Exam study guides

Display Advanced

Display ads on the Google Display Network

About the Google Display Network

The Display Network is a collection of partner websites and specific Google websites -- including Google Finance, Gmail, Blogger, and YouTube -- that show AdWords ads. This network also includes mobile sites and apps. If you've ever seen an AdWords ad on your favorite news site or in your Gmail account, and wondered how it got there, now you know: Websites like these are part of the Google Display Network.

When showing ads on the Display Network, you can reach a wide range of customers with broad interests, choose which sites or pages to appear on, and engage users with appealing ad formats.

- **Reach new customers:** Capture someone's attention at different points in the buying cycle. For example, if you run an art supply store, you can catch a mom's eye when she's reading reviews about the best brands of washable paints, but before she puts her toddler in the car seat and heads out to buy.
- **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.
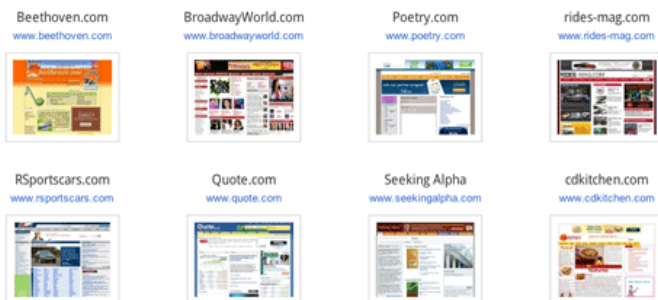
The reach of the Display Network

From millions of partner websites, news pages, and blogs to Google websites including Gmail and YouTube, the Display Network can help you show your message to more customers.

The Display Network reaches 83% of unique Internet users around the world (source: DoubleClick Ad Planner), including people speaking more than 30 languages in over 100 countries. To help make sure your ads appear on high-quality sites and products, all websites and products in the Display Network are reviewed and monitored by Google.

Some of our display partners

Here are some of our partners on the Google Display Network:

Find more information about our Display Network partners.

Matching your ad to sites in the Display Network

Finding the right audience across millions of websites can be difficult. 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. This can help you show your ad to an audience that's interested in your business and more likely to take action.
- **Choose specific sites or pages:** Put your message on the websites you think are the best match for your business 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:** Show your ads on Display Network websites to specific groups of people. You can reach people who visited your site before by creating a remarketing campaign, or customers interested in specific categories, by adding interest categories. Then, you can show them highly relevant messages as they browse other sites on the Google Display Network.

Example
If you offer dog training services in New York, you could reach customers on the Display Network in these ways:

- Add the keyword "puppy training" and you might be automatically matched to a blog about dogs.
- Identify a site selling puppy toys that you want your ads to show on, and add the site as a managed placement.
- Use remarketing to show your ads to customers who have previously visited your site -- even if they're browsing pages about kayaking instead.

About two specific types of sites on the Display Network:

Parked domains

A parked domain site is an undeveloped webpage that belongs to a domain name registrar or domain name holder. Our AdSense for Domains program places AdWords ads on parked domain sites that are part of the Google Display Network.

People arrive at parked domain sites when they enter the URL of an undeveloped webpage in a browser's address bar. Before, parked domain sites were blank pages, which meant that people who came to one of these sites had to retry their search.

Parked domain sites offer ads that can be relevant to a person's search. Some parked domain sites also include a search box, which allows people to further refine their search. Depending on the design of the site, a parked domain site can be classified as either a Search Network site or a Display Network site. That means your ads may show on parked domain sites if you've selected to run your campaign on the Search Network or Display Network.

In general, we've found that ads on parked domain sites perform as well as or better than ads on other Search and Display Network sites. If you'd prefer not to show your ads on parked domain sites, you can exclude them from your campaign.

If you have concerns about the use of your trademark in a parked domain name, find out how to file an AdSense for Domains trademark complaint.

Error pages

Our AdSense for errors program shows AdWords ads when people enter an unregistered URL or a search term in their browser's address bar rather than in a search engine such as Google. Previously, these searches would result in error pages (for example, a "404 error" page), which would leave the person with no other option but to do another search. Now, these pages offer ads (some pages also include actual search results) that can be relevant information.

AdSense for errors uses Google's technology to interpret search terms before delivering targeted, contextually relevant ads to people. The pages that display your ads through AdSense for errors belong to our Display Network. Your ads can appear on these pages only if you've selected the Google Display Network in your campaign settings.

If you'd prefer not to show your ads on error sites, you can exclude them from your campaign.

Ad types on the Display Network

In addition to the text ads you'll see in Google search, sites on the Display Network show other types of visually engaging ads, too. Here's a list of ad formats you can use to attract customers on the Display Network:

- Text ads

- Image ads - ads that include photos or artwork

- Rich media ads - ads with animation or other types of motion

- Video ads

Deciding if the Display Network is right for you

If you're interested in attracting customers and delivering a compelling message about your business, advertising on the Display Network can work for you. Display ads -- for example, video or image ads -- can really boost the performance of your online ad campaigns and leave an impression on customers.

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

Read tips on how to measure your campaign performance based on your advertising goals.

Measuring effectiveness of ads on the 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. By segmenting your ad's performance by network, and by tracking its performance on individual Display Network placements, you can see when and where it performs best. Then, you can adjust your targeting and bidding strategy to get the most bang for your buck.
- **Value:** If our data shows that a click from a Google Network page is less likely to turn into actionable business results -- such as online sales, registrations, phone calls, or newsletter signups -- we may automatically reduce the bid for that site, charging you less for the same click.

Case studies

Learn from fellow advertisers' experience by checking out these examples of advertisers who found the Display Network was right for them:

- Carnival Cruise Lines used contextual targeting on the Google Display Network to increase bookings by 284% in five weeks, saw a 72% decrease in cost per conversion, and 36% increase in leads.
- The Jordan Brand used the Google Display Network to target niche audiences and improve brand awareness and engagement.
- Yankee Candle used remarketing on the Google Display Network to re-engage shoppers, increase conversion rates by 600%, and cut cost-per-conversion in half.

Google Display Network and YouTube on computers, mobile devices, and tablets

Google has two properties where display ads are eligible to appear:

The Google Display Network
The Google Display Network is comprised of Google properties like YouTube, Google Finance, Gmail, and others that offer display advertising, as well as a network of millions of partner sites and mobile apps on which you can place your ads.* Google has built out the tools and products needed to help you maximize results from both brand and product awareness campaigns and also direct performance campaigns that use display ads.

Through the Google Display Network, advertisers can access display ad inventory from publisher partners in our Google AdSense program and the DoubleClick Ad Exchange. Using Google AdWords or an approved third-party ad server, advertisers can place their text, image, video, or rich media ads automatically on relevant sites across the network. They can run these campaigns across the network by contextually targeting, manually selecting specific topics or placements , remarketing, interest and demographic targeting and more.

Online video and game sites within the Google Display Network are also available to advertisers who want to extend the reach of their display campaigns even further. Advertisers can appear before, during or after a video stream , overlay a video or text ad on top of a video , or run an image, video, or text ad at the conclusion of a video . Ads are sold on an auction pricing model and can be managed through Google AdWords by selecting online video and game sites within the network.

*Not all products are available in all countries or regions.

YouTube
Display ads can appear on YouTube in two ways: through an auction-based model using Google AdWords, or through a reservation-based model where placements are purchased directly through YouTube ad sales. With Google AdWords, you can target your display ads to appear in, on, or around YouTube pages. With reservation-based placements, you have access to different YouTube inventory that is not available through a self-managed AdWords account, such as the Homepage. Pricing for reserved inventory is based on a pre-determined spend with higher cost commitments and an impressions-based reservation model.

The value of display advertising on the Google Display Network

The Google Display Network is used by thousands of advertisers to reach users on hundreds of thousands of websites and apps across all publisher categories, from large, well-known sites to niche sites and audiences. Stated simply, the Google Display Network (GDN) will place your display ads against related content and audiences across thousands of sites.

Our job at Google is to make sure that marketers and agencies are armed with the best tools to help you plan, create, buy and target, and measure and optimize your campaigns.

- **Massive Scale:** With significant global coverage your message will reach more of your target audience, in more places, more often. The Google Display Network comprises both hundreds of large sites and hundreds of thousands of niche sites.
- **Measurable Performance and Maximized Results:** The Display Network delivers measurable performance for both branding and direct display clients; maximizing their results. For example, our research shows that when advertisers used the Display Network in combination with Search, the median advertiser has a Display Network cost per acquisition (CPA) that's within approximately 2% of their Search CPA. The Google Display Network also drives nearly 20% of total conversions for the median advertiser.*
- **Contextual Engine:** A key driver of the success is Google's ability to harness the power of the best contextual engine on the planet to place ads against the most relevant content. This enables you to find and connect with the most engaged audiences. Research shows that brand recall increases significantly when ads are targeted contextually v. non-contextually relevant.
- **Custom Networks through Effective Targeting:** Keyword contextual targeting, along with other targeting technologies available on the Google Display Network such as placement targeting and audience targeting, allows you to build and target to your own custom networks and to find and connect with the right customers more effectively and more often.
- **Transparency, Actionable Insights and Value through Auction:** In terms of campaign management, tools such as the Placement Performance Report, Conversion Optimizer, and Conversion Tracking provide complete transparency into what's working, and what isn't. This gives you the actionable insights you need to help you effectively optimize your campaigns.

With flexible pricing models (CPM, CPC, CPA) as well as the most popular Display Ad formats, and transparency into performance, the Google Display Network drives results every day for thousands of advertisers around the world.

Benefits for brand and direct response advertisers

Display advertising on the Google Display Network is effective in helping advertisers achieve a wide variety of goals, from branding to direct response.

Brand Advertisers

Brand advertisers are typically most concerned with ensuring their message reaches their target audience, while maintaining control of where their brand appears, and the cost per impression of their ads. The Google Display Network allows advertisers to build a custom network of sites utilizing a wide range of targeting technologies (e.g., keyword contextual, placement, and audience). This allows advertisers to find and connect with their target audience more effectively and more often, providing them with effective targeting at scale.
If you're primarily concerned with branding goals, you can manually select sites where you want your ad to appear. You can also use site and category exclusions, and negative keywords to avoid showing on certain sites and content within the network. For example, if you're selling ski boots and you decide to target the sports section of an online newspaper, you can use negative keywords, such as football, to avoid showing your ad on irrelevant content. Our auction pricing model ensures that advertisers are paying competitive prices set by the market, not by Google, and advertisers pay only what an impression is worth to them.

Direct Response Advertisers

Direct response advertisers are normally looking to drive a high volume of conversions at the lowest possible price, and therefore aren't as concerned with marketing their brand. A conversion could be a sign up, lead, purchase, or other actions that an advertiser wants a user to take.

A key driver of the Google Display Network's success in driving direct response advertisers' goals is the ability of Google's contextual targeting engine to place ads against the most relevant content across the web. This enables advertisers to connect with the most engaged audiences at the right moment. For example, if you're selling digital cameras, you can chose keywords such as "digital camera" to show your ad on web pages about camera equipment, discussion groups for camera hobbyists, or camera product review sites.

Transparent reporting on Google AdWords with Placement Performance Reports helps advertisers see what is and isn't working to optimize their display campaigns accordingly. The auction pricing model ensures that advertisers are paying competitive prices set by the market. When combined with the option to pay only when a user clicks, and tools like the Display Campaign Optimizer and Conversion Optimizer which automatically manage bids to a target cost per acquisition (CPA), the Google Display Network becomes an effective channel for direct response advertisers to achieve their performance goals for both display and non-display campaigns.

Media purchase options on the Google Display Network

Google AdWords is an auction-based advertising system that allows you to bid for ad placements on Google properties or publisher partner websites within the Google Display Network. You can bid on a cost-per-click (CPC) or cost-per-thousand-impression (CPM) basis. The winner of the auction pays the minimum amount necessary to outrank the next advertiser in the auction when the ad appears on a page.

If you're running a campaign on both the Search and Display Networks simultaneously, you may want to set a separate bid for when your ads appear on Display Network sites. The Display Network bidding feature makes this possible. It helps you manage your budget and meet your specific advertising goals.

Choose the right pricing for your goals:

- **Cost-per-click (CPC): With CPC bidding, you tell us how much you're willing to pay per click, and we use that price in our auction pricing system. CPC is a great choice if your goal is to drive traffic to your site with your ads.**

- **Cost-per-thousand impression (CPM): With cost-per-thousand-impression (CPM) bidding, you bid based on the amount you want to pay for impressions, or views, of your ad. CPM bidding works best when you want to focus on branding - when it's important that your message is seen by as many of your target user group as possible, and generating traffic is not your primary goal.**

- **Cost-per-acquisition (CPA): With the Conversion Optimizer tool, you bid using a maximum cost-per-acquisition (CPA), which is the most you're willing to pay for a customer performing a specified action on your website (such as a purchase or signup). Using historical information about your campaign, the Conversion Optimizer automatically finds the optimal cost-per-click (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 CPA goals and can benefit from improved ROI. If your goal is to drive online transactions, this is the right choice for you.**

Display inventory and ad formats on the Google Display Network

Display Inventory

Display inventory on the Google Display Network can come from one of two sources: AdSense or the DoubleClick Ad Exchange.

- **AdSense: AdSense publishers are the primary source of inventory on the Google Display Network, serving text, display, and video ads from AdWords on their sites. Publishers determine the type and size of ads they want to allow on their site, and then Google delivers ads that are relevant to their content through either contextual or placement targeting.**
- **DoubleClick Ad Exchange: Select inventory from the DoubleClick Ad Exchange is also part of the Google Display Network. All advertisers who are opted in to the Display Network [limited to certain regions] have access to DoubleClick Ad Exchange inventory. This allows your ads to appear on numerous DoubleClick Ad Exchange publisher sites in addition to those available through Google AdSense.**

Ad Formats

The following display ad types are eligible to show on the Google Display Network:

- **Text Ads: These are the most basic type of AdWords ads. They can be created directly in your AdWords account, and are often referred to as "sponsored links."**

- **Image Ads: AdWords image ads are graphical ads that can be static (motionless) or animated. You can create and upload your own image ads, or use the AdWords Ad gallery, formerly known as the display ad builder, to create one. Image ads can also be served by any certified third party ad server.**

- **Video Ads: Online video is one of the largest areas of media consumption, with an audience of hundreds of millions who are open and accustomed to advertising in video content. Google AdWords allows you to reach and engage this audience with video placements and ads, which can be uploaded directly into the AdWords interface or served by a certified third party ad server.**

- **Rich Media Ads: Rich media ads allow you to more actively engage a web user than standard text or display formats. Rich media ads include video ads, Flash animated ads, and ads that mix text and animated content and designs. You can easily create these types of ads using the AdWords Ad gallery, or you can use existing rich media assets served through a third party ad server.**

The value of planning ahead

Running an effective display campaign requires careful planning. The value of planning lies in efficient execution, which can lead to a lower cost of implementation. It's important to think carefully about what you want to achieve, the message you want your consumer to take away, and your success metrics.

Questions to consider while planning your display campaign:

- What are the main benefits you're offering?
- What is your competitive edge?
- Who are your target customers?
- What is your target price?

There are five main stages to planning and implementing a display campaign, which you will learn more about in the next section:

1. Identify your goals
2. Find your target audience
3. Create your custom display ad
4. Set your bids and budget
5. Understand performance management tools and features

How to plan a display campaign

There are five main stages to planning a display campaign:

1. Identify your goals: Is your goal to drive direct response traffic and generate clicks? Or is your goal to promote your brand and measure user engagement? Identifying your goals upfront will help you to better plan and implement your display campaigns. The ultimate goal for your campaign will influence your targeting choices, pricing model, creative messaging, and even the metrics you choose to track.

2. Find your target audience: Finding potential customers distributed across thousands of publisher websites can be difficult. Google's targeting technologies help you determine which sites would be most relevant for your campaigns, allowing you to connect with your customers when and where it matters. Relevant ads are more valuable for both consumers and advertisers. You can find your target audience for your display campaign by:

- **Targeting based on a webpage's content:** Contextual Targeting uses keywords to automatically match your ad to the content of a webpage.
- **Hand picking sites:** Use Placement Targeting to choose ad placements, from entire websites to ad positions on specific webpages.
- **Defining relevant concepts on handpicked sites:** Find niche audiences with a combination of Placement and Contextual Targeting.
- **Finding users in specific interest categories:** Interest-Based Advertising reaches users based on the types of sites they visit.
- **Optimizing by demographic, location, and time:** Demo bidding, geo and day-parting controls let you focus your spend in the right areas.
- **Excluding irrelevant content and sites:** Advanced targeting controls provide your full control over where your ads appear.
- **Managing Frequency of ad impressions:** Frequency capping lets you focus your impressions on more interested consumers.

3. Create your custom display ad: Use Google's Ad gallery, formerly known as the display ad builder, to customize a new ad, or upload your own. Customize your messaging to be specific to your product and audience, and to drive the desired user response.

4. Set your bids and budget: With Google, you only pay what an ad is worth to you. In our unique pricing model, every ad is an auction; you bid the maximum amount you are willing to pay for a click or an impression. Cost-per-click (CPC) pricing is most appropriate for advertisers who are looking to direct traffic to their website or online store. Cost-per-thousand impressions (CPM) pricing is appropriate for advertisers who are familiar with traditional ad industry metrics and are looking for brand name visibility with potential customers.

5. Understand performance management tools and features: AdWords offers several tools and features to help you evaluate and manage the performance of your display campaigns. It's important to understand these tools upfront so that you are comfortable using them when the time comes to optimize your campaign. For example, if you have direct response marketing goals, you should set up Conversion Tracking after you've set your bids and budget in order to better measure your success later. Learn more about the available AdWords Tools.

About enhanced campaigns

An AdWords enhanced campaign makes it easier to reach people across all devices with the right ads, based on their specific location, time of day and device type.

People are constantly switching between devices, using the one that works best for where they are and what they are trying to do. At the same time, devices are evolving quickly, with a growing list of capabilities. Enhanced campaigns provide new ways to help you reach the right audience at the moments that matter.

What are enhanced campaigns?

Enhanced campaigns let you easily manage complex targeting, bidding, and ads for different platforms like mobile and computers all within the same campaign. Account management has also been consolidated for tablets and desktops. Additionally, with enhanced campaigns you can reduce the overall number of campaigns you need to create -- you no longer need to create a separate campaign for each target device type or location.

Enhanced campaigns can save time and improve your AdWords results with features including:

1. **Powerful advertising tools for the multi-device world:** Ability to manage your bids across devices, locations and time (e.g. bidding higher when showing your ad on mobile devices or to users who are within a half-mile of your store)
2. **Smarter ads optimized for varying user contexts:** Ability to show the right creative, sitelink, app or extension based on the context of your prospective customers and the devices they're using
3. **Advanced reports to measure new conversion types:** Ability to track new conversion types, such as calls, digital downloads, and conversions across devices

Ads in enhanced campaigns

By default, your different types of ads will be eligible to appear on all devices (desktop and laptop computers, tablets, and mobile phones), allowing you to more easily manage your ads. However, there might be times when you want to customize your ad text or extensions to grab the attention of customers when they're viewing your ad on a mobile device.

In a single enhanced campaign, you can show different ads and extensions to your customers, depending on what device they're using or when they're searching for you.

Example

Let's say you create a campaign to promote your women's clothing boutique in San Francisco and your online store. In a single campaign, you can create ads with headlines, messages, and landing pages that are tailored to customers searching on their mobile device for women's clothing stores in San Francisco. At the same time, you can create ads that will appeal to people who want to shop for women's clothes on their desktop or laptop computer or tablet device. Then, you can choose to show your mobile-optimized ads to customers when they're viewing them on a mobile device.

How ads work with enhanced campaigns

Let's say your ad group contains both a standard text ad and a mobile-optimized text ad, which is an ad for which you've set the "Device preference" setting to "Mobile." On mobile devices, your mobile-optimized text ad will be given preference over standard text ads. On desktop or laptop computers and tablets, your standard text ad will be given preference over mobile-optimized text ads.

It's important to note that if your ad group contains only mobile-optimized text ads (which we don't recommend), those ads may appear on desktop or laptop computers as well as tablets.

A mobile-optimized ad will only be given preference over other ads of the same type. Text ads, Dynamic Search Ads, Product Listing Ads, specialized-searched ads, WAP mobile ads, and ads that can run only on the Display Network are considered different ad types.

Here's an example to give you an idea of when we'll show standard ads versus mobile-optimized ones.

Example

In a campaign promoting your San Francisco women's clothing boutique on both the Search and Display Networks, you have an ad group with the following types of ads:

- Standard text ad promoting your online shop

Using your upgraded ad extensions

Starting on September 23, 2013, AdWords upgraded all legacy sitelink, app, and call extensions. If you were using these legacy extensions and hadn't upgraded them ahead of September 23, take note of these important changes:

- If your campaign had only a legacy extension, we upgraded that extension and marked it deleted. The newly upgraded extensions then went through our standard approval process.
- Performance statistics for upgraded extensions were reset, however, historical reports for deleted legacy extensions will continue to be available until October 23. How to view historical data for deleted and/or legacy extensions.
- Legacy sitelinks that exceeded the 25-character sitelink limit were upgraded. However, we will soon begin enforcing this limit, which means that sitelinks longer than 25 characters will be disapproved. So make sure you adjust your sitelink text to 25 characters or less so they will continue to show when this enforcement goes into effect.
- During the upgrade, we created an upgraded extension for each existing extension. In most cases, this was one upgraded extension per non-upgraded extension. However, if a legacy sitelink extension had multiple links, we created one upgraded sitelink for each individual link.
- Upgraded sitelinks must follow the duplicate sitelink policy. This means that each sitelink URL within a campaign or ad group must direct to a different landing page with unique content. Sitelinks within a campaign or ad group that point to the same content won't show.

