



LOCATION3

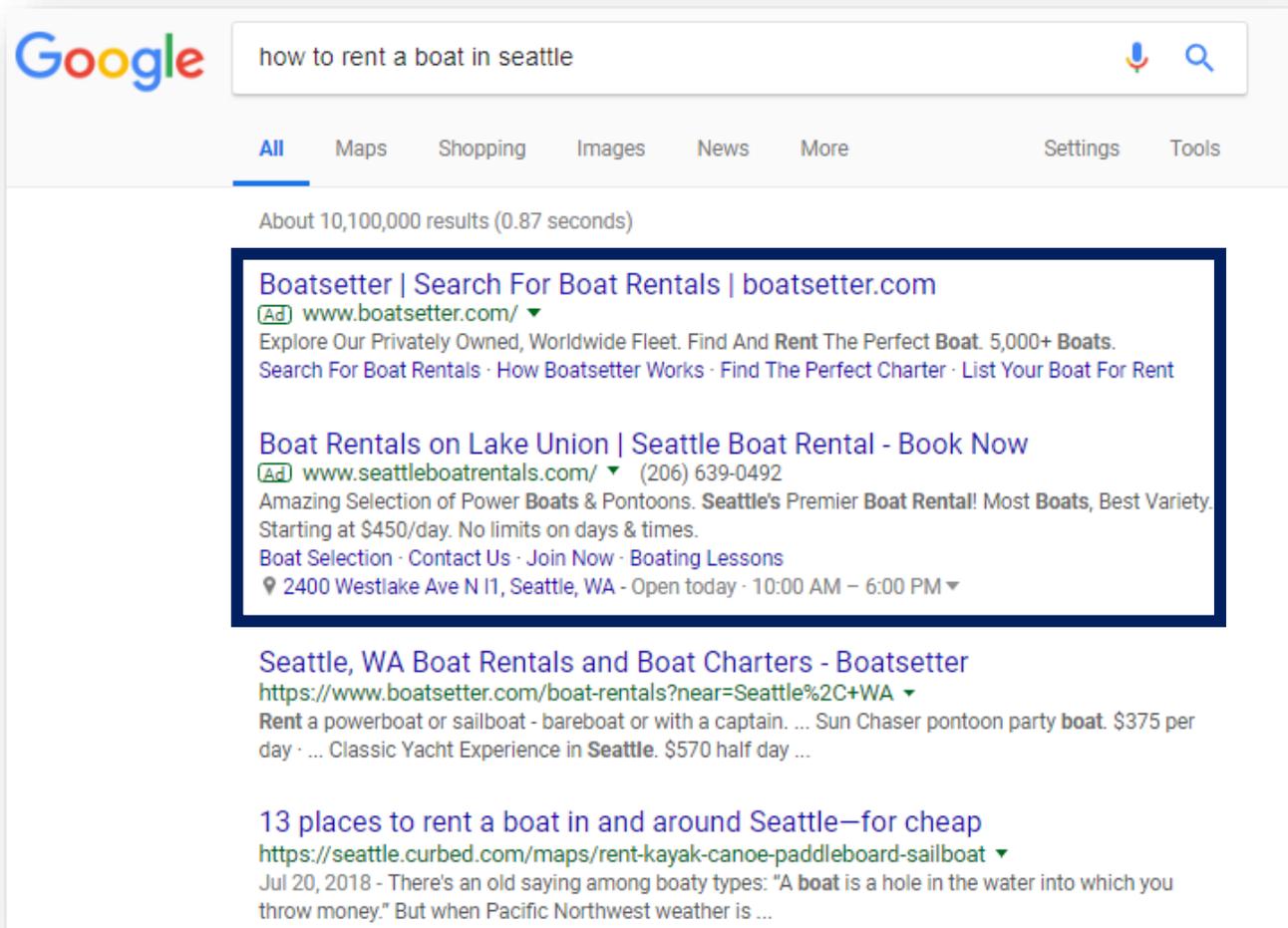
PAID SEARCH TRENDS & STRATEGIES

MARKETING ADVISORY COMMITTEE MEETING
SEPTEMBER 2018

20th Street
Park Ave
38th Ave
Junction I-76 Fre

WHAT IS PAID SEARCH?

THE SEARCH ENGINE RESULTS PAGE (SERP)

