



Melissa Mackey with Managing Large Budgets without Losing Your Mind

Introducer: Hello everybody! Wow, an actual working microphone. We're going to start our next session here in a couple of minutes and our speaker is going to be Melissa Mackey. So, quick bio, Melissa Mackey is search supervisor at GYRO, we had a discussion in the office on how to pronounce the sandwich, so someone thought that--GYRO, the largest independent B2B agency in the world. A veteran PPC marketer, she helps clients achieve maximum ROI for paid search. Mackey contributes regularly to search engine watch as a PPC expert author, and moderates the search engine watch forums. She also hosts a blog, "beyondthepaid.com," where she writes on the topics of paper click and search marketing. A marketing professional since 1988, Mackey previously served as online marketing manager for Fluency Media. As well as director of search marketing for a magazine line. Mackey has also held advertising executive positions at the Lansing State Journal and radio stations WMMQ FM and WJIM AM/FM. Throughout her career, her achievements include the evaluations and implementation of numerous banner advertising and shopping search campaigns, as well as execution and analysis of ad copy and landing page strategy. Mackey holds a dual BA from Michigan State University and a Master's of Management from Aquinas College. Melissa Mackey.

Melissa: I should have done a shorter bio that was kind of crazy. So, thank you for coming. This is "Managing Large Budgets without Losing Your Mind." I'm going to talk about my ideas of how to do this. This is something where there is kind of no right answer; there are a lot of right answers. I hope to have a lot of time for questions and answers at the end and make this a little bit interactive. It's kind of a big room to really, get a conversation going, but I do want to hear other ideas that you guys have for what you're doing with your large accounts. This is a little bit about GYRO and he already did that bio, so I won't bore you with that.

I assume everybody in here is managing large budgets, is that right? Anybody, like six figures a month? A million a month? More than a million, like 10 million? Okay, awesome. Oh, Kevin, you don't get to raise your hand. What makes you lose your mind as a PPC manager? Is it just managing your spends, dealing with the client, or any of these things? Do you feel like this lady, tearing your hair out, sometimes? Yeah, I know I do, for sure.

A little bit about me, besides that lengthy bio. I have twins a boy and a girl. They're 15 now, but when they were babies I wanted to tear my hair out trying to deal with these two infants. I had a lot of friends who were having kids at the same time, and we were all reading all these parenting articles about what

you should do with your baby, and none of it applied to me because I had two babies. I needed to figure out a way to tackle it, because the lovely stories about bundling up your child and carrying it in the front didn't apply when I had two of them. I just felt like I needed a strategy for managing a lot of kids. I had to get a lot of help, and ask other people who were also parents of twins, and we kind of had to form our own group.

Anyway, who knows who this is? Very good. Okay, good, I'm glad. I thought if I put this up here and nobody knows I'd be in trouble. This is Mrs. Doubtfire. It's one of my favorite movies of all time. One of the famous scenes in the movie is after she poisons Stu, who is the ex-wife's boyfriend, he starts choking and Mrs. Doubtfire, in costume, has to come and Heimlich him so that he doesn't choke to death. She comes running across the room and yells, "Help is on the way!" So when I had these babies at home that was what I was constantly thinking, like, "Okay. Someone is coming over to help me in half an hour" and I would be counting down the minutes. I am here to help you learn about how to manage your large accounts, and give you your own individual Mrs. Doubtfire.

The first thing that you need to do is planning. A little planning goes a long way. You'd think when you're spending millions or mega millions a month that planning would be the first step. But I find that with a lot of large advertisers, they don't really plan. They just think if someone makes a recommendation, like "Oh we should use Pay per Click" they say great and get a campaign going and they immediately go to Ad Words and start typing things in. Away they go, spending a lot of money. The first thing that you need to do is clearly establish your KPIs and your measurement methods. KPIs are key performance indicators, for anybody who doesn't know what that is.

