

# ADS AND ADVERTISING AUTOMATION

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# PALO ALTO NETWORKS

We are the global cybersecurity leader, known for always challenging the security status quo. Our mission is to protect our way of life in the digital age by preventing successful cyberattacks.

- Over 85 of the Fortune 100 and more than 63% of the Global 2000 rely on us to improve their cybersecurity posture.
- Partnered with elite leaders, such as Accenture, Amazon Web Services, Google, Microsoft, ...
- Global support organization (Americas, EMEA, Asia and Japan) recognized for exceptional services
- Named on Fortune Magazine's Top 50 companies changing the world
- Ranked #1 as "best place to work" in the Bay Area by SF Business Times (2016).

<https://www.paloaltonetworks.com/company/about-us>



# EVENT AD AUTOMATION



# THE SITUATION

- 2 people managing paid online advertising
- 140+ events being promoted at any given moment
- Events are loaded by multiple, globally-dispersed individuals
- 4 different methods of event management
- Not all events are gated, but we can only promote those that are
- Differing occupancy limits, importance, and frequency

# THE SETUP



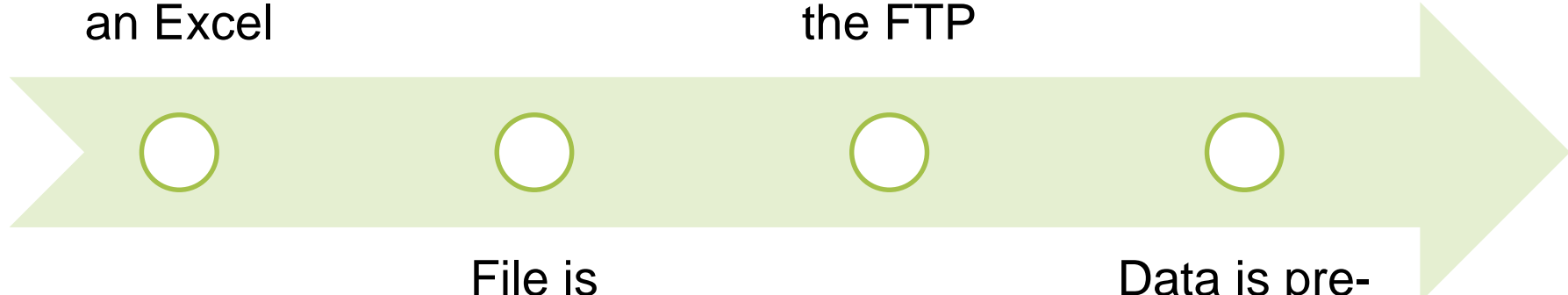
# CONSUMABLE FEED

Web team  
translates  
the feed into  
an Excel

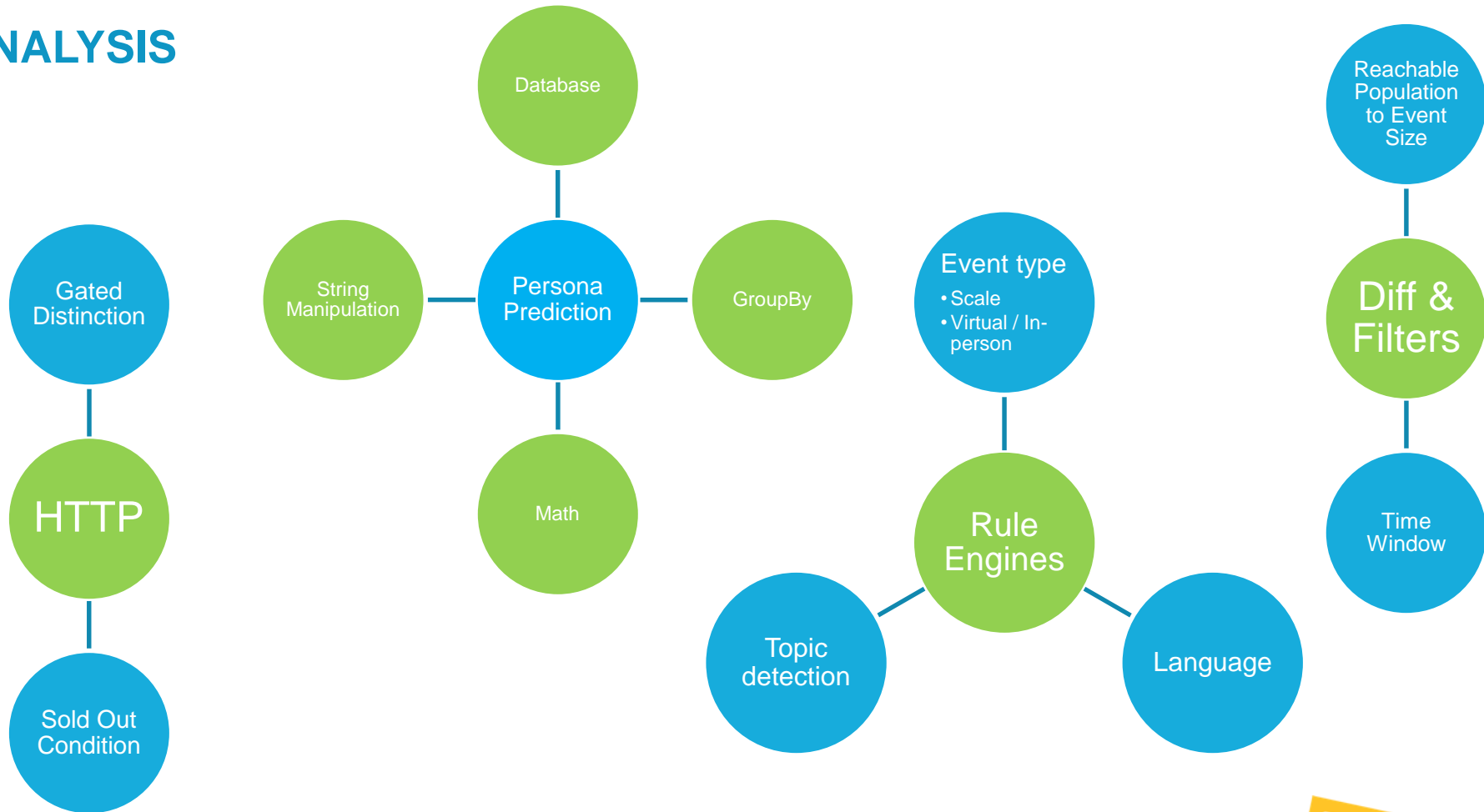
KNIME picks  
it up from  
the FTP

File is  
dropped into  
an FTP  
location

Data is pre-  
processed



# ANALYSIS



# BUSINESS RULES



## Location Grouping

- Enough locations to meet occupancy limit

## Channel Appropriateness

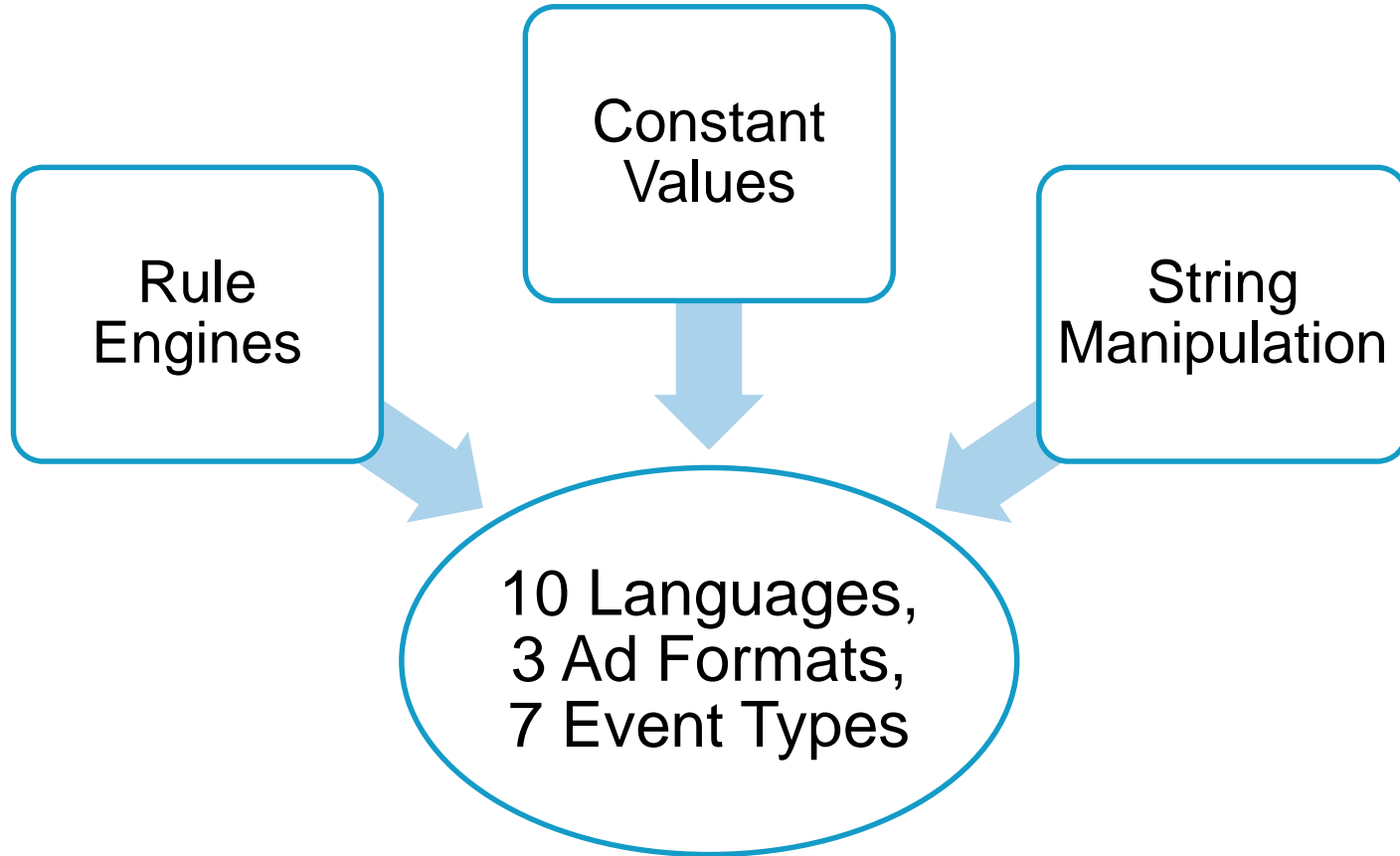
- Topic and event type affect which channels are most efficient

## Aggression Leveling

- The faster we need to get leads, or harder it will be, the more campaigns we need to upload the ads in



# TEMPLATES



# EXPORT PATHS

## Google Sheets

- Google Feed for AdWords Search
- Google Docs for AdWords Display
- Emails

## Google Scripts

- Run Daily to Import Display Ads
- Run Hourly to Remove Expiring Events
- Run Daily to Send Emails

## Email

- To Deliver LinkedIn Ads to Rep
- To Deliver Daily Report for Ad Team

## Database

- To Maintain List of Active Ads
- To Maintain List of Previous Ads for Reporting

## CLEAN UP

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### Expired

Daily feed complete refresh via the Google Sheet push

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Google Script will delete ads hourly if the event is close to occurring

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An expiration date is included in the emailed attachment sent to the LinkedIn rep and internal manager for verification

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### Sold Out

Send email to LinkedIn Rep and internal manager

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Use reference database table to identify Google Display ads to find and delete via the automated script