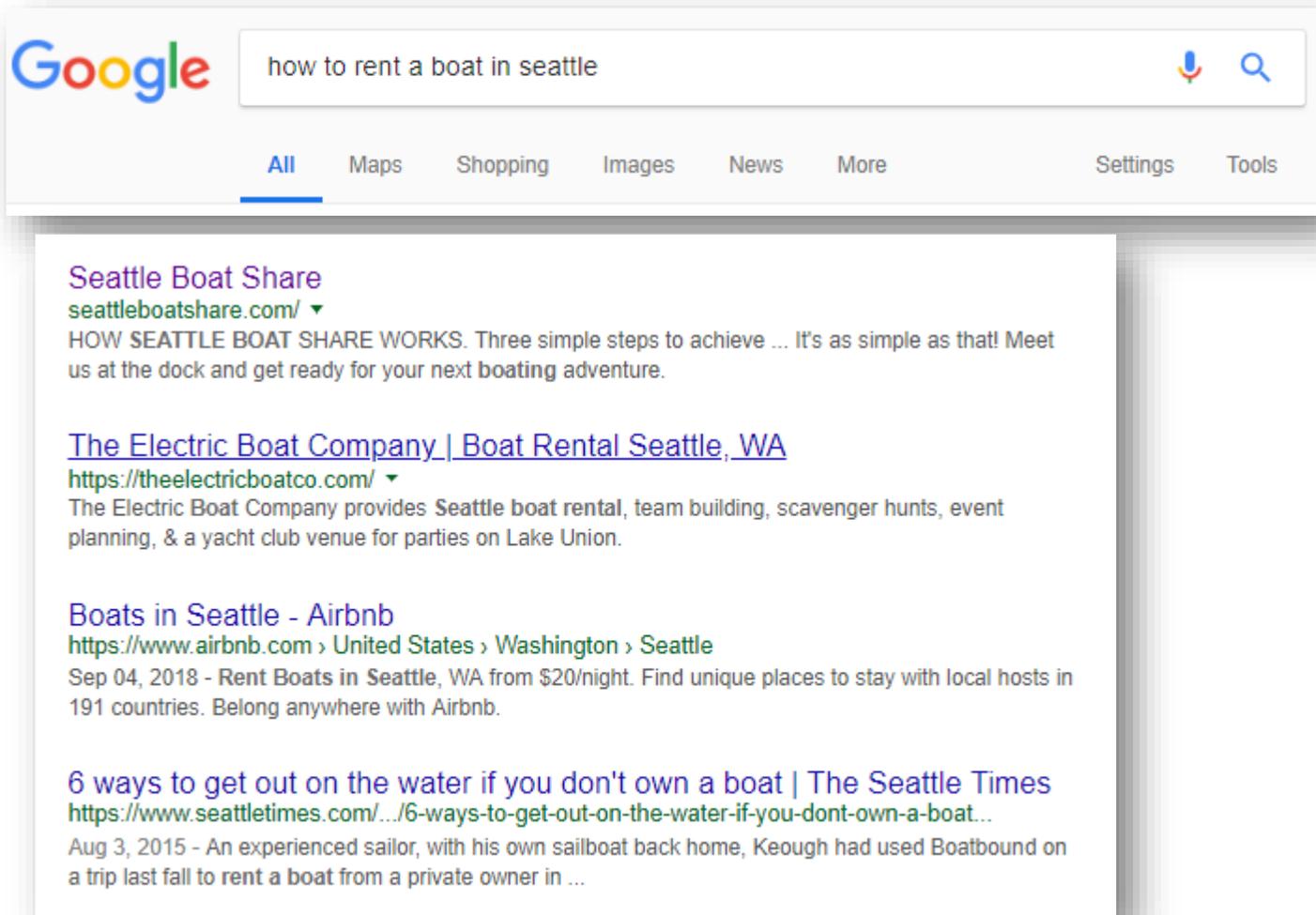


Possible keyword set might include:

- Boat rentals near me
- Weekend boat rentals
- Lake union boat access
- Rent boats Lake Union
- Speedboats for rent in Seattle
- Boating lessons Seattle
- How to rent a boat in Seattle
- Where to rent a boat in Seattle
- Boat rental prices Seattle

WHY IS PAID SEARCH IMPORTANT?

BE AVAILABLE TO THE USER WHEN THEY LOOK FOR YOU



- Be available to the user when they are looking for you or what you offer
- Increase brand visibility
- Control the messaging
- Outbid your competitors
- Address a specific audience
- Highlight special offers
- Learn about your customers
- Measure what is and is not working

BEST PRACTICES

DEPENDENT ON YOUR BUSINESS GOALS

- Test hypotheses as often as possible
- Optimize your campaigns towards your business goals
 - Consider the attribution journey (nonbrand to branded terms)
- Bring users to the landing page that best fits what they are looking for, consider their queries
- Set geographic targeting, ad schedules, ad rotation set to optimize
- Comb search term reports regularly, either for new keyword opportunities or negative keywords
- Determine your audience(s) and create messaging and targeting around those groups
- Use auction insights, impression share, average position and CTR to determine appropriate keyword bids
- Try some automated tools, determine viability
- Remember the importance of site speed

THINK WITH GOOGLE INSIGHTS

WHAT ARE USERS LOOKING FOR?

Today, people can—and do—optimize their lives with search.

Whether it's taking a vacation or going out to dinner, people curate their experiences before they go.

It helps them get excited, lets them feel more confident and less anxious, and makes them feel like they're getting the most out of every moment.

Sources (3)

1 Google Data, U.S., Jan.-June 2015 vs. Jan.-June 2017.

2 Google Data, U.S., Jan.-June 2015 vs. Jan.-June 2017.

3 Google Data, U.S., July-Dec. 2015 vs. July-Dec. 2017.



SEARCH BEHAVIOR TRENDS

USERS PLAN AHEAD

Why people need to "know before they go"

Today people can – and do – prepare for every aspect of any experience, big or small. Whether they're taking a vacation across the globe or dining at a neighborhood café, people have a low tolerance for surprises.



