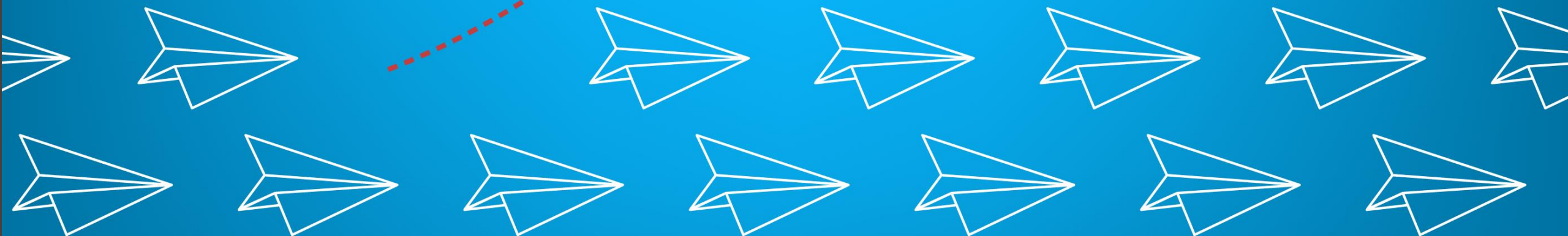


Pivoting Search Data To Better Understand Customers





Helping Someone Find an Answer

Produced Content?



Listened to
someone
engage
with it?



20 Years Still Pumped About Search

Question

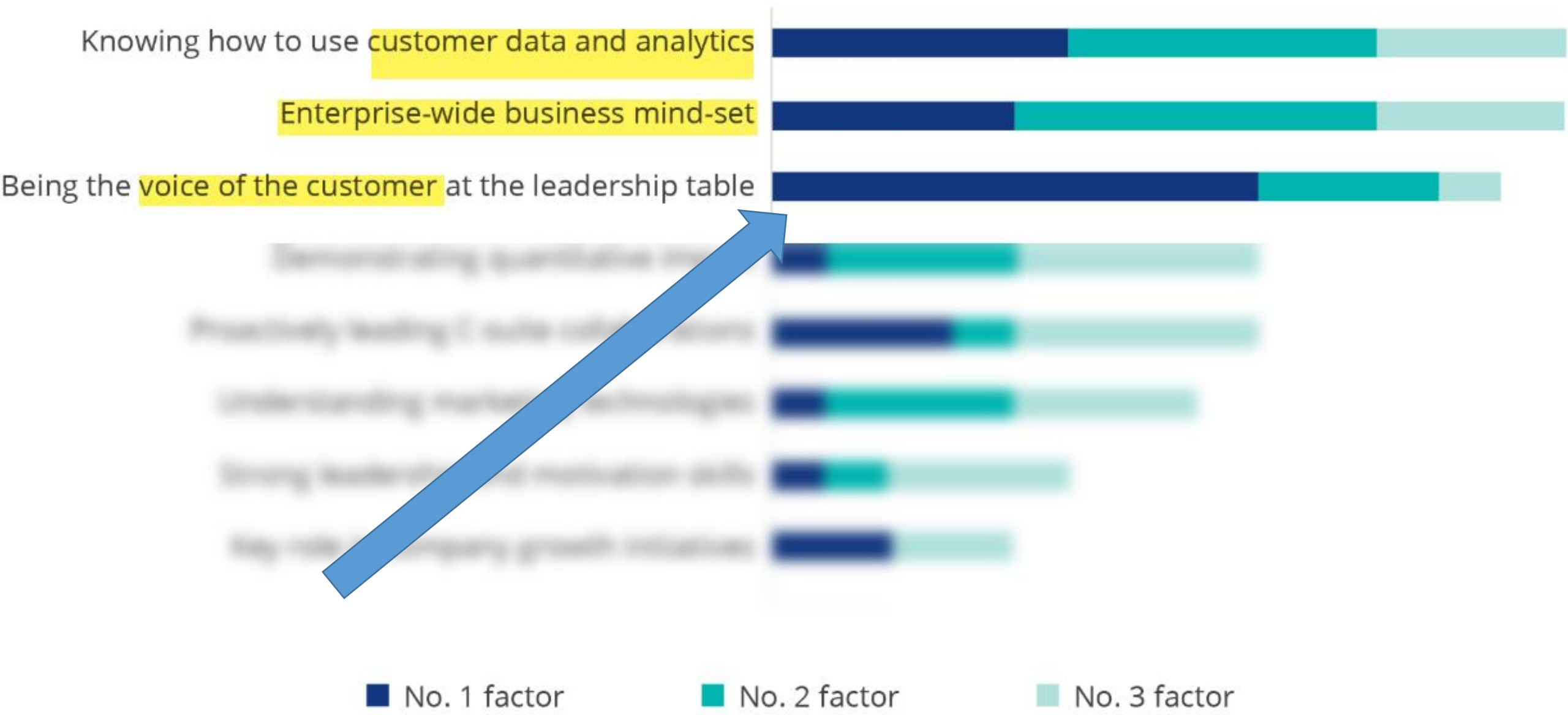


Answer

Convince my
CMO to
let me do this



FIGURE 1 | Top three factors driving CMO success



Search

Is Voice of The Customer At Scale!

Top uses of AI in marketing, by economic sector

How is your company using AI in its marketing activities? (check all that apply) - % Selected*

Activity	Overall	B2B Product	B2B Services	B2C Product	B2C Services
Content personalization	56.5%	57.1%	62.2%	61.9%	40.9%
Predictive analytics for customer insights	56.5%	54.3%	48.6%	61.9%	68.2%
Targeting decisions	49.6%	37.1%	40.5%	61.9%	72.7%
Customer segmentation	40.9%	34.3%	32.4%	61.9%	45.5%
Programmatic advertising and media buying	38.3%	31.4%	29.7%	42.9%	59.1%
Improving marketing ROI by optimizing marketing content and timing	33.9%	31.4%	35.1%	28.6%	40.9%
Conversational AI for customer service	25.2%	22.9%	24.3%	19.0%	36.4%
Next best offer	14.8%	5.7%	21.6%	9.5%	22.7%
Augmented and virtual reality	10.4%	11.4%	10.8%	9.5%	9.1%
Autonomous objects/systems	2.6%	2.9%	0.0%	4.8%	4.5%
Facial recognition and visual search	1.7%	2.9%	2.7%	0.0%	0.0%
Biometrics, also known as chipping	0.0%	0.0%	0.0%	0.0%	0.0%



Insights

Over half of respondents are utilizing AI technologies for content personalization and generating customer insights using predictive analytics.

B2C Services companies use, on average, more AI in their marketing activities than other sectors. B2C Product companies lead on use of AI for customer segmentation and autonomous objects while B2B companies lead in the use of augmented and virtual reality.



How can you personalize an experience you don't know exists?



Great Customer
Experiences Are:
Personal

- Search
- wedding dress for woman **over 50**
 - wedding dress for woman **in her 50s**
 - wedding dress for woman **in her 40s**
 - wedding dress for woman **in india**
 - wedding dress for woman **indian**
 - wedding dress for woman



Report inappropriate predictions



Bhldn Belize Dress In Light...
\$275.00
 BHLDN
 ★★★★★ (37)



White Backless Midi Dress |...
\$49.00
 Lulus



Bhldn Sadia Dress In Fog -...
\$220.00
 BHLDN
 ★★★★★ (4)



Lace White by Vera Wang Lo...
\$299.99
 David's Bridal
 ★★★★★ (8)



Women's Pronovias Estil...
\$1,550.00
 Nordstrom
 Free shipping



www.davidsbridal.com › sale › sale-wedding-dresses

Sale Wedding Dresses - Affordable Wedding Dresses ...

Searching for affordable **wedding dresses**? Browse David's Bridal **wedding dress** sale, including discount plus size & designer **wedding gowns** online now!
 Tulle Wedding Dress with ... · Sweetheart Wedding Dress ... · Lace openwork gown

www.inweddingdress.com ▾

Beach Wedding Dresses, Destination Bridal Party Dresses

Find your perfect beach or destination **wedding dress** at InWeddingDress! We have a wide selection available at affordable prices with fast shipping!
 Size Mother of the Bride Dresses · Beach Wedding Dresses · Wedding Dresses

www.kleinfeldbridal.com › Dresses › New Dresses ▾

Category: New Dresses | Kleinfeld Bridal

New Dresses on Kleinfeld Bridal | Right off the runway and onto the aisle, shop the newest **wedding dress** styles in every season.



