



Brad Geddes

Co-Founder, Adalysis



**Quickly Adapt your PPC Messaging to
Shifting Consumer Behavior**

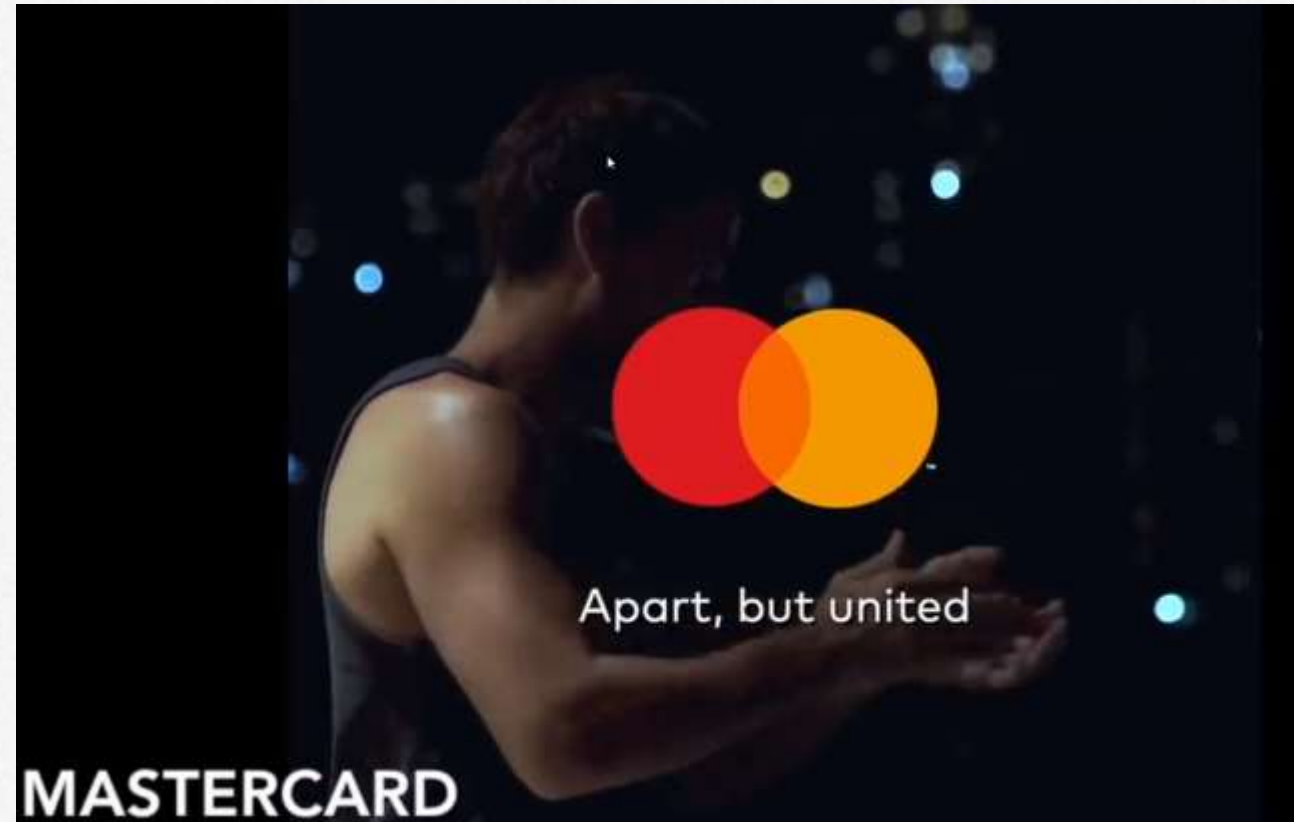
**Google Marketing
Conference**

Covid-19 Evolution of Ads

Adapt your PPC Messaging to Shifting Consumer Behavior



Unprecedented / We're All in This Together



Every Ad is the Same: <https://youtu.be/vM3J9jDoaTA>

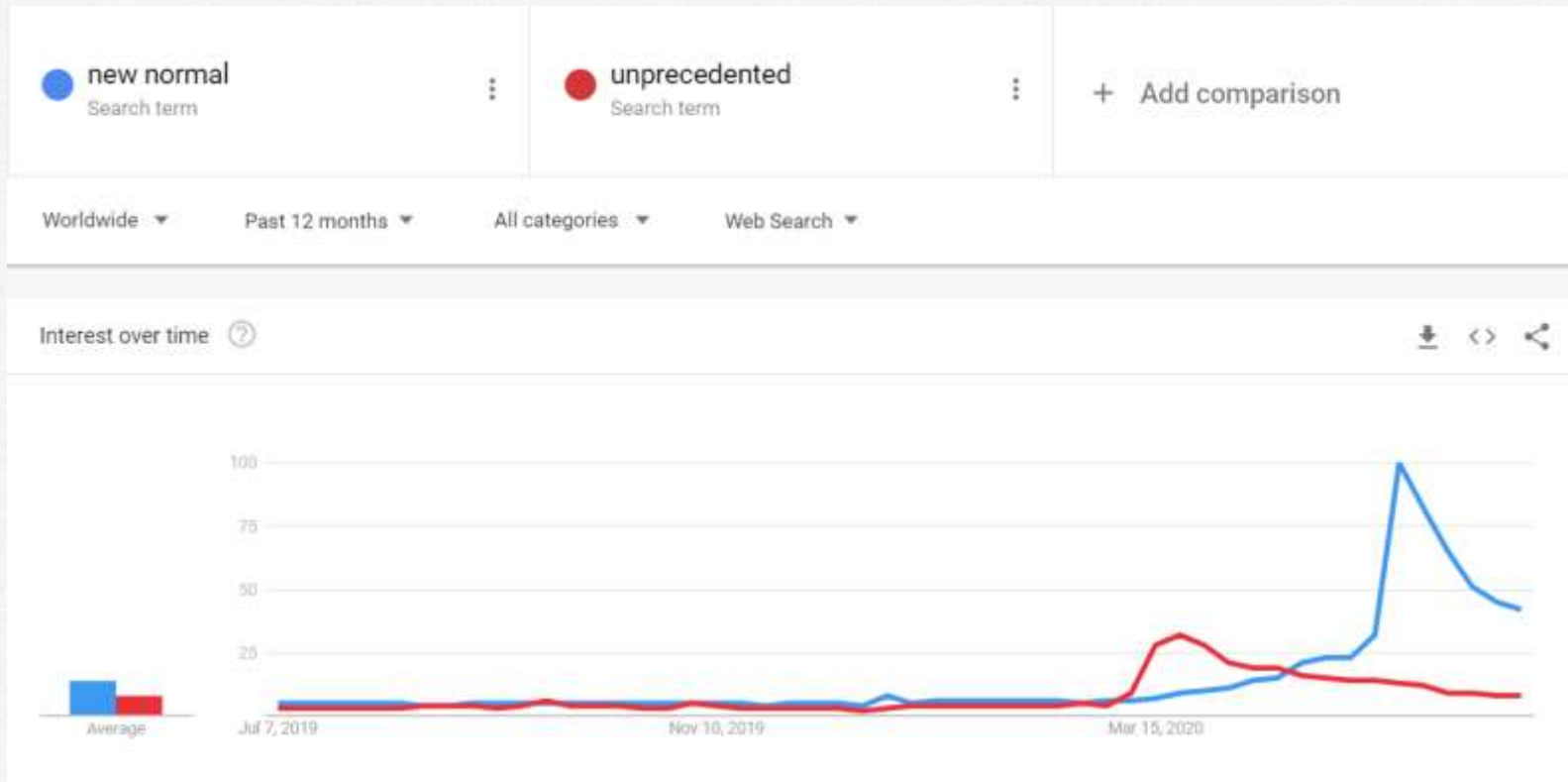


Overwhelming Fatigue Develops When Everything is the Same



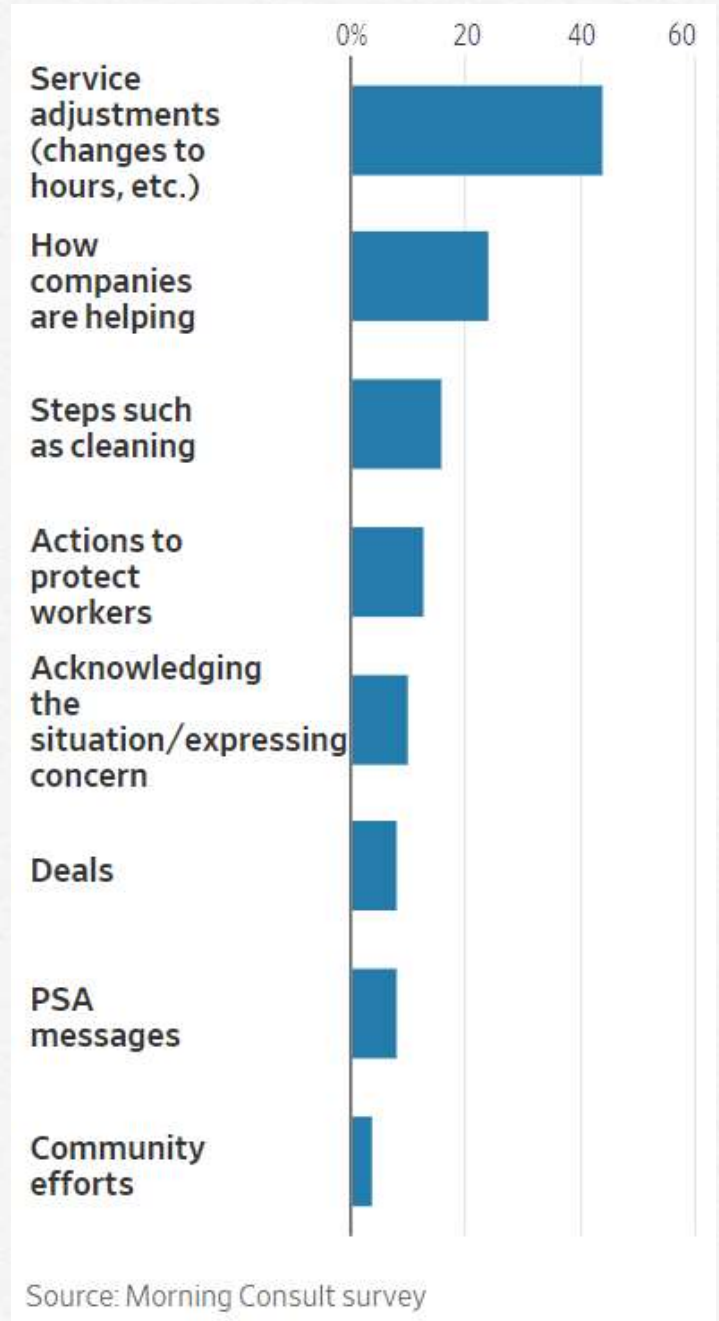
<https://www.inquirer.com/opinion/cartoons/coronavirus-tv-ads-commercials-mcdonalds-target-chick-fil-a-taco-bell-kfc-piano-20200501.html>

Interest vs Disdain



Within 4 weeks of the USA lockdown, 46% of people reported they were tired of ‘unprecedented’ & ‘we’re here for you’ ads and had a growing disdain for the companies running them.

What Users Wanted to Know



Instead We Got “We’re Here for You”



T-Mobile Film Advert By : We're Here ...
adsoftheworld.com



Hospital - St. Peter, Saint Pet...
marketplace.southernmnn.com



Trade Desk print ads by V...
thedrum.com



We're Here For You, Bruce Power ...
shopping.shorelinebeacon.com



Affinity Credit Union ...
shopping.melfortjournal.c...

We're Here For You and Your Pets!

Yes, we are open! Veterinary care is an essential service.

- Rabies vaccinations
- Sick Pets
- Emergencies
- Itching and allergies
- Prescriptions & diets
- Non-elective surgeries
- Emergency dental surgery
- Medication monitoring
- Essential vaccinations
- End-of-life care

Monday - Friday 8:00am - 6:00pm
Saturday - 8:00am - 5:00pm

Rivertown Animal Hospital

Please contact us with any questions or concerns at (651) 430-2229 or by email at Admin@rivertownanimalhospital.com.

1000 x 1242



Calvert Health, Frederick, MD
marketplace.finditchesapeake.com



We're Here for You, CorTrust Ba...
local.hometownsource.com



Idaho Falls Community Hospi...
local.postregister.com



We're Here For You, Beaco...
local.tribtown.com



We're Here to Help, No Ma...
marketplace.messagemedia...



We're here for you, Souther...
marketplace.finditchesapeake...



Ad Copy For Real Estate PPC Campaigns ...
carrot.com



We're Here For You, Family ...
shopping.lakeshoreadvance...



