

ProfCon 2020 Virtual

Mimic Pro Bootcamp

with Product Marketing Manager

Rafael Sanchez

Poll

Have you used Mimic Pro? (Type your answer in the chat.)

1. No, but I'm considering it.
2. Yes (1-3 semesters)
3. Yes (3+ semesters)

Activity

Imagine ...

What would your students learn
if you gave them each \$50,000
to spend on ads?

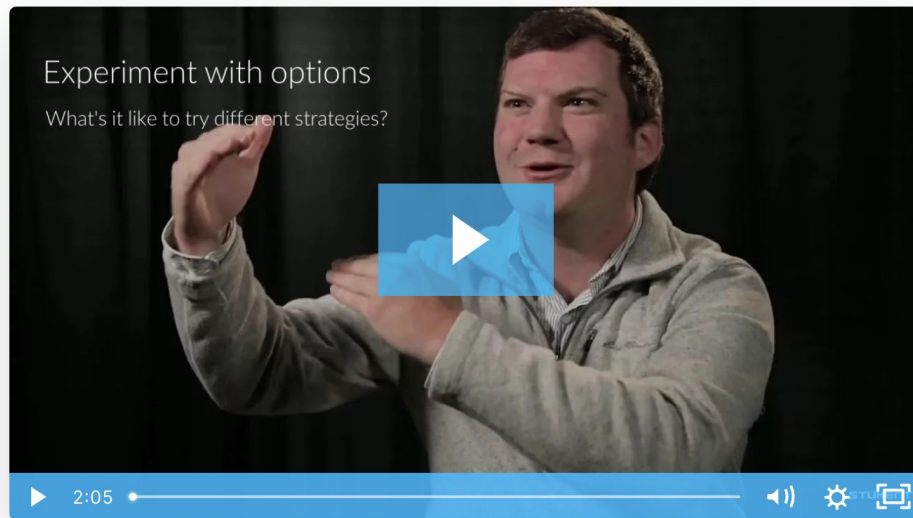
Activity

What would you tell them ... ?

Don't spend it ALL
in one place!!!

Teaching PPC with Mimic Pro

(Video link is in chat — 2 min.)



What Is Mimic Pro?

What I like to tell students ...

It's an opportunity to get into a **new ad platform**, play with **PPC basics**, and **practice what you've learned** in class.

What Is Mimic Pro?

A quick look inside ...



Products



Keywords



SEO



Ads



Email

14%

Progress



Back



Continue

- ☐ Scenario
- ☒ Product Review
- ☐ Research Keywords
- ☐ SEO & Website Review
- ☐ Ad Campaign
- ☐ Email Campaign
- ☐ Budget Review
- ☐ Review & Submit

Product Review

[HIDE INSTRUCTION](#)

You will begin by working with just three products. Kent's wants you to prove your capabilities before allowing you to invest time or money on an expanded line of goods. Your primary aim is to significantly increase online sales of these three items, while maintaining profitability.

Here are the cameras you'll be selling:

- Go Pro Hero 7
- Canon Rebel T7i
- Panasonic Lumix DMC-LX10K

The past 30 days sales data is listed below each item."Margin" is the markup for each item. "Profit" is units sold multiplied by the Margin.



GoPro Hero 7

Price \$381.33
Margin \$57.20
Sold 7
Revenue \$2,669.31
Profit \$400.40



Canon Rebel T7i

Price \$799.00
Margin \$80.00
Sold 1
Revenue \$799.00
Profit \$80.00



Panasonic Lumix DMC-LX10K

Price \$597.99
Margin \$105.00
Sold 1
Revenue \$597.99
Profit \$105.00

[? Help](#)



Products



Keywords



SEO



Ads



Email

14%

Progress



Back



Continue

HIDE INSTRUCTION

- ☐ Scenario
- ☒ Product Review
- ☐ Research Keywords
- ☐ SEO & Website Review
- ☐ Ad Campaign
- ☐ Email Campaign
- ☐ Budget Review
- ☐ Review & Submit

Research Keywords

The words companies use to describe their products and the words searchers use to find similar products online (keywords) are often not the same at all. Matching product descriptions to searcher intent can be a powerful way to get found online. Carla paid a vendor to develop a list of keywords for Kent's Camera Castle. Initially, she planned on developing an ad campaign herself, but quickly discovered she needed help.

Your approach will be steeped in the fundamentals of pay-per-click advertising:

- The cost of a campaign must always be weighed against the benefits of the campaign.
- High competition is not necessarily bad - especially if you are still able to get a lot of impressions and an affordable, justifiable cost per click.
- Low search volume can be offset by high margins – you need to consider the potential ROAS (return on ad spend).
- Take advantage of high-impression keywords. The more relevant impressions your ad gets, the more chances for clicks and conversions.
- Search for keywords that show buyer intent (a search for “buy gopro” shows more intent to buy than a search for “go pro battery”).

