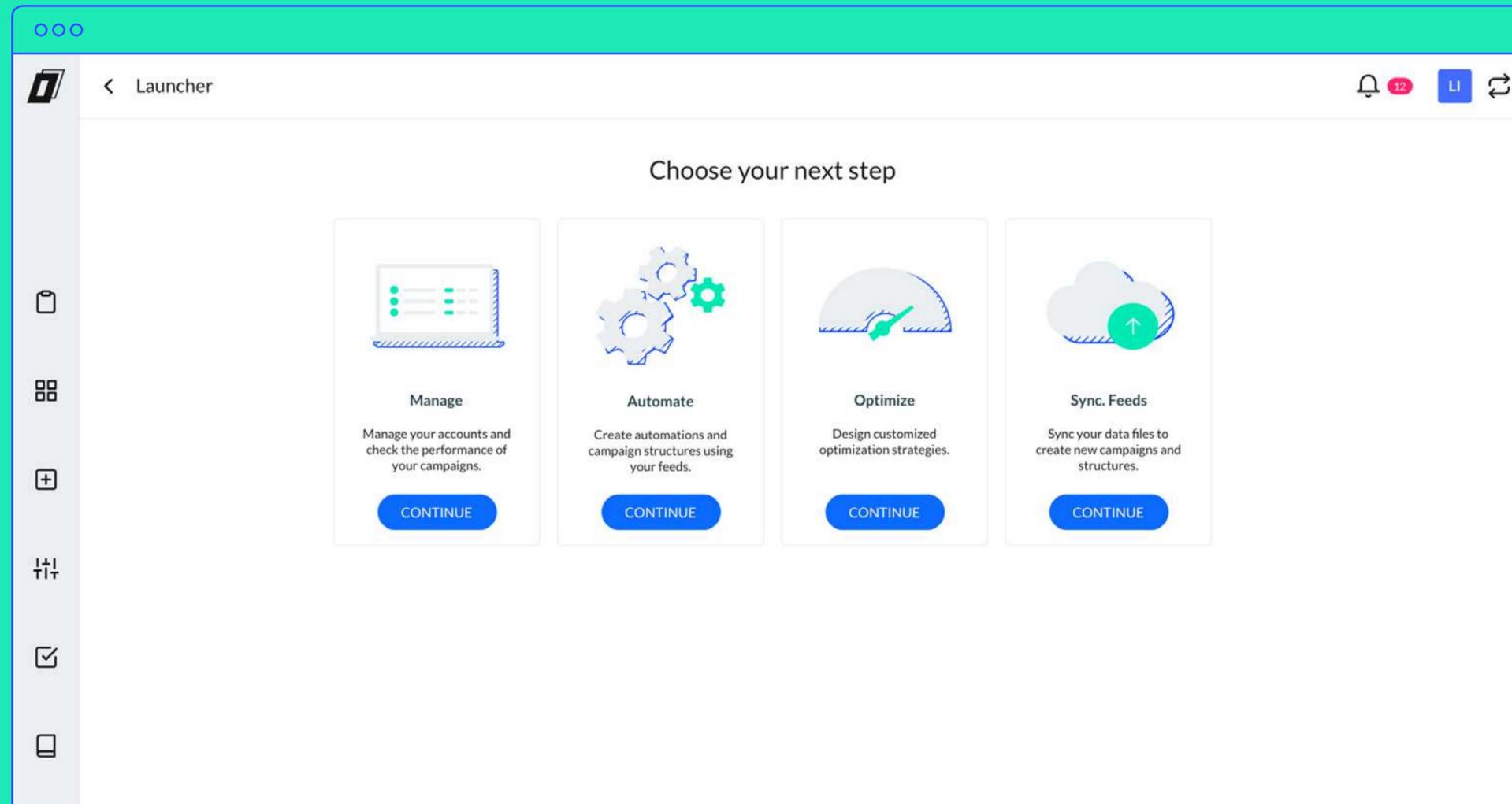Spaceboost

How to start managing your PPC Campaigns with Spaceboost

What's in this guide?

Extract

It's possible that once you have signed up to work with Spaceboost, you're not immediately sure where to start. This is normal. In this guide you'll find all the steps you need to take in order to start optimizing your PPC campaigns and generating massive structures to get the best possible ROI from your digital marketing investment.

If you have registered with Spaceboost but your Dashboard is empty, it's because you need to start with the most important thing: connect your account.

Before you can optimize your PPC campaigns with Spaceboost technology you have to connect your accounts to Spaceboost's platform - obviously. Once you've done this you can start managing all your channels and media from the same platform, create new campaigns with our massive structure generator, and optimize them to maximise results.

