

Targeting

Target messages based on location,
search keys, behavior or transactions

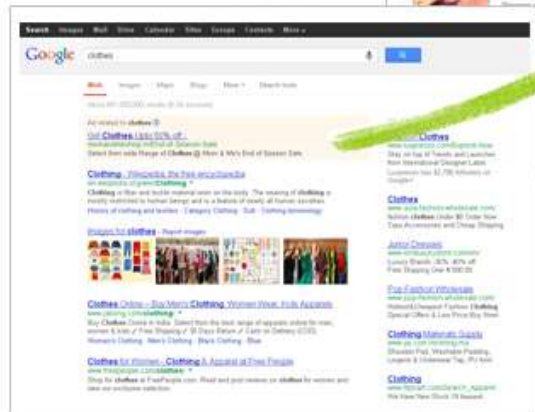
plumb5

Target + Optimize

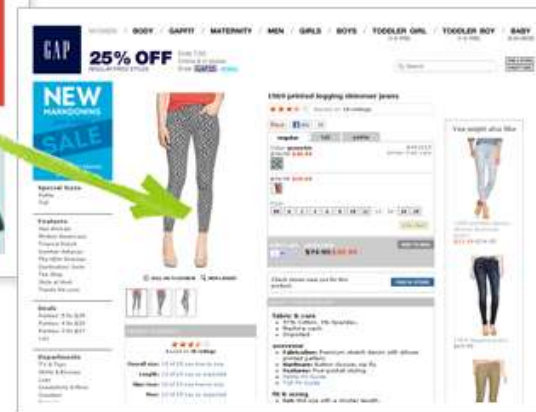
your  AdWords campaigns

Optimization Illustration

When a visitor clicks on a specific ad campaign



Target relevant banner with links to the conversion funnel



and increase conversions

Google AdWords API

Integration with AdWords API

To measure and optimize your adwords campaign seamlessly, you can integrate your campaign data into Plumb5. This will help in measuring your KPIs effectively and allows the marketer to target content based on search keyword, helping the visitor navigate through the desired goal path.

Integration with Adwords API will allow the Plumb5 user to create and manage campaigns, ad groups, budgets and feed services.

API DOCUMENTATION AVAILABLE AT
<https://developers.google.com/adwords/api/docs/>

Post Campaign Extensions

Reports & Optimization

- Dashboard
- Audience
- Traffic
- All Sources
- Referral
- Organic Search
- Paid Campaigns**
- Social Sources
- Visitor Flows
- Manage Sources
- Content
- Conversions
- Custom Reports

Paid Campaigns

Wed, Jul 18, 2012 - Thu, Jul 18, 2013 ▼

DAY WEEK MONTH **YEAR**

AdWords ▾ Records per Page 20 ▾

Page Name	Unique Visitors	PageViews	Page Title	Search Key	Recency
?gclid=CMqKvqPqbgCfc9g4godYUUAHA	1[View]	1	SOBHA Developers : Super Luxury Villas : Sobha Westhil	sobha developers coimbatore	2013-07-12 10:02:18.098
?gclid=CJGVzcfEqLgCFYRV4godbwAHA	1[View]	1	SOBHA Developers : Super Luxury Villas : Sobha Westhil	house for sale in coimbatore	2013-07-12 04:25:01.840
?gclid=CKzA6IqZqLgCFcs5pgodGmsAnQ	1[View]	1	SOBHA Developers : Super Luxury Villas : Sobha Westhil	sobha+developers	2013-07-12 01:10:31.312
?gclid=CI7jj_H1p7gCFTMgtAodKHsA5g	1[View]	1	SOBHA Developers : Super Luxury Villas : Sobha Westhil	Flats+and+villas+in+coimbatore	2013-07-11 22:33:00.718
?gclid=CPfEi5H0p7gCFcpb3godpVQA4g	1[View]	1	SOBHA Developers : Super Luxury Villas : Sobha Westhil	sobha developers projects in coimbatore	2013-07-11 22:25:11.017
?gclid=CMH29e7ip7gCFYFLpgodj0MAfQ	1[View]	1	SOBHA Developers : Super Luxury Villas : Sobha Westhil	coimbatore+villas	2013-07-11 21:07:59.749
?gclid=Ci6w1PLOp7gCFcZlpgodBLEAhQ	1[View]	1	SOBHA Developers : Super Luxury Villas : Sobha Westhil	shobha+constructions	2013-07-11 19:38:41.019
?gclid=CIuaisq-p7gCFcRDPgodK3oA_Q	1[View]	1	SOBHA Developers : Super Luxury Villas : Sobha Westhil	sobha developers coimbatore	2013-07-11 18:25:35.873
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?gclid=CKfj285Wp7gCFQdgpQodsV8A6w	1[View]	1	SOBHA Developers : Super Luxury Villas : Sobha Westhil	villas coimbatore	2013-07-11 15:26:29.728
?gclid=CJTRp7yLp7gCFWdJpgodOF0Ang	1[View]	1	SOBHA Developers : Super Luxury Villas : Sobha Westhil	villas in coimbatore	2013-07-11 14:36:56.474
?gclid=CN6I7oilp7gCFU5gpQod7AMAoQ	1[View]	1	SOBHA Developers : Super Luxury Villas : Sobha Westhil		2013-07-11 14:35:11.280
?gclid=CJCZx7f%prgCF5hLpgodIzoA5Q	1[View]	2	SOBHA Developers : Super Luxury Villas : Sobha Westhil		2013-07-11 11:13:16.978
?gclid=CPfQ9bj-plgCFUGWtAodfToAEw	1[View]	1	SOBHA Developers : Super Luxury Villas : Sobha Westhil		2013-07-10 18:33:38.560
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Rollup Report by Keywords

