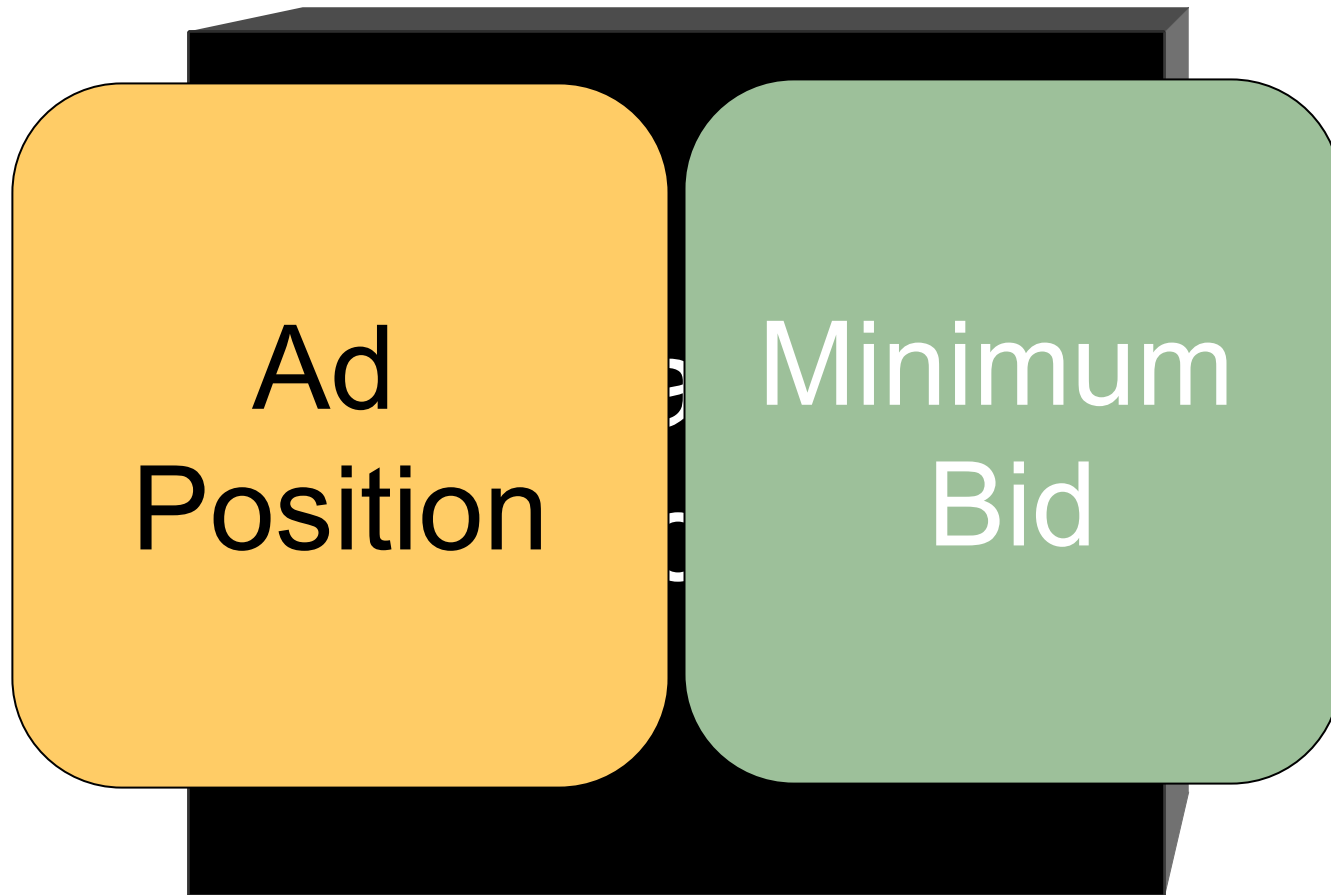


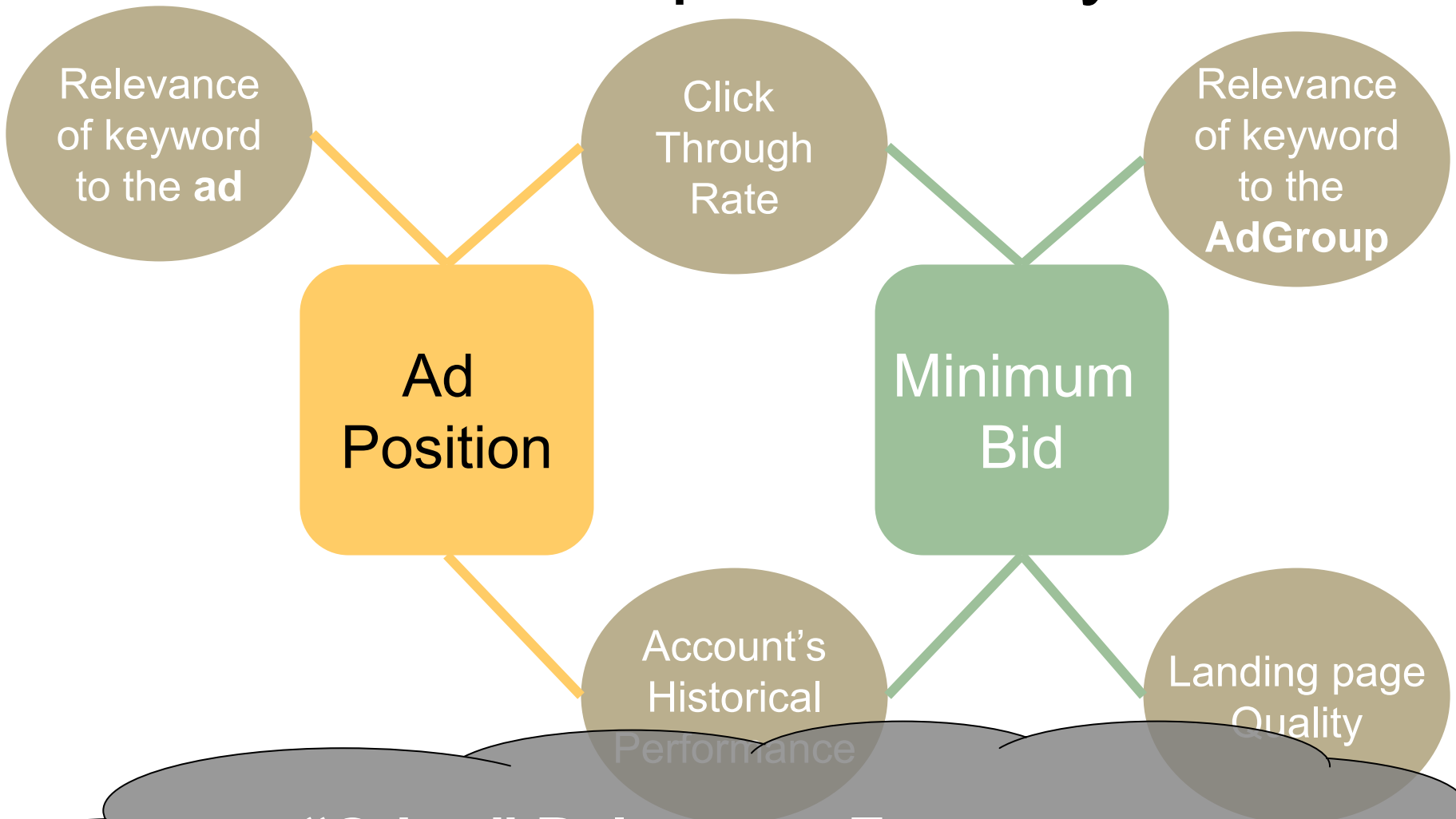
Life in a Quality Score World

Joel Lapp
SVP, Account Management & Media

What is Quality Score?

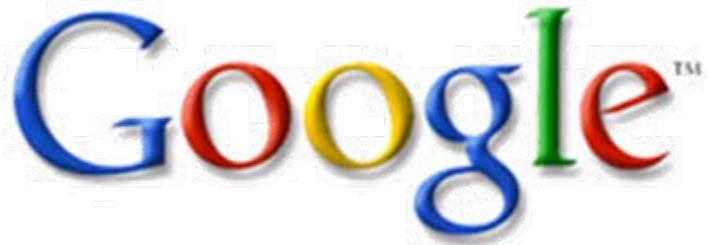


Factors that Impact Quality Score



“Other” Relevance Factors

Who uses it?



