

# The Guide To Getting It Done On Acquisio!

Tips & Tricks on Campaign Management & Optimization

by Marc Poirier



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## PREFACE

It's no secret that we've been working very hard on the New Acquisio. In our constantly evolving industry, it's important to be able to react quickly, and we strive to ensure that you're always able to get the most out of your digital marketing efforts.

Our goal is to help you attain top results at the highest level of performance, while being both productive and effective in less time than ever before. We're working to give you the tools to succeed so that you can free up time to run your business and, with a bit of luck, have some time for life outside of the office!

We don't just build this platform. We use it, too. Our co-founder and EVP of Business Development, Marc Poirier, in his capacity as in-house expert and general SEM subject matter expert, has put together some of the tips and tricks that allow him to get the most out of the platform to manage our own campaigns.

We're sharing some of his tips and tricks with you here to help you get the very best out of your marketing efforts while using the Acquisio platform.

We hope you find this helpful, and look forward to hearing your success stories!

By Tracy Smith, Chief Marketing Officer, Acquisio.

**CHAPTER 1**  
**SPEND IT LIKE YOUR LIFE DEPENDS ON IT**



Your first job as a digital Marketer is to manage your accounts' investment, and that starts with respecting budget. Go over budget, and you'll be in big trouble. Spend too little and you're leaving money on the table. It's key to keep all client budgets flowing evenly throughout the month and to stay on track every single day. Not an easy task. Acquisio can help you stay on top of this. Here's how:

First you will need to set account level budgets for all of your clients using the Acquisio KPI tool (screenshots from QA).

Once all client budgets are set, monitoring budget pacing is a cinch - you can easily see how each account is progressing as soon as you login to the client center.

My Accounts			
View: Active accounts ▾ Filters ▾ Columns Export ▾			
Accounts		Spend to date ⓘ	Impr.
Nostra Hotel		<div style="width: 68%;"><div style="width: 68%;"></div></div> 68%	4,061,430 ▲ 20% 3,377,256
Casino Royale Goods		<div style="width: 53%;"><div style="width: 53%;"></div></div> 53%	4,112,902 ▲ 23% 3,340,696
Minerva University		<div style="width: 19%;"><div style="width: 19%;"></div></div> 19%	1,698,504 ▲ 6% 1,596,877
Electronics City		<div style="width: 64%;"><div style="width: 64%;"></div></div> 64%	1,881,993 ▲ 8% 1,741,716
Pharma50		<div style="width: 24%;"><div style="width: 24%;"></div></div> 24%	1,125,439 ▲ 8% 1,040,451
ITL Group		<div style="width: 142%;"><div style="width: 142%;"></div></div> 142%	360,633 ▲ 11% 325,159

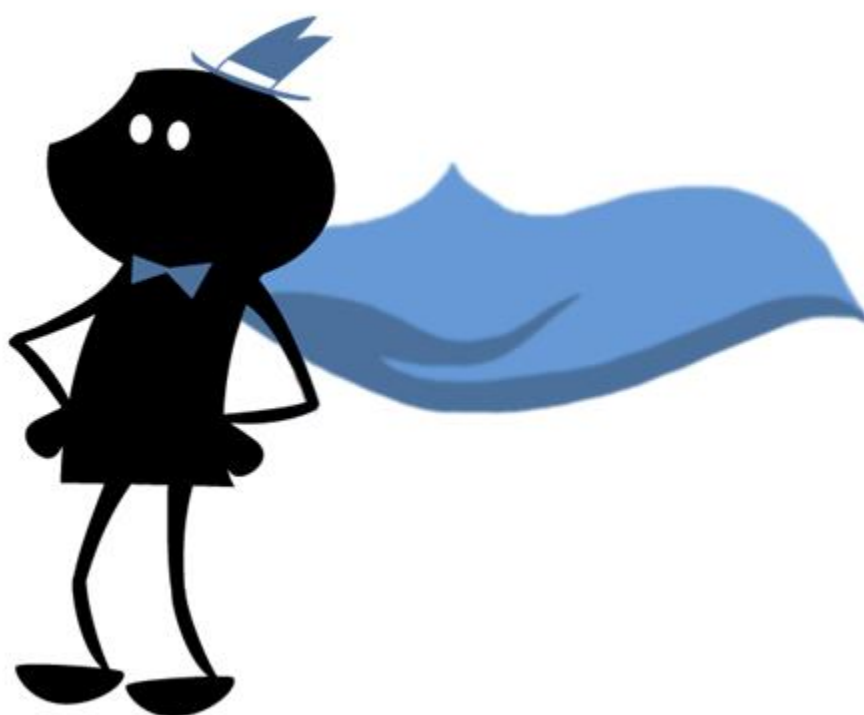
Budget progress bars are color coded - you want to see green everywhere, which means budgets are evolving as expected throughout the month.