Get started by searching for keywords (a search box is provided) that relate directly to the products you want to sell. You can sort the keywords by average search volume, level of competition, and suggested bid.

While keywords with low suggested bids are enticing, that usually indicates lower search volumes and less opportunity for impressions, clicks, and (consequently) sales.

Your Keywords Task:

Select a bare minimum of five keywords for your three products, making sure each product you plan to sell has at least one keyword to use in your campaign.

Tip:

Look for keywords with high search volume and significant buyer intent, since that means more opportunity for clicks by qualified prospects. Choosing more than five will give you more options when you compose your ads. You are charged for a keyword only when it is used in an Ad Group and draws a click. You may return to this section later, if needed, to add more keywords to your list.

Show 25 entries

Search:

	Keyword	Avg Monthly Searches	Competition	Suggested Bid
<input type="checkbox"/>	1 digital camera	20	High	\$0.73

Help



Products



Keywords



SEO



Ads



Email

100%

Progress



Back



Continue

- ✓ Scenario
- ✓ Product Review
- ✓ Research Keywords
- ✓ SEO & Website Review
- ✓ Ad Campaign
- ✓ Email Campaign
- ✓ Budget Review
- ✓ Review & Submit

Review & Submit

HIDE INSTRUCTION

Take time now to go back over your work for this simulation. Make sure everything is the way you want it. Do you see a change you want to make? No problem. Now's the time to firm up your choices.

Check marks indicate the section is complete and ready to send. If you see an exclamation point (!), that means your attention is needed in that section -- and you still have some work to do.

Once all sections are ready and you're confident of your work click on the "Run Simulation" button at the bottom of this page. We'll send you an email when the results are tallied and ready to view.

Scenario

**Reviewed Project Scenario**

Products



Product	# Sold	Revenue	Cost	Margin	Profit
GoPro Hero 7	7	\$2,669.31	\$2,268.91	\$57.20	\$400.40
Canon Rebel T7i	1	\$799.00	\$719.00	\$80.00	\$80.00
Panasonic Lumix DMC-LX10K	1	\$597.99	\$492.99	\$105.00	\$105.00

Keywords



Low Competition

Medium Competition

High Competition

action camera

4k digital camera

4k

4k camera

4k cameras

Help

- Decisions:
- ☐ Publish 3 Landing Pages

- Hints:
- Select a template for a page.

- Round Tasks:
- Review your budget
 - Write 1 Ad on each new Ad Group
 - Create 1 Campaign
 - Create 3 Ad Groups

Decisions

Landing Pages & SEO

HIDE INSTRUCTION

The "landing page" is the online property a prospect is taken to after clicking on your ad or link. It is important that this page exhibits certain characteristics:

1. Relate it to the ad or copy that prompted the visit in the first place. Top-performing landing pages deliver on the promise made in the ad or email. Moreover, your cost-per-click (CPC) will partially be determined by the quality of your landing page.
2. Know exactly how the landing page fits in your marketing strategy. The ad leads the prospect to the landing page – what does the landing page do? How does it contribute to the primary objective? Each page should have ONE job to accomplish. Focus on that.
3. Make sure the landing page is clear. The visitor should easily be able to discern what you are offering and the next step towards obtaining it.

For additional tips on landing page design, see this article: [The 7 Principles of Conversion-Centered Landing Page Design](#).

In this exercise, you must choose at least three landing pages, select a template for and write the copy for each. Finally, complete your work by publishing all three.



Tip: Click on a round to see what you've done in previous rounds!

Pages

Design

Content

Brand	Page	Page Name	Status
Canon	/products/canon-rebel-t6s	Canon Rebel t6s	
Canon	/products/canon-powershot-sx730-hs	Canon Powershot SX730 HS	
Canon	/products/canon-rebel-t7i	Canon Rebel T7i	
Canon	/products/canon-rebel-t5i	Canon Rebel t5i	
Canon	/products/canon-rebel-t4i	Canon Rebel t4i	
Canon	/products/canon-rebel-t6i	Canon Rebel T6i	
Canon	/brands/canon	Canon	
Canon	/products/canon-powershot-sx280-hs	Canon PowerShot SX280 HS	
Canon	/products/canon-powershot-sx60-hs	Canon PowerShot SX60 HS	
Canon	/products/canon-rebel-t3i	Canon Rebel T3i	
Canon	/products/canon-5d	Canon 5D	
FujiFilm	/products/fujifilm-x-pro2	FujiFilm X-Pro2	
FujiFilm	/products/fujifilm-x30	FujiFilm x30	

Help

Pay Per Click Dashboard

HIDE INSTRUCTION

Decisions:

- ☐ Create One Ad Campaign
- ☐ Create 3 New Ad Groups
- ☐ Write at least 1 Ad per Ad Group

Round Tasks:

- Review your budget
- Write 1 Ad on each new Ad Group
- Create 1 Campaign
- Create 3 Ad Groups

Decisions

You can choose to stick with the Campaign already completed in previous rounds, or you can create new Campaigns (by clicking on + New Campaign) as your budget permits. Remember, Campaigns are normally used to contain product categories. Within the Campaign you will configure one or more Ad Groups that use specific ads to target the keywords you choose for each particular product. All share in your budget allowance.



