

Can't We all Get Along?

Try Co-Optimizaiton

Collaboration or Cannibalization?

sony cyber-shot digital camera



Search

About 10,200,000 results (0.16 seconds)

[Advanced search](#)

Sony's Cyber-shot™ Camera

Ad

Sleek & stylish, with slender lines and Full 1080i HD video recording!

www.sony.co.uk/Cyber-shot

Digital cameras | compact digital camera | Cyber-shot : Sony

Discover the **Cyber-shot** range of leading compact **digital cameras** and high performance **digital cameras**.

Compare Sony cameras - Compact camera, Pocket camera, W ... - Tutorials & guides

www.sony.co.uk/hub/cyber-shot-digital-cameras - [Cached](#)

Cyber-shot TX5, Waterproof Digital Camera, Underwater Camera : Sony

The new **Cyber-shot** TX5 from **Sony** – a stylish, thin and small waterproof ...

www.sony.co.uk > ... > What's new? - [Cached](#)

Slim Digital Camera, Cyber-shot™ T series : Sony : Sony

Sony has mastered the slim **digital camera** with the **Cyber-shot™** T series ...

www.sony.co.uk > ... > Explore the cameras - [Cached](#)

Collaboration or Cannibalization?

cheap flights to new york × Search Instant is on ▼

About 127,000,000 results (0.37 seconds) Advanced search

▶ **New York - from £299** Ads

Flights to New York airports with holiday & flight experts. Call now!
dialaflight.com is rated ★★★★★ (48 reviews)
www.dialaflight.com/NewYork

New York Flights - £297 - Superb Prices on New York Flights.
Book Online With netflights & Save!
www.netflights.com

Cheap Flights To New York
Low fares on numerous airlines Book now and save with Expedia!
expedia.co.uk is rated ★★★★★ (59 reviews)
www.expedia.co.uk/flights

Cheap Flights to New York - Compare New York flights 🔍

Search and compare prices on **cheap flights to New York** City at rock bottom prices and get the latest flight deals at rock bottom prices from all major ...
London - Manchester to New York City - Heathrow to New York City (NY)
www.cheapflights.co.uk/flights/New-York/ - Cached - Similar

Cheap flights from Heathrow to New York City (NY) (Flights to New ... 🔍

Heathrow to **New York** City flights. Search and compare **cheap flights** from ...
www.cheapflights.co.uk/flights/New-York/Heathrow/ - Cached - Similar

Cheap flights from London to New York City (NY) 🔍

London to **New York** City flights. Search and compare **cheap flights** from ...
www.cheapflights.co.uk/flights/New-York/London/ - Cached - Similar

⊕ Show more results from cheapflights.co.uk

Flights to New York | Compare New York flights with Skyscanner 🔍

Flights to New York. We compare all major airlines and travel agents for **cheap New York flights**. Search and Save now at Skyscanner.net.
www.skyscanner.net/flights.../cheap-flights-to-new-york.html - Cached - Similar

Ads

New York Last Minute
Last minute **New York flight** deals.
Book Online - Easy, Simple, Fast!
www.ebookers.com

Flights To New York
From London & Manchester
Book **Cheap Flights** Via Iceland!
www.icelandair.co.uk/Cheap-Flights

Return Flights To NY £268
Easily Compare Leading Airlines
Rtn. From £268. We Search-You Save!
www.dealchecker.co.uk/New_York

American Airlines Flights
Direct **Flights to New York**.
Book online for exclusive deals!
www.americanairlines.co.uk

BA Flights to NYC
Find all inclusive **New York flight** prices & book online at ba.com!
www.britishairways.com/New-York

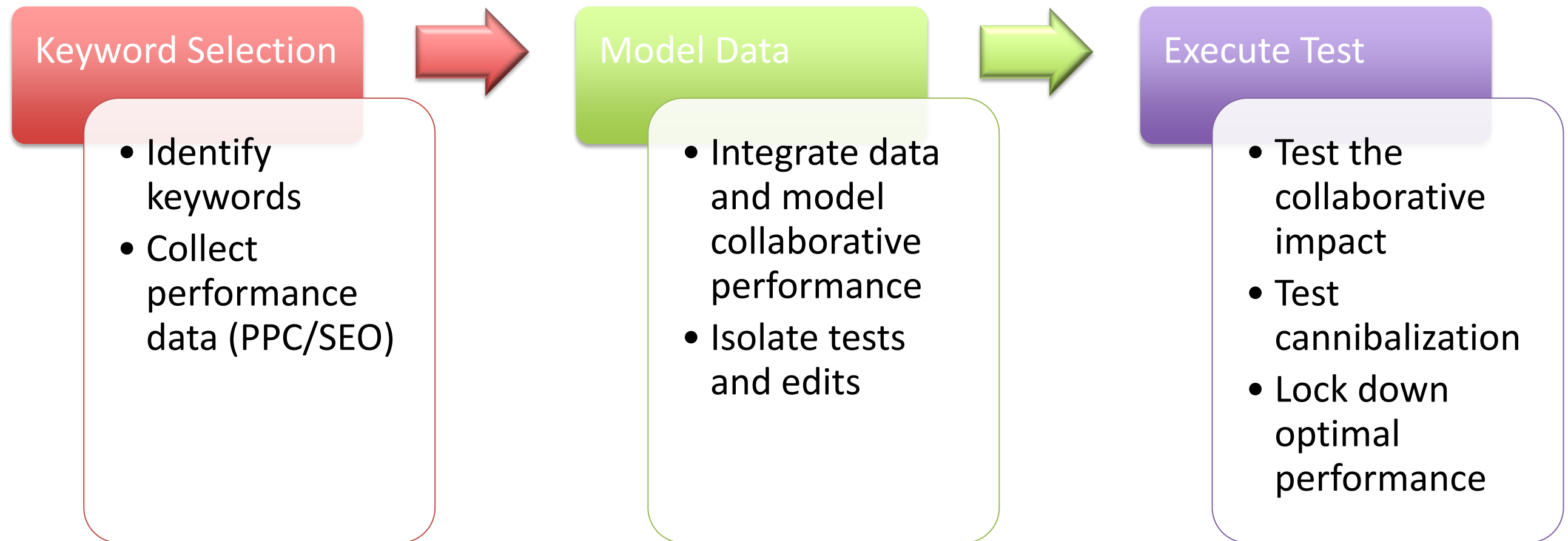
Cheap Flights to New York
CheapFlights™ | New York Deals.
Flights at Rock-Bottom Prices!
cheapflights.co.uk/New-York-Offers