Orange indicates you're pacing too fast or too slow. Red means you've gone over the monthly allocated budget (and you should probably set budgets for those campaigns to \$0.01 immediately!)

Budgets can be automatically managed by BBM for maximum accuracy. Want to learn more about Acquisio BBM? [Check out this video](#), and contact us to get started.

## CHAPTER 2

### FILTERS WILL MAKE YOU A HERO



There's only so much time in a day to get things done, which is why it's critical to prioritize your work. Filters are designed to help you focus on those things that are different - different from yesterday, different from your goal, or different from where you'd like to be.

Accounts	Conv.
Green Biker	2,799 ▲ 4% ▲ 36%
KazukiMotors	3,139 ▲ 2% ▲ 34%
Nostra Hotel	3,923 ▲ 20% ▲ 28%
Casino Royale Goods	6,826 ▲ 24%

The New Acquisio comes with dozens of pre-built filters which are really just there to give you a taste of what's possible. Pre-built filters may need to be edited to the specific reality of each account, because everyone has different targets, budgets and account volume. Filters should always be modified to fit your specific needs.

### Sudden Increases/Decreases in Account Spend

You should always monitor all of your accounts for sudden increases or decreases in key metrics like spend.

For example, if looking at "Yesterday" as a date range, one could build a filter that looks for accounts for which Cost has decreased by more than say 50% since the previous day.

Common reasons for sudden decrease in spend are declined credit cards, editorial rejections, campaigns paused by others without your knowledge, decreases in average position for important keywords and changes in the competitive landscape.



Sudden increases in spend happen for various reason.

The screenshot shows a dashboard with a filter 'Cost increased by more than 50%' applied. The table below shows account performance metrics:

Accounts	Spend to date	Imp.	Conv.	Cost
Nostra Hotel	68%	4,061,430 ▲ 20% 3,377,256	3,923 ▲ 28% 3,066	USD 408,760.00 ▲ 452% USD 74,070.62
		4,061,430 ▲ 20% 3,377,256	3,923 ▲ 28% 3,066	USD 408,760.00 ▲ 452% USD 74,070.62

A good example of this happens frequently in display or content environments. For example, if GDN campaigns are running, your ads may be hitting new placements.

If Bing Ads campaigns are live and Bing Search Partners are on, you could be hitting new placements as well. If spend goes up, you will want to drill down into the campaigns, sort by spend delta, and focus on those with the highest values. If the problem can't be solved at the ad group level, then drill down into those ad groups that are problematic and look for new keywords.

That's one of the reasons why you want to keep these campaigns isolated, i.e. run solely on GDN or Bing Ads Search Partners, and never combined with search.

### Accounts that are Active but spending \$0

Another filter that will highlight problem accounts is one that would look like this:

The screenshot shows a dashboard with a filter 'Cost < 0.01' applied.

Obviously, active accounts should be spending money every day. Accounts that stop spending are often those whose credit card payment was declined. There are numerous reasons why accounts would stop spending, when this happens, we recommend you dig deeper into your account through the publisher UI.

## Sudden Performance Decreases

Another type of filter that should be applied for accounts is one that looks for accounts that are showing significant decreases in performance.

Accounts	Spend to date	Impr.	Conv.	Cost	Clicks
azukiMotors	137%	36,776 ▼ -91% 389,698	44 ▲ 5% -2	USD 2,144.41 ▼ -95% USD 44,809.82	986 ▼ -99% 86,543
ostra Hotel	68%	62,805 ▼ -67% 190,068	65 ▼ -10% 72	USD 2,696.36 ▼ -99% USD 327,649.55	1,800 ▼ -76% 7,638
reen Biker	89%	18,889 ▼ -63% 50,640	28 ▼ -15% 33	USD 631.24 ▼ -95% USD 11,767.42	665 ▼ -89% 6,226

Here is an example for a filter that looks for accounts who have lost more than 50% of their clicks. These are accounts that require immediate attention, which can be done by clicking on the account and sorting the campaigns by click delta, which will show the campaigns that are losing the most clicks at the top. Once you click on the campaign that is at the top, you can sort ad groups the same way to identify those that are creating the issue. Finally, if necessary, you can do the same thing for the keywords and for the ads that are in this ad group. You could also look at the search queries to find answers.