This is figuring out what your goal is. Is it leads, ecommerce, brand awareness? A lot of large advertisers allot a lot of budget for search and display, which we kind of lump into search at this conference, just wanting brand awareness. Think about what your goals are or is it a combination of all of the above. Do you have a budget for some display and another budget for search? You need to think about what those goals are. You also need to think about how you're going to measure those.

Now again, when you're a huge enterprise-level company, you probably have some kind of analytics in place already. Although, again, this is something that a surprising number of companies don't have analytics or they don't have it installed properly. You come in as a paid search manager and there are no goals set up in Google Analytics or their is such a mess that you don't know what is going on. You need to figure out a way to measure your goals. How are you going to know if you've achieved them if you don't have a way to measure them? That's the first step. Also, I always recommend to use the channel conversion tracking. This is the free conversion tracking script that's in Adwords and Adcenter. Yes, it's another piece of code that you have to put on your site but it's really worth it because it gives you a snapshot, right within your account, of what's going on. You log into Adwords and you can see something like this and it will tell you what's happening with your conversions. So you can see, at a glance, where the problems lie and where you need to focus your attention.

So, yes it is another script but it really is worth it and also allows you to do things like retargeting within Ad Words if you want to focus that on conversions so if someone came to your site and didn't convert you can get that in place. You can also use Google Analytics for that now, but that's fairly recent. It's a good redundancy even if you have your Amager or Google Analytics; this will also tell you when problems arise. Map out your account structure ahead of time. We talked about this in the Account Structure panel quite a bit. So, for those of you who were there, you will have heard this in that session and I hope to expound on that a little bit. This is something that you really need to think about.

I've seen a lot of large accounts that are a complete mess and I think they're a complete mess because they started off smaller. When it was one campaign and a couple of ad groups, it was fine; it was easy to deal with. Then it grew and you were making money and you started piling more on top of more on top of more. You had a little shed in your backyard and all of a sudden there's a mansion piled on top of it and it's very, very unstable. You need to think about, not only where is this today, but, where is it going to go? What might we do with it and think about things like naming structure that I'm going to talk about in a few minutes and campaign settings and things like that. How many here are members of the PPCChat, on Twitter? Yay. This is the PPC Chat, Matt. Gratuitous plug. If you're not following PPC Chat on Twitter at noon, Tuesdays, Eastern Time, you really should. It's a good way to get some information about anything and everything PPC.

When you're planning out your account structure get granular, but not too granular. We talked about this in the Structure panel a little bit. You want to make sure that you don't have campaign 1 and a bunch of ad groups in it and 1200 keywords and an ad group, which is, literally, something that I've seen recently in a large client we're on-boarding right now from another agency. I won't say who the client is or who the agency is but that's not good. You need to break it up a little bit more so, not only will you get a better quality score, but, you can also just make it easier to manage. You'll see a structure like this quite a bit, small tightly themed ad groups with very relevant keywords. Then you can do ad copy testing based on those and try to optimize your quality score. This is granular, this is good, and it makes a lot of sense.

I've also seen campaigns that have one or two keywords and a bazillion ad groups or campaigns. This makes sense if you're spending a million dollars a month on one keyword, which is not unheard of. So, if you're doing that then this makes sense for that one keyword or handful of keywords, but if you've got a bevy of products and most of them aren't at that level, which they're not going to be, this is just insanity. You need to find a happy medium in the number of keywords and ad groups. Preparing your campaign names is more than just a name. You need to think about what's logical. I just had to throw that in there, "Helloooo!" It's like my favorite scene of the movie. But Mrs. Doubtfire had to pick a good name for herself.

Your campaign naming structure is going to be critical here. It's going to help you sort, filter and make sense of what's going on. This is a structure that we use and it sounds like it's pretty common, from what I've heard from other people here. We have the continent and then we have the country, then the language that the campaign is in, whether it's brand or generic and whether it's search or content. If we're doing special promotions, we'll tag that on to the end. We recently did an Easter promotion for this client and had all of these names and underscore Easter at the end.

