TGMP 06 Winners Know Reporting

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Speaker: Welcome to the Google Marketing Podcast, where we focus on increasing sales using digital marketing. The Google Marketing Podcast mainly focuses on increasing leads, buyers, and interested parties, through the use of Google AdWords platform. Thank you for joining us today.

Mike: Hi, and welcome to this week's edition of the Google Marketing Podcast. My name is Mike Anderle, with Simple Steps IT, and I'll be your host as we look into different reporting and statistics information. Our goal is to always acquire new leads, new customers, and new opportunities - and grab these opportunities and leads at the lowest cost. The only way you're going to be able to accomplish this is by building your accounts correctly - your ads, your ad groups, your landing pages, your negative keywords - finding what works and turning off what's not working, and moving your money around. The only way you're going to accomplish is that is to get a hold of the reporting capabilities of Google AdWords, and I'll be the first to tell you that they are not always the most straight forward.

A little bit of background, in order to try to give you the best comprehension of how to attack, this is to go back to the beginning - and this is almost episode one again - where we talked about the accounts at the highest level, the campaign underneath that, and the ad groups underneath campaigns. So, AdWords is always organized into these three levels: the account, the campaigns, and the ad groups that I'm talking about, by familiarizing yourself with these different levels. In your AdWords account, you can easily find the exact performance data that you're looking for. Keeping these levels in mind, customize your view of their performance data to make it as broad or as specific as you want and need; helping you navigate this, on the side panel of your AdWords account, it starts with the broadest level; the all online campaign that is on the left - and narrows and focuses it - moves downward. Click on an individual campaign, and then you'll see the ad groups contained in each one of these.

In order to see the statistics for your entire account, for example, and to get a quick overview of your overall AdWords performance, you can do this: First, sign into the AdWords account you're trying to figure out, of course; click on your campaign's tab; look over to the right, and you'll see the dimension's tab; click the view button to select the time period that you'd like to use to organize your statistics, and then, once the table looks the exact way you want, click the download button to download it as a report. A little bit later, we'll talk about what the columns mean that you're seeing right now, in between your AdWords and your Analytics; there's occasionally some glitches. Clicks: These, of course, the number of clicks your ad receives each time someone clicks on a triggered ad. Remember, whenever your ad is being shown on a page, it's only shown once. You don't get the option of showing multiple ads on a page.

One ad gets shown, and we have discussed in the previous episode how Google goes about trying to ascertain which is the most appropriate keyword phrase, ad group, and ad that get shown at this point. When this single ad gets shown, that gives a certain impression. If someone is going to click on it, he or she needs to first get a positive impression. You're obviously going to get more impressions than clicks. Your average position is on the search results page. This is where your ad might appear, or when the keyword searches the ad to show. One is considered the highest position; it's going to be the one that's above the organic listings almost always (although occasionally not).

Keywords with the average position of one through eight generally trigger ads on the first page. So, if you are average position - numbers one through eight - you can assume that you're on the first page. Keywords with an average position of nine through sixteen are going to typically be on the second page, and so on, and so on. So, if you have an average position of 1.7, for example, your ad usually appears at positions one or two. These average positions are not fixed and are very dependent on the various performance factors of what's going on with your ad, but certainly think about averages. If it's saying 1.2 or 1.7, then typically you're more often showing in position two. If it's 1.2, generally, your position is one.

The cost is pretty straightforward. This is how much you are being charged. Remember that, even though they tell you the average cost per click - which is the average amount you might pay for the click, or that you do pay for the click - that doesn't necessarily equal how much you paid for each click, especially if you're doing broad match or phrase match. There are different situations that are going on, because another one of your competitors might be coming in there with an exact match, and they could be jacking up the price on that exact match keyword. Your broad match does get pulled into it, but now it's being charged more, because you're competing with these other individuals.

Now, let's talk about drilling into an ad campaign. An individual ad campaign has its own budget and settings, which determine where your ads appear and make a collection to the ad groups. Each of your campaigns is listed in the side panel on the left, as well as when you click the campaign tab in the middle of the screen. So, click the campaign tab, and then click the name of the campaign that interests you, in order to see how the ad groups are performing; view the specific campaigns, using the filter button if you want to; once the statistics table looks the way you want it, you can download it, if you'd like to do so.

Here's a little bit that you need to think about, related to your historical statistics. The search volume statistics are rounded, which means that when you get keyword ideas from multiple locations, the search volumes might not add up as you would expect. Furthermore, the web traffic is influenced by seasonality, current events, and a number of other factors. Therefore, the number of searches (i.e., the number of impressions on your keywords) will be constantly fluctuating, and you'll also see this week by week. Often times, depending on whatever vertical you're in, you might see that all of your searching drops on Monday pretty badly. Occasionally, this is because of your niche; the individuals who are in it are trying to get caught up from the weekend, and they're doing a lot of reporting or other internal processes, and they're not out searching to get your business, or in this case, they're not

searching what they need to do for your services.

If you wanted to drill down into an ad group, which contains similar ads and words and phrases, keywords, negative keywords, so on, and so forth, you will want to trigger these ads to show. When you click on a campaign, the AdWords will show you the view of the campaign performance broken out by individual ad groups. You can also see ad group data by clicking the ad groups tab in the middle of your screen. To include the ad groups from a specific campaign, click the campaign name, and you'll get all ad groups for that campaign. If you would like to only do specific ad groups, then click on the ad groups tab while viewing all online campaigns. If you've been working in the interface already, make sure you go back and click out to all online campaigns, and then click the filter button to set up an ad group filter.

Let's talk about customizing your performance data. You can customize your data by adjusting the date ranges, top right columns, segments, and filters. You can change graphs. You can customize their performance data in your statistics table to see only what interests you, making campaign maintenance faster and easier. To get started with this, think about your AdWords goals first. We always talk about your ROI! Make sure that your ROI interests are part of this, and then decide which statistics are most important for measuring your progress toward your ROI goals. Using this information, you can adjust the tables to highlight the details that matter the most to you. After your table looks exactly how you want it, make sure that you save it,because next week, you're going to want to do it again, and you're going to be upset that you're going to have to go and mess with this; however, if you save it, you can simply download it as reports.

I'm going to talk about a couple of ways to change some of the reporting data, but you're going to need to jump into the Google AdWords area to drill into the hows and whys for all the features and functions that you might need going forward. I'm going to touch on this, but to really understand it, you have to do it. There's no simple way to accomplish it. What I'm talking about is changing the date range. This is one of the most important areas, and you are going to forget about this quite a few times. There's the date range in the upper right hand corner. You can change it.

Rememberthat when you say "last seven days," it is not including today. If you want to include today, you need to go to the custom aspect of it, and set it up for today. All of the AdWords reports in Google Analytics import data directly from the AdWords system, and they usually match the AdWords account exactly. There are, however, circumstances under which the data can differ, and I apologize, but this is what I was talking about earlier about the estimates. When you compare long date ranges, you may include periods during which your accounts were not linked, and you can mess things up. You can link multiple AdWords accounts to the same Analytics view, which complicates the information and your reports, between AdWords and Analytics.Your filters may review and remove some of the data from your Analytics reports. Check to make sure that you have no filters editing your campaign destination URLs and AdWords data imported into Analytics at the time you view your report, so that data is current, as of the most recent hour.

