



Mobile PPC

An Absurdly Easy-to-Follow Guide to Doing It Right the First Time.

A PORTENT SERIES



MOBILE PPC

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Why Did We Create an Ebook?

Think about how you use your mobile phone. Chances are, you reference it far more often than your laptop or desktop computer. Whether to ask a question or do some quick research, your mobile phone is more accessible, and more convenient.

Google searches on mobile devices outnumber those made on laptop or desktop computers, and that gap continues to grow. Additionally, users searching on a mobile phone often behave differently than users searching on a computer; you shouldn't target a paid PPC campaign to a mobile audience the same way you would to desktop users.

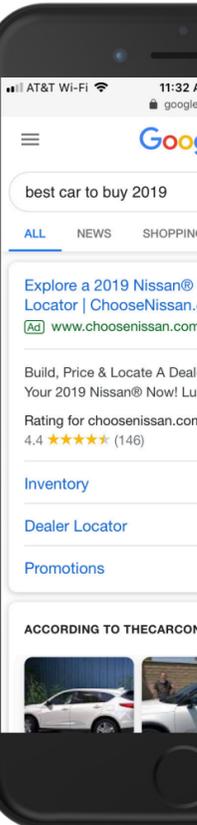
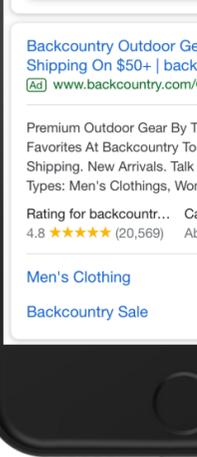
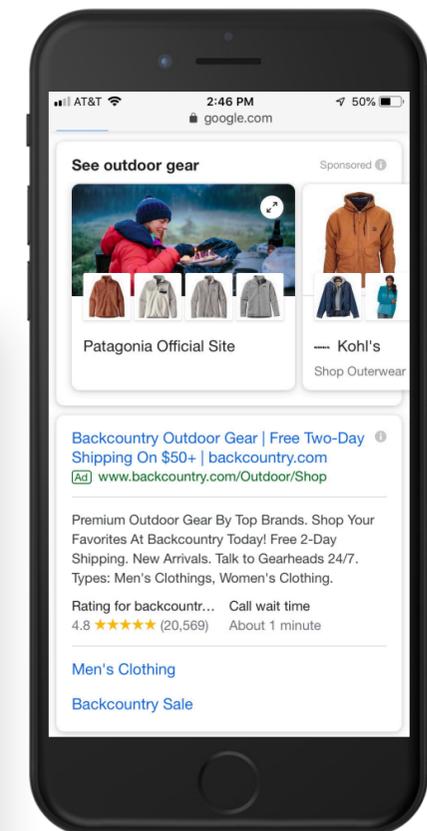
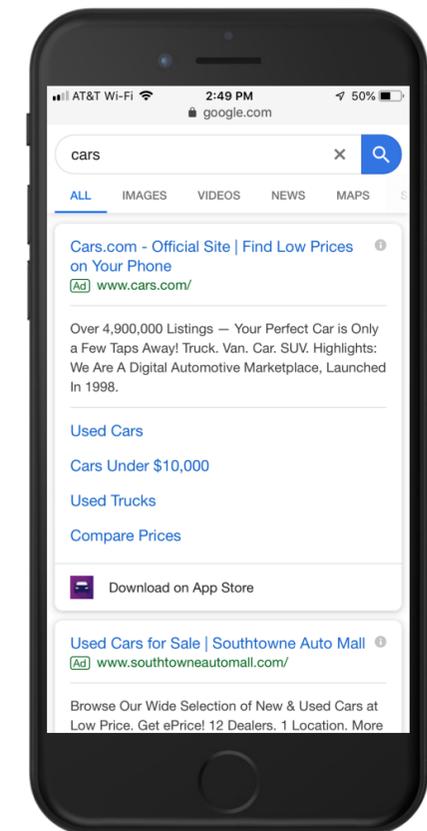
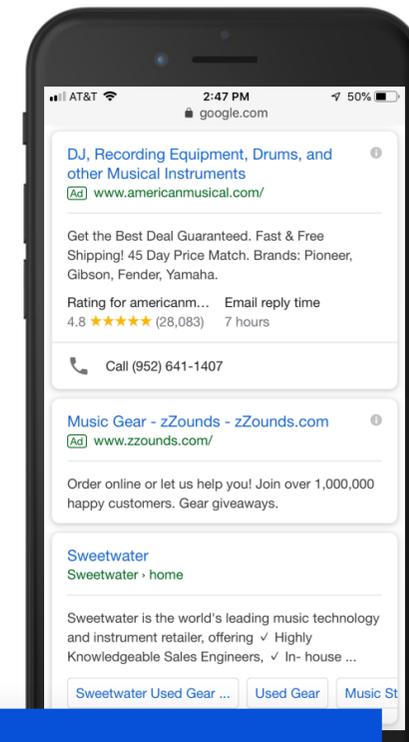
What does that mean for your business? It means that if you're not tailoring your advertising to mobile traffic in your PPC campaigns, you're likely leaving money on the table. Or, if your advertising strategy does take mobile into consideration, there's a chance you're not doing it the right way.

If you're a PPC beginner, or you have limited resources, making a bunch of changes in your account to optimize for mobile traffic can seem daunting. Don't be fooled; optimizing your account for mobile is worthwhile and if done correctly, will help increase your profits.

This might sound complicated, but don't worry—Our Mobile PPC Ebook will give you the insight needed to successfully execute a mobile PPC strategy.

