



Should You Be **Bidding** on Your  
**Brand Keywords** on AdWords?



**Bidding**

**Brand Keywords**

**Bidding?**



kfc delivery singapore



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About 597,000 results (0.67 seconds)



### [kfcdelivery.com.sg](http://kfcdelivery.com.sg) - KFC® CHIZZA @ \$5.5 Only - All Chicken. No Crust

**Ad** [www.kfcdelivery.com.sg/](http://www.kfcdelivery.com.sg/) ▼ 6222 6111

Ultimate Mashup of Chicken Fillet w/ Pizza Toppings - Pineapple, Cheese & More.

Hassle-Free Ordering · Finger Lickin' Good · Fast Delivery

Types: Chicken, Chicken Burgers, Wraps, Rice Buckets, Cheesy Meltz

[View Our Full Menu](#)

Big Bundled Meals Or A La Carte?

There's Something For Everyone.

[KFC® Latest Promotions](#)

Check Out Our Latest Meal Offers &

Order Online Now!



### [Tasty Chicken on foodpanda™](http://foodpanda.sg) - KFC Delivery Singapore - foodpanda.sg

**Ad** [www.foodpanda.sg/chicken/singapore](http://www.foodpanda.sg/chicken/singapore) ▼

Fast **delivery**, deals & discounts and the best choice of restaurants. Order now!

Delicious Food · Variety of Restaurants · 7 Days a Week 9am - 11pm · Express 30 Min. Delivery

[Free Delivery](#) · [4Fingers Menu](#) · [Wingstop](#) · [Special Offers](#)

