



WIZARD

Performance Based Advertising

Δίνουμε τη δυνατότητα στις  
μικρές & μεσαίες επιχειρήσεις (SMEs)  
να διαφημίζονται όπως και τα  
μεγάλα brands

**Business Audit • Marketing Plan • Creative • Performance**



WIZARD'S  
**Scale up**



# Google Ads Smart Bidding

How we turned machine learning data into  
an effective smart bidding strategy.







**WHY  
MACHINE  
LEARNING**



**WHY  
SMART BIDDING**



**HOW  
SMART BIDDING  
WORKS**



**SMART BIDDING  
FOR SEARCH**



**CASE STUDY  
PAPAKI.COM**



## WHY MACHINE LEARNING

# AI

is the science of **making things smart**

## Computing Power

There is an exponential growth of technology capabilities that is calculated to **double its effect every 18 months**.

## Power Abundance of data

As users we produce a huge amount of data every day. Google announced that only via its search engine, over **3 trillion queries** are generated in a yearly basis.



## WHY SMART BIDDING

# Bidding is a challenge

Until recently, bidding was relatively simplistic:

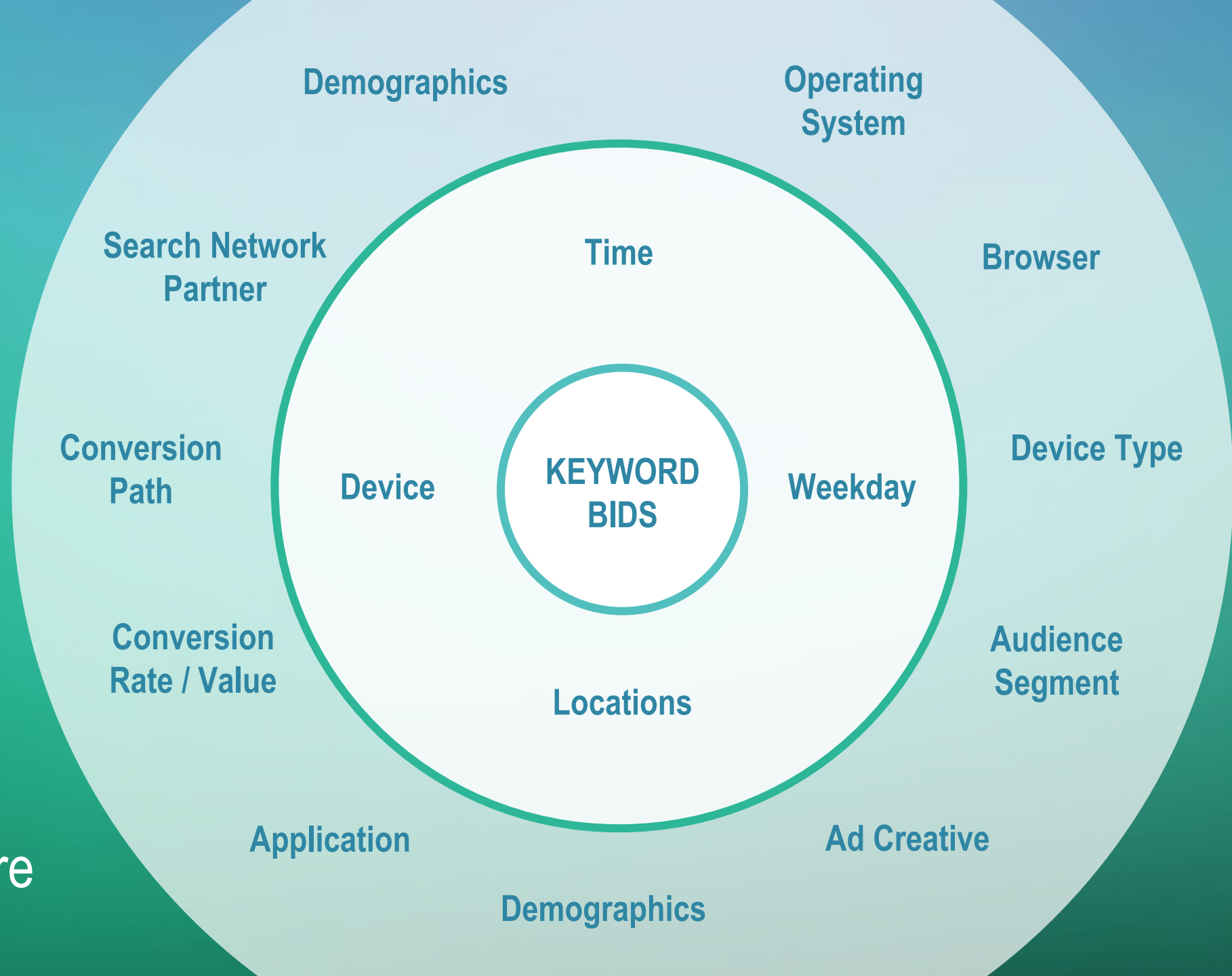
As advertisers we placed a keyword-level bid according to the possibility that this keyword will lead to a conversion based on last click attribution model