You'll learn about:

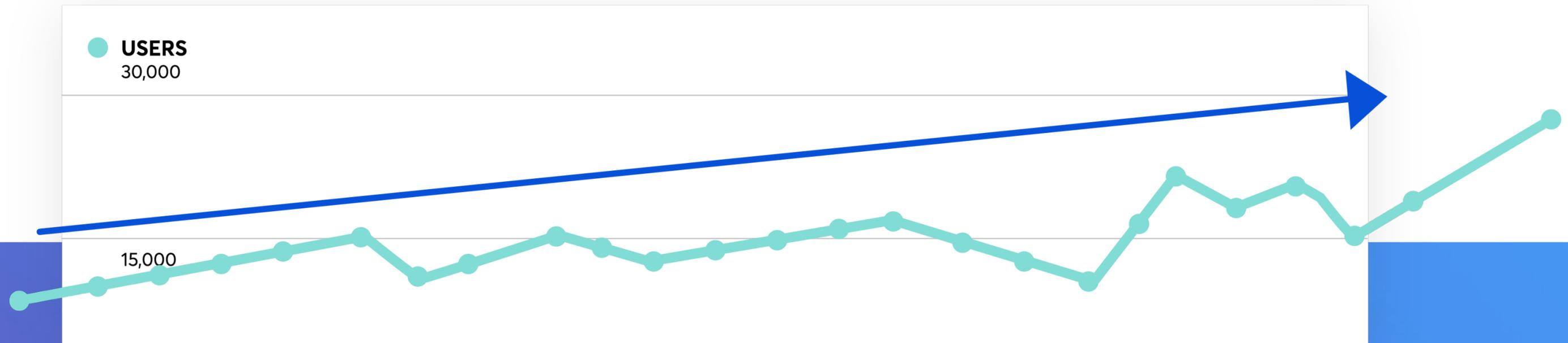
- Mobile bid modifiers and how to use them
- Mobile URLs in ads
- Mobile-preferred ad extensions
- Advanced strategies including mobile-only campaigns



PART ONE

When Should I Move to a Mobile-Specific Strategy?

Take a look at your web analytics. When you segment for mobile traffic, do you see a graph like this?



If you do, then your mobile traffic is consistently growing, and this should signal that you need to take advantage of that. Your conversion rates likely vary significantly between traffic from mobile devices and desktops or laptops. Your click costs will vary as well. You can't address mobile-specific trends without a mobile-specific strategy.

Still not enough? Take a look at your [search terms reports](#).

Do you see a lot of search terms which indicate somebody is aware of a problem or solution that your business covers? For example, you run a landscaping business and you see terms like "lawn care businesses near me" or "how much does a landscaper cost"? Do you see search terms that indicate someone is asking a question (e.g., how, why, what, where, can I, should I)?

These types of searches indicate a user is in their interest or desire phase; they're past the point of basic awareness of your business or what you offer, but they're not ready to convert. In marketing terms, we call this type of user "mid-funnel," which is a reference to the basic marketing funnel metaphor.

These types of mid-funnel users are more likely to search on their mobile devices versus a low-funnel user who is ready to buy from you.

THINK ABOUT IT: Queries including the terms "what," "where," and "how" tend to show up more often from mobile traffic versus computer traffic. Not only is this indicative of voice search (thanks, Siri!), it's indicative of a high- or mid-funnel user who's not ready to convert.

That means if you see these trends while analyzing your data, you need to optimize your account for mobile PPC.



PART TWO

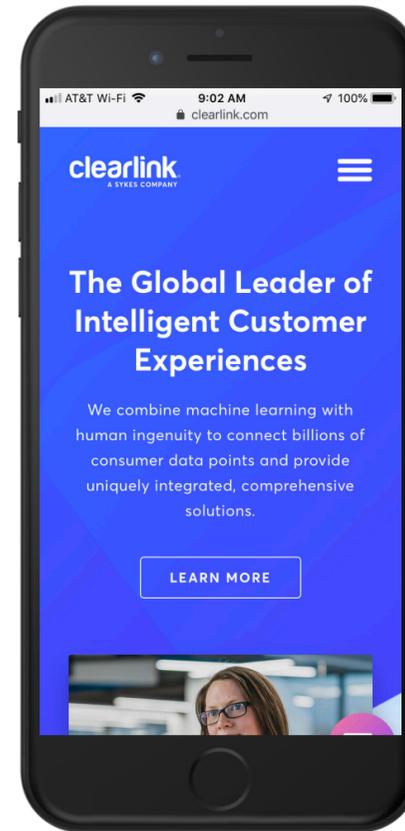
The Importance of Having a Mobile-Optimized Site

Okay, you've determined it's time to focus on a mobile-specific strategy. Before we go into any details about features or tactics in a PPC platform like Google Ads, there is a key component you need to understand first: a mobile-optimized website.

Have you ever tried to navigate a traditional webpage on your mobile browser? It doesn't always respond well to your finger's touch on the screen. You usually have to zoom way in to read small text. Scrolling from left to right over and over again just to read a paragraph is really annoying, right? Essentially, it's an all-around terrible experience from a user's standpoint.

This type of user experience tends to cause on-site usage metrics (e.g., bounce rate) to tank. And having a website not optimized for mobile use can harm its ability to show up organically in search results. **In fact, Google references your site from a mobile perspective first when crawling and indexing it.**

If you don't have a mobile-optimized website yet, stop reading this ebook and come back to it later. You should instead dedicate your efforts to getting a mobile-optimized website before spending even a penny on paid mobile traffic.



