

Google Ads search engine marketing plan for Rover in greater Boulder, Colorado

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In partial fulfillment of the requirements of

Search Advertising - University of Colorado Boulder/Coursera

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My received instructions

The general instructions for the search engine marketing (SEM) campaign were (from the Professor) “**to drive pet owners in the Boulder area to create a Rover [pet services] account and purchase a Rover service.**” The impetus for this effort was to **support Rover dog boarders** since “not enough pet owners are booking their services” and dog boarding is one of the two highest priced services Rover offers. I will therefore want to emphasize dog boarding in SEM campaign, but not to the exclusion of other services.

I have \$3000 per month to spend on keywords. This translates into an available **daily spend of \$99.17** (\$3000 divided by 30.25 days). The campaign is to run indefinitely

Google Ads is the only platform to be used for this SEM campaign. All screenshots in this report are of my actual ad designs and extensions in Google Ads. All ad content is based on services, features, and other facts from the Boulder, Colorado-base Rover company website, Rover.com (per the Professor’s instructions).

Assumptions & financial analysis

From the Rover background information provided for this project, I have the following facts:

- “[A]verage transaction on Rover is for \$200 and that Rover profits \$40 from that.”
- “Lifetime usage of Rovers services averages 6 times”

Because Rover only gets \$40 from the average transaction and lifetime usage is only six times, the average Rover customer would have a potential lifetime value to Rover of **only \$240**. Worse, this small lifetime value would be spread over the lifetime of the cat or dog (up to 15 years). Therefore, I will focus on the \$40 revenue Rover makes on the average transaction.

How much is a click worth to Rover?

According to 2021 research of Google Ads performance, “the average landing page conversion rate was 2.35%”.¹ If we assume that an “average” campaign is a mediocre one without any effort at optimization, then we can assume we would have a 2.35% conversion rate if I made no effort at optimization in my campaigns.

Given this 2.35% average conversion rate and given that one Rover conversion would be worth \$40 on average, we can calculate a break-even cost-per-click amount for a campaign where I did no optimization:

$$(2.35 \text{ conversions} / 100 \text{ clicks}) * (\$40/\text{conversion}) = \$94/100 \text{ clicks} = \underline{\$0.94 \text{ per click}}.$$

This \$0.94 is a useful benchmark. It tells me that to make a profit from my campaigns, I would either need to win bids with less than \$0.94 (unlikely) or optimize to improve my conversion rate (i.e., reduce the number of clicks wasted on non-buyers). I can also use \$0.94 to assess how much better than mere chance my optimization methods are. For example, if my efforts resulted in an (unlikely) 50% conversion rate and my actual average conversion value remained \$40, the value of one click would be:

$$(50 \text{ conversions} / 100 \text{ clicks}) * (\$40/\text{conversion}) = \$2000/100 \text{ clicks} = \underline{\$20.00 \text{ per click}}.$$

Since \$20 is 20 times more than my \$0.94 value from chance, I could say my optimization efforts were 20 times greater. My much higher conversion *rate* (not count) might have sacrificed total revenue, but it would have generated its lower revenue *more efficiently*.

Although the *actual* value of a click depends on many factors --- such as the web searcher's likelihood to buy and what it is they are clicking on --- this \$0.94 benchmark can help me in planning. For example, I see in Google Ads' Keyword Planner (as of 10/3/2021) that the keyword "**dog boarding near me**" costs **between \$1.13 and \$3.50**, that it has "low competition" and has declined in cost by 33% over the past three months (no doubt due to Covid's impact on dog boarding due to reduced travel). \$1.13 is close to my benchmark \$0.94 for a no-optimization campaign. This suggests my campaign could be cost effective with the optimization I am building in, that I might get with Google automated bidding, and the ad optimization I will do throughout the campaign. The high-end price of \$3.50 is not a concern if my return on ad spend is positive and higher than a direct mail postal campaign would be (since a postcard ad campaign would cost less than \$1.00 per piece for mailing list, printing, and postage).² Also, the price trend for "**dog boarding near me**" is downward and is likely to continue that way until the pandemic subsides, so the \$3.50 high-end may continue to come down, lowering my costs in a worst-case bidding scenario.