Tip: Click on a round to see what you've done in previous rounds!

+ New Campaign

Campaigns

Ad Groups

Ads

Keywords

Insights

Campaigns ALL

Create Your Campaign

Campaign Type Search

Campaign Name Sony

Location United States

Networks Search Networks

Budget 1200

SAVE Cancel

Status	Campaign	Budget	Impr. ?	Clicks ?	Avg. Pos ?	Avg. CPC ?	Total Cost ?	CTR ?	Conv. ?	Conv. Rate ?	Profits ?	CPA ?	ROAS ?
Active	Practice Campaign	\$3,000.00	727	6	4.9	\$0.93	\$6	0.83%	1	16.67%	\$80	\$5.58	1330.00%
	Totals		727	6	4.9	\$0.93	\$6	0.83%	1	16.67%	\$80	\$5.58	1330.00%

Help

- Decisions:
- ☐ Create One Ad Campaign
 - ☐ Create 3 New Ad Groups
 - ☐ Write at least 1 Ad per Ad Group

- Round Tasks:
- Review your budget
 - Write 1 Ad on each new Ad Group
 - Create 3 Ad Groups

[Decisions](#)

Pay Per Click Dashboard

[HIDE INSTRUCTION](#)

Create your ad groups. Ad Groups contain your ads and keywords.



Tip: Click on a round to see what you've done in previous rounds!

[+ New Ad Group](#)[Campaigns](#)[Ad Groups](#)[Ads](#)[Keywords](#)[Insights](#)[Campaigns](#)[SONY ▾](#)[Ad Groups](#)[ALL ▾](#)

Create Ad Group

Campaign [SONY ▾](#)

Ad Group Name

Default CPC

Note: Provide the default bid for your keywords. You can individually edit these on form below.

Keyword Search

[📄 Export All Keywords](#)

	Keyword	Competition	Monthly Searches	Suggested Bid	Max CPC
<input type="checkbox"/>	sony cyber shot	High	60,500	\$0.42	<input type="text"/>
<input type="checkbox"/>	sony cyber shot dsc wx80 price	High	50	\$0.67	<input type="text"/>
<input type="checkbox"/>	sony cyber shot dsc wx80 specs	High	10	\$0.07	<input type="text"/>
<input type="checkbox"/>	sony cyber shot wx80	High	70	\$0.39	<input type="text"/>

[? Help](#)

Pay Per Click Dashboard

HIDE INSTRUCTION

Clicking on the "Ads" tab will allow you to review and make changes to current ads or create new ones. Note the Status column allows you to mark that ad "Active" or "Paused." Active ads are ready and available to be shown to searchers. Paused ads are not. You can [review Google's instructions](#) on how to create an effective ad. Remember: The keywords, the ad, and the landing page must work in tandem to move prospects along your sales path. Be sure your selected ads are set to "Active" before leaving this exercise.



+ New Ad
Campaigns
Ad Groups
Ads
Keywords
Insights

Campaigns
SONY
Ad Groups
SONY CYBERSHOT

Write your Ad

Ad Group SONY CYBERSHOT

Destination URL

/products/sony-cyber-shot-wx80

First Headline

Second Headline

Display URL

www.kentscameracastle.com / optional

Description

www.kentscameracastle.com//

URL: /products/sony-cyber-shot-wx80

Ad Group Keywords

Keyword and Bid

sony cyber shot \$1.20

sony cyber shot dsc wx80 price \$1.20

sony cyber shot dsc wx80 specs \$1.20

? Help

Pay Per Click Dashboard

HIDE INSTRUCTION

Decisions:

- ☒ Create One Ad Campaign
- ☐ Create 3 New Ad Groups
- ☐ Write at least 1 Ad per Ad Group

Hints:

- Ad Groups missing Ads:
 - Sony Cybershot

Round Tasks:

- Review your budget
- Write 1 Ad on each new Ad Group
- Create 3 Ad Groups

Decisions

Insights will help you learn why the decisions you made in the previous round were or were not successful. **This information is based on the previous round and does not reflect changes made in this round.**

Professional internet marketers don't have access to information like this but we provide it here to aid in the learning process. Using Insights, you can fine tune your ad and keyword strategy.

