



3Q'S CMO SERIES

CMO's Snapshot: The Smart Marketer's Growth Guide to Brand SEM

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Introduction

Running on brand search is a no-brainer for our clients. It's the highest-intent digital traffic you can buy at the lowest cost of acquisition. It can also be a great tool to control your brand messaging in the SERP and to box out competitors intent on stealing your traffic.

Unfortunately, many campaign managers take brand search's strong performance for granted, set an initial strategy, and focus their attention elsewhere. Neglecting the incrementality and performance factors of brand search can incur huge opportunity costs, especially for companies that spend 50% or more of their search budgets on branded traffic.

In this brief, we'll explore some against-the-grain, high-growth strategies to test in your brand search campaigns and how they've worked for some of our clients.