# “kfc delivery singapore”



Bid  
**\$2.00**



**foodpanda**

Bid  
**\$1.00**

**Brand Keywords?**



**Brand**

KFC

Zinger Burger

Bandito Pocket

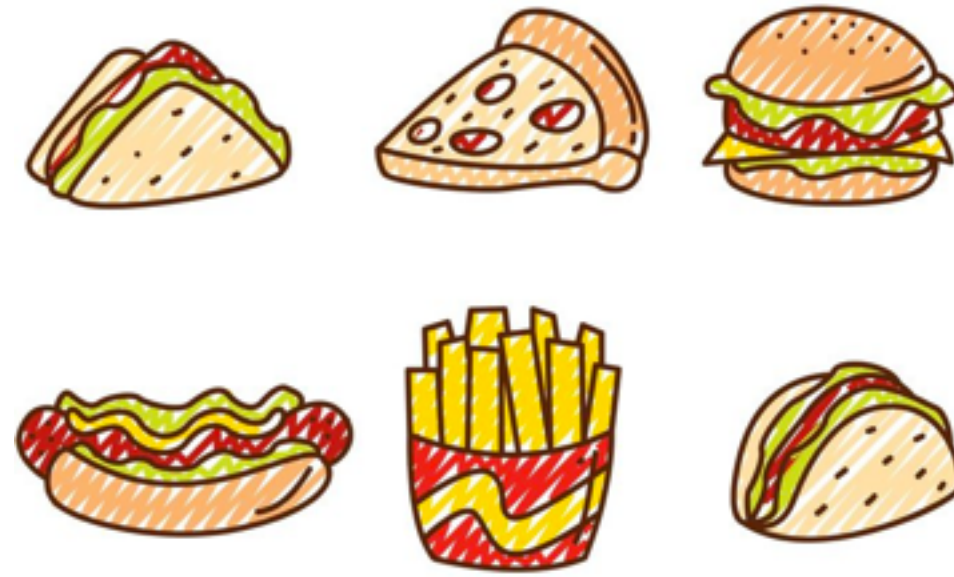


## Brand

KFC

Zinger Burger

Bandito Pocket



## Generic

Fast Food

Chicken Burgers

Fried Chicken



## Competitor

McWings

McNuggets

Texas Fried Chicken



**Ready?**

REASON #1

**Brand Keywords  
are cheap!**

*What you actually pay*



**Actual Cost-Per-Click**

**≠**

**Cost-Per-Click Bids**

*What you are willing to pay*



# **Ad Rank**

Cost-Per-Click Bid

x

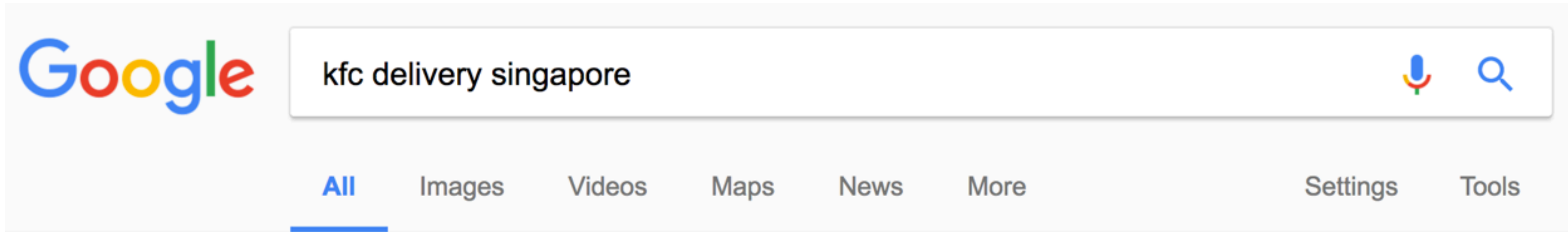
Quality Score

# Quality Score

Quality Score is intended to give you a general sense of the quality of your ads. The 1-10 Quality Score reported for each keyword in your account is an estimate of the quality of your ads and landing pages triggered by them.

# Quality Score

Google determining how relevant your ads and landing pages are matched to the user's search,  
**on a scale of 1-10**



About 597,000 results (0.67 seconds)



Actual CPC  
**\$0.21**



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Check Out Our Latest Meal Offers &

Order Online Now!



Actual CPC  
**\$1.00**



**foodpanda**

[Tasty Chicken on foodpanda™ - KFC Delivery Singapore - foodpanda.sg](http://Tasty Chicken on foodpanda™ - KFC Delivery Singapore - foodpanda.sg)

**Ad** [www.foodpanda.sg/chicken/singapore](http://www.foodpanda.sg/chicken/singapore) ▼

Fast **delivery**, deals & discounts and the best choice of restaurants. Order now!

Delicious Food · Variety of Restaurants · 7 Days a Week 9am - 11pm · Express 30 Min. Delivery

[Free Delivery](#) · [4Fingers Menu](#) · [Wingstop](#) · [Special Offers](#)

# “kfc delivery singapore”



CPC Bid  
**\$2.00**

Actual CPC  
**\$0.21**

Quality Score  
**10/10**



**foodpanda**

CPC Bid  
**\$1.00**

Actual CPC  
**\$1.00**

Quality Score  
**2/10**



REASON #2

**You're missing out on  
additional clicks**

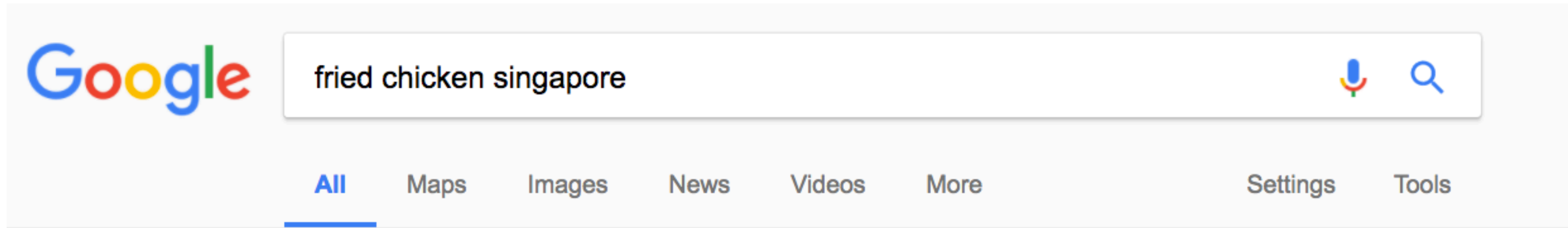
# 2011 Google Search Ads Pause Research Study

Found that when search ads were turned off, clicks from organic results don't make up for lost traffic.

In fact, 89% of visits to an advertiser's site from search ads were incremental to those from organic results.

# 2011 Google Search Ads Pause Research Study

“... on average, 81% of ad impressions and 66% of ad clicks occur in the absence of an associated organic result on the first page of search results.”



