

A stylized sun graphic in the top right corner, featuring a bright yellow circle with a dark blue outline and several white, brushstroke-like rays extending outwards.

MEDIA BUYING FOR GOOGLE DISPLAY

| How to win with Display

A decorative border at the bottom of the slide, consisting of a solid yellow horizontal line above a pattern of white, overlapping brushstroke-like zig-zags on a dark blue background.

What you will learn.

- **Introduction**
 - How Google Ads work
 - Key Google Ads terms to learn
 - The types of Google ads marketing goals and how to choose what's right for your business
 - The main types of Google campaign types
 - The Google AdWords Account Structure
 - Bidding and Budgets
- (POP QUIZ)
- **Creating a Google Adwords account**
- **Creating Display Ad Campaigns**
 - Using Designs
 - Responsive Ads
- **Remarketing**
- **Analyzing, Optimizing and Ad fraud prevention**
 - Placement Exclusions
 - Adjusting bids
 - Some optimization tools

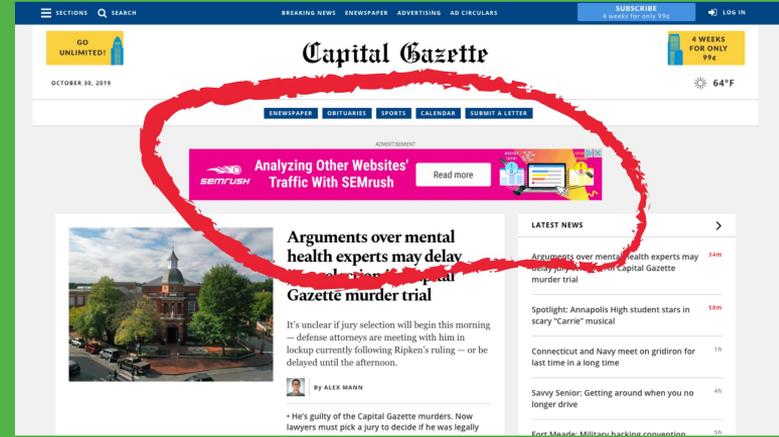
What are Google Ads?

Google Ads is an advertising platform developed by Google, where advertisers bid to display advertisements, service offerings, product listings, or videos to web users. It can place ads both in the results of search engines like Google Search and on non-search websites, mobile apps, and YouTube

The Digital Advertising Ecosystem

Display / Google Display Network

The GDN is a network of "websites, videos, and applications" (more than 2 million) and reaches **90% of internet users** every single day. The GDN is so powerful because it allows you to get your ads in front of targeted audiences anywhere in the world for a low cost.



They familiarize your intended audience with your brand

They inspire consumption stimulus

They allow for remarketing opportunities

They are a good way to drive TOMA

Cheaper cost per click

The best way to get in touch with new customers

How Google Display Ads work.



Design your ads
and select your
targeting.



Targeted user
visits a website
or watches a
video.



Your ad
competes with
other ads in an
auction and your
ad shows based
your optimization
score / budget.



User sees your
ad and becomes
aware of your
brand.



User clicks your
website and is
taken to your
website.

Key Google Ads terms to learn

- **Impressions:** The number of times an ad is viewed.
- **Cost:** The amount of money a campaign spends on paid advertising.
- **Clicks:** The number of times your ad was clicked on by a user.
- **Conversion:** The specific goal you are tracking (a sale, a view of a high-value page, an email sign up, etc.).
- **CPM (cost per thousand impressions):** The ad buyer's cost to have their ad seen 1,000 times.
- **CPC (cost per click):** The ad buyer's cost per click. CPC can be as low as a few cents or as high as a few hundred dollars, depending on competition, your industry, and audience relevance.
- **Cost per conversion:** The ad buyer's cost per purchase, order, acquired customer, or another conversion goal you've set.
- **CTR (click-through rate):** The percentage of users who clicked on your ad out of the total number of impressions it received. Your click-through rate is the most significant signal of relevancy in Google's search auctions.
- **Conversion rate:** The number of conversions divided by the number of clicks, expressed as a percentage.
- **Budget:** The total amount of money allocated to an ad campaign.
- **Revenue:** The total value, in dollars, generated by an ad.
- **Profit:** The total value, in dollars, generated by an ad after subtracting expenses, such as advertising costs and cost of goods.
- **ROAS (return on ad spend):** Revenue generated from an ad divided by the advertising cost to show the return on that ad. For example, \$5 made for every \$1 spent yields a ROAS of 5:1.
- **AOV (average order value):** The average dollar amount a customer spends on a site. AOV is calculated by dividing the total revenue by the number of orders.
- **CLV (customer lifetime value):** The predicted total value of a single customer (sometimes called LTV) for the entirety of their relationship with a company, including future purchases.

Google Ads marketing goals. How to choose.



Sales



Leads



Website traffic



Product and brand consideration



Brand awareness and reach



App promotion



Local store visits and promotions



Create a campaign without a
goal's guidance

The main types of Google Ads campaign types.

