



NOWSPEED

**Digital Advertising
Competitive Insight
for Technology
Companies**

Introduction

The top technology companies have learned how to win in digital advertising. Nowspeed has uncovered the secrets to their success as presented in this detailed report.

Nowspeed conducted extensive research on the AdWords campaigns of the top technology companies in all 50 states in the USA and identified:

- The best keywords used to get traffic and leads
- The maximum you should spend on keywords in your state
- The actual cost/click of Google Ad campaigns
- The most effective ad copy and key messages

This report is a must-read for any technology company who is using, or plans to use, Google AdWords to drive new business, and the [associated interactive website](#) provides detailed data for your state.

Read the full report to get started on the path to digital advertising success.

Summary: Digital Advertising Analysis of Top Technology Companies

- Top technology companies are promoting their brand on Google AdWords.
- Sitelinks are used to promote multiple landing pages in a single ad.
- Ad messaging highlights sales promotions and discounts.
- Callout extensions are used to emphasize credibility.
- Landing pages use clear calls-to-action (CTA) to “learn more” or “get started”.

Top Keywords in the Technology Industry

An effective Google AdWords campaign starts with detailed keyword research. When structuring your campaigns, it is vital to focus on keywords that are highly relevant and searched often. Below you will find the industry keywords that have the highest monthly search volume. By targeting these keywords that are searched the most, you have an opportunity to serve your ads to many users who are actively searching about your industry on Google.

The technology keywords with the highest search volume are “information technology”, “technical support”, and “network security”, which are searched between 9,900 and 40,500 times monthly. These specific keywords and variations of these keywords should be included in your AdWords campaign to generate the most traffic & visibility for your ads. Other top keywords include “it services” and “it consultant”. Since users are searching on these terms, it makes sense to structure your ads and landing pages to target their search queries.

It is important to not only bid on these top keywords, but to include them in your Google AdWords ad copy as well. When you include the keywords that you are bidding on in your ad copy, you are more likely to attain a favorable Quality Score. Google’s Quality Score is a ranking system that determines the best ads to show with each search. Ads with a strong Quality Score will be shown more often, in higher positions, and at a lower cost. Including the keywords you bid on in your landing pages, as well as in your ad copy, will also help to increase your Quality Score. By focusing on these top keywords in your industry, and including them in your bidding, ad copy, and landing page strategies, you will have a strong foundation for a successful AdWords campaign.

