

adCore

Dynamic Campaign Exercise

Sample Feed 1: What is wrong with the Feed below?

(Feed screenshot)

Exercise 1a: Please circle problem areas, or write next to the feed field the problems you identify.

Exercise 1b: What dynamic functions would you use to fix the problems you identified?

Feed Field	Problem	Function

strReplace (string, find, find_type, replace)

A sub string can be replaced within a string. This "sub string" can be a whole criterion.

(1=all phrase, 2=any word, 3=any sub-string)

Example:

Function	Result
<strReplace(Love LA,LA,2,NY)>	Love NY
<strReplace([c1],[c2],3,>	[c1] excluding [c2]

strRemoveEnclosed

Removes enclosed text from the original string including parenthesis

Example:

Function	Result
<strRemoveEnclosed(EX2001 (B100))>	EX2001
<strRemoveEnclosed(EX2001)>	EX2001

strClear - (string, sign, clear_before_sign, leave_sign)

Clean all data after/before sign. The sign doesn't have to be removed:

0 = after sign; 1 = before sign

0 = remove sign; 1 = leave sign

Example:

Function	Result
<strClear(EX2001-BBB,-,0,1)>	EX2001-
<strClear(EX2001-BBB,-,1,1)>	-BBB
<strClear(EX2001-BBB,-,0,0)>	EX2001
<strClear(EX2001-BBB,-,1,0)>	BBB

skuRemoveWnD (string)

Cuts weights, dimensions and colors from a string.

Function	Result
<skuRemoveWnD(T200 6GB)>	T200
<skuRemoveWnD(T200 Black)>	T200

Exercise 1c: Select a dynamic function, and show how you would use it in adCore:

Refine Feed Data [?](#)
Clean/alter original feed data prior to creating your keywords, ad groups, and ads.
[edit](#)

Alter field values:
[title] [url] [description] [pubDate] [guid] [enclosure]

[Remove](#)

[Remove](#)

[+ Add Another](#)

Replace field values: [?](#) [edit](#)

[Remove](#)

- All Phrase only
- All Phrase only
- Single Word Within the Phrase
- Any String Within the Phrase

Add values here
value1;replacement1
value2;

Exercise 2:

Email Sign-up | Store Locator | My Account | Customer Service: 1.888.802.9947

MEN WOMEN KIDS CUSTOMIZE TIMBERLAND PRO® SALE

Search 0 ITEMS

MEN

FOOTWEAR

Timberland PRO® Men's

Design Your Own

Hiking

Boots

Shoes

Boat Shoes

Sandals & Water Shoes

Sale

CLOTHING

Outerwear

Sweaters

Shirts

Tees & Polos

Sweatshirts

Pants & Shorts

Sale

ACCESSORIES

Product Care & Laces

Hats & Scarves

Gloves

Socks

MEN'S FALL LOOKS.
Button, zip, buckle & lace up
in style against the cold.
[SHOP NOW >](#)

ACCESSORIES

Heritage Classic
Nubuck Boot Glove

Earthkeepers™ Rugged
Overnight Duffle Bag

Multi-Purpose Quarter
Crew Sock 3-Pack

The previous page shows the Timberland website. Timberland sell Men, Women, and Kids Footwear (boots, shoes etc.) Outerwear – coats, jackets, vests Accessories – scarves, socks, gloves etc.

Exercise 2a: What Feed Fields would you expect to see from this type of website?

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Exercise 2b: What Keyword Variations would you create from the feed fields?

Exercise 3:

Sample Product Landing pages from the Timberland website:

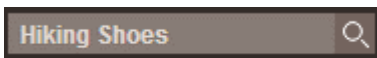


<http://shop.timberland.com/product/index.jsp?productId=15207396>



<http://shop.timberland.com/product/index.jsp?productId=12885835>

Free search URL's:



<http://shop.timberland.com/search/index.jsp?keywords=Hiking+shoes>



<http://shop.timberland.com/search/index.jsp?keywords=Jackets>

Exercise 3:

How would you change the Product URL's above to create Free search URL's

I am a mobile phone re-seller and I have 2500 products. I want to create 3 products campaign from these items.

Feed fields distinct values:

id:	2,500
image_url:	2,425
price:	1,696
quantity:	616
brand:	122
title:	2,315
availability:	2
shipping:	1
manufacturer:	122
product_type:	2,111
size:	182
Total:	2,500

1. How would you split these products?
2. What Filter?
3. What ad group structure would you use?
4. Do you use DKI and Params?

I have 150,000 products and I want to create only 3 product campaigns from these.

Feed fields distinct values:	
id:	149,653
image_url:	149,653
price:	25,230
quantity:	616
brand:	122
title:	3,458
availability:	2
shipping:	1
manufacturer:	2 122
product_type:	1 2,111
size:	182
Total:	149,653

1. How would you split these products?
2. What Filters would you use?
3. What ad group structure would you use?
4. Do you use DKI and Params?