SEARCH BEHAVIOR TRENDS

SEARCH FUELS DISCOVERY & ANTICIPATION

1 Spark excitement about an upcoming experience

In the early stages of planning, many want a look at what their experience could entail. And that sneak peek sparks excitement. We often see this behavior play out in search. For example, **we've seen over 55% growth in mobile searches for "menus"** over the past two years.¹

Anticipation then builds as people research and discover more about an upcoming experience. "I start my Google **Search with 'best'**... and take it from there," said Ana R., 42.



SEARCH BEHAVIOR TRENDS

SEARCH FUELS DISCOVERY & ANTICIPATION

Sparking excitement through search. Check out rising queries.

DINING QUERIES



Q Restaurants with Mariachi

- Q Best restaurants in Miami
- Q San Francisco restaurants with a view
- Q Applebee's menu
- Q Best thing to eat at Eataly

TRAVEL QUERIES



Q San Francisco things to do

- Q 4 star hotels with jacuzzi
- Q Airports with best food
- Q Train to Machu Picchu review
- Q Best hotels with waterslides

ENTERTAINMENT QUERIES



Q Oasis spa review

- Q Best concerts 2018
- Q Best museums in the world
- Q Nashville bars with live music
- Q Movie theaters with food

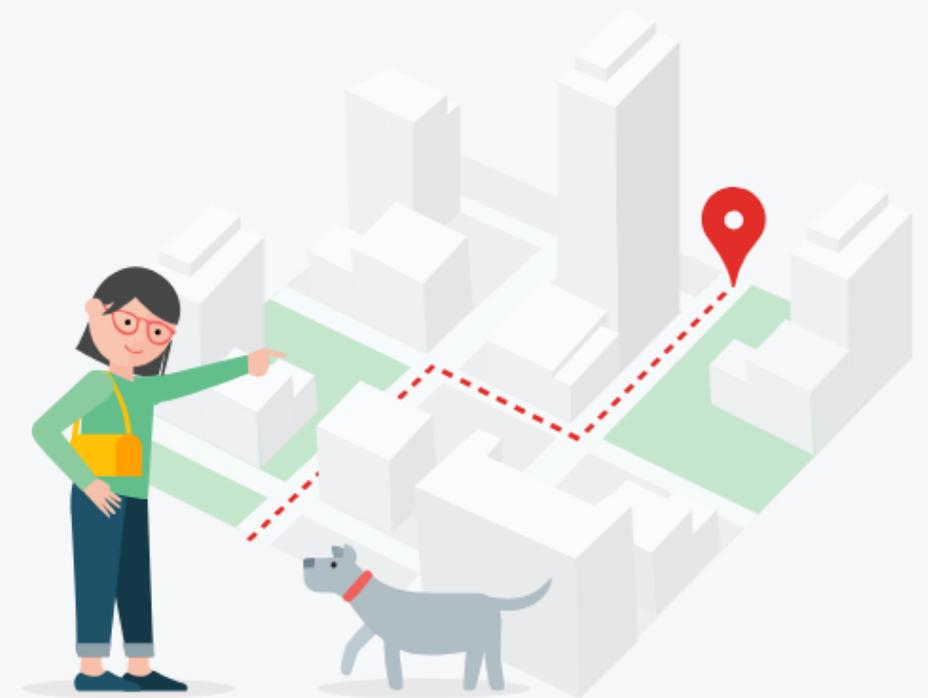
SEARCH BEHAVIOR TRENDS

USING SEARCH FOR "INTELL"

2 Build confidence before heading to a new destination

People feel a need to prepare for every detail of their experience – from exploring maps to confirming business hours. Consider this: **mobile searches for "wait times" have grown 120%** over the past two years.²

Researching these smaller details ahead of time alleviates stress and gives people confidence heading into an experience. "I guess **I just don't like looking or feeling lost**. It just gives me anxiety," said Ivette B., 26.



SEARCH BEHAVIOR TRENDS

USING SEARCH FOR "INTELL"

These rising search queries show how people build confidence.

