



Thank you for installing the eContext Keyword Classifier for Datorama. This app will take in SEM data that you have organized into Advertiser, Campaign, and Ad Group structures and remix it into a topic classification structure, giving you a different lens to optimize against your metrics. With this higher-order view, you can spot trends and outliers that were hidden in the depth of your campaigns, root out underperforming keywords, and boost performance.

This guide will walk you through the main features of the app, and best practices to follow when analyzing your data.

As you become more familiar with the eContext app, you will find new ways to increase return on ad spend and automate your SEM programs by organizing keywords into any of eContext's 530,000 topics in 25 verticals, and approaching your accounts through this topical paradigm.

Prepare a Data Stream

Before launching the eContext app, make sure you have at least one data stream in your workspace that includes the data type of **Search Keyword**. This data stream can contain search keyword data from multiple advertiser accounts, and multiple campaigns within each. Once in the app, you'll be able to filter and separate each advertiser's data, as needed.

Install and Launch the App

Upon first installing and launching the eContext app in your workspace, you'll need to register an eContext account.

If you have already installed the eContext app in another Datorama workspace, you will be logged in automatically.

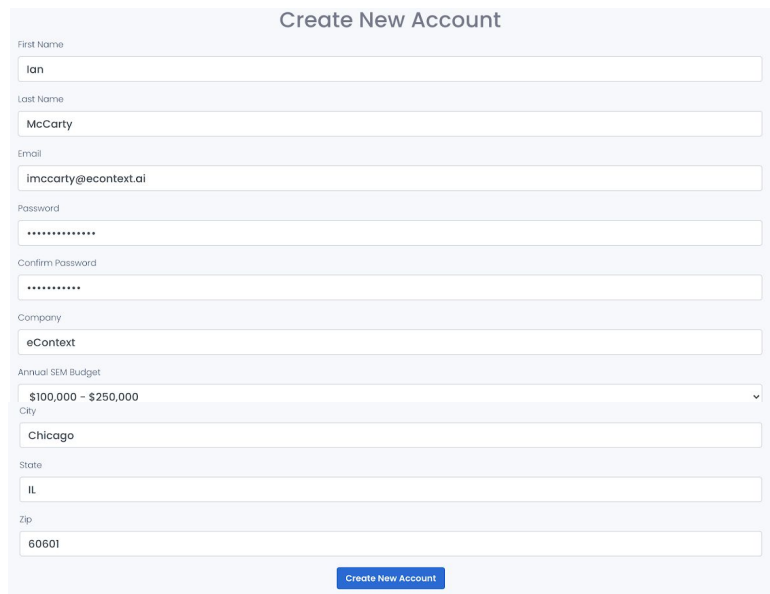
In the account creation form, complete the fields, some of which may be pre-filled with information from your Datorama account, and click "Create New Account".

The image shows a preview of the eContext app interface on the left and a 'Create New Account' form on the right. The app preview displays the text 'All your data insights in one place.' over a blue, abstract background. The form includes fields for First Name (Ben), Last Name (Kenobi), Email (obiwan@econtext.ai), Password, Confirm Password, Company (Coruscant Inc), Phone (555-555-5555), Address (1 Space Way), City (Torrance), State (CA), Zip (92851), and Annual SEM Budget (More than \$1,000,000). A green 'Create New Account' button is at the bottom, with a 'View Demo' link below it.

You'll then be taken to the Data Enrichment Wizard.

Each workspace installation will come with 5,000 credits as a trial of the application. 1 credit corresponds to 1 keyword successfully classified by the eContext service. Credits are not charged for the identical keywords being classified within a workspace. If you have too few credits available to classify all the keywords in a job, eContext will perform classifications up until all credits are exhausted, leaving the rest of the keywords unclassified. If you have 0

credits remaining, you will not be able to start a job until you purchase more credits. To purchase more credits, follow the link in the upper right of the application, and checkout with a package of credits.

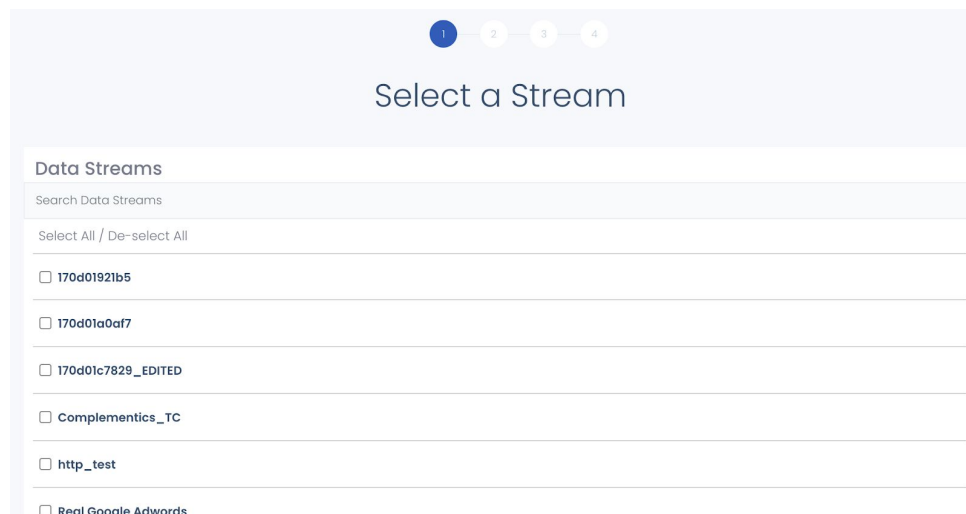


The 'Create New Account' form contains the following fields: First Name (Ian), Last Name (McCarty), Email (imccarty@econtext.ai), Password (masked with dots), Confirm Password (masked with dots), Company (eContext), Annual SEM Budget (dropdown menu showing '\$100,000 - \$250,000'), City (Chicago), State (IL), and Zip (60601). A 'Create New Account' button is located at the bottom right.

Enriching Data

The first time you install the app, and anytime you want to create new jobs, the eContext app will guide you through the Enrichment Wizard. Please note, **only Admin users are able to create new Enrichment jobs in the eContext app.**

First, select one or more of the **Data Streams** in your workspace that contain **Search Keywords**.



The 'Select a Stream' form features a progress indicator at the top with steps 1, 2, 3, and 4, where step 1 is currently active. Below the title 'Select a Stream', there is a 'Data Streams' section with a search bar labeled 'Search Data Streams' and a link 'Select All / De-select All'. A list of data streams follows, each with a checkbox: 170d01921b5, 170d01a0af7, 170d01c7829_EDITED, Complementics_TC, http_test, and Real Google Adwords.

Then, select one or more of the **Advertiser** accounts within the Data Stream/s.

1 2 3 4

Select an Advertiser

Data Streams	Advertisers
Search Data Streams	Filter...
Select All / De-select All	Select All / De-select All
☐ 170d01921b5	☐ Complementics
☐ 170d01a0af7	☐ Econtext
☐ 170d01c7829_EDITED	
☒ Complementics_TC	
☐ http_test	
☒ Real Google Adwords	
☐ TotalConnect	

Finally, select one or more **Campaigns** that contain ad groups and keywords for the Advertiser/s.

1 2 3 4

Select Campaigns

Data Streams	Advertisers	Campaigns
Search Data Streams	Filter...	Filter...
Select All / De-select All	Select All / De-select All	Select All / De-select All
☐ 170d01921b5	☒ Complementics	☐ Awareness - ADID
☐ 170d01a0af7	☒ Econtext	☐ Awareness - Brands
☐ 170d01c7829_EDITED		☐ Awareness - Complementics
☒ Complementics_TC		☐ Awareness - Data Monetization
☐ http_test		☐ Awareness - location analytics
☒ Real Google Adwords		☐ Awareness - Mobile Audience Data
☐ TotalConnect		☐ Awareness - Mobile Audience Example

If you have a large number of data streams, advertisers, or campaigns, you can use the filter at the top of each column to narrow by name or title.

Once you have made your selections, the app will

Campaigns

Location

Select All / De-select All

☐ Awareness - location analytics

☐ Convert - Buy Location Data

☐ Convert - Location Analytics

display a preview of some of the keywords in your selection, and a count of the total number of keywords ready to be enriched. If your Data Stream does not have multiple Advertisers or Campaigns, you'll move immediately to this step. When you're ready, click the "Run" button to submit the job.

1234

Previewing and Confirm Keywords

Data Streams

Search Data Streams

Select All / De-select All

☐ 170d01921b5

☐ 170d01a0af7

☐ 170d01c7829_EDITED

☒ Complementics_TC

☐ http_test

☒ Real Google Adwords

☐ TotalConnect

☐ ...

Advertisers

Filter...

Select All / De-select All

☒ Complementics

☒ Econtext

Campaigns

Filter...

Select All / De-select All

☒ Awareness - ADID

☒ Awareness - Brands

☒ Awareness - Complementics

☒ Awareness - Data Monetization

☒ Awareness - location analytics

☒ Awareness - Mobile Audience Data

☒ Awareness - Mobile Audience Example

☐ ...

PREVIEW (Showing first 25 results)

KEYWORD	KEYWORD_MATCH_TYPE	DELIVERY_CLICKS
ad blocker	Default Match Type	2
ad blockers	Default Match Type	1
adblocker	Default Match Type	6

Keywords Selected: 100

Run...

The classification will run in the background and you can navigate away from the app. You will receive a notification in your workspace when the data is ready.

AppsConnectors

Google Ads SmartLenses

Google Ads SmartLenses

Adwords, SmartLenses, ...

Share

Collections

...

Google Ads SmartLenses (1)

Google Ads SmartLenses

Adwords, SmartLenses, ...

Share

Collections

...

Workspace Health Monitoring

Workspace Health Moni...