The dots you see in the tables here represent how well you did for the provided category.

- Black:** No data was provided. This will be because the ads were paused or weren't used by the simulation.
- Green:** Great work! You don't need to improve this item.
- Yellow:** Some improvement may be all that's needed to turn this item green.
- Red:** A big improvement made here will help you get the most out of your campaigns.

Focus your efforts on the red and green dots to make the most improvement over the next round. If you have questions about what each category means, hover over the help icon in the table headers for help.

Don't forget to click on each ad to see additional Insights on your keywords!



Tip: Click on a round to see what you've done in previous rounds!

Campaigns			Ad Groups		Ads	Keywords		Insights			
Campaigns	ALL	Ad Groups	ALL								
Ad	Status	Ad Quality	Landing Page	Page Quality	Impr.	Clicks	Avg. Pos				
Buy the best camera online - from a trusted Panasonic store www.kentscameracastle.com/panasonic/ Shop now for the best prices on digital Panasonic cameras at our online store URL: /products/panasonic-lumix-dmc-lx10k	Active		Panasonic Lumix DMC-LX10K		727	6	4.9				
				Totals	727	6	4.9				

Help

Decisions:

- ☒ Create One Ad Campaign
- ☐ Create 3 New Ad Groups
- ☐ Write at least 1 Ad per Ad Group

Hints:

- Ad Groups missing Ads:
 - Sony Cybershot

Round Tasks:

- Review your budget
- Write 1 Ad on each new Ad Group
- Create 3 Ad Groups

Decisions

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Campaigns		Ad Groups		Ads	Keywords		Insights	
Campaigns	ALL	Ad Groups	ALL					
Ad	Status	Ad Quality	Landing Page	Page Quality	Impr.	Clicks	Avg. Pos	
<div>Buy the best camera online - from a trusted Panasonic store www.kentscameracastle.com/panasonic/ Shop now for the best prices on digital Panasonic cameras at our online store URL: /products/panasonic-lumix-dmc-lx10k</div>	Active		Panasonic Lumix DMC-LX10K		727	6	4.9	
				Totals	727	6	4.9	

Back

Keyword	Status	Suggested Bid	Your Bid	Bid Quality	Ad Relevance	Page Relevance	Avg. Monthly Searches	Impr.	Clicks	Avg. Pos
4k digital camera	Active	\$2.32	\$1.00				110	0	0	0.0
4k	Active	\$1.08	\$1.00				301,000	0	0	0.0
4k camera	Active	\$1.86	\$1.00				4,400	0	0	0.0
4k cameras	Active	\$2.14	\$1.00				1,000	727	6	4.9
							Totals	727	6	4.90

Help

Pay Per Click Dashboard

HIDE INSTRUCTION

Decisions:

- ☒ Create One Ad Campaign
- ☐ Create 3 New Ad Groups
- ☐ Write at least 1 Ad per Ad Group

Hints:

- Ad Groups missing Ads:
 - Sony Cybershot

Round Tasks:

- Review your budget
- Write 1 Ad on each new Ad Group
- Create 3 Ad Groups

Decisions

To find and select keywords, choose "+ Add Keywords" and select the Ad Group you want those keywords to target. Your work from previous rounds is shown. You may create additional Campaigns and Ad Groups for this round.

Type a primary descriptor into the Keyword Search box ("Canon" for instance). That will bring up potential keywords and the information you need to select the ones you deem best. Whether or not your ad is shown for a particular search largely depends on the keywords you select.

Keyword selection calls for strategic thinking. Consider the information given to choose the ones you think best. Be sure to enter the maximum amount (Max CPC) you are willing to pay for each click.



+ Add Keywords		Campaigns		Ad Groups		Ads		Keywords		Insights			
ACTIONS		Campaigns		ALL ▾		Ad Groups		ALL ▾					
<input type="checkbox"/>	Status	Keyword	Sug. Bid [?]	Max CPC [?]	Impr. [?]	Clicks [?]	Avg. CPC [?]	Total Cost [?]	CTR [?]	Conv. [?]	Conv. Rate [?]	Profits [?]	CPA [?]
<input type="checkbox"/>	▶ Active	4k	\$1.08	\$1.00	0	0	\$0.00	\$0.00	0.00	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	▶ Active	4k camera	\$1.86	\$1.00	0	0	\$0.00	\$0.00	0.00	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	▶ Active	4k cameras	\$2.14	\$1.00	727	6	\$0.93	\$5.58	0.83	1	[?] --	\$79.81	\$5.58
<input type="checkbox"/>	▶ Active	4k digital camera	\$2.32	\$1.00	0	0	\$0.00	\$0.00	0.00	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	▶ Active	sony cyber shot	\$0.42	\$1.20	0	0	\$0.00	\$0.00	0.00	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	▶ Active	sony cyber shot dsc wx80 price	\$0.67	\$1.20	0	0	\$0.00	\$0.00	0.00	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	▶ Active	sony cyber shot dsc wx80 specs	\$0.07	\$1.20	0	0	\$0.00	\$0.00	0.00	0	0.00%	\$0.00	\$0.00
			Totals	727	6	0.0	\$0.93	\$6	0.83%	1	16.67%	\$80	\$5.58

Data from:



② Help

What Is Mimic Pro?