DINING QUERIES



Q McDonald's breakfast hours

Q Kid friendly restaurants NYC

Q Chick-Fil-A menu nutrition

Q Restaurants with vegan options

Q Do you tip at a buffet

TRAVEL QUERIES



Q What can you bring on an airplane

Q Atlanta airport wait times

Q When is Caribbean hurricane season

Q NYC subway map

Q Is it safe to travel to Mexico

ENTERTAINMENT QUERIES



Q Disneyland ride wait times

Q Is food allowed in San Diego Zoo

Q Magic Kingdom map

Q Six Flags hours

Q Can you bring a guest to Planet Fitness

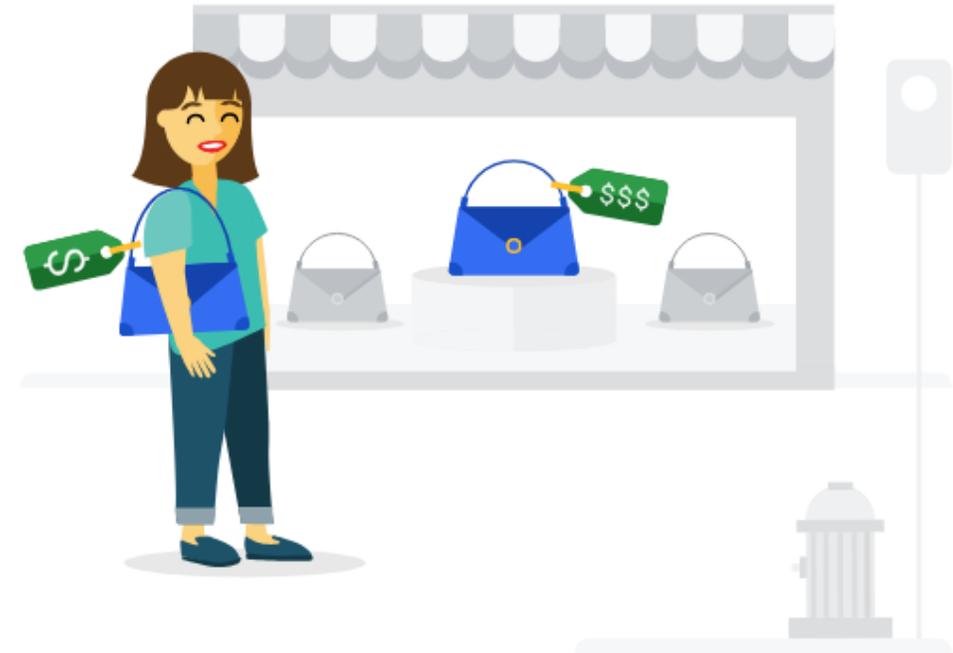
SEARCH BEHAVIOR TRENDS

STRETCHING THE DOLLAR

3 Make the most of a budget

Nobody likes to be surprised by an unexpected expense. People want to account for every penny up front. In the past two years, **mobile searches for "do you tip in _" have grown over 70%.**³

But it's not just about saving money. People want to make sure they get the biggest bang for their buck. "My research really helped me have a **great NYC experience at a price I could afford,**" said Gloria V., 44.



SEARCH BEHAVIOR TRENDS

STRETCHING THE DOLLAR

Making the most of a budget through search. See rising queries.

DINING QUERIES



🔍 Restaurants with free birthday meals

- 🔍 Burger King menu prices
- 🔍 Great food deals in Las Vegas
- 🔍 Restaurants with happy hour
- 🔍 Restaurants with dinner for 2 specials

TRAVEL QUERIES



🔍 Affordable hotels with Jacuzzi tubs

- 🔍 How to save money on flights
- 🔍 When do hotels charge your credit card
- 🔍 How much is a passport
- 🔍 Do you tip in Italy

RETAIL QUERIES



🔍 How to get Jordans for cheap

- 🔍 Cheap purses brand name
- 🔍 Discount luxury watches
- 🔍 When does Dillards have sales
- 🔍 Similar to Uggs but cheaper

SEARCH BEHAVIOR TRENDS

HOW TO LEVERAGE THESE INSIGHTS

- Understand intent signals
- Whether it's to get excited, build confidence, or manage their money, people are using search to shape and validate the decisions they make. To ensure you're part of their consideration set, pay attention to the intent behind people's searches and adapt your messaging accordingly.
- Build useful tools
- People rely on the web to plan the best experience possible. Provide assistance with tools that cater to these experiences. You can help people understand all the features and amenities you offer, interact with experiences before booking, or manage overall trip logistics
- Do your research
- To get your brand into the consideration set early, understand the unexpected ways people are searching. Not sure where to start? Check out [Google Trends](#) to see how people search for your brand.



What this means for marketers

CONSUMERS TRENDS

THE AGE OF ASSISTANCE

The Curious Consumer

People have become research-obsessed, even about the small stuff. Today, people are researching more than ever, so each decision – be it big or small – is an informed one.

> **80%** growth in "best" mobile searches in the past two years. ¹

Ensure your content and search copy convey how your products meet these needs and that you show relatable, real-life use cases. Google's machine learning can automate keywords and ad creative to help you capture the various ways consumers are expressing this quest for the best.



