

2023 H1 Baidu Update





共享预算是指供同一帐号中的多个广告计划共同使用的一项每日预算。系统可自动将未充分利用的预算改分给已达 到预算上限的推广计划,让推广计划之间的预算分配变得更为简便而智能。减少推广计划因为预算不足导致转化竞价不稳定、获客效果受局限的风险。



功能入口: 搜索推广-资产中心-共享预算



# 搜索推广数据报告-新增支持"上方首位展现、 上方首位胜出率"指标

在搜索效果广告营销中,上方位广告是展现在第一条自然结果上方的广告,广告展示位置越靠前,越容易被用户注意到,有助于缩短获客路径,提升转化率。上方位连续展现广告数量,最多3条。上方位广告中的首位,是搜索竞价广告的第一位置,最容易被搜索用户关注,相对于上方位广告区域中其他位置,整体点击率有显著优势,竞争也最为激烈。只有广告质量、相关性和出价均有竞争力才能胜出展现。因此,「上方首位展现」与「上方首位胜出率」指标,可清晰地反映机遇空间和竞得份额,帮助广告主和优化师有效地了解提高出价或广告质量,能否使关键词在上方位获得更多展现。尤其当推广计划使用「优化排名」类型出价策略时,「上方首位展现」与「上方首位胜出率」可以帮助广告主和优化师,观察使用出价策略后,上方位、上方首位的展现胜出率是否得到提升,并根据这些上方展现胜出率数据的变化,及时调整出价策略中的点击出价系数。

指标说明

#### 上方首位展现

指广告在上方位首条广告位展现的次数,代表着最优质的 广告展现,其获得用户点击的能力在上方位广告中最强, 通过上方首位展现,可以更清晰地洞察当前广告质量和竞 争力。

#### 上方首位胜出率

指关键词 / 单元 / 计划/出价策略 (含优化排名、提升转 化两类) /账户,在所参与的竞价排序中,能够胜出得到 上方位首位展现的概率。其计算方式为:上方首位胜出率 =上方首位展现/符合条件的广告搜索次数。



# 搜索推广数据报告-新增支持"上方首位展现、 上方首位胜出率"指标

入口①:数据报告-账户/计划/单元/关键词/oCPC报告,可从自定义列中添加"上方首位展现"、"上方首位胜出率" 指标进行查看

以账户报告为例:





# 搜索推广数据报告-新增支持"上方首位展现、 上方首位胜出率"指标

入口②:推广管理-关键词/单元/计划/出价策略列表,可从自定义列中添加"上方首位展现"、"上方首位胜出率"指标进行查看

入口③:客户中心-数据万花筒-上方首位展现、上方首位胜出率

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# 搜索推广 否词升级工具-『否词管理大师』

搜索推广平台推出否词管理大师工具,帮助客户快速清理冗余无用的否词、确保计划的否词设置能够顺利过 渡到新否词管理版本。同时,否词管理大师作为一款全局性的否词优化工具,将长期为客户账户下的否词提 供全方位的清理优化建议,在帮助您释放否词储存空间的同时,移除有高商业价值等类型否词以提升转化。



# 搜索推广 否词升级工具-『否词管理大师』

#### 产品入口:

- 1. 推广管理 -> 定向 -> 关键词 -> 否定关键词 -> 前往否词管理大师
- 2. 推广管理 -> 进入计划详情 -> 关键词 -> 否定关键词 -> 前往否词管理大师
- 3. 推广管理 -> 进入单元详情 -> 关键词 -> 否定关键词 -> 前往否词管理大师
- 4. 营销服务 -> 服务市场 -> 营销工具 -> 否词管理大师

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# 搜索推广 排名倾向、点击最大化出价策略整合升 级为"优化排名"出价策略