Is it perfect? No!

That's why you are here today ...

To help us make it better.

Try It Out

Available to try now:

Mimic Pro Shopping Ads

Available to try this fall:

Mimic [...] Display Ads

What Is Mimic Pro Shopping Ads?

A quick look inside ...

Merchant Product Center

To create shopping ad campaigns you will need to create a feed here in the Merchant Product Center. This feed will be available for future use so this step will only need to be completed once. A feed is basically an inventory import from an ecommerce catalog of products. Keep in mind that only the products imported into the Merchant Product Center will be available for Shopping campaigns. Your goal is to make sure the product titles are optimized so they will show for the appropriate searches.

Think of your product title as a great opportunity for you to show shoppers that you have the exact matching product for them. The search engine algorithms are looking for keywords in your title to identify if the product advertised is the best match for a consumer search terms. Relevant and compelling titles will help convince shoppers to click on your ad instead of the one next to it.

Import products from Kent's Camera Castle inventory

Create feed and link account

Decisions:

- ☐ Create product feed

Hints:

- Click "Create feed and link account"

Decisions:

[Create product feed](#)[Decisions](#)

Import success

[HIDE INSTRUCTION](#)





Merchant Product Center

To create shopping ad campaigns you will need to create a feed here in the Merchant Product Center. This feed will be available for future use so this step will only need to be completed once. A feed is basically an inventory import from an ecommerce catalog of products. Keep in mind that only the products imported into the Merchant Product Center will be available for Shopping campaigns. Your goal is to make sure the product titles are optimized so they will show for the appropriate searches.

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Show 10 ▾ entries

Search:

	Title	Price	Availability
	Canon 5D	\$2,799.00	In stock
	Canon PowerShot SX280 HS	\$124.49	In stock
	Canon PowerShot SX60 HS	\$479.99	In stock
	Canon Powershot SX730 HS	\$384.00	In stock

Pay Per Click Dashboard

HIDE INSTRUCTION

Decisions:

- Create product feed
- Create your first Shopping Campaign

Hints:

- Check that you've completed all necessary steps for creating a Shopping Campaign

Round Tasks:






- View your Ad Campaigns
- View the Scoreboard Overview
- Complete an Email Campaign
- Review a Landing Page's content
- Create your first Shopping Campaign
- Review your budget

Decisions

You can choose to stick with the Campaign already completed in previous rounds, or you can create new Campaigns (by clicking on + New Campaign) as your budget permits. Remember, Campaigns are normally used to contain product categories. Within the Campaign you will configure one or more Ad Groups that use specific ads to target the keywords you choose for each particular product. All share in your budget allowance.



Tip: Click on a round to see what you've done in previous rounds!

+ New Campaign		Campaigns			Ad Groups		Ads	Keywords		Insights			
Q New Search Campaign													
New Shopping Campaign													
		Budget	Impr. ?	Clicks ?	Avg. Pos ?	Avg. CPC ?	Total Cost ?	CTR ?	Conv. ?	Conv. Rate ?	Profits ?	CPA ?	ROAS ?
▶ Active	Q Sony	 \$1,300.00	274	6	2.1	\$1.15	\$7	2.19%	0	0.00%	\$0	\$0.00	-100.00%
▶ Active	Q Samsung	 \$1,300.00	15,465	401	2.8	\$0.54	\$216	2.59%	14	3.49%	\$2,940	\$15.45	1258.91%
▶ Active	Q Fujifilm	 \$550.00 	418	9	2.3	\$1.28	\$12	2.15%	0	0.00%	\$0	\$0.00	-100.00%
▶ Active	Q Practice Campaign	 \$1,821.00	94,340	2,440	2.9	\$0.75	\$1,821	2.59%	120	4.92%	\$10,041	\$15.17	451.47%
		Totals	110,497	2,856	2.9	\$0.72	\$2,055	2.58%	134	4.69%	\$12,980	\$15.34	532.00%

Decisions:

- ☒ Create product feed
- ☐ Create your first Shopping Campaign

Hints:

- Check that you've completed all necessary steps for creating a Shopping Campaign

Round Tasks:

- View your Ad Campaigns
- View the Scoreboard Overview
- Complete an Email Campaign
- Review a Landing Page's content
- Create your first Shopping Campaign
- Review your budget

Decisions

Decisions

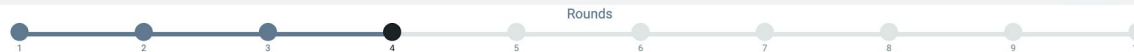
Jump To

Help

Round 4 of 10

BS

Beta3 Student



Tip: Click on a round to see what you've done in previous rounds!

