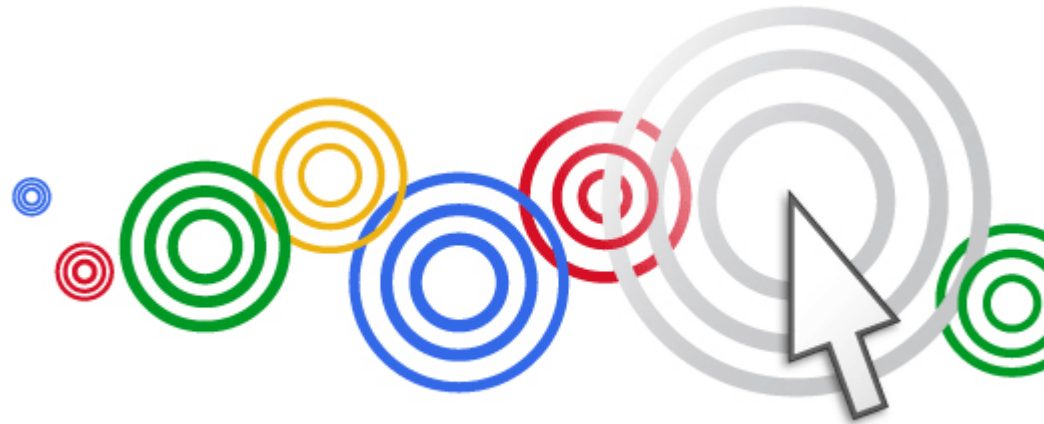
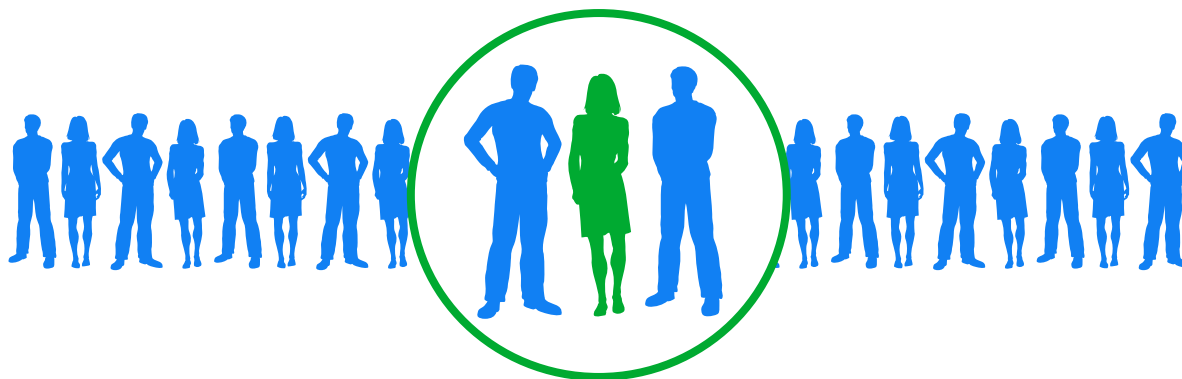


learn

with Google™

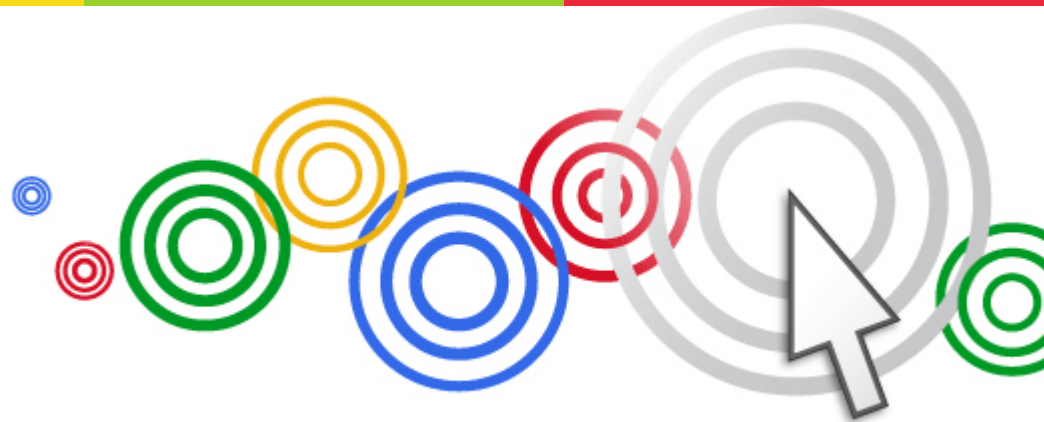




Win Moments That Matter

Targeting

Melissa Porter, Media Solutions Lead, Business & Industrial Markets



There's a Perfect Ad for Everyone



learn
with Google

- 1 Engage the Right Users at the Right Time
- 2 Reach Your Audience on Any Device

