



receptional
SMARTER DIGITAL THINKING

WHAT'S NEW IN GAMING PPC?

(OR, HOW TO BATTER
BET365 IN 2020)

PREMIER

Google
Partner

About the author



Justin Deaville is Managing Director at *Receptional Ltd*. He has worked in marketing for more than 20 years helping some of the UK's biggest brands. He is passionate about online advertising and, in particular, *YouTube's* prospects over the next few years.

A QUICK STORY

If I may, I'll start with a story. My daughter Madeleine is a real cutie. She's five years old and recently discovered house numbers. She was excited to discover that I live at number 15, my grandparents at number nine and so on. One morning, she asked, "Daddy did you know there is a building with an 'M' on the outside?" I wasn't quite sure what she meant, so the conversation didn't go much further.

Next day, the conversation continued - "Daddy, would you like to go to lunch with me at the weekend?" A bold gambit from one so young.

"Where would you like to go?" I replied.

"Well daddy, if we go to the building with a Golden M, we can get a Happy Meal and a free toy".

I'm not a huge fan of *McDonalds*, so I tried to dissuade her. "That sounds lovely" I said. "But you don't really like hamburgers. Perhaps we could try somewhere else instead?"

She was determined, "Oh it's alright daddy. If we ask for chicken nuggets, we still get the toy."

It then occurred to me - someone had been teaching my child about junk food. I wondered who.



"Where did you learn about the building with the Golden M", I inquired. "Was it at school?"

There was a pause.

"No Daddy. On *YouTube*".

Which is proof, if it were needed, about the power of online video.

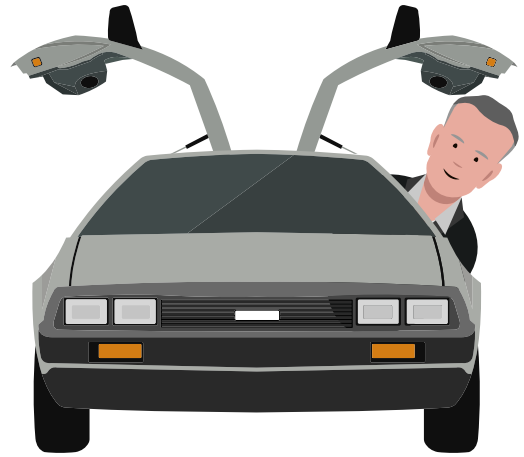
My five-year old daughter, a hard to reach audience, was not only aware of the brand, but had a clear understanding of their product offering.

As a parent I was mildly horrified. As a marketer I was truly excited.

The power of YouTube

YouTube has **more than 1.9 billion** monthly active users. And those viewers watch more than an hour a day on their mobile devices alone.

We'll talk a little more about *YouTube* shortly, but before then, I'd like to take you back in time. Hop into my *DeLorean* and let's look at the *Google* search results as they used to be.



Simple
keyword
targeting

No mobile
traffic

Past

Back in the year 2000 *Google* was in its infancy and the search results looked very different. **No mobile phones**. Small and obvious ads. And, we advertisers could only target keywords. There were no other options.

Jump in the *DeLorean* again and back to the future...