THINK ABOUT IT: If you're going to invest time and money into paid mobile traffic, you need a responsive site or mobile-specific site which adapts to any mobile device and its screen dimensions.

Tested on: Apr 7, 2017 at 10:29 AM

Page is mobile-friendly

This page is easy to use on a mobile device

[SUBMIT TO GOOGLE](#)



Additional resources

- [Open site-wide mobile usability report](#)
- [Learn more about mobile-friendly pages](#)
- [Post comments or questions to our discussion group](#)

PART THREE

Using Mobile Bid Modifiers

You're ready to optimize for mobile. You have a mobile-responsive website. Now, it's time to start bidding.

RULE NUMBER 1 when it comes to targeting mobile traffic in Google Ads (or any similar platform): don't bid the same maximum cost per click for mobile traffic as you do traffic from computers. Why? It all comes down to user behavior.

When you pay for search traffic, ideally your investment will result in a conversion or a purchase. When a user is ready to convert on your site, they are considered a "low funnel" user. More often than not (for most business models), these types of users are acquired through computer traffic over mobile traffic. Enough of your PPC budget should go to these low funnel users so that you make a profit on your investment.

EXAMPLE

Say you own a website that sells kitchen appliances and you run paid search campaigns in Google Ads. The keyword "four slot toaster" has seven conversions in the past month. You spent \$300 on 100 clicks for this keyword. That means you have a conversion rate of 7% and an average cost per conversion of \$42.86.

Now, let's separate out these metrics by device:

| METRIC | MOBILE | COMPUTER | TOTAL |
|--------------------|----------|----------|---------|
| COST | \$200 | \$100 | \$300 |
| CLICKS | 75 | 25 | 100 |
| AVG. CPC | \$2.67 | \$4.00 | \$3.00 |
| CONVERSIONS | 2 | 5 | 7 |
| AVG. CPA | \$100.00 | \$20.00 | \$42.86 |
| CVR | 2.67% | 20% | 7.00% |

The conversion rate on mobile is significantly less than what it is for computers. Even with a lower cost per click, mobile performs worse. What that means when it comes to paid search investment is that you want to bid down on mobile traffic for this keyword to save on cost. So, how do you do that? **With mobile bid modifiers.**

This setting allows you to enter a percentage for each device type. This percentage, in turn, is multiplied by a keyword's maximum CPC bid when an auction is triggered.

The screenshot shows the 'Bid modifiers' section for a campaign. A table lists device types: Computers, Mobile phones, and Tablets. The 'Mobile phones' row is selected, and a 'Bid adjustment' dialog box is open. The dialog shows a dropdown menu set to 'Decrease' and a percentage of '25%'. Below the input field, an example states: 'Example: a \$10.00 bid will become \$7.50. To remove a bid adjustment, leave this field blank.' There are 'CANCEL' and 'SAVE' buttons at the bottom of the dialog.

| Device | Level | Bid adj. | Ad group bid adj. |
|---|----------|--|-------------------|
| <input type="checkbox"/> Computers | Campaign | - ☒ | None |
| <input checked="" type="checkbox"/> Mobile phones | Campaign | <div style="border: 1px solid red; padding: 5px;"> Bid adjustment ⓘ Decrease ▾ 25 % Example: a \$10.00 bid will become \$7.50. To remove a bid adjustment, leave this field blank. </div> | |
| <input type="checkbox"/> Tablets | Campaign | | |
| Total: Campaign ⓘ | | | |

Let's re-do this example with a mobile bid modifier. The average cost per conversion for mobile was twice as high as it was on computers. So, let's say you apply a mobile bid modifier of -25%; this tells Google to cut this keyword's maximum CPC bid in a quarter when an auction¹ is triggered on a mobile device. Here are the stats for the next 100 clicks:

| METRIC | MOBILE | COMPUTER | TOTAL |
|--------------------|---------|----------|---------|
| COST | \$165 | \$110 | \$275 |
| CLICKS | 72 | 28 | 100 |
| AVG. CPC | \$2.29 | \$3.93 | \$2.75 |
| CONVERSIONS | 2 | 5 | 7 |
| AVG. CPA | \$85.50 | \$22.00 | \$39.29 |
| CVR | 2.78% | 17.86% | 7.00% |

What do you see as a result of this change?

- You lost out on a little bit of mobile traffic due to lower bids.
- You were able to bring the mobile cost per conversion down by almost 20%.
- The total end-result is the same amount of conversions on this keyword for \$25 less than before.

This example is typical for many PPC campaigns. However, this doesn't mean you'll always want to bid down on mobile traffic. It comes down to what action you want your user to take.

If your conversion goal is a mobile app download or a phone call, you'll probably see better conversion metrics on mobile devices. In such cases, you may want to bid up on mobile or even bid only on mobile traffic.

¹Auction: The process that happens with each Google search to decide which ads will appear for that specific search and in what order those ads will show on the page.

PART FOUR

Using Mobile-Preferred Ad Extensions

A general best practice for PPC is to make sure you're taking advantage of as many ad extensions as you possibly can. However, there are a handful of ad extensions you should make sure you're using for mobile traffic specifically. Why is that? Because these extensions are designed to do one of two things:

1. Make it easier for a user to contact you directly from the search engine results page (SERP), rather than clicking through to your site for contact information.
2. Take up as much "real estate" and visibility at the top of a SERP as possible, ensuring any competitors show up at the bottom of a user's screen or below the fold entirely.

Next, we'll go through the most important ad extensions for mobile traffic, one by one.

