



Jaguar Land Rover's Best Practices for Paid Search

Overview

This is a guide for Jaguar Land Rover (“JLR”)’s partners in Tier 3, outlining best practices for Google Paid Search. The objective of these guidelines are: (1) protecting the Jaguar and Land Rover brand, (2) ensuring consistency of its use across all tiers in terms of both messaging and delivery, and (3) establishing safeguards precluding artificial inflation of bidding prices and cost-per-clicks (“CPCs”) for key terms.

This guide covers the following key components:

- ✓ Definitions
- ✓ Strategy
- ✓ Keyword Guidelines
- ✓ Overlap Guidelines
- ✓ Bidding Guidelines
- ✓ Use of Trademarked Terms
- ✓ Creative Guidelines
- ✓ General Best Practices

Update: Definitions

Dealer or retailer websites are classified in three tiers based on the concentration of dealers in a particular area and the digital agency management. The highest tier, Tier 1, is comprised of national JLR websites, while the lowest tier, Tier 3, is comprised of websites of individual retailers. Tier 2, the middle tier, is further broken down into “multipoint” locations with multiple dealers and “singlepoint” locations with one dealer in the area. Below are examples of websites classified within the tier structure:

Definition	Land Rover	Jaguar
Tier 1	www.landrover.com/us	www.jaguarusa.com
Tier 2 Multipoint	www.tristatelandrover.com	www.tristatejaguar.com
Tier 2 Singlepoint	www.landrovercharlotte.com	*N/A
Tier 3	www.landrovernorthpoint.com	www.flowjaguarwinstonsalem.com

* Mindshare does not manage Tier 2 Singlepoint for Jaguar.

Mindshare is the digital agency managing Tier 1, Tier 2 Multipoint, and Tier 2 Singlepoint for JLR; excluding Tier 2 Singlepoint for Jaguar. These guidelines provide recommendations for optimal search strategy for each three tiers. Sample keywords and ad examples in these guidelines are focused on Land Rover, but the same recommendations apply to Jaguar as well.

Update: Strategy

JLR’s strategy is to deliver highly relevant messaging based on keyword intent throughout the entire purchase path for a prospective JLR owner. In conjunction with this, JLR leverages Tier 1, Tier 2 Multipoint, and Tier 2 Singlepoint to block out top ad positions from core competitors (including Lexus, Audi, Mercedes Benz, BMW, and Porsche) and lead aggregator sites (including Edmunds and Kelley Blue Book).



The goal of JLR's Tier 1 strategy is to educate consumers, who are looking to explore and research the JLR brand. Tier 2 Multipoint and Tier 2 Singlepoint sites focus on informing prospective JLR owners about regional and local special offers within in their perspective area. The primary goal across Tier 1, Tier 2 Multipoint and Tier 2 Singlepoint is to drive leads and engagement. Our guidelines below seek to advance each tier's goals.

Keyword Guidelines

The guidelines for each tier are intended to facilitate the role of such tiers play along the consumer purchase path.

1. Tier 1 national campaigns help consumers to learn about the brand and explore the opportunities it opens. As such, these campaigns are the most exhaustive in terms of keyword coverage with Brand, Vehicle-specific, Segment, and Conquesting terms.
 - a. Keyword examples include:
 - i. Brand: "land rover", "range rover", "range rover sport";
 - ii. Segment: "luxury SUV", "fuel efficient suv", "crossover suv"; and
 - iii. Conquest: "bmw x5", "porsche cayenne."
2. Tier 2 Multipoint and Tier 2 Singlepoint campaigns focus on top Brand keywords, as well as regionally geo-modified versions of Brand, Vehicle specific, Segment terms, and specific Retailer names. **Update:** Within Tier 2 Multipoint and Tier 2 Singlepoint campaigns, Tier 1 and Tier 3 ads run in position 2-5 to prevent competitors, such as Mercedes Benz, from taking up top positions in searches involving JLR terms. This ensures that JLR appears in top positions, while competitors show in lower ads positions.
 - a. Keyword examples include:
 - i. Brand: "land rover south carolina", "land rover dealer illinois";
 - ii. Geo-Modified Brand: "tristate land rover", "atlanta area range rover";
 - iii. Retailer Names: "land rover princeton", "land rover monmouth"; and
 - iv. Segment: "suv dealers south carolina", "luxury suv dealer locations illinois."
3. Tier 3 campaigns focus on city-level geo-modified versions of Brand and Vehicle specific keywords. Tier 3 markets can also bid on top level brand terms, but must follow the CPC guidelines in this document. These guidelines include position rules ensuring similar efficiencies between Tier 2 Multipoint, Tier 2 Singlepoint and Tier 3. Tier 3 terms may also include Inventory and Price related keywords.
 - a. Keyword examples include:
 - i. Geo-Modified Brand: "land rover paramus inventory", "range rover prices manhattan."