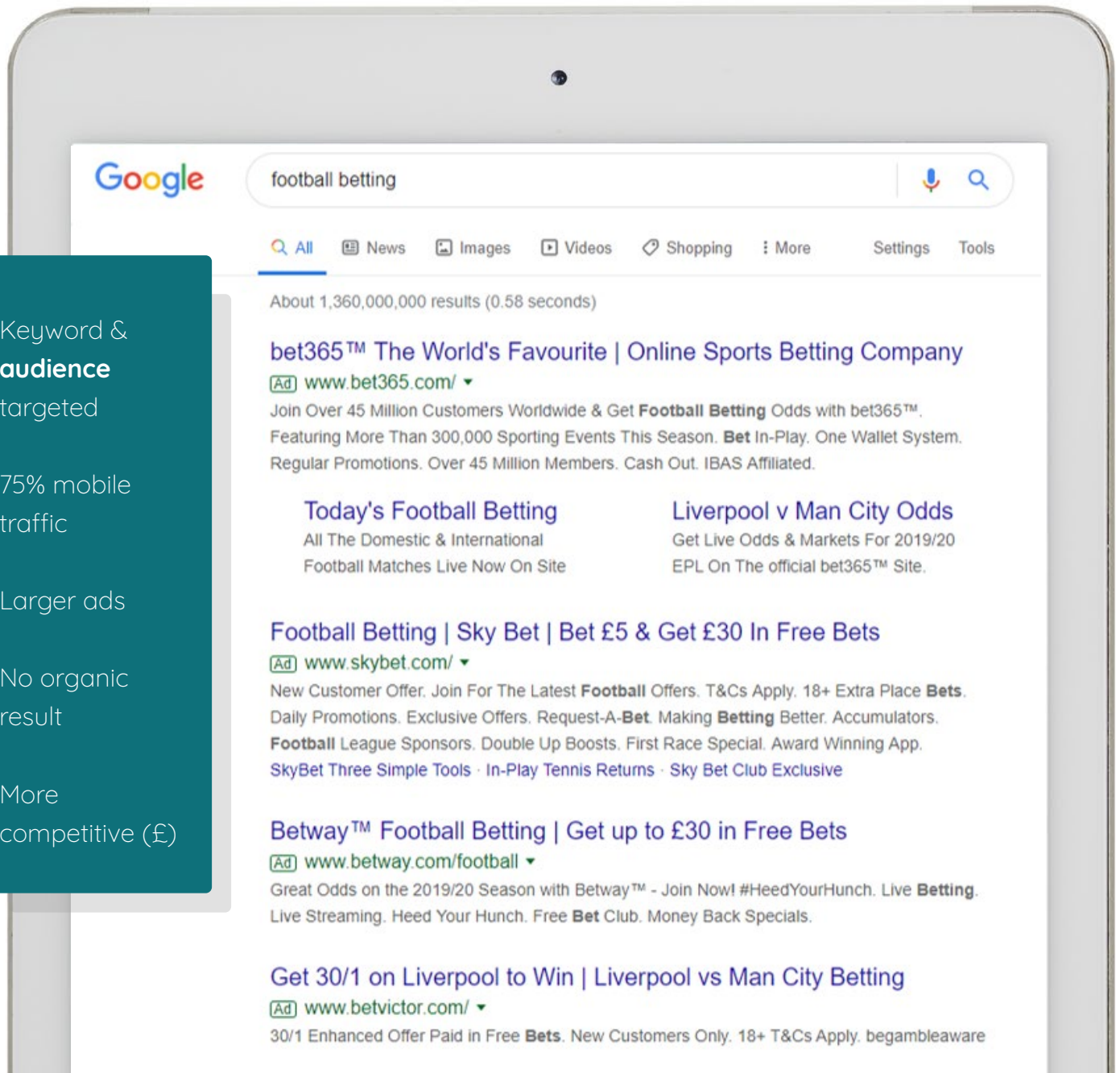
Keyword &
audience
targeted

75% mobile
traffic

Larger ads

No organic
result

More
competitive (£)



Present

Today the world looks very different. *Google* owns nine properties that have more than 1 billion users. Which means the search giant is collecting more data about us than any other entity in history. And provided we respect searchers privacy, which is crucial, we marketers have access to a treasure trove of audience data.

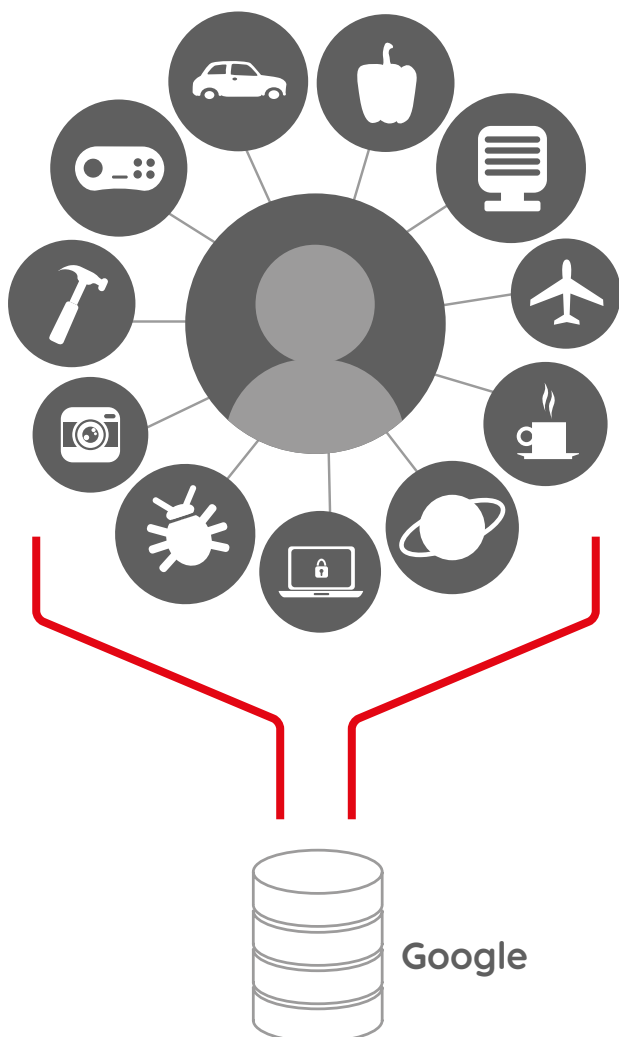
Google knows who we are, where we are, what we're searching for, and what we're buying.

