

Lesson no. 26: Google Adwords- PPC Advertising

CREATING DISPLAY CAMPAIGN

I. TYPES OF DISPLAY CAMPAIGN

i. ALL FEATURE

Display Network reaches a large audience through a wide variety of third party websites, this campaign type is perfect for building brand awareness or reaching customers who are browsing online and not specifically searching for your product.

This campaign type is by default “all features” –it allows for bidding and budget settings, ad extensions (like phone numbers, URLs, location, or social links), ad delivery methods, and targeting by location, language, operating systems, device models, carriers, and wireless networks. Display Network Only campaigns also allow you to target pages about specific topics, certain sites, and demographic groups so your ads are more likely to reach your intended audience.

ii. MOBILE APP REMARKETING

App remarketing allows you to target users who already have your app installed with ads that can help drive additional usage. Some uses for app remarketing include:

- a) Show app engagement ads announcing a new feature to current users of your app.
- b) Remind users who had downloaded your app but haven't been using it recently.
- c) Encourage users to upgrade to the latest version of your app.

You can even segment users based on past actions in order to tailor more relevant messages to them. For example, you can show a particular ad to users who have made a purchase in your app.

Configuring your app to send remarketing events to AdWords allows you to run these types of app engagement ad campaigns.

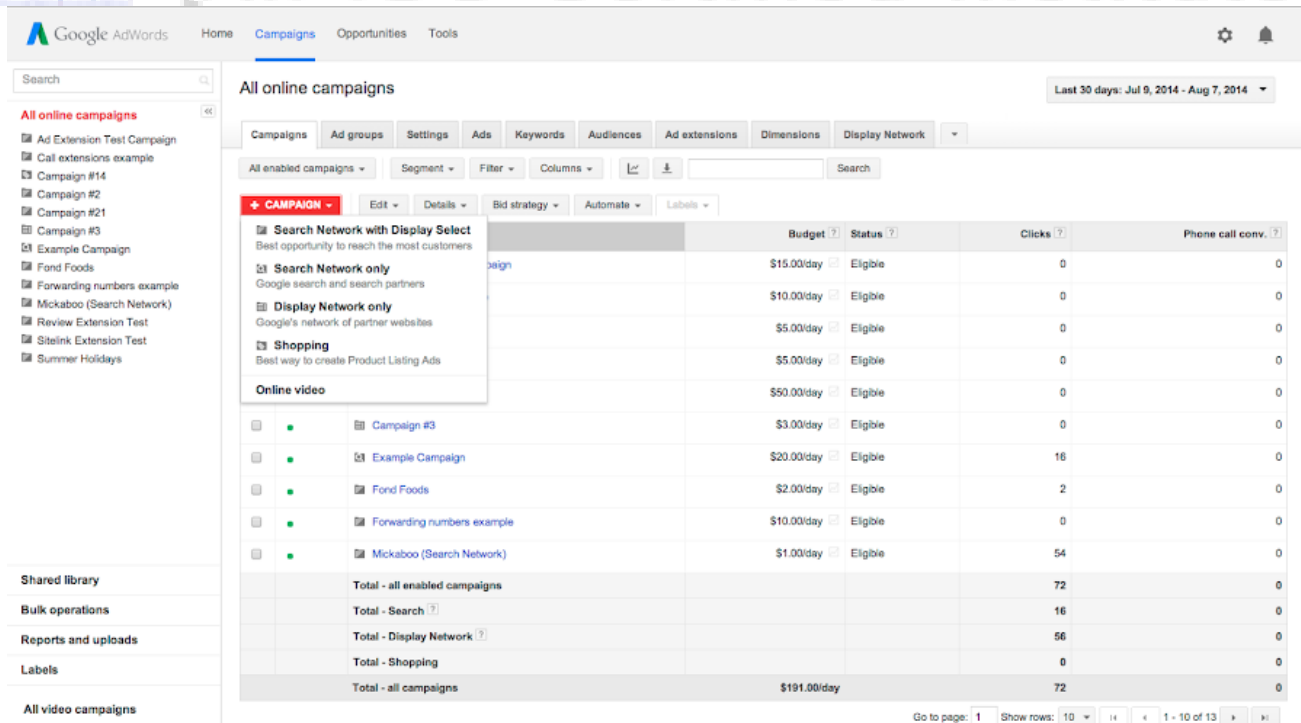
iii. ENGAGEMENT

Engagement Ads begin visually as a traditional Display Ad, however behind this “teaser” image, searchers have the ability to interact with the Display Ad. After hovering over the “teaser” image for two seconds (or if on a mobile device, tapping on the “teaser” image), rich interactive media is loaded either within the ad, or into an expanded canvas. This type of interaction reduces accidental engagements and provides a better experience for searchers. Since someone is now interacting with an ad that is relevant and engaging for them, these ads provide a better value for advertisers.

