

2011 Search Marketing Benchmark Report – PPC Edition

Research and Insights on
Optimizing PPC Campaigns
from Keywords to Conversions

Note: This is an authorized excerpt from the full MarketingSherpa 2011 Search Marketing Benchmark Report – PPC Edition.

2011 Search Marketing Benchmark Report PPC Edition

**Research and Insights on Optimizing PPC Campaigns
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DIRECTOR'S NOTE

Welcome to MarketingSherpa's 2011 Search Marketing Benchmark Report – PPC Edition.

When we began planning the 7th annual edition of this report, we realized that the sponsored search advertising landscape was about to experience a dramatically more competitive year – much more so than in recent years. It also became clear that the marketing community would need a comprehensive study based solely on PPC research to support their campaign decisions, as they face new challenges within the upcoming year. It also became abundantly clear that the amount of valuable research needed to cover this *and* the new terrain of organic search would be enough to fill two benchmark reports – literally!

So, for the first time ever, the *Search Marketing Benchmark Report* is being published in two separate editions. The *PPC Edition* provides all-new benchmark research and insights exclusively on the topic of PPC. The companion *SEO Edition* focuses exclusively on the topic of search engine optimization. The goal of each edition is to help you better understand what works in search engine marketing today.

PPC Edition Highlights

- Primary research survey providing the collective wisdom of 2,194 search marketers
- Benchmarks on PPC budgets, objectives, tactics and metrics
- The current and expected future impact of mobile and local search
- Search agencies provide their unique prospective on client PPC campaigns
- An overview of the search engine market from industry leading sources

This benchmark report is packed with useful information including 147 charts and analytical commentary, hundreds of insights from search marketers and more. This information is actionable and highly necessary to remain competitive in a quickly-evolving paid search landscape.

As always, we welcome your comments and look forward to hearing from you.

Best regards,



Sergio Balegno
Research Director, MarketingSherpa
@SergioBalegno

EXECUTIVE SUMMARY

Optimizing PPC campaigns from keywords to conversions

Between increased competition, the growth of social media, and the impact of mobile search, local search and search partnerships, remaining a threat in the PPC arena will prove to be a continuous challenge in 2011. In order to achieve optimal impact, organizations will be challenged to execute the latest tactics and develop more sophisticated processes from keywords to conversions, or else face being a powerless contender in a losing battle.

Even though PPC has matured as a marketing tactic, the majority of organizations are surprisingly informal with their execution of PPC. In order to receive paramount returns from this impactful tactic, organizations are challenged to formalize their PPC processes from keywords to conversions.

Organizations are increasing PPC budgets for 2011 in part because of its' effectiveness towards achieving essential business objectives like increasing lead generation, website traffic and online sales revenue. With these increased budgets, organizations will face increased competition, again making it even more important to formalize their processes and become more efficient PPC marketers.

The growing traffic and popularity of various social media sites now compete with the search engines. However, search engines are still receiving *billions* of searches per month and are continually releasing innovations that improve search experiences. Social marketing is commonly being integrated into SEO campaigns for improvements on the organic side and this report will reveal the surprising impact that social marketing can have on PPC campaigns.

Two areas where search engines are releasing innovative improvements on the paid side include mobile and local search. What is the current impact of these innovations, and how will they impact organizations in the future? These key questions will be answered in this report.

Organizations will find that the key to success in today's PPC market and beyond is to take the necessary actions to optimize for the latest PPC innovations and develop a more sophisticated approach by formalizing PPC processes at every stage of the game; from keywords to conversions. In this first edition PPC benchmark report, you'll find plenty of data on these topics, as well as valuable insights from PPC marketers and agencies on their strategies, challenges and successes.

As always, we thank you for your interest in our research, and look forward to your feedback and stories of success.

