



MULTICULTURAL HISPANIC SEARCH BEST PRACTICES

Hispanic search behaviors differ from the general market. Hispanics search using 80% non-brand terms and 20% brand terms. Hispanics also have specific and varied language preferences for their keywords and browser settings. To effectively capture the opportunity SEARCH offers—18% of the US population is Hispanic, living in a mobile and bilingual world—you need a multi-campaign approach to reach these consumers. The [IAB Multicultural Council](#) recommends the following best practices:

THE ESSENTIAL-3-CAMPAIGN APPROACH

- Spanish keywords on English browser
- Spanish keywords on Spanish browser
- English keywords on Spanish browser

COMMON MISTAKES

DO NOT:

- Combine English and Spanish keywords in the same campaign
- Combine brand and non-brand keywords in the same campaign
- Limit your target to one browser setting
- Limit your campaign to only grammatically correct keywords

TOP 5 PRACTICES

- 1 Thoughtful targeting is required to match the bilingual needs and behaviors of Hispanic users. Simply translating your general market campaign will not work.
- 2 Hispanics rely on short non-brand terms vs. brand terms. Include as many keywords as possible that consist of misspellings, nuances, phonetics, slang, and bilingual terms. The best way to check a campaign is through trial.
- 3 To drive more traffic and boost your click-through rate you need to create and test 3+ ad copies in dual languages. The more specific the better.
- 4 **MAKE HISPANIC STRUCTURAL ADJUSTMENTS:**
 - Triplicate campaign structure (essential-3-campaign approach)
 - Adjust your bids to capture Hispanic mobile preferences
 - Include google.com and consider search partners
- 5 For optimal reach, target the broadest area you can and adjust bids to reflect your most valuable markets.

OTHER CONSIDERATIONS

- Always create a separate account structure
- Drive to Spanish destination URLs
- Adjust ad copies to reflect cultural nuances
- Translate and include Spanish extensions (call extension, site links)
- Drive to a Spanish landing page (if available) but do not let it stall outreach

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