



Google's Advertising Solutions

Digital Branding Breakfast

7th March 2016

Miléva Asabiny

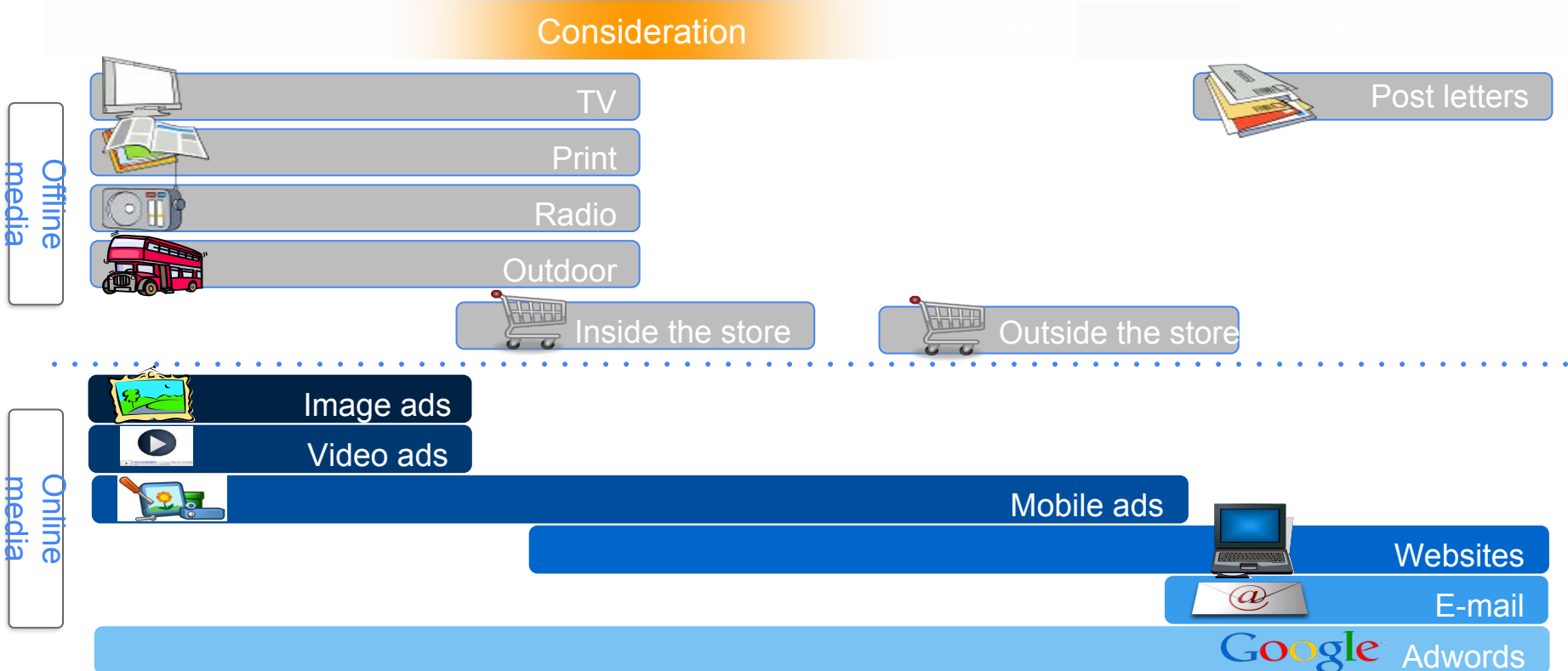
“We want to **organise** the world’s **information** and make it **universally accessible** and **useful**.”



Right message
Right person
Right context
Right medium



Customer journey



Search is the Zero Moment of Truth



Access to information has changed our purchase process...