Since then, more and more signals have been added as data points such as device type, time, weekday, location that can be featured into our bidding strategies

Today, the available signals have been multiplied and as a result, as advertisers, we are not capable of calculating such big data in order to come up with the best bid for each keyword or audience.



## WHY SMART BIDDING



from a few signals  
to many many more



## **WHY SMART BIDDING**



## **Work Faster with Advanced Machine Learning**

In bidding, machine learning algorithms train on data at a vast scale and help us make more accurate predictions across your account about how different bid amounts might impact conversions or conversion value.



## **Work Smarter**

Using smart bidding strategies, we can dedicate less time to daily campaign optimization tasks and utilize that time to improve our client's overall strategy



## **Win More**

Having correctly set-up our smart bidding campaigns, we can achieve greater results with the available budget while maintaining control over spend.





## HOW SMART BIDDING WORKS

# AdWords Core Capabilities

### Signals available with bid adjustment

- Time of the day
- Remarketing list
- Location
- Smartphone



### Exclusive signals for Google Ads Smart Bidding

- OS
- App
- Browser
- Language
- Actual query
- Ad creative
- Search Partner

Combinations between 2 or more signals



## SMART BIDDING FOR SEARCH

Steps to follow when applying Bidding for the first time:



### 1. Start manual bidding

Use manual CPC



### 2. Get about 50 transactions over last 30 days



### 3. Apply Smart Bidding

Select any of the available methods that meet your needs



### 4. Wait 3-4 weeks and evaluate



## CASE STUDY

Leveraging Smart Bidding strategies in order to transform Google YouTube and Display into a profitable channel for Papaki.com



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Performance Based Advertising

1

We gathered first party data from our client that were held in in-house CRM systems.



1

2

We combined the data our client gave us with **third party data** from Google Analytics & Google Ads platforms to gain deep audience insights.



1

2

3

Based on this data combination,  
we created many **unique audiences** of existing customers that had different product needs and preferences.

Moreover, we built on the existing customers profiles to build similar audiences for attracting potential new clients.