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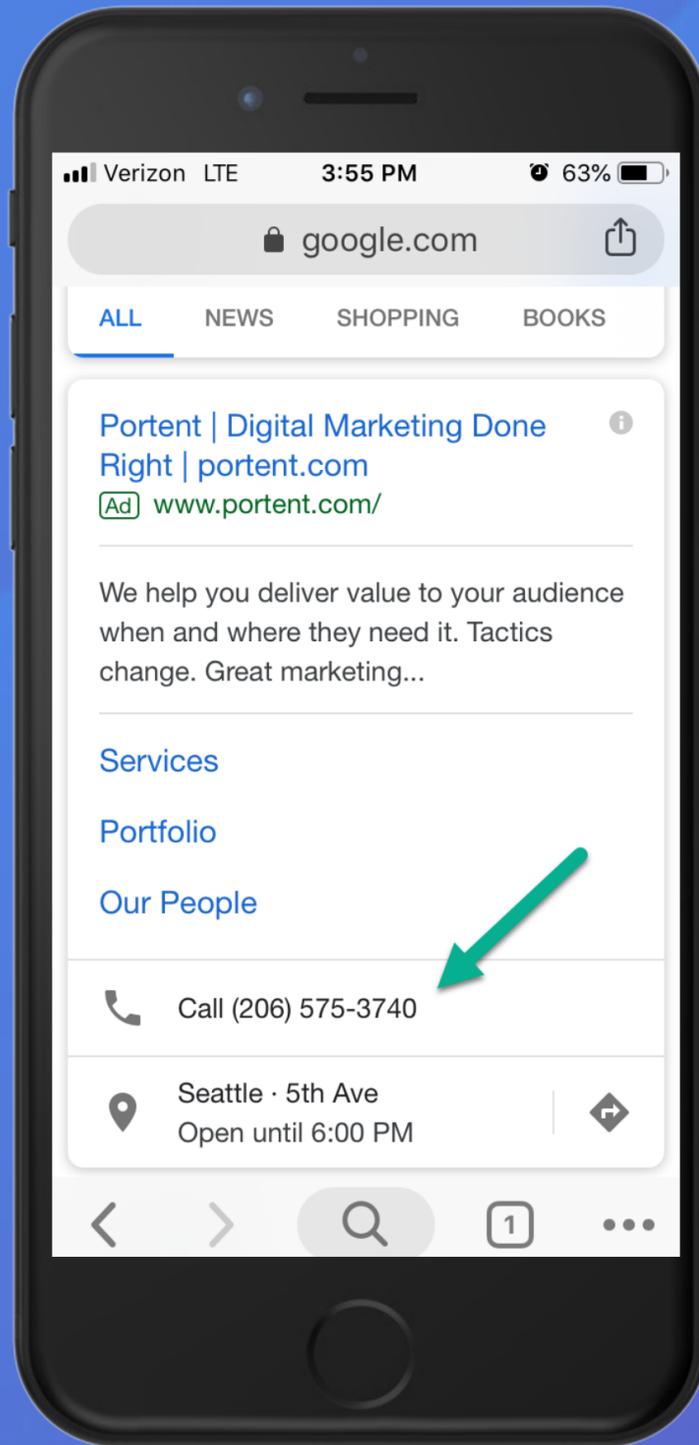
SITELINKS EXTENSIONS

WHAT ARE THEY: Extra links which appear below your text ad and give users additional options of content they may want to read on your site.

REQUIREMENTS: Additional pages on your website that do not match your landing page URL.

BEST FOR ADVERTISERS WHO: Have good quality content on different pages which help a user become more knowledgeable about their products or services.

PRO TIP: Use the optional description lines to take up more room on a results page.



CALL EXTENSIONS

WHAT ARE THEY: A call button that appears beneath your text ad and allows a user to call your business directly from the SERP without having to find your phone number manually.

REQUIREMENTS: A valid phone number which can receive calls.

BEST FOR ADVERTISERS WHO: Have the resources to field calls from prospective customers.

PRO TIP: Schedule your call extensions to only appear during business hours.