Best regards,



Jen Doyle
Senior Analyst, MarketingSherpa

[@JenLDoyle](#)

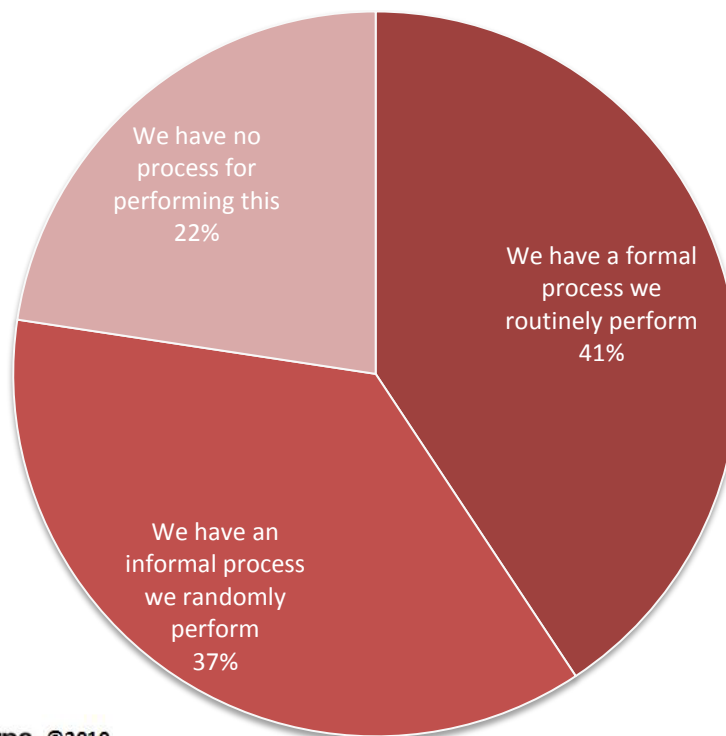
THE STATE OF PPC

If you're in the business of PPC, you understand the importance of staying abreast of the many changes that occur from increased competition to new PPC innovations and features to social media's impact on search. The constantly evolving environment of PPC requires a sophisticated level of execution for the practices involved in this tactic. This section will cover PPC maturity, perceptions of PPC at budget time and its' effectiveness, social media's impact on PPC performance, the impact from search innovations in mobile and local search, as well as search partnerships.

PPC MATURITY

CHART: PPC MATURITY

Q. Please select the statement below that best describes the process your organization uses to perform paid search (PPC) practices.



Source / Methodology: MarketingSherpa Search Marketing Benchmark Survey / Fielded April, 2010 N=2,194

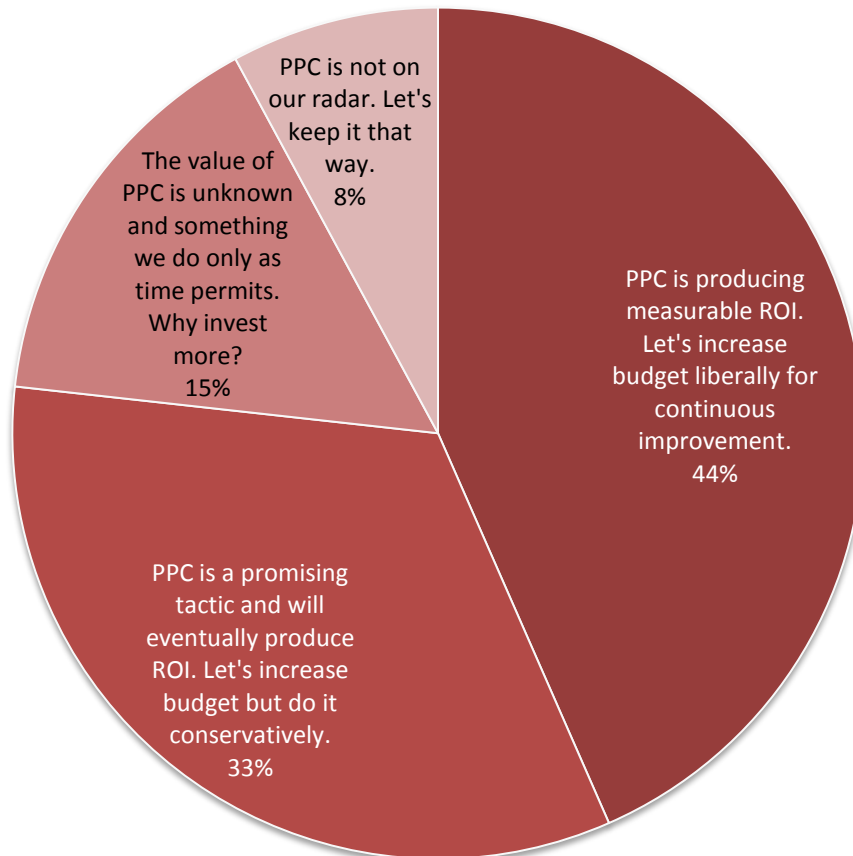
The majority of organizations are surprisingly informal with the processes they use to execute this impactful marketing tactic. In this year's study, 59% of organizations indicated that they do not have a formal process they routinely perform for PPC. This is surprising, not only because of the level of sophistication PPC requires, but also because since it can require significant investments to cover the price of clicks, it would be expected that most organizations would execute this tactic in a highly formal manner. Additionally, there are a number of tools available to organizations to aid in this process.

