

Andrew: This session is about profitable ad buying. It is led by Justin Brook. He is the founder of I Am Scalable, a digital ad agency that specializes in supplement companies, software companies and info publishing companies. Very competitive fields and he is out there buying ads for them. That is why I invited him to teach. My name is Andrew Warner. I am the founder of Mixergy, where proven founders like Justin teach and I invited him here to teach us how to buy ads. Here is what we will be talking about today. There is the big board of ideas. But Justin, before we officially get into this, this is you. Kind of a grainy photo in the mid 2000's. You don't look very happy at this photo. What was going on in your life at that point that made you scowl like that?

Justin: I'll tell you, of all the photos ever taken in my lifetime, this is the only one my brother has hanging up in his house. He loves this photo. Man, this was a hard time. I was working at Wendy's and I was working at Wendy's because you can get a little bit of free food. I could barely afford to eat and I had the moped because it only cost me like \$1.50 a week in gas and I also thought it was kind of cool. I did like riding the moped. But that was my life back then, flipping burgers, driving a moped.

Andrew: And then you went and you did an internship that turned everything around, right?

Justin: Yes. I went out to Idaho and I worked with an information publishing multi-millionaire and I learned the ropes there. I landed the internship by showing him that I was the hungriest guy and I was going to go out there and really work for him and my job out there was to . . .

he had this and he still has it, very, very, he is kind of known for his marketing library. At that point he had already spent \$125,000,000 on his marketing library. Every book, every course, seminar recordings, DVDs, all kinds of different things in there. My job was to watch, consume, all that stuff and write affiliate reviews. It was an affiliate review blog. It was creating so he could make some money back off of those courses so I got the education of a lifetime and it was an unpaid internship so I wasn't being paid to do all this but I did get the education of a lifetime while I was out there.

Andrew: And Justin, as a result of that, you left. You went to work for yourself on your own products. A year later, where were you? You're no longer working at Wendy's. You are no longer working for him for free. Do you have a sense of your revenues that you can share with us?

Justin: Yes. So when I went to him, I think my online stuff was making \$300, \$500. I was paying a bill or two with my online stuff so it was real at that point but it was nowhere near a business. During the internship I was making about \$1500, \$2000. If we fast forward a year after that, I don't know the exact figure a year after that moment but

when I got back home I spent the last money that I had on advertising and I had turned that into a six figure business by the end of the year. So I went in early 2007. By the end of 2007 I had a six figure online income stream. I don't know if it was a business yet but it was a great income stream.

Andrew: So Justin, I've got this big board of ideas that we are going to be covering; there it is on everyone's screen right now but I've got to acknowledge something or ask something. You seem a little nervous. What's going on? You are usually a very confident person, you're in charge. I know that you've got a lot going on today. Do you want to just talk a little bit about it? What happened before we officially started?

Justin: Yes. I am a little flustered. I wasn't on my game. Usually I am very prepared for things. I didn't have the lighting set up right. The mike wasn't set up right. We just landed our dream house. It is a 6 bedroom house. 3 quarter acre backyard. A pool with a built in hot tub, 3 car garage, 3 AC units just to cool this place down. Literally, like 45 minutes ago I was just approved so I was just a little spaced out.

Andrew: Congratulations.

Justin: Thank you.

Andrew: I caught you after that and we were thinking maybe we shouldn't record today but I like this energy. I like that you are in a positive place right now and I think it is indicative of how far you've come from the old moped days.

Justin: Absolutely.

Andrew: All right. So let's get back to the big board. There it is. Here are the big ideas that we are going to be covering and the first one is to create tighter targeting segments for more relevant ads. Now you had a client who, I think they did business consulting, they wanted you to use pop-up ads for them because they heard some guy did well with pop-up ads. You suddenly took over this campaign and you saw that their cost per lead was \$51.00 bucks. How is that? Is that a good cost per lead for them or is that painful? What is going on there?

