



## MSN/Yahoo Merger Best Practices

Since the official merger, there has been a shift in cost and traffic for clients.

### Keyword Update

#### **Yahoo Search before Merger:**

- Keywords are matched canonically.
- The Yahoo search engine algorithm with standard match included matches with plurals, misspellings, various word orders, punctuation, and reduced plurals.
  - Example Keyword Phrase: “blue widgets”. The search engine would show your ad for “blue widgets” and “widgets blue”.
- This way this algorithm was set up helped to increase your traffic potential, even if you weren’t bidding on all of those other keyword variations.

#### **Bing/MSN Search:**

- Keywords are matched by normalization.
- MSN AdCenter does not match your keywords for plurals, misspellings, punctuation or word order like Yahoo used to do.
- Example: a search for “blue widgets” would only show your ad for the phrase “blue widgets”.

#### **Transferring Campaigns between Platforms:**

- Simply transferring over Yahoo campaigns to AdCenter will result in traffic loss because of how the algorithms differ and how you want to structure your account for maximum efficiency.
- Use Advertiser Intelligence Excel plug in and other keyword tools to generate related searches for keyword suggestions to pick up extra traffic that you might not be getting right now.
- Tools will add plurals, keyword variations, and support the potential gaps in traffic loss.

#### **Match Types:**

- Advanced match in Yahoo is not comparable to broad match in AdCenter.
- Yahoo-Advanced match was considered aggressive for broad match traffic.
- AdCenter-Exact match is the most aggressive, followed by phrase then lastly broad.
- Bid highest on Exact, then phrase and lastly broad in AdCenter.

#### **Account Structure:**

- Within Google AdWords you want to utilize separate campaigns/ad groups per match types and use negative exact matches to funnel your traffic.
- AdCenter only has negative phrase so it doesn’t operate the same as AdWords.

- For AdCenter you want to use all three match types within the same ad group, with highest bid on exact match.

#### **Reporting:**

- Run a keyword performance report including the additional columns of “Bid Match Type” and “Delivery Match Type”.
- Compare the bid match type to the match types that got served to understand your account’s “match type consistency”.
- Determine if you need to raise exact match bids or restructure your account based on results.

#### **AdCenter Update**

##### **Traffic & Cost:**

- AdCenter’s default for network distribution automatically opts you into the Bing and Yahoo search partners.
- Bing has dozens of search partners, Yahoo has thousands.
- Merger caused all (thousands) of Yahoo’s search partner traffic to increase traffic/cost for most accounts.

##### **Placements:**

- Run a publisher performance report including the “Conversion Column” (assuming you have a trackable conversion).
- You can exclude up to 500 websites at campaign or ad group level.
- Network distribution settings are at the ad group level.
  - Bulk change is available with bulk edit within the user interface or with the offline editor to target just search, just search partners, content, or all.

##### **Extra Tidbits:**

- AdCenter has just recently moved to an Ad Optimization setting.
  - With this the best ad can be served up to 90% of the time.
- You cannot opt out; the intention is to solve sub-optimal ad performance.

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