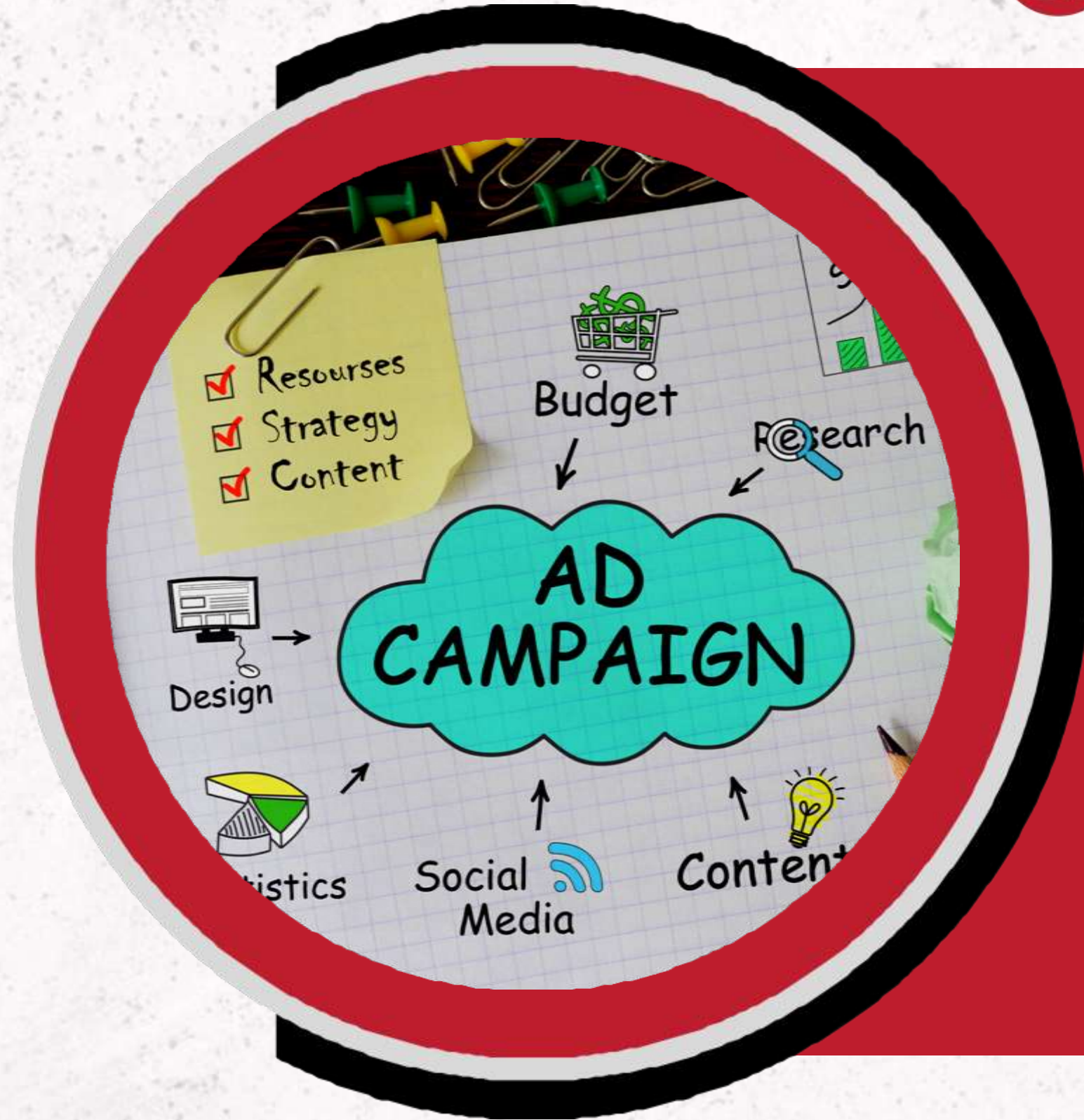


didm.in



GOOGLE ADS



SETTING UP ADWORDS

```
graph TD; Title[SETTING UP ADWORDS] --> Step1((Step 1)); Step1 --> Visit[Visit www.ads.google.com]; Visit --> Step2((Step 2)); Step2 --> Step2Text[Click on the Get Started Button to Create your account on Google Ads];
```



