› BROAD MATCH EXPLAINED & SEM TIPS

When creating a Keyword Campaign the sponsor purchases keywords (or search terms) in order to rank in the Sponsored Section of the search engine (i.e. Google Search Engine Result Page {SERP}).

There are two main categories of Search Triggers that display the Search Ad:

1 **EXACT MATCH** is defined as limiting the search to the exact word and spelling specified.

2 **BROAD MATCH** is defined as including misspellings, synonyms, related searches, and other relevant variations. https://support.google.com/adwords/answer/2497836

› ARE THERE RISKS WHEN USING BROAD MATCH IN PHARMACEUTICAL ADVERTISING?

The way in which broad match keywords are generated may create risk. Broad match keywords are generated by "related searches" and variations which are automatically added to the keyword search. Some of these generated terms may render the paid search ad as contextually non-compliant.

For example: Broad Match search on PAABPharma's fictional heart medication PulmTart (alimotart).

EXACT MATCH Keywords	Assigned **BROAD MATCH**	These are related search terms which have been generated by Google Adwords Automatic Association. The Adwords generator associates "PulmTart" or "alimotart" with these terms and would therefore pull your ad up on these searches.
› PAABPharma › PulmTart › PulmTart Payment Assistance Program › PTarts Patient Support Program › Alimotart	› All misspellings for PAABPharma, PulmTart, alimotart › How to use › Dosing › Active living › Heart health › Heart rate monitor › Cure for heart problems	

It would be acceptable to purchase each of the terms listed in the Exact Match column. However, Broad Match generated the terms "Heart health", "Heart rate monitor" and "Cure for heart problems" render the Ad non-compliant even though the sponsor did not purchase them. These terms go beyond the allowable message when paired with the Ad (go beyond name, price, quantity in the consumer space).

CAUTION: Broad match is the default option on Google AdWords for new keywords added to an ad group.

> SOLUTION

A SOLUTION IS TO RESTRICT KEYWORD SEARCHES TO EXACT MATCH SEARCHES.

If, however, the advertiser would prefer not to use exact match keywords, the following search features should be considered to reduce the risk of non-compliance...

Thorough Negative Keyword List

This option consists of an exclusion of terms that could render Ads contextually non-compliant. A detailed Negative Keyword List could be made to exclude conditions, treatment, cures etc. thereby limiting the risk of non-compliance. **Note: it may be difficult to anticipate all negative keywords which are needed.**

Broad Match Modifiers

This option generates Ads when modified terms (or close variations, but not synonyms) of the specified search term are used. For example, the search terms "PulmTart" and "PAABPharma" could also prompt the same Ad search result as "PAABPharma's product PulmTart".

Phrase Match

Searches match a phrase or close variation of one. For example, the search term "Dose PulmTart" could also generate the search term "how to dose PulmTart".

> When the Broad Match modifiers and/or Phrase Match options are selected, also applying the Negative Keywords option may help limit the potential for non-compliance that can be triggered by words from similar spellings (e.g. generating the term "pulmonary" from the "pulm" portion of PulmTart).

> All, or some of these solutions, can be applied in order to limit the risk of non-compliance when the Broad Match option is used.

> For all SEM submissions to the PAAB, please clearly indicate within the initial submission which keyword matching option will be utilized.

NOTE:

These principles also generally apply to the use of keyword searches on the Google Display Network (GDN).