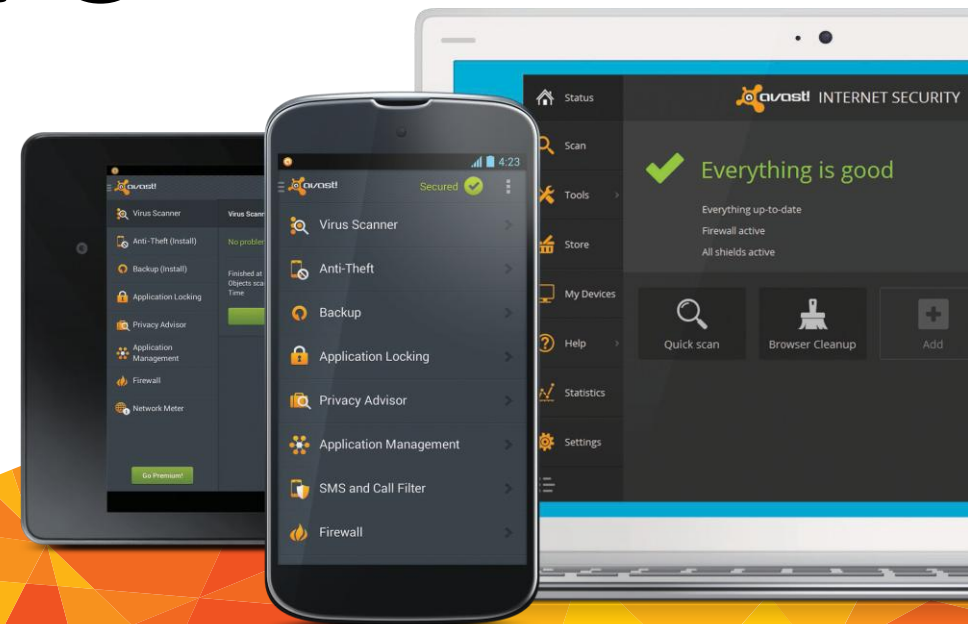


# Optimizing Landing Pages for Branded PPC

Vojtech Jesatko, Avast



# Avast

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# Freemium

95% Free Users



5% Paid

# Where do the sales come from?

# Big Blue Button



HOME BUSINESS STORE SUPPORT

ACCOUNT INDIA (ENGLISH)

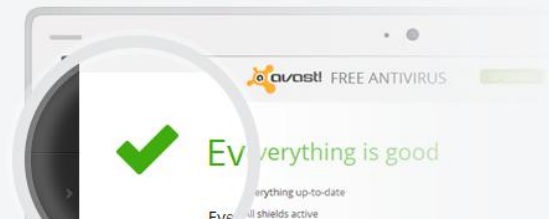
## The Most Trusted Security Is Free.

220 million people choose AVAST to keep them safe online – more than any security company.  
Download avast! 2014 for free now!

FREE DOWNLOAD




### Built on more than 25 years of experience

We're the most trusted name in the antivirus industry, actively protecting more than 220 million people around the world. We've been protecting devices and data for over 25 years, in over 40 languages, on every populated continent.



# Comparison Table

Pick the right level of protection for your PC.

	<b>ESSENTIAL</b> avast! Free Antivirus	<b>ALL-INCLUSIVE</b> avast! Internet Security	<b>TOP-NOTCH</b> avast! Premier
			
	<a href="#">FREE DOWNLOAD</a>	<a href="#">DOWNLOAD</a>	<a href="#">DOWNLOAD</a>
<b>Intelligent Antivirus</b> with new DynaGen technology	●	●	●
<b>Anti-malware Protection</b> plus anti-spyware & anti-rootkit	●	●	●
<b>SafeZone</b> for secured payments & banking		●	●
<b>Silent Firewall</b> against hacker attacks		●	●
<b>Anti-spam</b> against phishing & scam emails		●	●
<b>Automatic Software Updater</b> keeps other programs updated			●
<b>AccessAnywhere</b> access your PC over the Internet			●
<b>Data Shredder</b> for a military-grade permanent data erasure			●
	<a href="#">FREE DOWNLOAD</a>	<a href="#">DOWNLOAD</a>	<a href="#">DOWNLOAD</a>