Implications for campaigns

Given that Rover competes with other chains that currently use Google Ads, the "low competition" for key words like "dog boarding near me" could increase. If that were to happen, the cost-per-click (CPC) of that keyword and others would increase beyond \$0.94. Therefore, my search engine marketing (SEM) will need to do better than the 2.35% average conversion rate. Besides creating compelling ads, I will need to have a restrictive audience and keywords. I will also need to regularly test ads and evaluate my keywords to always be optimizing for conversions.

As part of focusing on conversions, I will also leverage the machine learning capability of Google Ads by choosing "Conversion" as the goal of my campaigns. Because machine learning will set my bid prices and have no ceiling, I will need to closely monitor how my daily budget is being spent.³ Although I can set a maximum bid amount (and may need to at some point), I need to learn what the cost of acquisition will be. I will therefore initially leave "Set a maximum cost per click bid limit" blank.

Deciding what to promote

The surplus of dog-boarding capacity

Although my instructions said to “**to drive pet owners in the Boulder area to create a Rover account and purchase a Rover service,**” the impetus was that Rover had a surplus of **dog-boarding providers** (“not enough pet owners are booking their services”). Along with house-sitting, dog boarding commands the highest rates of Rover’s various pet services. Having a large surplus capacity for a high-revenue service like dog boarding is obviously reason for concern. Before I plan my SEM campaign, I will first consider the possible reasons for the surplus and how I might address or leverage those reasons to my advantage.

Dog boarding is needed when the owner will be away from home. The most common reasons are likely to be travel for fun or work. The Covid pandemic has significantly reduced this. Hence the surplus of dog-boarding providers. Other reasons for being away from home on short notice are hospital stays. Due to the pandemic, such stays have significantly increased. However, I do not believe imminent hospitalizations due to Covid can be predicted from web searches. Covid-related searches are to be expected during the pandemic, even by those even casually interested in dog boarding services.

Although the pandemic is apparently why demand for dog boarding has decreased, the pandemic has increased one aspect of it: urgency. With tourism and work travel still well below pre-pandemic levels, anyone searching the web for dog-boarding services is not likely to be someone musing about the possibility of taking a vacation or an elective business trip. They are much more likely to need to travel or go to the hospital and do so soon. Keywords related to dog boarding are worth bidding more for than other pet-related services. The same is probably true for the equally high-rate service of house-sitting. However, nothing about specifically increasing house-sitting bookings (another Rover-provided service) was mentioned in the Professor’s instructions, so I will limit my attention to pet services.

Dogs versus cats

Broadening my consideration to all pet-related services that I could promote with search engine marketing, here is how they are offered by type of pet:

SERVICE	DOG	CAT
Boarding	Yes	Yes
House-sitting	Yes	Yes
Drop-in visits	Yes	Yes
Day Care	Yes	Yes
Walking	Yes	No
Bathing (add-on)	Yes	No
Grooming (add-on)	Yes	Yes

As noted earlier, cats need far less care, supervision, and attention than dogs. Leaving one’s cat with a neighbor or friend is therefore a common practice. As a result, if someone is doing a web search for cat-related services, there is a strong possibility they will decide to use a neighbor or friend as a low- or no-cost alternative. A dog-owner is much less likely to have those options, especially for a large dog or one with special needs.

As for the services that can be sold, dogs have walking and bathing whereas cats do not. Dogs therefore offer more revenue streams than cats.

For both reasons noted, my search engine marketing (SEM) plan will initially **focus on dogs to the exclusion of cats**. This decision can be revisited after the SEM plan has been running for a while or if the budget increases.

Relative ad spend: dog boarding versus all other services

As for how much more to spend on dog boarding keywords and keywords for all other services, I decided on a **60-40 split**. I believe that balances the greater per-transaction value of dog-boarding against the greater volume (i.e., demand) for other services.

Audience: who is desired, not desired, and not possible

Because of my earlier calculation of the low \$0.94 value of a click (see “How much is a click worth to Rover?”, above) and the bidding competition I may face from local competitors like Out-U-Go, I cannot afford to pay for clicks by the merely curious. Everyone who clicks on my ads needs to be:

- Someone located in or who is regularly in the Boulder, Colorado metropolitan area.
- A pet owner (“Pet Lovers” in Google Ads terms).
- ... and searching for one of my keywords.