Visit

www.ads.google.com

Step 1

Step 2

Click on the Get Started Button to Create your account on Google Ads

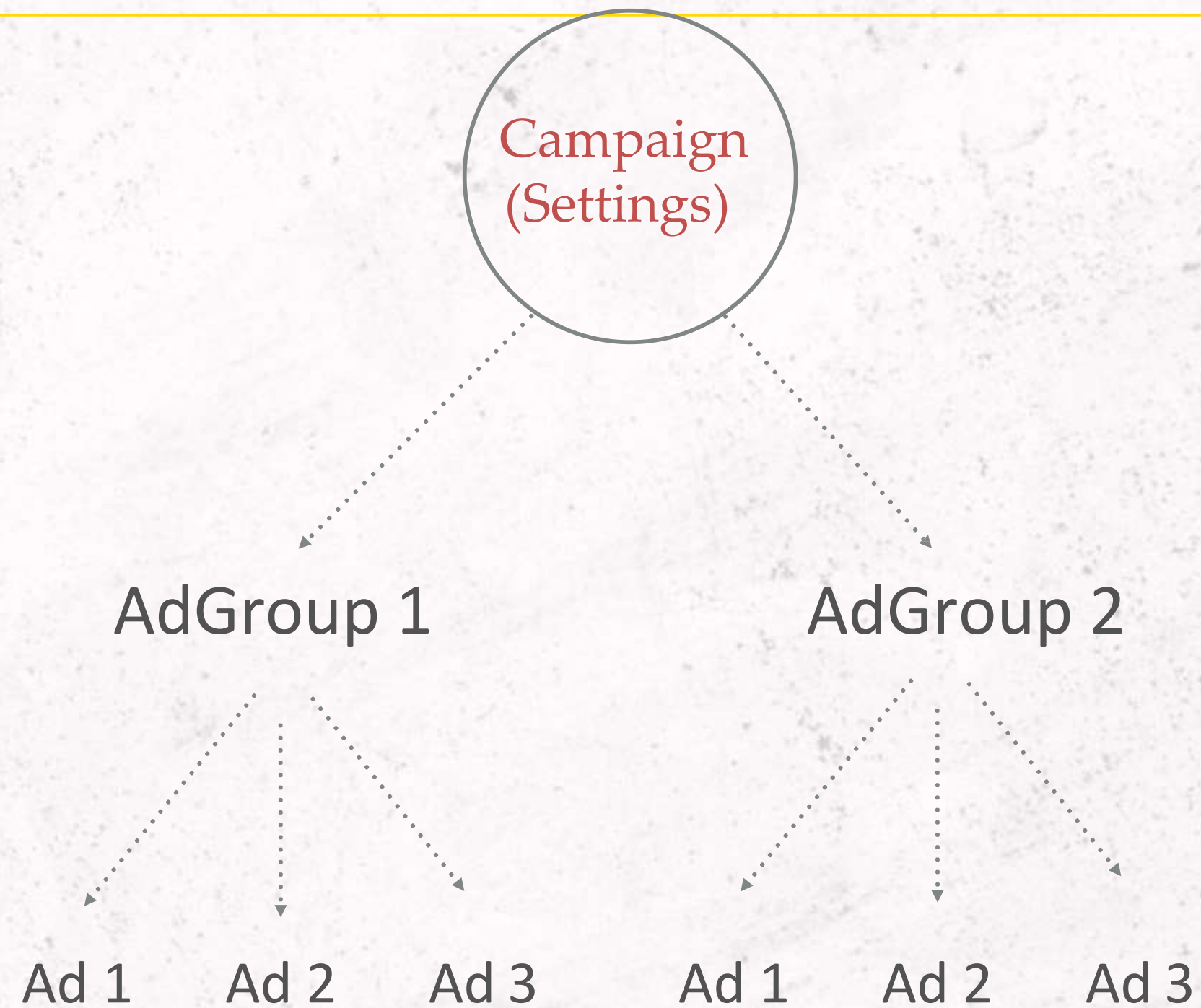
SETTING UP GOOGLE ADS

SETTING UP ADWORDS



- Keep in mind that you have to create an account in expert mode to access all the tools of Google Ads
- In the first step after login into google ads, Scroll down and search for “Switch to expert mode”
- Then after that click on “Create an Account Without a Campaign”
- After that click on submit button to proceed further to the account.
- In the final step Click on “Explore your account” to enter your Google Ads dashboard

AD ACCOUNT STRUCTURE



AdGroups : We make different Ad Groups in single campaign to make ads relevant and organize ads by common theme.

Note:- We can make **10,000 Campaigns; 20,000 Ad Groups; 50 Text ads per Ad Group**

HOW GOOGLE POSITION ADS ?

- Google calculate Ad Position by formula of Ad Rank each time when your ad is eligible to appear :
- **Bid** - Bid is the maximum amount you are willing to pay for one click on your advert
- **Quality Score** - The quality score defines how relevant is our content and context of the advertisement
- **Expected Impact**- Google calculates the impact of ad format and extensions.

Note:- ad position can fluctuate each time depending on your competition at that moment.

QUALITY SCORE

QUALITY SCORE



- Quality score is score given by google to its Advertisers/Bidders.
- Google measures Expected CTR, Landing Page Experience and Ad Relevance.
- This is represented on scale of 1-10, 1 Being the lowest and 10 being the highest.
- High quality score can lead to lower prices and better ad positions.

ACTUAL CPC FORMULA

ACTUAL CPC FORMULA

$$\text{YOUR PRICE} = \frac{\text{THE AD RANK OF THE PERSON BELOW YOU}}{\text{YOUR QUALITY SCORE}} + \$0.01$$

	Max Bid	Quality Score	Ad Rank	Actual CPC
Advertiser I	\$2.00	10	20	$\frac{16}{10} + 0.01 = \$1.61$
Advertiser II	\$4.00	4	16	$\frac{12}{4} + 0.01 = \$3.01$
Advertiser III	\$6.00	2	12	$\frac{8}{2} + 0.01 = \$4.01$
Advertiser IV	\$8.00	1	8	Highest CPC

GOOGLE AD AUCTION

HOW GOOGLE AUCTION WORKS?

There are 3 main factors in the ad auction that determine which ads appear, and in what order:

- **Your bid** - When you set your bid, you're telling Google Ads the maximum amount you're willing to pay for a click on your ad. How much you actually end up paying is often less, and you can change your bid at any time.

- **The quality of your ads** - Google Ads also looks at how relevant and useful your ad and the website it links to are to the person who'll see it. Our assessment of the quality of your ad is summarized in your Quality Score, which you can monitor—and work to improve—in your Google Ads account.

- **The expected impact from your ad extensions and other ad formats** - When you create your ad, you have the option to add additional information to your ad, such as a phone number, or more links to specific pages on your site. These are called ad extensions. Google Ads estimates how extensions and other ad formats you use will impact your ad's performance. So even if your competition has higher bids than yours, you can still win a higher position at a lower price by using highly relevant keywords, ads, and extensions.

GOOGLE AD AUCTION INSIGHTS

WHAT IS AUCTION INSIGHTS?

Auction insights is a pre-built report in Google Ads that provides information on other advertisers who're also bidding on the same keywords as you. It is available for both search and shopping campaigns. This report can be viewed at an account, campaign or ad group level.

Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
booking.com	57.36%	54.22%	53.30%	99.08%	66.41%	4.23%
luxuryhotelsguides.com	23.71%	19.93%	35.29%	91.40%	20.69%	5.53%
trivago.com	21.93%	11.43%	25.64%	97.41%	15.11%	5.77%
tripadvisor.com	14.89%	8.68%	33.78%	93.68%	11.09%	5.77%
hotels.com	14.74%	3.87%	60.61%	97.09%	10.09%	5.80%
priceline.com	13.17%	4.87%	33.73%	94.23%	11.08%	5.85%
You	< 10%	—	—	94.78%	54.63%	—
kayak.com	< 10%	5.04%	19.77%	94.38%	7.15%	5.89%

KEYWORD MATCH TYPES

Keyword Matching Options

For the keyword **lawn mowing service**, we can match the following queries (🔍)

per match type

Broad match

Ads may show on searches that **relate** to your keyword.

lawn aeration prices 🔍

Notation for inputting keywords:
keyword

Phrase match 1

Ads may show on searches that **include** the meaning of your keyword.

lawn mowing service near me 🔍

hire company to mow lawn 🔍

landscaping service to cut grass 🔍

Notation for inputting keywords:
"keyword"

Exact match

Ads may show on searches that are the same meaning as your keyword.