Update: Overlap Guidelines

A launch of an independent Tier 2 Multipoint and Tier 2 Singlepoint campaign through a third party digital agency without coordination with Mindshare may give rise to several problems. If such third party neglects to adhere to certain permissible categories discussed below, concurrent bidding on the same terms by the third party and Mindshare on behalf of the same dealer will artificially inflate the CPCs. Furthermore, such approach violates Google's advertising policy specific to Double Serving, which discourages advertisers from running ads for the same business across multiple accounts triggered by the same keywords. Several violations can result in consequences, including account suspension by Google. Please see link below for further details on Google's advertising policy on Double Serving:

- <https://support.google.com/adwordspolicy/answer/2600168?hl=en>



In an effort to limit Double Serving occurrences, the following categories are set forth in Table 1 to delineate bidding between Mindshare and third party. A third party is permitted to bid on Financing, Parts & Accessories, Service & Collision and Trade In Value.

Table 1. Keyword Categories

Category	Who bids on this?	Category Definition	Example Terms
Brand General	Mindshare	General branded terms	land rover, land rover vehicles
Brand - Geo Modified	Mindshare	Geo-modified branded terms	land rover new york, new jersey land rover
LR Brand Dealership	Mindshare	Retailer, dealer, dealership, store/hours terms	land rover dealerships, range rover dealer
Model Specific	Mindshare	Branded and non-branded model specific terms	range rover sport, evoque, lr4, lr2
Segment	Mindshare	Non-branded vehicle terms	luxury suv, luxury sport vehicles, suv deals
Leasing & Offers	Mindshare	Specials, offers, lease, leasing rates related terms	landrover special, range rover sport lease
Price & Purchase	Mindshare	Sale, purchase, price, payment, credit related terms	range rover for sale, range rover evoque price
Certified Pre-Owned	Mindshare	Pre-Owned vehicle, previous model year terms	preowned land rover, used lr2, preowned lr4
*Dealer Brand Names	Mindshare	Dealership related names	Dimmitt Land Rover, Cole European
Warranty	Third Party	Warranty related terms	land rover warranty, range rover warranty
Financing	Third Party	Finance, credit application related terms	finance a land rover, land rover pre-approval
Parts & Accessories	Third Party	Parts, accessories, tires related terms	land rover part, range rover accessories
Service & Collision	Third Party	Service, collision, body shop related terms	land rover service, range rover service
Trade In Value	Third Party	Trade in value, value your trade related terms	trade in land rover, land rover trade in value

* Mindshare bids on Dealer Brand Names to lower positions to assist in blocking out competitor and lead aggregator ads.

Mindshare provides a top 500 keyword list to further assist clarification around Double Serving. Mindshare delivers coverage for these terms and recommends not using a third party bid on these terms.

Promotional campaigns should not drive traffic to Tier 2 Multipoint and Tier 2 Singlepoint sites managed by Mindshare. For instance, launching a campaign around a holiday. With respect to each of the above instances, please contact Mindshare.

Bidding Guidelines

These guidelines will ensure that your dealer ads appear on top of search results based on the Quality Score ("QS") assigned by Google. By way of background, QS is an estimate of how relevant your ads, keywords, and landing page are to a person viewing your ad. Higher QSs typically lead to lower costs and better ad positions. Relevant ads tend to earn more clicks, appear in a higher position, and bring you the most success. Because the above Keyword Strategy will likely establish your ads as very relevant, your ads are likely to have a high QS and thus, appear at the top of the results.