Wedding dress



A wedding dress or bridal gown is the dress worn by the bride during a wedding ceremony. The color, style and ceremonial importance of the gown can depend on the religion and culture of the wedding participants. Wikipedia

Wedding dress designers

View 35+ more



Vera Wang



Monique Lhuillier



Carolina Herrera



Oscar de la Renta



Jenny Packham

People also search for

View 15+ more



Dress



Tuxedo



Ball gown



Evening gown



Bridesmaid dress

Feedback



“For” over 50





All

Images

Shopping

News

Videos

More

Settings

Tools

About 1,300,000,000 results (0.91 seconds)

See wedding dress for woman over 50

Sponsored ⓘ



Adrianna Papell
Lilliana Dress I...
\$240.00
BHLDN
★★★★★ (15)



White Lace
Short Sleeve...
\$64.00
Lulus
Free shipping



Bhldn
Thompson...
\$168.00
BHLDN
★★★★★ (5)



Ann Taylor
Doubleweave...
\$133.99 ~~\$149~~
Ann Taylor
★★★★★ (9)



Tadashi Shoji
Odette Dress I...
\$430.00
BHLDN
★★★★★ (35)



Jackie Jon 3/4
Sleeve Beaded...
\$71.20
JCPenney
★★★★★ (34)



eShakti
Women's...
\$99.95
eShakti



Sheath Column
Off-the-Should...
\$128.00
JJsHouse.com



Amelia Rose
Tall...
\$80.00
ASOS
Free shipping



Women's White
Frill Hem Lace...
\$65.00
PrettyLittleThing

**NO FACES!**



Adding over 50
is telling me something
about the experience you want.



READY TO WOW...READY RIGHT NOW! | [SHOP LAST-MINUTE BRIDE](#)



[Home](#) » [Mother of the Bride](#) » [Mother of The Bride Dresses](#) » [Adrianna Papell Lilliana Dress](#)



Adrianna Papell Lilliana Dress

\$240.00

Or 4 interest-free installments of \$60.00 by [afterpay](#)

[Adrianna Papell](#)

★★★★★ 4.8 (21) [write a review](#)

COLOR: BLUE/PINK



SIZE [view size guide](#)



QUANTITY: 1

ADD TO CART

- Description

Oversized florals in soft hues adorn textured crepe with a soft metallic sheen. This maxi's close fit and stretchy construction flatters your figure and enhances curves, while the surplice bodice defines the waist. A v-neck and back slit round out the look. *This item is available for try-on in select stores; [contact](#) your local BHLDN shop for availability.*

• By [Adrianna Papell](#)

The March Giveaway Event

WIN A \$1000 SHOPPING SPREE

No purchase necessary. 18+. U.S. only. Void where prohibited. Data & msg rates may apply. Official Rules [here](#).[SEE DETAILS](#)

SKIRTS

SPRING EDIT

PROM

DE



Devotion White Lace Short Sleeve Midi Dress

Lulus | ★★★★★☆ (79)

\$64

Pay in 4 installments of \$16 [Learn more](#)

White

Size sold out? [Join the Waitlist](#)

XS

S

M

XL

L

[Size Chart](#) | [Talk to a Fit Expert!](#)

ADD TO BAG

+ WISHLIST

This item qualifies for Free Shipping & Free Returns! [See More](#)

FAN PHOTOS (16)

Objects

Labels

Logos

Text

Properties

Safe Search



Watch

97%



Objects

Labels

Logos

Text

Properties

Safe Search



Analog Watch 99%

Watch 99%

Watch Accessory 96%

Fashion Accessory 94%

Blue 94%

Cobalt Blue 87%

Electric Blue 86%

Jewellery 81%

Brand 80%

Objects

Labels

Logos

Text

Properties

Safe Search



Rolex

77%

Voice of the customer recipe

PERSONAL

Product Images

Google Cloud Vision API

PPC Search Term



Elephant in the room





INDUSTRY UPDATE:

Google Ads Now Hiding 28% of Paid Search Budgets

[CHECK OUT THE DATA](#)

Total Clicks	Total Conversions	Total CPC	Total CPA
743,419	63,170	\$3.47	\$40.83
Query Clicks	Query Conversions	Query CPC	Query CPA
579,478	50,307	\$3.14	\$36.16
Hidden Clicks	Hidden Conversions	Hidden CPC	Hidden CPA
163,941	12,863	\$4.64	\$59.08

Client	tot_cost	hid_cpc_diff	tot_CPA	hid_cpa	hid_cpa_diff
--------	----------	--------------	---------	---------	--------------

--	--	--	--	--	--



Great Customer
Experiences Are:
Accurate

is wells fargo open on weekends



All

Shopping

News

Maps

Images

More

Settings

Tools

About 2,670,000 results (0.77 seconds)

Wells Fargo Bank Business Hours Hours of Operation | Opening ...

www.storebusinesshours.com > Financial Services/Banks ▾

Wells Fargo Bank Regular Business Hours. ... Weekdays: **Wells Fargo** Bank store business hours on the weekdays range from 9 a.m. to 5 p.m. Monday to Thursday. Friday hours are extended with most lobbies **open** from 9 a.m. to 6p.m. **Weekends:** If your local branch is **open on Saturdays** the hours are likely between 9 a.m. and 1 ...

People also ask

Is Wells Fargo open on the weekends? ^

Wells Fargo Bank Regular Business Hours. ... Weekdays: **Wells Fargo** Bank store business hours on the weekdays range from 9 a.m. to 5 p.m. Monday to Thursday. Friday hours are extended with most lobbies **open** from 9 a.m. to 6p.m. **Weekends:** If your local branch is **open on Saturdays** the hours are likely between 9 a.m. and 1 ...

[Wells Fargo Bank Business Hours Hours of Operation | Opening ...](http://www.storebusinesshours.com/wells-fargo-bank-hours/)

www.storebusinesshours.com/wells-fargo-bank-hours/

Search for: [Is Wells Fargo open on the weekends?](#)



All Shopping News Maps Images More Settings Tools

About 2,670,000 results (0.77 seconds)

Wells Fargo Bank Business Hours Hours of Operation | Opening ...

www.storebusinesshours.com > Financial Services/Banks ▾

Wells Fargo Bank Regular Business Hours. ... Weekdays: **Wells Fargo** Bank store business hours on the weekdays range from 9 a.m. to 5 p.m. Monday to Thursday. Friday hours are extended with most lobbies **open** from 9 a.m. to 6p.m. **Weekends:** If your local branch is **open on Saturdays** the hours are likely between 9 a.m. and 1 ...

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Wells Fargo Bank Business Hours Hours of Operation | Opening ...

www.storebusinesshours.com/wells-fargo-bank-hours/

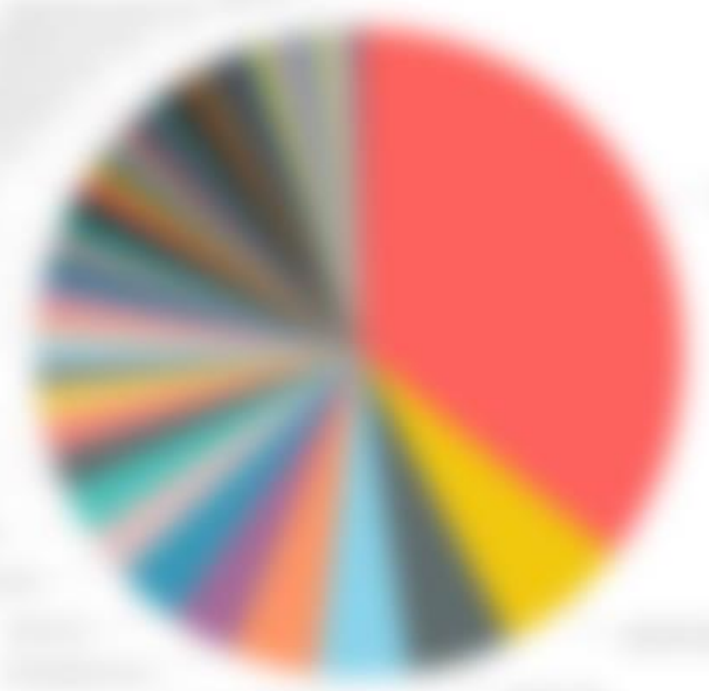
Search for: Is Wells Fargo open on the weekends?

