



SearchFest 08

Integrating PPC Campaigns with PPC Affiliates

Agenda

- Overview
- Challenges
- Solutions
- Spirited QA

About LinkShare

- Founded in 1996 – Pioneered the first Affiliate Marketing network.
- Offices in New York (Headquarters), Chicago, San Francisco, London, Tokyo.
- Operates one of the largest performance-based marketing networks in the world.
- Premier client roster of Fortune 500 companies and leading, high-volume online advertisers.
- Acquired by Rakuten, Inc. in September 2005

What are you out to Achieve?

- What are your goals?
 - Transactional, LTCV, New to List?
- Know and set your goals
 - Motivate, manage and monitor along those lines

Generating Real Growth, Not Just Shifting Columns

- Can you grow both your PPC Campaign and PPC Affiliate revenues?
- Can you minimize CPC fratricide?
- Can you coordinate 2 entities with competing interests?
- Can you grab your fair share of real estate in the SERPs?

Search Results

Results 1 - 10 of about 76,900 for **fortunoff**- 0.06 sec. (About this page)

Also try: [fortunoff store](#), [fortunoff source](#), [fortunoff furniture](#) [More...](#)

1. [Fortunoff, The Source](#) 
features diamonds, pearls, gold, and precious stones.
Category: [Jewelers](#)
[www.fortunoff.com](#) - 26k - [Cached](#) - [More from this site](#)
2. [Fortunoff](#) 
collection features more than 1,000 pieces of antique and estate silver, including 19th and 20th century American, English, and Chinese silver.
Category: [New York State > Manhattan > Shopping > Antiques and Collectibles](#)
[www.dir-dd.com/fortunoff.html](#) - 7k - [Cached](#) - [More from this site](#)
3. [Gift and Bridal Registry: Fortunoff - The Source](#) 
The number one website for gift registries, bridal registry, wedding planning ideas, and more. At **Fortunoff**, you register at a "real store" with 6 locations and over 25,000 ... making s
care of all the ...
[www.fortunoff.com/br_home.asp?display=guest](#) - 30k - [Cached](#) - [More from this site](#)
4. [Fortunoff Video Archive](#) 
... with witnesses and survivors of the Holocaust, the **Fortunoff** v...
[www.library.yale.edu/testimonies/homepage.html](#) - 4k - [Cached](#) - [More from this site](#)
5. [Fortunoff Video Archive: About the Archive](#) 
Rabbi Baruch G., a Polish survivor, describes forced labor in the Mława g...
hiding in convents.
[www.library.yale.edu/testimonies/excerpts](#) - 8k - [Cached](#) - [More from this site](#)
6. [Amazon.com Jewelry Search Results: Fortunoff](#) 
All results for: **Fortunoff**. Search: JewelryLoose DiamondsWatchesAll Products for. Refine your search for "**Fortunoff**" by:
Category. Material
[amazon.com/exec/obidos/external-search?tag=xboxstorecom-20&...](#) - 58k - [Cached](#) - [More from this site](#)

SPONSOR RESULTS

[Fortunoff: In-depth Company Info](#)

Go to Hoover's Online for in-depth, first-hand, company coverage provided by business...
[www.hoovers.com](#)

[See your message here...](#)

**3 of 12 total links
to Fortunoff =
25%**

Yahoo! My Yahoo! Mail Welcome, Guest (Sign In) Search Home Help

Web | Images | Video | Directory | Local | News | Shopping

YAHOO! SEARCH gardener's supply Search

My Web BETA Subscriptions (New) Shortcuts Advanced Search Preferences

Search Results Results 1 - 10 of about 617,000 for **gardener's supply** - 0.24 sec. (About this page)

SPONSOR RESULTS

- [Gardener's Supply Company Online](#) Gardener's supply company offers earth-friendly products and information for your garden and lawn. Shop our spring clearance sale to save up to 55%. 100% satisfaction gauranteed.
www.gardeners.com
- [Tree and Plant Protection Supply](#) Ties and supplies for supporting, protecting and guying various trees, plants and shrubs. Bulk and wholesale orders welcome.
www.tree-tie.com
- [Gardener's Supply - Coupons and Deals](#) Save money with WebSquare.com's recent promotions, sales and discount coupons to Gaiam.com. Save time by linking directly to Gaiam.com. Affiliate.
www.websquare.com