Etsy Ads, The New Combined Ad Platform ...
cindywho2.com

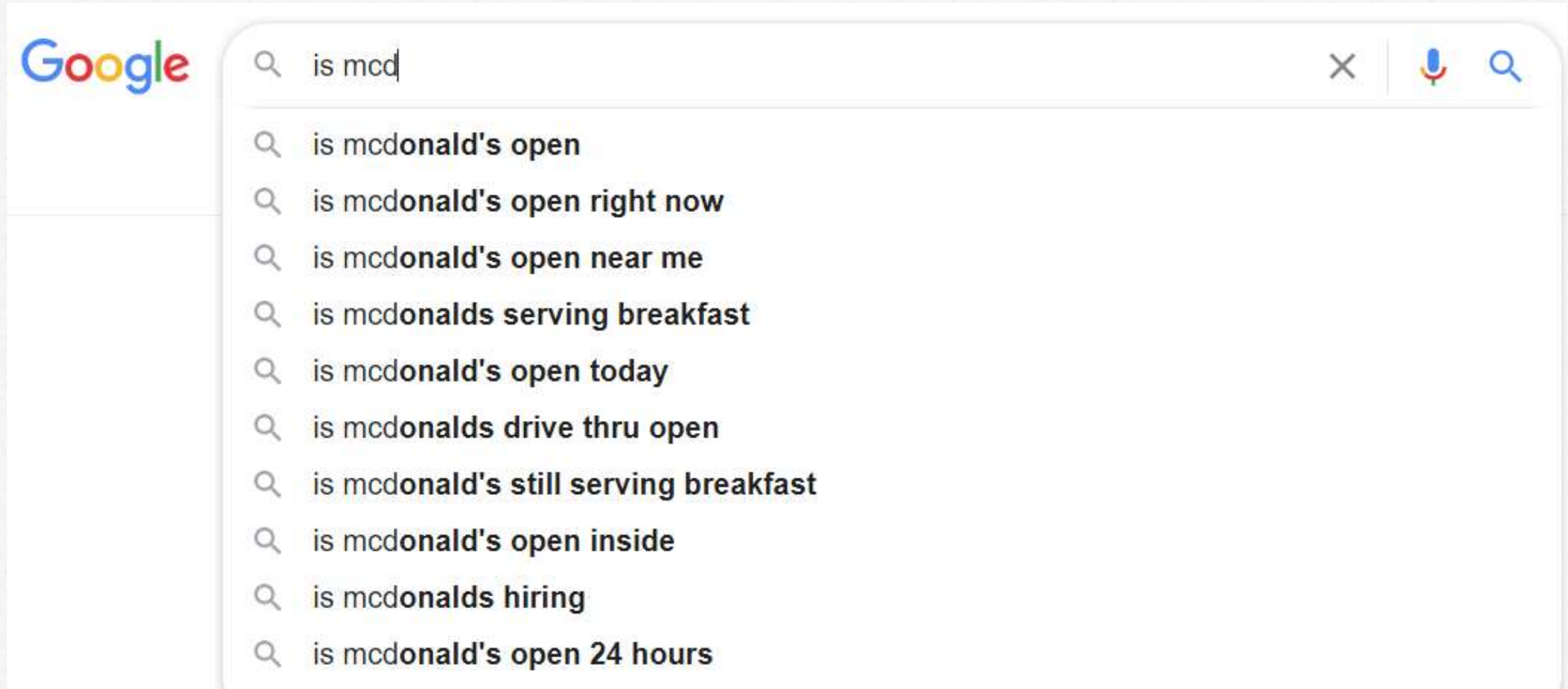


We Are Here For You, Nine Star Connect ...
local.greenfieldreporter.com



Since 1884, Lenmark ...
local.leadertelegram.com

People want to know if you are even open or in business



This moved to “We” are Open, Not “Helping You”



