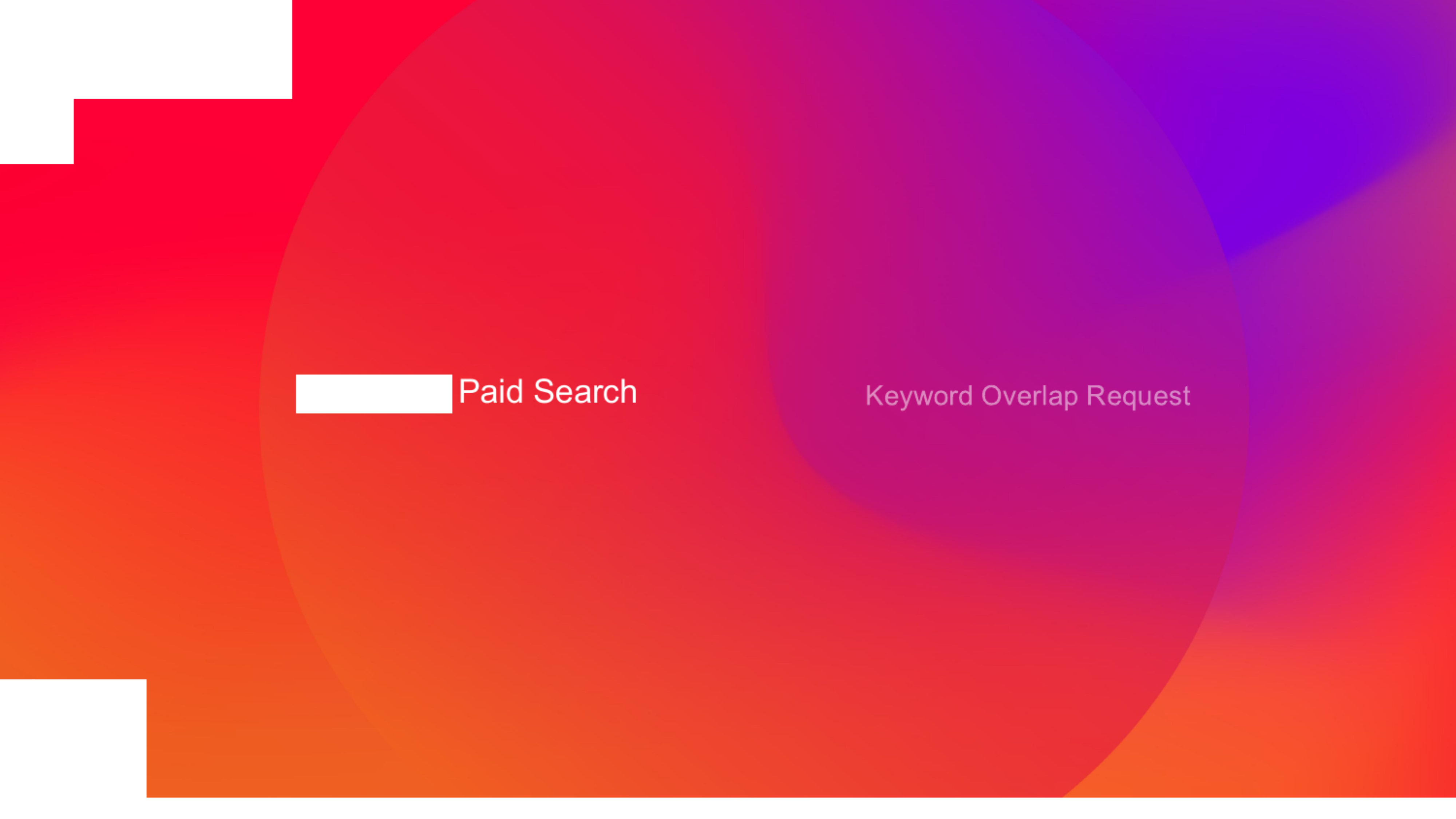




Paid Search

Keyword Overlap Request

Objective

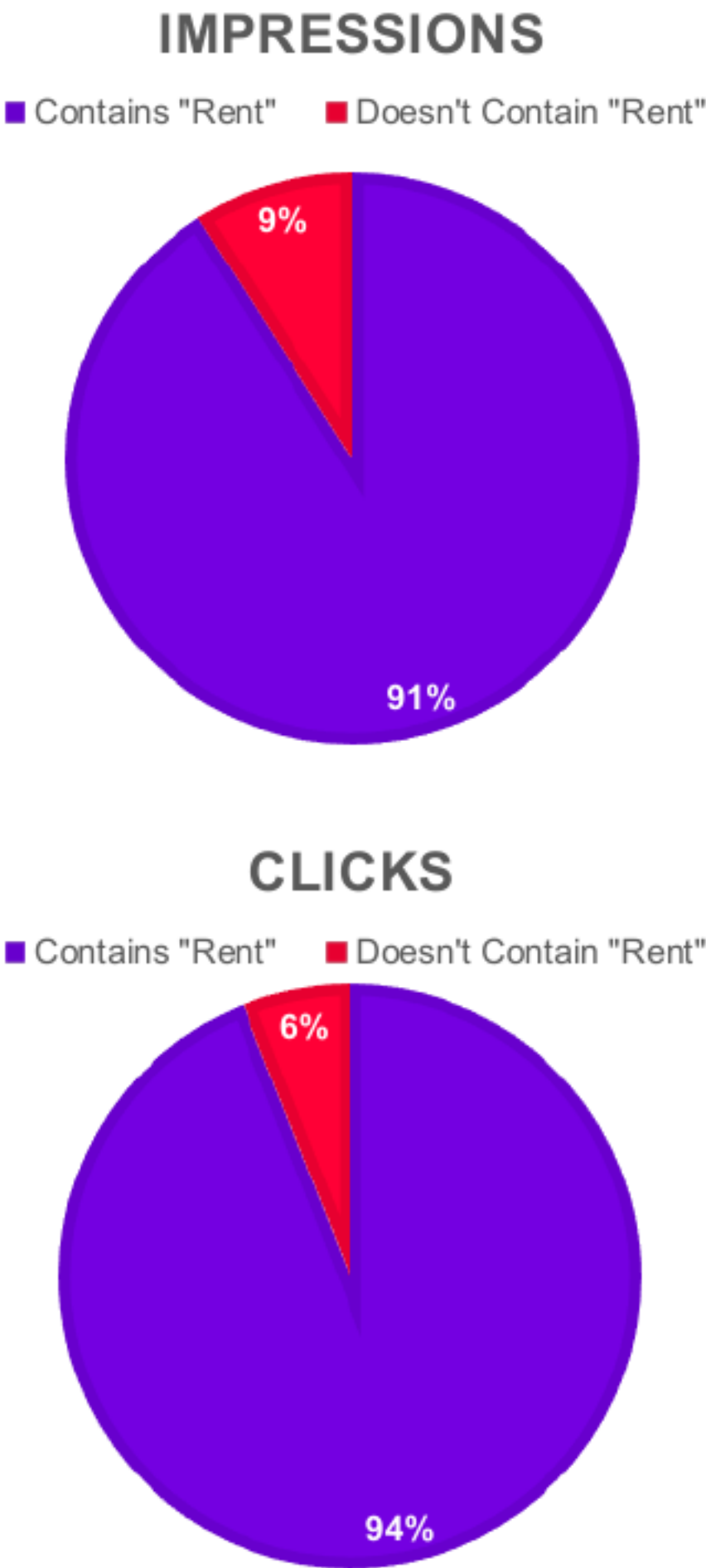
Evaluate the potential performance impact of changing Cat Rental paid search keywords from broad match to exact match, in response to concerns about overlap with a related Caterpillar campaign. Determine whether the proposed change would negatively affect traffic, conversions, and overall campaign effectiveness.

A Look At Search Term Mix

- 91% of impressions are driven by search terms that include “rent” or “rental.”
- Similarly, 94% of overall traffic comes from queries containing clear rental intent.

These metrics indicate that the Rental paid search campaign is highly focused, with the vast majority of visibility and traffic stemming from explicitly rental-related terms. As a result, it’s unlikely that these efforts are directly impacting paid search campaigns targeting non-rental keywords.

Search Term Intent	Clicks	Impressions
Contains Rent	9,869	106,517
Doesn't Contain Rent	593	11,092



