



# SEARCHCENTER PREQUALIFICATIONS

Welcome to SearchCenter

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Version 4.0





# 1 SearchCenter

Congratulations and thank you for choosing Omniture SearchCenter® for your bid management and reporting needs. As we prepare to begin the process of migrating your search engine marketing campaigns into SearchCenter, we encourage you to review the Omniture documentation on SearchCenter, which is contained in the Omniture Knowledge Base.

## 1.1 White listing

In many ways, SearchCenter relies on the functionality provided through each search engine's Application Program Interface or API. For example, Google's doesn't currently allow us to recognize existing exemptions granted to your keywords or text ads. You may be using text ads with trademarked terms, and to use those trademarked terms you were required to submit an exemption request to Google. Google has now flagged those terms to allow you to use them in your text ads.

If you have any exempted text ads you will need to perform one additional step prior to importing your campaigns into SearchCenter. Please reach out to your Google support team with the following message: "We would like to have these terms white listed at the account level to ensure that the ads are no longer flagged for these terms." This is the exact wording Google has asked us to have you use when contacting them.

Once your terms are white listed you will be able to smoothly import your campaigns into SearchCenter.

## 1.2 Campaign size

The most important factor in the performance of SearchCenter as a campaign management and reporting tool is the size of your individual campaigns. The number of keywords in a campaign has much more effect on the load time of reports and management tools than the number of total keywords across multiple campaigns.

For example, ten 2,000 keyword campaigns will perform much better in SearchCenter than one 20,000 keyword campaign. Please note that SearchCenter can handle 20,000 keyword campaigns and larger, though often at the expense of faster load times.

If you have campaigns larger than the recommended size of 2,000 keywords, Google has many tools to assist you in reorganizing campaigns. Though some time may be invested in this reorganization, you will receive the time investment back many times over during the course of using SearchCenter.

## 1.3 Text ad editing in Google

The key to having accurate reporting data in SearchCenter is maintaining an accurate 'reflection' of your search engine campaigns in SearchCenter. One of the most common areas where we see data discrepancies is with Google text ads. Each Google text ad has a unique identifier that Google uses to differentiate similar ads. SearchCenter relies on this creative identifier to accurately track your ad and campaign performance.

Whenever a text ad is edited in Google, Google's process for handling that edit is actually to delete the existing ad and replace it with a new ad. In the interface, it simply appears the text ad has changed, while in reality a new ad has been created to include the requested changes. When this delete/add process takes place, the unique identifier Google and SearchCenter use in common is changed. Consider the following example.

1. A user currently has a text ad entitled "Blue Hats 10% Off. This text ad currently has a creative identifier of 123 (simplified for the sake of explanation).
2. The user changes the text ad title to read "Blue Hats 15% Off."
3. Google deletes text ad 123 and creates text ad 456.
4. Text ad 456 has the new title and contains the same description, destination, and displays URLs as text ad 123.

Because the campaign data in SearchCenter is no longer a true reflection of the current campaign in Google, the data SearchCenter retrieves from Google will not be accurate. For example, following the change outlined above SearchCenter will contact Google and ask for the data for text ad 123. Google's response will be "Text ad 123 does not exist, therefore there is no data." The reflection of the campaign in SearchCenter does not contain text ad 456, thus SearchCenter does not request the data for text ad 456 from Google and the data is left out of the data retrieval.

With the goal of providing you with down-to-the-click tracking, please keep this process in mind while managing your campaigns once you have engaged SearchCenter. There are several tools available to you to keep your SearchCenter 'reflection' current, such as the synchronization tool. Your SearchCenter Account Manager will explain more during your SearchCenter kickoff call.

## 1.4 Redirects

If your destination URLs point to a landing page which processes a redirect, please be aware of the need to properly handle the SearchCenter tracking code. Many redirects decode and re-encode query strings, which SearchCenter utilizes, and in doing so unintentionally prevents SearchCenter from recognizing the tracking code. The result of this can be improper data tracking.

Below are examples of a correct SearchCenter tracking code, as well as examples of incorrect SearchCenter tracking codes.

Correct      `search%20term|123456789`

Incorrect    `search+term|123456789`

`search+term%7C123456789`

Please make your IT or development teams aware that SearchCenter will be using a specific URL encoding based on Google's technology to process tracking codes. Ideally, any redirect will properly pass the SearchCenter tracking code through to the actual loading landing page without any alteration.

## 1.5 URL encoding/web servers

Very similar to the redirect explanation above, some web servers automatically decode and re-encode query strings. Please contact your IT or development teams to ensure the SearchCenter tracking code will be served intact and unaltered.

## 1.6 Destination URL length

There is a limit to the number of characters in a destination URL which SearchCenter can process. Since SearchCenter normally appends the SearchCenter tracking code at the end of a destination URL, extremely long destination URL's can disrupt tracking by cutting off a tracking code. The URL limit length is 255 characters. Please check your destinations URL's to ensure that adding the SearchCenter tracking code will not exceed this limit. The SearchCenter tracking code is normally between 25 and 50 characters, depending on the length of the search term.

