# Mobile - Improving CTR through Localized Ad Copy

<http://www.mediapost.com/publications/article/171106/localized-creative-improves-click-through-rates-e.html>

## Key Takeaways:

* + The use of *localized language* in mobile ad copy increases CTR exponentially.
    - Mentioning a location or city name in a mobile ad can improve CTR’s by 200%, according to mobile network ThinkNear.
  + CTRs are 6% - 8% higher on mobile search ads that feature local telephone numbers compared to those without
  + Ads in ‘local context’ get a boost. More people notice ads while using location-based services than while using SMS or mobile Web sites generally.

## Next Steps:

* + Separate out each mobile campaign into location-specific campaigns and implement localized language in the ad copy.
    - We currently only have one Mobile Geo campaign with blanket geo-targeting.
    - By building out campaigns for each location we will have more control over localizing the ad copy language so it's relevant to each specific geo.
  + Implement Phone Extensions in mobile campaigns, opt into ‘Click-to-Call’ to encourage users to call to make reservations, ask questions or order take out.
    - Results can be tracked back to paid search efforts.
    - Need to discuss the details with Letzin.
  + Discuss our options for targeting users on location-based services such as Google Latitude and Find my Friends.

## Dependencies:

* + Discussion with Letzin in regards to Phone Extensions.
  + Discussion with Letzin in regards to Location-based platforms.
  + Letzin approval of campaign build and ad copy language.
  + Approval of 4-5 additional hours:
    - 3-4 hours attributed to campaign builds and new ad copy.
    - 1-2 hours attributed to email/phone to discuss feedback, campaign upload, campaign targeting and final QA.

# Location Targeting – AdWords Updates

<http://searchengineland.com/adwords-gets-zip-code-targeting-location-insertion-other-tweaks-117624?utm_campaign=wall&utm_source=socialflow&utm_medium=facebook>

<http://adwords.blogspot.com/2012/04/get-local-with-adwords.html>

## Key Takeaways:

* + Ability to Target more than 30,000 ZIP codes
  + Location Insertion – create one ad and have information dynamically inserted depending on the user’s query or location.
    - City Name, Postal Code & Phone Number of location will be automatically inserted into relevant location ads. These parameters can be inserted into the ad title, text, display URL and destination URL.
      * For example, if the ad text entered said “Find a location near you in {lb.city:Local},” a user searching from Cleveland would see Cleveland in place of the parameter.
  + View campaign performance stats by ZIP code
  + Additional location signals on GDN. Now, not only will Google use the physical location of the user, it will look at the content on the page (when it seems to be tied to a certain location) and target ads accordingly.

## Next Steps:

* + Implement ZIP code targeting
  + Write dynamic location ad copy.

## Dependencies:

* + Dynamic location ad copy approval.

# Hotels Feed:

<http://searchengineland.com/googles-find-hotels-by-travel-time-offers-some-of-that-innovation-google-was-talking-about-108899>