



Synergetic semantic Effects on Louis Vuitton related Auction Ads for DubLi Auctions

Vouliagmeni, November 2, 2008 – by Yorgo Nestoridis, YORGOOpublishing and Semiomantics

This Article documents test results about Clustering of Ads, Targeting, semantic conclusions and the semantic interpretation by the Semiomantics EC Duplicator Script. The test has been run on the base of the description of an Auction Item on the DubLi auction Platform. The purpose is to test appropriate targeting and delivery of product ads in a pull marketing environment such as Google.

1. Clustering of selected Auction ads

By clustering ads we describe the process of treating different auction items within one key-word or brand category by linking them to form a Raw Advertising Unit (RAU).

2. Semantic Interpretation

The semantic interpretation concerns the RAU as a whole and consists in breaking down the relevant elements of the RAU into its basic components, whereas we categorize between common and distinctive elements of each component of the RAU. The analysis is done using the vocabulary used in the composing individual ads.

The resulting lists will then be semantically interpreted resulting in a second list of matches and mismatches whereas we can then correct the mismatches and create a series of semantically matching choices for each mismatch, function of geo-target, language, dialect and so on. This is the first stage Semantic Matching, the second one consists in matching the so obtained results to the Semantic Interpretation of the equivalent Target Analysis. (Object of a later article)

3. The mathematical aspects of the problem

As a result of the analysis we end up with a 3 dimensional table cube, allowing to distinguish and allocate the elements of the 3 entry categories: common elements, distinctive elements and relevance classification.



The exercise will lead to a list of sets or expression units, pairs, triplets, quadruplets and so on. Imagine a simple table with $3 \times 3 \times 3$ entries, where you can form for each entry 1 unique expression, 9 pairs (+ 9 inverse pairs), and without going more into Mathematics we will end up with a huge number of possible combinations throughout the three dimensions, and we will end up in a situation somewhat similar to the famous problem of socks and shoes:

Bertrand Russell once said: "To choose one sock from each of infinitely many pairs of socks requires the Axiom of Choice, but for shoes the Axiom is not needed." To that we add the criteria of relevance to end up with an additional Axiom of Replacement.

Practically speaking and applied to a choice of key-words, the above leaves us with a huge number of possible choices, even in areas of high relevance. No one could ever cover all detected areas of relevance even by infinite multiple posting. Possible solutions would be robots creating posts based on an algorithm taking into account all the possibilities and classification of relevance.

By doing so, the publisher would end up exploding all spam limits on any target search engine; the infinite method is therefore not applicable.

Semiomantics has taken the afore-said problems into account when defining the functions and behavior of the semantic frameworks labeled Semiomantics Scripts. Semiomantics Instructions, Strategies and Rules allow a dynamic use of a basically static framework for CMS.

4. Semiomantics semantic Frame Works: Benefits

The benefit of the Semiomantics Frameworks resides in the fact that the user does not need to worry too much about the above while getting optimized impact around the targeted center of gravity. Once set-up and configured for the user's purpose, the user can manage his content within the platform while the framework will level out minor errors automatically. There are two elements responsible for that: the framework builds its positioning in the search engine environment around the targeted center of gravity based on the basic choices and configuration and then the flexible use of more or less relevant sets of keyword sets being streamlined to comply with search engines' 'expectations' based on the positioning of the framework.

Interestingly we noticed high flexibility of the scripts when it comes to re-targeting the frameworks', whereas it is important to expand to get maximum benefit rather than to re-target by abandon. (Check out the soon to come article about: Expanded indexing and listing)



5. Further simplification for standard users of Semiomantics CMS

Semiomantics has developed two kinds of script sets and frameworks.

1. Scripts for standard use which do not require any advanced publishing and keyword optimization knowledge; basic understanding of the impact of meta tags and slugs are sufficient to build visible impact. Examples: Semiomantics XO as used on auctiontalklive.com or Semiomantics EC used on [Duplicator](#) sites, such as duplicator.wegobiz.com.

