

# Google Ad Search

**Let's take a  
look at the  
search  
results  
again**

“air max on sale berlin nike online”

<https://tinyurl.com/y83v8vdt>

“air max on sale berlin”

<https://tinyurl.com/ydhxj2v9>

# Let's take a closer look at the ads

## “air max on sale berlin nike online”

Up To 40% Off Nike Air Max | Get An Extra 20% Off Nike Sale

Ad [www.nike.com/Air-Max/Sale](https://www.nike.com/Air-Max/Sale) ▼

★★★★★ Rating for nike.com: 4,1 - 1.274 reviews

Shop Vintage & Exclusive Styles. 20% Extra Off Sale Until 14/10 Use Code NJOY20

📍 Tauentzienstrasse 9, Berlin - Open today · 10:00 AM – 8:00 PM ▼

**Extra 20% Off Womens Sale**

Shop The Nike Womens Range For Less

Save With Code NJOY20 At Checkout.

**Extra 20% Off Footwear**

Shop Nike Footwear For Less.

Save With Code NJOY20 At Checkout.

## “air max on sale berlin”

Up To 40% Off Nike Air Max | Get An Extra 20% Off Nike Sale

Ad [www.nike.com/Air-Max/Sale](https://www.nike.com/Air-Max/Sale) ▼

Shop Vintage & Exclusive Styles. 20% Extra Off Sale Until 14/10 Use Code NJOY20

Deal: 20% off All Sale Items · Code NJOY20 · Valid Oct 5 - Oct 14

📍 Leipziger Platz 12, Berlin - 030 20076230 - Open today · 10:00 AM – 9:00 PM ▼

**Extra 20% Off Womens Sale**

Shop The Nike Womens Range For Less

Save With Code NJOY20 At Checkout.

**Extra 20% Off Footwear**

Shop Nike Footwear For Less.

Save With Code NJOY20 At Checkout.

**Why would  
Nike pay?**

# Why would Nike pay?

They want to be first!

air max on sale berlin nike online

All Shopping Images News Videos More Settings Tools

About 12.800.000 results (0,57 seconds)

**Up To 40% Off Nike Air Max | Get An Extra 20% Off Nike Sale**  
[www.nike.com/Air-Max/Sale](https://www.nike.com/Air-Max/Sale)  
★★★★★ Rating for nike.com: 4,1 - 1.274 reviews  
Shop Vintage & Exclusive Styles. 20% Extra Off Sale Until 14/10 Use Code NJOY20  
📍 Tauentzienstrasse 9, Berlin - Open today - 10:00 AM - 8:00 PM

|   |   |
|---|---|
| <b>Extra 20% Off Womens Sale</b><br>Shop The Nike Womens Range For Less<br>Save With Code NJOY20 At Checkout. | <b>Extra 20% Off Footwear</b><br>Shop Nike Footwear For Less.<br>Save With Code NJOY20 At Checkout. |
|---|---|

**Nike Air Max bei OTTO kaufen | Ideal für Sport & Freizeit | OTTO.de**  
[www.otto.de/Nike/Air\\_Max](https://www.otto.de/Nike/Air_Max)  
★★★★★ Rating for otto.de: 4,9 - Call waiting time: About 1 minute  
Das Neueste von Nike: Einfach & bequem bei OTTO bestellen! Modeberatung, Aktuelle Modetrends.  
Kostenlose Retouren, Figurbberatung, Langzeitgarantie möglich. Große Produktauswahl.

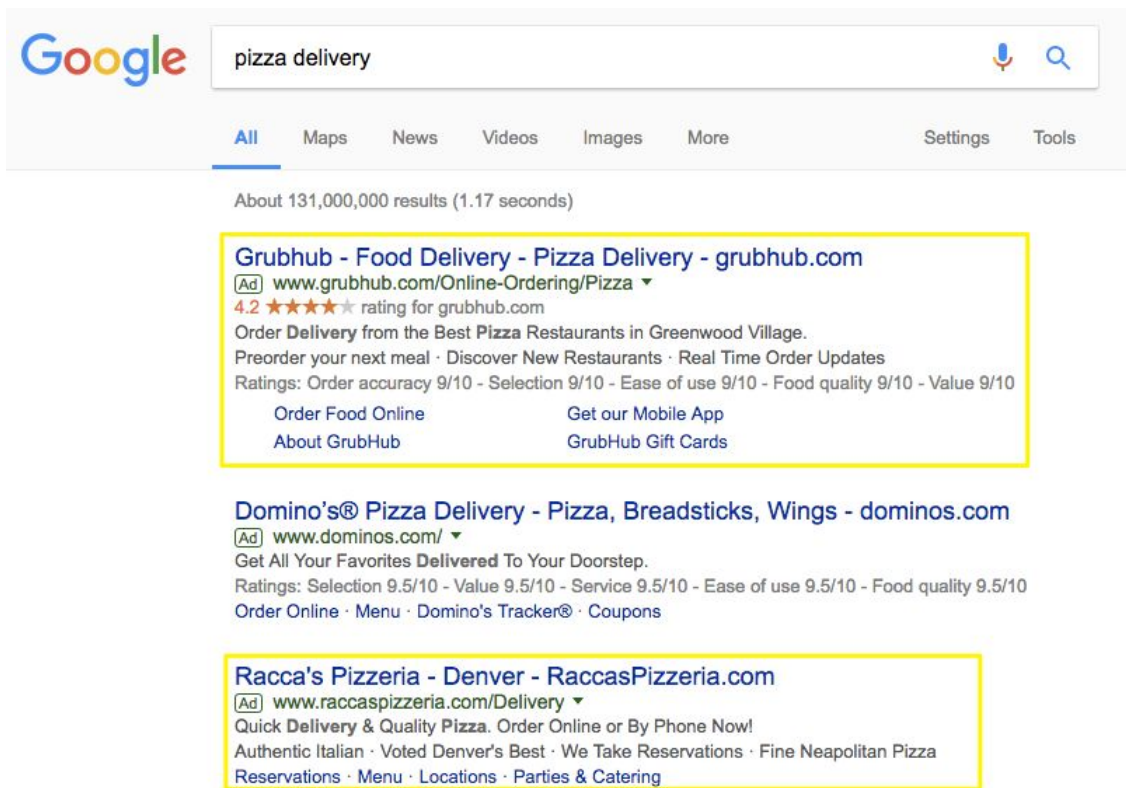
**Nike Air Max online | Sommer Sale bis zu 70% | runnerspoint.de**  
[www.runnerspoint.de/](https://www.runnerspoint.de/)  
Running & Lifestyle mit riesiger Auswahl - jetzt online bestellen! Mid-Season-Sale bis 70%.

