

Music & Search Engine Marketing:

Quality Score & The Volume Game

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Sony Music Entertainment:

Comprised of 14 Labels covering

- Rock
- Hip Hop
- Pop
- Classical
- Jazz
- etc

Direct To Consumer

- Develops exclusive bundling of artist products

Quality Score:

Calculated Using:

- **Historical CTR of the keyword & ad**
 - **Account historical CTR**
 - **Quality of landing page**
 - **Relevance of keyword to ad**
 - **Relevance of keyword & ad to query**
 - **Other factors**
- **Score as low as 3 for terms that should have scores of 7-9**

Quality Score's Impact:

Two Main Effects

1. Increase in CPCs

- Combating by raising bids
- First Page Bid Estimates
 - CPC increase of 3x to 10x your average CPC

2. Decrease in volume

Quality Score & Competition?

Artists are unique brands, with most competition from

- itunes
- Amazon
- Higher Quality Score?
- Lower CPCs?

Test: Drive to different domains to determine impact on quality score

The Volume Game:

Want Endless volume for

- **Ability to generate many transactions for any initiative**
- **For those to continue before & after street date**
- **Analyze purchase behavior**
- **Focus on most efficient transactions**
- **etc**

The Volume Game:

Non-existent purchase funnel

- Top of funnel terms, “pop music” do exist

Converting terms are non-purchase

- Purchase terms are still converting, but majority of conversions sit with generic artist terms*

* Very popular artists have large volume around their names, but the conversion volume is equal to an emerging artist

The Volume Game:

Further limited by Quality Score

- 1. Impression Share Lost Due To Rank**
 - Low quality score reduces the number of times your ad appears
- 2. First Page Bid Estimates**
 - Ads will not serve at all for selected keywords*

***These ads do still serve for some portion of the queries**

Going Past Search

Email List Rental:

- In house lists likely have excellent performance
- Targeting correct users
- Limited Volume

In-Text Advertising:

- Keyword based CPC buy
- Adaptable ad units
- Limited volume for artist specific terms
- CPCs at least 2x higher than normal search buy

Going Past Search

Facebook:

- CPC or CPM based ad units
- Image & Text Allocation longer than regular search
- Very high impression volume

Banner Buys:

- Usually branding/awareness
- Highly targeted campaigns are available
- Network buys can have very pricy CPMs

Going Past Search

Video:

- Difficult to procure offer based video assets
- YouTube mostly points internally
- High monetary commitment upfront for other video outlets

Google Content:

- Site targeted text or banner based buys
- Significant impression & click volume
- Low CTR
- ☐ Retargeting:
 - Highly targeted
 - Seemingly low volume for high traffic sites

Conclusions

Google is assigning very low quality score for highly relevant keyword to ad to landing page combinations. This is not only driving up our CPCs, it also decreases our volume, via the First Page Bid estimates and Impression Share Lost Due to Rank.

The search landscape surrounding music is naturally limited, with these reductions making it all the more difficult for a music campaign to drive volume and conversions in an efficient manner.

What Can You Do?

Advice:

- **Combat low quality score from launch**
 - **Immediately eliminate low quality score terms**
 - **Generate small builds with very strict keyword to ad copy correlations**
 - **Run only highly targeted keyword lists**
- **Run broad & check search query reports**
- **Test, test, test**
- **Manage expectations, certain offers will flop**
- **Do not support low price point products**
- **Explore Bing**



Questions?

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Thank You!