There are other important changes too:

- Mobile traffic accounts for 80% of searches in most consumer markets.
- On both desktop and mobile, ads take up all of the visible space.
- And it's possible to target audiences, real people, not just keywords.

This is particularly exciting in the gaming market where there is so much competition.

SO MUCH DATA!



I shall assume you have some knowledge of the gaming market and the advertising sector. We won't be covering the basics, just these five topics:

- 1 Quality scores
- 2 Ad updates
- 3 New targeting methods
- 4 Video advertising
- 5 Display advertising

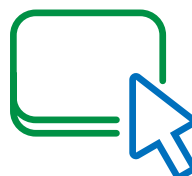
And considering two key challenges.

- First, how do we best manage our campaigns in a world that has so much data?
- And how do we market our services in a mobile-first world?

The recommendations we'll cover are based upon *Receptonal's* experience. Last year we generated on *Google's* ad network:



621 MILLION
ad views



6.9 MILLION
clicks

So chances are, you've not only seen one of our ads but also bought a product or service we've promoted.

Quality scores

If you've worked in online advertising for any length of time you're probably familiar with quality scores. They measure the quality of your *Google Ad* campaigns and determine how much you'll pay to advertise on *Google*: the higher the quality score, the less you pay.

Google rewards you for running effective, targeted campaigns. Which is why it pays to have an expert in charge.

As you know, the gaming sector is fiercely competitive. If you're running an ad for someone searching for "online casino", campaigns can quickly become expensive.

With a low quality score you'll pay up to £238 per click. Yes, £238 for EVERY click.

Yet, with a well-run campaign, you'd pay one-tenth of that price, just £23 per click.

So how can you improve your quality scores? Well, *Google* considers three key factors:

1 Ad click-through-rate

2 Ad relevancy

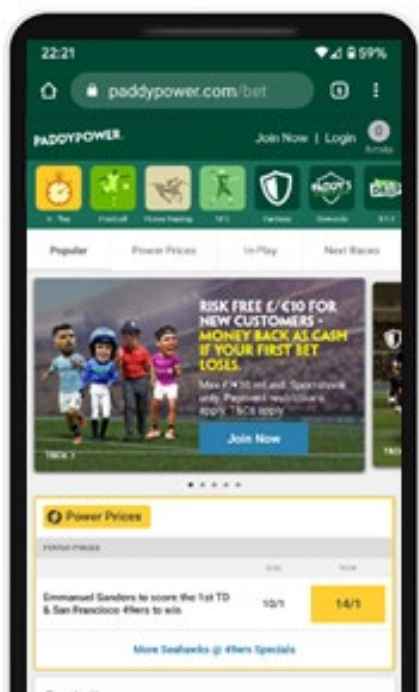
3 And landing page experience

I'm not going to talk much about the first two. Either you or your agency should be in full control of the click-through-rate and relevancy of your ad campaigns.

Improving landing page experience is usually a quick win. We regularly see campaigns that suffer because of the landing page experience. Poor page load speeds can kill campaigns. And when your landing page is slow to load, your quality score is likely to fall. Which means you pay more for every click.

When your page takes more than 2.5 seconds to load, your **conversion rate will drop**. By 50%. Speeding up page load times is one of the best investments you can make.

To check your page load speeds use **Google Lighthouse**, which is part of developer tools in *Google Chrome*.