**CHAPTER 3**  
**« SORTING » THINGS OUT**



The client center is where you will start using filters to help spot things that are different. Once you've found a problem account, you can click on it and then cycle through account level filters for campaigns, ad groups, ads, keywords and search queries.

All columns in Acquisio can be sorted. There are 2 possible types of sorts:

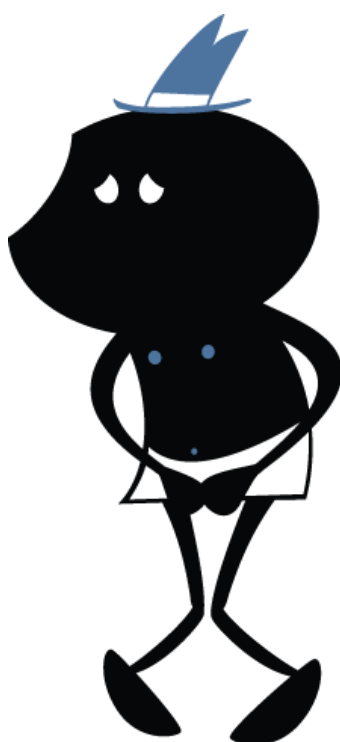
- 1) Sort by absolute values - For example, sorting keywords by number of conversions. This is done when you're NOT comparing two date ranges.
- 2) Sort by deltas - this compares the difference in performance for one metric between two date ranges.

Accounts	Spend to date	Impr.	Conv.
Green Biker	89%	1,560,651 ▲ 4% 1,500,244	2,799 ▲ 36% 2,058
KazukiMotors	137%	9,824,742 ▲ 2% 9,665,984	3,139 ▲ 34% 2,344
Nostra Hotel	68%	4,061,430 ▲ 20% 3,377,256	3,923 ▲ 28% 3,066
Casino Royale Goods	53%	4,112,902 ▲ 23% 3,340,696	6,826 ▲ 24% 5,524
Minerva University	19%	1,698,504 ▲ 6% 1,596,877	590 ▲ 14% 519
ITL Group	142%	360,633 ▲ 11% 325,159	287 ▲ 13% 253
Stock Traders Online	121%	2,192,597 ▲ 8% 2,038,997	1,344 ▲ 13% 1,181

This is important to remember - after you applied a filter for CTR differences, as you explore the various tabs, you want to make sure they're all sorted by CTR delta (and not by cost, for example).

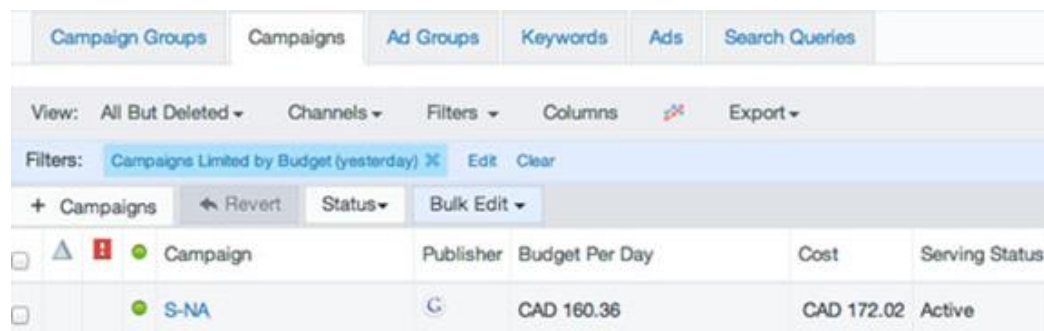
## CHAPTER 4

### WHAT CAN YOU DO WHEN THINGS GO WRONG



## Campaign Issues

If your filter show you a group of campaigns that are performing well but have spent more money yesterday than their daily budget allows, you're likely looking at campaigns that are limited in their potential because of budget (aka campaigns whose share of impressions lost due to budget is an issue).