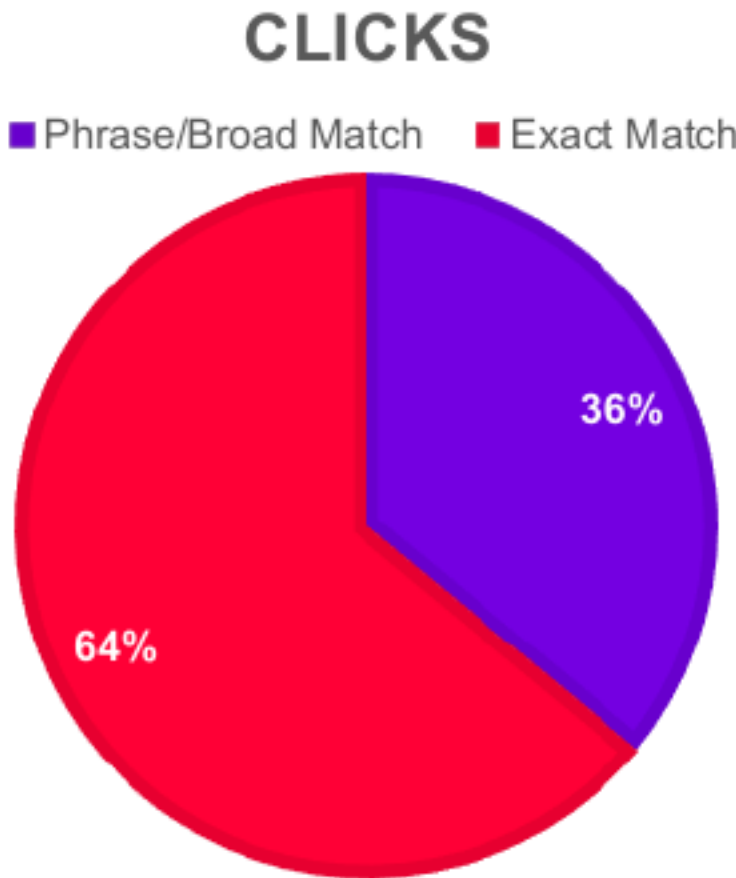
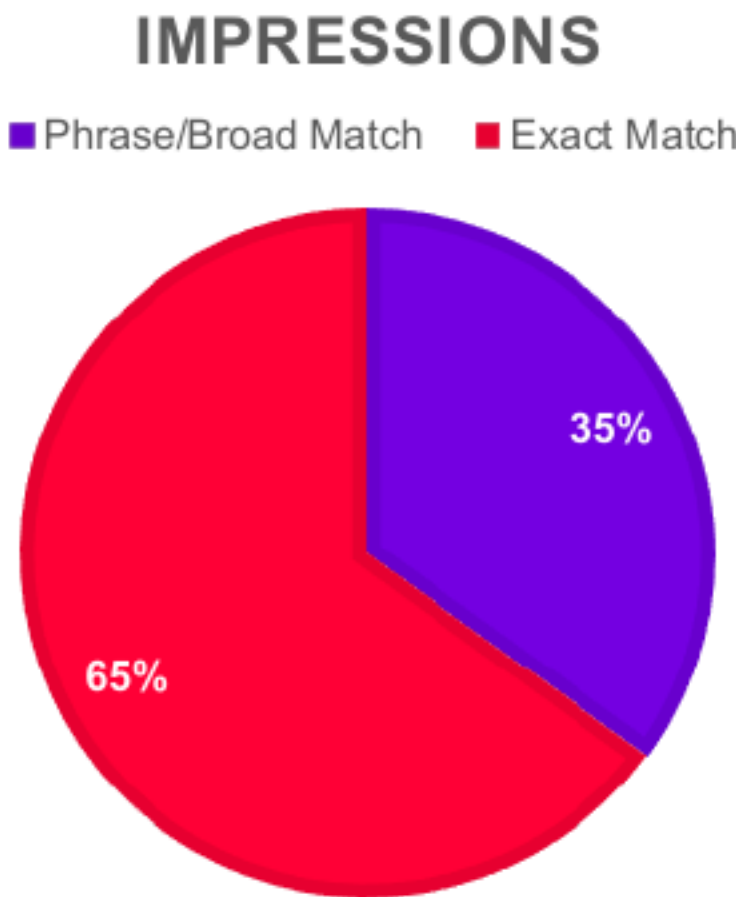
A Look At Match Type Mix

**Please note that only search terms with rental intent were included in this data*

- Phrase and broad match search terms account for 35% of total impressions.
- Phrase and broad match generate 36% of all paid search traffic and convert at an average rate of 1.73%.
- Shifting to exact match would result in the loss of 36% of traffic and 31% of total conversions.

These findings underscore the critical role that phrase and broad match search terms play in driving both visibility and performance. Limiting the campaign to exact match keywords would significantly reduce reach and conversion volume, ultimately undercutting the effectiveness of the rental keyword strategy.

Match Type	Clicks	Impressions
Phrase/Broad Match	3,567	36,832
Exact Match	6,302	69,685



A Look At Additional Factors

- Auction Insights show that Caterpillar is not listed as a competitor for Cat Rental Store.
- On average, 23% of overall Impression Share is lost due to budget constraints.
- Only 7% of Cat Rental's total budget is spent on search terms without explicit rental intent.
- 2.5% of conversions came from search terms without *explicit* rental language, suggesting these broader terms still capture qualified interest and drive meaningful results.

These insights demonstrate that the current broad match strategy efficiently captures high-intent rental traffic - even when rental terms aren't present in the query - while maintaining minimal budget overlap with other campaigns. Moving to exact match would significantly restrict reach and likely reduce qualified conversions, ultimately hindering performance.

Display URL domain	↓ Impression share
homedepot.com	32.76%
sunbeltrentals.com	< 10%
bigrentz.com	< 10%
dozr.com	< 10%

Summary

The current Rental paid search strategy is efficient and focused, with 91% of impressions and 94% of traffic tied to terms including “rent” or “rental.” Phrase and broad match keywords drive over a third of impressions and clicks, converting at 1.73% on average—including 2.5% from impressions without rental specific terms, reinforcing that broader queries still capture qualified rental interest..

Switching to exact match would cut traffic by 36% and conversions by 31%, limiting reach and reducing performance. With minimal budget spent on non-rental terms and little competition crossover, the existing strategy supports lead goals without negatively impacting other campaigns.

Key Takeaway: Moving to exact match would reduce campaign scale and results, with no clear gain in control or efficiency.