▲ First Contentful Paint	4.6 s
▲ Speed Index	15.2 s
▲ First Meaningful Paint	5.7 s
▲ First CPU Idle	37.8 s

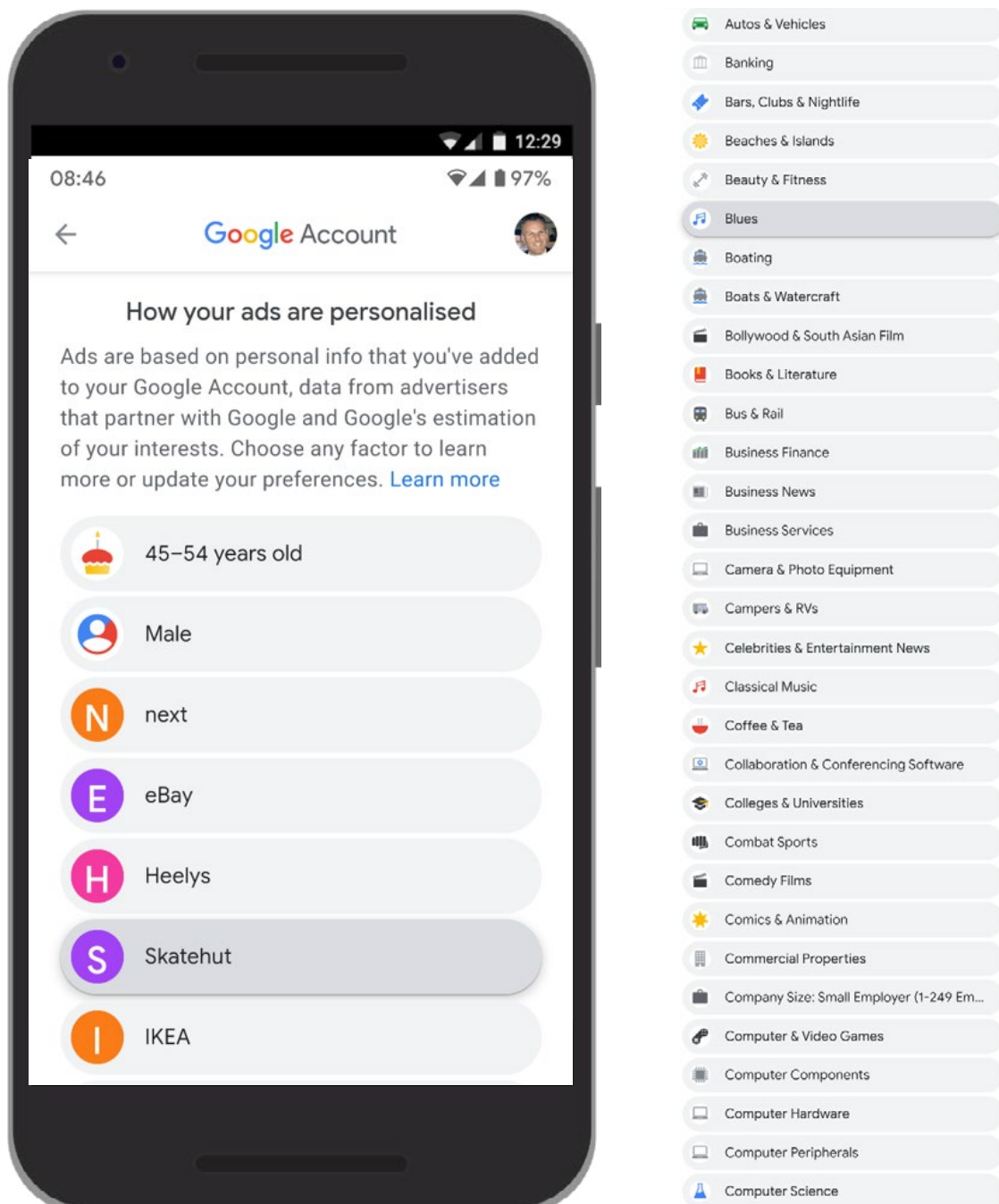
These marginal improvements really matter. A 1% gain here, a 1% game there, quickly adds up to a well-run, cost-effective campaign.

Audience targeting

One of the most interesting and exciting changes to *Google* ads in recent years is the increase in the number of targeting options.