We're Open! The following lo...
standard-journal.com



We're Open, Ralcomm, Wetaskiwi...
shopping.wetaskiwintimes.com



Knees Pub & Catering Co, Idaho Falls, ...
local.postregister.com



We're Open, Omni Security S...
local.postregister.com



1 day ago
We're Open!, Milaca Theatre, Princeton, MN
local.hometownsource.com



Bloom Magazine



We're Open!!, The Whole Pig , Dashwood, ON
shopping.lakeshoreadvance.com



We're Open for Your Card...
local.hometownsource.com



We're Open & Here To Help...
wnypennysaver.com

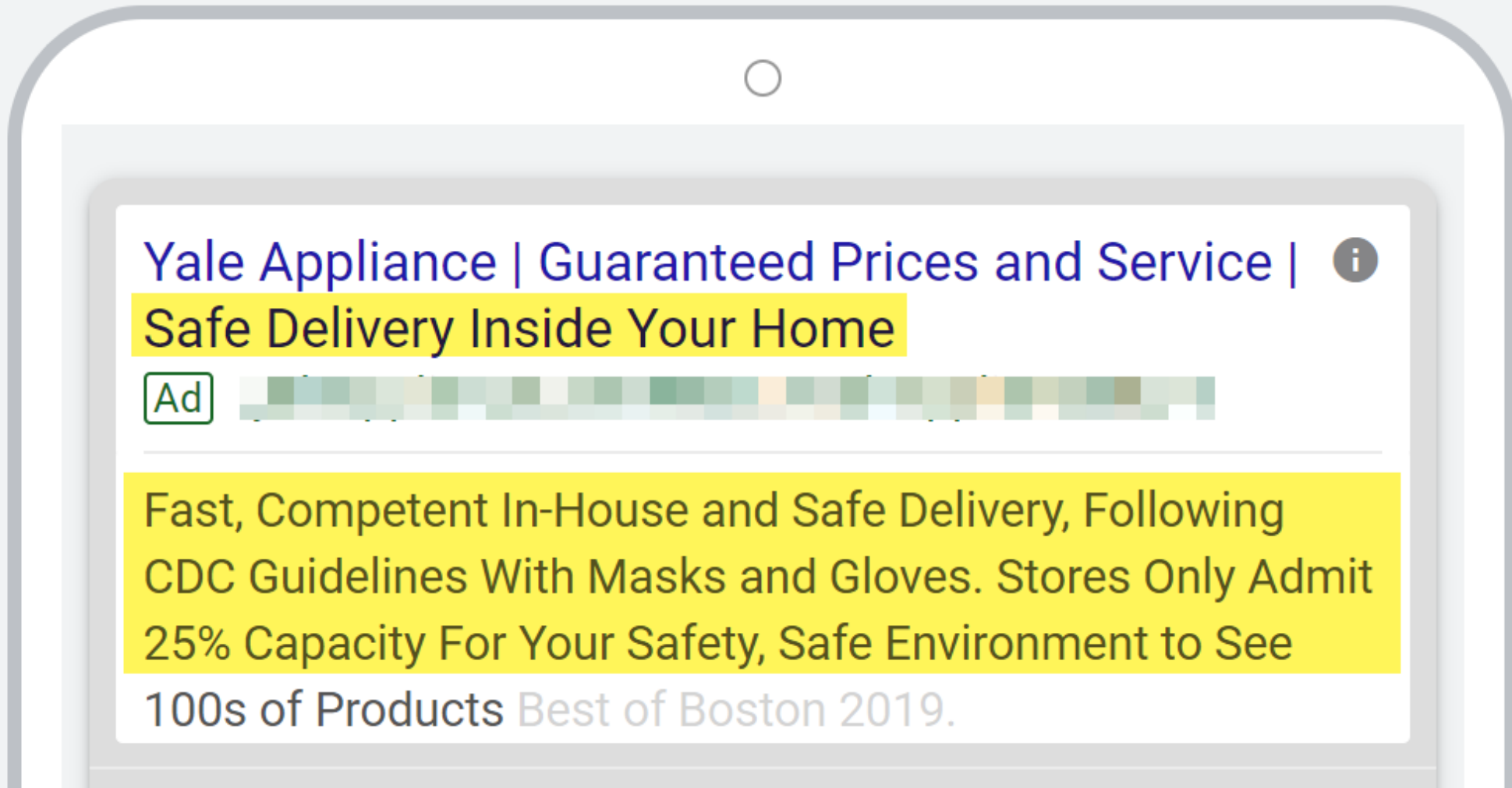



Knees Pub & Catering Co, L...
local.postregister.com

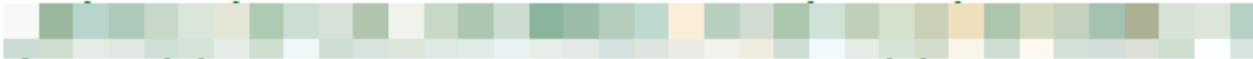


COVID-19 Ads In The New Heartland
forbes.com

People Wanted Safety Information



Yale Appliance | Guaranteed Prices and Service | 
Safe Delivery Inside Your Home

Ad 

Fast, Competent In-House and Safe Delivery, Following CDC Guidelines With Masks and Gloves. Stores Only Admit 25% Capacity For Your Safety, Safe Environment to See 100s of Products Best of Boston 2019.

The “Good” Ads in the “Current Normal”

Unfortunately, these are **rare**

Ad · www.californiaclosets.com/custom_built ▾ (855) 426-0501

California Closets® | Free Virtual Consultations

Custom Designed for Your Space & Budget. Book a Free Virtual Design Consultation Now.

Philadelphia owned. Free Installation. Philadelphia manufactured. Trusted for 40 Years. Free Design Consultation. **Custom** 3D Design.

Custom Walk-In Closets · Custom Reach-In Closets · Work Spaces · Home Office Design

📍 Philadelphia · 2 locations nearby

We wanted to test
“Glove-Tossed Crust”

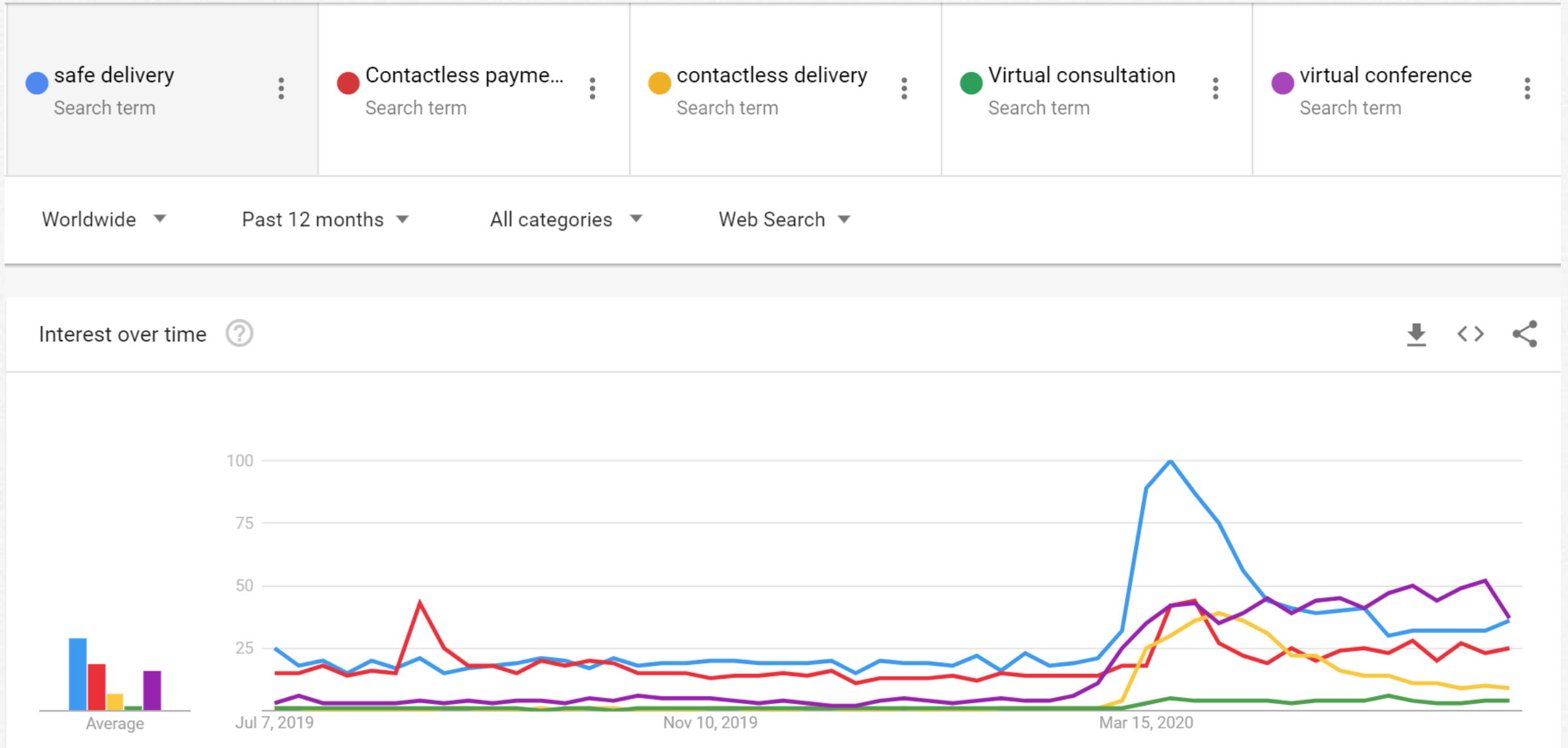
Pizza Hut® is Open - Ask for Contactless Options - PizzaHut.com

Pizza Hut® is a Trustworthy Option for Carryout, **Delivery** & Curbside Meals. Order Today! The Health and Well-Being of Our Customers and Team Members is Our #1 Priority. Curbside Pickup.