DataOps, Efficiency, Adm...

Share

Collections

...

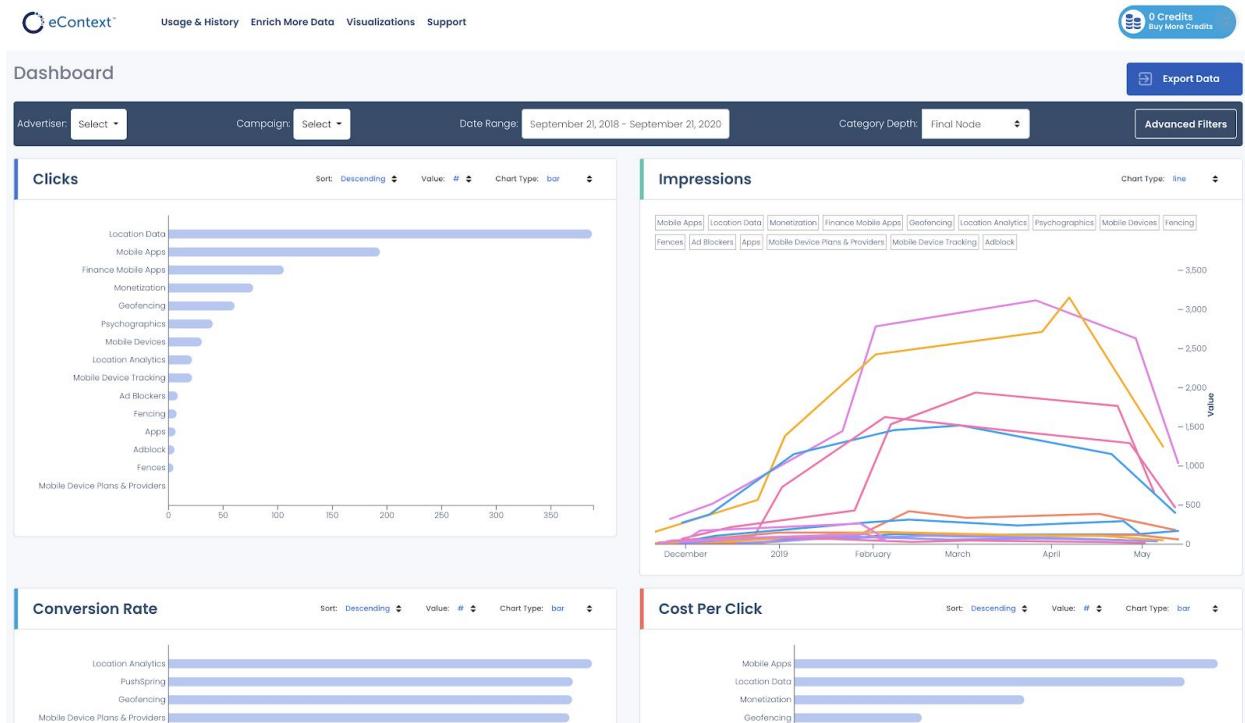
Task Done Successfully

eContext_Keyword_Classifier_TEST_INSTANCE ...

Run Test App in Playground

Visualizing Results

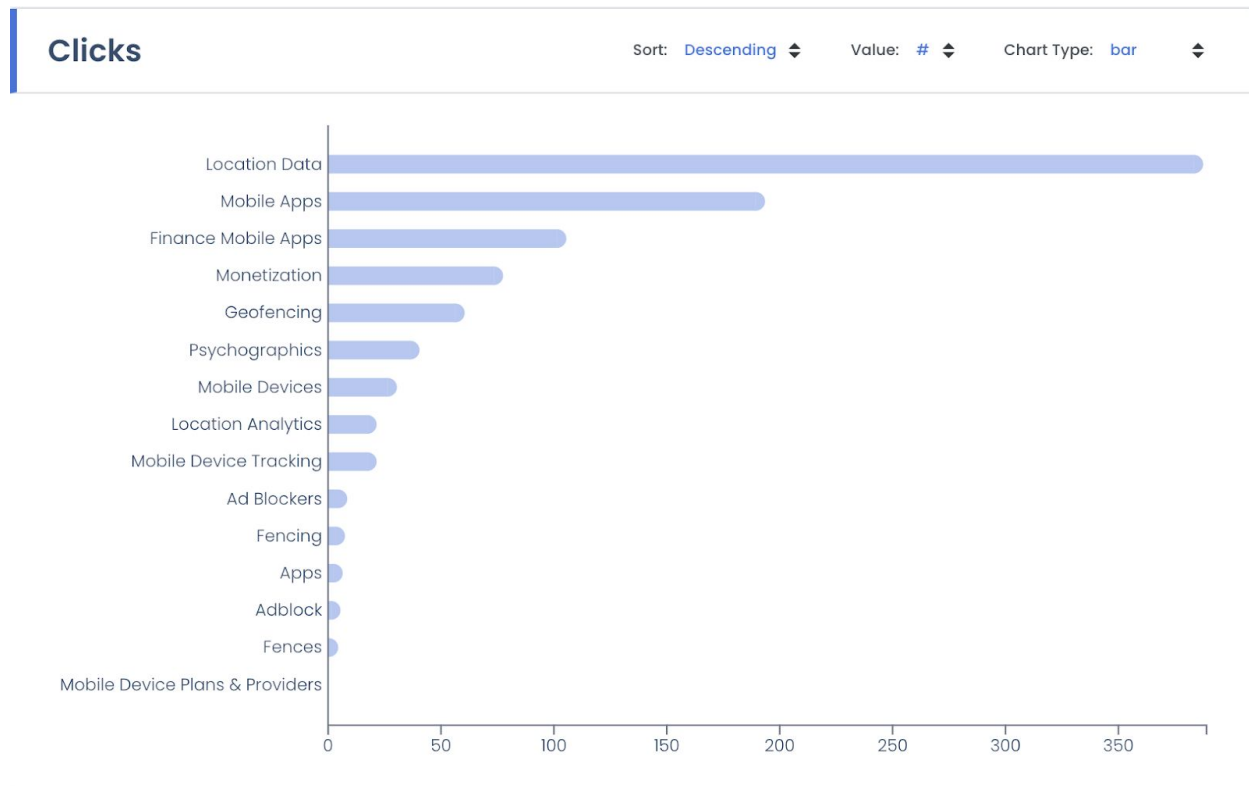
After the classification is complete, the eContext app provides you with several different visualizations designed to identify key performance metrics of your SEM keywords, oriented by the eContext topical category.



Use these visualizations to identify topics that are performing well, in order to pursue more of that success with additional keywords or budget. Use them to identify topics that are underperforming, to reduce budget and adjust ad parameters, or topics that are out-of-bounds for the advertiser's scope, and pause or delete those ads, entirely.

In the default eContext Visualizations section, you'll see graphs for 6 primary metrics: **Clicks**, **Impressions**, **Conversion Rate**, **Average Cost Per Click**, **Average Click Through Rate**, and **Total Cost**.

Each of these graphs display the aggregate or average metric of keywords **grouped by eContext category**. For example, eContext's sister-division, Complementics, is a location-based ad-targeting service; accordingly, their campaigns have a lot of keywords about "Location Data", "Mobile Apps", "Geofencing", etc, spread across the ad groups in their program.

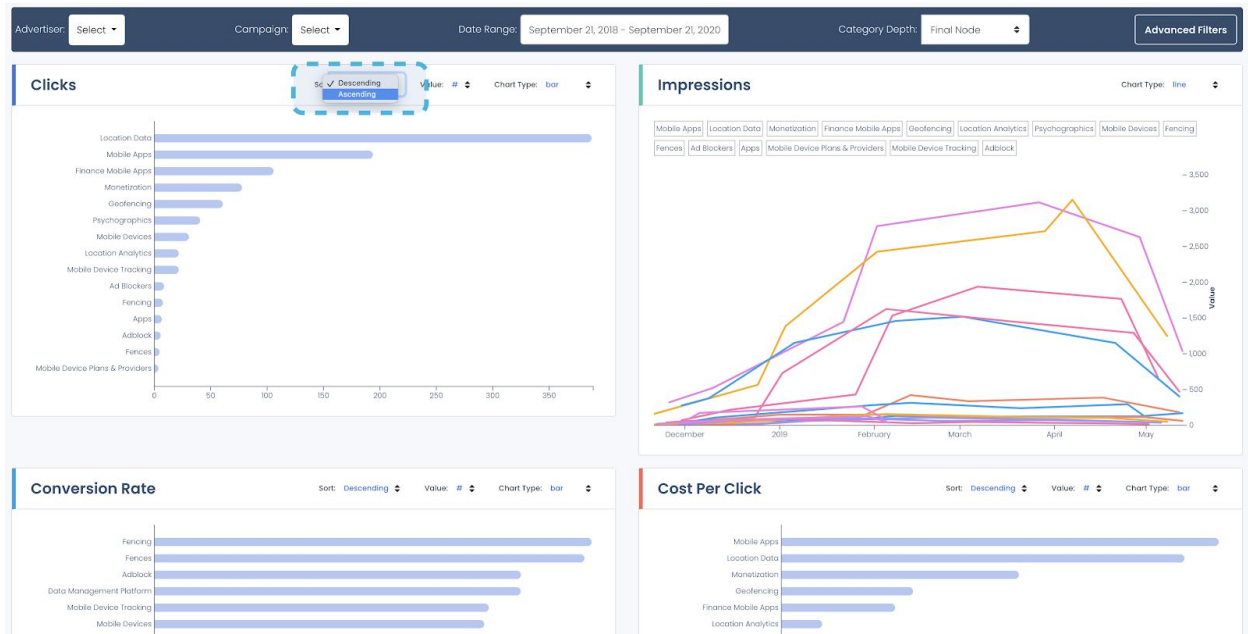


Alternatively, if you had an Advertiser who was a big-box home improvement store, their campaigns may have included multiple ad groups for “Spring Gardening”, or “Memorial Day Sales”, or “New Homeowners”, etc. Each of these ad groups may have contained keywords about **Lawn Mowers**. eContext would identify these keywords as part of the same topic in its hierarchy: “Home & Garden::Lawn & Garden::Lawn & Garden Products::Lawn & Garden Tools::Lawn & Garden Machines & Power Tools::Lawn Mowers”, where each pair of double-colons indicate moving down a level in the hierarchy, from Level 1 (“Home & Garden”) to Final Node (“Lawn Mowers”).

