Google

# Google's Advertising Solutions

## Digital Branding Breakfast

7th March 2016

Miléva Asabiny

Confidential & Proprietary

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

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Right message
Right person
Right context
Right medium

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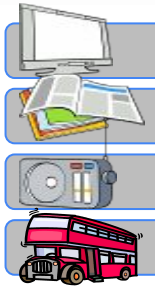
# Customer journey

Consideration

Offline media

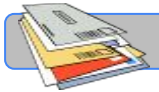


TV

Print

Radio

Outdoor



Post letters

Inside the store

Outside the store

Online media

Image ads

Video ads

Mobile ads

Websites

E-mail

Google Adwords



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# Search is the Zero Moment of Truth

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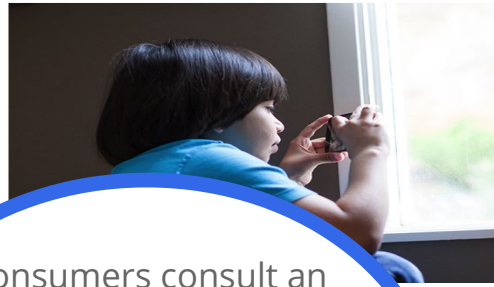
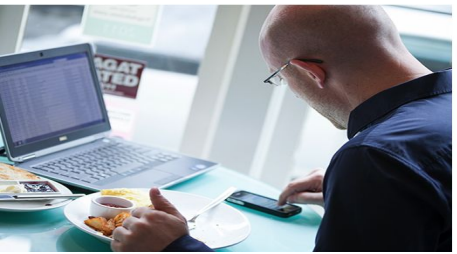
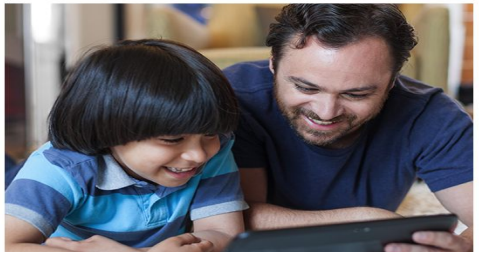
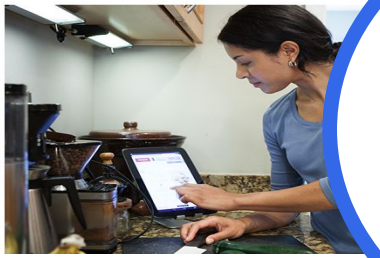
# Access to information has changed our purchase process...

Consumers consult an average of

**10.4**

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

Source: Google/Shopper Sciences, Zero Moment of Truth Macro Study, April 2011



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# How are these networks connected?

67% of the internet users check online a product they saw/heard via offline media

Image/video/text ads raise brand awareness,, the users want to find out more

**Offline**

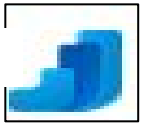
Print

TV

Audio

Mobil

**Google Display Network**

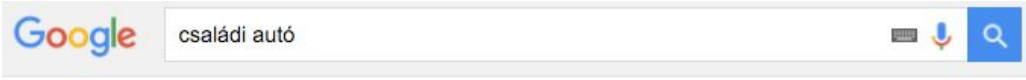


**89% of the customers search online for a product, and 63% of them purchase it offline**

By clicking on the ad the user gets to the website

Google Display Network
- Hundreds of thousands of advertisers and websites
- Different targeting methods

