

What is Google Ads Display?

Google Ads Display is a platform that allows advertisers to show visual ads (images, banners, videos, responsive ads) across the **Google Display Network (GDN)**, which includes millions of websites, apps, and YouTube. Unlike search ads, which appear when someone searches for a term, display ads are **shown to users based on interests, behavior, or demographics**, helping **build brand awareness, retarget users, and drive engagement**.

Key Metrics Considered in Google Display Ads

1. **Impressions** – How many times your ad was shown.
 2. **Clicks** – Number of times users clicked your ad.
 3. **Click-Through Rate (CTR)** – Percentage of impressions that resulted in clicks.
 - Formula: $CTR = (Clicks \div Impressions) \times 100$
 4. **Conversions** – Actions completed by users that meet your campaign goal (e.g., sign-ups, purchases).
 5. **Conversion Rate** – Percentage of clicks that lead to conversions.
 6. **Cost Metrics**
 - **CPC (Cost Per Click)**: How much you pay per click.
 - **CPM (Cost Per Thousand Impressions)**: How much you pay per 1,000 ad views.
 7. **Viewable Impressions / Viewable CTR** – Ads that were actually seen by users.
 8. **Engagement Metrics** (for video/display ads) – Video views, watch time, interactions.
 9. **Quality/Performance Metrics** – Ad relevance, landing page experience, and targeting effectiveness.
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✓ **In short:** Display campaigns are measured not just by clicks but also by **how well they reach and engage the audience**, helping brands stay visible and drive meaningful actions.

Sure! Here's a **step-by-step brief breakdown** of that explanation:

Step 1: What it is

Google Ads Display is a platform for running **visual ads**.

- These can be **images, banners, videos, or responsive ads**.

Step 2: Where the ads appear

Ads are shown across the **Google Display Network (GDN)**, which includes:

- Millions of websites
- Mobile apps
- YouTube

Step 3: How it's different from search ads

- **Search ads** appear when someone actively searches for a keyword.
- **Display ads** are shown based on **user interests, behavior, or demographics**.

Step 4: Purpose / Benefits

Display ads help to:

- **Build brand awareness**
- **Retarget users** who visited your site before
- **Drive engagement** with your products or services

The **Google Ads Display Certificate** focuses on creating and optimizing campaigns on the **Google Display Network (GDN)**, which shows ads on millions of websites, apps, and YouTube. Here's a brief breakdown of what it entails:

1. Understanding Display Advertising

- How display ads differ from search ads.

- Types of display ads: text, image, video, responsive.
 - How display advertising builds **brand awareness** and **reaches broader audiences**.
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2. Campaign Setup

- Choosing campaign objectives (sales, leads, website traffic, brand awareness).
 - Targeting audiences (demographics, interests, remarketing).
 - Selecting placements for ads (websites, apps, YouTube channels).
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3. Creating Effective Ads

- Designing visually appealing ads.
 - Writing engaging headlines and descriptions.
 - Using responsive display ads to automatically adjust to available ad space.
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4. Optimizing Campaign Performance

- Using metrics like impressions, clicks, CTR (click-through rate), conversions.
 - Adjusting bids, targeting, and placements for better ROI.
 - Using Google Ads tools for performance insights and optimization.
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5. Measurement and Reporting

- Tracking conversions and audience engagement.
 - Analyzing performance reports to improve campaigns.
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✓ **In short:** This certificate shows you know how to **plan, create, run, and optimize Google Display campaigns** to reach the right audience and achieve marketing goals.