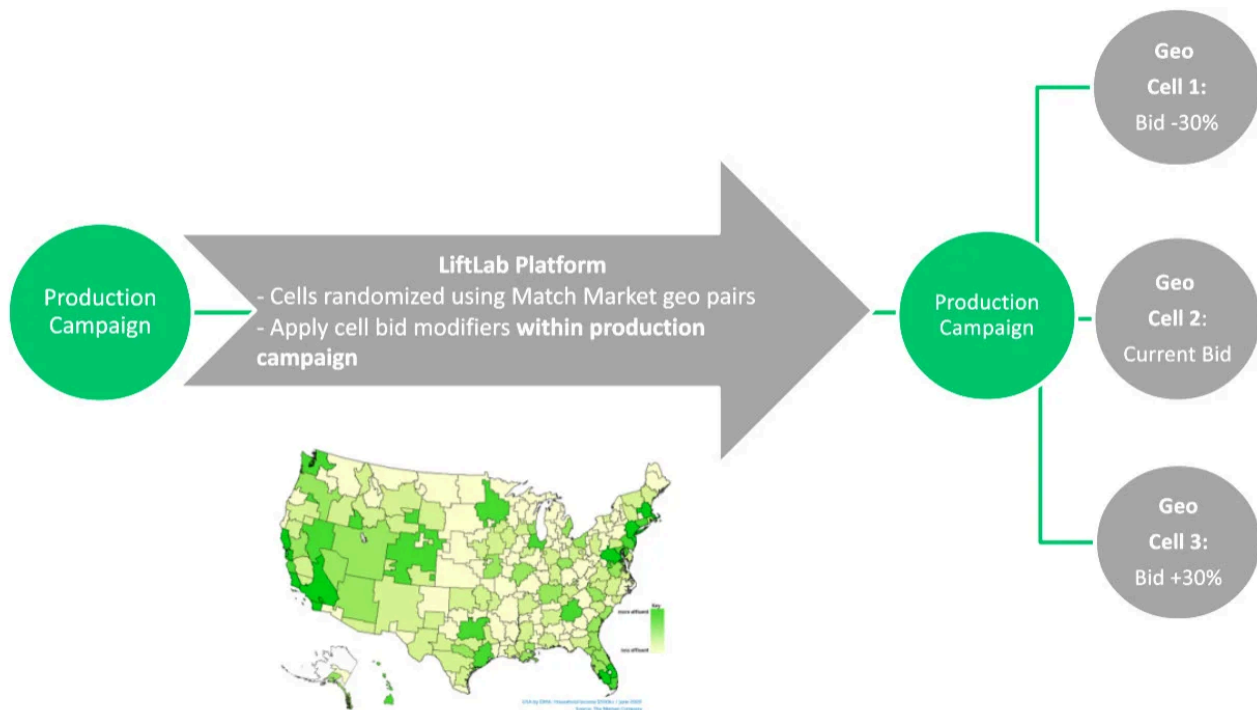


Google Case Study: Large eCommerce Retailer

SEM Category Spend Optimization

- Advertiser challenged with optimizing a large Paid Search program in a highly competitive environment.
- Daily data reads and advanced analytics were used to develop Media Lift Curves for the targeted campaigns.
- Advertiser pinpointed the optimum spend level for each campaign.

SEM Yield Curve Experiment Design



Result:
Uncovered \$200K Annual Marginal Profit



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