



Display Advertising



Phases



Phase I - About The Google Display Network

Phase II - Setting up a Display Network

Phase III - Showing your Ads on the Display Network

Phase IV - Reaching your Audience on the Display Network

Phase V - Measuring and Optimizing Performance on the Display Network



Phase I - About the Google Display Network

- ❖ About the Google Display Network
- ❖ Where Ads Might Appear in the Display Network
- ❖ About Contextual Targeting
- ❖ About the Display Network Ad Auction
- ❖ Create an Effective Mobile Site



Phase I - About the Google Display Network

About the Google Display Network

The **Display Network** is a collection of websites -- including specific Google websites like Google Finance, Gmail, Blogger, and YouTube -- that show AdWords ads.

Using Display Network you can:

- ❑ Reach new customers:
Capture someone's attention at different points in the buying cycle.
- ❑ Select where your ads appear:
Within the Display Network, you can choose more specifically where you want your ads to appear -- you can select types of pages or specific websites for your ads, as well as audiences to show your ads to.
- ❑ Engage users with appealing ad formats:
Text, image, video, or rich media formats can appear on the Display Network.



Phase I - About the Google Display Network

About the Google Display Network

Matching your Ad Sites in the Display Network

The Google Display Network lets you put your message in front of potential customers at the right place and at the right time in several ways.

- **Reach users by keywords and topics:** Using **contextual targeting**, AdWords finds the best places for your ad across the Google Display Network, based on your keywords.
- **Choose specific sites or pages:** using placement targeting, By adding **managed placements**, you can show your ad on specific webpages, online videos, games, RSS feeds, and mobile sites and apps that you select.
You can even block your ads from sites you don't think are relevant.
- **Find users who are already interested in what you have to offer:** You can reach people who visited your site before by creating a **remarketing**
 - affinity audiences
 - in-market audiences.



Phase I - About the Google Display Network

About the Google Display Network

Two Specific Types of sites on Display Network

- ❖ Parked Domains
- ❖ Error Page

Ad Types on the Display Network:

Here's a list of ad formats you can use to attract customers on the Display Network:

★ Text Ads



★ Rich Media ads:

ads with animation or other types of motion

★ Image Ads



★ Video Ads





Phase I - About the Google Display Network

About the Google Display Network

Here are some common goals that you can achieve by advertising on the Display Network:

- ❖ Sell more products or services
- ❖ Build customer loyalty
- ❖ Engage with customers
- ❖ Increase brand awareness

Measuring Effectiveness of Ads on Display Network

To make sure you're achieving your business goals with the Display Network, you can also review detailed reports.

- **Reports:-** See exactly on what webpages your ad ran,
 - which ads deliver the most clicks, and
 - which sites give you the most sales for the lowest cost
- **Value:** - If our data shows that a click from a Google Network page is less likely to turn into actionable business results.
 - we may automatically **reduce the bid** for that site, charging you less for the same click.



Phase I - About the Google Display Network

Where Ads Might Appear in the Display Network

When you advertise on the Google Display Network, your ads can appear across a large collection of websites, mobile apps, and video content. Here are some examples:

- Google AdSense publisher sites, including AdSense for Domains and AdSense for Errors
- DoubleClick Ad Exchange publisher sites
- Google sites such as Google Finance, Blogger, Google Maps, and YouTube (Google search not included)

Targeting Methods Available for your Ad Group

Three categories of targeting methods:

- ❖ **Contextual Targeting:** Match relevant site content
 - Keywords
 - Topics
- ❖ **Managed Placement Targeting:** Select specific websites and apps
- ❖ **Audiences:** Reach specific groups of people
 - Audiences
 - affinity audiences
 - in market audiences
 - Interest categories
 - Remarketing
 - Demographics



Phase I - About the Google Display Network

About Contextual Targeting

Contextual targeting is one of a few different methods that you can use to get your ads on sites and webpages that are part of Google's Display Network.

1. You choose keywords and topics

Contextual targeting only targets sites that are part of the Display Network. So, you'll only be able to use the following campaign types:

Display Network only" marketing objectives

- See your ad
- Visit your website
- Buy on your website
- Take an action on your website
- Call your business
- Visit your business

Campaign types

- "Search Network with Display Select – All features"
- "Search Network with Display Select – Standard"
- "Display Network only – All features"
- "Display Network only – Remarketing"



Phase I - About the Google Display Network

About Contextual Targeting

2. Our system analyzes webpages that make up the Display Network
 - ❖ Text
 - ❖ Language
 - ❖ Link structure
 - ❖ Page structure

3. Your ad gets placed
 - ❖ By Keyword - When your keyword matches a webpage's concepts or its central theme, your ad is eligible to show on that webpage (also known as an **automatic placement**)
 - ❖ Keyword matching



Phase I - About the Google Display Network

About Display Network Ad Auction

The Display Network ad auction shares many similarities with the AdWords auction. Your ads are ranked among other advertisers' ads based on **Ad Rank**,

Which is based on your:

- Max CPC
- Quality Score

This is how the Display Network ad auction differs from the AdWords auction:

- You'll pay what's required to rank higher than the next best ad position *only* for **incremental clicks** you get from being in the current position.
- You'll pay the price you would have for the next best ad position for the rest of the clicks.
- You may pay an additional service fee for interest category ads on the Display Network. In such cases, your maximum bid is reduced before the auction and the fee is added to the closing auction price.



Phase I - About the Google Display Network

About Incremental Clicks

Different ad positions have different visibility, and therefore get different number of clicks.

For example,

In an ad unit with two ad positions, your ad might get 10 clicks by being in the most visible top position, but only eight clicks if it shows in the less visible second position. Here, the two additional clicks are considered the incremental clicks for being in the top position, as opposed to the second position.



Phase I - About the Google Display Network

Create an Effective Mobile Site

People who use high-end mobile devices, like iPhones or Android phones, can see standard AdWords ads and standard websites.

Just because potential customers can see your desktop website on a mobile phone doesn't mean that it's mobile-friendly.

To reach the most mobile customers, it helps to create a mobile website that's tailored to the small screen and makes it easy for people to make a purchase or take other action on your site.



Phase I - About the Google Display Network

Best Practices for Designing A Mobile Site

When creating a mobile website, you'll want to keep in mind a few strategies that best take advantage of the small size of mobile screens and the behavior of mobile users.

- **Keep it quick**
 - Reduce large blocks of text and use bullet points.
 - Compress images to keep them small for faster site loading.
- **Make it easy to buy something or contact you**
 - Reduce the number of steps needed to complete a transaction.
 - Keep forms short, with the fewest number of fields possible.
 - Use check boxes, lists, and scroll menus to make data entry easier.
 - Use click-to-call functionality for all phone numbers.



Phase I - About the Google Display Network

Best Practices for Designing A Mobile Site

- **Simplify navigation**
 - Minimize scrolling and keep it vertical only.
 - Use a clear hierarchy in menus and avoid rollovers.
 - Help customers navigate between levels with clear back and home buttons.
 - Use seven links or fewer per page of navigation.

- **Help people find and get to your local sites**
 - Have your address or store locator on the landing page.
 - Include maps and directions. Use GPS to personalise when possible.
 - Allow customers to check stock at nearby stores.
 - Make sure your mobile website is being indexed for [web search](#).



Phase II - Setting up a Display Network Campaign

- ❖ Create an Adwords campaign to reach the right customers
- ❖ Structuring your Adwords Account
- ❖ Bidding features on the Display Network
- ❖ Choose a bid for your Display Network Campaign
- ❖ Bid on viewable impressions using viewable CPM
- ❖ About enhanced cost-per-click (ECPC)
- ❖ About bid adjustments
- ❖ About flexible bid strategies
- ❖ About Conversion Optimizer
- ❖ Enhance your ad with extensions
- ❖ About mobile app installs campaigns
- ❖ Create dynamic display ads
- ❖ Create a Lightbox ad
- ❖ Lightbox ad
- ❖ Editorial & professional requirements
- ❖ Fix a disapprove ad



Phase II - Setting up a Display Network Campaign

Create an Adwords Campaign to Reach the Right Customer

Understand how your Adwords account is Structured

AdWords is organized into three layers: account, campaigns, and ad groups.

- ★ our account is associated with a unique email address, password, and billing information.
- ★ Your ad campaign has its own budget and settings that determine where your ads appear.
- ★ Your ad group contains a set of similar ads and the words and phrases, known as **keywords**, that you want to trigger your ads to show.

Account			
Unique email and password Billing information			
Campaign		Campaign	
Budget Settings		Budget Settings	
Ad Group	Ad Group	Ad Group	Ad Group
Ads Keywords	Ads Keywords	Ads Keywords	Ads Keywords

Phase II - Setting up a Display Network Campaign

Help your Ads Reach the Right People by Understanding your Customers

Important areas to consider about your customers' preferences and behavior:

UNDERSTANDING YOUR CUSTOMERS

3 questions to ask before building your campaign

1

QUESTION
What words and phrases are customers using to search for your products and services?

ANSWER
Include these products and services as keywords and we'll match your ad to related searches.



buy sectional sofa



sectional couch



sectional sofa sale

KEYWORD
sectional sofa



2

QUESTION
Where are your customers located?



ANSWER
Target all locations where they may be.

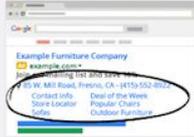


3

QUESTION
How can customers connect with your business?



ANSWER
Use ad extensions.





Phase II - Setting up a Display Network Campaign

Structuring your Adwords Account

Top three tips for structuring your account:

1. Organize your campaign to mirror your website

A good rule of thumb for creating an effective campaign structure is to mirror your website's structure.

- The account contains everything relating to the furniture store.
- The campaigns are organized around broad product areas (like bedroom furniture and dining room furniture).
- Each campaign contains several ad groups that focus on one specific product (like tables and beds).

Account			
Furniture store			
Campaign		Campaign	
Tables		Beds	
Ad group	Ad group	Ad group	Ad group
Coffee tables	Dining tables	Sofa beds	King size beds
Ads	Ads	Ads	Ads
Ad 1	Ad 1	Ad 1	Ad 1
Ad 2	Ad 2	Ad 2	Ad 2



Phase II - Setting up a Display Network Campaign

Structuring your Adwords Account

2. Create separate campaigns for multi-region advertising.

If your business serves several areas, you might create a separate campaign for each location.

