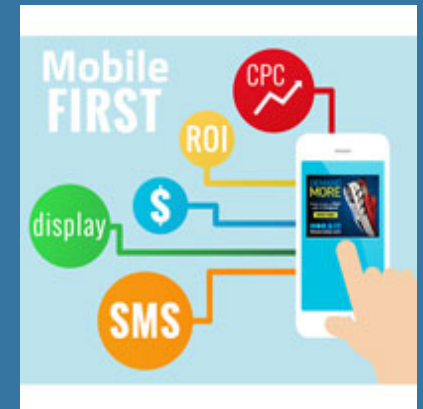




and
THE SEARCHMONITOR
present

The Mobile First Approach:

*Why it matters
in affiliate marketing*



Tim Katlic
Head of Marketing
Savings.com



Lori Weiman
CEO
The Search Monitor

July 21, 2015

A few notes before we begin...

- Should be 25-30 minutes
- Will email presentation afterwards
- Enter questions anytime in GTW's Chat panel. Will answer at **end**

Let's go!

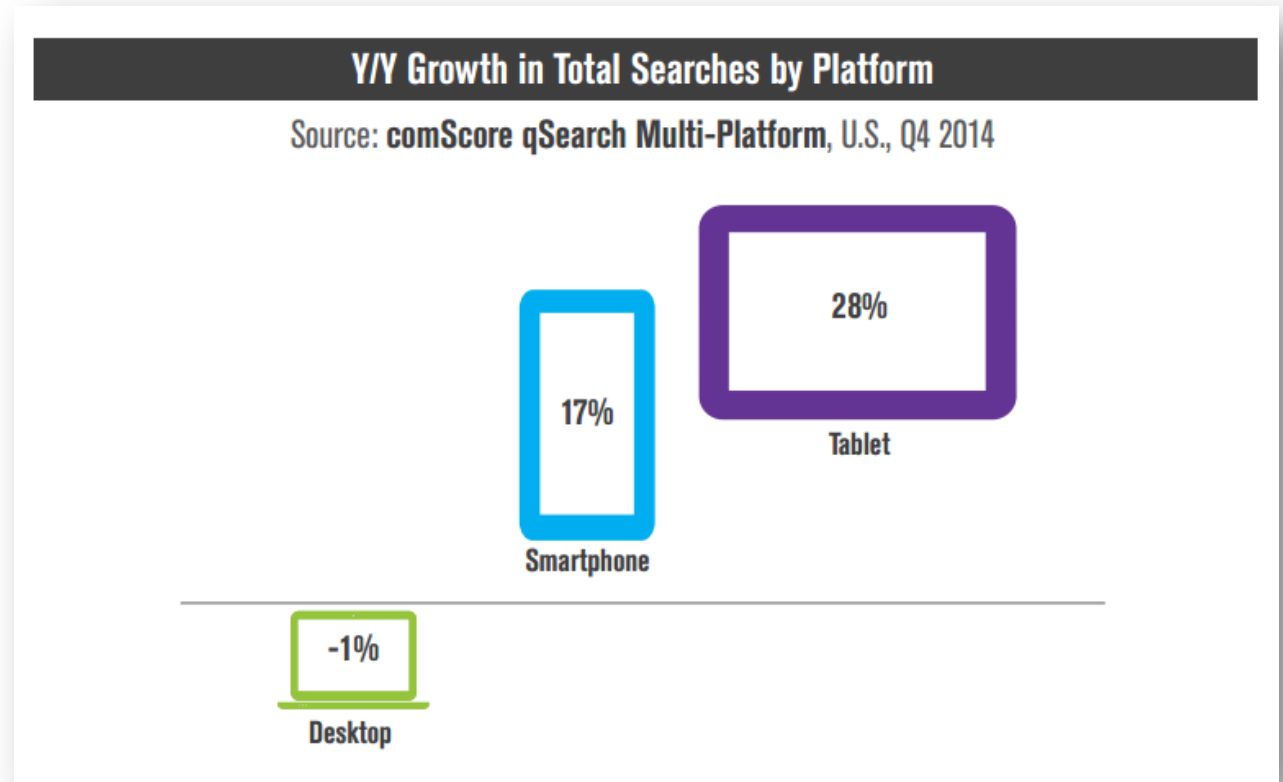


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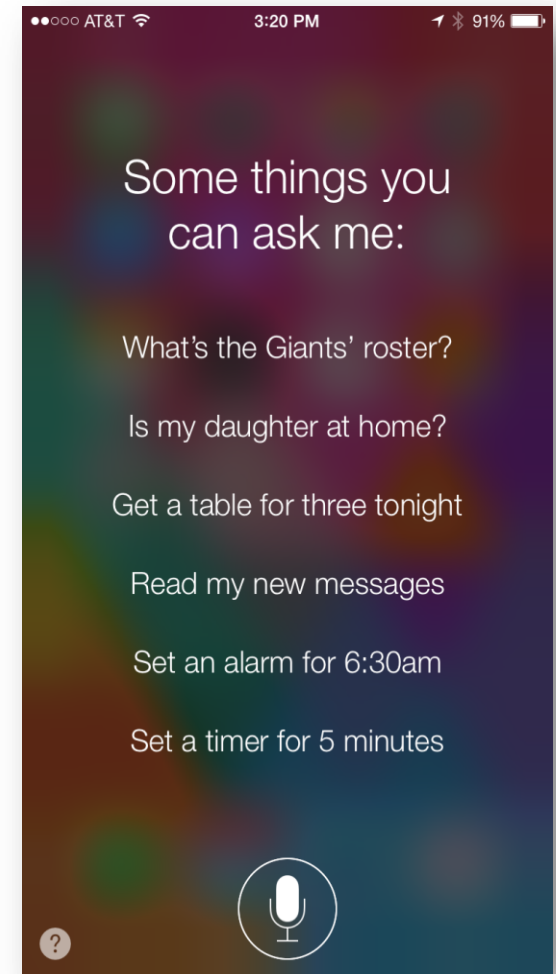
Understand how devices perform in your buy cycle

