

Yandex.Direct

Appendix

Yandex

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Impressions & Clicks Data Commentary

Impressions

The number of impressions may vary depending on the day. There are many factors that can affect the number for impressions. For example:

Weekends and public holidays: as a general rule internet traffic is lower on these days (about 30-40%), so the number of users looking for various products/services is less.

Changes to the list of keywords: adding or removing keywords can increase or decrease the number of impressions an ad receives.

Seasonal demand: if seasonal products/services are being advertised (for example, Christmas presents), the number of searches for the corresponding keywords will greatly increase during that period and drop off towards the end of the season.

Time targeting: if time targeting is enabled for a campaign, the ads in that campaign will only receive impressions during the days/hours specified in the campaigns settings.

Geotargeting: any restrictions applied to the display region of advertising materials affects the number of ad impressions and clicks. If you've made any changes to the geotargeting settings during the report period, you may see a difference in the number of visitors to your site.

Weekly budget: if your ad campaign uses the "Weekly budget" feature and your assigned budget is insufficient to pay for a large number of clicks, Yandex.Direct automatically withdraws ads from being served on search, reducing the frequency of your ads appearing;

Campaign downtime: ads will not be displayed if there are no funds on a campaign. If the campaign has been stopped because of this, we recommend topping up your account.

Clicks

Just like the number of impressions in the previous report, the number of clicks can also vary. However in this instance, there are even more factors that can affect the number of clicks:

Weekends and public holidays: due to the general reduction in internet traffic on these days, the number of impressions and clicks on ads tends to be less.

Changes to the list of keywords: even the smallest change to the list of keywords can affect the number of clicks on an ad. For example, adding keywords will lead to an increase in the number of clicks. Please also note that the "Autofocus" tool can change (refine) keywords as long as they're not disabled in the Direct interface.

Poorly chosen keywords: One word can often have quite a few different meanings. For example, someone who searches for "kitchen" could actually be interested in furniture for their kitchen, some one else may be looking for kitchen utensils. This problem is often reflected by a low CTR for these keywords. If this is the case, try refining your keywords by adding negative keywords or using more precise keyword combinations.

Imprecise ad texts: it is possible that some users may not understand that your ad provides the solution that they're looking for. This can generally be put down to the content of the ad itself and results in a low CTR. If this is the case, try to reword your ads to make them more understandable to the mass audience.

Seasonal demand: when advertising seasonal products/services (for example, winter tires) you must remember that the number of user searches (and resulting ad clicks) greatly increases during the height of the season.

Geotargeting: any restrictions applied to the display region of advertising materials affects the number of ad impressions and clicks. If you've made any changes to the geotargeting settings during the report period, you may see a difference in the number of visitors to your site.

Weekly budget: if your ad campaign uses the "Weekly budget" feature and your assigned budget is insufficient to pay for a large number of clicks, Yandex.Direct automatically withdraws ads from being served on search, reducing the frequency of your ads appearing and therefore the number of clicks also decreases;

Campaign downtime: if there are no funds on a campaign, the ads within the campaign will not be displayed. If the campaign has been stopped because of this, we recommend topping up your account.

CTR Data Commentary

Normally the CTR for an ad campaign is fairly constant. This is especially typical for an ad campaign that has been running consistently for a long period of time. However, the CTR does often vary between workdays and weekends (because of the change in behaviour of the internet audience).

However, the CTR may change for other reasons.

Please note that, in Yandex.Direct, bids (which are required to make an ad more visible) depend on the CTR. The higher the value of this parameter, the lower the bid can be. You can read tips on how to improve the CTR of your ads in the Help section on Yandex.Direct's site.

Please note that the CTR is by no means the most reliable indicator of the effectiveness of your ad campaign. It simply shows how many users your ad has attracted, but does not indicate whether or not these users proceeded to purchase the advertised product/service. To monitor your campaign more effectively we recommend using Yandex.Metrica.

CPC Data Commentary

The cost per click (CPC) is the amount it costs to attract each visitor to your website (or contact information page). Remember that even when using contextual advertising not every visitor who clicks on your ad will become a customer, so try to keep the cost of attracting new customers as low as possible to ensure your ad campaign remains profitable.

The average CPC and other such campaign parameters are normally quite stable. The CPC mainly depends on the maximum bids set in the campaign management interface: the amount deducted from your account can never be greater than your maximum bid, but can be less than your maximum bid if you use the "Autobroker" tool. If the bids are changed while the campaign is running (for example, in response to changes in competitors' bids), the average CPC will also be affected.

Regional Data Commentary

If your ad campaign is running in a number of different regions, this report will help you define which regions are performing better than others. If after a relatively large number of impressions in one region, the campaign performance indicators in that region are considerably worse than the remaining regions, it may be worth conducting a separate ad campaign in that region (for example, with ad texts that have been adjusted to directly address the inhabitants of that region).

Key Ad Product Types

Search advertising – is where online ads are placed on webpages that display results from search engine queries. Keywords from the ads are matched with the keywords from each user search query. This form of online advertising provides the most accurate targeting of the advertiser's desired audience – as it occurs at the exact moment the user is actively looking for a product/service (for example, a user searches for information about a product, and receives a number different results, sometimes the advertiser's promotion or offer is – exactly what the user was looking for –). Yandex.Direct displays search ads on the Yandex search results pages and on search websites included in the Yandex Advertising Network.