What are segments, and why would I want to use them in my reporting? The answer to this is that segments split your view of data into two separate parts. There are many different segments that you can apply for your data. Some of them include devices, networks, and time periods. There are just so many, depending on if you're at the campaign level or ad group level. Just take a look at them. Which segmentation options are available? Here is an example of some insights that you might gain about your data-using segments. First, let's identify customers by breaking down your keywords by device. This way, perhaps you can figure out how you're getting a better ROI from ads showing on mobile phones or on desktops and laptops. You can compare your performance on Google, and search partner sites to your performance on the display network, by breaking down your campaign and ad group by the network segment. You can isolate changes in your performance using the time segmentation options, which is one of the ones I think that you're going to want to play with. This includes day, week, day of week, month, quarter, or year forward. If you're using year, then you probably already have all of this data, and you've got this figured out. For example, if you segment your data according to the day of the week and find that your ad performances significantly different on Saturdays, you can modify your bids to account for the changes in visitor behavior, and we've talked about this regarding different areas.

One of my clients, for example, only has someone manning the phones (or in this case, "womanning" the phones) from eight to five local time. So, we changed their ads to only work in that time frame. The difference is that it is a somewhat complicated sales cycle, and just leaving a message really isn't going to work that well for this particular individual or this particular company. So, we change the times for this. We would expect that weekends might work for some of your clients, or for you, depending on if you have a good sales process, and you know that someone is going to pick up the phone and answer it or return the call. I don't know about you, but personally, if I happen to leave a message, and I don't get a call back relatively soon, or I never get a call back, they have just gotten a massive black mark, and I probably will never buy from that company. I just don't believe that it's great customer service.

So, you need to be careful, and if you're going to pay for these, typically, the time is now. It's not a situation that people are willing to do research for; they want some information back now. Therefore, make sure that, if you use a phone answering service, somebody either gets back with the caller, or it gets rerouted to your email, or a text gets sent to you, and that your sales team jumps on it quickly. Another option out there is called filters, and you use filters to search your tables for specific information, such as keyword texts, bids, and click-through rates. And, if you don't want to create a filter, then what you can do is click the filter and the toolbar above the statistics table, and then you can save your filters for easy access in the future. Now, I'd like to give you a quick note about deleted and disabled campaigns or deleted and disabled ad groups, ads, etc.

You can either include or hide deleted campaigns, ad groups, ad keywords, and networks in your statistics tables. The first menu on the toolbar above the table lets you control the display of the deleted items. If you'd like to hide deleted items, then click the first button on the toolbar, and select "all but deleted." To show deleted items, click the first button on the toolbar, and select "all," and you're going to see it enable the paused and deleted items. If you are in the campaign and ad group tables, you can

also select “all enabled” to see only active items. Sometimes, you are going to see discrepancies of the data ,especially between AdWords and Analytics.

There are a number of reasons this happens, and let me talk about a few of them here. First, please realize that the syntax, or the discussion clicks, are not the same as visits. In AdWords, we track clicks. In Analytics, we track visits. If a user clicks on your ad twice within 30 minutes without closing his or her browser, this is registered in Analytics as only one visit to the site, even if the user left your site and then returned shortly thereafter. However, if a user clicks on your ad once, clicks on the back button, and then clicks on your ad again, AdWords is going to register two clicks, while Analytics registered only one visit. This is certainly one of the biggest things that people scratch their heads over.

AdWords doesn’t understand and/or know whether, when the person jumped back and clicked on your ad a second time, it’s just because they’re being lazy (which honestly happens a lot). What happens a lot of times - and one of the reasons that we don’t suggest that you use your name - is that, if you’re coming up on the top of organic as an AdWords word, people will type inside Google, and they will place your name, and they will click on this link the quickest. This has been shown to be true for Facebook. People type in “Facebook” on Google instead of just going into the address bar and typing “www.facebook.com.” It’s very common.

So, be aware of this issue and how it can affect you, and use the reporting right here to go check how many times someone is searching for your name and clicking on it, and consider what you need to do to pause that, and then register whether or not you’re reducing on your calls or your interactions, or what you need to do with that. AdWords will filter your invalid clicks from your report. Analytics shows all the data. And what I mentioned before is that people can be lazy, AdWords will allow clicks for lazy people, but they are not going to do it for people who are trying to adversely affect you. AdWords automatically filters certain clicks from your reports, so analyze reports on the resulting visits to your websites. The clicks that AdWords filters from the reports are the occasional instances of someone clicking repeatedly on your ad in order to increase your costs, or to increase your click through rate.

AdWords considers these clicks to be invalid and automatically filters them from your AdWords reports, so that you are not charged for these potentially invalid clicks. You’re not charged for those clicks, but you’re also not getting a click through rate change either. Finally, if you happen to turn off auto-tagging for your URLs in your AdWords account, you do not manually tag to this and, and you do not manually tag the destination URL with campaign tracking variables. The visit is not marked as Google cost-per-click, which are clicks that came from Google AdWords and your Analytics, but may in fact be attributed to Google organic clicks, which are clicks that come from the natural search referrals on Google.com; this is inside Analytics.

Ensure that your AdWords account either has auto-tagging turned on or has campaign tracking variables upended to the end of every destination URL. Finally, if visitors return to your site via bookmarks, Analytics uses what’s called a Gclide parameter, as well as your destination URLs to

identify that this is from AdWords. One way that you might recognize this is if you, for instance, had www.mycompany.com/?gclide and a six-letter alpha-numerical variable. If the visitors happen to bookmark your website using this particular URL Gc – Gclide parameter, then Analytics records visits from these bookmarks as business from your AdWord ads. However, AdWords doesn't record the clicks, and you are not charged for this, since they're not actually clicks on your ads. It's just someone who used the browser to save this Google URL.

With AdWords, you analyze your performance data and can report on it. Here is the general order I want you to consider when you do this. Remember, we start at the top of the account. Then, we go into the campaigns and see the ad groups, but we customize the statistics table and the campaigns tab using the columns, segments, and filters to get the data we need for the ROI at a glance. Go to the tab containing the statistics table you'd like to download. Make sure that the table contains the date range, the columns, the filters, and the segments you'd like to include in your report. Segments that you've applied to the data and the table show up in your report as columns. You can save this information.

Next, you're going to want to download the table as a report. If this is important to you, you can email it to yourself or to others. You can schedule it to happen every week, every couple of days, whatever you need to do! Aand, of course, save your report, in addition to adjusting the frequency and the recipients of your reports, as I just talked about. You can easily create variations of existing reports with the "create similar" option, and edit the reports' names, formats, and date ranges; this way, if you have something that's similar, you can save the reports and also consider using the Google AdWords Editor, and I believe that Jordan and I will talk about that in a minute.

When reports run for individual accounts - for those of you that just have your own account and have not created a My Client Center - they're going to begin running at 1 a.m. in your designated time zone. If it so happens that your designated time zone is not your personal time zone (and this would be true for national companies, or if you happen to be outsourcing for another client) I strongly recommend that you use My Client Center, even if it's only for your own company, because it allows you to build up multiple accounts effectively and work between them. Then, those reports are going to begin running at 5 a.m. in the designated time zone. Reports for accounts without a designated time zone begin running at 1 a.m. Pacific time for individual accounts, and 5 a.m. Pacific time for the My Client Center accounts.