3. Use AdWords Editor to manage your campaigns

AdWords Editor is a free Google application for managing your AdWords ad campaigns. You can use it to make changes to your account quickly and conveniently, whether you're editing one keyword or adding hundreds of text ads.

Among other benefits, you can:

- Add, edit, and remove campaigns, ad groups, ads, keywords, and placements.
- Make large-scale changes quickly.
- Perform advanced searches and edits.
- Sort and view performance statistics.
- Copy or move items between campaigns, ad groups, and accounts.
- Export a snapshot of your account for archiving or sharing.



Phase II - Setting up a Display Network Campaign

Using the AdWords Ad Gallery

The **Ad gallery**, formerly known as the display ad builder, is an ad-creation tool that offers various display ad formats in different categories, such as image ads, dynamic ads, Lightbox ads, and video ads, in any of your campaigns on the Google Display Network.

Here are some benefits of using the Ad gallery:

- Differentiated products and services
- More effective campaigns
- No-cost ad templates
- Customizable ad styles
- Industry-standard ad templates



Phase II - Setting up a Display Network Campaign

Using the AdWords Ad Gallery

Differentiated Products and Services

Using images of your products, colors that match your brand, and your logo can help people who see your display ads make a more qualified decision about whether to click them.

For example:

Potential customers can interact with your ads, such as scroll between images and tabs, and watch videos.

This is flexible functionality not available with text ads.



Phase II - Setting up a Display Network Campaign

Using the AdWords Ad Gallery

More Effective Campaigns

By using the Ad gallery to create Display Network ads, you can help drive higher click-through rates and overall conversion volume on the Google Display Network.

Your display ad will appear exclusively in an ad slot, with animations and visual effects that aren't possible with text.

Once your display ads are running, you can easily change their appearance and adjust aspects of your campaign to help improve performance.

No-Cost Ad Templates

In just a few minutes, you can have an ad created and running, allowing you to test various messages, color schemes, and images, at no cost.



Phase II - Setting up a Display Network Campaign

Using the AdWords Ad Gallery

Customizable ad Style

Traditional display ads require you to hire a design firm or divert your current design team resources from other sales and marketing projects for your business. You can create a custom ad in as many sizes and variations as you like, and you'll pay only for ad clicks or impressions on sites across Google's Display Network.

Industry-standard ad Templates

All ads have a clear call-to-action (CTA) button and 2 to 4 lines of prominently displayed text. Ads created with the Ad gallery are available in most of the standard IAB ad sizes. Your ads can appear as product showcases, galleries, and industry-specific ads.



Phase II - Setting up a Display Network Campaign

Bidding Feature on The Display Network

Bidding Features

- Default Bid

If you're using **manual bidding**, you have already set a bid at the ad group level. When you don't have custom bids enabled, AdWords uses your default bid. Your default bid can be inherited from your ad group bid.

- Custom Bids

- When your ad is eligible to show on the Display Network
- AdWords will first check for a custom bid
- If you have a relevant custom bid set for a targeting method, this will be used in the ad auction.
- If you don't have a relevant custom bid set, AdWords looks for the default bid.



Phase II - Setting up a Display Network Campaign

Bidding Feature on The Display Network

- **Bid Adjustments**

- Bid adjustments allow you to increase or decrease the bid amount we use to gain more control over when and where your ad appears.
- Bid adjustments represent a percentage change in your bids.
- Bid adjustments for any ad group-level targeting methods can be set from -90% to +900%.
- You can set bid adjustments:
 - ❖ at the **campaign level** (for times, days, and locations),
 - ❖ ad group level for individual targeting methods
 - ❖ Device bid adjustments

How Bidding Options Interact

- When your ad is eligible to show on the Display Network,
- AdWords will first check for a custom bid. If you have a relevant custom bid set for a targeting method, this will be used in the ad auction
- If you don't have a relevant custom bid set, AdWords looks for the default bid.

Here's the math:

Custom bid: \$1

Demographic bid adjustment: $\$1 \times (+20\%) = \1.20

Location bid adjustment: $\$1.20 \times (+10\%) = \1.32

Resulting bid for male soccer fan audience in
Argentina: \$1.32



Phase II - Setting up a Display Network Campaign

Choose a Bid for your Display Network Campaign

Here are the types of bids you can use:

- For "Display Network only" campaigns, you can set ad group:
 - default bids,
 - custom bids or
 - bid adjustments.
- For "Search Network with Display Select" campaigns,
 - we'll automatically adjust your bids on the Display Network to try to mirror your search performance

Bidding on Display Network Campaigns

Search ads and display ads reach people at different moments. When people are actively looking for something, your search ad may be the answer they need. However, people who see your ad on the Display Network may be browsing a favorite blog or watching videos -- not actively searching for what you offer. Bidding on the Display Network helps you show ads to potential customers in the right place and at the right time.

Clickthrough rates (CTRs) are often lower on the Display Network, because it can be harder to get a reader's attention. That's why Display Network bidding exists: to let you set a **Maximum CPC bid** for clicks that happen just on the Display Network.



Phase II - Setting up a Display Network Campaign

Choose a Bid for your Display Network Campaign

Choosing your First Bid

To find the right bid on the Display Network, you can make a starting bid, see how your ads perform, and then edit it. If you don't set specific bids for your targeting, AdWords will use your ad group's default bid.

We recommend you continue to monitor impressions and clicks, but it's most helpful wait a couple weeks before making too many changes. If you edit your bids too frequently, you might not be able to assess your performance accurately.

Keep in mind, your ad performance on the Display Network does *not* affect your rank for search ads. And lower CTR on the Display Network doesn't affect the [Quality Score](#) of your ads for search.



Phase II - Setting up a Display Network Campaign

Bid on Viewable Impressions using Viewable CPM

With viewable CPM (vCPM) bids, you only pay when your ad is able to be seen by potential customers. This means you're bidding on the actual value of your ad appearing in a viewable position on a given placement.

Not available for all ad types

The viewable CPM bid strategy is not available for "Search Network only" campaigns, or campaigns that include ads targeting mobile apps.

This can include:

- ❖ app install ads
- ❖ app engagement ads, or
- ❖ ads targeting mobile apps through the "Ads in mobile apps" campaign type.

Why Use it

- ❖ Pay only for impressions measured as viewable
- ❖ Your bids are optimized to favor ad slots that are more likely to become viewable

If you're interested in maximizing ad views, rather than clicks, this bidding strategy can help you achieve this goal better than other kinds of bid strategies.



Phase II - Setting up a Display Network Campaign

About Enhanced Cost-per-Click (ECPC)

Enhanced cost-per-click (ECPC) is a bidding feature that raises your bid for clicks that seem more likely to lead to a sale or conversion on your website. That helps you get more value from your ad budget.

ECPC does a similar job for your AdWords ads. It's a bidding feature that looks for ad auctions that are more likely to lead to sales for you, and then raises your **max CPC bid** up to 30% (after applying any bid adjustments you've set) to compete harder for those clicks.

ECPC double-checks itself by leaving part of your traffic alone to work with your regular max CPC bids. Then it compares the two sets of results and adjusts accordingly.

So when you choose ECPC, you should see conversion results that are better than, or at least the same as, the results you get without it.

ECPC for text ads

is available on the Search Network and the Display Network, except in campaigns that promote mobile app downloads.

ECPC for Product listing ads

ECPC works only on Google Search.



Phase II - Setting up a Display Network Campaign

About Enhanced Cost-per-Click (ECPC)

How Does ECPC know which Auction is promising?

The AdWords system looks for patterns of clicks and conversions and compares them to your past results. If certain search or keyword combinations lead to more sales, for instance, it will know.

That's why you need **conversion tracking** turned on to use ECPC -- it's where the data comes from.

Increase to 30% of your Max CPC:

when it sees a good opportunity

Decrease your Max CPC (even more than 30%)

if it determines a conversion isn't likely, so you'll pay less for clicks that convert less.

ECPC will focus on either:

- ❖ **conversions** : Review your conversion counting method for each conversion actions
- ❖ **converted clicks** :



Phase II - Setting up a Display Network Campaign

About Enhanced Cost-per-Click (ECPC)

How ECPC is different from Conversion Optimizer?

Both **ECPC** and **Conversion Optimizer** work to get you more conversions.

Both ECPC and Conversion Optimizer

- ★ Use conversion tracking or **Google Analytics** data from your account
- ★ Predict a conversion rate for each auction
- ★ Adjust your bids to help you win the most promising clicks

ECPC

- ❖ Works with all your campaign settings and max CPC bids
- ❖ Can raise bids by up to 30 percent
- ❖ Works with third-party bidding systems

Conversion Optimizer

- ❖ Is based on a target CPA you set
- ❖ Has full freedom to set your CPC bid for each auction
- ❖ May not work With some API-based bid management solutions

[Note that ECPC, like Conversion Optimizer, will continue to set different bids for desktop traffic vs. tablet traffic based on differences in conversion rates.](#)



Phase II - Setting up a Display Network Campaign

About Bid Adjustments

Bid adjustments allow you to show your ads more or less frequently based on where, when, and how people search.

For Example:

Sometimes a click is worth more to you if it comes from a mobile device, at a certain time of day, or from a specific location.

How bid Adjustment works

Bid adjustments are set by percentages.

For example:

Say you've got a campaign that performs well on mobile devices with a max CPC bid of US\$1. To show your ad to more customers on mobile devices, you set a bid adjustment of +20% for searches on mobile devices, resulting in a final bid amount of US\$1.20.



Phase II - Setting up a Display Network Campaign

Types of Bid Adjustment

➤ **Mobile:**

Use mobile bid adjustments to show your ad more or less frequently for searches that occur on mobile devices.

Where you can use them

- Campaigns
- Ad groups
- If you've set a mobile bid adjustment for a campaign and an ad group within that campaign, the ad group bid adjustment will be used to determine your bid.

Range

- 90% to +300%

- For call-only ads on mobile devices, the +300% cap does not apply.

➤ **Location:**

Use location bid adjustments to show your ad more or less frequently to customers in certain countries, cities, or other geographic areas.

Where you can use them

- Campaigns

Range

- 90% to +900%

➤ **Ad Scheduling:**

Use ad scheduling bid adjustments to increase or decrease your bids for campaigns that show only on certain days or during certain hours.