Additionally, for the dog-boarding services whose keywords I want to bid higher on, I want my audience to have the additional characteristic of “Actively researching/planning travel” (as Google Ads describes them).

While I would like to advertise to people whose preferred language is not English, I do not have the resources to produce and maintain a multi-lingual search engine marketing campaign. I therefore only want web searchers who are searching in English.

Given all the criteria just described, I do not want my audience to be web visitors to Google Search Partner sites or to advertise to people visiting sites in the Google Display Network. The key characteristic of “urgency” in my target audience members means search engines alone are where I will find them.

Ideally, I would like to add audience members identified using 3rd party data, like Zapier. For example, renting a list of pet supply buyers in the Boulder area would be marvelous. However, my budget does not allow for using such audience sources.

Outlining the search engine marketing plan

The instructions I received for my search engine marketing (SEM) campaign were:

- “to drive pet owners in the Boulder area to create a Rover account and purchase a Rover service.”
- support Rover dog boarders since “not enough pet owners are booking their services.”

The major decisions I made concerning those goals were (1) to focus on dogs with an emphasis on dog boarding and (2) to utilize Google search ads to the exclusion of Google Search Partner sites and the Google Display Network. My decision to consider only dog services and to emphasize boarding means I need two Google Ad campaigns in my SEM campaign. Using a 60-40 split in emphasis and the audience characteristics for each produces the campaign-level settings below:

	DOG BOARDING	ALL OTHER DOG SERVICES
BUDGET	60% of the \$99.17 daily spend: \$59.50	40% of the \$99.17 daily spend: \$39.67
AUDIENCE	Audience criteria differs from “All other dog services” by the addition of people actively researching/planning travel .	[Audience defined without considering travel intent].

As previously mentioned, dog boarding is something often urgently needed. Dog grooming and other services, however, are never urgent. Splitting into two campaigns lets me design ads to appeal to my audience’s urgency in finding dog boarding, but take a different approach for non-urgent services. Also, if I want a different bidding strategy for dog boarding keywords than for all other dog services, the separation into two separate campaigns for each emphasis will support that.

As mentioned earlier, the low click value of \$0.94 I am using as a benchmark (calculated earlier) tells me I need to be diligent in optimizing my keywords and ads. Therefore, each of my two ad campaigns should use ad rotation.

Depending on my subsequent decisions on conversion page tracking and ad extensions, I may need to split these two campaigns further. Two possible causes for a separate campaign will not arise with Rover: division of managerial responsibility and payment information. Since I would be managing all the campaigns myself and paying for them with the same credit card, administrative divisions for the campaigns are unnecessary.

Goals, success criteria, and tracking

The primary goal of my SEM campaign is to increase bookings, the payment for which generates revenue for Rover. Unfortunately, the process of making bookings makes this difficult to track:

1. A customer searches Rover’s directory of people providing pet services (called “Rover service providers”) and selects a provider to contact.
2. If the customer is new, they are prompted to register by creating a customer profile.
3. Once the profile is created, the customer is shown the provider’s contact page and can book a service with that provider.
4. Once the booking request is sent, the customer is shown an order confirmation page.

- The customer pays for the service only after the service has been completed. This could be weeks after the booking was scheduled.

Because of the delay between the booking of a service and the receipt of payment, there is no simple way to associate a Google Ad click with a completed purchase. A customer could cancel their booking and not reschedule. A new customer could download the Rover app from a Google Ad and do their registration and first booking using the app instead of the website. As a result of all this, we can only estimate conversions using Google Ads and Google Analytics. We can make an estimate based on the number of successful bookings tracked by the customer’s arrival at the **confirmation page for having sent a booking message** to a pet service provider (although not for bookings made with the app). For purposes of this project, I will use for this confirmation page the fictional URL **“https://www.rover.com/members/booking-confirmation-msg.htm.”**

A secondary goal is to increase customer profile registrations. A new customer must create a profile before they can communicate with a service provider or make a booking. Therefore, every successful first-time booking (when a “Send” message confirmation page is displayed) is preceded by the completion of a new registration. Should someone register but not book a service, they can still be counted as a new registration by examining the creation dates of customer profiles in the backend database of the website. No consideration needs to be given to tracking registrations in Google Ads.