CONSUMER TRENDS

THE AGE OF ASSISTANCE

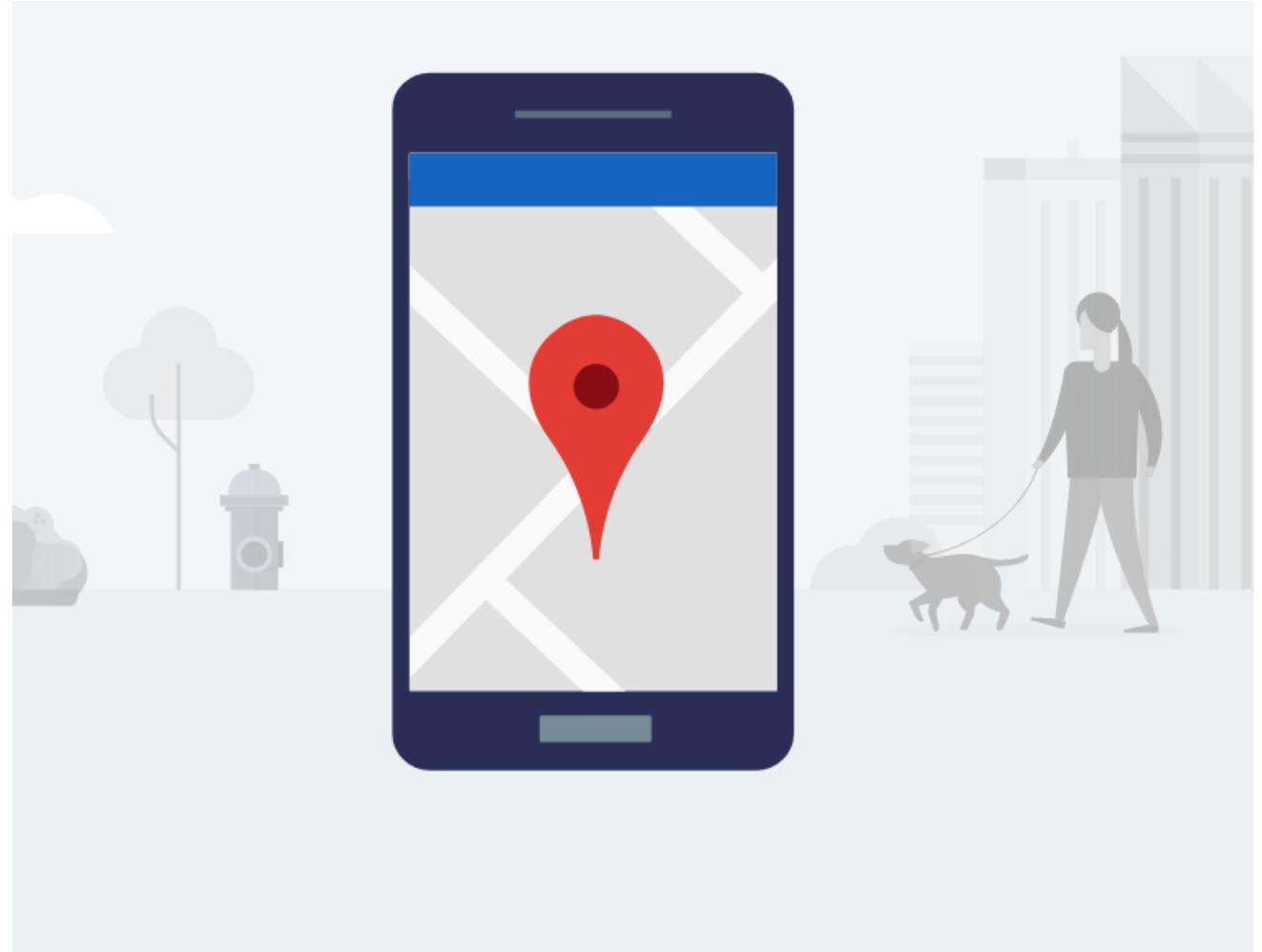
The Demanding Consumer

Today, people expect every digital experience to be personalized just for them, even when they include few details and don't explicitly spell out their request.



"Customer expectations and the customer evolutionary cycle are definitely going through a step change. Our customers, in a good way, continue to be more demanding day by day."