Not
Wells
Fargo

wells



Brand



wells

1 Answer Questions 296

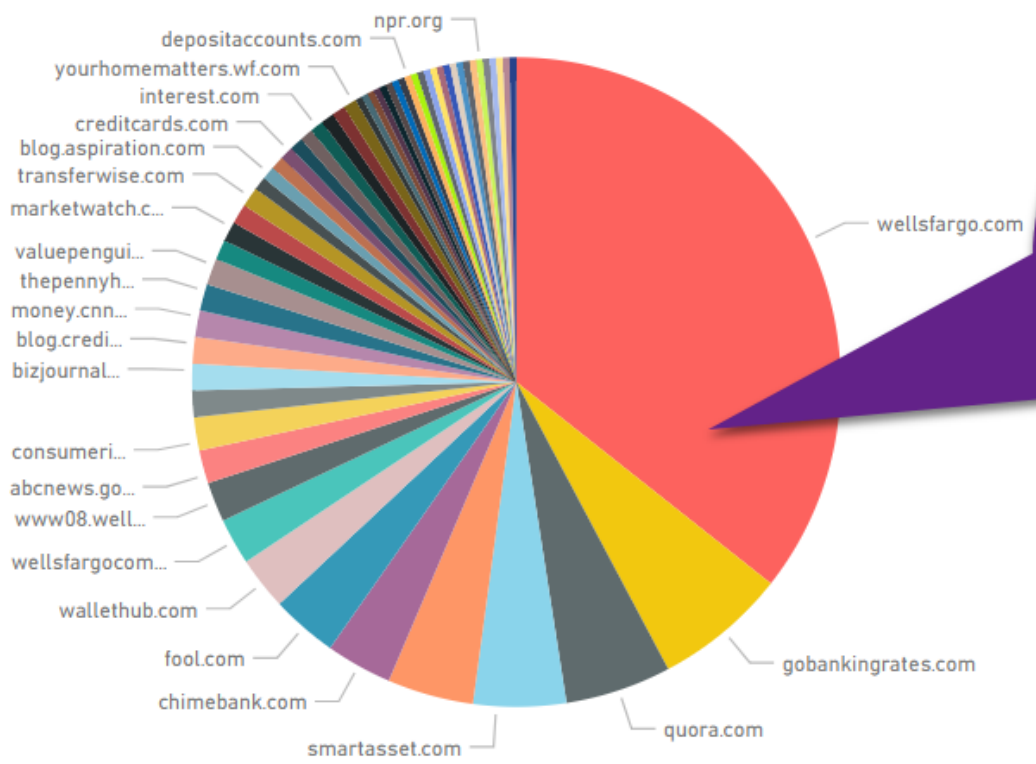


Questions w/ your brand & 1 answer

wells

1 Answer Questions 296

Count of PAA Question by Domain



Wells Fargo Owns 35.64%

Gobankingrates gets the blame.

About 1,376,000 results (0.65 seconds)

Is Wells Fargo Open on Weekends? Wells Fargo does have branches **open** on Saturday, but with shorter hours than during the week. ... With few exceptions, **Wells Fargo** branches are closed on Sunday. Apr 24, 2020



www.gobankingrates.com › Banking › Banks

[Wells Fargo Hours: What Time Does Wells Fargo Close ...](#)

Voice of the customer recipe

Accurate

Rankings for all keywords

Get all PAA's

Pull Domains for PAA

Join Search Term PPC to Cost Data





Great Customer
Experiences Are:
Consistent

best savings account for wedding



All Shopping News Images Videos More Settings Tools

About 140,000,000 results (0.36 seconds)

Open an Online Savings Account | Ally Bank® (Member FDIC)

Ad www.ally.com/

Open an Online Savings Account at Ally Bank® — The 'Best Online Bank' by MONEY® Magazine! ...
[Ally Bank® 12 Month CD](#) · [Money Market Account](#) · [No Penalty CD Account](#) · [Why Bank With Us?](#)



That can help you avoid the temptation to spend your wedding savings before your wedding comes.



- American Express National Bank. Learn More. 2.10% APY. B+ ...
- Capital One. Learn More. 2.00% APY. B+ ...
- **Goldman Sachs** Bank USA. Learn More. 2.25% APY. A+ ...
- Synchrony Bank. Learn More. 2.25% APY. A. ...
- Discover Bank. Learn More. 2.10% APY. A+

Sep 11, 2018

[How to Set Up a Wedding Savings Account - MyBankTracker](#)

<https://www.mybanktracker.com/savings/faq/set-up-wedding-savings-account-290196>

About this result Feedback

People also ask

What banks have the best interest rates on savings accounts?

How can I save for a wedding in a year?

How much should you save a month for a wedding?

Where can I earn the most interest on my money?

[Feedback](#)

[7 Simple Steps to Start a Wedding Savings Account](#)



APY. A+ ...

- Synchrony Bank. Learn More. 2.25% APY. A. ...
- Discover Bank. Learn More. 2.10% APY. A+

Sep 11, 2018

[How to Set Up a Wedding Savings Account - MyBankTracker](https://www.mybanktracker.com/savings/faq/set-up-wedding-savings-account-290196)

<https://www.mybanktracker.com/savings/faq/set-up-wedding-savings-account-290196>

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What banks have the best interest rates on savings accounts?

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How much should you save a month for a wedding?

Where can I earn the most interest on my money?

Feedback

[7 Simple Steps to Start a Wedding Savings Account](https://www.brightpeakfinancial.com/.../7-simple-steps-start-wedding-savings-account/)

<https://www.brightpeakfinancial.com/.../7-simple-steps-start-wedding-savings-account/>

Planning a **wedding** can be expensive but establishing a **wedding savings account** will help keep the cost under control.

[How to Set Up a Wedding Savings Account - MyBankTracker](https://www.mybanktracker.com/savings/faq/set-up-wedding-savings-account-290196)

<https://www.mybanktracker.com/savings/faq/set-up-wedding-savings-account-290196>

Sep 11, 2018 - That can help you avoid the temptation to spend your wedding savings before your wedding comes. American Express National Bank. Learn More. 2.10% APY. B+ Capital One. Learn More. 2.00% APY. B+ **Goldman Sachs** Bank USA. Learn More. 2.25% APY. A+ Synchrony Bank. Learn More. 2.25% APY. A. Discover Bank. Learn More. 2.10% ...

[How Do I Pay for My Wedding?: 5 Tips for Saving | Ally](https://www.ally.com/do-it-right/.../how-do-i-pay-for-my-wedding-5-tips-for-saving/)

<https://www.ally.com/do-it-right/.../how-do-i-pay-for-my-wedding-5-tips-for-saving/>

Sep 1, 2016 - The sooner you set up this online **savings account**, the sooner you will get serious about starting to save for your **wedding**. Accounts from online ...



Online Savings Account

★★★★★ 4.7 (7,320 Reviews)



save smarter.
“best online bank”

Money® Magazine 2018

Annual percentage yield of

2.20%

on all balance tiers

PPC Page = 0 Mentions

A great rate is just the beginning.

We reward you for banking with us, not the other way around.



Earn 20x the national average with interest compounded daily.