# Should I bid on my own branded terms or not?

The image shows a Google search for 'avast'. The search bar contains 'avast' and the Google logo is on the left. Below the search bar are navigation tabs for 'Web', 'News', 'Shopping', 'Images', 'Videos', 'More', and 'Search tools'. The search results show 'About 13,000,000 results (0.32 seconds)'. The first result is an advertisement for 'Avast.com - AVAST Antivirus 2014' with a 4.7 star rating and a description: '100% Secure, Free & Easy Download. Download the new Avast 2014 now! DynaGen technology ... Anti-malware Protection ... Secured Banking avast! Antivirus has 124,090 followers on Google+'. This ad is highlighted with a red border. To the right of the ad is a social media post for 'avast! Antivirus' with 124,090 followers and a recent post about Instagram security. Below the ad is another advertisement for 'Free AntiVirus 2014 - 5yr Most Popular Antivirus Download' from 'www.avg.com/Free-AntiVirus'. Below that is a search result for 'AVAST 2014 | Download Free Antivirus Software for Virus ...' from 'www.avast.com/' with a description: 'Download avast! Free Antivirus and anti-spyware protection for Windows 8, 7, Vista, and XP. Best free antivirus with better detection than competing paid-for ...'. This result is highlighted with a green border. The social media post on the right is for 'avast! Antivirus' and has a recent post titled 'Beware Instagram users' with the text: 'Security researchers confirmed that users of the Instagram mobile application, for both iOS and Android, can be exposed to hacker attacks, especially while ... 19 hours ago'.

Google avast

Web News Shopping Images Videos More Search tools

About 13,000,000 results (0.32 seconds)

**Avast.com - AVAST Antivirus 2014**  
Ad www.avast.com/ 4.7 ★★★★★ rating for avast.com  
100% Secure, Free & Easy Download. Download the new Avast 2014 now!  
DynaGen technology ... Anti-malware Protection ... Secured Banking  
avast! Antivirus has 124,090 followers on Google+

**Free Trial (recommended)**  
Download the solution that best fits your needs.

**Avast™ Premier**  
Our best protection ever, loaded with features.

**Avast™ Internet Security**  
Avast Internet Security has all the features you need to be safe.

**Avast™ Pro Antivirus**  
Customizable antivirus and antispymware protection for your PC.

**avast! Antivirus**  
124,090 followers on Google+

**Recent posts**

**Beware Instagram users**  
Security researchers confirmed that users of the Instagram mobile application, for both iOS and Android, can be exposed to hacker attacks, especially while ... 19 hours ago

**Free AntiVirus 2014 - 5yr Most Popular Antivirus Download**  
Ad www.avg.com/Free-AntiVirus Free AntiVirus Download. Get Today!  
AVG Technologies has 26,282 followers on Google+  
PC TuneUp 2014 Free Trial - Free AntiVirus Trial - Internet Security 2014

**AVAST 2014 | Download Free Antivirus Software for Virus ...**  
www.avast.com/ avast!  
Download avast! Free Antivirus and anti-spyware protection for Windows 8, 7, Vista, and XP. Best free antivirus with better detection than competing paid-for ...

**Download Free Antivirus**  
Avast! Internet Security - Avast!  
Premier - Store - Europe - Avast!

**Account**  
avast! Account enables you to find or remotely control your phone ...

**Downloads**  
Download and try avast! programs free of charge and get full ...

**Support**  
FAQs - Avast! Total Support - Free Antivirus License - User Manuals

**Download Free Antivirus ...**  
Free Antivirus and anti-spyware protection for Windows 8, 7 ...

## Yes, but only in some cases:

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- Brand **defence** – competitors occupying your brand space (paid/organic)
- You are not satisfied with the **organic** search results
- The visitor who come to you from PPC are **different** from organic traffic
- You want to **customize** your offer to specific search terms

# Should I use a custom landing page for Branded?

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Yes – especially if you can offer some added value  
(Customized content, messaging, page flow...)