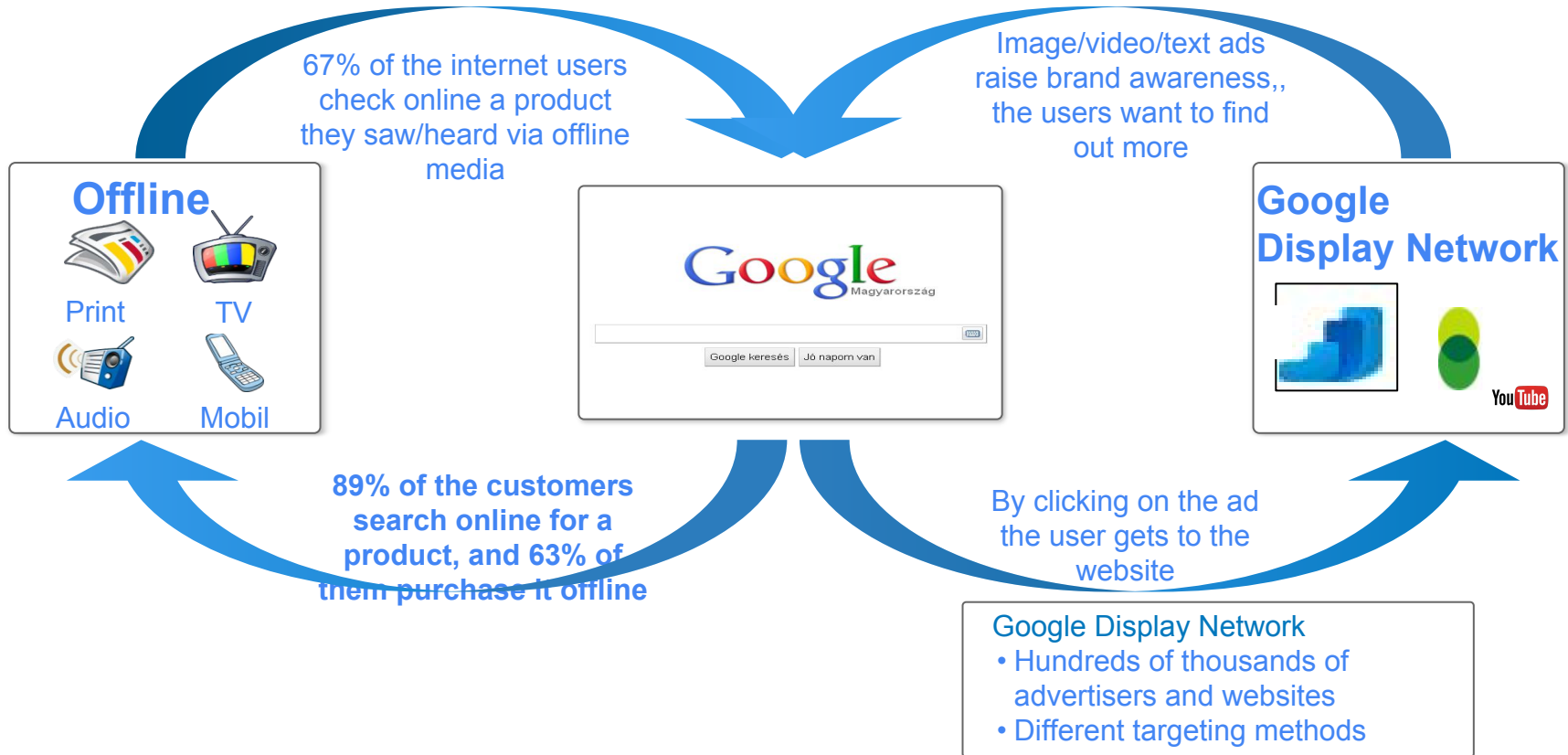


Consumers consult an average of

10.4

sources before purchasing, 2x the number consulted just one year before

How are these networks connected?



A woman with long brown hair, wearing a white t-shirt and large blue circular earrings, is looking down at a smartphone on a table. She has a red wristband on her left wrist and sunglasses are resting on the table in front of her. The background is a blurred blue-toned indoor setting.

How Google Search Works

[Összes](#)[Képek](#)[Videók](#)[Térkép](#)[Hírek](#)[Egyebek](#)[Keresőeszközök](#)

Nagyjából 1 590 000 találat (0,28 másodperc)

Új Családi SEAT Toledo - seat.hu

Ad www.seat.hu/toledo

Modern dizájn, tágas belső tér. Új SEAT Toledo, igazi családi autó!

7 személyes használt autók - Nézzen árakat és a képeket itt

Ad jarmu.trovit.hu/jarmu

Felújított, a legjobb áron

Átverés helyett: milyen autót érdemes megvenni? at ...

www.mindennapipenzugyeink.hu/?p=15636

Nagyon sokat kibír és olcsó a Dacia Logan, amelyből a legfiatalabb családi autót vehetjük a keretösszezből. Ha hétszemélyes autó kell, akkor 5+2 ülésel az ...

Családiauto hirdetései - Használtautó.hu

www.hasznaltauto.hu/partner/csaladiauto-5866

A hasznaltauto.hu oldal adatbázisában lévő gépjármű hirdetések a(z) Családiauto kínálatában.

7 Üléses Családi Autók

Ad 7-ulesees-csaladi.metakereso.com/

Keresse 7 Üléses Családi Autók -- Minőségi Találatok; Szuper Gyorsan!