The screenshot shows the Acquisio interface with a filter applied: "Campaigns Limited by Budget (yesterday)". The table below shows the results of this filter.

	Campaign	Publisher	Budget Per Day	Cost	Serving Status
<input type="checkbox"/>	S-NA		CAD 160.36	CAD 172.02	Active

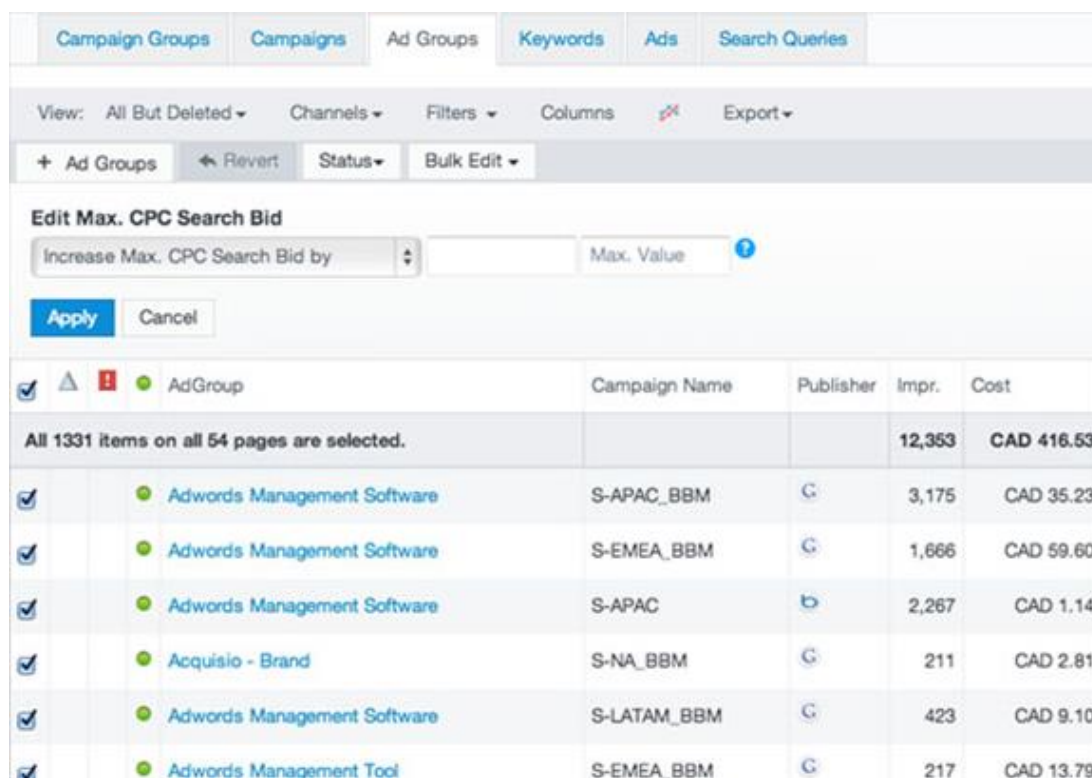
To solve this problem, you will likely want to assign a little more budget to these campaigns.

For example, you can select all campaigns that meet this criteria and increase daily budgets by 10%. Repeat the next day. And so on. Of course you could outsource this job to BBM and be done with it. And get better results too!

You can also change status here (pause, active, delete), you can also change daily or monthly budgets.

## Ad Group issues

When filtering ad groups, you can select multiple ad groups and modify their max CPC (of course this includes CPM, Content Max CPC and Search Max CPC). You can also change their status (pause, active, delete).



The screenshot shows the Bing Ads interface with the 'Ad Groups' tab selected. A dialog box titled 'Edit Max. CPC Search Bid' is open, allowing the user to increase the maximum CPC search bid by a specified amount. Below the dialog box, a table displays a list of ad groups with columns for AdGroup, Campaign Name, Publisher, Impr., and Cost. All 1331 items on all 54 pages are selected.