+ New Campaign

Campaigns

Ad Groups

Product Groups

Products

Negative Keywords

Insights

Campaigns

ALL

Create Your Campaign

Campaign Type Shopping

Link Account Kent's Camera Castle

Campaign Name First Shopping Campaign

Location United States

Networks Search Networks

Budget 1000

SAVE Cancel

Status	Campaign	Budget	Impr. ②	Clicks ②	Avg. Pos ②	Avg. CPC ②	Total Cost ②	CTR ②	Conv. ②	Conv. Rate ②	Profits ②	CPA ②	ROAS ②
Active	Q Sony	\$1,300.00	274	6	2.1	\$1.15	\$7	2.19%	0	0.00%	\$0	\$0.00	-100.00%
Active	Q Samsung	\$1,300.00	15,465	401	2.8	\$0.54	\$216	2.59%	14	3.49%	\$2,940	\$15.45	1258.91%
Active	Q Fujifilm	\$550.00	418	9	2.3	\$1.28	\$12	2.15%	0	0.00%	\$0	\$0.00	-100.00%
Active	Q Practice Campaign	\$1,821.00	94,340	2,440	2.9	\$0.75	\$1,821	2.59%	120	4.92%	\$10,041	\$15.17	451.47%
	Totals		110,497	2,856	2.9	\$0.72	\$2,055	2.58%	134	4.69%	\$12,980	\$15.34	532.00%

Help

Decisions:

- ☒ Create product feed
- ☐ Create your first Shopping Campaign

Hints:

- Check that you've completed all necessary steps for creating a Shopping Campaign

Round Tasks:

- View the Scoreboard Overview
- Complete an Email Campaign
- Review a Landing Page's content
- Create your first Shopping Campaign
- Review your budget
- You are over budget

[Decisions](#)

Pay Per Click - Shopping

[HIDE INSTRUCTION](#)

Ad groups are used in campaigns to organize ads by similar themes or common target audiences. Similar to search campaigns, ad groups are used to organize your campaign. Here you will enter a name and the maximum you are willing to pay per click. This default CPC becomes the default bid for the product groups that will be created on the next step (Product Groups).



Tip: Click on a round to see what you've done in previous rounds!

[+ New Ad Group](#)
[Campaigns](#)
[Ad Groups](#)
[Product Groups](#)
[Products](#)
[Negative Keywords](#)
[Insights](#)

[Campaigns](#)
[FIRST SHOPPING CAMPAIGN](#)
[Ad Groups](#)
[ALL](#)

Create Ad Group

Campaign [FIRST SHOPPING CAMPAIGN](#)

Ad Group Name

Default CPC

[Save](#) [Cancel](#)

Status	Ad Group	Default CPC	Impr.	Clicks	Avg. Pos	Avg. CPC	Total Cost	CTR	Conv.	Conv. Rate	Profits	CPA	ROAS
		Totals	0	0	0.0	\$0.00	\$0	0.00%	0	0.00%	\$0	\$0.00	0.00%

Decisions:

- ☒ Create product feed
- ☐ Create your first Shopping Campaign

Hints:

- Check that you've completed all necessary steps for creating a Shopping Campaign

Round Tasks:

- View the Scoreboard Overview
- Complete an Email Campaign
- Review a Landing Page's content
- Create your first Shopping Campaign
- Review your budget
- You are over budget

Decisions

Decisions

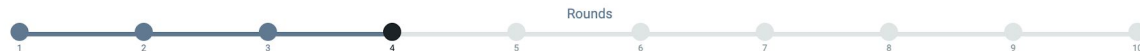
Jump To

Help

Round 4 of 10

BS

Beta3 Student



Tip: Click on a round to see what you've done in previous rounds!

