NAVEGG GUIDE

Optimizing the buying of search with Navegg
Introduction

The purchase of keywords on search platforms has become an industry standard for those who advertise through digital media. Equally well-established is the auction-based purchase model. In this format based on bids, it is only natural that the price of terms linked to large industries would become inflated due to high demand.

One way to get away from the conventional route, which would be buying words directly linked to the product or service being offered, is to purchase terms based on the target profile. This strategy, called lookalike audience, consists of identifying your most relevant audience - your customers, for example - and analyzing their characteristics and interests in order to reach people similar to them.

Case study

We analyzed the customer profiles of customers from each of the 13 industries in the market, present in our Navegg EveryBuyer methodology, to define what would be a lookalike profile for each of them.

Financial Services (Premium Credit Card)

On the card request page, it was possible to identify that 39% of people on the page have an interest in family-related subjects.

Sports (E-commerce for running shoes)

Sports shoes shops have a very specific public. Even so, it was noted that ¼ of the people present on the shopping cart page were also interested in business.

Fashion and Beauty (Clothing department store)

In the segment used on the final purchase page, 23.7% were interested in Career and Education and have a 1.74x greater affinity when compared to the Internet users known by Navegg.

Vehicles (Popular car manufacturers)

Among people who entered the conversion page to schedule a test drive, it was possible to identify a volume of 20% for people interested in business technology. This same segment also had an affinity 1.97x higher in comparison to other Internet users known by Navegg.
Home and Construction (Furniture Stores)

Among the public that arrived on the purchase cart it was possible to detect an affinity with cooking 2x above average in relation to other Internet users known by Navegg.

Electronics and Appliances (Retail)

Although this market segment has a very diverse audience, the store analyzed showed a public that was also very interested in Fashion and Beauty with an affinity 2.06x higher than other Internet users.

Real Estate (Builders)

In the page of a construction company whose focus is towards people with high purchasing power, one segment that stood out was gourmet. This audience had a 1.92x higher affinity than other Internet users.

Food and Beverage (Wine E-commerces)

In the wine stores, a significant affinity with the political segment was observed, with the affinity calculation reaching 2.69x on the site.

Travel and Tourism (Travel package companies)

In the travel company, it is worth mentioning that there was a high representation of people who arrived on the shopping cart with interest in sports, 33.4%.

Entertainment (Bookstores)

Just like the case of the sports shoes shop, the bookstore's page had the most significant audience with a high index of business interest, 32% of the public.

Career and Education (University)

On the registration page for the entrance examination of a private university, it was found that interest in music had an affinity 1.54x greater than the rest of Internet users.

Technology (Smartphone Shop)

In the acquisition page of a smartphones company, it was seen that the audience of these areas had an interest in economy and finances 4.53x more than other Internet users.

Telecom (Combo TV+Internet)

In a Telecom company, one segment that can be well utilized is the segment of cinema. Interest in the subject had a 2.23x greater than average affinity.
Application

1- Identify target audience.

The ideal way to identify a target audience is to create a custom segment (Custom tab) in Navegg's dashboard with your business's conversion page data (for example, the test drive page on a dealer's website or an e-commerce's shopping cart). Once created, this segment will begin to tag the people most relevant for your business, those who execute or are in the position to execute a conversion action. One should expect a few days for it to populate and have a representative volume when comparing to the number of conversions on your site.

2- Analyze interests and buying intentions.

With the custom segment created and populated, you should then select it as a filter on the top bar of the DMP.
Then access the Product and Interests tabs to view the data related to the filtered segment, thus analyzing the data for the identification of lookalike profiles. For example, with which segments does this audience have a greater affinity? With profiles defined, we move on to the phase of buying keywords related to the observed interests.

**Conclusion**

By setting up such a simple format, it's possible to go beyond buying keywords purely via observation, which will always be limited, and use a broader approach with data that assures and makes room for innovation and intelligence at the time of purchase.

An increasingly fierce market with inflated bids for obvious words demands, of those who focus on the optimization of invested value, an adjustment in strategy towards secondary or indirect words not so obvious to the naked eye.

This buying format opens precedents for smaller investments with greater returns, differentiating you from the main competitors who will insist on only buying obvious words in which the high value invested doesn't always return expected results.

**Count on Navegg to surpass the competition with intelligence.**