# Tailoring LPs for Branded / Generic / Content

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The more people know you, the better they convert - take advantage of it.

If you have multiple conversion types:

- Start with the „easiest“ ones for non-branded traffic
- With increasing brand awareness, push on sales more.



# Search term „Antivirus“

avast! be free

Protecting more than **220** million people

## Need to protect your PC with Windows 7?

avast! is the most-trusted antivirus brand globally. We protect over 217 million PCs, Macs, and Android devices - more than any other brand. Download your avast! today.

[GO TO DOWNLOAD](#)

## Which level of protection suits you best?

Download Free Antivirus if you want just essential protection. But if you want security against threats such as money fraud or targeted hacker attacks, try Internet Security or Premier.

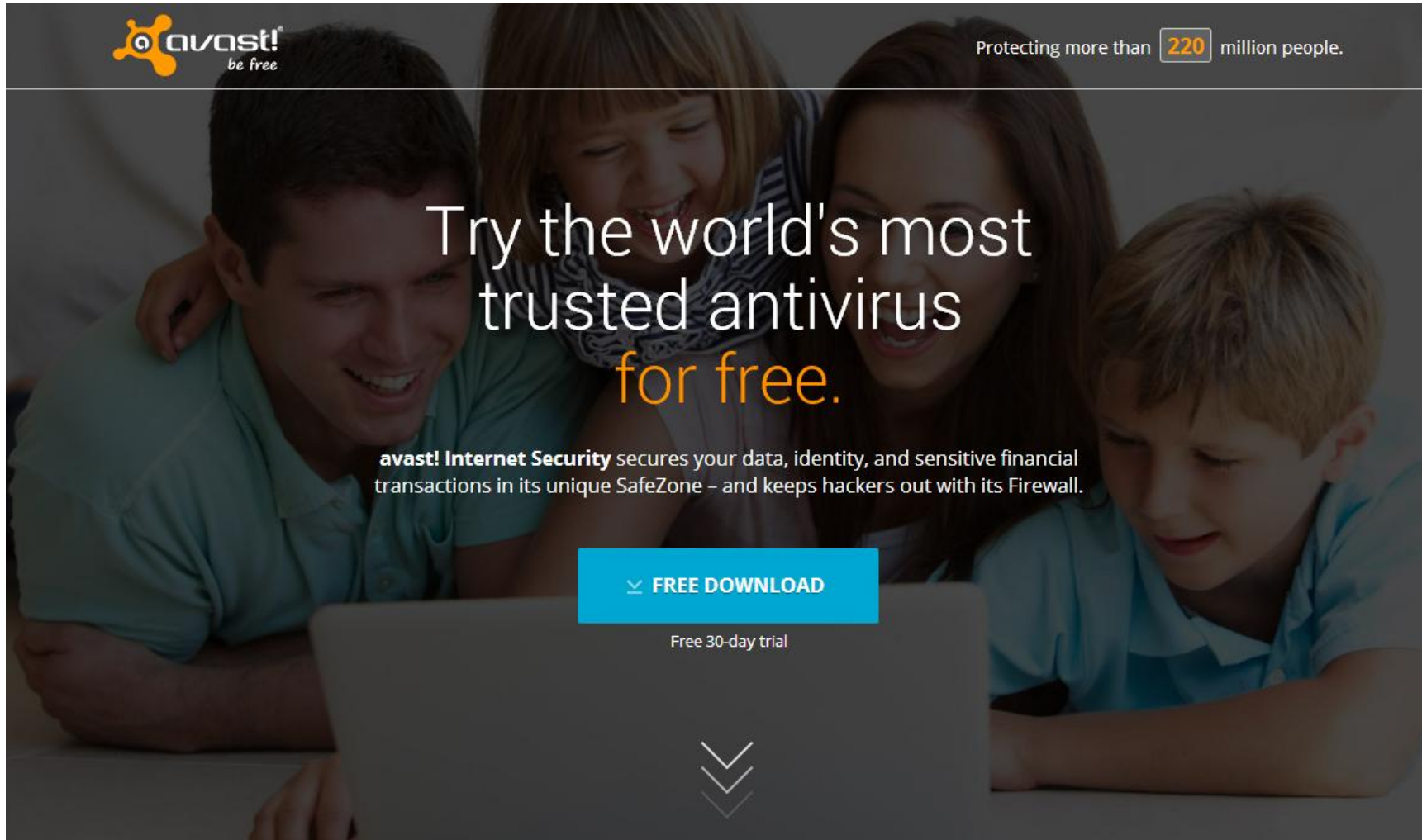
[COMPARE THEM ALL](#) ▾


- Intelligent Antivirus**  
with new DynaGen technology
- Anti-malware Protection**  
plus anti-spyware & anti-rootkit
