



FLUENT IN THE FEED:

DECODING THE NEW DIGITAL LANGUAGE

BUZZWORD TRIVIA



1 WHAT DOES CPM STAND FOR?





① WHAT DOES CPM STAND FOR?

Cost per Mille AKA Cost per thousand.

Generally used with Display & Social advertising

BUZZWORD TRIVIA



2 WHAT IS A DSP?



BUZZWORD TRIVIA - ANSWER



② WHAT IS A DSP?

Demand-Side Platform.

Used for running programmatic channels

BUZZWORD TRIVIA



3 WHAT IS A PIXEL?





③ WHAT IS A PIXEL?

Piece of code placed on a website that tracks user actions like visits, clicks, and conversions.





④ WHAT IS MULTI-TOUCH ATTRIBUTION?





④ WHAT IS MULTI-TOUCH ATTRIBUTION?

Attribution modeling that considers all touchpoints leading to conversion, not just “Last Click” or “Direct”

BUZZWORD TRIVIA



5 WHAT DOES UGC STAND FOR?



BUZZWORD TRIVIA - ANSWER



5 WHAT DOES UGC STAND FOR?

User-Generated Content





6 WHAT DOES SERP MEAN?





⑥ WHAT DOES SERP MEAN?

Search Engine Results Page

- page you see after entering a query in a search engine

PERFORMANCE MAX: THE BLACK BOX



Performance Max is campaign type in Google Ads that allows advertisers to access **all of Google's ad inventory** (including YouTube, Display, Search, Discover, Gmail, and Maps)