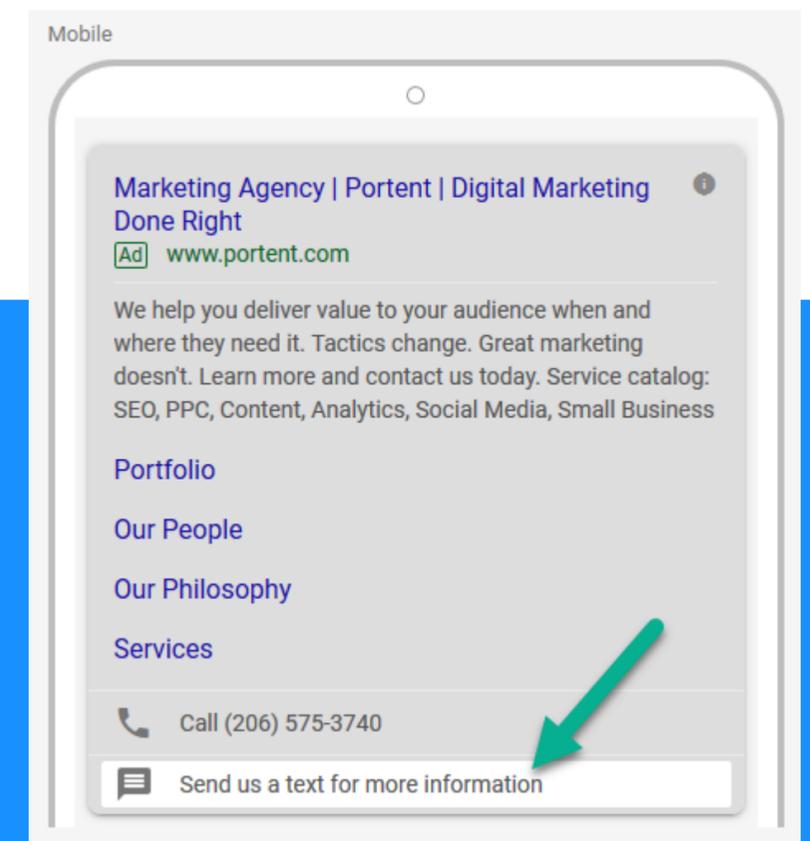
MESSAGE EXTENSIONS

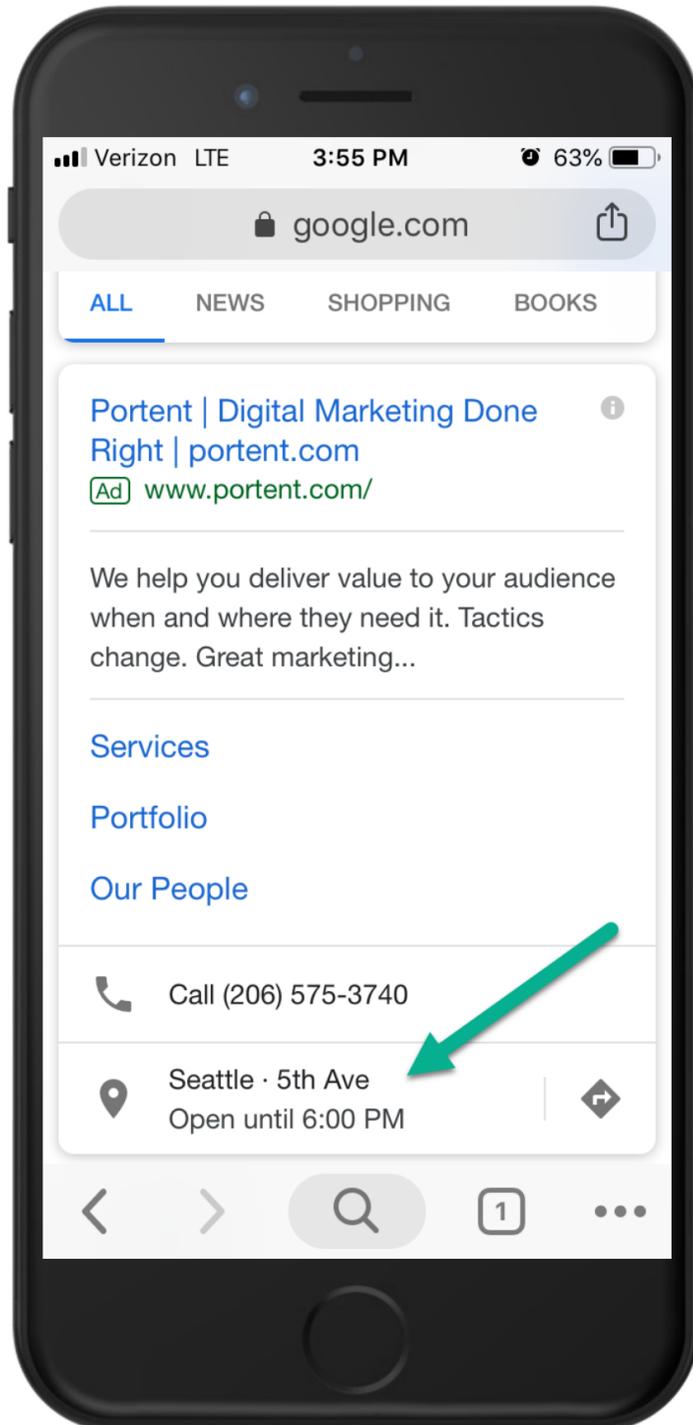
WHAT ARE THEY: A message button that appears beneath your text ad and allows a user to text your business directly from the SERP.

REQUIREMENTS: A valid phone number which can receive and send text messages.

BEST FOR ADVERTISERS WHO: Have the resources to field text messages from prospective customers.

PRO TIP: Schedule your message extensions to only appear during business hours.





LOCATION EXTENSIONS

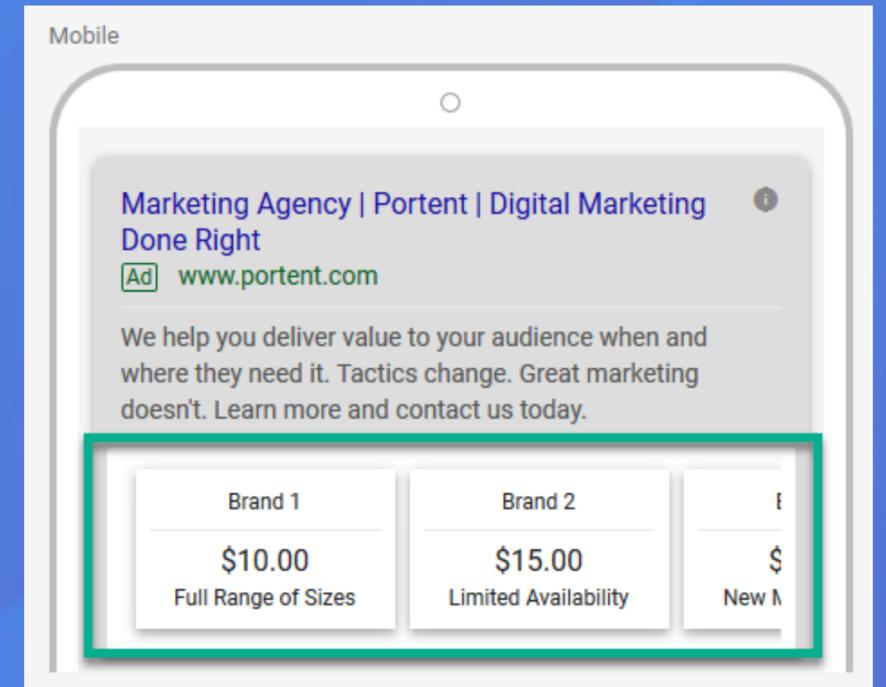
WHAT ARE THEY: Icons that appear in a map of the area relevant to a user's search that indicate where your business is physically located.