- 为帮助广告主更好地将搜索推广自动出价策略运用于广告投放实际场景中,降低对多种自动出价策略的理解 门槛和操作复杂度、提高广告投放和优化效率,让广告主与优化师能够更方便地获得与目标相关匹配最佳的 投放效果,本次搜索推广投放平台对自动出价策略进行整合升级,主要升级点为:
- "排名倾向、点击最大化"出价策略整合升级为"优化排名"出价策略,统一在"优化排名"出价策略 管理页面进行创建和管理。当在"优化排名"创建排名倾向出价策略时,可以指定"首位"和"上方位" 两种目标位置,为目标位置设置出价系数,将一个或多个推广计划绑定到出价策略。后续在优化排名出 价策略页面中,将会提供上方展现胜出率等特色数据指标,帮助广告主和优化师观察使用出价策略后的 效果,并根据上方展现胜出率的变化调整出价系数,以便获得满意的上方展现胜出率;
- 2. 不再支持新增绑定到关键词层级的"排名倾向"和"点击最大化"出价策略,现有的出价策略目前可以 继续投放不受影响;
- 3. 原 "oCPC出价策略"管理页面更名为"提升转化",方便客户对"目标转化成本"、"增强模式"、 "放量模式"这三种以提升转化为目标的出价策略进行集中的管理;



# 搜索推广 排名倾向、点击最大化出价策略整合升 级为"优化排名"出价策略

#### 升级后,搜索推广投放平台出价策略管理页面示意如下:

策略	宣者产品	8手册								
转化	优化排名									
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## 搜索推广创意搭建及管理能力升级:图片类创意 组件下线,"图文""图集"迁入高级样式

图片类创意组件的-"图文"、"图集"功能融入高级样式工具:

- 原"计算机端图文组件" 迁移成为高级样式"橱窗系列-多组图文(计算机端)";原"移动端图文组件" 迁移成为 高级 样式"橱窗系列-热点橱窗(移动端)";原"计算机端图集组件" 迁移成为高级样式"橱窗系列-图集(计算机
  - 端)";原"移动端图集组件"迁移成为高级样式"橱窗系列-全景橱窗(移动端)";

	图片类创意组件		高级样式
	计算机端图文组件		橱窗系列-多组图文(计算机端)
升级前后对应关系说明图	移动端图文组件	迁移至	橱窗系列-多组图文(计算机端)
	计算机端图集组件		橱窗系列-图集(计算机端)
	移动端图集组件		橱窗系列-全景橱窗(移动端)
百百44世 图立 ( 移动端 ) 日			

2. 原高级样式-图文(移动端)与新建创意时直接搭配的创意图片(图片比例为1:1的"单图")样式雷同,后续不再提

供;



# 搜索推广 创意搭建及管理能力升级:图片类创意 组件下线,"图文""图集" 迁入高级样式

【高级样式操作指引】

1. 高级样式入口:工具中心-创意工具-高级样式

2. 橱窗系列新增样式:

创意组样式



医带(片耳针属)

HINEY BOLLETING CHENNELSON CHENNELSON BELOW BELOW BELOW



# 搜索推广 文本类和文字链类创意组件整合升级为 文字类创意组件

"文本类"、"文字链类"整合升级为"文字类"创意组件,支持"自定义创建"与"自动生成"





# 信息流推广 自动规则\_支持自定义设置执行/启停日期

#### 执行排期支持自定义。新增「自定义」选项,满足客户想要区分周中周末自动监控的诉求。

升级前,执行排期支持「系统默认」及「每天」,选择"系统默认"后,系统会按小时粒度执行任务;选择"每天" 可以指定时间段执行任务;升级后,新增选项「自定义」,最小单元为1小时,可对时段进行多选,并按照指定时间段 执行任务。

000 200 400 600 600 1000 1200 1400 1600 1600 2000 22.00 24.00



## 信息流推广 自动规则\_支持自定义设置执行/启停日期

新增自定义启停日期设置。支持客户通过配置规则的开启/关闭日期,实现系统到期自动触发/结束执行规则,提升客 户操作效率。

自定义启停日期支持「不限」和「自定义」选项。默认选中「不限」。「自定义」选项下支持选择日期范围, 启动时间默认显示「当天」, 关停时间显示上限为「2050年12月」; 同时在规则列表新增披露字段「生效时间」。

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确定	取消																
102	取消																





为了提高新计划冷启效率,百度信息流广告投放平台上线了 继承优质计划工具,开通该功能使用权限的客户可在创建新 计划时开启「继承优质计划」开关,功能开启后,系统会在 客户选定的账户中进行探索,找到具备继承价值的优异模型 数据特征,帮助当前新计划快速通过学习期,加速当前新计 划的起量速度。

新建计划-功能入口:信息流推广-计划层级 (除小程序外全营销目标)



