



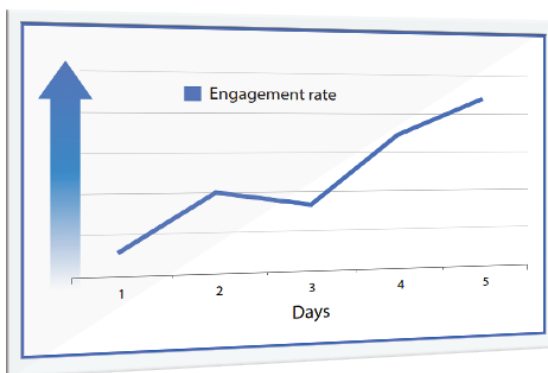
ENGAGEMENT ADS

INTERACT WITH NEW AUDIENCES THROUGH RICH, CAPTIVATING BRAND MESSAGES.

Great brands are built by winning the moments that matter. Engagement Ads strengthen brand-to-audience relationships by making a rich creative canvas come alive as consumers stream videos, play games, and more. And you're only paying when audiences engage – ensuring that your message is resonating with people that are most interested.

HOW DO ENGAGEMENT ADS WORK?

It's easy to customize Engagement Ads. Present your own iconic experiences on a rich creative canvas in the tone and style that's unique to your brand. Choose from a variety of captivating formats such as a single video, a video mosaic, a complex interactive game, and more. Consumers can choose to engage with your ad by hovering over the teaser state of the ad for two continuous seconds which prompts the ad to expand.



USERS ARE OVER 10X MORE LIKELY TO ENGAGE WITH THESE ADS THAN TO CLICK ON A STANDARD DISPLAY UNIT

Engagement Ads Key Features

-  **RICH CREATIVE FORMATS:**
Easy to customize ad units allow you to enhance your message & reach your audience in new ways
-  **ENGAGEMENT AT SCALE:**
Reach billions of impressions a day through Google's expansive network reporting
-  **ACCOUNTABLE BRANDING:**
Qualify customers by paying only when they engage
-  **ADAPTIVE LEARNING:**
Our network quickly adapts to show ads to users who are more likely to engage

The two-second delay also helps eliminate accidental expansions, improving the user experience. Our adaptive algorithm increases engagement rates quickly by showing your ad to consumers who are most likely to interact with your message. Cost Per Engagement (CPE) pricing and optimization combined with qualified user engagement help ensure you're connecting with your audience and getting the most out of your campaign investment.



CHOOSE FROM 6 CUSTOMIZABLE FORMATS

1) STANDARD EXPANDABLES

- Standard rollover-to-expand ads become accountable and efficient with Google's two-second hover delay
- Display unit sizes (Teaser – Expanded):
 - 120x600 – 240x600
 - 160x600 – 320x600
 - 200x200 – 400x200
 - 250x250 – 500x250
 - 300x250 – 600x250
 - 336x280 – 672x280
 - 468x60 – 468x180
 - 728x90 – 728x270



2) HOVER-TO-PLAY

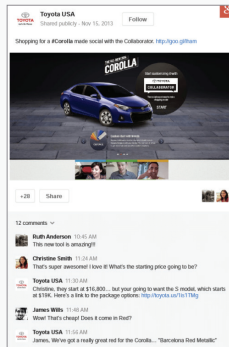
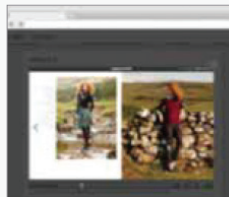
- Hover to play ads qualify and engage users with scalable video creative
- 300x250, 336x280 spot



3) LIGHTBOX

The largest ads available on Google Display, Lightbox ads provide you with a fully interactive creative canvas to build rich, high-impact experiences

- Standard IAB Sizes: 300x250, 728x90, 160x600, 468x60, 120x600, 200x200, 250x250, 336x280



4) STANDARD LIGHTBOX

- Create immersive, fully customizable brand experiences
- Expanded Unit size 900x400

5) MASTHEAD LIGHTBOX

- Re-use your YouTube homepage creative to extend its reach and impact
- Expanded Unit size 970x250

6) CATALOG LIGHTBOX

- Let users flip through your Google Catalog, see product details, and click to purchase on your website.
- Expanded unit size 900x600

7) +POST ADS

- Extend the reach of social content by promoting it across the web. People can comment, +1 and share your post from the ad.
- Available in 728x90, 300x250, 160x600, 320x50 (mobile)

ENGAGEMENT ADS BRING TOGETHER
THE ART OF **BRAND BUILDING**
WITH **THE SCIENCE OF DIGITAL**

FOR MORE INFORMATION, contact your Google sales representative or visit www.google.com/think/products/engagement-ads.html



© Copyright 2014. Google is a trademark of Google Inc. All other company and product names may be trademarks of the respective companies with which they are associated.