Quality Score



Live Search



Quality Index

Auction Marketplace c. '00 – '02



“Supply Chain Management”



Supply Chain Management Software

Logility is a provider of **supply chain management** software to...
www.logility.com

1) \$0.51

2) \$0.50

3) \$0.48

4) \$0.46

4) \$0.43

SPONSOR RESULTS

Supply Chain Management Software

Logility is a provider of **supply chain management** software to...
www.logility.com

Supply Chain Benchmarking Success

Build best-in-class **supply chain management** & learn the keys to...
www.prologisresearch.com

Vendor Managed Inventory

Datalliance, a comprehensive vmi-based e-commerce service to...
www.datalliance.com

Microsoft Dynamics for Supply Chain

Streamline **supply chain** processes and reduce costs. Learn more.
www.microsoft.com

Logistics Supply Chain Management

Earn a transportation & logistics degree. 100% online. Free...
www.amu.apus.edu

Auction Marketplace c. 2002

Google Ad Rank =

CPC X CTR

- More relevant copy
- Reduced auction impact

Why did Google change the auction?

- Control over #1 position
- Minimized less relevant ads
- Maximized revenue

Auction Marketplace c. 2005

Google™

Ad Rank =

\$\$ CPC \$\$

% CTR %

LANDING PG

AD COPY

Why did it change again?

- CTR \neq relevance
- Irrelevant landing pages
- Engines wanted more control over market/profit

Illustration

[Advanced Search](#)
[Preferences](#)

3/10/08

[Web](#) [Books](#) [News](#)

Results 1 - 10 of about 2,120,000,000 for **Google**. (0.07 seconds)

Google

Enables users to search the Web, Usenet, and images. Features include PageRank, caching and translation of results, and an option to find similar pages. [+ Stock quote for GOOG](#)

www.google.com/ - 7k - [Cached](#) - [Similar pages](#) - [Note this](#)

iGoogle

www.google.com/ig/ - [Similar pages](#) - [Note this](#)

[More results from www.google.com >](#)

Google Video

Search and browse all kinds of videos, hosted on sites all over the web, including **Google**, YouTube, MySpace, MetaCafe, GoFish, Vimeo, Biku, and Yahoo Video.

video.google.com/ - 128k - [Cached](#) - [Similar pages](#) - [Note this](#)

Google Maps

Provides directions, interactive maps, and satellite/aerial imagery of the United States. Can also search by keyword such as type of business.

maps.google.com/ - 59k - [Cached](#) - [Similar pages](#) - [Note this](#)

Google.org

The philanthropic arm of the company. Lists its activities.

www.google.org/ - 7k - [Cached](#) - [Similar pages](#) - [Note this](#)

Google Groups

Searchable archive of more than 700 million Usenet postings from a period of more than 20 years.

groups.google.com/ - 24k - [Cached](#) - [Similar pages](#) - [Note this](#)

Google News

Aggregated headlines and a search engine of many of the world's news sources.

news.google.com/ - 166k - [Cached](#) - [Similar pages](#) - [Note this](#)

Google Image Search

Sponsored Links

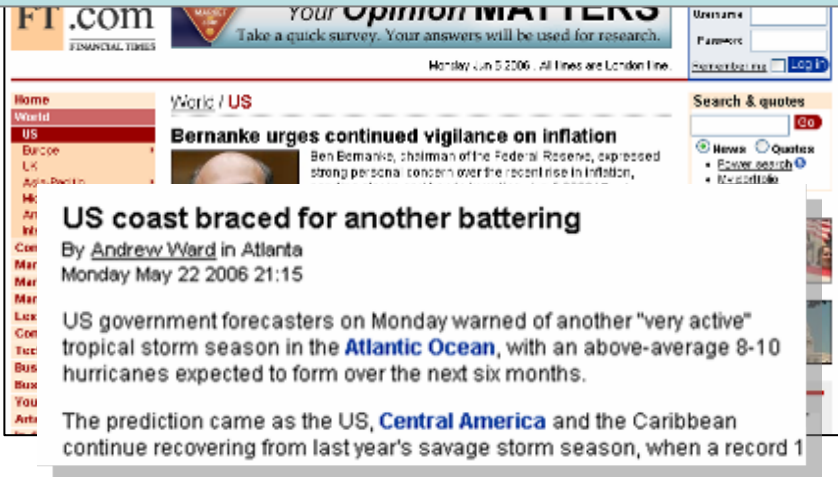
Personalize Google

Personalize your **Google** homepage with news, weather, email and more

www.google.com/ig

Case Study: FeedCast

Dynamically extract RSS content from news pages, build advertising assets and distribute finished campaigns them to the search engines via APIs



