

# COPING WITH GOOGLE CHANGE

Fixing the five Google Enhanced Campaign mistakes you're probably making

For better or worse, Google's switchover to Enhanced Campaigns happened. Now e-retailers are trying to figure out how to make the most of it. Here are five mistakes they are probably making with Enhanced Campaigns and tips from **Jackie Jenkins, product manager, ChannelAdvisor**, that will put them on the right track.

**1. You procrastinated:** You let Google auto-enhance your campaigns because it seemed tedious to manually review the structure of what started out as "replica" campaigns to make sure all the right keywords ended up in your "master" campaign. But if you let Google auto-enhance your campaigns, those that were once identical all got upgraded; now you might have three copies of the same keyword in three different campaigns, all showing up on computers/tablets and potentially mobile phones with three different bids.

**Tip:** Use AdWords editor to find duplicate keywords across your upgraded campaigns, then eliminate the duplicates or pause the redundant versions.

**2. You let it ride:** You decided that this transition was the perfect opportunity to test the mobile waters. So you left your Enhanced

Campaigns opted-in to mobile with the same bids as desktops/tablets, and now you've got campaigns with sub-optimal mobile performance running keywords at the same bids as desktops/tablets.

**Tip:** Use an Automated Mobile Bid Adjuster to keep the mobile effective revenue share (ERS) as close to your goal as possible.

**3. You treat all traffic the same:** You don't have to be glued to your Google Analytics dashboard to know that mobile has arrived as a significant traffic contributor. As such, you can't treat your mobile visitors to the same experience as a desktop visitor and expect the same outcome.

**Tip:** Ensure your customers get to an optimized site by using server-side redirects to send traffic to your device-optimized experiences. Use your analytics data review traffic sources by device and tailor the experience to the devices that are driving the most traffic.

**4. Your bidder didn't get the memo:** Automated bidders are a critical part of most paid search software platforms. Did your bid tool get the memo about Enhanced Campaigns?

**Tip:** Make sure your bidder isn't changing keyword cost-per-click bids based on mobile

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device performance. Bids should be based on computer and tablet performance and allow you to manage mobile ROI with a Mobile Bid Adjustment. Bidding keyword or Ad Group CPCs based on mobile performance can mean a decline in traffic on keywords that were performing well on non-mobile devices.

**5. You let everyone come along:** You upgraded all your sitelinks with your Enhanced Campaigns, but with legacy campaign sitelinks, often 90% of the link text is identical across campaigns. You're left with multiple copies of the same link text and no way to delete them. Did I mention you can't delete Enhanced Campaign Sitelinks? There's no way to determine what link text is assigned to a campaign and what's extra.

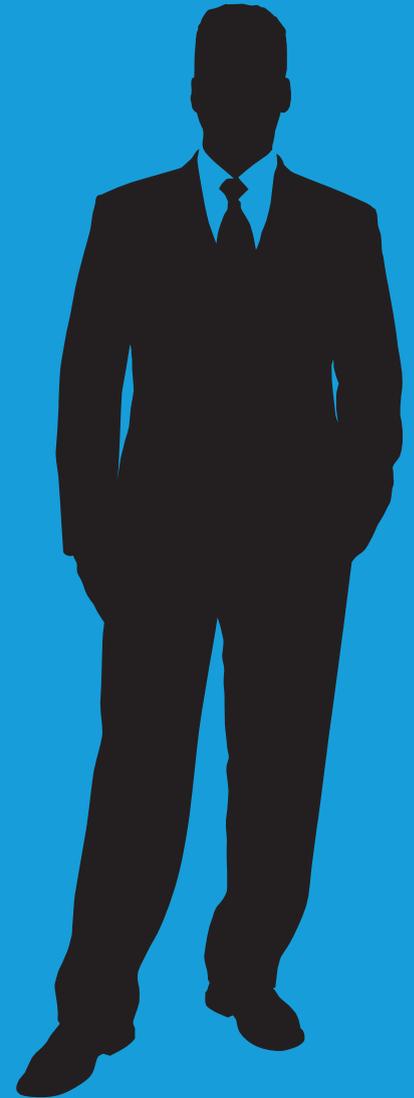
**Tip:** Update the sitelinks you're actually using with a "Nickname," like we do with our Sitelink Management tool. This way, you can easily identify and assign sitelinks to campaigns and bypass all that costly confusion. ●

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// Like many online retailers, we were hesitant to switch over to Enhanced Campaigns without fully understanding the implications of its new features. ChannelAdvisor's webinars and customer support highlighted some nuances and made the transition more seamless for our team. ChannelAdvisor's solutions go beyond the user interface to show true performance by device. //



– Lena Milcarek, SEO/SEM Specialist



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