

Affinity Audiences on Search

Reach engaged users based on a holistic picture of their lifestyles, passions, and interests while achieving TV-like scale

How do Affinity Audiences work?

Step 1



Algorithms leverage searches on Google, YouTube, Google Maps, and more to identify patterns of behavior to differentiate interest in real time.



Step 2



With these patterns the system recognizes a user's passion and places it in the corresponding affinity audience on YouTube, Display and Search.



Step 3



By targeting these audiences in your campaigns, you can show ads to the people most likely to be enthusiastic about these themes.

Benefits of Affinity Audiences

- 1 Deliver to an enthusiastic audience**
Affinity audiences reflect users' real passion by leveraging clear intent signals.
- 2 Achieve broader reach**
Affinity audiences are designed to reach your ideal audience on the web.
- 3 Engage with users beyond just demographics**
Go beyond a demographic strategy & reach users in a more engaging way than TV.

Implementation

In the new AdWords interface:

- Navigate to the 'Audience' tab
- Select the 'Edit' arrow in the top left-hand corner
- Select the campaign where to add targeting
- Select your preferred targeting method
- Choose 'Affinity' (the segments will populate within the left-hand window for you to select)
- Scroll down and hit 'Save'

Affinities are relevant, large scale & updated in real time

Before serving every impression to a user, we determine their most recent and prevalent areas of passion and serve them ads based on the most relevant affinity audiences. As a result, we are always reaching users with fresh data.

[Learn more about Affinity Audience targeting](#)

How to get started

Use affinity audience targeting to generate awareness and drive consideration of your brand at scale. Follow these steps to identify and leverage audiences whose users have demonstrated a qualified interest in topics relevant to your brand.

Choose relevant affinities

Leverage your customer insights to determine relevant affinity audiences based on your brand, product category or shoppers.

Match selection with audience insights

Use audience insights to identify in which of your relevant affinity audiences your existing users over-index.

Add to campaigns & adjust to performance

Apply with 0% bid modifiers & observation. Review results & adjust modifiers to maximize performance within your targets.

Affinity segments

Choose from over 100 affinity segments (soon more!), including:

Outdoor Enthusiasts	Foodies
Sports Fans	Shopaholics
Health & Fitness Buffs	Business Prof.
Family-Focused	Avid Investors
Pet Lovers	Value Shoppers
Travel Buffs	Fashionistas
Gamers	Technophiles
Movie Lovers	Home Decor -
News Junkies	Enthusiasts