Economy to First Class
Get a First Class Upgrade cheaply!
Discounted First Class Upgrade

Results Realized

- F100 company fixed gibberish snippet and saved \$19,000 USD in PPC clicks
- Europe Travel company ranked #1 for “Easter Holiday Deals” but wrong page – after fix realized £30,000 in bookings
- F100 company had organic listing with 30 to 1 conversion over PPC – adjusted PPC to similar message increased PPC revenue by 400%

Leverage Co-Optimization



Objective: Understand, at a keyword level, the performance collaboration or cannibalization of simultaneous paid and organic listings and leverage that knowledge to increase keyword conversion performance.

Highest Cost Keywords

Filters:

Month Filter

(All)

▼

Business Unit Category Unit Filter

(All)

▼

Match Type Filter

(All)

▼

Sort Options:

Descending

▲▼

By Column:

Traffic Costs

▲▼

Keyword	▼ Match Type	Values								
		▼ Search Demand	Impressions	Avg Rank	AVG CTR (%)	Clicks	Avg CPC	Traffic Costs	Organic Visits	Best Rank
computers	Broad	6,120,000	680,432	2.84	0.69%	4,690	\$3.10	\$14,547.77		10
	Exact	165,000	57,676	3.02	3.97%	2,289	\$1.20	\$2,738.19	5,043	10
laptops	Broad	5,000,000	67,209	2.65	1.06%	710	\$1.95	\$1,384.17		8
	Exact	246,000	79,201	2.13	7.92%	6,270	\$2.51	\$15,763.23	11,058	8
computer	Broad	37,200,000	803,830	2.72	0.56%	4,462	\$2.84	\$12,654.50		
	Exact	368,000	110,390	3.13	0.86%	951	\$1.47	\$1,401.75	1,802	
laptop	Broad	20,400,000	207,162	2.78	1.07%	2,219	\$2.82	\$6,248.22	0	13
	Exact	450,000	40,070	2.01	4.97%	1,993	\$2.32	\$4,630.88	3,406	13
netbook	Broad	3,350,000	27,849	3.03	1.30%	362	\$1.05	\$379.29		11
	Exact	368,000	67,185	1.82	5.83%	3,915	\$1.35	\$5,283.82	245	11
workstation	Broad	1,220,000	68,789	2.25	1.21%	834	\$5.48	\$4,572.49	245	4
laptop computers	Broad	301,000	22,135	3.38	1.34%	297	\$2.41	\$716.52		10
	Exact	90,500	13,844	1.32	9.01%	1,247	\$2.96	\$3,690.05	2,911	10
monitor	Broad	13,600,000	209,787	2.96	0.91%	1,900	\$2.25	\$4,277.34		
touch screen monitor	Phrase		19,824	1.79	8.44%	1,673	\$2.41	\$4,025.59	2,302	2
desktop computer	Broad	368,000	45,549	1.59	2.67%	1,214	\$3.03	\$3,681.96	197	10
desktop	Broad	16,600,000	241,022	1.63	0.59%	1,427	\$2.53	\$3,609.55	741	20

- Only 2 of Top 10 highest media cost keywords have top 5 ranking natural search phrase
- Prioritize optimization of these keywords to help reduce media cost

Highest CPC Collaboration

Filters:				Sort Options:						
Month Filter	(All)			Descending			By Column:	Avg CPC		
Business Unit Category Unit Filter	(All)									
Match Type Filter	(Multiple)		Items)							