01 **Connect your accounts**

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Spaceboost

01

Connect your accounts

		Totals Last update: 5 March, 2018		CPA	Conversions	Clicks	All conversions	Impressions	CTR	CPC	Cost	Value
				13,89€	9.903,00	162.123	9.905,00	4.971.781	3,26%	0,8€	137.590,25€	0,00
		Travel_DE_EU	⋮	16,04€	17,00	403	17,00	8.022	5,02%	0,7€	272,75€	0,00
		Travel_EN_EUR_S	⋮	4,48€	3.320,00	43.719	3.320,00	192.860	22,67%	0,3€	14.871,94€	0,01
✓		Travel_DISP	⋮	15,20€	1.014,00	12.290	1.014,00	326.723	3,76%	1,3€	15.409,72€	0,00
		Travel_EN_EUR	⋮	13,39€	56,00	474	56,00	9.841	4,82%	1,6€	749,60€	0,00
✓		Travel_EN_ARE	⋮	23,35€	3.458,00	48.609	3.458,00	629.971	7,72%	1,7€	80.737,48€	0,00
		Travel_EN_BRA	⋮	9,04€	68,00	859	68,00	32.837	2,62%	0,7€	614,80€	0,00
✓		Travel_ES_EUR	⋮	11,41€	195,00	1.826	195,00	942	2,51%	1,2€	2.224,98€	0,00
		Travel_EN_CHL	⋮	11,90€	386,00	22.105	195,00	72.877	1,66%	0,2€	4.593,21€	0,00
		Travel_ES_VEN	⋮	16,50€	125,00	16.880	386,00	1.328.200	0,81%	0,1€	2.061,89€	0,00
✓		Travel_EN_VEN	⋮	7,07€	83,00	622	127,00	2.087.367	9,57%	0,9€	586,40€	0,00
		Travel_EN_COL	⋮	9,04€	68,00	859	83,00	6.497	2,62%	0,7€	614,80€	0,00

Accounts   Accounts   Campaigns   Ad groups   Keywords   Ads

Search account   Last 30 days: 09/04/2018 - 08/05/2018

Rows per page: 25   1-25 de 77

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1.1.

Choose the account you want to start managing and optimizing

If you have signed up to Spaceboost but your Dashboard is empty, you have to connect your PPC account to the platform.

Before you can optimize your PPC campaigns with Spaceboost technology you have to connect your accounts to Spaceboost's platform. Once you've done this you can start managing all your channels and media from the same platform, create new campaigns with our massive structure generator, and optimize them to maximise results.
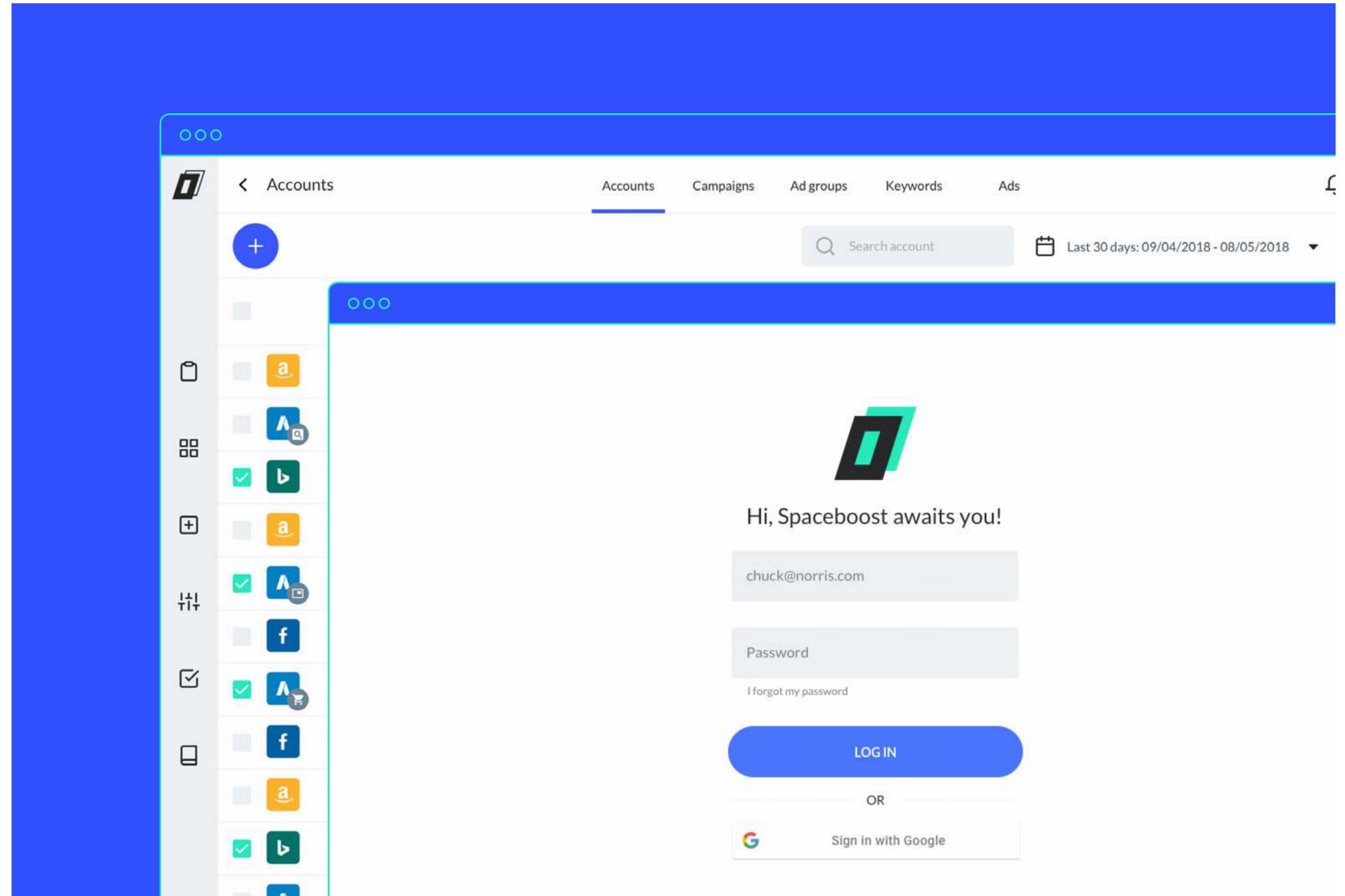
Spaceboost