lawn mowing service 🔍

grass cutting service 🔍

Notation for inputting keywords:
[keyword]

Loose matching

Moderate matching

Tight matching

Broad Match



Broad match keyword:

low-carb diet plan

Ads may show on searches for:

carb-free foods



low-carb diets



low-calorie recipes



Mediterranean diet books



low-carbohydrate dietary program



Phrase Match

Phrase match keyword:	Ads may show on searches for:	Ads won't show on searches for:
<p data-bbox="859 1043 1126 1089">"tennis shoes"</p>	<p data-bbox="1592 489 1712 652"></p> <p data-bbox="1372 859 1892 930">shoes for tennis </p> <p data-bbox="1372 971 1892 1043">buy tennis shoes on sale </p> <p data-bbox="1372 1084 1892 1155">red tennis shoes </p> <p data-bbox="1372 1196 1892 1268">comfortable tennis sneakers </p>	<p data-bbox="2325 602 2412 709"></p> <p data-bbox="2179 765 2565 883">Ads won't show on searches for:</p> <p data-bbox="2079 1065 2668 1136">tennis rackets and training shoes </p> <p data-bbox="2079 1178 2668 1249">can you wear running shoes for tennis </p>

EXACT MATCH

Exact match keyword	Ads may show on searches for:
<p>[shoes for men]</p>	<p>shoes men</p> <p>men shoes</p> <p>men shoe</p> <p>shoes for a man</p>

Ads won't show on searches for:

mens tennis shoes

shoes for boys

NEGATIVE KEYWORDS

Negative keywords let you exclude search terms from your campaigns and help you focus on only the keywords that matter to your customers. Better targeting can put your ad in front of interested users and increase your return on investment (ROI).

When selecting negative keywords for search campaigns, look for search terms that are similar to your keywords, but might cater to customers searching for a different product.

For example, let's say you're an optometrist who sells eyeglasses. In this case, you may want to add negative keywords for search terms like "wine glasses" and "drinking glasses."

MANUAL BIDDING STRATEGIES

Manual CPC (Cost Per Click)

A bidding method that lets you set your own maximum cost-per-click (CPC) for your ads. This differs from automated bid strategies, which set bid amounts for you.

- Manual CPC bidding gives you control to set the maximum amount that you could pay for each click on your ads.
- You start by setting a maximum cost-per-click (CPC) bid for your entire ad group (called your default bid), but you can also set separate bids for individual keywords or placements. For example, if you've found that certain keywords are more profitable, you can use manual bidding to allocate more of your advertising budget to those keywords.

Viewable CPM

Many at times the user quits the page before it is loaded completely or without viewing the entire page- earlier that was considered as an impression but now via Viewable CPM - You pay only when a visitor actually views a page

So with this metric you do not pay on clicks but you pay on views, you can also use this metric if your CTR is high.

CPV (Cost Per View)

Cost-per-view (CPV) bidding is the default way to set the amount you'll pay for TrueView video ads in Google Ads. With CPV bidding, you'll pay for video views or interactions (such as clicks on call-to-action overlays, cards, and companion banners).

A view is counted when someone watches 30 seconds of your video ad (or the duration if it's shorter than 30 seconds) or interacts with the ad, whichever comes first.

CPV (Cost Per View)

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A view is counted when someone watches 30 seconds of your video ad (or the duration if it's shorter than 30 seconds) or interacts with the ad, whichever comes first.

AUTOMATIC BIDDING STRATEGIES

1. MAXIMIZE CLICKS

Maximize clicks is an automated bid strategy that sets your bids to help get as many clicks as possible within your budget.

You can set a cap on bids when using a Maximize clicks bid strategy. It lets you control the maximum amount you're willing to pay for each click. If you don't enter a maximum CPC bid limit, Google Ads adjusts your bids to try to get you as many clicks as possible while spending your budget.

2. TARGET IMPRESSION SHARE

Target Impression Share automatically sets bids with the goal of showing your ad on the absolute top of the page, on the top of the page, or anywhere on the page of Google search results.

3. TARGET CPA

Target CPA is a Google Ads Smart Bidding strategy that sets bids to help get as many conversions as possible at or below the target cost-per-action (CPA) you set. It uses advanced machine learning to automatically optimize bids and offers auction-time bidding capabilities that tailor bids for each and every auction.

Using historical information about your campaign and evaluating the contextual signals present at auction-time, Target CPA bidding automatically finds an optimal bid for your ad each time it's eligible to appear. Google Ads sets these bids to achieve an average CPA equal to your target across all campaigns using this strategy

For example, if you choose a target CPA of \$10, Google Ads will automatically set your bids to try to get you as many conversions at \$10 on average. To help improve your performance in every ad auction, this strategy adjusts bids using real-time signals like device, browser, location, time of day, remarketing list, and more.

4. TARGET ROAS (RETURN ON AS SPEND)

Target ROAS lets you bid based on a target return on ad spend (ROAS). This Google Ads Smart Bidding strategy helps you get more conversion value or revenue at the target return on ad spend (ROAS) you set. Your bids are automatically optimized at auction-time, allowing you to tailor bids for each auction.

To use Target ROAS bidding, most campaign types need at least 15 conversions in the past 30 days. For App campaigns, you'll need at least 10 conversions every day (or 300 conversions in 30 days) and for Discovery campaigns, you'll need at least 75 conversions in the past 30 days (10 of these conversions must have occurred in the past 7 days). Performance will generally improve if you run fewer, larger campaigns that get more conversions.

5. MAXIMIZE CONVERSIONS

Maximize conversions automatically sets bids to help get the most conversions for your campaign while spending your budget. It uses advanced machine learning to automatically optimize bids and offers auction-time bidding capabilities that tailor bids for each and every auction. This article explains how Maximize conversions works.

6. MAXIMIZE CONVERSION VALUE

Maximize the total conversion value of your campaign within your specified budget with the Maximize conversion value bidding strategy. This bidding strategy uses advanced machine learning to automatically optimize and set bids. It also offers auction-time bidding capabilities that tailor bids for each auction. You define the value that you want to maximize, such as sales revenue or profit margins, when you set up conversion tracking for your account.

AD EXTENSIONS

AD EXTENSIONS

Ad Extension is a feature that shows extra business information with your ad, like an address, phone number, shop rating or more web page links.

Extensions expand your ad with additional information – giving people more reasons to choose your business. They typically increase an ad's click-through rate by several percentage points. Extension formats include call buttons, location information, links to specific parts of your website, additional text and more.

