

Shadow Campaign

A shadow campaign is a duplicate of your current campaign in Google ads, however the CPC of the campaign has been reduced which helps lower CAC.



what are the benefits of a shadow campaign?...

Why should I set up a shadow campaign?

Shadow campaigns are a duplicate of your current campaigns but are set up with a lower CPC. So users who are **excessively clicking on your current campaign** can now be targeted at lower CPCs within the shadow campaign.

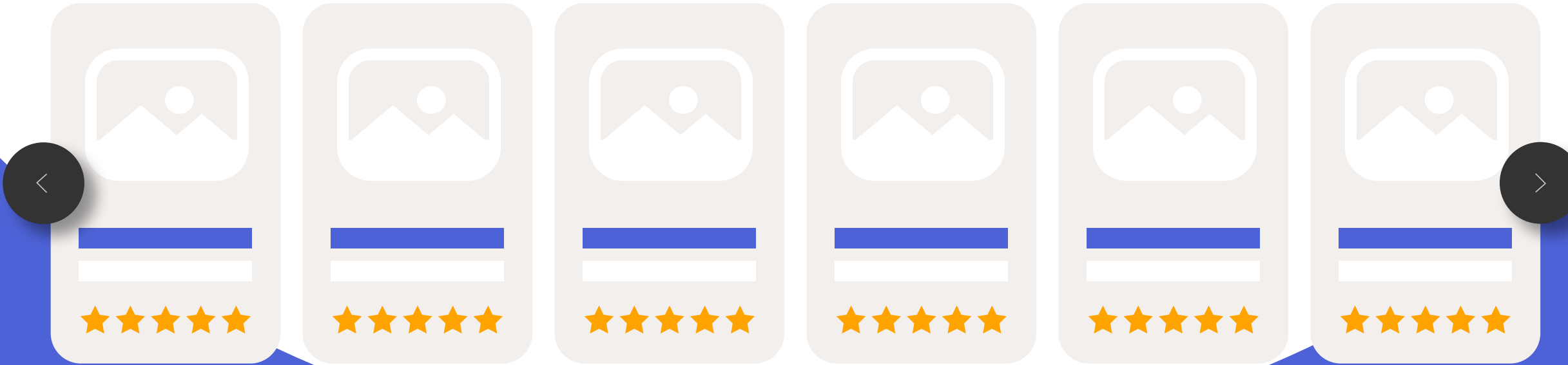
How do shadow campaigns reduce CAC?

If the same user is repeatedly clicking on your ads from the same campaign, you will be charged the same cpc per click, filtering the same user through to the shadow campaign, lowers the cost of the click and CAC.

How do I set up a shadow campaign?

Very easily, the first step is by duplicating your selected campaign in Google ads, and ensuring the shadow campaign has a lower CPC. Secondly, you will want to set up a click frequency rule in TrafficGuard and apply it to your current campaign. ALL SET UP!

How does it work?

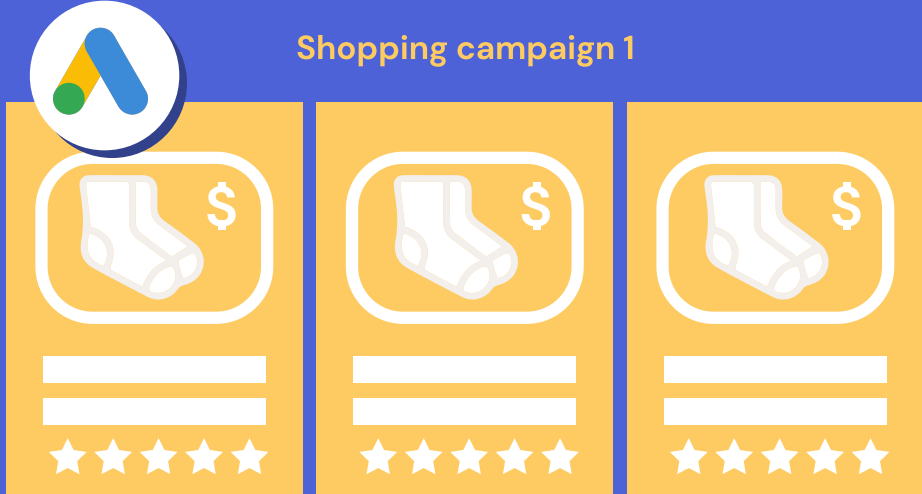


Using a pair of socks for example, after a few clicks from the same user, this low-profit margin product may not be profitable any more due to the CPC's/Low gross margins. Using **TrafficGuard's** validation rules you are able to filter this user through to the shadow campaign after a set amount of clicks which has a lower Avg.CPC.