Top Technology Keywords Ranked By Monthly Search Volume

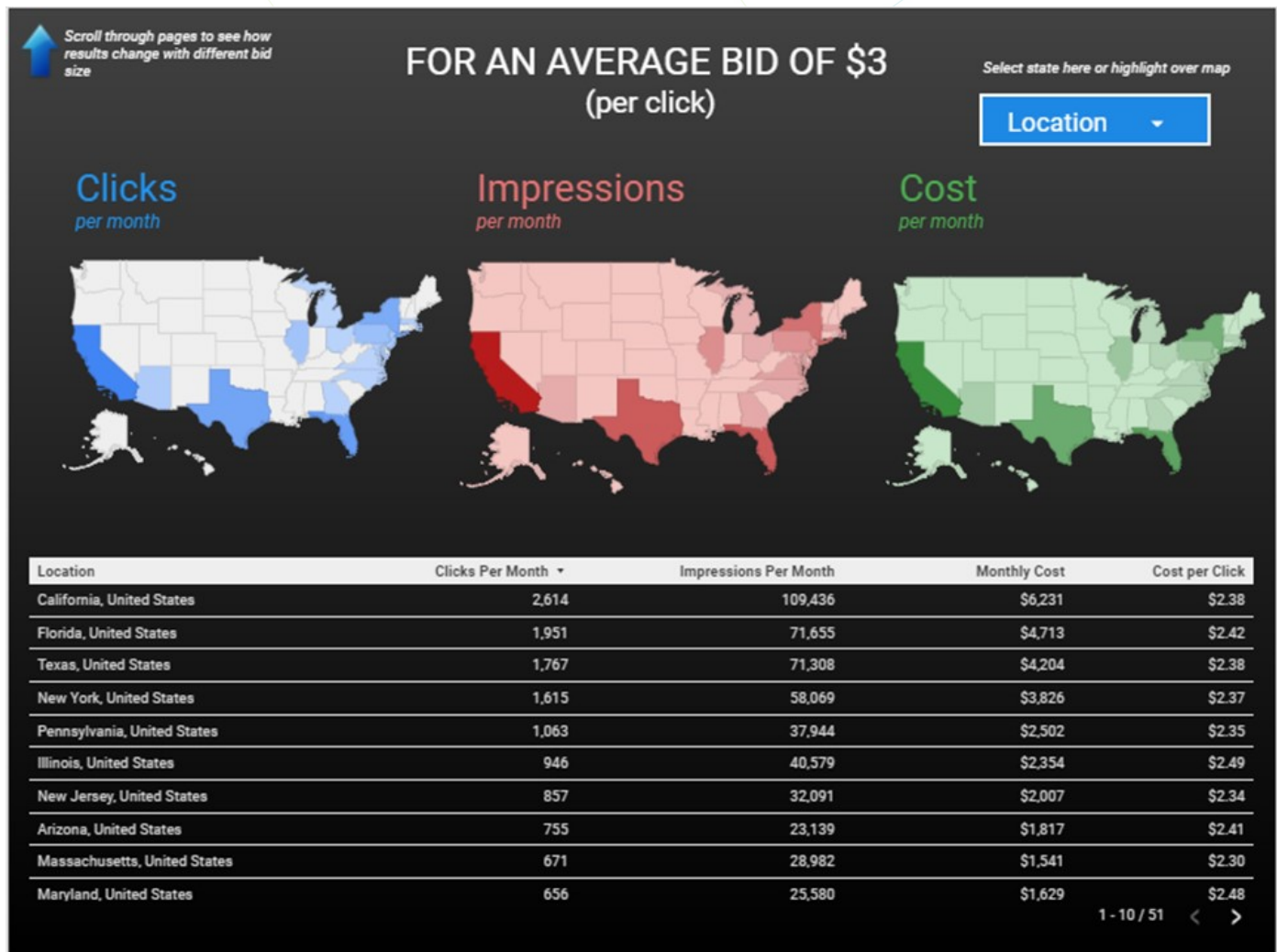
Keyword	Monthly Searches	Keyword	Monthly Searches	Keyword	Monthly Searches
information technology	40500	it managed services	880	cloud data	390
technical support	14800	managed security services	880	cloud based solutions	320
network security	9900	cloud based services	880	cloud managed services	320
it services	6600	outsourcing it	880	it managed service provider	320
it consultant	6600	it support services	720	outsourcing it services	320
managed service provider	4400	it services companies	720	managed it service providers	320
it companies	4400	managed it	720	cloud based computing	320
it solutions	3600	it consulting services	720	cloud storage solutions	320
it security	3600	technology services	720	cloud hosting services	320
it manager	3600	it support companies	590	cloud data center	320
hybrid cloud	2900	it outsourcing companies	590	it security consultant	320
infrastructure as a service	2900	cloud management	590	outsourced it support	320
cloud technology	2900	cloud based software	590	cloud computing architecture	320
managed it services	2400	it risk management	590	top it consulting firms	320
cloud storage providers	2400	online tech support	590	manage it	320
technology consulting	2400	cloud computing platforms	480	it security companies	320
cloud architecture	1900	it service provider	480	business it support	320
service cloud	1900	it management software	480	cloud computing technology	320
it management	1600	information technology compa-nies	480	cloud development	320
computer security software	1600	it inventory management	480	network and security	320
tech solutions	1600	cloud storage services	480	cloud programming	320
it service management	1300	it security training	480	it support and services	320
cloud computing services	1300	technology consulting firms	480	computer security companies	320
cloud infrastructure	1300	cloud computing solutions	390	network support services	320
cloud computing companies	1300	small business it services	390	network security protection	320
it outsourcing	1300	it technical support	390	information technology man-ager	320
it project management	1300	managed network services	390	public cloud providers	260
software consultant	1300	small business it support	390	managed services companies	260
technology solutions	1300	it consulting companies	390	cloud it	260
it consulting firms	1000	information technology consult-ant	390	network security solutions	260
vulnerability management	1000	it consulting company	390	business it solutions	260
computer tech support	1000	it solution company	390	business it services	260
cloud consulting	390	network security companies	390	it infrastructure services	260