# How Google Search Works



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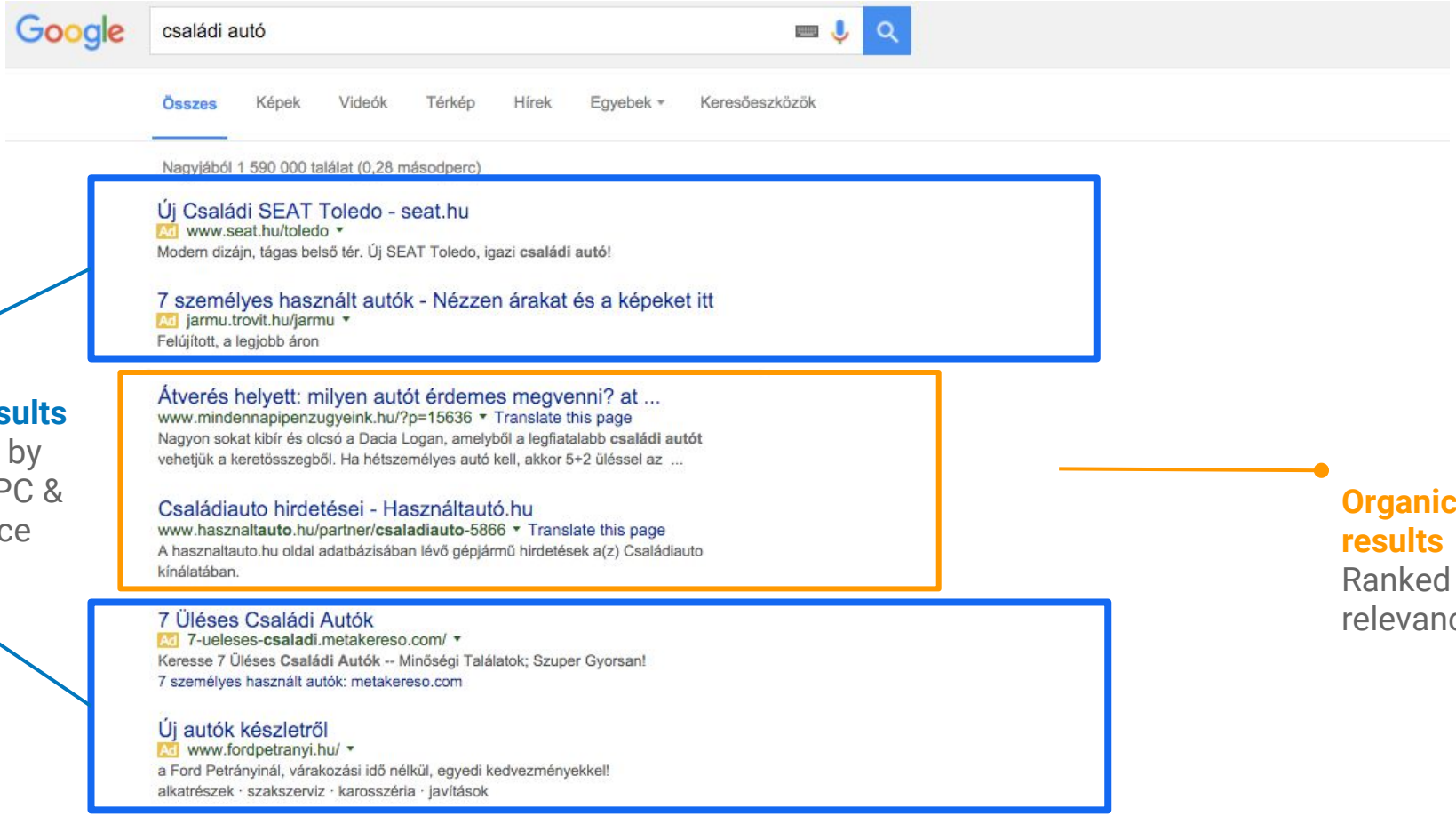


