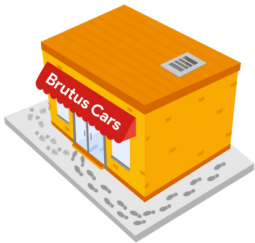


In-Market Audiences for Search

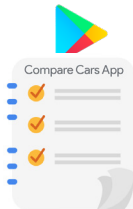
Drive higher consideration among people actively researching and intending to buy products and services you offer

How does In-Market Audiences for Search work?

Harnessing powerful user signals like recent searches, ad clicks, video views and app downloads, Google is able to identify groups of users whose online behavior indicates clear intent to purchase, versus simply interest in a given product or service category.



User searches for car dealership on Google and clicks ad



User downloads a car comparison app



User watches a video about car financing options



User is in-market for purchasing 'Auto & Vehicles'

Benefits of In-Market Audiences for Search

1

Relevant and refreshed

Google's In-Market algorithm reevaluates user intent signals in real-time to ensure high relevance.

2

Reach users at scale

Billions of daily search users, organized into 24 top-level categories and 500+ segments.

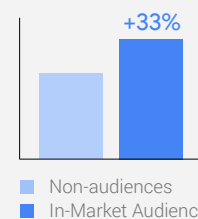
3

Customization & control

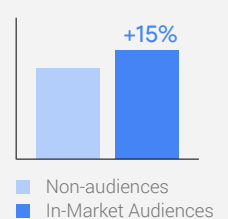
Create campaigns with better performance compared to non-audience campaigns.

Performance uplift*

Click-through Rate



Conversion Rate



* Average across advertisers on Google.com, 05/2018. Results may vary.

How to get started with In-Market Audiences

Start by selecting audience segments that align topically with the products & services being offered. Apply the lists to all relevant Search campaigns as observations with 0% bid modifiers to collect as much data as possible. After a couple of weeks, review reporting to understand relative performance to target and apply bid modifiers to maximize your performance.

Frequently Asked Questions

Can In-Market Audiences be applied to shopping campaigns?

In-Market Audiences for Shopping is currently in closed beta and is expected to launch during H2 2018.

What's the suggested strategy when applying In-Market Audiences with RLSA campaigns?

In-Market is intended to be applied to the same campaigns as RLSA lists. Given the broad adoption of RLSA for re-engaging existing customers, In-Market can help you reach new customers on the same keywords.

Is keyword targeting required when applying in-market lists?

Yes, campaigns using In-Market need to have keyword targeting enabled or they need to be running DSA.

Which bulk-implementation solutions support in-market Audiences?

AdWords Editor (v12.3) and AdWords API (v201702 and newer) are both compatible.

In-Market segments

Choose from ca. 500 segments* across 24 main categories, including:

Apparel and Accessories	Education
Autos & Vehicles	Employment
Baby & Children's Products	Financial Services
Beauty Products & Services	Gifts & Occasions
Business Services	Home & Garden
Computers & Peripherals	Real Estate
Consumer Electronics	Sports & Fitness
Consumer Software	Telecom
Dating Services	Travel

* Relevant In-Market segments will populate in the 'Audiences' tab in the 'Intent' section in the new Adwords Interface.