Google Budget Estimates: Ad Spend by State

Google's Budget Estimate tool provides data to help you anticipate the costs of your campaigns. You will be able to spend different amounts depending on how much you bid per click on each keyword. The interactive model below will show you the monthly cost of targeting the top industry keywords at different bid levels in each state. A higher keyword bid will cost you more per click, but your ads will show at a higher position on the search results page, providing better visibility. See how much you could be spending on the top keywords in your industry below.

[View the interactive data model here](#)

Use the interactive Data Studio model to project the maximum cost of targeting the top industry keywords in each state.



Digital Advertising Analysis of Top Technology Companies

Apple

Apple - Official site

 www.apple.com/ ▼

Mac, iPad, iPhone, Apple Watch, and Apple TV. Learn more and shop now.

Apple Store pickup · Fast and free delivery

[Apple Back to School 2017](#) · [iPhone 7](#) · [Mac](#) · [iPad Pro](#)

The search query, “Apple Products”, triggers an ad at the top of the search results page for Apple’s official site. The title of the ad is “Apple - Official Site” and it is linked to the home page of the website. The ad then utilizes sitelink extensions to promote Apple’s different product offerings and promotions that are on separate pages of their site. Sitelinks allow people to visit specific landing pages depending on the product or promotion they are most interested in, and therefore help increase the click-through-rate. Apple’s sitelinks include iPad Pro, Apple Back to School 2017, and the MacBook. Their primary offer is the “Apple Back to School 2017 - Buy a Mac or iPad Pro, we’ll supply the beats”, which is featured on its own landing page and focuses on the different student offers that they have. Apple does a great job showing their products in context and providing a clear call-to-action to learn more.

AT&T

AT&T® Official Site - Shop Now - DIRECTV® & New Smartphones

Ad www.att.com/ ▼

Shop and Get Incredible Deals on Wireless and DIRECTV® Service. Find Out More!

Switch & Save · Don't settle for cable · Best Offers Are Online

Types: New Smartphones, Prepaid GoPhone®, Tablets, DIRECTV®

📍 8112 Shops Way - (508) 393-9560 - Open today · 10:00 AM – 7:00 PM ▼

AT&T Special Offer

Switch to AT&T and see how
to get \$650 in credits.

AT&T® Samsung Galaxy S8

Do More With The AT&T® Advantage
Order the Galaxy S8 Today!

TV & Internet Bundles

Shop our Best TV & High Speed
Internet Bundles for a Great Price!

Shop For Internet

More speeds at a great value.
More reliability & ways to connect.

AT&T uses paid advertising to effectively promote their different offers. When you search “AT&T”, the first ad that appears features the title “AT&T Official Site - Shop Now - DIRECTTV & New Smartphones”. The messaging in the ad then emphasizes that you can shop and get incredible deals, which will help increase the likelihood of a strong click-through rate. They utilize two of their sitelink extensions to promote their special limited time offers. Their primary offer, “AT&T Special Offer”, is on its own separate landing page, which walks you through the three-step process to “get up to \$650 in credits per line to help you switch to AT&T”. The page is simple and allows someone to visually walk through the steps. The “TV & Internet Bundles” sitelink brings you to a page with different packages laid out and it allows the potential customer to easily compare deals and click the clear call-to-action button to “Get Started”.

Verizon

Verizon Wireless Official Site - Nation's Most Reliable 4G LTE.

Ad www.verizonwireless.com/ ▼

4.6 ★★★★★ rating for verizonwireless.com

A Reliable Network Has Your Back. No Matter What. Discover **Verizon** Today.

4G LTE Advanced · Unlimited Data Plans · Shared Data · Smart Rewards · Flexible Prepay Plans

📍 601 Donald Lynch Blvd, Solomon Pond Mall, Marlborough, MA - (508) 624-9070

Verizon Fios® - Nation's Fastest Home Internet - verizon.com

Ad fios.verizon.com/GigabitInternet ▼

Welcome Fios To Your Neighborhood- 940 Mbps Internet + TV + Phone for \$79.99!