learn
with Google

1 Engage the Right Users at the Right Time

2 Reach Your Audience on Any Device

Creating Your Perfect Ad for Everyone

Personalization: making ads better



we are getting ads to the

right

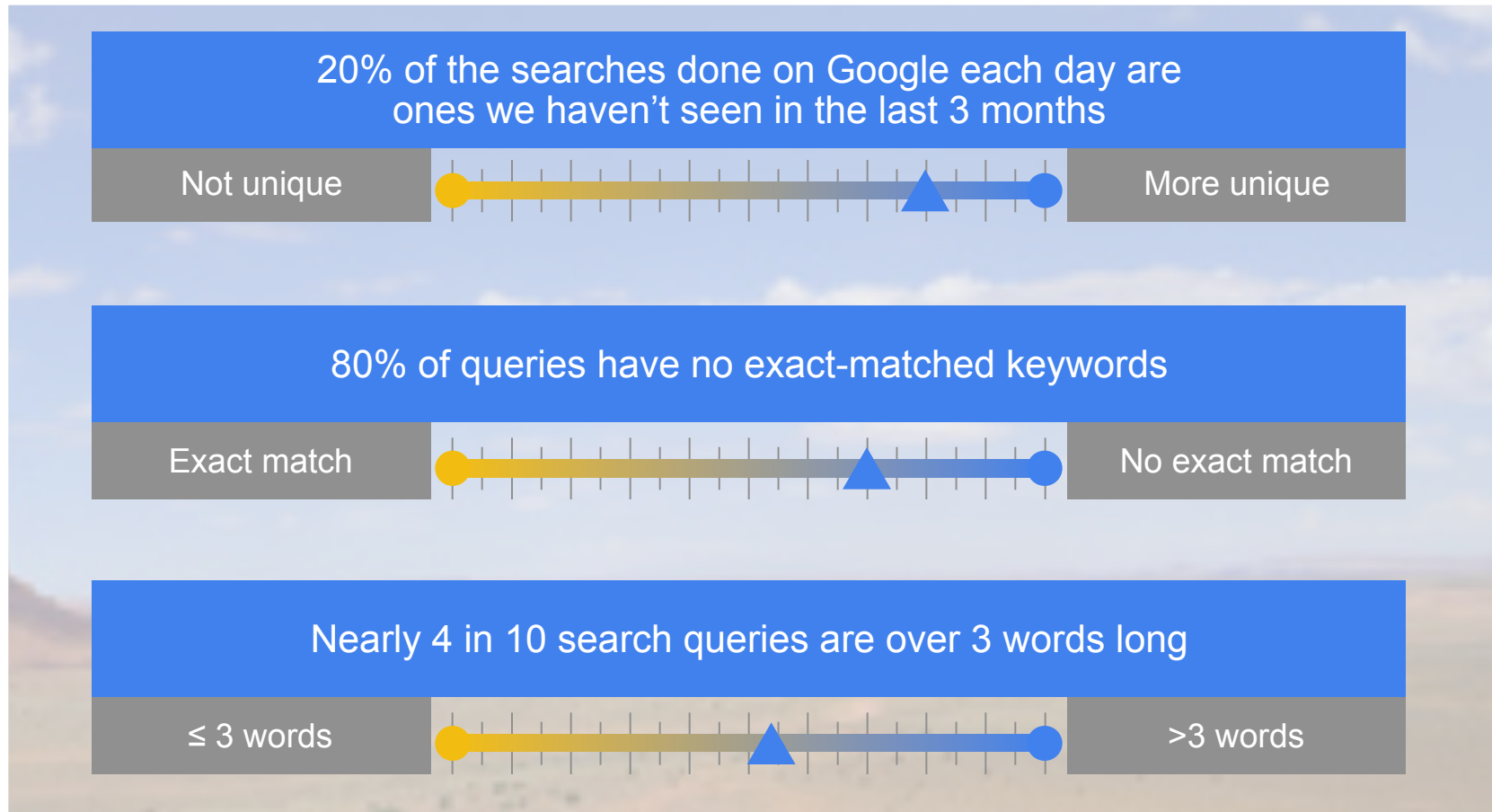
person

place

time

message

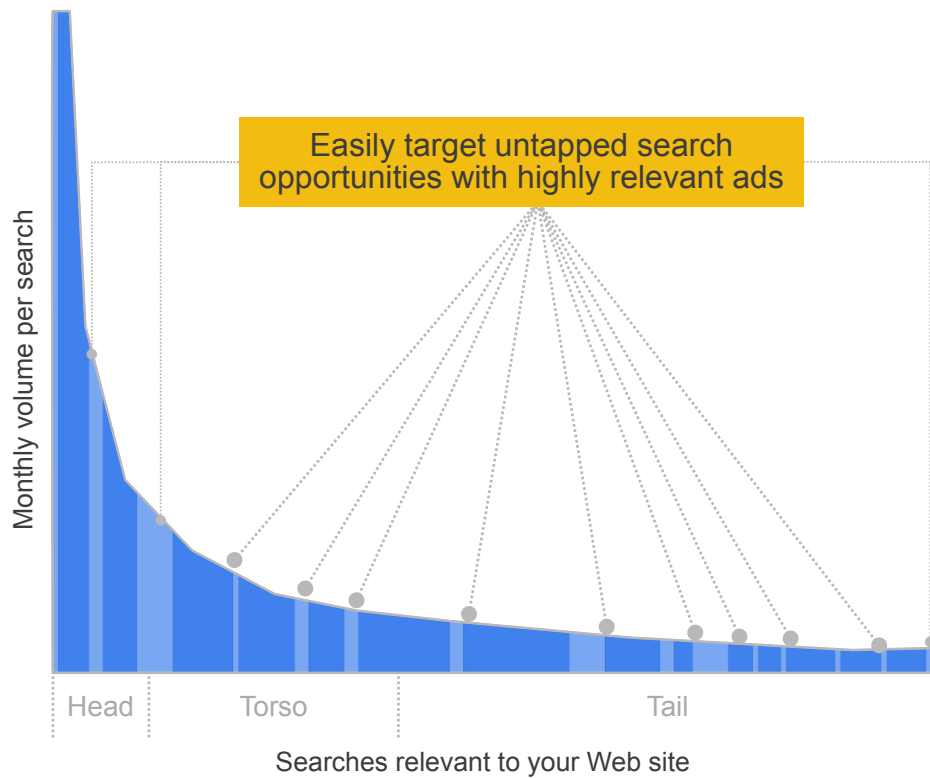
The Right Ad Starts with the Right Keywords



How Do You Keep Up?

Dynamic Search Ads: Organic search technology targets searches that precisely match your site

Why use it?



How it works

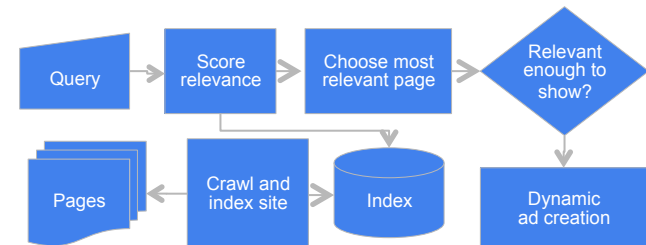
Specify pages and bids



Provide ad template

(Dynamically generated headline)
Clean, friendly, close to transit.
Students save 20%! Rave reviews.
www.example.com

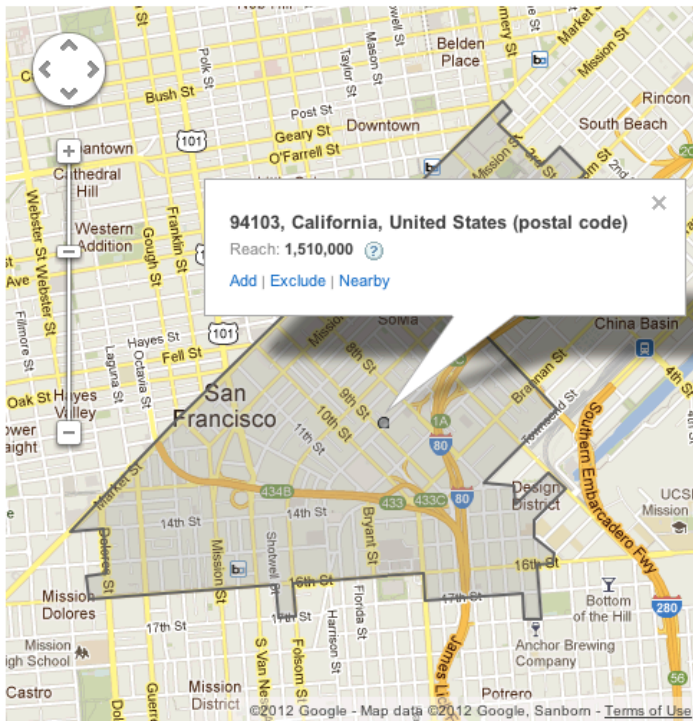
Organic search-like technologies trigger your ads on relevant queries



Customize Targeting to the Right Location

Target over 30,000 US ZIP codes

Reach your qualified audience by targeting the postal code level.



Easily discover the right postal codes and use audience reach estimates to make better decisions.

Locations and Languages

Locations

Targeted locations	Reach	Remove all
All countries and territories - add a location to refine your targeting		
<input type="text" value="94"/>		Advanced search
Matches	Reach	
94103, California, United States - postal code	1,510,000	Add Exclude Nearby
94102, California, United States - postal code	546,000	Add Exclude Nearby
94538, California, United States - postal code	96,000	Add Exclude Nearby
94109, California, United States - postal code	480,000	Add Exclude Nearby
94087, California, United States - postal code	88,000	Add Exclude Nearby
94043, California, United States - postal code	47,000	Add Exclude Nearby
94107, California, United States - postal code	50,000	Add Exclude Nearby
94110, California, United States - postal code	78,000	Add Exclude Nearby