Although not mentioned in this project’s instructions, another goal of the SEM campaign should be downloads of the Rover app. The app facilitates placing bookings, communicating with providers, and making payments. Therefore, app downloads support sales and customer retention. Using Google Analytics campaign tags in the links for the confirmation webpages for creating a new customer profile, downloading the app, and booking a service, I would later be able to measure the success of my ads. For sales, I can both count bookings for particular services and estimate \$40 of Rover revenue for every \$200 spent on a service (see “Assumptions & financial analysis” at the start of this report). For estimating revenue generated from the ads (and, subsequently, return on ad spend), I would need to consider the booking cancellation rate for bookings from all sources during the period of the campaign, then apply that cancellation rate to the impression count for this booking confirmation page.

Campaign creation & definition

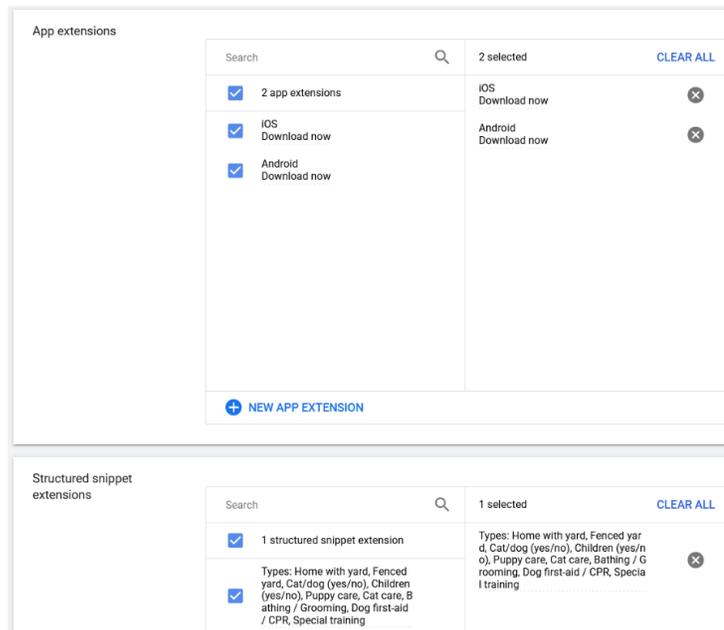
Campaign #1: “Dog boarding”

CAMPAIGN SETTING in Google Ads	REASONS
NETWORKS Search network: NO Display network: NO	I want people actively searching for dog boarding services (I want urgency). Expanding my reach beyond Google Search would only result in wasted ad spend.
LOCATIONS Boulder County, Colorado, United States (county)	People in Rover’s service area.
LANGUAGES: English	I am only able to support campaigns in English.
AUDIENCE: <ul style="list-style-type: none"> Affinity segments – Lifestyles & Hobbies – Dog Lovers 	People who are actively researching and planning travel are motivated potential buyers. Limiting my Dog Lovers to imminent travelers

<ul style="list-style-type: none"> • What are the actively researching or planning? Travel <p>TARGETING: “Narrow the reach of your campaign to the selected segments...”</p>	<p>eliminates the people musing about a possible trip or people looking for jobs as dog sitters. People who urgently need dog boarding services for other reasons (such as hospitalization) are not easily identified since everyone during the pandemic can be expected to research Covid (the likely #1 health-related search topic), including pet owners.</p>
<p>BUDGET & BIDDING</p> <p>Average daily budget: \$59.50</p> <p>FOCUS ON: Conversions. “This campaign will use the Maximize conversions bid strategy to help you get the most conversions for your budget.”</p> <p>BIDDING STRATEGY: Maximize conversions</p>	<p>As discussed earlier, I want 60% of my \$3000 budget (\$99.17 daily spend) to go to “dog boarding” because there is tremendous upside potential: the service is one of the two highest priced services and we have a surplus of dog-sitters available.</p>
<p>SITE LINK EXTENSIONS</p> <p>Boarding (goes to “Boarding” filter on provider search page).</p> <p>Rover Guarantee</p> <p>Reservation protection</p> <p>Background checks</p>	<p>I have no CALL EXTENSION because Rover has no phone number. It is the individual service provider who is contacted directly by the customer.</p>
<p>AD ROTATION</p> <p>Because I chose to use Smart Bidding (specifically, the bidding strategy of Maximize Conversions), ad rotation is automatic: “When using Smart Bidding, Google Ads will optimize your ad rotation to prefer the best performing ads even if it's currently set to ‘Rotate indefinitely’ [my emphasis].”⁴</p>	

I defined my sitelink extensions at the campaign-level. See below. My reason for having an app extension is because the app constituted golden handcuffs: having the app made it easier to become a Rover customer than to register with a competitor. In my structured snippet extension, I listed as “types” all the filter criteria found on the Rover provider search directory that was relevant to dog boarding.

