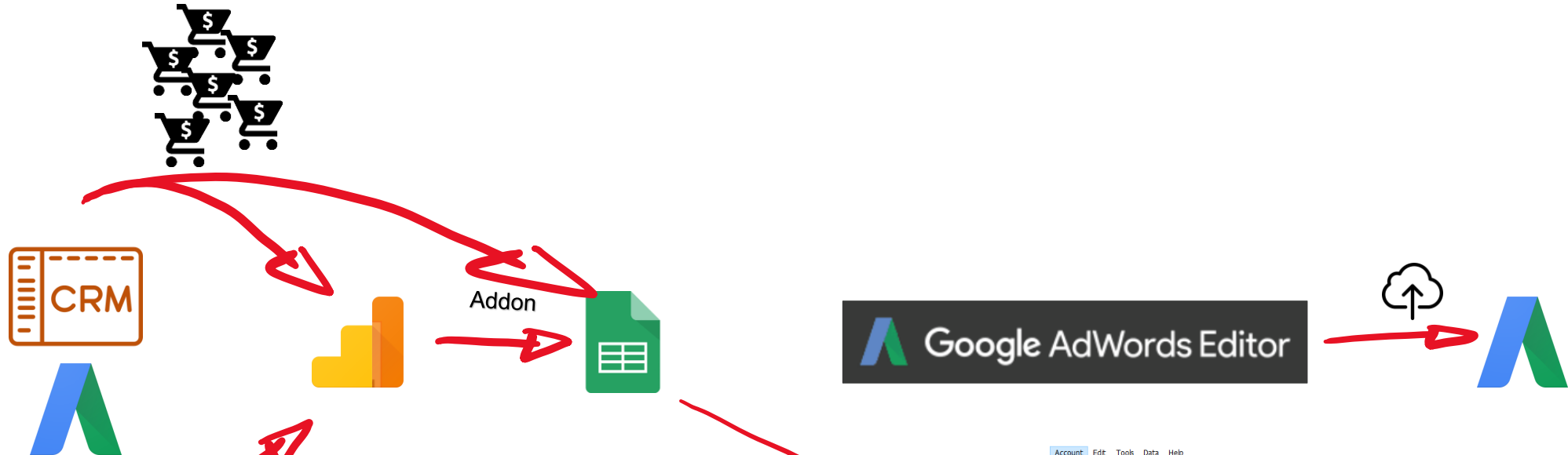
Each time a conversion happens, Google Ads will record the value you enter here as the conversion value.

[Learn more](#)

CANCEL SAVE

Source	Analytics	
Google Analytics property	UA-123456789-1	
Google Analytics view	UA-123456789-1 (Master View)	
Google Analytics type	Goal	
Count	One conversion	▼
Conversion window	30 days	▼
Include in "Conversions"	No	▼
Attribution model	Last click	▼





Account Edit Tools Data Help

- Open Ctrl+O
- Post changes Ctrl+P
- Post URL upgrades
- Check changes Ctrl+K
- Check URL upgrades
- Get recent changes >
- Full download Ctrl+Alt+T
- Import** >
 - From file ... Ctrl+I
 - Paste text [Import a file] Shift+I
 - Import custom rules...
- Accept proposals Ctrl+[
- Reject proposals Ctrl+]
- Accept rule proposals Ctrl+[
- Reject rule proposals Ctrl+]
- Export >
- Close window Ctrl+F4

	A	B	C
1	Campaign	Bid Strategy Type CPA Bid	
2	Campaign-Examples	Target CPA	35





```
ARRAYFORMULA (SUM (IF (A1:A10>5; A1:A10; 0)))
```

```
=ARRAYFORMULA (  
  offset (  
    indirect ("'sf-leads-"&J1&"'!$F:$F"),  
    match (today(),  
    indirect ("'sf-leads-"&J1&"'!$A:$A"), 0) - 1, 0))
```