7 személyes használt autók: metakereso.com

Új autók készletről

Ad www.fordpetranyi.hu/

a Ford Petrányinál, várakozási idő nélkül, egyedi kedvezményekkel!
alkatrészek · szakszerviz · karosszéria · javítások

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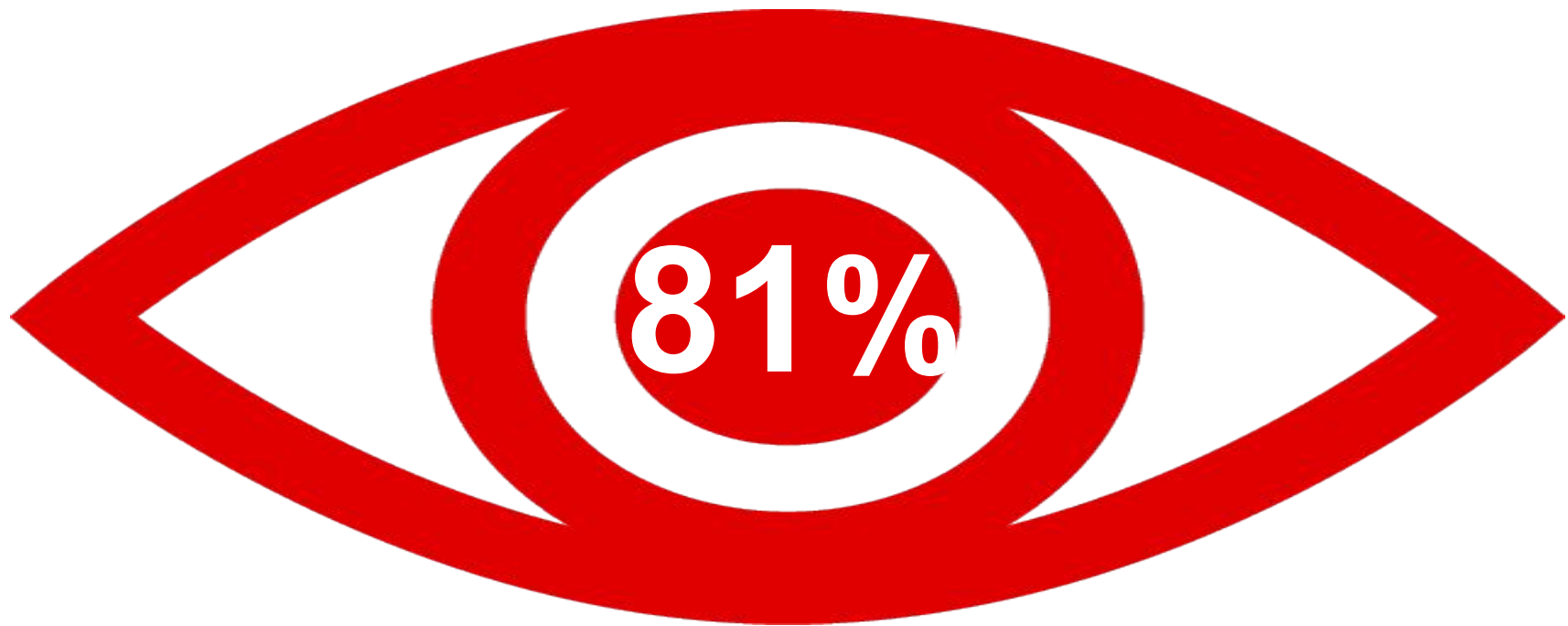
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alkatrészek · szakszerviz · karosszéria · javítások