What this does, is it allows you to filter. You can look at your campaigns and see what's going on with Europe, Middle East and Africa, which is what EMEA is. Although we did break out Africa separately, finally, because it was performing very differently for this client. But it allows you to filter for that. You can filter for generic and see how that's performing outside of your branded terms. You may be using bit management tools, which I'm going to talk about in a minute, and those have more advanced filters that you can use.

I know that almost everybody, even managing large budgets, is going to log into Adwords and Adcenter and just get a high level of what's going on and this is a good way to do that. If you don't have a good naming structure and something that other people can understand too, not just you, it's going to be very difficult to do this. I actually made that mistake when I was building out an account and I was

the only one that knew what my little abbreviations meant. Then, I had to train somebody else on it and it was a disaster. If you have something that is standard across your company or across your agency it's going to really help.

It also helps, not only with your engine management, but, with analytic segments. So, you have your filters here and then you can translate those into Google Analytics or into whatever web analytics platform that you are using; so you can create a custom segment based on--for example, this one. You're looking at the EMEA campaigns with transactions less than 1. So, these are campaigns that aren't converting and you can say, "In this part of the world, why are these not converting?" It may be an issue with keywords or ad copy and you can determine that with the pay-per-click click engine but there may be something going on with your site. Maybe there is a disconnect, somehow, that these people, for whatever reason, aren't finding or maybe the landing page is off-putting. Maybe you need to do some testing.

Maybe your shopping cart isn't functioning properly for them. There could be any number of things that are happening but the point is that you can segment this traffic in your analytics platform as well as within your search engine. It really makes that easier. If you haven't used a good naming structure you're going to have to put, including campaign, in each individual campaign when you have hundreds of them, you're trying to create this massive custom segment and it's just a.) Difficult to create and b.) Difficult to run because it takes forever for analytics to crank through all of those parameters. When you have a good naming structure it really makes this easier.

Tools of the trade: you need the right tools to do the job well. Ad Words editor at a minimum. Is anybody not using Ad Words Editor? You don't want to raise your hand? You should be using this at a minimum and even if you're using a paid platform as well. This is a good way to get a holistic view of the account. As I said in the earlier session, Account Structure, this is the first thing I train people on when they're new to Pay-per-click. Don't log into the interface or worry about any of that. We go to Ad Words Editor first because you get such a good view of everything that's going on with it, in terms of structure. It also allows you to make quick bulk updates, so if you need to quickly copy a campaign, find and replace something, or upload a bunch of new keywords, you can do it here. Again, you can do a lot of that in the paid platforms as well but sometimes it's just quicker to go here and do it. So, definitely use the desktop editors.

As I said, there are also many good campaign management and reporting tools. A lot of these people are here, at this conference. Use them if you can afford them. If you're spending that much money I would think you can probably afford it. This is double click search; it's the one that we use. I don't endorse one over the other, they're all very good. The good thing about using these is that it allows you to manage multiple engines in one place. All of them support the major search engines and many of them also have support for social PPC, like Facebook and LinkedIn. There are robust tools within this, like bid rules.

You can do reporting, and you can get a lot of alerts. The reporting feature is one of the most important things. You can get white listed reports, it crunches all the date for you and puts your charts in it and you just have to put a little bit of analysis into it and your company logo and you're done instead of spending a bunch of time on reporting. These are some of the other good tools that are here. I think at least half of these are here at this conference today so seek them out. You can get your clients to pay for these if you're an agency a lot of times. Just pass the cost along to them. It's worth it because then it frees you up for optimization strategy. Don't forget about web analytics to get the whole picture. You've got Ad Words and Ad Center and you're using their conversion tracking and maybe you have

your bit management platform but don't forget about these and actually using them to manage your accounts. You want to see what the people are doing once they get to the site. You don't get any of that from your bit management platform. Again, I don't endorse one over the other. I like Google Analytics because it's free. Many large sites, I find, have GA on top of some of these other ones. Definitely make sure that those are installed and that you've got goals and ecommerce set up if that's applicable.