=ARRAYFORMULA(if(C2:C<>"",1,""))

fx

	F	G	H	I	J	K	L	M	N	O	P
1	City Salesfo	City	Date of Opp	Counter	Day	Month	Year	Month-Year	Owner	Weeknumbe	Sub-Owner
2	Alsdorf	Alsdorf	2018-08-14	1	14	8	2018	8-2018	Marketing	33	Marketing
3	Aschheim	Aschheim	2018-08-30	1	30	8	2018	8-2018	Marketing	35	Marketing
4	Bergisch Gladbac	Bergisch Gladbac	2018-04-17	1	17	4	2018	4-2018	Marketing	16	Marketing
5	Berlin	Berlin	2018-08-22	1	22	8	2018	8-2018	Marketing	34	Marketing
6	Berlin	Berlin	2018-08-09	1	9	8	2018	8-2018	Marketing	32	Marketing
7	Berlin	Berlin	2018-05-03	1	3	5	2018	5-2018	Marketing	18	Marketing
8	Berlin	Berlin	2018-04-27	1	27	4	2018	4-2018	Marketing	17	Marketing
9	Berlin	Berlin	2018-04-17	1	17	4	2018	4-2018	Marketing	16	Marketing
10	Berlin	Berlin	2018-04-17	1	17	4	2018	4-2018	Marketing	16	Marketing
11	Berlin	Berlin	2018-04-16	1	16	4	2018	4-2018	Marketing	16	Marketing
12	Berlin	Berlin	2018-04-16	1	16	4	2018	4-2018	Marketing	16	Marketing
13	Berlin	Berlin	2018-04-16	1	16	4	2018	4-2018	Marketing	16	Marketing
14	Berlin	Berlin	2018-04-16	1	16	4	2018	4-2018	Marketing	16	Marketing
15	Berlin	Berlin	2018-04-16	1	16	4	2018	4-2018	Marketing	16	Marketing
16	Berlin	Berlin	2018-04-09	1	9	4	2018	4-2018	Marketing	15	Marketing
17	Berlin	Berlin	2018-02-13	1	13	2	2018	2-2018	Marketing	7	Marketing
18	Bonn	Bonn	2018-04-17	1	17	4	2018	4-2018	Marketing	16	Marketing
19	Düsseldorf	Dusseldorf	2018-11-12	1	12	11	2018	11-2018	Marketing	46	Marketing
20	Düsseldorf	Dusseldorf	2018-04-17	1	17	4	2018	4-2018	Marketing	16	Marketing
21	Düsseldorf	Dusseldorf	2018-04-16	1	16	4	2018	4-2018	Marketing	16	Marketing
22	Greater London	London	2018-05-03	1	3	5	2018	5-2018	Marketing	18	Marketing
23	Hamburg	Hamburg	2018-04-16	1	16	4	2018	4-2018	Marketing	16	Marketing
24	Hamburg	Hamburg	2018-04-13	1	13	4	2018	4-2018	Marketing	15	Marketing



`=arrayformula(if(iserror(vlookup('Requested net revenue per city'!J2:J,'salesforce-city-grouping'!A:B,2)), "", vlookup('Requested net revenue per city'!J2:J,'salesforce-city-grouping'!A:B,2)))`

fx

	F	G	H	I	J	K	L	M	N	O	P
1	City Salesfo	City	Date of Opp	Counter	Day	Month	Year	Month-Year	Owner	Weeknumbe	Sub-Owner
2	Alsdorf	Alsdorf	2018-08-14		1	14	8	2018 8-2018	Marketing	33	Marketing
3	Aschheim	Aschheim	2018-08-30		1	30	8	2018 8-2018	Marketing	35	Marketing
4	Bergisch Gladbach	Bergisch Gladbach	2018-04-17		1	17	4	2018 4-2018	Marketing	16	Marketing
5	Berlin	Berlin	2018-08-22		1	22	8	2018 8-2018	Marketing	34	Marketing
6	Berlin	Berlin	2018-08-09		1	9	8	2018 8-2018	Marketing	32	Marketing
7	Berlin	Berlin	2018-05-03		1	3	5	2018 5-2018	Marketing	18	Marketing
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9	Berlin	Berlin	2018-04-17		1	17	4	2018 4-2018	Marketing	16	Marketing
10	Berlin	Berlin	2018-04-17		1	17	4	2018 4-2018	Marketing	16	Marketing
11	Berlin	Berlin	2018-04-16		1	16	4	2018 4-2018	Marketing	16	Marketing
12	Berlin	Berlin	2018-04-16		1	16	4	2018 4-2018	Marketing	16	Marketing
13	Berlin	Berlin	2018-04-16		1	16	4	2018 4-2018	Marketing	16	Marketing
14	Berlin	Berlin	2018-04-16		1	16	4	2018 4-2018	Marketing	16	Marketing
15	Berlin	Berlin	2018-04-16		1	16	4	2018 4-2018	Marketing	16	Marketing
16	Berlin	Berlin	2018-04-09		1	9	4	2018 4-2018	Marketing	15	Marketing
17	Berlin	Berlin	2018-02-13		1	13	2	2018 2-2018	Marketing	7	Marketing
18	Bonn	Bonn	2018-04-17		1	17	4	2018 4-2018	Marketing	16	Marketing
19	Düsseldorf	Dusseldorf	2018-11-12		1	12	11	2018 11-2018	Marketing	46	Marketing
20	Düsseldorf	Dusseldorf	2018-04-17		1	17	4	2018 4-2018	Marketing	16	Marketing
21	Düsseldorf	Dusseldorf	2018-04-16		1	16	4	2018 4-2018	Marketing	16	Marketing
22	Greater London	London	2018-05-03		1	3	5	2018 5-2018	Marketing	18	Marketing
23	Hamburg	Hamburg	2018-04-16		1	16	4	2018 4-2018	Marketing	16	Marketing
24	Hamburg	Hamburg	2018-04-13		1	13	4	2018 4-2018	Marketing	15	Marketing