Paid results
Ranked by
max. CPC &
relevance

Organic results
Ranked by
relevance

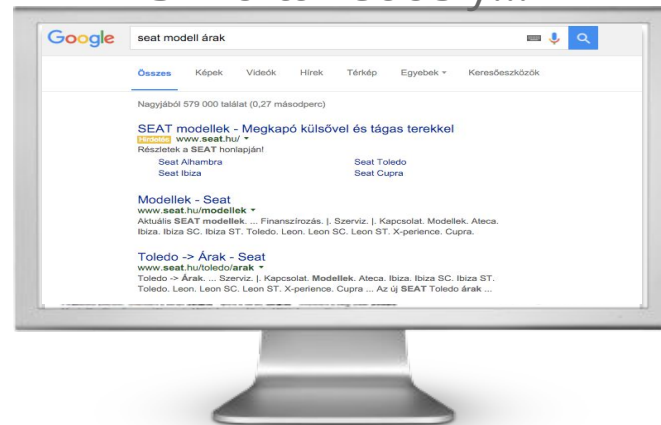


Agree that search results influence their perception on brands

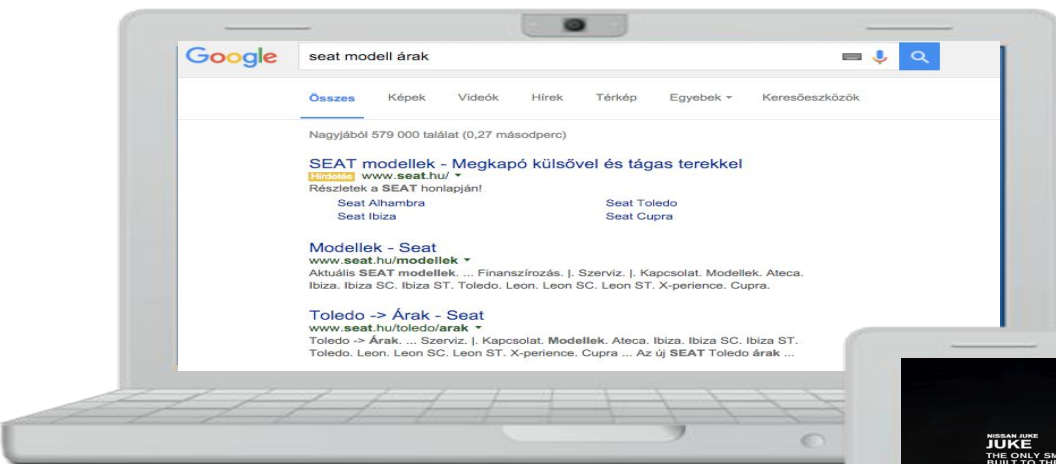
Keep them engaged with you, not competitors



Simultaneously...



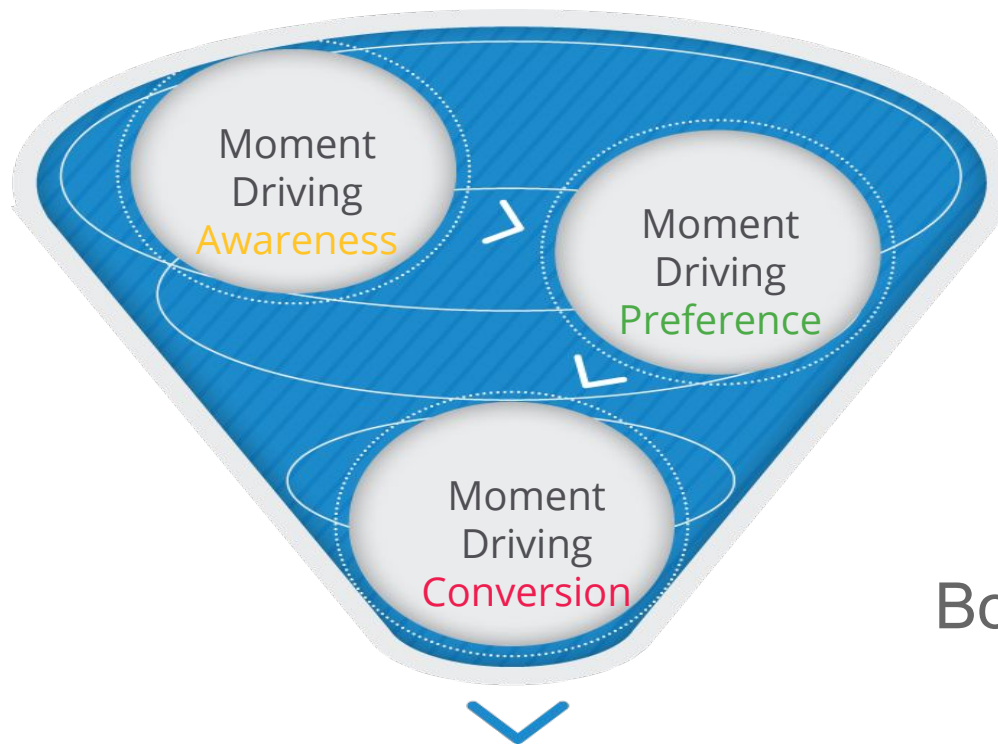
49% of TV viewers are simultaneously using another device (PC, smartphone or tablet)



Search takes users
to the ultimate
branding tool

Use both **generic** and **brand keywords** for ...

Upper funnel



Bottom funnel

Control your brand image on search

When users search for your brand terms, **make your message the first thing they see.**

- Show your best, most up-to-date message when consumers look to engage with you
- Don't let competitors or critics guide user attention away from your brand
- Echo and build on positive publicity
- Reinforce your brand by emphasizing its voice and values at the top of the page

Customize your ad with extras

Google Sitelinks

Diversify your messaging and direct customers to the most relevant online destinations

Szálláshelyek Budapesten - Akár SZÉP kártyával is fizethet

Hirdetés www.booking.com/Budapest

Nincs foglalási díj. Remek árak.