The screenshot shows the Financial Times website from May 22, 2006. The main headline is "US coast braced for another battering" by Andrew Ward in Atlanta. Below it, a sub-headline reads "US government forecasters on Monday warned of another 'very active' tropical storm season in the Atlantic Ocean, with an above-average 8-10 hurricanes expected to form over the next six months." The article text begins with "The prediction came as the US, Central America and the Caribbean continue recovering from last year's savage storm season, when a record 1

RSS ↓ RSS



[2006 Hurricanes](#)
US coast braced for another battering
[FinancialTimes.com](#)

API ↗

API ↗

API ↗



The screenshot shows Google search results for "2006 hurricanes". The top result is from the Financial Times, titled "US coast braced for another battering". Other results include "Hurricane forecasters warn of 'very active' tropical storm season" and "US coast braced for another battering".

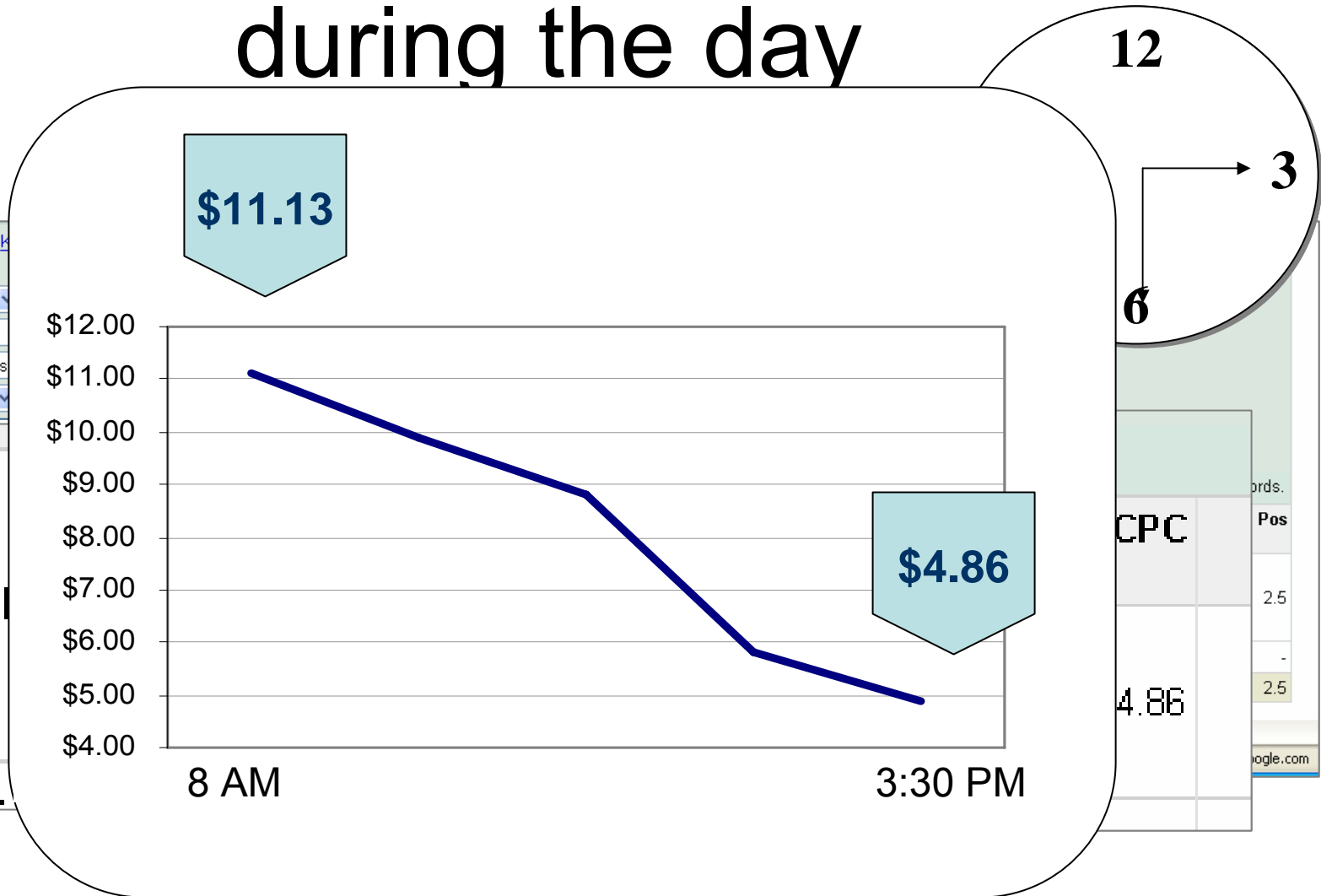


The screenshot shows Yahoo! search results for "2006 hurricanes". The top result is from the Financial Times, titled "US coast braced for another battering". Other results include "Hurricane forecasters warn of 'very active' tropical storm season" and "US coast braced for another battering".