Where you can use them

- Campaigns

Range

- 90% to +900%



Phase II - Setting up a Display Network Campaign

Types of Bid Adjustment

➤ Targeting Method:

Set bid adjustments for topics, placements, and other targeting methods in campaign types that show ads on the Display Network

Where you can use them

- Ad groups

Range

- 90% to +300%
- For call-only ads on mobile devices, the +300% cap does not apply.

➤ Remarketing list for search ads

You can set bid adjustments for remarketing lists in your ad groups if you'd like to show ads to people on these lists.

Where you can use them

- Ad groups

Range

- 90% to +900%



Phase II - Setting up a Display Network Campaign

Types of Bid Adjustment

Automatic bidding

- If your campaign is using **automatic bidding**, it's not possible to set ad scheduling bid adjustments.
- For **Conversion Optimizer**, the only mobile bid adjustment that can be used is a 100% decrease.

Multiple bid adjustments

When you set more than one bid adjustment in your campaign, those adjustments are typically multiplied together to determine how much your bid will increase or decrease.

Multiple mobile bid adjustments

If you set a mobile bid adjustment at the campaign-level and also at the ad group-level, the ad group mobile bid adjustment will be used to determine the resulting bid adjustment.

Multiple location bid adjustments

Multiple adjustments that apply to the same location won't be combined. If you set an adjustment of +50% for France, and +100% for Paris, only the adjustment for Paris, the most specific location, will be used for traffic from users in Paris.



Phase II - Setting up a Display Network Campaign

About Flexible Bid Adjustment

Flexible bid strategies give you automated bidding exactly when, where, and how you want it—across multiple campaigns, or within a single part of a campaign.

Each type of flexible bid strategy is designed to help you achieve a specific goal for your business.

Types of Flexible Bid Adjustments

Goal	Flexible bid strategy	Where to apply it
Increase site visits. Increase clicks on low-traffic terms while keeping within a certain spend	Maximize clicks automatically sets bids to try to get you as many clicks as possible within a target spend amount that you choose. It's the flexible version of automatic bidding . Learn more about maximize clicks .	Campaigns, ad groups, keywords
Increase visibility on the first page of Google search results or in the top positions	Target search page location automatically adjusts bids to help increase the chances that your ads appear at the top of the page or on the first page of search results. Learn more about target search page location .	Campaigns, ad groups, keywords
Get more visibility than other domains in search results.	Target outranking share automatically sets bids to help you outrank another domain's ads in search results. Learn more about target outranking share .	Campaigns, ad groups, keywords



Phase II - Setting up a Display Network Campaign

About Flexible Bid Adjustment

Types of Flexible Bid Adjustments

Goal	Flexible bid strategy	Where to apply it
Get more conversions with your target CPA.	Target cost-per-acquisition (CPA) automatically sets bids to help you increase conversions while reaching your average cost-per-acquisition goal. It's the flexible version of Conversion Optimizer . Note: your actual CPA may be above or below the target you set. Learn more about target CPA .	Campaigns, ad groups
Increase conversions while staying in control of your keyword bids.	Enhanced cost-per-click (ECPC) automatically adjusts your manual bid up or down based on each click's likelihood to result in a conversion. Learn more about Enhanced CPC .	Campaigns, ad groups
Meet a target return on ad spend (ROAS) when you value each conversion differently.	Target return on ad spend (ROAS) automatically sets your bids to maximize your conversion value, while trying to reach an average return on ad spend. Note: your actual ROAS may be above or below the target you set. Learn more about target ROAS .	Campaigns, ad groups, keywords

You may see different flexible bidding options available in your campaigns' Settings tab. This is because different campaign types support different features.



Phase II - Setting up a Display Network Campaign

About Conversion Optimizer

- ★ The goal of Conversion Optimizer is to get you the most conversions given your cost-per-acquisition (CPA) goals. Rather than focusing on clicks (CPC) or impressions (CPM), Conversion Optimizer focuses on maximizing conversions.
- ★ With Conversion Optimizer, you set a target cost-per-acquisition (target CPA), which is the average amount you'd like to pay for a conversion.
- ★ Conversion Optimizer will focus either on conversions or converted clicks depending on the conversion bid metric that you choose on your conversion settings page.

How Conversion Optimizer works

Using historical information about your campaign, Conversion Optimizer automatically finds the optimal equivalent CPC bid for your ad each time it's eligible to appear. You still pay per click, but you no longer need to adjust your bids manually to reach your conversion goals.



Phase II - Setting up a Display Network Campaign

Create Dynamic Display Ads

Create dynamic display ads - text, image, HTML5 – to showcase products or services from your feed.

You'll have the opportunity to create these ads when you're setting up your dynamic remarketing campaign, in your account's Ad gallery.

Customize the Text in your Dynamic Ads

While there are numerous ad layouts available, you may want to customize your dynamic ads further. If you're using an education, flights, travel, or custom feed, you can customize how the attributes from your feed are arranged in your dynamic ads.

For example

A dynamic display ad for flights to SFO. It features a circular image of an airplane flying over a globe. The text includes the destination "SFO", a description "Cheap daily flights as low as \$900", and a "Book now!" button. Red lines with dots point to the "SFO" text (labeled "Headline") and the "Cheap daily flights as low as \$900" text (labeled "Description").

However, let's say that you want a more descriptive headline. You could instead use the destination name and the flight description for the ad headline: "Cheap daily flights to SFO."

A dynamic display ad for flights to SFO with a more descriptive headline. It features a circular image of an airplane flying over a globe. The text includes the headline "Cheap daily flights to SFO", the price "as low as \$900", and a "Book now!" button. A red line with a dot points to the "Cheap daily flights to SFO" text (labeled "Headline").



Phase II - Setting up a Display Network Campaign

Lightbox Ad

- Reach, captivate, and delight your potential customers with the Lightbox family of interactive ad formats.
- Lightbox ads are a suite of interactive rich media ad formats that help you connect customers with your brand message.
- Interactions in these ads can range anywhere from hovering the mouse pointer over an ad to expand the unit, to playing a video, and to tapping for content.
- The ad itself can be a large canvas that you use to promote your brand's message, whether the canvas is a video carousel, interactive game, or catalog.

Note: Lightbox ad formats must use the cost-per-engagement (CPE) bidding method, and are required to run in "Display Network only" campaigns with the marketing objective "Engage with your content" (or "Display Network - Engagement ads" campaigns).

Here are some of the benefits of using Lightbox ads:

- Connect with the right customers: You can target your ads using all the different Display Network targeting methods available
- Captivate your audiences: By using online resources you might already have like videos or catalogs, you can create compelling ads using one of our rich formats.



Phase II - Setting up a Display Network Campaign

Lightbox Ad

How Lightbox Ad Works

- Lightbox ads are available in standard Interactive Advertising Bureau (IAB) sizes.
- After customers interact with these ads, they load rich media either within the ad, or in an expanded canvas.
- This type of interaction reduces accidental engagements, providing a better experience for customers and better value for advertisers.
- For instance, on laptops and desktop computers, people hover their mouse over the ad for two seconds in order to engage; on mobile phones and tablets, consumers can tap on the ad to prompt the engaged state.

Lightbox Ad Formats

- Lightbox ad with multiple videos
- Lightbox ad with video and image gallery





Phase II - Setting up a Display Network Campaign

Lightbox Ad

Two types of lightbox ad:

★ Ready lightbox ads and studio layouts

- Ready Lightbox ads are a pre-designed set of templates available in AdWords. Use your existing brand assets, including videos, images, product feed and maps, to easily create rich brand experiences.

Use your existing brand assets, including videos, images, product feed and maps, to easily create rich brand experiences.

- Studio Layouts offer the same pre-designed set of templates only in DoubleClick Studio. Layouts may also be used to create Lightbox ads in minutes. The ads are then trafficked in Doubleclick Campaign Manager (DCM) and implemented in AdWords.

★ Custom Lightbox Ad

Studio Layouts offer the same pre-designed set of templates only in DoubleClick Studio. Layouts may also be used to create Lightbox ads in minutes. The ads are then trafficked in Doubleclick Campaign Manager (DCM) and implemented in AdWords.



Phase II - Setting up a Display Network Campaign

Lightbox Ad

Family Status

Google assigns a "family status" to all ads. Lightbox ads and the content they point to must be "family safe." Lightbox ads and their associated websites cannot contain "non-family" or "adult" content.

Submission and Turnaround Times

★ Custom lightbox ads

- ★ Creative assets for your Lightbox ads (or creatives published to DoubleClick QA) should be delivered to DoubleClick no later than 9-11 business days before your campaign's start date. Note that, depending on creative volume and complexity, production and QA might take longer.
- ★ Submission and turnaround times vary by region. Please contact your Google representative for region-specific rules.
- ★ A maximum of 2 creative revisions for site-served ads are allowed per 90-day period for active campaigns.
- ★ Turnaround times vary as follows:
 - Post-production and QA: 4 business days
 - Revisions and client approval: 2-3 business days
 - Trafficking in DCM: 1-2 business days
 - Google Display Network site testing and beta testing: 2 business days



Phase II - Setting up a Display Network Campaign

Lightbox Ad



Ready Lightbox ads & Studio Layouts

- Ready Ad gallery units can be built within minutes, and will be approved within 24 hours of ad creation.
- For Studio Layouts, it can take 3-4 business days to build and approve the ads.



Phase II - Setting up a Display Network Campaign

Editorial & Professional Requirements

In order to provide a quality user experience, Google requires that all promotions meet high professional and editorial standards. We only allow promotions that are clear, professional in appearance, and that lead users to content that is relevant, useful, and easy to interact with.

Examples of What's not Allowed

❖ **Unclear promotion**

- The promotion is incomprehensible or does not make sense
- The promotion doesn't accurately reflect where the user is being directed
- Promotions that do not name the product, service, or entity they are promoting, including animated ads that do not clearly display identifying information such as a product or company name, logo, or display URL on the final static frame

❖ **Unclear relevance**

- Promotions that are not relevant to the landing page

❖ **Unsupported superlative or competitive claims**

- Promotions that contain the superlatives and comparatives "best," "#1," "better than," "faster than," or any other equivalent claims where that claim is not supported by third-party verification on the landing page



Phase II - Setting up a Display Network Campaign

Editorial & Professional Requirements

Examples of What's not Allowed

❖ Usefulness

- Promotions or content that are unnecessarily difficult or frustrating to navigate

❖ Style requirements

- Promotions that do not use the features of the ad unit for their intended purpose
- Promotions that are inconsistent with the clear and informational presentation style of the Google Search results
 - Promotions that do not use commonly accepted spelling and grammar
 - Punctuation, symbols, capitalization, spacing, or repetition that are not used correctly or for their intended purpose



Phase II - Setting up a Display Network Campaign

Editorial & Professional Requirements

What happens if you violate our policies

- ❖ **Ad disapproval:** Ads that don't follow this policy may get disapproved. A disapproved ad won't be able to run until the policy violation is fixed and the ad is approved.
- ❖ **Domain disabling:** We may suspend websites that violate this policy, meaning that the website can no longer be advertised until the problem is fixed.
- ❖ **Account suspension:** An account may get suspended if you have several violations or a serious violation. If this happens, all ads in the suspended account will stop running, and we may no longer accept advertising from you. Any related accounts may also get permanently suspended and your new accounts may get automatically suspended at setup.



