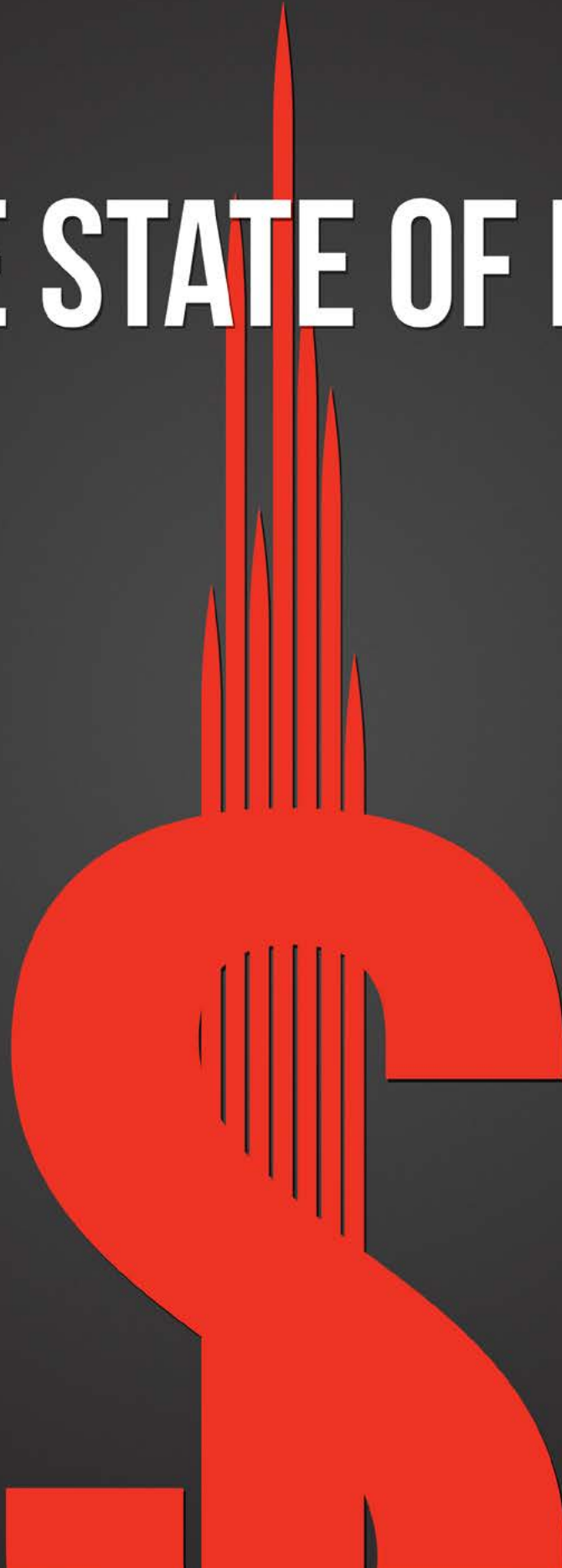


# THE STATE OF PPC



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# INTRODUCTION

The cornerstone of PPC has always been search, however the overarching theme from the past few years is a sharp increase in technologies and platforms utilized by Search Marketers to aid the performance of their overall PPC efforts. With the continued popularity of conversion rate optimization strategies, more sophisticated capabilities within search and expanded targeting in social and display advertising, it's becoming easier to truly personalize a user's experience based on their behavior, preferences, and locations.

With the State of PPC, Hanapin Marketing's annual survey of the pay per click (PPC) advertising industry, we look under the hood of advertising's fastest-growing industry and find out what makes it tick, year by year.

This year, hundreds of search marketing professionals—both influencers and decision makers from a variety of brands and digital marketing agencies—completed our survey and collectively reached some very clear conclusions, including:

- Proven ad channels, like Text Ads, Mobile, and Remarketing continue to gain steam
- Many advertisers didn't predict they would increase PPC budgets in 2015, however, the majority of advertisers did see their spending increase in 2015 and now expect that trend to continue into 2016
- Expanded targeting options available with social advertising combined with low CPCs have made it a popular revenue channel for all advertisers

Keep reading for the most comprehensive statistical breakdown of the digital ad industry to date—and to draw your own conclusions about where we're headed.

## ABOUT HANAPIN MARKETING

Hanapin Marketing is widely recognized as experts in the PPC industry. We publish several thought leadership pieces annually, including the State of PPC and the 25 Most Influential PPC Experts lists. Our blog, PPC Hero, and our all-PPC conference series, Hero Conf, provide the digital advertising industry—and our clients—with cutting edge advice and leadership every step of the way.