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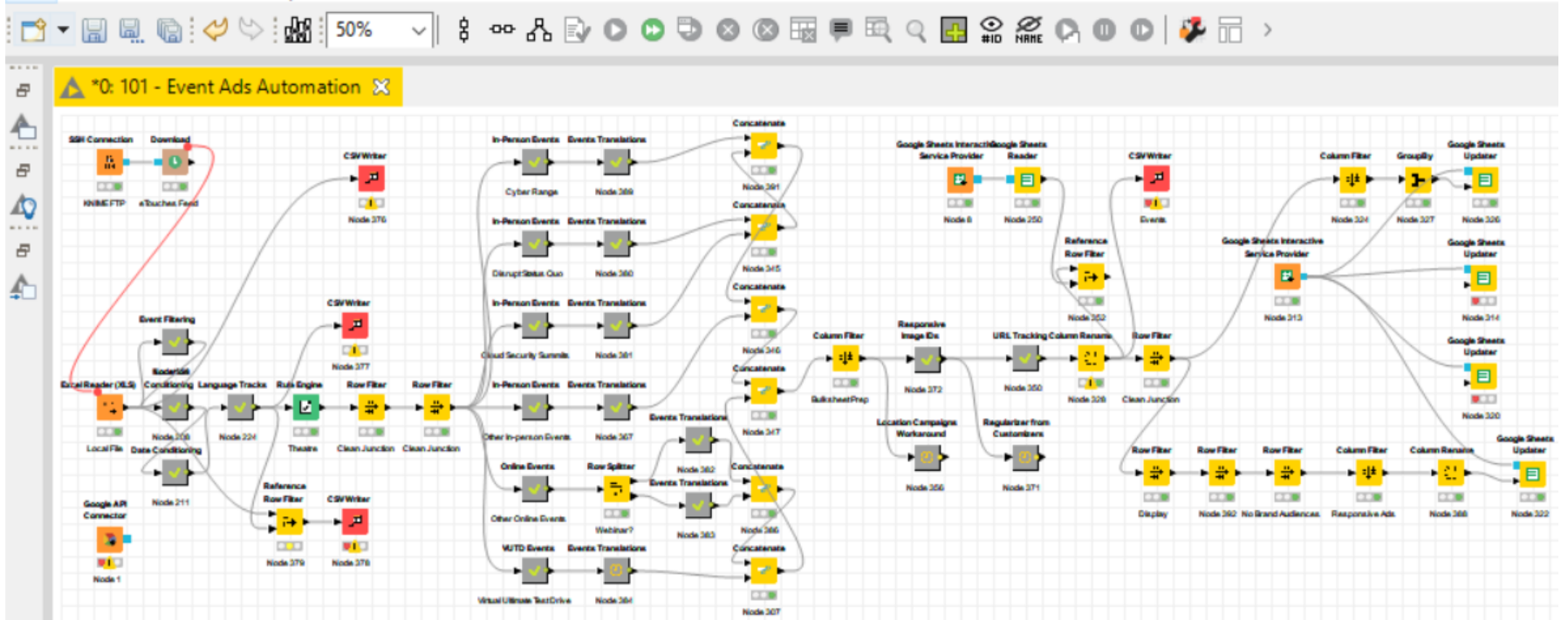
Pre-filter from the Google Search daily feed refresh

