



P P C
ASSURANCE

Counting Clicks on Yahoo! Search Marketing Campaigns



The following process takes place when a visitor clicks your PPC ad

1. The user clicks on your ad.
2. The associated link sends them to your PPC Ad partners system.
3. Your PPC Ad partner counts the click.
4. Your PPC Ad partner charges you for the click.
5. Your PPC Ad partner may append a unique click identifier to the referral.
6. The visitor is redirected to your specified web-site landing page.
7. Your website logs the incoming referral
8. PPC Assurance takes a copy of the incoming referral and landing page
9. Your landing page is displayed to the user

In Yahoo! Search Marketing ('YSM') there is an incomplete click-identification system. No unique click identifier is added; they don't do step 5 above.

When PPC Assurance 'counts' a click from Yahoo, it means that a referral has been received with general identifiers that tell us it is a click from YSM, however, it doesn't identify the specific click.

This is a problem because there are situations where different clicks look the same.

For example, without a click identifier you may receive two clicks that look exactly the same under the following circumstances:

1. when the user clicks twice on your ad, or
2. when the user reloads the landing page.

POWERED BY:


ENQUISITE

“Half the money
I spent on
advertising is
wasted... With PPC
Assurance – I now
know which half!”

Marketing Manager

These clicks look identical but if there was a click identifier, things would be different. With an identifier, the two clicks received would be identified as unique if a user clicks twice on your ad. On the other hand, the clicks would be considered the same if they were the result of the user reloading the landing page.

To recap, without an identifier the above clicks would look identical regardless of the scenario. With an identifier, they will look identical (if reloading) or they will not (if clicking twice).

Without a click identifier an analytics reporting service cannot precisely count the number of clicks you receive.

PPC Assurance is able to estimate the number of clicks you receive regardless of the identifier click issue with YSM. We take a conservative estimate of the number of clicks based on the information we can identify in the clicks such as location, terms etc. There will be, however, a slight discrepancy between the total number of clicks reported by your PPC Ad partner and those reported by PPC Assurance due to this problem.

The estimated number of clicks is used by PPC Assurance to evaluate whether you have been overcharged for the service received.

PPC Assurance is working with YSM to resolve this click identifier issue. Also, we are constantly adding new tests that do not require the use of this identifier.

PPC Assurance is keeping an eye on your campaigns!