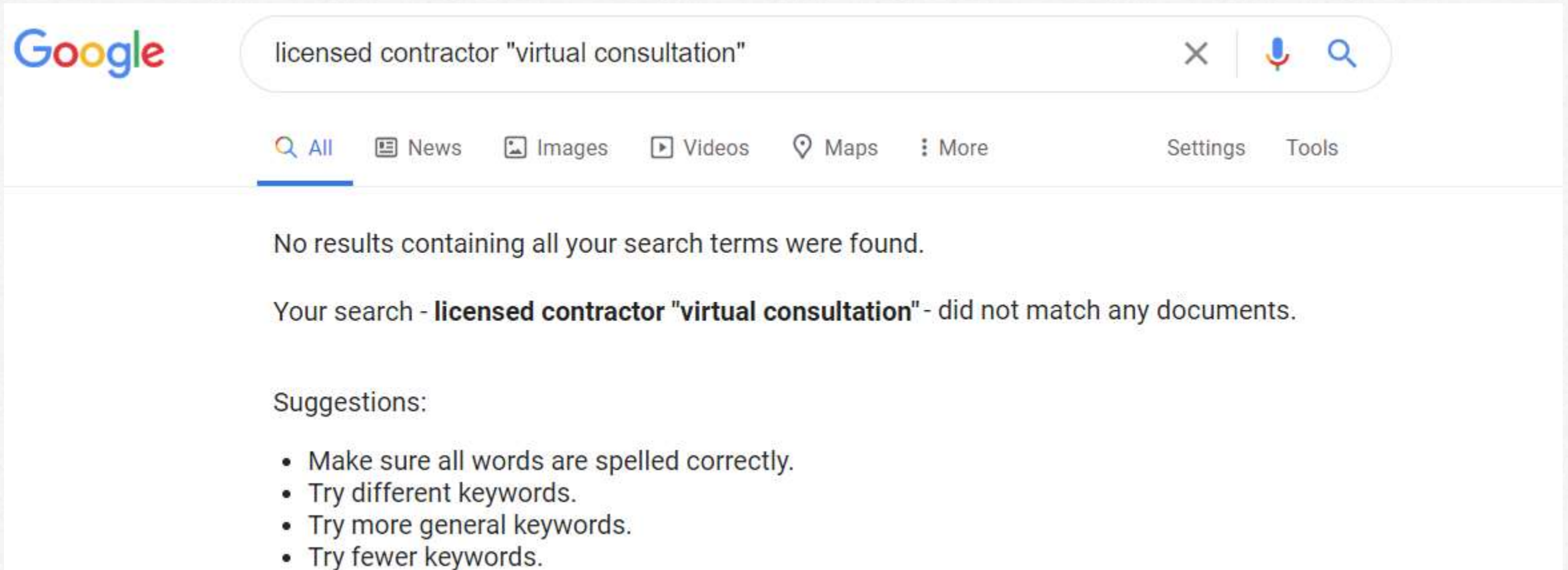
Hand-tossed crust. Contactless **Delivery**. Amazing toppings.

Order Online · Deals & Coupons · Menu · We are Open for You · Pizza Hut® Hut Rewards®

Do Your Ads Speak to Today's Interest?



There is LOTS of Opportunities Right Now



The image shows a Google search interface. The search bar contains the text "licensed contractor 'virtual consultation'". Below the search bar, there are navigation links for "All", "News", "Images", "Videos", "Maps", and "More". To the right of these links are "Settings" and "Tools". The search results area displays the message: "No results containing all your search terms were found." Below this, it states: "Your search - **licensed contractor 'virtual consultation'** - did not match any documents." Underneath, there is a "Suggestions:" section with a bulleted list of tips: "Make sure all words are spelled correctly.", "Try different keywords.", "Try more general keywords.", and "Try fewer keywords."

Most Advertising Channels Are Mismatched in Messaging

Ad • www.geico.com/ ▾

GEICO Auto Insurance - Get a Free Rate Quote

Don't Overpay For **Auto Insurance**. Switch To GEICO and You Could Save Today. In Just 15 Minutes, You Could Save \$500 or More On **Auto Insurance**. Free Quotes. 75+ Years of Savings. 24/7 Service & Claims. Mobile App. **Insurance** coverage: **Auto**, Motorcycle, Home. [Get a Quote](#) · [The GEICO Giveback](#) · [Motorcycle Insurance](#) · [Discounts](#) · [Changes in Your Life](#)

Ad • www.progressive.com/texas ▾

Progressive Car Insurance - Get A Free Online Quote Now

Compare **Car Insurance** Rates From Top Companies. What Can You Save? Mobile App. Name Your Price Tool. Number 1 in Home Quoting. Snapshot Discount. 24/7 Customer Service. Compare Rates. Bundle Home & **Auto**. 80 Years of Service. Good Student Discount. ★★★★★ Rating for progressive.com: 4.4 - 8,559 reviews

Ad • www.libertymutual.com/ ▾ (844) 349-8365

Free Online Quotes in Minutes - Get A Fast, Free Quote

Drivers Who Switch Save An Average Of \$586. Let Us See How Much We Can Save You! Get A Fast & Easy Online Quote In Under 10 Minutes. Get Your Free Quote Now! Quote In Under 10 Minutes. Roadside Assistance. Trusted For 100+ Years. Customized Quotes. [Free Online Quote](#) · [Get An Auto Quote](#) · [Get A Car & Renters Quote](#) · [Bundle And Save](#)



The savings you expect plus an
—ADDITIONAL—
15%
applied to
all six months
of your auto
policy

GEICO

GET A QUOTE >

©2016 GEICO. See geico.com for details.

Knowing When to Change Your Ads

Adapt your PPC Messaging to Shifting Consumer Behavior



What Most Advertiser's Did: Ignore Everything

Ad · www.virginvoyages.com/ ▾

Virgin Voyages® - Up to 30% Off

No Kids, No Kidding. Gratuities, WiFi & Fitness Classes. Over \$600 Value Always Included.

Cruise Deals

Check Out The Current Offers
From Virgin Voyages Today!

Itineraries

Holidays Designed To Satisfy All
Your Cravings With Late Stays.

Cabins

Revolutionizing Ship Design to
Create a Modern Personal Retreat.

Eat & Drink

Redefining How Sailors Dine &
Drink at Sea with 20+ Eateries.

