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Alan Perkins
Managing Director
SilverDisc

The future looks bright for SilverDisc and the Google AdWords API program

SilverDisc, founded in 1993, has capitalised on its technical expertise and extensive online experience to become one of the UK's leading companies in search engine marketing. Tailoring its service to each client's individual needs, SilverDisc works with a broad spectrum of businesses operating in a range of industries.

Google AdWords has been instrumental to the organisation's success as Alan Perkins, SilverDisc Managing Director, commented: "AdWords gives us the solid platform on which to build for clients and our own business, and a stream of recurring revenue which enables us to create value-enhancing services for our clients."

In particular, SilverDisc combined its technical skill with the power of the Google AdWords API program to tremendous effect to build its Phoenix bid management solution. "It's like a completely bespoke system for each client, but built on a generic platform that talks to Google for us," Perkins explains. "We have a core system that looks after standard bidding decisions. We then write some unique code for each client tailored to their individual goals."

An example provides the best illustration of the Phoenix API-based approach to AdWords. One particular client operating within the travel industry offers over 2,500 destinations worldwide. Multiple levels of accommodation must then be taken into consideration for each location. As Perkins states, "Obviously it's a massive set of accounts with countless keywords." Not a problem. Using the AdWords API program SilverDisc manages them all on an "individual keyword by keyword basis". The sheer volume of complex keyword-level decisions that can be made automatically through the API system is something that Perkins admits could not be done otherwise. "It would be impossible without the Google Adwords API. We take a feed of availability data and adjust bid prices based on the availability of various destinations and accommodation types. In Phoenix, what our client has is essentially a unique bidding engine that's hand-written and running purely for them."

Giving his impression of the API system as a whole, Perkins states "It's frequently updated and very robust. When new features are added they're well documented on the blog." Expanding further he says, "It's a very good, cleanly written API that any technically competent programming team should be able to work with quite easily." Of course the competitive advantage it provides to SilverDisc cannot be overlooked. "It's a unique selling point for us. We're a very technical company – you don't find this level of expertise in all agencies."

The possibilities afforded to SilverDisc and its clients by the AdWords API system are endless. "We're currently looking at the effect of the weather on buying patterns for a gardening client," Perkins says. "For example, if it sees a sunny forecast, Phoenix will adapt the bidding strategy accordingly" One thing is certain: Weather aside, the forecast for the future of SilverDisc and the Google AdWords API program looks bright.

ABOUT GOOGLE ADWORDS

Google AdWords is the world's largest search advertising programme, currently used by thousands of businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The programme is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

For more information visit
www.google.co.uk/ads