There are hundreds of different ways in which you can target your audience – not just by geography, time of day, or device type, but also parental status, in market audiences and, coming soon, household income.

I won't go into all the options, it would take too long. But by way of example, you can see how *Google* sees my interests in the screenshot. *Google* knows my age, my gender, the brands I have searched for recently, and a long list of interests.



All those targeting options, and many more, are available to advertisers.

Let's look at three of the most underused audiences.

1. Detailed demographics
2. In-market audiences
3. Affinity audiences

Detailed demographics

Nowadays it's possible to target *Google* users based upon their marital status, where they work, their level of education, and so on.

This is hugely exciting. It means we can treat our audience as though they were human beings.

In-market audiences

In-market audiences are users that *Google* believes are actively searching for your services. There are some great options in the gaming sector.

Affinity audiences

There are more than 130 affinity audiences. Basically, people's interests.

So, if you wanted, you could target *Google* users who are interested in rugby or soccer.



AD UPDATES

Larger ads

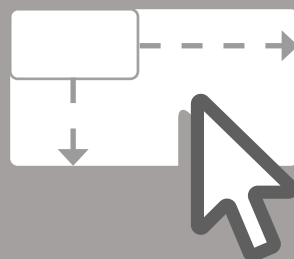
You will have noticed that Google's ads are getting bigger and bigger. Within the past 12-months google has increased the size of its search ads by 76%.

Google online casino

About 896,000,000 results (0.46 seconds)

BEFORE Top 10 Online Casino Sites UK | Play UK's Best Online Casino
[www.top10bestonlinecasinos.co.uk/](#)
Compare the UK's Top 10 Best Online Casinos - Sign Up - Get a Bonus - Play Now!

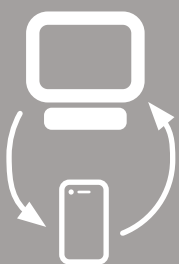
AFTER Virgin Games - Online Casino | Get £10 Bonus + 30 Free Spins
[www.virgingames.com/online_casino](#)
Play £10, Get £10 Bonus + 30 Free Spins. All Wins Pay Out Cash! Join Now. T&Cs. No Downloads Required. UK Licenced. Reliable Site. Safe and Secure. Fast Withdrawals. No Fees on Withdrawals. 24/7 Customer Support. Fast Website. No Caps On Winnings.
Play Blackjack · Play Slots · Play Roulette · Play Poker · Live Casino



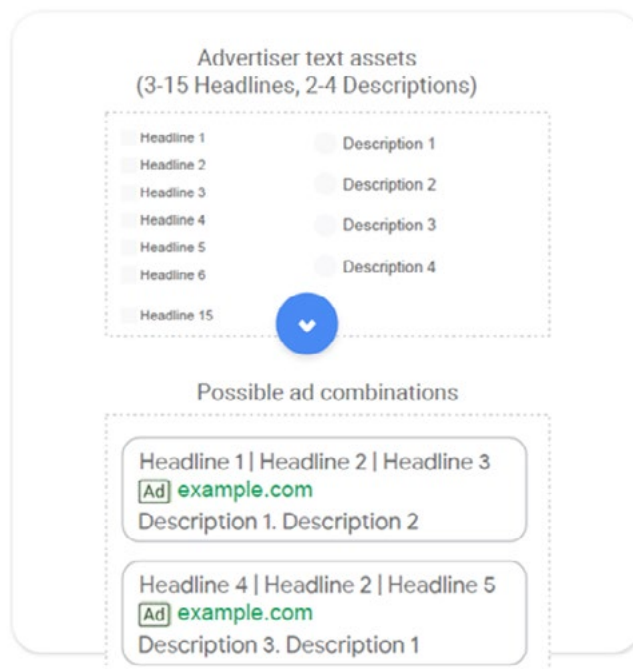
It almost goes without saying, **the bigger the ad, the more likely you are to get a click.** So make sure you're using the latest format.

Responsive search ads

If you haven't already done so, you may want to try responsive search ads. *Google* uses the power of machine learning to test different combinations of headlines and descriptions, while fitting them to the size of the device the searcher is using.



We know responsive search ads can drive **5 to 15%** more clicks. When well created, of course.



IF functions

With so many users on mobile devices, make sure your ads are tailored to mobile. You might want to use IF functions to create a device-specific call to action.