How Extensions work

To maximize the performance of your text ads, Google Ads selects which extensions to show in response to each individual search on Google. For that reason, it's a good idea to use all the extensions relevant to your business goals.

By adding more content to your ad, extensions give your ad greater visibility and prominence on the search results page.

NOTE: There's no cost to add extensions to your campaign. Clicks on your ad (including your extension) will be charged as usual.

Manual vs Automated Extensions

Manual extensions need a certain amount of set-up. While some extensions are added automatically when Google Ads predicts they will boost your results, —those are automated. No setup is required for automatic extensions, so when you build manual extensions, they don't show up among your choices.

The diagram compares Manual and Automated Extensions. On the left, under 'Manual Extensions', a screenshot of the Canadian Tire website shows various manual extension types highlighted with a red box and an arrow. Below this, a list of manual extension types is shown with blue circles. On the right, under 'Automated Extensions', a screenshot of an ACME Electronics ad shows automated extensions. Below this, a list of automated extension types is shown with blue circles. A central 'Vs' circle is flanked by vertical dashed lines. A paragraph of text is positioned between the two lists.

Manual Extensions

CanadianTire.ca - Canadian Tire
www.canadiantire.ca
Home For All The Everyday Things. Visit & Local Store or Shop Online.
Browse Local Ad - Metal Roof Sinks 1992 - 1997 (4) - 100% Available - Great Selection
9.99 (1) - 100% Available - Great Selection

Weekly Flyer
Find the Latest Deals All Year
Local Canadian Tire - Visit Store

Shop Online Today
Pay Online & Pick Up In-Store
at the Canadian Tire Nearest You!

Clearance Items
Great Deals on Clearance Items
Buy Online - Pick Up In-Store Today!

Store Locator
Find the Closest Canadian Tire
Location Near You & Visit Us Today!

Call: (800) 888-8888 - Fast Instore
www.example.com
Customer satisfaction rating: 5/10
Save on Auto & Home Insurance. Call Now for
Competitive Rates.

Automated Extensions

Ad www.example.com 4.0 ★★★★★ rating for sarah-shoes.com
Free Shipping & Returns on Large Selection of Brand Name Shoes.

Ad www.example.com
Shop ACME Electronics For Laptops, Smartphones, Video Games And More.
Services: Tech Support, E-Waste Recycling, Computer Repair, Coding Class...

Manual extensions need a certain amount of setup and you have to configure them all by yourself. All the business details in the ad extensions must be filled out manually.

Automated extensions are added automatically when Google Ads predicts they will boost your results—those are automated. No setup is required for automatic extensions, so when you build manual extensions, they don't show up among your choices.

Vs

Sitelink Extension	●	Automated Message
Structured Snippet	●	Automated Call
Call Extension	●	Automated Sitelink
App Extension	●	Automated Location
Location Extension	●	Dynamic Structured Snippet
Message Extension	●	Seller Ratings
Price Extension	●	Previous Visit
Promotion Extension	●	Dynamic Callout
Affiliate Location Extension	●	
Callout Extension	●	

MANUAL AD EXTENSIONS

SITELINK EXTENSION

Sitelink extensions take people to specific pages on your site (for example, a specific product or store hours). When someone clicks or taps on your links, they go directly to what they want to know or buy.

- You need at least 2 sitelink extensions (for desktop), and at least 1 sitelink extension (for mobile) for the sitelinks to appear in the ad. The number of sitelinks that can appear are different depending on where people see the ad:
 - Desktop: Your ad can show up to 6 sitelinks. Sitelinks may appear on the same line or fill up to 2 lines of your ad.
 - Mobile: Your ad can show up to 8 sitelinks. These sitelinks appear side-by-side on a single line in a carousel format

Ad · www.example.com/ ▾

Example Headline 1 | Example Headline 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis consequat dignissim elementum. Donec eu sodales urna. Curabitur viverra condimentum ipsum quis congue.

Example Sitelink 1 Example Sitelink Description. Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Example Sitelink 2 Example Sitelink Description. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Example Sitelink 3 Example Sitelink Description. Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Example Sitelink 4 Example Sitelink Description. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

CALLOUT EXTENSION

Callout extensions are small snippets of text that appear with your search ads and highlight additional features or benefits of your products/services. you can promote unique offers to shoppers, like free shipping or 24-hour customer service. When customers see your ads, they get detailed information about your business, products, and services.

Once you create a callout extension, it's eligible to appear with your ad on a computer or mobile device. With callout extensions, you can show up to 10 callouts in addition to the text of your ad, depending on the character spacing, browser, and device you're using.

Ad · www.example.com/

**Example Headline 1 | Example
Headline 2 | Example Headline 3**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam nec efficitur purus. Callout Example 1. Callout Example 2. Callout Example 3. Callout Example 4. Callout Example 5. Callout Example 6.


LEAD FORM EXTENSION

Lead form extensions allow you to show a lead form directly in your ad, giving people an easy way to share information with you as they search. If you find yourself wanting to improve the quality of your incoming leads, try including more questions in your lead form to further qualify people.

Ad · www.hautemotors.com

[The Future of Car Buying | Incentives and Real Offers | HauteMotors.com](#)

Haute Motors Dealers are Committed to a Great Experience. No hidden fees. Real Pricing. Actual Vehicles. New & Used Cars. Guaranteed Savings. Options: New, Used.

 Interest rates starting at 6%*
Apply now



12:30

←

Haute Motors

When you connect with us, you'll be one step closer to owning a car. One of our agents will be in touch soon to help you.

Name
Jane Applegate

Email
jane.applegate@gmail.com

Phone
+1 (650) 100-0150

CALL EXTENSION

Call extensions let you add phone numbers to your ads, which can significantly increase click through rates. When your call extensions show, people can tap or click a button to call your business directly. That means more customer engagement with your ads, and more chances for you to get and track your conversions.

Google Ads may set up automated call extensions when your website has a phone number and your business goals include getting people to call you.

Ad · www.somaauto.com

[Soma Auto Insurance | Get a Fast, Free Quote today | Somaauto.com](#)

Get a free car insurance quote today! Compare rates and save when you switch to Soma Auto



Call (800) 830-0660

PRICE EXTENSION

Price extensions allow you to showcase multiple product categories or services along with their average prices in your ad. Helping people understand your prices early on can help you increase the quality of clicks that your ads receive.

When setting up price extensions, make sure that you link to landing pages that represent each product category or service. This will help to reduce the number of pages that visitors need to click through and get qualified customers to purchase faster.