- Hype about mobile-friendly
- Relevancy trumps loyalty
- Mobile is about avoiding pitfalls
- Don't exclude multi-device users
- Understand micro-moments



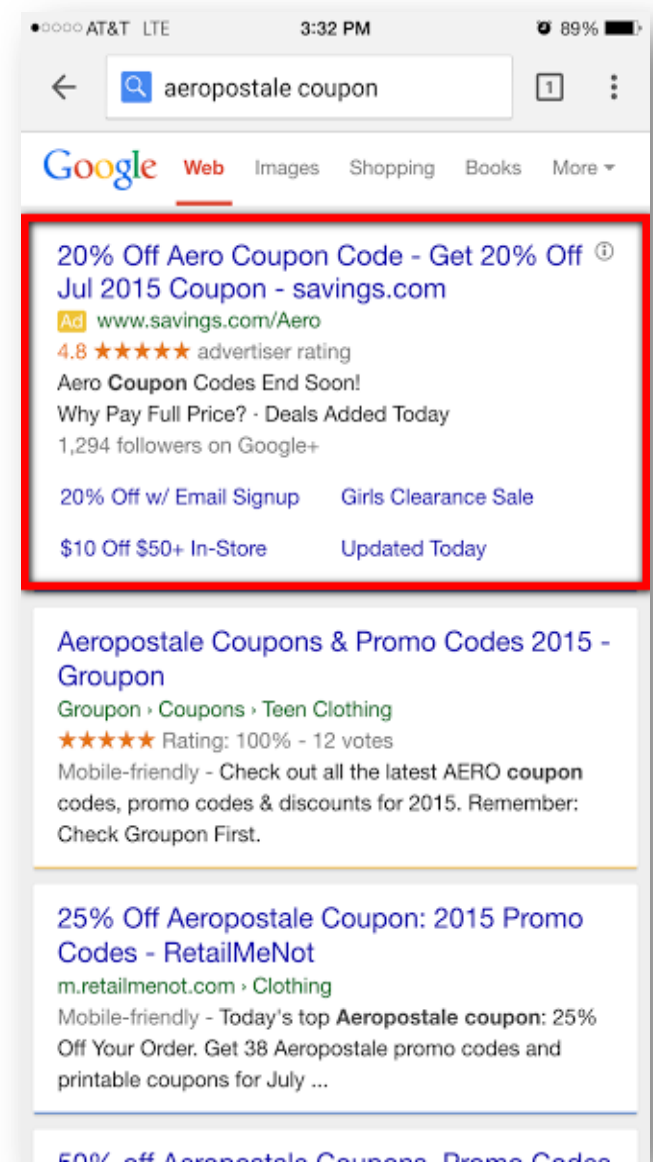
Shoppers aren't living exclusively in mobile apps

- Majority of retail searches are now on smartphone
- 10% of affiliate sales via smartphone
- Most mobile commerce sales still come from outside mobile apps
- 64% of digital shoppers ages 19-33 look for coupons on a smartphone but only 40% purchase on mobile
- Voice search a growing trend (still small share)