So, hopefully that gives you kind of an overview of what you need to understand at the top level of the accounts, at the campaigns, and at the ad groups. You drill into it; you find out the segments; you find out the filters, and then you can save the reports; you can set it to email; you can then also set it up in order to be scheduled, so that you don't have to come back and look at it over the time, and that's how you're going to kind of work through the Google AdWord reporting system, in order to measure what you're doing. You want to build and manage it, and then you want to build to optimize it. So that's it for me on this part of the Google Marketing Podcast. Let's give Jordan a call!

But, wait! Before we go anywhere, I realize I just said we're going to call Jordan, but after I got done with this week's edition of the Google Marketing Podcast, I was able to get a hold of Paul with the Ninja Cat PPCA third party Google AdWords reporting company, and we had a fantastic conversation on different things that are going on, a little bit of the history of Ninja Cat, and some of the things he's been doing as well. That interview is going to be played right after we talk to Jordan, so stick around.I It is an amazing interview! It's a lot of fun and some great information. Now, let's talk to Jordan.

Speaker: It's time to get in to the main discussion. Here, we talked about tips, tricks, and tactics to help your business acquire more leads and get more customers. Let's do this!

Jordan: Hey, Mike! How are you doing?

Mike: Hey! How are you doing this afternoon, Jordan?

Jordan: I'm pretty good! How is your day going?

Mike: It's all right. A little rain here in Texas, but considering that this Sunday, we had ice - This weather is crazy in March! I do not understand it.

Jordan: Yes.

Mike: It's just changing and all around. So, last week we spoke about landing pages, and this week, we promised we'd speak about reporting. Earlier in the podcast, I kind of went through the definitions of what CTR and CPC and TLA and all of these other three letter acronyms are. Hopefully we will get Paul in on some of those definitions. So, let's get with it! What we thought about discussing was the basic reports for Google AdWords that a new user needs to know about, as well as the basic information or columns that most new users need to focus on first when they get into Google AdWords .

Jordan: Perfect! So, what are the things that we will look at here? What are we going to talk about for the next 20 minutes or so? So, I want to go through a couple of things. If anyone is looking at their AdWords account right now, that's going to be perfect, because you can follow along with me. And if you're not doing that, that's okay, too. So, the first thing you want to look at when you're looking at your campaign that's been running for a week, or maybe a day,is how many clicks you have gotten. So, how many clicks have you gotten in the last two days, in the last three days? And you want to look at exactly how many you're getting each day, and then you want to look at the threads. Is it increasing?Is it decreasing?O Are my average costs the same? It's going to be a bunch of different columns that you can kind of go through for that, but you look at average CPC. I mean, that's going to be amongst all

your clicks. Now, remember that you can always keep in mind that in the right corner, you can always set the date range. So, say that you want to look for the last five days or the last seven days, if you're running a five or seven-day campaign; you can set that time-frame in the top right corner.

Mike: Do you ever suggest a particular time frame that people should get used to looking at?

Jordan: I would always look at the last seven days, but when you do that, you have to make sure you do it as a custom-day range. This is because, when you click on the last seven days in the dropdown menu, it's going to actually happen. It's going to give you the last seven days, not including the date that you are on. So, you want to make sure that you are setting it up so that it's the last eight days, essentially so that it will include today. So typically when you open up your account, it will be there. Sometimes, it won't, but we want to look at those things.

So, you'll have the chart in front of you. I mean, you should be in a campaign for many tabs, and it will have campaigns, campaign types, campaign subtypes, your budget, your status as far as if it's eligible, if it's pending, things like that. It will show whether it is post ranked, the number of clicks, and the number of impressions. Now, obviously, the numbers of clicks are going to be the number of times that someone has clicked on your ad, and the impressions will be the number of times that your ad is actually shown. Now, the column that follows directly after that is CTR, which is the click through rate. The click through rate is going to be shown as a percentage, and that percentage is going to be based on the number of clicks, relevant to the number of impressions that you have.

Say that you have 24 clicks, and you have a thousand impressions.You're going to have about a 2.3 click through rate, because that's taking the clicks and dividing it by the number of impressions, and it kind of gives you a percentage of exactly how many people are clicking your ad for every hundred who see it. If I have a hundred people who have seen my ad, I have a hundred impressions, and I'm going to get at least 2.3 clicks. That's kind of the mentality I have. If I can get a 2.3% click through rate, I know that for every hundred people my ad shows to, I can get at least two people to click on it, hopefully, based on that CTR that I'm looking at.

Mike: Now, this is where also we always mentioned that people need to be focused on getting at least a 1.0 at this number.

Jordan: At least a 1.0. What I would say is that if you show your ad to a hundred, people and you couldn't get any of them to click on your ad, maybe there's something wrong with your ad. I know that's kind of harsh, but that's the reality. If you can't get at least one person out of a hundred people to say, "You know what? I approve this," then something is wrong. There are so many people from various backgrounds with various belief systems who had to have come there. So, if you can't find the one person that has your goal in common and wants to buy your product or service, then you needed to rethink what your ads are saying, and then go in and look at it like this: "Okay. Are they not being

effective? Are they getting across the points that I want to get through?" That's what we want to look at, and so that's kind of what we'll go through.

Mike: It's just some of these things, as you're talking about them, remind me of conversations we had at previous podcasts, and so I want to tie them back up in the reporting aspect, and I know that we've mentioned that people want to at least see a 1.0 click through rate.

Jordan: Exactly. And so just remember and keep that in mind: 1% click through rate. That's going to be a good standard to say, "Hey, you know what? My ads are performing fairly well. I'm getting at least 1% of a hundred. I have a good click through rate of 1%, at least." Anything above that, and then we can start to talk about, "Okay, now this is a really good campaign!" When we're seeing these five, six, and seven percent click through rates, we know that we're highly relevant, that people are searching for us, and that we have the right keywords, because people are typing in things, and if we can pull up the ads that are very relevant to the keywords they're typing in, that means that we're doing a pretty good job on our ad groups, because that's where the themes come in. You group all your keywords and the ad groups, and then those ads will show to those keywords.

So, staying relevant is going to help you keep a good, solid click through rate. Another thing that I will tell you is to make sure your click through rate isn't affected by negative aspects, like some keywords that have nothing to do with your campaign. I mean, that's why you put negative keywords. Say that you have a campaign, and your click through rate shows that it is above 1%. That could mean that your campaign isn't terrible when you look at the ads, or it may mean that you need to look a little bit deeper into the keywords, and then even deeper into the search terms, right? You want to make sure you run those people's report at least once a week, because that's going to show you what people were often searching for over the last week that you haven't looked at So, every week, you have a bunch of new search terms. Now, don't get shocked!Y You're going to be surprised with some of the search terms that people used to find you, whether they are looking for you or not looking for you; there will be some lessons there. I promise you that.

Mike: Not only that, but you might as well have the stress medicine beside you when you realize how much money that these people could be costing you without these negative keywords.