Prioritize. You have to figure out what the most important task is. When my kids were little I had to figure out if I had to feed those, change diapers or take a nap or shower. You have to figure out how to tackle that task. You also have to have the right structure to be able to prioritize. You want to make sure that you can sort. Again, when you have the right campaign structure the sorting will make a lot of sense and you can start by using any number of metrics. I like to look at cost for conversion and see what is going on there so that cost for conversion will rise to the top. I also like to look at who is spending the most money and just see what is going on with that. Make sure that you can see what's happening.

Then there are the filters. Like I said, use the filters so that you can see what is going on. Your good naming structure is going to be critical for good filtering, so make sure to take advantage of those and prioritize. If a product, service, keyword or whatever is mission critical, put it in its own ad group campaign or even account. Those of you who are spending a million dollars a month or more, you may have one keyword or a couple keywords that are spending maybe 6 figures in a month. Anybody have that going on, 6 figures, one keyword? Yeah, okay. I've heard of, I don't personally manage an account like this, but I've heard of an account that is spending a quarter of a million dollars a month on one keyword. Obviously that's mission critical. That's absolutely important. You have to separate that out because you have to be able to see what is happening with that keyword or with that ad group. You might have an ad group that is spending that much. So make sure that those things are separated out and that it's not buried in some huge campaign, or that your quarter of a million dollar keyword isn't buried in some ad group with the metrics that you need to look at to see what's happening and you have to dig down so many layers that it becomes extremely time consuming. You may even want to put that in its own account.

You can have multiple accounts per client. We have a client that has 28 Adwords accounts and with enterprise level companies, a lot of times, you have different cost centers, different product lines that have their own brand managers and their own budgets. It just makes it easier. Work with your Ad Words rep to get another account if you need that;

but it definitely makes a lot of sense. It makes it simpler to see what's happening when you log in. You can see in your MCC what's going the quarter million dollar keyword today. Make sure that you get that so that it bubbles up. That also helps you decide your campaign settings. You can do a lot more testing on a keyword that has a lot of volume because you're going to get data very quickly. You may have a gazillion different products that you're promoting but some of them don't get that many clicks, even in a month's time. So, it's going to take a long time to get statistical significance. You can play around with your settings on your high volume keywords and ad groups, and then roll that out, a lot of times, to the rest of your campaigns and it also helps you with budget control, obviously.

Ideally, you will have a budget for your high volume keyword and then a budget for the rest of it, or maybe you don't have a budget at all. Anyone not have a budget at all, besides Michelle? A couple of you, okay good, you're lucky. A lot of us, especially in the agency world, have budgets that we have to manage even with large clients, and it's not always enough. It's frustrating but it's the reality, at least at this day in age. You need to be able to control what's going on and you need to make sure that your

mission critical keyword doesn't get turned off because it didn't have enough budget, if you can avoid it, I know sometimes that's unavoidable.

Use custom alerts. This is a huge feature in the bid management platforms but Adwords also recently came out with these and Adcenter has them as well. Or you can create a custom alert; you can create a custom alert on a keyword, ad group, campaign, account or multiple accounts within an MCC. You'd use this little drop down here, and you can set a rule, like, the cost change by x percent or cost per conversion drop, basically you can set an alert for any metric that is in Adwords and it will pop up when you first log in at the top of the screen. I don't see a lot of people using these and if they are they don't think it's all that meaningful. I guess if you're spending a million dollars a month it might be meaningful. I'd rather see it if it's 10% or 20% changes but the point is using them. You can find these in your little left hand menu that I always hide. You can set these across multiple accounts within My Client Center as well. This is a rule that is on all of our clients, for example. You can pretty much use those at any level.

It also gives you better ad copy testing when you prioritize. You have your quarter of a million dollar keyword--oops, I missed my good example. So, the testing, Mrs. Doubtfire had to test a bunch of different costumes. If you remember the scene in the movie, she was with Uncle Frank and Aunt Jack and they were trying on all of these different disguises and most of it was ad-libbed and it was hilarious. They had ultimately settled on something that was so believable it fooled their own family. So, that is what you want to do with your ad copy testing, come up with something that is just the killer winner that nobody can beat.