Phase III - Showing your ads on the Display Network

- ❖ Targeting Settings on the Display Network
- ❖ Managed Placement
- ❖ Target Websites About Specific Topics
- ❖ Add Negative Keywords to your Campaign
- ❖ How Language Targeting works
- ❖ Using Custom ad Scheduling
- ❖ Advance Mobile and Tablet Options in “Display Network Only” Campaigns
- ❖ Using Display Planner
- ❖ The Display Network Tab



Phase III - Showing your ads on the Display Network

Targeting the Display Network

The Basics, get your ads on to the Display Network

Targeting methods like keywords and affinity audiences get your ads on to the Display Network.

When you add targeting methods like keywords or affinity audiences, you're telling AdWords where your ads can show or who can see your ads as they browse the Display Network. You add targeting to the ad groups in your Display Network campaigns.

Have more control over where your ads show, choose targeting settings

Targeting settings like "Target and bid" and "Bid only" also determine the reach of your ads. Think of them as controls that do the following:

- Target and Bids
 - Restricts your ads to showing for the **targeting method** you've selected, like keywords
 - Allows you to set bids for individual targeting, like \$2.00 for *buy soccer balls*
- Bid only
 - Doesn't restrict your ads to showing for the targeting method you've selected
 - Allows you to set bids for individual targeting, like \$2.00 for *Soccer Fans*



Phase III - Showing your ads on the Display Network

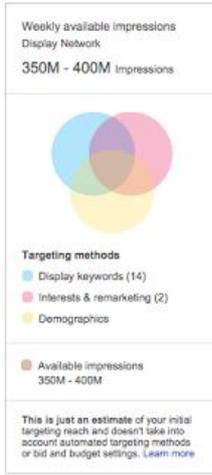
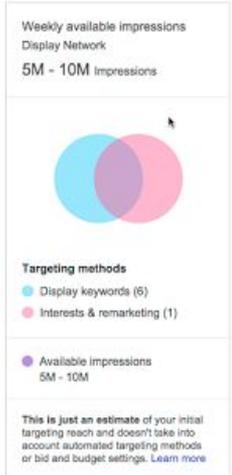
Targeting the Display Network

To the side you may notice that each time you add a targeting method to your ad group and set it to “Target and bid,” the number of available impressions shrinks. This is typical when you add multiple targeting methods set to “Target and bid” in a single ad group.

Keywords

Keywords + affinity audience

Keywords + affinity audience + gender



Important note: For small and medium businesses, it's better to set fewer targeting methods to “Target and bid” in an ad group. Otherwise you may be narrowing the reach of your ads so they rarely show.



Phase III - Showing your ads on the Display Network

Targeting the Display Network

Try advanced targeting combinations based on your goals

❖ Direct Sales

- If your goal is to sell products and reach a specific type of audience, you might want to add a few targeting methods to your ad group that are set to “Target and bid.”
- Then your ads can show only when the specific targeting methods you've selected match. Here are some sample combinations:

Targeting methods	“Target and bid” (default setting)	“Bid only”	When ads can show
Keywords + placements	Keywords + placements	Not selected	Keywords AND placements both required for ads to show.
Audiences + age	Audiences + age	Not selected	Audiences AND age both required for ads to show.
Keywords + topics	Keywords + topics	Not selected	Keywords AND topics both required for ads to show.
Remarketing + gender	Remarketing + gender	Not selected	Remarketing AND gender both required for ads to show.
Topics + audiences	Topics + audiences	Not selected	Topics AND in-market audiences both required for ads to show.



Phase III - Showing your ads on the Display Network

Targeting the Display Network

Try advanced targeting combinations based on your goals

- ❖ **Brand Campaign**
 - If your goal is to reach as many people as possible, you might not want to add too many targeting methods to your ad group.
 - You may still choose, however, to add multiple targeting methods so you can set bids on a particular one without significantly limiting your reach. Here are some sample combinations:

Targeting methods	"Target and bid" (default setting)	"Bid only"	What it means
Age + gender + affinity audiences	Age + gender + affinity audiences	Not selected	Age AND gender AND affinity audiences all required for ads to show.
Affinity audiences and age*	Affinity audiences	Age	Affinity audiences required for ads to show. If affinity audiences and age overlap, you'll see reporting for both. The bid used will depend on your bidding selection.
Keywords + placements	Keywords	Placements	Keywords required for ads to show. If keywords and placements overlap, you'll see reporting for both. The bid used will depend on your bidding selection.
Keywords + gender *	Keywords	Gender	Keywords required for ads to show. If keywords and gender overlap, you'll see reporting for both. The bid used will depend on your bidding selection.
Topics + affinity audiences + placements	Topics + affinity audiences	Placements	Topics AND affinity audiences both required for ads to show. If topics, affinity audiences, and placements overlap, you'll see reporting for all. The bid used will depend on your bidding selection.

These combinations can be useful for people who would like to increase their chances of reaching certain demographic groups, but don't want to restrict their traffic to those groups only.



Phase III - Showing your ads on the Display Network

Managed Placements

Placements are locations on the Google Display Network where your ads can appear. A placement can be a website or a specific page on a site, a mobile app, video content, or even an individual ad unit.

The Basics

- A placement has to be part of the **Display Network** for your AdWords ads to show there.
- You can only add managed placements to certain campaign types: "**Display Network only**" and "**Search Network with Display Select**".
- As with all AdWords advertising, you'll compete with other advertisers to show your ads on placements you select.
- If you choose popular sites or are just getting started with advertising on the Display Network, you may need higher bids to get impressions. You can always adjust your bids later.

Why add managed placements

- Show your ads only on specific placements you choose
- Show your ads on placements where your customers spend time
- Get more (or less) traffic from placements by setting individual placement bids



Phase III - Showing your ads on the Display Network

Target Websites About Specific Topics

Topic targeting lets you place your AdWords ads on website pages about those topics, whether it's agriculture, music, or something else entirely.

Why target topics

- ❖ You'd like to generate additional traffic or want to reach a broad audience quickly.
- ❖ You have a flexible or unrestricted campaign budget.
- ❖ You'd like to quickly ramp up your ad delivery, or your CPA goal is moderately flexible.
- ❖ You'd like to prevent your ads from appearing on pages about specific topics that aren't performing well or are unrelated to your business.

How much topic targeting cost

- ❖ Pricing for targeting by topics works the same way as pricing for other placement-targeted ads.
- ❖ You select the maximum price you're willing to pay each time your ad appears, and the AdWords system will show your ad on pages on the Google Network with content about that topic where your bid can win a position
- ❖ A popular topic may have thousands or even tens of thousands of pages where your ad could appear.



Phase III - Showing your ads on the Display Network

Add Negative Keywords to your Campaign

Negative Keywords can help you reach:

- ★ the most interested customers,
- ★ reduce your costs, and
- ★ increase your return on investment (ROI)

When you add terms as negative keywords, your ad won't show to people searching for those terms or visiting sites that contain those terms.

With Negative keywords you can:

- ★ Prevent your ad from showing to people searching for or visiting websites about things you don't offer.
- ★ Show your ads to people who are more likely to click them.
- ★ Reduce costs by excluding keywords where you might be spending money but not getting a return.



Phase III - Showing your ads on the Display Network

Add Negative Keywords to your Campaign

Keep in Mind:

- ❖ Choose your negative keywords carefully. If you use too many negative keywords, then your ads might reach fewer customers.
- ❖ Your ads still might show on searches and pages that contain variations of the terms that you select as negative keywords. Your ads might still show on searches that contain only one of your negative keyword terms if your keyword terms are more than one word.
 - for example: Your Negative keyword is **wine bottle**.
 - your ad might show to the following searches: **wine glasses**, **red wine**, **glass bottle**
 - your ad wouldn't show for searches on **red wine** bottle and **wine bottle opener**
- ❖ We still might show your ad when someone searches for a phrase that's longer than 10 words and your negative keyword follows that 10th word.
 - for example: Lets say that your negative keyword is **discount**.
 - your ad might show when someone searches for **nice clean hotel rooms in Los Angeles close to beach discount** because your negative keyword is 11th word



Phase III - Showing your ads on the Display Network

How Language Targeting Works

Choosing your target language

Language targeting allows you to choose the language of the sites that you'd like your ads to appear on. We'll show your ads to customers who use Google products (such as Search or Gmail) or visit sites on the **Google Display Network** (GDN) in that same language. Keep in mind that AdWords doesn't translate ads or keywords.

How we detect language

Each Google domain has a default language. For example, Google.com defaults to English, Google.fr defaults to French, Google.cn defaults to Chinese, and so on.

The default language can be changed via the **Preferences** link on the Google homepage.

For example:

A Spanish-speaker living in the United States, for instance, may want to perform searches on the U.S. domain, Google.com, but could change the interface language setting to Spanish. In that case, he would see ads targeting Spanish instead of English.



Phase III - Showing your ads on the Display Network

How Language Targeting Works

There are five languages that you can language target within AdWords where the alphabet of the search uniquely identifies the language of the search: Greek, Hebrew, portions of Japanese, Korean, and Thai.

For example:

So if you have the keyword *λουλούδια* (Greek for flowers) in a campaign that targets the Greek language, your ad will be eligible to appear whenever a customer searches for *λουλούδια*, even if the customer's interface language is set to English.

On the Google Display Network, AdWords may look at the language of the pages that someone is viewing or has recently viewed to determine which ads to show.

Targeting ads to Persian

If you target your ads to Persian only, we'll show your ads to people that are located outside of Iran (based on the location we've detected from their IP address).

If you target your ads to Persian and other languages, and you've included Iran in your location targets, we may show your ads to people located in Iran.