Jordan: Exactly. And, not only are they costing you money, but they're also affecting your campaign negatively, and that's why that negative keyword conversation that we had in the previous podcast was so important, because it's going to not only save you money - which is obviously the most important part - but it's going to make sure that your click through rate is accurate, and that it's not being skewed in any way by faulty data. You want to make sure that that's not happening. Okay, now on that same page, we're still looking at that same one, the first page that pops up when you open up your account. Now, the next column is going to be average CPC. Obviously, if you read about AdWords, you'll know that this is the average cost per click, so it takes the number of your clicks, and it takes the total cost of your clicks for that campaign, and then it will divide them and get the average cost per click. So, however much money you spent, divide it by the number of clicks you have, and that will give your

average CPC. Now, it's important to make sure that you watch that. So here's something that I usually do: You'll see that there's a blue graph, and it has dots on it, indicating each day. So, we will look at that.

You'll see that, right above that graph, you have clicks, and then you have "versus," and it usually says "none." You want to click on "none," and you'll notice that there's a dropdown menu. This allows you to run a side-by-side comparison of a few statistics. Let's say you have a number of clicks, and you want to see that what your CTR rate has been over the last couple of days is in line with those clicks. So, let's say that I'm looking at something, and I see that my graph is going up and down; it's doing the limbo.

We don't know what's going on, so we go ahead and look at the CTR, and then we can see that, on one day, we had a higher click through rate, but that's not going to tell the whole story, right? Usually, you have to go through different scenarios, maybe the click through rate versus clicks. How many clicks am I getting relative to my click through rate? Is my click through rate really high? Am I getting more clicks? Or, am I getting more clicks and my click through rate is a little bit lower? Keep those things in mind.

The other thing that I always look at is the number of impressions. Say that our clicks are dipping up and down, and we're not sure why; the CTR is not really telling us why it's at 1%, so we go ahead and look at impressions, and we can see that, on certain days of the week, we're getting more impressions, which means that there are more searches being done on one day versus another day, which is going to be common, right? Not every day are you going to have a hundred people searching for that product or service; it may differ. There are going to be fluctuations. You have to keep that in mind.

So, with that said, the other thing that I always look at is the number of clicks I'm getting (and I believe that's one of the most important things) versus the average CPC across those clicks. We can measure when you're getting less clicks, how much you are spending, etc. Am I spending more when I'm only getting 10 clicks? And what am I spending when I'm getting 14? We want to look at that stuff, so we can make sure that we're staying in line with not only our ROI. If we know that we need to be below a certain threshold - say $10 -but we also know that our average CPC, when we're getting 14 clicks, is $10.59, or we know that we're short of our range, and we need to reevaluate what we're doing, maybe fix the structuring or the placement of our ads.

So there's a lot of stuff that you can look at. You can do this thing all day. And in the very last few columns are going to be average position, which will show the average position of your ads and ads they have shown during that time frame that you have highlighted in the right corner, and then you have the total cost. So, it will show the total cost for the campaign, given the time frame that is used to update in the top. That's kind of a mouthful, but that's how the first page will kind of work. You can play around with everything on here.

It’s pretty user friendly, and it usually warns you if you click on something that you can change or thart you’re not aware you're changing, it will pop up and say, “You’re about to change something. Make sure that you want to change this before you do.” The last thing you want to do is accidentally change your budget from $30 a day to $300 a day. We don’t need to have that accident, because there goes $10 per day worth of budget. So, we have to reallocate our money a little bit each day.It is very important to always remember what you’re doing, and always read the prompts; don’t ever just click through anything just because you want to get through done with this really fast, because sometimes those quick clicks can cost you money. Just be aware of that.

Mike: So, on the average position that we talked about, are there any best columns you’ll hear and read?

Christa Robbins 4/5/14, 2:49 PM
This was very confusing, so I just removed it.

Jordan: Yeah. So typically, people will want to be in the top three. Now, you don’t always have to be in the top three, obviously. There are typically eleven spots for each page that you’re doing the search for. So, let's say I’m doing a search for a local dentist in LA. I pop it up, and I have a couple of results. I see that my ad is in the eighth position, which is a little bit toward the button on the right side. Now, that’s not bad if your performance indicators like your click through rate in your other position. It’s not bad if you’re seeing that those things are showing positive signs.

We have a 2% click through rate, and we’re showing up in the eighth position. Well, maybe this is the place you want to be. And if we’re showing up in the first position, and we’re getting a ton of clicks, or our click through rate high, that’s great, but in that situation, there is always something you want to look out for. How effective are the clicks that are getting in positions one, two, and three, and if I’m at the top of the clicks that I’m getting, are they relevant? Am I getting a lot of miscellaneous clicks for people, or just clicking on the first thing they have seen, and then they kind of read about it, and go on to the next page? This is all going to be about analyzing the data that’s given to you and kind of making inferences based off that. Even if you’re in the top one, two, and three, that doesn’t mean you’re going to be doing the best, or be number one. That just means that you’re showing in those positions, and then it’s up to you to determine if that’s good or bad, based on the stats that you’re given.

Typically, I’ll have clients that all want to be one, two, and three, because they know that people are looking at positions one, two and three, and very seldom do people always look through their right. They don’t really look to the right of the page that often. All I’m saying is that I’m not saying it doesn’t happen, but usually with one, two, and three, you’re going to get some pretty good interaction, and you have a higher chance of getting that 1% click through rate. Just keep in mind that you’re going to watch those things like your CPR, the number of impressions that you’re getting versus the number of clicks, and then you want to make sure you’re watching that average CPC; is it dipping? Is it dropping? What’s going on? And then, obviously, the average position - am I getting my optimal amount of clicks at position one, or am I getting it at position four. We have to figure out where that is, so that we can ensure that we’re maximizing our revenue, and obviously our ROI, most importantly.

Mike: So that is a great explanation of what most people are going to see right off the bat when they look at the first quarter report. What are the extra columns the viewers need to know about, and why did they want to use them? I know that we discussed this once, a little bit before, in our pretty early podcast, but let's bring this up again. So, the next stage a user is going to do is start adding columns, and so can you give us two or three of the columns that you always like to look at and how to add them.

Jordan: Got you. So a few things I look at now are within this box. Now, me and Mike, when we do work together, typically will add things like Google Analytics, because we can get more data, but a few of the columns that I usually add, I do with the "columns" button that's right below the "audiences" sub tab. This column has little triangle that's pointing down, and you want to click on that. There's a dropdown menu with one option, "customize column," so click on that one, and then you'll see that if you don't have Analytics at the top, you'll see a few things. You'll see attributes which should be highlighted first in white, and then you'll see performance, call details, conversions, and a competitive matrix. You may see some other things if you do have Analytics.

You may not; it just depends on how you have it set up, but attributes and performance and call details and conversions will usually always be there, as long as you have them set up. But let's go ahead and start with attributes. Usually, what I always do is make sure that I have the campaign type, campaign subtype, and the labels, so that if I do have an instance where, on one campaign, I'm running a thousand dollars a day across seven campaigns to share a budget, then I know that I can label them and say, "This one is for X industry, and this one is for this location." There are different types of things that you can do. Then, you can go on to performance. Now, what I sometimes do is add the total cost, because I always want to make sure that I'm aware of how much I've been spending over a period of time. Say my budget is $1000 a month; it's been two weeks, and I've spent $600. Well, maybe I need to think about restructuring my budget for the second half of the month; always keep this stuff in mind.

Now you can add average CPM if you are doing any kind of branding, but that's kind of something that we'll probably talk about later, when we get to display. The next one is going to be call details. Call details - I usually always add - will be the number of phone impressions, the number of phone calls, and the PTR, which is the phone through rate (which is basically the click through rate, but for a phone). So, it takes the number of times that your phone call extension has shown versus the number of phone calls you have actually gotten, and then you have a phone through rate. And then you can also get your phone cost. So, how much is it costing me per phone call? And that's going to be average CPP - average cost per phone call.