**THE STATE OF PPC** is an annual digital ad industry survey developed and maintained by Hanapin Marketing. We collect anonymous, industry-forecasting opinions from leaders in the digital ad space and deliver it to the industry as a resource, guide, and predictive analysis of the industry's general attitude, plans and outlook for the next year.



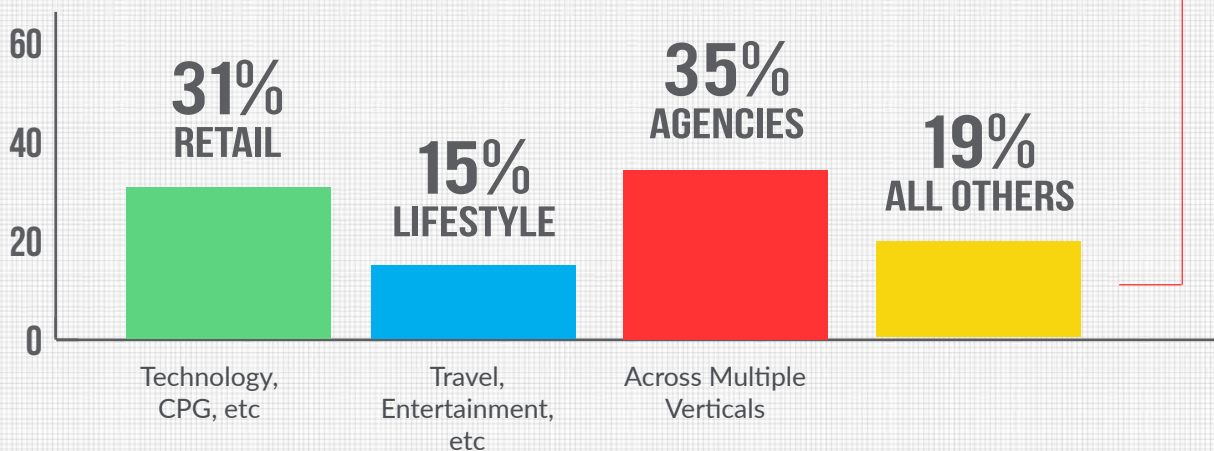
# WHO PARTICIPATED?

Here's what we know about 2015 State of PPC survey respondents:

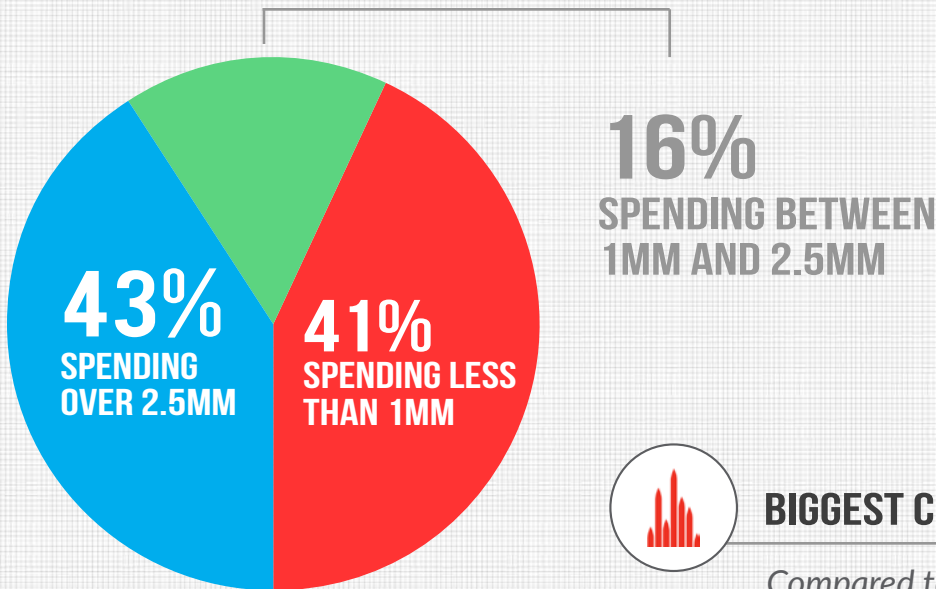
**55%** ARE MANAGERS WITHIN THEIR COMPANY