Languages

Advanced location options

Targeting method

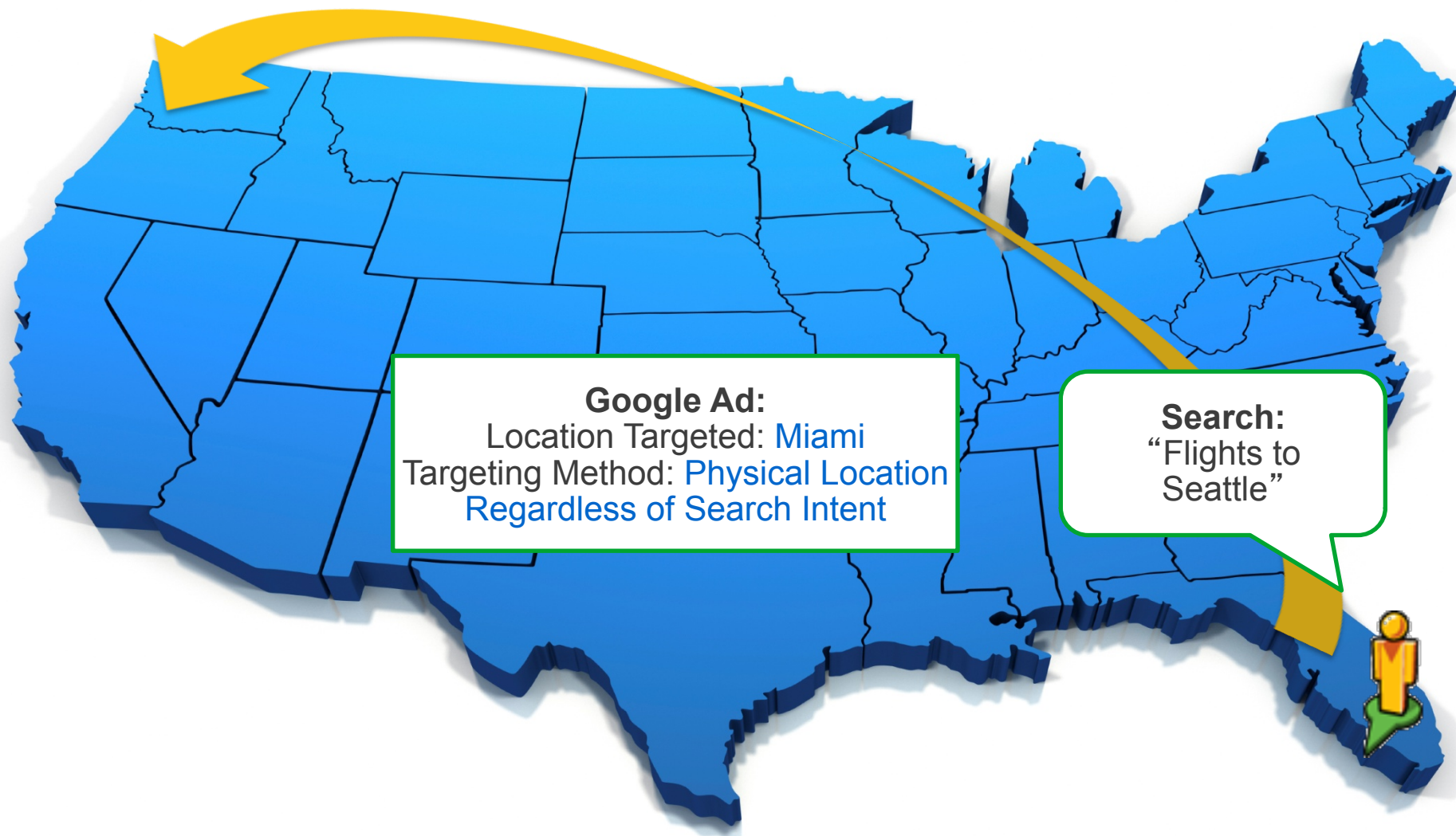
Search Network only

Exclusion method

Search Network only

Enter up to 1,000 locations at a time to our bulk locations tab within the AdWords location targeting tool.

Target by Origin: Advanced Location Targeting



Google Ad:
Location Targeted: **Miami**
Targeting Method: **Physical Location**
Regardless of Search Intent

Search:
"Flights to
Seattle"

The Right Content for the Right Audience

Google Display Network



Websites as a Proxy for Audience

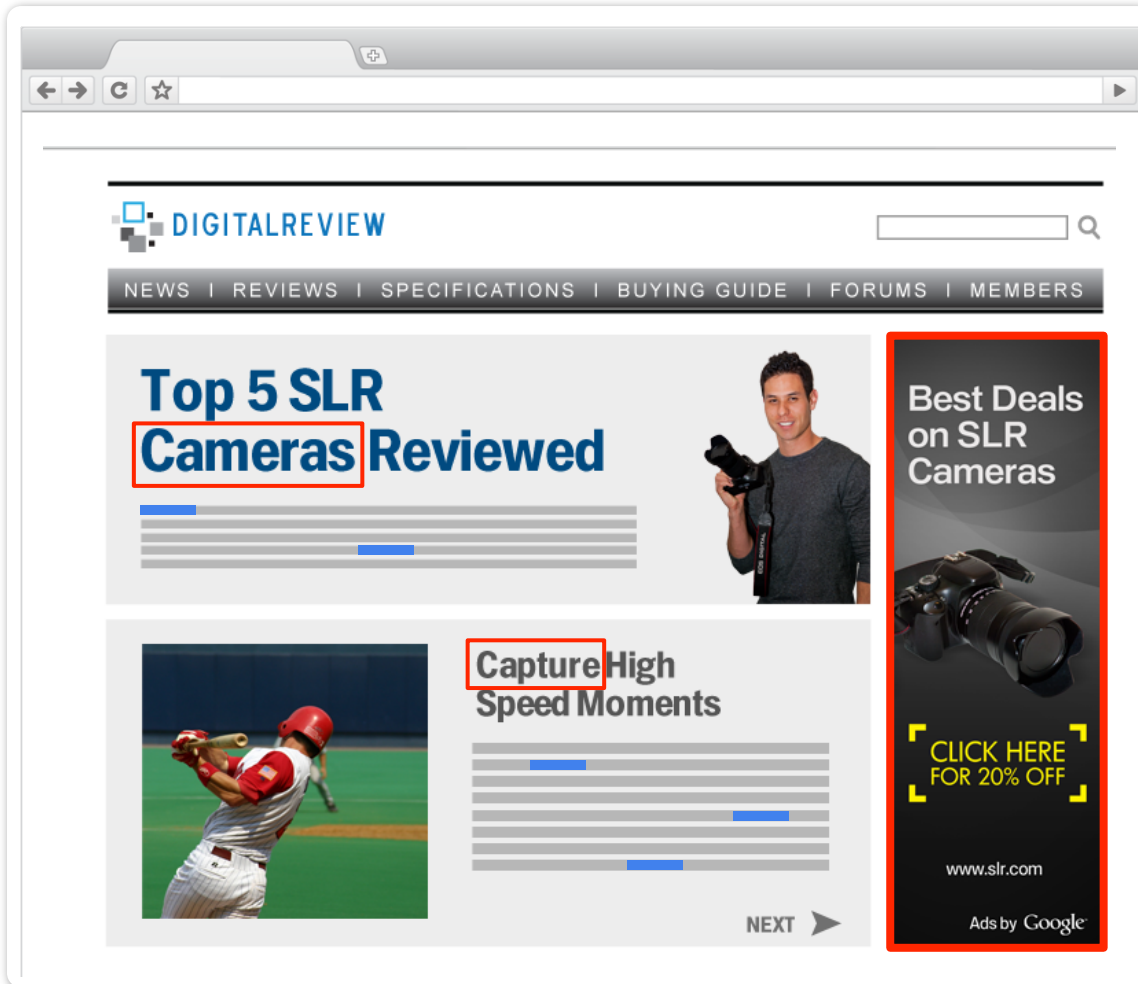
Audience

The Real Opportunity Lies Within Both



The right **person**. The right **time**.