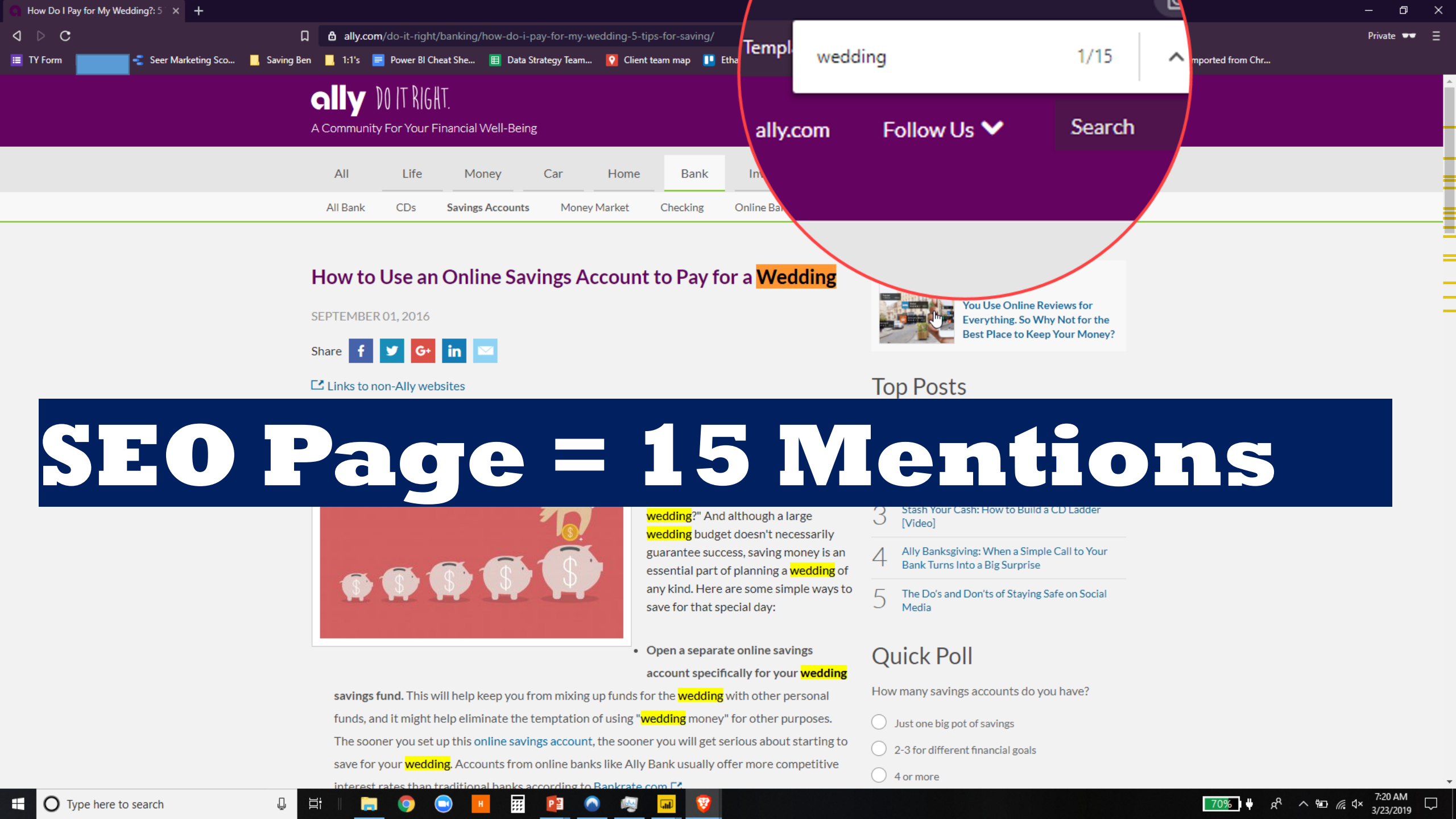


No monthly maintenance fees or minimum balance requirements.



24/7 support.

Call, chat or email us any time. A real person is always available to help, day or night.

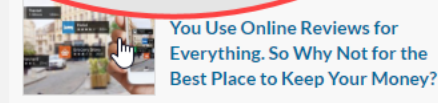


How to Use an Online Savings Account to Pay for a Wedding

SEPTEMBER 01, 2016

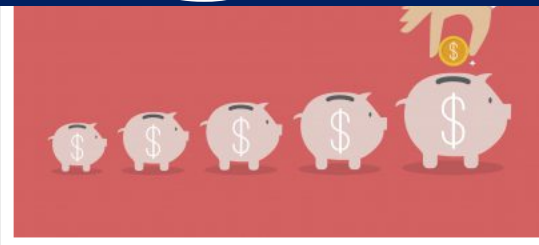


Links to non-Ally websites



Top Posts

SEO Page = 15 Mentions



wedding?" And although a large wedding budget doesn't necessarily guarantee success, saving money is an essential part of planning a wedding of any kind. Here are some simple ways to save for that special day:

- Open a separate online savings account specifically for your wedding

savings fund. This will help keep you from mixing up funds for the wedding with other personal funds, and it might help eliminate the temptation of using "wedding money" for other purposes. The sooner you set up this online savings account, the sooner you will get serious about starting to save for your wedding. Accounts from online banks like Ally Bank usually offer more competitive interest rates than traditional banks according to Bankrate.com

- 3 Stash Your Cash: How to Build a CD Ladder [Video]
4 Ally Banksgiving: When a Simple Call to Your Bank Turns Into a Big Surprise
5 The Do's and Don'ts of Staying Safe on Social Media

Quick Poll

How many savings accounts do you have?

- Just one big pot of savings
2-3 for different financial goals
4 or more



Joint Bank Accounts: How to Make Them Work



By Citizens Bank Staff

When you combine your life with someone else's, you may be thinking about joining your finances as well. However, the conventional wisdom is that even in the happiest relationships, finances can be a source of contention.

So does that mean a joint bank account is a bad idea? Not necessarily.

Related Topics

[How Couples Can Work Together to Reach Their Financial Goals](#)

[Learn More >](#)

Rank #5 Organic

Get up to \$600

Get \$300 when you open a new checking account

Open your first new personal checking account and make a direct deposit of \$500 or more within 60 days.

PLUS

Get an additional \$200 bonus when you open a new savings account

Open your first new personal savings account with a minimum of \$15,000 not currently on deposit with Citizens Bank and maintain that balance for 3 months.¹

PLUS

Get an additional \$100

Open A

Offer only available

No People

[View Citizens Bank Checking Options](#)

[View Citizens Bank Savings Options](#)

Voice of the customer recipe

Consistent

High converting PPC search terms (NB)
PPC cost per search term
Run rankings for all
Sort (where do I rank top 10)
Scan landing pages for different themes





Great Customer
Experiences Are:
Relevant

About 803,000,000 results (0.59 seconds)

It's much more likely that you'll want to target **two** or **three** keywords per page, even if they're just close variations. Any more than four is a bit crowded; after all, each page only has one title tag and meta description. Jul 2, 2019

www.portent.com › blog › seo › how-many-keywords-sh...

How Many Keywords Should You Be Tracking? - Portent

About Featured Snippets Feedback

People also ask

How many keywords do I need? ✓

How many keywords is too many? ✓

Should I use the same keywords on every page? ✓

How many unique keywords should be included on each SEO landing page? ✓

Feedback



and What Types Should a Website Have ...

moz.com › blog › tactical ... multiple and related keywords used should be focused on many Keywords per Page for SEO ...

Tactical SEO: How

Jun 17, 2008 - The number

Targeting Multiple Terms &

termsphrases-...

Keywords Should You Target Per ...

is 1 and as high as 15 (maybe 20). Below, I'll ...

Single Page: Here's how ...

keywords-to-...

per page for SEO? - PageTraffic

www.pagetraffic.com › ... to optimize the homepage, or should I include few ...

... has a different approach to the number of keywords. ... So

... the keyword per page.



By: [Rand Fishkin](#)

June 17th, 2008

Tactical SEO: How Many Terms/Phrases Should I Target on a Single Page?

[On-page SEO](#)

The author's views are entirely his or her own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

This one keeps popping up, so I'm taking a short blog post to address it as quickly and efficiently as possible (mostly because I have an SEOmoz board meeting tomorrow, so I need my zzzs).

Many SEOs ask themselves how many individual word and phrases are ideal to target together on a single URL. The tough part is - there's no hard and fast answer. **The number can be as low as 1 and as high as 15 (maybe 20).** Below, I'll share the process I like to use to find the right answer and include a real life example to help illustrate:

Choosing Keywords for the Page:

We're not playing long tail with targeted SEO like this, so you'll want to do your keyword research and assemble your list. Usually, it will look something like this (at least in the early stages):



What is DevOps?

Get Started with AWS

DevOps on AWS

DevOps Blog

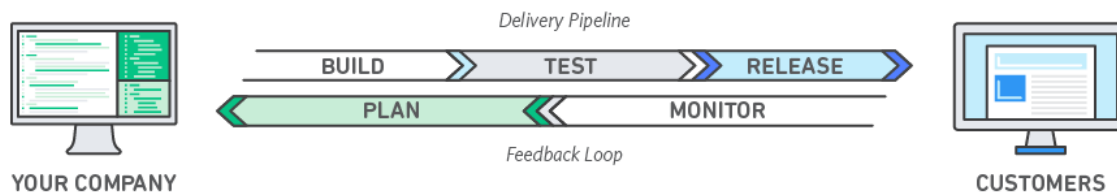
Partner Solutions

Resources

The Amazon Builders'
Library

DevOps Model Defined

DevOps is the combination of cultural philosophies, practices, and tools that increases an organization's ability to deliver applications and services at high velocity: evolving and improving products at a faster pace than organizations using traditional software development and infrastructure management processes. This speed enables organizations to better serve their customers and compete more effectively in the market.



How DevOps Works

Under a DevOps model, development and operations teams are no longer "siloes." Sometimes, these two teams are merged into a single team where the engineers work across the entire application lifecycle, from development and test to deployment to operations, and develop a range of skills not limited to a single function.

In some DevOps models, quality assurance and security teams may also become more tightly integrated with development and operations and throughout the application lifecycle. When security is the focus of everyone on a DevOps team, this is sometimes referred to as DevSecOps.