			Values									
Keyword		Match		Search Demand	Impressions	Avg Rank	AVG CTR (%)	Clicks	Avg CPC	Traffic Costs	Organic Visits	Best Rank
adjustable computer workstation		Broad		1,000	58	1.63	3.45%	2	\$6.45	\$12.89	2	
dekstops		Broad		74,000	153	1.07	0.65%	1	\$5.69	\$5.69		11
compare portable		Broad		8,100	1,685	3.11	0.06%	1	\$5.58	\$5.58		
computermonitor		Broad		301,000	214	2.14	1.87%	4	\$5.51	\$22.04		
desktop		Broad		6,600	235	1.24	1.28%	3	\$4.91	\$14.73	1	
computer work station		Broad		49,500	2,810	2.04	2.31%	65	\$4.90	\$318.74	48	5
desktop workstation		Broad		6,600	1,010	1.65	1.78%	18	\$4.83	\$86.91	31	1
desktops pcs		Broad		27,100	947	1.52	2.43%	23	\$4.78	\$109.94		5
desktop		Broad		2,900	81	1.60	1.23%	1	\$4.76	\$4.76	1	
desktop		Broad		6,600	211	1.34	0.47%	1	\$4.50	\$4.50		18
computer desk stations		Broad		1,000	482	1.30	5.19%	25	\$4.49	\$112.15		
computer systems		Broad		368,000	51,015	1.93	1.05%	535	\$4.42	\$2,366.44	17	
desktop computer reviews		Broad		8,100	4,227	1.97	1.11%	47	\$4.37	\$205.39	62	
desktops		Broad		6,600	29	1.28	3.45%	1	\$4.35	\$4.35	1	11
best workstation		Broad		6,600	1,525	1.54	1.44%	22	\$4.34	\$95.43	22	3
computer workstation		Broad		49,500	4,801	1.79	2.79%	134	\$4.28	\$573.32	33	7
compjuters		Phrase			12	1.17	8.33%	1	\$4.25	\$4.25		11
desktop workstations		Broad		720	427	1.59	3.51%	15	\$4.19	\$62.84	9	1
computer system		Broad		450,000	49,152	1.96	1.31%	642	\$4.17	\$2,674.60	60	
computer work stations		Broad		22,200	1,924	1.64	3.79%	73	\$4.16	\$303.36	22	19
custom desktop computers		Broad		2,900	3,679	2.38	3.48%	128	\$4.11	\$526.48	22	18
desktop pc system		Broad		1,600	628	1.48	1.27%	8	\$4.04	\$32.32		14
all-in-one pc		Broad		201,000	7,211	1.41	4.47%	322	\$3.79	\$1,219.79	89	2

Create Missed Opportunity Models

Keyword	Searches	Visits	Share	Rank	Bounce	5%*	Incremental	Avg CPC	Savings
Computer	368,000	1,802	0.49%	21	21.92%	18,400	16,598	\$2.84	\$47,138.32
Computer Monitor	14,800	178	1.20%	NR	31.46%	740	562	\$2.21	\$1,242.02
Computer Monitors	18,100	92	0.51%	14	16.30%	905	813	\$2.05	\$1,666.65
Computers	165,000	5,043	3.06%	13	13.78%	8,250	3,207	\$3.10	\$9,941.70
Desktop Computer	22,200	197	0.89%	13	13.71%	1,110	913	\$3.03	\$2,766.39
Desktop Computers	33,100	1,646	4.97%	2	10.81%	1,655	9	\$3.24	\$29.16
Desktops	22,200	163	0.73%	7	23.93%	1,110	947	\$2.53	\$2,395.91
Laptop	450,000	3,396	0.75%	13	17.79%	22,500	19,104	\$2.82	\$53,873.28
Laptop Computer	18,100	583	3.22%	14	9.26%	905	322	\$2.27	\$730.94
Laptop Computers	90,500	2,911	3.22%	9	11.82%	4,525	1,614	\$2.41	\$3,889.74
Laptops	246,000	11,058	4.50%	15	12.12%	12,300	1,242	\$1.95	\$2,421.90
Mini laptop	49,500	118	0.24%	3	29.66%	2,475	2,357	\$0.86	\$2,027.02
Netbook	368,000	245	0.07%	15	35.92%	18,400	18,155	\$1.05	\$19,062.75
Netbooks	90,500	119	0.13%	11	23.53%	4,525	4,406	\$1.01	\$4,450.06
Notebook	550,000	2,756	0.50%	5	31.53%	27,500	24,744	\$1.24	\$30,682.56
Notebooks	110,000	993	0.90%	25	17.52%	5,500	4,507	\$2.13	\$9,599.91
PC	301,000	271	0.09%	NR	24.72%	15,050	14,779	\$1.57	\$23,203.03
Touch Screen	40,500	304	0.75%	5	23.68%	2,025	1,721	\$1.23	\$2,116.83
Touch Screen Computer	9,900	3,142	31.74%	1	11.68%	3,465	323	\$4.78	\$1,543.94
Touch Screen Monitor	18,100	2,302	12.72%	2	25.67%	2,715	413	\$2.41	\$995.33
Total	2,985,500	37,319	1.25%			149,275	111,956		\$219,777.44

- 3.75% increase clicks would bring additional 111k visitors
- Potential for \$220k in PPC click costs reduction if ranked better

Next Steps

- Combine and sort the data to understand the current state
- Adjust PPC ads to understand collaboration
- Identify desired share of opportunity and work to understand best actions to maintain collaborative share



MAKE YOUR MARKETING PERFORM

SES LONDON PPC VS SEO

» PRESENTED BY:

Jonathan Beeston

February, 2011



ABOUT EFFICIENT FRONTIER

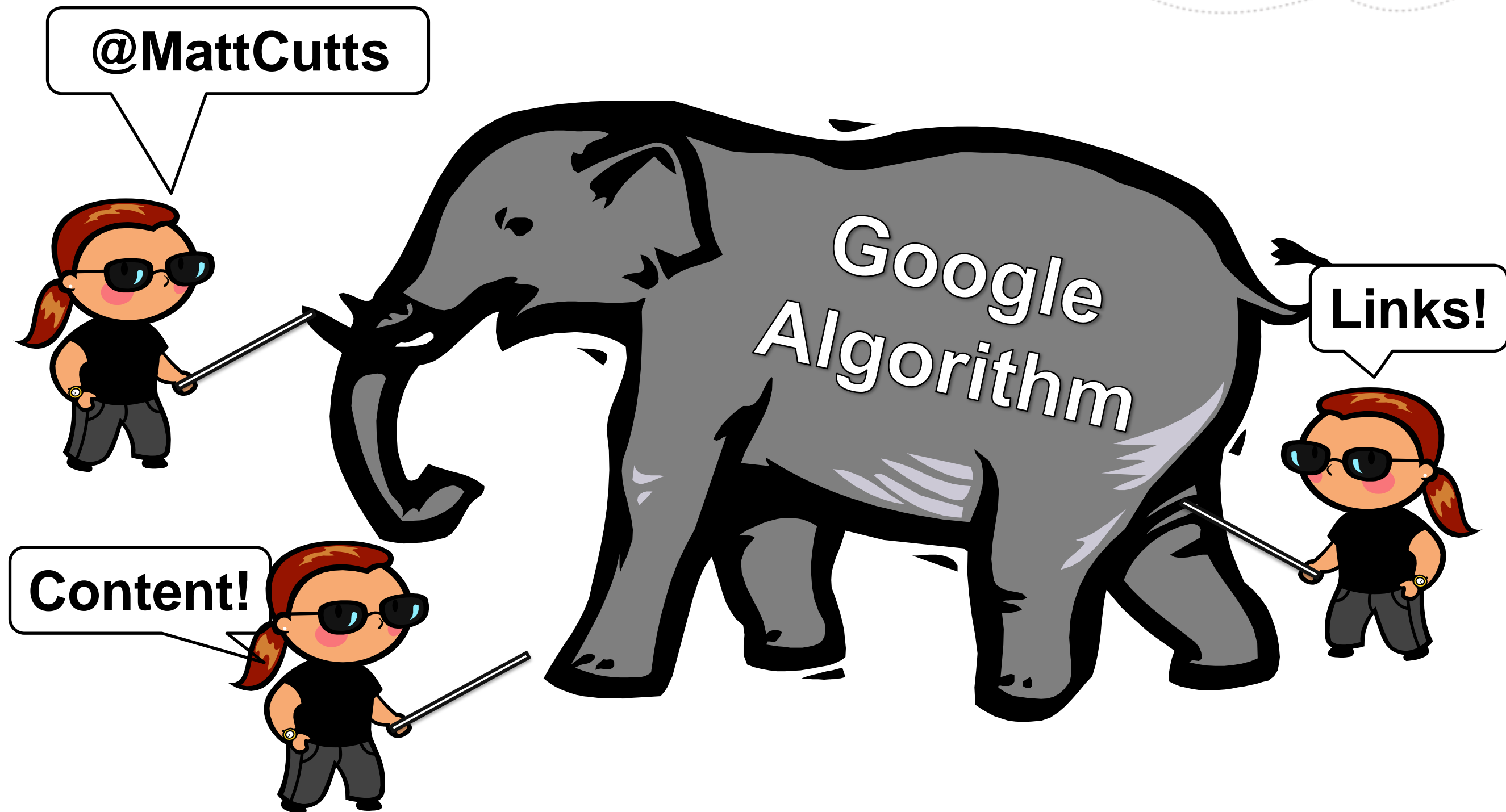
The biggest global performance marketers choose EF

- \$1 Billion in annual marketing spend under management
- 250 leading marketers work with Efficient Frontier globally
- Over 150 million active keywords
- 5 million bids set, 100 million+ models processed daily
- 50 Full-time engineers, 40 Master's Degrees, 7 PhD's. 7 Patents





BLIND SEOS AND THE ELEPHANT





1024X768 – WHERE ARE THE 10 BLUE LINKS?

The screenshot shows a Google search results page for the query "hotels in westminster". The browser's address bar shows the URL "www.google.co.uk/search?sourceid=chrome&ie=UTF-8&q=cheap+flights+to+las+vegas". The search results page includes a sidebar on the left with navigation links like "Everything", "Images", "Videos", "News", "Shopping", "Places", and "More". The main content area displays search results for "hotels in westminster", including a list of hotels with their names, star ratings, and review counts. A map on the right side of the page shows the location of the hotels in London. The search results are as follows:

Hotel Name	Star Rating	Reviews	Address	Phone Number
Strand Palace Hotel	4 stars	478	372 Strand, London	020 7836 8080
St. Ermin's Hotel	4 stars	398	2 Caxton Street, London	020 7222 7888
London Hilton on Park Lane Hotel	5 stars	213	22 Park Lane, London	020 7493 8000
Haymarket Hotel	4 stars	138	1 Suffolk Place, London	020 7470 4000
brown's hotel	4 stars	201	8 Lansdowne Row, London	020 7493 6020
The Park Lane Hotel, London	5 stars	321	Piccadilly, London	020 7499 6321
The Ritz London	5 stars	390	150 Piccadilly, London, United Kingdom	020 7493 8181

The map on the right side of the page shows the location of the hotels in London, with markers A through G corresponding to the hotels listed in the table. The map also shows other landmarks like Green Park and Covent Garden.



1024X768 – BING TOO

Google... x Wrestli... x Dashb... x The im... x Google... x hotels i... x hotels ... x hotels i... x Top 10... x

www.bing.com/search?q=hotels+in+westminster&go=&form=QBLH&filt=all&qsn=&sk=

Mail Efficient Frontier Search Other bookmarks

Web Images Videos Shopping News Maps More | MSN Hotmail Sign in United Kingdom Preferences Show all Only from United Kingdom

bing

Web Local More

RELATED SEARCHES

- City Inn Westminster
- Westminster Hotel in Le Touquet
- Thistle Westminster Hotel in London
- Westminster Hotel in Nice
- Westminster Hotel in Nottingham
- Westminster Hotel in Buxton
- Westminster Hotel in Chester
- Westminster Hotel in Paris

SEARCH HISTORY

- hotels in westminster
- buy flowers
- flowers

See all Clear all Turn off

ALL RESULTS 1-10 of 8,420,000 results · Advanced

Sponsored sites


50 Hotels in Westminster · www.laterooms.com
4* from £90. Limited availability. All hotels on a City Map.

1/2 pr. Hotels Westminster · hoteldirect.co.uk/WestminsterHotels
Up to 75% off hotels in Westminster London. Includes breakfast.