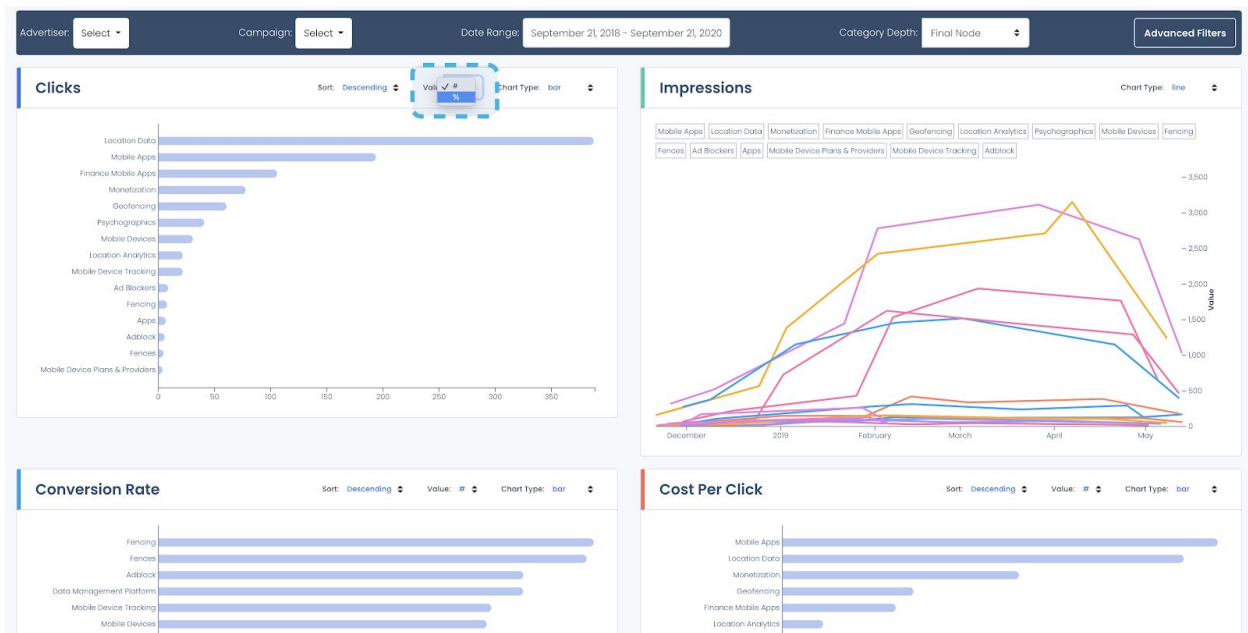
The performance of each of these lawn mower keywords will be combined and shown in the Visualizations as **Lawn Mowers**, allowing you to see how these keywords performed as a topical group.

In each charted metric, the top 15 categories will be shown. Using the filter options on each graph, you can:

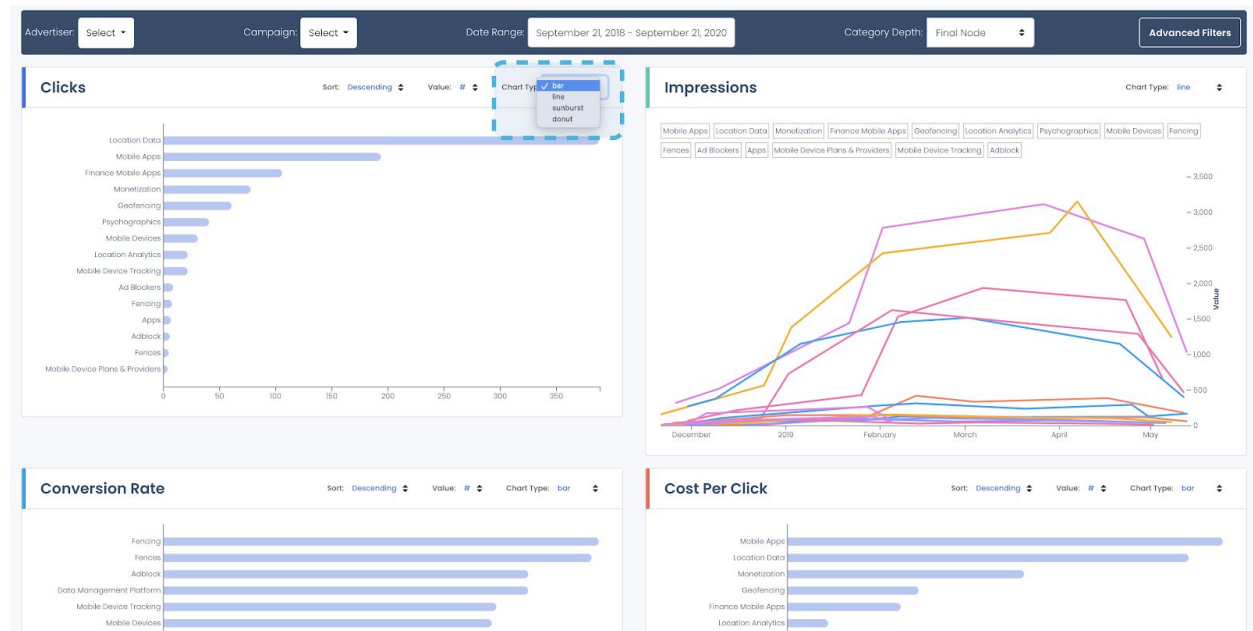
1. Adjust the **Sort** of the categories (ascending or descending)



2. Adjust the **Values** to view either the whole number of the metric (for example, 5,000 Clicks) or using the percentage of the metric for keywords in that category compared to all keywords in the job (for example, 10% of Clicks)