AdGroup	Campaign Name	Publisher	Impr.	Cost
All 1331 items on all 54 pages are selected.				
Adwords Management Software	S-APAC_BBM	G	3,175	CAD 35.23
Adwords Management Software	S-EMEA_BBM	G	1,666	CAD 59.60
Adwords Management Software	S-APAC	b	2,267	CAD 1.14
Acquisio - Brand	S-NA_BBM	G	211	CAD 2.81
Adwords Management Software	S-LATAM_BBM	G	423	CAD 9.10
Adwords Management Tool	S-EMEA_BBM	G	217	CAD 13.79

Bing Ads will only let ads enter the auction if there is a Max CPC that is above a certain threshold, usually about \$0.40. I have a filter that looks like this: Search Max CPC < \$0.40 AND Publisher = Bing Ads. If any ad group is returned, I select all and change their max CPC to \$0.45. I built the same filter at the keyword level.

As you continue to create new ads and keywords and import some over from AdWords, you will encounter this situation and checking this filter periodically for each of your clients will ensure that your efforts on Bing Ads are at least eligible for the auction.

## Ad issues

















One of the many filters that can be applied to ads will look for ads with very low CTR. These ads are probably not well aligned with what the user was expecting - which can often be validated by checking out their search queries.

To do this, start at the account level and find those ads (across all ad groups) that are problematic. Then using the nav bar on the left, go to each of these ad groups, and check the search queries tab, looking for search queries that are problematic. You will exclude them by creating negative keywords (more on that later).

## Keyword issues

Issues that are specific to keywords are usually related to Quality Score, CTR, Avg. Pos., Max CPC.

One easy filter that can be applied will look for all keywords whose first page bid is greater than the max CPC.

Campaign Groups		Campaigns		Ad Groups		Keywords		Ads		Search Queries	
View: All But Deleted ▾ Channels ▾ Filters ▾ Columns  Export ▾											
Filters: First Page Bid > column Max CPC ✕ Edit Clear											
+ Keywords  Status ▾ Bulk Edit ▾											
<input type="checkbox"/>					Keyword Text	Publisher	Max CPC	First Page Bid			
<input type="checkbox"/>					[adword]		CAD 1.48	CAD 2.12			
<input type="checkbox"/>					[search marketing tracking tools]		CAD 1.80	CAD 4.00			
<input type="checkbox"/>					"search marketing tracking tools"		CAD 1.80	CAD 4.00			
<input type="checkbox"/>					+search +marketing +tracking +tools		CAD 1.80	CAD 4.00			
<input type="checkbox"/>					search marketing tracking tools		CAD 1.80	CAD 4.00			
<input type="checkbox"/>					best revenue acquisition management		CAD 1.80	CAD 4.50			
<input type="checkbox"/>					Revenue Acquisition Management tool		CAD 1.80	CAD 4.50			
<input type="checkbox"/>					Revenue Acquisition Management sys...		CAD 1.80	CAD 3.50			
<input type="checkbox"/>					Revenue Acquisition Management sol...		CAD 1.80	CAD 3.75			
<input type="checkbox"/>					Revenue Acquisition Management pro...		CAD 1.80	CAD 4.75			



This will list all of the keywords where your max cpc is too low to get you on the first page. If you make sure the first page bid and Max CPC columns are side by side, you can then easily set each keyword max CPC to the First Page Bid or higher. (tip: start from the top, select the first Max CPC field, change it to the correct value and then use the down arrow to quickly move down the list).

## Creating multiple keywords, ads, ad groups across multiple publishers

Let's use ad groups as an example.

There are 2 options. You can (1) select the campaigns in which to insert the new ad groups from the list (screenshot) or you can (2) specify the campaign names in the UI by entering them in TSV format.

### Create new ad groups

Add ad groups to one or multiple campaigns

**Simple Mode:** Select destination campaign(s) for your ad groups in the tree  
 **Advanced Mode:** Input the campaign name and publisher name for each ad group in TSV format

**Select Campaigns**

- ▶ S-APAC
  - S-APAC
  - S-APAC\_BBM
- ▶ S-AUST
- ▶ S-EMEA
- ▶ S-EMEA

**Ad Group** + Insert Head

1	AdGroup	Search	Max CPC	Content	Max CPC	Status
2	new ad group name 1	1.00	→	paused		
3	new ad group name 2	1.50	→	paused		
4	new ad group name 3	2.00	→	paused		

(copy paste right out of a spreadsheet). If you're quite good at using tab, you can also do it directly from the UI.

The same principle applies to ads and keywords which can be added in bulk through the UI.