Contextual Targeting: Where They are Online



Contextual engine understands individual pages based on:

- Keywords
- Frequency of words
- Font sizes
- Word placement
- Linguistics

Audience Targeting: Who They are Online

It's Big

1, 000+

interest Categories

1 billion +

daily global Internet users

All Ad Formats

including text

It's Intelligent

Smart data

Sophisticated blend of overall interests + recent session + current page

It's Efficient

Real-time auction

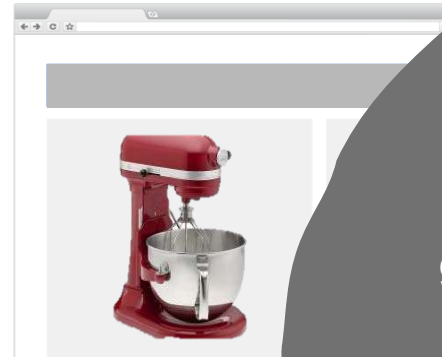
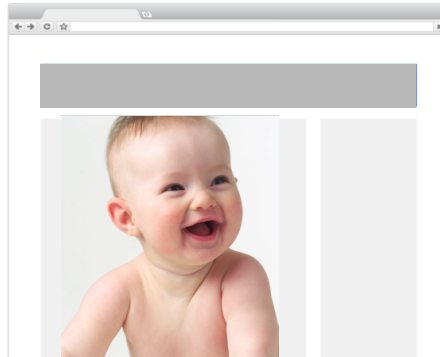
no added cost

Customizable

create your own segments



How Google Determines Interest Categories and Demographics



Google looks at the types of sites visited on the Display Network to infer a user's demographics and combines this with declared data from publishers

gender
female

age
25–34

interests
cookware, cooking
and recipes, parenting

interest keywords
“organic baby food”

YouTube log-in
female - age

Audience Reserve on GDN

Find your demographic

You can now receive **guaranteed** impressions on quality **display ad inventory** at a rate card price. Here's how:

Select a package:

- Entertainment
- Sports
- News
- Tech
- Women's Interest
- Men's pg-13
- Local
- Education
- Hispanic
- B2B
- Health
- Custom (BETA)

Choose the volume of impressions you want, and the delivery window you want

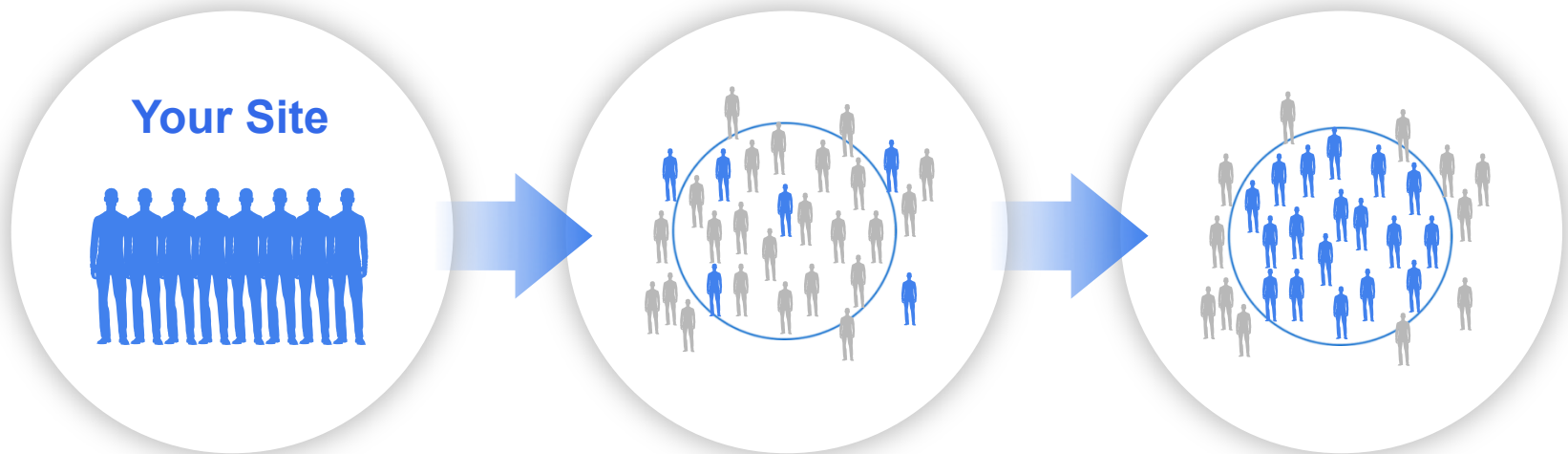
Google serves the number of impressions you select across the sites in the bundle

Inventory is priced on a **rate-card** for each bundle.

Booking, buying and billing within DSM
(same as existing reserve buys). No new systems.

Single IO and bill for Google Display Network Reserve, YouTube, and other Google properties.

Remarketing: Engage an Audience That is Already Interested

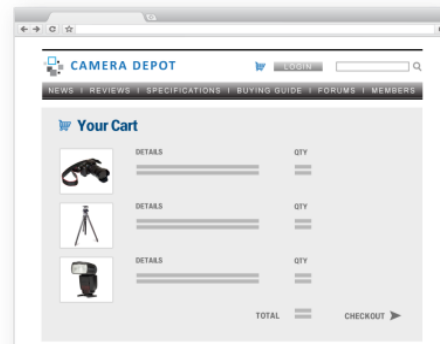


Utilize custom creatives to re-engage with customers, build brand loyalty, and cross-sell other products.

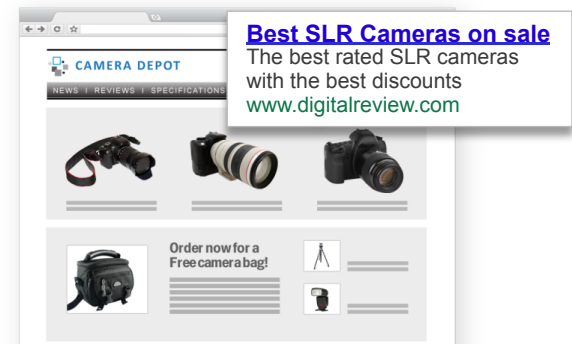
Lot of Opportunities for Remarketing



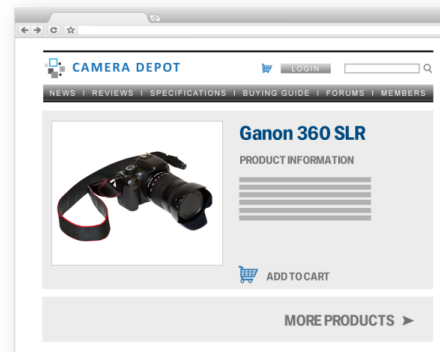
Flexible & easy:
Insert a few lines of code
onto key pages