**Nike Air Max | Footwear & Fashion für Girls | onygo.com**  
[www.onygo.com/](https://www.onygo.com/)  
Liebe auf den ersten Blick? Gib'ts bei ONYGO. It's a Girls Thing! Gratis Versand - Immer.

**Nike Shoes Online Shop | HHV**  
<https://www.hhv.de/shop/en/nike-shoes/p.v0ljUe>  
Nike Schuhe günstig online kaufen bei HHV - Urban Fashion von ... Nike. Air Max 270 Bowfin ...  
WMNS Air Force 1 Sage Low ... Air Force 1 High '07 LV8 Sport.

**Nike Store Berlin. Berlin, Berlin. Nike.com**  
[https://www.nike.com/us/en\\_us/retail/en/nike-store-berlin](https://www.nike.com/us/en_us/retail/en/nike-store-berlin)  
Visit Nike Store Berlin in Berlin, Berlin 10789. Phone Number: 0049 30263982025.

It can also  
be a mean  
to be on top  
of big  
players



Google

pizza delivery

All Maps News Videos Images More Settings Tools

About 131,000,000 results (1.17 seconds)

**Grubhub - Food Delivery - Pizza Delivery - grubhub.com**  
(Ad) www.grubhub.com/Online-Ordering/Pizza ▾  
4.2 ★★★★★ rating for grubhub.com  
Order **Delivery** from the Best **Pizza** Restaurants in Greenwood Village.  
Preorder your next meal · Discover New Restaurants · Real Time Order Updates  
Ratings: Order accuracy 9/10 · Selection 9/10 · Ease of use 9/10 · Food quality 9/10 · Value 9/10  
Order Food Online      Get our Mobile App  
About GrubHub      GrubHub Gift Cards

**Domino's® Pizza Delivery - Pizza, Breadsticks, Wings - dominos.com**  
(Ad) www.dominos.com/ ▾  
Get All Your Favorites **Delivered** To Your Doorstep.  
Ratings: Selection 9.5/10 · Value 9.5/10 · Service 9.5/10 · Ease of use 9.5/10 · Food quality 9.5/10  
Order Online · Menu · Domino's Tracker® · Coupons

**Raccas Pizzeria - Denver - RaccasPizzeria.com**  
(Ad) www.raccaspizzeria.com/Delivery ▾  
Quick **Delivery** & Quality **Pizza**. Order Online or By Phone Now!  
Authentic Italian · Voted Denver's Best · We Take Reservations · Fine Neapolitan Pizza  
Reservations · Menu · Locations · Parties & Catering

**Increase  
your visits  
fastly**

Create Ads is faster  
than waiting for your  
SEO results!

# How does Google Ad work?





# 1. Choose the keywords you want to pay for

- Keyword research
- Look at how visitors land on your website
- Use tools like <https://answerthepublic.com/>
- Keywords Planner on Google Ads

The screenshot displays the Google Ads Keyword Planner interface. The top navigation bar includes links for Home, Campaigns, Opportunities, Tools and Analysis (active), Billing, My Account, and Help. The main section is titled 'Keyword Planner' and 'Add ideas to your plan'. Below this, the 'Targeting' section shows 'United Kingdom', 'English', 'Google', and 'Negative keywords'. The 'Customise your search' section includes 'Keyword filters' (Avg. monthly searches ≥ 0, Avg. CPC ≥ £0.00) and 'Keyword options' (Hide keywords in my account, Hide keywords in my plan). The 'Include/Exclude' section is also visible. The 'Search Terms' table shows 'inbound marketing' with 1,300 average monthly searches, high competition, and an average CPC of £5.71. The 'Keyword (by relevance)' table lists various related terms with their respective search volumes, competition levels, and average CPCs. The right sidebar shows 'Your plan' information, including the save date and a message about building a new ad group.

| Search Terms      | Avg. monthly searches | Competition | Avg. CPC |
|-------------------|-----------------------|-------------|----------|
| inbound marketing | 1,300                 | High        | £5.71    |

| Keyword (by relevance)         | Avg. monthly searches | Competition | Avg. CPC |
|--------------------------------|-----------------------|-------------|----------|
| inbound marketing agency       | 260                   | High        | £2.84    |
| what is inbound marketing      | 170                   | Medium      | £2.84    |
| inbound and outbound marketing | 30                    | Medium      | £0.00    |
| inbound marketing services     | 30                    | High        | £11.89   |
| search engine optimisation     | 8,100                 | High        | £5.05    |
| internet marketing             | 4,400                 | High        | £3.05    |
| what is marketing              | 5,400                 | Low         | £0.41    |