Justin: It was so bad I almost got fired on the first campaign that I ran. He had heard from one of his friends in the industry that they were generating leads for under \$1.00 using these pop-up ads and targeting competitors.

Andrew: So someone else had done under a buck and then he hired you and you are coming in with over fifty times more expensive ads.

Justin: Yes and so that first report I brought to him, it said the leads were over fifty-something dollars each and I said wait, just give me another shot because that first time I had kind of done what everybody says you should do. I didn't really think it made sense but that is what everybody said you should do.

Andrew: What did everyone say that you should do that you did that was a mistake?

Justin: Everybody said that you should scrape all the possible URL's. You find every URL. That is how you target pop-up ads. It is based on URL's that people visit so you would scrape thousands of URL's and they were showing one landing page for all these and what I did differently though . . . am I jumping the gun here a little bit?

Andrew: No. Let's talk about you then created a tighter targeting segment that allowed you instead, well actually one more question.

Justin: Okay.

Andrew: When you said buy pop-up ads by scraping [at], who is selling you these pop-up ads on websites that you pick?

Justin: Yes, so that is another thing I want everybody to understand. These were not like malicious pop-up ads that you get with virus or malware. You buy these through a reputable ad network. It is called [Traffic Fit.com].

Andrew: Okay.

Justin: These people wanted some sort of free entertainment online, whether it was to play games or watch TV series online and in exchange for that free content they gave the ad network permission to show them relevant ads and they are relevant.

Andrew: All right and whatever you are about to teach us is applicable, whether we are using that service or any other service, right?

Justin: Yes, you can apply this and this is going to be the theme here. You will see that I've applied the same lesson on every ad networking campaign and it just keeps working.

Andrew: Okay. So instead of scraping what did you do?

Justin: So we still scraped but we scraped a little smarter. Instead of just going out there

and mass collecting every YouTube URL and blog URL, just all these different URL's, instead we strategically built groups of these URL's. Instead of just having one big mass pile of them we created themed sections so these were software sites, these were books, these were blogs, these were forums that [were in the industry]. So we created these tighter campaigns. Instead of having a big bucket of them, we had smaller buckets and then we [??] a relevant landing page to that bucket. So that way, it wasn't just one landing page to 2,000 targets. It was one landing page to 5 targets and then we would create another landing page for the next 5 and then another landing page for the next 5 so it was relevancy that really skyrocketed the results.

Andrew: So Justin, if I understand you right, then that gave you the ability to do two things. First, increase conversions because if someone sees a landing page that's more relevant to the page they were on before, they are more likely to convert because they connect with that page. Second thing it seemed to have done for you and you correct me if I'm wrong is it allowed you to see not an overall cost per lead which was what you first went out there was \$51.22, but it allowed you to see lots of different cost per leads and you can see one bucket has very expensive cost per leads, another bucket has very inexpensive cost per lead and you can get rid of the ones that are too expensive and focus on the ones that are and as a result . . . first of all, did I get that right?

Justin: Yes, absolutely. Spot on.

Andrew: And as a result of that, what happened to your numbers?

Justin: I believe we dropped it from fifty [two or to] . . . I don't remember the exact numbers. I think I sent you guys screen shots.

Andrew: Yes. Let's take a look at those screen shots right now. Here, I will bring up . . .

Justin: Yes, so there it was.

Andrew: [??] shot, right. We are talking about very expensive ads.

Justin: Yes. It was \$51.00 per lead basically and then we had dropped it down I think to \$3.00 or \$2.00 per lead using just that strategy there.

Andrew: And so afterwards you got down to \$3.20 . . . actually, here is what it is. You got down to 3.2032.

Justin: Yes.

Andrew: So it's just over \$3.20 per lead and that's the result of narrowing your buckets.

Justin: Yes, and if you're looking at the cost of the stuff, I was keeping things pretty low right now because my neck was on the line and I really had to make sure that I was playing it safe. But yeah...

Andrew: You weren't playing it bad actually. So if we're going to pull that up, what we're seeing here was you didn't even spend 100 bucks?