#### 计划设置 马入巴有计划 ③ 默认提试 放着模式 投放场景 ① 默认模式:通循指定的目标成本出价进行投放,计划的优化目标可以是展现,点击或者转化。 展开条例 50.32 不愿 自定义 继承优级计划 ③ 不启用 后用 湘广日期 不用 自定文 推广时段 不取 自定义 \*计划名称 展站链接 计如片 9 13 16:20 27/100 MANUAR TINN'S 12 NOTE DOLLE 1111X 10,110





账户维度继承:仅继承本账户内优质计划,如使用客户中心,则可继承权限内跨账户计划

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#### 新建单元:

**单元创建:** 启用继承功能的计划下,系统仅支持新建1个单元。 继承计划下新建单元的流量选择目前仅支持百度信息流/好 看视频/默认;(目前继承功能仅在百度信息流&好看视频 的流量上生效);继承计划下新建单元的出价方式仅支持转 化出价



投放出价







#### 继承报告:

报告入口:信息流推广-数据报告-专项报告-继承报告

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Ø	定向报告	~	时间	单位:分日	
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	小程序报告		-		
	百青藤专项报告		1214	- 1145	
	数据万花简				
	视频洞察报告				
	门店报告				
	定向受众报告				
	直播间报告				
Г	继承报告				



### 信息流推广 创意组件新增"磁贴"类型

信息流广告投放过程中,客户普遍喜爱使用视频物料,但同时图片物料也因其制作精美,产品/服务聚焦,能更快的让 用户了解广告详情而被广告主频繁使用。为了同时满足客户传递丰富信息+精准展示产品/服务的需求,百度信息流广 告投放平台创意组件新增"磁贴"类型,在信息流视频场景下提升用户观感体验、增加有效互动,提升广告投放效果。

产品入口:

创建新的组件:资产中心组件管理->新建组件->选择大图磁贴/小图磁贴







## 信息流推广 创意组件新增"磁贴"类型

推广创意设置:推广创意的设置流程中,在视频物料-磁贴组件选项内点击"选择组件"按钮,选择选择大图磁贴/小 图磁贴





## 信息流推广 创意组件新增"磁贴"类型

#### 管理组件:在信息流广告投放平台-资产中心-组件管理,管理功能包括新建、编辑、删除、查询





## **Search Shared Budget**

"Shared budget" refers to a daily budget that is shared among multiple advertising campaigns within the same account. The system automatically reallocates any unused budget to campaigns that have reached their budget limit, making the budget allocation between campaigns more convenient and intelligent. This reduces the risk of conversion bidding instability and limited customer acquisition effects due to an insufficient budget for advertising campaigns.





#### Search Data Report: Newly added support for "Top Impression & Top Impressions Share" indicators

#### Top-of-Page Ads in Search Advertising

- Top-of-page ads are ads that appear in the top position of a search result.
- Higher ad display positions increase visibility and can improve conversion rates.
- A maximum of three consecutive ads can be displayed at the top-of-page.

#### Top Position in Top-of-Page Ads

- The top position in top-of-page ads is the first position in paid search ads.
- It has the highest visibility and click-through rate advantage, but also the fiercest competition.
- Ad quality, relevance, and bid must be competitive to win the opportunity to be displayed in the top position.

\*The Chinese version shall prevail



# Search Data Report: Newly added support for "Top Impression & Top Impressions Share" indicators

#### *Importance of Top-of-Page Metrics*

- Top Impression and Top Impression Share metrics reflect opportunity space and the share of wins.
- They help advertisers and optimization experts understand whether increasing bids or improving ad quality can result in more top-of-page ad impressions.
- Top-of-page metrics are especially important when using bid optimization strategies.

- Bid optimization strategies can help improve topof-page ad performance.
- Top Impression and Top Impression Share metrics can help monitor improvements in visibility and win rates.
- Adjusting click bid coefficients based on changes in top-of-page metrics can help optimize bid strategies.

\*The Chinese version shall prevail



#### Search Explanation of "Top Impression & Top Impressions Share"

#### *Top Impression*

Refers to the number of times an ad is displayed in the top position of the search results. It represents the highest quality ad display and has the highest ability to attract user clicks among the ads in the top position. By achieving top impression wins, advertisers can gain insights into the current quality and competitiveness of their ads.