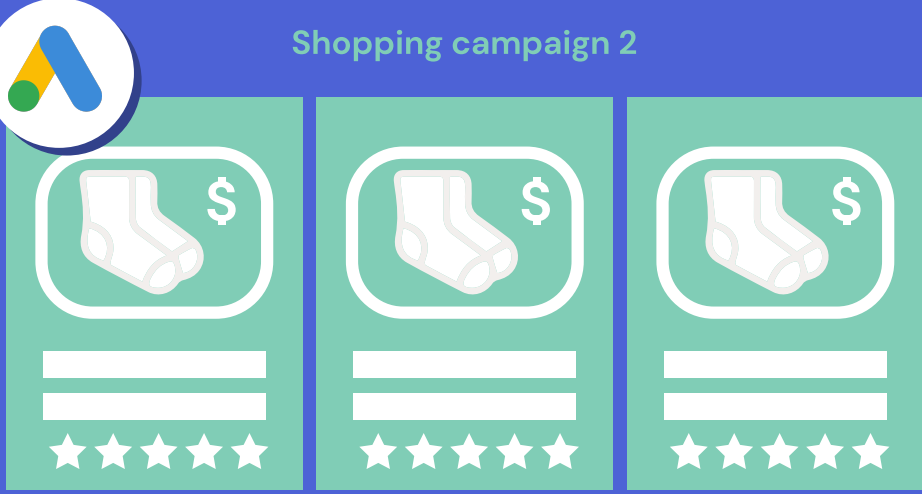
TrafficGuard gives you the power to set these rules and optimise accordingly.

LET'S SEE AN EXAMPLE

SOCKS SHOPPING CAMPAIGN		
Product Profit Margin	Click Frequency	Custom Label
Low	3	Low-Margin

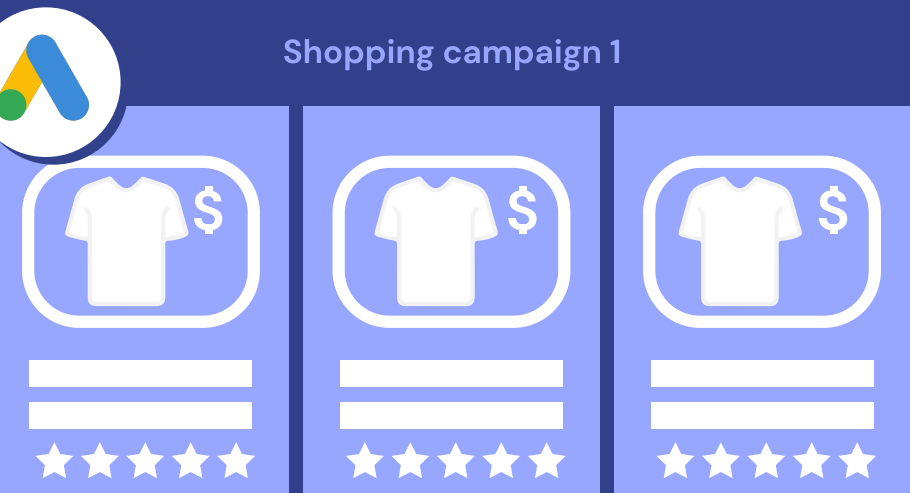


Shopping Campaign 1; Avg.CPC = \$2.50

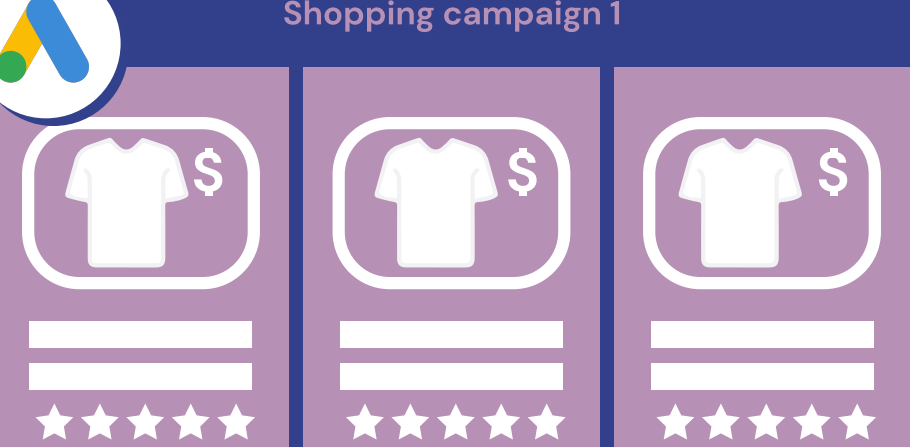


Shopping Campaign 2; Avg.CPC = \$1.00

T-SHIRT SHOPPING CAMPAIGN		
Product Profit Margin	Click Frequency	Custom Label
High	8	High-Margin



Shopping Campaign 1; Avg.CPC = \$5.00



Shopping Campaign 2; Avg.CPC = \$3.00

Even for higher-margin products such as the T-Shirts example above, you will still want to utilise **TrafficGuard's validation rules** to filter the same user through to a shadow campaign. This ensures you are not wasting budget on excessive clicks from the same user.

TrafficGuard gives you the power to set these rules and optimise accordingly.

Get in touch

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