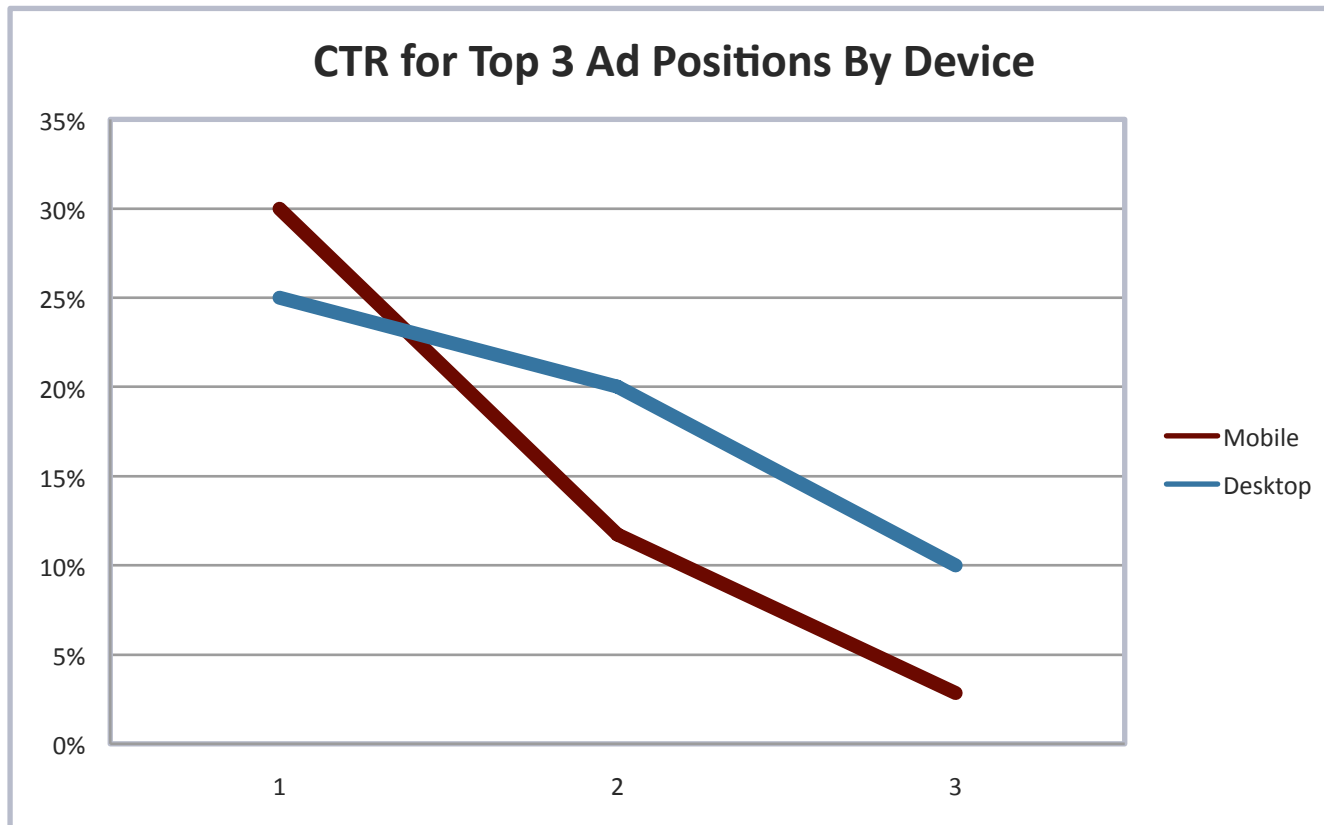
Mobile ads = valuable real estate

- Mobile-enhanced campaigns have now been around for 2 years
- Limited screen size means top ad gets massive CTR
- Ads serving in 2nd or 3rd position on desktop may not serve on mobile



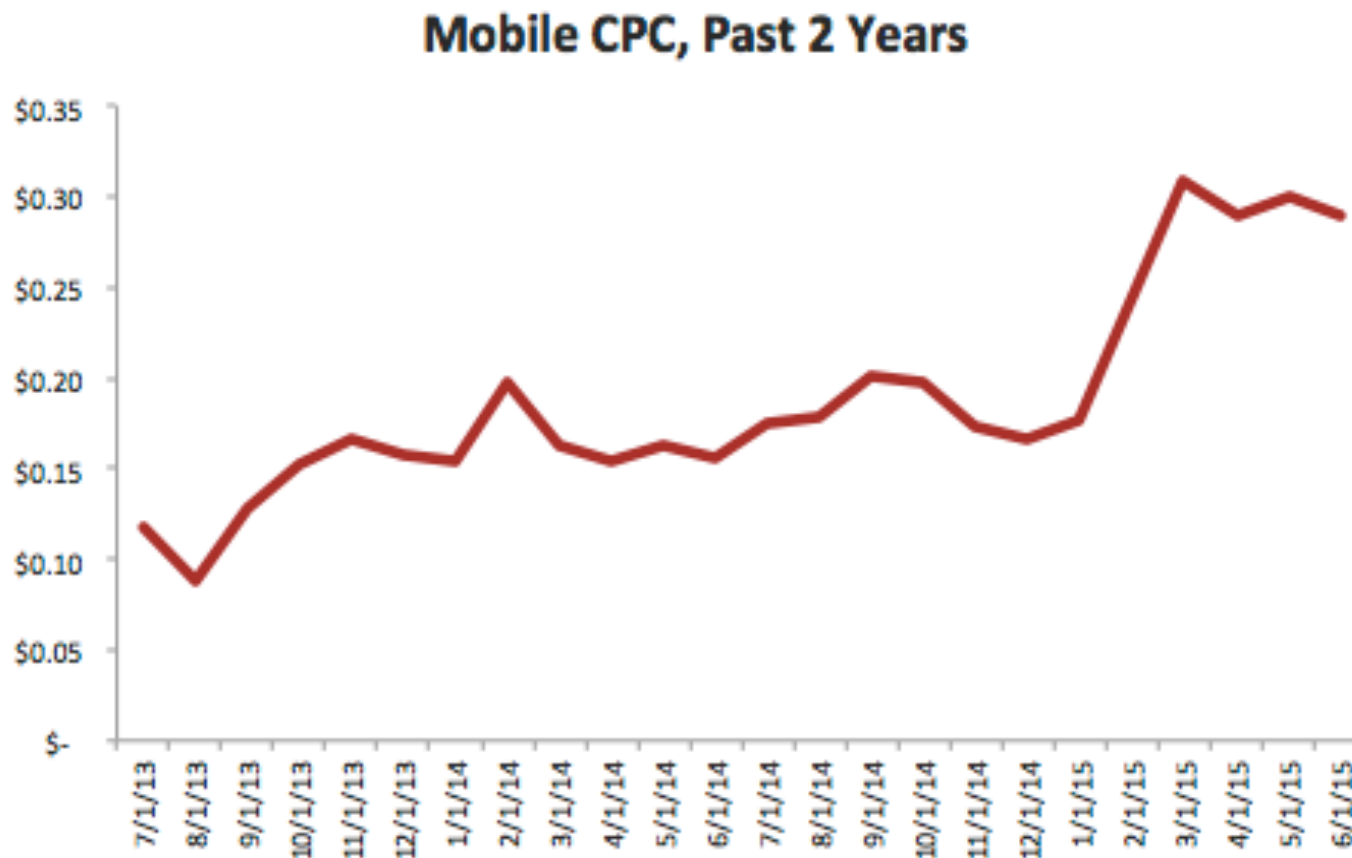
Mobile ads = valuable real estate (cont'd)