Ad · www.example.com/

Example Headline 1 | Example
Headline 2 | Example Headline 3

Lorem ipsum dolor sit amet, consectetur adipiscing
elit. Etiam nec efficitur purus.

Shirts	Pants	Sort
\$50.00	\$60.00	
Custom Shirts	All Sizes	

PROMOTION EXTENSION

Promotion extensions are a great way to highlight sales and special offers without needing to take up character limits in your ad's headlines and descriptions.

Take advantage of the optional 'Occasions' feature to add a bold label next to your promotional text and make it stand out even more. You can choose from occasions like 'Christmas' or 'Mother's Day'. Just take note that some occasions will cause your promotion extension to only show during certain dates.

Ad · [www.example.com](#) ▼

Example Headline | Example Headline | Example Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sit amet nisl a tortor vestibulum venenatis. Quisque dui enim, porta at porttitor a, tristique ut felis.

Deal: XX% off Example Promotion Text

LOCATION EXTENSION

Location extensions can help people find your locations by showing your ads with your address, a map to your location, or the distance to your business.

People can then click or tap your extension to get further details about your location on your location page, which includes the most relevant business information all in one place. Location extensions may also include a phone number or call button so that users can easily call your business.

Location extensions can show your business information in various formats—on mobile devices and on computers—on the Search Network, Display Network, and Google Maps.

Ad · www.somaauto.com

[Soma Auto Insurance | Get a Fast, Free Quote today | Somaauto.com](#)

Get a free car insurance quote today! Compare rates and save when you switch to Soma Auto

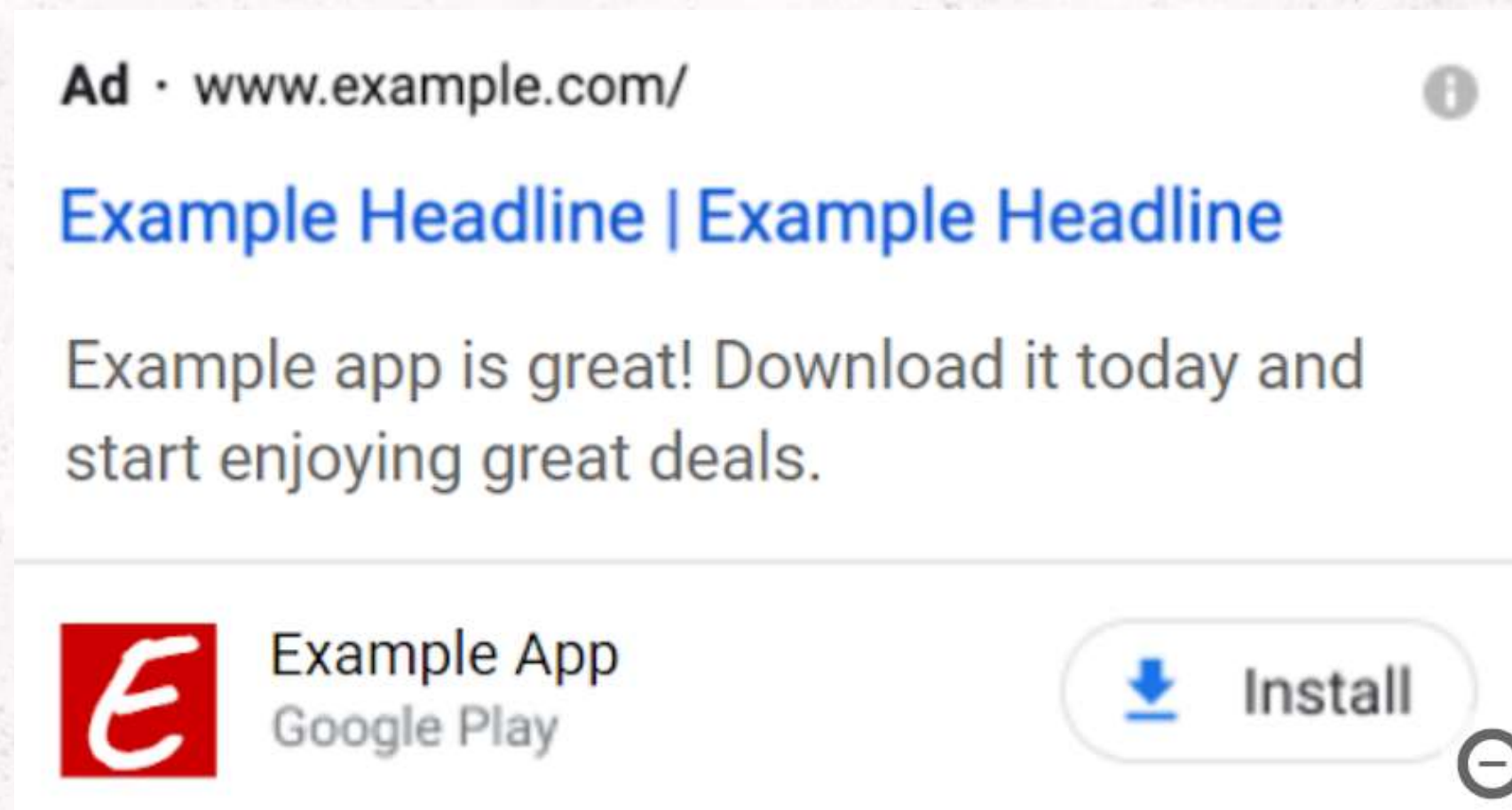


2.3 mi · Cupertino · Homestead R...

Hours and services may vary

APP EXTENSION

App extensions allow you to link to your mobile or tablet app from your text ads. People click either on your ad headline to go to your site, or on the link to your app. App extensions are a great way to provide access to your website and your app from a single ad.




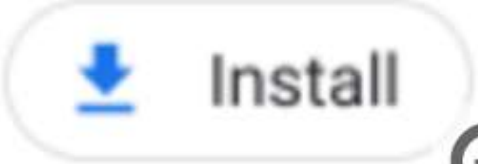
The image shows a screenshot of a Google Ad. At the top, it says "Ad · www.example.com/" with an information icon on the right. Below that is the headline "Example Headline | Example Headline" in blue. The main text of the ad reads "Example app is great! Download it today and start enjoying great deals." At the bottom, there is an app extension for "Example App" on Google Play, featuring a red square icon with a white letter 'E'. To the right of the app name is a button with a blue download icon and the word "Install", followed by a small information icon.