## 2. How much are you willing to spend?

- Take your Return On Investment into account:

$$\text{ROI} = (\text{Gain from Investment} - \text{Cost of Investment}) / \text{Cost of Investment}$$

**How much profit you've made from your ads compared to how much you've spent on those ads.**

- Follow Google Ads recommendations

The screenshot shows the Google Ads Keyword Planner interface. The top navigation bar includes links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, My Account, and Help. The main section is titled 'Keyword Planner' and includes a search bar with 'inbound marketing' entered. The 'Targeting' section on the left shows 'United Kingdom', 'English', 'Google', and 'Negative keywords'. The 'Customise your search' section includes 'Keyword filters' (Avg. monthly searches > 0, Avg. CPC > £0.00), 'Keyword options' (Hide keywords in my account, Hide keywords in my plan), and 'Include/Exclude'. The 'Ad group ideas' and 'Keyword ideas' tabs are visible. The 'Keyword ideas' tab is active, showing a table of keyword suggestions. The table has columns for 'Search Terms', 'Avg. monthly searches', 'Competition', and 'Avg. CPC'. The 'Search Terms' column lists various keywords related to inbound marketing. The 'Avg. monthly searches' column shows the number of searches for each keyword. The 'Competition' column shows the level of competition (High, Medium, Low). The 'Avg. CPC' column shows the average cost per click for each keyword. Annotations 1, 2, 3, and 4 are present: 1 points to the 'Search Terms' column, 2 points to the 'Avg. monthly searches' column, 3 points to the 'Competition' column, and 4 points to the 'Avg. CPC' column.

| Search Terms                   | Avg. monthly searches | Competition | Avg. CPC |
|--------------------------------|-----------------------|-------------|----------|
| inbound marketing              | 1,300                 | High        | £5.71    |
| inbound marketing agency       | 260                   | High        | £2.84    |
| what is inbound marketing      | 170                   | Medium      | £2.84    |
| inbound and outbound marketing | 30                    | Medium      | £0.00    |
| inbound marketing services     | 30                    | High        | £11.89   |
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| internet marketing             | 4,400                 | High        | £3.05    |
| what is marketing              | 5,400                 | Low         | £0.41    |

# 3. Structure your account and create the ads

Google car insurance

Web Maps News Images Shopping More Search tools

About 560,000,000 results (0.34 seconds)

**Good**

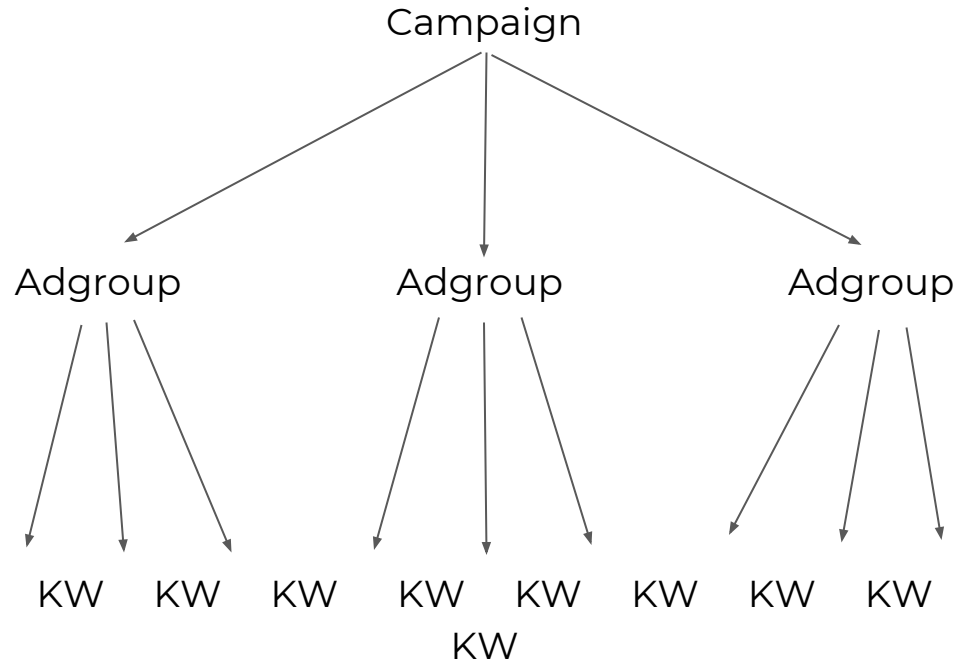
**\$19 for Car Insurance? - GEICO.com**  
Ad [www.geico.com/](http://www.geico.com/) ▼  
4.7 ★★★★★ rating for geico.com  
Inconceivable! Quote with GEICO, See How Much You Could Really Save.  
Ratings: Ease of purchase 10/10 - Policy selection 9/10  
GEICO Insurance has 8,741 followers on Google+  
Get a Quote - Join the Millions - 75 Years of Service - Discounts

**Esurance Car Insurance - esurance.com**  
Ad [www.esurance.com/Oregon](http://www.esurance.com/Oregon) ▼  
Same Big Discounts & Great Service. Now part of the Allstate Family.  
Esurance has 4,421 followers on Google+