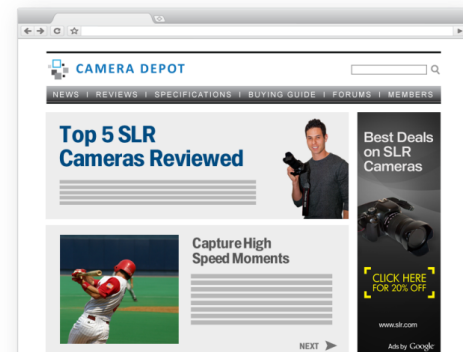
Shopping cart page



Search landing page



Product pages



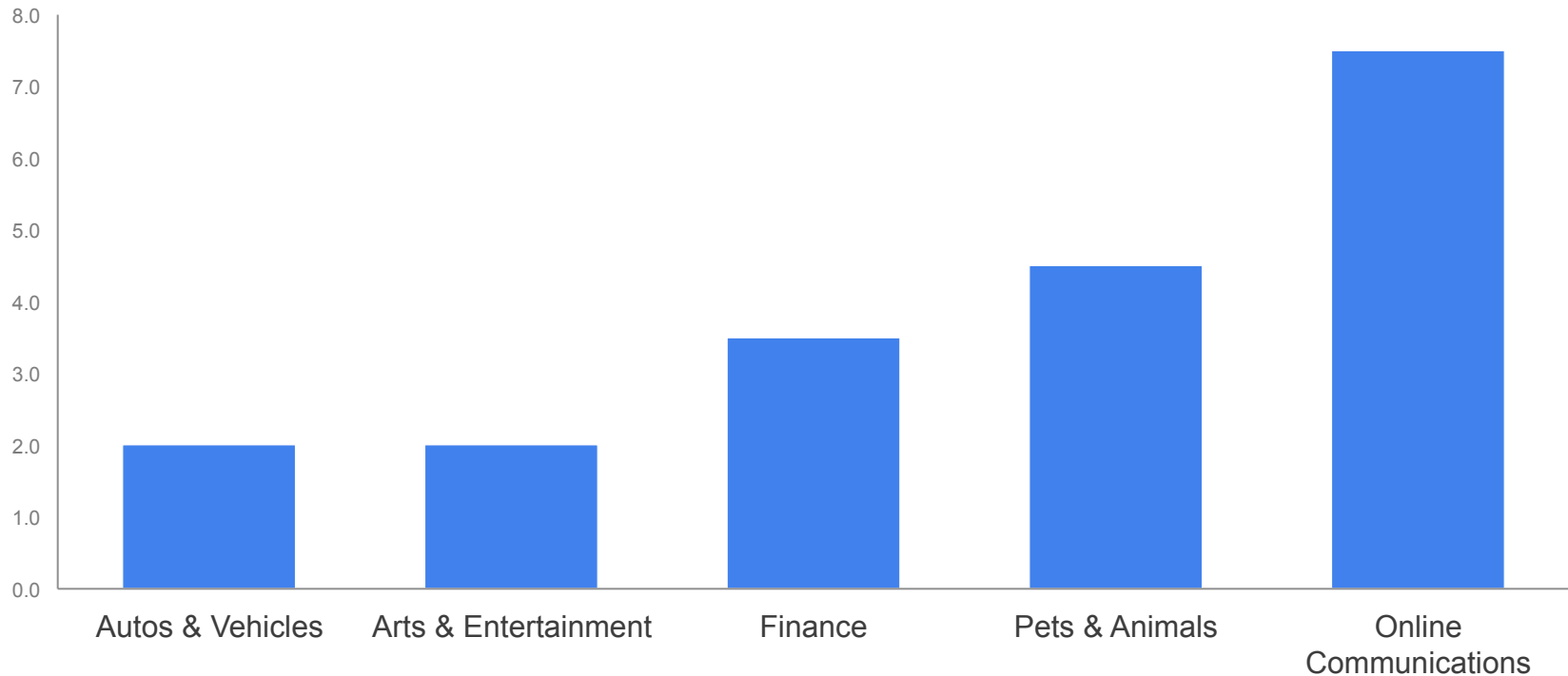
Homepage

Any action you can re-market based on, you should tag.

Leverage What You Find Out

Learn more about your site visitors through this “audience composition” report.
Google scans your remarketing list to give you actionable interest data!

Top 5 Strongest General Interests



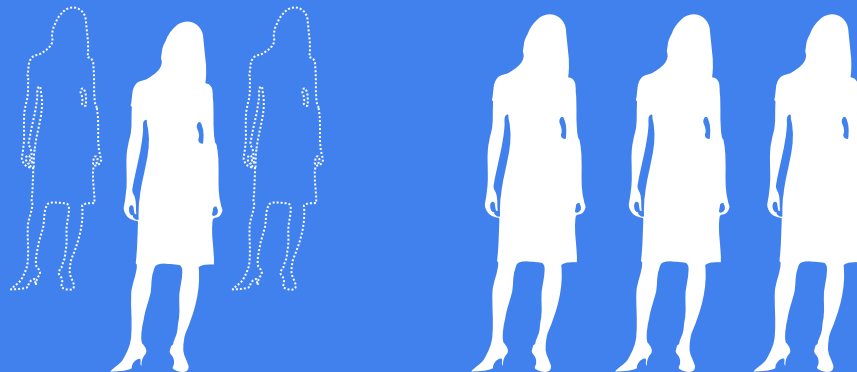
Extend Your Remarketing Success with Similar Users

Reach qualified **new customers** who are in the same **mindset** as your most valued customers, even if they have **never been to your website** before.

How it works

Identifies other users who have similar browsing activity on the GDN as your remarketing users.

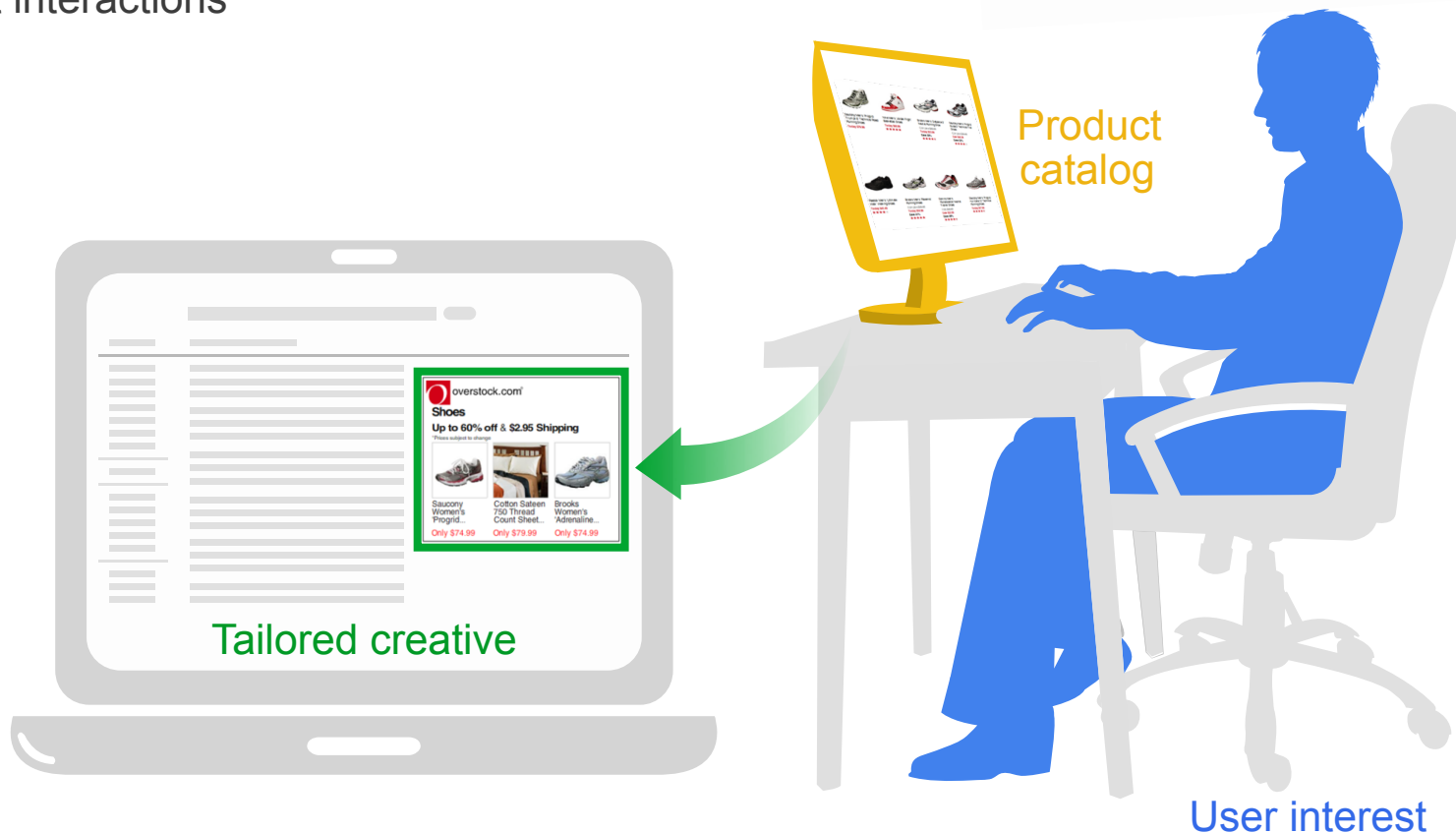
CPA tends to be somewhere between Remarketing and Keyword Contextual/Interest Category Targeting.