1. For top Brand, Segment and Vehicle specific keywords, Tier 1 will retain the top position, followed by Tier 2 Multipoint or Tier 2 Singlepoint then Tier 3 ads. For Tier 2 Multipoint and Tier 2 Singlepoint, top brand terms should be geo-modified to the specific region, (e.g., "Tristate Land Rover"). Similarly, Tier 3 should also geo-target to the city or DMA and geo-modify their keywords as well, (e.g., "Detroit Land Rover").
 - a. Maximum CPC bids for Tier 2 Multipoint and Tier 2 Singlepoint should remain below \$5.00 and retailers should bid to positions 2-3; and
 - b. Maximum CPC bids for Tier 3 should remain below \$2.50 and retailers should bid to positions 3-10. This option is no longer available through the interface; and thus, the average position should be monitored.
2. For region-specific keywords Tier 2 Multipoint or Tier 2 Singlepoint will retain the top place, with Tier 3 targeting the remaining positions. These terms will yield the highest results for your campaigns, and we

recommend you should focus your keyword strategy on those terms. This also ensures each tier occupies its own informational space without competing against each other, which ensures there is no inadvertent inflating of CPC's.

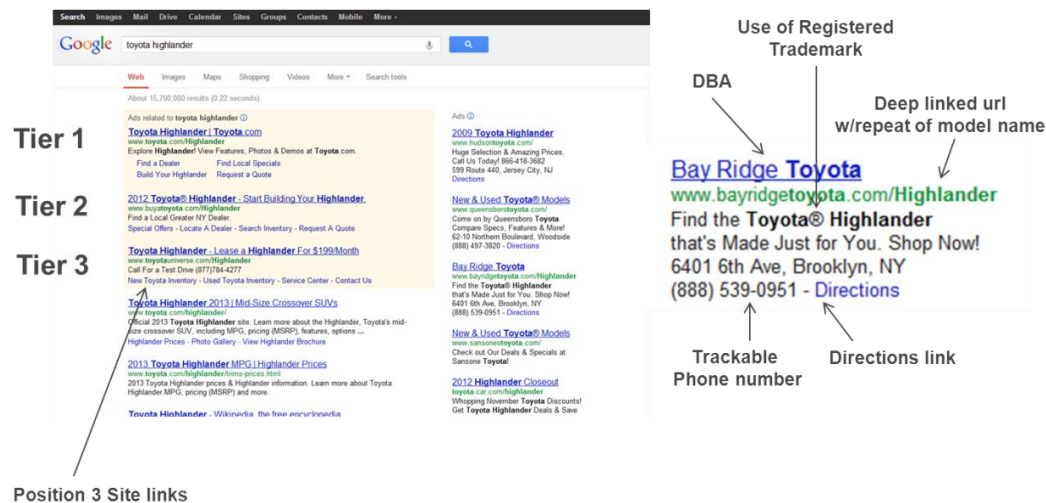
- a. Maximum CPCs bids for Tier 3 should remain below \$2.50, and retailers should bid to positions 2 and below.
3. **Update:** Tier 1 will participate in the auction for Tier 3-specific searches; all retailer names are bid to lower positions 4-7 to mitigate against competitor and lead aggregator ads.

Update: Use of Trademark Terms

1. Please direct any site related trademark disapprovals specific to Mindshare for submission to JLR.
2. Sites are initially screened by JLR and submitted for approval through Ansira.
 - a. Once the approval is granted, Ansira will follow up with a letter of confirmation, and Mindshare will proceed with Google to authorize usage of trademark terms;
 - b. If sites are disapproved, please follow-up with Ansira on re-submitting for pre-approval.

Creative Guidelines

Anatomy of a Search Ad – Toyota Example:



The image shows a Google search for "toyota highlander" with results categorized into three tiers. Tier 1 includes the Toyota Highlander website. Tier 2 includes a link to build a Highlander. Tier 3 includes a link to lease a Highlander. A detailed ad breakdown on the right shows the ad text and various annotations: "DBA" points to "Bay Ridge Toyota"; "Use of Registered Trademark" points to "Toyota® Highlander"; "Deep linked url w/repeat of model name" points to "www.bayridgetoyota.com/Highlander"; "Trackable Phone number" points to "(888) 539-0951"; and "Directions link" points to "Directions".

