Google’s Black Box Bidding Solution: A look under the hood



In today’s world, Google, Facebook and Amazon are the gatekeepers to digital shoppers. But activities that once differentiated savvy marketers from their peers – keyword research, ad copy and target URL creation – have fallen victim to these giants’ automated solutions, including Smart Bidding, Google Shopping and Responsive Search Ads. They also offer automated black box solutions for many paid search activities, leaving marketers with a difficult choice between campaign control or operational convenience.

Join Crealytics founder and CEO Andreas Reiffen and Third Door Media’s Editor-in-Chief Ginny Marvin as they discuss how leading retailers can survive – and thrive – in an era of broad access to automation tools.

Register today for “Google’s Black Box Bidding Solution: A look under the hood,” produced by Digital Marketing Depot and sponsored by Crealytics.

About The Author



Digital Marketing Depot is a resource center for digital marketing strategies and tactics. We feature hosted white papers and E-Books, original research, and webcasts on digital marketing topics – from advertising to analytics, SEO and PPC campaign management tools to social media management software, e-commerce to e-mail marketing, and much more about internet marketing. Digital Marketing Depot is a division of Third Door Media, publisher of Search Engine Land and Marketing Land, and producer of the conference series Search Marketing Expo and MarTech. Visit us at http://digitalmarketingdepot.com.
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