



## SearchFest 08

# Integrating PPC Campaigns with PPC Affiliates

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# Agenda

- Overview
- Challenges
- Solutions
- Spirited QA

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## 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

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# 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

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# 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](http://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](http://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](http://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](http://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... ar's...  
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](http://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](http://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](http://www.epinions.com/content_101427154564-4)...

5. **Find Gardener's Supply Coupons at** Save money with coupons from Coupon Mo...  
Save 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](http://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](http://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](http://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](http://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..

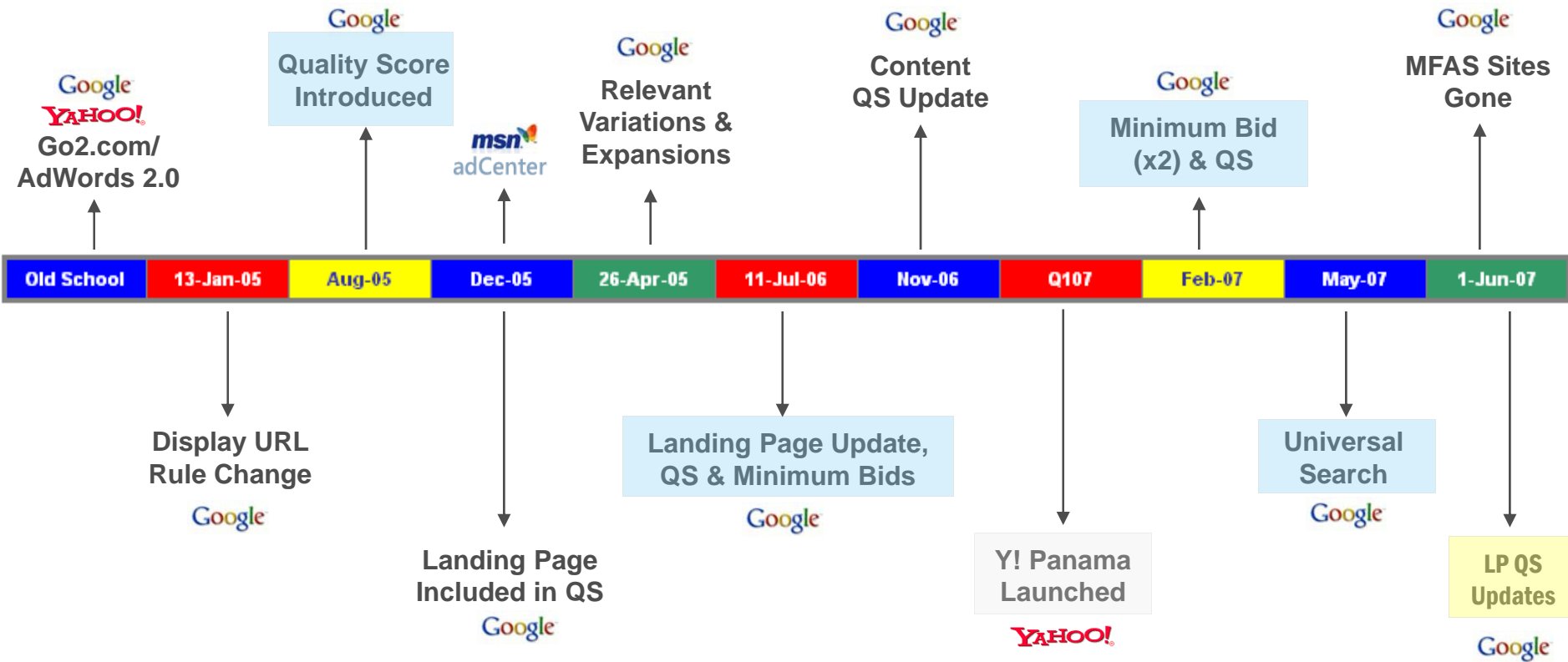


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# Merchant Challenges

- 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
  - 2<sup>nd</sup> Worst Case Scenario – Analyzing disparate data
- Resources
  - In-house, outsourced, multiple vendors?

# PPC Affiliate Challenges



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## Solutions for Different Stages

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

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## 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 (1<sup>st</sup> 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...

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# 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)

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# 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 2<sup>nd</sup> or 3<sup>rd</sup> 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