REQUIREMENTS: Your business' address.

BEST FOR ADVERTISERS

WHO: Have at least one physical location that potential customers can visit to buy from them.

PRO TIP: Create these extensions automatically by linking your Google Ads account to your Google My Business account.



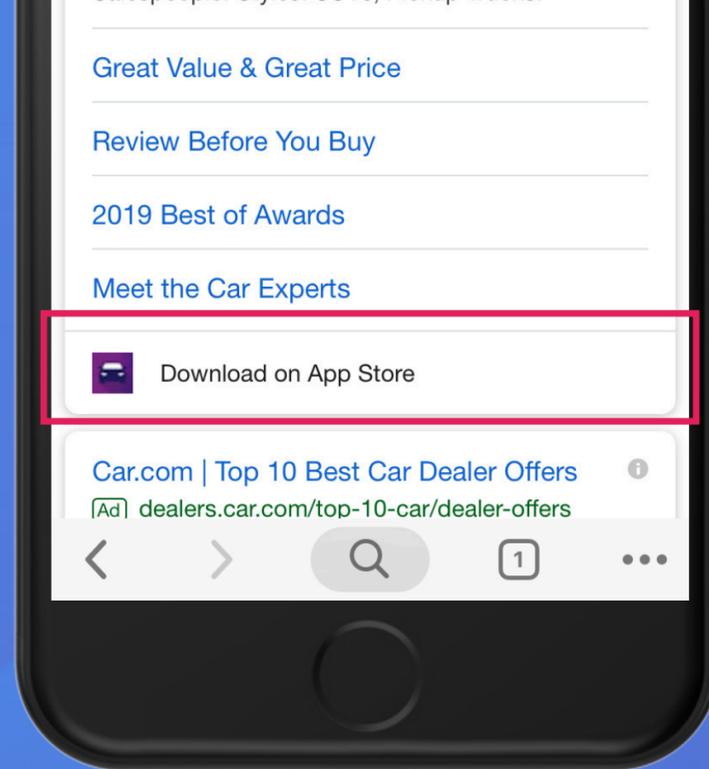
PRICE EXTENSIONS

WHAT ARE THEY: Boxes that appear beneath your text ads and feature the prices of your products or services.

REQUIREMENTS: Accurate prices for your products or services and their corresponding URL on your site.

BEST FOR ADVERTISERS WHO: Have competitive prices for their products or services.

PRO TIP: Use sale/discounted prices when applicable and schedule these extensions to begin and end automatically during these time periods.