**Bad**

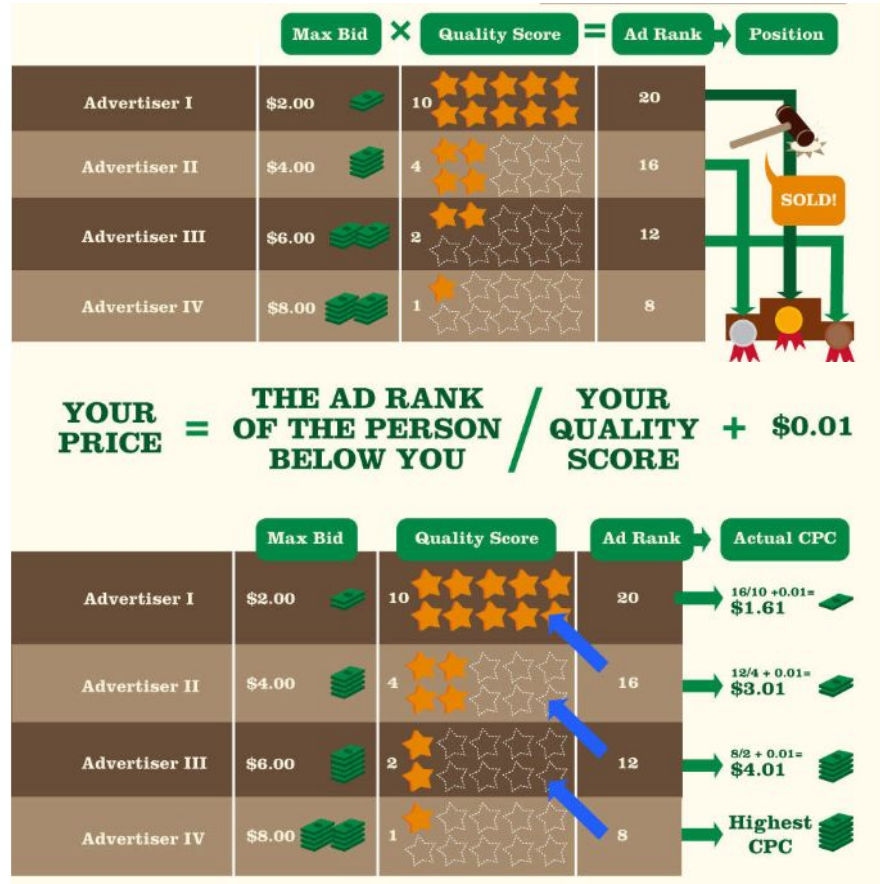
**Progressive Car Insurance - Progressive.com**  
Ad [www.progressive.com/](http://www.progressive.com/) ▼  
Named #1 Car Insurance Website. Get A Free Online Quote Now.

### 3. Structure your account and create the ads



# On Google's side

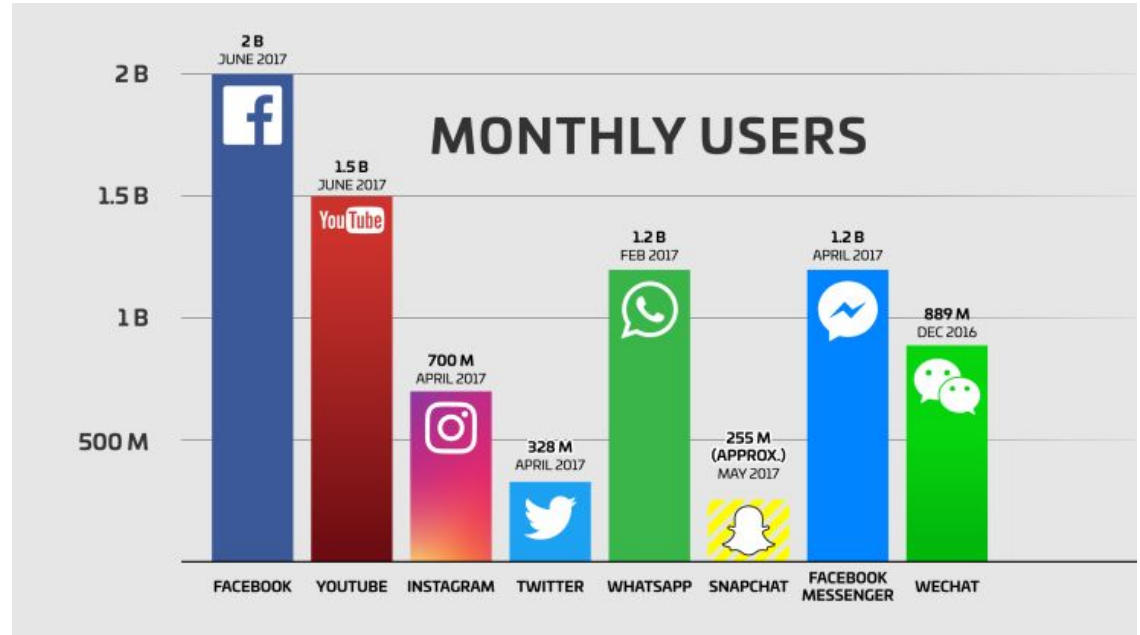
1. **Approve** the ad, or not
2. When a query is being done, need to choose which ad will appear:
  - a. Look at the **CPC Bid**
  - b. Look at the **Quality Score**
3. Define the **price** you'll pay