Amit Shah, 1-800-Flowers.com



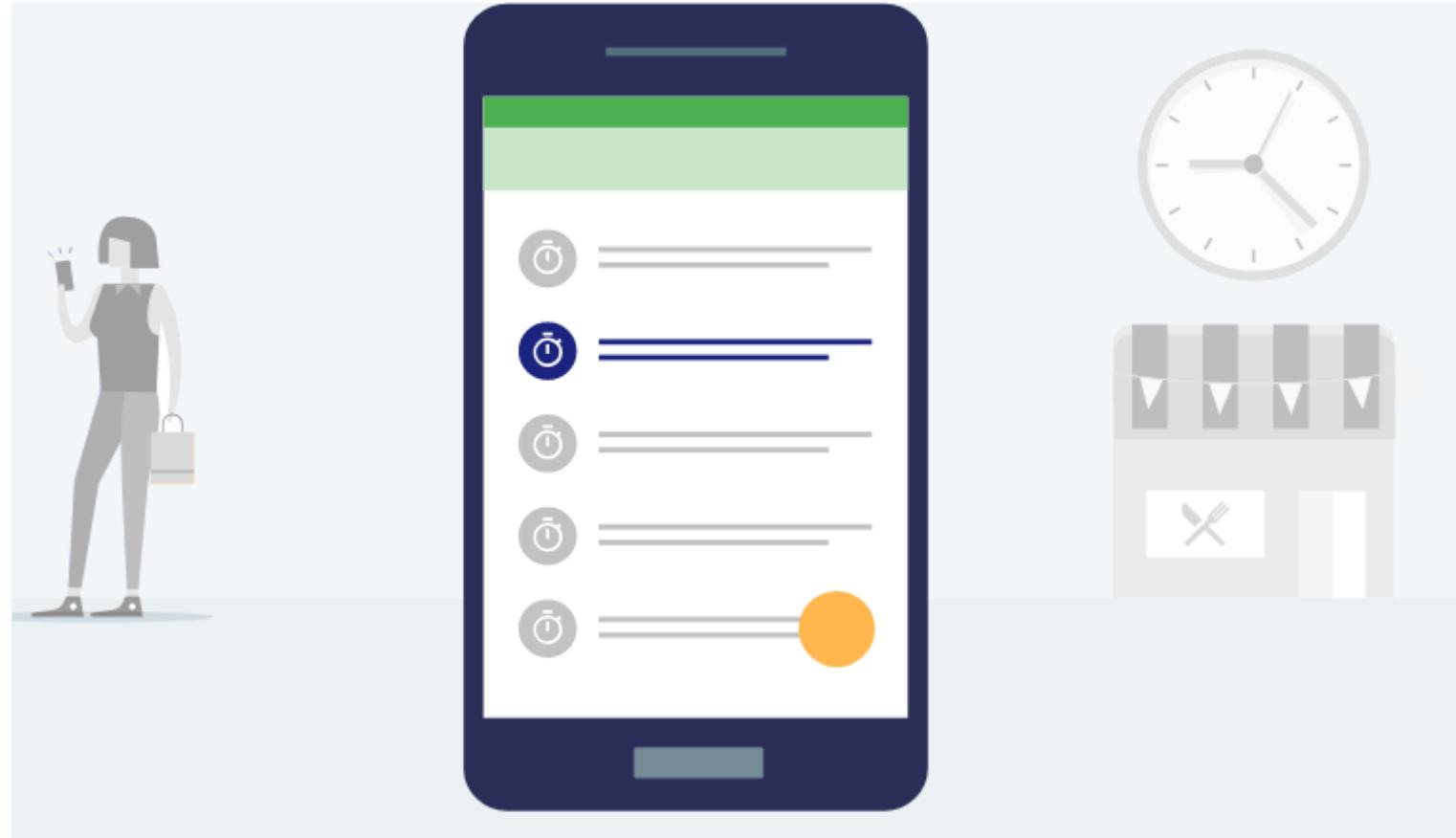
CONSUMER TRENDS

THE AGE OF ASSISTANCE

The Impatient Consumer

People are making decisions faster than ever –and they expect to act on those decisions in the moment.

> **150%** growth in mobile searches for “___ near me now”²



NEAR ME SEARCHES

HYPER-LOCALIZED INTENT



↑ 500% +

growth in “**near me**” mobile searches that contain a variant of “**can I buy**” or “**to buy**” over the last two years.

Think with Google

Source: Google Data, U.S., July–Dec. 2015 vs. July–Dec. 2017.

NEAR ME SEARCHES

HYPER-LOCALIZED INTENT



Nearly 1/3 of all mobile searches are related to location.

Google Internal Data, April 2016

NEAR ME SEARCHES

HYPER-LOCALIZED + TIME-SPECIFIC

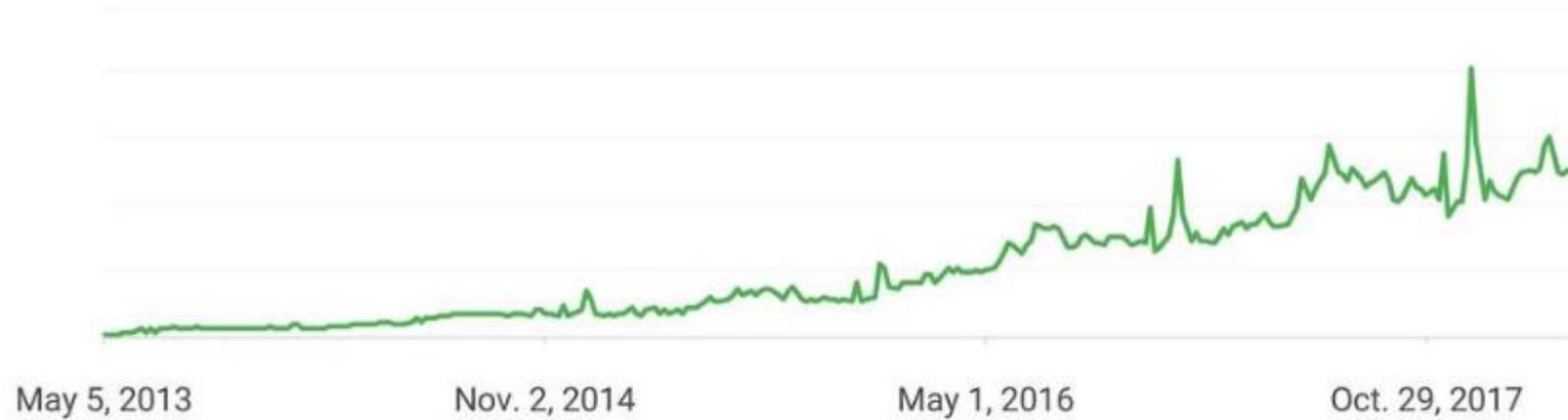
In the past two years, we've seen:

- 150%+ growth in mobile searches for “___ near me now” (for example, “food near me now,” “gas station near me now,” and “delivery near me open now”).²
- 900%+ growth in mobile searches for “___ near me today/tonight” (for example, “open houses near me today,” “cheap hotels near me tonight,” and “movies playing near me today”).³
- 200%+ growth in mobile searches for “Open” + “now” + “near me” (for example, “restaurants near me open now,” “stores open near me right now,” and “pharmacy near me open now”).⁴

NEAR ME SEARCHES

HYPER-LOCALIZED + TIME SPECIFIC

Growth in “near me now” searches



Think with Google

Google Trends, U.S., Search term “near me now,” May 2013–April 2018.



NEAR ME SEARCHES

THE CAVEAT



Over the last two years, comparable searches **without “near me”** have grown by **150%**.