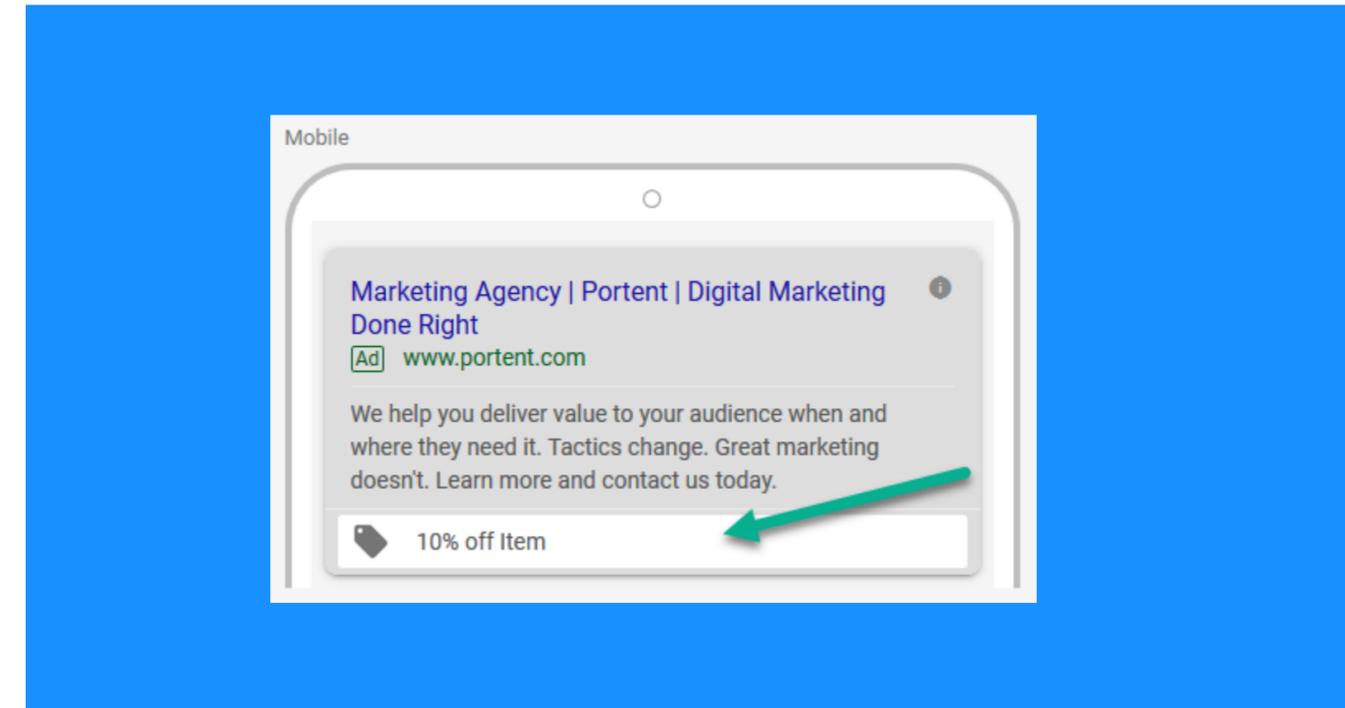
APP EXTENSIONS

WHAT ARE THEY: An option that appears beneath your text ad and takes the user directly to your mobile application's page in the relevant app store.

REQUIREMENTS: An approved mobile application available to download in Google Play and/or the Apple App Store.

BEST FOR ADVERTISERS WHO: Have a mobile app and regularly update it.

PRO TIP: [Refer to Google's instructions to track iOS app downloads.](#)



PROMOTION EXTENSIONS

WHAT ARE THEY: A box which appears beneath your text ad and features a promotional offer.

REQUIREMENTS: A valid promotional offer clearly visible on your website.

BEST FOR ADVERTISERS WHO: Are running discounts or sales.

PRO TIP: Schedule these to begin and end automatically for a given sales period.

PART FIVE

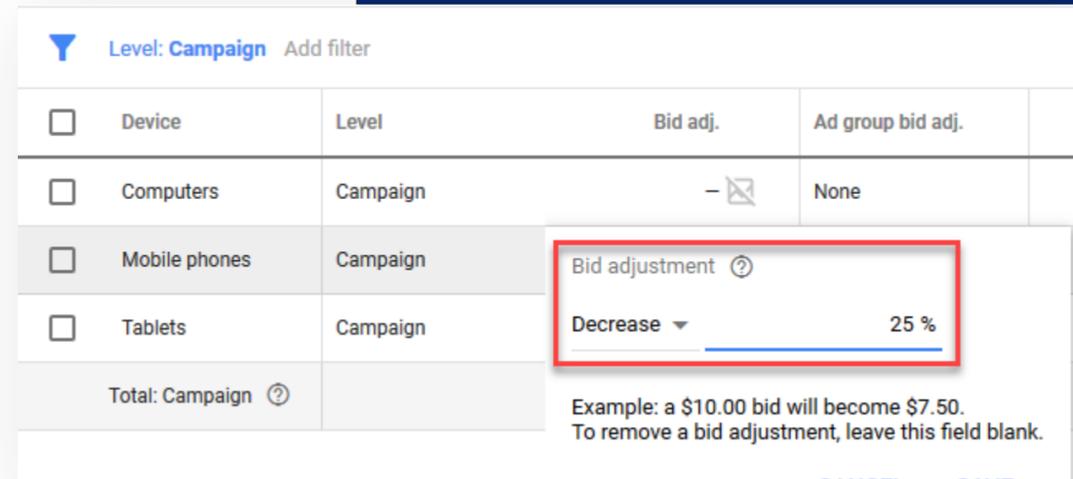
Advanced Strategies

If you've got the basics down and want to know how you can take your mobile strategy further, here are a few things you can consider trying. Keep in mind that these strategies are not always beneficial and in some cases, may be more hassle than they're worth. Don't feel like you have to pursue these if they don't align with your business goals.

THINK ABOUT IT: Advanced mobile strategies aren't always necessary, and should always align with your business goals. If an advanced strategy would require you to completely restructure your account but you consider your account to be well-organized and you're getting desired conversion metrics in most of your campaigns, an advanced mobile strategy might not be needed.

MOBILE-ONLY CAMPAIGNS

We covered the use of mobile bid modifiers earlier. However, if you want the most control of your PPC budget as possible, you should consider creating campaigns targeted only to mobile devices. How do you do that? It's easy! Set the computer's (and possibly tablet's) device bid modifier to -100% in each campaign setting; this will prevent ads from showing up on non-mobile devices in the first place.



You are essentially duplicating all of your existing search campaigns so you have two sets: the new set with the non-mobile device bid modifiers at -100%, and the existing set with mobile bid modifiers at -100%. This allows you to have one set of campaigns that only displays ads on non-mobile devices and another set that only displays ads on mobile devices. If you want to create a third set to isolate tablet traffic as well, you can do that too.

| EXISTING CAMPAIGN (SET MOBILE BID MODIFIER TO 100%) | NEW CAMPAIGNS (SET COMPUTER & TABLET BID MODIFIERS TO 100%) |
|---|---|
| Campaign A [Computer/ Tablets] | Campaign A [Mobile] |
| Campaign B [Computer/ Tablets] | Campaign B [Mobile] |
| Campaign C [Computer/ Tablets] | Campaign C [Mobile] |
| Campaign D [Computer/ Tablets] | Campaign D [Mobile] |

This is how advertisers set up their campaigns in Google Ads prior to the introduction of mobile bid modifiers and enhanced campaigns a few years ago. Now, mobile-only campaigns are a rarity. But, since Google introduced the capability to adjust device bidding for computers and tablets in 2016, this is once again possible for advertisers to do.