Ad · www.silversea.com/luxury_cruises ▾

Silversea Luxury Cruises - \$1,000 Free Onboard Spend

Reserve your next voyage for \$1,000 and receive \$1,000 in shipboard credit. Irresistible Offers on Almost All Itineraries! Request Your Quote Now. Expertly Crafted Voyages.

Deal: 10% off Selected Cruises

Ad · www.clubmed.us/flash-sale ▾ (877) 965-7699

Cruise Vacation - Flash Sale for 5 days Only

Book Now & Save Up to \$1200 Instantly Plus Kids Under 12 Stay Free & No Single Supplement.

Ad · www.ubereats.com/ ▾

Uber Eats - Your order left at your door

Your order can now be **delivered** straight to your doorstep. Use "Leave at door" at checkout. Because **food** brings us together—even when we're apart. Order to your door.

Order great dinner

Discover new restaurants.
Order your favorite food now.

For restaurants

Feature your food in the app
and find new customers.

Ad · www.hellofresh.com/ ▾

HelloFresh™: Get \$80 Off - Fresh Food Delivery

Get \$80 Off, Including Free Shipping On Your 1st Box. Start Saving! Good For Your...

Ad · www.instacart.com/ ▾

Instacart Grocery Delivery - From Your Favorite Local Store

Fresh Groceries **Delivered** In As Little As 1-Hour To Your Doorstep! Shop Now.

Ad · www.homechef.com/ ▾

Try Home Chef - \$60 Off - Tasty Convenient Meal Kits

Our delicious **meal** kits are the perfect kitchen sidekick for even the busiest schedules. Try...

Some Remembered

Ad · www.ncl.com/ ▼

Norwegian Cruise Line - Your Safety Is Our Priority

Find Your Perfect Escape & Book with **Norwegian's** New Peace of Mind Policy. Featuring Flexible Bookings and Enhanced Health & Safety Protocols. 17 **Cruise Ships**. Specialty Dining. Free At Sea. Amazing Entertainment.

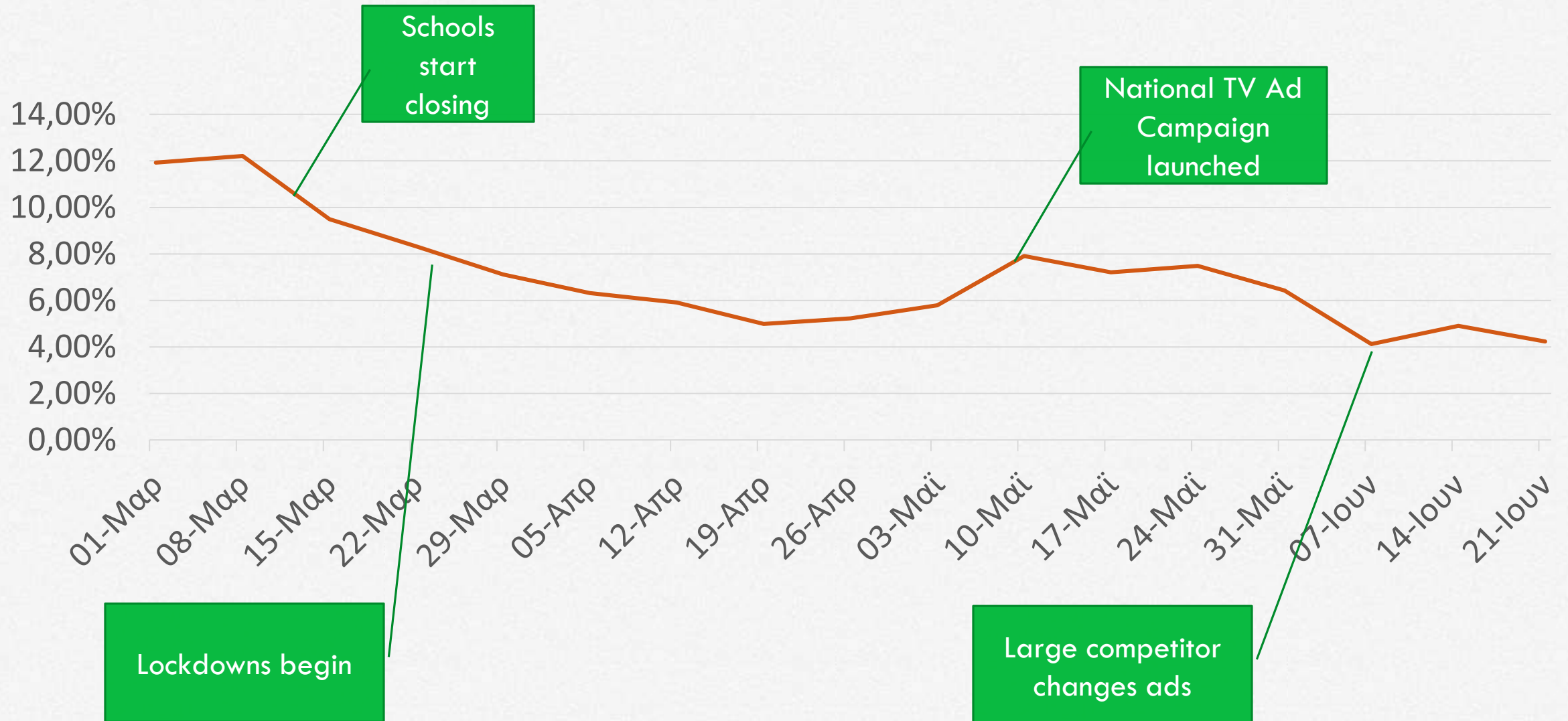
[Explore Our Destinations](#) · [Free Pre-Paid Gratuities](#) · [Explore Our Ports of Call](#)