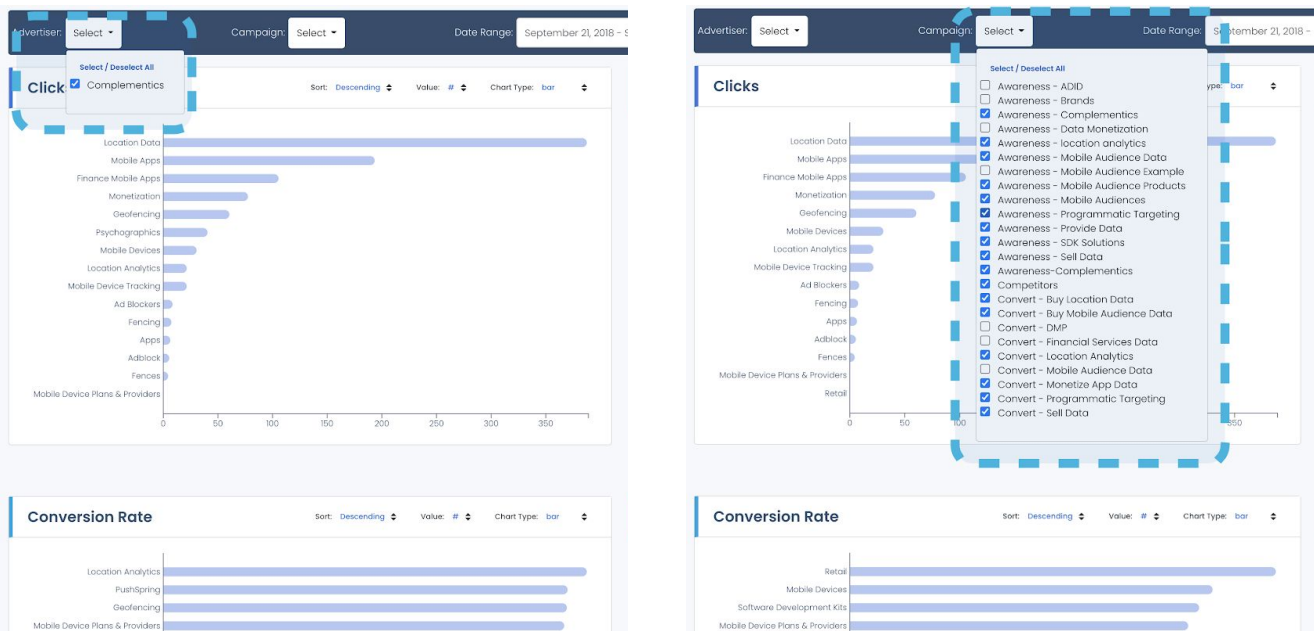


3. Change the chart type used for that metric (for example, change a Bar Chart of Clicks to a Donut Chart)

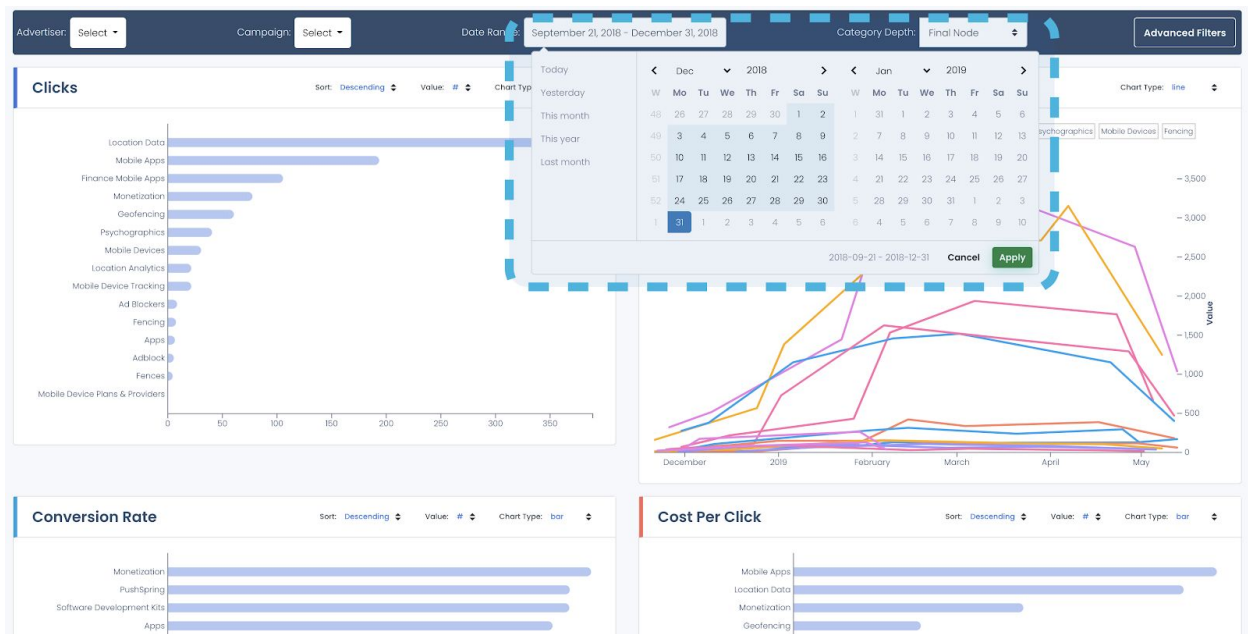


You may also use the global filters to refine the data presented in the visualizations. You can narrow by:

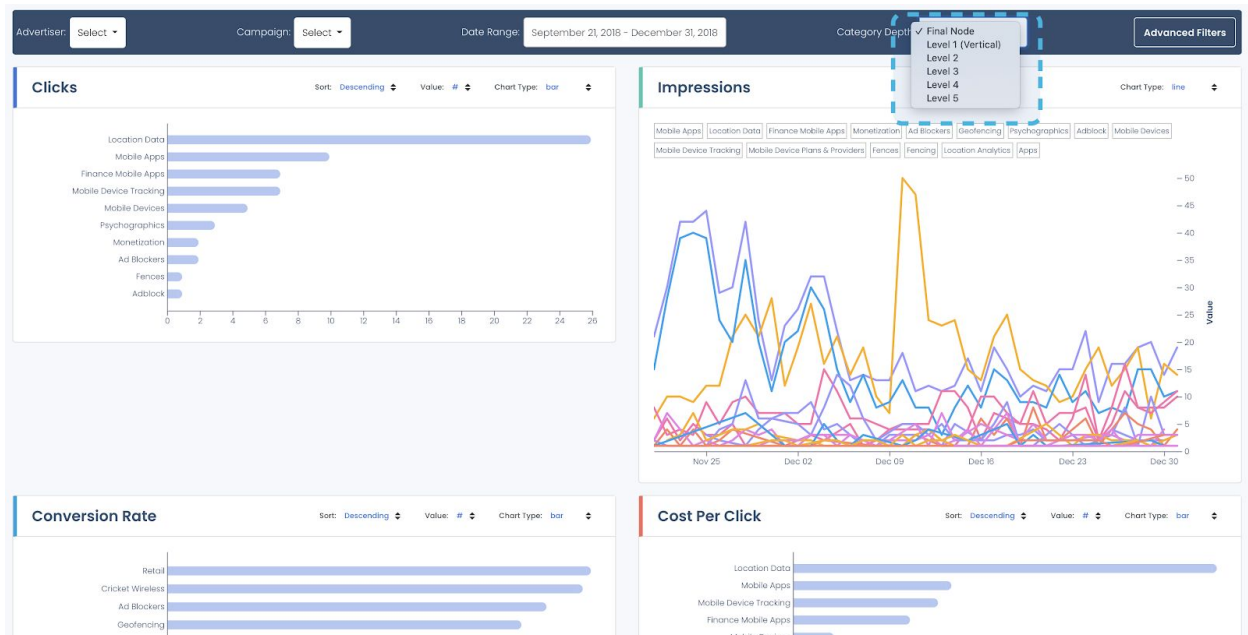
1. The **Advertisers** or **Campaigns** submitted in your job.



2. The **Date Range** for the keywords' performance.

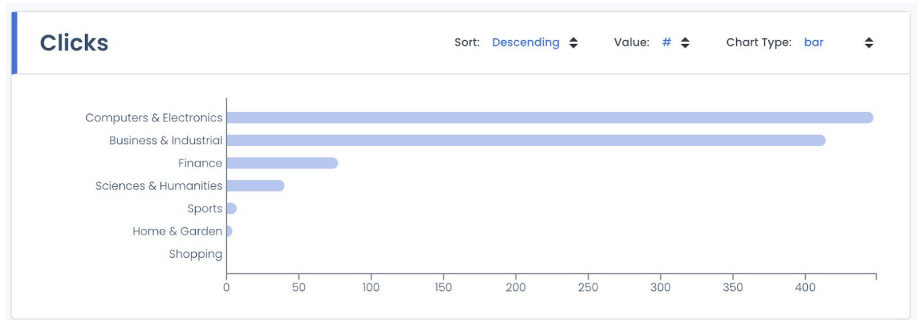


3. The **Category Depth** of the eContext classification.

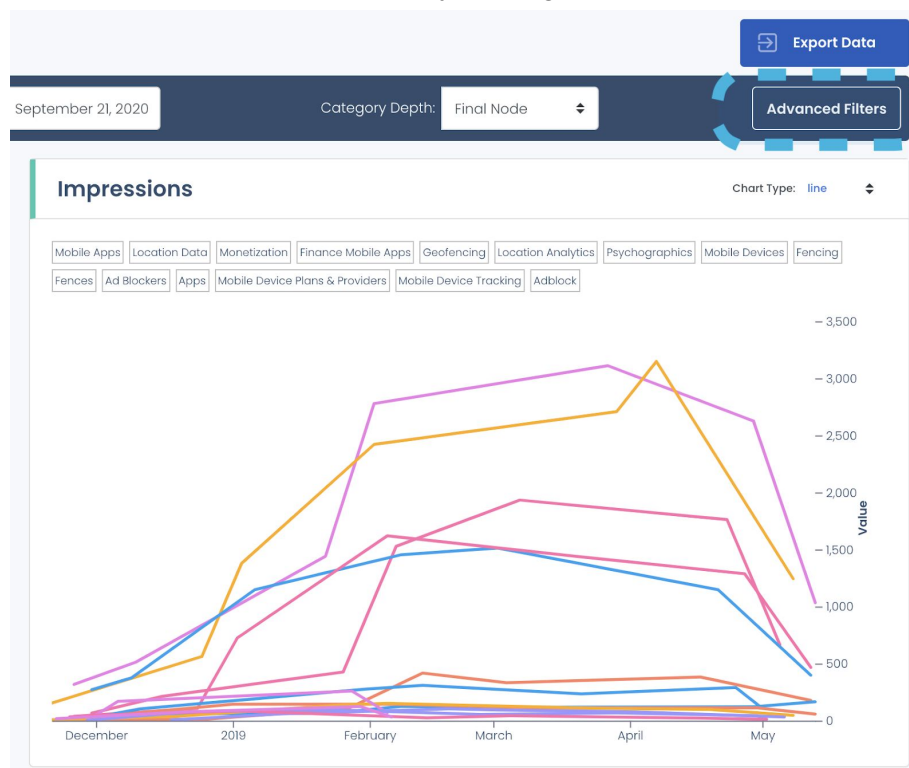


The eContext classification is a tiered hierarchy, with the Level 1 categories being the most generic and broad; levels 2 through 5 being progressively more specific; Final Node being the most detailed classification given to a set of keywords. If we applied the Tier 1 filter to the same

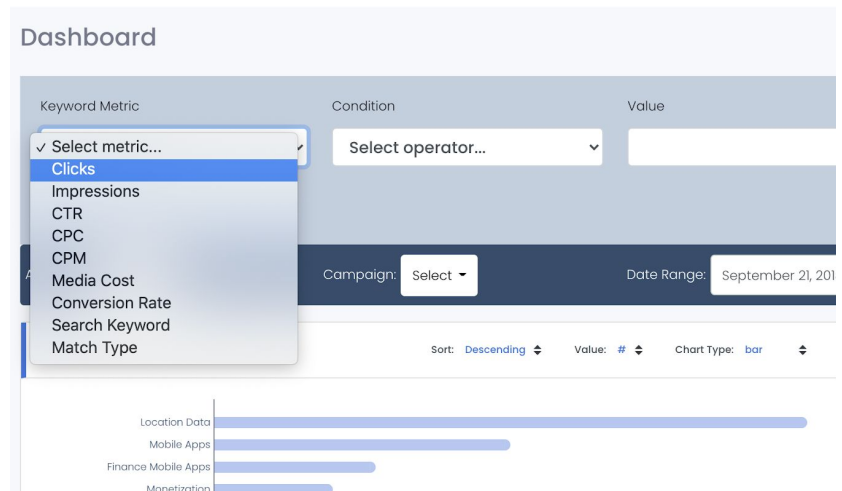
classifications for Complementics' ad groups, instead of categories like "Location Data" and "Geofencing", we see their parent categories like "Business & Industrial" and "Computers & Electronics".