So you have all these different ad variations and you're trying a bunch of different things, pretty much that Ad Words or Ad Center allows you to do and you have nine different ad variations and if you have this on hundreds of campaigns and you don't have a nice tool that will actually tell you which one is statistically significant, which some of the management platforms do and some don't. If you're running multi varied analyses on a hundred campaigns with ten ad groups each for nine ad permi--it's just mind-blowing how much data you would have to crunch through. When you have prioritized and you have your one keyword or ad group that's high volume then you can test nine variations and you will get a lot of data quickly and you can roll that out to the other campaigns. Obviously there are going to be nuances, every product performs a little bit differently, et cetera but I have tested things like calls to action or putting official site at the beginning of the ad copy or things that would apply to many different things in your account.

That is very successful and you don't have to take the time to run the test account wide. If you have the time to do it, do it but I know most of us don't have time to run nine way tests on hundreds of campaigns. If you do it at your high level and roll it out to the others it will save you a lot of time. Also, it gives you easier reporting for the client. How many of you have seen reports like this: monthly reports? How many of you are sending client reports that look like this? Good. I've seen, for major enterprise level clients, reports from other agencies that actually look like this. This is what they are sending the client. So, wow, seriously? This is terrible. If you don't have things prioritized and you don't have your account structured properly and your naming structure is bad maybe you only have time to run an Excel report like that. That's pretty sad. Wouldn't you rather have something that looks like this? A nice graph, some analysis, some recommendations for the future and when you have your priority ad group set up you can do this really easily. You can get all the data for just that. If you only have time to do this report for your one most important campaign, it's better than a data dump so definitely do it.

Tools help a lot. Mrs. Doubt fire had the right tools. This is the scene where she's singing to "Dude Look like a Lady" and dancing and doing air guitar broom. When my kids were little they thought it was "Do it Like a Lady." She had the right tools to do the job. Get assistance. Divide and conquer. Get someone to help you. You can get a junior staffer or an intern to help. I've heard talk in a couple sessions today about getting interns. It's a really good way to help with the nitty gritty crunching. Mrs. Doubtfire had the kids to help. There is a scene in the movie where the kids don't want to do their homework and she puts them to work polishing silver and doing crap like that which they hate and they want to go back to doing homework. Get someone else to help you. Interns can help with a bunch of different things. They can help with daily budget monitoring, so they can tell you if you're overspending or under spending. It is something that has to be done when you're spending a lot of money but it takes time to get your interns to do that and they can tell you what is going on then you can take action on that without having to take the time to do it. They can help with keyword research, pouring through tens of thousands of keywords to try to find the relevant ones. Let them do that and at least get the list paired down so you can decide what to do with it from there. Ad copy testing is a good one. I've had interns help when I'm at a creative block and I can't think of anything else to test because we've tested so many different things.

I'll say, "Hey, intern, would you write some ad copy for me?" and it might be out of the box and crazy but as long as it's true and relevant, try it. There are no wrong answers in Paper Click so test it; you would be surprised at the results. They can help with campaign set up and they can use Ad Words Editor or your platform management and get that in there and paused. Then you can check it. It's a lot easier to react to something than it is to create it from scratch. So, have them do that. They can help with report data pulling. They can pull those charts that I showed earlier, the data dump, and they can format it and you just put the analysis in and send it off to the client. Let people help you with that. A lot of interns will work for free or really cheap so take advantage of that. Your search engine reps can also assist. Make them earn their pay. Who knows who this is? It's Mrs. Salner. She was the Child Services Court Advocate that was helping with Mrs. Doubtfire/Robin Williams's kids. Her heart was in the right place and she really wanted to help do the right thing but she didn't quite understand the situation. At first she thought Mrs. Doubtfire was a real separate person. Not quite right. Then she realized it was Daniel Hillard, the dad, and she thought he was some kind of cross-dressing pedophile and made him have supervised visitations instead of being able to spend time with his kids. She wanted to do the right thing but she didn't quite understand.