**Position 1**  
50% ad clicks are incremental



**10 restaurants in Singapore for your fried chicken fix - LifestyleAsia ...**  
[www.lifestyleasia.com/469946/10-restaurants-in-singapore-for-your-fried-chicken-fix/](http://www.lifestyleasia.com/469946/10-restaurants-in-singapore-for-your-fried-chicken-fix/) ▾  
Jun 3, 2016 - Here are 10 **Singapore** restaurants serving up some delectably crispy **fried chicken** that'll have you coming back for seconds.

**Position 2-4**  
82% ad clicks are incremental



**11 Best Korean Fried Chickens in Singapore - SETHLUI.com**  
[sethlui.com/10-best-korean-fried-chickens-in-singapore-youll-want-to-sink-your-teet...](http://sethlui.com/10-best-korean-fried-chickens-in-singapore-youll-want-to-sink-your-teet...) ▾  
Dec 26, 2016 - It's been a while since the Korean **fried chicken** craze first hit **Singapore**. But has it died down ever since? I don't quite think so. What is it exactly ...

**Best Fried Chicken Singapore | ladyironchef**  
[www.ladyironchef.com/tag/best-fried-chicken-singapore/](http://www.ladyironchef.com/tag/best-fried-chicken-singapore/) ▾  
We are such big fans of TungLok Group's arsenal of restaurants and one of the places we frequent is TungLok Teahouse for their delectable, handcrafted dim ...

**The 5 Best Korean Fried Chicken in Singapore | TheBestSingapore.com**  
[www.thebestsingapore.com/eat-and.../the-5-best-korean-fried-chicken-in-singapore/](http://www.thebestsingapore.com/eat-and.../the-5-best-korean-fried-chicken-in-singapore/) ▾  
Mar 29, 2016 - Enjoying Korean **Fried Chicken** has become fashionable to **Singapore** diners. Make it a try? Just take a glance at our list to find your right ...

**Position >=5**  
96% ad clicks are incremental



**16 Best Korean Fried Chicken In Singapore – So Good You Can't Stop ...**  
[danielfooddiary.com/2015/04/22/koreanfriedchicken/](http://danielfooddiary.com/2015/04/22/koreanfriedchicken/) ▾  
Apr 22, 2015 - Korean **Fried Chicken**, KFC, Chimaek, 치킨 ... they continue to enjoy great popularity in **Singapore**, as the chain shops expand, and new shops ...

**Oven & Fried Chicken, Singapore - Restaurant Reviews, Phone ...**  
<http://www.tripadvisor.com/Asia/Singapore/Singapore/Singapore-Restaurants->

REASON #3

**If you don't ,  
your competitors will**



dbb credit card



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About 426,000 results (0.29 seconds)



### dbb.com.sg - DBS & POSB Credit Cards Promo - Apply Online Now

Ad [www.dbs.com.sg/Credit-Card/SignUp-Promo](http://www.dbs.com.sg/Credit-Card/SignUp-Promo)

Get Up To S\$160 Cashback With DBS and POSB Cards!

Types: Air Miles Card, Cashback Card, Dining Card, Fuel Card, Shopping Card, Travel Card, Everyda...

DBS Altitude Card · DBS Black Card · DBS Woman's Card · DBS Live Fresh Card

### Apply ANZ Credit Cards Online - Free 28" Luggage - anz.com

Ad [sg.anz.com/application/general](http://sg.anz.com/application/general)

PLUS Up to 25,000 Miles or up to \$168 Cash Back. ANZ Optimum or Travel Card.

Online Shopping Deals · Miles, CashBack, Rewards · Cashback on Your Spend

Types: Optimum World MasterCard, Travel Visa Signature, Platinum Card, Switch Platinum Card

301 Upper Thomson Road, #01-38/41 Thomson Plaza - Closed today · Hours

### Citibank Credit Card Offer - Spend & Get \$120 Cash Back.

Ad [www.citibank.com.sg/Credit\\_Cards](http://www.citibank.com.sg/Credit_Cards)

Apply now & get your Citibank Credit Card in 24 Hours. T&Cs apply.