Ad · www.example.com/ ⓘ

Example Headline | Example Headline

Example app is great! Download it today and start enjoying great deals.

 Example App
Google Play

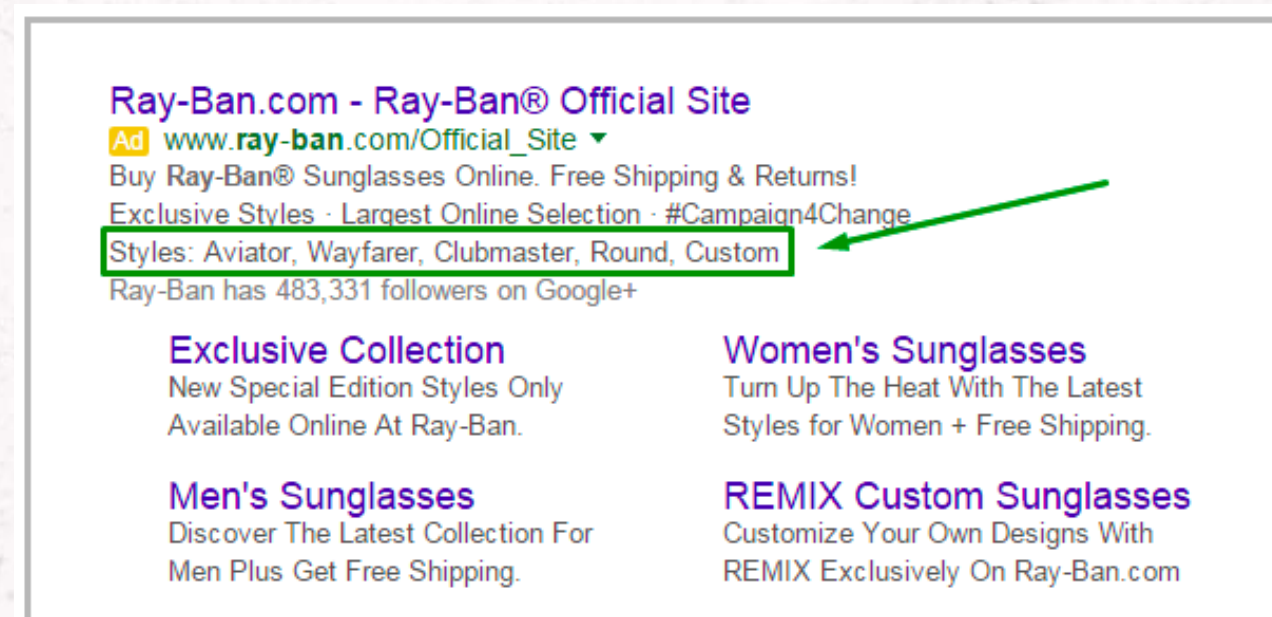
 **Install** ⓘ

STRUCTURED SNIPPET EXTENSION

Structured snippets show beneath your text ad in the form of a header (ex: "Destinations") and list of values (ex: "Hawaii, Costa Rica, South Africa").

When your structured snippet extension appears with your ad on a computer, it can show up to 2 headers at a time, while ads that show on mobile and tablet devices will only show one header. Google Ads algorithmically decides the best header or combination of headers to show, so it's best to add as many headers as possible that are relevant to your business.

It's important to make sure your header and values match, as a mismatch is the most likely reason your snippets will be disapproved.



Ray-Ban.com - Ray-Ban® Official Site
Ad www.ray-ban.com/Official_Site ▼
Buy Ray-Ban® Sunglasses Online. Free Shipping & Returns!
Exclusive Styles · Largest Online Selection · #Campaign4Change
Styles: Aviator, Wayfarer, Clubmaster, Round, Custom
Ray-Ban has 483,331 followers on Google+

Exclusive Collection New Special Edition Styles Only Available Online At Ray-Ban.	Women's Sunglasses Turn Up The Heat With The Latest Styles for Women + Free Shipping.
Men's Sunglasses Discover The Latest Collection For Men Plus Get Free Shipping.	REMIX Custom Sunglasses Customize Your Own Designs With REMIX Exclusively On Ray-Ban.com

IMAGE EXTENSION

Image extensions allow advertisers to upload rich, relevant visuals to complement their existing text ads. Image extensions can help drive performance for advertisers, with compelling visuals of products or services that enhance the message of their text ads.

Requirements:

To use image extensions, make sure you have:

- A good history of policy compliance.
- A Google Ads account in an eligible vertical or sub-vertical. Sensitive verticals or sub-verticals—such as sexual content, alcohol, and gambling—aren't eligible for image extensions.
- A Google Ads account that has been open for more than 90 days.

Ad · www.example.com

Order Delivery or Take Out - Browse Local Restaurants

Fast Delivery from Local Restaurants. No-contact Delivery. Customer Support. No Fees. Find Restaurants. Breakfast, Lunch and Dinner.



AUTOMATED AD EXTENSIONS

SELLER RATINGS EXTENSION

Seller ratings are an automated extension type that showcase advertisers with high ratings.

Seller ratings, which appear below text ads, help people find businesses that offer quality services. Seller ratings can help advertisers improve ad performance and earn more qualified leads.

Seller ratings show with Search Network campaigns and they will only serve in a country when one of the following criteria is met:

- Google has received/collected 100 unique reviews for the country within the last 12 months across Google Customer Reviews or our third party review partners
- Google and/or its partners have completed a research evaluation of your site; or
- Google has completed an evaluation of your site via Google Consumer Surveys.