You may also add more detailed constraints by clicking the **Advanced Filters** button.



Each advanced filter is a combination of a metric (Clicks, Impressions), a logical comparison (greater than, less than, equal to), and a value (1000). You may also apply advanced filters based on the text contained in a keyword. Click the **Update Charts** button to apply your filters.

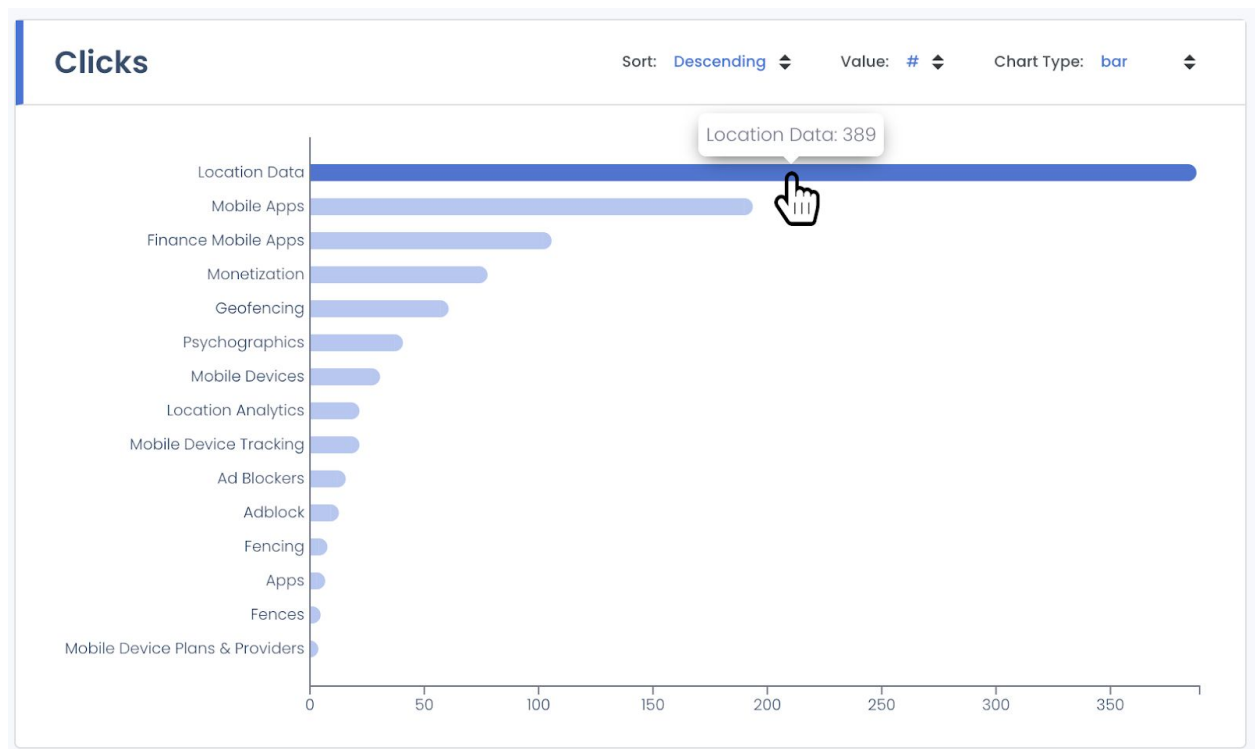


You add more filters by clicking the **+Add additional filter** button, and remove any filters by clicking the **delete arrow** to the right of the selection fields.

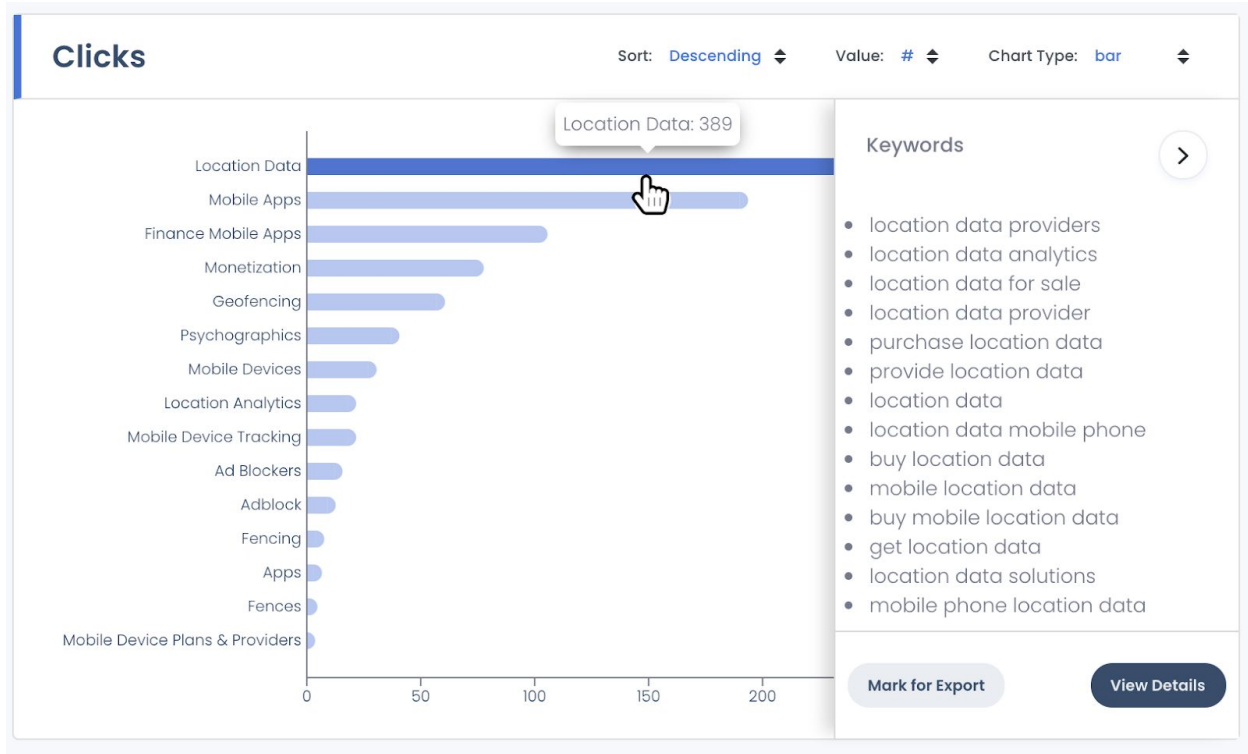
The screenshot shows a filter configuration interface with three columns: 'Keyword Metric', 'Condition', and 'Value'. The first row has 'Clicks' for the metric, '>' for the condition, and '50' for the value. The second row has 'CPC' for the metric, '<' for the condition, and '2.00' for the value. To the right of each row is a dashed blue box containing a delete arrow icon. At the bottom left, there is a dashed blue box containing the text '+ Add additional filter'.

Keyword Metric	Condition	Value
Clicks	>	50
CPC	<	2.00

Within each graph, you can hover on the category to see more detail on the exact performance.

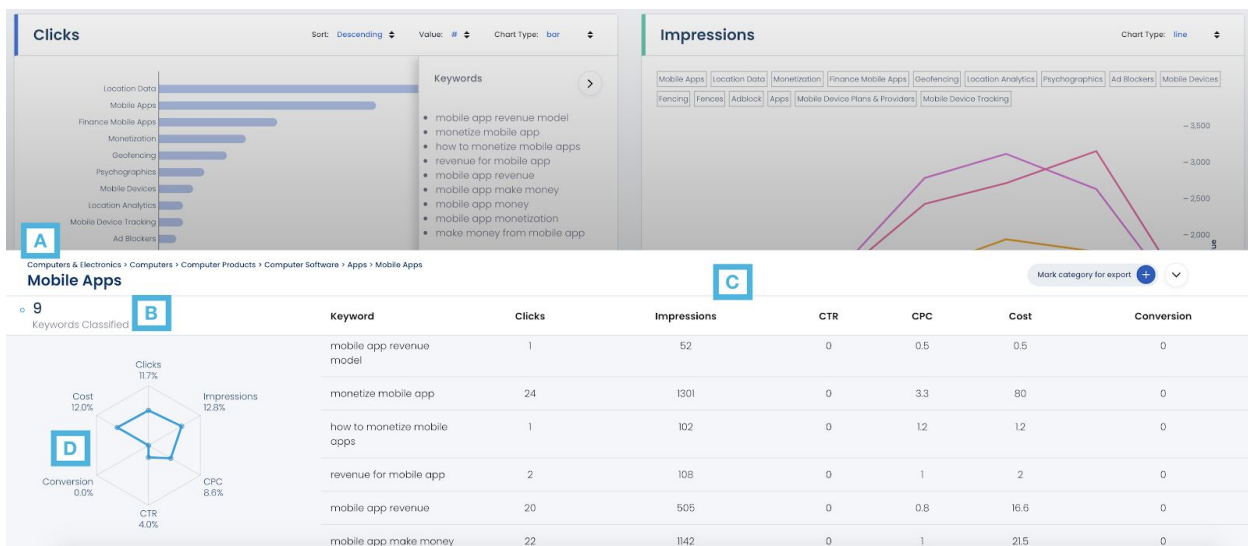


By clicking on any category in the chart, you can view the precise keywords that were classified there. Within this pane, you can then mark the category for **Export**, or view more **Details** about it.