Currently, the following extensions are available as upgraded:

- Sitelink extensions
- Call extensions
- App extensions

Types of extensions not listed here will still be non-upgraded extensions, which will function as you're used to. An exception is social annotations, a new version of social extensions that are fully automated.

View historical statistics for deleted legacy extensions

When your extension was upgraded, the stats were reset in the upgraded extension. However, the historical performance for your legacy extensions will be available until October 23, 2013. If you would like to retain this historical data, please do so before October 23. Here's how:

1. Go to the **All online campaigns** view.
2. Click the **Ad extensions** tab.
3. Next to "View," select the type of extension you want.
4. Select **Not upgraded** from the adjacent drop-down menu. (You'll only see this menu option if you have both legacy and upgraded extensions in your campaign.)
5. Make sure you select **All** -- and not "All but deleted" -- from the adjacent drop-down menu.
6. Scroll down to see the historical stats for all enabled and deleted legacy extensions for the specified date range.

Benefits of upgraded extensions

Upgraded extensions offer mobile-optimized settings, new scheduling, ad group level functionality, and detailed reporting to help you reach customers in more relevant ways. For example, you can create a single sitelink at the ad group level, schedule when it can show, customize it for mobile devices, have it reviewed apart from your other sitelinks, and edit it while retaining its performance history.

Here are some of the benefits of upgraded extensions:

- **Increased control and flexibility:** You can create an extension for your campaign or ad group, which means you'll have more control over which ads your extensions are shown with.
- **More detailed reporting:** You'll see performance data for each extension, including individual sitelinks. This means you'll be able to better evaluate the performance of each extension. For example, you can break down each extension performance by campaign, ad group, or ad id. You can also get more detailed reporting when you segment by "This extension vs. Other" to see which clicks occurred on this extension vs. other parts of the ads.
- **Customized extensions for different devices:**You can create mobile-optimized sitelinks and call extensions to show on mobile devices, or disable specific extensions on the devices you choose.
- **Stats retained when you edit your extensions** You can edit each extension without resetting its performance statistics.
- **Independent review of extensions:** Each extension will go through our ad approval process separately.This means that if you create four sitelinks, and

three are approved and one is disapproved, then the three approved sitelinks are still eligible to appear with your ads.

- **Ability to schedule your extensions:** You can schedule start and end dates for your extension to run, or set it to run specific days of the week and times of day.

Creating new extensions

To create campaign level extensions:

1. Choose the campaign you'd like to add the extension to.
2. Click the **Ad extensions** tab.
3. Choose the type of extension you'd like to create from the **View** drop-down menu.
4. From the drop-down menu next to **View**, choose **Upgraded**. (You'll only see this menu option if you have both legacy and upgraded extensions in your campaign.)
5. Next to the **[Extension] settings** link, click **Edit**. For example, if you're adding a sitelink, you would edit the **Sitelink settings**.
6. You'll see all the extensions that are in this account.

    - To use an existing extension, click the extension.
    - To create a new extension, click the **New** button.

7. At the bottom of the campaign level window, select the devices where you'd like the extension to appear. You can choose to show the extension across **All devices** (this is the default setting), or specify **Mobile devices only** or **Desktop and tablet devices only**
8. Click **Save** to save your extension setting for your campaign.

Ad group level extensions

Before you create ad group level extensions, keep the following in mind:

- By default, an ad group uses the extensions of the campaign it's part of.
- If you create one kind of extension for an ad group, it will override the same type of campaign level extension.

Example

Let's say your campaign has sitelinks and a call extension, and you create a call extension in an ad group as well. The ad group will show the call extension you set at the ad group level, while continuing to show the sitelinks you set at the campaign level.

- You can also disable an extension for an ad group. This deletes any extension you created in the ad group and stops any campaign level extension from showing with those ads. In other words, no extension of the selected type will show for the ad group.

To create an ad group level extension:

1. Choose the ad group you'd like to add the extension to.
2. Click the **Ad extensions** tab.
3. On the **View** drop-down menu, choose the type of extension you'd like to create.
4. From the drop-down menu next to **View**, choose **Upgraded**.(You'll only see this menu option if you have both legacy and upgraded extensions in your campaign.)
5. Next to the **[Extension] settings** link, click **Edit**. For example, if you're adding a sitelink, you would edit the **Sitelink settings.**
6. Choose **Use ad group [extension]** to create extensions specifically for the ad group.
7. You'll see all the extensions that are in this account.

    - To use an existing extension, click the extension.
    - To create a new extension, click the **New** button.

8. At the bottom of the ad group level window, select the devices where you'd like the extension to appear. You can choose to show the extension across **All devices** (this is the default setting), or specify **Mobile devices only** or **Desktop and tablet devices only**.
9. Click **Save** to save your extension setting for your ad group.

Tips

- Choose **Use campaign [extension]** to use the campaign extensions. Keep in mind that campaign level extensions will be used for ad groups by default, so this option is only useful if you'd like to remove a previous setting.

- Choose **Disable [extension]** to remove the ad group extensions and hide the campaign extensions for this ad group. This means that the ad group won't show the type of extensions you've selected.

Editing extensions

To edit campaign level or ad group level extensions:

1. Choose the campaign or ad group that has the extension you'd like to edit.
2. Click the **Ad extensions** tab.
3. On the **View** drop-down menu, choose the type of extension you'd like to edit.
4. From the drop-down menu next to **View**, choose **Upgraded**. (You'll only see this menu option if you have both legacy and upgraded extensions in your campaign.)
5. Go to the **[Extension] settings** section and click **Edit**.
6. You'll see all the extensions in this campaign or ad group. Scroll to the campaign level or ad group level extensions, hover your cursor over the set of extensions you'd like to edit, and click the pencil icon that appears in the upper corner.
7. Click an extension to edit it.
8. After you're done editing, click **Save**.
9. The extension will be edited for any ad groups and campaigns that share the extension.

Customizing an extension for mobile devices

Extensions show on all devices by default, but there are two ways you can customize extensions for mobile and desktop and tablet devices.

- You can create mobile-specific sitelinks and call extensions. For example, if you have mobile-specific product pages on your website and want to use a mobile-preferred sitelink to direct users there, just create your mobile-preferred sitelink and check the "Mobile" box next to "Device preference" in the "New sitelink" window.
- You can limit which devices an extension can appear on at the campaign or ad group level. For example, if you want the sitelinks for a specific campaign to appear only on desktops and tablets, just edit the extension settings at the campaign level and select "Desktop and tablet devices only" next to "Show this extension on."

Here's how to create mobile-specific sitelinks and call extensions:

1. Choose the campaign that has the extension you'd like to edit.
2. Click the **Ad extensions** tab.
3. On the **View** drop-down menu, choose the type of extension you'd like to edit.
4. From the drop-down menu next to **View**, choose **Upgraded**. (You'll only see this menu option if you have both legacy and upgraded extensions in your campaign.)
5. Go to the **[Extension] settings** section and click **Edit**.
6. You'll see a list of all the extensions in this campaign.
7. Find the extension you want to customize and click the arrow on the right to select.
8. On the extension you selected, click the down arrow that appears next to the pencil icon and choose **Edit**.
9. In the form that appears, choose **Mobile** next to device preference.
10. Change the extension, as needed, to optimize for mobile.
11. Click **Save**.

Note

- Extensions with the device preference set to mobile will be given preference over standard extensions of the same type (such as sitelinks or apps) on mobile devices.
- Standard extensions will be given preference over mobile-optimized extensions of the same type on desktop and laptop computers.
- If a campaign or ad group has only mobile-optimized extensions, these may show on desktop and laptop computers. To avoid this, we recommend having standard extensions of the same type as the mobile-optimized extensions in your campaign.

Scheduling an extension

Here's how to narrow the date or time range during which an extension could appear:

1. Choose the campaign that has the extension you'd like to edit.
2. Click the **Ad extensions** tab.
3. On the **View** drop-down menu, choose the type of extension you'd like to edit.
4. From the drop-down menu next to **View**, choose **Upgraded**. (You'll only see this menu option if you have both legacy and upgraded extensions in your campaign.)
5. Go to the **[Extension] settings** section and click **Edit**.
6. You'll see a list of all the extensions in this campaign.
7. Hover your mouse cursor over the extension you want to schedule. Click the down arrow that appears next to the pencil icon and choose **Edit**.

    - Keep in mind that any change you make affects all campaigns or ad groups sharing this extension. To make the change only for this campaign, choose **Copy and edit** instead.

8. In the form that appears, click the **Start/end dates, scheduling** section.
9. Click inside the start and end date boxes to choose the dates when the extension should start and stop appearing.
10. Use the **Scheduling** section to set the days of the week and times of day an extension should appear. All times are in the time zone of your account.
11. **Click Save.**

Deleting an extension

To delete a campaign level or ad group level extension:

1. Choose the campaign or ad group that has the extension you'd like to delete.
2. Click the **Ad extensions** tab.
3. On the **View** drop-down menu, choose the type of extension you'd like to delete.
4. Go to the **[Extension] settings** section and click the plusbox to expand the section.
5. You'll see all the extensions in this campaign or ad group. Scroll to the campaign level or ad group level extensions, hover your cursor over the set of extensions that contains the one you'd like to delete, and click the pencil icon that appears in the upper corner.
6. Under the **Selected [extension]** heading, click the arrow next to each extension you'd like to remove from the campaign or ad group. If you're removing the extension from a campaign, this will remove the extension for all ad groups under the campaign as well.
7. Click **Save** when you're done.

To delete all extensions of one type from a campaign or ad group:

1. Choose the campaign or ad group that has the extension you'd like to delete.
2. Click the **Ad extensions** tab.
3. On the **View** drop-down menu, choose the type of extension you'd like to delete.
4. Go to the **[Extension] settings** section and click the plusbox to expand the section.
5. You'll see all the extensions in this campaign or ad group. Scroll to the campaign level or ad group level extensions that you'd like to delete, and click the checkbox next to them.
6. Click **Delete**.

Account limits

Here are the account limits for extensions:

- 100,000 active ad extensions per account
- 10,000 ad group references to ad extensions per account
- 10,000 campaign references to ad extensions per account

Example

Let's say you have one campaign that uses a sitelink extension. Then you add one more campaign and one more ad group, each sharing the same sitelink extension. Now, your account has 1 active ad extension, two campaign references to an ad extension, and one ad group reference to an extension.

Monitor your extension performance

Let's say you'd like to see how your extensions perform, like the number of clicks or impressions that occurred when your extension was shown with your ad. You can use your extension performance data to see which extensions perform best and then optimize your extensions to help you reach your advertising goals.

View your extension performance data

Here's how to view your extension performance data:

1. Select a campaign with extensions. Then, click the **Ad extensions** tab.
2. Click the **View [Extension type]** drop-down and choose the type of extension.
3. You'll see a statistics table that contains data on the entire ad unit's performance when the extension appears. In other words, this data includes the performance of the extension, as well as the ad and any other extensions it appeared with.
4. Analyze your performance data to see which extensions are performing well and optimize your extensions accordingly.

Compare your extension performance data

Use segments to take a closer look at individual extension performance. We recommend using the "This extension vs. Other" segment to compare how many clicks your individual extension received versus the other extensions or headline that appeared in your ad.

Here's how to segment your data by "This extension vs. Other":

1. Click the **Ad extensions** tab of a campaign with extensions
2. Click the **View: [Extension type]** drop-down and choose the type of extension.
3. Click the **Segment** drop-down menu.
4. Select "This extension vs. Other".
5. In the table, you'll see a row named "Other" and a row named "This extension." You can compare the statistics in these two rows to see how your individual extensions are performing and optimize them accordingly.

Tip

Customize the statistics table to break down your extensions performance by campaign or ad group. To do so, click the **Columns** drop-down menu and choose **Customize columns**. Within the **Level of detail** section, you can add separate **Campaign** and **Ad group** columns to the table by clicking the **Add** link.

To see the performance statistics for non-upgraded extensions, go to the **Not upgraded** view of the Ad Extensions tab and look for the deleted extension.

Best practices for direct response campaigns

For direct response campaigns, the most important metric is cost-per-acquisition (CPA), or cost-per lead, which is primarily impacted by number of clicks the campaign receives and the conversion rate. By refining your campaign targeting options, you can send more qualified traffic to your site - increasing the chances of a visitor becoming a customer. Taking time upfront to set up your campaign correctly goes a long way in achieving this goal.

1. **Create a separate Display Network campaign:** Setting up a separate campaign just for the Display Network will allow you to have more control over keywords and bids than if the campaign were combined with Search. Select "relevant pages across the network" to maximize your reach. Include or exclude the Mobile Display Network depending on whether you are trying to reach people who are accessing your site through mobile devices.
2. **Only reach potential customers:** Target customers in the languages and geographic regions where you offer your product or service. Minimizing the number of people who see and click on your ad who are unable to purchase your product or service will help reduce your cost-per-acquisition (CPA) and increase your conversion rate. Ad Scheduling and demographic targeting can also help to ensure that you're only reaching your target audience.
3. **Use Keyword contextual targeting:** Contextual targeting is best suited for driving performance and cost-efficient conversions. This targeting method will identify the most relevant pages where you ad is eligible to appear based on your keywords; showing your ad on sites where users are most likely to click.
4. **Implement cost-per-click (CPC) bidding: J**ust like Search, this means you will only pay when a user clicks on your ad. CPC bidding is a must if you want to use Conversion Optimizer.
5. **Include Negative keywords:** This will prevent ads from showing on irrelevant themes that may be related to the keywords you are targeting, resulting in more qualified clicks.
6. **Exclude irrelevant or poor-performing sites:** You can get more qualified traffic by excluding sites that don't perform well for you based on historic data, or are irrelevant to your product.
7. **Set up AdWords Conversion Tracking:** Install Conversion Tracking on your website before you start a Google Display Network campaign, and create multiple conversion points across different pages of your site. This will give you more data to leverage when optimizing your campaigns, allowing you to understand whether you need to improve your campaign targeting or the conversion process on your site.
8. **Use Conversion Optimizer to manage CPA:** Google Conversion Optimizer automatically manages bids at the site level to reach a maximum cost-per-acquisition (CPA) bid, which is the amount you're willing to pay for a conversion (such as a purchase or signup). When you enable the Conversion Optimizer for a campaign, you set a maximum CPA bid for each ad group.
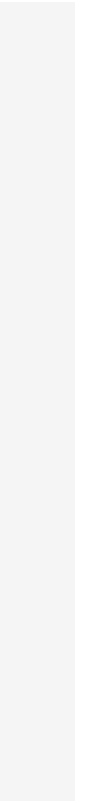
Ad Formats for The Google Display Network

Text ads

Display ads

Rich media ads

Video ads

Text ads

This module contains information on creation and best practices for various ad formats on the GDN. Text ads are the simplest ad format, and are also the easiest to create and edit. You can quickly create multiple variations for different products to test ad text or landing pages. These ads are the most versatile ad format with the widest reach across the web.

Generally, you should create separate ad groups for text ads and display ads to best optimize your bidding. If you have different goals for your text and display ads, (e.g. direct response goals for text and branding goals for display) you should create separate ad groups for each ad format to best optimize your bidding. However, if you're solely focused on direct response, you may want to manage your text and display ads in the same ad group and bid the same amount for both to get the most cost effective conversion for your budget. Similarly, if your goal is getting maximum reach from your campaign, it can be beneficial to include a text ad in each ad group, as some publishers only accept text ads.

Advertisers often see a lower cost per acquisition (CPA) with text ads than with display ads since cost-per-click (CPC) targeted text ads only take up a fraction of space in an ad block. This can lead to them costing less in the auction.

Here are a few best practices to keep in mind when creating text ads:

- Attract the user's attention by writing compelling ads
- Describe clearly what your products or services you're offering
- Highlight unique selling points or special offers
- Reference a desired action such as "order online" or "sign up today"
- Test multiple versions of your ads to determine what works best for you
- Route users to the most relevant landing page for each creative

Display ads

Display ads are non-text ads that use images, Flash, video and other technologies and appear alongside publisher content, and can show on both desktop computers and high end mobile devices. Advertisers use display ad formats to meet a wide variety of objectives, ranging from increasing brand awareness, to driving the number of conversions. You can easily deliver your message to your customer by using display ads on the Google Display Network**.**

Here is an example that illustrates how display ads can be used successfully on the Google Display Network:

You own a pizza restaurant in San Francisco. You can use the Ad gallery, formerly known as the display ad builder, to develop a display ad that has an image of your most popular pizza with a call-to-action message that leads users to a discount coupon page. You can then advertise using relevant keywords on the Google Display Network and drive conversions at your local pizza store.

Rich media ads

Rich media ads allow you to more actively engage a web user with your content than standard text or display formats, as they allow greater interactivity and dynamic content. Rich media ads include video ads, Flash animated ads, and ads that mix text, animated content, and designs. You can easily create these types of ads using the AdWords Ad gallery, formerly known as the display ad builder.

Here are a couple examples of how you can you use rich media ads:

- **Video:** If you have a product demo or existing TV commercial, you can broadcast it throughout the Google Display Network using the TrueView video formats.

- **Animation/image:** If you are a retailer, you can showcase your top selling products along with prices and descriptions and allow users to browse through them, directly in an ad. You can select from multiple interactive templates that allow you to showcase images or set unique destination URLs per image.

Video ads

Online video is one of the largest areas of media consumption, with an audience of hundreds of millions. Google AdWords allows you to reach and engage this audience with video placements and ads.

Video placements can help you expand your brand reach across a large demographic of global users who are eager to view, share, and create new video content online. You can use the placement tool to target video sites such as YouTube and share your marketing message using text or display ads.

Video ads provide users with a rich and engaging advertising experience. They supplement a web video's content, or advertise a product or service that is relevant to users watching video content. This results in enhanced online branding and cross-promotional advertising campaigns.

Using the Display Ad Builder

Ad gallery overview

The Ad gallery, formerly known as the display ad builder, is a free tool that allows you to create compelling, eye-catching Display ads in minutes. By providing you with pre-existing design templates, it alleviates the high cost and long lead time that often comes with generating a display creative: perfect for smaller advertisers with more modest advertising budgets. The Ad gallery allows you to expand your Display Network campaigns to include new ad formats beyond text.

With the Ad gallery, you can create ads using your own customized text and logos. You can also upload images using standard IAB image ad formats, including simple images or Flash, or upload your own video to create a click-to-play video ad.

Basic display ad builder functions and templates

You can access the display ad builder within your AdWords account. To access the feature, select the campaign or ad group where you want to create your ad, click on the **Ads** tab, select d**isplay ad builder** from the "New ad" drop-down menu, choose a content category on the left, and then choose a template. To create a display ad, complete the form for the template and upload any required content. You'll be able to preview your ad to the right of the form. Then select your ad sizes above the ad preview. We recommend that you select as many variations as possible, however, you should uncheck the box for any ad size where your ad content does not display properly. Be sure to click **Save Ad.**

Be sure to preview the available ad sizes near the end of the ad creation process. To change your selections, go back one step and make your changes, then finish submitting your new ad. Once your ad is created, you can only change its content (images, text, etc.). Changes to your ad's content will be applied to all existing ad sizes for the ad. To try different ad sizes for an existing display ad, you'll need to create a new ad with the same content and your new desired sizes.

Important: Every time you create or edit your ad, you'll be creating and editing all size variations at the same time. This means that when editing the ad, all your edits will apply to all size variations selected on the page, and this will overwrite all previous selections. If you leave any unselected, this will delete the corresponding ad in that size variation.

Ad gallery Templates

Ad gallery, formerly known as the display ad builder, has dozens of templates to help advertisers achieve the best performance. There are format-specific templates, such as video and rich media templates, to help advertisers specializing in those formats. Seasonal templates are good for a season or holiday-specific promotion. See an example of a seasonal ad template here. There are several vertical templates, for finance, education, retail, etc advertisers. And advertisers can also find the most popular and highest CTR templates, based on advertisers that have used templates before them.

Each template enables you to select a headline, headline font and color, and then include product descriptions and URLs, with the option to upload accompanying images. Users can then select from among dozens of background colors and provide display and destination URLs. Lastly, you can apply the chosen design to all ad sizes or to just a chosen subset by checking and unchecking selection boxes.

To see all the templates, go to the Ads tab in your account, and then New ad and then select display ad builder from the drop-down menu. Scroll down and you'll all the template categories on the left side of the page. Click on any to see more templates within that category.

Select and preview ad sizes

Since publishers for sites across the Google Display Network are able to select which ad formats and sizes they allow on their pages, it's recommended that advertisers create versions for their display ads in all possible sizes. This is to ensure that the ads will fit in all placement options across the Display Network, as some publishers may not permit certain sizes to appear on their pages. Due to the different placement options and inventory available across publisher sites, Google will automatically create your ad in most of the standard IAB ad sizes.

Each template within the Ad gallery, formerly known as the display ad builder, may allow you to insert one or more related images and a business logo. The recommended size for each image slot and associated template will be displayed during the ad creation process. Images that are over the file size limit or that don't meet the specifications for the template you select may appear distorted, misaligned, or not appear at all. You should review and resize your images as needed before creating a display ad so that your ad appears properly.

Consider the following best practices when selecting and previewing ad sizes:

- **Display ad previews:** You can preview how your display ad will appear while you're creating it. Be sure to click Update preview whenever you add an image to see how it will appear within your ad.

- **Review all selected ad sizes:** When you create your ad, you'll have the option to select the ad variation sizes we create for your ad. In some cases, these ad sizes may not work well with the size of the image you provided, so be sure to check that your image displays properly in each case. Deselect those sizes for variations where the images won't display properly.