These teams use practices to automate processes that historically have been manual and slow. They use a technology stack and tooling which help them operate and evolve applications quickly and reliably. These tools also help engineers independently accomplish tasks (for example, deploying code or provisioning infrastructure) that normally would have required help from other teams, and this further increases a team's velocity.

[Learn about AWS DevOps tooling and services »](#)

Benefits of DevOps

What is DevOps?

Get Started with AWS

DevOps on AWS

DevOps Blog

Partner Solutions

Resources

The Amazon Builders'
Library

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1158 keywords top 20, \$331k / year

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[Learn about AWS DevOps tooling and services »](#)

Benefits of DevOps

Client Name Domain Keyword Days Old

Search Search

500 4000

1

2

position 1 8

Pages between 1.5 and 10 years old

domain url Date Days Old Terms Ranking

search_term

- how much does it cost to
- how much to build a deck
- cost of building a deck
- cost to build a deck yourself
- deck installation cost
- building a deck cost
- new deck cost
- cost of new deck
- how much does it cost to build a deck with st
- cost of a new deck
- backyard deck cost
- average cost of building a deck
- how much is a new deck
- how much should a deck cost
- how much it cost to build a deck
- cost to build a deck diy
- how much would it cost to build a deck
- how much does it cost to install a deck
- how much are decks
- how much for a new deck
- cost of building deck
- how much does it cost to build a deck yurse
- how much to install a deck
- cost for new deck
- how much to have a deck built
- average cost of a new deck

Total

< >

Client Name Domain Keyword Days Old

Search Search 1000 4000

domain	url	Date	Days Old	Terms Ranking
fiberondecking.com		8/10/14	1935	761
Total			4000	73693

domain	Count of url
fiberondecking.com	1
Total	1

search_term	clicks	position
how long does composite decking last	61	
	23	
	61	
	21	
	22	
	9	
	25	
	15	
	7	
	16	
	13	
	15	
	5	
	10	
	22	
	1	
	7	
Total	\$3,389.61	352.97

1542
Sum of clicks
\$3,389.61
cost
352.97
conversions

position
1 10

6 Years Old
761 Keywords top 10



Composite Decking: Does It Really Stack Up?

August 10th, 2014

KERRI RENSHAW



Decks have become an extension of the home as an outdoor playroom, kitchen, sanctuary, and entertainment hub. So, whether you're building a deck for the first time or replacing the one you have, it's important to **know your decking options**. In the past, decking material options were limited. Now, with an array of choices, more homeowners and builders are trending toward

alternative deck board materials such as composite and PVC. And as time has gone on, composite decking has gone through a number of incarnations. Technological advances have dramatically improved the look, feel, durability, and overall quality of composite and PVC decking materials.

Composite decking is not a passing trend. It's quickly become a mainstay in the decking and home improvement industry. As consumers and builders learn more about these alternative materials, their preference for them continues to increase. Composite decking has been featured on prominent home improvement programs on HGTV and the DIY Network as well as ABC's "Extreme Home Makeover." Homeowners on these shows find their composite deck is easier to care for, safer than traditional decking, and will last for decades without ever having to stain or paint it. And, realtors are promoting composite decks as an upgrade in their listings. Composite decks are viewed as a luxury item and are highly coveted. In the past, composite decking materials could only be purchased from specialty lumberyards. But, big box home improvement stores have taken notice, and composite decking can now be purchased alongside traditional decking materials. While the use of composite decking is on the rise, the question remains: **Does composite decking really stack up to traditional decking material?**

CONNECT





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Search

Search

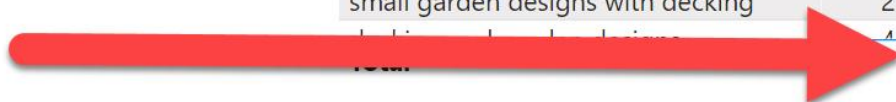
domain	url	Date	Days Old	Terms Ranking
sunset.com		12/8/09	3621	412

search_term	clicks	cost	conversions	position
garden decking designs	74			6
outdoor deck designs	87			8
outdoor decking ideas	76			6
garden designs with decking	22			7
small deck designs	33			8
small outdoor deck ideas	58			5
outdoor decks and patios	27			8
patio deck				
deck ideas for back				
decking garden c				
garden decking o				
garden deck desi				
decking for slopi				
decking designs f				
garden decking d				
outside decks ide				
waterfront deck designs	7			8
small deck design ideas	11			7
corner decking designs	1			5
garden deck design	5			7
garden design decking	2			4
home deck ideas	8			8
outdoor decking designs	6			6
ideas for decking designs	4			8
outside deck ideas	9			8
small garden designs with decking	2			5
decking designs	4	\$15.38	0.00	6
Total		\$2,589.73	128.91	

position

11 Years Old
412 Keywords top 8

domain	Count of url
sunset.com	1
Total	1



These 40 Deck Ideas Will Turn the Patio Into Your Favorite Room in the House



From succulent gardens to hot tubs, these backyard (and rooftop!) tricks and details should inspire your own outdoor living situation

SUNSET – December 8, 2009 | Updated September 16, 2020



1 of 40 Jennifer Cheung

Staycation

Bring out the striped cushions and colorful umbrellas, and get transported to a dream vacation spot right in your backyard. The deck is made of sustainable ipe wood that has weathered to a soft gray. [Drought-tolerant plants](#) need only yearly trimming and occasional watering—which leaves plenty of time to kick back on a lounge chair and bask in the sun.

Read More

OUTDOOR LIVING

10 Ways to Create Hygge in Your Yard Year-Round



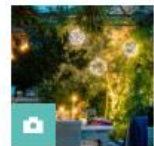
OUTDOOR LIVING

Get Your Yard Cozy for the Cool Season with These Ideas ...



OUTDOOR LIVING

Light Up Your Life With These Bright Ideas for Outdoor L...



OUTDOOR LIVING

18 Ideas for Styling Outdoor Rugs



Voice of the customer recipe

Relevant

PPC search term + cost

Ranking pull

Grab publish date

Look for high converting keywords

where content outranking us is old





Great Customer
Experiences Are:
Understood

grams
how do

32.15K

Count of query

query
Search

52K

202.85K

2.86K

grams

how do
how do you
how do i
how does
how do i get
how do you play
how does a
how do you get
how do you know
how do u
how do you make
how do i know
how does the
how do you start
how do i find
how do you
google how do
how do you build
how do you put
how do i becom
how do you use
how do yc

41	11	119	5	148	282	179	89	403	25	13	21	45	97	3	35	908	7	3	
29	10	46	1	36	171	89	21	168	10	4	7	26	39		13	616	2	2	
11	1	53	2	100	90	45	64	97	14	8	9	8	30	2	17	202		1	
1	1	27	4	13	49	58	20	144	11			3	33	2	18	22			
1	1	19	1	15	11	22	21	17	6			1	1	10	7	16			
								1								459			
		8	1	4	5	6	1	59				3		1	1	4	3	4	
1	6	3		4	6	16	4	16				7	2	2	11	4	11	1	
5		1		3	2	12						3	3	12	2		8		
		3		3	8	3					1	5		3	1		46	1	
		1		2	88			2	1			17					5		
1		2	1	9	4			50				1		2	4	2		1	
			1	1	15			2	8		1	1	2		1	4	1	5	
		1						1							2			5	
		3		6		1		1				2		1	2	5		1	
						2	1	1		1	1							9	
1		3			4	3	5	4	1			1		1		2		1	
						6		26											
					2	2		1										2	
					9	1	3	5										27	
					1	3		1											
								3	5										
					20			3				1							
		1																	
		1																	
141	42	482	27	532	1073	740	370	1739	117	58	120	98	147	425	18	177	3033	27	9