TOP INDUSTRIES



# ANNUAL PPC SPEND



## BIGGEST CHANGE:

*Compared to 2014*

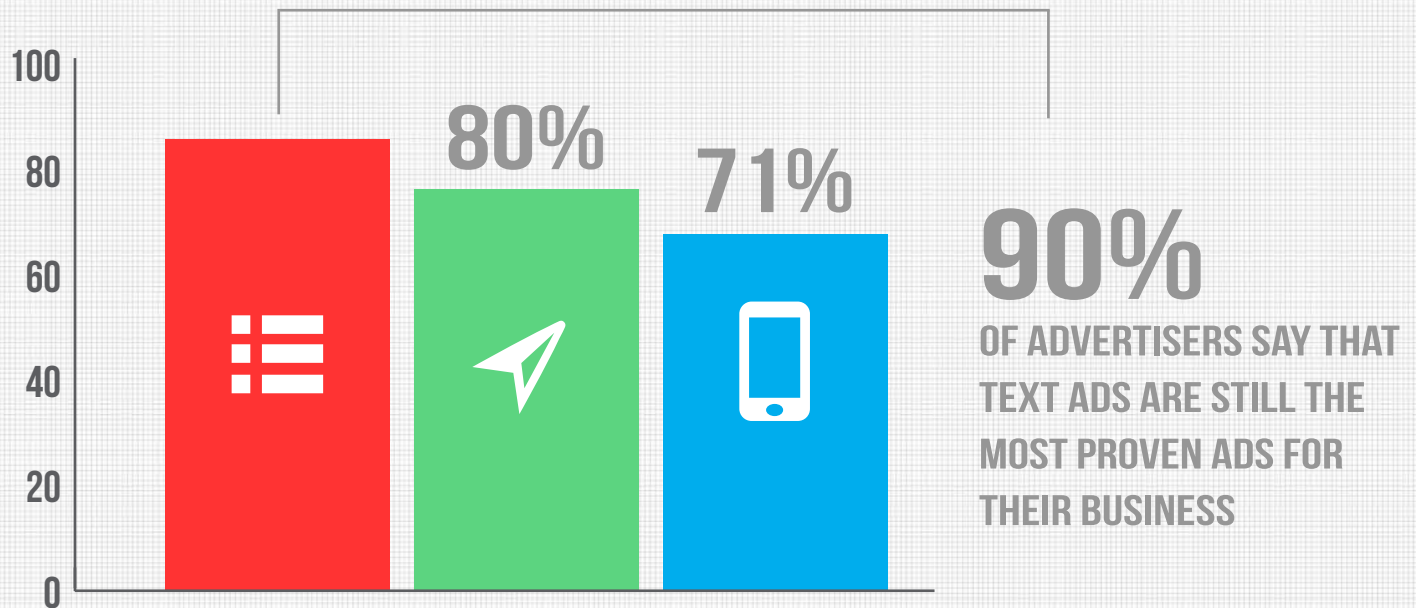
Only 20% of respondents spent over 1MM annually on PPC last year, however, this year 59% of respondents spent over that figure.

LAST YEAR  
**ONLY 10%**  
OF THE INDUSTRY LEADERS  
SURVEYED SAID THEY PLANNED TO  
INCREASE THEIR PPC BUDGET IN 2015.

HOWEVER  
**OVER 70%**  
OF THIS YEAR'S RESPONDENTS  
REPORTED INCREASING THEIR  
BUDGETS DURING 2015.