Ad • www.bestbookiesandbettingsites.co.uk/

UK Top10 In Play Betting Sites | Up to £100 Welcome Bonuses

Sign up to 1 of UK top 10 in play betting sites and enjoy up to £100 valuable bonuses! Jan...

Ad • www.bestukbettingsites.org/

UK's Top10 Betting Sites 2019 | Exclusive UK Sports Bet Offers

Widest Range of Top UK Sportsbooks, Free Bet Bonuses & Paid in Cash Bet Offers for 2019! Get Involved Today. Compare The Best Betting...

As you can see from the screenshot you don't want your call to action to get chopped off, so that such searchers can't read it.

Ad extensions

On smaller screens there are fewer ads. Which means ad extensions are more important on mobile than desktop. They take up space and push your competition down the page, where they'll get fewer clicks.

Some of the most underused extensions are:



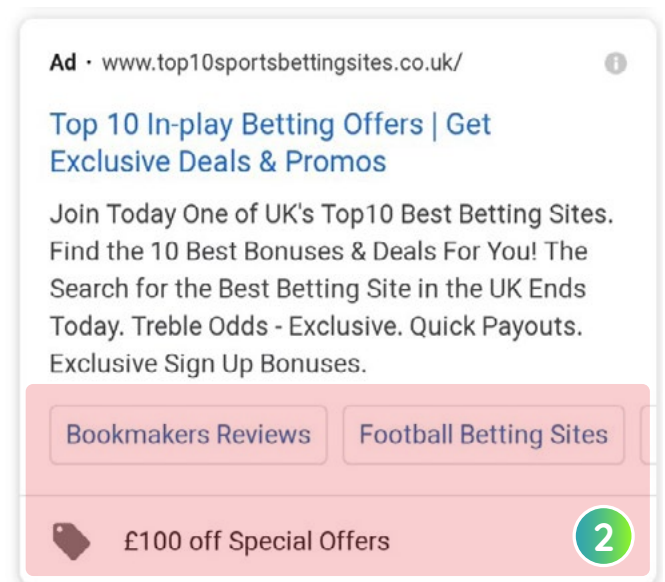
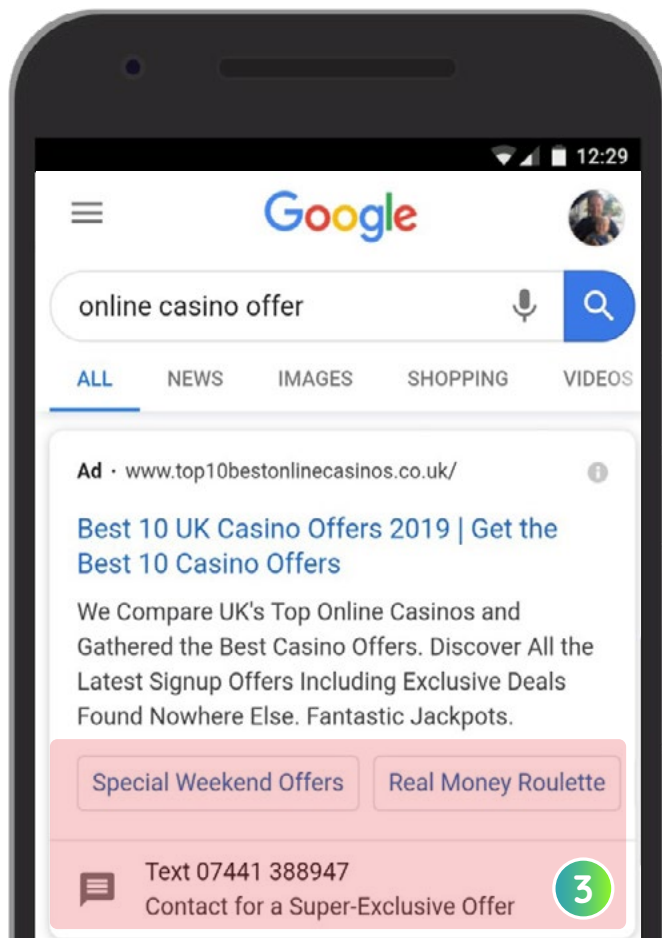
Price extensions



Promotion extensions



Message extensions



Make sure you're using them in your campaigns - it's an easy competitive advantage.

It's also worth mentioning lead form extensions - as they are new. They allow searchers to give you their email address simply by typing it into your ad. And without ever leaving the search results.