# Paid Social Advertising

**Where  
would you  
go?**

# Where would you go?

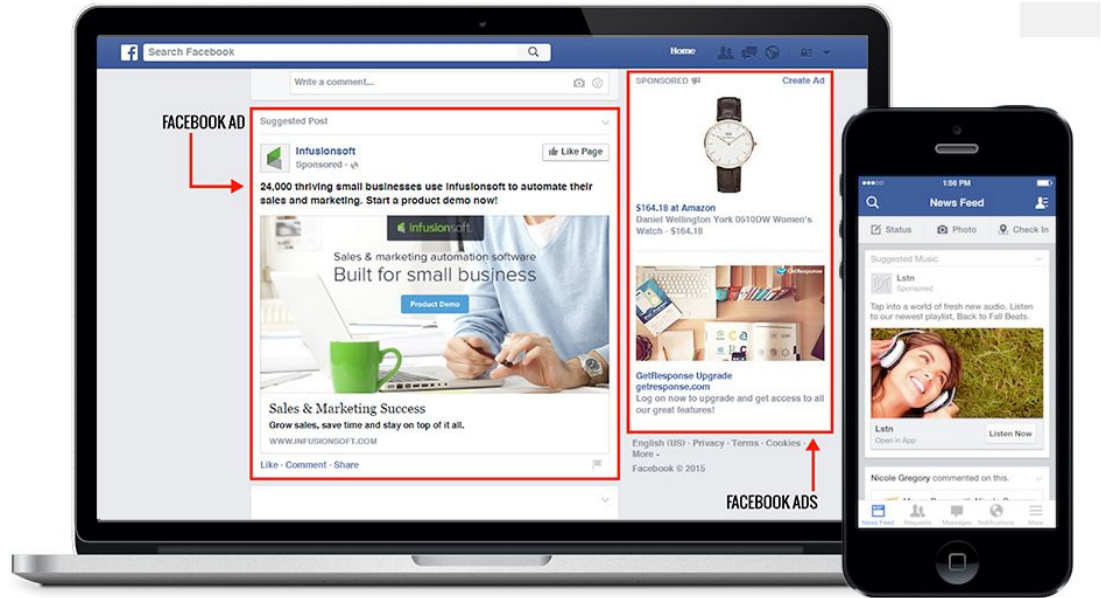




# But careful





# Paid ads on Facebook



**What is the  
difference  
with Google  
Ad Search?**





# How to recognize an ad?

 **Formlabs**  
Sponsored · 

Professional quality 3D printing at an affordable price. Push the limits of what's possible with Form 2. Request a free sample!

[Request a Sample](#)





FORMLABS.COM

**The 3D Printer Trusted By Professionals Worldwide**

[Learn More](#)

 **hessnatur**  
Sponsored · 

Green Fashion: Herbstmode - nachhaltig und fair produziert. Ökologisch, sozial und verantwortlich!



HESSNATUR.COM

**Öko-Mode mit sozialer Verantwortung shoppen!**

Unsere neue Herbst Kollektion! - Unter Einhaltung strengs...

[Shop Now](#)

# 1. Ads inside the newsfeed Photos

 **DCI Digital Career Institute**  
Sponsored · 

Learn about our full time courses to become a Web Developer.

-  Courses are financed via Jobcenter.
-  No prior experience required.
-  Full time courses only



THU, OCT 11 AT 5 PM



**Düsseldorf: Career in web development**

Rheinfabrik · Düsseldorf

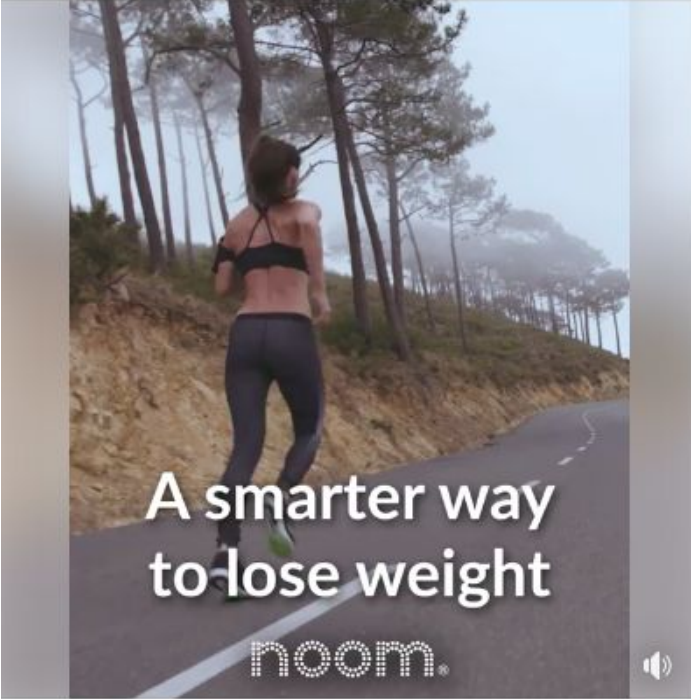
86 people interested · 22 people going

★ Interested

# 1. Ads inside the newsfeed Videos

 **Noom**  
Sponsored · 

#lifegoals. Noom can help you get there.