Just keep in mind that you can look things up if you do have call extension set up. If you don't have it set up, there's no need to add that, because it obviously wouldn't make sense. Keep that stuff in mind, all right? The next one is going to be conversions. In conversations, if you have other conversions set up besides call extensions, then you'll see that stuff; you will see it, but the campaign that I'm looking at right now doesn't have it, so I can't add it. But, I will add the phone call conversation, because that's

what I have in the campaign I'm looking at right now. You want to kind of keep that stuff in mind.

Mike: So, what about the last IS column?

Jordan: Yes. So the last is IS, which is going to be shown in the keyword section, and so you can either do it in keywords or in a campaign section, but I usually like to do that in the ad group column, because I can see what the last IS is in each ad group. It's a lot better to look at it that way, so that I can actually pick up on a problem first, before it actually happens.

Mike: Yeah. So the IS stands for last...?

Jordan: The last impression share. And then you'll have a little parenthesis of either rank or budget. So, it will tell you the last impression share due to rank, or due to where your ads are showing, or the last impression shared due to budget. So, I don't have enough budget to show later in the day, when there are more searches being done for my product or service.

Mike: So in this case, let's say that the person has a thousand impressions in a day and they see that their last impression share is 50%, they would then understand that they have missed yet another thousand impressions that day.

Jordan: Exactly. And so you can see exactly what's going on with that stuff. If you're looking at impression share, you can see the percentage of impressions that you're getting based upon the number of searches that are done per day. Am I getting at least 90%? It could be nice having all those options, but if I'm not getting a 100% at least 90% is going to be good. Because then I can say, "All right. I'm getting in front of at least nine out of 10 people for the budget that I have. The budget that I have is working for me. It's showing me success." And then, you can kind of go from there. None of this stuff works if you're not actually making money. It's a terrible decision to start spending a bunch of money and then have no money coming in. So, it's all about ROI, and we're going to talk about that forever.

Mike: Yeah. Exactly.

Jordan: Always add that stuff. Always. Because it's so...

Mike: One of the other – yeah, go ahead.

Jordan: Because it's so important. That's it.

Mike: So one of the other reasons or examples that last IS is important is shown in this example: One of my clients and I are implementing a campaign, and their average cost per click (or in this case, their maximum cost per click) was a little bit low. They didn't realize that the ad group that they had been implementing was pretty expensive in their area. So, it was very easy to find out through last impression, and of course, there were also warnings saying to be careful that your particular max cost per click doesn't get you on page one, and so they could see pretty easily how much opportunity they were missing because of that column. It was easy for me to explain to upper management what was going on.

Jordan: Exactly. And it always takes some accountability. The simplest thing that you show someone makes all the difference in this world. You can explain something to someone 12 times, but if you show them the last impression shared due to where they're ranked, or due to what their budget is, then instantly their decisions have been made.

Mike: Yeah.

Jordan: That kind of stuff. If they see..

Mike: What?

Jordan: I'm only getting 30% of the searches that are shown every day. So I'm looking out on 70% of all the potential prospective clients that I could be getting.

Mike: That's right.

Jordan: And within that stuff, that's when they start to see that the dollar sign is dropping. And so, that's when they get back on the horse, and I'm like, "Okay, let's get that budget up, or let's increase the rank." Because sometimes it takes this kind of customized column addition in order to get someone to move on toward increasing their budget or get them to make sure that their ads are in a certain position, because we can't always do everything for everyone. Sometimes, they have to see it for themselves before they make the decision.

Mike: Often, you hear - or as a small business manager, you have said to a sales person -"Why aren't you on the road?" Why aren't they on the phone? Why aren't they meeting people? What are they doing to prospect? Well, last IS is the equivalent for Google AdWords to find out if they are meeting everybody they can meet?

Jordan: Exactly. Are you meeting as many people as possible?

Mike: Google has a product that you can download for either the Mac or Windows. It's called the Google AdWords Editor, and it's a little bit more complex. Not too many people necessarily use it, but it is not too terribly hard. What reporting opportunities will this give a user that maybe they don't have as easily from the web interface?

Jordan: So with just the AdWords system? Is that we're talking about?

Mike: Well, the AdWords Editor.

Jordan: Okay. So with the AdWords Editor, we want to make sure that we're looking at a couple of things. It's a great tool to have. It is a huge time saver, and it allows you to make changes across an entire campaign famously, and I think it probably reduces the time that takes you to change something by at least 90%. And obviously, that's not a true statistic. I can't say that for a fact, but it saves me a ton of time, and I use it a lot. Say that I have a client and a legal client in three locations, and they had one campaign that was running with the same landing page.

Now we had landing pages in the last podcast, but the issue that they were having, which might be a bonus to some of you, is that they only hahadve a landing page for one major city, and not for the other counties that were in the area. Their problem was that they saw when they had that Analytics, "Okay, I have Milwaukee landing page. Everything is going good." Their CTRs were amazing. I think they were averaging about 4%. They would love it! But, then we added Analytics in, and it told us a different story.

It said, "Your CTRs are great, but people in these three counties aren't all staying on the same page for the same amount of time. And, what we saw as that as location got farther and farther away from the main location that they were advertising to, was that the larger the city that they had the landing page, the bounce rate increased significantly, and so again, bounce rate tells you whether people are actually staying on your page to view the content that have you made for them to look at. When you have a higher bounce rate, that means that people are coming and leaving frequently and if that's happening, that means that you're probably not getting the conversions that you want, because people like to be on the page for certain amount of time. We want to make sure that we're keeping that stuff in mind. They looked hooked up, and they said, "You know what? We need to make three more landing pages for the other locations, because we're seeing that, as we get farther away, our landing pages getting less and less effective."

And they saw it with another location that they had; they were already running that campaign with its own landing page and had a better bounce there - a better bounce rate. So, it was a low 30% bounce

rate, as opposed to the 60 to 70% bounce rate they were seeing across the other ones. For them, it made sense immediately: “We've got to get another landing page up that is specifically for these locations, because we’re losing out on customers; they’re leaving too soon, because it’s not relevant to where they’re located. People like to buy local if they can, because they feel like it’s close to their home. You would rather buy it from your brother than you would from someone you just met. So, you want to make sure that you have that kind of stuff set up. If I have a landing page and I need to change it, I can do that. Now, the reason that we’re talking about that was because the AdWords Editor stuff is kind of a tangent, but...

Mike: That’s all right. That’s what we do here. We want tangent, and we like it.

Jordan: Exactly. And so the reason why I was going to tangent is that I like to explain the situation before I get into the AdWords Editor and one of the reasons why I love it. So, when they changed the landing pages, they had four different campaigns running. Three of the campaigns that were running had new landing pages. So, I had to change all the landing pages across various ad groups. I think that each one had probably 12 ad groups. So if you've got 12 times three, you get 36; that can take a ton of time to change that many landing pages for ads if you are in just the AdWord interface, and so, when I go to Editor, all I have to do is go to that campaign. I click on ads, and I can copy all of them.