- Mobile TM+ CTR drops rapidly from 30% in 1st to 12% in 2nd



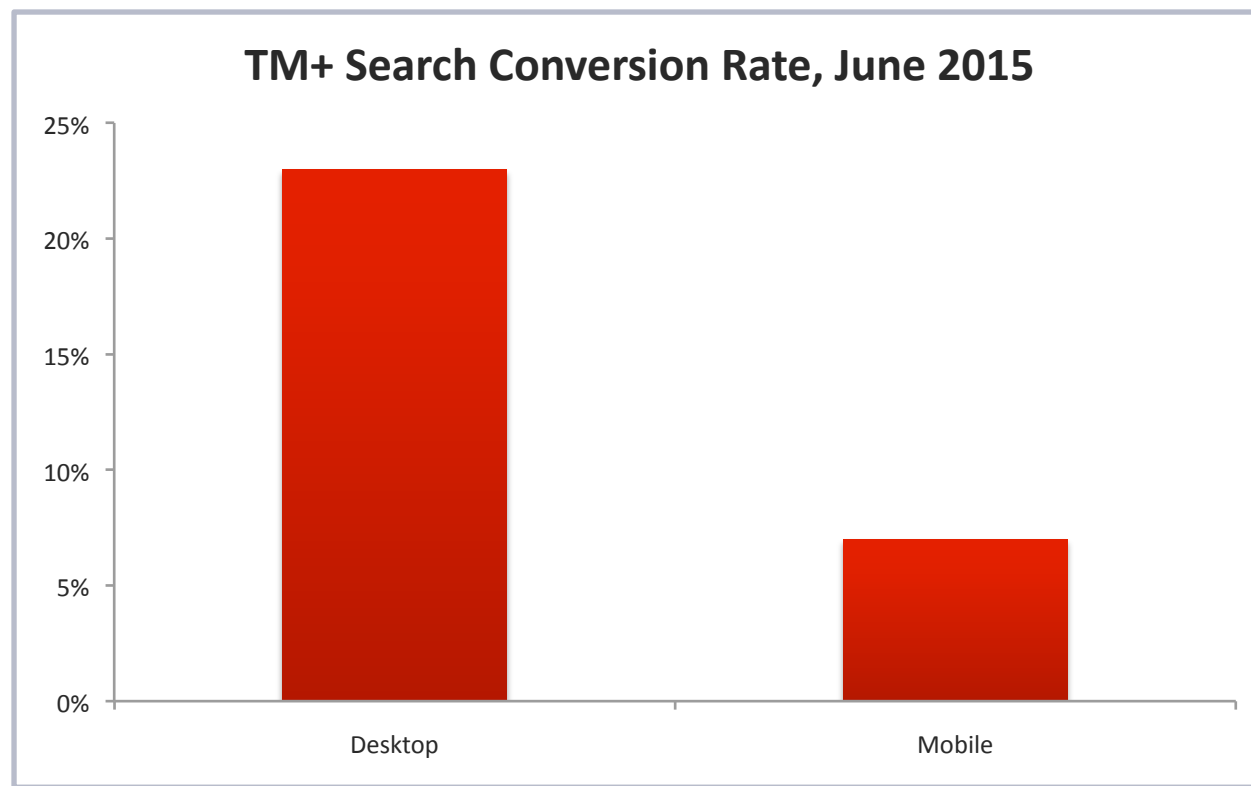
Publishers are battling for top mobile ad spots