A smarter way  
to lose weight  
noom®

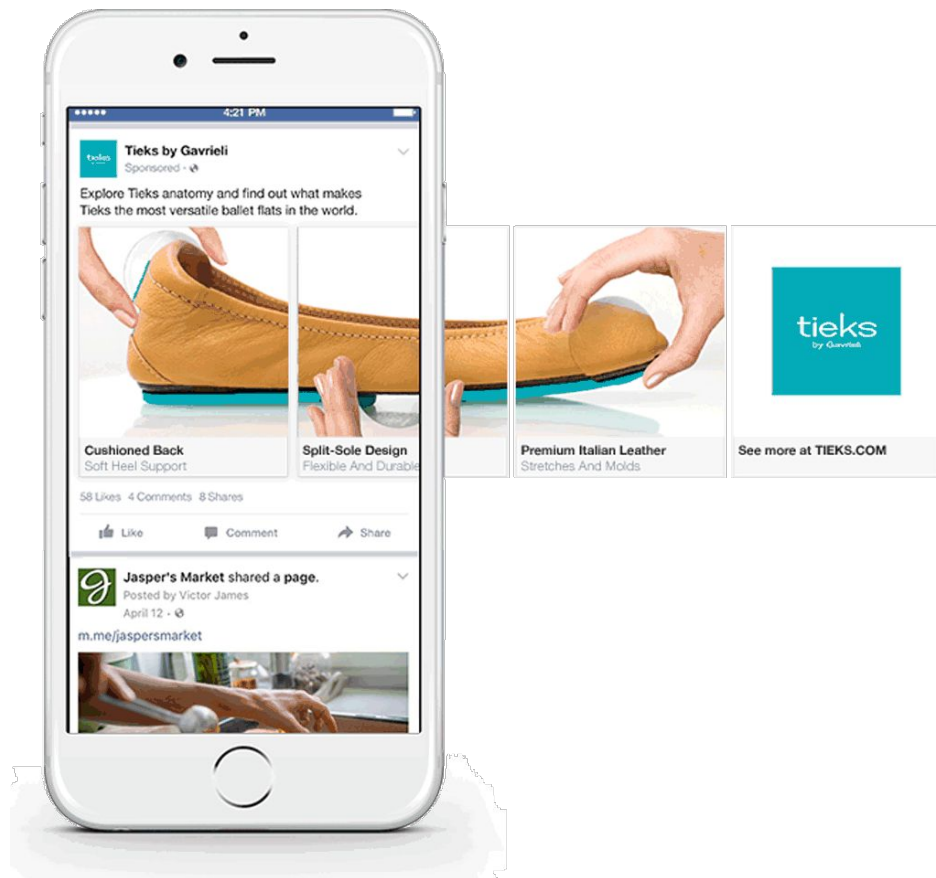
WWW.NOOM.COM

**Lose weight for good**

Join 45 million+ regular people learning to push past plateaus and tame temptations without starving or stressing out. Noom's 16-week course gives you the behavior change...

[Learn More](#)

# 1. Ads inside the newsfeed Carousel



# 1. Ads inside the newsfeed Slideshow



Stance

Sponsored · 🌐



Make a statement with Stance Socks.



**Shop Our Favorites.**

Tried and true designs that we love.

[www.stance.com](https://www.stance.com)

Shop Now



# 1. Ads inside the newsfeed Collection Ads



**Michael Kors**

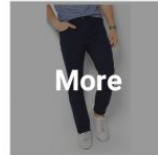
Sponsored • 



Our top picks for every guy on your list.  
**#GiveKors**



**Gifts For Him**



**More**

# 1. Ads inside the newsfeed

## Dynamic Ads



The New York Times

Sponsored · 



Firsthand reporting that brings you the facts.

Now just ~~€2~~ €1 a week.

The New York Times

[www.nytimes.com](http://www.nytimes.com)

**Limited-time offer.**

Subscribe today.

LEARN MORE

## 2. Right-hand sidebar on desktop



Art

★ Interested

Share



...

le price. Push the limits of  
ample!



Sponsored

Create Ad

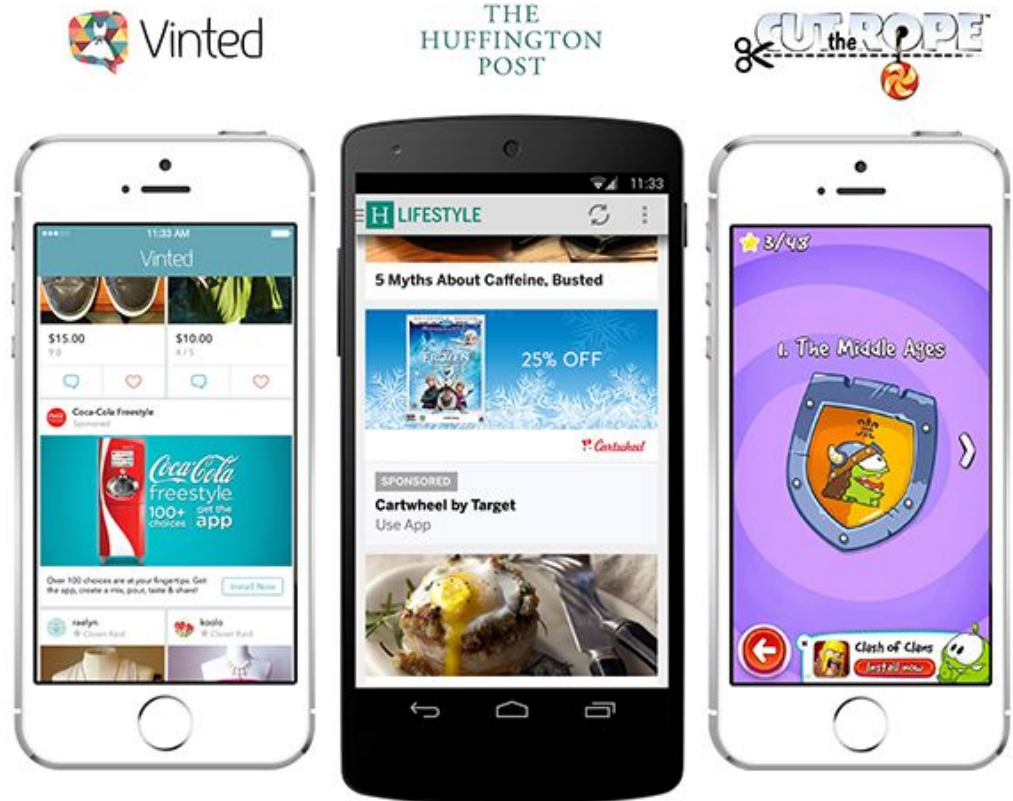


Mit Video-Marketing auffallend auftreten!  
[bfb.de/video-marketing](https://bfb.de/video-marketing)  
Ein Video sagt mehr als 1.000 Worte. Setze die  
Wunderwaffe Video-Marketing richtig ein!