Westminster Hotel London · Otel.com/CityInnWestminsterLondon
Up to 70% off City Inn Westminster Hotel London.

Westminster London Hotels · TravelRepublic.co.uk/Westminster
Hotels Westminster London. Save up to 70%. Lowest prices guaranteed

Listings for Hotels near Westminster, London



1. The Sanctuary House Hotel · Website · 020 7799 4044
33 Tothill Street · London · Directions

2. Taj Hotel · 020 7963 8316
51 Buckingham Gate · London · Directions

3. Guoman Hotel · Website · 0870 333 9122
2 Whitehall Court · London · Directions

4. Sofitel Hotel · Website · 0871 663 9224
6 Waterloo Place · London · Directions

5. Jolly Hotel St. Ermins · Website · 020 7222 7888
2 Caxton Street · London · Directions

[more listings](#)

Hotels Westminster - Hotels and Inns in Westminster London
Five Star Hotels and Suites Westminster 41 The Goring Sofitel London St James The Royal Horseguards London Marriott County Hall

Sponsored sites

city inn westminster
Unbeatable Offers for Hotels in London - Book Online & Save!
www.vivastay.com/London

Westminster Hotel Deals
Special deals on Westminster hotels
Book today on lastminute.com
www.lastminute.com

hotels
Over 100.000 hotels online. Save up to 75% on your reservation!
www.booking.com/Hotels

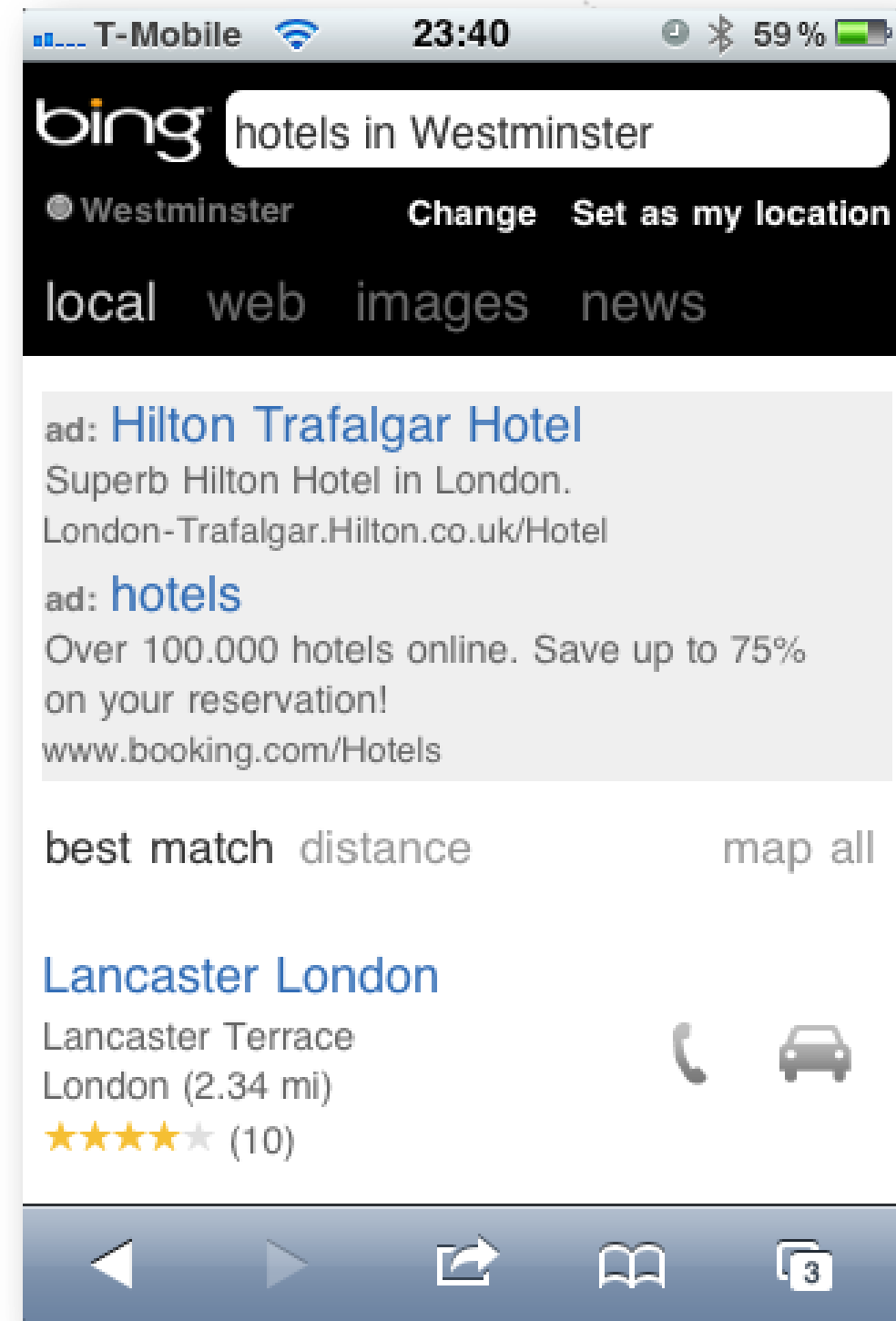
The Trafalgar Hotel
Superbly located hotel on London's Trafalgar Square. Book online!
www.Hilton.co.uk/Trafalgar

Hotels Westminster
Compare 6 hotels in Westminster
www.goissimo.com

[See your message here](#)



AND MOBILE





PPC

Precise Promotional Compliant





WHEN, WHERE AND WHAT

Ad schedule

Edit days and times below. When you're happy with the schedule, click "Save". To bid more or less during particular time periods, switch to the bid adjustment mode. (You can always switch back.)