**Paid results**
Ranked by max. CPC & relevance

**Organic results**
Ranked by relevance



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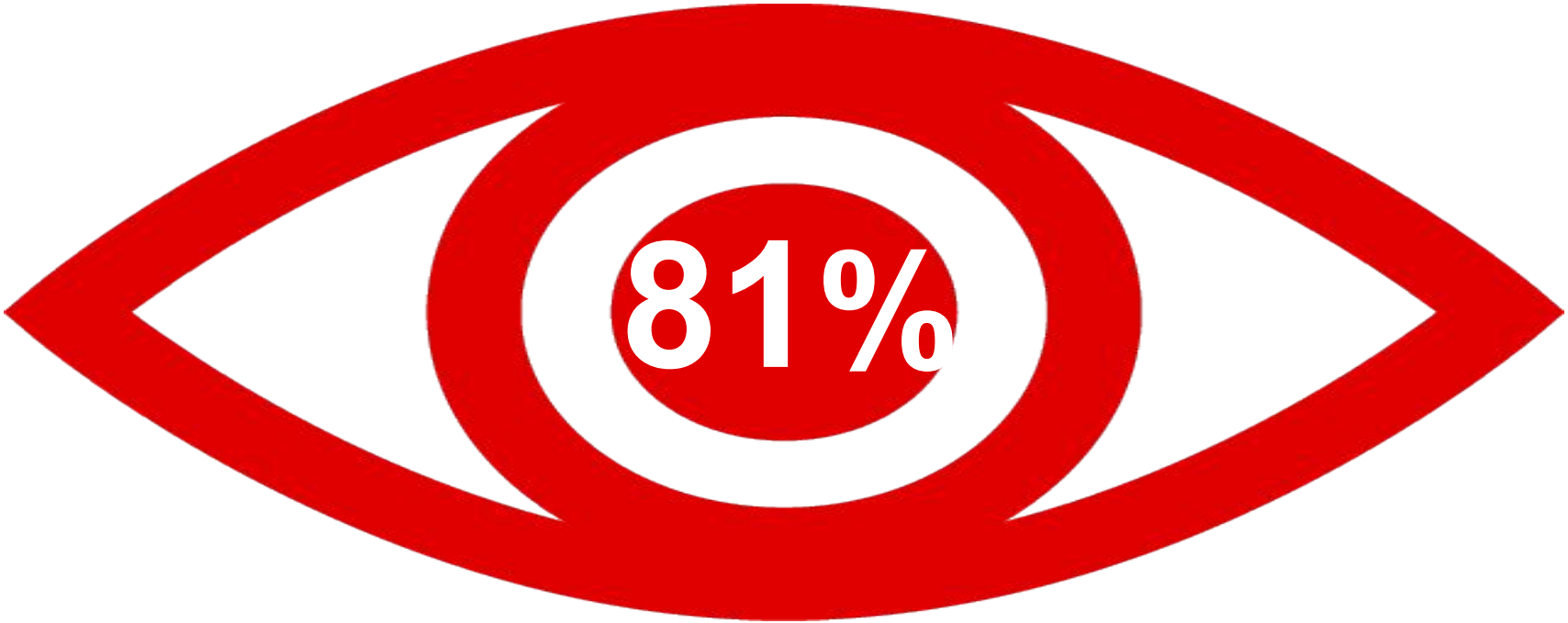