In order to achieve the greatest success from their PPC campaigns, organizations are challenged to become more sophisticated with their PPC practices by formalizing their processes.

PERCEPTIONS OF PPC AT BUDGET TIME

CHART: PERCEPTIONS OF PPC AT BUDGET TIME

Q. Which statement best describes how paid search (PPC) is perceived by your organization at budget time?



Source / Methodology: MarketingSherpa Search Marketing Benchmark Survey / Fielded April, 2010 N=2,194

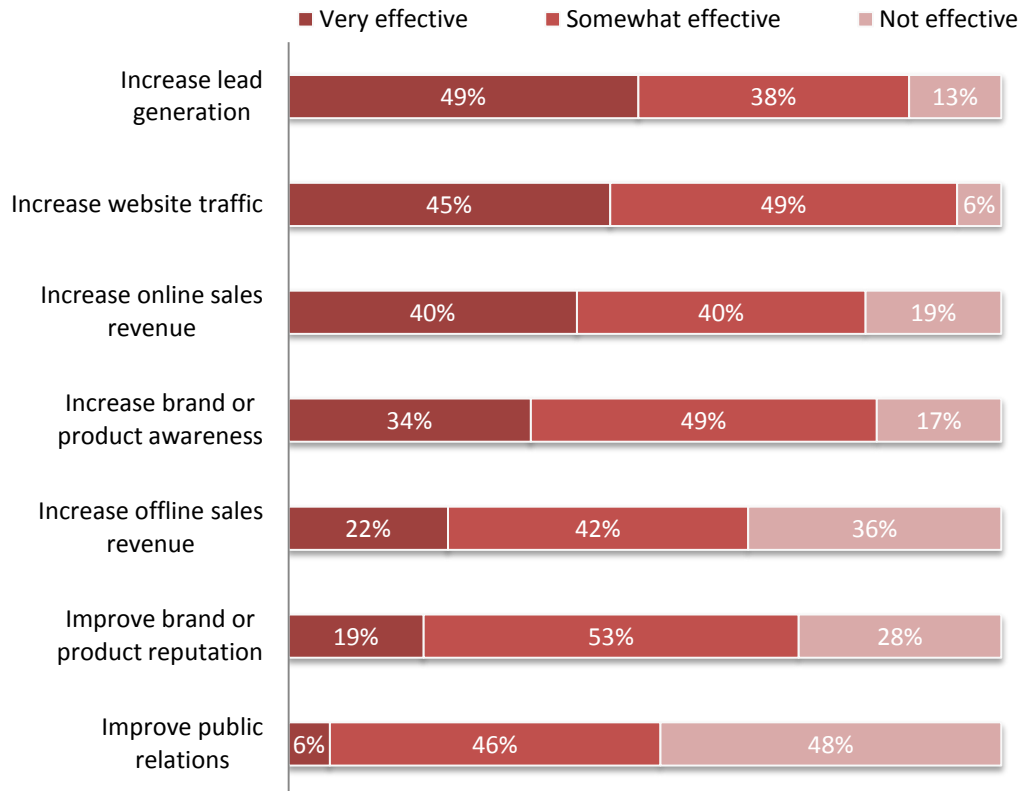
This report includes a comprehensive section devoted to PPC budgets, including PPC's share of the online budget, expected changes in PPC budgets for 2011, actual PPC budgets by organization size and industry, and more. What this chart displays is the perceptions of PPC at budget time. The verdict is clear – the majority of organizations perceive PPC as an effective tool for producing ROI, with 77% of organizations indicating that PPC is either producing measurable ROI or that PPC is a promising tactic that will eventually produce ROI. Organizations are acting on these perceptions with increased budgets.