CREATING 1ST DISPLAY CAMPAIGN

Instructions

- a) Sign in to AdWords.
- b) Click **Campaigns**.
- c) Click **+Campaign** and select "Display Network only".

Campaign	Budget	Status	Clicks	Phone call conv.
Search Network with Display Select	\$15.00/day	Eligible	0	0
Search Network only	\$10.00/day	Eligible	0	0
Display Network only	\$5.00/day	Eligible	0	0
Shopping	\$5.00/day	Eligible	0	0
Online video	\$50.00/day	Eligible	0	0
Campaign #3	\$3.00/day	Eligible	0	0
Example Campaign	\$20.00/day	Eligible	16	0
Ford Foods	\$2.00/day	Eligible	2	0
Forwarding numbers example	\$10.00/day	Eligible	0	0
Mickaboo (Search Network)	\$1.00/day	Eligible	54	0
Total - all enabled campaigns			72	0
Total - Search			16	0
Total - Display Network			56	0
Total - Shopping			0	0
Total - all campaigns	\$191.00/day		72	0

For instructions on how to create a remarketing campaign for the Search Network, read About AdWords remarketing lists for search ads.

- d) Leave the "Marketing objectives" option selected and select "Buy on your website".
- e) Choose a campaign name, bid strategy, and budget.
- f) Click **Save and continue**.
- g) Enter an ad group name and bid.
- h) Under "Choose how to target your ads", click **Interests and remarketing**.
- i) In the "Select a category" drop-down menu, choose **Remarketing lists**.
- j) Click **Set up remarketing** to begin the 2-step process for creating your remarketing tag and lists:

Step 1: AdWords will create the remarketing tag for you. You'll be able to email the website remarketing tag or mobile app tag ID to yourself or your webmaster, along with instructions on how to add it to your website or app. If you use Google Analytics, you'll see a checkbox to use the tracking code that's already on your website instead.

Step 2: AdWords will create an "All visitors" list to get you started, so you don't need to create this list yourself. The "All visitors" list includes everyone who has visited tagged pages on your website. You can later create new lists for your different groups of website visitors.

- k) Enter an ad group name and bid.
- l) On the **Remarketing lists** tab, you'll find the "All visitors" list added to your ad group.
- m) Click **Save and continue** if you want to create your ads, or **Skip ad creation** if you want to do this later. To increase the range of placements where your ads may appear, add both text and image ads in as many ad sizes as possible.

DIFFERENCE IN SEARCH AND DISPLAY CAMPAIGNS

SEARCH CAMPAIGN:

- a) People search and finds your ads.
- b) Keyword based targeting
- c) Shown on search networks
- d) Very targeted apps
- e) Costs more

DISPLAY CAMPAIGN:

- a) People surf and see your ad
- b) Targeted by demographics, interests, keywords, and placements.
- c) Text, image, video formats.
- d) Not as targeted as search.
- e) Cost less, more general targeting.

IV. CAMPAIGN LEVEL SETTING

Once you have a campaign, you can edit its settings as often as you like. Here's how to do it:

1. Sign in to your AdWords account.
2. Click the **Campaigns** tab.
3. Under **All campaigns**, click the name of the campaign that you'd like to edit.
4. Click the **Settings** tab.

Google AdWords Home Campaigns Opportunities Tools

Search

All online campaigns

All online campaigns >

Campaign: Campaign #2

Enabled Type: Search Network only - Mobile app installs Budget: \$1.00/day Targeting: Canada; United States

Ad Groups Settings Ads Keywords Dimensions

All settings Devices

Campaign settings

Campaign name **Campaign #2** Edit

Type ? **Search Network only - Mobile app installs**

Mobile app ?