Dynamic Remarketing Ads

Tailored, automated ad messaging customized based on past behaviors

- Products browsed
- Past interactions



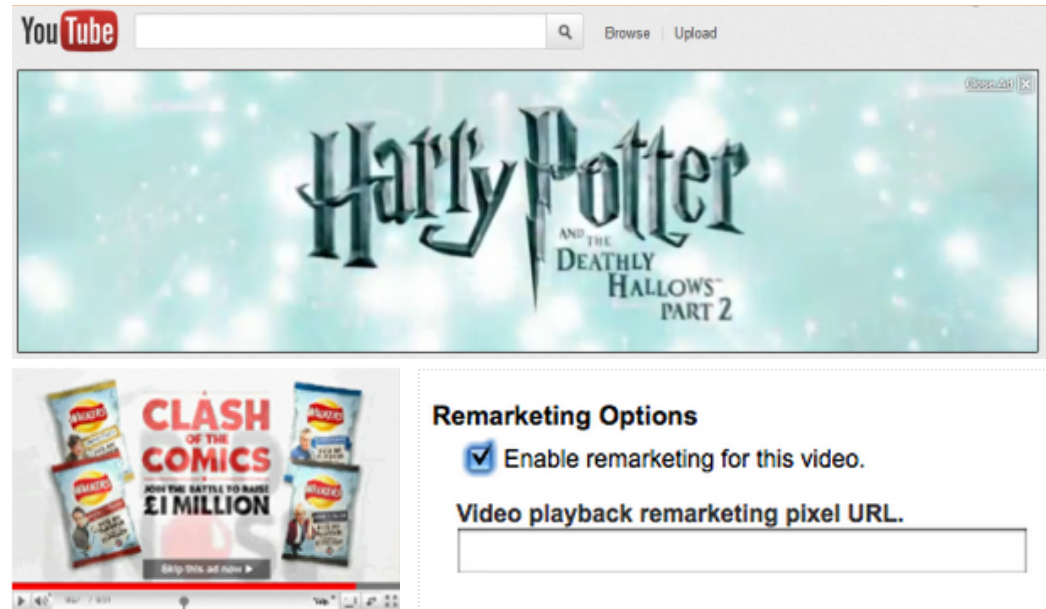
Cross-Platform Remarketing

Collect users from outside your site. Insert the remarketing code into:

YouTube Brand Channel



YouTube Masthead



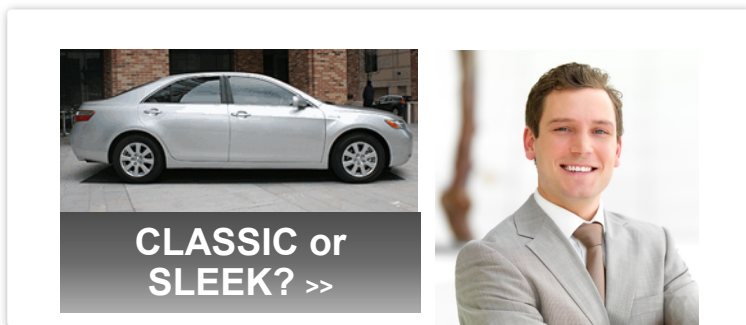
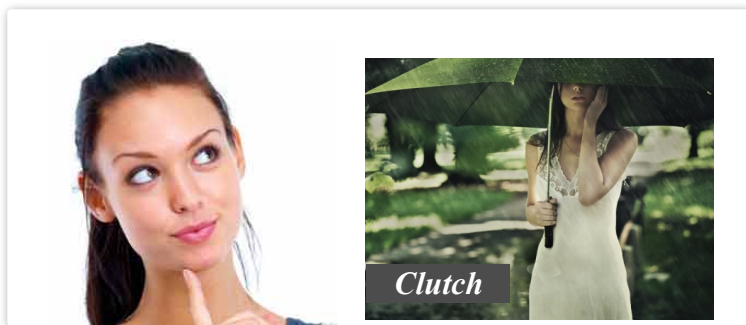
True View Ad

YouTube Video

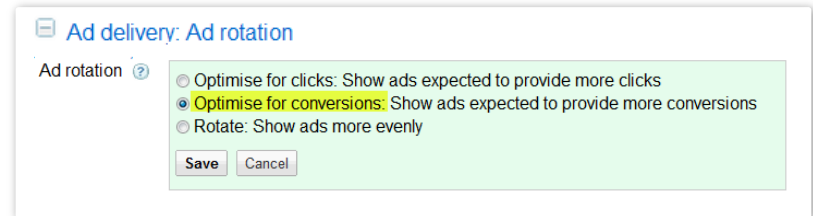
Use Remarketing to Win More Moments

Tailor your ads; rotate them for better ROI

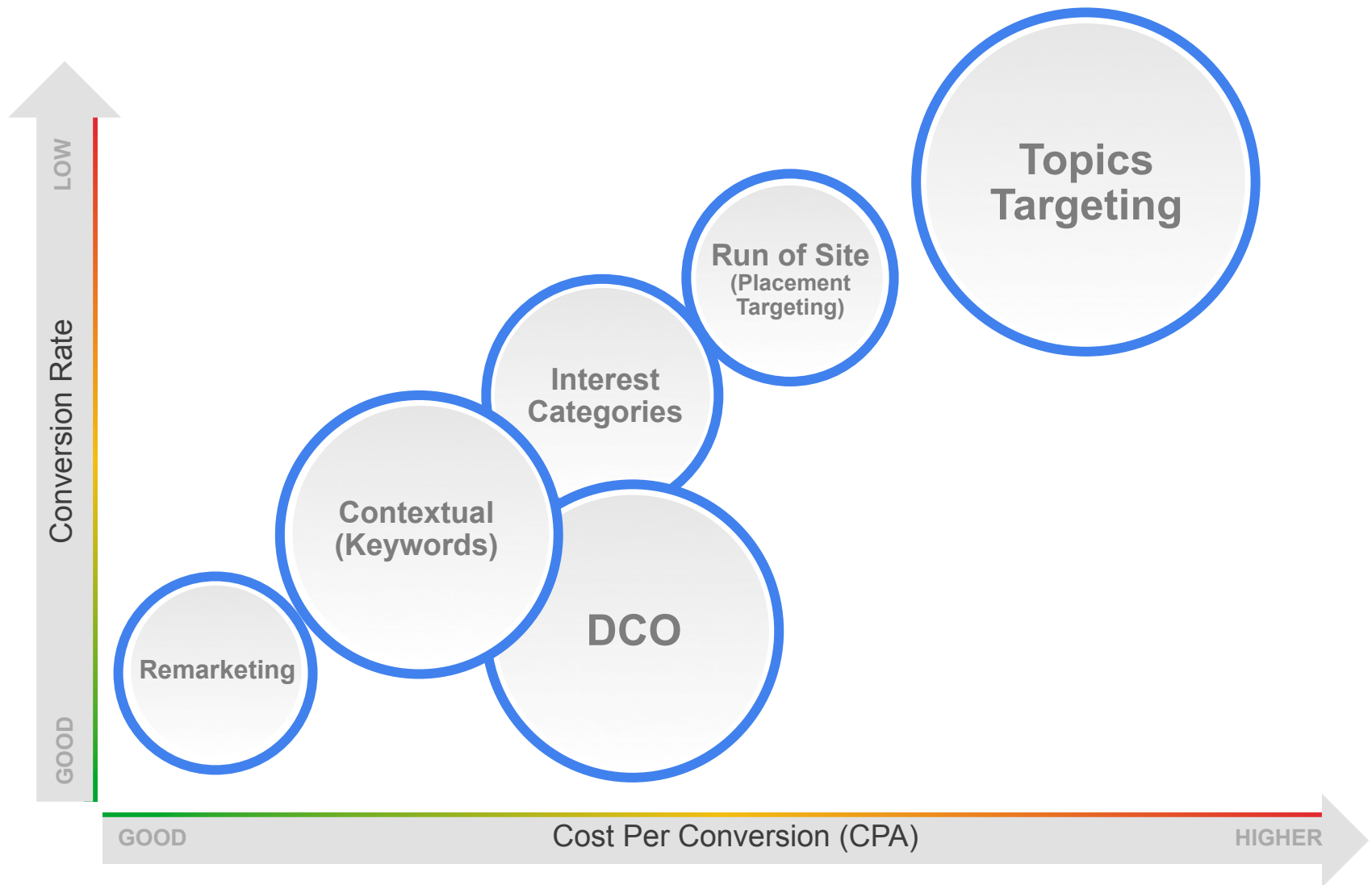
1 Customize your ads & refresh messages frequently



2 Rotate your ads based on conversions



Targeting Strategy: Nail It, Then Scale It!