I chose to have no **PRICE EXTENSION** because \$15 to \$150 daily is the approximate range for Rover’s boarding services: \$15 would scare away the choosey and \$150 would scare away the price sensitive. I would also need to stay on top of rate changes by my service providers to keep this accurate.



For brevity, I will not consider my campaign for “All Other Dog Services.” The rest of this project I will consider only my “Dog Boarding Campaign.”

Keywords

Because I envisioned two campaigns --- one for dog boarding and another for all other dog services --- I would have to go through separate keyword selection processes for each campaign before I did so for each campaign’s ad groups. What follows is my keyword selection process for my “Dog Boarding Campaign.”

Using Google Keyword Planner, I found over 500 search terms involving variations on “dog boarding.” Because I need to limit wasted ad spend, I removed from consideration all search terms involving a company name. My reasoning was that if someone is searching specifically for a competitor, they are inclined toward them --- and I don’t want to waste my very limited budget trying to convince them otherwise. I also removed terms where the intent was research, not purchasing. For example, I excluded such terms as “dog boarding price range.”

I noticed that the remaining search terms for dog boarding fell into three categories:

- Searches for **“best” or a general** search for dog boarding.
- Searches for **low-cost** dog boarding.
- Searches for dog boarding of **special needs** dogs: old, aggressive, reactive, puppies, small dogs, and those needing medical care.

I therefore decided to create an ad group for each of these search categories in my dog boarding campaign.

AD GROUP “Dog Boarding – GENERAL or BEST”

Concept: People looking for “dog boarding” and “best dog boarding”

Title URL goes to: Boulder Colorado-filtered search page of Rover service providers.

Comments: Google rated my ad, above, as “Poor” with the advice “Try to add more keywords to your description.” My keywords included some of Google’s suggestions, right. However, the more hyperbolic keywords suggested by Google, such as “Five-star dog sitters near you” and others in its “More ideas” section --- are quantitative in nature rather than simply qualitative boasting. While they might raise my ad’s quality score with Google, I would not convince the discerning customer I’m “#1, a Five-Star Provider” simply by saying I was.

Due to Google’s low assessment, my ad would not win a bid against an ad Google considered “better”. However, I am confident that toning down the hype makes my ad more convincing.

Also, because my audience criteria consist of Boulder-area people who are both “dog lovers” and “actively researching/planning travel”, I thought the headline “Best option for travelers” was a strong point. I also thought omitting “Rover” from the headline was also effective at making my add look more like an organic search result. However, neither of these approaches improved Google’s assessment. However, I stand by my choices. If as a result I were to lose a bid to a more hyperbolic ad Google considered better, I would consider the winner to have

Ad · rover.com/dog-sit-boulder/search-by-merit ▾

Best Dog Boarding In Boulder | Best option for travelers

Dogs cared for in caregiver's home or in your home. Get photo and text updates from your dog's caregiver. 5-star reviews. Medical-trained available. Ongoing sitter education. Searchable directory.

Background checks On all providers, two types done Performed by 3rd party	Boarding (overnight) Overnight in pet sitter's home. Possible: medicate, bathe, groom
Reservation protection We've got your back One reason to choose Rover	Rover Guarantee Up to \$25,000 in vet care 24/7 Rover Support

Headlines 6/15 ⓘ

^ Ideas based on your website and existing ads

- + Best Dog Boarding
- + Find The Perfect Match
- + Rover in Boulder, CO
- + Rover

[More ideas >](#)

Headline	Character Count
Book and pay securely	21 / 30
Best Dog Boarding In Boulder	28 / 30
Five-star dog-sitters near you	30 / 30
24/7 support & guarantee	24 / 30
Best option for travelers	25 / 30
Boulder's best dog sitting	26 / 30
New headline	0 / 30
ADD HEADLINE	