- Cost per click for the top positions is more expensive than ever



Conversion rates still lag desktop

- Generally 70% lower than on desktop, but improving
- Landing pages are clean but navigation, copy & pasting, is harder
- Intent is often in-store and offers aren't trackable to affiliate
- Consumers often are on the couch



Monitoring mobile is second fiddle to desktop

- Automated publisher and position monitoring is often in place for desktop only
- Bing/Yahoo mobile have extremely limited monitoring
- Mobile ad copy is often different than desktop



A growing number of affiliates break the rules...

- Fly-by-night sites can set bids low on desktop then +300% adjustment on mobile (maximum allowed by AdWords)
- Misleading ad copy is easy to show on mobile due to lack of scrutiny
- Many TM+ partners disregard position and bid rules



Best practices for affiliate mobile ad creation

- Leverage text around in-store offers, if available
- Utilize all possible ad extensions (call, location, sitelinks)
- Run bid adjustments on weekends for brick-and-mortars
- Keep in mind auto-complete
- Understand reverse showrooming (“webrooming”) is on the rise



Lori Weiman

CEO

TheSearchMonitor.com

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We see the same mobile trends and challenges

- Rapid spend in mobile ad spend (71% y-o-y growth for phones in Q2)
- Clients increasing bids & allocating more budget to mobile ads
- Trying to figure out:
 - Apply desktop tactics to mobile?
 - Use new tactics for mobile?
 - What metrics to monitor for mobile? Calls? In-store sales?

Source: IgnitionOne Paid Search Report for Q2 2015

There's a lot to learn when you're constantly looking

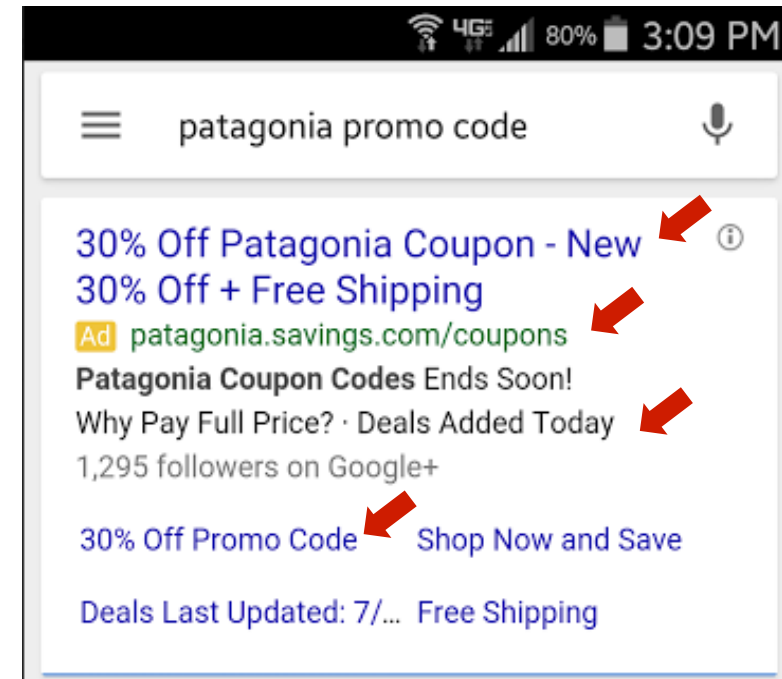
Our mobile coverage includes:

- Google and Yahoo/Bing mobile network
- Affiliate activity on mobile (including violations)
- Mobile ad copy and popular offers
- Mobile rank and market share
- Use of geo-targeting on mobile