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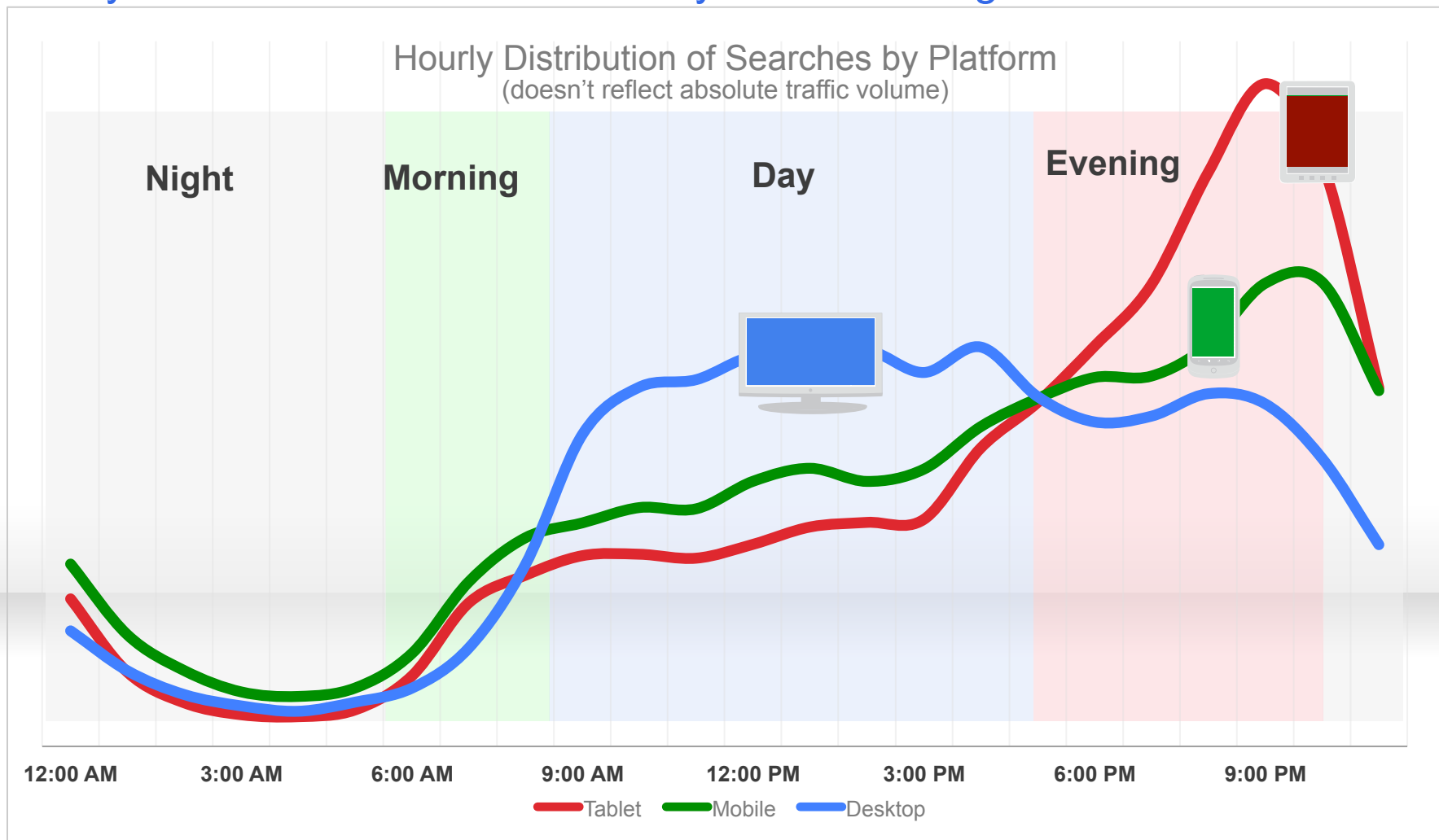
1 Engage the Right Users at the Right Time

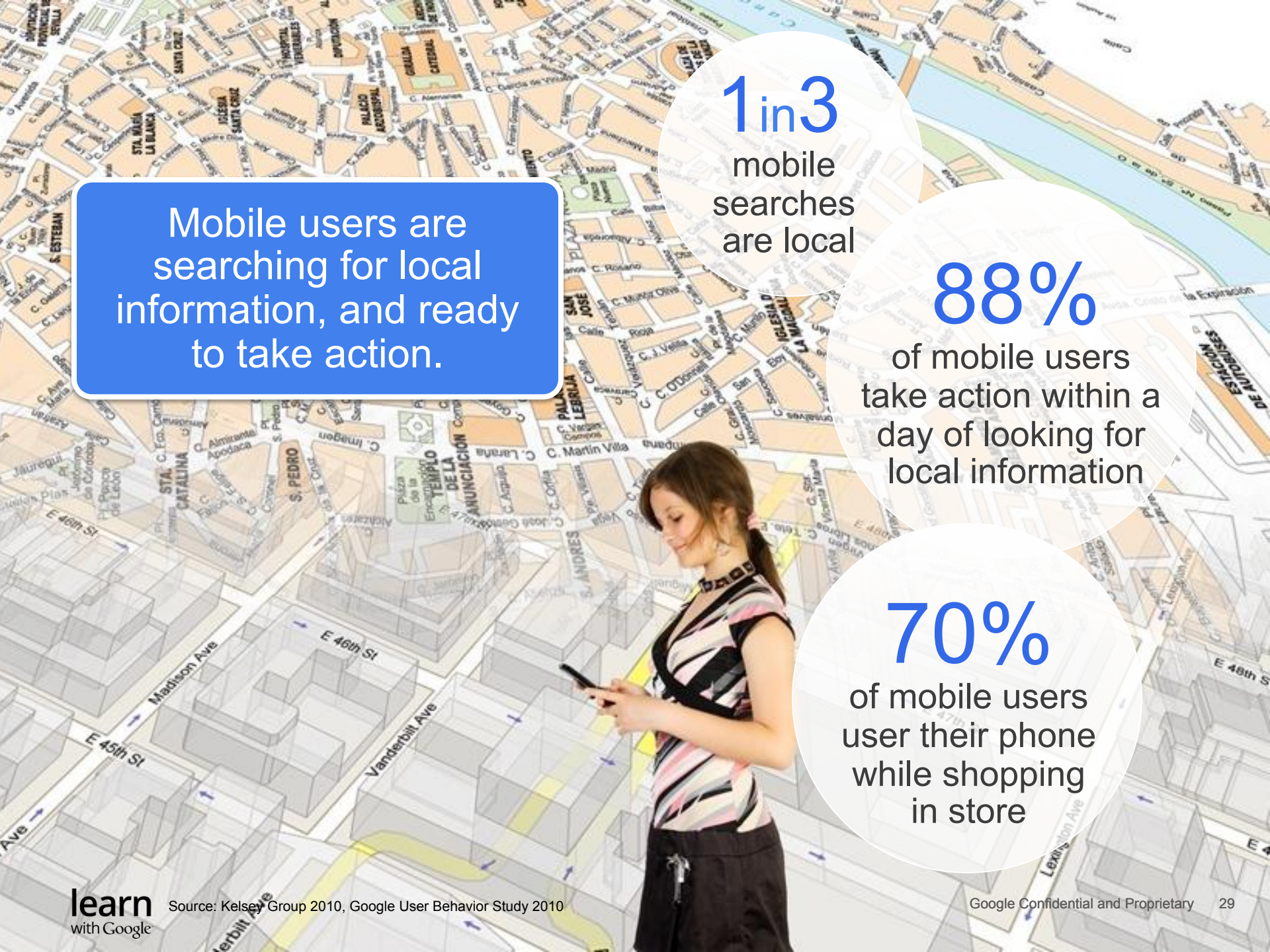
2 Reach Your Audience on Any Device



Searches Across 3* Screens Complement Each Other

They allow for constant connectivity in the evenings and weekends





Mobile users are searching for local information, and ready to take action.

