

Adwords Automatic Match

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(Note: this discussion independent of Google, Inc.)

Accompanying MP3 Audio:

<http://www.PayPerClickSearchMarketing.com/adwords-automatic-broad-match/>

Description

Automatic match closely relates to some of the other match types we know in AdWords like expanded broad match. Expanded broad match is more so an uncontrollable aspect of bidding on broad match keywords, where automatic match is a controllable feature in your campaign settings.

Automatic match attempts to help your ads reach targeted traffic that may have been missed by your keywords. It works more strategically by analyzing the ads, keywords, and landing page in a certain ad group. Then, only shows your ads on search queries that are relevant to this information.

Essentially it aims to only show your ads based on queries that yield a high CTR and a CPC comparable to, or better than that current ad groups average CPC. By this methodology, Google claims that your ads will only receive additional targeted traffic, at a similar cost to your current traffic.

Automatic Broad Match is the most aggressively broad of the three broad match types (broad, expanded broad, and automatic broad). Review the example below for more clarity:

Example

- EXACT MATCH: [Guinea pig care] --> Guinea Pig Care
- PHRASE MATCH: "Guinea Pig Care" --> Guinea Pig Care for Children
- BROAD MATCH: Guinea Pig Care --> Guinea Pig Pictures
- EXPANDED BROAD MATCH: Guinea Pig Care --> Cavy Hutches
- AUTOMATIC BROAD MATCH: Guinea Pig Care --> Rabbit Breeding or Pet Care

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Some Key points of Automatic Match

- 1.) Is only available on Google and Search Networks
- 2.) Impressions and clicks resulting from automatic matching won't affect your keywords' quality scores.
 - a. Just how some other features & betas don't affect quality score. Google is respectful of when it's up to their beta systems determining your account's performance, that they won't hold you accountable for quality score.
- 3.) **Won't work if your campaign is already meeting your daily budget**, therefore it's a nice way to potentially grab some extra traffic or leads that your current keyword list wouldn't have captured.
- 4.) If a certain search query matches one of your keywords as well as an automatic match suggestion, your **actual keyword will always trump the automatic match** to trigger your ad.
- 5.) Automatic match is **still a beta** that was first offered to advertisers in late 2008.

What's the difference between automatic match and expanded broad match?

Automatic Match and Expanded Broad Match are commonly confused features, mostly because of the astonishing, yet similar results that they can generate. The biggest difference is that automatic match is **a controllable feature that's a part of your campaign settings**, while expanded broad match isn't a direct feature. **Expanded broad match is an extension of bidding on a broad match keyword, where Google's system determines extra queries that are relevant to your root keyword.** The unique queries that may display your ads from extended broad match are similar to automatic match, in the sense that the query may not necessarily even include any part of your root keyword. That's where the common confusion comes from, but the bottom line is that you have more control over automatic match because **it's a setting. Also, it takes into account more metrics like ads, keywords, and landing page to display queries with a similar CPC to your ad group and only the highest CTR's.**

If you don't have the option for automatic match but you are experiencing high wastes of ad spend from extended broad match queries, the best measure to take are the following:

- 1.) First off you can simply not bid on broad match for the keyword/s wasting money and only deal with phrase and exact.
- 2.) Build a large enough negative keyword list to combat the commonly irrelevant or low ROI queries that are displaying from extended broad match. Typically if you have your higher trafficked broad match keywords separated out with one keyword per ad group, you can control an extensive ad group specific negative keyword list strictly tailored to that broad match keyword.

What reporting metrics are available for automatic match?

There are two main way to analyze the performance if you do have automatic match enabled.

- 1.) Within the AdWords Interface go down to the keyword level and scroll down to the totals and the first row will display the data accumulated through automatic matching.

Automatic matching ?	--	538	51,286	1.05%	\$0.43	\$232.02	7.3
Total - all deleted keywords	--	2,731	103,541	2.64%	\$0.31	\$850.29	5.9
Total - search ?	--	194,326	9,763,987	1.99%	\$0.27	\$52,660.17	6.6
Total - content ?	--	13,573	6,974,125	0.19%	\$0.32	\$4,290.67	4
Total - all keywords		207,998	46,729,443	1.24%	\$0.27	\$56,950.84	5.5

As you can see in this example, automatic match has provided a decent CTR considering it's for search, but a slightly higher CPC and CPA.

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⊕ Negative keywords

- 2.) The other more specific way is to run a search query report and in the "Search Query Match Type" column you will see "Automatic" show up in all the queries where it was used.

Search Query Match Type	Ad Group	Campaign	Impressio	Clicks	CTR
Automatic	Active	Active	1	1	100.00%
Automatic	Active	Active	1	1	100.00%

Overall Summary: Is Automatic Match good, or for the lazy?

This is more of an opinionated question but it depends on how you've structured your campaigns and ad groups within, your industry, the amount of traffic you receive, and the relationship between an ad group's keywords, ads, and landing page.

If optimized correctly, you can see significant gains for relevant queries you may have not thought about bidding on. If not optimized, you could be wasting money on irrelevant queries and I believe that's for the lazy. Always keep a keen eye out for what campaign settings you may have opted into at one point and always be monitoring your search query reports.

Sources: <http://adwords.google.com/support/aw/bin/topic.py?topic=17207&hl=en>

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