With increased PPC budgets, organizations will be more enabled to raise bids and coverage for their PPC ads. This increased level of competition challenges organizations to formalize PPC processes and become more efficient at identifying new keyword opportunities, improving quality score, and increasing clickthrough and conversion rates to avoid getting priced out of the game, or not using their spend to its greatest potential.

PERCEPTIONS ON THE MOST EFFECTIVE PPC OBJECTIVES

CHART: THE EFFECTIVENESS OF PPC OBJECTIVES

Q. In your experience, how effective has paid search (PPC) been at accomplishing the following marketing objectives for your organization?



Source / Methodology: MarketingSherpa Search Marketing Benchmark Survey / Fielded April, 2010 N=2,194

PPC can require a significant investment of both time and money, but when executed effectively, the rewards are well worth it. PPC has been rated as a very effective tactic in achieving increased lead generation, website traffic, increased online sales revenue and increased brand or product awareness, making this an important tactic for B2B and B2C organizations alike.

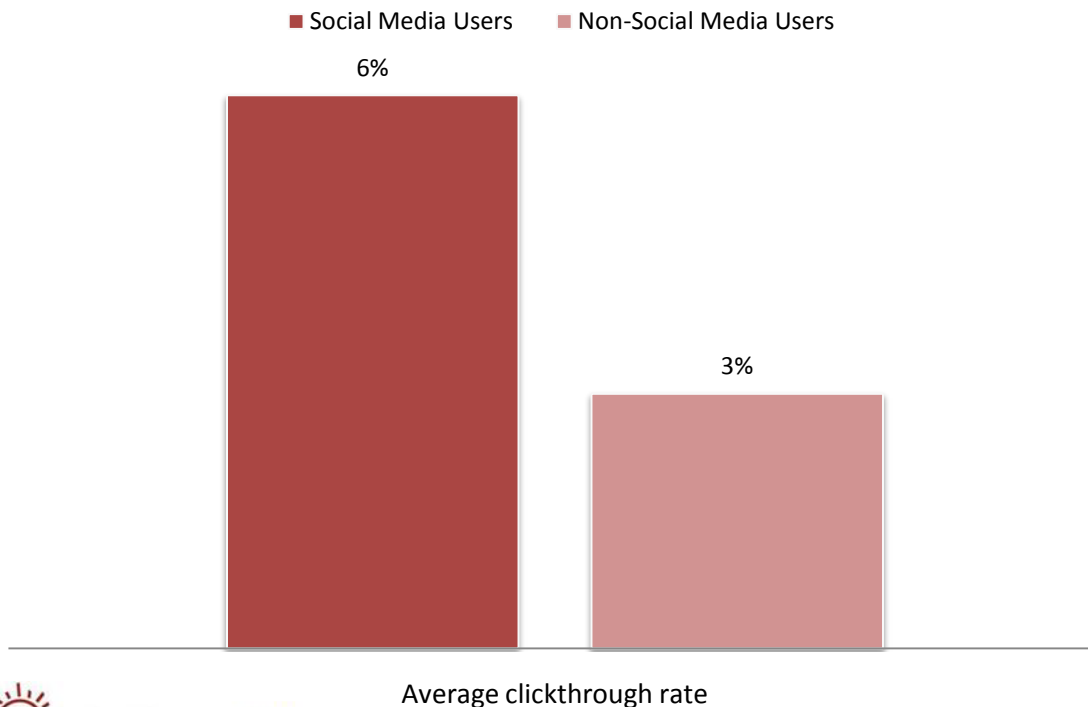
It's possible that the perception of PPC's effectiveness for increasing offline sales revenue is a result of difficulties in tracking the original source(s) of offline sales. Additionally, the improvements PPC has on website traffic and increased brand or product awareness will lead to an increase in offline sales revenue.