Justin: No. Yeah, no not even 100 bucks.

Andrew: Not even 100 bucks, so in this case actually it's at first you were spending 205 bucks and then afterwards your cost went down on a daily basis to about 32 bucks. Did this continue to work as you expanded?

Justin: Yes, yes it did and you know one of the other things is we were getting some of the leads, like you said, some of those buckets were lower, some of those were higher. You know, some of them were as low as 16 cents per lead and he really wanted it to be under a dollar but I told him you know, listen, there are some of these buckets, it's a little bit more expensive, but they're sending us tremendous volume compared to the 16 cent per lead where it was like one lead a day. One lead a day is okay, but for 3 bucks a lead we were getting like 50 leads a day from that one bucket.

Andrew: Gotcha. All right, let's go back up to the big board.

Justin: Okay.

Andrew: There it is. The next line is, oh we should have had a way to highlight it, but I'll just read it out. Prequalify your visitors to increase your sales conversion. There Justin, you had a client who had a weight loss pill - green coffee beans.

Justin: Yes.

Andrew: That's what it was. They needed you to acquire customers below 90 dollars per customer, but that's a pretty considerable amount of money.

Justin: Yes, and at this stage in my career, the other campaign I was actually working for, so I was a W-2 employee at the time and this one, you know running my own agency I'm thinking I'm a hot shot here. I thought I had everything nailed and life taught me another lesson on this one. So you want me to just give you the story on this one?

Andrew: Yeah, what happened there?

Justin: So I went and I made an ad just like I normally would. You know, it had a picture of a happy woman. I mean if you think of the audience for a green coffee bean weight loss pill, it's female audience, young, energetic kind of audience, at least this is what I thought. Then, for a Facebook ad, you know it's pretty well known that if you have a bright colored background, that will help you attract attention. So I had a happy, energetic, healthy-looking woman with a bright background, thought I was doing everything correct. However, you know when I came up with the numbers, we were way over target. We were not meeting the 90 dollar CPA and so I told the client, I was like you know, I'm doing everything right on my end, you must not be doing something right.

Andrew: So you went back and blamed the client?

Justin: Yeah, I did not say it in those words, but I made it very politically correct, but yeah that's basically what I was pointing at was that there was no conversions and that's why it wasn't working. However, that was when he let me know that I was one media buyer among many and all the other media buyers were meeting the goal and I wasn't, so I was the one that was wrong.

Andrew: All right. So then you have to go back in and prove yourself. You're not going to lose to all these other media buyers when they're running the same campaign. So what did you do?

Justin: Yeah, yeah. He said that you know, he liked me and he heard good results so he was going to give me another shot and so I went back and this time again I thought back to increasing relevancy. So they want you know the offer is a green coffee bean...

Andrew: Yeah.

Justin: The ad should probably show a green coffee bean somewhere inside the ad and instead of saying, yeah I think you have the ads there I think...

Andrew: Yeah, you want to take a look at them specifically?

Justin: Yeah, I don't remember them specifically, but...

Andrew: There they are. So the top one is the one you were told you're supposed to do woman because you're reaching women, bright background to get people's attention and it got a low click-through rate, low sales, but that's what you did at first on Facebook. So then the next one is, hey, a green coffee bean. If that's what we're selling

is a weight loss pill, green coffee beans, let's feature a green coffee bean. We see that the average click-rate then increased and so did the return on investment, the ROI 200% increase.

Justin: Yes, and the real big thing to notice about these three different ads is the one in the middle, obviously that's the one that one. The copy is about the product and it shows a benefit. It's also a little curiosity, you know discover the weird weight-loss bean that lowers blood pressure and increases energy. Weird weight loss is the curiosity, blood pressure and increased energy is the benefit. And we then we are showing a bean so the person that is clicking on this already wants that product. Now they are just trying to find out . . .