Certainly worth a test.

Video ads

I've already mentioned the power of *YouTube*. But that's not *Google's* only video network of course. *Google Display Network* takes video inventory. And reaches over 90% of people on the internet.

One of *YouTube's* most exciting innovations is **Custom Intent Targeting**.

Let me explain.

Using custom Intent it's possible to advertise on *YouTube* based upon an individual's *Google* search history. So, we could advertise on *YouTube* to someone who had recently searched for 'online casino'.

This is helpful. Very helpful. It allows us to combine the commercial intent of search advertising with the powerful, emotional storytelling of video.

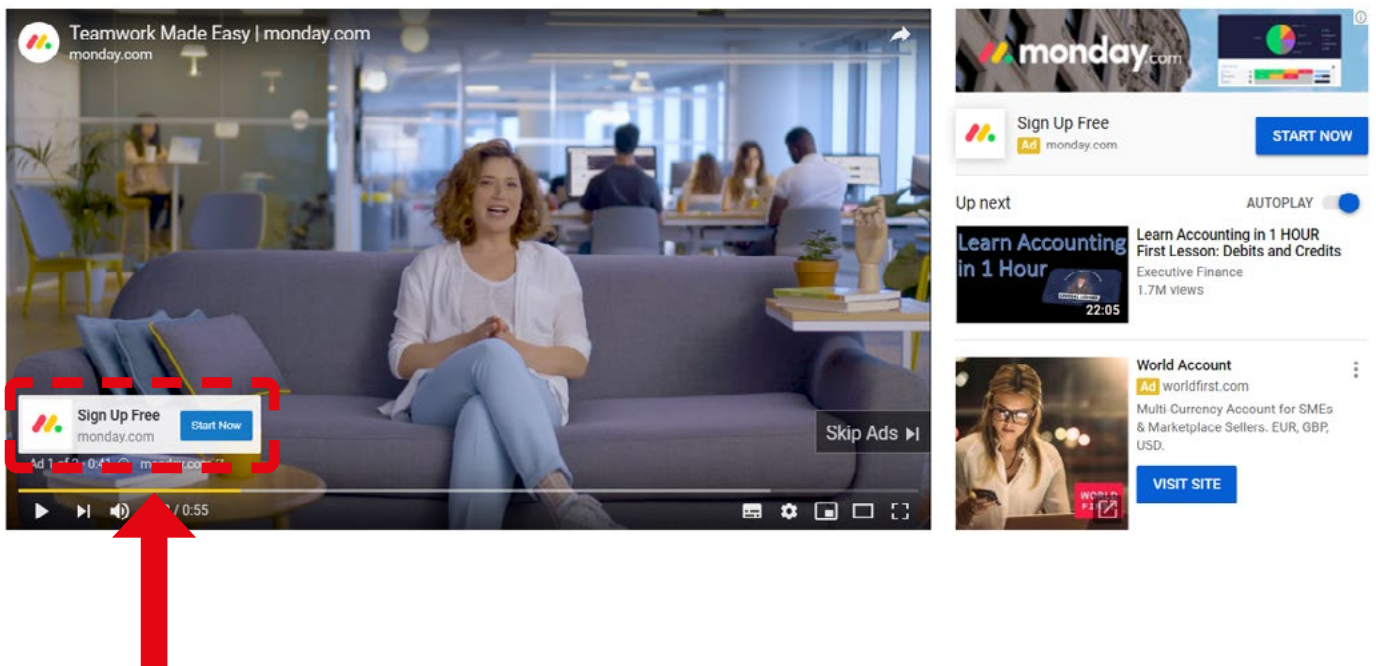
Which is why Custom Intent gets 30% better conversion rates than other audiences.

If you wanted, you could run granular campaigns. For example, we might target someone who had searched for "bet365 login". We can be sure this person has an account with *bet365*. And in our video ad, we can explain how and why our service is superior.

YouTube for action

Before launching your *YouTube* campaign, you need to decide on the best format for your video.

Generally, we recommend **Trueview for Action**. Because, in most circumstances we will want the viewer to take action. And the format allows us to add a prominent call to action.