+ New Product Group

Campaigns

Ad Groups

Product Groups

Products

Negative Keywords

Insights

Campaigns

FIRST SHOPPING CAMPAIGN

Ad Groups

FIRST PRODUCT GROUP

Product Groups

ALL

Create Product Groups

Campaign FIRST SHOPPING CAMPAIGN

Ad Group FIRST PRODUCT GROUP

Name

Max CPC

Products

☒ All Products

☐ Subdivide by Brand

☐ Subdivide by Level

☐ Subdivide by Camera Type

	Name	Products	Avg CPC	Max CPC
<input checked="" type="checkbox"/>		All Products	\$1.18	\$2.00

Save

Cancel

Status	Product Group	Max. CPC	Clicks	Impr.	Cost	CTR	ROAS	Profits	Conv.	Conv. Rate	Revenue	COGS	Abs. Top %	Top %
		Totals	0	0	\$0	0.00%	0.00%	\$0	0	0.00%	\$0	0	0.00%	0.00%

Help

+ New Product Group

Campaigns

Ad Groups

Product Groups

Products

Negative Keywords

Insights

Campaigns

FIRST SHOPPING CAMPAIGN

Ad Groups

FIRST PRODUCT GROUP

Product Groups

ALL

Create Product Groups

Campaign FIRST SHOPPING CAMPAIGN

Ad Group FIRST PRODUCT GROUP

Name

Band

Max CPC

2

Products

☐ All Products

☒ Subdivide by Brand

☐ Subdivide by Level

☐ Subdivide by Camera Type

	Name	Products	Avg CPC	Max CPC
<input checked="" type="checkbox"/>	Band	Canon	\$1.15	\$2.00
<input checked="" type="checkbox"/>	Band	Fujifilm	\$0.80	\$2.00
<input checked="" type="checkbox"/>	Band	GoPro	\$1.00	\$2.00
<input checked="" type="checkbox"/>	Band	Nikon	\$1.12	\$2.00
<input checked="" type="checkbox"/>	Band	Olympus	\$0.85	\$2.00
<input checked="" type="checkbox"/>	Band	Panasonic	\$1.66	\$2.00
<input checked="" type="checkbox"/>	Band	Pentax	\$1.06	\$2.00
<input checked="" type="checkbox"/>	Band	Samsung	\$1.61	\$2.00
<input checked="" type="checkbox"/>	Band	Sony	\$1.45	\$2.00

Save

Cancel

Decisions

Decisions:

- ☒ Create product feed
- ☐ Create your first Shopping Campaign

Hints:

- Check that you've completed all necessary steps for creating a Shopping Campaign

Round Tasks:

- View the Scoreboard Overview
- Complete an Email Campaign
- Review a Landing Page's content
- Create your first Shopping Campaign
- Review your budget
- You are over budget

Help

Status

Product Group

Max.

Clicks

Impr.

Cost

CTR

ROAS

Profits

Conv.

Conv.

Revenue

COGS

Abs.

Top %

Pay Per Click - Shopping

HIDE INSTRUCTION

Decisions:

- Create product feed
- Create your first Shopping Campaign

Hints:

- Check that you've completed all necessary steps for creating a Shopping Campaign

Round Tasks:

- View the Scoreboard Overview
- Complete an Email Campaign
- Review a Landing Page's content
- Create your first Shopping Campaign
- Review your budget
- You are over budget

Decisions

A Product Group is a group of products that share common attributes like price, feature, functionality. You can create a product group for all your products and bid the same amount for all of them. Or you can have smaller product groups customized by brand or other custom labels. For now, you will have some pre-configured product groups and custom labels. Make your selection based on your campaign bid strategy.



Tip: Click on a round to see what you've done in previous rounds!

+ New Product Group		Campaigns			Ad Groups		Product Groups			Products		Negative Keywords		Insights	
Campaigns		🛒 FIRST SHOPPING CAMPAIGN ▼			Ad Groups		🛒 FIRST PRODUCT GROUP ▼			Product Groups		ALL ▼			
Status	Product Group	Max. CPC	Clicks	Impr.	Cost	CTR	ROAS	Profits	Conv.	Conv. Rate	Revenue	COGS	Abs. Top %	Top %	
▶ Active	Band - Canon	\$2.00	0	0	\$0	0.00%	0.00%	\$0	0	0.00%	\$0	0	0.00%	0.00%	\$0
▶ Active	Band - Fujifilm	\$2.00	0	0	\$0	0.00%	0.00%	\$0	0	0.00%	\$0	0	0.00%	0.00%	\$0
▶ Active	Band - GoPro	\$2.00	0	0	\$0	0.00%	0.00%	\$0	0	0.00%	\$0	0	0.00%	0.00%	\$0
▶ Active	Band - Nikon	\$2.00	0	0	\$0	0.00%	0.00%	\$0	0	0.00%	\$0	0	0.00%	0.00%	\$0
▶ Active	Band - Olympus	\$2.00	0	0	\$0	0.00%	0.00%	\$0	0	0.00%	\$0	0	0.00%	0.00%	\$0
▶ Active	Band - Panasonic	\$2.00	0	0	\$0	0.00%	0.00%	\$0	0	0.00%	\$0	0	0.00%	0.00%	\$0
▶ Active	Band - Pentax	\$2.00	0	0	\$0	0.00%	0.00%	\$0	0	0.00%	\$0	0	0.00%	0.00%	\$0
▶ Active	Band - Samsung	\$2.00	0	0	\$0	0.00%	0.00%	\$0	0	0.00%	\$0	0	0.00%	0.00%	\$0
▶ Active	Band - Sony	\$2.00	0	0	\$0	0.00%	0.00%	\$0	0	0.00%	\$0	0	0.00%	0.00%	\$0
		Totals	0	0	\$0	0.00%	0.00%	\$0	0	0.00%	\$0	0	0.00%	0.00%	

