



Brand restrictions in broad match

Broad match has become the most efficient way to increase Search coverage and meet your performance goals. Broad match can drive **+35%** and **+25%** more conversions than Exact and Phrase match respectively when using tCPA, and **+12%** more conversion value when using tROAS bid strategy. However, it has been complex to use broad match in campaigns that must be restricted to specific brands.

To make it easier for you to efficiently expand reach of your brand and benefit from broad match in all performance search campaigns, we are introducing a brand restriction that limits campaigns using broad match to only reach branded traffic.

“We have renewed faith in Broad match and its ability to match relevant brand queries. We were able to double our conversion value with Brand Restrictions” - RBC



Brand restrictions benefits

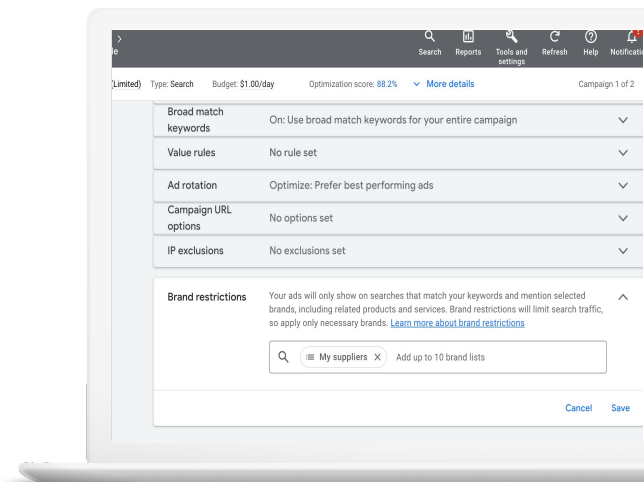
Ensure a campaign only matches traffic related to the brands you want while getting all the performance benefits of broad match.

Vs. Phrase or Exact match

Increased reach by capturing more Keyword variations, e.g., misspellings, foreign scripts, product lines.

Vs. Broad match w/o Brand Restrictions

Reduce matching to unbranded traffic, while limiting traffic less than phrase or exact.



How it works

All brand detection recognizes a brand when it's mentioned in a search query. When Brand Restrictions are applied, they will restrict broad Search traffic to selected brands and related products and services.

- **Campaigns must have** the Broad Match Campaign Keywords setting on and a Smart Bidding Strategy
- **Navigate to** 'more settings' and select '**Brand Restrictions**'. Create and edit account level lists directly in the campaign
- **Click +New Brand List** to select the brands to which you want to restrict broad searches for AND **click SAVE**
- **Traffic that does not mention or directly refer to a brand selected will be blocked**



Case Studies



Royal Bank of Canada (RBC) had the challenge of scaling volume while keeping an efficient ROI for Search campaigns. They wanted to use broad match for their brand campaigns, but were concerned about relevance on those terms.

When they tested brand restrictions, they saw **2x the conversions and conversion value**, while improving **ROAS by 4%** compared to the control arm. With this success, RBC applied this strategy across their lines of business.



96%

Increase in
conversions



109%

Increase in
Conversion
Value