[Reset to all days and hours](#)

Day	Time period	Min
Monday	Running all day	<input checked="" type="checkbox"/>
Tuesday	Running all day	<input checked="" type="checkbox"/>
Wednesday	Running all day	<input checked="" type="checkbox"/>
Thursday	Running all day	<input checked="" type="checkbox"/>
Friday	Running all day	<input checked="" type="checkbox"/>
Saturday	Running all day	<input checked="" type="checkbox"/>
Sunday	Running all day	<input checked="" type="checkbox"/>

Select a Location

[Bundles](#)

[Browse](#)

[Search](#)

[Custom](#)

Search the world for a location.

[Find](#)

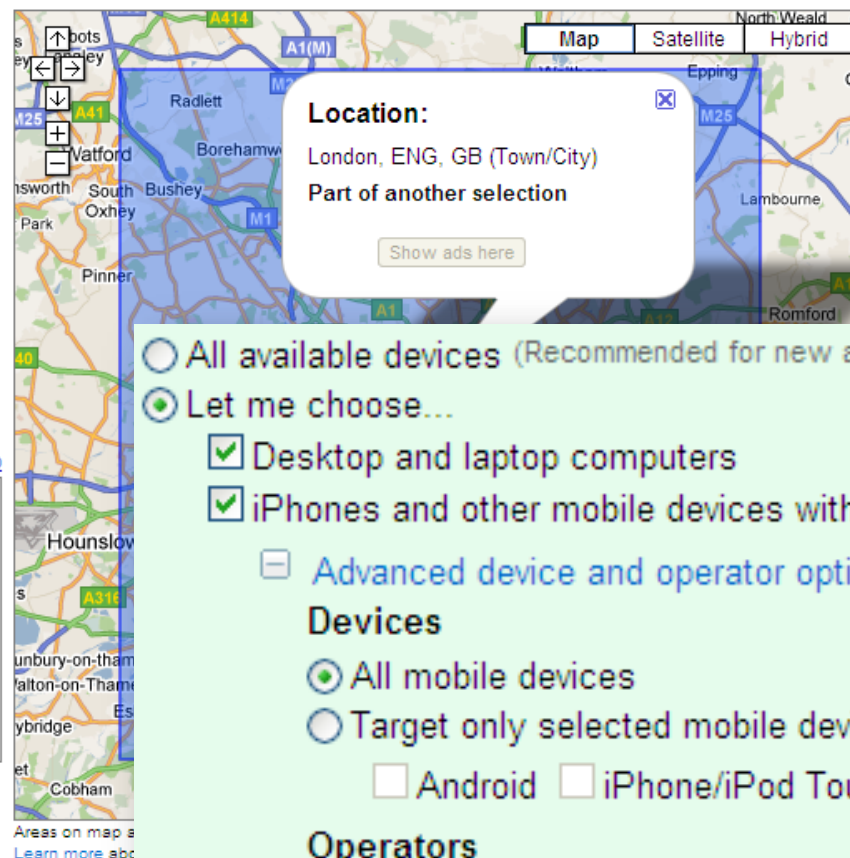
- ☒ London, ENG, GB (Town/City)
- ☒ England, GB (Country)
- ☒ United Kingdom (Country)

[Reset](#)

Selected locations [remove all](#) | [view all on map](#)

United Kingdom (Country) ☒

[Exclude areas within selected locations](#) [?](#)



Location:

London, ENG, GB (Town/City)

Part of another selection

[Show ads here](#)

☐ All available devices (Recommended for new advertisers)

☒ Let me choose...

☒ Desktop and laptop computers

☒ iPhones and other mobile devices with full Internet browsers

☐ Advanced device and operator options

Devices

☒ All mobile devices

☐ Target only selected mobile devices

☐ Android ☐ iPhone/iPod Touch ☐ Palm webOS ☐ iPad

Operators

☒ All mobile operators [?](#)

☐ Target only selected mobile operators

United Kingdom: ☐ 3 ☐ O2 ☐ Orange ☐ T-Mobile ☐ Vodafone



PRECISE CONTROL

Broad: formal shoes

Also matches*: formal footwear, evening footwear, men's dress wingtips

Modified Broad: formal +shoes

Also matches*: evening shoes, black dress shoes...

Modified Broad: +formal +shoes

Also matches*: frmal shoes, formal evening

Phrase: "formal shoes"

Also matches*: black formal shoes, formal shoes for men...

Exact: [formal shoes]

Matches: formal shoes

Men's Shirts - Save 50% - Buy Finest Quality Shirts For Men.

Now Half Price From £29.95.

☐ Hide products from Charles Tyrwhitt for mens shirt



Men's sky herringbone classic shirt
£29.95



Men's white business casual shirt
£34.95



Men's blue pinpoint classic shirt
£29.95



Men's plain white casual shirt
£39.95



Men's white pinpoint classic shirt
£29.95

www.ctshirts.co.uk

Efficient Frontier - Make Your Marketing Perform.