The screenshot shows MSN search results for "2006 hurricanes". The top result is from the Financial Times, titled "US coast braced for another battering". Other results include "Hurricane forecasters warn of 'very active' tropical storm season" and "US coast braced for another battering".

Quality Score impacts costs during the day



Quality Score Attempts to Align Goals

- Better User Experience
- More Qualified Leads
- More Revenue for the Engines

Unintended Impact

- Artificial CPC Inflation
- Engines define “quality”
- Quality = Traffic?

Is Relevance *Really* Rewarded?

[NASCAR TrackPass](#)

Get Live Race Coverage Of Your Favorite Driver. 14 Day Free Trial!

[NASCAR.com](#)

\$3.17 CPC

0.21% CTR

70% Conversion Rate

[NASCAR Official Site](#)

All Of Your Racing Needs Straight From The Source. Visit NASCAR.com

[NASCAR.com](#)

\$0.45 CPC

4.77% CTR

12% Conversion Rate

[Play Fantasy Baseball](#)

Create or Join a Totally Free, Full Featured Fantasy Baseball League.

[ESPN.com](#)

\$6.41 CPC

0.32% CTR

24% Conversion Rate

[ESPN Official Site](#)

Find Stats, Scores & News About Your Favorite Baseball Superstars.

[ESPN.com](#)

\$0.45 CPC

3.89% CTR

4% Conversion Rate

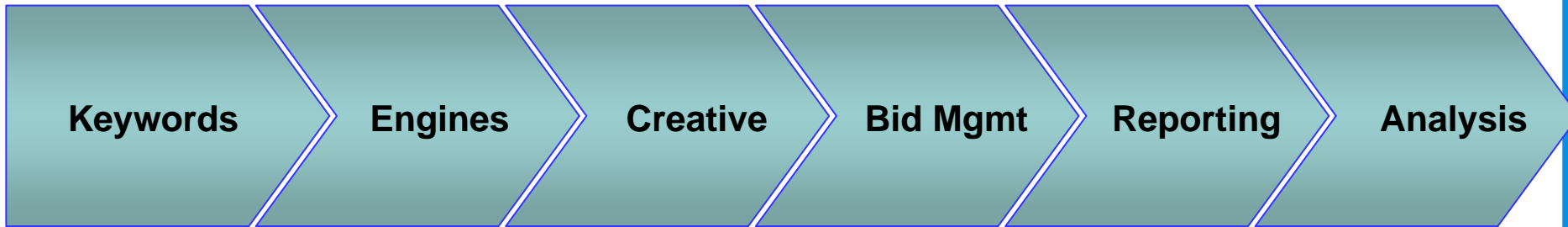
Changes to search marketer's role

Puts the “M” back in

SEM

Death of Bid Management?

No, not really.



Advertisers must focus on end-to-end campaign

Thank You

joel@reprisemedia.com

212.444.7560