I can select every single ad and then change anything I want about it. So say that I want to make a change to all the ads in one specific city, because I have a new landing page, all I do is I highlight all these ads. I go into the destination URL, and then I put in the brand new URL to the landing page that it’s going to, and that change literally takes seconds. The next thing you know, you’re done! So I did that across each three in less than five minutes, and so they would go, “Is it done yet?” I said, “I’ll go and take care of it, because it’s quicker,” and it was done before they even looked on online.

And I go, “Everything is up and running; we’re good to go.” So it’s going to save you a ton of time, and that’s going to allow you to make changes without going live, and you can also share this with other people, and if you’re in the same account, you can see changes that other people have made; you can see who has made the changes; you can track who is making changes; you can pause campaigns from here; you can add ad groups. But, if you make changes inside the AdWords interface itself, you can always download these changes into the AdWords Editor, so that you’re not making changes to other things. So, what I always say is it’s always a great idea that, before you start making changes, you get recent changes in the top of the bar, because if you don’t, if someone has made changes and you don’t know about it, if you upload something else, you’re going to repeat everything that they’ve already done.

So that’s kind of really important. So always remember that stuff. AdWords Editor is an amazing, amazing tool, and it saves you a lot of time so definitely get that; read up on it. There’s not a lot out there about the Editor, so you've kind of got to split, and see how it goes. If you go to YouTube, you’ll find a ton of videos on AdWords Editor. I’m confident. So just go on there and look at it, and just watch

one of the videos and find out how to use it, and then kind of go up from there. You can do a lot of cool fun stuff with this.

Mike: So what does it take to automate the reporting, so that we don't go in there every single week or every single day and click on the same reports and take a look at them? We want to automate this and know how to send it to our inbox orto an Excel spreadsheet, and based on the automation, what are some reports maybe we should be looking at weekly or monthly or quarterly?

Jordan: There are tons of reports that you can view. A lot of the reports that you'll go into, you'll see that, if you go to a certain page, there's a download button at the top. So, I usually always download the ad group's report, and I'll do that at least onece a week - just look and see what's going on there. Am I getting the results that I want? Have the CTRs increased? Have they dropped? How has the average cost to that ad group dropped or increased AdWords position?

There are tons of things that I'm always looking at, and so it's nice to have these reports, because I can go through and click to the data, and I can even make charts within Excel to kind of see what's happening. Over time, this is what's happening, and this is going to be more important for, say, an agency, because then you can take all of these reports to people. I have clients; they want to know what's going on. Let's set this up so that, every week, they get a report for this. Things like that are going to be really important as you move forward with your clients. Typically, if you don't run these reports, if they don't seem to think they're getting convergence, or if they think that people aren't doing what they want to do on their website, then that's going back on you.

So, it's always good to give your client as much information as possible, even if the campaign is doing badly, because that's going to show in good faith, even if your campaign is doing badly. I'm going to be honest with you. I'm going to show you what's going on. I'm not going to show these smokescreens. Oh, look at this crap! Look at how much money you spent and how much money you've made. Well, could I have made more? That's always going to be the question: Is there a way that I could have made more money with doing the same thing that I did last month? You always want to look at that stuff.

So, always download those reports. There's a report on every single page. I will not go through all of them, but for every single page's keywords, you can download a report for that; you can download a report for your call extensions; you can download report for dimensions. I mean, you can download a report for anything that is on here. So, for every tab, there's a possibility to download the report. So just keep that in mind. I would download each one at least once, and kind of see what that's giving you, and then, if you only see that certain reports are important for you, then only use those ones. Just keep that stuff in mind; that's a little bit about that.

Mike: Also, another thing is related to this, or tangential; you can have a role that's associated with ,say, an account that has reporting-only capability.

Jordan: If you have a client, you don't want them to have accessibility to an account, because typically, people will think, "Oh, you know what? I think I can make this better. Let me go in here and hit the lead." Well, we have a problem now. So you want to make sure that, if you have a client that you're working with that isn't as tech savvy as you are, you probably want to only give them reporting access. Email them a report every month, every week, every two weeks - whatever you want to do - maybe every day, if they want one every day. Whatever you want to do, you can kind of figure it out from there, but if you don't do that stuff, you're going to have clients who are going to be angry at you. Reporting is huge. If you don't want someone to have access to their account, you'd better have some kind of reporting to show them. Otherwise, they're going to say, "What is this guy really doing with my 10 grand, 20 grand, 30 grand, 60 grand a month? What is he really doing with that?" So, keep that stuff in mind, because people will call you out when it's their money. Trust me. They will.

Mike: Well, the other reason that I mention this is that I've encountered some clients when I've talked to other small businesses, and they explained to me that they have someone already doing their system, but they will not give them any more information than something that's very high level. Is this kind of how you're going up? Is this kind of how you're going down? Is this kind of where you're going? And it will all be rolled up data, there won't be any details to it, and occasionally, the argument or the excuse that they're telling them is, 'Well, we can't let you look into the account, because you could see something else, or you could flab this up, or you could mess up that." Oftentimes - almost always - that's not true. There is a reporting-only capability, and that's why I want to make sure that's listed in our website.

Jordan: Exactly. Always remember that stuff. There are four different categories to go in. If you want someone who has standard access, or just read-only access, or just one of some of the reports, just know which reports you're sending people; don't send them the wrong report that's tied in to wrong information, because one wrong report, and you tell them, "Oh, this isn't what this means; it doesn't mean that!" there goes your credibility.

Mike: Uh-hmm.

Jordan: It's always down top to that of that stuff. It's really easy, all you have to do is just make sure you're paying attention to the details, and you can't go wrong. Just don't be lazy.

Mike: This is actually a little bit quicker discussion on reporting. There's a lot of information. I will have this podcast transcribed and then proofread and edited and put back up, so that you have a document that you're able to follow along with while we've been talking here. Do you want to put it in front of a screen and go through your own AdWords account? That's probably going to take at least a week or two to get that up; if you're looking for that, just go to simplestepsit.com/thegmpodcast or simplestepsit.com/googlemarketingpodcast, and look on that page. You will be able to find that

transcript as soon as we have that here. Otherwise, Jordan, thank you so much for joining us this week and discussing the reporting for us.

Jordan: No problem! I appreciate your time, Mike, and I appreciate all the listeners' time, and Ihope you guys will be listening to the next one.

Mike: Absolutely!Y Yes! Next week, we're going to be discussing a little bit more about trying to make your account more effective and efficient, what you can do to try to get your CTR up and your cost per click down, and we'll move forward. So, listen to it next week -The Google Marketing Podcast. Take care. Bye!

Jordan: Take care. Bye, bye.

Conversation with Paul:

Paul: Hello, Mike? This is Paul.

Mike: Okay, Paul. This is Mike Anderle, with the Google Marketing Podcast. How are you doing this afternoon?

Paul: Well, I'm doing good. How are you, Michael?

Mike: I'm doing fine. I really appreciate that you're taking a few minutes and answering some questions for our episode this week that has to do with Google reporting, and there are a fair amount of third party reporting tools; you guys were kind enough to call back in and offer me the opportunity to do this - to ask you some questions both related around third party reporting tools and a couple of questions about Ninja Cat itself.

Paul: Sure.

Mike: So the first thing I'd like to understand is this: Can you give me a short background on how Ninja Cat got involved in Google AdWords?