Mobile ad copy is a great place to start monitoring

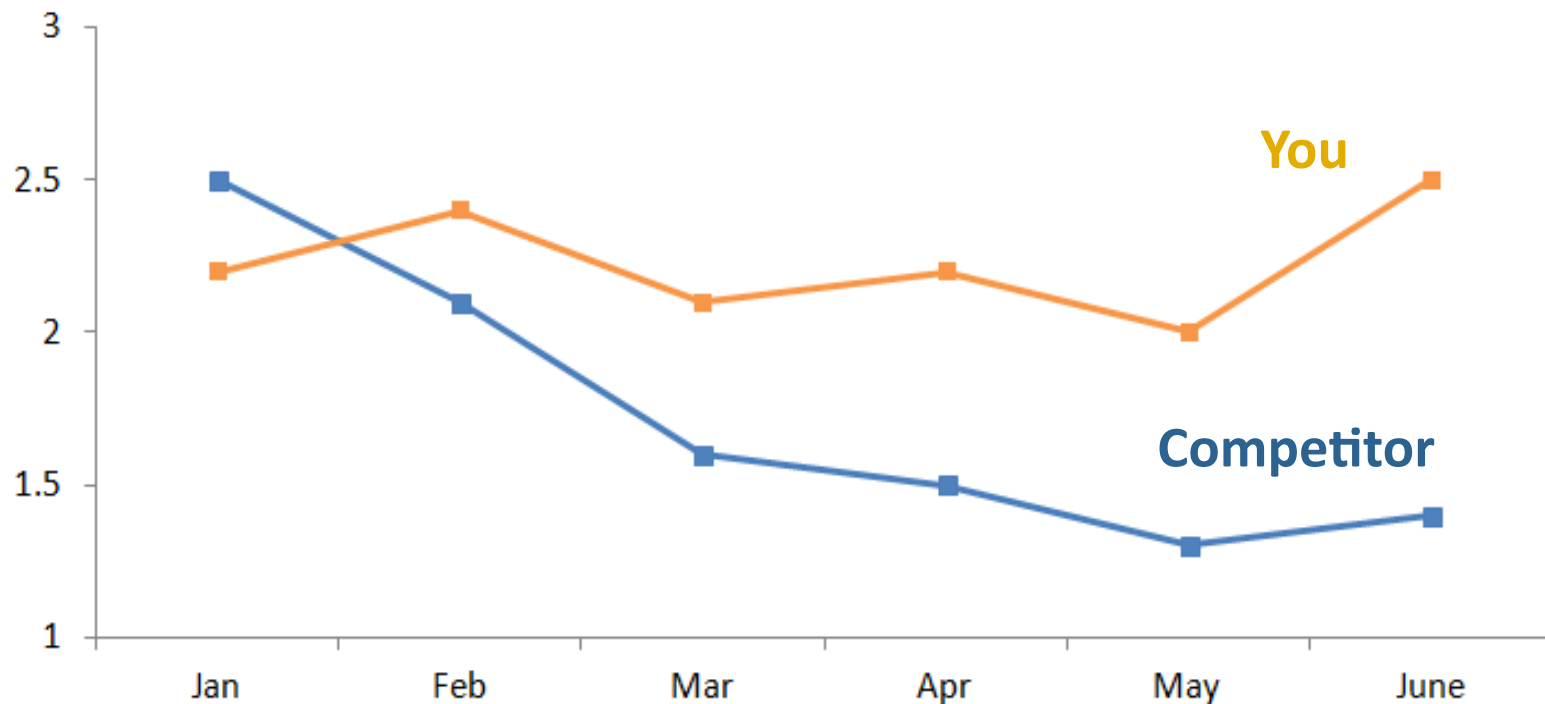
- **Products advertised** – are they correct?
- **Offers advertised** – are they correct?
- **Destination URL** – sending traffic to mobile-friendly landing pages?
- **Ad duration** – number of days can indicate ad effectiveness
- **Date last seen** – have affiliates run ads recently?



Ad rank is crucial to monitor for mobile

- Appearing at Rank = 1 is even more crucial in mobile
- Keep a close eye on who's out-ranking you
- Confirm affiliates are not out-ranking, or maintain specified rank