When viewing more details, a new pane will slide up from the bottom of the page. Here, you'll see:

- A complete hierarchical path for the Category
- The total number of keywords classified into this category
- A table of keywords and their associated performance metrics
- A radar chart that shows the performance of the category across all 6 of the key metrics



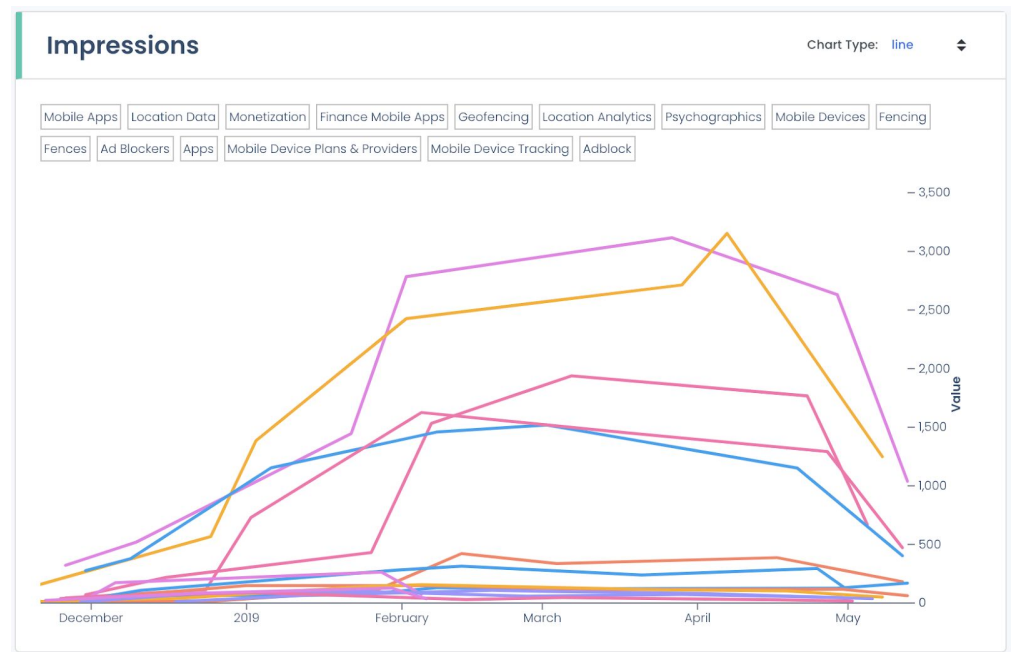
Each spoke of the radar chart expresses the **percentile** of that category's performance against all other categories. Therefore, a category in the 99th percentile of clicks will have its point on the far outer edge of the "Clicks" spoke. Optimal performance measures are along the outer circumference of the radar chart. Using this chart, you can identify where a category of keywords is overperforming in one or more metrics, but underperforming in another.



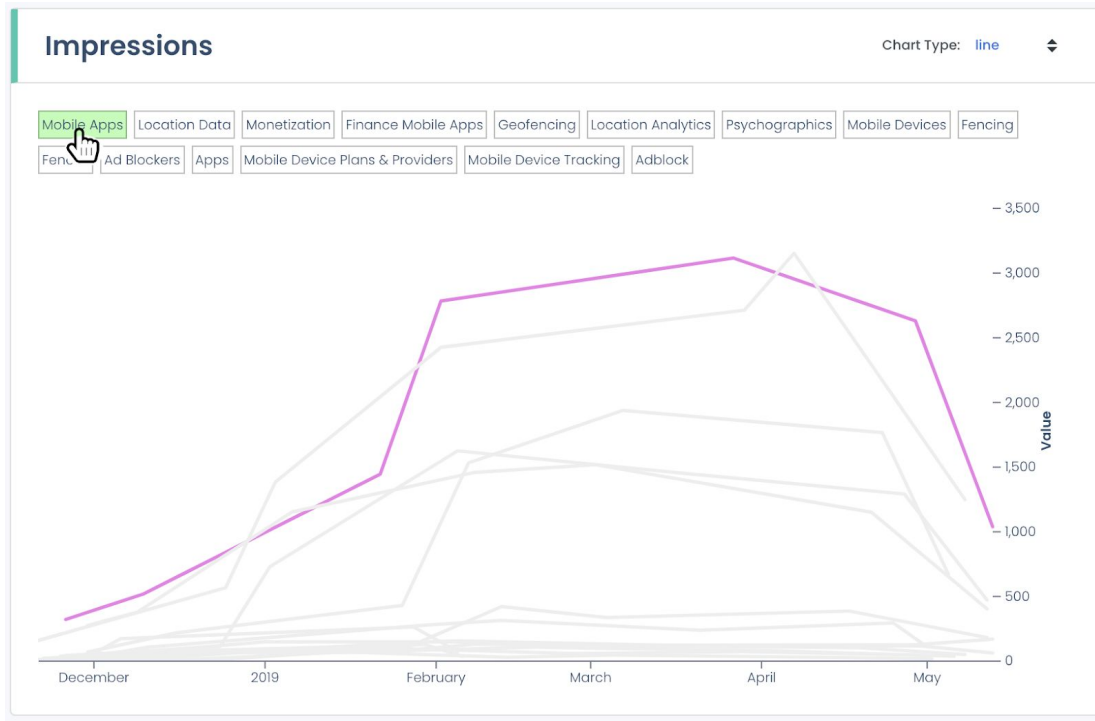
Chart Details

Line Chart

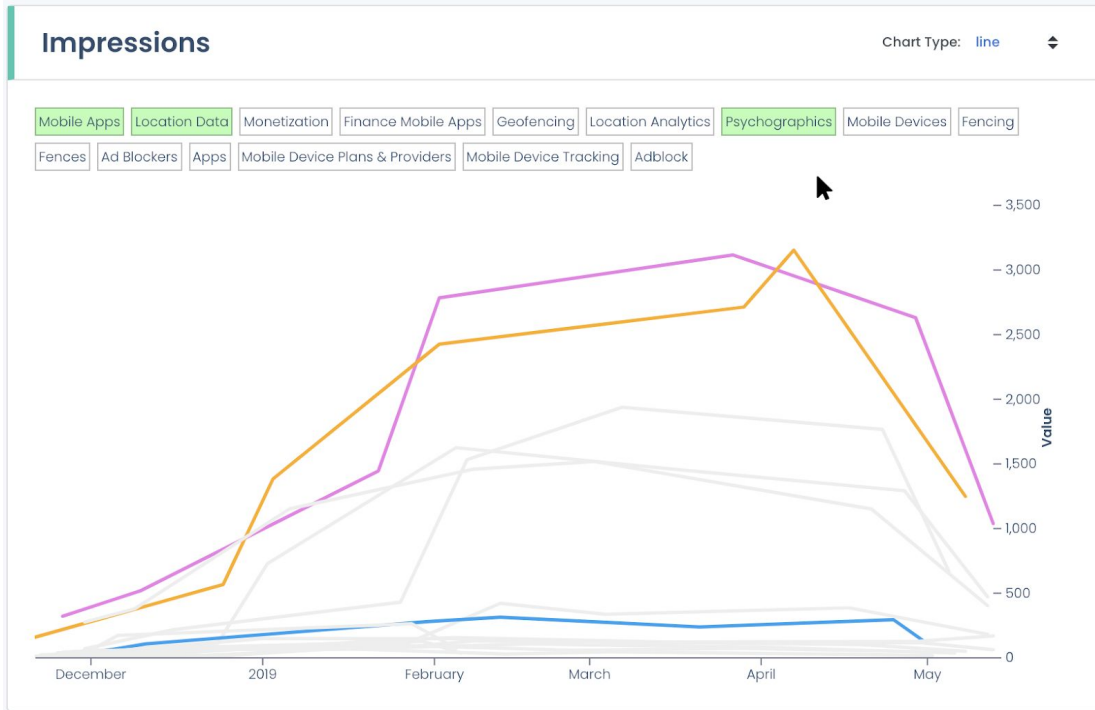
The Line Chart imparts a time-series to the data. Along the X-axis, you'll see the dates (days, weeks, months, or even years depending on the size of your data) when the metric was recorded. The eContext classifications are shown above the chart, in an interactive legend. Initially, all the category groupings are active in the chart.



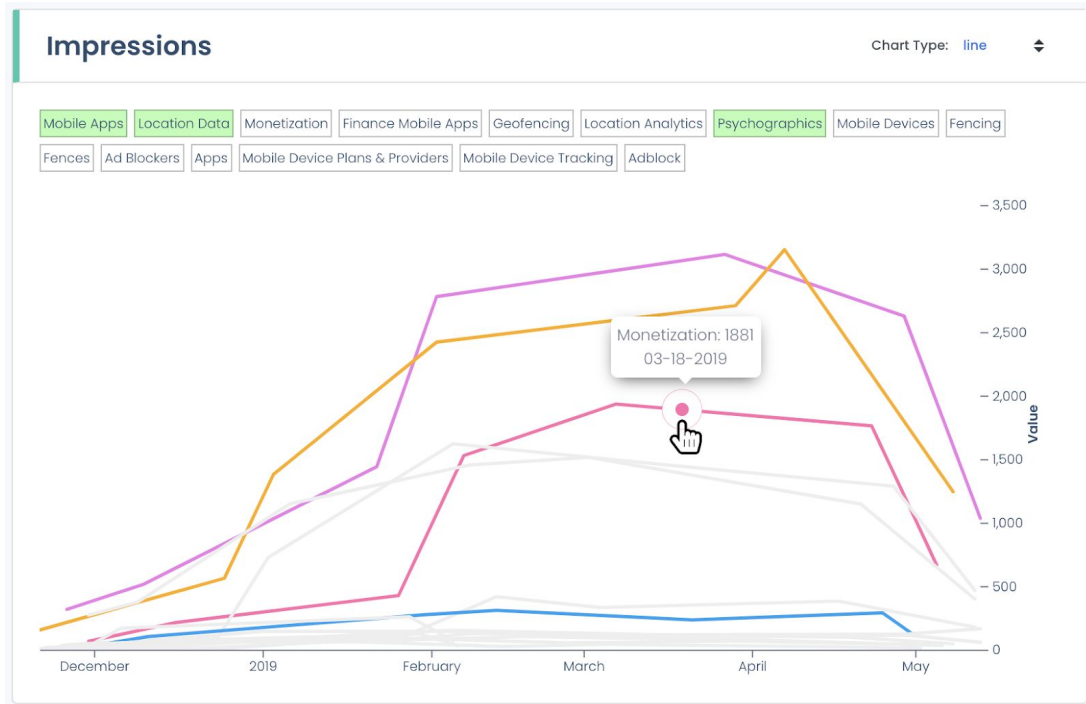
Hover over a category name in the legend to isolate its performance on the chart.