Jordan: Yeah, sure. My career story is that I co-founded a company called EZ Consulting in 2003, and we were a software operation service for gyms and health clubs. So, we grew that out to be one of the largest players in these days and got accredited in 2009, and then I was doing some Angel Investing and came across a group of friends - through referral of a friend - that was working on some new technology around AdWords to automatically create ads for auto dealerships based on inventory. At that time, I made an investment to the company. I just thought it was really a cool technology, and that was

late 2011. So, the original reason we got into it was to basically build an agency that specializes in automotive dealerships that have some of the best technology to dynamically create ads. as well as to provide a reporting solution to our clients.

So, we really built a solution for ourselves at the time we were an agency; that's how we got started, but then what we kind of found was that was kind of the difficult stage; I think you do a lot of dealerships. It's just very hard to scale. There's a lot of education that has to go into it, and as powerful as the technology was, it's just hard to even even them in the doors. These people like to do deals on a handshake, and so we just get in and start scaling away. So what we realized was that what made us kind of special was that it's a very saturated space. There's thousands upon thousands of AdWords agencies and consultants out there, and every dealership that we got, they'd get 10 offers from 10 other agencies to get them cheaper clicks. Granted, anybody can offer cheaper clicks, but they're obviously less quality traffic, but the dealerships don't understand that.

They'll be wanting to try it out. They'll be kind of sorry in opportunity in that way, so who makes money in a gold rush? The guy selling the pickaxe. And that's when we decided to change our angle.

Christa Robbins 4/5/14, 4:13 PM
None of this makes sense, and I'm not quite sure what he is trying to say.

Mike: Okay.

Paul: So, we made that transition in 2012. We only had a handful of clients. I sold them off to another agency and put 100% focus into doing exactly that - just becoming a reporting solution for PPC agencies - and I guess we've been very fortunate in the success that we've had -the early success that we have and the growth that we're continuing to experience, because I think, as we may now be an agency ourselves, there are other platforms out there. There's nothing really good for the middle guy. There's the (56.40) out there, and the marine is out there. She has some incredible technology, I'm sure, for optimization, but they really only cater to the top advertisers or e-commerce, and it takes so much effort to manage all those campaigns where they can squeeze out for just a couple of sends and savings per click that can make a big difference to your advertiser.

Christa Robbins 4/5/14, 4:16 PM
What is this?

But, for smaller advertisers, spending a couple of thousand dollars a month - whether you're an agent or an advertiser - in most cases, doesn't make sense for the best majority. Let's just be the best in the world at reporting. Let's make it a flat fee; unlike everybody else, we're not going to take the percentage, and that's kind of what we've been building on since 2012.

Christa Robbins 4/5/14, 4:18 PM
What are these numbers?

Mike: And that is certainly one of the things I found about you guys. You guys offer a free service checking out, correct?

Paul: That is correct. We've got a free 30-day trial.

Mike: And what would you believe is that pivotal time for either a business that's getting started with Adwords, or a small agency or small guy that's consulting to start looking at an external, third party reporting solution.

Paul: Well, we, specifically Ninja Cat, don't really target direct advertisers. I mean, they can sign up for us; there's a good benefit there, but our real sweet spot is for agencies. But, to answer your question, it becomes when a client has multiple advertising channels. So, one of the neat things for us is that, if you had a client that you're managing, and they were running PPC campaigns / Bing ads, they might also have call tracking set up with some third party provider, like Mongoose Metrics or Matrix, for example. So, as opposed to either addind the advertiser or you as the agency that's serving these clients, go to AdWords, go to Bing, go to call track, and then take at least a couple of hours per lead, per client, to assemble all that data from your different sources into just a simple report. That's what we're dealing, and that's why it makes sense. For the most part, per client, start seeking a software outside of your AdWords. If you're just doing some basic AdWord advertising, and they're reporting, interface is going to do just fine.

Mike: What are the general IT skills a company that uses Ninja Cat would need?

Paul: So as the advertiser?

Mike: Sure.

Paul: Or one of our agency clients?

Mike: Sure.

Paul: Really, nothing. What we provide to our agencies is that we understand that most advertisers - with the dealerships or these other small businesses that our agency has provided services to - don't want to become experts in AdWords. They reached out to an agency. They had somebody do it for them. So, what we understand is that, weoriginally built ourselves on a dashboard, but what we found here is that we built a kick ass dashboard. You can log in. It's totally responsive. It's more user friendl,y but just such a small amount of clients actually log in.

So, what we have been building up over the last couple months is scheduled, automatic weekly PDF reports. An agency - for their clients - can go in and totally customize a report that fits that client. If that client has call tracking, it will have call tracking; that's not a bad thing. The thing as well as the AdWords stuff, is that, at a very high level, some of our clients just want to know what's our return on ad spent, what's our conversion rate, what our immediate cost, and how many conversions do we get.

So, you can build the dashboard that's not going to overwhelm that client in their software, and they don't even have to log in; it's basically going to be delivered, beautifully, on a PDF report to their inbox every week or every month that would have scheduled as they wish.

Mike: Let me see if I can phrase this question correctly. Looking at the accounts, how much of it is Google-based versus Bing-based, just as a percentage?

Paul: That's funny. That number is always increasing. I think what we've found with most of our agencies is obviously that they maxed out what they can on Google, and they're already getting 100% impression share; there's not much more traffic to obtain, and their client still has some budget.T That's when they typically spill over into, Bing ads. So, from what we've seen, the mix is like this: If we have an agency that has, let's say, 100 clients, 15 to 20% max also have Bing. Right? Then, of that percentage, we typically see that it's 95% Google versus maybe five to ten percent coming from Bing.

Mike: Okay. One of the things that interests me about your software is the fact that you guys integrate with calling solutions, and Jordan from Google and I have talked multiple times on the past episode about trying to track call conversations. How do you guys do that, and how hard it is to set up to tracking that?

Paul: Yeah. It's quite easy. You need a third party call tracking provider. You can set up some basic tracking with Google Voice, and I think, if you're just a smaller advertiser, you don't care about recording. You can set up a Google Voice number, but you have to set up basically a different number for each campaign, if you want to be able to track back phone calls to specific campaigns. So, that's kind of like the cheap, quick, and dirty way to do it in using Google Voice and getting a separate number for each campaign; and then there's another way, but that's not the easiest way to set up. They allow you to tie that number back as a conversion with that campaign in Google. However, the vast majority of our agencies, don't do it that way. They set up with a third party call tracking provider.

Mike: We're talking false buyer or callers who...

Paul: Exactly. So we don't want them called buyers yet. We'll probably entertain them soon, but we work with CallRex for example; there is also Mongroose or Matrix. There's a number of them out there, and basically, what those solutions offer you is just a more advanced call tracking solution. So, it is as simple as even gettin keyword level call tracking. How will they do that? You can put a java script in your website, and what it will do isdynamically change the phone number; the phone numbers need to be texted on your site, but the call tracking java script will dynamically change that number for you and then make and actually get down to the keyword level, basically saying, I will give you a poor example.

Let's say you have ten phone numbers, and they'll know that, at a certain time, this keyword research from AdWords and this number was called, and then they can basically make that correlation between a

keyword to specific phone numbers, so it's pretty neat stuff they're doing. They make it that easy, and then, as far our integration with them, part of the Ninja Cat online dashboard is when a client logs in, and they see their all Google ads that are being stats. There's also a call tab, and at least every single phone call by date has who the caller was, the keyword that generated that call, as well as the ability to screen that call, I just get click on it to hear to call, and then we'll also give them a five-star rating system, which can be used by the client or the account managers that are running the campaigns.