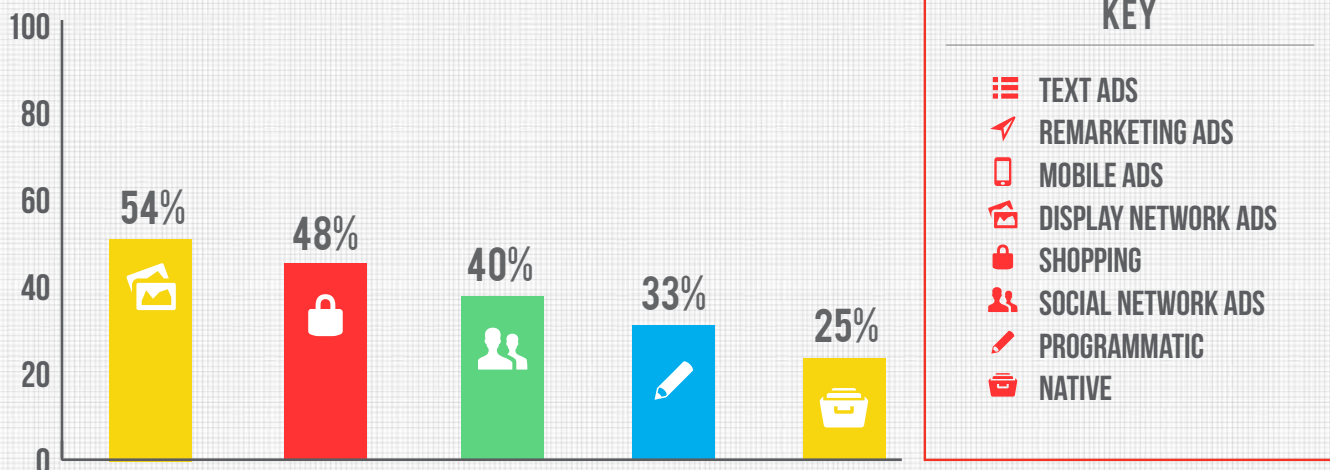


# THE MOST IMPORTANT PPC CHANNELS FOR ADVERTISERS

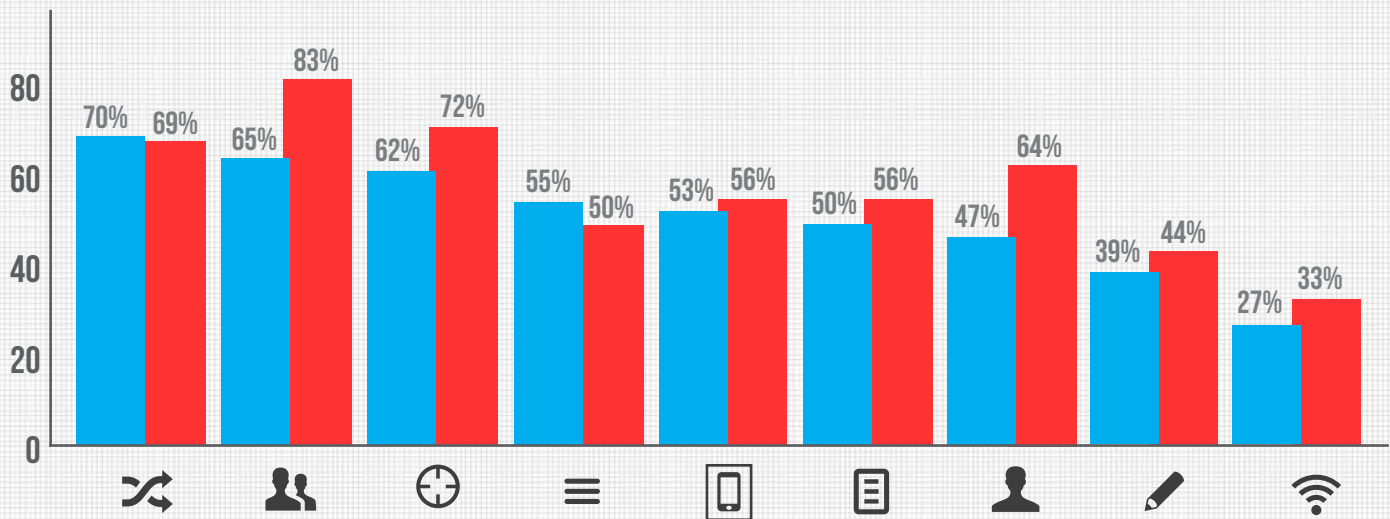


## KEY TAKEAWAY:

As the mix of PPC channels continues to expand; Text Ads, Remarketing, and Mobile Ads remain the most proven channels, however shopping, social ads, programmatic, and native ads are steadily growing in popularity and becoming more important to a business' marketing mix.



# WHAT'S BEEN THE MOST IMPORTANT ASPECT OF THE DIGITAL MARKETING INDUSTRY OVER THE LAST 12 MONTHS?



## KEY TAKEAWAY:

Brands are still heavily favoring automation software and conversion rate optimization, while agencies have started to focus on expansion opportunities within the less proven waters of social advertising, specialized targeting, and social commerce.