- Dashboard
- Audience
- Traffic
- All Sources
- Referral
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- Social Sources
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- Custom Reports

Paid Campaigns

Fri, Jul 12, 2013 - Thu, Jul 18, 2013 ▼

DAY WEEK MONTH YEAR

AdWords Records per Page 20

Page Name	Unique Visitors	PageViews	Page Title	Recency
/?gclid=CKj074LtrgCFcIA4godCGoAdA	1[View]	1	SOBHA Developers : Super Luxury Villas : Sobha Westhil	7/17/2013 9:03:22 PM
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/?gclid=C3JU1JqqrtrgCFagF4godKzMA2w	1[View]	1	SOBHA Developers : Super Luxury Villas : Sobha Westhil	7/17/2013 4:04:27 PM
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/?gclid=CJX				5 AM
/?gclid=CLm				1 AM
/?gclid=CMb				5 AM
/?gclid=CMe				0 AM
/?gclid=COG				7 PM
/?gclid=CJH				2 PM
/?gclid=CLv				3 PM
/?gclid=CK7				2 PM
/?gclid=CJfz				3 PM
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/?gclid=CJ6				1 PM
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/?gclid=CJz				0 PM
/?gclid=COG				0 PM
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/?gclid=CN3GyOq3q7gCFYPHTAod7BEAZQ	1[View]	1	SOBHA Developers : Super Luxury Villas : Sobha Westhil	7/13/2013 8:05:57 AM
/?gclid=COe7zr_DnrcCFak34nrdinO4Fw	1[View]	1	SOBHA Developers : Super Luxury Villas : Sobha Westhil	7/12/2013 11:26:01 PM

Sessions	Source	Transactions	Communication	Engagement	Buzz
Last Session					
Flow Analysis					
Tag					
Direct	http://confident-group.com/infrastructureproject.aspx?ProjectId=9&contentHome-tab				Confident > Inf...
End of visit					
Session 2					
Flow Analysis					
Tag					
Date					
www.google.com.qa	http://confident-group.com/infrastructureproject.aspx?ProjectId=35				Confident > Infrastructu.. 7/17/2013 12:46:30 PM
	http://confident-group.com/InfrastructureLanding.aspx?City=3				Infrastructure Landing 7/17/2013 12:47:08 PM
	http://confident-group.com/infrastructureproject.aspx?ProjectId=6				Confident > Infrastructu.. 7/17/2013 12:47:51 PM
	http://confident-group.com/WeeklyPrices.aspx				Weekly Prices 7/17/2013 12:49:06 PM
	http://confident-group.com/WeeklyPrices.aspx				Weekly Prices 7/17/2013 12:49:51 PM
	http://confident-group.com/InfrastructureLanding.aspx?City=3				Infrastructure Landing 7/17/2013 12:50:12 PM
	http://confident-group.com/infrastructureproject.aspx?ProjectId=9				Confident > Infrastructu.. 7/17/2013 12:50:51 PM
End of visit					

Click-stream behavior of a Google Adwords visitor

Search Key: confident group new..

