



CASE STUDY

AdWords API Success Story: Global Trade Creates Keyword Strategies That Increase Advertisers' Revenue



Advances in technology and data analysis have helped businesses like [Beijing Global Trade Software Technology Co.](#) learn more about their customers than ever before. Greater insights allow greater possibilities for companies to create value for their clients.

Global Trade, a leading cross-board trading platform founded in 2009, leveraged data from its network of e-commerce sites to benefit its thousands of active advertising accounts in China's export trade. The company used data from 30 million global shoppers to build highly effective keyword optimization strategies for its clients.

Keywords Library

Armed with these insights into customer behavior, Global Trade built a proprietary **Keyword Library** that monitors a variety of keyword performance factors and dynamically optimizes ads. The Keyword Library accumulates keywords from multiple sources, including searches, clicks, and navigations from buyers on Global Trade's e-commerce sites. It also crawls third-party websites for product keywords, descriptions, and related product terms to add to the library.

In addition, Global Trade leverages tools available in AdWords. When opening new AdWords accounts, the system automatically creates new campaigns by selecting high-performing keywords specific to each client's industry. The system continually optimizes these campaigns by adjusting keywords for performance improvement, crafting unique ad serving plans tailored to each client's requirements while dynamically modifying ads throughout their life cycles.

With thousands of advertisers and millions of keywords, manually creating and updating campaigns like these is out of the question. Thankfully, the AdWords API's powerful automation and keyword research features and Global Trade's Keyword Library help automate much of the process.

About Beijing Global Trade Software Technology Co.

- Beijing Global Trade Software Technology Co., founded in 2009, is a leading cross-board trading platform.
- Beijing, CN
- www.everychina.com

Goals

- Help its advertising clients promote their export businesses globally

Approach

- Leveraged data from Global Trade's e-commerce sites
- Built Keywords Library to monitor keyword performance and adjust ads accordingly
- Used AdWords API tools to make strategic decisions for scaling ads

Results

- Generated targeted, high-quality business inquiries and orders for clients
- Keyword Library now consists of more than 85 million keywords
- Accumulated more than 2,000 active clients without adding to account or sales teams

Research, evaluation, and reporting

Amassing keywords is one thing, but how do businesses estimate and determine keyword effectiveness? Global Trade uses the AdWords API's reporting, research, and experimentation tools to evaluate keyword performance, conducting simulations and comparisons to arrive at strategic decisions for scalable ad serving.

Global Trade's system automatically monitors real-world performance data through the API's [Keywords Performance Report](#) and feeds high-quality and high-relevance keywords back into the library. Meanwhile, Global Trade's account managers analyze data from other API reports and sources and manually add keywords to the library, while weeding out the low-performing ones.

Using the AdWords API's [TargetingIdeaService](#), the Keywords Library retrieves lists of candidate keywords based on existing seed keywords and other inputs. The API's [TrafficEstimatorService](#) then allows the modeling and estimation of keyword performance for proposed or existing campaigns.

Keyword application and adjustment

Once the keywords are chosen, the AdWords API's [AdGroupCriterionService](#) automatically adds, removes, and updates them.

Global Trade's system then dynamically adjusts ads for better performance by executing predefined optimization strategies, including the following:

- Increasing bids for higher quality keywords
- Increasing budget allocation for higher-performing ad types
- Replacing narrow keywords with broader ones in the same industry to drive clicks
- Adding geographic criteria to remove regions with low conversion rates

Positive outcomes and next steps

Global Trade's Keywords Library now consists of more than 85 million keywords, with categories including industry, geographic region, landing page quality, web and mobile conversion rates, user attention, accuracy, and competition level. It also continues to accumulate ad performance and user behavior data over time, enhancing the system's ability to reveal even more optimized serving strategies.

"During our business partnership with Global Trade from 2011 until now, we have increased our export business team size from three people to 15 people and bought a new office in the CBD area in Guangzhou. Global Trade offers high-quality online marketing solutions that bring accurate inquiries from international industry buyers to us. Without Global Trade,

we wouldn't have this many business opportunities," said Tom Yao, general manager of HK Upper Bond Industrial Limited.

Global Trade's engineers are now implementing automatic retrieval and analysis of [Search Query Performance Report](#) data in the Keywords Library to eliminate the need for manual input. They also plan to integrate machine learning technologies to conduct automated performance testing and evaluation.

Using the AdWords API's powerful automation, modelling, and reporting tools, Global Trade's Keywords Library demonstrates the enormous impact today's technology has on creating new revenue streams for advertisers.

"Global Trade's ad system is easy to use and suggests accurate keywords for our online ads while generating targeted, high-quality incoming business inquiries and orders. It also saves us a lot of time and manpower creating online ads. Our partnership with Global Trade has increased our export business significantly," said Beibei Gao, CEO of Guangzhou Fadianxiu Beauty Hair Co. Ltd.

Related technologies

Want to learn more about the technologies in this case study? Check out the following guides:

- AdWords API Report Types: g.co/adwordsapi/reports
- Generating Targeting Ideas: g.co/adwordsapi/targeting-ideas
- Estimating Traffic: g.co/adwordsapi/traffic-estimation