1 in 3
mobile searches
are local

88%
of mobile users
take action within a
day of looking for
local information

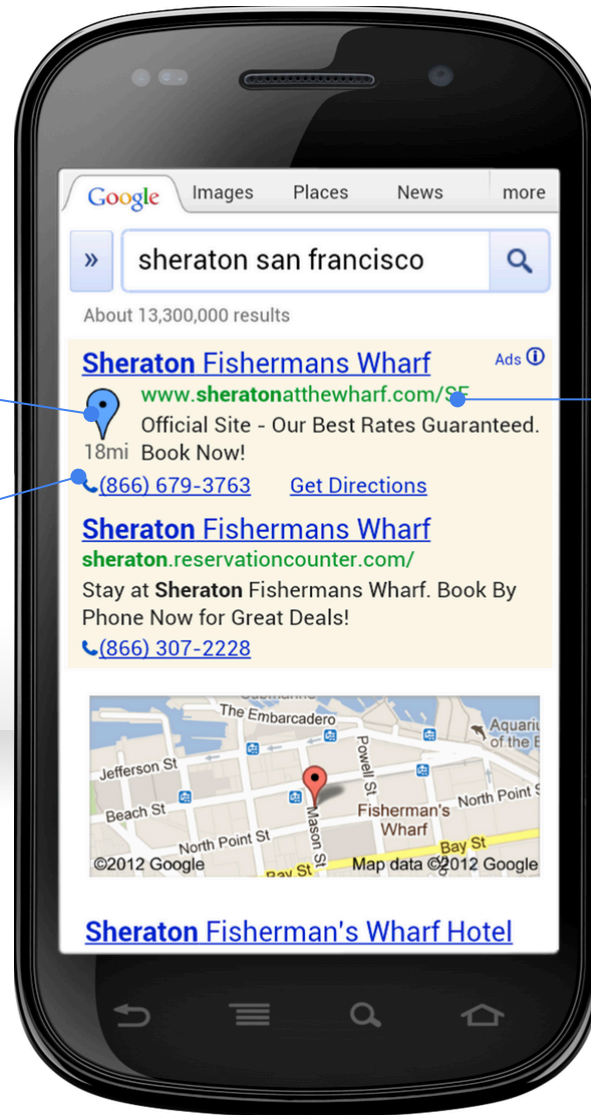
70%
of mobile users
use their phone
while shopping
in store

Reach Local Consumers

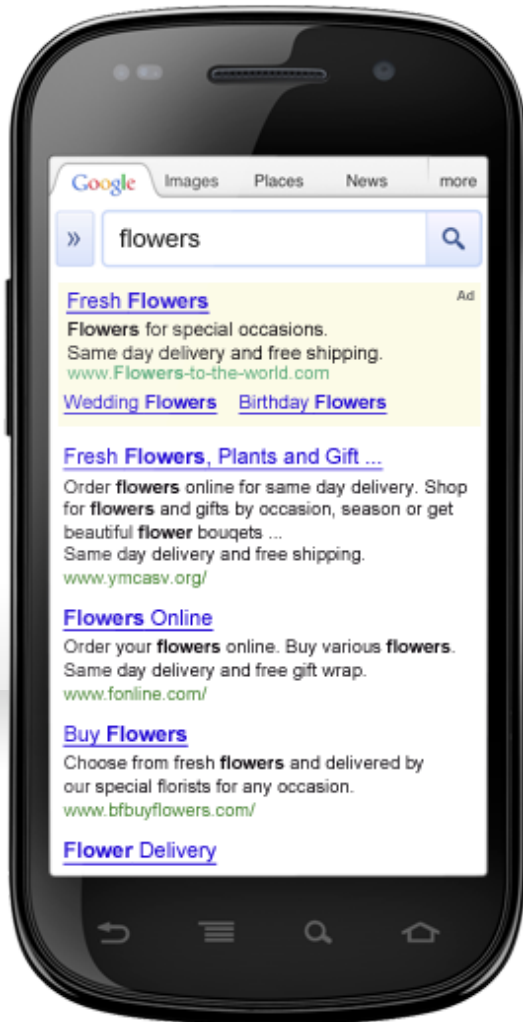
Hyper local distance info

Click-to-call

Mobile specific search ad



Surface Useful Information with Mobile Ad Sitelinks



Present the most relevant content to mobile users directly on the search results page

When relevant, **drive mobile customers to mobile specific conversion pages**, such as locations map, store hours, call page

Direct users to specific information like **promotions, special deals and new products**

Consumers are Matching Devices to Situation and Location. Are you?

3 screens enhance the browsing experience

PC



Core Digital Platform

- At Home or Office
- Mass Reach
- Solitary Experience

tablet



Couch Companion

- Web Surfing
- High Online Shopping
- High Conversion Rates
- Shared Experience

mobile



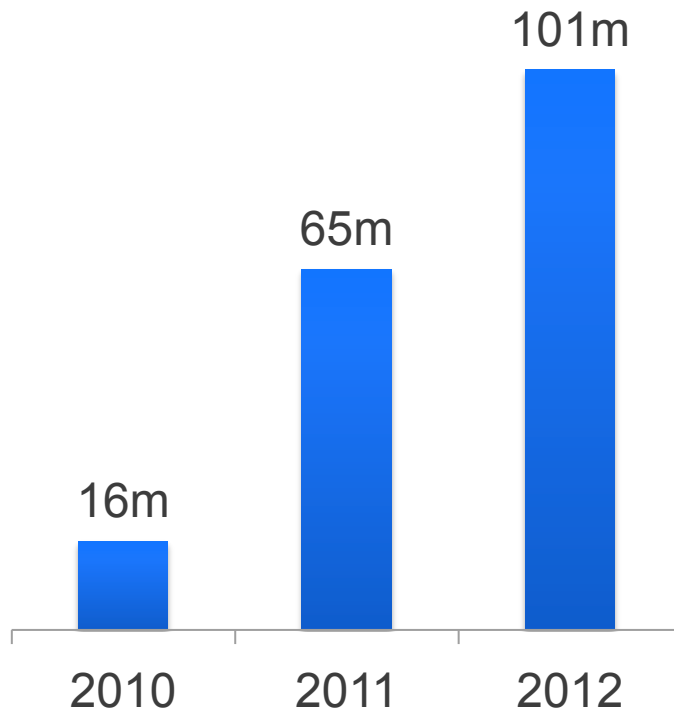
Constant Companion

- Always with You
- Location-specific
- Personal
- In-store

The Spectacular Rise of the Tablet

Tablets are the fastest-selling consumer tech device in history

Tablet shipments are growing rapidly



Number of days to reach 1M units sold



Tablet Users are a Desirable Demographic

54%

Of tablet owners have income of \$60K+¹

Tablet conversion rates equal to or higher than on PCs³

63% of tablet owners have made a purchase with their device, quickly catching up to **83%** of PC owners²



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