2. Advanced scripts where more knowledge is required from publisher's side, allowing more flexibility and higher scattering around the center of gravity. These scripts are designed to aim multiple large targets from within the same framework. Examples: Semiomantics Y at YORGOOpublishing, Semiomantics X implemented at fun-shopping.org

The most interesting script was probably the XO, simply because it's a dynamic and flexible script; it reaches target in a largely automated way, namely if used as an amplifier through syndication. Some interesting examples are yam.edisbiz.com or alejandraneri.com, rss-syndication.com, barak--obama.com, rss.yorgoopublishing.com. The highly visible impact of XO lead to a huge success and the limited Edition was sold out quickly.

6. Semiomantics Publishing Automation

Semiomantics has been testing and experimenting with Publishing and Networking; Semiomantics and YORGOOpublishing have been precursors in Publishing Networking, starting with what was called The Magic search Traffic Formula (TMSTF). The concept is based on semantically selective networking based on targeted, defined and dynamic publishing criteria using the above clustering and scattering models.

7. Testing around one or more brand names

We have selected two brand names to test and to measure the effects of the Semiomantics theories in detail. The brand names are Nikon and Louis Vuitton and the defined environment is the DubLi Auction platform, where products from both brands are represented as auction items.

8. Clustering same Brand Products represented on DubLi Auctions

Throughout the DubLi Auction sites (EU and US) we find various product items of the same brand;



Louis Vuitton Reisetasche

Louis Vuitton Pochette

Nikon D80

Nikon Digital Camera D 80 Kit

and so on.

9. The problem of the lifespan of relevant Auction Ads

By definition, Auctions have a limited lifespan. The difficulty for marketers resides in the fact, that auction ads need to be delivered fast and within the life span of the concerned offer. In as much as identical products are on offer multiple times, the life span of the offer extends over the whole period. From a publishing point of view, it allows us to establish a targeted publishing position which can then be used and reused for as long as the position is kept sufficiently active to defend its listing on the search engine.

Thinking about a long term effect, Semiomantics targets at building high value publishing positions (top 10 on Google under highly sought for and relevant long-tails). Semiomantics is generic in as much as the origin of the offer is irrelevant, be it DubLi, eBay, Amazon or any other source; what matters is the product itself and the target prospect client.

From a publishing point of view: a publisher may promote the DubLi Auction item for as long as DubLi has the item on offer; after that, the publisher ends up with a publishing position without a new input from DubLi. To maintain the position for exploitation if and when DubLi comes back to an identical or nearly identical item, we have tested different solutions: generic articles about the product and brand on static pages supported by regular dynamic content with link backs and the introduction of products from different sources or Google ads associated with expired offers.

Both options work; from a publishers point of view, every position on Google has a value translated by the conversion of visitors. To maximize profit, it is important to always have a valid offer which can translate into cash. Associating referral ads to a product description from active sources may do the trick, Google Ads as well with the



disadvantage however that the return on publishing is inferior to the direct return on affiliate programs, namely on the best targeted publishing positions.

10. The Principle of Semantic Publishing: benefits compared to "what most publishers do"

Semantics' Philosophy is not to go out and target a product, but to target a market. Semantics aims to establish itself within that market to feed the market with relevant information and advertising. The source of the product is irrelevant for the sheer publishing purpose as the target market can be reached with products from any source. The source of the product becomes important in a second step, conversion. It matters whether a product is sold from a trustworthy, well known source or from an unknown site.

Semantics positioning Strategies are first of all pull strategies which are then paired with push elements, such as Newsletters, RSS feeds and so on to increase the global impact on target.

Strong publishing positions are built over time.

Example: in the ideal case Semiomantics wants to establish itself on the target: People interested in Nikon or Louis Vuitton. It's not easy to be visible every time someone searches for anything related to Louis Vuitton or Nikon, but that remains the Goal in as much as positioning is concerned. To reach that goal we target smaller, but more defined targets all around the Brand name, for example: Nikon Digital Camera, Nikon Digital Camera D80 (or D 80), Nikon Digital Camera D80 Kit with 35-180 mm lens and so on. Or we go for another product from the same brand in the same manner, for example the D90.

Usually publishers promote an item for the sake of the item rather than for the sake of a market position. Such goals, namely when they concern auction items are not efficient as they rarely reach target on time: for that reason, marketers choose rather advertising on Google or similar and buying advertising in Price Comparison engines, who are capable to deliver the ads to target for a given price. Usually these are PPC engines.