Additionally, the following criteria must be met:

- Average, composite, rating of 3.5 or more stars for Text Ads
- Currently, Google can show Seller Ratings if the average rating is less than 3.5 stars
- The ad's visible URL domain must match the domain for which we have the ratings

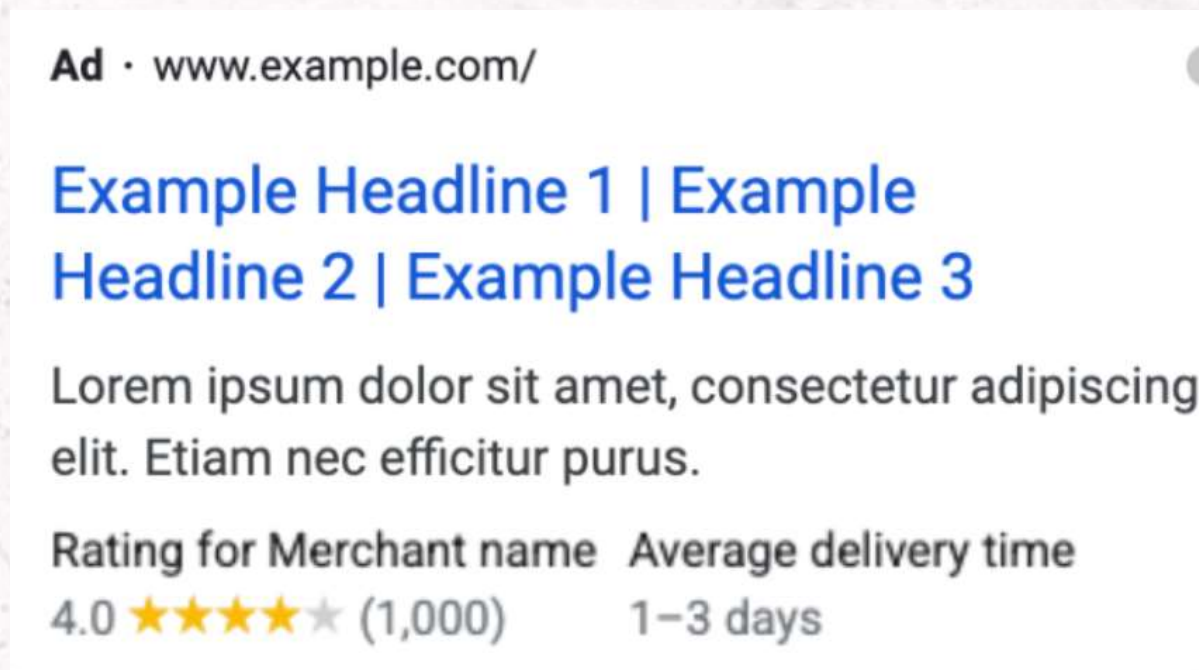
SELLER RATINGS EXTENSION

How to check if you have a seller rating

To find out if you have a seller rating for a specific country, edit the following URL to replace "*{yourwebsite}*" with your homepage URL:

<https://www.google.com/shopping/ratings/account/lookup?q={yourwebsite}>

You'll be able to view information about your store as well as a seller rating if your site meets the minimum seller rating thresholds. A country selector will allow you to view this information per country. Use the dropdown menu to see your seller ratings in different countries.



Ad · www.example.com/

Example Headline 1 | Example Headline 2 | Example Headline 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam nec efficitur purus.

Rating for Merchant name	Average delivery time
4.0 ★★★★★ (1,000)	1-3 days

AUDIENCE TARGETING

AUDIENCE TARGETING

You can add audience targeting to ad groups and reach people based on who they are, their interests and habits, what they're actively researching, or how they have interacted with your business. Audience targeting can boost your campaign's performance by reaching people browsing websites, using apps, or watching videos.

How audience targeting works

For Display, Search, Video, and Hotel campaigns, audiences are groups of people with specific interests, intents, and demographic information, as estimated by Google. When adding an audience to a campaign or ad group, you can select from a wide range of categories—such as fans of sport and travel, people shopping for cars, or specific people that have visited your website or app. Google Ads will show ads to people who are likely in the selected categories.

AUDIENCE TARGETING OPTIONS

AFFINITY AUDIENCE

With affinity audiences, you can reach people based on a holistic picture of their lifestyles, passions, and habits. Affinity audiences have demonstrated a qualified passion in a given topic, allowing advertisers to reach the people that matter most with their products or offerings.

LIFE EVENTS

Engage with viewers on YouTube, Gmail and Display around important life milestones, like graduating from college, moving homes, or getting married. By understanding when these moments are taking place, you can tailor your advertising to reach the right users with the right messages.

Like other important milestones, life events are infrequent, and as a result may reach smaller audiences compared to affinities. However, since life events may correspond with many related purchasing decisions, they're often larger than in-market categories which correspond with a single purchasing decision. For example, someone who's about to move will likely buy new furniture, moving services, mortgages, and other moving-related items during the months of their move.

IN-MARKET AUDIENCE

Select from In-Market audiences to find customers who are in the market, which means that they're researching products and are actively considering buying a service or product like yours.

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



CUSTOM AUDIENCE

Custom audiences lets you decide how you want to reach your ideal audience by entering keywords, URLs and apps.

You can set up a custom audience in your Display, Discovery, Gmail and Video campaigns by defining your audience based on the specific keywords, URLs and apps related to your product or service. Google Ads will then show ads to people who are likely to be interested in these keywords on pages, apps, and videos.

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

- Entering interests like "5K in San Francisco," "triathlon athlete," or "long distance runner"
- Using URLs of websites with content about running, training schedules, marathon nutrition, and other marathon themes

RE-MARKETING AUDIENCE

Remarketing is a way to connect with people who previously interacted with your website or mobile app. It allows you to strategically position your ads in front of these audiences as they browse Google or its partner websites, thus helping you increase your brand awareness or remind those audiences to make a purchase.

- **Standard remarketing:** Show ads to your past visitors as they browse sites and apps on the Display Network.
- **Dynamic remarketing:** Boost your results with dynamic remarketing, which takes remarketing to the next level with ads that include products or services that people viewed on your website or app. Remarketing lists for search ads: Show ads to your past visitors as they do follow-up searches for what they need on Google, after leaving your website.
- **Video remarketing:** Show ads to people who have interacted with your videos or YouTube channel as they use YouTube and browse Display Network videos, websites, and apps.
- **Customer list remarketing:** With Customer match, you can upload lists of contact information that your customers have given you. When those people are signed into Google, you can show them ads across different Google products.

SIMILER AUDIENCE

Similar audiences is a targeting feature based on first party data lists, most commonly remarketing lists, that helps you expand the reach of your best-performing audiences by targeting new users with similar characteristics to your site visitors.

Similar audience targeting is available for the Display Network, the Search Network, Youtube, Gmail, Customer Match, and apps. Similar audience lists are automatically created and updated in real time once you have set up at least one eligible list in the Google Ads Audience Center library. It's recommended that you have a remarketing strategy in place before running Similar audiences.

DEMOGRAPHIC TARGETING

With demographic targeting in Google Ads, you can reach a specific set of potential customers who are likely to be within a particular age range, gender, parental status, or household income. For instance, if you run a fitness studio exclusively for women, demographic targeting could help you avoid showing your ads to men.