The effectiveness of PPC in improving brand and product reputation or public relations is undervalued, with only 19% and 6% of organizations indicating that PPC was a very effective tactic in achieving these objectives, respectively. PPC can be used to improve brand or product reputation and improve public relations. Having a PPC ad appear above a direct competitors' ad conveys authority on the paid side of search. Additionally, PPC can be utilized to address any negative press that may appear on search results pages. These are just a couple of examples of how PPC can be used to improve reputation and PR.

SOCIAL IMPACTS PPC PERFORMANCE

CHART: AVERAGE CLICKTHROUGH RATES BY SOCIAL MEDIA USE

Q. Please indicate your organization's approximate clickthrough rate for paid search engine traffic (PPC), not including contextual or affiliate advertising.



Source / Methodology: MarketingSherpa Search Marketing Benchmark Survey / Fielded April, 2010 N=2,194

For the purpose of this chart, and the entirety of this report, we refer to “social media users” as organizations who indicated that they currently integrate social media with their search campaigns, and “non-social media users” as those organizations that do not.

When organizations discuss integrating social with search, the conversation typically centers around organic search. What this year’s study revealed is that social marketing can impact PPC performance, as well.

Social media can be a very effective tactic in improving a number of soft business objectives, such as increasing awareness, improving brand or product reputation and improving PR, along with a number of hard business objectives. The improvements social marketing has on these soft metrics, however, is what impacts the performance of PPC campaigns.

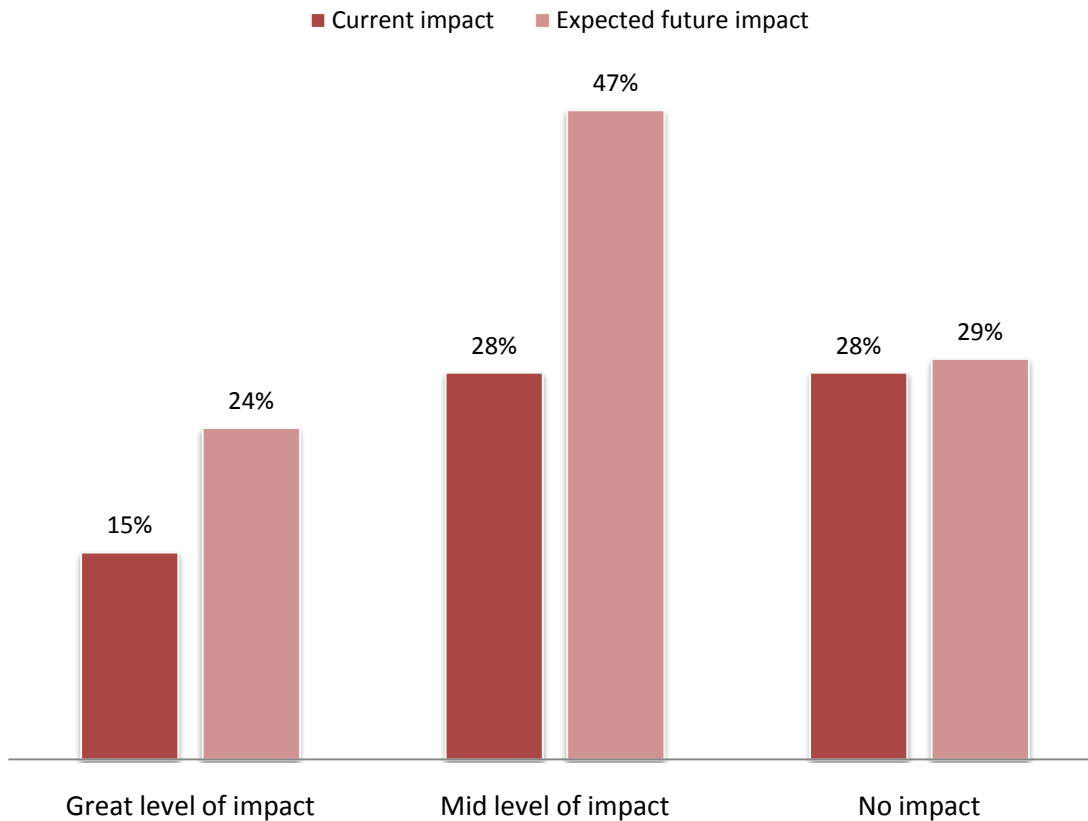
When a brand has an increased awareness and improved reputation and PR, search engine users are more likely to click through from their PPC ads because they may have already heard of the brand, and may already have a positive impression of this brand from things they’ve heard about it through social media.