Agree that search results influence their perception on brands


Weber Shandwick, “The company behind the brand. In reputation We Trust, “ May 3 2012
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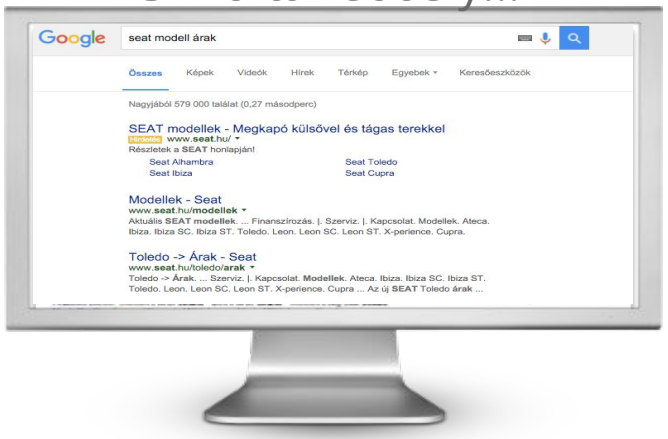
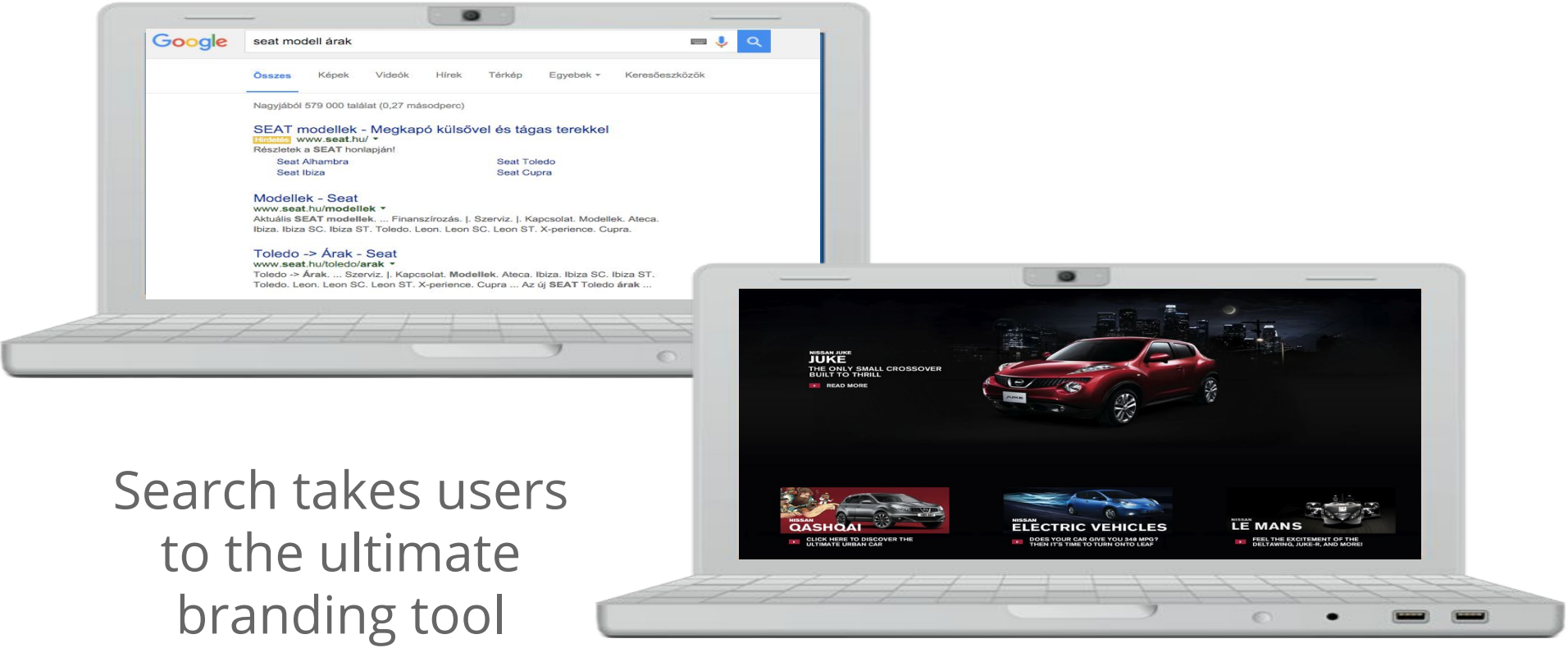
# Keep them engaged with you, not competitors

Simultaneously...




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




# Search takes users to the ultimate branding tool



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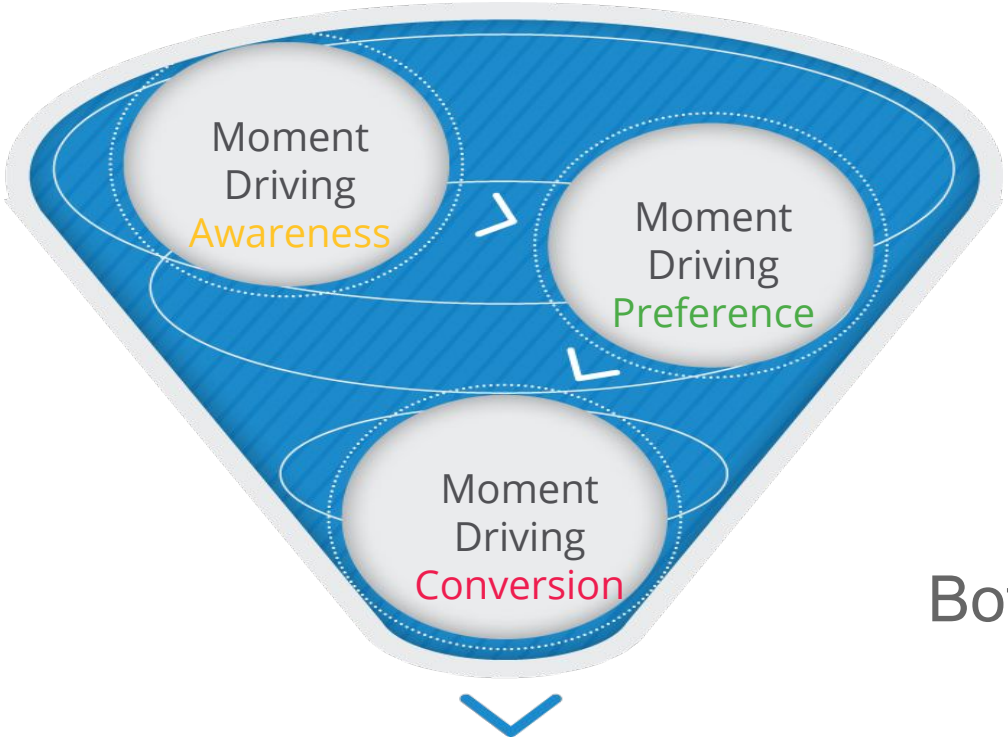
# Use both generic and brand keywords for ...