Phase III - Showing your ads on the Display Network

How Language Targeting Works

Organize campaigns by Language

Language targeting settings are set at the campaign level, so if you're targeting more than one language, we recommend that you create separate campaigns for each one.

This can be helpful if you're targeting your ads to multilingual countries, such as Canada or the U.S, and you have ads in multiple languages.



Phase III - Showing your ads on the Display Network

Using Custom ad Scheduling

You may want your ad to show whenever a customer searches online. Or perhaps you only want to show your ad on certain days, or during business hours when you're there to handle customer inquiries.

For campaigns with "All features" enabled, you can use custom ad scheduling to:

- ★ Specify certain hours and/or days of the week when you want your ads to show
- ★ Set bid adjustments to increase or decrease your bids for specific days and times

Adjusting for time zone differences

The ad schedules you set are based on the time zone you selected when you initially created your AdWords account. Therefore, it's important that you adjust your ad schedule to account for any difference in your target customer's time zone.



Phase III - Showing your ads on the Display Network

Using Custom ad Scheduling

Set an ad schedule bid adjustment

You can set bid adjustments for specific days and times in the **Ad schedule** subtab in your campaign settings. If you also opt to set bid adjustments for mobile devices and locations, all of your adjustments will be multiplied together to determine the resulting bid adjustment.

For Example:

Let's continue our earlier example. You run a dog-sled touring business in Alaska, and you have an existing ad group max CPC bid of \$1.00. You've scheduled your ad to show on Tuesdays between 8 and 11 a.m. You decide to set a bid adjustment of +10% on Tuesdays between 8 and 10 a.m. So, your maximum bid for that time period would be $\$1.00 \times (+10\%) = \1.10 .

Because many of the customers that love your dog-sled tours live in Anchorage, you decide to set an additional +20% adjustment for Anchorage. Your maximum resulting bid for a search that occurs on Tuesdays at 9:30 a.m. for a customer in Anchorage will be \$1.32. **Here's how it works:**

Starting bid: \$1.00

Tuesdays, 8 to 10 a.m. adjustment: $\$1.00 \times (+10\%) = \1.10

Anchorage adjustment: $\$1.10 \times (+20\%) = \1.32

Maximum bid for Tuesdays, 8 to 10 a.m., in Anchorage: \$1.32



Phase III - Showing your ads on the Display Network

Advanced Mobile and Tablet Options in “Display Network only” campaigns

You can target specific operating systems, device models, as well as carriers and wireless networks with your “Display Network only” campaigns.

For example:

Say you're trying to reach users who are on Mobile Carrier X who might want jazz music for their ringtones. With carrier targeting, you can create a message in your ad that's a lot more focused: "Jazz Ringtones for Mobile Carrier X."

Tip:

Keep in mind, some "Display Network only" campaigns are already optimized for mobile: mobile app promotion ads will only show on mobile devices. However, you can still set bid adjustments for tablet, mobile phones, and desktop computers under "Settings" in the "Devices" section.



Phase III - Showing your ads on the Display Network

Using Display Planner

What is Display Planner?

Display Planner is a free AdWords tool that you can use to plan your Display Network ad campaigns.

You'll just need a few basic details to get started, like your customers' interests or your landing page.

Display Planner then generates targeting ideas along with impression estimates and historical costs to guide your plan.

Why use Display Planner?

- **Ideas to help you get started.** Ideas for keywords, placements, and all other Display Network targeting methods help you plan your campaign.
- **Impression estimates and historical costs to guide your decisions.** Estimates show how ideas may perform based on past results. Historical costs point you to ideas within your budget and help you set bids for ideas you adopt.
- **A plan you can share.** One-click download makes it easy to export your plan and share it with clients and colleagues.



Phase III - Showing your ads on the Display Network

Using Display Planner

Advanced Options

- If you have a very specific goal and want to narrow your ideas, enter more details into your plan. To explore available network inventory and get a diverse set of ideas, enter fewer details.
- When adding ideas, organize your plan just as you would organize a campaign in AdWords by creating ad groups based on tight themes.
- Filter the ideas you see by changing details at the top of Display Planner or adding additional targeting and filters in the left panel. Note that doing so will update the ideas and estimates you see. Optional targeting and filters include:
 - Ad scheduling: Filter ideas by dates and times when you'll be scheduling your ads to run.
 - Campaign exclusions: Filter ideas to remove unwanted or irrelevant targeting like certain keywords or placements.
 - Ad sizes and formats: Filter ideas by the types of ad creatives you want to use with this campaign.

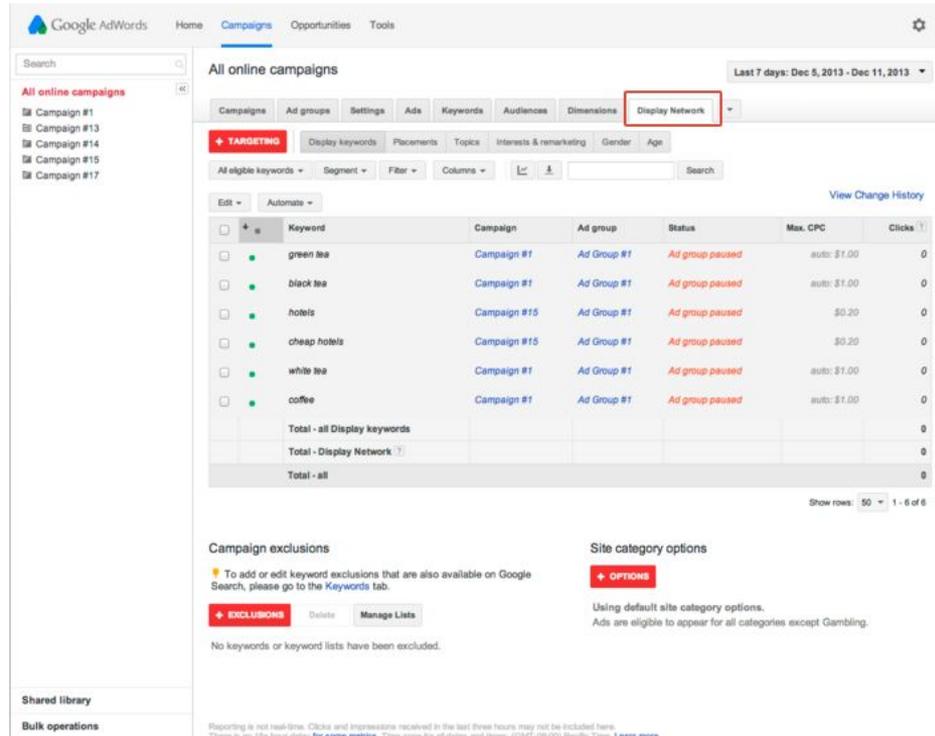
Phase III - Showing your ads on the Display Network

The Display Network Tab

The Display Network tab is only available for campaigns that run ads on the Google Display Network. You can use the Display Network tab to determine where your ads show on the Google Display Network.

Here you'll set:

- ★ Targeting methods and exclusions
- ★ which are the criteria for where your ads should and shouldn't show on the Display Network.
- ★ You can also view reports on the performance of your targeting methods.



The screenshot shows the Google AdWords interface for 'All online campaigns'. The 'Display Network' tab is selected and highlighted with a red box. Below the navigation tabs, there are filters for 'All eligible keywords', 'Segment', and 'Filter'. A table lists keywords and their performance metrics. Below the table, there are sections for 'Campaign exclusions' and 'Site category options'.

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks
green tea	Campaign #1	Ad Group #1	Ad group paused	auto: \$1.00	0
black tea	Campaign #1	Ad Group #1	Ad group paused	auto: \$1.00	0
hotels	Campaign #15	Ad Group #1	Ad group paused	\$0.20	0
cheap hotels	Campaign #15	Ad Group #1	Ad group paused	\$0.20	0
white tea	Campaign #1	Ad Group #1	Ad group paused	auto: \$1.00	0
coffee	Campaign #1	Ad Group #1	Ad group paused	auto: \$1.00	0
Total - all Display keywords					0
Total - Display Network					0
Total - all					0

Campaign exclusions
To add or edit keyword exclusions that are also available on Google Search, please go to the Keywords tab.
+ EXCLUSIONS Delete Manage Lists
No keywords or keyword lists have been excluded.

Site category options
+ OPTIONS
Using default site category options.
Ads are eligible to appear for all categories except Gambling.



Phase III - Showing your ads on the Display Network

The Display Network Tab

Types of Targeting Methods and Exclusions

- ❖ **Contextual targeting: Match relevant site content**
 - Keywords: Target or exclude by a page's key phrases, like *Rafting travel packages*.
 - Topics: Target or exclude by a page or site's central theme, like *Hiking & Camping*.
- ❖ **Audiences: Reach specific groups of people**
 - Interest categories: Target or exclude by interests or affinities, like *Outdoor enthusiasts*.
 - Remarketing: Target or exclude by people who have visited your site before.
 - Demographics: Target or exclude by age group or gender, like *Males, 18-24*.
- ❖ **Placement targeting: Select or exclude specific websites and apps**
 - Placements: Target sites, mobile apps, or video, like *example.com* with **managed placements**, or exclude any **automatic placements** using exclusions.
 - Site category options: Allow or exclude by Display Network categories, like *live streaming video* or sites about *crime, police, and emergency*.



Phase IV - Reaching your Audience on the Display Network

- ❖ Reach People Interested in your Products or Services
- ❖ Reach People Similar to your Existing Audiences
- ❖ Reach People of Specific Demographic
- ❖ Use Remarketing to Reach Past Website Visitors and App Users
- ❖ Use Dynamic Remarketing to Show Ads Tailored to your Site Visitors
- ❖ Create a Feed for your Dynamic Display Ads



Phase IV - Reaching your Audience on the Display Network

Reach People Interested in your Products Or Services

Adding audiences allows you to reach people based on their specific interests as they browse pages, videos, and content across YouTube and the Google Display Network as well as channels and videos on the YouTube Search Network.

Different Types Audiences

- **Affinity Audiences:** Select from these audiences to reach potential customers at scale and make them aware of your business.
- **Custom affinity audiences:** With custom affinity audiences, advertisers can create audiences that are more tailored to their brands, compared to our broad, TV-like affinity audiences.