1. [Gardener's Supply Company - A Partner in Your Gardening Success!](#) [Ⓜ]
Find Gardening Tools and **Supplies** including composters, seed starting equipment, greenhouses, f... ers, and more. High-quality and innovative gardening expertise.
Category: [Shopping and Services > Lawn and Garden](#)
www.gardeners.com - [More from this site](#) - [Save - Block](#)

2. [Gardener's Supply Company Coupons List - registration re](#)
CouponClock.com **Gardener's Supply** Company Coupo... line deal w...
the best deals from across the internet and place them her...
This is our preferred way of bringing you **Gardener's Supp**...
www.couponclock.com/coupons/gardeners_supply.aspx -

3. [Content: Improving the World Th](#)
... **Gardener's Supply** has been giving bac...
Supply is located in Burlington, Vt ...
www.gardeners.com/gardening/content.asp?cop...

4. [Compare Prices and Read Reviews on Ga](#)
Epinions has the best comparison shopping...
across the web and read reviews fr...
stumbled onto a 20% off code for **Gard**...
Supply had the lowest price for ...
www.epinions.com/content_101427154564-4...

5. [Find Gardener's Supply Coupons at](#)
Save money with coupons from Coupon Mo...
ve up to 7... on 90 items at **Gardener's**...

SPONSOR RESULTS

[Gardener's Supply Company - Shop Online](#)
Find links and specials plus read our review/ratings of the Gardeners.com Web site....
www.24hourmall.com

[Gardeners Supply Co. - Up to 70% Off](#)
Shop Gardeners.com - up to 70% off at Gardeners **Supply** Company. Birding, composting,...
www.pepperjam.com

[Home Garden Supplies At Smith & Hawken](#)
Up to 50% off sale. High quality tools, plants and containers, furniture and more for...
www.smithandhawken.com

[Gardener's Supply Coupons and Store Info](#)
Find coupons, store information and links to the Gardeners.com Web site....
www.secret-coupons.com

[Special Deals at Gardeners.com](#)
Exclusive shopping discount and coupons at **Gardener's Supply**...

21 of 23 total links
to Gardener's
Supply = 91%

Done

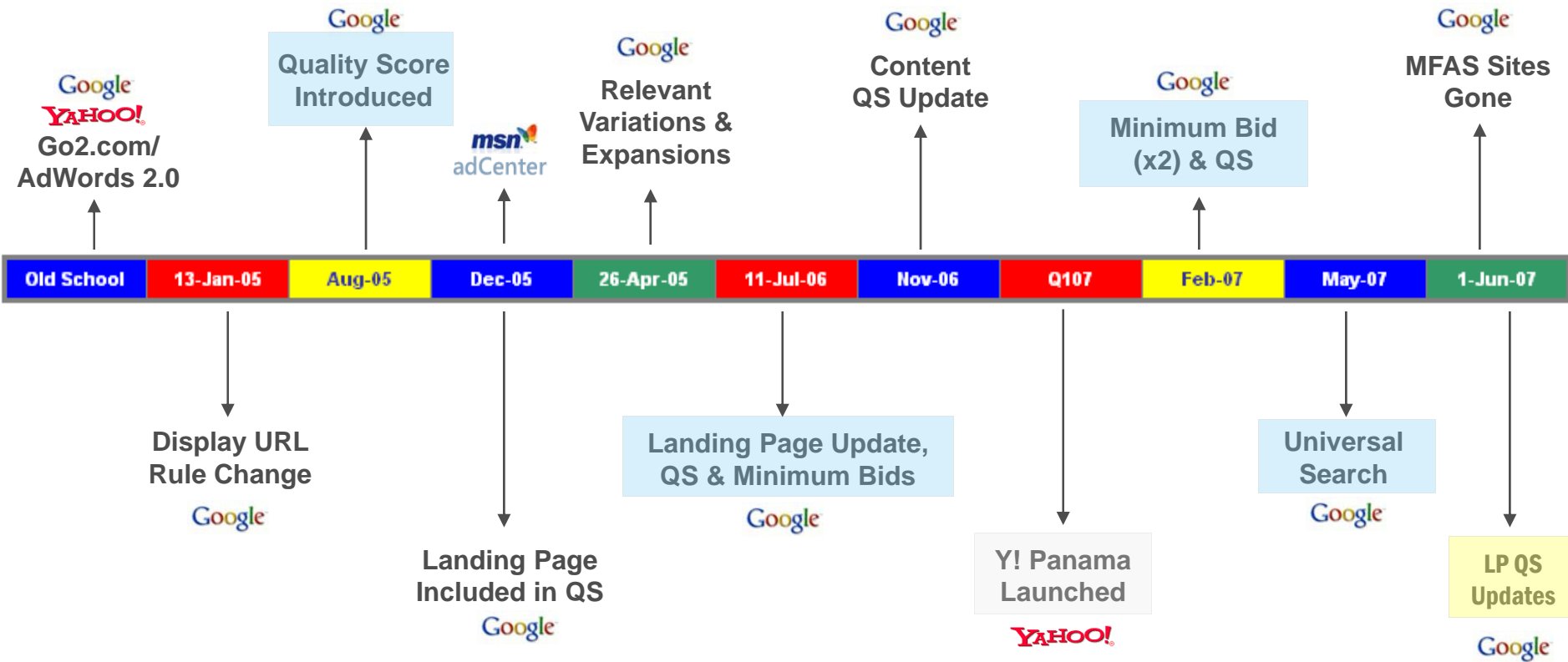
Challenges – What to Avoid..