Garantáltan a legjobb ár · Ingyenes lemondás

Foglaljon most

Foglalás holnapra

Biztonságos foglalás

Foglalás a mai napra

Google

Call extensions and location extension

Generate calls to your business directly from your search ads

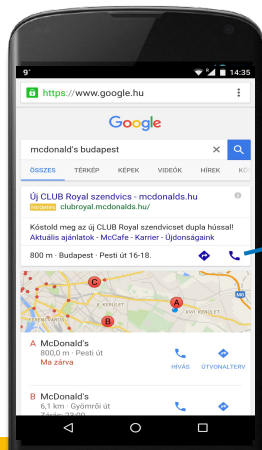
Help customers find your locations

mcdonalds.hu - Újra kuponok a Mekiben

Ad www.mcdonalds.hu/aktualis-ajanlatok

McDonald's kuponajánlatok. Válassz és mutasd fel mobilon!

📍 Budapest, Üllői út 201. ☎️ 06 (1) 455 2447

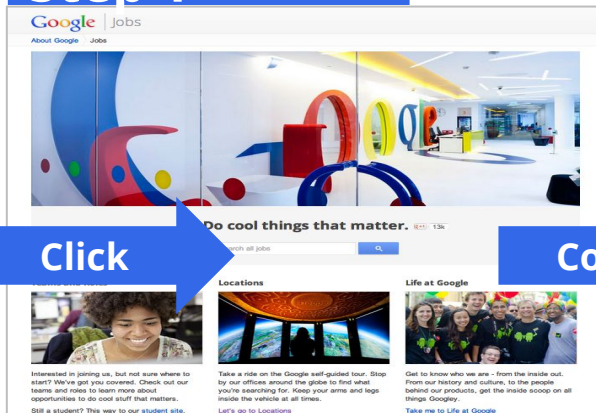


Confidential & Proprietary

Get to know your customers and make sure to reach them

Optimize search ads based on customers' past site behavior

Step 1



Click

Ads are mocks used for examples purposes only
Remarket to users who visited your site when they later perform relevant searches on Google.com.

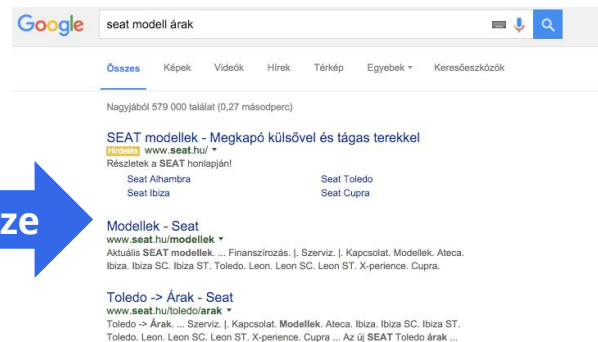
Step 2



Collect

Create a list of users who visit your site by inserting a few lines of code onto key pages, that will create lists of users who visit these pages.

Step 3



Customize

Apply a user list to a Google search ad group to restrict traffic to only that list of users. When they search on Google.com, serve an ad with a customized message

Close the Conversion Loop with **RLSA (Remarketing List for Search Ads)** and branded search

Prior visitors that started the shopping cart process can still be converted in subsequent searches.

Use RLSA with brand terms to highlight compelling promotions for shopping cart abandoners.

Up-sell and cross-sell

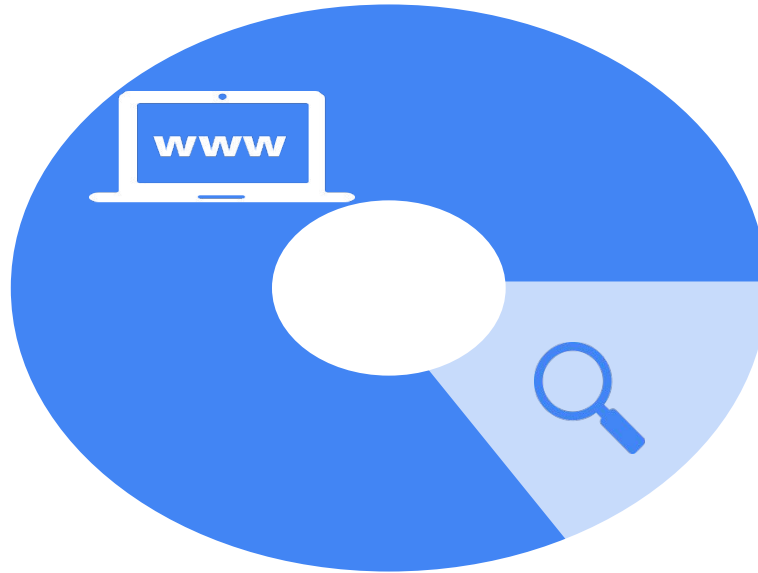


How do you connect with consumers when they aren't necessarily searching for you?