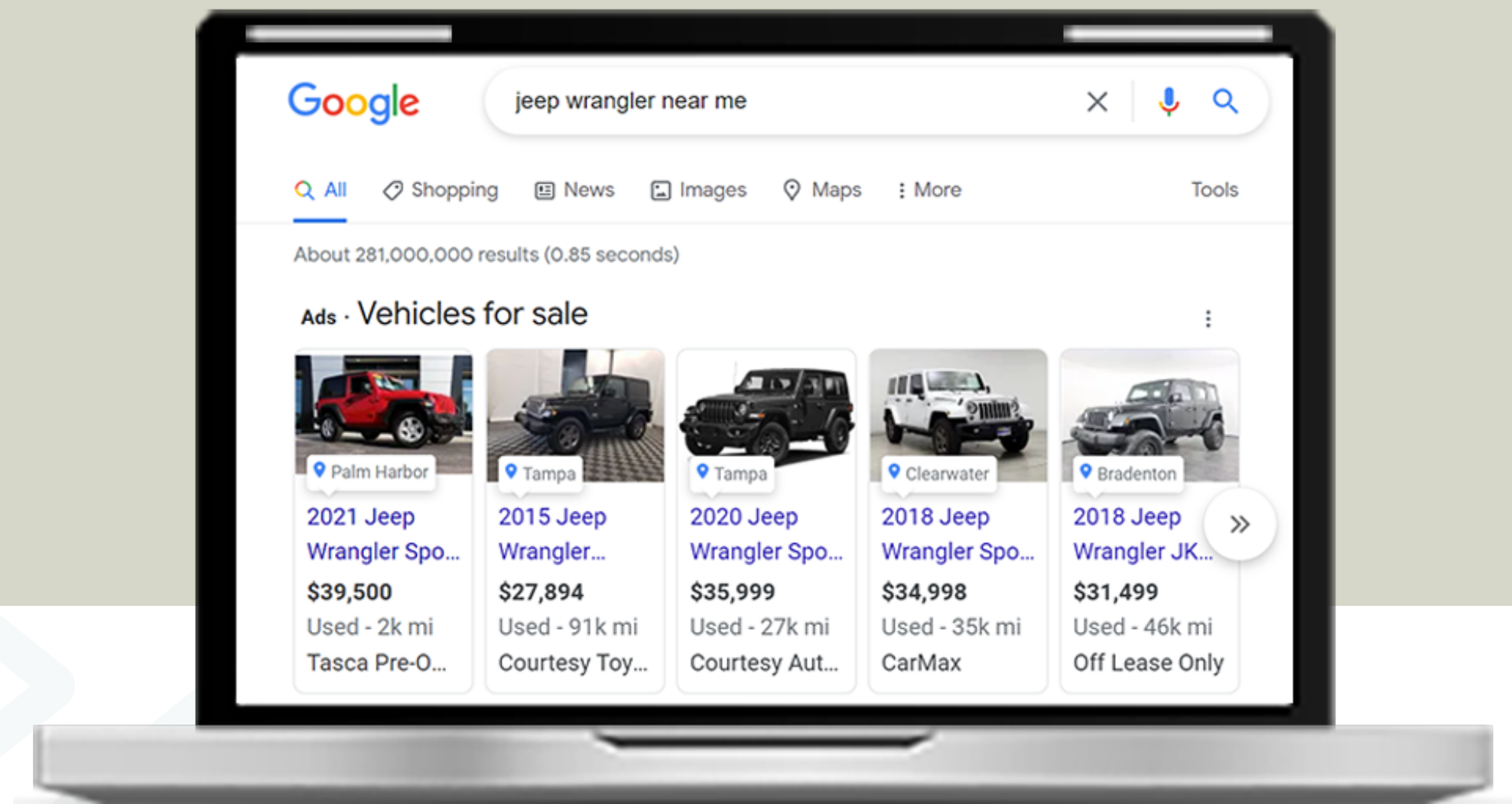


PERFORMANCE MAX: THE BLACK BOX



WHEN SHOULD PERFORMANCE MAX ACTUALLY BE USED?

- 1) Shopping Strategies - eComm
 - 2) Vehicle Listing Ads - Automotive
 - 3) Local Campaigns - Retail / Dealerships
- Note: We never use P-Max if it isn't for one of those 3 strategies



THINK OUTSIDE THE BLACK BOX



STRATEGIC IDEAS TO COMBAT THE BLACK BOX OF P-MAX*:

1 ECOMM:

- Key States
- High Priced Items
- Best Sellers
- Product Categories
- New Customers Only
- Non-Branded Only
- Conquesting

2 VLA'S:

- Geo Specific
- High Priced Vehicles
- Aged Inventory
- VIN Specific
- Model Specific
- Type Specific
- New vs Used
- Conquesting

3 LOCAL:

- Store Specific
- Geo Specific
- New Customers Only
- Non-Branded Only
- Conquesting

*(budget dependent)


ZERO-CLICK VISIBILITY



Zero-click searches occur when a user gets the answer to their query directly on the Search Engine Results Page (SERP) without needing to click through to a website.

Coffee

Beverages



Coffee is a beverage brewed from roasted, ground coffee beans. Darkly colored, bitter, and slightly acidic, coffee has a stimulating effect on humans, primarily due to its caffeine content, but decaffeinated coffee is also commercially available. There are also various coffee substitutes. [Wikipedia](#)

Acidity level
between 4.85-5.10
[stonestreetcoffee.com](#)

Color
Black, dark brown, light brown, beige

toyota tacoma vs chevy colorado

All Videos Images Short videos Shopping Forums News More

AI Overview

The Toyota Tacoma and Chevrolet Colorado are competitive mid-size pickup trucks, each with its strengths. The Tacoma is known for its off-road capabilities and larger bed options, while the Colorado offers a more refined driving experience, higher towing capacity, and a more user-friendly infotainment system.

Toyota Tacoma:

Off-Road Focus:

The Tacoma is a popular choice for off-road enthusiasts, with trim levels like TRD Off-Road and TRD Pro offering specialized features like Fox shocks, Multi-Terrain Select, and more.

Show more

TOYOTA locations

A Karl Malone Toyota - Toyota Dealersh...
11453 S Lone Peak Pkwy · (801) 553-5800
Open · Closes 9 PM
In-store shopping · In-store pickup
Website Directions

B Larry H. Miller Toyota Murray
Murray, UT · (801) 590-0640
Open · Closes 7 PM
Auto repair shop: Open · Closes 6 PM
Website Directions

C Orem Toyota
Orem, UT · (385) 276-3842
Open · Closes 8 PM
Auto repair shop: Open · Closes 6 PM
Website Directions

Knowledge Panels
Right of desktop SERP

Feature Snippets
Top of SERP

Local Packs
Location based queries, top three results

ZERO-CLICK VISIBILITY OPTIMIZATIONS



Here are the things our SEO team works on to optimize towards more **zero-click visibility impressions**:

1) Structured Data Markup

- Use schema to help search engines understand your content

2) Target Featured Snippets

- Clear headings and formatted content

3) Google Business Profile (Local SEO)

- Info, reviews, hours, and photos continually updated

4) Build a Knowledge Graph Presence

- Leverage Wikipedia/Wikidata mentions
- Use consistent entry mentions and authority citations