## KEY

- BRANDS
- AGENCIES
- CONVERSION RATE OPTIMIZATION
- SOCIAL ADVERTISING
- SPECIALIZED TARGETING
- AUTOMATION SOFTWARE
- MOBILE LOCATION
- DATA MANAGEMENT
- SOCIAL COMMERCE
- PROGRAMMATIC
- NEW AD NETWORKS

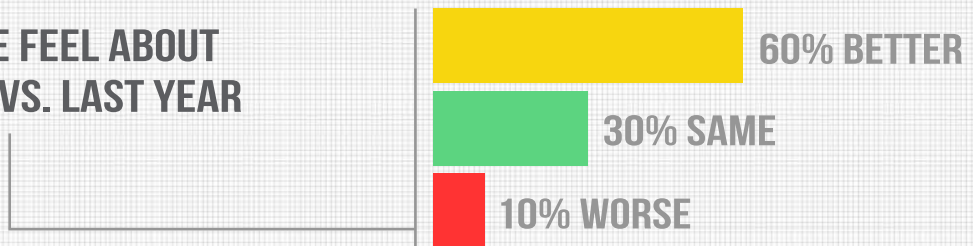


# HOW ADVERTISERS FEEL ABOUT THE CURRENT PPC MARKET

## PPC SUCCESS THIS YEAR



## HOW PEOPLE FEEL ABOUT THE MARKET VS. LAST YEAR



**48%** SAY THEY PLAN TO INCREASE BUDGETS NEXT YEAR

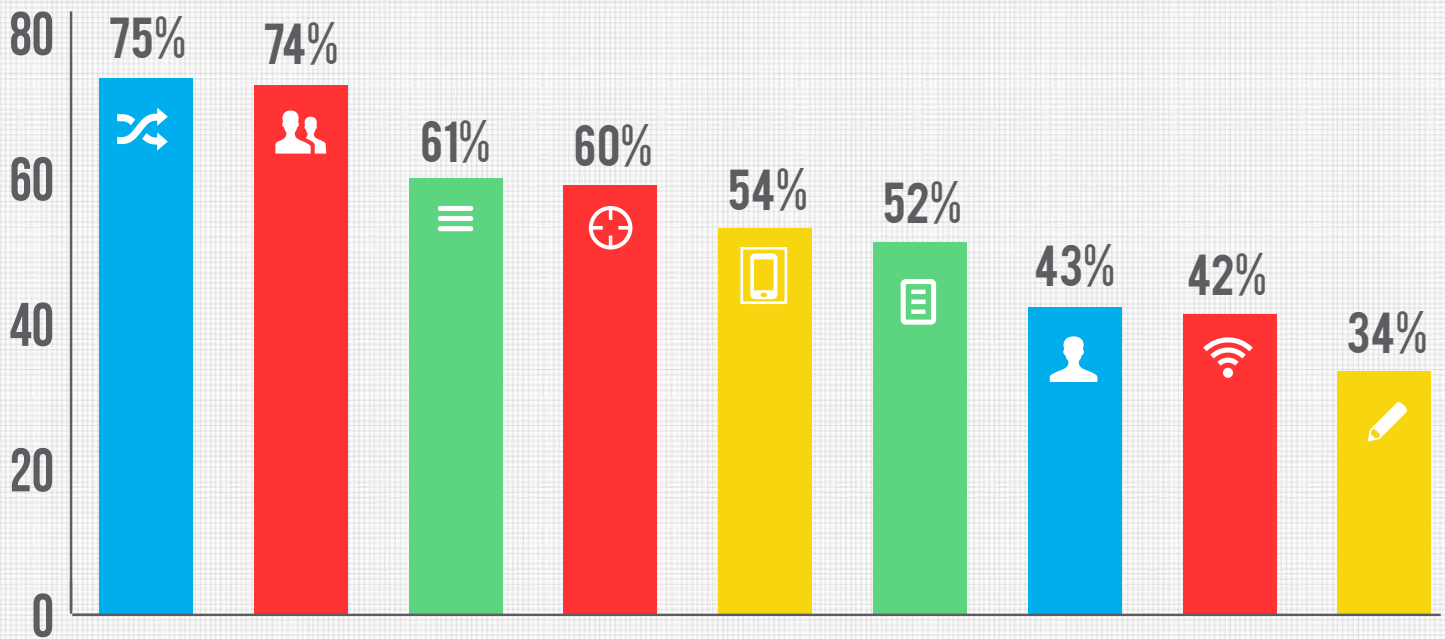


### KEY TAKEAWAY:

The vast majority of businesses feel their PPC efforts have been successful over the past year. Advancements in the industry have helped improve the momentum YOY and marketers are feeling upbeat about the direction PPC is heading. As advertisers increase their budgets and explore market expansion opportunities, the PPC industry will continue to grow in 2016.