8% CashBack on Grocery · 10x Rewards on Shopping · Miles Never Expire

Earn Up to 42,000 Miles · Citibank Rewards Card · Citibank Cash Back Card · Citibank SMRT Card

### Top 10 Credit Cards - Singapore 2017 - enjoycompare.com

Ad [www.enjoycompare.com/creditcards](http://www.enjoycompare.com/creditcards)

Find the Best Credit Card for you - Fast, Simple & Clear Comparison. Visit Today

Best Platinum Cards · Best Travel Cards · Best Rewards Cards · Best Credit Cards

### Credit Cards - DBS

<https://www.dbs.com.sg/personal/cards/credit-card/default.page>

Check out popular credit, debit and prepaid cards from DBS Bank. Enjoy the privileges and benefits of the bank cards from DBS Bank Singapore.

#### DBS Black Card

Shopping is the new Black, with 5% Cashback ^ on shopping ...

#### DBS Takashimaya Cards

Indulge your shopping spirit with up to 6% voucher rebates at ...

More results from [dbs.com.sg](http://dbs.com.sg) »



citibank credit card



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About 9,300,000 results (0.39 seconds)



### [citibank.com.sg - Citibank Credit Card - Spend & Get \\$120 Cash Back](#)

[Ad](#) [www.citibank.com.sg/Credit\\_Cards](http://www.citibank.com.sg/Credit_Cards)

Apply now & get your **Citibank Credit Card** in 24 Hours. T&Cs apply.

8% CashBack on Grocery · Miles Never Expire · 10x Rewards on Shopping

#### [Citibank Rewards Card](#)

Redeem rewards for flights, hotels & more. Earn 10 points/\$1 spent.

#### [Citibank SMRT Card](#)

Get 5% Savings on Your Groceries! Apply & Get Your Cards in 24 hours.

#### [Citibank Cash Back Card](#)

Get 8% Cash back on Dining & Upto 20.88% savings on Fuel\*.

#### [Earn Up to 42,000 Miles](#)

When You Apply & Spend. Up to 10 Miles/\$1 Spent. T&Cs Apply

### [Apply ANZ Credit Cards Online - Free 28" Luggage - anz.com](#)

[Ad](#) [sg.anz.com/application/general](http://sg.anz.com/application/general)

PLUS Up to 25,000 Miles or up to \$168 Cash Back. ANZ Optimum or Travel Card.

Cashback on Your Spend · Up to 25000Miles +Luggage · Earn Frequent Flyer Miles

Types: Optimum World MasterCard, Travel Visa Signature, Platinum Card, Switch Platinum Card

📍 301 Upper Thomson Road, #01-38/41 Thomson Plaza - Closed today · Hours

### [Compare Credit Cards Online - Avail Rewards & Joining Perks](#)

[Ad](#) [www.bankbazaar.sg/](http://www.bankbazaar.sg/)

Get Up to 8% Cashback, up to 10X Reward Points, 0 1st year fee & more. Check Now

### [Credit Card Comparison | Credit Card Interest rates Online ... - Citibank](#)

[https://www.citibank.com.sg/gcb/credit\\_cards/credit-card.htm](https://www.citibank.com.sg/gcb/credit_cards/credit-card.htm)

Choose a **Citi Credit Card** that suits your lifestyle. ... Apply for a **Citi Credit Card** as a new Cardmember and get S\$120 cash back\* when you spend! ... Earn 10X Rewards^ when you shop for shoes, bags and clothes at online or retail stores, or department stores, locally and overseas.

[Citi PremierMiles Visa Card](#) · [Citi Rewards Card](#) · [Citibank SMRT Card](#)

### [Credit Cards | Home Loan | Deposits | Investments - Citibank Singapore](#)

<https://www.citibank.com.sg/>

Welcome to **Citibank** Singapore : **Citibank** provides Personal Banking, **Credit Cards**, Ready Credit, Home Loan Services, Deposits, Investments, Insurance, ...



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### Apply ANZ Credit Cards Online - Free 28" Luggage - anz.com

Ad [sg.anz.com/application/general](http://sg.anz.com/application/general)

PLUS Up to 25,000 Miles or up to \$168 Cash Back. ANZ Optimum or Travel Card. Miles, CashBack, Rewards · Up to 25000Miles +Luggage · Earn Frequent Flyer Miles  
Types: Optimum World MasterCard, Travel Visa Signature, Platinum Card, Switch Platinum Card  
📍 301 Upper Thomson Road, #01-38/41 Thomson Plaza - Closed today · Hours

### uob.com.sg - UOB Credit Cards - There's a Card For Everyone

Ad [www.uob.com.sg/Lifestyle/Take-Quiz](http://www.uob.com.sg/Lifestyle/Take-Quiz)

