

The Keyword-driven Strategy:

 How to Turn Data into
Effective Sponsored Brands Ads Videos 

The importance of the Perceived Value



The importance of the Perceived Value



Artagia Games Case Study



Share It Studio: The Keyword-driven Strategy

BEFORE

Create campaign Find a campaign Filter by Bulk actions Columns Date range: Lifetime Export

<input type="checkbox"/>	Active	Campaigns ⓘ	Type	Start date	CTR ⓘ	Spend ⓘ	Sales ⓘ	ROAS ⓘ	Copy ⓘ
<input type="checkbox"/>	<input checked="" type="checkbox"/>	SB Future 10 key - Event	Sponsored Brands Manual targeting	Jan 15, 2022	0.19%	\$105.48	\$207.20	0.88	True
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TFD Video Advertisements - Phase	Sponsored Brands Manual targeting	Jan 15, 2022	0.87%	\$196.01	\$215.20	0.77	True
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TFD - Video AD with Subtitles - 17th Sept. 2020(1)	Sponsored Brands Manual targeting	Jan 13, 2023	0.77%	\$55.27	\$77.387	1.40	Copy
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TFD SB Video key - Event based on name game 1	Sponsored Brands Manual targeting	Feb 15, 2022	0.59%	\$192.28	—	1.20	True
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TFD SB Video key couple game - Event	Sponsored Brands Manual targeting	Feb 15, 2022	0.69%	\$196.01	—	0.80	True
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TFD SB Video - target competition	Sponsored Brands Manual targeting	Feb 15, 2022	1.28%	\$196.01	—	1.08	True
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TFD SB Video key gift - Event	Sponsored Brands Manual targeting	Feb 15, 2022	0.40%	\$196.01	—	1.40	True
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TFD SB Video key couple game - Event 1	Sponsored Brands Manual targeting	Feb 15, 2022	1.52%	\$196.01	—	—	True
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TFD SB Video key adult - Event	Sponsored Brands Manual targeting	Feb 15, 2022	1.17%	\$197.48	\$296.75	1.84	True
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TFD SB Video key - Event based on name game	Sponsored Brands Manual targeting	Feb 15, 2022	—	\$195.77	\$302.65	1.56	True
Totals for 107 Campaigns			—	—	0.64%	\$996,896.07	\$5,141,896.58	0.76	—

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1. Discover what your best-performing keywords are



ARTAGIA Romantic Game for Couples

- Couples games date night
- Valentines day gifts for him
- Sexy games for couples
- Valentine games
- Sex gaming cards
- Couple games for date night
- Valentines games
- Couple games
- Valentines
- Games for couples date night
- Sexy games for adults couples bedroom
- The couples game

2. Group keywords based on search intent

Group 1: Sexy games...



- Sexy games for couples
- Sexy games for adults couples bedroom
- Sex gaming cards

Group 2: Valentine



- Valentines day gifts for him
- Valentine games
- Valentines games
- Valentines

Group 3: Couple games



- Couple games for date night
- Couple games
- Couples games date night
- Games for couples date night
- The couples game

3. Create video-target keywords per search intent

Sexy games...



Couple games



Valentine



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<input type="checkbox"/>	<input checked="" type="checkbox"/>	TFD Video Advertisements - Phase	Sponsored Brands Manual targeting	Jan 15, 2022	0.87%	\$196.01	\$215.20	0.77	Trace
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<input type="checkbox"/>	<input checked="" type="checkbox"/>	TFD SB Video key couple game - Event	Sponsored Brands Manual targeting	Feb 15, 2022	0.69%	\$196.01	—	0.85	Trace
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TFD SB Video - target competition	Sponsored Brands Manual targeting	Feb 15, 2022	1.28%	\$196.01	—	1.08	Trace
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TFD SB Video key gift - Event	Sponsored Brands Manual targeting	Feb 15, 2022	0.42%	\$196.01	—	1.40	Trace
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TFD SB Video key couple game - Event 1	Sponsored Brands Manual targeting	Feb 15, 2022	1.52%	\$196.01	—	—	Trace
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TFD SB Video key adult - Event	Sponsored Brands Manual targeting	Feb 15, 2022	1.17%	\$197.48	\$296.75	1.84	Trace
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TFD SB Video key - Event based on name game	Sponsored Brands Manual targeting	Feb 15, 2022	—	\$215.77	\$302.65	1.36	Trace
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**Let's be
disruptive
together!**

