

# MODERN SEARCH



# AI: AUDIENCE

How search engines apply machine learning algorithms to help you target the right customers in real time.

# AI'S ROLE IN AUDIENCE TARGETING

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Whether your marketing team consists of one individual, a small group, or an entire department, they need to allocate time to learn who your target audience is. Google and Bing's latest artificial intelligence (AI) application for audience targeting makes that possible in less time. Google Ads' audience targeting modules process hundreds of customer behavior signals to make smarter audience targeting decisions in real time. The result: superior targeting ability. You'll be able to grow your user base by reaching customers who display traits or behaviors congruent with your target shopper. You'll also learn more about user journeys and how to provide the right value or information needed to move customers through the purchase funnel.





# SMART AUDIENCE TARGETING MODULES CURRENTLY AVAILABLE INCLUDE:

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- **Dynamic Search Ads** - Uses content from your website to target your ads to searches while choosing titles and frequently used phrases to create headlines that quickly direct potential customers to what they're looking for. This ad type addresses any gaps in your keywords-based campaigns, saving time while capturing additional traffic.
- **New Detailed Targeting Variables** - Additional demographic and psychographic segmentation variables enable more precise audience targeting. Learning information like education, parental status, marital status, home ownership, and household income are insights that paint a more complete picture of consumers.
- **Audience Maximization** - Extends your website's reach through site visitors, in-market audiences, lookalike audiences, and custom combinations. This helps you better identify potential shoppers, as well as shoppers who have interacted with your website, to determine where they are in the purchase funnel.
- **Customer Match** - AI builds profiles as it learns to identify your target customers based on their behavior, effectively connecting you with potential customers sooner.
- **Gmail Ads** - Winning inventories for trademark keywords helps drive efficiency and presents a strong alternative to SERP placement, while delivering an impactful engagement..



## NETELIXIR'S BEST PRACTICES:

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- **Test all audience types.** Identify the “must-have” audiences from each type (e.g. the high-value persona).
- **Allocate spend** to focus on the top performing audience segments.
- **Determine if you simply need an audience layer** vs. standalone targeting.
- **Test Combined Audiences** (intersection of two audience segments) as part of a larger campaign.
- **Apply Smart Bidding** with select audiences to maximize the impact of Google’s machine learning algorithms.
- **Engage in continuous performance testing** and invest/divest on different audience segments per business goals.



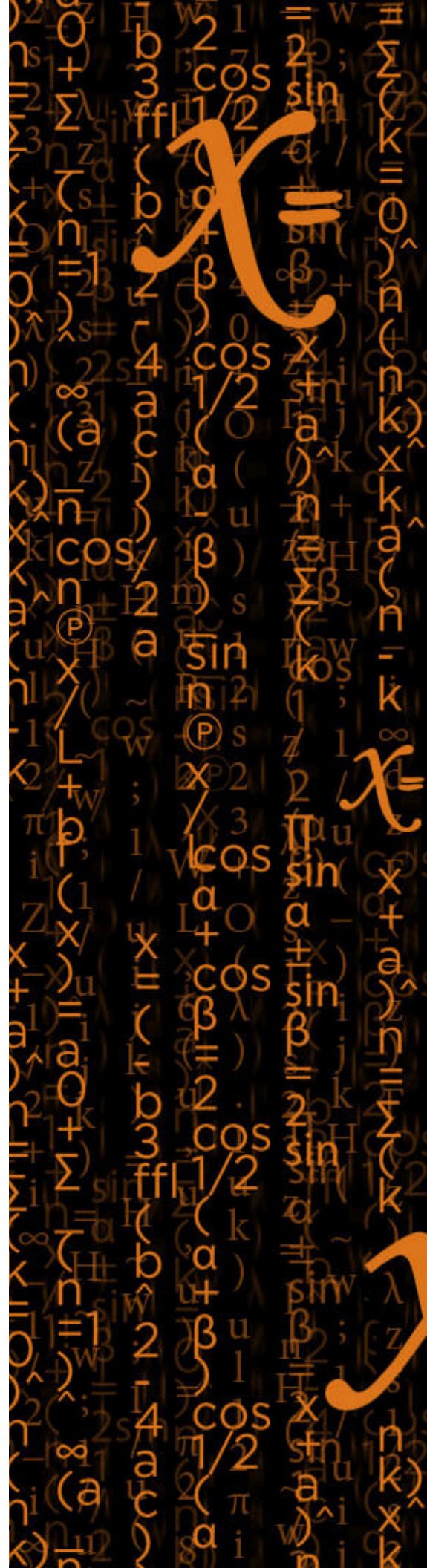
# HOW CIRCA LIGHTING CONNECTED WITH CUSTOMERS TO OUTSHINE THE COMPETITION

Circa Lighting is a premier retailer of decorative lighting products headquartered in Savannah, GA. Since 2016, NetElixir has partnered with Circa's marketing team to grow their presence on search engines. NetElixir started adopting the modern search modules, such as audience targeting, in the first quarter of 2018.

By consistently testing the latest machine learning developments to capture customers, we were able to boost Circa Lighting's marketing growth and efficiency. The result was a constantly evolving digital marketing presence focused on finding new ways to connect with target customers. This strategy placed particular emphasis on high-value customer personas actively searching or ready to complete a purchase.

By delivering what their customers wanted, Circa Lighting was able to grow their user base, leading to a more loyal brand following. They were also able to market products that better resonated with their customers. After learning more about their audience and how to better advertise to their needs, Circa Lighting began seeing truly illuminating results.

**RESULTS: +365% CTR**  
**-7% CPC**  
**+62% CVR**  
**+75% ROAS**





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## { RETAIL SEARCH MARKETING }

NetElixir is a specialized search marketing agency that helps global retailers thrive online. We've been in the digital marketing space since a tweet was simply the sound a bird made. Every single day, we combine this unique experience with our never ending passion for creating smarter search marketing solutions to help our clients engage with their customers. And most importantly, drive results that surpass their wildest expectations.

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