1.2.

How to connect your accounts to Spaceboost?

Click on the "Connect to Google" or "Connect to Bing" option and we will redirect you to a screen where you can link your accounts to the platform.

Once you have logged in to your user account, the first thing you have to do is access the Manage screen. You can do it from the Main Menu (Launcher) or from the Side Menu.

From the Manage screen you can link all the accounts you want to start working with to Spaceboost.

Clicking "Create" will give you the option to connect with Google, Bing, or Amazon.

It is essential that the link is made by the Account Administrator. You can check if you are an administrator in the Adwords Users table (your email must have the Administrator access level).
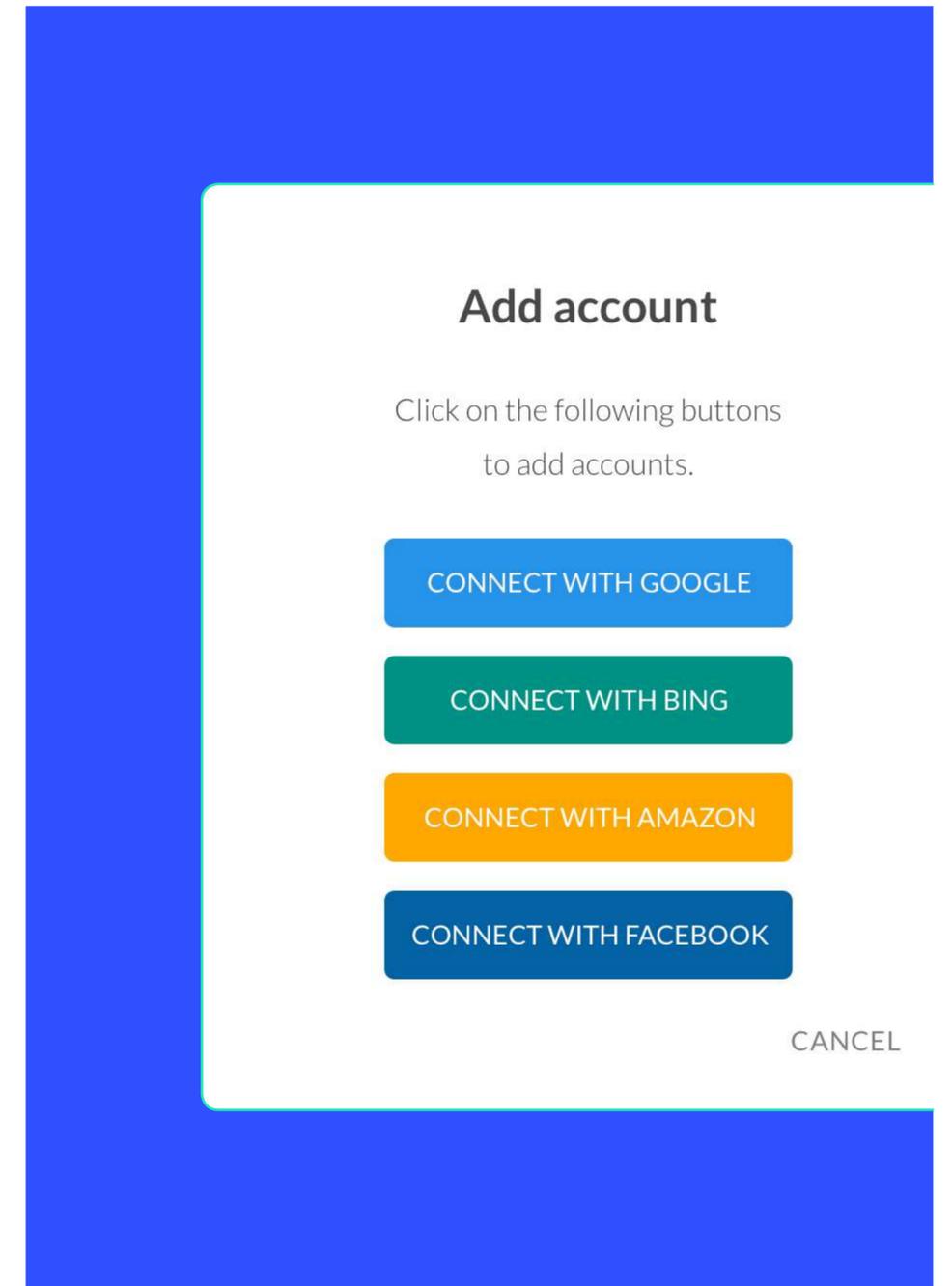
If you follow these instructions exactly, the connection will be immediate and the Dashboard will be updated with the information of the accounts that you have connected.
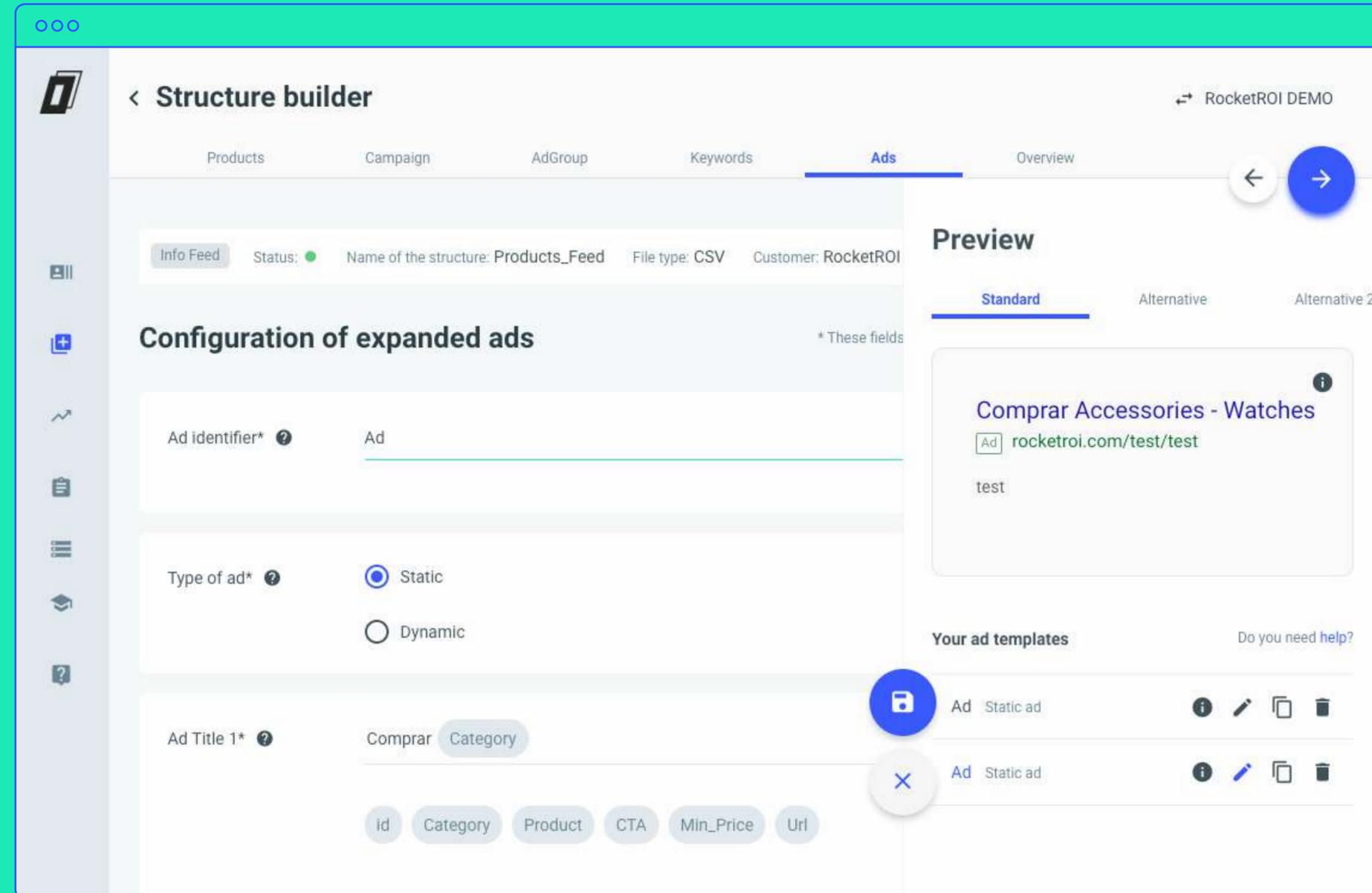
Important points:

If the account you want to link already belongs to another MCC, you must disconnect it from your current MCC so that the integration is done correctly.If not, you won't be able to link correctly.