Networks ? **Search** Edit

Devices ? **All**
[Change mobile bid adjustment »](#)

Locations ? Targeted locations:
• **Canada (country)**
• **United States (country)**
Edit

Location options (advanced)

Languages ? **German** Edit

Bid strategy ? Edit | Select

Budget ? **\$1.00/day** Edit

Delivery method (advanced)

Advanced settings

Schedule: Start date, end date, ad scheduling

Ad delivery: Ad rotation, frequency capping

Keyword matching options

Reporting is not in real time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Shared library

Bulk operations

Reports and uploads

Labels

5. Click **Edit** next to the settings that you'd like to change.
6. Click on **Save** after each change.

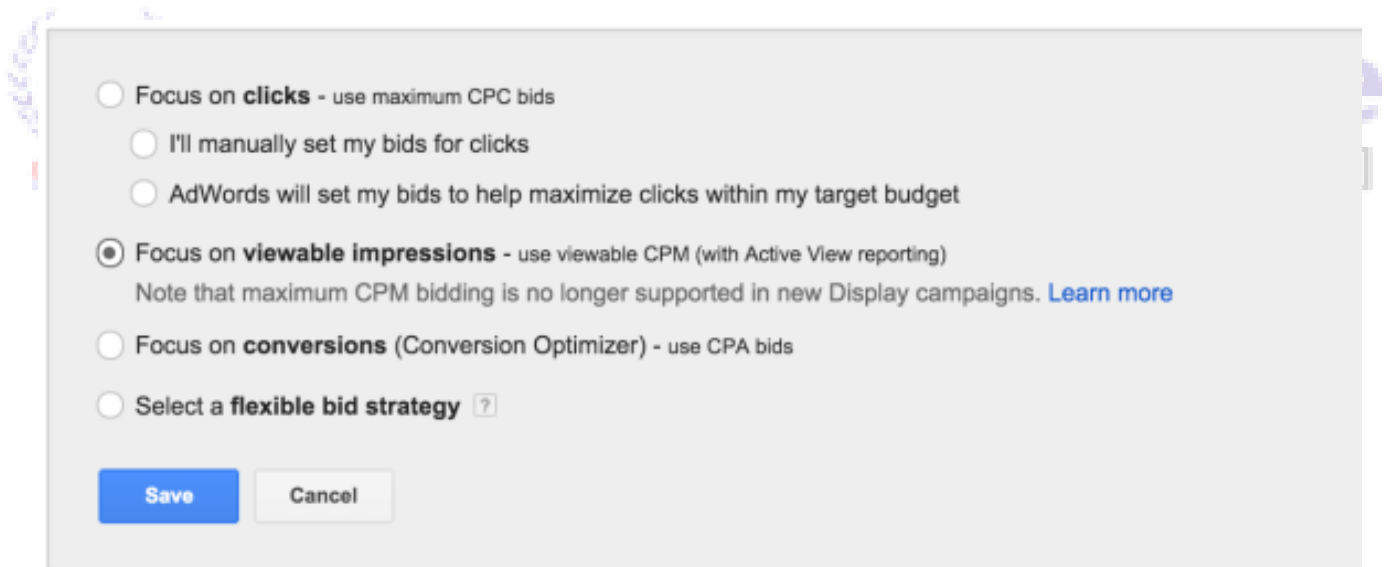
V. UNDERSTANDING CPM BID STRATEGY

Only available for Display network campaigns (like remarketing), CPM bidding allows you to set target bids that accumulate after 1,000 impressions.

Google once allowed max CPM bidding, but has since changed it to what's called **Viewable Cost Per Thousand Impression bidding (vCPM)**.

CPM bidding doesn't charge you for clicks, but it will charge you for impressions of your ads even if they're shown below the fold (where a user never sees them).

Here's what that bidding strategy option looks like within a Display network only campaign:



The screenshot shows a dialog box for selecting a bidding strategy. It contains five radio button options. The first three are: 'Focus on clicks - use maximum CPC bids', 'I'll manually set my bids for clicks', and 'AdWords will set my bids to help maximize clicks within my target budget'. The fourth option, 'Focus on viewable impressions - use viewable CPM (with Active View reporting)', is selected and includes a note: 'Note that maximum CPM bidding is no longer supported in new Display campaigns. [Learn more](#)'. The fifth option is 'Focus on conversions (Conversion Optimizer) - use CPA bids'. The sixth option is 'Select a flexible bid strategy' with a help icon. At the bottom, there are 'Save' and 'Cancel' buttons.

- Focus on **clicks** - use maximum CPC bids
- I'll manually set my bids for clicks
- AdWords will set my bids to help maximize clicks within my target budget
- Focus on **viewable impressions** - use viewable CPM (with Active View reporting)
Note that maximum CPM bidding is no longer supported in new Display campaigns. [Learn more](#)
- Focus on **conversions** (Conversion Optimizer) - use CPA bids
- Select a **flexible bid strategy** ?