Upper funnel




Bottom funnel



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# **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



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# Customize your ad with extras

## Google Sitelinks

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

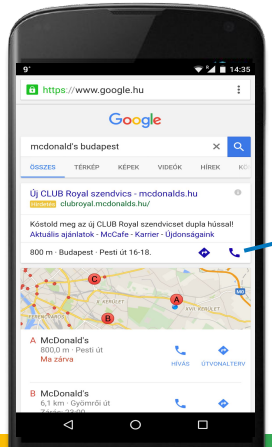
Szálláshelyek Budapesten - Akár SZÉP kártyával is fizethet
Hirdetés www.booking.com/**Budapest**
Nincs foglalási díj. Remek árak.
Garantáltan a legjobb ár · Ingyenes lemondás

| | |
|---|---|
| Foglaljon most | Foglalás holnapra |
| Biztonságos foglalás | Foglalás a mai napra |

## 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



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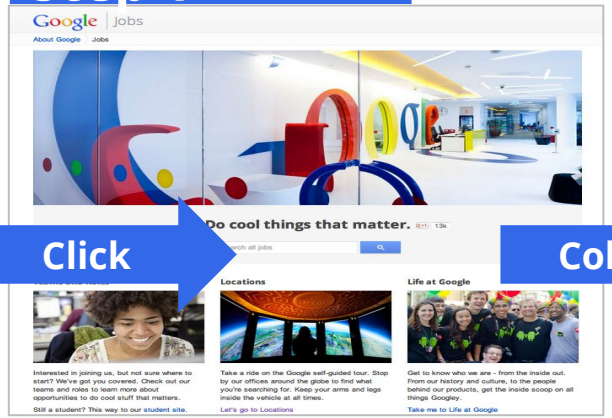
# Get to know your customers and make sure to reach them

## Optimize search ads based on customers' past site behavior

### Step 1




Ads are mocks used for examples purposes only

**Click**

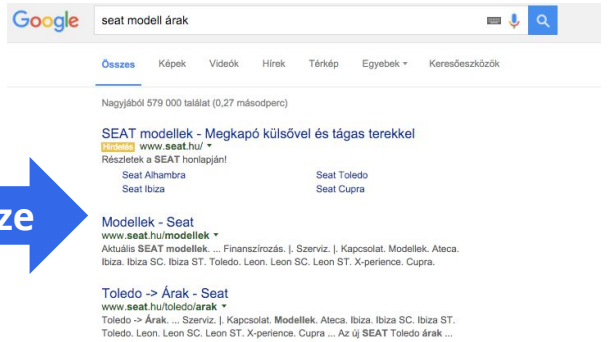
Remarket to users who visited your site when they later perform relevant searches on Google.com.

