**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 ÷ Impressions) × 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.

✅ **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**.

**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).

**3. Creating Effective Ads**

* Designing visually appealing ads.
* Writing engaging headlines and descriptions.
* Using responsive display ads to automatically adjust to available ad space.

**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.

**5. Measurement and Reporting**

* Tracking conversions and audience engagement.
* Analyzing performance reports to improve campaigns.

✅ **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.