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# READY, AIM ... SELL!



You can't hit a target unless you know where it is. That's why Ask Sponsored Listings (ASL) gives you tools like our newly launched **contextual targeting** and **keyword matching** options - so you can find consumers with the click of your mouse.

## CONTEXTUAL TARGETING

### Why should I use contextual advertising?

- Easily expand your campaign's reach and conversions.
- Expose your ads to potential new customers while reinforcing your branding outside of direct search.
- Pay for only the clicks you receive, just like search ads.

### Contextual advertising is a great way to:

- Extend the reach of your ads to more than 70.6 million unique users
- Access premium brands such as Citysearch, Match.com, Excite, iWon and Evite
- Easily scale your performance marketing efforts
- Reinforce your brand and campaign messaging

**Start using contextual today.** To learn more about contextual targeting, log in to your account, go to the 'Resources' tab, and select 'Keywords and Targeting'.

## KEYWORD MATCHING

We give you three great keyword matching options:

- 1. Broad Match:** Need a broader reach? You've come to the right place. With Broad Matching, your keywords are matched with any query that contains your keyword or variations of your keyword (plurals, common misspellings, shared "root" words and different word orders). Synonyms are not considered for Broad Match terms. Use Broad Matching with more targeted phrases to get the most traffic for a term. To exclude certain search queries from being broad matched with your keywords, you can use the Negative Matching function.
- 2. Exact Match:** Exact Matching is our most precise ad targeting option. Using Exact Matching, your ad will be displayed in

### Keyword Examples

Let's say you select the keyword ?Maui hotel.? Here's how each of our keyword tools will respond:

#### Broad Match

Your ad will be displayed in response to the queries: "I need a hotel in Maui," "all-inclusive Maui hotel," "hotel rates Maui," ?good deals on hotels in Maui? - and any other queries that contains the terms ? Maui? and ?Hotel.? Your ad will not be displayed in response to the queries ?Hotel Hawaii? or ?Maui lodging.?

#### Exact Match

Your ad will be displayed in response to these queries: "Maui hotel," "hotels in Maui," "hotels Maui." ?hotel in Maui.? Your ad will not be displayed in response to the queries: ?need hotel in greater Maui,? ?cheap hotels in Maui? or ?Maui apartments and hotels.?

#### Negative Match

If you provide only low-cost hotels, you may want to pair a Broad

response to queries that **match your keyword exactly**, as well as queries that are a small variation on your keyword, including plurals, common misspellings, shared "root" words and different word orders. Exact Matching does not include synonyms and can be used to raise your CTR.

- 3. Negative Match:** Negative matching prevents specific queries or contextual page determinations from triggering the display of your ads. This helps prevent unwanted ad displays and clicks, and can lead to a better CTR and ad placement.

Match for ?Maui hotel? with a Negative Match on the word ?luxury.? That way, your ad will not be displayed in response to the query: ?luxury hotel suites in Maui.?

### Keyword Combinations

Combine Broad, Exact and Negative Matches for even better results. Use Broad and Exact Match together, for instance, and you can control who will see your ad — and who won't.

### KEYWORD TIPS

When you bid on a group of related terms that all contain the same core term(s), make sure you bid higher on more specific keywords or phrases. For example, if you are bidding on these terms — "mortgage," "mortgage refinance" and "mortgage refinance in California" — the bidding structure should always look like this:

**"Mortgage" < "Mortgage Refinance" < "Mortgage Refinance in California"**

Possibly: "Mortgage" should have a lower bid than "Mortgage Refinance" which should have a lower bid than "Mortgage Refinance in California"

If a user queries "mortgage refinance in California," all three terms match (assuming they are all Broad Matched). The system will select the keyword with the highest bid — not yield<sup>1</sup> — to enter the system-wide auction.

Generally, we find more specific terms have a higher CTR. And the higher the CTR, the greater relevancy discount<sup>2</sup> is applied.

### Definitions:

<sup>1</sup>**Yield Calculation:** Listings on ASL are displayed according to the "yield calculation", which refers to the Max CPC that the advertiser is willing to pay and the historical CTR that the listing has received. For example: Max CPC x CTR = Yield. Listings are ranked in descending order based on their yield value.

Advertiser	Max CPC	CTR	Yield Value	Rank
A	\$1.50	1.50%	0.0225	1
B	\$2.00	1.00%	0.0200	2
C	\$1.00	1.75%	0.0175	3

<sup>2</sup>**Relevancy Discount:** ASL rewards listings that have a higher CTR by applying a relevancy discount. Once the yield values are calculated, the system then determines the minimum CPC that is required to maintain a 1 point yield advantage over the subsequent advertiser.

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