- SafeZone**  
for secured payments & banking
- Silent Firewall**  
against hacker attacks
- Anti-spam**  
against phishing & scam emails
- Automatic Software Updater**  
keeps other programs updated
- AccessAnywhere**  
access your PC over the Internet
- Data Shredder**  
for a military-grade permanent data erasure

ESSENTIAL avast! Free Antivirus	COMPREHENSIVE avast! Internet Security	TOP-NOTCH avast! Premier
<a href="#">DOWNLOAD</a>	<a href="#">DOWNLOAD</a> Free 30-day trial	<a href="#">DOWNLOAD</a> Free 30-day trial
•	•	•
•	•	•
	•	•
	•	•
	•	•
		•
		•
		•
		•
<a href="#">DOWNLOAD</a>	<a href="#">DOWNLOAD</a> Free 30-day trial	<a href="#">DOWNLOAD</a> Free 30-day trial

# Display Campaign A

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 **avast!**  
be free


Protecting more than **220** million people.

Try the world's most  
trusted antivirus  
for free.

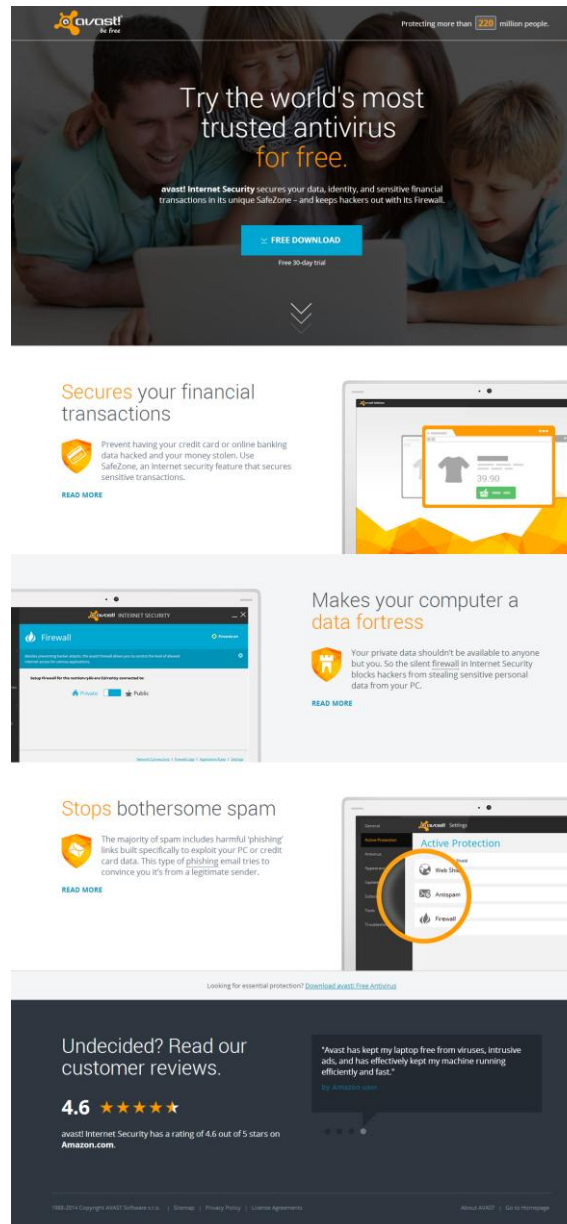
**avast! Internet Security** secures your data, identity, and sensitive financial transactions in its unique SafeZone – and keeps hackers out with its Firewall.