Andrew: I see. I take it back. I misunderstood. So, on the green coffee bean, the click through rate was average. It didn't increase. It was just the average click through rate but when people clicked over, because they were pre-qualified and understood that what they were getting was green coffee bean that would help them lose weight, they were more likely to buy which meant that overall your return on investment went well.

Justin: Yes, yes. It was framing that visitor correctly so that when they landed on the sales page, they were already wanting the product. The sales message just had to slam dunk the ball at that point.

Andrew: Got you. All right, that makes sense and then, talk to me about C, the last ad that you bought.

Justin: So C, I had heard from some buddies of mine and I had done some research on some banner ads using tools that you can spy on campaigns and whatnot. They were all using these kind of angles where they were showing either dissections of muscles or dissections of bellies and it creates a lot of curiosity. It almost tells a story and you want to click on it because you want to see what that picture is all about and what had happened there is we did get a lot more clicks and much better CTR lower price clicks but they were just curiosity clicks. They weren't framed right when they got to the page.

Andrew: I see. All right, yeah, I could see myself clicking on that just to see a bigger version of the image that is in the ad labeled C and once I am there, I have no interest in coffee beans. I have no interest in weight loss necessarily.

Justin: Right.

Andrew: That's what you are talking about.

Justin: So yes, it's not about getting a lot of clicks, it's about getting a lot of customers.

Andrew: Okay. And a big point there is you want to pre-qualify your visitors if you want to increase your conversions. It's not just about increasing clicks. Pre-qualify them means often you will reduce your clicks but the clicks will be more powerful. All right, since we are on the big board right now, let's take a look at the next item. Number three on our list is to test lots of segments and ads to identify the top performers. You did this on Facebook.

Justin: Yes.

Andrew: People load up a bunch of interest on Facebook. They create a couple of ads with all these different interests. Talk to me about that and how you did traffic hail Mary.

Justin: So the traffic Hail Mary is what I believe most people do when they are starting out. They start a campaign. They say, I'm going to spend \$100 or \$500 or whatever your budget level is. You are going to spend some money and you are going to see if this new traffic network everybody is talking about works. And so they scrape together an audience of every possible person that might want their product and they have this huge audience and they have this budget and they spend the money and they don't get a ROI and so that's the traffic Hail Mary. It's kind of like, they've thrown the ball out there . . .

Andrew: You are seeing any possible people who want to buy from us. Let's load them all up into, in this case it would be Facebook. In this case, it might be, hey, I'm running Mixergy. I should be targeting people who are into startups and people who are fans of hacker news and people who are fans of startup stock power and all those insights. Even Justin's fans and that's what you did. You called that the traffic hail Mary. That does not work.

Justin: Yes. When you spend the money and you pray that it is going to work. You make traffic profitable. Traffic isn't profitable. We don't all just get to go write a check and then traffic is profitable. It's not like a lottery system. You make it profitable.

Andrew: Okay. So you had a client, speaking of, since we were talking about supplements earlier, you had a client who offered health supplements for women. The client was spending \$110 per customer on Facebook. Their goal was to spend \$70 per customer. What did you do?

Justin: Yes. So instead of just creating that big giant list of people, we created a lot of segments and a lot of different ads which allowed us to test. Okay, these are people who are fans of celebrities that are relative to this product. These are people who are



fans of books in the industry that they might be reading, software that they might be watching. TV shows, all these different segments, all these different ads and ideally it was about 150 different ads total if you combined everything up and then . . .

Andrew: You are saying you created 150 different segments and an ad for each of those 150 segments.

Justin: 150 ads, I think there was maybe 10, maybe 15 segments.

Andrew: Got you, okay so each segment got multiply ads.

Justin: Yes, same as each segment, but multiple ads in each segment that way we [??] the same messages. With just different audiences. And so we let all that run and then we identified, okay this segment works, that segment doesn't. This ad works, that ad doesn't. And it's that second round when you spend money that's where you make money.

The first round you're going to the data store and you're buying what data is true and what data is false. You get rid of all the false stuff, you spend all the money back on the good stuff and that's when you start getting ROI. And that's what people aren't doing. They're just doing that first round, and saying, Facebook doesn't work.