- **Image editing:** Use photo-editing software to edit your image size and format. Transparent 24-bit PNG files look more professional because they match the background of both the image and the ad itself.

Create multiple ad variations

Display ads offer so many options that you may need to experiment with different templates, colors, and content to get the best results. Creating multiple ad variations can help you identify the combinations that work best for your campaign.

- **Change color schemes:** Changes to the background and font colors of display ads can dramatically increase clickthrough rates (CTRs), which can lead to more impressions and more conversions. Set up your ad, then choose that same template again, change colors, save it in the same ad group, and then let the variations compete against each other. You can then pause the ads that are doing poorly, leaving the best color combinations to lead your campaign.

- **Try new templates:** Performance can vary widely by template. Consider trying out templates with images, no images, various types of animations, and no animations. Minor differences in layout and animations can have large impacts on clickthrough rates (CTRs), depending on your product or service.

Best Practices for Display Ads

Include clear messaging

Experiment with images, colors, and fonts

Consider your goals
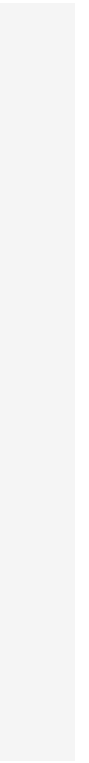
Include clear messaging

To ensure that your marketing message gets across to potential customers, it's important that you include clear messaging when creating your display ads. Below are some basic best practices that can help you create a clear, compelling, and concise display ad.

- **Include a strong call-to-action:** Your ad should convey a call-to-action along with the benefits of your product or service. A call-to-action encourages users to click on your ad and ensures they understand exactly what you expect them to do when they reach your landing page. Some call-to-action phrases include "Buy," "Purchase," "Call today," "Order," "Browse," "Sign up," and "Get a quote." While words such as "find" and "search" may be accurate verbs, they imply that the user is still in the research mode, and may not encourage the user to perform the action you'd most like them to take on your site.

- **Be explicit about your call to action:** Include your call-to-action as a button or somewhere else within the ad that will ensure the user understands where to click. This is especially important in display ads, because users may not know what part of the ad is clickable or, in some cases, that your ad is an ad at all. Users also want to know what they can do if they click their ad: "Learn more?" or "Buy now?" Let them know what to expect.

- **Include prices and promotions:** The more information about your product that a user can gain from your display ad, the better. For example, if a user sees the price of a product and still clicks the ad, you know they're interested in a potential purchase at that price. If they don't like the price, they won't click your ad, and you save yourself the cost of that click.

Include key messaging and call-to-action in final frame of animations: Some ads have animated "teaser" text which may enter and exit the ad at various points. If users miss this text, what they end up seeing may not clearly communicate your offering and what they should do. If the action they should take isn't clear, they'll be less likely to click. Including all key messaging and your call-to-action in the final frame of animations can help ensure that your message gets across to your users.

Experiment with images, colors, and fonts

You should feel comfortable experimenting with your display ads often, continuously refining images, colors, and fonts to maximize performance. The Ad gallery, formerly known as the display ad builder, allows you to easily and quickly make changes to your display ads.

To get the best performance out of your display ads, consider the following best practices:

- **Choose easy-to-view colors:** Make sure you've customized the color scheme of your ad, including the background and font color. Try to align the color scheme of the template with the content of your image. Be careful of your color choices; extremely bright colors can be unpleasant or difficult to read. Using the same color for the foreground and background of your ad will also make it difficult to identify items within the image clearly.

- **Work with the publisher color schemes:** If you are placement targeting certain sites, consider tailoring the color scheme of your display ads to match the publishers' pages. If your ad looks unattractive or out of place on a page, users will be less likely to click on it. It's more important to match the sites that you're targeting, than to match your landing page.

- **Use transparent PNG format images:** This can greatly improve the aesthetics and unique look of your display ad. If you don't have a transparent PNG image, make sure your ad color scheme matches the background of your images. If your image has a white background for example, consider setting your ad background to white.

- **Balance your ad content:** Make sure your ad text and images are balanced within the body of the display ad and within the overall ad size. Images should be clear, resized to fit the ad shape, and easy to recognize. All text should be easy to read and understand in relation to the included images and shape and size of the ad in all size versions. Images should not be cut off or unrecognizable, and lines of text should be complete and make sense. Check your ad in each available ad size and resize any images as needed.

- **Create a visible Display URL:** Your display URL should be visible. If it's the same color as the ad's background color, it won't be visible to the user.

Consider your goals

It's important to consider your goals before selecting an ad format. For example, advertisers whose main goals are to reach the largest number of customers and generate the online sales may want to select different ad formats than advertisers whose main goal is to increase brand awareness.

Text ads are the simplest ad format available, the easiest to modify, and have the widest reach on the Google Display Network. However, if your goals are capture the attention of your customers in new and visually stimulating ways to enhance your brand, you might want to try something more engaging, such as display ads.

This module contains guidelines for how to select and refine your display ads for optimal performance. You can follow these guidelines to create your own display ads using the Ad gallery, formerly known as the display ad builder.

Display Ad Policies

Google Display Network display ad policies
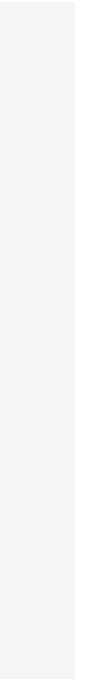
Google Display Network display ad policies

Google's content policies for AdWords text ads also apply to AdWords display ads. Promoting violence, copyrighted content, and drugs are a just few examples of content that is not permitted in display ad content. For a full list of content policies by region, visit the AdWords Policy Help Center.

In addition to content policies, there are an additional set of policies for display ads that don't apply to text ads. Some examples include avoiding unconventional ad layouts, such as an image that appears sideways or is repeated, or mimicking computer functions. Animations that last for too long, or ads that use strobing backgrounds, would also result in an ad disapproval. For a full list of policies by ad format, visit the AdWords Policy Help Center.

Also, similar to text ads targeting the Google Display Network, display ads need to be approved as Family Safe status before accruing impressions on publisher sites. If your newly submitted display ads are not accruing impressions, it may be because they are under review.

Display ad disapprovals

If your display ad has been disapproved per policy, you should familiarize yourself with the policies and edit your ad. When you save your new ad or upload a new ad, it will automatically be submitted for re-review.
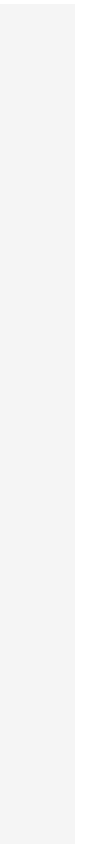
Create a new campaign

About network settings

When you advertise with AdWords, you'll be showing your ads on one or both of Google's advertising networks: the Google Search Network and the Google Display Network.

The network setting determines which of these networks your campaign's ads will appear on and the types of ad formats that you can use. You'll **choose a network setting by selecting a campaign type** for your campaign.

Google's advertising networks

|	**The Google Search Network**	**The Google Display Network**
Sites	The **Search Network** includes Google Search, Shopping, Maps, Images, Groups, and search sites that partner with Google as **search partners**. To target only Google Search and Shopping, deselect the network setting "Include search partners."	The **Display Network** includes a collection of websites that partner with Google such as blogs and forums and Google sites such as YouTube, Gmail, Google Finance, and Blogger.
Ad formats	Text and image (only on Google Images) ads	Text, image, rich media, and video ads
Campaign types	To target the Google Search Network, choose "Search Network only" or "Search & Display Networks."	To target the Google Display Network, choose "Display Network only" or "Search & Display Networks."

Campaign types

Campaign type	Advertising networks	Benefits
Search Network only	Targets the Google Search Network	Your ads can show up next to what people are searching for on a wide variety of search sites based on your keywords. It takes just a few text ads and keywords to get your campaign up and running.
Display Network only	Targets the Google Display Network	In addition to using text ads, you can advertise with ad formats like image, video, and rich media on websites, videos, and apps. You can choose to show your ads on specific websites that your customers like based on your targeting methods, like placements or topics.
Search & Display Networks	Targets both the Google Search Network and the Google Display Network	A single keyword list gets your ads on both networks, when you choose "Search & Display Networks - Standard."

How to set your campaign type

1. Sign in to your AdWords account at http://adwords.google.com.

2. Click **Create your first campaign** (you'll only see this if you're creating your first campaign) or the **+ Campaign** button on the **Campaigns** tab.
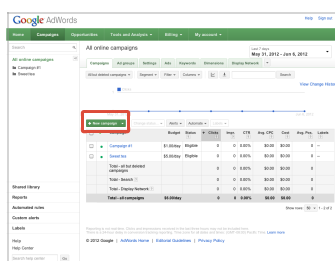
3. Choose your campaign type and sub-type (for example, "Search and Display Networks - All features"). The network setting associated with the type you've chosen appears in the "Networks" section.
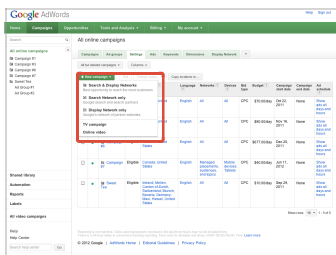

Tip

If you're new to AdWords or want to keep things simple by using fewer, more specific features, try the "Search Network only - Standard" campaign sub-type. If you'd like maximum control of your ads or specialized features, try the "All features" sub-type (where available) or "Display Network only - Remarketing," campaign and sub-type, for example.

4. Click **Save**.

Creating your ad campaign

- Help your ads reach the right people by understanding your customers, setting your budget, and organizing your campaign.
- Choose the right campaign settings to help you achieve your advertising goals.
- Use what you've learned to create your campaign.
- Start reaching your customers by creating an ad and choosing the right keywords.
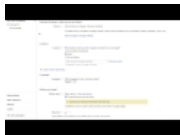
[How to create a new campaign](#)

Your campaign is where you set an advertising budget, identify the audience you want to reach, and choose where you'd like your ads to appear. Learn more about creating a campaign here: http://goo.gl/1439DH Subscribe to AdWords Help on YouTube: http://www.youtube.com/adwordshelp

With AdWords, you'll use campaigns to organize the messages and ads you want to show to your customers. Before you create your first campaign, there are a few important concepts to grasp:

- Understanding your customers
- Setting your budget
- Organizing your campaign

Understanding your customers

Before you create your first ad campaign, take the time to create build a mental profile of the customers you're trying to reach. Considering your customers' preferences, habits, and traits can help you choose the right settings for your campaign. Here are some important areas to consider about your customers' preferences and behavior:

- **Words and phrases they use to search online:** If you run a furniture store, think about the keywords that your potential customers might use to search for furniture. Would they use general search terms like "furniture" or "furniture store"? It's more likely that a customer would use more specific terms based on what they're looking for, such as "buy sectional sofa" or "dining room chairs."
- **Types of websites they visit:** Think about the kinds of websites your customers might be interested in. Will people looking for furniture also visit home improvement websites, websites related to interior design, or websites tailored to new parents? Consider what types of web content would be a good match for your furniture ads.
- **Geographical location:** Think about where your potential customers are. If you only offer furniture delivery to customers in your city, then you should limit your campaign's targeting to your city. This helps make sure that you only pay for clicks on your ads from people who live in your delivery area and can purchase your furniture.
- **How they contact you:** Consider how you want your customers to get in touch with you. If you want them to come to your store in person, you can highlight location information in your ads. Or maybe you'd like them to call you or fill out a contact form online. You can add these and other options to your ad with ad extensions, discussed in the "Understanding your campaign settings" section below.

This customer profile gives you some insight into the campaign settings you might consider, such as:

- Keywords that will trigger your ads to display in search results
- Websites where you might want your ads to appear
- Geographic locations where your ad should display
- Additional information you might want to include in your ad, such as a phone number or link to the contact page on your website

We'll explain these and other campaign settings below.

Setting your budget

Once you understand who your customers are, think about how much you want to spend to reach them with your ads, and what results you're expecting for your campaign to be a success.

AdWords lets you set an average daily budget for each campaign based on your advertising goals and the general amount you're comfortable spending

each day. Get tips on setting a campaign budget.

Not sure what you'll be charged for? Find out how AdWords calculates costs.

Organizing your campaign

It's no secret that organization is an essential ingredient for success, and AdWords is no exception. Before you begin creating your campaigns and ads, it's important to learn how AdWords is structured to help you create effective campaigns that target the right audience.

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

1. Your **account** is associated with a unique email address, password, and billing information.
2. Each **ad campaign** has its own budget and settings that determine where your ads appear.
3. Your **ad group** contains a set of similar ads and the words and phrases, known as **keywords**, that trigger your ads to show. A collection of ad groups forms a campaign. Use ad groups to bundle related ads with related keywords to show ads that are relevant to the searches of people you're trying to reach. Learn more about organizing campaigns and ads in your account.

Understanding your campaign settings

Now that you have a better picture of the customers you're trying to reach, you're ready to consider the campaign settings that suit your goals. The campaign settings you select will apply to all ads within the same campaign. The type of campaign you choose determines which settings are available to you.

The settings cover three basic areas related to your ad:

- How much you'll pay by setting your budget and bid (you can always adjust them later)
- What, besides text and a link, to include in your ad using ad extensions
- Where you want your ads to appear using settings for geographic locations, languages, and placement on the web (called Networks)

Here's an overview of the campaign settings you'll need to address when you set up a new AdWords campaign:

Setting	Description	Learn more
General	This is where you enter a name for your campaign and pick your campaign type. Although AdWords enters a default campaign name for you, you should choose a name that clearly describes the theme of the campaign so that you can easily find it in your account. Your campaign name isn't visible to your customers.	
Type	The campaign type determines which settings we'll show you as you create or edit your campaign. The type you choose tailors the campaign setup to just what's appropriate for your goals, eliminating unrelated features. Many new advertisers start with a standard "Search and display" campaign type, which offers a wide variety of potential placements for your ads.	Choosing the campaign type that's right for you
Locations and languages	Your campaign's ads are eligible to show to customers located or interested in the location setting you choose and using Google in the language you specified. We recommend choosing the language you serve your customers in.	Location and language targeting
Networks and devices	Select Networks where you want your ad to appear, such as on search results pages like Google ("Search Network"), on other sites that partner with Google to show ads ("Display Network"), or both. By default, new campaigns target all types of devices, which include desktops, tablets, and mobile devices. Later, you can choose to customize ads for different devices.	Network settings
Bidding and budget	Choose to manually set your bids for clicks on your ads or let AdWords do it for you. Depending on your campaign type, you may see additional bidding options to choose from. Your **bid strategy** controls how you pay for users to interact with your ads.Your **default bid** is the most you'll pay per click for ads in an ad group. Your **budget** is the average amount you're comfortable spending each day on your campaign. The budget you choose is entirely up to you, and you can adjust it at any time.	Setting your bid and budget
Ad extensions	Include even more information with your ads, such as location information, links to pages on your website, your phone number, and your Google+ page.	Enhance your ad using extensions
Advanced settings	Once you're comfortable using AdWords' most essential settings, consider adopting one or more of these optional features to help get your ad campaign on the same schedule as your customers: • Schedule: Set a campaign start and end date. • Ad scheduling: Choose certain days or hours of the week for your ads to show. • Ad delivery: By default, AdWords shows your ads when they're more likely to get clicks or conversions, but you can choose to show your ads more evenly throughout the day.	Using custom ad scheduling

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Tip

If you've already set up a similar campaign and you want to use the same settings, you can save time by loading the settings from your existing campaign into your new campaign. You'll see this option in the "General settings" section, just under the campaign type.

Creating a campaign

Now that you have a customer profile in mind and an understanding of campaign settings, you're ready to use that information to create your campaign and set your budget and bids. You'll need to make at least one campaign before you can create ads in your account.

Create a campaign and choose your campaign settings

Here's how to create a campaign and choose your campaign settings:

1. Sign in to your AdWords account at https://adwords.google.com.
2. Click the **Campaigns** tab.
3. **If this is your first campaign:** Your first campaign is assigned to the "Search & Display Networks" campaign type, which we recommend for new advertisers. If you want to change your new campaign to the "Search Network only" or "Display Network only" campaign type, you can do that here.

   If you've created a campaign before: Click the **+ Campaign** button on the **Campaigns** tab. Then, select the campaign type you want to use ("Search and Display Networks," "Search Network only" or "Display Network only").
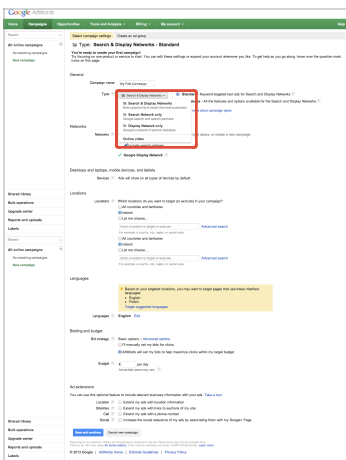
4. You'll be taken to the "Select campaign settings" page. Give your campaign a name. Then, make your choices for the following settings (you can find additional information about these settings in "Understanding your campaign settings" above):

   - Devices
   - Locations
   - Languages
   - Bidding and budget
   - Ad extensions

5. Click **Save and continue**. You can edit your campaign settings at any time.

Create your ad and choose keywords

After you've saved your campaign settings, you'll be taken to the "Create ad and keywords" page. This is where you'll create the **ad group** within your campaign. An ad group is made up of a set of keywords, ads, and bids. Each ad campaign consists of one or more ad groups.

Here you'll choose your ad format, create your ad, and select the keywords you think your customers would use when searching for information related to your products or services.

We'll cover how to create a text ad (the ad format we recommend for newer advertisers), but you can choose from many different ad formats depending on your advertising goals. These formats include video ads, image ads, WAP mobile ads, app or digital content ads, and more. Learn about all available ad formats and how to choose what's right for you.
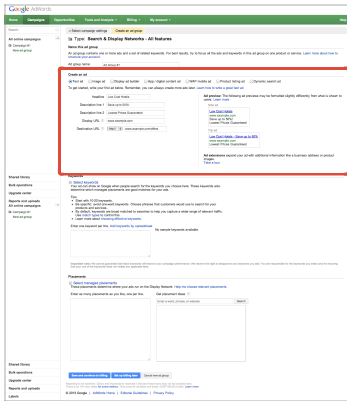
Tip

Got writer's block? Need some help deciding what your ad text should say? Explore these tips for creating successful text ads.
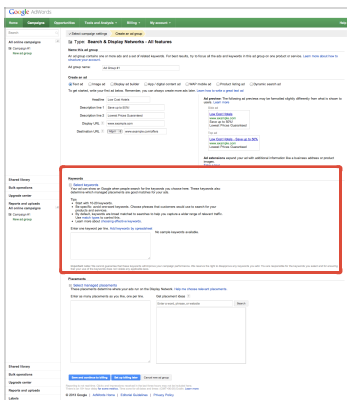
Creating a text ad

To create a text ad, follow these steps:

1. In the "Create an ad" section, select **Text ad**.
2. Type in your headline, description, **display URL**, and **destination URL**. The display URL is the web address, usually your website's home page, that's shown to customers with your ad, while the destination URL takes customers to a specific page within your website. Both URLs should contain the same domain name. For example, an ad with www.google.com as the display URL and www.google.com/ads as the destination URL is acceptable because they share the domain name, "google.com"

3. Enter your keywords in the "Keywords" section. We recommend starting with 10-20 keywords. You can always edit or add more keywords later. Learn how to choose keywords and placements when you create a campaign.

4. Click **Save**. If this is your first campaign, click **Save and continue to billing**. Your ads can't run if you haven't submitted your billing information.

Choose your bid and budget

To run your ads on Google, you'll need to decide on the right campaign budget and ad group bids. Your **budget** establishes a charging limit for an individual campaign, so it should be an amount you'd be comfortable spending per day (or seeing on your monthly credit card bill if you multiplied your budget by 30.4, the average number of days in a month). Your actual costs may be lower, depending on how you manage your bids.

Your **bid** is the most you're willing to spend per click. By managing your bids, you may influence the amount of traffic your ads receive, as well as the **ROI** they generate. With higher bids, your campaign is likely to receive more traffic while spending more money. With lower bids, your campaign is likely to improve its ROI, but receive fewer clicks and conversions.

Here you'll learn the steps for setting bid and budget in a new campaign, and how to estimate how much you'll spend.

Steps to set your bidding and budget for a new campaign

1. Sign in to your AdWords account at http://adwords.google.com
2. Click the **Campaigns** tab.
3. Under **All online campaigns**, click the **+ Campaign** button.
4. In the **Bidding and budget** section of your campaign settings, select a bidding option. If you choose the "manual" option, enter a **Default bid** as well.
5. For **Budget**, the amount you enter should be the most you're willing to spend on your campaign on average per day over a month. You can also apply a shared budget that you've previously created.
6. Click **Save and Continue** (on the next settings page, you'll be prompted to create and save your ad group).
7. You may edit your bidding option and budget again at any time by returning to your campaign's **Settings** tab.

About your campaign bidding options

When many people think of an auction, they often think of a prize being sold for the highest bid. But our ad auction uses both quality and bid to determine your ad's position. So even if your competition bids higher than you, you can still win a higher position -- at a lower price -- with highly relevant keywords and ads. You'll often pay less than your maximum bid, because with the ad auction you pay no more than what's needed to rank higher than the advertiser immediately below you. The amount you pay is called your actual CPC.

AdWords essential

The ad auction

Your maximum cost-per-click **Max CPC** is the highest price you're willing to pay when someone clicks on your ad. With higher bids, your campaign is likely to receive more traffic while spending more money. With lower bids, your campaign is likely to improve its return on investment (ROI), but receive fewer clicks and conversions.

