## *Palmetto Bluff*

| Overview | Campaign Name | Created? | Ad Group Name | Budget (Monthly) | Location | Bid Adj. | Audience | Final URL | Sitelinks | Notes |
|---|---|---|---|---|---|---|---|---|---|---|
| **Lead Generation (60%)** | Search - Real Estate (20%) | ☑ | Luxury Real Estate | $1,100.00 | 1-3 | | | https://www.palmettobluff.com/live | | |
| | | ☑ | Waterfront/Oceanfront Real Estate | $1,100.00 | 1-3 | | | https://www.palmettobluff.com/live | | |
| | | ☑ | Custom Home Builder | $1,100.00 | 1-3 | | | https://www.palmettobluff.com/live/search/?type=homesite&order=price-d | | |
| | | ☑ | Hilton Head/Bluffton | $1,100.00 | 1-3 | | | https://www.palmettobluff.com/live | | |
| | Broad Match Campaign (10%) | ☑ | BM | $2,200.00 | 1-3 | | | https://www.palmettobluff.com/ | | |
| | Display - Lead Gen (15%) | ☐ | Display | $3,300.00 | 1, 4 | | | | | CTA Based Display Ads, landing page depends on creative |
| | Dynamic Search (7.5%) | ☐ | Dynamic Search | $1,650.00 | 1 | | | | | |
| | Listings (7.5%) | ☑ | Listings | $1,650.00 | 1 | | | https://www.palmettobluff.com/live/search/?order=price-desc | | |
| **Consideration (20%)** | Search - General (15%) | ☑ | General | $3,300.00 | 4 | | | https://www.palmettobluff.com/ | | |
| | Display - Retargeting (5%) | ☐ | Retargeting | $1,100.00 | 1, 4 | | | | | Landing page depends on creative, need specific remarketing creative |
| **Brand Awareness (20%)** | Search - Lifestyle (5%) | ☑ | Lifestyle | $1,100.00 | | | | https://www.palmettobluff.com/explore/lifestyle/ | | |
| | Display - Lifestyle (5%) | ☐ | Lifestyle | $1,100.00 | 1 4 | | | https://www.palmettobluff.com/explore/lifestyle/ | | |
| | Search - Brand (3.5%) | ☑ | Brand | $770.00 | 4 | | | https://www.palmettobluff.com/ | | |
| | Search - Competitor (3.5%) | ☐ | Competitor | $770.00 | 4 | | | https://www.palmettobluff.com/ | | |
| | Search - Stay (3%) | ☑ | Montage | $660.00 | 1-3 | | | https://www.palmettobluff.com/stay/ | | |
| | | | | **$22,000.00** | | | | | | |

PBL conversion page: https://www.palmettobluff.com/explore/lifestyle/

Locations:

| | |
|---|---|
| T1: | Surrounding states (NC, SC, GA, FL, VA) get X bid adjustments depending on campaign |
| T2: | New York, California, Texas (popular states with big cities) get +100% bid adjustments |
| T3: | Outlier states that receive a lot of clicks based on historical data: Ohio, Massachusetts, Illinois, Tennessee, etc... +50% bid adj |
| T4: | All of US |

Discussion:

| | |
|---|---|
| Locations | |
| Audiences | Live Audience (/live), Stay Audience (/stay), The Grove (page), RMR - All website (returning visitors) - audiences with decent size serving in GA right now |
| Bid Adj | |
| Sitelinks | |

| | |
|---|---|
| North Carolina | alabama |
| South Carolina | california |
| Georgia, USA | colorado |
| Florida | florida |
| Virginia | georgia, usa |
| New York | illinois |
| California | indiana |
| Texas | kentucky |
| Ohio | massachusetts |
| Massachusetts | maryland |
| Illinois | michigan |
| Tennessee | missouri |
| | north carolina |
| | new jersey |
| | new york |
| | ohio |
| | pennsylvania |
| | south carolina |
| | tennessee |
| | texas |
| | virginia |
| | west virginia |