# WHAT WILL BE THE MOST IMPORTANT ASPECT OF THE DIGITAL MARKETING INDUSTRY IN THE NEXT 12 MONTHS?



## KEY TAKEAWAY:

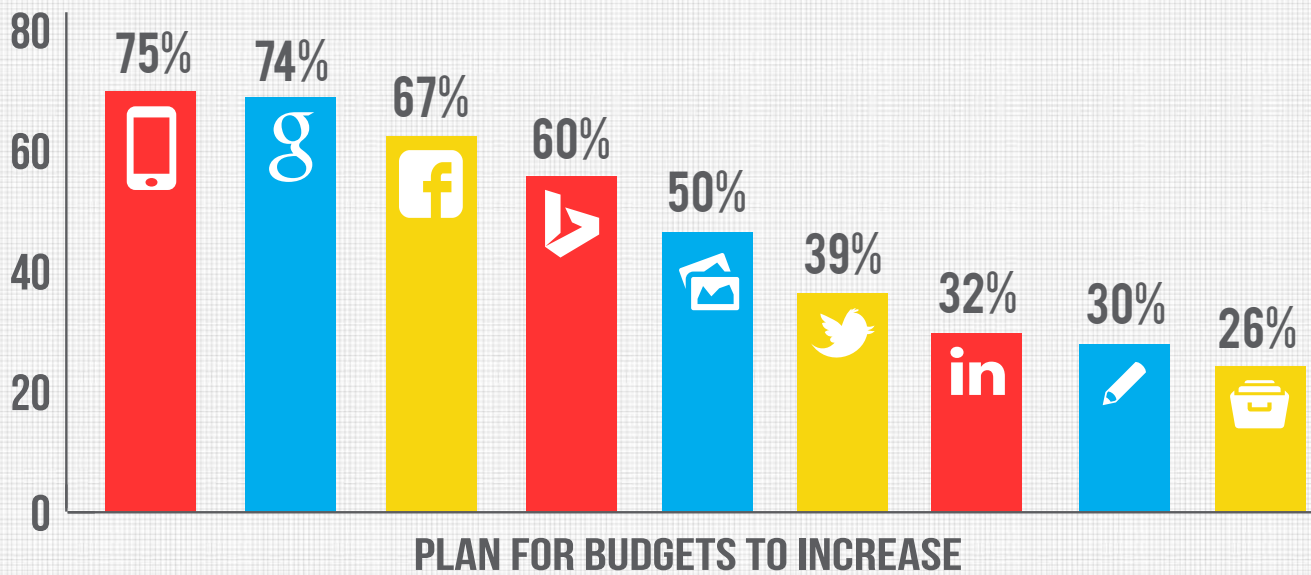
While there are slight differences in opinions on what has been and will be important in PPC, both advertisers at agencies and brands agree that social advertising and conversion rate optimization are the two most important aspects heading into 2016.

Over the next year we expect to see a surge in agencies recommending that clients take advantage of specialized targeting specifically the use of mobile location as intent.

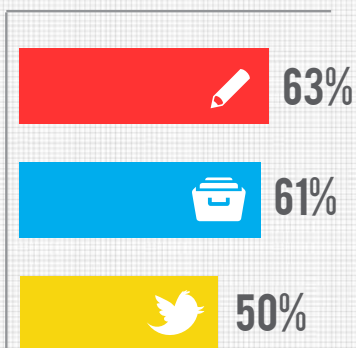
## KEY

- CONVERSION RATE OPTIMIZATION
- SOCIAL ADVERTISING
- AUTOMATION SOFTWARE
- SPECIALIZED TARGETING
- MOBILE LOCATION
- DATA MANAGEMENT
- SOCIAL COMMERCE
- NEW AD NETWORKS
- PROGRAMMATIC

# HOW WILL BUDGETS CHANGE IN THE NEXT 12 MONTHS?



## PLAN FOR BUDGETS TO STAY THE SAME



KEY	
	MOBILE
	GOOGLE ADWORDS
	FACEBOOK
	BINGADS
	DISPLAY
	TWITTER
	LINKEDIN
	PROGRAMMATIC
	NATIVE



## IN CLOSING:

2015 turned out to be a much better year in PPC than what advertisers expected. In 2016 we expect to see a surge in spend across multiple platforms, as advertisers continue to diversify and expand into new channels.



# CONTACT US

To learn more about Hanapin Marketing and our services, contact us online, by phone, or by email.

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