Ad · www.ubereats.com/ ▼

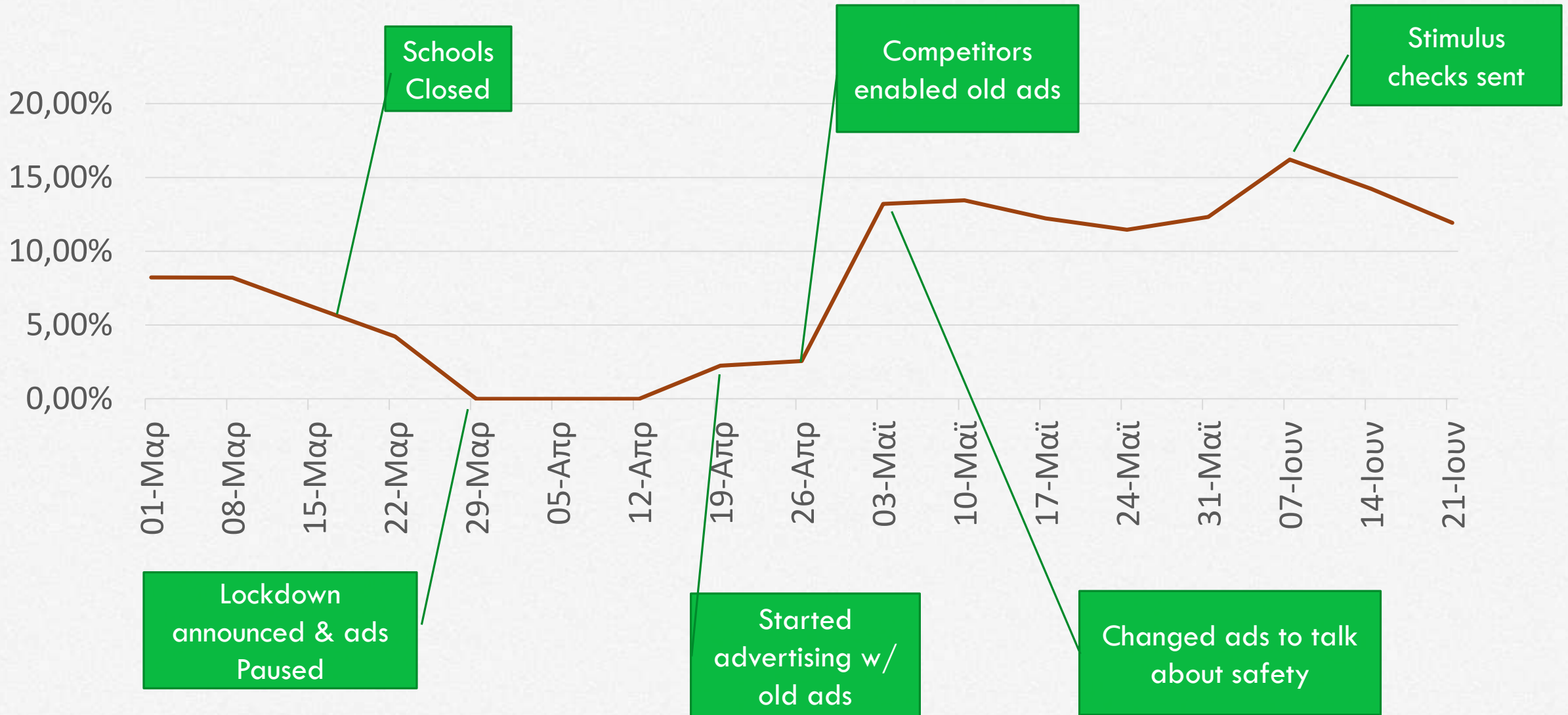
Uber Eats - Your order left at your door

Your order can now be **delivered** straight to your doorstep. Use “Leave at door” at checkout. Because **food** brings us together—even when we’re apart. Order to your door.

An Advertiser's CTR Journey



When an Advertiser Adjusts their Messaging



Another Advertiser Didn't See Conversion Changes Until Website Changed

≡ MENU

YALE
APPLIANCE

SEARCH 🔍

SCHEDULE AN APPOINTMENT



NOW WITH MORE OPTIONS TO FIND THE RIGHT PRODUCTS FOR YOU

0% FINANCING AVAILABLE

SCHEDULE SHOWROOM VISITS

Our showrooms are available at 25% capacity for the benefit of our customers and team. Walk-ins are welcome, but appointments are encouraged to avoid a wait.

[SCHEDULE A SHOWROOM VISIT](#)

VIDEO CALL

NEW: Shop our showroom like you're actually there via your mobile phone [?](#)

[SCHEDULE A VIDEO CALL](#)

LIVE CHAT

Browse and buy online with a Yale sales rep 8 AM - 6 PM Mon-Sat and 9 AM - 4 PM Sun

[CHAT NOW](#)

ORDER ONLINE

Browse our online catalog and shop from home

[SHOP ONLINE](#)

[CLICK HERE TO LEARN WHICH MEASURES YALE IS TAKING TO DEAL WITH THE CORONAVIRUS \(COVID-19\) OUTBREAK](#)

When the Entire Industry Adopts Quickly

- We looked at 1,000+ actively managed PPC accounts
- 297 had adjusted their ads
- 71 had a competitor who had adjusted their ads beyond 'we're open'
- 0 had 2+ competitors that had adjusted their ads

- We can't find any industries where everyone has adjusted their ads 😞

How to Test Trends

Adapt your PPC Messaging to Shifting Consumer Behavior



Ad Testing in the New Normal

Ask yourself

- What did you change about your business?
- What did your employees change about how they work?
- What adjustments did you make for your & your customer's safety?

Then:

- **Put the info in your ads & ad extensions**
 - Don't forget your image ads
- Update your website with this information

What Did You Do For Consumers?

Tech and telecom companies waiving data limits and fees.

Businesses donating profits and offering unprecedented sales/discounts.

Food service companies waiving fees.

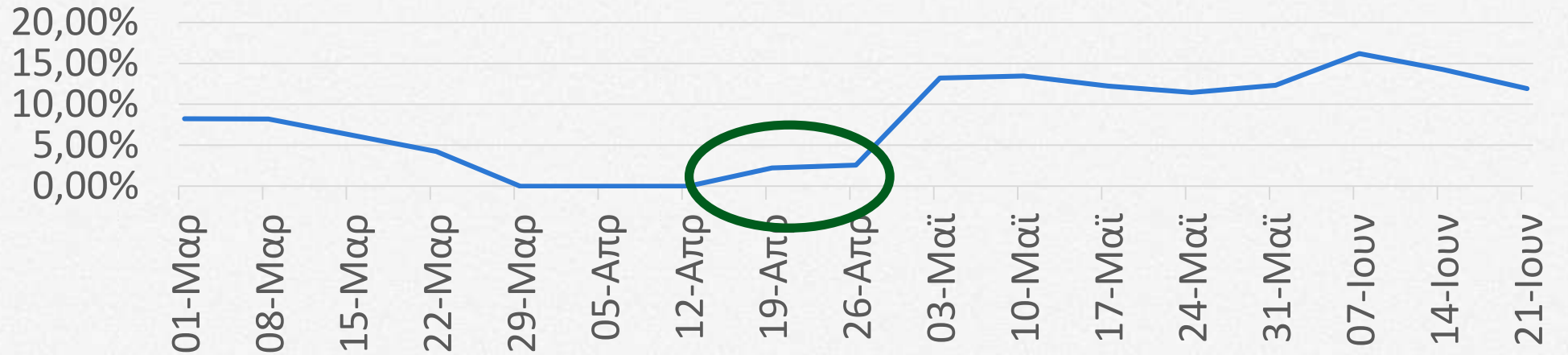
Travel companies removing barriers to change or cancel, etc.