Optimize Search, Display & Facebook

☐ Hide map of Liberty House, London W1B 5TR



efrontier.com

SEM Full Service

UK Search Engine Performance Report

Online Display & SEM Report

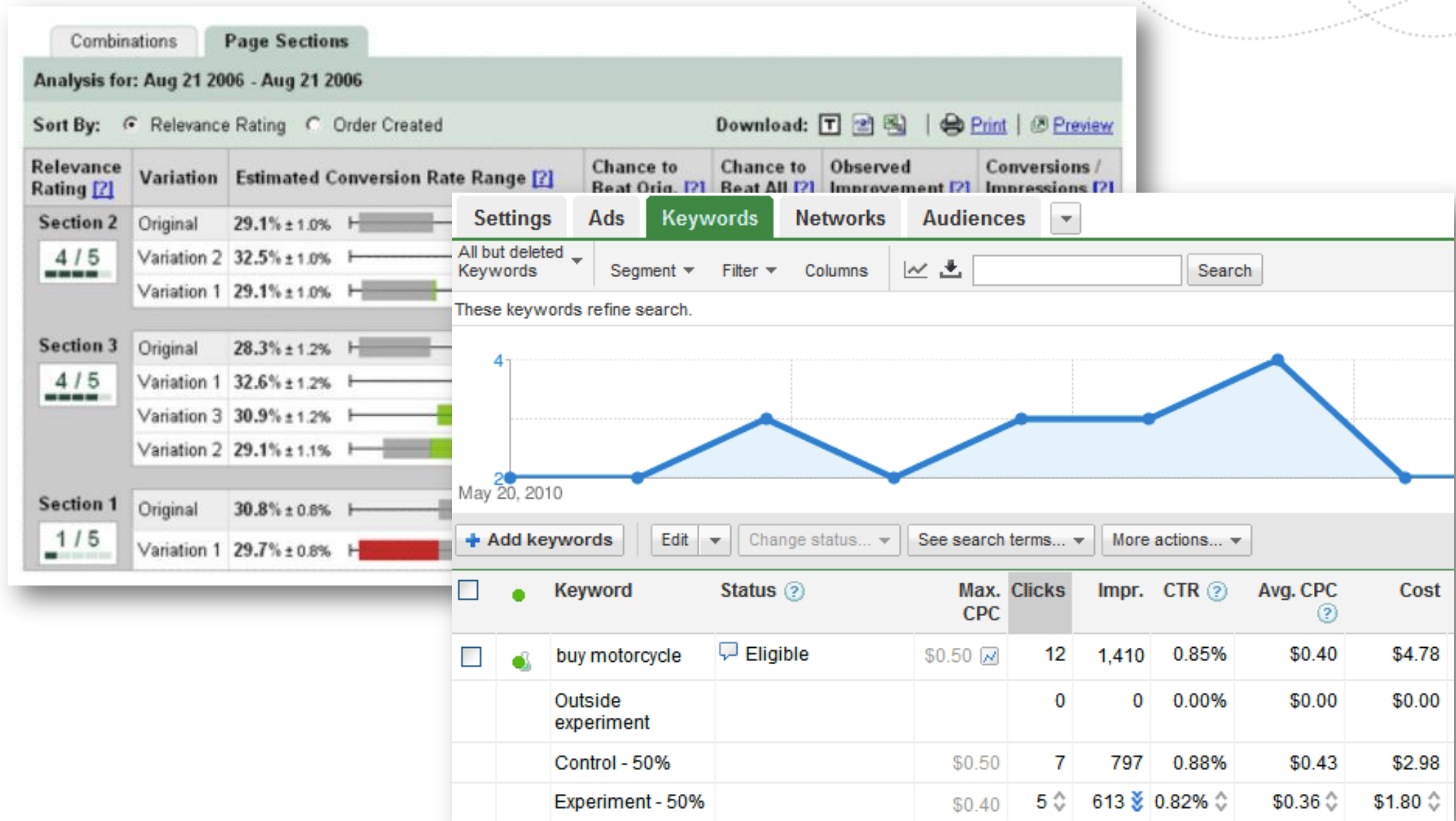
Efficient Frontier Blog

Efficient Frontier
222 Regent Street
Liberty House, London W1B 5TR
020 7166 5219

[Get directions](#) - [View larger map](#)



TEST, TEST, TEST





BRAND BUILDING

hung parliament [Advanced Search](#)

Search: ☒ the web ☐ pages from the UK

Results 1 - 10 of about 2,750,000 for hung parliament. (0.16 seconds)

year of the rabbit [Advanced search](#)

About 9,500,000 results (0.11 seconds)

► [Year of Rampant Rabbit](#) TM Sponsored link

Celebrate Chinese New Year with 10% off Rampant Rabbits at Ann Summers!

annsummers.com is rated ★★★★★ (63 reviews)

annsummers.com/RampantRabbit

election.../8626639.stm - [Cached](#)

co.uk

the encyclopedia

nt is one in which no political party has an

ormal in many ...

ched - [Similar](#)

[Hung Parliament 2010?](#)

Get The Best Odds Online,
Plus A Free £25 Bet. Join Now!

[WilliamHill.com/](#)
England

[See your ad here »](#)



DON'T HAVE/WANT A SITE?