We only recommend doing this if you're an experienced PPC advertiser and feel the need for the greatest possible control over your daily spend levels per device type. When you do this, you have the maximum amount of flexibility over where money is spent by campaign and by device type. Otherwise, using mobile bid modifiers as described earlier will work just fine.

And remember—if you utilize automated bid strategies at the campaign level, then it will be impossible for you to limit traffic by device type.

MOBILE REMARKETING

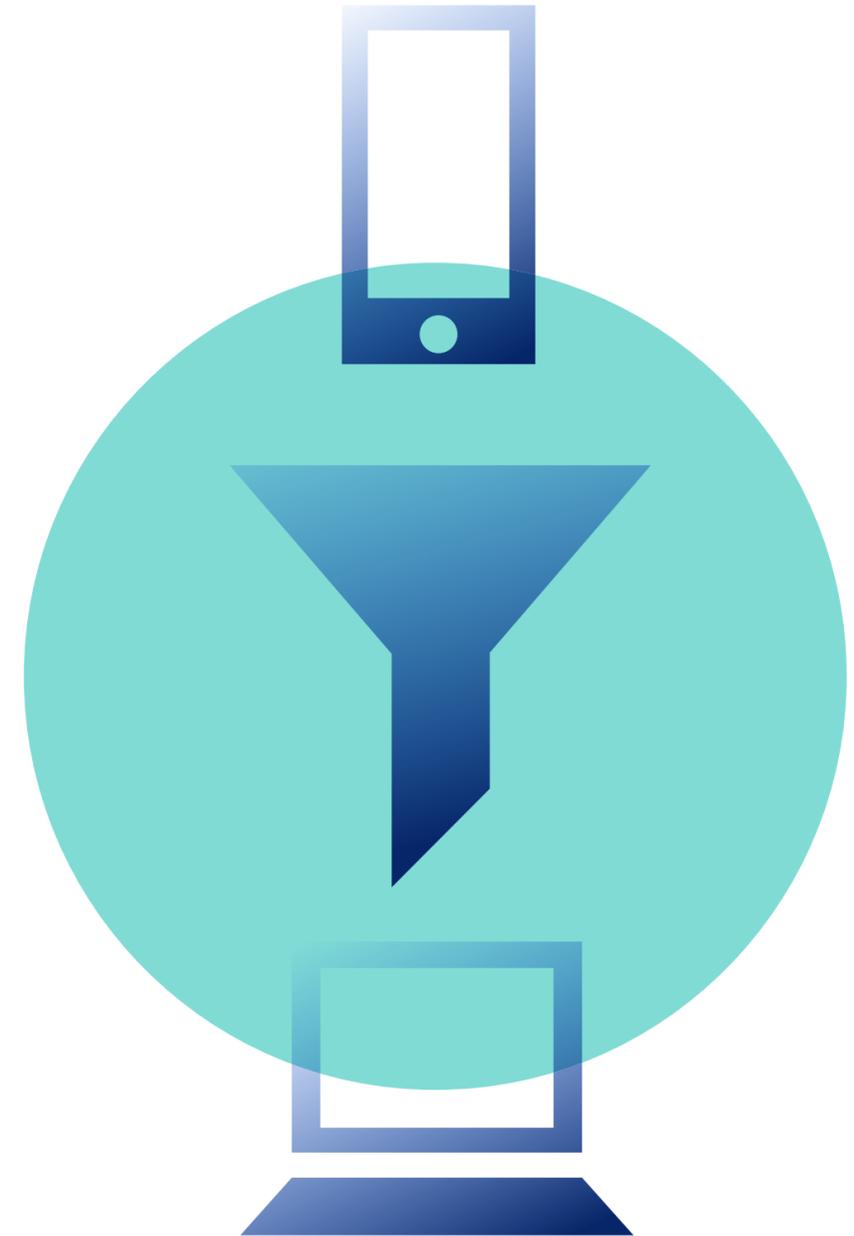
We talked earlier about how more traffic from mobile devices tends to fall in the high- or mid-funnel category. This means users on mobile devices typically aren't as ready for the hard sell as users on a computer are. This isn't always the case, but it's a common trend.

THINK ABOUT IT: Device type isn't a guarantee of a user's state of mind, but it is guaranteed context.

Keep this in mind when running remarketing campaigns in your account. You may want to consider limiting mobile remarketing campaigns to "soft remarketing," which offers additional content to users as they move down the marketing funnel instead of a hard sell.

Likewise, you can create an audience of users who hit key pages on your website and segment them out by device type. This allows you to target mobile-optimized content to mobile users more effectively. Using this type of audience in a soft remarketing campaign can also improve your chances of getting such a campaign to achieve its goal and increase its conversion rate.

Limiting mobile remarketing like this isn't always a good idea. Sometimes, giving users the hard sell on mobile devices is profitable and should not be excluded; using dynamic product ads is a good example of a hard remarketing strategy that can work well on mobile devices. If you do target these campaigns to mobile traffic, pay close attention to your return on ad spend margin to ensure they're profitable; you want to make sure you're making money, not losing it.



PART SIX

That's It!

Now that we've provided the insights, information, and best practices you need to successfully execute a mobile PPC strategy, it's time for you to get started. As you begin to optimize your account for mobile, remember these key takeaways:

- Make sure your website is optimized for mobile traffic
- Use bid modifiers to account for differences in conversion rates and costs on mobile devices
- Use mobile-specific URLs if necessary
- Use ad extensions to enhance your ad on mobile devices
- Try mobile-specific campaigns or mobile-specific remarketing strategies if you want to take your account to the next level

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