There are two basic bidding options (for advanced details, see Determining a bid option based on your goals):

- **Manual bidding**: This is the default option to let you manage your maximum CPC bids yourself. You can set bids at the ad group level, or for individual keywords.
- **Automatic bidding**: If you're new to AdWords (or if you're busy), we recommend this option. All you have to do is set a daily budget, and the AdWords system manages your bids for you, to bring you the most clicks possible within your budget.

With manual bidding, your ad group's **Default bid** amount will be applied to all keywords in your new campaign's ad group. You may change your bid amount at any time. You also may change this value for individual keywords via the Max CPC column on the **Keywords** tab. Learn how to Choose a bid for your keywords.

Tip

Try **Keyword Planner** to get traffic estimates, like estimated clicks, estimated impressions, or estimated average CPCs for your keywords. These estimates can help guide your decision on which bids and budgets to set.

Setting bid adjustments

With enhanced campaigns, you can set bid adjustments that increase or decrease your bids when your ad is competing to appear on mobile devices, in specific locations, and at particular days and times. Bid adjustments can give you more control over when and where your ad appears, and are applied on top of your existing bids. You can also customize your bidding strategy by setting multiple adjustments that work together, such as location and time of day, or time of day and mobile devices.

About your campaign budget

Keep in mind that your budget amount is for a single campaign, as opposed to a total amount for all your campaigns overall. Your campaign's budget should be the highest amount that you're willing to spend on average per day over a month. If you're working with a monthly advertising budget, you can estimate your average daily budget by dividing that amount by 30.4 (the average number of days per month). Note that this estimate may vary slightly, due to some months being longer or shorter.

Tip

Start small. If you're a beginner, try a daily budget of US$10 to US$50. Check your account soon after applying a new budget to see how your campaigns have performed.

Because customer traffic fluctuates from day to day, Google may allow up to 20% more clicks (or other ad activity for campaigns on another bidding option) in one day than your daily budget specifies. We call this **overdelivery**.

However, our system makes sure that in a given billing period, you're never charged more than 30.4 multiplied by your daily budget amount. For example, if you budget $10 per day, the maximum you would pay is $304.

If Google overdelivers your ads too much, and your accrued costs in a billing period exceed the charging limit for your budget, a credit will automatically be applied to your account. For instance, if your monthly charging limit is $304, and you've accrued $310 in costs in a given billing period, you'll receive a credit for $6 and only be charged $304.

Tip

Are your campaigns using up all of your budget? Your budget settings include the option to **View recommended budget**, which is based on analysis of your campaign performance, typically from the past 15 days.

Using custom ad scheduling

Timing is everything, so you want to make sure your customers are awake and online to see your ads. By default, your AdWords campaigns are set to "Show ads all days and hours," which means that we'll automatically try to spend your entire daily budget during each calendar day that your ad is active.

But if you want to reach your customers within a special "window of opportunity," then ad scheduling is for you. It lets you specify certain hours or days of the week when you want your AdWords ads to show. Note that ad scheduling won't change your overall daily budget -- we'll try to spread the spending evenly across any segments you've scheduled in that calendar day.

If you're running an enhanced campaign, you can set bid adjustments to increase or decrease your bids for specific days, times, and more, and view reporting from the **Ad schedule** subtab in your campaign settings. Any legacy campaign type other than "Standard" can also set ad schedule bid adjustments. You'll find instructions below for both enhanced and legacy campaigns.

Example

Suppose you run a dog-sled touring business in Alaska. By viewing your "Hour and day of the week" performance on the **Ad schedule** subtab, you've noticed that your ads get the best results between 8 and 11 a.m. on Tuesdays, when *Extremely Cold Places* is playing on television. You decide to adjust your ad schedule so that on Tuesdays, your ads only appear during that time.

Create an ad schedule for an enhanced campaign

Here's how to schedule your ad to run at specific times and days:

1. Sign in to your AdWords account at https://adwords.google.com.
2. Click the **Campaigns** tab at the top.
3. Under **All online campaigns**, click the name of the campaign to be scheduled.
4. Click the **Settings** tab, then click the **Ad schedule** subtab.
5. Click the **+ Ad schedule** button.
6. Make your selections for specific days and times.
7. Click **Save**. You'll see your changes reflected in the Ad schedule statistics table.

Set bid adjustments for an enhanced campaign

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. By setting bid adjustments, your spending on individual clicks may vary, but your overall daily budget won't change.

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 bid for that time period would be $1.00 x (+10%) = $1.10.

You also decide to set a +20% adjustment for Anchorage, where many of the customers that love your dog-sled tours live. Your 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 x (+10%) = $1.10
Anchorage adjustment: $1.10 x (+20%) = $1.32
Final bid for Tuesdays, 8 to 10 a.m., in Anchorage: $1.32

How to set a bid adjustment

To adjust your bids for a certain time, just follow steps 1-4 above. Then:

1. Click the cell in the "Bid adj." column of the row whose bid you want to adjust.
2. Choose "Increase by" or "Decrease by" from the drop-down, and enter a number.
3. Click **Save**.

Notes

- The bid adjustment affects all bids in the campaign. When the time period of your bid adjustment is over, your normal campaign bids will be restored unless you've set other adjustments (for devices or locations, for example). Using the example above, at 10:01 a.m. on Tuesday, your bid will become $1.00 x (+20%), or $1.20 for a search that occurs in Anchorage, until your ads stop showing at 11 a.m.
- You can stop using ad scheduling so that your ad appears every day of the week by adding all days as targets.

Create an ad schedule and adjust bids for a legacy campaign

Here's how to schedule your ad to run at specific times and days:

1. Sign in to your AdWords account at https://adwords.google.com.
2. Click the **Campaigns** tab at the top.
3. Under **All online campaigns**, click the name of the campaign to be scheduled.
4. Click the **Settings** tab.
5. In the "Advanced settings" section, click **Schedule: Start date, end date, and ad scheduling**.
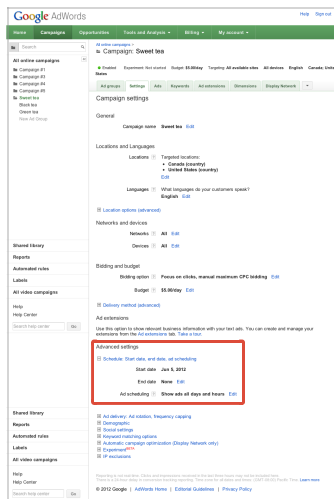
6. Next to "Ad scheduling," click **Edit.**
7. In the window that appears, click any day of the week under the **Time period** column to set the hourly range for when your ads should run (or *shouldn't* run). Click **Add another time period** to create up to six running time periods in a single day.
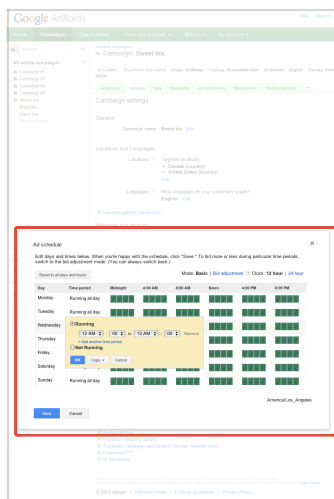
8. Click **OK** to save your ad schedule, and you'll see the changes reflected in the time blocks. The green blocks show the hours when ads are

scheduled to run, while the gray blocks show when they aren't.

9. Click **Save**.

How to set a bid adjustment for a legacy campaign

The "Ad schedule" window in the steps above includes a **Bid adjustment** mode, too. You can specify bid adjustments to raise or lower your bid during certain hours or on different days of the week. Here's how:

1. In the ad scheduling window, click **Bid adjustment**.
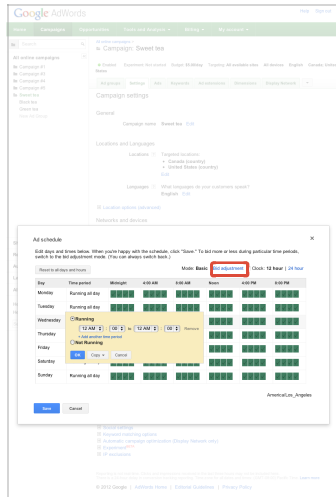
2. Click a row to set a bid adjustment (**% of bid**) for a **Time period**, then click **OK**.
3. When you're finished and the green and gray blocks reflect your changes, click **Save**.
4. To stop using the bid adjustments, click **Basic** at the top of the ad scheduling window. Your time settings will be saved, but your bid adjustment settings won't be saved.
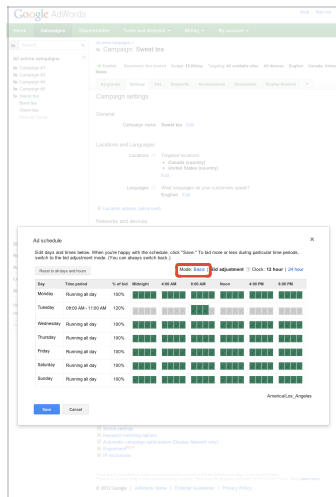
Adjusting for time zone differences

The ad schedules you set are based on the time zone you selected when you initially created your AdWords account. So you'll need to adjust your ad schedule to account for any difference in your target customers' time zone. To verify your account's time zone setting, click the **My account** tab and select **Preferences**.

Advanced mobile and tablet options in "Display Network only" campaigns

In your "Display Network only" campaigns, you can target specific operating systems, device models, as well as carriers and wireless networks. Advanced mobile and tablet options aren't available for "Search Network only" and "Search and Display Networks" campaigns. If you'd like to use these targeting options, consider creating a "Display Network only" campaign.

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."

How to set advanced mobile and tablet options

How you set advanced mobile and tablet options and which options are available differ for smartphones and WAP devices.

- Smartphones: Target operating systems, device models, carriers and wireless networks.
- WAP devices: Target carriers and wireless networks.

Smartphones

For ads that show on smartphones with full Internet browsers:

1. Sign in to your AdWords account at https://adwords.google.com.
2. Navigate to the campaign you want.
3. Click the **Settings** tab.
4. Expand the "Advanced mobile and tablet options" plus box in the **Devices** option.

   "Advanced mobile and tablet options" should expand and you'll be able to choose operating systems, device models, as well as carriers and Wi-Fi.

   - Operating systems: Choose to show your ads to people on all operating systems or target specific ones.
   - Device models: Choose to show your ads to people on all device brands and versions or target specific ones.
   - Carriers: Choose to show your ads to people on all mobile carriers or target specific ones in the area you're targeting. Keep in mind that the option to choose specific carriers to target is offered in many countries, but not all.
   - Wi-Fi: To show your ads to people on wireless networks, select "Wi-Fi traffic." If you choose to include Wi-Fi traffic, you'll target all Wi-Fi users, regardless of which carrier they're using.

WAP devices

For mobile text or image ads that appear on feature phones, also known as WAP devices:

1. Sign in to your AdWords account at https://adwords.google.com.
2. Navigate to the campaign you want.
3. Click the **Ads** tab.
4. Either click the pencil that appears when you place your mouse cursor over your ad if you're adding the feature to an existing ad, or select **New ad > WAP Mobile Ad** if you haven't created a mobile ad yet.
5. On the "Create Mobile Ad" page, click **Advanced targeting and network options**.
6. Click "Show my ad only on specific mobile carrier's networks." This will expand to reveal a menu of mobile carriers for you to choose from. You can choose to show your ads to people on all mobile carriers, or target specific ones depending on your preference. Keep in mind that not all countries in which we offer carrier targeting can support WAP mobile ads.
7. Click **Save** to finish.
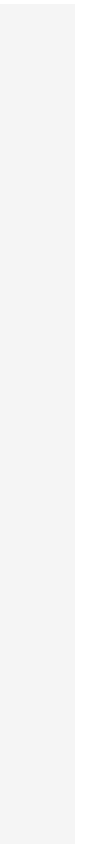
Target your campaign

Using remarketing to reach people who visited your site

Remarketing is a feature that lets you reach people who have previously visited your site, and show them relevant ads across the web or when they search on Google. When people leave your site without buying anything, for example, remarketing helps you connect with these potential customers again. You can even show them a tailored message or offer that will encourage them to return to your site and complete a purchase.

Use remarketing to match the right message to the right people at the right time. Here's how: You add a piece of code (remarketing tag) to all of the pages of your site. Then, when shoppers come to your site, they'll be added to your remarketing lists. You can later reach out to these potential buyers while they search on Google or browse other websites.

You can use remarketing in multiple ways, depending on the type of site you have, your business goals, and your campaign type:

- **Remarketing for the Display Network:** Show ads to your site visitors while they browse the web.
- **Remarketing lists for search ads:** Show ads to your site visitors when they search for what they need on Google. Expand your reach with additional keywords, set bid adjustments for people who have visited your site, and tailor your ads to them.
- **Dynamic remarketing (only for advertisers with a Google Merchant Center account):** Show dynamically created ads to your site visitors, powered by your Google Merchant Center account. These ads are created based on the pages your customers visited or how they interacted with your site, and are shown to your site visitors while they view other sites on the web. Dynamic ads include relevant details such as product image, title, and price.
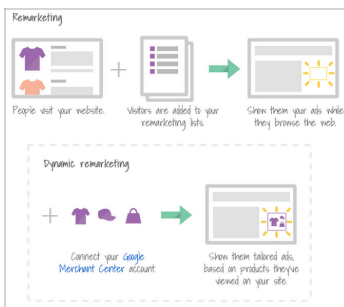
Example

Let's say you sell dress shoes. Using remarketing, you can show ads about men's dress shoes on Display Network websites to those people who visited the men's shoes section of your site. You could also show ads about men's dress shoes to those visitors when they search for men's dress shoes on Google.

Using dynamic remarketing, you could show dynamically created ads that display relevant products to people who visited the men's shoes section of your site while they visit other sites on the web. To use any of these remarketing options, you'd place a tag across your entire site and then create a remarketing list in AdWords for the "men's shoes" pages of your site.

Who should use remarketing

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

- To use remarketing on the Display Network, you may want to choose "Display Network only - Remarketing" as your campaign type when you create your campaign. The default settings in this campaign type can help you achieve better performance by keeping your targeting broad enough but focused on the right audience.
- To use remarketing lists for search ads, you may want to select "Search Network only - All features" as your campaign type.

Note

If you have a "Search Network only - Standard" or "Search & Display Networks - Standard" campaign, you won't be able to add remarketing lists to your campaign.

Tip

Keyword contextual targeting

Contextual targeting is used to match keyword-targeted ads (also referred to as automatic placements) to sites within the Google Display Network.

This form of targeting better suits advertisers focused on performance and cost-efficient conversions since ads will provide useful information to readers and attract an audience with an established interest in your message.

To build a contextually targeted campaign:

1. **Define your ad group:** Each ad group should have specific themes. Start with themes that are descriptive to the product or service advertised, and avoid themes that are aimed at targeting audiences. If you have a strong and well-recognized brand, consider including branded keywords in keyword-targeted ad groups.
2. **Generate keywords:** Each ad group should typically have between 5 and 50 keywords. Avoid repeating keywords in the same ad group, and use keywords that are tightly related to the ad group theme. Use the Keyword Tool to help you build your keyword list.
3. **Set Ad Group Bids:** Set your initial Display Network bid at the same level as your search bid. You can always adjust after launching the campaign and evaluating its performance.
4. **Add negative keywords:** This will help to ensure your ads don't appear on irrelevant searches.
5. **Implement Conversion Tracking:** To better understand the performance of your campaign set up AdWords Conversion Tracking. This tool will give you insights into site-level conversion data.
6. **Optimize:** After a few days, check the Networks tab and correct any poor matches by excluding placements and adding negative keywords. Add and remove keywords, pause ad groups that have been optimized and are not performing, and adjust your bidding. You should also add more ad groups that are similar to those that are performing well for you.

The position of a keyword-targeted ad on a Display Network page is determined partly by the maximum cost-per-click (CPC) of the keywords in an ad group. Quality Score is also a factor, which is derived from the ad's past performance on that and similar Display Network pages, landing page quality, and other relevance factors.

Managed placements (or placement targeting)

Managed placements (or Placement Targeting) are specific sites in the Google Display Network that you specifically select to target. There are two main reasons why you may want to select managed placements:

1. **Placement Management:** If you want to run ads on the Display Network, but only on placements you hand-pick, you can select this option in your campaign settings. In this case, you would choose managed placements in the Display Network where you'd like to see your ads displayed and add them to an ad group.
2. **Bid Management:** If you're running ads across the entire Display Network, but you'd like to raise or lower bids for specific placements based on the performance of those websites. For example, you may want to be more competitive for a placement on a particular site to receive more traffic. You can add the site as a managed placement and simply raise your bid for that one placement. You may also see an automatic placement that you don't want to entirely exclude but that doesn't particularly interest you or generate a strong return on investment. You can add it as a managed placement and lower the bid for that website.

There are three main ways to add managed placements to an ad group: manually adding, copying from your "automatic placements" table, and using the placement tool. Learn more about the specific steps to add managed placements.

When picking the sites you wish to add as managed placements, make sure they support your ad formats. Some sites may not run certain ad formats (like banners or wide skyscrapers) or may halt advertising for other reasons. We suggest you experiment with several different placements over time and look for the combinations that work for you.

Topic targeting

Why topic targeting?

Just like your business caters to certain customers, your customers may be interested in certain topics. Topic targeting lets you place your AdWords ads on website pages about those topics, whether it's agriculture, music, or something else entirely.

Topic targeting allows your ads to be eligible to appear on any pages on the Google Display Network that have content related to your selected topics. As content across the Web changes over time, the pages on which your ads appear can change with it. To display your ads on those pages, simply select one or more topics that you find relevant for your ads.

You can use topic targeting in combination with individual placements -- which are pages or sites you've chosen where you'd like your ad to show -- and keyword targeting -- which lets you choose the keywords that should trigger your ad to show.

Example: By targeting the "Autos & Vehicles" topic, for instance, you enable your ad to appear on any Google Display Network website or other placement that includes content about cars or other automotive themes. You can also select more precise subtopics, such as Trucks & SUVs, Commercial Vehicles, or Motorcycles.

Topic Targeting can be combined with Placement or Keyword targeting for precise targeting:

- **Placement and topic targeting**

    - Topic targeting allows your ads can to appear automatically on any sites with related content on the Google Display Network.
    - Placement targeting allows your ads to appear only on specific sites that you choose on the Google Display Network. Your ads won't appear on placements that you haven't explicitly targeted.
    - Placement targeting and topic targeting can be used together in a single ad group. If your campaign network setting is "Specific reach," your ad will appear only on pages of the placement that apply to the topic you've chosen.
    - ExampleYou decide to target the placement newyorktimes.com and the topic Sports in the same ad group. In this situation, your ad will appear only on pages within newyorktimes.com that belong to the Sports topic.

- **Keyword and topic targeting:**

    - If you target keywords and topics in the same ad group, your keywords will be considered first when our system decides where to show your ads. Your ads won't be eligible to appear on pages that don't match your keywords -- even if these pages are related to the topics that you've chosen.
    - How topics work with keywords also depends on your Display Network campaign settings. You can set your Display Network settings to either Broad or Specific reach:

- **If you're opted into Broad reach:** When your keywords match a page for one of your targeted topics, we'll use the topic targeting bid in thead auction.
- **If you're opted into Specific reach:** Your ads will be eligible to appear only on pages that match your keywords and at least one of your targeted topics.

Topic targeting costs

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.

Common reasons to use topic targeting

- You'd like to generate additional traffic or want to reach a broad audience quickly.
- For example, if you sell bicycles and know that your customers also like hiking and camping, you can try reaching a broader audience by selecting the Hiking and Camping subtopic to show your ads on webpages about this topic.
- 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.

Tips

- If you'd like to control where your ads appear on the Google Display Network, or you're a brand-oriented advertiser, or you have strict CPA goals and want to actively manage your budget, we recommend using our other targeting options, such askeyword contextual targeting or placements targeting.
- When you target a top-level topic, you also target all the related subtopics. However, we recommend adding the subtopics for bidding and reporting

control.

- Adding all the subtopics isn't the same as adding the top-level topic. There are pages that won't be targeted if you add only the subtopics to your ad group. We recommend adding the top-level topic as well.

Interest category targeting

You can add interest categories to your ad groups in order to reach people interested in products and services similar to those your business offers -- even when these people are browsing websites not directly related to these products and services. By doing so, you can help boost your ad groups' performance.

Adding interest categories to your ad groups allows you to reach people based on their interests as they browse pages across the Google Display Network. You can select from a wide-ranging list of these categories -- from autos and sports to travel and fashion -- and we'll show ads to people who we think are interested in those categories.

For example, a father could potentially be interested in your company's handcrafted toys. Or someone who frequently visits animal websites might be interested in the new dog-grooming service you're trying to promote.

When someone visits an AdSense partner website, we analyze the content of the page and site to show contextually relevant ads. We also use these page topics as well as data from third-party companies to associate interests with a visitor's anonymous **cookie** ID, taking into account how often people visit sites of those categories, among other factors.

Google may use information that people provide to websites on the Display Network -- such as social networking sites -- about their gender, age, and other demographics. We may also use the websites people visit and third-party data to infer this information. For example, if the sites a person visits have a majority of female visitors (based on aggregated survey data on site visitation), we may associate the person's cookie with the female demographic category.

Keep in mind, we won't associate with an individual's cookie any interest categories considered sensitive, such as those based on race, religion, sexual orientation, health, certain financial categories, and others. People can also always change their interest settings using Google's Ads Settings.