## 1.7 Tier one search engines versus Tier two search engines

Some of the functionality common to the tier one search engines (Google, Yahoo and MSN) may not be offered for the tier two search engines (MIVA, LookSmart, Enhance, etc.) [One example of this is the import/sync functionality in SearchCenter.](#) Google, Yahoo and MSN all support this functionality through their API, as do two tier two search engines – Ask.com and LookSmart; MIVA, SearchFeed and Enhance do not. Please keep these differences in mind when working with tier two search engines and contact your SearchCenter Account Manager with any questions.

## 1.8 'None'

Because SearchCenter has a tight integration with SiteCatalyst, you can use SiteCatalyst metrics in your SearchCenter reports. For example, you can pull the revenue metric into a SearchCenter report to see how much revenue a keyword or campaign generated. Revenue is a SiteCatalyst metric, however, so all of the revenue SiteCatalyst is tracking likely did not come through your PPC campaigns. You may have had site visitors come to your site through a natural search engine result, an email campaign, banner ad, or because they have your website bookmarked. All revenue generated by channels not tracked by SearchCenter will be placed under 'None.'

Other reasons why data will be placed under 'None' are listed below.

- If a tracking code is improperly encoded (see the section entitled "Redirects")
- If your campaigns are out of sync and an unrecognized tracking code generates revenue (see the section entitled "Text ad editing in Google")
- The cookie for a SiteCatalyst metric has expired

## 1.9 Enabling search engine accounts across multiple report suites

While importing campaigns into SearchCenter, please keep in mind the relationship between report suite and campaign. It is possible to have one search engine campaign directing traffic to multiple report suites or websites. In those cases, the best practice is to split campaigns for different websites or report suites into separate search engine accounts.

Separating the search engine campaigns into separate accounts lowers the possibility of data discrepancies across report suites. Typically, each report suite in SearchCenter is tracking a different website, though this is not always true. In those cases where a single search engine account is tracking campaigns for multiple report suites, it is possible to inadvertently 'connect' a campaign for one website to the report suite which does not belong to that website. In those cases the data tracking capabilities for SearchCenter will be adversely affected.

## 1.10 Match type/content network reporting

Because SearchCenter relies on the API functionality offered by each search engine partner, there are many areas where the functionality in SearchCenter is limited to what each search engine provides. Two such areas are match type and content network reporting.

Currently, the only search engine which provides match type reporting is MSN. All other search engines aggregate the traffic for all keywords, regardless of match type, and pass the reporting data into SearchCenter. Thus, if you have a broad match and exact match keyword in Google, both match types with 10 clicks, the SearchCenter report will show one instance of that keyword with 20 clicks.

Google and Yahoo both provide limited content network reporting, though each search engine handles the reporting differently. Google aggregates all content network traffic from all keywords and reports this traffic under one line item called 'Content Network' in the SearchCenter reports.

Yahoo uses a method similar to what is provided in the Yahoo interface, namely, rolling up all traffic for a keyword, Content Match or otherwise, into one line. For example, if a keyword report in SearchCenter shows ten clicks for a keyword, nine of the clicks may have come from the search network, and the tenth from Content Match. To see which network is responsible for the appropriate amount of tracking, you can sub-relate a Yahoo keyword report by SearchCenter > SearchCenter. This will show two tracking codes, one of which will have the word 'content' included. The clicks and impressions will be listed separately for each result type.



**NOTE:** Please be aware this explanation of the Yahoo Content Match tracking only applies to the current Yahoo system, and may not apply to Yahoo Panama.

## **1.11 Google Ad Group default bids**

The Google Ad Group default bid has a unique application through the Google API system. When a client has applied the Google Ad Group default bid to a keyword or group of keywords, these keyword bids will be represented in SearchCenter as 0.00. From a technical perspective, keywords which have the Google Ad Group default bid do not have a keyword bid of their own – they are defaulting to the Ad Group bid. Having a keyword default to the Ad Group bid sends Omniture an API call indicating the keyword has no bid, or a bid of \$0.00.

For instance, a client may have an Ad Group with a default bid of \$1.00, and every keyword in that Ad Group has been set to the Ad Group default bid. When the campaign to which that Ad Group belongs is imported into SearchCenter, the bids for those keywords will show up in SearchCenter as \$0.00, not \$1.00. This is because the keywords do not have their own bid, but are set to the Ad Group default.

Please be aware that some functions in SearchCenter will fail if the bid is shown as 0.00, such as applying bid rules. A quick and easy workaround is to replace the \$0.00 with the actual default bid, for instance, changing \$0.00 to \$1.00. This will 'disconnect' the keyword from the Ad Group default bid and, although the actual bid remains the same, SearchCenter will be able to apply bid rules and function normally with those keywords.



CALL 1.877.722.7088  
1.801.722.0139

[www.omniture.com](http://www.omniture.com)  
[info@omniture.com](mailto:info@omniture.com)

550 East Timpanogos Circle  
Orem, Utah 84097