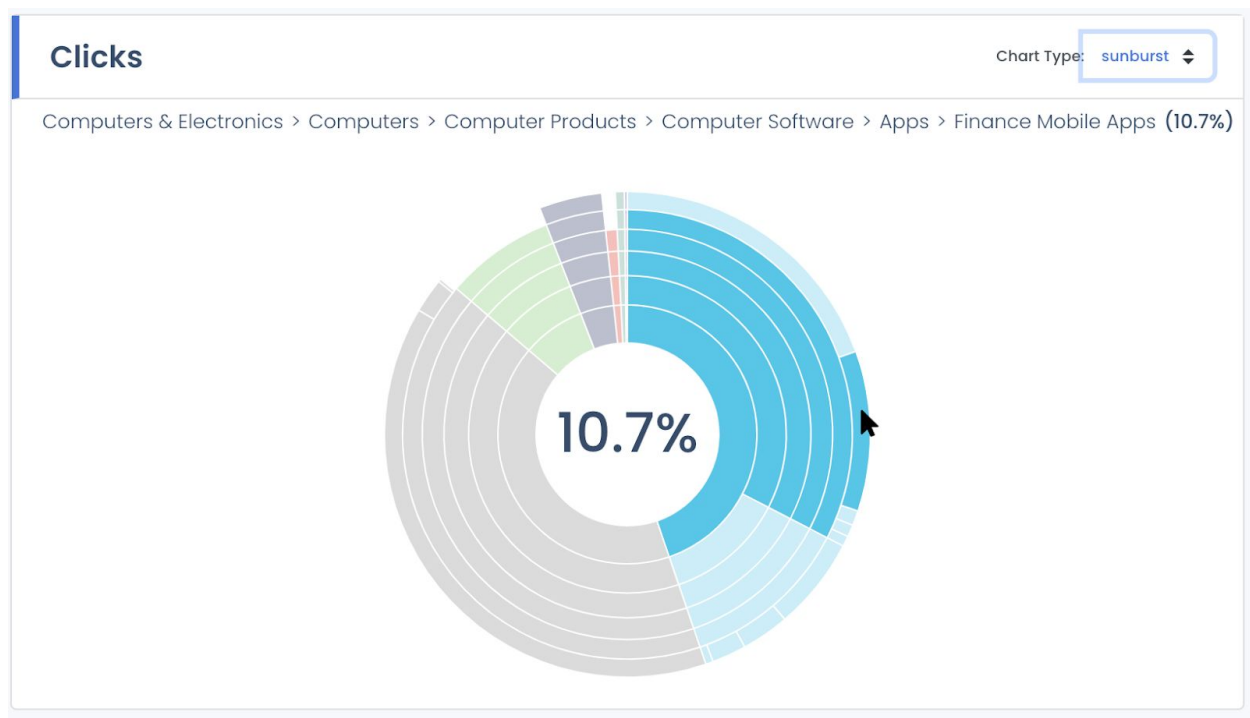
Click the label to toggle any category as active or inactive.



Hover over a point on the line to see the metric for that category on any date. Click the line on the chart to reveal the keywords pane.



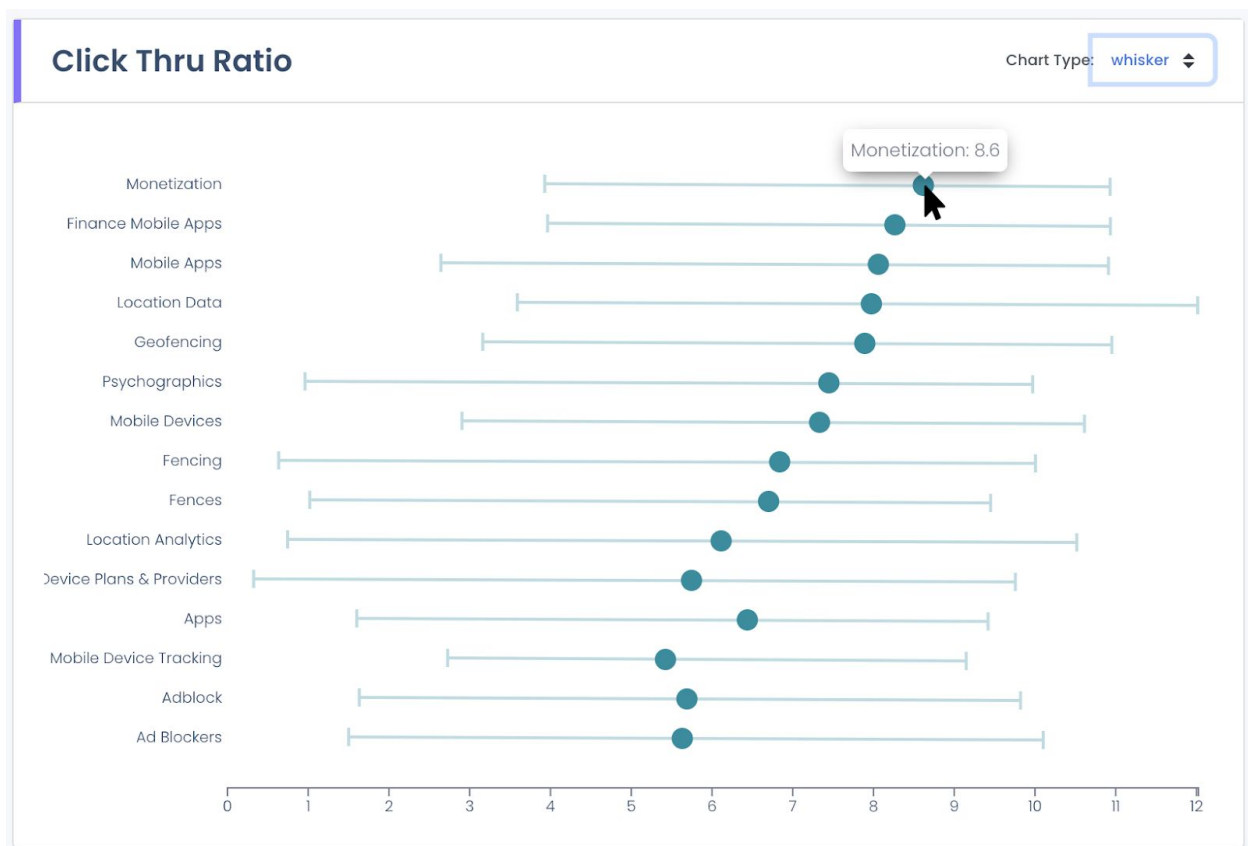
Sunburst Chart



The Sunburst Chart is useful for communicating the distribution of keywords & KPIs along the hierarchical path. This chart is structured like a series of concentric donut charts, where each

ring is a different level of the eContext hierarchy. The rings at the center of the chart are the broad, Level 1 categories in the hierarchy; the rings at the outside of the chart are the final nodes of the hierarchy. Descendant categories are nested below their ancestor category along the same arc of the ring. As you hover over any section, you can see the hierarchical path displayed along the top of the chart widget. With the Sunburst Chart, you can get both an overall perspective on how the SEM metrics are spread across topics generically, and then drill-down and investigate more specifically without adjusting any other filters.