Average Rank for Women's Shoes Searches - Mobile



WARNING

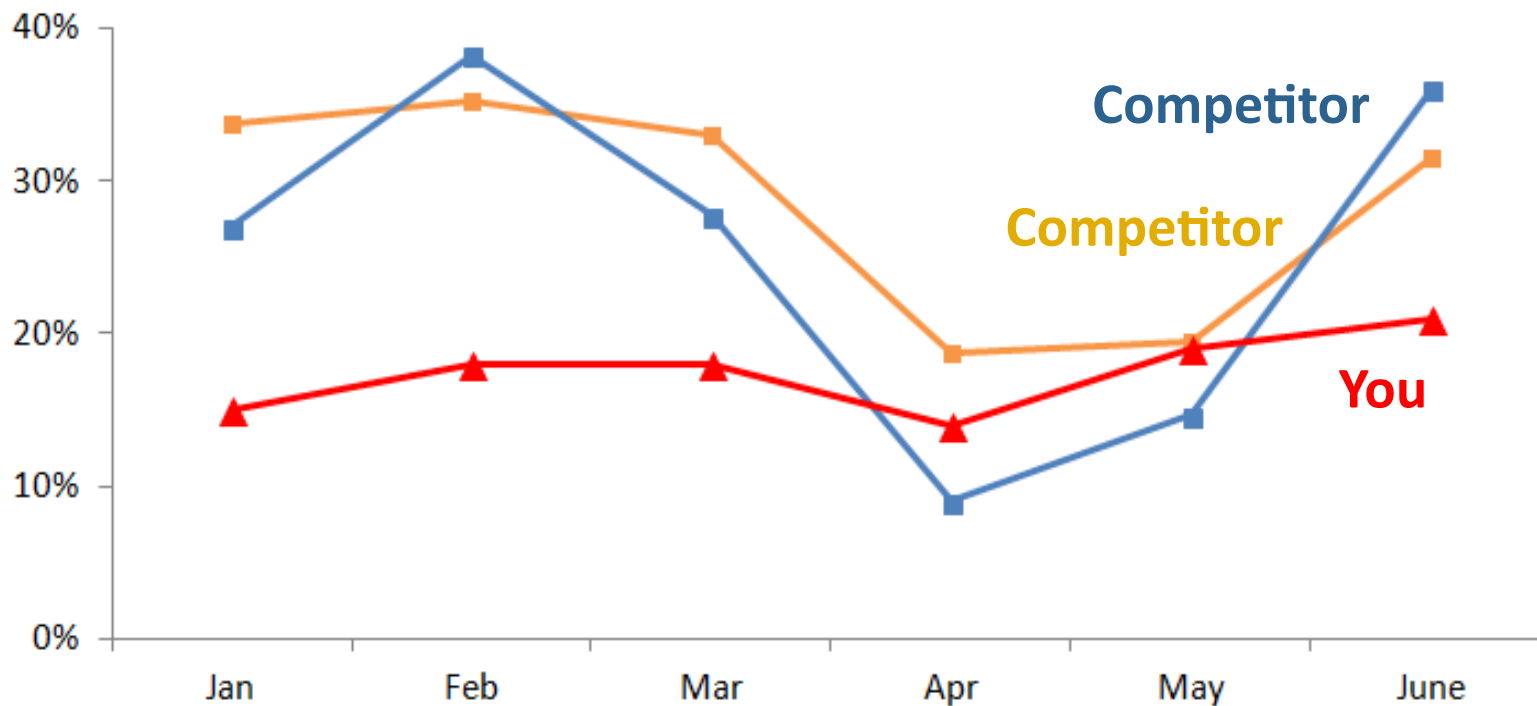


Competitor improving to #1 while you're stuck at #2

Mobile market share is a KPI to start tracking

- Mobile market share data helps reveal company's strategy
- Monitor weekly and look for patterns and opportunities

PPC Market Share for Women's Shoes Searches - Mobile



OPPORTUNITY

Competitors decline in April & May. Jump to market leader!



Don't forget to look at your affiliates' display ads

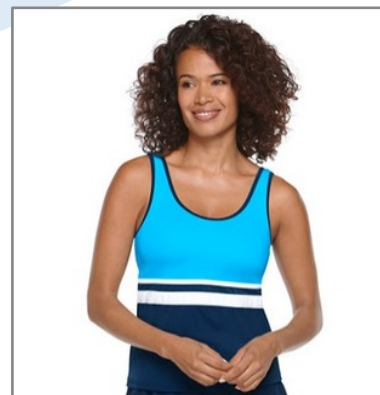
- Display ads have traditionally been harder to monitor, making affiliate violations easier
- Ad monitoring makes it easier to verify deals and landing pages

Publisher	Network	Country	# of Hits	Duration (days)	First Seen	Last Seen
bradsdeals.com	Media Buy	United States	202	59	05/15/2015	07/12/2015

L.L.Bean

Display ads were seen
202 times on mobile
devices on Brads Deals
from 5/15 to 7/12

Can see actual creative



Monitor geo-targeted ads by your affiliates

- Affiliates can use geo-targeting to break program rules in a hard-to-detect manner
- Use ad monitoring to verify that affiliates do not run mobile ads in off-limits geographies – *at the city and country level*