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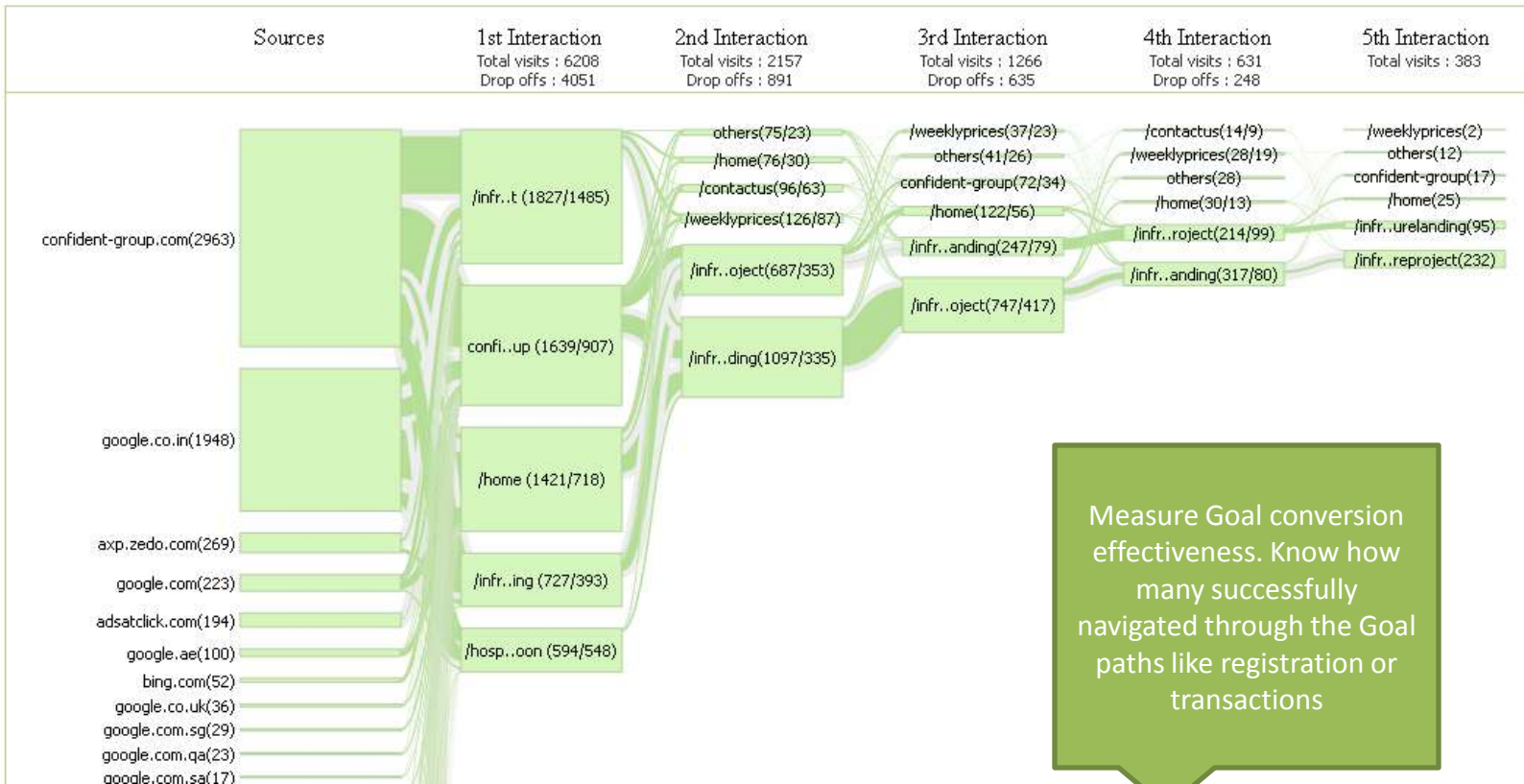
Visitors Flow

Fri, Jul 12, 2013 - Thu, Jul 18, 2013

- DAY
- WEEK
- MONTH
- YEAR

Source ▼

- 1st Interaction
- 2nd Interaction
- 3rd Interaction
- 4th Interaction
- 5th Interaction



Measure Goal conversion effectiveness. Know how many successfully navigated through the Goal paths like registration or transactions

Rules for targeting

Sample Effectiveness report of each targeted action

Responses	237 ▲ 100%
Impressions	21453 ▲ 100%
Form Close	3568 ▲ 200%
Last Responses date	Jul 2 2013 5:31PM

Assign Rules

- Follow up capture form [?]
- Show when a visitor page url is [?]
- Show when a visitor referred is [?]
- Show when a visitor frequency is [?]
- Show when a particular form is not filled [?]
- Show when a particular form is filled [?]
- Show when a visitor location is [?]
- Show when a visitor country is [?]
- Show when a visitor email is present [?]
- Dependency capture form [?]
- Show when a visitor is on the goal path [?]
- Capture repeating after closing [?]
- Capture form time delay [?]
- Show when search engine text is [?]
- After submit redirect url [?]
- Report To [?] If data dependency [?]
- Send Mail-Out [?]

Set Rules

Set rules to personalize content based on search keywords

Measure your KPIs

Click-in Conversion Rate

Total visits from Google Adwords campaign to the site/landing page

Goal Conversion Rate

Total clicks from Google Adwords that successfully navigated through the specified goal paths like registration or transactions

Targeting Effectiveness

The click-through rate of the targeted banner customized based on keyword request

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signing up for a free trial**

www.plumb5.com