### 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.



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# 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

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# 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

Google

Source: go-gulf.com; "How People Spend Their Time Online"; February 2, 2012 Online Publishing Association; Nielsen, Comscoredatamine.com, Tnsdigitallife.com, Pewinternet.org

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# 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

Google

Source: ComScore, July 2013

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# Efficient reach across marketing objectives

**DEMOGRAPHICS**
Women 35+, $100K+/year HHI

**AFFINITY AUDIENCES**
Travel Enthusiasts

**PLACEMENT TARGETING**
Viewed travel sites or apps

**CUSTOM AFFINITY AUDIENCES**
Surfing fanatics

**KEYWORD**
Viewed best waves in Honolulu

**TOPIC TARGETING**
Viewed travel pages

**SIMILAR AUDIENCES**
Similar to recent hotel purchasers

**IN-MARKET AUDIENCES**
Intending to book hotels

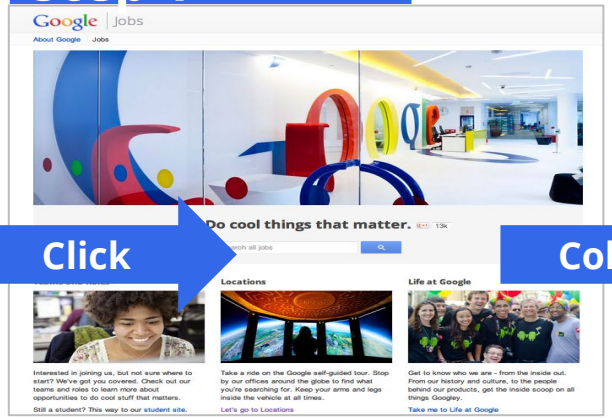
**DISPLAY SELECT KEYWORDS**
Viewing best waves in Honolulu

**REMARKETING**
Re-engage with existing site visitors

Awareness | Consideration | Purchase

# Bring back your customers to your website with Remarketing

## Step 1




Click

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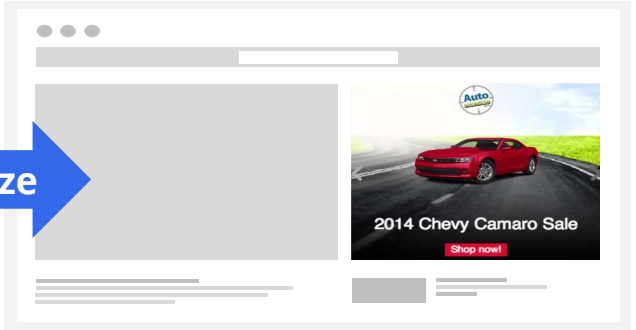


Customize

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



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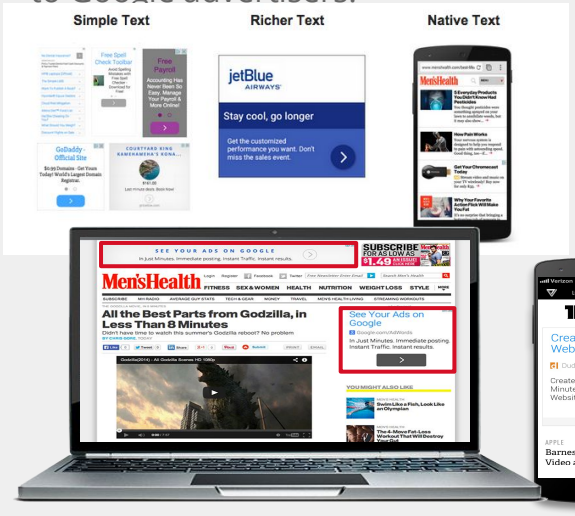
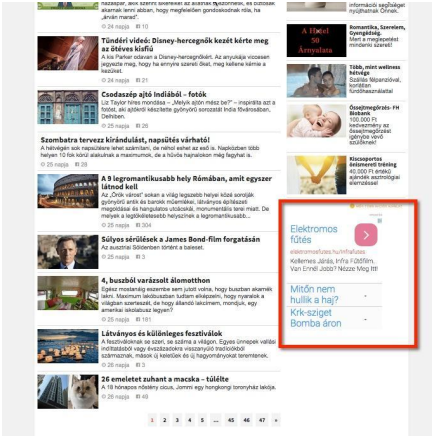
# Types of creatives