Descriptions 4/4 ⓘ [View Ideas](#)

Description	Character Count
Get photo and text updates from your dog's caregiver.	53 / 90
Search by skills, environment, other pets, and more.	52 / 90
Dogs cared for in caregiver's home or in your home.	51 / 90
"I couldn't be happier with the Pet Sitter we found on Rover." - Luane E.	73 / 90

disadvantaged themselves among discerning consumers for such a premium service as dog boarding. When my competitors had expended their budgets on their unconvincing ads, my more credible ads would then win bids by default and, I believe, gain more conversions by being more credible.

Keywords: From my subset of Google Keyword Planner search phrases, I filtered for those where the average count of searches was ≥ 300 and the top bid amount was below \$4.00. To these, I added the city variants of the “dog board” search term: “dog boarding **Boulder**”, “...**Lafayette**”, “...**Longmont**”, and “...**Louisville**”) to include the four largest cities in Rover’s service area of Boulder County, Colorado.

I chose to use only **exact matches** for all these keywords. I did so for because it was the simplest way to eliminate any search terms looking for jobs (“dog boarding jobs boulder”, “how to become a dog-sitter”) and other non-buyer searches (“dog boarding regulations”). Here is my resulting set of 25 keywords for AD GROUP “Dog Boarding – GENERAL & BEST”:

[best dog boarding near me]	[best dog boarding]	[best dog daycare]	[best dog kennel near me]
[best doggy daycare near me]	[best kennels near me]	[board a dog]	[boarding and grooming near me]
[boarding facilities near me]	[boarding house for dogs]	[boarding kennels near me]	[boarding kennels]
[boarding places for dogs]	[boarding places near me]	[dog babysitter near me]	[dog babysitting near me]
[dog babysitting]	[dog boarding boulder]	[dog boarding facilities near me]	[dog boarding facilities]
[dog boarding lafayette]	[dog boarding longmont]	[dog boarding louisville]	[dog boarding]
[weekend dog boarding]			

AD GROUP “Dog Boarding – LOW COST”

Concept: People looking for “dog boarding”, but with the qualifiers of “low-cost”, “cheap”, and “affordable.”

Title URL goes to: Boulder Colorado-filtered search page of Rover service providers.

Keywords: “cheap” and “affordable” were the only search terms associated with low cost for dog boarding/kenneling/daycare. These were not frequent search terms, however.

Ad · rover.com/dog-sit-boulder/filter-by-price ▾

Affordable quality dog sitting | Rates start at \$15 | Book and pay...

Dog boards at caregiver's home or your own (house sitting). We handle special needs dogs: senior, difficult, anxious, medical needs, puppies, small. 5-star reviews. Medical-trained available. Ongoing sitter education. Searchable directory.

<p>Background checks</p> <p>On all providers, two types done</p> <p>Performed by 3rd party</p>	<p>Boarding (overnight)</p> <p>Overnight in pet sitter's home.</p> <p>Possible: medicate, bathe, groom</p>
<p>Reservation protection</p> <p>We've got your back</p> <p>One reason to choose Rover</p>	<p>Rover Guarantee</p> <p>Up to \$25,000 in vet care</p> <p>24/7 Rover Support</p>

As with the earlier ad group, I opted to use **exact matching** for all these keywords. Their low monthly search volume told me I would not be losing many customers who might deviate from these phrases. On the other hand, broadening my match method would invariably lead to unproductive clicks from unrelated searches. For example, a search for “affordable dog kennel insurance” or “cheap dog kennel building ideas.”

Here are my keywords for AD GROUP “Dog Boarding – LOW COST”:

[cheap dog boarding]	[cheap dog boarding near me]
[cheap dog daycare near me]	[cheap doggy daycare]
[affordable dog boarding]	[affordable dog boarding near me]
[affordable dog kennels]	[affordable doggy daycare near me]
[cheap dog daycare]	[affordable dog daycare]
[cheap kennels near me]	

Affordable quality dog sitting	30 / 30
Book a sitter near you	22 / 30
Book and pay securely	21 / 30
Find a provider by price	24 / 30
Rates start at \$15	18 / 30
Long-term and short-term	24 / 30
New headline	0 / 30
ADD HEADLINE	
Descriptions 4/4 View ideas	
Search our directory to find the dog sitter who matches your budget and needs	78 / 90
Dog boards at caregiver's home or your own (house sitting).	59 / 90
We handle special needs dogs: senior, difficult, anxious, medical needs, puppie	88 / 90
"A wonderful way to connect with pet sitters. A++ Amazing experience." --- Chri	80 / 90

AD GROUP “Dog Boarding – SPECIAL NEEDS”

Concept: People looking for “dog boarding” for a dog with special needs, such as aggressiveness or need for medication.