Andrew: I see. So is there certain number of ads segments that you'd recommend that we start off with? A number of ads designs that we would have for each of those segments?

Justin: Yeah, in our company, our policy is our standard operating procedures is we start with five ad segments and three ads in each of those segments.

Andrew: They don't have to be ... it could be a total of three ads and five ad segments?

Justin: Yes, that's what we start off with. And if they have some other creative ideas or they have ... then they can create some more, but that's our starting point.

Andrew: Okay. Let's take a look at the vision, I'll bring it up on the screen for the audience to see. What are we looking at here?

Justin: Okay, this is the screen shot of the sales, the clicks that we were generating, the sales, the checkout column is sales. And then the cost per check out. Now generating sales for him at an average of about 40 bucks. Some of them for 30 some of them for 56. You know, and doing quite the volume of sales as well. Our cost per click was

gorgeous.

Andrew: That click through rate is anywhere between 5.6, yeah, 5.6 and 6.8 then we see the number of clicks that went to the site, that's what the boom is about you got clicks to the site, check outs anywhere from 172 to 340. And now you see cost per Website hit, cost per checkout, boom you went from \$110 to what is it mid 30's you said overall.

Justin: Yes, from 110 down to the 30's lots of high fives, you gave us more budget we charge of a percentage so that client giving us more budget is great, because that means we make more money. The other thing that I really would want to point out about that image Andrew is...

Andrew: Let's bring it back up.

Justin: If somebody does the math on the conversation rate there, most people would killed this campaign because the conversation rate was actually pretty low. I'm not great at doing math on the fly so I'm not going to try. But if they did the math there, there should be more sales with at least the 1% or 2% conversation rate.

Andrew: What are we looking at? You want me to do, oh I see the number of checkouts is a percentage of Web clicks. Is that right?

Justin: Yeah.

Andrew: If we take 340 we divided by 110 903 that's a top line and we end up with less than 1%, a third of 1% conversation rate from hits to the site, to orders. So you're right that does seem less than 1 would shock some people.

Justin: Yeah, they would turn that off. But this is a six figure per month campaign for the client right now.

Andrew: Wow. All right. Let's go back to the big board, there it is. Next, one is that center item right there. We're going to optimize bidding strategy to match our goals. Talk to me about that. You worked with a client who teaches lawyers?

Interviewee Yes, okay I remember this one now.

Andrew: I know who this is. This is someone who I had on Mixergy. It's Alexis Mele [SP], right?

Justin: Yes, it is, it is. So she wanted leads, that's really what it's all about for her. For someone who sells the lawyers, having a lawyer on your list is very valuable especially if your teaching them business coaching.

Andrew: That's what she was doing. She's a business coach for lawyers she wanted more leads, she need her cost to be under 10 bucks per lead.

Justin: Yes. We were struggling doing that with the normal bidding strategy, which is CPS cost per click. That's what everybody was reading about on the Internet at that point is, you know, being able to pay per click. However paying per click we weren't able to meet her goal of \$10 per lead. When we switch the bidding over to optimized CPM, and then we were optimizing based on lead conversations and these are all setting that you can do inside of Facebook. When we made that change, I think we dropped down her cost from being all the way down to the \$2 and \$3 range.

Andrew: By paying, you are saying paying per impression [CPM] versus paying per click, you were able to reduce it.

Justin: Yes. So most people will pay per click because they don't want to pay if they are not getting someone over to their website and with all that was right. I mean, that's what most people should do.

Andrew: Makes sense. Yes.

Justin: Yes. And sometimes we start out that way but as soon as you have a good ad that you know is going to get a decent click through rate, if you switch that over to CPM you can often really reduce the cost per click. There is some math involved in that. For example, you may be paying .50 per click. That means you are paying \$1.00 for 2 clicks. Well, let's say you are paying CPM and you are paying \$1.00 for 1,000 [views] well if you get 4 clicks in that 1,000 impressions, then you've just dropped your cost per click down to .25.