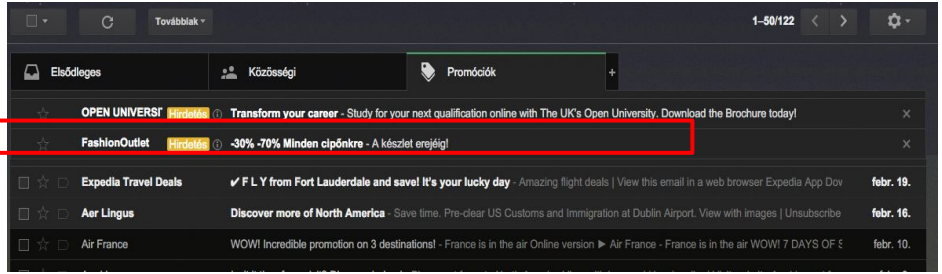
a

## Text ads

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





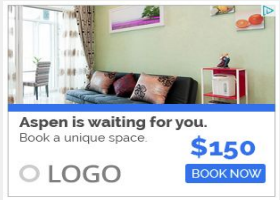

Source: Google Internal Data

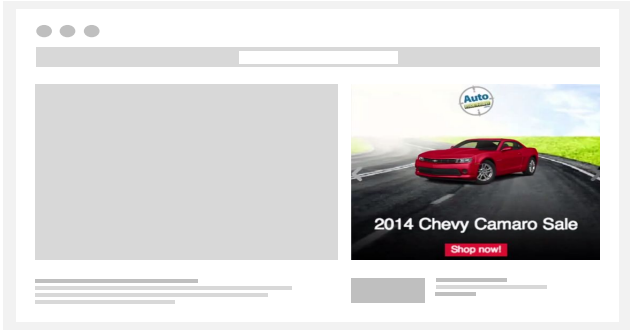
# Types of creatives

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.