That's what the search engine reps are like a lot of the time. They want to help you but they don't quite understand your business. But that doesn't mean it's not worthwhile to let them do some of your work for you. They can pull data and they can often organize it in ways that would help save you time and you can finish making sense out of that for reporting. Let them create presentations. I've gotten fantastic presentations from both Ad Words and Ad Center on things like remarketing content network, just even intro to PPC stuff, that is more professional than anything I could ever do. You just put your agency name on it and go present it to your client and you're good to go and you don't have to spend hours putting together a PowerPoint. They can help set up campaigns. Again, they've given you something to react to. Maybe you don't like what they did and you're going to scrap half of it and rearrange the rest of it, but at least they have done some of that grunt work initially. Just be careful of their optimizations. Has anybody had an optimization that was kind of less than--yeah. I've had some that were horrible and the ads were almost unintelligible and I couldn't even tell--and they were not using their own best, but I've also had really good optimizations. So, again, it's something that you can react to and maybe they have idea that you haven't thought of so don't discount that take advantage of it. When you're managing a big account, you have so many things to do and the last thing you have time to do, unfortunately, is be creative. So let them do that for you. In summary, does anyone know

the four P's of marketing? Product, Place, Price, Promotion, Bingo! NBA winner. Yeah. That's, kind of, traditional marketing, the four p's so I came up with the 4 p's of large account management: Planning, obviously, map it all out ahead of time before you even log in. Make sure that you've thought of as many scenarios, and I know things happen that you can't predict and that's what this industry is all about. Panda comes out or the search engine starts showing us data for site links, conversion data all of a sudden and your whole world is up and it's sometimes for good sometimes for bad. The more you can plan ahead the better off you will be to take advantage of those situations or to do damage control if it's something bad so prepare. Think ahead of time about how you're going to do this, get your filters in place, make sure your naming structure is proper, make sure you have tracking, prioritize. Put your quarter of a million dollar keyword in a place where you can get at it easily. Procure help even if it's an intern or somebody inexpensive. Get somebody that can--at one point I had someone in the accounting department helping me because she was good with numbers and she could pull data for me. It doesn't even have to be a marketing person. There's my contact info. I know a lot of you already on Twitter. If you're on Twitter, go ahead and follow me, reach out, I love to talk to people. I look forward to your questions, let's do it. Any questions anybody? I forgot your name but in the back.

Q: I'm Michael. Do you think that now that Google has increased the number of campaigns per account that there is a reason to have multiple accounts?

Melissa: The question is now that Google has increased the number of campaigns per account that there is a reason to have multiple accounts. A lot of the reason for multiple accounts was that you were hitting your limit so if that is the case, obviously, that has gone away. But if you're, especially if it's a large enterprise organization, like I said, where you have budgets for different, a lot of people have their own cost center so one of our clients is huge, we have multiple stakeholders and they each have their own marketing budget and it's different, you can do that with campaigns and get your bill at the end of the month and split that up manually but it saves a lot of time if they can each just get their own bill for their own account. Then you have login things too. So, that stakeholder might have a login to their account but they don't have to sift through, you know how it is trying to train non-PPCers on finding what they want to know in a campaign, if all of their stuff is there in an account then they don't have to worry about somebody else's. That's another reason to do it but like you said if it's just campaign number limits then you probably don't need to do it anymore. Okay, Matt. What's your question?

Melissa: The next question was how often to run the search term report and what decisions to make off of it. That really depends; it's one of those things that you have to prioritize. You'd like to be running it weekly, account-wide but you have thousands of millions of keywords and it's just not possible. So on the mission critical stuff I do it at least weekly. Sometimes more often if you're getting enough data. Sometimes you don't get enough data, more often than weekly to really make it meaningful. So, I'd say weekly at a minimum for you high volume stuff. Monthly, at a minimum for the rest of it, just to make sure--and you can use the Excel filter, so the terms that had one click, you don't really have to worry about that, I mean you can eyeball it, but if you have 64,000 rows in Excel of stuff that has one click that's not really meaningful. But that's how I do it. Does anybody have any other ideas on how to handle it?