79%

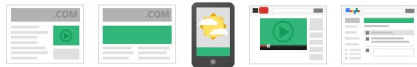
of time online is spent outside search

across websites, mobile, YouTube, and Gmail



21%

of time online is spent searching



A woman with long brown hair, wearing a white t-shirt and large blue circular earrings, is looking down at a smartphone on a table. She has a red wristband on her left wrist and sunglasses are resting on the table in front of her. The background is a blurred indoor setting with a blue tint.

How Google Display Network Works

An Overview of the Google Display Network



The Google Display Network reaches **90%** of global internet users

Ads are served across **2M+** websites

Across ad formats:



Video ads



Image ads



Text ads



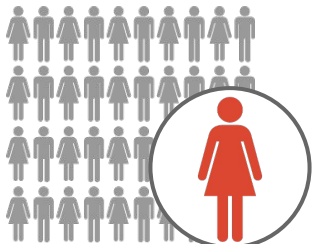
Ads on mobile

Efficient reach across marketing objectives



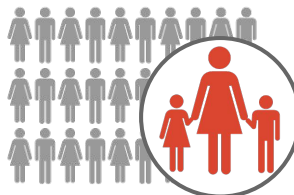
DEMOGRAPHICS

Women 35+, \$100K+/year HHI



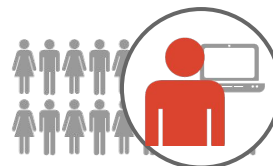
CUSTOM AFFINITY AUDIENCES

Surfing fanatics



SIMILAR AUDIENCES

Similar to recent hotel purchasers



DISPLAY SELECT KEYWORDS

Viewing best waves in Honolulu



REMARKETING

Re-engage with existing site visitors

AFFINITY AUDIENCES

Travel Enthusiasts

KEYWORD

Viewed best waves in Honolulu

IN-MARKET AUDIENCES

Intending to book hotels

PLACEMENT TARGETING

Viewed travel sites or apps

TOPIC TARGETING

Viewed travel pages

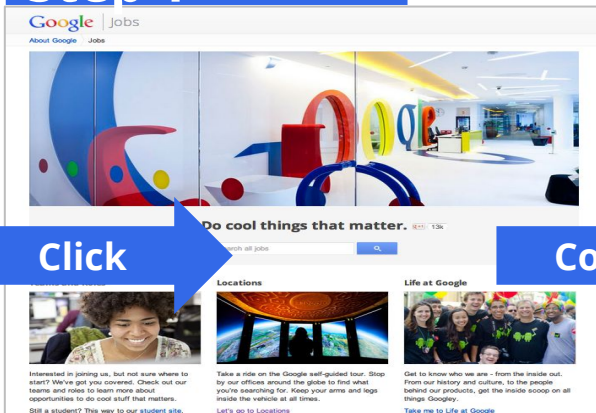
Awareness

Consideration