Amazing Rebates, Miles & Rewards. Which Card Suits Your Lifestyle? Take The Quiz  
Best fuel savings · Travel privileges · Same day delivery · Most generous rebates · Instant rewards  
[View All Cards](#) · [UOB PRVI Miles Card](#) · [UOB Lady's Card](#) · [UOB YOLO Card](#) · [UOB One Card](#)

### Top 10 Credit Cards - Singapore 2017 - enjoycompare.com

Ad [www.enjoycompare.com/creditcards](http://www.enjoycompare.com/creditcards)

Find the Best Credit Card for you - Fast, Simple & Clear Comparison. Visit Today  
Quick & Clear Comparison · Rewards Card · Free & Easy to Use · Cashback Card · AirMiles Card  
Brands: HSBC, American Express, Standard Chartered, ANZ, OCBC, DBS  
[Best Travel Cards](#) · [Best Rewards Cards](#) · [Best Credit Cards](#) · [Best Platinum Cards](#)

### Citibank Credit Card Offer - Spend & Get \$120 Cash Back.

Ad [www.citibank.com.sg/Credit\\_Cards](http://www.citibank.com.sg/Credit_Cards)

Apply now & get your Citibank Credit Card in 24 Hours. T&Cs apply.

### Apply UOB Credit Cards Online| Rebate | Cashback |Travel | Rewards ...

[uob.com.sg/cards/](http://uob.com.sg/cards/)

Apply for your UOB credit cards to enjoy fabulous treats & exclusive discounts from merchants in Singapore & worldwide.

#### Promotions: Credit Cards

Celebrate 2016 with S\$50 cash credit on your new UOB Card ...

#### UOB PRVI Miles Visa Card

UOB PRVI Miles Visa Card- A travel credit card that earns you ...





ocbc credit card



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About 416,000 results (0.38 seconds)



### Apply ANZ Credit Cards Online - Free 28" Luggage - anz.com

[Ad](https://sg.anz.com/application/general) [sg.anz.com/application/general](https://sg.anz.com/application/general)

PLUS Up to 25,000 Miles or up to \$168 Cash Back. ANZ Optimum or Travel Card.

Cashback on Your Spend · Earn Frequent Flyer Miles · Up to 25000Miles +Luggage

Types: Optimum World MasterCard, Travel Visa Signature, Platinum Card, Switch Platinum Card

📍 301 Upper Thomson Road, #01-38/41 Thomson Plaza - Closed today · Hours

### Credit and Debit Card Promotion | OCBC Singapore - OCBC Bank

<https://www.ocbc.com/personal-banking/cards/>

Learn more about **OCBC credit card** or debit card online and enjoy terrific discounts, exclusive card promotions. Enjoy special deals from selected merchants.

#### OCBC 365 Credit Card

... with the OCBC 365 Credit Card.

Apply for the OCBC 365 Credit ...

#### OCBC card promotions

Enjoy special travel discounts with our

OCBC card promotions ...

#### Compare Credit Cards

The first metal card to let you redeem

miles for flights on all ...

#### OCBC Titanium Rewards Card

The new OCBC Titanium Rewards

Card now gives you more ...

[More results from ocbc.com »](#)

### OCBC Plus! Visa Card | Credit Card Application | OCBC - OCBC Bank

<https://www.ocbc.com/plus/>

NTUC Plus!/OCBC Plus! Visa **Credit Cards** are designed to let you save more. With up to 12% rebate at FairPrice, grocery shopping just got better! You will also ...

### Credit and Debit Card Promotion | OCBC Singapore - OCBC Bank

[www.ocbc.com.sg](https://www.ocbc.com.sg) > [Personal Banking](#) > [Cards](#) > [Compare Credit Cards](#)

Learn more about **OCBC credit card** or debit card online and enjoy terrific discounts, exclusive card promotions. Enjoy special deals from selected merchants.