Mike: Nice. I look back at your website, and I notice that you guys recently did a pretty substantial upgrade. Can you give me an overview of what you guys just released?

Paul: Yes. So, we've been working for the last three months on our biggest release to date, and like I said, we originally started out with a dashboard. So, we're going to click this dashboard, tell them we're all responsive beautifully looking, but...

Mike: And no one wanted to see it.

Paul: Yeah. Not enough people actually like it and check it out. So, as an agency - I mean, agencies do a great job for their clients. Most of them are trying to get an agency, but if your clients are like them, and they kind of just forget what's happening, we believe that this weekly report is the best way to serve our client. Don't even make them think about it. Just do the work for them, and deliver the report to their email inbox every week. So, what we did was put 100% folks on; how do we make that the best?

So, we have a fully drag-and-drop customized template editor; like I said, you can make a different template for each client's phone and see how often they want to get their reports, and then you can have them scheduled and delivered to your client weekly, monthly, daily - whatever frequency we want - and if you want, before it goes to the client, it can stop and wait for you to go in and make notes on what happened that week. So, maybe you might do an overview of what happened over the last week and the changes you're going to make: We had these negative keywords; we increased spending and got these results, and then we clicked the to fire up their customers. So, we'll get away automatically without the comments or a quick stop; make your comments, and then wish good luck for the clients.

Mike: I know that you guys focus - as you've expressed multiple times - on the agency, but I really believe that if you have a company, that's going to be a medium size company, I'm sure. But, if you're responsible and listening to this podcast, and you need to click reports at the upper management, I would highly suggest looking at something like Ninja Cat in order to make your job easier. You guys aren't that expensive for something like this, correct?

Paul: Yeah. I mean, there are other solutions out there. There are raving tools that have good tools, but I

don’t know if they’re bringing AdWords well.I If you have Google and have Bing, and if you’re also doing call tracking, we probably are the best solution for you in that case, and we go for a free 30-day trial. Just try it out,and click the tires, and if you like it, it’s only $79 a month, and we give a 20% discount if you pay in advance.

Mike: All right. What happens if I grow my agency, and instead of just 15 to 20 clients, I’m now pushing one or 200, how does the pricing change?

Paul: Yes. So, what we use are blocks. They're blocks of how many advertisers you manage as an agency. So we have different subscriptions: Our Ninja level subscription, which is up to 100 accounts, is a flat fee of $799 a month; and then, if you’re above a hundred, we have our Ninja Warrior Level, which is greater than a hundred clients and a flat fee of $199 a month. Comparatively, if you were to pay the same thing, or if you went with our competitors in that range, which should be the marine, you’ll definitely be looking at thousands of dollars per month for each of those of levels.

Mike: I appreciate you taking some time to kind of express what’s going on with Ninja Cat, but I have another question, as I was kind of researching you. First, how do you pronounce your last name?

Paul: I don’t even know if it’s the right way, but I think Deraval.

Mike: Okay. So I looked at it, and whenever I called you out, I really hoped this was right.

Paul: Yeah. I’m the only Paul that in available here right now.

Mike: Really? So, do you know that history of what was going on? We have members in over 27,000 countries that listen to us, and so can you give just a little bit of background on what you mean when you say that’s somebody changed it?

Paul: Yeah, I mean the story there obviously just had stories, but when our ancestors came from Ukraine, I believe that the original name was actually Zerawel, and it was just written down incorrectly or something, but at some time, our name change to Deraval.

Mike: That’s kind of unique, but I looked at it and wondered, “How am I going to get him to tell me how to pronounce that last name without being so bold as to ask, 'How do you say this?' I was reviewing all the different companies, because I mentioned a little bit before that you had been doing Angel Investing, and your somewhat of a serial entrepreneur.

Jordan: Yeah.

Mike: How did you get involved in that hybrid profit or nonprofit solution called SouperVan, which I understand works with rectors against hunger in Elijah's Promise?

Paul: All right. Oh, gosh! That could be two hours in itself. But the short version of it is that, at the time, I'd just gotten into investing and sold our previous company. So, I had a friend - a lifelong friend that I haven't seen for so many years that I used to skateboard with when I was younger - and we hadn't seen each other in like ten years, and he was in town and told me about this idea that he had, which was the SouperVan ; it basically looked like an experiment, a social enterprise, I guess you'd call it, but it was trying to create a perpetual system for a perpetual problem, with the perpetual problem being hunger. So, at a time in the economic crisis when he was doing a lot of volunteering with Elijah's Promise, he sort of saw what happened during the economic crisis and the impact it had on this hunger relief organization when the donations go down.

So these people that are helping the most vulnerable in times of needs - it's a linear model of funding. If people customize right, people are donating money, and then it goes to you, and then it helps people in need, but we were saying that it's going to be kind of like a perpetual way of planning that's almost self-sufficient, and that's when we came up with the idea for the SouperVan, which was a gourmet food truck that would offer healthy, affordable food on college campuses, and the way it would help hunger is that, for every meal purchase, the SouperVan will purchase a meal for somebody at the local soup kitchen within that neighborhood. So, at that one-for-one model that became popular with Tom's shoes (if you've heard of them), and in addition to the one-for-one part, the people that we hired to operate these food trucks came out of a culinary training program offered at Elijah's Promise for people who just have been down a lot, whatever their issue might have been.

They offered a free culinary training school to these people, and we would hire their graduates to work on the van. So it's kind of this beautiful little system; in theory, the model is perfect, but going at it for three years, there are so many challenges that may get very hard for it to be successful. So we have done so many calls to friends and so many other talks, just kind of inspiring people and saying, "Can we just start thinking about this? This isn't a perfect model. We're not going end hunger with the food truck here, but look at this unique model; maybe when you come out of school, you can just think that if there is some idea that's perpetual that can help the world, and if we did that, we could really help, but financially, with the food truck, there are so many lawsrestricting way you can operate, and it has seasonality, especially in the northeast.

So, we had to subsidize it quite a bit to be honest during our first years of operation. So it never reached that financial self-sustaining that we wanted it to. We got very close, but it hasn't reached it. But we're looking into it. Now, we're looking to doing some more predictable revenue streams, such as corporate catering. So we would have the same model, in the soup kitchens, using their commissary kitchens for training their staff and then getting some contract with companies that have corporate lunches, or other

things that are a little bit more predictable and a little bit more profitable, and that can hopefully make this model work.

Mike: That's pretty interesting. I'd hope that you guys certainly push forward. It was pretty enlightening and exciting to read about. Where do people go to try to find out more about Ninja Cat or SouperVan?

Paul: Yeah. So for Ninja Cat, our website is www.ninjacatppc.com, and SouperVan is www.soupervan.org – and that's spelled like a bowl of soup. So it's S-O-U-P-E-R-V-A-N.org.

Mike: Okay. And I just wanted to clarify that there's no unique or fun spelling on Ninja and cat? For instance, there's no g?

Paul: No, no. It's a ninja and a cat combined.

Mike: All right. Excellent. Paul, thank you so much for spending your time. I know you're busy, and I appreciate you allowing us in the Google Marketing Podcast to talk to you.

Paul: Everybody was supposed to come here.

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