Purchase

Bring back your customers to your website with Remarketing

Step 1



Click

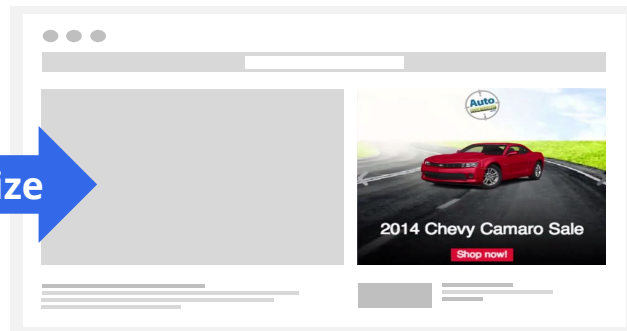
Step 2



Collect

Customize

Step 3



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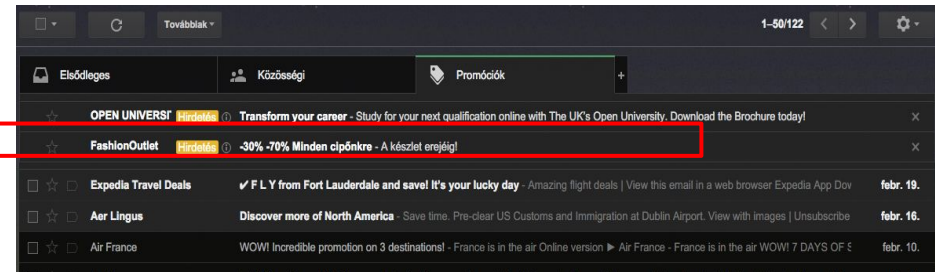
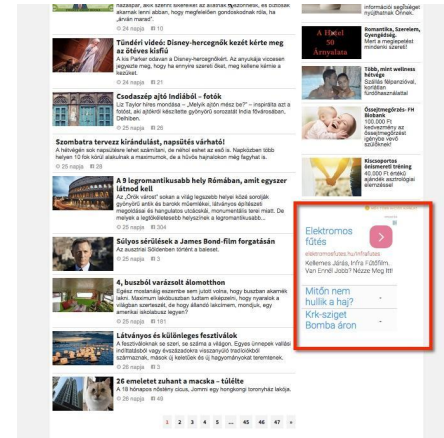
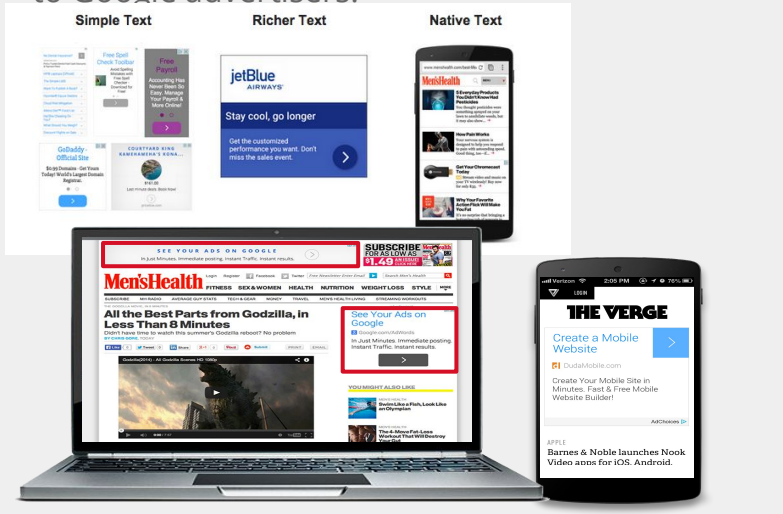
Show your ads to your customers to drive them back to your website

Types of creatives

a

Text ads

1 in every 3 ads on the Google Display Network are text-only, and text ad inventory is proprietary to Google advertisers.



Types of creatives

b

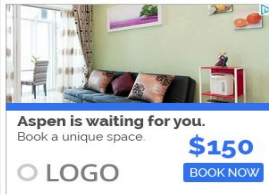
Display ads

If you don't have display creatives, Ready Ad Gallery features pre-built ad templates that you can preview and add to your campaign instantly.



Booking.com

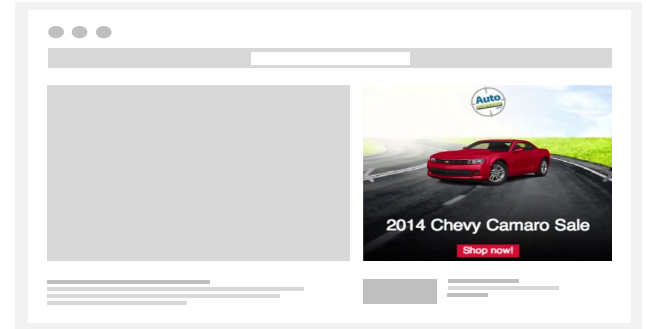
| | | |
|---|---|---|
|  ★★★★★ Chicago, IL Raffaello Hotel from \$239.79 Book now |  ★★★★★ Los Angeles Sea View Black Machita Flat from \$131.90 Book now |  ★★★★★ New York Yellow Machita Flat from \$13.99 Book now |
|---|---|---|



Aspen is waiting for you.
Book a unique space.

\$150

LOGO [BOOK NOW](#)

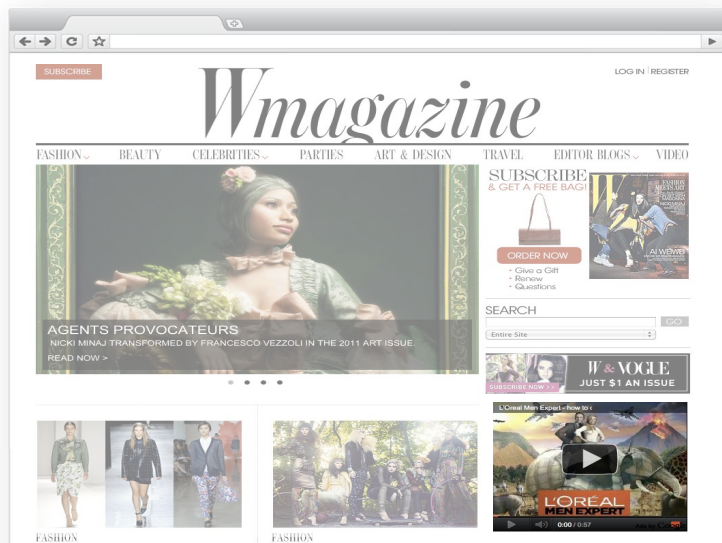


A desktop display ad for a 2014 Chevy Camaro. The ad features a red Camaro driving on a road, with the 'Auto' logo in the top right corner. Below the image, the text reads '2014 Chevy Camaro Sale' and 'Shop now!' with a red button.