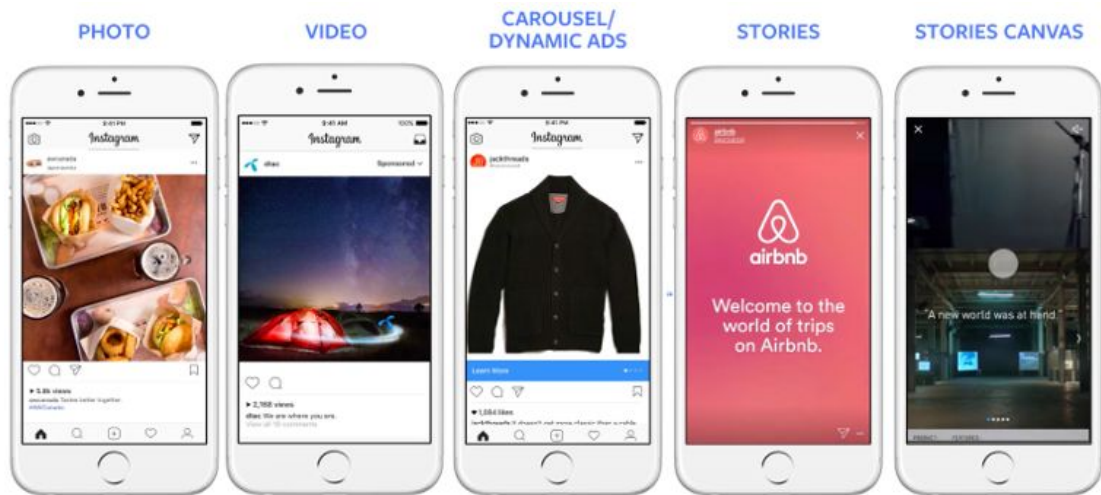


IEC Info-Runde zum Auslandsstudium in B...  
[www.ieconline.de/veranstaltungen](https://www.ieconline.de/veranstaltungen)  
Erfahrt in kompakten 60 Minuten die wichtigsten  
Infos zum Auslandsstudium! 🌟 ➔ Kostenlos  
un...

# 3. Audience network on mobile



# 4. Instagram



# How to create an ad?

## 1. Choose an objective

What's your marketing objective? [Help: Choosing an Objective](#)

| Awareness       | Consideration                                  | Conversion    |
|-----------------|--|---------------|
| Brand awareness | Traffic  | Conversions   |
| Reach           | <input checked="" type="checkbox"/> Engagement | Catalog sales |
|                 | App installs                                   | Store visits  |
|                 | Video views                                    |               |
|                 | Lead generation                                |               |
|                 | Messages                                       |               |

## 2. Name the campaign

### Engagement

Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.

Post engagement Page likes Event responses

**Campaign Name** ⓘ

---

**Create Split Test** ⓘ ☐ A/B test your creative, placement, audience, and delivery optimization strategies

**Budget Optimization** ⓘ ☐ Optimize budget across ad sets

[Set Up Ad Account](#)

# How to create an ad?


## 3. Choose your target

Locations ⓘ People who live in this location ▼

United States

California

Include ▼ Type to add more locations Browse



Drop Pin

Add Locations in Bulk

Age ⓘ 18 ▼ - 29 ▼


Gender ⓘ All Men Women

**Create Multiple Ad Sets in One Step**

Add variables for locations, detailed targeting, age ranges and Custom Audiences to quickly create multiple ad sets at one time.

Create Multiple Ad Sets

**Audience Size**



Specific Broad

Your audience selection is fairly broad.

Potential Reach: 4,400,000 people ⓘ

**Estimated Daily Results**

Reach  
700 - 1,000

Detailed Targeting ⓘ **INCLUDE** people who match at least ONE of the following ⓘ

Interests > Additional Interests

Lewis Hamilton

Add demographics, interests or behaviors | Suggestions | Browse

and **MUST ALSO** match at least ONE of the following ⓘ

Interests > Additional Interests

MERCEDES GP PETRONAS F1 TEAM

Add demographics, interests or behaviors | Suggestions | Browse

**EXCLUDE** people who match at least ONE of the following ⓘ

Interests > Additional Interests

Nico Rosberg

Add demographics, interests or behaviors | Suggestions | Browse

Narrow Further

# How to create an ad?

## 4. Choose your ad placement

### Placements

Show your ads to the right people in the right places.