Q: I understand the once a month but two weekly?

Melissa: You know, probably not but, again, if it's really high volume and its mission critical and you don't want to go off-track because something in the news came out or some extenuating circumstance

or all of a sudden you have some bad PR and someone is coming out and saying xyz company sucks. Unless you're a site that's talking about somebody else that sucks or you're a vacuum cleaner company.

Melissa: Right, right. So if you're using all exact matches it's kind of irrelevant to have. I have seen exact match go awry and now there's this near phrase match and near whatever match type that's coming out. I'm not sure how that's all going to play out. I think that's--I'm told that you have to select that and it's not going to automatically go to that but, I don't know not a fan. Yeah, so, boo. Not a fan. Any other questions? Any ideas? What didn't I cover? What do you guys--Matt?

Melissa: So the question is, do you need a lot of keywords if you're using modified broad match? I think less so than you used to. So, we used to have every possible permutation of long tail to try to catch everything because we didn't want to use broad so we were doing all phrase or all exact with five, six, seven, eight, nine, ten keyword phrases. You don't really need to do that with the modified, you still need your negatives but it's really broad matches, it was supposed to be in the beginning. Then Google kind of bastardized it and made it expanded. In the very early days of Pay-per-click, broad match really just broad match and matched all the terms in any order. If you look in their documentation that is what it still says and related synonyms. Well, how are some of these synonyms related to my business? Yes, I think that they are less. That was a huge plus move for Google. What else? Michelle?

Melissa: Yeah. So the question is, on the campaign that I showed, it was the same campaign basically, just worldwide. The question is do you manage them all and aggregate it or do you manage them each distinctly? The answer is yes. We do look at things at an aggregate level just to see what's happening and we'll do a lot of ad copy testing, like what I talked about. The client is based in the UK, that particular client, so we get most of the traffic from the UK but it's applicable worldwide. So we do most of our heavy testing on the UK stuff and then roll it out but then we kind of back test and watch to make sure that it's performing the same way. So this is ad copy, keywords, everything. We do manage them separately; in terms of, some keywords that perform in the UK don't perform here in the US or don't perform in other countries, and it's very interesting to me to see.

I hadn't done a ton of international stuff prior to this. I got a new job j\ n January at GYRO in January and we have international clients. It's both but again its prioritizing, where are you getting the most traffic and where is performance so different from everything else that you need to kind of dig in and look at it. There is a bunch in the middle that we just kind of let go and I will say that the caveat is that this is an established account that has been running for several years so it has been optimized and those middle campaigns can be left at a minimum level and just make sure they don't go off track and its okay. Anybody else? Yeah?

Melissa: That makes a lot of sense actually, and a lot of the bit management tools will do that for you it will learn and roll that out. You have to be careful because again, like I said, with our international campaigns the bit levels are crazy different and not what you would expect. The US tends to be more competitive across the board, search-wise. I think there are just more businesses betting on terms. I think that is something that you can do as a rule, just to save yourself time and prioritize. Yeah, absolutely. Anybody else? Anybody got a good tip? Something that we haven't talked about? Yes?

Melissa: Is that something you built, Michelle, or is that query minor? Really? Okay. We'll have to talk afterward. Actually, I think query minor, so Chad Summerhill, who's here at the conference, I think his tool is similar to that where it will look for patterns like a word within a phrase that is common that can kind of aggregate those. So you don't have 64,000 search queries that have one click. It will find

patterns and roll those up. His tool is very affordable right now, because he is just starting it up on the side. So seek him out if you're interested in something like that for search query reporting. You get so specific and it's not meaningful. It's too granular but if you can roll it up and find similarities then that can help improve your performance. You probably saw a huge lift when you got rid of that "and". Anybody else? Anyone, anyone? Okay, well that's it. Thanks for coming. I'll be up here for questions if you want to talk after. Anybody else?