Think with Google

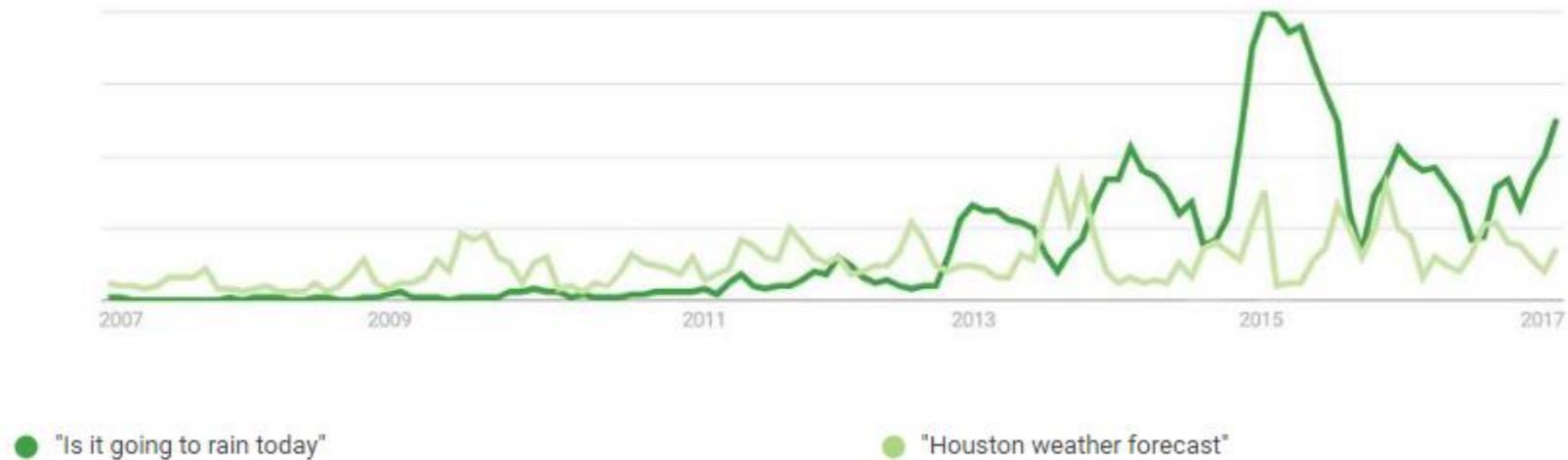
Source: Google Data Jan - June 2017 vs. Jan - June 2015. U.S.



NEAR ME SEARCHES

THE CAVEAT

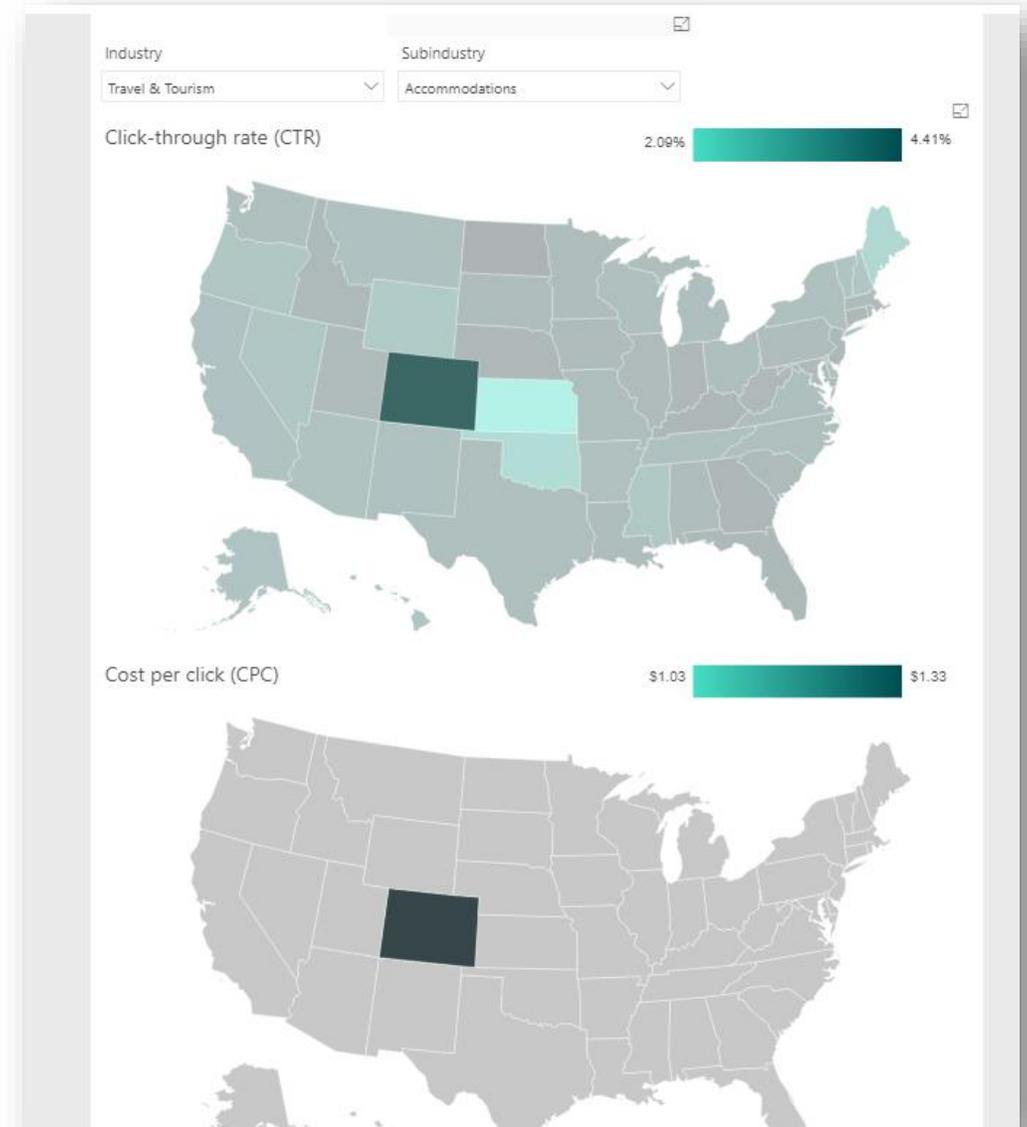
Search interest in "Is it going to rain today" vs. "Houston weather forecast"