#### *Top Impression Share*

Refers to the probability of winning the top position in the search results for a keyword/unit/campaign/bidding strategy (including optimized ranking and enhanced conversion) / account, based on the bid ranking. The calculated formula is: **Top impression share = Top impression / Eligible ad searches.** 



# Search Data Report: Newly added support for "Top Impression & Top Impression Share" indicators

**Entrance 1:** Data Report - Account/Plan/Ad Group/Keyword/oCPC Report, where the "Top Impression" and "Top Impression Share" metrics can be added as custom columns for viewing.



\*The Chinese version shall prevail



# Search Data Report: Newly added support for "Top Impression & Top Impression Share" indicators

**Entrance 2:** Advertising Management - Keyword/Ad Group/Campaign/Bidding Strategy lists, where the "Top Impression" and "Top Impression Share" metrics can be added as custom columns for viewing.

Entrance 3: Customer Centre - Data Studio - Top Impression and Top Impression Share





#### Search Negative Keyword Upgrade Tool: Negative Keyword Master

The search advertising platform has launched "Negative Keyword Master"

- Assists customers in quickly cleaning up redundant and useless negative keywords.
- Ensures a smooth transition of negative keyword settings to the new version
- Provides comprehensive cleaning and optimization suggestions for negative keywords in the customer account in the long term.
- Helps release storage space for negative keywords while removing negative keywords such as high commercial value to improve conversion.

\*The Chinese version shall prevail



#### Search Negative Keyword Upgrade Tool: Negative Keyword Master

#### **Product Entrance:**

- 1. Advertising Management -> Targeting -> Keywords -> Negative Keywords -> Go to Negative Keyword Master
- 2. Advertising Management -> Enter Plan Details -> Keywords -> Negative Keywords -> Go to Negative Keyword Master
- 3. Advertising Management -> Enter Ad Group Details -> Keywords -> Negative Keywords -> Go to Negative Keyword Master
- 4. Marketing Services -> Service Market -> Marketing Tools -> Negative Keyword Master

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# Search Ranking-oriented and maximized click bidding strategies have been integrated and upgraded into the "Optimize Ranking" bidding strategy.

To help advertisers better apply the search advertising automatic bidding strategy to actual advertising scenarios, reduce the understanding threshold and operational complexity of multiple automatic bidding strategies, improve advertising delivery and optimization efficiency, and make it more convenient for advertisers and optimization staff to obtain the best matching advertising effect with their goals. The search advertising delivery platform has integrated and upgraded automatic bidding strategies.

\*The Chinese version shall prevail



## Search Highlights for the "Optimize Ranking" bidding strategy

The "Ranking-oriented" and "Maximized Click" bidding strategies have been integrated and upgraded into the "Optimize Ranking" bidding strategy, which is unified in the "Optimize Ranking" bidding strategy management page for creation and management.

When creating a ranking-oriented bidding strategy in "Optimize Ranking", advertisers can specify two target locations, "First Position" and "Top of Page", set a bid coefficient for the target location, and bind one or more campaigns to the bidding strategy. In the future, the "Optimize Ranking" bidding strategy page will provide special data indicators such as top impression share, helping advertisers and optimization experts to observe the effect of using the bidding strategy, and adjust the bid coefficient according to the change in top impression share to obtain a satisfactory result.

2

No longer support the "Ranking-oriented" and "Maximized Click" bidding strategies bound to the keyword level; existing bidding strategies can continue to be delivered without being affected.

3

The original "oCPC Bidding Strategy" management page has been renamed "Enhanced Conversion" to facilitate customers central management of the three bidding strategies of "Target Conversion Cost", "Enhanced Mode", and "Delivery Mode" with the goal of enhancing conversions.



# Search Ranking-oriented and maximized click bidding strategies have been integrated and upgraded into the "Optimize Ranking" bidding strategy.

After the upgrade, the bidding strategy management page on the search advertising platform is represented as follows:

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## Search Creativity construction and management capability upgrade

1. The "Text and Image" and "Image Gallery" functions of image-based creative components have been integrated into the Advanced Style tools:

Image-based creative components		Advanced style
Text and Image Components (Desktop)		Showcase Series: Multi-Image Text (Desktop)
Text and Image Components (Mobile)	Migrated to	Showcase Series: Hotspot Showcase (Mobile)
Image Gallery Component (Desktop)		Showcase Series: Image Gallery (Desktop)
Image Gallery Component (Mobile)		Showcase Series: Panorama Showcase (Mobile)

2. "Advanced Style: Image and Text (Mobile)" has been discontinued as its style is similar to the "Single Image" style (with a 1:1 image ratio) that is directly available when creating new creatives. Therefore, it will no longer be provided in the future.