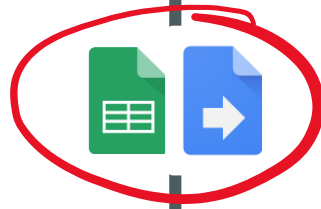
Index & Match Formeln funktionieren nicht mit Arrayformeln in Google Sheets!

fx

```
=ARRAYFORMULA(datevalue(if(iserror(regexextract('Requested net revenue per city'!K2:K,"\[0-9]+\").")),,"",right('Requested net revenue per city'!K2:K,4))&"-
"&if(len(regexextract('Requested net revenue per city'!K2:K,"\[0-9]+\")."))=1,"0"&regexextract('Requested net revenue per city'!K2:K,"\[0-9]+\")."),regexextract('Requested net
revenue per city'!K2:K,"\[0-9]+\")."))&"-&if(len(left('Requested net revenue per city'!K2:K,find(".", 'Requested net revenue per city'!K2:K)-1))=1,"0"&left('Requested net
revenue per city'!K2:K,find(".", 'Requested net revenue per city'!K2:K)-1),left('Requested net revenue per city'!K2:K,find(".", 'Requested net revenue per city'!K2:K)-1))))
```

	F	G	H	I	J	K	L	M	N	O	P
1	City Salesfo	City	Date of Oppc	Counter	Day	Month	Year	Month-Year	Owner	Weeknumbe	Sub-Owner
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6	Berlin	Berlin	2018-08-09	1	9	8	2018	8-2018	Marketing	32	Marketing
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8	Berlin	Berlin	2018-04-27	1	27	4	2018	4-2018	Marketing	17	Marketing
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15	Berlin	Berlin	2018-04-16	1	16	4	2018	4-2018	Marketing	16	Marketing
16	Berlin	Berlin	2018-04-09	1	9	4	2018	4-2018	Marketing	15	Marketing
17	Berlin	Berlin	2018-02-13	1	13	2	2018	2-2018	Marketing	7	Marketing
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20	Düsseldorf	Dusseldorf	2018-04-17	1	17	4	2018	4-2018	Marketing	16	Marketing
21	Düsseldorf	Dusseldorf	2018-04-16	1	16	4	2018	4-2018	Marketing	16	Marketing
22	Greater London	London	2018-05-03	1	3	5	2018	5-2018	Marketing	18	Marketing
23	Hamburg	Hamburg	2018-04-16	1	16	4	2018	4-2018	Marketing	16	Marketing
24	Hamburg	Hamburg	2018-04-13	1	13	4	2018	4-2018	Marketing	15	Marketing