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# THE FLOW

KNIME Analytics Platform

File Edit View Node Help



# THE RESULTS



Over 1,300 events supported via automation



Personalized experiences in multiple channels



Reduction of cost per registrant by 92.9%



Total time required per run: 48 seconds

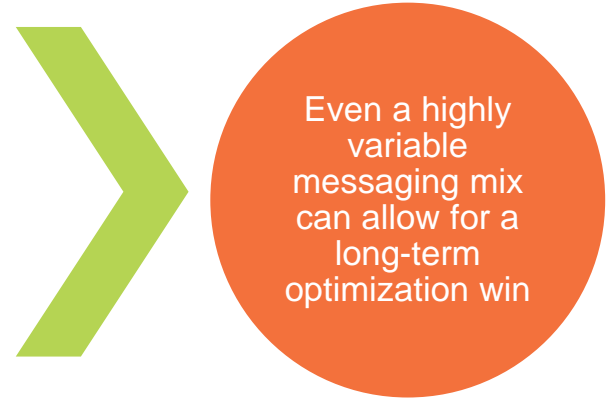
**Time Saved:**  
**122 8-hour Days**

**Ad Savings:**  
**\$2,899,000**  
(assuming 10 registrants per event)

# THE LESSONS



Unreliable quality of event entry necessitates a topic-based, templated approach