NOTE:-

Google Ads can't know or infer the demographics of all people. "Unknown" refers to people whose age, gender, parental status, or household income we haven't identified. In addition, some websites on the Display Network opt out of demographic targeting, so if you want to show your ads on those sites, leave the "Unknown" category selected. When you target by a type of demographic, the "Unknown" demographic category is selected by default because you can reach a significantly wider audience.

CONTENT TARGETING

CONTENT TARGETING

- **Topics:** Target one ad to multiple pages about certain topics at once. Topic targeting lets you reach a broad range of pages on the Display Network. Google Ads analyzes web content and considers factors such as text, language, link structure, and page structure. It then determines the central themes of each webpage and targets ads based on your topic selections.
- **Placement:** Target websites on the Display Network that your customers visit. If you select this type of targeting, we'll only look at your chosen sites (managed placements) when searching for relevant sites. Unlike contextual targeting (automatic placements), placement targeting doesn't require keywords. A placement might be an entire website or a subset of a site.
- **Content keywords:** Choose words that are relevant to your product or service to target users making searches using those same terms. You can tailor a set of keywords to manually reach certain demographics or meet specific goals. For instance, you can change your keywords to reflect seasonal interests or make the most of a sale.
- **Display expansion for search:** Let Google Ads find users for you with a combination of automated bidding and smart targeting. Display expansion works for both Search and Display campaigns, targeting high-performance moments for the best results.

TYPES OF AD CAMPAIGNS

SEARCH CAMPAIGNS | TEXT ADS ON SEARCH RESULTS

Search campaigns let you reach people while they're searching on Google for the products and services you offer.

It's great for driving sales, leads, or traffic to your website, as you can show your ads to customers actively searching for your products and services.

Why choose Search

- **Sales and leads:** Boost your online sales and signups. Consider using leads if you have a longer sales cycle.
- **Easy setup:** Write text ads and pick keywords. No special files or assets needed. Try Smart campaigns for an even easier setup.
- **Highly specific targeting:** Reach people actively searching for what you offer.

DISPLAY CAMPAIGNS | ADS WITH IMAGES

Display campaigns let you reach people with visually engaging ads as they browse across millions of websites and apps. Display is a great way to expand the reach of your Search campaigns to other parts of the web.

Display also allows you to follow up with remarketing ads to new and existing customers.

Why choose Display

- **Sales and leads:** Use visually engaging call-to-actions to drive sales and signups.
- **Awareness and consideration:** Create memorable ads to make people aware of your brand or consider your product.
- **Expand your reach:** Expand your reach beyond search results to target people browsing websites and apps.
- **Remarketing:** Follow up with people who've already seen your ads or visited your site.

VIDEO CAMPAIGNS | VIDEO ADS ON YOUTUBE

Video campaigns let you show video ads on YouTube and other websites. Some Video campaign types can help you boost general awareness of your brand. Others are designed to drive conversions or get people to shop on your website.

Why choose Video

- **Awareness and consideration:** Use video ads to make people aware of your brand or consider buying your product.
- **Sales and leads:** To set up action-focused video ads, you'll use the "Drive conversions" campaign subtype.
- **Expand your reach:** Expand your reach beyond search results to target people on YouTube.
- **Remarketing:** Follow up with people who've already seen your ads or visited your site.

SHOPPING CAMPAIGNS

Shopping campaigns are ideal if you're a retailer looking to sell your product inventory. Shopping ads appear on search results and the Google Shopping tab. Store owners can also use local inventory ads to promote products available at your physical locations.

Why choose Shopping

- Retail marketing: Use visually engaging product listings to promote your retail products.
- Sales and leads: Get people to buy on your online store or sign up for more.
- Boost a nearby storefront: Sell your local store inventory to nearby customers.

APP CAMPAIGNS

App campaigns help you find new app users and increase sales within your app. This campaign type uses info from your app to automatically optimize ads across Search, Play, YouTube, Discover, and over 3 million sites and apps.

Why choose APP

- App promotion: Drive installs, engagements, and signups for your app on mobile devices.
- Multi-channel marketing: One campaign will show your app on Search, Display, Play, and YouTube.
- Easy setup and management: Targeting, bidding, and ad creation are all automated for optimal performance.

LOCAL CAMPAIGNS

Local campaigns help you bring people to your physical stores and venues. Your ads will be automatically optimized to appear across Search, Display, Google Maps, and YouTube.

Why choose LOCAL

- **In-person store sales:** Use online ads to promote your inventory and bring shoppers into your physical stores.
- **Promote offers and events:** Advertise in-store events and local promotions.
- **Detailed location info:** Help people find your business address and hours.
- **Multi-channel marketing:** One campaign will show your ads on Search, Display, Maps, and YouTube.

SMART CAMPAIGNS

Using Smart Campaigns, you can showcase ads for your business on the search network, mobile device targeting, Google Maps, and even Google website partners.

Smart Campaigns have a much, much simpler interface than regular campaigns. The campaign overview gives you everything a PPC beginner needs to know, at a glance.

Google Smart Campaigns rely on solid data sources — the more data you have, the better your results will be. At the very least, you should have data from the last 30 days.

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BID SIMULATOR

Google Ads bid simulators are built-in tools that estimate how various bids could impact weekly ad performance. With a simulator, you can see how potential changes to your campaigns, ad groups, or keywords could affect key metrics like the cost of your Google Ads

Bid Simulator ✕

Changes can be made here and applied directly to your keyword. [Learn more](#)

Model and change bid on **+high +school**

Max. CPC	Clicks	Cost	Impr.	Top Impr. ?	Conv. ?	Total conv. value ?
<input type="radio"/> \$7.03	614	\$1,840.00	37,300	15,600	21	4.72
<input type="radio"/> \$6.22	557	\$1,510.00	32,400	12,400	19	4.23
<input type="radio"/> \$5.32	494	\$1,190.00	27,300	9,350	16	3.61
<input type="radio"/> \$4.26	424	\$885.00	22,300	6,420	13	2.89
<input checked="" type="radio"/> \$3.08 (current)	346	\$613.00	17,200	3,880	9	2.09
<input type="radio"/> \$2.87	280	\$450.00	14,600	2,840	7	1.53
<input type="radio"/> \$2.64	214	\$315.00	12,500	1,970	5	1.07
<input type="radio"/> Use a different bid: \$ <input type="text"/>						

Cost \$1,840.00

Clicks

214 347 480 614 \$315.00



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