Types of creatives

C

Video ads



YouTube Masthead

Massive reach with dominating the YouTube homepage

YouTube FR

- What to Watch
 - My Channel
 - My Subscriptions 99+
 - History
 - Watch Later 6
 - Purchases 1
- PLAYLISTS
 - Confiance - Acceptati...
 - HERO Content
 - Moments that matter
 - HOW TO Content
 - Egéries
 - Advocacy
 - More >
- SUBSCRIPTIONS
 - MAKE UP FOR EVER ...
 - Urban Decay Co... 3
 - CHANEL
 - #Kiehls 5
 - SANANAS 5
 - #Lancôme 6
 - More >
- Browse channels
- Manage subscriptions

Search bar

Upload

What to Watch My Subscriptions Music

Perrier l'annonce

LA NUIT DE L'HOMME

YVES SAINT LAURENT

ESSAYEZ-LE

YouTube

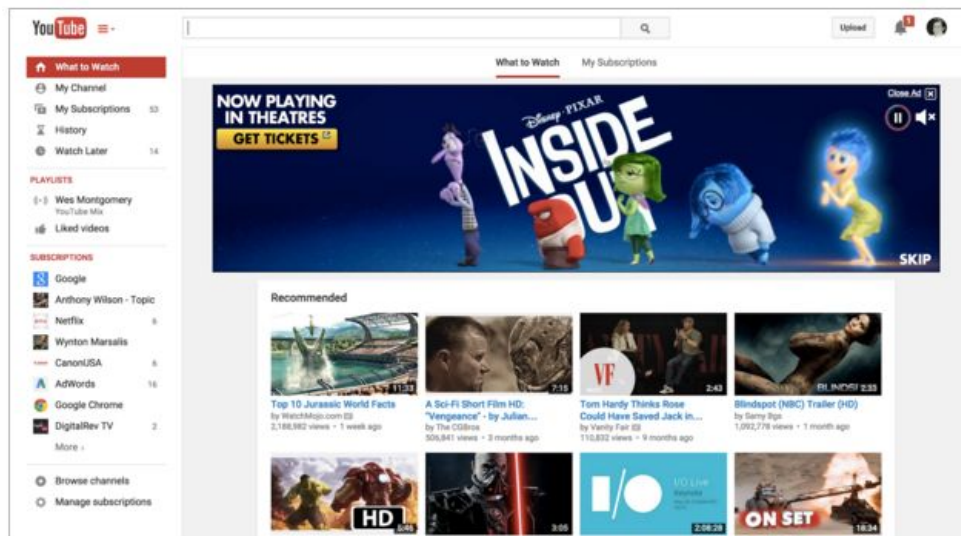
0:01 / 0:50

Recommended

| | | | | |
|--|--|--|--|---|
| | | | | |
| <p>Effortless Contouring Tutorial by Lisa Eldridge with... by Lancome USA 62,208 views • 1 month ago</p> | <p>Lo-Fang - When We're Fire by LoFangVEVO 770,338 views • 1 year ago</p> | <p>Christine and the Queens en interview aux Docks - La Cit... by Unitedstatesofparis 16,461 views • 1 year ago</p> | <p>Lip Sync Battle with Will Ferrell, Kevin Hart and Jim... by The Tonight Show Starring Jimmy Fallon 33,440,828 views • 1 month ago</p> | <p>Joss Stone - It's a Man's World (Coco Mademoiselle) by davadvdie 682,976 views • 2 years ago</p> |
| | | | | |
| <p>FAUVE # KANÉ Session électro-acoustique du... by Bears Factory 16,925 views • 2 years ago</p> | <p>En 5 minutes : quiproquo, nouveaux sauvages & Nars... by L'instant (f)utile 12,194 views • 5 days ago</p> | <p>Jimmy Fallon Went to Bayside High with 'Saved By The Bel... by The Tonight Show Starring Jimmy Fallon 16,461 views • 1 year ago</p> | <p>Christine And The Queens : interview vidéo Qobuz by Qobuz France 33,459 views • 1 year ago</p> | <p>Pachanga Boys playing 'Time' on Robot Heart 2013 by domusmaximus840 139,167 views • 1 year ago</p> |

YouTube Masthead

Across all screens



Thank you!

Miléva Asabiny
mileva.a@google.com