? Help

Decisions:

- ⊗ Create product feed
- ⊗ Create your first Shopping Campaign

Hints:

- Check that you've completed all necessary steps for creating a Shopping Campaign
- Ad Groups missing Negative Keywords:
 - All Products

Round Tasks:

- View the Scoreboard Overview
- Complete an Email Campaign
- Review a Landing Page's content
- Review your budget
- You are over budget

[Decisions](#)



Pay Per Click - Shopping

[HIDE INSTRUCTION](#)

Shows shopping ads generally with a product image, some product information and are focused on products as opposed to specific keywords.



Tip: Click on a round to see what you've done in previous rounds!

Campaigns	Ad Groups	Product Groups	Products	Negative Keywords	Insights	
Campaigns	FIRST SHOPPING CAMPAIGN	Ad Groups	ALL PRODUCTS	Product Groups	ALL	
Ad Preview	Product Group	Item ID	Title	Brand	Price	Condition
<div><p>Canon Rebel t6s \$990.05 Kent's Camera Castle</p></div>	Band - Canon	1361	Canon Rebel t6s	Canon	\$990.05	New
<div><p>Canon Rebel T6i \$599.00 Kent's Camera Castle</p></div>	Band - Canon	1362	Canon Rebel T6i	Canon	\$599.00	New

Decisions:

- ⊗ Create product feed
- ⊗ Create your first Shopping Campaign

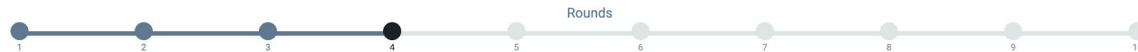
Hints:

- Check that you've completed all necessary steps for creating a Shopping Campaign
- Ad Groups missing Negative Keywords:
 - All Products

Round Tasks:

- View the Scoreboard Overview
- Complete an Email Campaign
- Review a Landing Page's content
- Review your budget
- You are over budget

☰ Decisions



Tip: Click on a round to see what you've done in previous rounds!

Campaigns

Ad Groups

Product Groups

Products

Negative Keywords

Insights

ACTIONS

Campaigns

FIRST SHOPPING CAMPAIGN

Ad Groups

ALL PRODUCTS

Select Keywords

Ad Group ALL PRODUCTS

Selected Negative Keywords

Keywords

digital camera

digital camera reviews

digital cameras

Save

Negative Keyword Search

digital camera

Export All Keywords

	Keyword	Competition	Monthly Searches
<input checked="" type="checkbox"/>	digital camera	High	201,000
<input checked="" type="checkbox"/>	digital cameras	High	60,500
<input checked="" type="checkbox"/>	digital camera reviews	High	14,800
<input type="checkbox"/>	the best digital cameras	High	9,900
<input type="checkbox"/>	digital cameras canon	High	9,900
<input type="checkbox"/>	digital camera canon	High	9,900
<input type="checkbox"/>	canon digital cameras	High	9,900
<input type="checkbox"/>	canon digital camera	High	9,900
<input type="checkbox"/>	best digital camera	High	9,900
<input type="checkbox"/>	nikon digital cameras	High	5,400
<input type="checkbox"/>	nikon digital camera	High	5,400
<input type="checkbox"/>	digital cameras nikon	High	5,400
<input type="checkbox"/>	digital camera price	High	5,400
<input type="checkbox"/>	olympus digital camera	High	4,400
<input type="checkbox"/>	kids digital camera	High	4,400
<input type="checkbox"/>	small digital camera	High	3,600
<input type="checkbox"/>	digital cameras reviews	High	3,600
<input type="checkbox"/>	digital cameras cheap	High	3,600

Help

Your Homework for Next Semester

Take the Mimic Pro Challenge

The Mimic Pro Challenge

1. Use Mimic Pro in your next class.
2. Put students in groups and have them complete a SWOT analysis of the simulation.
3. We will select up to five professors to join our beta group and have first access to the New Mimic [...].

The Mimic Pro Challenge

Take the Mimic Pro Challenge:

<https://forms.gle/RayykBy5aWK34cQM8>

- More info about the challenge sent via email
- Opportunity to apply to be part of our beta future tests