24/7 Support · Trained Technicians · Schedule Installation · Great Customer Service

Fiber Plans Offer the Fastest Speeds on the Market – TopTenReviews.com

[Bundle Deals](#) · [Verizon Fios TV](#) · [Switch To Verizon Fios®](#) · [Fios Gigabit Connection](#)

Two paid search advertisements appear at the top of the Google search results page when a user searches “Verizon Wireless.” The first ad simply features the official website and the second ad focuses more on their different deals and products. This gives users the option to click on the ad that best suits their needs and will bring in more qualified leads. The second ad is titled “Verizon Fios - Nation’s Fastest Home Internet - Verizon.com” and features sitelink extensions to Bundle Deals, Verizon FIOS TV, Switch to Verizon Fios, and Fios Gigabit Connection. Each sitelink is linked to a landing page that compares the important features for each of their products with the use of bulleted lists. This allows a consumer to easily decide which product is best for them. It is important to keep content copy simple and easy to understand.

Conclusion

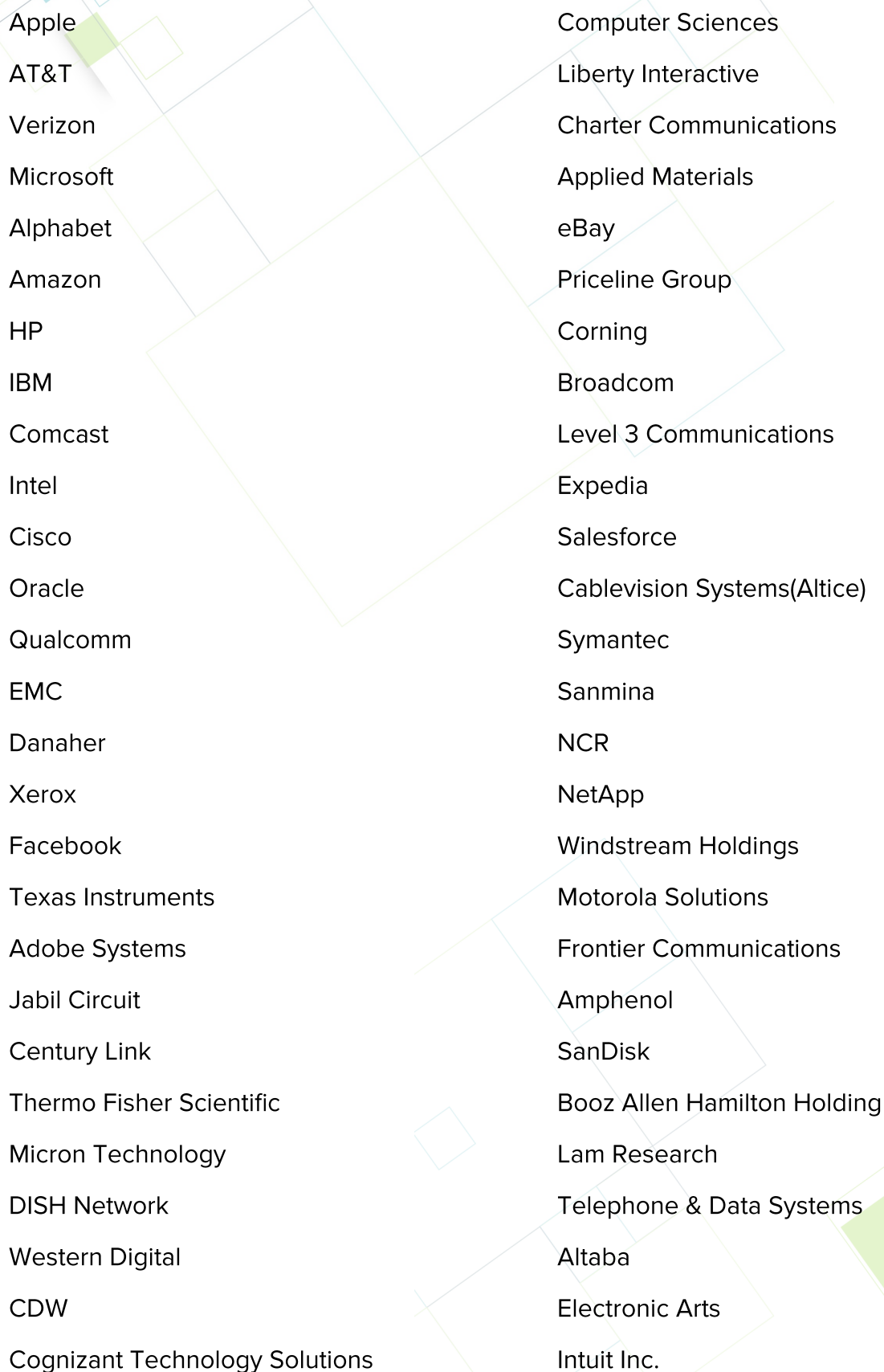
Top Keywords:

- Most searched keywords are “information technology”, “technical support”, and “network security”.
- Bid on these keywords as well as the others listed.
- Include top keywords in your ad copy.
- Include top keywords in your landing page copy.
- Use different keyword match types to capitalize on keyword variations.

Ad Spend by State:

- Bidding \$3.00 on top keywords will yield up to 2,614 clicks with a maximum monthly cost of \$6,231 depending on state.
- Bidding \$5.00 on top keywords will yield up to 3,867 clicks with a maximum monthly cost of \$14,400 depending on state.
- Bidding \$7.00 on top keywords will yield up to 4,669 clicks with a maximum monthly cost of \$22,914 depending on state.
- Bidding \$10.00 on top keywords will yield up to 5,531 clicks with a maximum monthly cost of \$36,326 depending on state.
- Higher keyword bids result in higher average ad position on Google’s search results page, resulting in higher click-through and conversion rates.
- These budgets reflect maximum potential spend. Advertisers can limit their spend to the amount suitable for their budget.

Top 100 Technology Companies Reviewed for this Report

The page features decorative geometric shapes in the top-left and bottom-right corners. These shapes are composed of overlapping squares and rectangles in shades of light blue, light green, and grey, creating a modern, abstract design.

Apple	Computer Sciences
AT&T	Liberty Interactive
Verizon	Charter Communications
Microsoft	Applied Materials
Alphabet	eBay
Amazon	Priceline Group
HP	Corning
IBM	Broadcom
Comcast	Level 3 Communications
Intel	Expedia
Cisco	Salesforce
Oracle	Cablevision Systems(Altice)
Qualcomm	Symantec
EMC	Sanmina
Danaher	NCR
Xerox	NetApp
Facebook	Windstream Holdings
Texas Instruments	Motorola Solutions
Adobe Systems	Frontier Communications
Jabil Circuit	Amphenol
Century Link	SanDisk
Thermo Fisher Scientific	Booz Allen Hamilton Holding
Micron Technology	Lam Research
DISH Network	Telephone & Data Systems
Western Digital	Altaba
CDW	Electronic Arts
Cognizant Technology Solutions	Intuit Inc.

Top 100 Technology Companies Reviewed for this Report

Analog Devices

Autodesk, Inc

Cerner Corporation

Workday, Inc

ServiceNow, Inc

Symantec Corporation

Snap Inc

Red Hat, Inc

Xilinx, Inc

Dell Technologies

Palo Alto Networks

VeriSign

Square

Cadence Design Systems

Qorvo, Inc

Splunk

IPG Photonics Corporation

Jack Henry & Associates, Inc

F5 Networks

SS&C Technologies Holdings, Inc

Leidos Holdings

Take-Two Interactive Software

ManpowerGroup

DST Systems

The Middleby Corporation

GoDaddy Inc

Fortinet, Inc

CommScope Holding Company

PTC Inc

Tyler Technologies, Inc

Black Knight Financial Services

The Ultimate Software Group

FactSet Research Systems Inc

Twitter, Inc

CA Inc

Verisk analytics

L3 Technologies, Inc

Dover Corporation

Advanced Micro Devices

Synopsys

Juniper Networks

ANSYS

United Rentals, Inc

Citrix Systems