We associate visitors with a category for 30 days. This can change depending on the sites they visit. For example, a dancing enthusiast would probably regularly visit dancing-related sites over long periods of time. If that person then moves on to another interest and is no longer reading as many pages about dancing as mountain climbing, we'll update the person's profile to remove dancing and include mountain climbing. If, however, the dancing enthusiast still continues to visit dancing websites for a long period of time, they'll likely be included in that interest category for longer.

We use a combination of someone's current page information and browsing history when choosing what kind of ad to show. The thresholds we use to determine if someone is likely to be an enthusiast for certain content are specific to each interest category. Many of the people we believe have long-term interests related to a topic may visit dozens of pages a month about that topic.

Over time, we may fine-tune any of these factors to better predict certain actions for a given interest, like ad clicks and conversions for advertisers related to the interest category.

Did you know ... with over 1,600 pre-defined interest categories, you can potentially advertise to hundreds of millions of people.

Benefits of using interest categories

Quite simply, adding interest categories can help you improve the performance of your campaigns. Here are three reasons why adding them can be beneficial:

1. Increase awareness of your brand and products, and help bring traffic to your website.

Ads using the categories you've targeted can reach customers associated with their respective interests, even when they're visiting websites that might not be contextually related to the interest category you selected.

In addition to reaching people across the entire Google Display Network, you can benefit from automatic, real-time bid optimization based on someone's current page and cookie to help improve the performance of your campaign. You need to use **cost-per-click (CPC) bidding** or **Conversion Optimizer** to benefit from this bid optimization.

Interest category campaigns can also help you find people for your remarketing lists. Once someone visits your site after clicking an ad, for example, you can add that visitor to your remarketing lists so you can show that person ads while on other sites on the Display Network.

2. Extend the reach or frequency of your existing campaigns that already use keyword, placement, or topic targeting.

Let's say you want to reach people who're interested in buying a car. Typically, it costs more to advertise on car sales websites than on sites that are related to certain other topics, such as food and drinks. If you add interest categories to your ad group, you can reach people who're interested in cars even when they're on unrelated pages. This means that you can generally reach a wider audience and get more clicks and sales at a lower cost.

3. Tailor your ads and bids to specific interests.

Suppose you sell cars and want to reach people on auto websites. You believe that the brand of cars you sell appeals to a wide variety of people, but some of them may react more positively than others to certain types of ads.

For example, you could add the following interest categories to your ad group: Autos & Vehicles and People & Society. That way, you could show an image ad that associates a family-oriented lifestyle with your car brand to auto website visitors who're also interested in parenting.

If, for example, you think people who're interested in websites related to parenting are 30% more likely to buy your car than the typical auto website visitor, you may choose to bid 30% more to show your ad to any auto website visitor who has an interest in parenting websites.

How does interest categories differ from topic targeting? In a nutshell, the difference is context. Topic targeting allows you to place ads on pages directly related to the topic you've selected, among other factors. In other words, with topic targeting, your ads are more likely to be contextually relevant. Targeting by topics is an alternative to selecting individual placements where your ad can appear, or individual keywords that will trigger your ad.

By contrast, as we've outlined above, interest categories allow you to reach visitors across the Google Display Network who've demonstrated specific interests, regardless of whether your ad correlates with the particular topic of the page they're currently on.

Bidding features on the Display Network

When you advertise on the Display Network, you can choose multiple targeting methods for an ad group -- like placements and topics -- and set different types of bids for your targeting methods. You can also let AdWords know what bid you'd like to use by enabling custom bids for a single targeting method. If you don't enable custom bids, AdWords will use your ad group default bid. And, to gain more control over when and where your ad is shown, you can set bid adjustments.

Keep in mind

The "Bidding" menu where you can choose to set custom or default bids, as well as bid adjustments, for your ad group is available only to these campaign types:

- "Display Network only"
- "Search & Display Networks - All features"

Custom bids

These are the Max. CPC or Max. CPM bids you can set for a targeting method in your ad group. You can set custom bids on only one targeting method within each ad group.

If you enable custom bids for placements, for example, you can set Max. CPC bids on individual placements that you add. Once you enable custom bids for a targeting method, we'll use these bids on the Display Network.

Default bids

These are the bids that AdWords uses when you don't have custom bids enabled. Your default bids can be inherited from your ad group bid or your Display Network bid, if you've set one.

For example, if you've set an ad group bid of $1, and you haven't enabled custom bids, your Max. CPC column will show your ad group bid amount, and you won't be able to edit this bid from the statistics table.

Bid adjustments

Bid adjustments represent a percentage change in your bids. They're applied on top of the bids that AdWords uses to show your ad: your custom bids or the ad group bids, if no custom bids are set. By setting bid adjustments in your campaigns, you can increase or decrease your bids to gain more control over when and where your ad appears.

With bid adjustments, your spending on individual clicks may vary, but your overall daily budget won't change. Bid adjustments for any ad group-level targeting methods can be set from -90% to +900%.

> Whether your campaign targets the Search Network, the Display Network, or both, you can't set bid adjustments on keywords. You can set custom bids on keywords, or they can use your default bids.

You can set bid adjustments at the campaign level (for mobile devices, times, days, and locations), as well as at the ad group level. If you make multiple adjustments in the same campaign, all of the bid adjustments will be multiplied together to determine how much your bid will increase or decrease. Learn more about setting campaign-level bid adjustments.

How to enable custom or default bids, and bid adjustments for your ad groups

1. Sign in to your AdWords account at https://adwords.google.com.
2. Click the **Campaigns** tab.
3. Select the campaign and ad group you'd like to edit.
4. Click the **Display Network** tab. If you don't see this tab, check what campaign type you've selected when you created your campaign. If, for example, you selected "Search & Display Networks - Standard," you won't be able to use the bidding features available for the Display Network.
5. Click the tab of the targeting method you'd like to set bids on. For example, click the **Topics** tab to set a bid on topics.
6. If you've already added topics to your ad group, follow the next step. Otherwise, click the **Change display targeting** button, add your targeting, and save.
7. Once you're on the tab of the targeting method you want to set bids on -- in this case, the **Topics** tab --, click the "Bidding" menu above the statistics table to see the options available for your ad group.
8. Select a bid option for your Display Network ad group:

- **Enable custom bids**: Choose this option if you'd like AdWords to always use the topic bid for this ad group. Then, set a Max CPC or Max. CPM bid in the column.
- **Use default bids**: Choose this option if you'd like the targeting method to inherit your ad group bid or Display Network bid, if you have one. You can't make any changes in the table after you've selected this bid.
- **Enable bid adjustments**: Choose this option if you'd like to increase or decrease your chances of showing your ads for certain topics, for example.

If your custom or default bids have been set on a different targeting method, you can select this option from the menu, and in the "Bid adj." column, add the percent you'd like to apply to increase or decrease your bid.

9. Click the cell in the column of the rows you want to edit. If you've enabled custom bids, click the Max. CPC column and type your bid. For bid adjustments, click the "Bid adj" column. Enter your adjustment in the window and click **Save**.

Tip

To delete a bid adjustment, leave the bid adjustment field empty in step 9 above, and click **Make changes**.

Setting bid adjustments

Sometimes a click is worth more to you if it comes from a mobile device, at a certain time of the day, or from specific locations. By setting bid adjustments in your enhanced campaigns, you can increase or decrease your bids to gain more control over when and where your ad is shown.

Adjustments for campaigns and ad groups

A bid adjustment represents a percentage change in your bids. For example, you can increase or decrease every bid in your enhanced campaign to bid more or less competitively for searches occurring on mobile devices. Additionally, you can set campaign-level bid adjustments for times, days, and locations. You can adjust your bids for specific postal codes, cities, and other geographic areas, or use location extension targeting to set different bids for customers who are located around your business.

In late February, it will also be possible to set bid adjustments for targeting methods in your ad group, like topics or placements, if you're running an enhanced "Search & Display Networks - All features" or "Display Network only" campaign.

You choose campaign-level bid adjustments in your campaign settings. They'll be applied on top of the bids that AdWords uses to show your ad, such as your keyword or ad group bids. With bid adjustments, your spending on individual clicks may vary, but your overall daily budget won't change. Bid adjustments for locations, days, times, and any ad group-level targeting methods can be set from -90% to +900%. For mobile devices, you can set bid adjustments for -100%, or in the range between -90% and +300%.

If you make multiple adjustments, they'll be multiplied together to determine how much your bid will increase or decrease. Read "Setting multiple adjustments" below for details about how your resulting adjustment is determined.

Example

If you know that your campaign performs well on mobile devices in Chicago, you can set bid adjustments to increase your bids for mobile and Chicago to try to capture all available traffic. For example, you could set a +20% adjustment for mobile, and a +10% adjustment for Chicago, resulting in a final bid adjustment of +32% for searches in Chicago on mobile devices.

How to set campaign-level bid adjustments

1. Sign in to your AdWords account at https://adwords.google.com.
2. Click the **Campaigns** tab at the top.
3. Choose a campaign in the left sidebar.
4. Click the **Settings** tab.
5. Choose either the **Devices**, **Locations**, or **Ad schedule** subtab.
6. Click the cell in the "Bid adj." column of the row you want to adjust.
7. Choose "Increase by" or "Decrease by" from the drop-down, and enter a number.
8. Click **Save**.

To set bid adjustments for multiple rows on the Locations or Ad schedule subtabs, select the checkbox next to each row, then click the Set bid adjustment button. Enter your adjustment and click Make changes.

Tips

- To delete a bid adjustment, leave the bid adjustment field empty in step 7 above, and click **Make changes**.

Setting multiple adjustments

When you set more than one bid adjustment in your campaign, the adjustments are multiplied to determine the resulting bid adjustment.

Example

Say you've set a $1 Max CPC ad group bid. You decide to add a +20% adjustment for California, and -50% adjustment for Saturdays. Your resulting bid for a search that occurs in California on a Saturday will be $0.60. Here's the math:

Starting bid: $1
California adjustment: $1 x (+20%) = $1.20
Saturday adjustment: $1.20 x (-50%) = $0.60
Resulting bid for searches in California on Saturday: $0.60

Note that 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.

Tip

Use our calculator to help you determine your resulting bid adjustment. Just look for the calculator icon in the **Active bid adjustments** column in your campaigns table, or in the settings summary at the top of your campaign pages.

Setting multiple adjustments for campaigns running on the Display Network

In addition to setting bid adjustments across your campaign, you can also set them for targeting methods like topics or placements in an ad group. These adjustments will be multiplied by your default or custom bid and by any bid adjustments you've set for your entire campaign, such as mobile devices, locations, days, and time.

- For "Display Network only" campaigns, you first select a custom bid for a single targeting method, then set adjustments for your other targeting methods. If you don't select a custom bid, we'll use your ad group default bid.
- For "Search & Display Networks" campaigns, any bid adjustments that you set will be multiplied by your keyword bid, or Display Network Bid if you've set one.

Example

Your pet supplies business is running a "Display Network only - All features" campaign. You know that your keyword "sparkly dog collar" performs well on Thursdays, and when you target the "Pets and Animals" topic.

First, you set a custom bid of $3.00 for the "sparkly dog collar" keyword. Then you set a bid adjustment of +10% for Thursdays, and +20% for the "Pets and Animals" topic.

Your bid adjustment looks like this:

Custom bid: $3.00
Thursday adjustment: $3 x (+10%) = $3.30
"Pets and Animals" topic adjustment: $3.30 x (+20%) = $3.96
Resulting bid for Thursdays on sites that match the keyword "sparkly dog collar" and the "Pets and Animals" topic: $3.96

Learn more about Display Network bidding improvements.

Troubleshooting and requirements

Deleted bid adjustments appearing in settings summary

Do you see bid adjustments listed in the settings summary at the top of your campaign pages, even though they aren't listed in the table below? If you deleted a bid adjustment by entering 0 in the adjustment window, it will still appear as an "Active bid adjustment" in the settings summary. To correct this, just open the bid adjustment window, leave the adjustment field empty, and click **Make changes**.

Requirements for bid adjustments

- Only one type of bid adjustment can be used with Conversion Optimizer: a 100% decrease for mobile devices.
- It's not possible to set bid adjustments for day and time if your campaign is using automatic bidding.
- You can set bid adjustments for mobile devices in any enhanced campaign, and for days and times in any campaign type other than "Standard." However, you can only set bid adjustments for locations in the following types of enhanced campaigns:

  - "Search & Display Network - All features"
  - "Search Network only - All features"
  - "Search Network only - Dynamic Search Ads"
  - All "Display Network only" campaign types

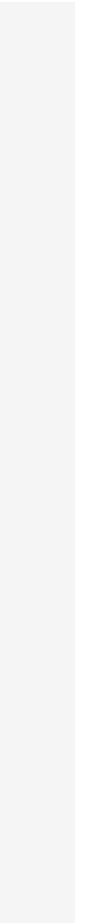# Understanding Campaign Performance

Why measure performance?

If you're spending your advertising budget on online marketing, you likely want to ensure that these funds are being used wisely. If you have a good model for measuring ad performance or return on advertising investment, it will be easier for you to respond to changing market conditions, to understand and react to shifts in your customers' behavior, and to make informed calculations about where to invest additional budget or how to reallocate existing budget.

Google provides several tools to help you measure the performance of your advertising investment. You can use performance metrics on the Google Display Network to understand where your ads are showing, and to optimize your campaigns towards the most effective ad placements.

Tools and features such as Google Analytics, AdWords Conversion Tracking, and View-through Conversions can provide you with valuable insights into your campaign's performance.

General campaign performance

If your display campaign doesn't seem to be ramping up or is not meeting your online objectives, there are some basic steps you can take to help you identify and solve the issue.

If your display ads are accruing little or no impressions:

1. Confirm that your campaign, ad group, and ads are active.
2. Verify that your ads are approved. Ads that are pending approval or disapproved will not run on the Google Display Network.
3. Check that your ad has been marked "Family Safe." Most sites on the Google Display Network only accept Family Safe ads.
4. If using managed placements, verify that the placements you're targeting accept display ads in the sizes you have in your campaign.
5. Confirm that your bid is high enough for your ads to appear. Regardless of the pricing model you've chosen for your campaign, a bid that is too low will prevent your ad from showing. Remember, your bid for a display ad must be higher than the combination of all of the text ads that would have shown in that ad unit in order for the display ad to show. Consider raising your bids if you want to give your display ads a better chance of winning more auctions.

If you're more concerned with your return on ad spend or aggregate click or conversion volume, as opposed to the overall traffic your ads are receiving, the most important step you can take to ensuring strong campaign performance is checking to see if your ads are relevant to the inventory you're targeting. You may also want to re-structure your campaign into more tightly themed ad groups.

Quality score and campaign performance

Quality Score is an important component of the AdWords system. For display campaigns, this dynamic metric is used to measure the relevance of your display ads to particular pages on the Google Display Network. Quality Score affects your eligibility to enter the ad auction, the rank of your ad, and the price that you pay in the auction. Ads with better Quality Scores will have better rank and position on the page. Ads with low Quality Score may have to have a higher bid to compete in the auction.

Three key factors that impact your Quality Score on the Google Display Network are:

1. the relevance of the ad and the keywords in the ad group to a Display Network page.
2. the ad's performance history on a Display Network page and similar pages.
3. the quality of your ad's landing page.

To improve your Quality Score:

- Edit your ad to include a clear call-to-action for users.

- Verify that your landing page is easy to navigate and relevant to your ad.

- Ensure that your keyword list has keywords that relate to a single, clear, specific theme so that your ad is as targeted as possible.

A high quality ad creative that is relevant to the keywords within the ad group and the sites on which the ad is appearing will likely have a higher Quality Score, which will help improve the ad's performance on the Google Display Network.

General campaign review best practices

Once your campaign is active, it is important to review its performance on a regular basis. It's normally good to wait 2-3 weeks after creating your campaign before reviewing campaign performance too thoroughly. This will give you a larger set of data to work with, allowing you to make more informative decisions.

By tracking your performance and conversions, you can identify which clicks are more valuable and increase the efficiency of your ad spend. In order to do this, you first should track what your users are doing on your site. With more data about your customers, you can make better decisions about how to run your business. For example, if it's determined that a particular campaign is converting well or generating high user engagement, you can invest more of your budget into bidding competitively on certain ad groups or placements within that campaign.

It's important to measure the performance of your account on multiple levels:

- **Campaigns:** You should start by measuring a few key metrics on a campaign level to understand overall performance.

- **Keywords:** Monitoring performance at the keyword level allows you to better target ads since an ad group's individual keywords help determine where your ads show on the Display Network

- **Placements:** Evaluate the performance of individual placements to see which placements are generating the highest number of conversions.

- **Ad Creatives:** Review the performance of your ads to ensure that your audience is responsive to your message.

In addition, consider looking at how performance trends over time. You may see hourly trends or day-of-the-week trends, in which case you can utilize Ad Scheduling to maximize your return on investment (ROI).

Success metrics for direct response campaigns

Advertisers with direct response goals are usually more concerned maximizing their return-on-investment than creating brand awareness. The key success metric for direct response campaigns is conversions, since this tells you how many people are completing a goal activity on your site. A goal activity could be any action that a visitor could take on your site that you consider to be valuable, such as purchases or sign-ups.

Impressions and clicks are less important in measuring direct response campaigns. When you understand which campaigns are driving conversions, you can determine which campaigns are generating the most value.

Other metrics that you should monitor include:

- **Cost-per-conversion:** Represents the amount you paid for a conversion, which should correspond to the value you place on the goal activity.

- **Conversion rate:** Indicates the percentage of visitors who subsequently complete the goal activity.

- **View-through conversions:** Additional conversions that came from people who saw your display ad but didn't click on it, and then later visited your site and completed a conversion.

Success metrics for branding campaigns

Advertisers with branding goals are primarily concerned with creating brand awareness as opposed to maximizing conversions. For example, an advertiser that is introducing a new energy drink wants to create awareness and interest among as many sports enthusiasts as possible, and isn't necessarily as concerned with selling actual units of the drink online.

The key success metrics for these types of campaigns are:

- **Reach:** The number of users exposed to an ad. Increased reach means that an ad is exposed to more potential customers, which may lead to increased awareness.

- **Frequency:** The average number of times a user was exposed to an ad over a period of time.

Advertisers can increase reach and frequency by managing impressions and cost-per-thousand impressions (CPMs). The Reach & Frequency Report within the AdWords Report Center should be used frequently by advertisers with branding goals to evaluate the performance of their campaigns.

User engagement with your ads is also an important metric for branding campaigns, and can be measured through click through rate (CTR) or interaction rates for advertisers using rich media. Mouse over rate, which is the percentage of time users mouse over an ad for one or more consecutive seconds, is also a useful indicator of user engagement - although this metric is only available for display ads built with the Ad gallery, formerly known as the display ad builder.

Linking campaign performance to conversions

Cost-per-acquisition (CPA) is an important metric that advertisers use to evaluate campaign performance. This metric is calculated by dividing the campaign spend by the total number of new customers that completed the "conversion event" specified by the advertiser. With AdWords, the tracking of newly acquired customers is done via Conversion Tracking, so CPA is simply calculated by dividing the campaign spend by aggregate conversions.

For display campaigns, Google provides an additional conversion metric, the "view-through conversion", which you can add to your click conversion counts. View-through conversions provide a measure of the number of online conversions that happened within 30-days of a user seeing (an ad impression), but not clicking, on your display ad on the Google Display Network.

View-through conversions are useful for more accurately measuring the impact of your display campaigns, and for giving you even more performance data to leverage when optimizing to increase response. To implement view-through conversions, you need to have Conversion Tracking enabled, and have checked the box next to "view-through conversions" in the customize columns menu in AdWords.

Running AdWords Reports

Account, campaign, and ad group performance

Placement Report

Exploring your data options
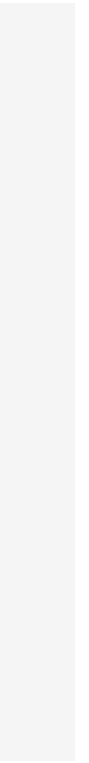
Account, campaign, and ad group performance

AdWords is organized into three layers (levels): account, campaigns, and ad groups. By familiarizing yourself with the different levels of your AdWords account, you can easily find the exact performance data you're looking for.

Keeping the three levels in mind, you can customize your view of your performance data to make it as broad or specific as you want. To help you navigate, the side panel of your AdWords account starts with the broadest level -- "All online campaigns" -- and narrows in focus as it moves downward. After clicking on an individual campaign, you'll see the ad groups contained in each one.

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. If you want to see performance data for your entire account, click **All online campaigns** in the side panel of your AdWords account. Totals for all of the rows are listed at the bottom of your statistics table.

See data for your entire account

See statistics for your entire account to get a quick overview of your overall AdWords performance.

1. Sign in to your AdWords account at http://adwords.google.com
2. Click the **Campaigns** tab.
3. Click the **Dimensions** tab.
4. Click the **View** button to select the time period that you'd like to use to organize your statistics.
5. Once your statistics table looks the way you want, just click the download button to download it as a report.
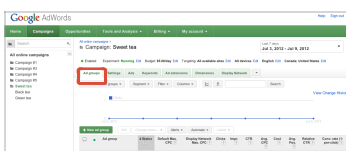
An individual ad **campaign** has its own budget and settings that determine where your ads appear, and is made up of a collection of ad groups. Each of your campaigns is listed in the side panel of your AdWords account, and they also appear when you click the **Campaigns** tab in the middle of your screen.
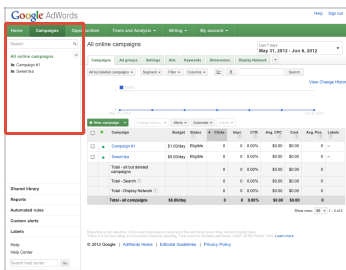
See campaign data

1. Sign in to your AdWords account at http://adwords.google.com
2. Click the **Campaigns** tab.
3. Click the name of the campaign that interests you to see how its ad groups are performing. To view specific campaigns for your report, click the Filter button to set up a campaign filter.
4. Once your statistics table looks the way you want, just click the download button to download it as a report.