Tier 1

Tier 2

Tier 3

Position 3 Site links

Use of Registered Trademark

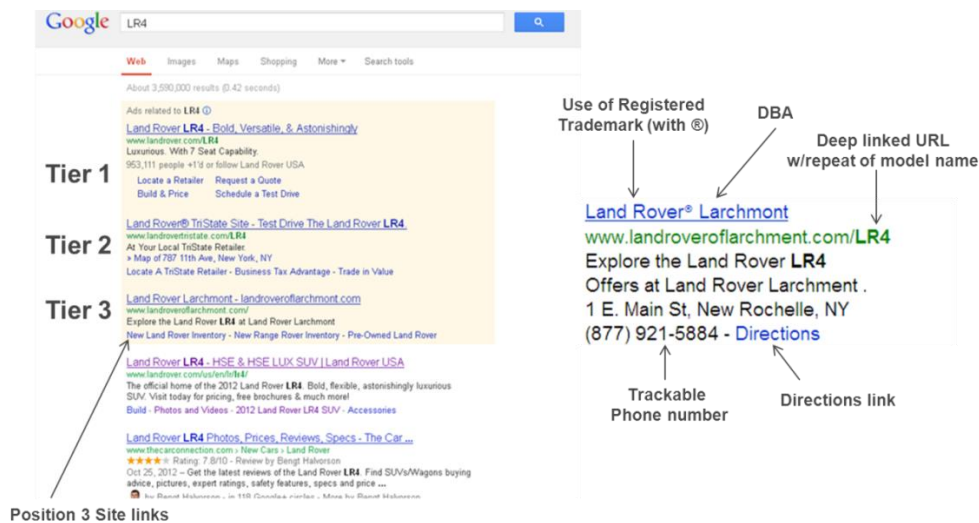
DBA

Deep linked url w/repeat of model name

Trackable Phone number

Directions link

What this looks like For Land Rover:



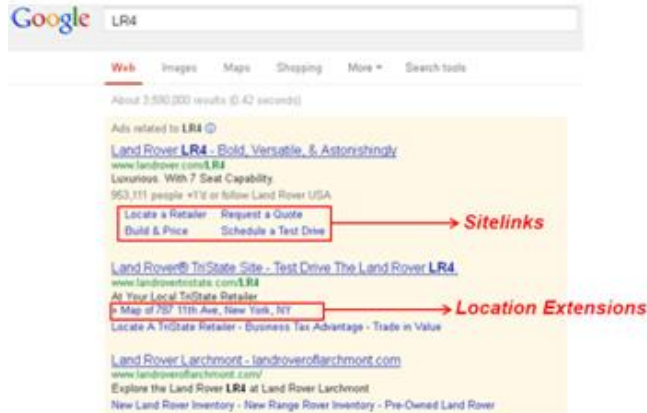
Position 3 Site links

1. Creative should be kept relevant to what's available on the Tier 3 website. For example, "search inventory" should not be mentioned if there is no functionality to search the inventory on the retailer site.
2. "Retailer" should be used over "dealer" wherever possible in creative, unless there is an issue with character limits.
3. Creative should use ® for all registered trademarked terms used in ad copy, where character spacing allows.
4. Ensure that any time-sensitive creative (e.g., with mention of sales events or specific model years) is kept up to date, and paused when necessary. When adding in seasonal and/or event related ad copy, this should be added into the creative rotation, always keeping live 1 piece of "evergreen" ad copy (see above example), preferably the top performing, to avoid any loss of performance and history.
5. Offer specifics (e.g., monthly lease quotes, such as \$799) are effective in targeting pre-qualifying users before they click on the ad, decreasing the number of "lookers":
 - i. Example of price/offer ad:

[Land Rover® Tri-State Site](#)
www.landrovertristate.com/RRE
 Lease A 2013 **Range Rover Evoque** For
 \$419 For 36 Months At Your Retailer.