Andrew: I get that. Are you suggesting that we start off that way? If a cost per click ad doesn't work then we should start paying for impression or are you saying if we have an ad that just starts to tear it up we should consider not buying per click and switching to per impression.

Justin: Yes.

Andrew: Only if it works.

Justin: Right. Only if it works. Then switch it over to CPM [bidding] because the risk of CPM is that you are not going to get any clicks because with CPM you are paying for impressions, not clicks, but if you have a good ad that's getting a decent click through rate, switch it over to CPM because you'll almost every time, drop your cost per click which will drop your cost per sale which will increase your [RY].

Andrew: The ad that she had that did so well for her?

Justin: Yes. This was one of the ones that did so well. There was another one that was a close-in on her face. I call this the case study style ad where it doesn't look very [adsey]. It looks like you are introducing yourself to the market and it showed creditability by having her on a morning show. And so yes, when we switched it over and that's the other thing, it's not just CPM or Facebook, it is optimized CPM which means that they will optimize on an action that you tell them you want more of. So when we told them optimize for leads, and that is through the Facebook conversion pixel, then it was optimizing 'show the ad to the people that it knows will or are more likely to opt in' because Facebook has all the data in the world on us.

Andrew: I see. All right. Let's go back up to . . .

Justin: I just wanted to make sure I made sense on that.

Andrew: I think you did, absolutely. So I get the strategy. First try pay per click. Ad does well, you can switch to CPM and when you do, tell Facebook what you are trying to accomplish with your ads that you are buying on CPM or per impression basis. If you do that, then your cost will go down and that is what you did for Alexis. Do you remember what the overall numbers were? Actually, here, I've got them. Justin switched his bidding strategy. Dropped cost per lead according to my screen, somewhere between \$3.00 and \$7.00 and her goal was under \$10.00 so that is how powerful this was.

Justin: Yes. So some of the ad segments we were doing were in the \$3.00 range and some were in the \$7.00 range and we kept all of those because they were under budget.

Andrew: What is the minimum amount that someone needs to spend in order to work with your firm?

Justin: \$10,000 a month.

Andrew: \$10,000 a month in ad buys. And what is the highest that a client has paid?

Justin: So far, \$100,000 a month.

Andrew: \$100,000 a month.

Justin: Yes. I was a little nervous closing that sale.

Andrew: Is that the client that paid for the new house?

Justin: No. No. No. We've gotten quite a few clients now but that was the big one. We were doing well for them at that lower level and then they said, hey, we want to spend a lot more.

Andrew: There's that right there [IAMSCALABLE.com]. We are going to continue and do more but, wow. All right. You've got case studies where you break this down and let people see how you've done it.

Justin: Yes.

Andrew: Oh, there it is actually. There's the site. I'll show it to them. All right. Why don't we go back to the big board? Let's bring it up. Now we are going to talk about retargeting. Retarget only, only you say, your most qualified visitors. What's the mistake that most people make though, Justin?

Justin: You know, it comes back to the same thing. We all keep making the same mistake with every new traffic method. So with retargeting, the first thing people do is they treat it like list building because they realize they can build this big list of people who they can retarget so they put the retargeting code on all of their pages because they want to build . . .

Andrew: Okay. I am going to buy ads on other sites that will hit anyone. It will be shown to anyone who is on any one of my pages and that is the mistake that most people make and you don't want us to do that.

Justin: Right. I did it. I did exactly that.

Andrew: Okay.

Justin: Let me make the mistakes for you. So, we did that initially strategy, and we said, 'OK, this isn't working. What we need to do is go back to the same thing that has worked for us over and over again, Increase the relevancy'. So, instead we took the pixels off of all the pages, and we said, 'what page has the absolute most qualified

people for us to show these ads to?' That's the order form page.

Andrew: Okay.