The advantage of Semiomantics is obvious: there is no cost associated to any individual ads delivery to target and you don't have to rely on third party to actually deliver, knowing that the quality of delivery is a matter of money, rather than publishing quality. The more you pay, the more visibility you get – that's the way PPC work.

11. The Variables in function of the Product Source speak in favor of Semiomantics



Advertising cost is not just associated to the product but the ROI will vary largely in function of the origin or the Merchant or Vendor. As we know from own experience and studies carried out throughout our own networks, price matters, however trust and confidence into the vendor prime price considerations.

A study from 2007 by Ycademy shows: eBay buyers may be attracted first by the price of an item. When they reach the Vendor's offer page, the credibility of the vendor is of paramount importance: a vendor with no feed-backs gets hardly any sales, while a vendor with 20 000 feed backs and over 98% positive feed backs is considered as trustworthy. Buyers are ready to pay more to buy from a trustworthy merchant.

This example shows: you may attract traffic to your sales page with product and price relevant arguments, however the conversion from traffic to sales will depend on the perceivable quality ad trustworthiness of the vendor.

In other terms: a trustworthy source gets a higher conversion rate than an unknown source even if product relevant arguments are in it's favor. This means: if you promote an unknown Merchant, your ROI is much lower and it may appear not to be worth while promoting and advertising such merchants.

On the other side: a known merchant may trigger reflex behavior by target markets, such as the Google-eBay Reflex described in [Marketing: DubLi Home Business II](#).

Such reflexes may short-circuit advertiser's and publishers' efforts in as much as prospects would directly address the Merchants site, i.e. Amazon, eBay, Yahoo Shopping, DubLi.

Semiomantics aims organic traffic originating from search environments based on high listings under relevant and contextual short- and long-tails. The high visibility and broader scattering of high ranking and highly visible ads and references will contribute to increase the vendors notoriety, visibility and perceivable trustworthiness.

Suppose you get 100 visitors per day to your product ad (descriptive ad on Google for example) : interested customers will follow the link and end up on your merchants platform: if 50% click through and end up on Amazon, eBay or Yahoo, you end up with a high conversion of say 10%.

If those visitors end up on an unknown Merchant's site, such as your own web-shop, conversion may converge to zero, simply because you are not a recognized authority



in the matter and you are not perceived as a trustworthy source for Brand Products or for any product. (Reference: Authority Marketing by [Ycademy](#))

12. Can you afford to promote an unknown or little known Merchant using PPC?

The answer is clearly no. Product promotion for known and recognized merchants and platforms is already a difficult task to balance accounts with. The handicap of low perceivable trustworthiness drives you out of the race, since advertisers promoting highly recognizable platforms have an edge over you and spend much less per sale on their campaigns.

We hear many merchants say: a lot of small drops fill a lake. That's true in as much as loads of small advertising investments by many small advertisers will profit the Merchant. The individual result for each advertiser however is converging to zero.

13. Publishing vs. Advertising in the case of DubLi

Between 2006 and May 2008 we have tested product marketing using PPC engines such as price comparisons for the purpose of promoting products offered by DubLi shops or the market place; the results were catastrophic, may be for the two following reasons: the platform was unknown to most visitors and the shop-owner did not have any perceivable reputation either. What worked best: Push marketing to existing customers of shop owners.

Direct advertising of an unknown Merchant boils down to brand building and brand building tasks are too expensive for individual affiliates and not really in his capacities.

Example: "My business is called Yorgo.biz and I am promoting brand products sold by a Merchant called DubLi, for example authentic Nikon Cameras and Louis Vuitton brand items."

This is the normal clean way to reference what you are doing as an affiliate. You are busy branding yourself, since your conversion power and the value of YOUR business will depend on your authority and the credibility YOU have when endorsing the merchant and his products. The products being highly recognized brand products do not really need your endorsement, but the merchant does; therefore we focus on that part in our endorsement by clearly stating that we guarantee that the promoted product is an authentic brand product and that the merchant deserves our trust and confidence for its reliability and customer care for example.