## Workbench without the mouse

The workbench is a place where we want you to feel like a power user would feel and that's why we have enabled several keyboard shortcuts to let you move around from one editable field to the next, either by going left to right on a given row, or by going down a specific editable columns, such as Max CPC for example. You can simply use the up/down arrows to move up and down a column rapidly and make changes to bids, budgets, status or anything at all in a very efficient way.

## CHAPTER 5

### TRACK IT LIKE YOU MEAN IT



## Tracking that does much more than track conversions!

A proper Acquisio setup starts with tracking. A very simple set of tags you need to deploy on your website to track site visits and conversions on all ads managed on the platform.

Activating tracking on Acquisio will ensure that all of the ads across all of the various search engines and publishers are always encoded correctly, which means that all of the clicks and conversions will be tracked with one core technology.

Acquisio tracking gives you access to a few things which are extremely important:

- **Search query tracking**
- **Attribution modeling**
- **Conversion and revenue tracking for AdWords, Bing Ads and Facebook Ads**
- **Support for advanced retail parameters**

## Using Search Queries to Expand your Keywords

Go to the search queries tab in your account. If your tracking has been live for at least one day, you will see listed there the search queries that people used when they clicked on your ads. The tab is linked to the date range, which means if you add more days, you will see more queries. Here is how you can leverage this feature to expand your keywords:

Select enough rows to see queries on one screen, if you can.

**The first pass** is to look for those queries that should be added as exact match keywords to ONLY the specific ad group that triggered them. We will do this rapidly by selecting every one of those, and then using the “quick add” button at the top of the screen. When done, they will be marked in green with “added”.

**The second pass** will look for keywords which should be added to one or more ad group, across one or more search engines, and/or which should be added as a broad, modified broad, phrase or exact match to one or many ad groups across one or many publishers.

If a keyword should be added to more than one ad group, then click add keyword, and use the Duplicate button (as many times as there are ad groups) and then for each one, select the publisher, campaign and ad group where the new keywords should be inserted.

## Using Search Queries to Develop Negative Keywords

The same process should then be followed for negatives. In the example below, I discover that users have been clicking my ads while looking for Drupal bid management plugin.

+ Keywords		Quick add	+ Negatives		Quick add
Action	Search Query	Campaign	AdGroup	Publisher	Keyword Text
1 item is selected on this page.					
<input type="checkbox"/>	adwords software	S-EMEA_BBM	Adwords Management Software		adwords software
<input checked="" type="checkbox"/>	vendor bid management drupal plugin	S-NA_BBM	Bids Management		+bids +management
<input type="checkbox"/>	Acquisio	S-NA_BBM	Acquisio - Brand		acquisio/

First pass should look for those quick adds, and a second pass will allow you to add negatives and be in complete control - in other words you can modify the negative keyword easily (drupal is all I ever need to exclude), and duplicate it across search engines, campaigns and ad groups. Negatives can be set at the specific ad group level, but they can also be set at the campaign level.

### Create new negative keywords

Add negative keywords from Search Queries

Negative Keywords					
Keyword Text	Publisher	Campaign	AdGroup	Duplicate	Remove
drupal	Google AdWords	S-NA_BBM	All (Campaign Level)		
drupal	Google AdWords	S-APAC_BBM	All (Campaign Level)		
drupal	Google AdWords	S-LATAM_BBM	All (Campaign Level)		
drupal	Google AdWords	S-EMEA_BBM	All (Campaign Level)		
drupal	Google AdWords	S-AUST_BBM	All (Campaign Level)		

This is only the tip of the iceberg when it comes to the capabilities and features available in the New Acquisio. I hope the tips provided in this guide will make your life easier, and help you become even more successful in the increasingly challenging world of PPC management.



Marc Poirier is Co-Founder and EVP, Business Development at Acquisio, and one of the leading voices of the performance marketing industry. A frequent speaker at key industry events around the world, including SES, SMX, Ad:Tech, TFM&A and OMMA, he also contributes thought leadership commentary and bylines on topics like display advertising, SEM, social media and mobile marketing to a variety of top marketing publications, including Advertising Age, AdWeek, iMedia Connection, and Search Engine Watch. Marc started his internet marketing career in 1996 while studying for his PhD in Cognitive Science, and lives near Montreal where he enjoys fishing in Canadian lakes and rivers on weekends.

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