Justin: Then we went through the sales process to the point where they click the "add to cart" button, and they landed on the order form, and they didn't complete the sale. They were interested at one point. They were more interested than anybody else on any of our other pages. So what we did was, we showed ads to those people, and then brought them back to the website, and every single time we have done that currently, it's been in the 200 to 300 percent on RYs. This is the first campaign we do when we start retargeting. We start there, and then we start broadening from there. We use it to reduce shopping cart abandonment first, and then we back it out to, 'ok, these are people who have become a lead', and then we bring it out to, "Ok, its working amazing, let's just target everybody".

Andrew: So if I were going to buy an ad for the first time, or someone listening to us were going to buy an ad for the first time, what your suggesting they do is retargeting ads before anything else?

Justin: Yes, if you have traffic. I mean you have to have traffic.

Andrew: Okay, retargeting before anything else, assuming you have traffic, and only target people who have visited your shopping cart. That's the easiest win. What is a site that we can go, to buy retargeting ads that you recommend?

Justin: The one that I recommend is PerfectAudience.com.

Andrew: What is it? Perfect audience?

Justin: Yes. I really like them, They have a great user...

Andrew: I'm bringing them up right here, on this monitor. This is where you recommend we buy the first group of people?

Justin: Yeah. If you do a little bit of Google searching, they usually have, like \$50.00 free to start with, or something like that. Great interface, lots of good options, lots of flexibility in the way that they allow you to retarget and ideas for campaigns. They can retarget into Facebook, Twitter, out on the web. Very cool company.

Andrew: Alright. That's great advice then. Alright, why don't we then go back to the big board, and the next big topic for us to cover. Use Twitter cards to triple your

engagement. So far, we have talked a lot about buying ads on Facebook, and some about buying ads on the general web, but Twitter cards have done well for you too.

Justin: Yes!

Andrew: Let me show...should we actually show what a Twitter card looks like? What you're talking about?

Justin: Yeah. Most people don't realize what they are. They probably have seen them, but they don't realize what they are.

Andrew: There it is. On the left, no Twitter card. On the right, with card. What should we be paying attention to here, and noticing that is different before you teach us how to do this?

Justin: The biggest difference there is the amount of use space that you get. But, also the biggest difference is the amount of clickable space. I can click on that entire image. There is a read more button and the headline is clickable, instead of it being just a link in the other tweet.

Andrew: Right. Alright, so how do we do this, and what have you done that's worked so well for you?

Justin: So with Twitter ads, it's really not a...one thing I want to say is that Facebook is getting all the attention right now. If you like Facebook, if you have a campaign that's working good on Facebook, move it over to twitter and do both of them because it's very very similar. Facebook has custom audiences, twitter has tailored audiences. That's how similar they are. They are really kind of copying each other.

Andrew: Can you say that again? What was the statement?

Justin: If you have a campaign that is doing ok in Facebook...

Andrew: And take it to twitter?

Justin: Yeah duplicate it over to Twitter because very similar targeting options and bidding options. It's very very similar. It's a great way to double your traffic. Probably your RY as well. So the big thing with Twitter is, it is more expensive than Facebook. You pay on cost per engagement, and an engagement could be a click on your profile, a retweet, a follow , a favorite, a click. You could pay for all these different things, so...

Andrew: Do we get to pick what kind of engagement we want on this ad? So, can we say, I'm willing to pay only when someone clicks and comes over to the site, in this case its IP.Imscalable.com?

Justin: No, you don't get to pick. But they did just release kind of the same feature that Facebook has, the optimized CPM. So if you do want to focus on website clicks, then it's CPM bidding, but they will optimize it to show to more people who have a tendency of clicking on ads more often than showing to people who have a tendency of just following people more often.

Andrew: I see. I think now is a good time to say that all of these tactics that we're teaching are ways of illustrating bigger strategies, bigger ideas. That if your big takeaway from this is that you should only buy this ad and only buy the way that it's available today, the day that we recorded, you're going to date yourself and you're going to be outdated and obsolete very quickly. If you take away the bigger understanding, which is everyone is focused on Facebook only and you should be looking at Twitter, the bigger idea, which is in Twitter you can get more real estate than most people are aware of. Those bigger ideas are going to apply throughout no matter what changes they make.