Organizations that integrate social media with search campaigns experience improvements to PPC campaigns in other key areas over organizations who do not integrate social media – all of which will be reviewed in this report.

MOBILE SEARCH IN ITS INFANCY AS A MARKETING TACTIC

CHART: THE IMPACT OF MOBILE SEARCH

How do you think mobile search is impacting your business currently and how do you think it will impact your business in the next 1 - 5 years?



Source / Methodology: MarketingSherpa Search Marketing Benchmark Survey / Fielded April, 2010 N=2,194

This chart shows the current level of impact mobile search is having on organizations, in comparison to the level of impact mobile search is *expected* to have on organizations within the next 1 to 5 years.

Overall, the majorities of organizations are both currently having some level of impact from mobile search and expect to be impacted within the next 1 to 5 years.

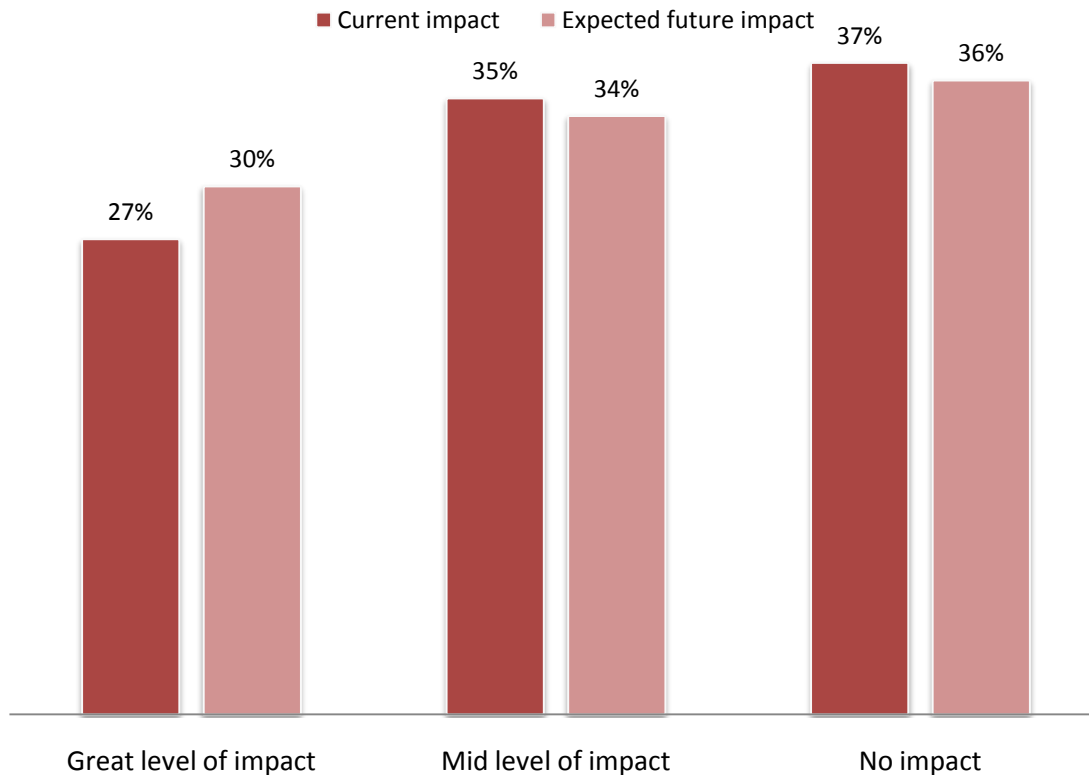
When considering a great level of impact, the expected future impact of mobile search exceeds the current level of impact by 60%. When considering a mid-level of impact, the expected future impact of mobile search exceeds the current level of impact by 68%. This indicates that organizations perceive mobile search as a marketing tactic that is in its infancy and has not yet reached its full potential for impact. This is expected because mobile search is a fairly recent search innovation.