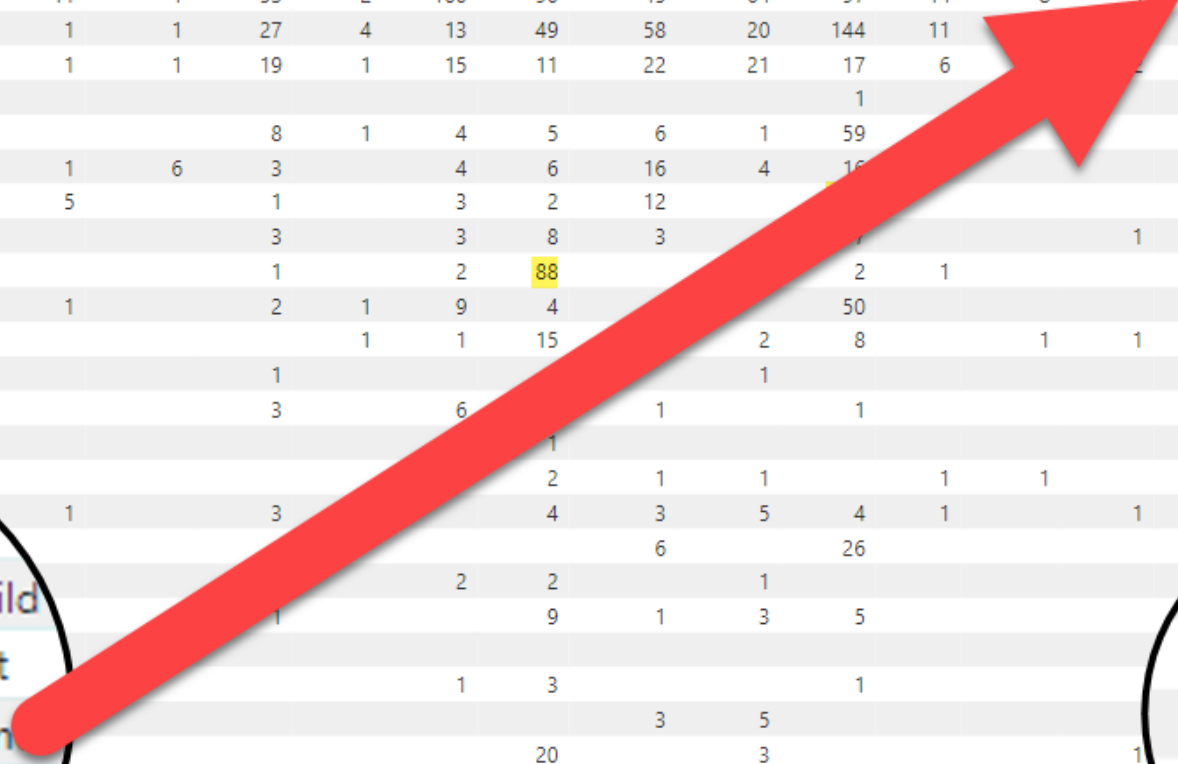
DREXEL DREXKL

341 1

118

28

1



Old Ad

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Online Degree Infographic

It's Not How You Earn Your Degree
But Where You Earn Your Degree

A network diagram with nodes and connecting lines is visible in the background, rendered in a light orange color against the main orange background. The nodes are represented by circles of varying sizes, some with internal patterns, and the lines are thin and light-colored.

174% Increase In
CTR

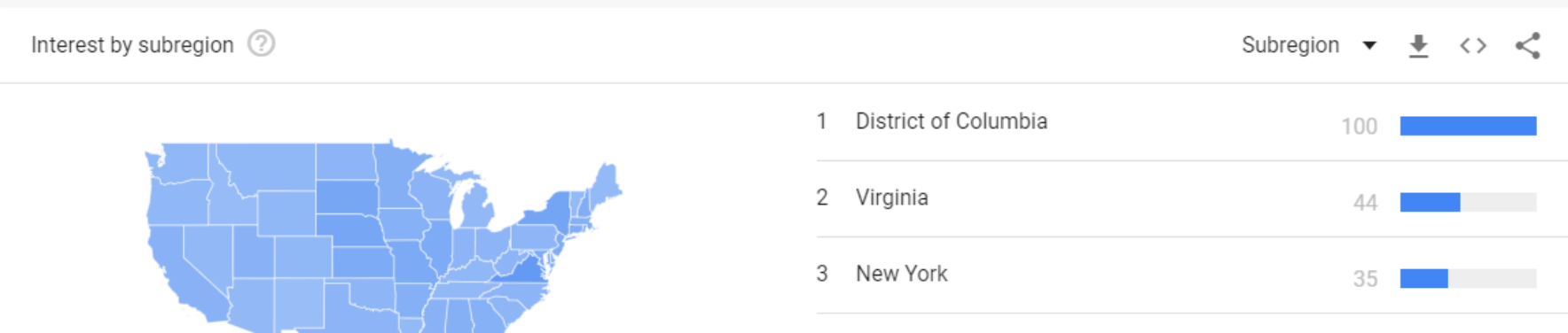
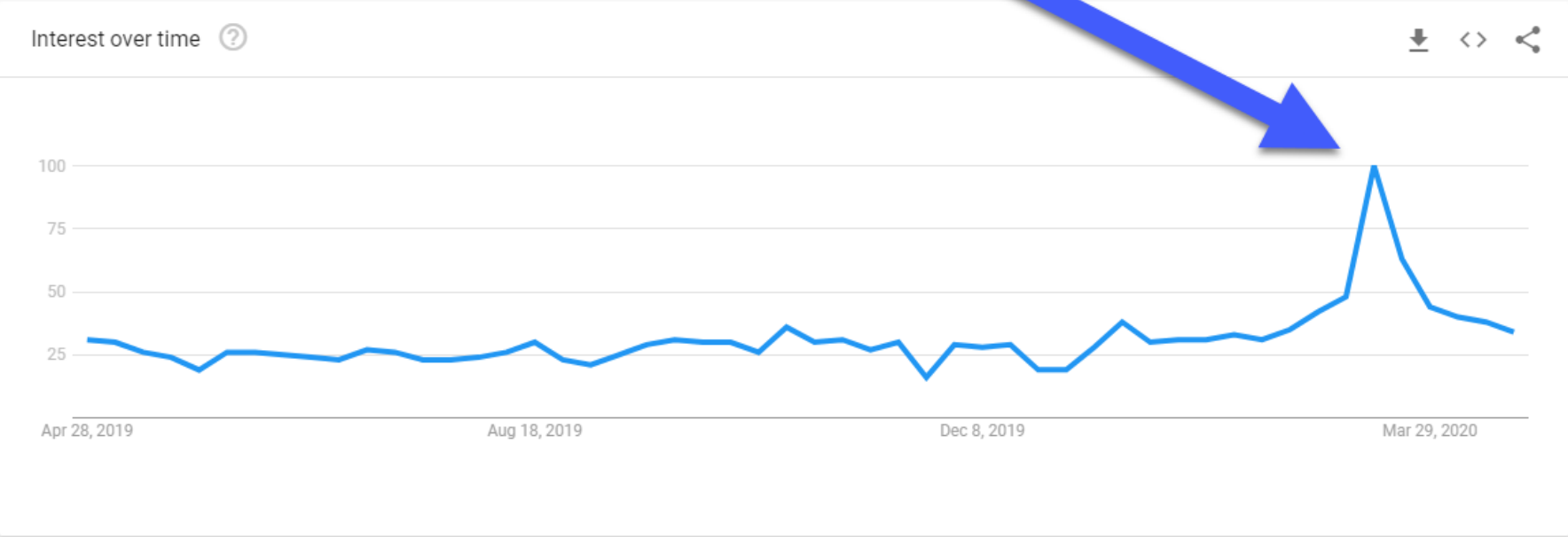
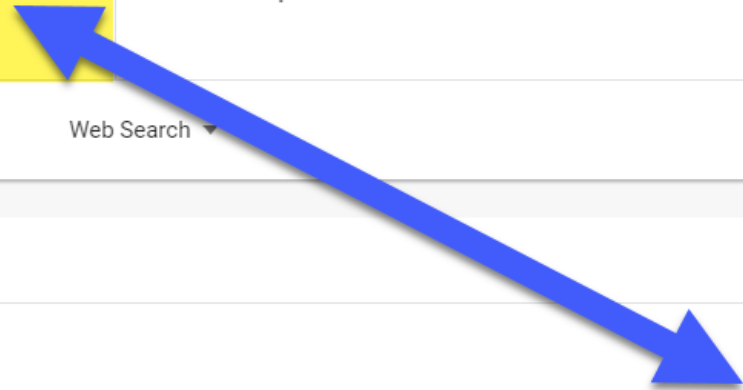
A network diagram with nodes and connecting lines is visible in the background, rendered in a light orange color against the main orange background. The nodes are represented by circles of varying sizes, some with internal patterns, and the lines are thin and connect the nodes in a complex web.