5) Optimize for Voice Search

- Use natural language, question-based content, and conversational tone



CHATGPT SEARCHES



Many people are taking searches off **Google** & over to **ChatGPT**:




what are the best bathroom faucets

Selecting the ideal bathroom faucet involves considering factors such as design, functionality, durability, and budget. Here are some top-rated bathroom faucet brands known for their quality and innovation:

Kohler
Renowned for innovative designs and high-quality materials, Kohler offers a wide range of styles, from traditional to contemporary. Features include touchless operation and water-saving technologies. Kohler typically provides a limited lifetime warranty on their faucets. Bath Select Blog

Moen
Moen is known for its reliable and stylish faucets, offering various designs to suit different bathroom aesthetics. Their products often feature advanced technologies like touchless operation and are built for durability. Moen provides a limited lifetime warranty on their faucets. Moen

Delta
Delta faucets are praised for their blend of style and functionality, offering features like touchless operation and a variety of designs. They are known for reliability and come with a limited lifetime warranty. Bogleheads



This content can be **optimized** for and **tracked**:

https://shop.moen.com/collections/bathroom-faucets?utm_source=chatgpt.com


KITCHEN ▾ BATHROOM ▾ SMART HOME ▾ SERVICE ▾

MOEN

SPECIAL CLEARANCE

Bathroom Sink Faucets

If you're looking to refresh the style of your bath, updating your bathroom faucet is the perfect place to start. Find Moen bathroom faucets in a variety of styles and finishes that will help transform your space.



AD PLATFORM RECOMMENDATIONS



Optimize your budgets

+10%



You missed conversion value because you're limited by budget. Increasing your budget can result in more conversion value, while staying within your target.

Recommended because this campaign is over performing in ROAS, and increasing budget can result in more conversions while staying within your target ?



Add dynamic images



Enhance your text ads with your landing page images using dynamic images, which can improve your CTR

Recommended because dynamic images can improve your CTR ?



This recommendation is an AI Essential



Turn on Final URL expansion

+2.3%



Drive better campaign performance by using the most relevant landing page for every search query

Recommended because you have Final URL expansion turned off ?



This recommendation is an AI Essential



Add broad match keywords

+3%



Get more conversions at a similar or better ROI by adding broad match versions of your existing keywords

Recommended because using broad match type keywords in these Smart bidding campaigns can help you effectively grow conversions within your performance targets ?



Remove redundant keywords

+0.4%




Make your account easier to manage by removing redundant keywords

Recommended because you have redundant keywords with the same ad group, destination, and bidding strategy ?

AD PLATFORM RECOMMENDATIONS




 Fix your disapproved sitelinks

+<0.1%



Some of your sitelinks were disapproved. Fix your sitelinks to make your ads more prominent.

Recommended because some of your sitelinks are disapproved 


 Add sitelinks to your ads

+0.5%



Add sitelinks to 42 campaigns and finish adding sitelinks to 25 campaigns

Recommended because sitelinks can improve your CTR 

 Upload Customer Match lists

+2.5%



Show impactful and personalized ads to your existing customers by using the contact information they share with you

Recommended because you are eligible to use Customer Match features 



This recommendation is an AI Essential

WHAT IS A DSP?



DISPLAY / NATIVE ADS



AUDIO, PRE-ROLL & CTV

Demand-Side Platform: A software platform that allows advertisers to buy digital ad space automatically across multiple websites, apps, and platforms in real-time.



Awareness

IE. VIDEO PRE-ROLL, CTV, PROGRAMMATIC AUDIO

Interest

IE. PROGRAMMATIC DISPLAY, NATIVE

Consideration

Intent

Purchase

DSP CAPABILITIES & STRATEGIES



CHANNELS:

- Display
- Video Pre-Roll
- CTV
- Programmatic Audio
- Native Advertising
- DOOH

STRATEGIES:

- Geofencing
- Conquesting
- CTV + Retargeting
- Hyper-targeted audiences
- Placement Specific
- Channel Specific
- Contextual Targeting

DSP EXAMPLES:

- TheTradeDesk
- Simpli.FI
- MediaMath
- Basis
- DV360
- Amazon DSP

“GET THE
FUNDAMENTALS
DOWN & THE
LEVEL OF
EVERYTHING YOU
DO WILL RISE.”

— MICHAEL JORDAN





THANK YOU!