time consuming ↑ Nerd-Level: 0



efficient ↓ Nerd-Level: 100



Probleme Smart Bidding

LÖSUNGEN

Statistische Relevanz



Hohe Testbudgets



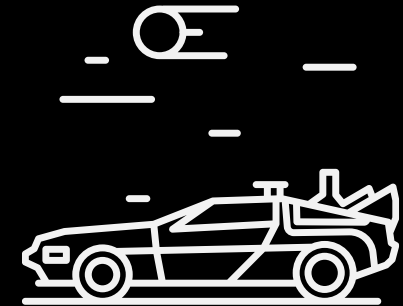
Niedriges Suchvolumen

+

Vorbereitende Suchen



Go up in account hierarchy



Go back in time

Keyword

conversions

2

7 days

Ad group

5

28 days

Campaign

12

56 days

~~Probleme~~ Smart Bidding

LÖSUNGEN

Statistische Relevanz



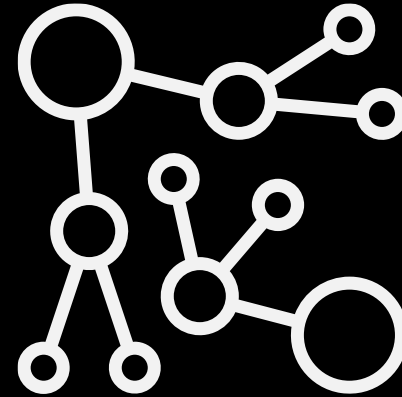
Hohe Testbudgets



Niedriges Suchvolumen

+

Vorbereitende Suchen



Cluster similar entities

Keyword

Ad group

Campaign



Topic



Clicks

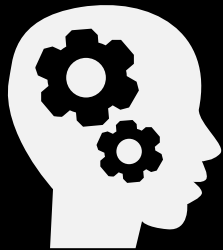


Google Cloud
Cloud Machine
Learning Engine

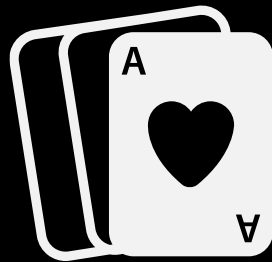
Was kann ich damit jetzt machen?