You have to link the account from the Administrator's email account. You can check if you are an Administrator in the Adwords Users table (your email must have the access level to administrator).

If you follow these instructions exactly, the connection will be immediate and the Dashboard will be updated with the information of the accounts that you have connected, showing a set of graphs and data that will summarize the results of your campaigns

Add account

Click on the following buttons to add accounts.

CONNECT WITH GOOGLE

CONNECT WITH BING

CONNECT WITH AMAZON

CONNECT WITH FACEBOOK

CANCEL

02

# Create structures for your PPC campaigns

Spaceboost

2.1.

Create a new structure using Spaceboost technology

Once you have connected your accounts, you can start using our structures generator. You will find it in the Spaceboost tools menu.

This tool will allow you to create as many campaigns, ad groups, keywords, and ads as you want quickly and easily. In order to do this, we will use a data feed that contains all the information you will use in your campaign structure.

Once you have uploaded a data feed (explained below), you will be able to keep this structure up to date, automated, and dynamic.
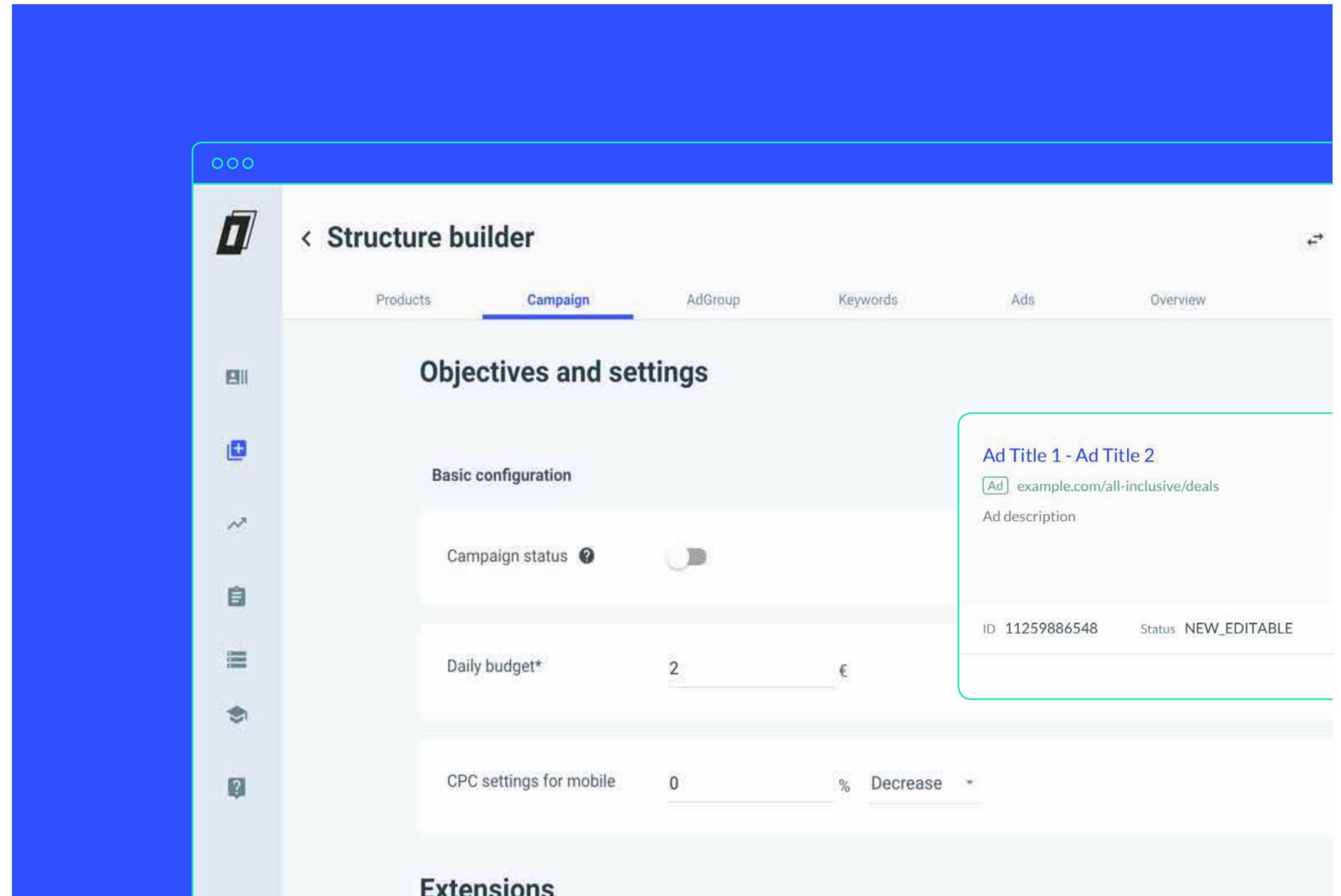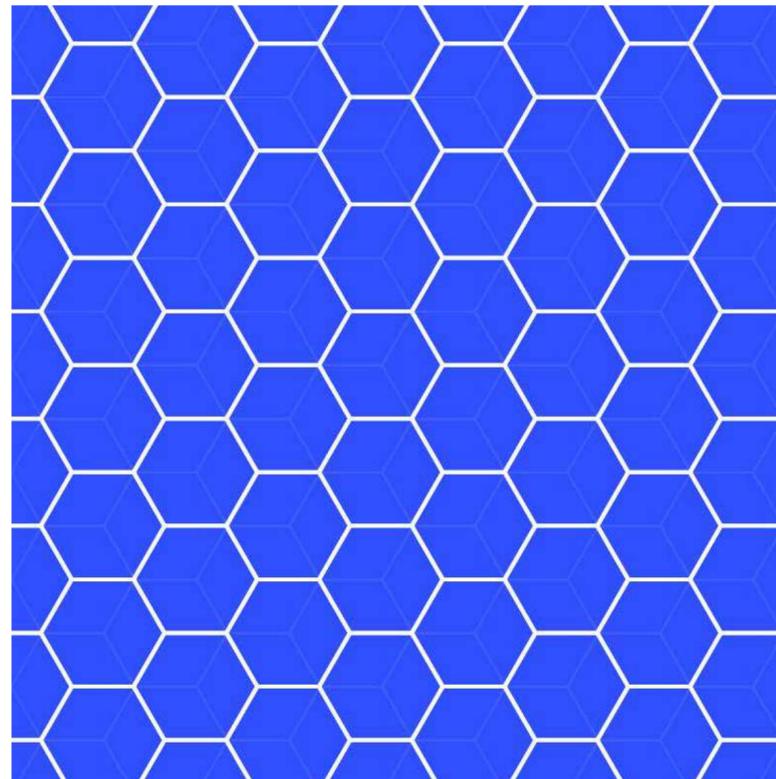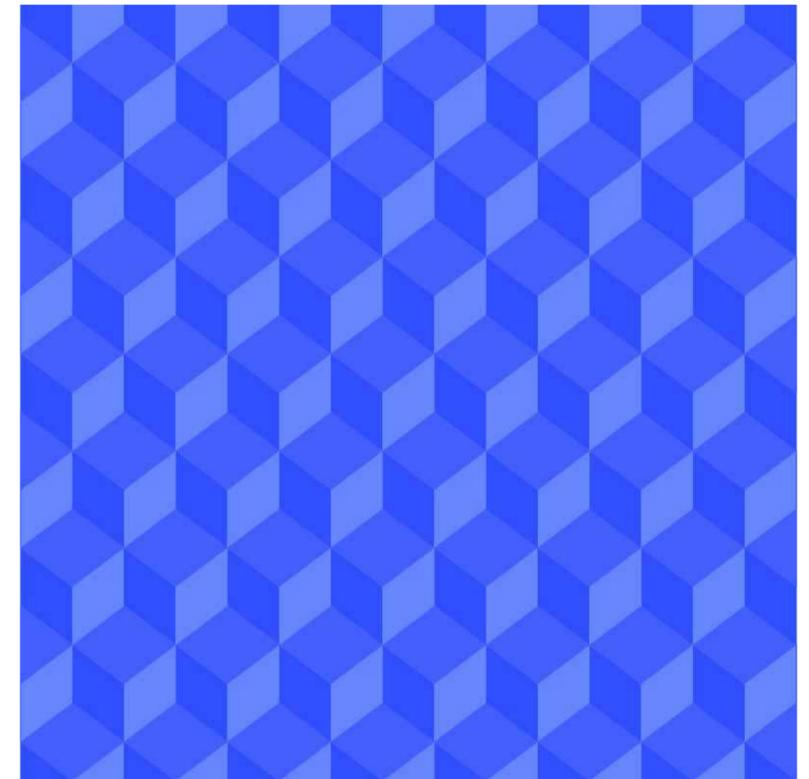
2.2.