### Search Creativity construction and management capability upgrade

Image-based creative components will be phased out, and "Text and Image" and "Image Gallery" will be migrated to Advanced Styles.

Image-based Creative Components Discontinued; "Text and Image" and "Image Gallery" Migrated to Advanced Styles

[Advanced Style Operation Guide]

1. Accessing Advanced Styles: Tool center -Creative Tool -Advanced Style

2. New Styles in Showcase Series:

#### 创意组样式



可选样式与账户行业相关,当您发现无可选样式时,清到账户中心查看行业信息是否缺失。

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## **Search** Integration and Upgrade of Text and Text Link Creative Components to Text Creative Components

The integration and upgrade of "text" and "text link" into a new "text" creative component, supporting both "custom creation" and "auto-generation".



\*The Chinese version shall prevail



# Infeed Automatic Rules: Supports Custom Setting of Execution/Start-Stop Dates

Support for custom scheduling has been added. A new "custom" option has been included to cater to customers who want to differentiate between automatic monitoring during weekdays and weekends.

Before the upgrade, the scheduling options supported were "System Default" and "Everyday". If "System Default" was chosen, the system would run tasks on an hourly basis. If "Everyday" was chosen, a specific time period to run tasks could be determined. After the upgrade, a new "Custom" option was introduced. The smallest unit is 1 hour, and multiple time periods can be selected, and tasks will be run during the specified periods.

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# Infeed Automatic Rules: Supports Custom Setting of Execution/Start-Stop Dates

Added custom start-end date settings. Customers can configure the start and end dates of the rule to enable the system to automatically trigger and end rule execution when it expires, improving the efficiency of customer operations.

The custom start-stop date option supports "Unlimited" and "Custom" options. "Unlimited" is selected by default. Under the "Custom" option, customers can select a date range, with the start time defaulting to "Today" and the end time limited to "December 2050". Additionally, the "Effective Time" field has been added to the rule list.

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In order to improve the efficiency of cold-starting new campaigns, the Baidu Infeed Promotion platform has launched the "Inheriting High-Quality Campaigns" tool. Customers with permission to use the feature can enable the "Inheriting High-Quality Campaigns" switch when creating a new campaign. Once the feature is enabled, the system will explore the selected account to identify valuable model data features that can be inherited to help the new campaign quickly pass the learning period and accelerate its launch volume.

> New Campaign - Feature Entry: Infeed Promotion – Campaign Level (All Marketing Objectives Except Mini-Program)

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Account-Level Inheritance: only inherits high-quality campaigns within this account. If using the customer center, it is possible to inherit cross-account campaigns within the authorized scope.

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New Ad Group:

Ad Group Creation: When creating an ad group under a campaign that is inheritance enabled, the system only supports creating one ad group.

The traffic selection for new ad groups created under inherited plans currently only supports Baidu Information Stream / 好看 视频/ Default (the inheritance function currently only works for traffic on Baidu Information Stream and 好看视频); the bidding method for new ad groups created under inherited plans only supports conversion bidding.







· 百度營销 信息流推广

推广管理

数据报告

资产





#### Infeed Added the "tile" type to the creative component

During the process of information stream advertising, customers generally prefer to use video materials. At the same time, image materials are also frequently used by advertisers because of their exquisite production, product/service focus, and ability to quickly make users understand the details of the ad. In order to meet the needs of customers to convey rich information and accurately display products/services, the Baidu Information Stream advertising platform's creative component has added a "tile" type. This type of ad enhances the user experience and increases effective interaction in the information stream video scene, improving advertising effectiveness.

#### **Product Entry:**

Create a new component: Asset Center Component Management -> New Component -> Select Large Image Tile / Small Image Tile.





#### Infeed Added the "tile" type to the creative component

Promotion Creative Settings: In the process of setting up promotion creatives, click the "Select Component" button under the video material - tile component option and select Large Image Tile / Small Image Tile.





### Infeed Added the "tile" type to the creative component

Manage Components: In the Baidu Information Stream advertising platform - Asset Center - Component Management, management functions include creating, editing, deleting, and querying.



# Thank you