# KEYWORD DISCOVERY AND GROUPING



## THE OBJECTIVE

Increase Reach

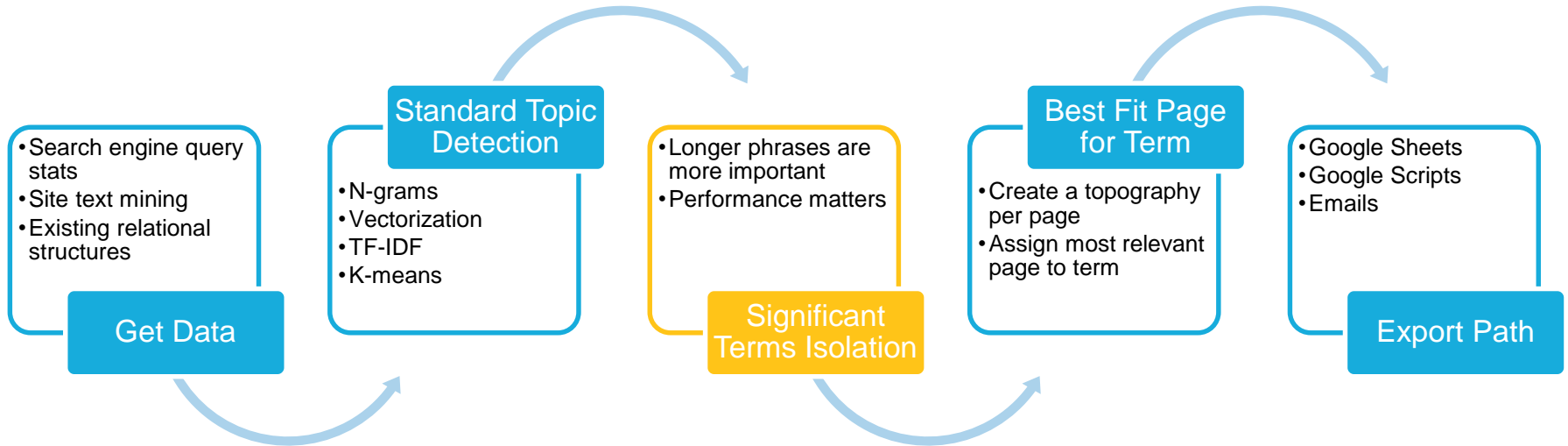
Improve Relevance

Decrease Costs

Manage Complexity

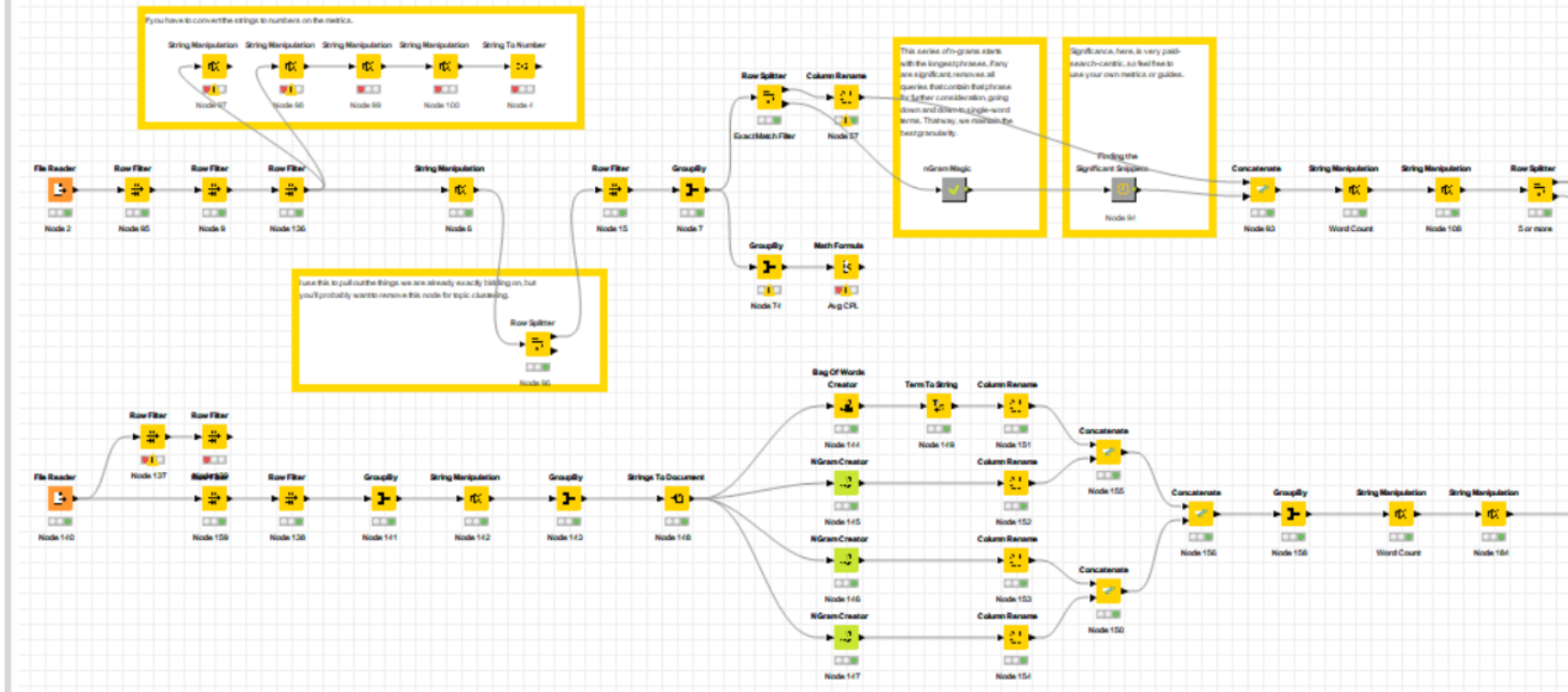


# THE METHOD



# THE STANDARD STUFF

0: search query analysis(2) X



# ISOLATING SIGNIFICANT TERMS – AN ADVERTISING APPROACH

## Efficiency

- Objective-based metrics
- Reach is a critical minimum

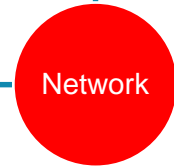
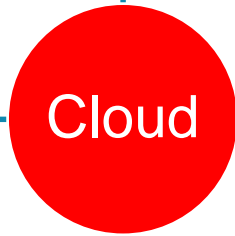
## Long-tail vs Head Terms

- Shorter terms, while more frequent and significant, may not be good for advertising