Contextual advertising – is the process by which ads are selected and placed based on the content of the website. Advertisers then receive an audience that is already focussed to a certain extent on the product/service they wish to sell. The audience isn't targeted quite as precisely as search advertising, and a portion of the users visit these sites accidentally or out of passive interest (often these users find the information they require on the website itself, and need look no further). Therefore, it cannot be guaranteed that users are interested in the ads they see on these sites. Ads on Yandex.Direct are also placed on content sites.

Search and contextual advertising – are different means of advertising that are similar in a number of respects. In both instances relevant ad blocks are displayed at the exact moment users display an interest in a certain product or service.

Content advertising – is the same as site contextual advertising.

Personally Targeted Advertising – is where ads are displayed to a specific group of users as opposed to being associated with the content of webpages. Groups of users are defined based on their previous behaviour on the internet as well as information they have provided in online forms they have completed. For example, certain ads may only be shown to men between the ages of 25-35, young mothers, or students of economic institutes. Targeted advertising helps advertisers reach different goals to contextual advertising by approaching the target audience in a completely different way. The main advantage of this form of advertising is the ability of the advertiser to establish contact with potential clients not just at the moment they display an interest in a certain product of service, but at other moments in their life. This can be extremely effective for products where users normally take a long time to make up their mind on whether to buy a product or not. A typical example of this would be – property. There are often months or even years between the moment when the user first manifests an interest in buying a piece of property and when they actually make the purchase. Of course during this time the user in question does not spend all their time searching the internet for property. Personal targeted advertising allows advertisers to maintain contact with users throughout this period of time and possibly have an influence on their decision. It's worth bearing in mind that in comparison with search and contextual advertising

and their methods of sifting users out, this method defines the relevant audience hypothetically, so far as this type of interest comes in the form of a prolonged "phase" that can be difficult to define. However, our system is constantly being perfected, to help ensure that ads continue to be shown to users manifesting a sustained interest in a product/service. This type of targeting is enabled by default on Yandex.Direct.

Glossary

General terms

CTR (click-through rate) – shown as a percentage of the number of clicks per ad against the total number of impressions for each ad. This is generally considered to be an effective measure of the attractiveness of an ad or banner to the audience for which the ad (banner) is designed.

Time targeting – is the displaying of ads on certain days or hours of the week.

Geographical targeting (geotargeting) – is displaying ads to users from specific geographical regions (for example, just to people who live in Moscow, or people from the Northwest of Russia).

A Click – is an individual instance of a user clicking on an ad. One click can be interpreted as one user being directed to the advertiser's site, although in actual fact some users get lost "on the way" (they change their mind or don't wait for the page to load etc.).

Contextual advertising – is where ads match the content of the pages they are displayed on. The Russian contextual advertising market currently offers advertisers four types of contextual products: search advertising, content advertising, personal targeted advertising and banner ads. All of these products are designed for different groups of advertisers, depending on their varying advertising goals and strategies.

Behavioral targeting – is where ads are shown to users who have recently demonstrated certain interests and/or performed certain actions on the internet (for example, searched for holidays or financial news).

Impression – is a single instance of an online ad being displayed to a user.

Advertising website – a website containing ads.

Advertising networks – are a group of advertising websites united by the same ad placement system. For example, the Yandex Advertising Network.

The Yandex Advertising Network (YAN) – are a group of websites containing content ads (both search and contextual) from Yandex advertisers. All websites must undergo a strict selection process before entering into the YAN. The YAN currently comprises several thousand of the best websites on the Russian internet.

Socio-demographic targeting – is the process of displaying ads to a group of users with the same characteristics (for example, to young [20-35] single women, or school children). This type of targeting is based information forms that users have completed on different systems, as well as additional analysis of behavioral targeting. This type of targeting is not currently available on Yandex.Direct.

Targeting – is the method by which advertisers filter out and display ads only to their target audience. See also time targeting, geotargeting, contextual advertising and behavioral targeting.

Pricing and payment models

The Price model – describes the form of payment (in this instance – for contextual advertising). The auction pricing model is currently the most widely used model on the Russian online advertising market, the fixed price model is also used in some cases (when selling ads by the number of impressions).

Auction pricing model – the model in which the cost of advertising is set by the advertiser, and the set bid affects the traffic volume.

Fixed price model – is where the cost of ads is set by the advertising website (the site on which the ads are placed). The fixed price model is currently used in contextual advertising when paying for a fixed number of impressions. Yandex.Direct does not employ this model.

CPM (cost per mille). This is an advertising price model in which the advertiser pays for set numbers of impressions. In this case, the price is given for blocks of one thousand impressions.

CPC (cost per click). In this model, advertisers only pay when an advertiser clicks on their ad. In this instance, one click is considered equal to redirect to the advertiser's site. However, in actual fact the number of clicks may be greater than the number visitors to the site.

CPA (cost per action). Is an advertising price model, in which the advertiser pays for specific user actions, for example, a phone call, the completion of an online form, subscribing to certain services or making requests etc. This method is not used on Yandex.Direct.

CPS (cost per sale). This is a price model in which the advertiser only pays when users directed to their site make a purchase. This principle is similar to the CPA model; the main difference is not only that CPS is focused on the user making a purchase, but also on the value of the purchase (consequently, the pricing of this model is not fixed but is calculated as a certain (previously agreed) percentage of the sale). This model is not used on Yandex.Direct.