Merchant Challenges

- Compliance – Who is minding the store and how well?
 - SERP Chaos isn't pretty, your Brand and CPCs will suffer
- Data Reconciliation – what are you paying for?
 - Worst Case Scenario – Double Commissioning
 - 2nd Worst Case Scenario – Analyzing disparate data
- Resources
 - In-house, outsourced, multiple vendors?

PPC Affiliate Challenges



Solutions for Different Stages

Your Partners Will Follow the Money... Make sure your compensation models align with your goals

New to Search, Little or no Resources

- First internal PPC campaign
 - At least get your branded terms up
 - Think of your Quality Score as Intellectual Property
- Affiliate PPC campaigns –
 - Set T's and C's to match your goals and brand concerns
 - Throw open the floodgates (brand, direct linking etc.)
- Let data guide your optimization of the channels

Mid Tier Campaign – Decent Internal or Outsourced

- PPC Campaign
 - Brand bucket should be solid – home page
 - Some non-brand – category and product pages
- PPC Affiliates
 - Encourage participation in both arenas, consider some restrictions around brand (direct linking, no outranking etc.)
- Data Drives optimization
- Consider consolidating with one company

Mature Campaign – Well run internal or outsourced

- PPC Campaign
 - Brand nailed down (1st position, low CPCs, solid QS)
 - Solid structure to non-brand with ongoing optimization to hit goals (whatever those are)
- PPC Affils
 - Look at moving to 2 tiered structure. Trusted partners get more love around the brand or they will not participate.
- You Should be data monsters by now, keep it up
- Look at consolidating with one provider...

Affiliates – How to Make It Work

- Have a proven track record (It's Never Too Late to start!)
- Don't be mysterious, Be Upfront, Transparency Wins
- Have List of Requirements That Are Important to You
- Conversion Is King (or Queen)

Merchants – How to Make It Work

- Identify the Right Partners, Make Room for Search Affiliates
- Listen to you Affiliates!
- Provide Transparency and Share Data
 - Marketing calendar
 - Home page offers, site wide sales, consumer offers, etc.
- Conversion Is King (or Queen) – Let Data be your Guide

Final Thoughts

- Secure Greater Share of **Most Valuable** Real Estate
 - Consumers typically do not search beyond the 2nd or 3rd SERP's
- Questions to Ask Yourself
 - Are the drivers behind my decisions emotional or economical?
 - If you could have multiple listings directing potential customers to pages on your site, would that be valuable?
- Are You Missing Out On Potential Revenue Opportunities?
 - Keep close tabs on your search metrics: CTR, O/C and Cost
 - Add screened search partners in small doses – monitor sales data to gauge results

Open Discussion