# Bing Ads Study

“... research showed that consumers who are exposed to **a brand ad on a category or competitor query were 30 percent more likely to do a branded search and on average had a 15 percent higher conversion rate...**

Having a branded ad appear in category and competitor brand queries **improved brand affinity and recall and increased the propensity for future brand searches.**”

REASON #4

**Brand Keywords  
often convert well**

**Conversion?**

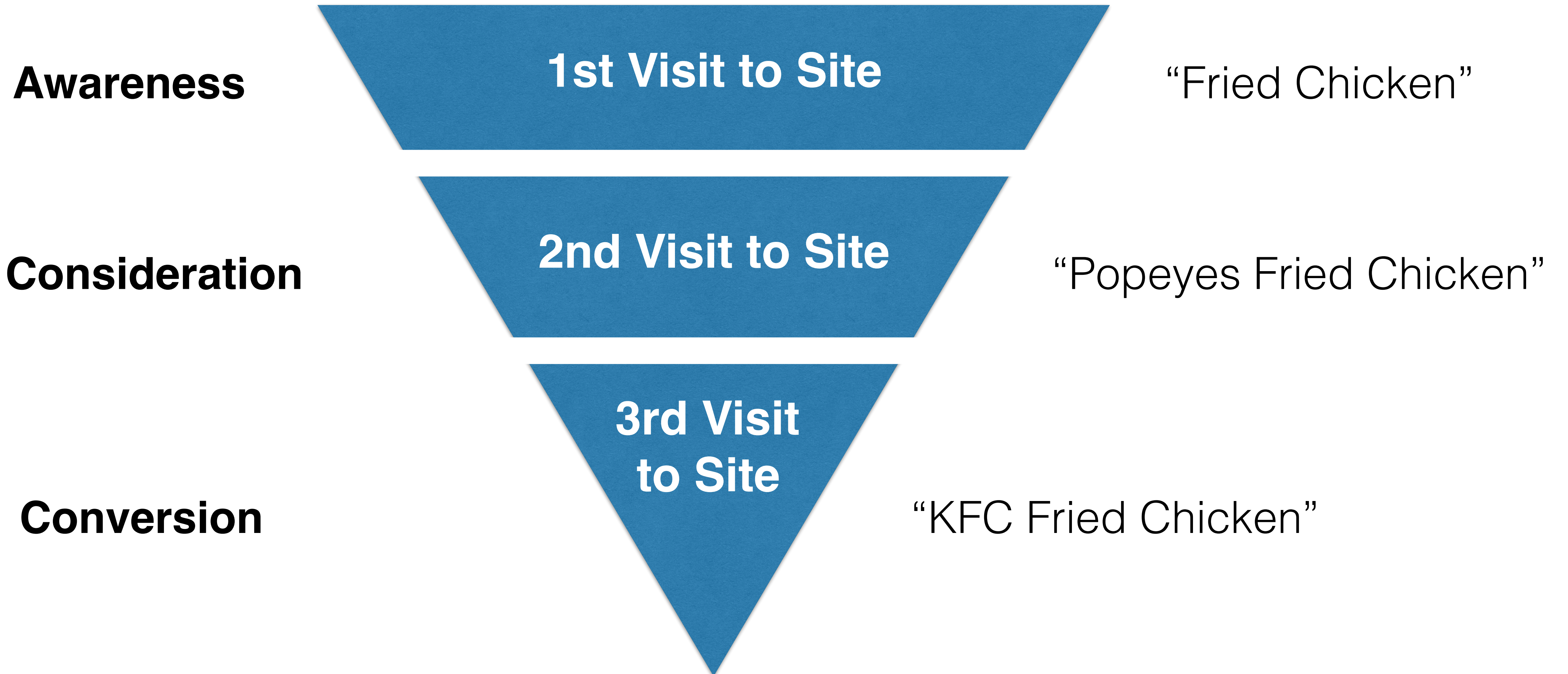
# Conversion

Any action you deem valuable to you or your business.

Example of conversions:

Visit to Contact Us page  
Filled in Enquiry Form  
Bought something on the site

# Customer Journey and the Keyword Funnel



	Clicks	Conversions	Cost-Per-Click	Cost-Per-Conversion	Total Cost
Brand	3,325	66	<b>\$0.50</b>	<b>\$25.40</b>	<b>\$1,676.18</b>
Product A	<b>10,566</b>	<b>229</b>	\$3.67	\$168.95	\$38,761.51

WRAP UP

**Brand Keywords  
are cheap!**



WRAP UP

**You're missing out on  
additional clicks**

WRAP UP

**If you don't ,  
your competitors will**

WRAP UP

**Brand Keywords  
often convert well**

# Thanks!

xuanbin@gmail.com

[www.linkedin.com/in/xuanbin/](http://www.linkedin.com/in/xuanbin/)