35% decrease cost

● **fdic**
Search term

+ Compare

United States ▼ Past 12 months ▼ All categories ▼ Web Search ▼

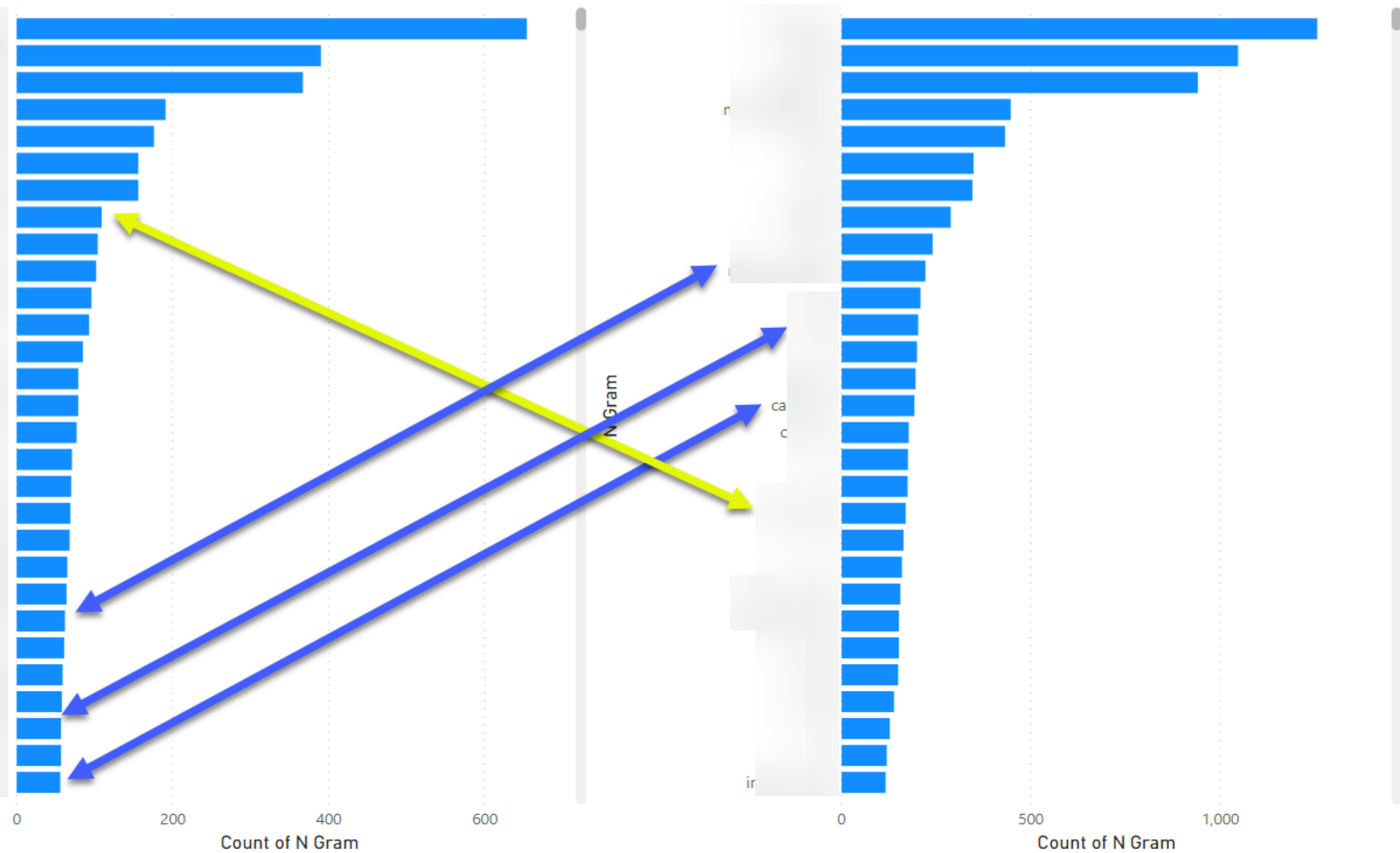


Pre COVID Ngrams

Post COVID Ngrams

N Gram

N Gram



Voice of the customer recipe

Understood

PPC search term

N-Gram all search terms (all clients)

Sort by “Safety” / “Become” / “Vs” / “Best” etc



Keywords

1.59M

Questions

937.70K

search_term
Search

question
Search

account_name
All

question	Count of search_term	CPA Impact
How		
Are C		
How		
Who		
How		
What		
How		
How		
Which		
Total		

account_name	clicks	cost	conversions
--------------	--------	------	-------------

search_	clicks	cost	conversions	it
---------	--------	------	-------------	----

Understand
Customer
Questions At
Scale

Keywords

30.58K

Questions

6116

search_term

question

account_name

conversions

19,278.75
11,053.00
88.15
90.46
59.00
73.06
5.00
22.80
89.39
309.36
12.35
22.52
14.80
43.73
10.00
2.40
24.32
0.00

31,301.42

Me:
I wanted to see which clients had exposure to keywords where your customers were concerned about safety.

Keywords

30.58K

Questions

6116

search_term

question

account_name

conversions
19,278.75
11,053.00
88.15
90.46
59.00
73.06
5.00
22.80
89.39
309.36
12.35
22.52
14.80
43.73
10.00
2.40
24.32
0.00
31,301.42

Me:
How many of your conversions are seeing these suggestions?

Keywords

30.58K

Questions

6116

search_term

Search

question

safe

account_name

All

question	Count of search_term	CPA Impact
	6518	\$264
Is safe?	1705	\$13
	1625	\$282
Is safe?	1128	\$21
Is it safe to	849	\$9
What is the safest form	672	\$271
What are the safes	601	\$49
Is safe?	580	\$12
Is safe?	568	\$30
Total	47600	\$107

conversions

19,278.75

11,053.00

88.15

90.46

59.00

73.06

5.00

22.80

89.39

309.36

12.35

22.52

14.80

43.73

10.00

2.40

24.32

0.00

31,301.42

What Questions are being asked?
Do we own answers?
Do our partners?

Voice of the customer recipe

Understood

PPC search term
Pull all “People Also Asks”
Join to cost / conversion data





Great Customer
Experiences Are:

Aligned
(Share Language)



crm for financial advisors



All

News

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Videos

Shopping

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Settings

Tools

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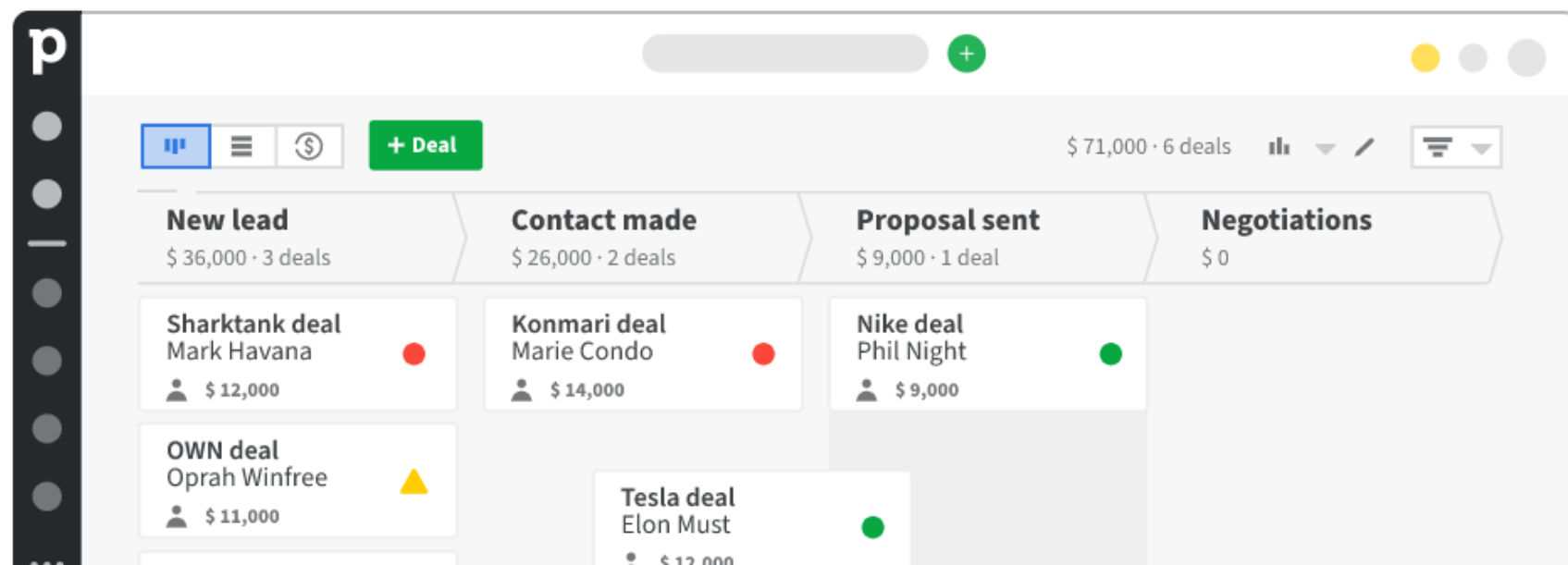
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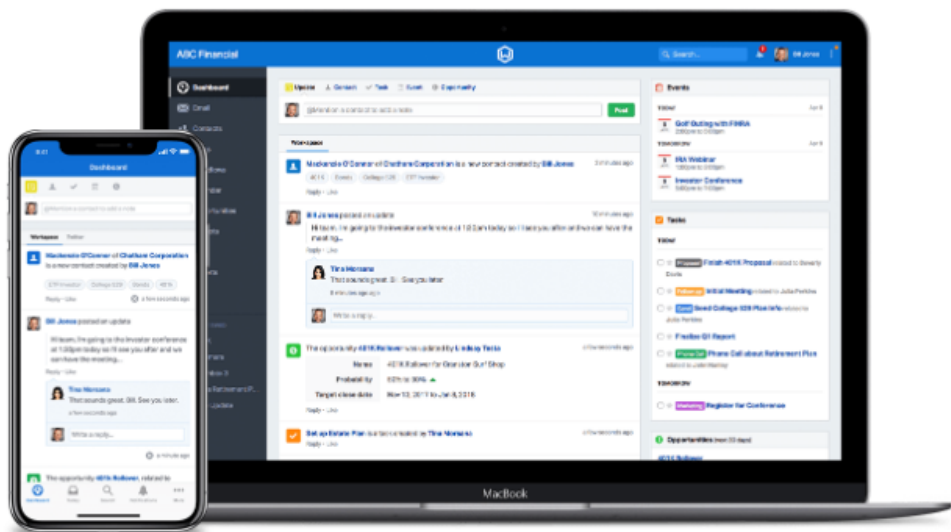