 **FREE DOWNLOAD**

Free 30-day trial



# Display Campaign A – Full Page View



**avast!** be free

Protecting more than **220** million people.

## Try the world's most trusted antivirus for free.

avast! Internet Security secures your data, identity, and sensitive financial transactions in its unique SafeZone – and keeps hackers out with its Firewall.

**FREE DOWNLOAD**  
Free 30-day trial

### Secures your financial transactions

Prevent having your credit card or online banking data hacked and your money stolen. Use SafeZone, an Internet security feature that secures sensitive transactions.

[READ MORE](#)

### Makes your computer a data fortress

Your private data shouldn't be available to anyone but you. So the silent firewall in Internet Security blocks hackers from stealing sensitive personal data from your PC.

[READ MORE](#)

### Stops bothersome spam

The majority of spam includes harmful 'phishing' links built specifically to exploit your PC or credit card data. This type of phishing email tries to convince you it's from a legitimate sender.

[READ MORE](#)

Looking for essential protection? [Download avast! Free Antivirus](#)

## Undecided? Read our customer reviews.

**4.6** ★★★★★

avast! Internet Security has a rating of 4.6 out of 5 stars on [Amazon.com](#).

"Avast has kept my laptop free from viruses, intrusive ads, and has effectively kept my machine running efficiently and fast."  
by Amazon user

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# Display Campaign B

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220+ MILLION PEOPLE  
PROTECTED



DOWNLOAD TRIAL NOW



220 million people

around the world use avast! to protect their PCs,  
Androids, Macs, iPhones and iPads.

PROTECT YOURS TOO...



# Display Campaign B – Full Page View

The landing page features a white header with the Avast! logo on the left, the text '220+ MILLION PEOPLE PROTECTED' in the center, and a blue 'DOWNLOAD TRIAL NOW' button on the right. Below the header is a world map with the text '220 million people around the world use avast! to protect their PCs, Androids, Macs, iPhones and iPads.' and an orange 'PROTECT YOURS TOO...' button.

The main content area has a light gray background with the headline 'Online or offline, you're totally secure'. Below this, a central image of a Windows 8 tablet is surrounded by six feature icons: Intelligent antivirus, Software patch manager, Customizable firewall, Anti-spam, Sandbox, and SafeZone. Each icon is accompanied by a brief description of its function.

The bottom section has a dark gray background with the text 'Try it yourself, for free.' and 'avast! Internet Security'. It features a shield icon, a blue 'DOWNLOAD TRIAL' button, and the text 'Totally free, for 30 days!'. At the very bottom, there is a small footer with copyright information and links to 'About AVAST!' and 'Go to Homepage'.



# What's the full impact of branded PPC?

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Very hard to measure because of:

- **Cannibalization** between PPC and organic search
- Organic search terms „**Not provided**“
- New **competitors** showing up if you disable branded search
- Different user behaviour in different **countries**

The easiest way to test is to stop bidding on your brand for a few weeks in a selected country and see what happens with **total search performance**.

# Evaluating LP tests with multiple conversion types

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How do you evaluate a test like this one?

Version	Free DLs	Trial DLs	Opt-out Trials	Sales
A	6 000	1 000	80	\$ 2 000
B	2 000	3 000	120	\$ 1 000

# In reality, it gets much more complicated:

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- Value of each conversion **changes**
- The values are different for each **country**
- Each conversion has a different retention and **lifetime value**
- The value is strongly influenced by ad **text**, page **content**, user **intent**

All of that requires a very robust BI and advanced modelling

# Takeaways

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- **Avast** is a great company to work for
- If you have a Free version, use **comparison tables**
- Only bid on your own brand if you can offer **added value**
- If possible, use custom **landing pages**, not homepage
- The more people **know you**, the easier is to **sell** to them
- Be **careful** when evaluating tests with multiple conversion types

# No questions? Great!

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