In this report, we will analyze the impact of mobile search on various types of organizations, including organization size, primary market and industry.

LOCAL SEARCH HAS REACHED MATURITY AS A MARKETING TACTIC

CHART: THE IMPACT OF LOCAL SEARCH

How do you think local search is impacting your business currently, and how do you think it will impact your business in the next 1-5 years?



Source / Methodology: MarketingSherpa Search Marketing Benchmark Survey / Fielded April, 2010 N=2,194

This chart shows the current level of impact local search is having on organizations in comparison to the level of impact mobile search is expected to have on organizations within the next 1 to 5 years.

Much like mobile search, the majorities of organizations are both currently having some level of impact from local search and expect to be impacted within the next 1 to 5 years.

The difference in the impact of local search is that the expected future impact does not vary greatly from the current level of impact. When considering a great level of impact, the expected future impact only increases by 11% over the current level of impact. When considering a mid-level of impact, the expected future impact actually *decreases* by 3%.

This indicates that organizations perceive local search as a mature marketing tactic, and that it has reached its potential for level of impact. Local search was introduced to the search market earlier than mobile search, so the difference in maturity between these two tactics is expected.

In this report, we will analyze the impact of local search on various types of organizations and the use of local search tactics.

SEARCH PARTNERSHIPS

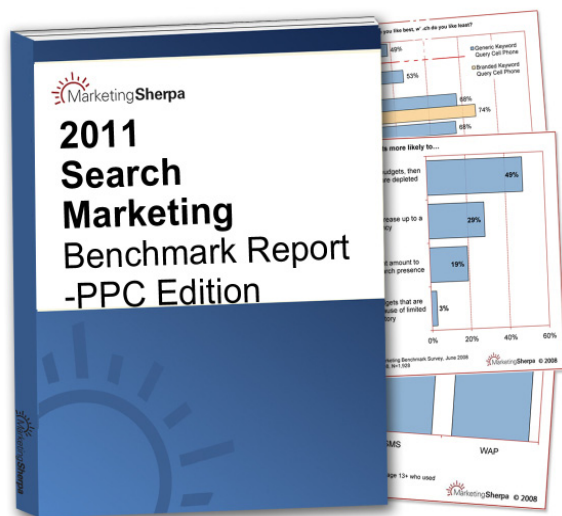
The search engine market has recently undergone significant changes. For many years, Google has dominated the space; however, the partnership of Bing and Yahoo! aims to make the search market a race of two competing key players. In the upcoming months, the search alliance between Yahoo! and Bing is planned to affect organizations with the transition of marketing on Yahoo! and Bing separately to advertising on both search engines through one interface.

How does this alliance compete with Google's market share? In this report, you will receive data from industry leading sources on the state of the search market including changes in search volume over the last year for Bing and Yahoo!, and how they compare to Google as well as other search engines.

Social media's popularity growth has forced search engines to act more quickly. When social media began offering search capabilities that displayed results as they were being published, search engines knew they had to react. Search engines began partnering with social media sites to deliver real time search, which is now available on Google, Yahoo! and Bing.

These partnerships are increasing the power of search engines and delivering more relevant, complete and up-to-date results than ever before. The delivery of improved search engine advertiser experiences and search user experiences, as a result of search and social partnerships, will solidify search's place in the marketing mix for many years to come.

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