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. You can also see ad group data by clicking the **Ad groups** tab in the middle of your screen.

See ad group data

1. Sign in to your AdWords account at http://adwords.google.com
2. Click the **Campaigns** tab.
3. Pick the ad groups that interest you.

- To include all the ad groups from a specific campaign, click the campaign name in the table. You'll be taken to the "Ad groups" tab for that campaign.
- To include all the ad groups in your account, click the **Ad groups** tab while viewing "All online campaigns."
- To include specific ad groups from different campaigns, first click the **Ad groups** tab while viewing "All online campaigns." Then click the **Filter** button to set up an ad group filter.

Example

Let's look at how a business might set up its AdWords campaigns and ad groups. The account belongs to a chocolate maker (yum!) who wants to advertise its products to increase online sales.

The owners decide to organize their advertising efforts into two campaigns. One campaign promotes their new line of chocolate bars, and the second promotes their holiday gift boxes. They split each campaign into targeted, relevant ad groups. One of the ad groups for the chocolate bar campaign is dedicated to the company's popular raspberry bar. Another is dedicated to a caramel bar, and a third to a chocolate bar infused with ginger. Here's what this account looks like:

Account:
Chocolate Maker

Campaign 1:	**Campaign 2:**
Chocolate bars	Valentine's Day gift boxes

Ad groups:	**Ad groups:**
Raspberry bar	30% off gift boxes
Caramel bar	Free shipping on gift boxes
Ginger bar	Luxury Valentine's chocolate

Each ad group can have multiple ads within it. This helps the chocolate maker compare performance for different ad text, for example, and see whether one version resulted in more clicks or sales than another.

Once you're familiar with the structure of your AdWords account, you can view and customize the data in your statistics table, and download reports to monitor the performance of your campaigns, individual campaigns, and ad groups -- as well as your ads and keywords.

Placement Report

Placement Report Watch a video

The placement report provides site-level performance metrics for ads running on the Google Display Network, and can help you reach your marketing objectives by giving you increased transparency into your display campaign's performance. Use this report to help you manage your campaigns and reach your ROI objectives for the Display Network.

When taking action on information provided in the report, we recommend you rely on conversion data to guide your decisions. This will help you understand how individual sites are converting for you, which is a more meaningful metric for evaluating performance on the Google Display Network than other metrics, such as click through rate (CTR).

Below are some suggested use cases for the report:

- For sites that are meeting your ROI objectives, consider targeting them specifically through managed placements.
- For sites that are not meeting your ROI objectives after having accrued significant traffic, consider lowering your bid on these sites or excluding them from your campaign with the Site and Category Exclusions Tool.
- If you find your ads are appearing on irrelevant pages, take steps to optimize your keywords and ads. Consider adding negative keywords to refine your ad targeting.
- Identify sites that are converting well for you and consider allocating additional budget to these placements. Use our Display Network bidding feature to adjust your Display Network bids separately from your search bids.

Exploring your data options

The **Campaigns** tab is your first stop for understanding the performance of your ads. Here, you can track overall statistics to gauge the success of entire campaigns, or view more specific data for ad groups, ads, and keywords. You can customize how you view your data so that you can easily see what's most important to you.

Within your AdWords account, take a look at the tabs that appear after you click the main **Campaigns** tab at the top of your screen. Each tab "specializes" in a different view of your data, and you'll probably use some of them more than others depending on what you want to know.

For example, if you're interested in how specific ads are performing, you'll want the **Ads** tab, where you can compare the performance of individual ads against one another. Or, if you want to adjust settings that affect an entire campaign, such as budget, bidding options, or location and device targeting, the the **Settings** tab is the place to go.
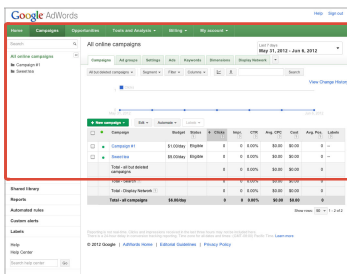
Here's an overview of what you'll find on each tab:

1. Campaigns

The **Campaigns** tab is a great starting point for analyzing the performance of your campaigns. Like most of the tabs, you can customize your view of the data on the Campaigns tab. This means you can add columns to your statistics table to display the data that's most useful to you. You might want to start with clicks, impressions, and CTR to compare the success of your campaigns. If you want more specific information, you can click individual campaigns for more details.

2. Ad groups

Use the **Ad groups** tab for insight into how your individual ad groups are performing. You can use this information about what's working best to refine current ad groups and specific ads, and to plan for future campaigns.

3. Settings

The **Settings** tab lets you adjust settings that affect an entire campaign, such as budget, network, and bidding options; language; **location targeting**; device targeting; campaign end date; and ad scheduling.

4. Ads

The **Ads** tab is where you can view data about each individual ad in your account. This allows you to compare ads, see which ones are most successful, and use that information to create even better ads. You can also edit, pause, or delete ads that aren't performing as well as others.

5. Keywords

The **Keywords** tab is a one-stop keyword management shop. You can see keywords that you've selected for all of your campaigns, or just those for a single ad group. You can also get performance and quality information about your keywords that can help you decide whether to create more keywords, or edit, pause, or delete the ones you've already created.

6. Ad extensions

Ad extensions help people easily find out more about your business and its offerings by providing additional information such as an address and phone number, more page links, and product images. If you've opted to use ad extensions to maximize the impact of your campaign, the **Ad extensions** tab is where you can track how effective they are.

7. Dimensions

The **Dimensions** tab lets you slice and dice your data by the dimension of your choice across an ad group, a campaign, or your entire account. You can use Dimensions to view statistics that cut across other AdWords tabs. For example, you can view your total stats by month, hour, or geographic region in a single report. You could run a report to compare your total clicks in January across ad groups, or see individual cities where your clicks came from.

8. Display Network

The **Display Network** tab is where you can manage your display campaigns and see performance data about your ads on the **Display Network**. Manage your display campaigns by adding or editing **targeting methods** like keywords, **placements**, topics, interests and **remarketing** lists, gender, and age. See detailed information about how your ad groups perform, use data to optimize, manage bids, and remove low performing targeting methods. You can view your targeting methods within a single campaign or across all campaigns that target the "Display Network only" or "Search & Display Networks."

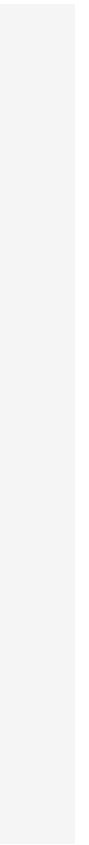# Introduction to Refining and Optimizing

The value of optimizing

Optimization can help you achieve your goals for your display campaigns by improving the quality and performance of your account. The optimization strategies featured throughout this lesson have been designed to help you identify and address areas of opportunity within your campaigns.

Identifying where you may be able to make improvements to your display campaigns will help you understand how to maximize your success on the Google Display Network. Best practices around ad group expansion, keyword expansion, and placement targeting can help you expand your reach without sacrificing relevance. You can also identify areas that may be performing relatively well, but could benefit from further refinement through additional targeting options such as adding negative keywords, implementing site and category exclusions, and refining your ads and keywords to be more tightly themed.

When to make a change

Before making any significant changes to new display campaign, it's important that you've given it enough time to establish and accrue performance history. Doing so will help you understand the full potential of your display campaign performance and allow you to decide on whether or not changes are necessary.

Here are a few best practices to keep in mind when reviewing and making changes to your new display campaign:

Week 1 of Campaign Launch

- **Immediate Monitoring:** Check within a day after you launch your new campaign to make sure it's active and accruing impressions and clicks.

- **Correct Your Targeting:** Within two to three days, check the **Networks** tab to exclude sites and add negative keywords to correct straight-forward cases of poor targeting matches. An example of poor targeting would be "bra" ads appearing on sites about "Bra, Italy."

- **Check Setup Consistency:** If you notice a large number of clicks but little or no conversions, check your ad creative and your landing page to make sure they are well-matched. For example, if you are a furniture store that is selling sofas, be sure that your landing page directs users to the section of your website that features sofas instead of sending them to the general furniture homepage. You should also verify that your conversion code is set up correctly. Try generating a conversion yourself and then check your account to see if the conversion was recorded.

Week 2 + of Campaign Launch

- **Wait For Critical Mass of Data:** Before making significant changes, such as changing bids, excluding additional sites, or pausing ad groups, wait until enough click or conversion data has accrued. Before making significant changes, consider waiting until your campaign has accrued five or more conversions and 100 or more clicks per site. If you are focused on metrics other than conversions, you should wait until enough volume (impressions) has accrued.

Evaluate Performance Regularly: Once you have everything in place, be sure to check your campaign performance periodically to ensure that it is still performing to your satisfaction.

Using Google Display Network controls

There are several methods for refining the performance of your display campaigns on the Google Display Network.

- **Negative Keywords:** Negative keywords are a great way to help prevent your ads from showing on Display Network pages with irrelevant themes. Choosing your negative keywords carefully can effectively limit the number of untargeted clicks and impressions received by your display campaign and improve your return on investment (ROI).

- **Site and Category Exclusion:** Site and category exclusion allows you to exclude irrelevant sites or topics that you do not want your ad to appear on in the Google Display Network. You may choose to utilize exclusions once you've gained an understanding of where your ads are appearing (likely through the use of Placement Performance Reports), and how they're performing on those placements. Once you have an idea of the types of sites or topics that you want to exclude, you can go directly to the Site and Category Exclusion Tool to apply these exclusions to your campaign. Advertisers who choose to not show up on a particular type of content (e.g. video sharing sites, social networks, etc), can proactively exclude specific sites or categories of sites before their campaign launches. Site and category exclusions can also be modified once the campaign is live.

- **Refining Keywords:** When contextually targeting, creating tightly themed keyword lists will help to ensure that your ads are appearing on relevant sites within the Google Display Network. Having a large keyword list with general keywords may cause your ads to show up on irrelevant sites that seem related to your business, but really aren't (such as an ad for "java" coffee showing up on a JavaScript site). Refining your keywords to be more specific will help you target the right types of sites.

Extend your reach

Expanding on already successful strategies can help you to extend the reach of your display campaign's performance. Here are a few techniques to consider when optimizing for reach:

- **Expand on successful ad groups:** Take a look at all of your ad groups from within your display campaign and identify those that are the meeting your campaign objectives. For ad groups that are performing well, consider expanding into additional ad groups that are related to those themes.

- **Increase bids for successful sites:** For sites where your display ads are performing under your target cost-per-acquisition (CPA) goals, consider raising your bids on these sites to maximize placements of your ads. You can also decrease bids on sites that are not meeting your campaign objectives. You can identify sites that are performing well, in addition to those that are performing poorly, by generating a Placement Performance Report (PPR) for your display campaign or reviewing this information directly through the **Networks** tab in your AdWords account (under the "Auto placements" section).

- **Expand on successful sites:** If you are using placement targeting, review all of your site performance and identify sites that are doing well for you.

Bid optimization best practices

Adjusting your bids for your display campaign to best meet your return on investment goals is yet another important aspect of effective optimization. If your campaign cost-per-acquisition (CPA) is below your CPA goals, you should raise your bids to increase acquisition volume. By the same token, if your campaign CPA is too high relative to your goals, you should lower your bids until your target CPA is met.

Here are some additional best practices to consider when optimizing bids for display campaigns:

- **Adjust your bids across multiple levels:** You should adjust your bids at both the ad group and campaign level towards meeting your CPA goals. For managed and automatic placements, you should adjust your bids at the site-level, increasing them for sites that have good conversion performance and decreasing them for sites that have weaker conversion performance. You should also set your default ad group level bid to a level that is appropriate for the average performance across all the placements within that ad group.

- **Implement demographic bidding:** If you know that a particular demographic is responding better to your ads than other demographics, you can take advantage of demographic bidding to ensure that your ads show more frequently to that particular demographic, while still meeting your CPA targets.

- **Don't adjust bids too frequently:** It is import to avoid adjusting bids too frequently as it can take a while for the effect of your new bid to be fully realized. Making multiple changes at one time also makes it very difficult to attribute success (or failure) to the appropriate changes. Instead of managing bids on your own, you can also use solutions like Conversion Optimizer to manage the day-to-day adjustments of bids towards your CPA goals.

Advanced Google Display Network Optimization Features

Understanding conversion tracking

Conversion Tracking is a free tool that shows you what happens *after* a customer clicks on your ads -- whether they purchased your product, signed up for your newsletter or filled out a form to receive more information.

By tracking these actions, known as "**conversions**," you'll know which ads, **keywords** and **campaigns** bring you business. This helps you invest more wisely in the best ones and ultimately, boost your **return on investment** (ROI).

Example

You have a website for your clothing store, and when customers submit their orders online, they see a "Thank you for your purchase!" Pages:

You want to see which of your keywords – "blue jeans" or "buy designer jeans" – leads to more purchases, so you set up Conversion Tracking. First, you get a single snippet of code from AdWords that contains HTML and JavaScript. Then, you paste that code snippet in the HTML for the "Thank you for your purchase!" Pages:

Soon, you start to see that customers who click on your ad with "buy designer jeans" as a keyword buy a lot of jeans. Meanwhile, you see that a few people click on the ad with "blue jeans" as a keyword, but none of them make a purchase. So, you decide to stop investing in the "blue jeans" keyword and put more money towards the "buy designer jeans" keyword, resulting in more purchases and a better return on your investment.

Read on to learn more about conversions, why you'd want to use conversion tracking, how it works and how we protect your customers' privacy and security.

Conversion

A **conversion** is a customer action that has value to your business, such as a purchase, a phone call or the signing a of contract. Online and offline actions are called conversions because a customer's click translated – or converted – to business.

Why track conversions

Tracking conversions is helpful for your business if you're trying to do the following:

- **Connect your ads and keywords to your business goals:** Maybe you want people to view a particular page more, or you'd like more purchases (who wouldn't?). Conversion Tracking can show you which keywords are helping you meet those specific goals by connecting them to actions.
- **Boost your ROI:** Not all keywords are equal. But if you know which keywords bring you the most business and which ones don't, you can make smarter investments in those keywords and avoid the unhelpful ones altogether.

Types of conversions

There are two ways to count conversions with Conversion Tracking: 1-per-click and many-per-click. You can select the metric that's most useful for you when you set up Conversion Tracking.

- **Conversions (1-per-click)**
  Conversions (1-per-click) count a conversion for every AdWords ad click resulting in a conversion within your chosen **conversion window**. This means if more than one conversion happens following a single ad click, conversions after the first will not count. This metric is useful for measuring conversions approximating unique customer acquisitions such as leads and sign-ups.

- **Conversions (many-per-click)**
  Conversions (many-per-click) count a conversion every time a conversion is made after an AdWords click, within your chosen **conversion window**. Conversions (many-per-click) will count multiple conversions per click. This metric is useful for measuring conversions that are valuable every time that they happen such as purchases.

How it works and set-up

Conversion Tracking works by adding a single snippet of HTML and JavaScript code to your webpage (without slowing it down, of course). Specifically, this snippet is placed on the page your customers see *after* they complete a conversion -- the "Thank you" page they see after a purchase, for example.

Every time a customer clicks your ad on Google.com or selected Google Network sites, a temporary cookie is placed on the customer's computer so a conversion can be recorded when the customer reaches the conversion page.

Online conversions
To set up conversion tracking for your website, you'll generate the snippet of HTML and JavaScript code in AdWords. Then, you'll place the code on your website. See our set-up guide below for step-by-step directions.
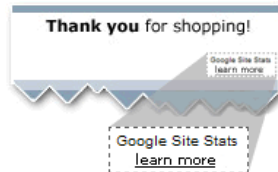
Offline conversions

If you'd like to track offline conversions, such as a sale over the phone or in your office, you'll follow steps for tracking and importing offline conversions so that you can view them in AdWords.

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:

- **Servers for conversion tracking and search results are separated**.
- **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 Google to your site. When customers click on it, Google tells them that they don't have to accept the conversion cookie if they don't want to and reminds them that none of their personal information is being recorded or used in any way. Customers will also have an opportunity to provide feedback about your website.
- **Promote a clear privacy policy:** If you don't use the Google Sites Stats box, we ask that you review your website's privacy policy to make sure it discloses your use of tracking technology.

Tip

For the Google Site Stats notification, we recommend placing the image in the lower-right hand corner of the conversion page, no further than a quarter of the screen away from the last line of content.

Ad scheduling

Ad Scheduling (also known as "day parting") lets you tell Google exactly when you want your ads to run, and more importantly, when you do not want them to run. In addition, more advanced users can automatically modify their bids based on time-of-day and day-of-week cycles in campaign performance.

Ad Scheduling can help you with improving ROI for your display campaigns by ensuring that your ads show at times where it performs the best. For example, if you notice that you are getting the most conversions from Monday to Friday and nothing on Saturday and Sunday, you can schedule your ads to appear only during those times so that you are maximizing your ad's performance with your given budget.

There are two ways in which you can utilize Ad Scheduling for your display campaigns:

1. **Scheduling Specific Bids:** When you create an ad schedule, you can specify bid multipliers to raise or lower your bid during certain hours or on different days of the week. For example, if you find that your ads get the best results between 8:00 and 11:00 a.m., you can bid more for impressions or clicks during that period. Learn more about the bid adjustment mode of Ad Scheduling.
2. **Scheduling Specific Times:** You can set an ad schedule for particular hours of the day, or specific days of the week. In most campaigns, you can include bid adjustments for particular days or times. To determine when you want your ads to show, you may want to run an hourly report. This would show you what time during the day your ads received the most valuable traffic.Learn more about how to set up your ad schedule.

Conversion optimizer

The Conversion Optimizer is a feature available through AdWords that uses your AdWords Conversion Tracking data to get you more conversions at a lower cost. It achieves this by optimizing your placement in each ad auction to avoid unprofitable clicks and get you as many profitable clicks as possible for your campaign.

Benefits of implementing Conversion Optimizer include:

- **Increased profits:** Gets you more conversion at a lower cost.

- **Easy to use:** Improves AdWords' ease of use with less time spent managing bids, since the feature does a lot of the work for you. It's easy to turn on, as well.

- **No additional charge:** No extra fees or new interfaces to learn.

Conversion Optimizer works best for advertisers whose goals are mostly conversion and direct-response oriented. Advertisers also need to have already installed Conversion Tracking for Conversion Optimizer to work.

For display campaigns, Conversion Optimizer can help improve performance by using data from Conversion Tracking to determine where your ads are likely to get conversions. Conversion Optimizer will automatically calculate the optimal equivalent cost-per-click (CPC) bid for your ad each time it's eligible to appear on a Display Network site. You still pay per click, but you no longer need to adjust your bids manually to reach your cost per acquisition (CPA) goals and can benefit from improved return on investment (ROI). This in turn can help you save time and maximize your conversions.

Display Campaign Optimizer

The Display Campaign Optimizer is a tool that automatically optimizes both targeting and bidding to help you find additional conversions for your Display Network campaigns. This tool is available for campaigns that have reached 15 conversions per month. Using this tool is easy -- you simply provide us with your target cost-per-acquisition (CPA), creatives, and budget. The Display Campaign Optimizer automatically determines the appropriate placements to show your ads at the right prices.

Demographic bidding

Demographic bidding on the Google Display Network allows you to change your bid by age range and gender, or choose to only show your ad to certain age groups or genders. Not all sites in the Google Display Network allow demographic bidding. The full list of sites available for demographic bidding can be found in the AdWords Help Center.

The performance metrics available by demographic include impressions, clicks, click through rate, cost, conversions, conversion rate, and cost per conversion. You can view all of these metrics by gender and age. If you find that a specific gender or age group performs particularly well for you, consider increasing your bids on these sites. You may also want to decrease your bids for genders or age groups that are not meeting your performance goals, or exclude them from your campaign entirely. If you have a specific target audience, use demographic bidding when setting up your campaign to specify your customer and show ads to a specific age range and gender.

Additional Google Display Network Tools

Contextual targeting tool

Google Analytics
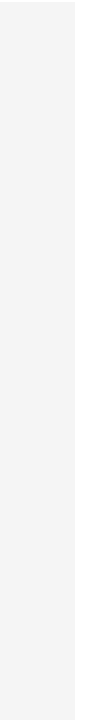
Contextual targeting tool

The Contextual Targeting Tool automatically builds keyword lists that can be used to show your ads on relevant web pages across the Google Display Network. Tightly-themed keyword lists are the basis of effective contextual targeting, and with the Contextual Targeting Tool, you don't have to build them manually. In minutes, you can build dozens, even hundreds, of keyword lists, scaling your campaign performance while ensuring accurate targeting for your ads. Could it be any easier?

Whether you're using text or display ad formats on the Display Network, the Contextual Targeting Tool gets you more clicks and conversions for your campaigns and helps you do it more quickly. This tool lets you build hundreds of ad groups in minutes and instantly scale your campaign performance while ensuring accurate targeting and control over your campaign.

Google Analytics

Google Analytics is a powerful tool that advertisers can use when refining and optimizing their display campaigns. Google Analytics enables advertisers to view more detailed information about the performance of their campaign than is available through AdWords Conversion Tracking. Analytics also allows advertisers to see performance data about referring sites and pages on their site that are not part of their campaign.

By viewing AdWords campaign data within the Google Analytics user interface, advertisers can see whether visitors explored your site, how long they stayed on the site, and your conversion metrics and funnels. This deep insight into how users are interacting with your site, enables you to adjust bids based on the quality of the visits.