☐ **Automatic Placements (Recommended)**

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook. [Learn more.](#)

☒ **Edit Placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

### Device Types

All Devices (Recommended) ▼

### Platforms

|                    |                                     |
|--------------------|-------------------------------------|
| ▶ Facebook         | <input checked="" type="checkbox"/> |
| ▶ Instagram        | <input type="checkbox"/>            |
| ▶ Audience Network | <input type="checkbox"/>            |
| ▶ Messenger        | <input type="checkbox"/>            |



# How to create an ad?

## 5. Set your budget and schedule

### Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ

Daily Budget ▼

\$11.00

\$11.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ

☒ Run my ad set continuously starting today

☐ Set a start and end date

You'll spend no more than **\$77.00** per week.

Optimization for Ad Delivery ⓘ

**Page Likes** - We'll deliver your ads to the right people to help you get more Page likes at the lowest cost.

Bid Strategy ⓘ



#### Updates to Bidding Options ...

We've restructured our bidding options to better meet your goals, whether you're looking for cost efficiency, volume or stability. The options available vary based on your optimization for ad delivery.

[See what's changed](#)

**Lowest cost** - Get the most Page likes for your budget ⓘ

☐ Set a bid cap

When You Get Charged ⓘ

☒ Impression

☐ Page Like

Ad Scheduling ⓘ

☒ Run ads all the time

☐ Run ads on a schedule

Delivery Type ⓘ

☒ **Standard** - Get results throughout your selected schedule


☐ **Accelerated** - Spend your budget and get results as quickly as possible

# How to create an ad?


## 6. Create the ad

### Format


Choose how you'd like your ad to look.

☐


**Carousel**  
Create an ad with 2 or more scrollable images or videos

☒


**Single Image**  
Create up to 6 ads with one image each at no extra charge

☐

**Single Video**  
Create an ad with one video

☐

**Slideshow**  
Create a looping video ad with up to 10 images

☐

**Collection**  
Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)



#### ☐ Add a Fullscreen Experience

Add a fullscreen landing page that opens instantly when someone interacts with your ad on a mobile device. Use Canvas to feature images, videos, products and call-to-action buttons that link to your app or website. [Learn more.](#)

# A good example

The image shows a Facebook post from Hootsuite, marked as 'Sponsored'. The post contains the following text: 'Start saving time on social.', 'Manage all your social networks from one simple dashboard with Hootsuite Pro. Try it free for 30 days!', and 'Free 30-Day Trial of Hootsuite Pro'. Below this is a photo of a woman smiling at a laptop, with the Hootsuite logo in the bottom right corner. Further text reads: 'Join 10 million+ professionals using Hootsuite to manage their social media. Easily connect all your social networks, reach your customers, and grow your business.' At the bottom, there is a 'Sign Up' button and a link to 'HOOTSUITE.COM'. The post's engagement bar at the very bottom shows 'Like · Comment · Share · Buffer' and a count of '6'.

Annotations with arrows point to the following elements:

- Emotional:** Benefit (points to 'Start saving time on social.')
- Rational:** Great Features (points to 'Manage all your social networks from one simple dashboard with Hootsuite Pro.')
- Emotional:** Happy and relaxed, +more time (points to the photo of the woman smiling)
- Rational:** No risk, it's free to try (points to 'Free 30-Day Trial of Hootsuite Pro')
- Social Proof:** 10 million users! (points to 'Join 10 million+ professionals using Hootsuite...')

**Emotional:** Benefit

**Rational:** Great Features

**Emotional:** Happy and relaxed,  
+more time

**Rational:** No risk, it's free to try

**Social Proof:** 10 million users!

# What to optimise here?



EE · Suggested Post

Like Page

Enjoy unlimited minutes, texts and a full 10GB of data when you choose the HTC One Mini. Just £37.99 on double speed 4GEE Extra.



**Experience the HTC One Mini on 4GEE Extra now**

[shop.ee.co.uk](http://shop.ee.co.uk)

Get the HTC One Mini on 4GEE Extra with 10GB data on a £37.99 plan.

Share · · Sponsored

# What to optimise here?

Suggested Post



O2

Sponsored · 🌐

👍 Like Page



Order a free sim from O2 today and get £10 to spend at @prezzybox.com when you top up.



Free SIM

O2.CO.UK

Share

# What to optimise here?



**Notonthehighstreet.com** · Suggested Post

Like Page

Want to celebrate a special moment with your mum this Mother's Day?  
Turn your photo into a Giant Polaroid Canvas Print



**Notonthehighstreet.com**  
Notonthehighstreet.com

Share · · Sponsored

# What to optimise here?

Suggested Post



Barclaycard

Sponsored · 🌐

👍 Like Page



New To Credit? We accept one person every 4 minutes



34.9% APR Representative (Variable)

Barclaycard Initial

ADFARM.MEDIAPLEX.COM

Share

# Also LinkedIn and Twitter

**talent.io**  
talent.io 4,989 followers  
Promoted

🏠 Let N26, Medigo, home24, and 2000+ companies apply to you  
📝 Get 5+ job offers in one week  
💰 Salaries: €35k - €100k ...see more

You deserve a better job

talent.io

|                      |         |
|----------------------|---------|
| Front-End Developer  | €50,000 |
| ✓                    | ✗       |
| Full-Stack Developer | €60,000 |
| ✓                    | ✗       |
| Mobile Developer     | €55,000 |
| ✓                    | ✗       |

You deserve a better job  
talent.io

80 Likes · 6 Comments

👍 Like 💬 Comment ➦ Share

**Intuit QuickBooks UK** @QuickBooksUK · 30 Nov 2015

Manage your business finances all in one place and save time by linking your ecommerce apps

**Accounting for ecommerce businesses just got easier**

intuit QuickBooks.

Try for free now!  
intuit.co.uk

Learn more

🔄 9 ❤️ 80 ...

📌 Promoted