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LIVE

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9:42 PM ET

Google

joint checking account

Google Search

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About 125,000,000 results (0.66 seconds)

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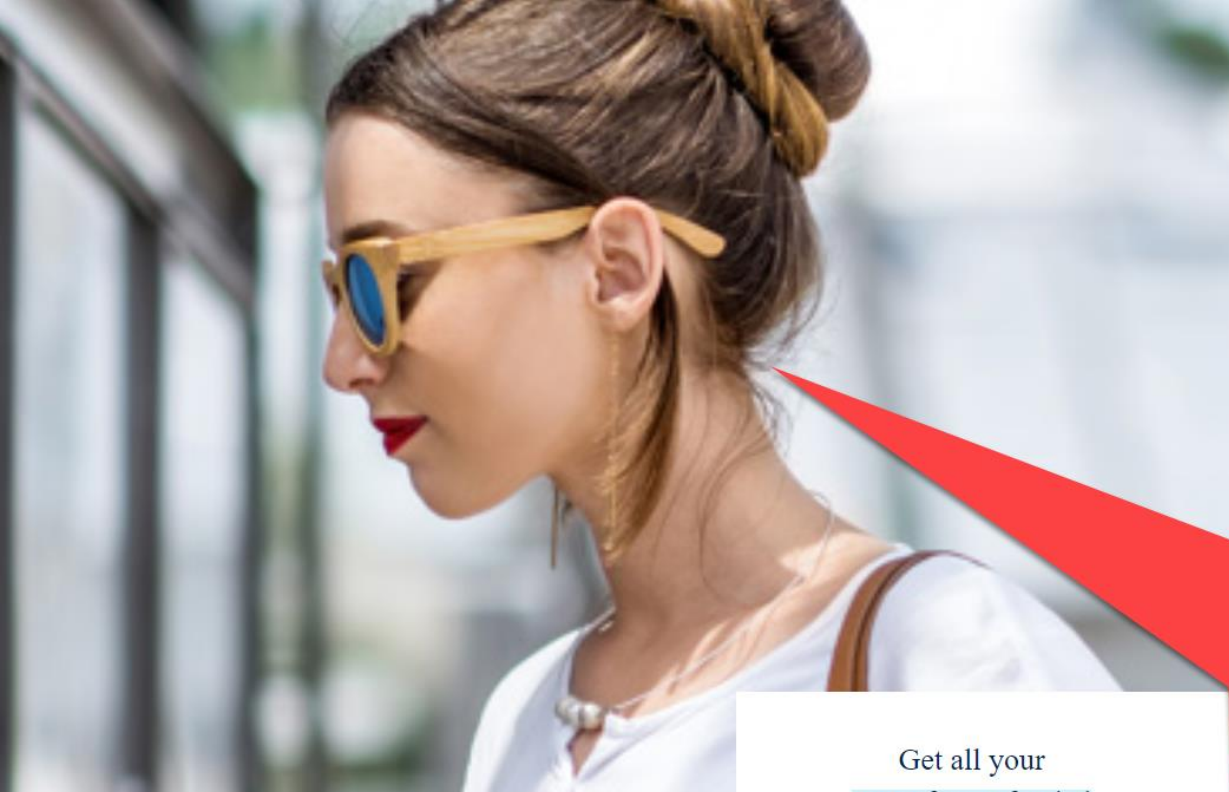
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One Person

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An Account In...



Wedding bank account

Having a separate savings **account** that is strictly for your **wedding** savings sounds like a good idea. It is. And, some **banks** help you with that strategy. Many **banks** will allow you to open multiple savings **accounts**. This is important because you'll want to keep your **wedding** savings segregated from your regular savings. Sep 11, 2018

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Feedback

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Feedback

About 177,000,000 results (0.75 seconds)

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Who is proving they best understand
their customer?





Great Customer
Experiences:

**Share
Language**

User Search Query

stub

query	clicks	cost	conversions
check stub maker	857	\$13,598.65	149
check stub	490	\$8,646.34	56
paycheck stub maker	151	\$2,649.87	25
check stub generator	136	\$1,992.64	22
check stub creator	101	\$1,947.19	11
checkstub	178	\$1,836.72	23
pay check stubs	103	\$1,810.03	13
paycheck stub generator	92	\$1,535.29	13
real check stubs	95	\$1,354.61	13
real paycheck stubs	80	\$1,130.62	14
stub creator	61	\$907.39	11
pay check stub	54	\$898.3	5
making check stubs	64	\$765.68	10
checkstub maker	58	\$733.97	6
check stub software		\$729.88	14
mypaystub		\$706.19	8
printable check stubs	5	\$535.3	8
create a check stub	24	\$527.81	1
how to get check stubs	63	\$501.81	7
paycheckstub	38	\$480.99	4
create paycheck stubs	28	\$54.59	9
check stubs generator	27	\$54.46	5
check stub templates	22	\$51.04	4
pay			
crea			
pay			
epa			
paycheck stubs generator			
Total	7833	\$86,671.47	871

Keyword "Stub"

Unigram

stub

Unigram	Count
stub	13188
ck	3634
st	2291
ub	2050
ch	1427
ck	804
st	681
ub	668
ch	586
ck	572
st	567
ub	535
ch	504
ck	444
st	392
ub	359
ch	344
ck	333
st	331
ub	319
ch	306
Total	57572

User Search NGram

Search

Unigram	Count
stub	13188
ck	3634
st	2291
ub	2050
ch	1427
ck	804
st	681
ub	668
ch	586
ck	572
st	567
ub	535
ch	504
ck	444
st	392
ub	359
ch	344
ck	333
st	331
ub	319
ch	306
Total	57572

1846

Count of query

\$86.67K
cost

871

conversions

\$99.508

CPA

Landing Page "Stub"

Voice of the customer recipe

Share Language

N-Gram Search Terms (PPC)

N-Gram Landing Pages





Great Customer
Experiences:
**Seek
Feedback**

What did you think of this piece?



Great!



Not what I needed



Not using Hotjar yet?

Send >



What's the ONE thing we should change on this page?

Please type here...



Not using Hotjar yet?

Send >



How well is this page working for you?

1

2

3

4

5

Very poorly

Very well



Not using Hotjar yet?

Send >



Great Customer
Experiences Are:
Predictable

Get items before Dec 25

SUNDAY

22

Last day for
FREE delivery on tens of millions of items with Prime

MONDAY

23

Last day for
Prime FREE One-Day Delivery

TUESDAY

24

Last day for
Prime FREE Same-Day Delivery
In select areas

and FREE 2-hour grocery delivery





Great Customer
Experiences :

**Put Silos
LAST!**



Look In the Mirror



How
Data Driven
Is **YOUR**
Content
Strategy?



Successful
CMO's Are
Ready for
YOU to pivot!

FIGURE 1 | Top three factors driving CMO success