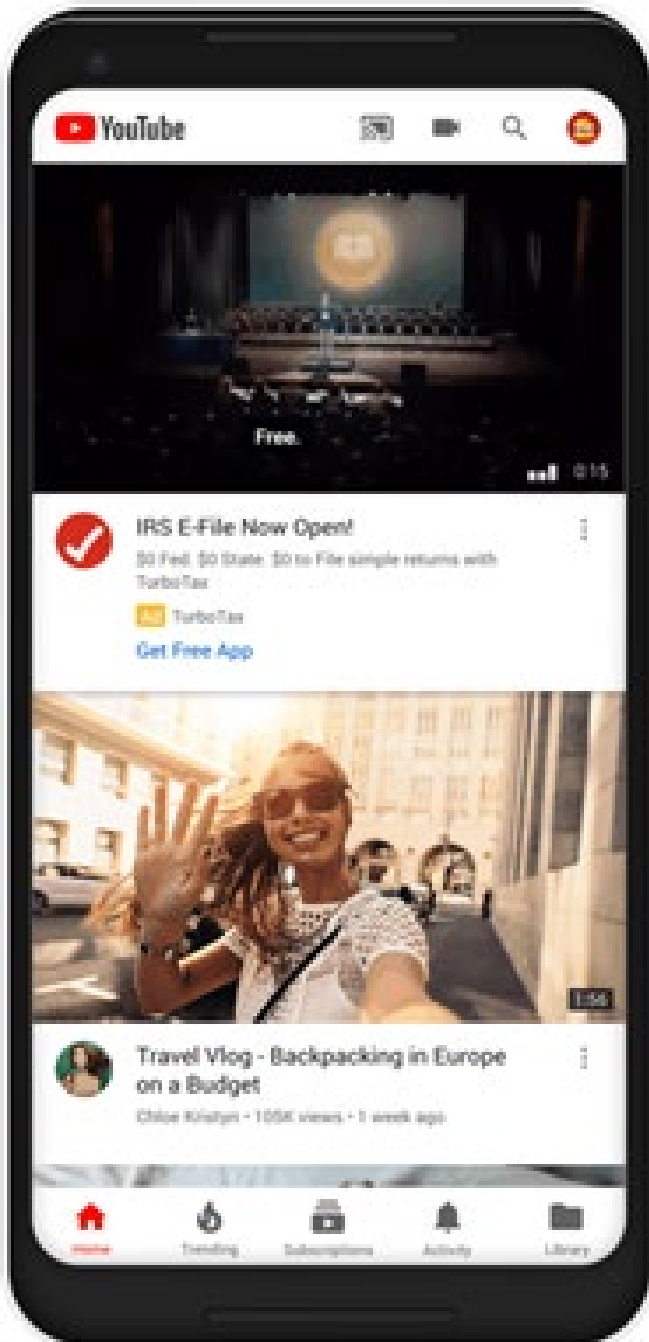


YouTube masthead takeover

A nice feature that has launched recently is the *YouTube masthead takeover*.

Until now, if you wanted to take over the *YouTube* masthead, you needed to pay tens of thousands for the privilege.

No more.



Now you can buy the takeover programmatically. Get in touch if you'd like to know how.

Display ads

In many markets display ads perform poorly. They get low click-through-rates and poor conversion rates.

Which is why *Google* recently released responsive display ads. Harnessing the power of machine learning, *Google* will create ads that are tailored to your audience and the device they are using.



As advertisers, all we need to do is supply relevant images, headlines and descriptions. *Google* does all of the design work for us.

Better still, responsive display ads receive two-three times as many clicks as additional banner ads.

Pay per conversion

And if your display ads haven't always worked well, you might want to test a new feature: pay per conversion.

Still in beta at the time of writing, pay per conversion does what you might expect. You tell *Google* how much you're willing to pay for each conversion. Then *Google* runs the display campaign within the parameters you have set.

You have the assurance that you'll never be charged more than your target cost per acquisition.

Get a healthcheck of your Google ads account

Hopefully some of those suggestions are useful.

If you would like *Receptional* to review your PPC campaigns, we would be happy to do so.

Over the years we've reviewed hundreds of PPC accounts. We have a clear methodology:



we check you're following best practice



highlight the savings you could be making



identify any opportunities for growth

You'll receive a written report of our findings, whether you choose to work with us afterwards, or not.

Just get in touch at justin@receptional.com. I look forward to hearing from you.





GET IN TOUCH

01525 715520



Written by
Justin Deaville
Managing Director



SEO / PPC LINK BUILDING WEB DESIGN