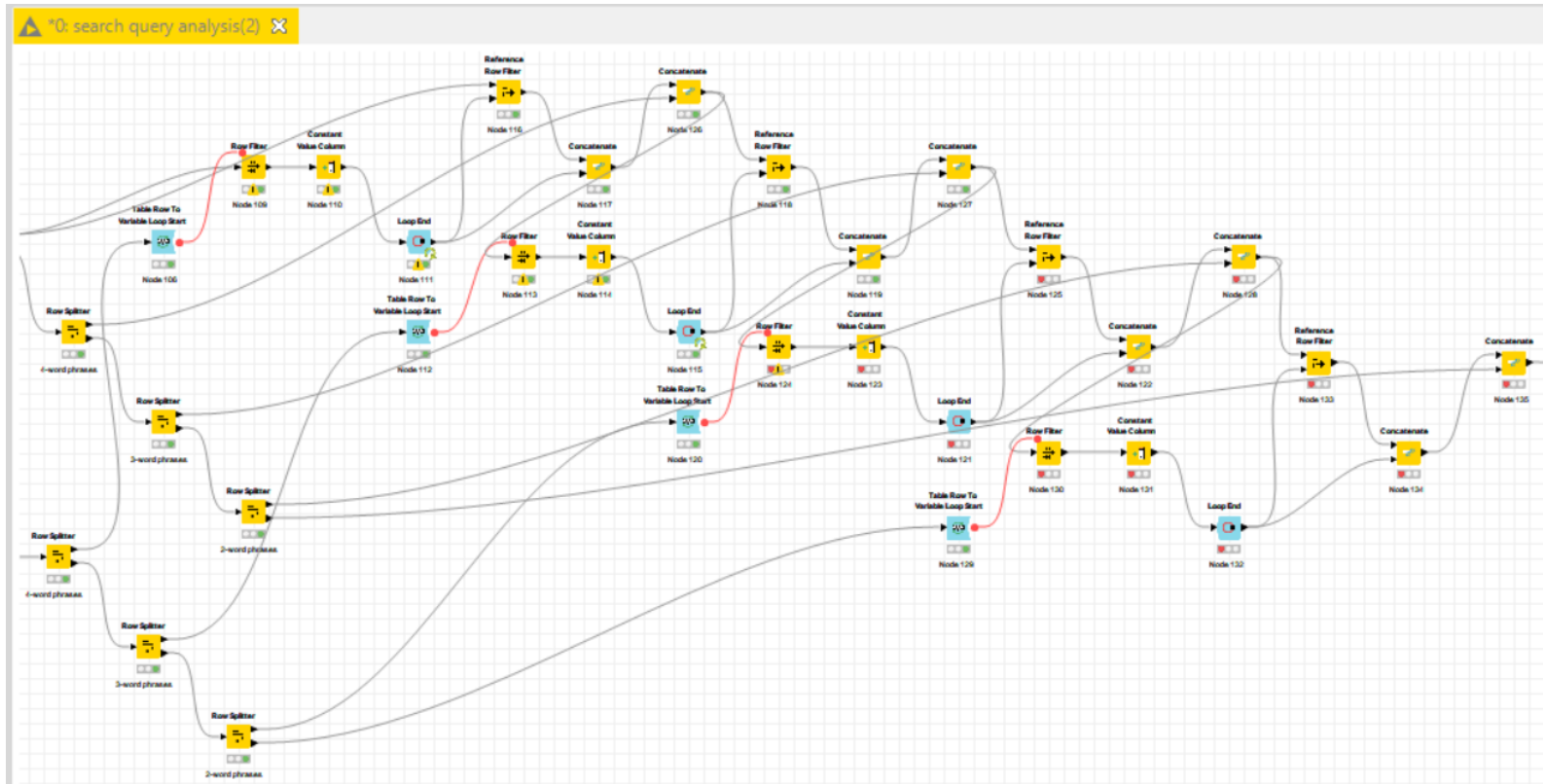
# ISOLATING SIGNIFICANT TERMS – AN ADVERTISING APPROACH

## Illustration – numbers are not actuals

TERM	ROI	POTENTIAL COST
cloud security for AWS	15.00	\$ 150,000
cloud security	7.50	\$ 1,500,000
cloud	0.08	\$ 150,000,000



# ISOLATING SIGNIFICANT TERMS – AN ADVERTISING APPROACH



# CROSS-PLATFORM OBJECTIVE BALANCING

# PERSONA-BASED MAPPING EVERYWHERE



# CONTENT RECOMMENDATIONS



# *THANK YOU*

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