Google Analytics can also be used to identify new and better performing sites to include in your display campaigns. You can see which sites referred visitors with the most time spent on site. If your find that a particular site is already a part of your display campaign, use this information to bid up or down, based on the quality of the traffic. If the site is not part of your campaign, consider adding it.

Display ads on YouTube

Understanding display advertising on YouTube

Why YouTube? The world's largest video sharing community

The value of YouTube display advertising

Understanding where ads run on YouTube

YouTube ad formats

YouTube media purchase options

Planning and implementing a YouTube campaign

Create video ads with AdWords for video

CPM, CPC and CPV bidding

Bidding strategies for auction-based campaigns on YouTube

Setting up an Auction-Based vs Reservation campaign

Location Targeting

Language Targeting

Overview of reserved media placements on YouTube

Planning and implementing a brand channel

Creating ads for YouTube

Google tools to help generate creatives for YouTube

Display ad builder

AdWords for video

Ads for reservation buy

Tips for creating a video ad

TrueView in-display and in-search ads for YouTube

Measuring and optimizing performance

Reporting on YouTube and the Google Display Network

Understanding the effectiveness of YouTube ads

Measuring user engagement with YouTube videos

Optimization strategies & best practices for video content on YouTube

Why YouTube? The world's largest video sharing community

Since its launch in 2005, YouTube has established itself as the world's largest video sharing community. Its rapid growth has resulted in a number of benefits for both users and marketers.

Benefits for users:

- Access to the largest inventory of professional and user-generated videos in the world.
- Ability to engage with a massive community that is already interacting with the content.
- Opportunity to participate on multiple platforms, allowing portability of content.

Benefits for marketers:

- Access to a large community of users that are highly engaged with the content they are consuming.
- Methods for delivering your message and protecting your brand in safe environments.
- Simple self-service platforms for delivering and measuring the effectiveness of your advertising.

As well as watching a lot of videos (over 4 billion views per day as of January, 2012), users also do a lot of searching on YouTube. Video Search includes a number of behaviors and goals that are different than traditional text search, many of which can have even more value for a marketer distributing a message contained in video. Users perform so many searches on YouTube that it is the 2nd largest search engine in the world behind Google Search.

Current legal and compliance restrictions prohibit the sale of advertising on Youtube in countries where it is not available. (As of July 2010, Youtube is available in the following countries: Australia, Brazil, Canada, Czech Republic, Germany, Spain, France, UK, Hong Kong, Ireland, Israel, India, Italy, Japan, South Korea, Mexico, Netherlands, New Zealand, Poland, Russia, Sweden, Taiwan, US, and South Africa.)

The value of YouTube display advertising

YouTube's large global audience (800MM unique users per month) makes it the 3rd largest property on the web. Advertising on a property with this type of scale can provide a great deal of value to marketers. In addition to allowing marketers to reach a large audience, YouTube advertising also supports various targeting criteria which enable marketers to reach smaller, more targeted audiences.

Google Analytics Maximum User Engagement

YouTube's unique combination of video access, sharing, and community creates an opportunity for audience engagement that is unmatched.
Sight, sound, and motion elicit an emotional and physical involvement with content among users that is not available in other forms of media. There are two broad areas of participation for marketers:

1. Aid discovery and engagement with your video content by promoting your videos via YouTube advertising and hosting them in a curated home, or profile page, via YouTube Channels.
2. Capitalize on the millions of great partner videos already on YouTube by targeting your Display ads to relevant videos.

Video creators can also learn an enormous amount about their video assets' viewership through a sophisticated set of measurement tools including YouTube Analytics. Audience demographics, levels of engagement, and performance compared to similar videos are just a few examples of the data that's available. Video creators can then use this data to drive larger and deeper viewership among a target audience.

When combined, these features and tools create a level of engagement between the YouTube audience and YouTube content that is superior to the engagement offered by traditional media.

Reaching Your Audience

With more than 790 million unique visitors per month worldwide, YouTube can offer access to both current and potential customers, bringing efficient media targeting capabilities to you and your advertisers.

YouTube offers many of the traditional targeting options that you're already familiar with:

- Keyword Contextual targeting

- Topic targeting

Additionally, because of the rich user data available within the platform, YouTube also supports audience targeting criteria such as:

- Age

- Gender

- Location

- Language preference

Because of the rich data we have available for YouTube, you can also audience target using:

- **Interest Category Marketing** enables the marketer to target a user wherever they are on YouTube, based on the user's browsing history or video viewing on YouTube. This is a unique targeting capability based on the established deep engagement between video content and video consumer.

- **Remarketing** allows the marketer to only target ads to users who have visited the marketer's website.

Understanding where ads run on YouTube

While any user can upload a video to YouTube, ads are placed on a subset of these videos. YouTube serves ads near those videos identified as claimed copyrighted content, as well as near videos that are part of the YouTube Partnership Program. This is a revenue-sharing program that allows creators and producers of original content to generate revenue on YouTube.

These partners might be traditional broadcast partners, professional content producers, or producers of popular user-generated content (with thousands of views). Some examples of these include:

- Established Media properties like the New York Times

- New Media studios like Funny Or Die

- YouTube Original Partners like the Vlog Brothers

- YouTube Hits like Charlie Bit Me

All partners must comply with YouTube's terms of use and community guidelines. The YouTube Partnership Program is currently accepting applications for content producers on its homepage.

YouTube ad formats

YouTube supports a wide range of ad formats and targeting options. Advertisers don't have to have video inventory to advertise on YouTube.

- **Display Assets**

  - Standard banner/Multi Purpose Unit (MPU)
  - InVideo

- **Video Assets**

  - Standard In-stream
  - TrueView

- **Other Assets**

  - Homepage Masthead and Expandable
  - Rich Media

For more information on ad formats for YouTube, please visit www.youtube.com/advertise.

YouTube media purchase options

Auction vs. Reserved Media Buys

There are two ways to place ads onto YouTube:

- Running ads on YouTube that are bid on and priced through the AdWords auction. Many direct response advertisers, with long campaign durations, find the auction to be the most effective way to buy media on YouTube.

- Reserving a placement on the site through a YouTube Sales Representative. Brand advertisers, with strict impression goals, frequently choose reservation buys to ensure they meet their impression goals within a shorter campaign duration.

Auction Placements Available On YouTube Through AdWords

YouTube is part of the Google Display Network and allows you to bid for ad placements with Google's auction, just as you would for placements on partner sites. The winner of the auction pays the minimum amount necessary to outrank the next advertiser in the auction.

As a part of the Google Display Network, YouTube allows advertisers to leverage the AdWords' auction-based system to target specific YouTube content. While most AdWords ads appear on YouTube Watch pages, there are also additional areas on YouTube where your AdWords ad can be shown such as Search and Browse Pages.

If you have a display ad, then your ad is also eligible to show:

- to the right of a video on the Watch Page

- as an InVideo overlay at the bottom 20% of the video being played

- on the Search Results Page

With a Promoted Video your ad can show on:

- TrueView In-Slate
  - Watch page

- TrueView In-stream
  - Watch page

- TrueView In-Display
  - Google Display Network
  - Watch Page

- TrueView In-Search
  - YouTube Search Results

YouTube Reserved Media Buy

Reserving placements on YouTube is beneficial for advertisers who want to pay a fixed price for a specific placement. Likewise, this method benefits those who want to ensure they're on a placement at a specific time, for a specific duration, or that they're showing against a specific targeting criteria.
Using either our auction system or reservation system, you can ensure that your ads will be shown on YouTube with your key objectives in mind.

Create video ads with AdWords for video

AdWords for video is a campaign management tool specifically designed to help you build online video campaigns more quickly and deliver more video-specific reporting. You'll use YouTube-specific TrueView formats that can appear on YouTube, or in, on, or around videos across the Google Display Network. These campaigns can only contain TrueView video formats, which use **cost-per-view** (CPV) pricing. Your video creatives must be hosted on YouTube. To build your AdWords for video campaign, you'll need to:

- Begin setting up your new campaign.
- Create your video ad formats.
- Define your targeting settings.
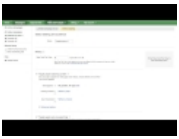
Video: How to create an AdWords for Video campaign

This video covers the steps to create an AdWords for Video campaign.

Tips

- You can make several different types of video ads in AdWords with two different tools: AdWords for video, and the Ad gallery. Learn the difference between the two.
- Before you make your video ads, you may want to spend a little time exploring the best practices for creating effective video ads. This can help you get the best performance out of your ads right from the start.
- **Link your YouTube account to AdWords**: To take full advantage of AdWords for video reporting metrics within your account in the future, we recommend that you link your YouTube and AdWords accounts. Click **Link your YouTube account** from the AdWords for video side navigation menu on any AdWords for video campaign page. You can also link more than one YouTube account.


To create a video ad campaign, you'll need to build the basics of your campaign, then select your targeting settings. If you don't have an AdWords account, you can sign up and create your first video campaign at http://adwords.google.com/video.

Start your video ad campaign

1. Sign in to your AdWords account at http://adwords.google.com/video.
2. If you've never created an AdWords for video campaign before, click **New campaign > Online video** above the campaign table.
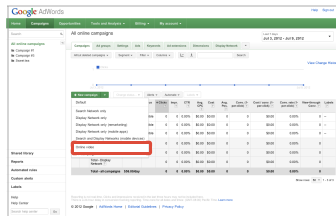
3. If you've created AdWords for video campaigns before:

   - From the "All video campaigns view," click the **Campaigns** tab, and click **All video campaigns** in the campaigns navigation list. You should see all campaigns within your account.
   - Click **+ Campaign** above the campaign table. You can load the settings for a previously created video campaign after this step.
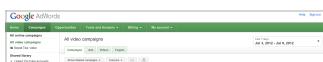
4. Enter a campaign name.
5. Enter a daily budget.
6. Choose your target locations and languages.
7. Create a new video ad or skip to the next step. You can see instructions on how to create an ad in a later topic in this article.
8. Click **Save and continue.**

Select your targeting settings

First, you'll need to tell us how you'd like to price your ads:

1. Name your targeting group.
2. Select your cost-per-view (CPV) bid:

   - You can select a default max CPV bid for all ads in the campaign.
   - You can also click **Customize bids per format** to set an individual CPV bid per TrueView video ad format.
   - Get updated traffic estimates: If you change your bid or any targeting options on the page, your traffic estimates will update. Press "Enter" on your keyboard after you change the amount in the bid field to trigger the update.

     Tip

     Target your ads broadly: For the best results, we suggest that you focus on targeting broadly.

     - By default when you set up your targeting, your settings will target all viewers. If you make any changes you'll be refining your targeting further.
     - You're likely to get the best results by targeting demographics or topics and opting in to all TrueView video formats.
     - If you use more than one targeting method at a time, we'll apply them all. For example, if you target a specific keyword, age, and channel, your ads will only be shown when all those methods match your ad at the same time. This can restrict your impressions significantly.

Next, let us know how you'd like to reach viewers:

1. **Target people who are watching:**

   YouTube and the Google Display Network offer a few ways to reach particular audiences:

   - **Demographic:** Target people by their age or gender.
   - **Viewing content (topics):** Reach people based on general web content categories.
   - **User interested in (interests):** Target people based on more specific interests.

   Advanced audience options: You can also select even more targeting criteria, but be careful! Using too many of these can limit your ad's exposure. Additional options include:

   - Shows ads on specific content (**managed placements**): Add unique websites or placements within those websites. For example, for a particular YouTube Channel, you can target an entire high traffic blog or the homepage of a popular news site.
   - Remarket to viewers (remarketing lists): Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. Learn more about remarketing lists for YouTube.

     - **Video remarketing list:** Remarketing lists we've created for you will appear here, grouped by channel. You can also create a video remarketing list if your YouTube account is linked.
     - **AdWords remarketing list:** Remarketing lists you've created before will appear here. If you don't have any remarketing lists, and don't want to link your YouTube account, click **Manage lists**. This will open a new browser where you can create a new remarketing list for your account.

   - **Specify content keywords:** Enter keywords that will help match your ads to web content. These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).
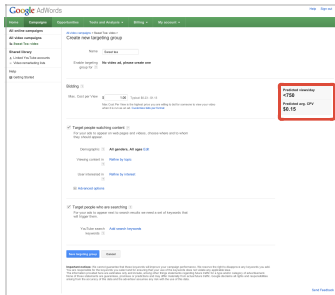
2. Target people who are searching (TrueView in-search):

   - Search keywords: Enter keywords to reach viewers searching YouTube for video content.
   - Click **Add** to add the keyword to your list for targeting.
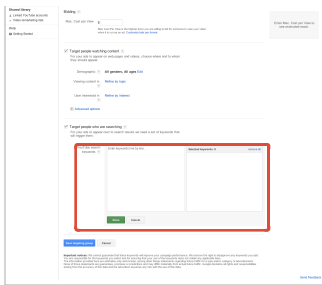
3. **Traffic estimates:** As you save your targeting criteria and update your settings for each option, your estimated traffic data will update, too!
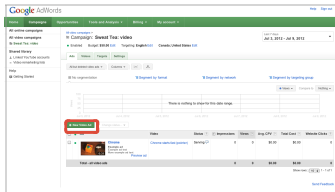

4. Click **Save targeting group.**

Create a new video ad in an existing AdWords for video campaign

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You can have up to 10 ads in a campaign. To create or edit your video ad for an existing campaign:

1. Sign in to your AdWords account at http://adwords.google.com/video.
2. Select the campaign you want to edit.
3. Click the **Ads** tab.
4. Click **New Video Ad** above the ad table.

5. **Video**: Select an existing YouTube video with the video picker. You can select a video by YouTube channel or user name, keyword, or URL.
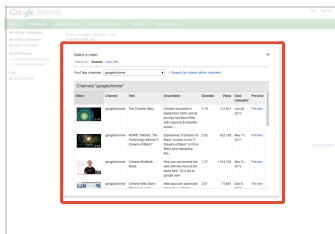
6. **Formats**: Allow us to select all possible TrueView video formats, or manually select your video formats. We recommend that you opt in to all possible formats for the highest audience visibility.
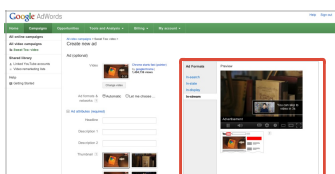
7. **Ad Attributes**:

    - Enter your ad text, Display and Destination URLs, and ad name.
    - Click **Advanced ad attributes (optional)** to further customize your ad images (including companion banners where applicable), and your video landing page.

    - Click **Customize images and destination page** to further customize your ad images (including companion banners where applicable), your video landing page, and YouTube custom channel gadget parameters.

8. **Ad Preview**: Preview your ad in the formats you've selected.
9. Click **Save.**

Later on the **Ads** tab, you can:

- **Create a new ad:** Click **+New Video Ad** above the ad table.
- **Edit your existing ad:** Click **Edit** next to your ad to change your ad content. This will delete the existing ad and create a new version. Performance statistics will reset to zero.
- **Pause, resume, or delete ads:** You can select one or more existing ads in the list and delete or pause them.

Create a call-to-action overlay for your YouTube video

If you link your YouTube and AdWords accounts, you'll have the option to create a call-to-action overlay when you first create a video ad with AdWords for video. This is the same call-to-action overlay feature available through the video editing features for your videos on YouTube, and you can only create one for a video that is hosted on Youtube. The call-to-action overlay will only appear within the video when it is is seen on YouTube.

You can also add one to an existing video by clicking **Add call-to-action overlay** under the video name on the **Videos** tab.

CPM, CPC and CPV bidding

For YouTube placements managed through the AdWords auction, an advertiser can decide to bid on a cost-per-click (CPC) or cost-per-thousand impressions (CPM) basis depending on their campaign objectives.

If an advertiser selects CPC bidding, then they will only pay when someone clicks on the ad. In comparison, for CPM bidding the advertiser pays when the ad is displayed to a user. Your bid and your landing page quality are both taken into account with CPM bidding.

With CPC bidding, your clickthrough rate (CTR) is also taken into consideration.

Choose CPC bidding if your advertiser:

- has return on investment (ROI) goals.

- wants to drive traffic to their site.

- wants to use AdWords Conversion Tracking.

Choose CPM bidding if your advertiser wants to:

- increase their reach.

- increase their ad visibility.

Choose CPV bidding if your advertiser wants to:

- use the TrueView video formats.

Bidding strategies for auction-based campaigns on YouTube

Depending on whether an advertiser is using our auction or our reservation system to purchase media on YouTube, best practices for campaign management will differ. Bidding is not a concern for advertisers using the reservation system, as the prices for these placements are fixed. For auction-based campaigns, there are different strategies that you can implement depending on the bidding option you've chosen.

For auction-based campaigns using cost-per-click (CPC) bidding keep the following best practices in mind:

- Target YouTube through managed placements.

- Combine CPC bidding with Google Conversion Tracking and Google Analytics to provide added insight and to help you achieve your ROI targets.

- Optimize CPC bidding campaigns to achieve a high clickthrough rate (CTR), a strong ad rank, and the cost benefits of a good Quality Score.

- Ensure CPC bids are set high enough to allow the ads to be show frequently in a strong ad rank.

For auction-based campaigns using cost-per-thousand impressions (CPM) bidding, keep the following best practices in mind:

- Set competitive maximum CPM bids to maximize the delivery of your ads across your chosen placements on YouTube.

- Use CPM bidding to maximize the visibility of your ads on the Display Network, raise awareness and to reach your target audience at an early stage of the advertising cycle.

Setting up an Auction-Based vs Reservation campaign

As mentioned in previous lessons, you can advertise on YouTube either through AdWords, or directly through YouTube.

Advertising on YouTube with AdWords:

Advertisers who target YouTube through AdWords have access to the same targeting options that are available for any campaign targeting the Google Display Network. You can advertise on YouTube through AdWords either through contextually targeted campaigns or through managed placements.

In order to target YouTube through a contextually targeted campaign, simply ensure that you're opted in to the Google Display Network and then your ads are eligible to appear on YouTube. To target YouTube through managed placements, use Placement Tool to target either the entire YouTube site or specific placements within the site. For video ads, you set up campaigns through AdWords for Video.

Ad formats available through self-managed AdWords accounts include:

- Text Ads
- Display Ads
- Mobile Ads (text and display)
- TrueView Video Ads through AdWords for Video

If you have a managed account, or you're prepared to purchase higher-commitment, contract-based inventory, you may have additional placement options available to you depending on your advertising needs and budget. Our sales team can help you create and manage AdWords accounts and target them to YouTube pages.

The sales inventory available for managed accounts is different from that offered by YouTube's own direct ad sales, and from the inventory available through AdWords self-managed accounts. Request more information about additional options available for managed accounts.

Advertising on YouTube Directly:

You can purchase contract-based ad inventory via YouTube ad sales. Pricing for YouTube ad formats is based on a pre-determined spend with higher cost commitments and an impressions-based reservation model. The sales inventory available here is different from that offered for AdWords managed accounts and different from the inventory available through YouTube Promoted Videos accounts. Learn more about YouTube direct ad sales.

Location Targeting

Location based targeting, or geo-targeting, functions exactly the same way for YouTube as with a normal AdWords campaign. For each YouTube campaign, you can select the countries or regions for your campaign in the campaign **Settings** tab.

A campaign's ads will appear only to users located in those areas. If an advertiser would like to target only YouTube users in France who speak French, then they would select "France" as the country they wish to target under Campaign Settings, and "French" as the language.

Language Targeting

About Language Preferences

Your ads are targeted to reach a certain audience, based on your chosen language targeting options. With this information, AdWords works to ensure that your ad appears to your chosen audience.

The language preference set on the YouTube homepage determines in which language a user wants to view YouTube. When the user sets the language preference, YouTube only displays ads that are targeted to the chosen language. If the user doesn't specify a language preference, the user's location determines the default language preference.

For example, users who choose Spanish as their language preference will see ads targeted to Spanish speakers. However if an English speaking user is located in Spain and doesn't specify a language preference, then they will still see ads targeted to Spanish speakers based on their location.

Targeting by Language

Language targeting lets you reach an audience that speaks one or multiple languages, allowing you to reach your users even if they're physically locate in non-native areas.

We recommend that you target the language in which your ad is written. If you are running an In-Stream ad or Promoted Video ad, we recommend targeting the language in which your video is produced. For example, if your ad is written in English, target English-speaking users. Similarly, if your video contains Spanish dialogue, target Spanish-speaking users. Remember that Google won't translate your ad for you.

If you wish to target more than one language or location, it's important to organize your campaigns and ad groups in a way that supports this strategy. Consider organizing and naming your campaigns by country (such as "Spain") and your ad groups within each campaign by product lines (such as "coffee products" and "tea products"). Then, tailor your keywords and ads to the intended audience. Make sure that your keyword list and ads for each ad group is in one language. This ensures that the ad appears in the same language in which the keyword was entered. For example, if a user enters a keyword in Spanish, the ad will appear in Spanish, regardless of what language preferences the user has selected. Learn more about changing your language targeting.

Overview of reserved media placements on YouTube

Most larger advertisers and agencies choose to buy placements on YouTube on a reservation basis, using either cost-per-thousand impressions (CPM) or cost-per-day (CPD) bidding. There are a variety of placements, creative units, and formats available directly through YouTube.

The following placements are available to advertisers purchasing placements on a reservation basis directly through YouTube:

- **YouTube Homepage:** The YouTube homepage is one of the most visited, highly sought-after placements on the Web and is purchased on a cost-per-day (CPD) basis.

- **Partner Watch Pages:** YouTube Partner Watch Pages are watch pages with premium partner content vetted by YouTube as brand-safe for advertisers. YouTube will only show ads on content or videos where we have a direct relationship with the Display Network partner.