Whisker Plot



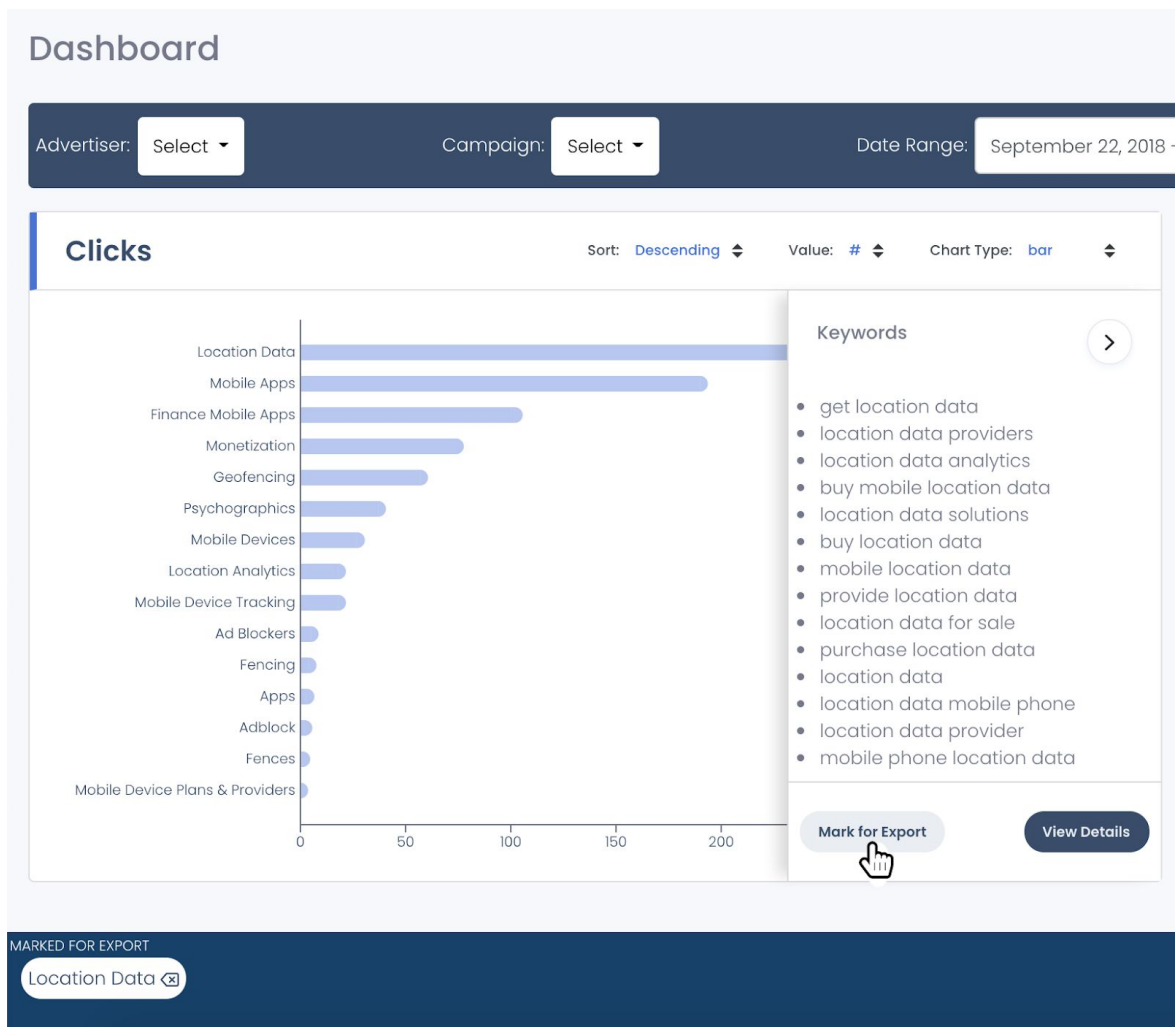
The Whisker Plot is useful for understanding how much variance there is in a particular metric. This chart shows the lowest, non-zero value (the left end of the “whisker”), the highest value (the right end), and the mean of all values (the point along the line). Very narrow whisker bars tell you that all the values for that set are quite similar, and keywords are performing consistently against that metric. Very wide bars may communicate the values for the set are spread across a large range. However, if the mean point is very close to one end of the bar or another, it communicates the data has a small number of outliers that are significantly higher or lower than the majority of the values. Low outliers could represent ads that need to be paused

or deleted; high outliers could represent opportunities to emulate and elevate the other, lower performing keywords from that same topic.

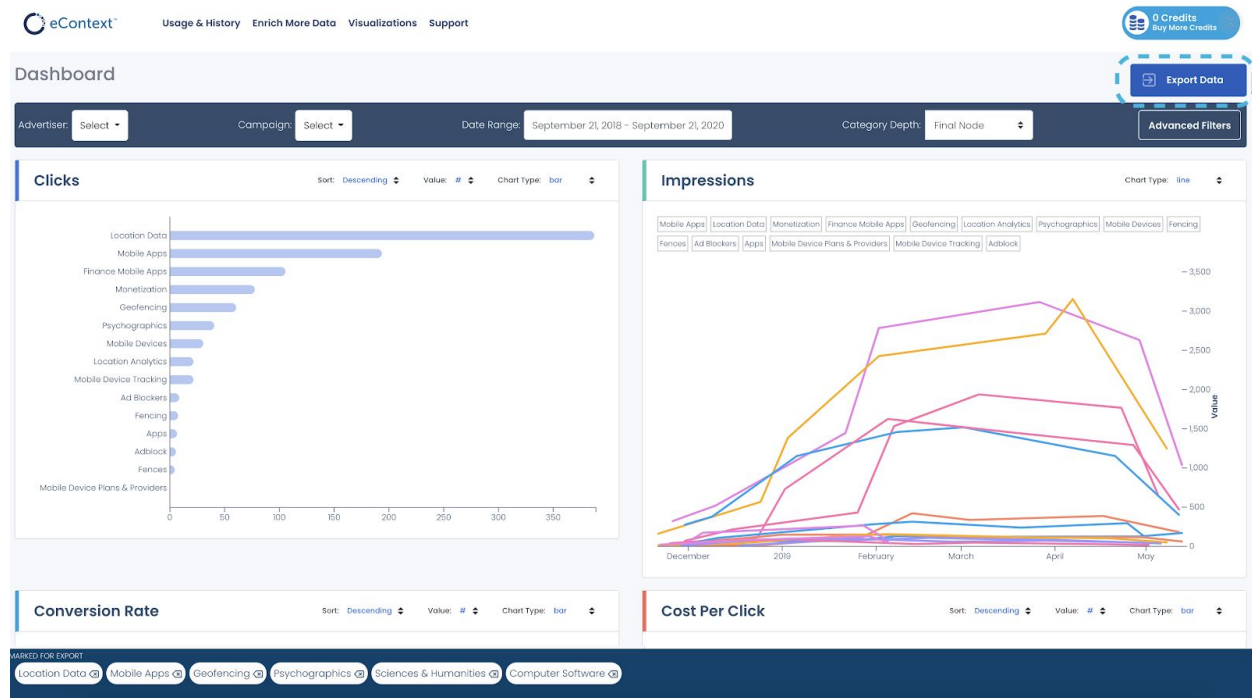
Exporting Keywords

As you review and analyze the performance of these keywords by topic category, you will start to recognize cases where you want to make changes and improvements in your SEM account.

Let's say you're focusing on identifying categories where impressions are high, but Click Through Rate is low. The solution may be to increase bids on these ads, or perhaps improve the ad copy. As you find categories that match this pattern, each can be **Marked for Export**. This will build a queue of categories and their keywords, viewable along the bottom of the screen.



You can continue to add categories to this queue, or click the “x” next to those in the queue to remove them. Once you’re ready, click the **Export Data** button and the eContext app will create a downloadable file with all the keywords, their respective metrics, and their eContext classifications. This file will also have the proper column headers and order so it can be accepted as a bulk upload to your SEM platform, allowing you to make quick campaign improvements.



Once your export is downloaded and complete, the queue will be cleared and you can begin to select categories based on another optimization goal.

Sample Workflow

You're advertiser is the same big-box home improvement retailer we mentioned before. You want to better organize their existing keywords into new ad groups to prepare for their Fall sale campaigns. You need to find existing keywords about a wide range of products types and customer activities.

It is time consuming and onerous to search the accounts for specific words or phrases and find and collect all the right keywords. Instead, you can use eContext to organize all the keywords into logical, topical hierarchies.

First, prepare a data stream that ingests the advertiser's SEM campaigns; include as many as you like or believe may contain keywords you need to reorganize. In the eContext app, follow

the Enrichment wizard to select this Data Stream, the Advertiser's name, and any or all Campaigns you wish to reorganize.

Submit the job, and when complete you can find and select large swaths of keywords that match your campaign and ad group requirements.

For example, the eContext topic area of "Lawn & Garden Tools" including sub-topics of "Aerators", "Bulb Planting Tools", "Garden Trowels", "Rakes", "Wheelbarrows", and more. You can **Mark for Export** particular sets of topics, downloading all relevant keywords to create new, tightly-themed ad groups.

Using these topic names as a guide, you will construct new ad groups more quickly, and experiment with different combinations of keywords using topical eContext groupings, to achieve higher ROAS.

Sample Workflow

You're an SEM Coordinator at a financial services organization with a large keyword program and need to increase their account's quality score. You have already taken obvious steps to clean-up the campaigns, such as removing keywords based on poor click-through rate or low ROAS.

You want to go further, but the existing metrics aren't cleanly separately out the wheat and the chaff. Using eContext to organize all the keywords into logical, topical hierarchies, you can quickly identify topics that are inconsistent with your organization's products, services, or goals.

You create a data stream and include the campaigns that are producing lower than expected performance, and send them for enrichment.

After the data is returned, you examine the visualizations. At the broadest level, the Sunburst Chart tells you the majority of my keywords are about some aspect of "Finance" -- good, but expected.

However, you notice a percentage of your keywords are also about "Arts & Entertainment". Drilling down along the sunburst, you see they are about actors, characters, books, and films in the *James Bond* catalog. Mistakenly, they were added to your account presuming to be about financial "Bonds". You **Mark for Export** this entire Level 1 category, and all its descendant categories.

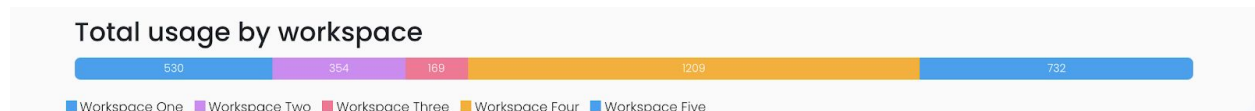
Similarly, another portion is about "Food & Drink", and more specifically, "Soups and Broths". You click on this label and the keyword detail panel that slides out shows you this is because of

keywords like “stock from bouillon”, not financial stocks. You also mark this Level 1 category for export.

You have now quickly selected all these inaccurate keywords, which had no useful numeric information that could be discovered in another filter, and export the data. In the spreadsheet, you set the “Status” column to “remove” for all the Arts & Entertainment and Food & Drink keywords eContext has flagged, and upload this to your account to stop those ads.

Usage & History

On the Usage & History page, you can see a detailed history of your usage of the eContext application across workspaces, and a timeline of all recent jobs.



This usage history is helpful in supporting pass-through billing of eContext services to Advertisers or other end-clients of the Datorama user.