- For Example:

Rather than reaching Sports Fans, a running shoe company may want to reach Avid Marathon Runners instead. With custom affinity audiences, the shoe company can define this audience by:

- using free form interests entered as keywords
- and/or using URLs as a proxy for interest bundles.



Phase IV - Reaching your Audience on the Display Network

Reach People Interested in your Products Or Services

Different Types Audiences

- **In-market audiences:** Select from these audiences to find customers who are researching products and actively considering buying a service or product like those you offer. In-market audiences are available to advertisers in all AdWords languages.

These audiences are designed for advertisers focused on getting conversions from customers most likely to make a purchase. In-market audiences can help drive remarketing performance and reach consumers close to completing a purchase.



Phase IV - Reaching your Audience on the Display Network

Reach People Similar to your Existing Audiences

The "similar audiences" feature enables you to find people who share characteristics with your site visitors. By adding "similar audiences" to your ad group, you can show your ads to people whose interests are similar to those of your site visitors, which allows you to reach new and qualified potential customers.

How “similar audiences” are formed:

AdWords looks at browsing activity on Display Network sites over the last 30 days, and uses this, along with our contextual engine, to understand the shared interests and characteristics of the people in your remarketing list. Based on this information,

The more characteristics and interests people in your remarketing lists share, the better similar audiences works.

To find similar audiences, we look at the millions of users on the entire Display Network. As your audience changes, your similar audience will change as well.

A similar audiences list is created from a remarketing list with at least 500 cookies with enough similarity in characteristics and interests to create a corresponding similar audience.



Phase IV - Reaching your Audience on the Display Network

Reach People Similar to your Existing Audiences

Qualifying for Similar Audiences

Google will automatically identify which of your remarketing lists qualify for similar audiences based on a variety of factors, including but not limited to the number of visitors on the original list, how recently these people joined the original list, and the types of sites that these visitors browsed.

Benefits of Using Similar Audiences

- ❖ **Simplified audience targeting**
 - Similar audiences takes the guesswork out of your search for new audiences by automatically finding new customers similar to your site visitors.
 - Using this feature, you can find new potential customers based on the specific topics or concepts that people --in aggregate-- on one of your remarketing lists were browsing before being added to that list.
- ❖ **Getting new potential customers**
 - With similar audiences, you can boost the reach of existing remarketing campaigns, and drive to your site new users who have an increased likelihood of being interested in your product or service.



Phase IV - Reaching your Audience on the Display Network

Reach People of Specific Demographics

Demographic groups that you can choose from include:

- age ("18-24," "25-34," "35-44," "45-54," "55-64," "65 or more," and "Unknown")
- gender ("Female," "Male," and "Unknown")
- parental status ("Parent," "Not a parent," and "Unknown")

Demographic targeting on the **Display Network** can help you achieve the following goals:

- Reach the right audience
- Customize your ads and bids
- Refine your Targeting



Phase IV - Reaching your Audience on the Display Network

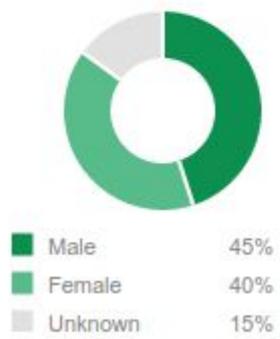
Reach People of Specific Demographics

Demographic Reporting on the Google Display Network

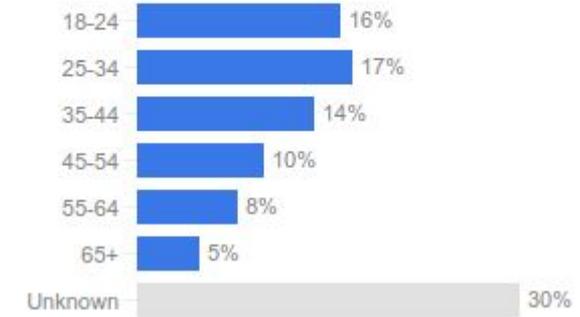
With Display Network demographic reporting, you can gain insights into your audience that can help you manage and analyze multiple demographic targeting methods. The demographic charts show you which demographic groups your ads are reaching, across all of your ad groups and across your account.

▼ Demographics Impressions ▼

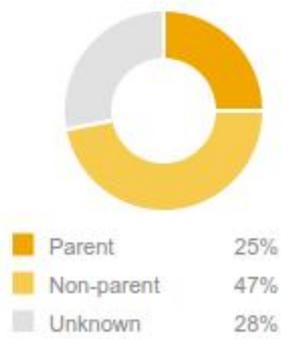
Gender



Age



Parental status





Phase IV - Reaching your Audience on the Display Network

Reach People of Specific Demographics

How google determines Demographic information

When someone visits a website that has partnered with the **Google Display Network** , Google stores a number in their browsers (using a "**cookie**") to remember their visits. This number uniquely identifies a web browser on a specific computer, not a specific person. Browsers may be associated with a demographic category, such as gender, age range, or parental status, based on the sites that were visited.

Mobile app demographics:

You can now also try reaching mobile app users. This targeting feature uses an **anonymous identifier** linked to a customer's phone to remember which apps the person has used. We might associate the anonymous identifier with a demographic category based on web browsing and app activities on a mobile device.



Phase IV - Reaching your Audience on the Display Network

Reach People of Specific Demographics

Availability of Demographic Targeting

Demographic targeting might not be available for certain countries. If you add demographic categories to a campaign that targets a specific country we don't support, you'll see a message that demographic targeting isn't available for that country.

“Unknown” category

You can choose to target or exclude people whose age, gender, or parental status we haven't identified by selecting the "Unknown" category.

By default, when you target by a type of demographic, the "Unknown" demographic category is selected because you can reach a significantly wider audience by showing ads to people whose age or gender we don't know.



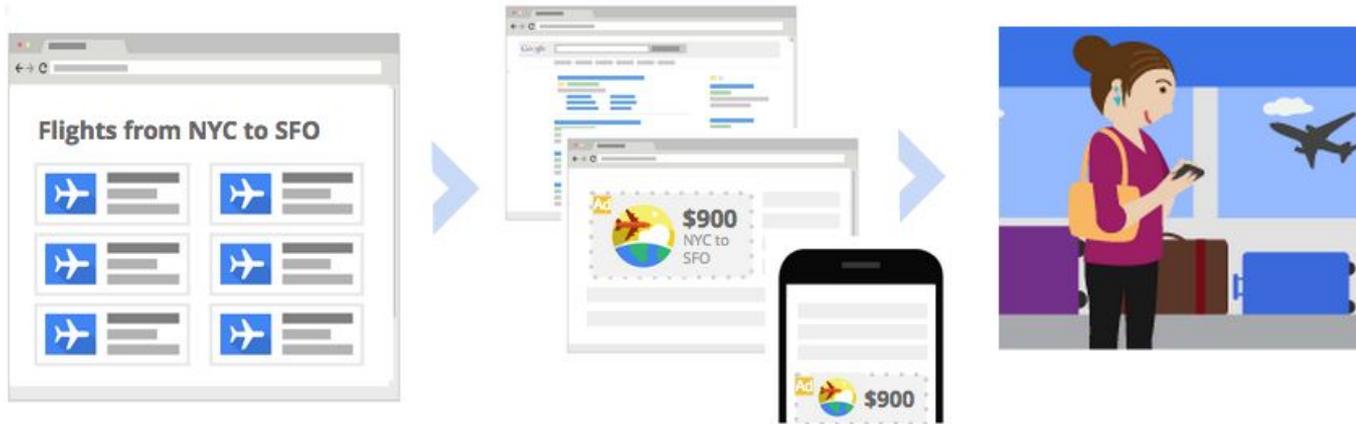
Phase IV - Reaching your Audience on the Display Network

Use Remarketing to Reach Past Website Visitors and App Users

Remarketing lets you show ads to people who have visited your website or used your mobile app before.

When people leave your website without buying anything, for example, remarketing helps you reconnect with them by showing relevant ads as they browse the web, as they use mobile apps, or as they search on Google.

Dynamic remarketing takes this to the next level by including the products or services that people viewed on your website within the ads.





Phase IV - Reaching your Audience on the Display Network

Use Remarketing to Reach Past Website Visitors and App Users

Ways to Remarket with Google

- **Standard remarketing:** Show ads to your past visitors as they browse Display Network websites and use Display Network apps.
- **Dynamic remarketing:** Show dynamic ads to past visitors with products and services they viewed on your website as they browse Display Network websites and use Display Network apps.
- **Remarketing for mobile apps:** Show ads to people who have used your mobile app or mobile website as they use other mobile apps or browse other mobile websites.
- **Remarketing lists for search ads:** Show ads to your past visitors as they do follow-up searches for what they need on Google, after leaving your website.
- **Video remarketing:** Show ads to people who have interacted with your videos or YouTube channel as they use YouTube and browse Display Network videos, websites, and apps.



Phase IV - Reaching your Audience on the Display Network

Use Remarketing to Reach Past Website Visitors and App Users

More reasons to use Remarketing

Whether you're looking to drive sales activity, increase registrations, or promote awareness of your brand, remarketing can be a strategic component of your advertising. It can drive return on investment (ROI) for all types of advertisers.

- ❑ **Reach people when they're most likely to buy:**
- ❑ **Lists tailored to your advertising goals:**
- ❑ **Large-scale reach:**
- ❑ **Efficient pricing:**
- ❑ **Easy ad creation:**
- ❑ **Visibility over where your ads appear:**



Phase IV - Reaching your Audience on the Display Network

Use Dynamic Remarketing to Show Ads Tailored to your Site Visitors

Remarketing allows you to show ads to people who have previously visited your website or used your mobile app.

Dynamic remarketing takes this a step further, letting you show previous visitors ads that contain products and services they viewed on your site. With messages tailored to your audience, dynamic remarketing helps you build leads and sales by bringing previous visitors back to your site to complete what they started.

More Reasons to use Dynamic Remarketing

- **Ads that scale with your products or services:** Pair your feed of products or services with dynamic ads, scaling your ads to cover your entire inventory.
- **Simple, yet powerful feeds:** Create a basic .csv, .tsv, .xls, or .xlsx feed. The AdWords product recommendation engine will pull products and services from your feed, determining the best mix of products for each ad based on popularity and what the visitor viewed on your site.
- **High-performance layouts:** AdWords predicts which dynamic ad layout is likely to perform best for the person, placement, and platform where the ad will show.
- **Real-time bid optimization:** With enhanced CPC and conversion optimizer, AdWords calculates the optimal bid for each impression.