Title URL goes to: Boulder, Colorado-filtered search page of Rover service providers.

Ad · rover.com/dog-sit-boulder/special-needs ▾

Dog-sitting special needs dogs | Boulder CO area

Searchable directory of providers near you. Find Veterinary/first-aid trained providers near you. 5-star reviews. Medical-trained available. Ongoing sitter education. Searchable directory.

<p>Background checks</p> <p>On all providers, two types done Performed by 3rd party</p> <p>Reservation protection</p> <p>We've got your back One reason to choose Rover</p>	<p>Boarding (overnight)</p> <p>Overnight in pet sitter's home. Possible: medicate, bathe, groom</p> <p>Rover Guarantee</p> <p>Up to \$25,000 in vet care 24/7 Rover Support</p>
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Keywords: There were only a small number of search terms involving dogs with special needs. I therefore did not need to filter them for popularity or cost. In terms of popularity, they were all low, ranging from 90 to 480 searches per month.

As with the earlier ad groups, I opted to use **exact matching** for all these keywords. Their low monthly search volume told me I would not be losing many customers who might deviate from these phrases. On the other hand, broadening my match method would invariably lead to unproductive clicks from unrelated searches. For example, a search for “how to prepare an anxious dog for a boarding” could produce my ad if I used **+anxious +dog +boarding**.

My keywords AD GROUP “Dog Boarding – SPECIAL NEEDS” are:

Dog-sitting special needs dogs	30 / 30
Boulder CO area	15 / 30
Find the perfect provider	25 / 30
Senior and medical needs dogs	29 / 30
Difficult and nervous dogs	26 / 30
Small dogs & puppies	20 / 30
Affordable rates	16 / 30
New headline	0 / 30
ADD HEADLINE	
Descriptions 3/4 View ideas	
Dogs board in provider's home or your own (house sitting).	58 / 90
Find Veterinary/first-aid trained providers near you.	53 / 90
Searchable directory of providers near you.	43 / 90

[dog boarding aggressive dogs]	[dog boarding for anxious dogs near me]	[dog boarding for difficult dogs near me]
[dog boarding for reactive dogs]	[dog boarding for reactive dogs]	[dog boarding for senior dogs near me]
[senior dog boarding near me]	[senior dog care near me]	[small dog boarding near me]
[small dog boarding]	[special needs dog boarding near me]	[veterinary boarding near me]

Conclusions

Although the instructions for this project said the monthly budget of \$3000 was indefinite, my advice to Rover would be to split its budget evenly among my search ad campaign and at least two other marketing methods. For example, they should also try a postcard ad campaign (whose \$1.00 per piece for total landed cost would be close to the anticipated \$0.94 cost per click for a search ad). Besides comparing the return on ad spend of each method, the lessons learned could possibly include identifying which approaches work best with which types of buyers and during which times of year.

END NOTES

¹ Larry Kim, "What's a Good Conversion Rate? (It's Higher Than You Think)," WordStream.com, July 21, 2021. <https://www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate>

² Direct Mail Cost Calculator, US Postal Service, <https://www.uspsdelivers.com/direct-mail-cost-calculator>. Estimate made on 10/3/2021 based on 20,000-piece post card campaign designed with do-it-yourself tool, printed commercially, addressed using purchased contact list, and mailed at bulk postage rate.

³ Matthew Umbro, "Guide to Google Ads Automated Bidding Options", Practical Ecommerce, June 4, 2020. <https://www.practicalecommerce.com/guide-to-google-ads-automated-bidding-options>

⁴ Comment for "Ad rotation: Do not optimize: Rotate ads indefinitely," "Edit Campaign" page of Google Ads, <https://ads.google.com/aw/campaigns/edit>.