



3Q WHITEPAPER SERIES

**12 Strategies
for Successful
Competitor Campaigns**



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Overview

Let's say you're selling a better-tasting soda than Coke, or a softer tissue than Kleenex, or a more intuitive CRM than Salesforce. They've got the name recognition and brand volume, but you've got a product (or service) people will fall in love with. Your solution for bridging the gap: SEM competitor campaigns.

It always seems like a strong idea at first...bidding on your competitors, that is. It's exciting! You're ready to disrupt the market, steal their business, and boost your sales! Until you see your Quality Score plummet, your lost impression share skyrocket, and other issues, all culminating in CPCs so high you can pretty much kiss your efficiency goals goodbye. While it's definitely tough to get competitor campaigns to perform in the paid search space, you shouldn't throw in the towel just yet. Below I've laid out a few ideas for you to try when your competitor keywords just won't perform. These ideas aren't a cure-all, but they should help you get the absolute most out of your competitor campaigns.