Datawarehouse - eigene Attribution -

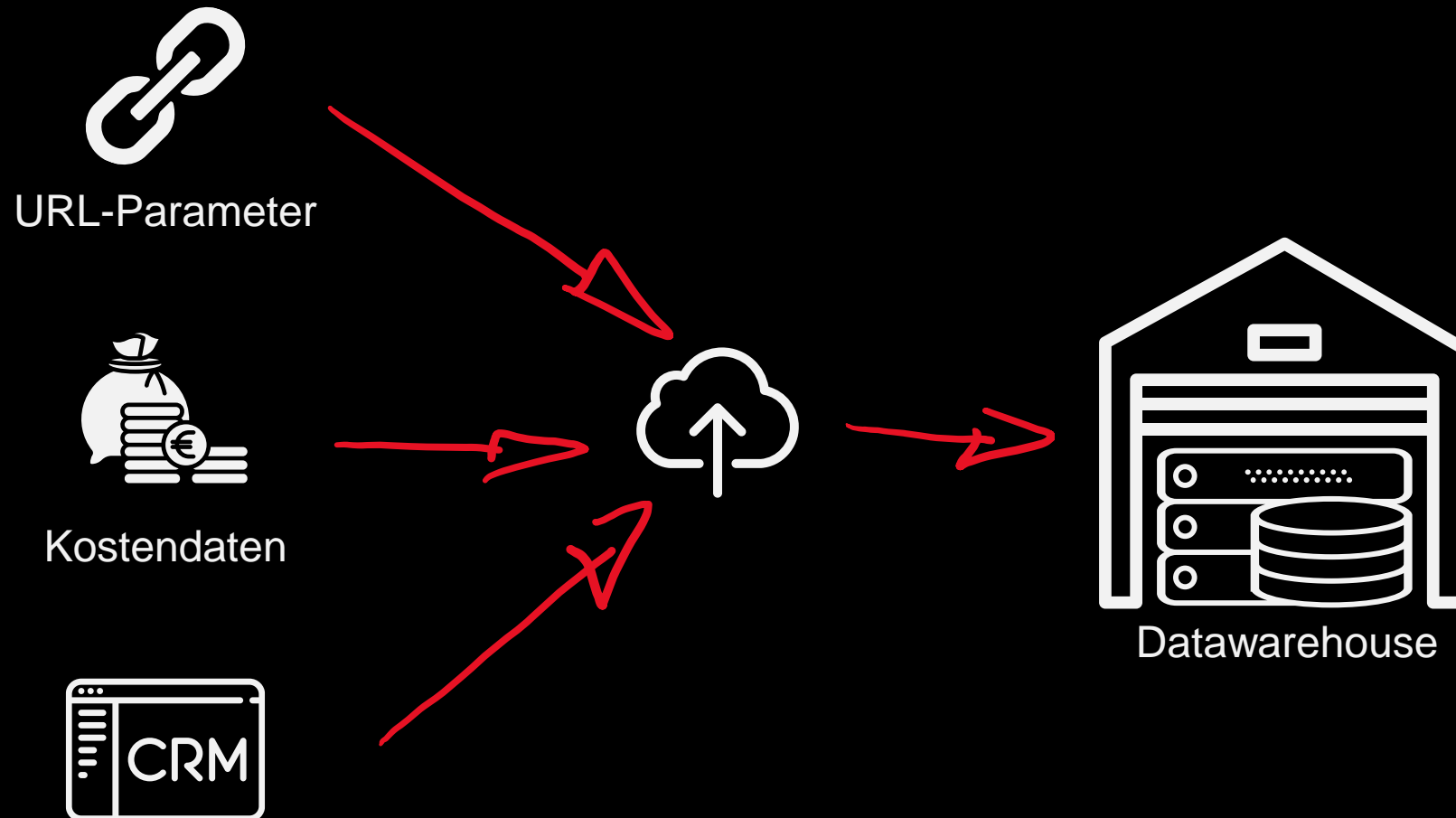


Shapley-Wert



Kooperative Spieltheorie

Datawarehouse vorbereiten

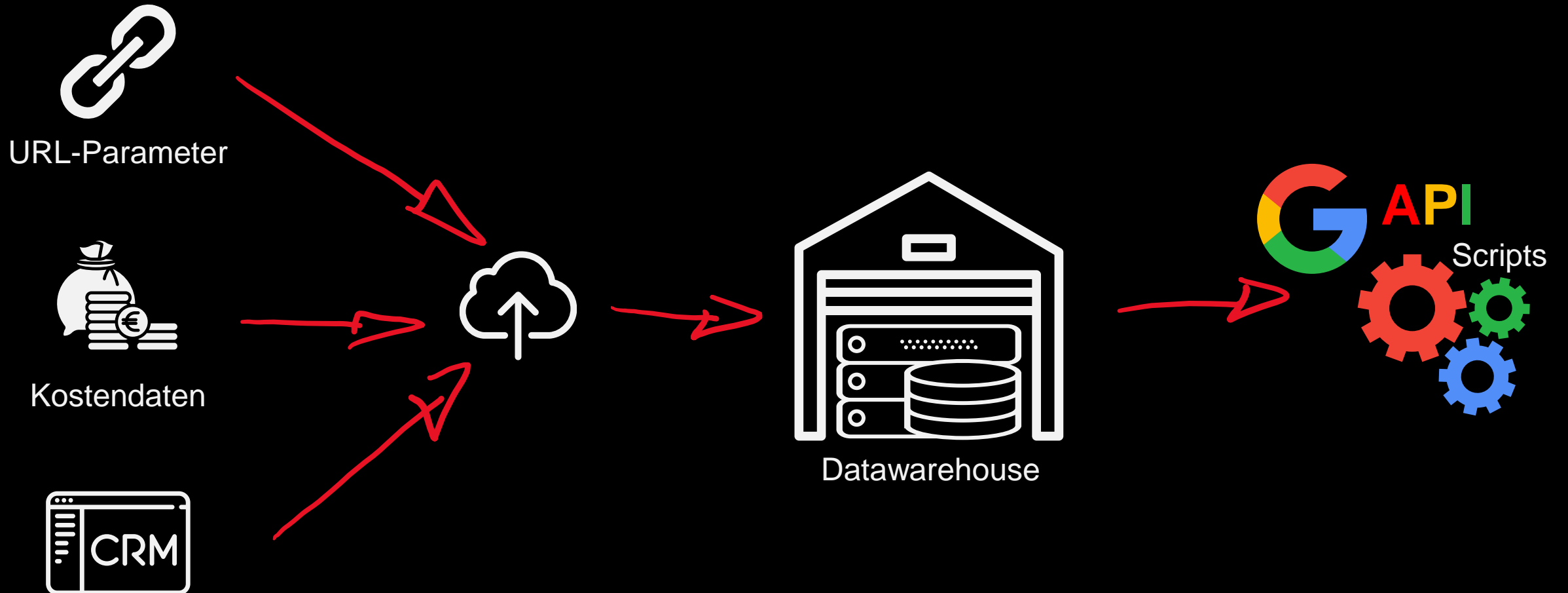




[https://www.example.com/?utm_source=google&utm_medium=cpc
&utm_campaign=Example-Campaign
&utm_term=Example-Term
&utm_content=Example-Content](https://www.example.com/?utm_source=google&utm_medium=cpc&utm_campaign=Example-Campaign&utm_term=Example-Term&utm_content=Example-Content)

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

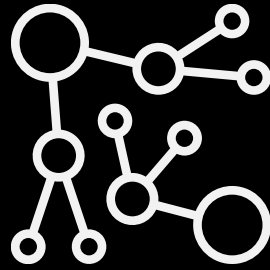
Datawarehouse vorbereiten



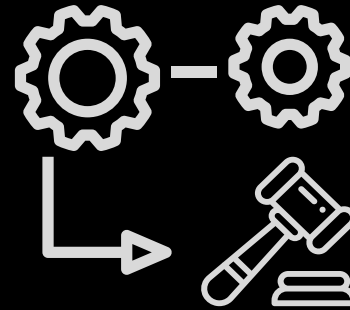
Was kann ich noch machen?