BING ADS INSIGHTS

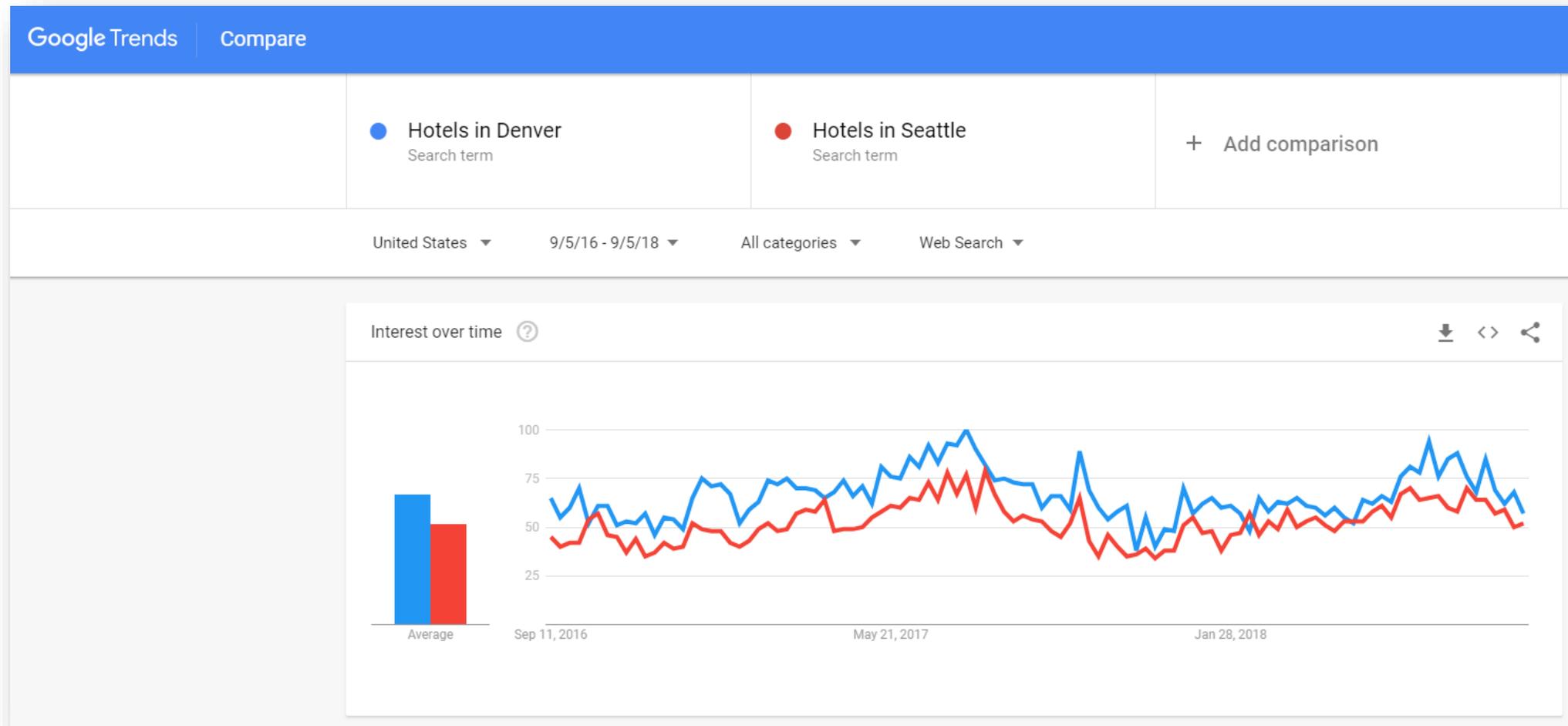
LOCATION TARGETING DATA & TOOL

- <https://advertise.bingads.microsoft.com/en-us/insights/planning-tools/use-location-targeting-trends-to-focus-on-relevant-customers>
- Choose industries and subindustries for Click Through Rate and Cost Per Click benchmarks.
- Compare geographically



GOOGLE TRENDS

SEARCH INTEREST DATA & TOOL





THANK YOU

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