The screenshot shows a Google search interface. The search bar contains the text "number 4". Below the search bar, it indicates "About 260,000,000 results (0.12 seconds)". On the left side, there are navigation links: "Everything", "Images", "Videos", "News", "Shopping", and "More". Below these, there are location and time filters: "London, UK", "Change location", "The web", "Pages from the UK", "Any time", "Latest", and "Past 24 hours". The search results are displayed on the right. The first result is an advertisement for "I Am Number Four - Can You Find Number 4 on Facebook?". The second result is "I Am Number Four (2011) - IMDb", which includes a rating of 6.2/10 and a brief synopsis. The third result is "I Am Number Four - Wikipedia, the free encyclopedia", which includes a brief synopsis and a link to the Wikipedia page.

Google

number 4

About 260,000,000 results (0.12 seconds)

Advanced search

Everything
Images
Videos
News
Shopping
More

London, UK
Change location

The web
Pages from the UK
Any time
Latest
Past 24 hours

I Am Number Four - Can You Find Number 4 on Facebook? Ad
Join The Hunt & Win Great Prizes!
facebook.com/IAmNumberFourMovie
Find Number 4 See Photos
View Trailer Behind The Scenes

I Am Number Four (2011) - IMDb ☆ 🔍
★ ★ ★ ☆ ☆ Rating: 6.2/10 - from 1,631 users
Directed by D.J. Caruso. Starring Alex Pettyfer, Timothy Olyphant, Teresa Palmer. John is an extraordinary teen, masking his true identity and passing as a typical high school student to elude a deadly enemy seeking to ...
Full cast and crew - Extended Trailer - Plot Summary - Release dates
www.imdb.com/title/tt1464540/ - Cached - Similar

I Am Number Four - Wikipedia, the free encyclopedia ☆ 🔍
I Am Number Four is a young adult science fiction novel by Pittacus Lore, the pen name of authors James Frey and Jobie Hughes. The book was published by ...
Plot - Cast - Production - Release
en.wikipedia.org/wiki/I_Am_Number_Four - Cached

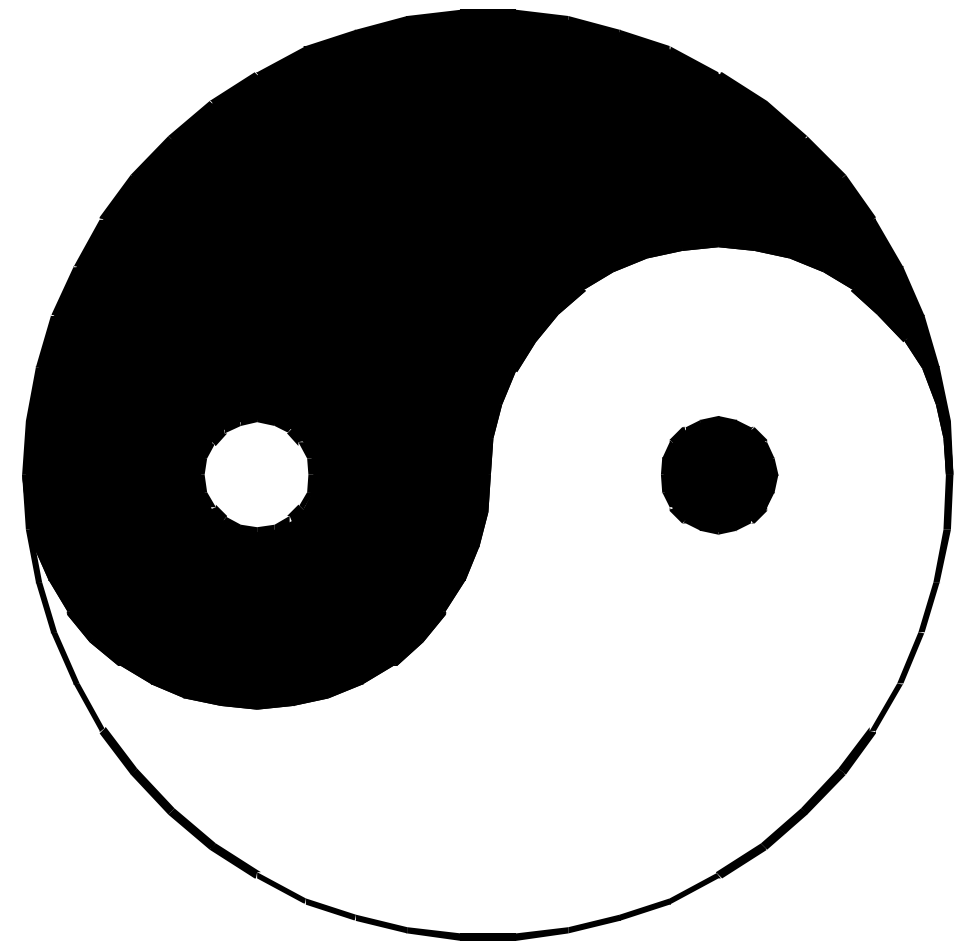


A NOTE OF CONCILIATION

**No matter how many
options there are**

**it is human nature to
always narrow things down**

**to two polar, yet
inextricably linked choices.**



Andrea Zittel



CONCENTRATE, HERE'S THE SCIENCE BIT

Analyzing the Relationship Between Organic and Sponsored Search Advertising: Positive, Negative, or Zero Interdependence?
by Sha Yang and Anindya Ghose

**MARKETING
SCIENCE**

- **Built an integrated model to estimate the relationship between different metrics**
- **Followed up with field experiments to confirm findings**
- **SEO + SEM equals increases in *profits* of 4.2% - 6.15%**



MAKE YOUR MARKETING PERFORM

THANK YOU

» PRESENTED BY:

Jonathan Beeston

February, 2011