Search



Reach customers interested in your product or service with text ads

Display



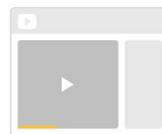
Run different kinds of ads across the web

Shopping



Promote your products with Shopping ads

Video



Reach and engage viewers on YouTube and across the web

App



Drive app promotion across Google's networks

Smart



Reach your business goals with automated ads on Google and across the web

Local



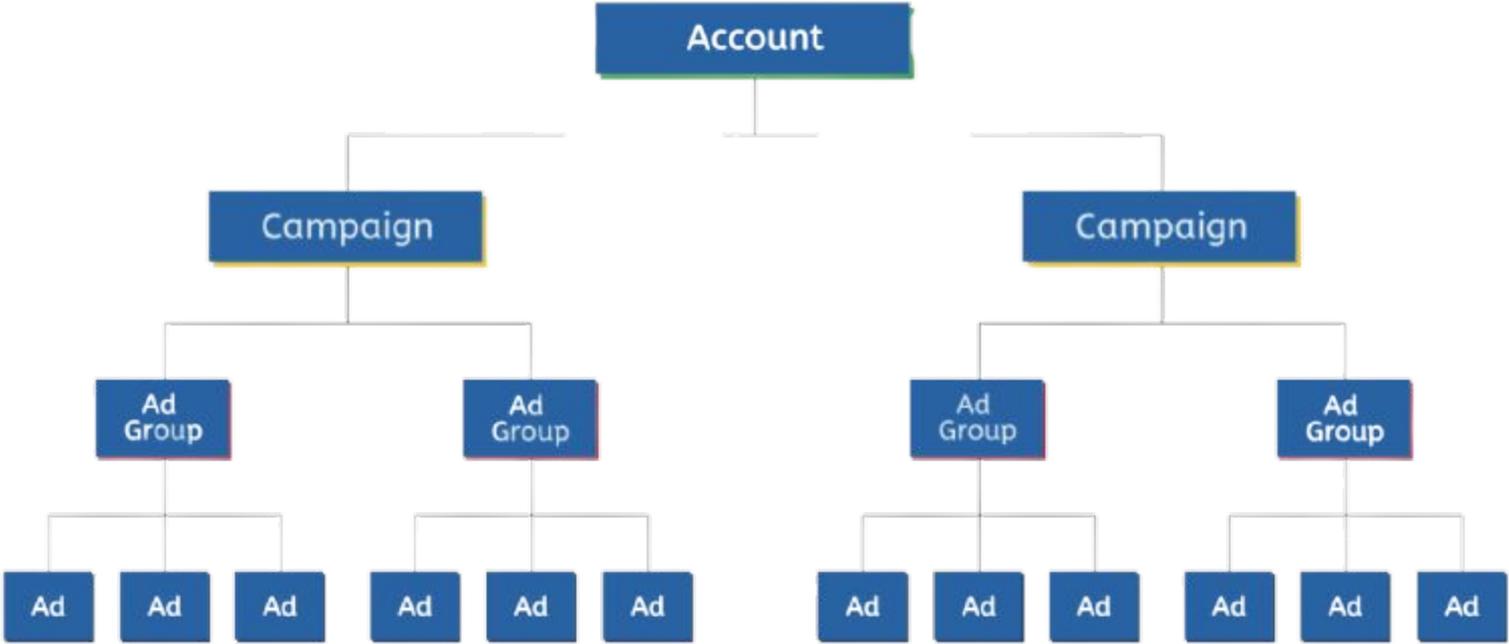
Drive customers to a physical location

Discovery



Run ads on YouTube, Gmail, Discover, and more

Google Ads Account Structure



Bidding & Budget

Choosing the right Google Ads bidding type and implementing a solid strategy for adjusting bids is critical to driving your ad costs down.

If you don't know what you're doing, you can end up wasting your entire budget on just a few clicks.

Target CPA: Target CPA bidding is a bidding strategy you can use if you want to optimize conversions. If driving conversions are your primary goal for the campaign, selecting Target CPA bidding will focus on trying to convert users at a specific acquisition cost.

Maximize Conversions: Using the maximum daily budget that you set, Google will run your bidding for you to get you the most conversions for your money. For example, if your daily budget is \$50, Google will spend it wisely to find the most conversions.

Maximize Clicks: Maximize Clicks is an automatic bidding strategy based on your maximum daily budget. Google Ads will attempt to drive the most clicks possible with your daily budget.

CPM Bidding: Cost per Thousand Impressions, otherwise known as CPM, is bidding solely based on impressions. This option is reserved for the Display Network and YouTube Ads.

CPV Bidding: Cost-per-view bidding is strictly reserved for video advertising on Google Ads and can be used on the YouTube Ads platform.

QUIZ



Creating your Google
Ads account and your
first campaign.

Audiences and Segments: The Foundation Of Your Remarketing Strategy

Understanding Intent Signals and Visitor Engagement

Introduction To The Google Analytics Tag

Logging In To Google Analytics Account & Retrieving Your Analytics Tracking Tag

Analyzing, Optimizing **and Ad fraud prevention**

Placement Exclusions

Adjusting bids

Some optimization tools

SEMrush

Crazy Egg

PPC Protect

Q&A Section





THANK YOU



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