Phase IV - Reaching your Audience on the Display Network

Use Dynamic Remarketing to Show Ads Tailored to your Site Visitors

What you'll need to get started

Product or service feed

Create a feed that includes all of your products or services, along with details about each item (unique ID, price, image, and more). These details are then pulled from your feed into your dynamic ads. You'll upload your feed to the Business data section of your Shared library, unless you're a retailer. If you're a retailer, you'll upload your product feed to the Google Merchant Center.



Tag with custom Parameters

Add the dynamic remarketing tag with custom parameters to all pages of your website. The tag adds your website visitors to remarketing lists and associates them with the unique IDs of the feed items they viewed. You'll find your tag in the Audiences section of your Shared library.





Phase IV - Reaching your Audience on the Display Network

Use Dynamic Remarketing to Show Ads Tailored to your Site Visitors

Dynamic Ads

Dynamic ads use layouts in numerous sizes and formats for modern platforms, including HTML5 for mobile devices. You'll create dynamic ads in the Ad gallery.



Stories from Business who are Dynamic Remarketing

- ❖ Netshoes, the world's largest web-only retailer of sporting equipment and athletic apparel, saw 30-40% growth in overall revenue with dynamic remarketing during the Christmas season.
- ❖ Sierra Trading Post, an outdoor gear and outerwear retail store, saw their conversions increase 5X with dynamic remarketing compared to regular remarketing campaigns.



Phase IV - Reaching your Audience on the Display Network

Create a Feed for your Dynamic Display Ads

With dynamic remarketing, you'll create a feed of all your products or services along with attributes like unique IDs, images, and prices. When ads are shown to people who visited your website, details about the items they viewed are pulled from your feed into these ads.

There are different types of feeds for different business types.

For example, an airline might create a flights feed. People who visited the airline's website might then see ads tailored with information about the flights they searched for, viewed, or started to book.





Phase IV - Reaching your Audience on the Display Network

Create a Feed for your Dynamic Display Ads

About Feeds

- ❖ Feeds can be created as a .csv, .tsv, .xls, or xlsx file and then uploaded to AdWords.
- ❖ Rows are products or services.
- ❖ Columns are attributes of each item you've listed (such as unique IDs, prices, and descriptions) and should match the letters and spaces of their spec.
- ❖ If you want to add a new column after you've uploaded your feed to AdWords, you'll need to create a new feed.
- ❖ For products or services that are available in different markets, create a feed for each language and currency.
- ❖ "Business data" supports UTF-8, UTF-16 and UTF-32 (it's best to use UTF-8). The data transformation between these formats is lossless. "Business data" doesn't support UTF7, UTF1, UTF-EBCDIC, SCSU, BOCU, GB-18030, Latin 1, or ISO-8859-1.
- ❖ There are limits to the number of feeds and feed items per account.



Phase IV - Reaching your Audience on the Display Network

Create a Feed for your Dynamic Display Ads

Get Feed templates and specs for your business type

There are different types of feeds for different types of businesses and you'll want to choose the type that represents your products or services.

The type of feed you create should match the business type you selected when creating your dynamic remarketing campaign.

Use the "Custom" feed only if the other business types don't apply to your products or services.

Feeds templates available are

- ❖ Education
- ❖ Flights
- ❖ Hotels and rentals
- ❖ Jobs
- ❖ Local deals
- ❖ Real estate
- ❖ Retail
- ❖ Travel
- ❖ Custom



Phase IV - Reaching your Audience on the Display Network

Create a Feed for your Dynamic Display Ads

Custom Feed:

Attribute	Specification	Sample values	Can be Displayed in ad
ID* <i>"matches the tag custom parameter dynx_itemid"</i>	Any sequence of letters and digits. IDs must be unique and match the values from your remarketing tag.	Sedan	
ID2	Any sequence of letters and digits. IDs must be unique.	Red	
Item title*	25 characters maximum (12 for double-width languages).	Mid-size sedan	
Final URL** <i>Upgraded URLs</i>	Same domain as your website. Begins with "http://" or "https://"	http://www.example.com/cars	



Phase IV - Reaching your Audience on the Display Network

Create a Feed for your Dynamic Display Ads

Custom Feed:

Attribute	Specification	Sample values	Can be Displayed in ad
Image URL	PNG (recommended), JPG, or GIF. JPG or GIF must be saved in RGB color code with an ICC profile. 300px x 300px and 72 dpi recommended. 6MB maximum.	http://www.example.com/image.png	
Item subtitle	25 characters maximum (12 for double-width languages).	At your Mountain View dealership	
Item description	25 characters maximum (12 for double-width languages).	Best selling mid-size car	
Item Category	Text	Sedans	



Phase IV - Reaching your Audience on the Display Network

Create a Feed for your Dynamic Display Ads

Custom Feed:

Attribute	Specification	Sample values	Can be Displayed in ad
Price	Number followed by the alphabetic currency code, ISO 4217 standard. Use '.' as the decimal mark.	20,000.00 USD	
Sale Price	Number followed by the alphabetic currency code, ISO 4217 standard. Use '.' as the decimal mark. Make values for "Sale price" less than values for "Price."	15,000.00 USD	
Contextual keywords	Text. Use semicolons to separate multiple keywords.	Sedans; 4 door sedans	
Item address	Use one of these formatting methods: <ul style="list-style-type: none">- City, state code, country- Full address with zip code- Latitude-longitude in the DDD format	<ul style="list-style-type: none">- Mountain View, CA, USA- 123 Boulevard St, Mountain View, CA 94043- 41.40338, 2.17403	



Phase IV - Reaching your Audience on the Display Network

Create a Feed for your Dynamic Display Ads

Custom Feed:

Attribute	Specification	Sample values	Can be Displayed in ad
Tracking template <i>Upgraded URLs</i>	Include any ValueTrack parameters, custom parameters, or tracking redirects for your item URL.	{lpurl}?usertype={_user}&ad={_adformatid}&src=google or http://redirect.com?url={lpurl}	
Custom parameter <i>Upgraded URLs</i>	Include up to 3 key:value pairs, which are automatically filled up in the click URL. Neither one can exceed 16 characters or 200 bytes. Use semicolons to separate key:value pairs.	{_model}=CarModel;{_type}=sedan	
Destination URL***	Same domain as your website. Begins with "http://" or "https://"	http://example.com/cars	



Phase V - Measuring and Optimizing Performance on the Display Network

- ❖ Drive sales and generate leads
- ❖ Increase brand awareness
- ❖ Measuring sales and conversions
- ❖ Evaluate ad performance on the Display Network
- ❖ Account, campaign, and ad group performance
- ❖ Explore your data on the Campaigns tab
- ❖ Optimize Display Network ads and campaign
- ❖ Tips for creating effective display ads
- ❖ About display targeting optimization
- ❖ About conversion tracking
- ❖ Take the Display Advertising Exam



Phase V - Measuring and Optimizing Performance on the Display Network

Drive Sales and Generate Leads

One of the most common goals among business owners is to drive sales and generate leads. These campaigns are also called traffic-generating campaigns or lead-generating campaigns, and there are some best practices to keep in mind when setting them up in AdWords.

The goals of traffic-generating and lead-generating campaigns

- ❖ Encourage customers to complete a purchase.
- ❖ Generate leads by gathering contact details through a sign-up page.
- ❖ Increase traffic to your website so that you can distribute information.

Direct response marketing - a type of marketing that elicits a specific, measured response resulting from a consumer's direct response to a marketer. Direct response marketing facilitates the delivery of a call to action and outcome via direct or online interaction for immediate feedback and response.



Phase V - Measuring and Optimizing Performance on the Display Network

Drive Sales and Generate Leads

What to know about placement targeting, ad formats, and bidding

- ❖ Placement Targeting
 - This form of advertising enables you to pick and choose "placements" -- specific websites or sections of sites within the Google Display Network where you can run your ads. You can select sites based on specific topics or the target audience you're trying to reach, or you can target any site that meets your branding criteria. To get some ideas, you can try [Display Planner](#)
- ❖ Ad Formats
 - With traffic-generating and lead-generating campaigns, you'll most likely want to engage your target audience with your main product or service. We recommend using text ads with a strong, clear call-to-action, as well as rich-media ad formats (like image or video ads), which can help deliver your message in ways beyond simple text.
- ❖ Bidding Strategy
 - Since the main goal of a traffic-generation and lead-generation campaign is to increase return-on-investment through conversions or traffic to your site, we suggest using cost-per-click bidding for both your contextual and placement targeted campaigns.



Phase V - Measuring and Optimizing Performance on the Display Network

Drive Sales and Generate Leads

How to measure effectiveness

You can measure a few things to see if your campaign is successful.

The first step is to start keeping track of your conversions with a free tool called Conversion Tracking.

Once you've set that up, you'll be able to keep an eye on some important metrics, including number of conversions, cost per conversion, and conversion rate, as well as keyword conversion data and data on landing pages.



Tips: To make a direct-response campaign effective:

- Highlight a distinct offer that the customer can take advantage of.
- Provide sufficient information for the customer to make a decision on whether to act, as well as a means for her to respond
- Include an explicit "call to action" -- that is, what the customer should do next.
- Make sure that your website is easy to navigate and is accessible, especially the pages describing the specific products you're promoting.



Phase V - Measuring and Optimizing Performance on the Display Network

Increase Brand Awareness

Brand-Engagement campaigns can help you:

- ❖ Increase interactions with your brand.
- ❖ Build more positive brand associations.
- ❖ Increase brand loyalty by connecting with your target audience.
- ❖ Motivate customers to engage with your brand and its associated products.

How to use Placement Targeting, Rich media ad formats, and CPM bidding:

- **Placement Targeting:**
 - With placement targeting, you can pick and choose "placements," or specific websites or sections of sites within the Google Display Network on which you can run your campaign. You can select sites based on specific topics or the target audience that you're trying to reach, or you can choose any site that meets your branding criteria.
- **Ad Formats**
 - Since a main goal of a brand-engagement campaign can be to interact with your target audience, we suggest using rich-media ad formats.



Phase V - Measuring and Optimizing Performance on the Display Network

Increase Brand Awareness

How to use Placement Targeting, Rich media ad formats, and CPM bidding:

- **Bidding Strategy**
 - With brand-engagement campaigns, you want to maximize your brand's exposure on relevant sites. CPM bidding is typically a good fit for a campaign like this, since you can set your bids directly from the performance goals you've set for your campaign.