- **Search Pages:** Search Pages are a great way to find users who are actively engaging with YouTube content. An advertiser can choose to target Search pages against various criteria such as demographics, video interest category or search-related keywords.

- **YouTube Run-of-Site:** YouTube Run-of-Site placements provide massive reach for advertisers who want to connect with users across a variety of interests and targeting criteria.

There are a couple of additional points to consider about purchasing placements on a reservation basis through YouTube:

- **Minimum Spend Requirements:** The minimum media spend on a YouTube media plan (reservations) . Please consult a Google sales representative for for up-to-date regional price thresholds. Of course, there is no minimum spend for purchasing YouTube as a managed placement in the AdWords auction.

- **Global Availability of Ad units and Placements:** Please note that not all ad units and formats are available globally. Visit www.youtube.com/advertise to discover options available for your specific region and country.

- **Creative Submission and Turnaround Time:** All final assets must be received by the DoubleClick Rich Media Campaign Manager no later than nine business days prior to the launch date.

Planning and implementing a brand channel

For advertisers with multiple video assets that would like to share video stories through YouTube, then a YouTube Brand Channel may be another option to share the brand message. YouTube Brand Channels provide the most engaging and interactive online advertising opportunities available, enabling brands to share their story in long form and in the brand's own words. Brand Channels are available to advertisers in conjunction with significant media investments across YouTube.

For advertisers who have developed a video strategy, a YouTube Brand Channel allows you to house and curate your video content. Brand Channels offer advertisers unique ways to display their video content and help differentiate themselves from standard YouTube users.

Brand channels also become central to an advertiser's social experience on YouTube and can be used to develop a social strategy through "friendships" and "subscriptions." Brand Channels offer a unique engagement experience for both brands and users and can be paired with special, customized creative units such as video carousels and mosaics.

For additional information and details, contact a Google Sales representative. Please note that not all ad units and formats are available globally.

Google tools to help generate creatives for YouTube

When generating creatives for YouTube, there are many ways to do so. Users and advertisers have used professional services to shoot, edit, and create video and image ads, while some some do do it themselves. In fact, many of our most successful advertisers started by making their own videos on a low budget. Google provides tools to help advertisers and users generate these display and video ads.

Display ad builder

The display ad builder is an ad creation tool that offers various display ad formats in different categories, including video. You can access the tool when you begin creating a new ad on the **Ads** tab on any page of your account.

- In addition to standard display formats, you can create multiple video formats, some of which don't have to be hosted on YouTube.

- You'll use pre-designed templates unique to AdWords.

- Ads can be priced at CPC, CPM, or CPV*.

- Ads can be mixed with other ad formats in one AdWords campaign, except TrueView video ad formats.

AdWords for video

AdWords for video is a campaign management tool specifically designed to help you build online video campaigns more quickly. When you create video ads, you won't use the Ad gallery, formerly known as the display ad builder. Instead, you'll use templates unique to AdWords for video and YouTube's TrueView formats.

- Only TrueView video formats are supported, as well as CPV pricing.

- Video ads must be hosted on YouTube.

- Reporting options include an additional level of detail specific to video ads that don't exist in the rest of AdWords' campaign management tools.

- Your campaigns can only contain TrueView video formats. They cannot include text, image, or other video ad formats.

Four Ways to TrueView:

1. TrueView in-stream - In-stream ads play like a TV-style ad before or during another video from a YouTube partner. Viewers see 5 seconds of your video and then can keep watching or skip it. You pay if they watch at least 30 seconds or to the end of the video (whichever is less).

2. TrueView in-slate - In-slate ads show before YouTube partner videos that are 10 minute or longer. Viewers choose to watch one of three ads or see reguslar commercial breaks during their video instead. You pay only when viewers choose to watch your video.

3. TrueView in-search - In-search ads appear above or to the right of the regular result on the search results page. You pay only when a viewer chooses to watch a video.

4. TrueView in-display - In-display ads appear alongside other YouTubve videos, or on websites on the Google Display Network that match your target audience. You pay only when a viewer chooses to watch your video.

Ads for reservation buy

Reservation buy ads are designed for high impact in a very short time period (1 day) which is accompanied with high investment. Therefore it is advised to use formats that allow for user engagement like Video or Rich media ads. Ad formats available for reservation include:

- Masthead

- InStream Standard

- Instream Select

- InVideo Ad

- Mobile Instream

For specification please refer to Ad Specs Guide.

Tips for creating a video ad

There are several video ad formats to choose from in AdWords, and each offers unique opportunities for you to attract customers with creative messages. That's why it's important to know your audience and think about the best way to reach them. We'll give you some tips on the basic parts of any video ad: the opening image, content, and text.

Engaging content is always a winner, and finding ways to drive traffic to related videos that you also own -- or content on your website that's especially relevant to your video ad -- will keep viewers coming back for more.

Since there are multiple formats, we've organized our suggestions to build successful and relevant ads into the following groups:

- In-stream video ads: Ad gallery, formerly known as the display ad builder, traditional in-stream ads; AdWords for video TrueView in-stream)

- Click-to-Play ads (Ad gallery)

- YouTube Promoted Videos (Ad gallery)

- YouTube TrueView video ads (AdWords for video)

See demos of these ad formats, and learn more about the other available video formats.

TrueView in-display and in-search ads for YouTube

YouTube is a powerful way to gain new customers through video content on the web, but it's also a community-driven social media network that values meaningful content and genuine community engagement with real people and stories. Because promoting video content that contains only advertising can actually make it harder for you to drive increased viewer engagement with your brand, you'll need to create video content that builds a relationship with YouTube viewers above and beyond the traditional advertiser-customer relationship.

Create effective TrueView ads for YouTube

Here are guidelines to help you make the most of your video content, through TrueView in-display and in-search ads.

- Choose relevant keywords and promotion text to help you get your video content in front of interested viewers for a reasonable price.
- Test different keywords and promotion text to reach your goals. We also recommend that you use YouTube Analytics. This tool generates reports using YouTube Insight data and more, in a useful presentation, to show you how viewers interact with your videos and make better-informed targeting choices.
- Before creating your ads, review YouTube advertising policies and the AdWords editorial policy for standard text ad placements on the Google Display Network. TrueView ads accept only family-safe content for ads, either on YouTube or the Google Display Network.
- Feature engaging content with a real story. A video that's just a commercial is less likely to keep viewers happy and coming back for more.
- Ad text

  - Avoid using general themes in your ad text.
  - Instead focus your text on why a person who sees your ad should click it to watch your featured video. For example, what kind of language is used in a movie trailer vs. a television commercial? Movie trailers use taglines and scripts that encourage the audience to be intrigued by a story and to follow up to see more. Try to encourage people to learn or see more through your video instead of heavily pitching the sale of a product or service.
  - Use clear call-to-actions (CTAs). If you want people to respond in a specific way, you could offer them response options that are possible on YouTube, such as Subscribe, Watch, Record a Video Response, or Comment.
  - Do some market research to see what people are saying about related content. Look at comments for similar videos and channel pages.
  - Use YouTube Analytics to see which parts of videos keep your viewers most engaged. This can help you come up with more ideas.

General keyword help

- Choose keywords related to topics that entertain people, such as names for celebrities, titles for movies and television shows, quotes, actions or verbs, objects in the video, or emotions that relate to the content. When people search for video content, they're less likely to look for something to buy on a video publisher site than they are on a search engine.
- Think about general trends in online video as well as trends on the relevant website, whether it's YouTube or other sites on the Google Display Network. Examples include current events, political awareness, celebrity gossip, and popular videos.
- Use video comments and tags on your target sites for new ideas.
- Try the AdWords Keyword Planner for suggestions based on AdWords keyword data.
- Use YouTube search trends for viewer insights
- Use the **auto-fill** suggestion menu, in YouTube.
- Consider using your current tags or other YouTube customers' tags as keywords. These video "tags" help the YouTube community find relevant content related to those same tags.
- Group your keywords for a specific campaign by theme. For example, if you have a travel clip of a location in Fiji and another of a location in Africa, each clip should have its own campaign with its own specific keywords. For example, creating a campaign with a travel clip of Africa but with Fiji-themed keywords will be less useful for you and your potential customers.
- Use YouTube Analytics to see which keywords and referrers are driving traffic to your video for more keyword ideas.
- Use negative keywords to filter out unwanted searches so people who are more likely to be interested in your content can see your promotion.

Video stills

When you create your TrueView in-search or in-display ad, you'll see a number of video stills or "thumbnail images" to choose from. These stills are the first thing YouTube viewers see before they click your promotion. Choose the video still that highlights your content best. You can also try to match this image to the content in your promotional text or keywords.

For example, if your video features someone surfing, choose the video still that actually captures this moment. When you create your promotional text and choose your keywords, mention surfing. That way, you'll have a well-packaged promotion that makes sense to anyone who searches for surfing-related videos, sees your corresponding promotion, and clicks it to watch your surfing video.

Reporting on YouTube and the Google Display Network

As mentioned in previous lessons, ads can appear on YouTube either by reservations (DART) purchased directly through YouTube, or through the AdWords auction. AdWords ads, through either contextually targeted campaigns or managed placements, will appear on YouTube whenever there are remnant impressions available that have not been sold on a reservation basis.

The same metrics available for campaigns that are targeting YouTube through the AdWords auction are also available for campaigns purchased through YouTube reservations. However, since they are purchased using two different systems, the way that you access metrics for an auction-based campaign differs from the way you would access them for a reservations campaign.

- **Auction-based campaigns:** You can access reports on the performance of your AdWords ads on YouTube directly through the AdWords interface. Simply log in to your AdWords account and you can view performance metrics for all of your ads. Graphical representations to illustrate trends over time, and help you make decisions about how to refine and optimize your campaign, are also available.

- **Reservation campaigns:** You can request a report from you Google representative to evaluate the performance of your reservation ads. Your representative will pull this report from DFP (DART For Publishers) and deliver it to you in either .CSV or.XML format. This report will contain a separate line for every line item from your original media plan in DSM (DART Sales Manager) to help you identify what's working well for your campaign, and where there's opportunity to improve.

Regardless of how you purchase your placements on YouTube, it's critical that you regularly evaluate your performance to determine how to best refine and optimize your campaigns.

Understanding the effectiveness of YouTube ads

There are many different success metrics to measure the effectiveness of an ad campaign on YouTube. The metrics you'll use depend on your goals and whether you use third party analytics, such as those that come with DFA (DART For Advertisers), Google Campaign Insights, or brand lift surveys from vendors like Dynamic Logic or Insight Express.

Here we will focus on the standard metrics that Google provides for all advertisers, indicating metrics available through both AdWords reporting and DART. You'll notice that many of these metrics available through the AdWords interface for standard text ads are also available for display (image) ads running on the Google Display Network.

AdWords:

Impressions: Number of times the ad was shown. If you're getting very few impressions, it may be because you have targeted videos that are no longer being viewed, or that your bids are not competitive enough.

Clicks: Number of times the ad was clicked. Click Through Rate (CTR): Number of times the ad was clicked divided by the number of times the ad was shown.

Average CPC: Average cost for every click.

Average CPM: Average cost for every 1,000 impressions

Play rate: Number of times a Click-to-play video ad was played divided by the total number of impressions.

Average position: Position of your ad in the search results. This is only available for Promoted Videos. All other ad formats will show as "1".

Conversions: Number of users who clicked on the ad and later converted. In order for this metric to be available to you, you must have AdWords Conversion Tracking installed.

View-through conversions: Number of users who were exposed to the ad and later converted. Again, in order for this metric to be available, you must have AdWords Conversion Tracking installed.

DART:

Impressions booked / Ads impressions: Make sure you delivered all the impressions you were expecting to book.

On Schedule Indicator (OSI): The percent likelihood the campaign will deliver all impressions booked.

Clicks: Number of time the ad was clicked.

Click Through Rate (CTR): number of time the ad was clicked / number of time the ad was shown

25% viewed, etc: Number of users who watched 25% of the way through a video ad.

Measuring user engagement with YouTube videos

YouTube Insight is an incredibly powerful analytics tool accessible, for free, to anyone who uploads a video to YouTube. This tool is available to advertisers, Display Network partners, and users.

To access the tool just click on "Account" within your YouTube account and then "Insight". Learn more about YouTube Insights.

YouTube Insight lets you see data for either an individual video or aggregated data for all the videos uploaded by a particular user, advertiser, or Display Network partner. Most data can be analyzed over a specific time period, and for individual countries.

Specific data available are:

- **Views (How many people watched your video):**

  - Daily views

- Unique users
- Relative popularity in certain countries

- **Discovery (How people found your video):**

  - Did users watch your video on the watch page or on a channel?
  - Embedded player: Was the video embedded off YouTube on another site or blog?
  - Google / YouTube search: What search terms were users using to find your video?
  - Mobile views: Were people watching the video on their mobile devices?
  - Related videos: What other videos are users coming from?
  - Subscriptions: How important is it to get people to subscribe to your channel?

- **Demographics:**

  - Age
  - Gender

- **Community (User engagement with videos beyond simply watching it):**

  - Aggregate community engagements
  - Ratings
  - Comments
  - Favorites

- **Hot Spots (See how much the community liked portions of your video):**

  - Above the line: Indicates that users liked this portion of the video more than the rest of the video on average (i.e. they didn't exit the video at this point, and may have even viewed this portion multiple times).
  - Below the line: Indicates that users didn't like this portion of the video as much as the rest of the video on average (i.e. they exited the video at this point).

- **Call-to-Action (How many people are clicking on the call-to-action on your video):**

  - Clicks
  - Impressions
  - Clickthrough rate (CTR)

Optimization strategies & best practices for video content on YouTube

Video is a powerful medium to reach users through sight, sound and motion. In order to optimize the performance of your video on YouTube, consider the following best practices:

- Understand that users come to YouTube to learn, watch and be entertained. As such, create videos that feature original content.

- You are the expert on your industry, product or service. Try creating videos that teach and engage the YouTube community on your expertise.

- Keep your message simple and concise. A good benchmark is to try to keep your video to two minutes or less.

- Use YouTube Insight Hot Spots to see which parts of videos keep your users most engaged. Based upon user engagement data, optimize your video content to keep users watching.

- Update your content on a regular basis. The YouTube users who have been successful keep their message fresh with regular updates to their channel.

- Read user comments on your own and similar video and channel pages for ideas.

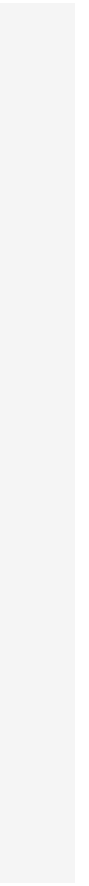# Display ads on mobile devices

Overview of ads on mobile apps

- If you choose to run your search campaigns on AdWords, your ads can appear to a user searching on Google with a mobile device.
- If you choose to run your AdWords campaigns on the Display Network, your ads can appear across a large collection of partner websites and specific Google websites that show AdWords ads. This network also includes mobiles sites and apps that show ads (these are called mobile display partners).
- Just as ads can show against mobile search and display content, they can also serve against mobile apps. Did you know that there are over 1 million apps available in the iTunes and Google Play stores combined? Of course, there are some differences in the types of ads that can serve - screen sizes are different, user behavior is different, and so is the opportunity.

Where can these ads show?

Display ads can show against a wide variety of apps from the Google/AdMob network of mobile apps. Apps can be as simple and functional as an online grocery list, or a rich gaming experience. Apps can be purchased or downloaded from the iTunes and Google Play stores.

Ads that serve against these apps can be on a CPC or a CPM basis. CPC ads are purchased through the AdWords auction, while CPM ads are reserved through a Google representative.

Mobile inventory

Where do ads show?

- Banner ads - home, browse and search pages of m.youtube.com

- Video ads - both m.youtube.com and the YouTube mobile app

Ad formats

What are the ad formats available to display on mobile apps?

- There are a wide variety of ad formats available. Some of these include:

  - Interactive Video Ads - Interactive video ads engage the users as they launch apps or click on banners.
  - Interactive Interstitial Ads - Interstitials are interactive ads that appear within an app.
  - Canvas and Expandable Ads - Expandable ads are started by the user and can expand to cover the entire phone screen.
  - Tablet Image Banners - Image banners engage users on this highly interactive mobile device.
  - Static and Multi-Panel Banners - Image banners and animated banners are available across all mobile devices, including smartphones and feature phones, from high-end devices such as iPhones and Androids to simple WAP phones.
  - Click-to-download App Ads - Text or banner ads linking to the app store promote your app to targeted mobile users.

- For more information, please see the site here.

YouTube mobile ad formats

- **Mobile Roadblock (YouTube)**

    ○ What is it? Roadblocks let you see how many people viewed your ad on YouTube Mobile for a full day. YouTube Mobile Roadblocks appear on the home, browse and search pages of m.youtube.com.

    ○ Why you'd use it

        ▪ In the past year, YouTube's percentage of video views from mobile has doubled, and video viewing activity on YouTube Mobile has tripled.

        ▪ With an ad on YouTube Mobile's homepage you reach a truly significant audience - 13M monthly users in the US alone.

    ○ Details: Roadblocks are available across all mobile devices.

    ○ How can advertisers get started? Contact your Google sales representative to get started with Roadblocks.

- **InStream Video Ads (YouTube)**

    ○ What is it? InStream video ads run when Android YouTube app users play a video from a premium inventory partner.

    ○ Why you'd use it. Video ads increase brand engagement within mobile videos.

    ○ Details: YouTube InStream appears within the Android YouTube app and m.youtube.com.

    ○ How can advertisers get started? Contact your Google sales representative to get started with YouTube Mobile InStream Video Ads.

- **Brand Channels (YouTube)**

    ○ What is it? YouTube Mobile Brand Channels increase video views and brand engagement with iOS and Android users.

    ○ Why you'd use it? A mobile YouTube brand channel that's up to date and "always on" keeps your brand fresh and relevant to potential customers on mobile devices.

    ○ Details: YouTube Mobile Brand Channels show on m.youtube.com.

    ○ How can advertisers get started? Contact your Google sales representative to get started with YouTube Mobile Brand Channels.

Video ad formats in AdWords for video

AdWords for video is a video-specific campaign management tool within AdWords. It offers the TrueView family of **cost-per-view** (CPV) video ad formats.

With TrueView ads, you only pay when a viewer actively selects your video, or chooses to continue watching a video when it first loads as they browse video content. Unlike cost-per-click or cost-per-thousand impressions pricing, you won't need to pay every time your ad is shown. While video content for TrueView ads must be hosted on YouTube, TrueView ads can appear on both YouTube and other publisher sites in the Google Display Network for desktop computers and high-end mobile devices.

Before you start building and placing your ads on video content sites, it's useful to learn more about the video formats you can create with AdWords for video, and how they work:

- Check out the available TrueView formats.
- Discover how to monitor your ad performance with AdWords for video.

> **Tip**
>
> You can build video ads using either AdWords for video or the Ad gallery. Explore the benefits and differences between these two tools.

TrueView video formats

You can explore each of the formats in detail below. To learn more about the formatting and specifications for each format, see our guidelines.

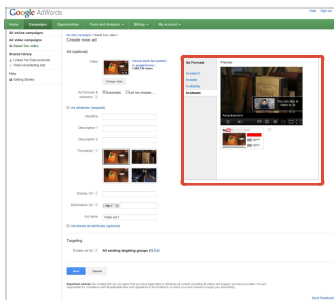
TrueView in-stream video ads

- **When should I use it?** Use this format when you have video content you'd like to promote before **short- or longform** videos on YouTube and the Google Display Network.
- **How does it work?** After five seconds, the viewer has an option to skip the ad.

See an example.

- **Where will the ads appear?** TrueView in-stream videos can appear on YouTube Videos (Watch pages on YouTube) and on video publisher pages in the Google Display Network (includes YouTube).
- **How will I be charged?** For videos 30 seconds or longer, you'll be charged when the viewer reaches the 30 second point of the video. For videos shorter than 30 seconds, you'll be charged when the viewer completes the video.

TrueView in-search video ads

- **When should I use it?** Previously known as the search ads portion of "YouTube Promoted Videos," this format lets you promote a video next to search results on YouTube.
- **How does it work?** Your video's keywords will highlight your video to YouTube viewers who may be interested in your content. This format will include a 640x90 Rectangle or 300x70 Small Rectangle depending on the ad's position in search results.
- **Where will the ads appear?** TrueView in-search videos appear on the YouTube Search results page.
- **How will I be charged?** You'll only be charged when viewers begin watching your video.
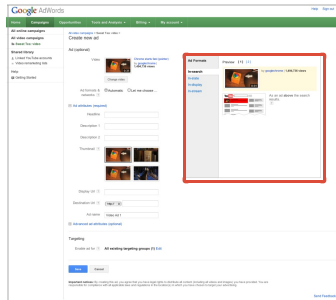
TrueView in-display video ads

This format includes the following legacy formats: YouTube Promoted Videos overlay, promoted videos suggestions and related videos, and the Google Click-to-Play format.

The video ad preview unit may vary in size. You can choose whether the video plays within the ad unit or when a viewer clicks the unit to watch the video on its YouTube Watch page.

- **When should I use it?** Use this format to promote a video next to YouTube videos or other website content across the Google Display Network.
- **How does it work?** The appearance of the ad format will vary, depending on which ad sizes and display formats content publishers support. For example, YouTube is a key content publisher within the network and these ads will function and appear in the same way across the entire YouTube site.
- **Where will the ads appear?** TrueView in-display videos can only appear on YouTube Videos (Watch pages on YouTube) and Watch pages on video publishers of the Google Display Network.
- **How will I be charged?** You'll only be charged when viewers choose to watch your ad.