Types of structures
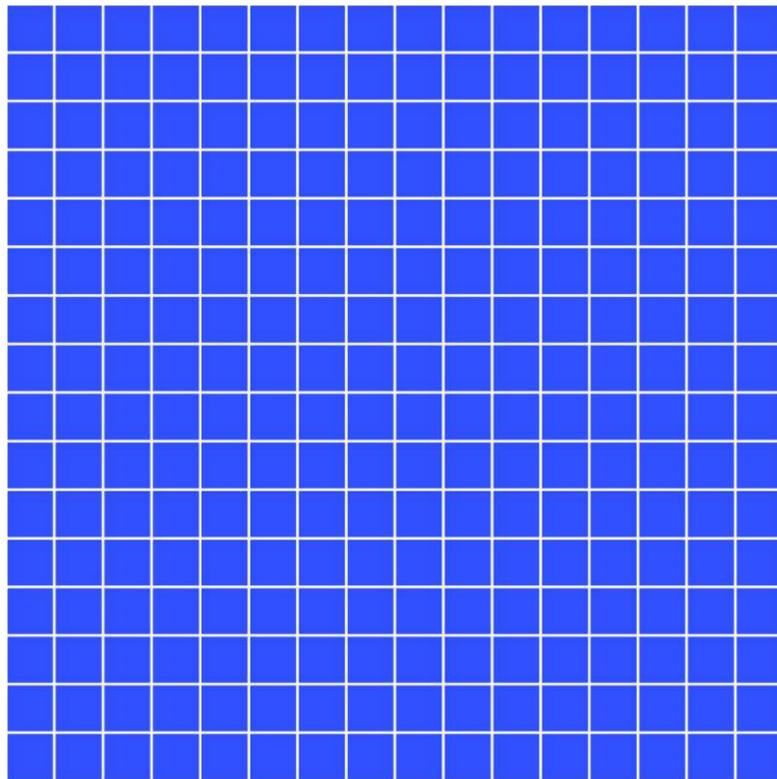
STANDARD STRUCTURE
5k-10k keywords

ADVANCED STRUCTURE
+1M keywords

ADVANCED DYNAMIC STRUCTURE
∞ keywords

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Advanced
Dynamic Structure
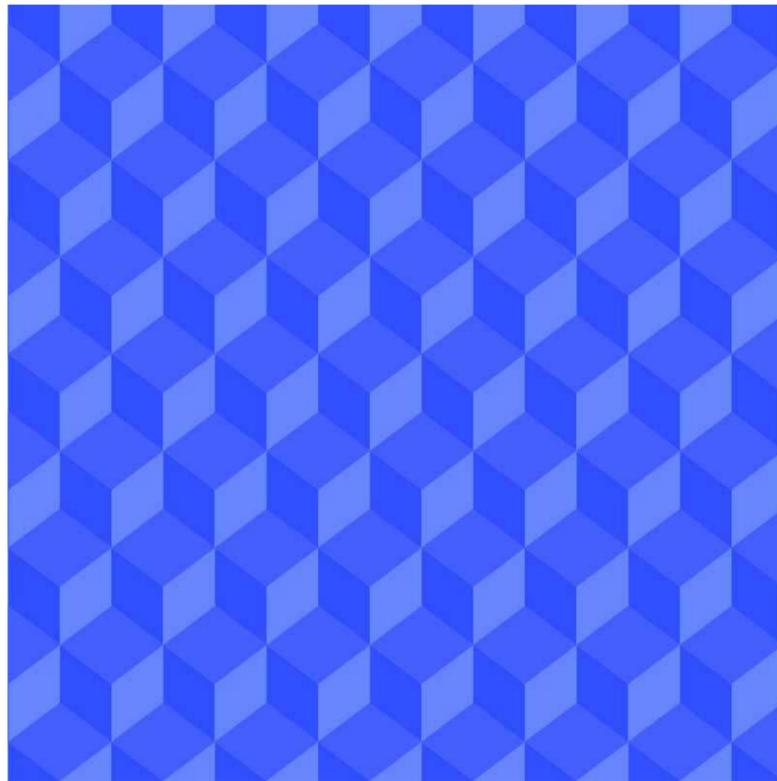
ADVANCED DYNAMIC STRUCTURE

∞ **keywords**

✓ Avoid overlapping keywords

✓ Much deeper keyword targeting

✓ Grouped bid of keywords

✓ Higher visibility of ROI per line and campaign

✓ Full control over impressions

✓ Negative keyword filtering

✓ Avoid double interpretation of keywords

✓ Greater depth of account optimization

Contact us if you have questions: **support@spaceboost.com**

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Optimizer   Settings   Simulator