Special shopping hours for at risk population

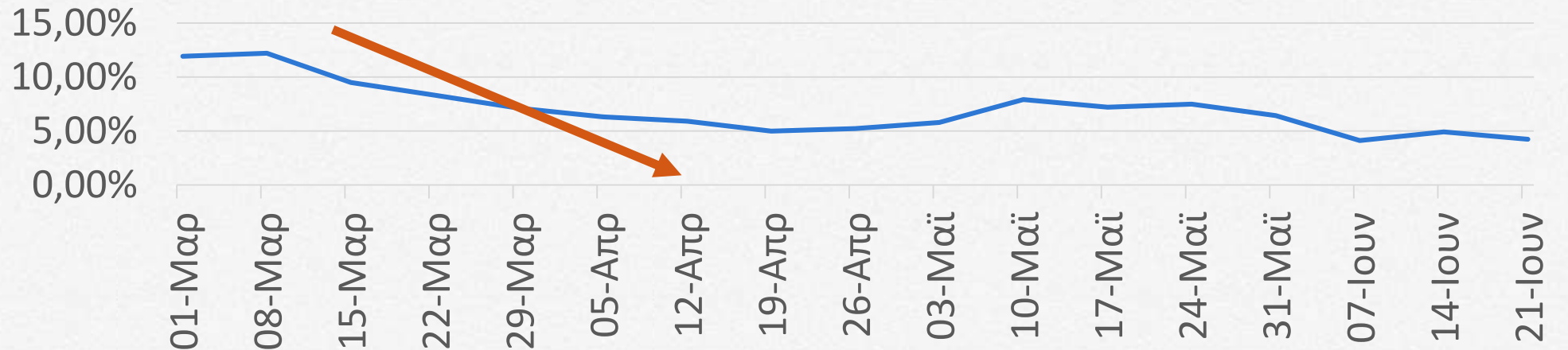
Special delivery and pick-up options

Examining Trends: When to Test

Ads are worse than before



Steady Declines



Multi-Ad Group Testing to See Large Trends

Our Machines Won't Replace You | They Make You Smarter & Better

[Ad](#) adalysis.com/Award-Winning/PPC-Software

US Search Awards Winner for Best AdWords Management Software the Last 3 Years.

Quality Score Analysis · Automated Daily Insights · Search Terms Diagnosis · PPC Recommendation En...

Brands: AdWords, Bing Ads, PPC

Service catalog: Single adgroup testing, Multi adgroup testing, Template testing, DSA testing, Call Only ...

[Online Demo](#)

[Blog](#)

[Start Free Trial](#)

[Ad Testing Features](#)

Award Winning PPC Tools | Virtual Consultations & Automated Setup

[Ad](#) adalysis.com/Award-Winning/PPC-Software

Take a Free Trial from the Comfort of Your Home. US Search Awards Winner for Best AdWords

Management Software the Last 3 Years.

Quality Score Analysis · Automated Daily Insights · Search Terms Diagnosis · PPC Recommendation En...

Brands: AdWords, Bing Ads, PPC

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[Start Free Trial](#)

[Ad Testing Features](#)

Award Winning PPC Tools | Limited Time Discounts

[Ad](#) adalysis.com/Award-Winning/PPC-Software

To help your business through these times, we're offering a 25% discount until everyone is back in the office.

Quality Score Analysis · Automated Daily Insights · Search Terms Diagnosis · PPC Recommendation En...

Brands: AdWords, Bing Ads, PPC

Service catalog: Single adgroup testing, Multi adgroup testing, Template testing, DSA testing, Call Only ...

[Online Demo](#)

[Blog](#)

[Start Free Trial](#)

[Ad Testing Features](#)

Testing 3 messages across 500 ad groups:

- Typical 'smarter & better' ad
- Virtual + 'comfort from your home'
- Limited time discounts until everyone is back in the office

Multi Ad Group Testing: Reading the Data

▲ Ad Test Patterns	Matching Adgroups <small>?</small>	Matching Ads <small>?</small>	Clicks	Impr.	Converted clicks	Cost	Conv. Value	99% CTR	<90% Click conversion rate	95% Conv. / Impr.
Non-brand 1	7927	9498	81,050	2,029,737	2,878	\$124,364.68	\$826,592.85	3.99%	3.55%	0.14179%
Brand ad	8745	8838	44,430	1,152,667	1,508	\$70,258.62	\$420,336.71	3.85%	3.39%	0.13083%
Non-brand 2	3542	3597	35,939	935,050	1,281	\$57,140.00	\$360,470.81	3.84%	3.56%	0.13700%
Effect on performance, over 30 days, if loser ad is paused (More info).							Clicks:	↑ 1,991		↑ 2,259
							Conversions:	↑ 17		↑ 234
							Cost:	↑ \$94.24		↑ \$659.61
							Total Conv. value:	↑ \$12,643.90		↑ \$88,235.89
							CPA:	↓ \$0.05		↓ \$0.79

Ad Customizers Are Wonderful for Adjusting Messages

25% off Smart TVs until
{=GEOList.SportsTeam} Games
are Back!

15% Insurance Giveback until
{=GEOList.Recovery3PhaseDate}

By {=GEOList.RecoveryPhase}

- Virtual appointment
- In-Person or Virtual Appointment

Other Good Notes

Check Your Ad Extensions

- Many have in-person or other info in them

Watch your trends

- B2B is less 'commuter constrained'

Desktop search is up

Weekend search is up a LOT

Weekday search is up a little

The New Normal (hopefully) Isn't Forever

When the new ads see dips and the news is reporting better virus data, it's time to introduce some of your old ads to see if it's time to go back to them versus keep some of the new features.

The only way for advertisers to navigate Covid-19 and recovery is to keep watching and testing the ads to match what your customers need.

Adalysis

Automate Your PPC To Do List

- Read our blog: [Adalysis.com/blog](https://adalysis.com/blog)
- Recommendation Engine: [Adalysis.com](https://adalysis.com)

Best Search Technology
of the Year



 2018

Best Specialized
SEA Tool



 2018

Best PPC Management
Software Suite



 2017

Best PPC Management
Software Suite



 2016



Brad Geddes

Co-Founder, Adalysis



Thank You! | Google Marketing
Conference