

# ROI Cheat Sheet

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## What's a Conversion?

A conversion is what you want users to do – beyond research – once they reach your site. The four basic types of conversions are **purchases**, **sign ups**, **leads**, and **page views**. You improve your ROI by optimizing your campaign to fulfill these goals.

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## Keywords

### Choose the Right Audience – Target Shoppers

- Consider what people buy
  - *Winnie the Pooh plates* not *Winnie the Pooh*
  - *CRM software* not *CRM*
- Skip the researchers
  - Use negatives like *reviews*, *tips*, *how to*
- Avoid bargain shoppers when not applicable
  - Use negatives like *discounts*, *cheap*, and *free*

### Track Cost-Per-Acquisition (CPA) on the Keyword Level

- Expand on terms with a positive ROI
- Delete expensive, negative-ROI keywords, or limit them using Exact match.
- Seek less expensive words such as more specific, targeted variations
  - Example: Many advertisers will compete on *flowers*. If fewer advertisers run on *pink roses* or even *mother's day pink roses*, those terms won't cost as much

**TIP: Managing CPCs** – Increase your max CPCs on profitable terms; decrease for unprofitable terms to lower CPA. Positions 1 and 2 may not be the most profitable location for you. Consider bidding for position 3 if it's the better value for your business.

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## Creatives

### Call the User to Action

- The message should tell the users what to do
  - Example: *Sign up today* or *Locate a dealer in your area*
- Be careful to set the right expectations
  - If you include words like *free hosting* or *discount vacations* to capture the traffic, make sure to use keyword insertion only when the terms accurately reflect your site

### Test and Monitor

- Test different messages and use concrete data to determine the best performers
  - Consider branding, price points, discounts, promotions, and different site benefits
- A better click-through rate (CTR) may not mean more **qualified** clicks
  - Choose what works best for your back end. You may need to turn off the auto-optimization feature, which favors the creative with the best CTR

**TIP: Choosing Landing Pages** – If clicks are high and conversions are low, then the landing page may be the cause of the problem. Make sure the users 1) have enough information to be properly oriented; 2) can easily find what the ad led them to expect; and 3) know what they're supposed to do to complete the transaction.