#1 API example



Cluster similar entities



Bid management

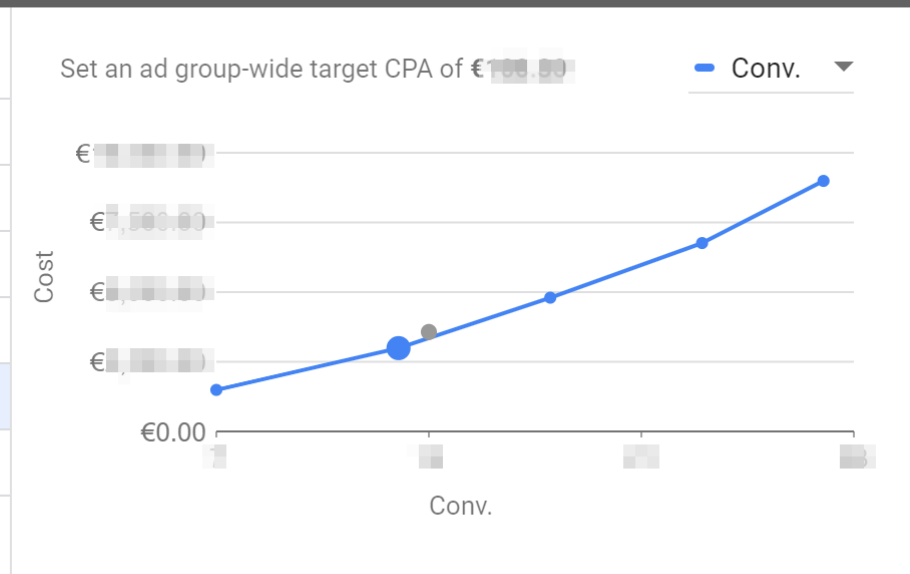


tCPA bid simulator

Ad group Target CPA simulator: **Apartment London**

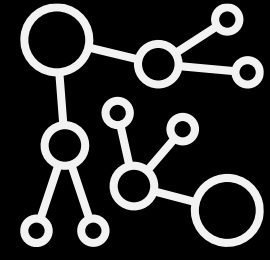
Explore how your bid can impact your Search traffic, then apply any changes to your ad group. [Learn more](#)

Target CPA	Clicks	Cost	Impr.	Top Impr.	Conv.	Total conv. value
Last week (€1,000.00) ?						
<input type="radio"/> €1,000.00						
<input type="radio"/> €1,000.00						
<input type="radio"/> €1,000.00						
<input checked="" type="radio"/> €1,000.00 (current)						
<input type="radio"/> €1,000.00						
<input type="radio"/> € Set a different target						



This simulation is based on performance from [blurred]. These estimates do not guarantee similar results. [Learn more](#)

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



Cluster similar entities

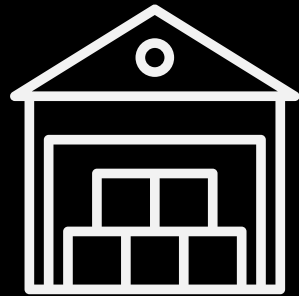


Google Cloud
Cloud Machine
Learning Engine

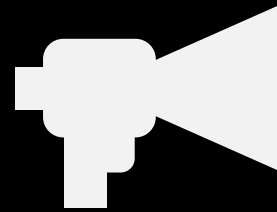


API
Bid Landscapes

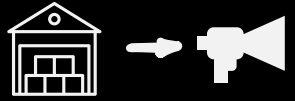
#2 API example



Portfolio based



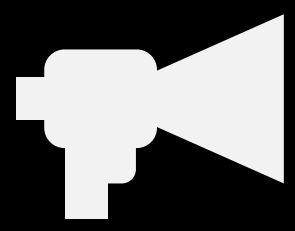
Campaign management



Portfolio



Datawarehouse



Campaign management



Dennis Fäckeler

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