My optimizer setting 01 ✎   Activate setting   DELETE

Automate ⑦

Optimization preferences

Select algorithm ▾ ⑦

Strategy level ▾ ⑦

Currency ▾
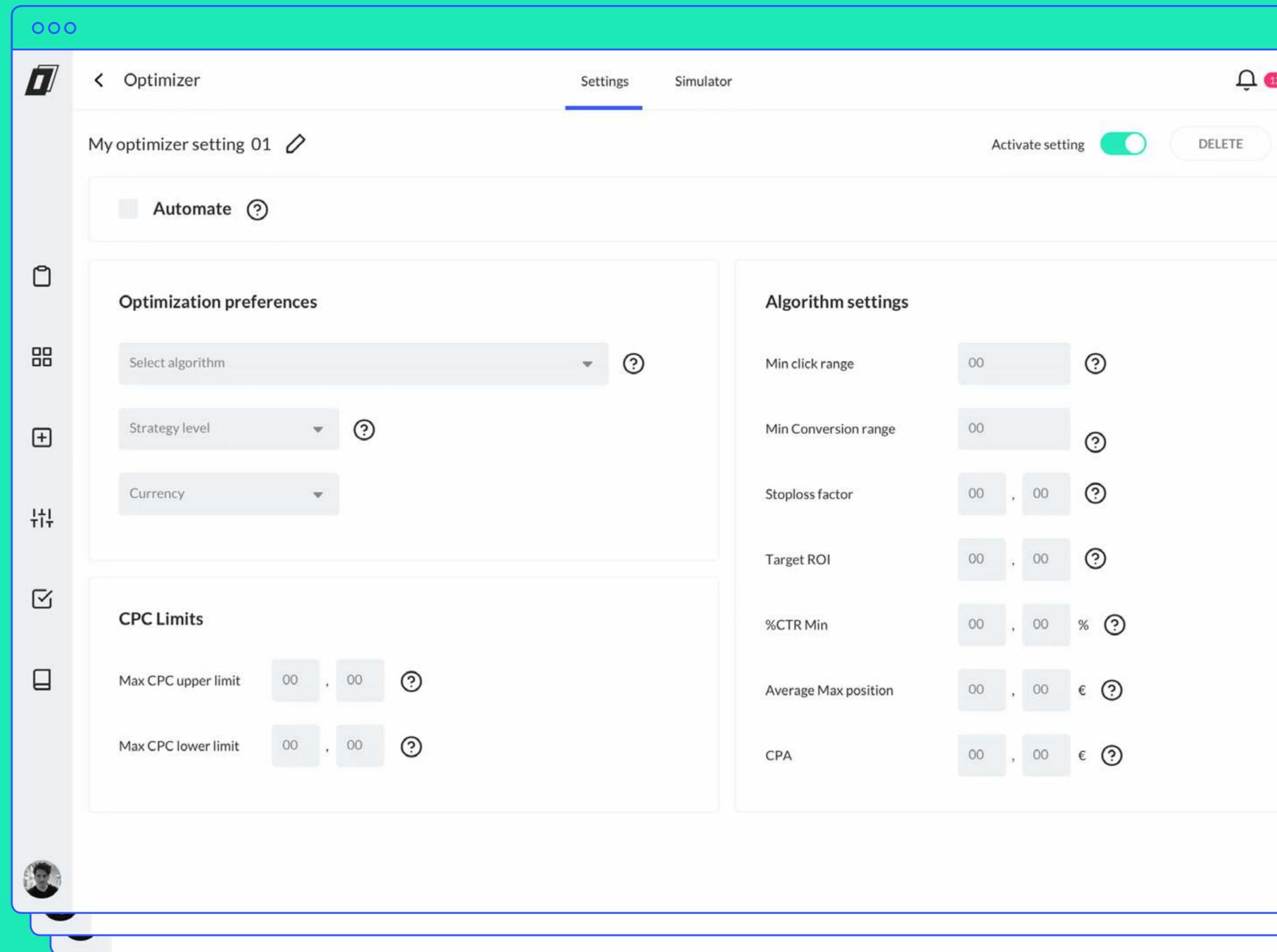
CPC Limits

Max CPC upper limit   00 , 00 ⑦

Max CPC lower limit   00 , 00 ⑦

Algorithm settings

Min click range   00 ⑦

Min Conversion range   00 ⑦

Stoploss factor   00 , 00 ⑦

Target ROI   00 , 00 ⑦

%CTR Min   00 , 00 % ⑦

Average Max position   00 , 00 € ⑦

CPA   00 , 00 € ⑦

03

Optimize

Spaceboost

3.1.

Work on your campaigns and activate the optimizer

Once you have connected your accounts and the information from your campaigns has been downloaded to Spaceboost, you can decide if you want to activate the optimizer. This will mean that your keywords start to work harder to help you achieve your goals.

You can define a general objective CPA or ROI for your optimization strategy or your can specify a different objective at each level: campaign, Adgroup, or keyword. This can be combined with many more parameters that will allow you to achieve an extremely precise optimization.

Now that you know what Spaceboost can offer you, it's time to go inside our platform to investigate it thoroughly. In our First Steps article you'll find where to start.

< Optimizer

Settings   Simulator

My optimizer setting 01

Automate ⑦

Optimization preferences

Select algorithm ▼ ⑦

Strategy level ▼ ⑦

Currency ▼

Algorithm settings

Min click range

Min Conversion range

Stoploss factor

Target ROI

%CTR Min

CPC Limits