General Best Practices

1. Implement Site Links, Location Extensions (desktop and mobile) and/or Call Extensions (mobile only) where appropriate:



- a. Current top performing sitelinks include:
 - i. Tier 1: Build & Price, Schedule a Test Drive, Request a Quote, Locate a Retailer;
 - ii. Tier 2 Multipoint and Tier 2 Singlepoint: Lease Offer (specific to each model), Locate a [Tristate]Retailer, Schedule a Test Drive; and
 - iii. Tier 3: New Land Rover Inventory, Used Land Rover Inventory, Current Land Rover Offers, Contact Retailer;
 - Avoid "Special" in reference to any offers– please reserve this for sales events.

NOTE: Multiple extensions can be added to each campaign. Ad extensions will only show on Ads that have a strong enough CTR and Quality Score.

2. Create separate campaigns targeting different devices, such as desktop, tablet and, mobile.
 - a. **Update:** As of July 22, 2013, targeting separate device types will no longer be available through Google. See link for more information: <http://adwords.blogspot.com/2013/06/enhanced-campaigns-what-happens-on-july.html>.
3. Set Ad Rotation to "Optimize" – this setting gives preference to your ads that are expected to get the most clicks based on your past click-through rates ("CTRs"). Google will show those ads more often than other ads in your ad group to help you to gain more clicks and impressions.
4. Implement keyword negatives:
 - a. Adding a negative keyword to your ad group or campaign means that your ads will not show for search queries containing that term. By filtering out unwanted impressions, negative keywords can help you to reach the most appropriate prospects, increase your QS and reduce your CPC. Negative keywords should be added to the campaigns on an ongoing basis; monthly or quarterly checks should keep CPCs low and help to reduce overall costs. **It is possible that in order to achieve optimized search terms, you may need to include as many negative keywords as you do targeted keywords in any given campaign.**

However, consider any possible detrimental effects that a broad matched negative keyword may have on your account performance, i.e., unintentional blocking of qualified search queries.

**** Tip: Until you become well-versed in keyword match types, only use “Exact match” to ensure that no overly broad keywords are added to avoid the issues in the example below.**

Example: For the broad-matched keyword “used book” and negative keyword “-college,” your ad would be matched as follows:

*Ad will appear for the query:
“used book seller”*

*Ad will not appear for the query:
“used college book”*

- b. Another subset of negative keywords that should be added to every campaign includes those which are sexual, negative, offensive or otherwise unrelated to the campaigns. This subset will be provided to you with the expectation that all negatives terms will be implemented.
5. Separate campaigns per nameplate to ensure creative is nameplate specific:
- a. By creating separate campaigns per nameplate, you gain increased control over keywords, both in terms of creative control and budgetary concerns. Unique campaigns allow you to allocate budget to specific nameplates, particularly useful if you need to create a strategic advantage for certain vehicles in the inventory over others, which may allow you to increase the sales performance.
- Example: sample campaign breakout could follow --
- Land Rover, LR2, LR4, Range Rover, Range Rover Sport, Range Rover Evoque, Retailer Name.*
- Jaguar, Jaguar XF, Jaguar XJ, Jaguar XK, Jaguar F-Type, Retailer Name.*
- b. Keywords relating to parts or service should also be broken out into separate campaigns. These keywords should be added as negatives to your other campaigns to avoid overlap and control the ad copy for parts- and services-related keywords.
 - c. If a Conquesting campaign is requested, we recommend starting with the following competitors:
 - i. Audi BMW, Lexus, Mercedes, and Porsche
6. **Update:** Implement Ad Scheduling to assist in optimally using budgets throughout a day or week or month.
- a. Ad Schedule is beneficial in enabling ads only during specific times during the day.
 - <https://support.google.com/adwords/answer/2404244?hl=en>
7. Google offers a useful tool for managing your campaigns offline, Google AdWords Editor:
- <http://www.google.com/intl/en/adwordseeditor/>
8. **Update:** Google offers the Google Ad Preview Tool for viewing ads in different locations and device types:
- <https://adwords.google.com/d/AdPreview>