Justin: Absolutely. So I think we had- I sent your assistant the numbers, but we had about a 1% click-through rate with no card and as I was watching Gary Vaynerchuk videos, he always kept talking about Twitter cards. I knew him to be smart and he knows his thing, so I was like, you know there must be something to these cards, let me go try that out and so I did and I got almost a 3%, I think a little bit higher than 3% actually with the cards.

Andrew: With the extra real estate right there.

Justin: Yeah, yeah the extra real estate tripled my click-through rate, which allowed me to get a lot more clicks cheaper, which dropped down my cost for acquisition. It fixes everything.

Andrew: All right, let's go back to the big board and let's see what we've got coming up next. This is the final point - leverage device bid adjustment and enable enhanced CPC. What are those?

Justin: Okay, so this is in ad words this time, in Google AdWords network. So what you want to do? Do they have a screenshot for this one?

Andrew: Yeah. Yeah, let me bring up that screenshot for everyone.



Justin: Okay, so what you want to do

Andrew: No, this is not the dentist.

Justin: Yeah, it is actually the dentist.

Andrew: And the dentist is, I see, targeting by device. Okay, so what happened with the dentist?

Justin: Right. So we were targeting, you know, key words, but what we realized was that this specific client, they need phone calls. They don't really care about website clicks or leads, they care about can you make my phone ring and what better person to have clicking your ad than somebody who is with a phone in their hand already. So that's why we optimized this campaign to show more on mobile devices than on desktop or tablet devices. So what you're able to do here in Ad Words, if you focus on the middle column there just after the device titles it says 200%. So what that means is - I think our average bid is 10 dollars because this is West Palm Beach cosmetic dentistry super, super competitive. We said, when it's somebody that's using a mobile phone, increase our bid 200% because we want that person more than anybody else.

Andrew: I see.

Justin: And then if it's somebody that's on a computer or tablet, then we've actually now since then reduced it. We now tell them reduce our cost or our bid by 50% if it's this person because they're kind of still valuable, but really all the money is coming from the mobile devices in this campaign.

Andrew: Okay, and that's device bid adjustment and that's the third column that we're seeing there, the one that has the 200% in it. What about enhanced cost per click? Enhanced CPC?

Justin: Yes, so enhanced CPC is basically Google Ad Words fighting back with Facebook and Twitter. You know, Facebook and Twitter have the ability for you to optimize for an action that you want and so enhanced CPC basically tells Google we want to optimize. I don't want just any click, I want you to optimize for the clicks that are returning the calls. So it takes a little while for it to build a profile of the different people, but as more people are clicking the ads and calling, it then can start showing your ad more often to people who are more likely to call.

Andrew: Ah, gotcha. So with enhanced cost per click, we end up getting better clicks,

the clicks that we tell Google are more valuable to us.

Justin: Yes, yeah you pick a goal and then you tell them, you know I want you to enhance our CPC to show more of these people. Basically it raises and lowers your bidding based on the type of people you want.

Andrew: All right, there it is. These are the big topics that we've talked about today. Giving people a lot to work with here. We focused on Facebook, Twitter, and Google Ad words in that last topic, but these ideas will work beyond those services. If anyone wants to follow up with you, your site is [imscalable.com](http://imscalable.com) where they can read some case studies, see what you've done for others, and I like the blog too.

Justin: Thank you.

Andrew: I'll pull that up right there. Cool. All right, thank you so much for doing this.

Justin: Thank you for having me on, man. It was my pleasure, my honor.

Andrew: What are you going to celebrate tonight the new place?

Justin: I don't even know right now. I'm still kind of just mind blown about it all, so I'll figure something out to celebrate.

Andrew: Congratulations. Thank you, Justin. Thank you all for being a part of it. Bye everyone.