In fact you are pre-selling the Merchant's products throwing in YOUR reputation and credibility. This is the nature of Affiliate marketing. By doing so, you contribute to building the merchants brand, by associating your credibility (which is recognized in your sphere of influence) to the unknown merchant's brand, introducing the later to your circle of influence. The success depends about solely on YOUR credibility and authority.

This is the key to successful affiliate marketing!

While most marketing tips tend to suggest, you just should promote your affiliate link, you will notice, that all successful marketers add to that: ... to your circle of influence, be it your lists, customers, readers and so on.

Affiliate marketing is much more about you than about the product and the merchant if you aim to reach a personal financial result.

This leads us to a simple conclusion: being that DubLi's brand recognition is relatively low, your authority is what will drive people to consider buying from DubLi. Advertising DubLi on PPCs may be ok for the company to do, but not for you as an affiliate. Placing paid cold market Ads driving visitors directly to your DubLi auction site will convert next to nothing.

The way out is to spend not Advertising but on Publishing. Publishing under your brand, building your authority which will convert to sales from any source. Your Authority is not a Amazon or DubLi authority, but an authority in it's own right linked to your name and or name of your business. (cf. Authority sharing on the Duplicator brand name.)

If under a keyword, such as Louis Vuitton or Nikon I find loads of references labeled Duplicator, I have a good chance to build that brand name and create notoriety over time; notoriety inspires trust. High density visibility is a first element to brand recognition. Remember when eBay was the largest advertiser on Google? Under any product search you could find multiple entries by eBay on Google. EBay has spent millions on publishing and advertising for the purpose of brand recognition and notoriety as well of course as for occupying maximum space on Google's most fought for top 10 positions.

Only few eBay merchants have followed in that direction, however many have then used the opportunity to book Google Ads, profiting from eBay's company effort and getting thus high conversion on the ads. However, this was once eBay was well established as the number 1 online ecommerce portal.



We are not yet there in the DubLi context and therefore our best chance is on the publishing side to start with. A step by step Publishing guide is to be released by Ycademy later in November 2008 at the occasion of a Product Marketing Seminar.

Semiomantics is about publishing and delivering any content to any defined target in defined search environments.

14. The cost of Publishing

There is no cost associated to the publishing process per se. The cost is in building your publishing framework and platform and may be in some publishing trainings which are a going concern as the online environments are moving and shifting and publishing conditions are subject to any change of search engine algorithms, evolution of technology and consumer behavior.

To build a framework with the qualities of YORGOOpublishing we count between 4000 – 5000 Euros which are spent on licenses, customization and fine tuning to customer needs over a period of 2–3 months as well as walk through and publishing training. As you may notice, there is no web–design budget needed as we don't use any specific design and as we are moving away from traditional design elements in favor of entirely CSS based sites (The new YORGOO.tv under development is entirely CSS based as well as the new Ycademy website which is under construction as well). Sites like [Auctiontalklive](#) are running on Semiomantics XO and are already mostly CSS based, the same is true for EC Scripts used on Duplicator sites.

The price is to be compared to the alternative ever recurring cost of PCC; in fact publishers earn on PCC while Advertisers pay for PCC, the best example being Google Ads or eBay ads.

Ycademy Pros are the test panel for Semiomantics developments and supplied with the latest scripts and test results.

15. Synergetic effects of Semiomantics semantic Publishing

Synergies are a natural effect of clustering and scattering (as described) as well as from the above described linking and networking of Semiomantics semantic frameworks. The visible results of tests run on Louis Vuitton and Nikon Brand Product ads in October 2008 are documented in "Semantic Publishing of DubLi Auction Ads with Semiomantics II".

The practical application of the content of this article was object of Ycademy online Seminars in September and October 2008. On November 29 and 30 Ycademy's



online seminar will deal specifically with Semiomantics Semantic Product Marketing and implement appropriate publishing structures with and for all participants. In view of the complexity of the matter and the necessity for individual coaching during workshops the number of participants is limited to 30, priority YORGOO Pros and Duplicator Network members. This will be the final DubLi related Publishing Seminar by Ycademy in the series of The Path to profitability.

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