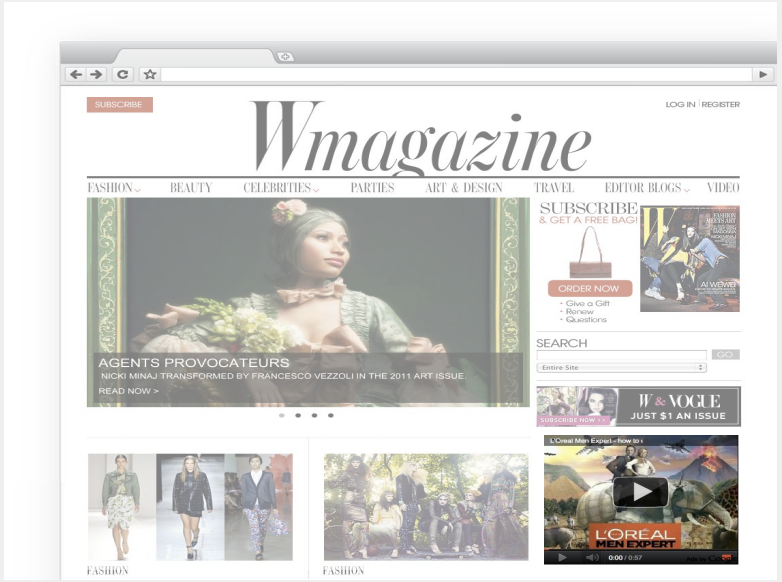



Source: Google Internal Data

# Types of creatives

c

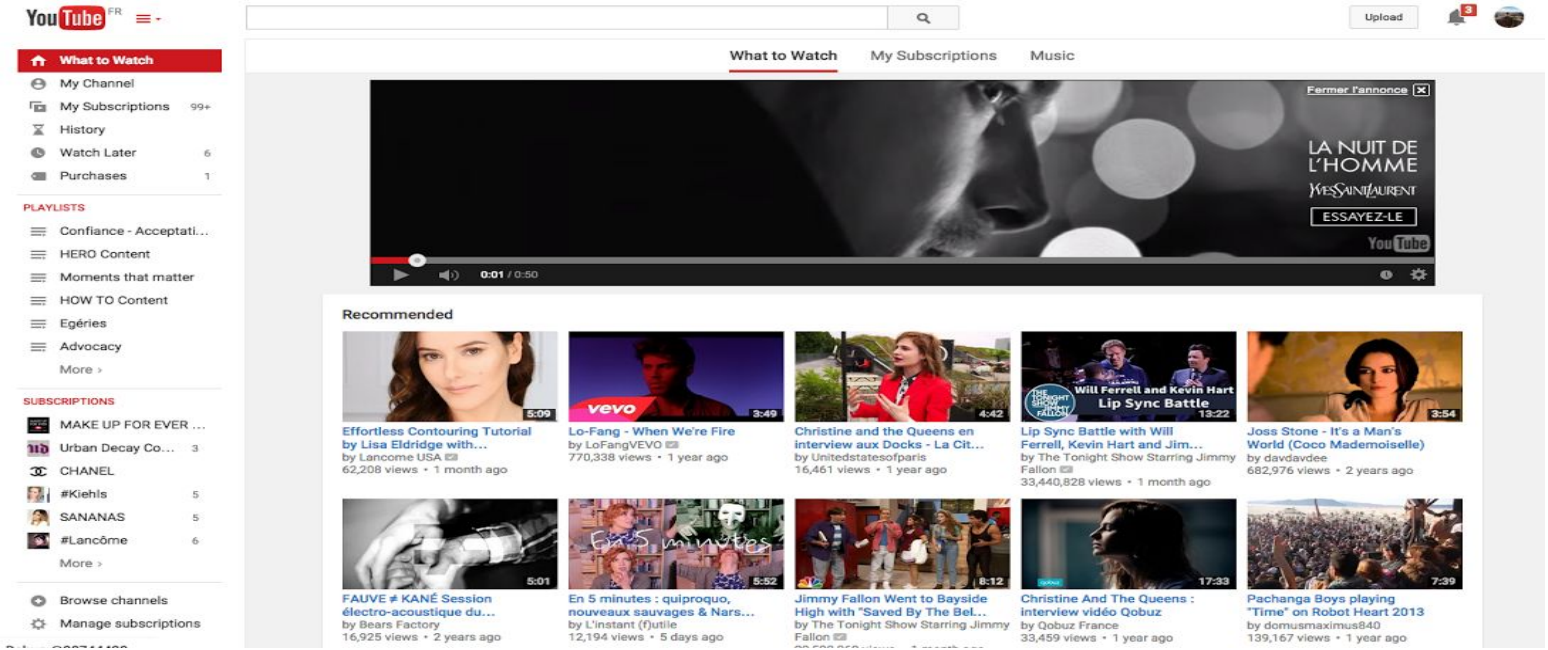
## Video ads




Source: Google Internal Data

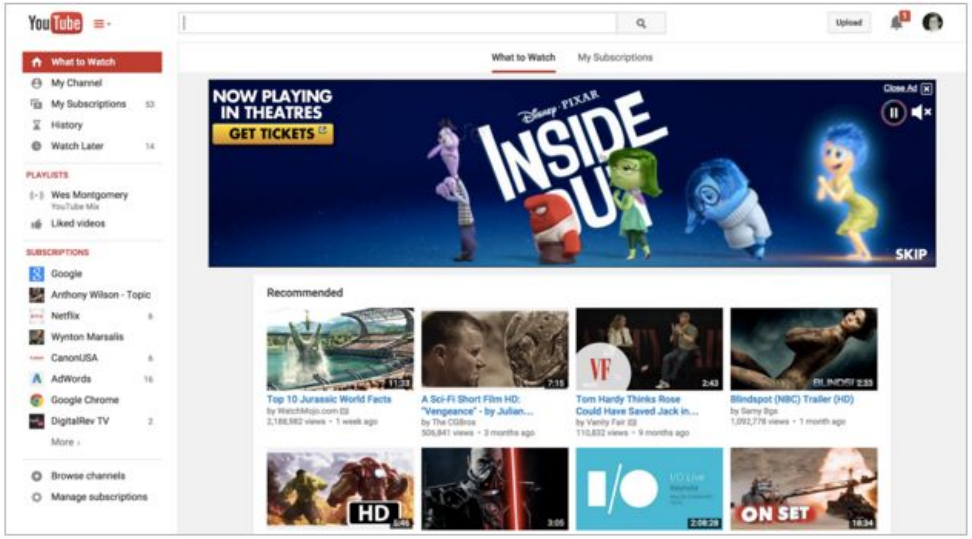
# YouTube Masthead

## Massive reach with dominating the YouTube homepage



# YouTube Masthead

## Across all screens



# Thank you!

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