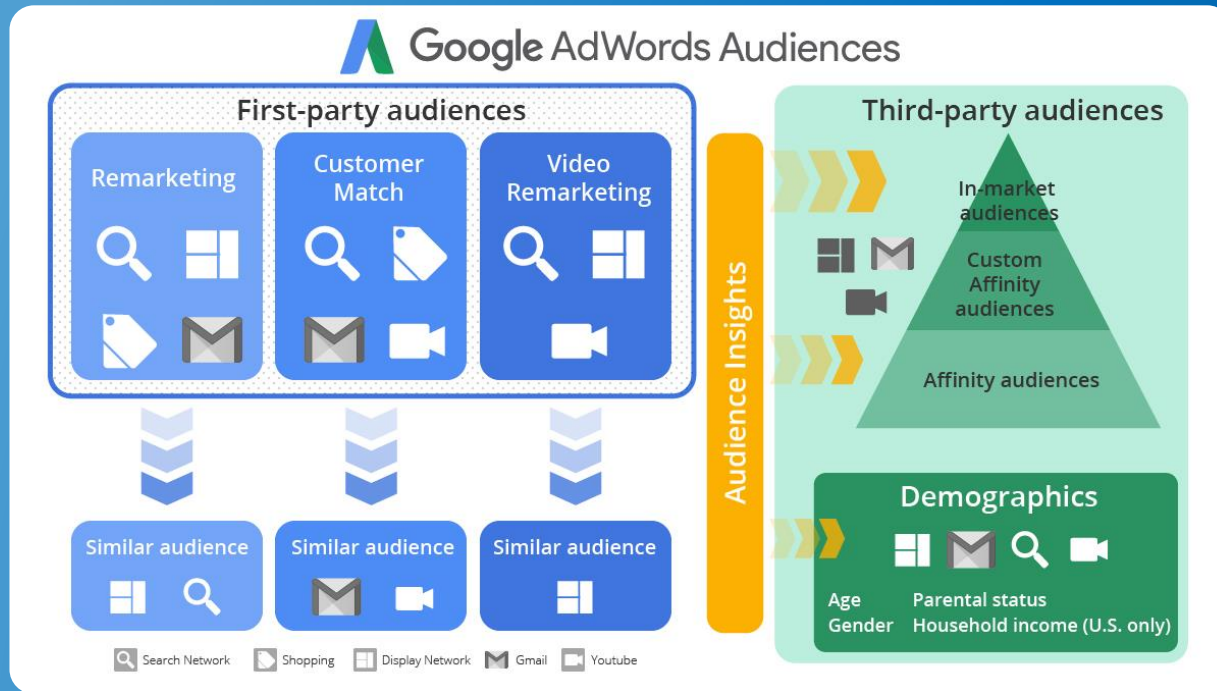


1

2

3

4



We matched each different audience group with the customized Display Responsive Ads and launched carefully structured campaigns using **Manual Bidding** to gather the necessary conversion data.

1

2

3

4

5



After 15 days, we acquired the **required conversion data** that the Google Machine Learning algorithm needs and we launched unique and portfolio smart bidding strategies.



1

2

3

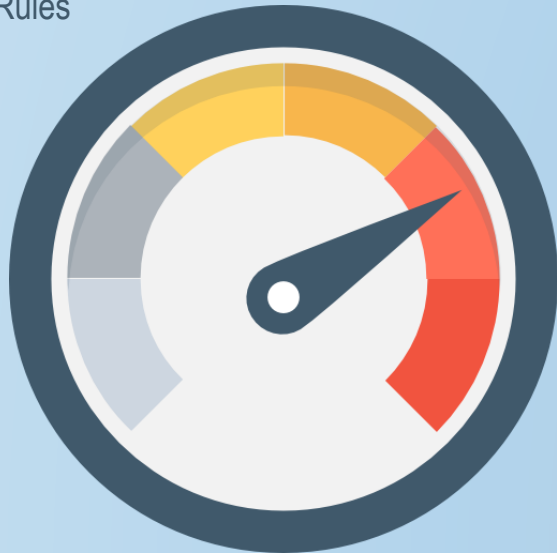
4

5

6

Third Party Platform  
Automated Bidding  
(1-2 bid refreshes per day on avg.)

Rule based Bidding  
Adwords Automated Rules  
Adwords Scripts



Manual Bidding

AdWords  
Auction-Time  
Bidding

After 30 days, we had the data to evaluate and considerably optimize the **smart bidding strategies** to maximize ROI for the selected campaigns. The optimization process on throttling the Machine Learning algorithm in our favor is continuous as we keep **increasing our audience reach.**

## CASE STUDY RESULTS

Since the AI-based smart bidding algorithm effectively gathered conversion data, we used both existing and new customers audiences to yield



**+80%**

increase in **Conversions**



**+207%**

increase in **ROI**

## CASE STUDY KEY FACTOR

The combination of first party data and third party data allowed us to take full advantage of Google smart bidding strategies by building **unique custom audiences** and use newly featured **Display Responsive ads**.



As a result, not only did we effectively **upsell to our existing clients**, but we also managed to **attract new customers** and increase our product sales in a profitable manner.

# thank you!



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