Tip: **Using YouTube to increase brand awareness**

If you've produced a video ad that you're using on your local TV channel, consider uploading it to YouTube. You can set up a free YouTube user channel and customize its design to reflect your brand (background colors and logos, for example). This allows you to create a hub for your brand on the Internet's most popular video site.



Phase V - Measuring and Optimizing Performance on the Display Network

Measuring Sales and Conversion

A Conversion is what you choose it to be

A conversion may be a purchase, but it can also be a call from a mobile phone, a visitor submitting her contact information for an insurance quote, or a prospective buyer downloading a white paper about your company's software capabilities.

What conversion information you can measure

Once you've set up conversion tracking, you can keep an eye on some important statistics to help you measure whether your ad campaign is successful:

- Number of conversions and cost-per-conversion:**
- Conversion rate:**
- Keyword conversion data:**
- See how customers interact with your ads across devices:**
- Landing pages:**



Phase V - Measuring and Optimizing Performance on the Display Network

Optimizing Display Campaigns

Display ad mouseover (at least one second) - Mouseover Rate

See instances where customers place their cursors over your display ad for a second or more. This can help highlight ads that may keep customers' attention without an actual clickthrough to your website. This usually demonstrates an ad that needs a stronger call-to-action for the customer.



Phase V - Measuring and Optimizing Performance on the Display Network

Evaluate ad Performance on the Display Network



The **Display Network** and **Ads** tabs provide the statistics to help you evaluate your ad performance, whether you're new to display advertising and just want the basics or have been doing display advertising for awhile and want to delve into your performance and audience stats to get even more out of your campaigns.

Find out where your ads appear on the Display Network

The **Placements** tab shows all of the web pages, apps, and videos where your display ads appeared, regardless of targeting method.

View-Through-Conversion - the number of online conversions that happened within 30 days after a user saw, but did not click, a display ad on one of the sites on the Google Content Network. You can use view-through conversion tracking to better measure return on investment (ROI) for your display campaigns and optimize your campaigns based on how users are responding to your display ads.



Phase V - Measuring and Optimizing Performance on the Display Network

Account, Campaign, and Ad Group Performance

AdWords is organized into three layers

- ❖ Account,
- ❖ Campaign, and
- ❖ Ad groups

Your **account** is associated with a unique email address, password, and billing information. For reporting purposes, though, it's helpful to think of your account as a collection of campaigns.

Your Campaign Data:

In individual campaign has its own budget and settings that determine where your ads appear, and is made up of a collection of ad groups.

The screenshot shows the Google AdWords 'All online campaigns' page. A search bar on the left lists 'All online campaigns' and various campaign IDs from #1 to #28. The main table displays the following data:

Campaign	Budget	Status	Campaign type	Campaign subtype	Clicks	Cost	Avg. Pos.
Campaign #1	\$30.00/day	Eligible	Search & Display Networks	All features	0	\$0.00	0.0
Campaign #13	\$5.00/day	Eligible	Display Network only	All features	0	\$0.00	0.0
Campaign #14	\$5.00/day	Eligible	Search & Display Networks	All features	0	\$0.00	0.0
Campaign #15	\$5.00/day	Eligible	Search & Display Networks	Standard	0	\$0.00	0.0
Campaign #18	\$1.00/day	Eligible	Display Network only	Mobile apps	0	\$0.00	0.0
Campaign #19	\$1.00/day	Eligible	Display Network only	Mobile apps	0	\$0.00	0.0
Campaign #20	\$1.00/day	Eligible	Display Network only	Mobile apps	0	\$0.00	0.0
Campaign #21	\$1.00/day	Eligible	Display Network only	Mobile apps	0	\$0.00	0.0
Campaign #22	\$1.00/day	Eligible	Display Network only	Mobile apps	0	\$0.00	0.0
Campaign #23	\$1.00/day	Eligible	Display Network only	Mobile apps	0	\$0.00	0.0
Campaign #24	\$2.00/day	Eligible	Display Network only	Mobile apps	0	\$0.00	0.0
Campaign #25	\$1.00/day	Eligible	Display Network only	Mobile apps	0	\$0.00	0.0
Campaign #26	\$1.00/day	Eligible	Display Network only	Mobile apps	0	\$0.00	0.0
Campaign #27	\$1.00/day	Eligible	Display Network only	Mobile apps	0	\$0.00	0.0
Campaign #28	\$3.00/day	Eligible	Display Network only	Mobile apps	0	\$0.00	0.0
Total - all deleted campaigns					0	\$0.00	0.0
Total - Search					0	\$0.00	0.0
Total - Display Network					0	\$0.00	0.0
Total - all campaigns	\$59.00/day				0	\$0.00	0.0



Phase V - Measuring and Optimizing Performance on the Display Network

Account, Campaign, and Ad Group Performance

Your Adgroup Data

Your ad group contains a set of similar ads and the words and phrases, known as **keywords**, that you want to trigger your ads to show. When you click on a campaign, AdWords will show you a view of the campaign's performance broken out by its individual ad groups.

The screenshot shows the Google AdWords interface for 'Campaign #1'. The 'Ad groups' tab is selected and highlighted with a red box. Below the navigation tabs, there are filters for 'All but deleted ad groups', 'Segment', 'Filter', and 'Columns'. The main table displays performance metrics for three ad groups, all of which are 'Paused'.

Ad group	Status	Default Max. CPC	Display Network Max. CPC	Clicks	Imp.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-pan-click)	Cost / conv. (1-pan-click)	Conv. rate (1-click)	View-through conv.
Ad Group #3	Paused	\$20.00	auto	0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0
Ad Group #2	Paused	\$2.09	auto	0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0
Ad Group #1	Paused	\$2.09	auto	0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0
Total - all but deleted ad groups				0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0
Total - Search				0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0
Total - Display Network				0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0
Total - all ad groups				0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0

Reporting is not real time. Clicks and impressions recorded in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Phase V - Measuring and Optimizing Performance on the Display Network

About Display Targeting Optimization

Targeting optimization lets AdWords add high-potential targeting to an ad group in your “Display Network Only” campaigns, helping you automatically reach additional customers at a similar cost per customer.

When to use Targeting Optimization

Targeting optimization works best for advertisers in any of the following situations:

- You’re interested in finding more customers
- You’d like some help identifying the best targeting to reach your most likely customers
- You’d like to maintain your current cost per customer or cost per conversion

Types of Targeting Optimization

There are two types of Targeting optimization: “conservative” and “aggressive” (known also as **Display Campaign Optimizer**)



Phase V - Measuring and Optimizing Performance on the Display Network

	Conservative targeting	Aggressive targeting (Display Campaign Optimizer)
Availability	For all Display Network campaigns	For all Display Network campaigns with at least 15 conversions per month
Typical cost per customer	Additional targeting at your current cost per customer (or Target CPA if you have one) for a large majority of advertisers	Additional targeting around your current cost per customer (or Target CPA if you have one) for the majority of advertisers
Amount of additional customers	Reach some additional customers	Reach even more additional customers than "conservative"
When to opt in	<p>Use "conservative" targeting when you want more conversions, but need to stay close to your current cost per customer (or Target CPA if you have one).</p> <p>Most Display campaigns are automatically enrolled in the "Conservative" version of this targeting.</p>	<p>Use "aggressive" targeting when you want to get as many conversions as possible, and are comfortable with some variation from your current cost per customer (or Target CPA if you have one).</p> <p>Android app promotion campaigns using Conversion Optimizer use the "Aggressive" option as the default.</p>



Phase V - Measuring and Optimizing Performance on the Display Network

About Conversion Tracking

Conversion Tracking

Is a free tool that shows you what happens *after* a customer clicks on your ads -- whether they purchased a product, signed up for your newsletter, called your business, or downloaded your app.

When a customer completes an action that you've defined as valuable, these customer actions are called conversions.

Why use conversion Tracking

- See which keywords, ads, ad groups, and campaigns are best at driving valuable customer activity.
- Understand your return on investment (ROI) and make better informed decisions about your ad spend.
- Use flexible bid strategies (such as target CPA, enhanced CPC, and target ROAS) that automatically optimize your campaigns according to your business goals.
- See how many customers may be interacting with your ads on one device or browser and converting on another. You can view cross-device, cross-browser, and other conversion data in your “All conversions” reporting column.



Phase V - Measuring and Optimizing Performance on the Display Network

About Conversion Tracking

How conversion tracking works

Conversion tracking starts with you creating a conversion action in your AdWords account. A conversion action is a specific customer activity that is valuable to your business. You can use conversion tracking for these sources:

- ★ **Website actions:** Purchases, sign-ups, and other actions that customers complete on your website.
- ★ **Phone calls:** Calls directly from your ads, calls to a phone number on your website, and clicks on a phone number on your mobile website.
- ★ **App downloads and in-app actions:** Downloads of your Android or iOS mobile apps, and purchases or other activity within those apps.
- ★ **Import:** Customer activity that begins online but finishes offline, such as when a customer clicks an ad and submits a contact form online, and later signs a contract in your office.



Phase V - Measuring and Optimizing Performance on the Display Network

About Conversion Tracking

Counting conversions

There are two important conversion tracking metrics: conversions and converted clicks. You can view both metrics in your conversion tracking reports.

❖ **Conversion**

For each conversion action, you can choose to count every or one conversion after each click.

❖ **Converted Clicks**

The "Converted clicks" column shows you the number of AdWords ad clicks resulting in one or more conversions within your chosen [conversion window](#).



Phase V - Measuring and Optimizing Performance on the Display Network

About Conversion Tracking

Security and Privacy

Google's security standards are strict. Only pages containing the Google conversion code are tracked through this program. We use data encryption and secure servers.

Privacy is also very important to Google. That's why we do the following to protect your customers' privacy:

- ❑ **Conversion tracking cookies persist for a limited time only.**
- ❑ **Conversions aren't isolated:** This means that you can't match conversion data to specific customers, just see overall data for ads and keywords.
- ❑ **Conversion tracking includes the option to notify customers about cookies:** During the setup process, we'll help you create a notification box for your website that lets your customers know they're being tracked. This is known as the **Google Site Stats box**, which appears on your conversion page -- the page customers see after they complete a conversion. This notification appears only for customers who've been referred by.
- ❑ **Promote a clear privacy policy:**





Thank You

