learn with Google™
Win Moments That Matter
Targeting
Melissa Porter, Media Solutions Lead, Business & Industrial Markets
There’s a Perfect Ad for Everyone
1 Engage the Right Users at the Right Time

2 Reach Your Audience on Any Device
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

20% of the searches done on Google each day are ones we haven’t seen in the last 3 months

80% of queries have no exact-matched keywords

Nearly 4 in 10 search queries are over 3 words long

Source: Internal US Data
**How Do You Keep Up?**

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

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**Why use it?**

Easily target untapped search opportunities with highly relevant ads

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**Monthly volume per search**

- **Head:** Searches relevant to your Web site
- **Torso:**
- **Tail:**

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**How it works**

1. Specify pages and bids
2. Provide ad template
   - **(Dynamically generated headline)**
     Clean, friendly, close to transit. Students save 20%! Rave reviews.
     www.example.com
3. Organic search-like technologies trigger your ads on relevant queries
   - Query
   - Score relevance
   - Choose most relevant page
   - Relevant enough to show?
   - Pages
   - Crawl and index site
   - Index
   - Dynamic ad creation
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.

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.

Context
Audience
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

<table>
<thead>
<tr>
<th>It’s Big</th>
<th>It’s Intelligent</th>
<th>It’s Efficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000+ interest Categories</td>
<td><strong>Smart data</strong>&lt;br&gt;Sophisticated blend of overall interests + recent session + current page</td>
<td><strong>Real-time auction</strong>&lt;br&gt;no added cost</td>
</tr>
<tr>
<td>1 billion + daily global Internet users</td>
<td></td>
<td><strong>Customizable</strong>&lt;br&gt;create your own segments</td>
</tr>
</tbody>
</table>
| All Ad Formats including text | | }
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.
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:

1. Select a package:
   - Entertainment
   - Sports
   - News
   - Tech
   - Women’s Interest
   - Men’s pg-13
   - Local
   - Education
   - Hispanic
   - B2B
   - Health
   - Custom (BETA)

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

3. 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

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

- Online Communications: 8.0
- Pets & Animals: 5.0
- Finance: 3.0
- Arts & Entertainment: 2.0
- Autos & Vehicles: 1.0
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!

Topics Targeting

- Run of Site (Placement Targeting)
- Interest Categories
- Contextual (Keywords)
- DCO
- Remarketing

Conversion Rate: Low

Cost Per Conversion (CPA): GOOD

GOOD

HIGHER

Google Confidential and Proprietary 25
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

Hourly Distribution of Searches by Platform
(doesn’t reflect absolute traffic volume)

Source: Google Internal Data, 2011. % of each platform’s traffic shown hourly for one day. Does not indicate absolute or relative traffic volumes. *desktop/laptop are treated as one type of screen in this study
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 user their phone while shopping in store

Source: Kelsey Group 2010, Google User Behavior Study 2010
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**

- 2010: 16m
- 2011: 65m
- 2012: 101m

**Number of days to reach 1M units sold**

- 2001: 360+ days
- 2007: 74 days
- 2010: 28 days
Tablet Users are a Desirable Demographic

54% of tablet owners have income of $60K+\textsuperscript{1}

Tablet conversion rates equal to or higher than on PCs\textsuperscript{3}

63% of tablet owners have made a purchase with their device, quickly catching up to 83% of PC owners\textsuperscript{2}

Sources:
1) Nielsen, September 2010
2) JumpTap & ComScore, Nov 2011
3) Shopatron Research, June 2010
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