City Level

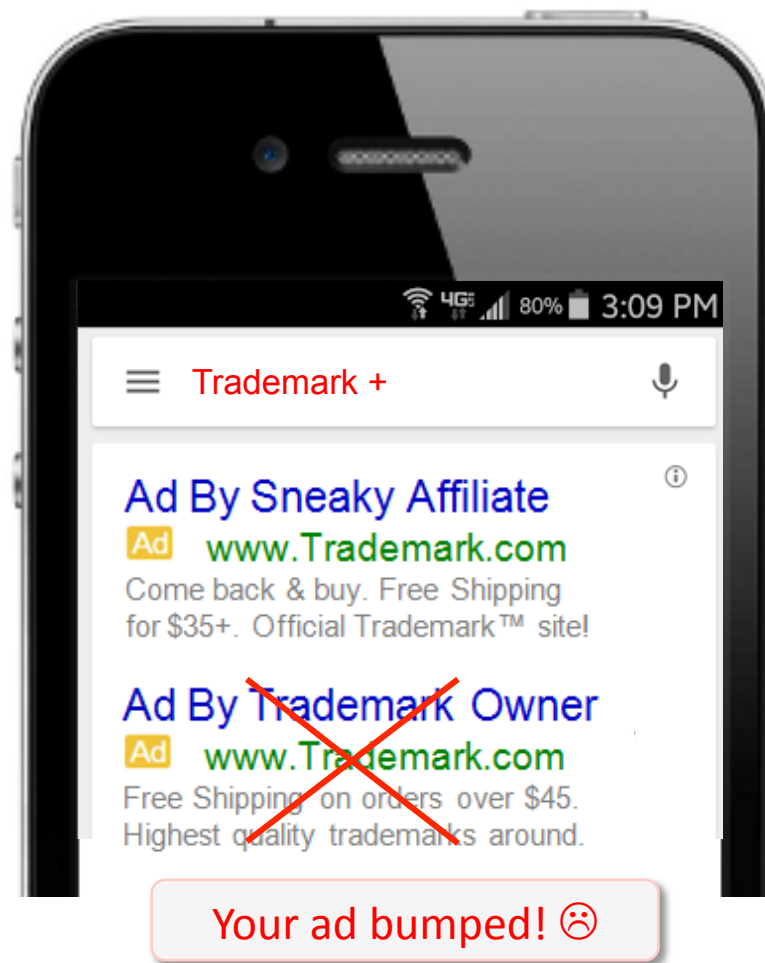
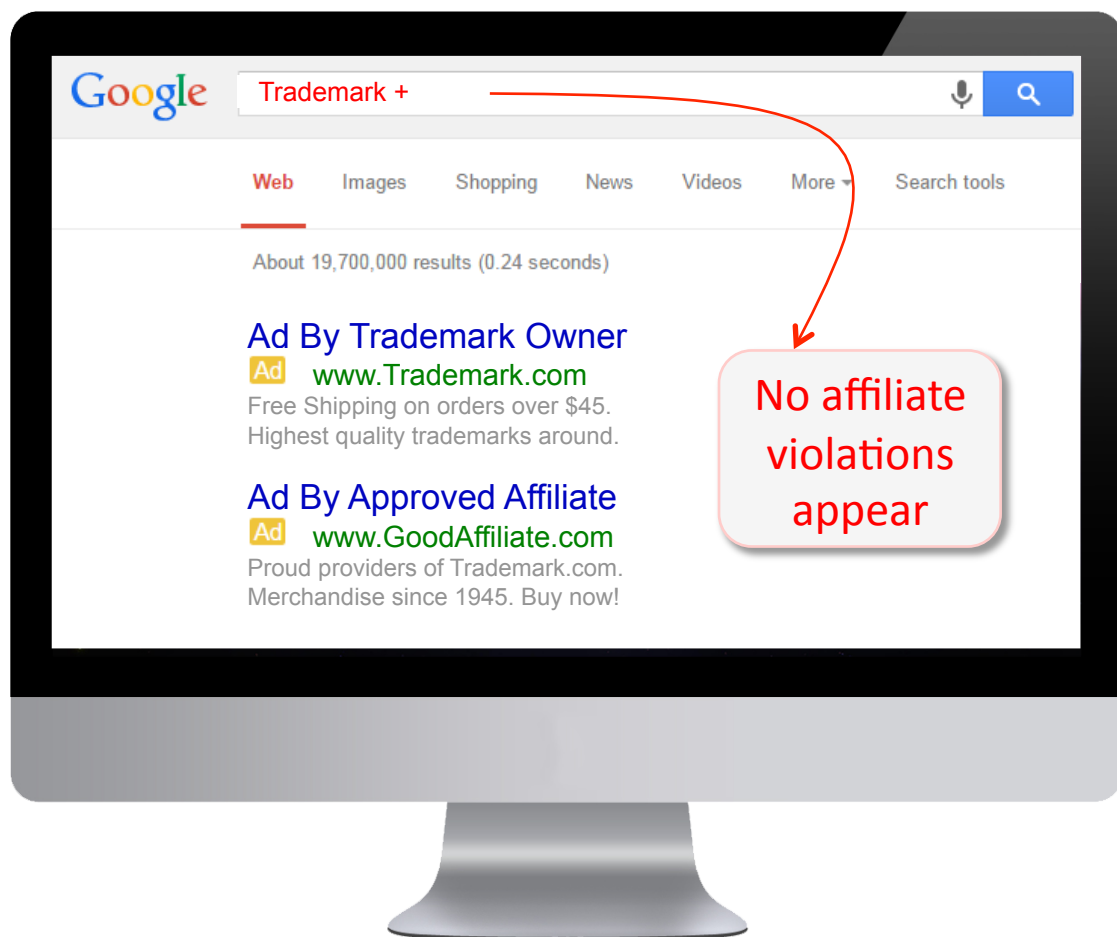


Country Level



Monitor affiliates' mobile activity closely & often

- It's easy for affiliates to break program rules on mobile only



Final Thoughts on Mobile First & Affiliate Marketing



ADVERTISERS

- Huge revenue gain potential if they help affiliates embrace mobile ads and improve mobile user experience
- Huge revenue loss potential if advertisers let affiliates run completely unchecked in Wild West world of mobile

AFFILIATES

- Huge opportunity to drive relevant, ready-to-buy traffic to advertisers (take advantage of micro-moments)
- Focus energy on improving attribution, testing ad copy & landing pages, and understanding advertisers' mobile goals

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Thanks!

Questions? Use GTW's Chat panel



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