

# Adwords workbook 2017 edition

## advertising on google adwords youtube and the d

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**What is display network in Google AdWords?** A group of more than 2 million websites, videos, and apps where your ads can appear. Display Network sites reach over 90% of Internet users worldwide\*.

**What is the difference between Google Ads and Google Display Network?** Google Display Network vs. Your Google Search Network ads can show in Google search results and other Google partner search sites when people search for phrases related to your keywords. With the Google Ads Display Network, however, your ads show up while people are visiting other sites, apps, and videos.

#### **How do Google sponsored ads work?**

**What is a Google search ad?** Search ads are keyword-driven digital ads. The search term a user enters determines which ads appear on the search engine results page (SERP). These ads can appear across Google's Search Network. They can display at the top, at the bottom, or next to search results on: Google Search.

**What is the YouTube Display network?** The Google Display Network is comprised of Google properties like YouTube, Google Finance, Gmail, and others that offer display advertising, as well as a network of millions of partner sites and mobile apps on which you can place your ads.

**What is AdWords display advertising?** Display campaigns serve visually engaging ads on the Google Display Network. The Display Network helps you reach people as they browse millions of websites, apps, and Google-owned properties (such as YouTube and Gmail).

**Are Google Ads and YouTube ads the same?**

**What is the difference between GDN and GSN?** Ads placed on the GSN are text-based and generally targeted toward people who are actively searching for a specific product or service. The Google Display Network (GDN), on the other hand, houses visual ads that appear on more than 2 million websites and reach over 90% of internet users across the globe.

**What is Google AdWords?** Google AdWords—now rebranded to Google Ads—is a digital advertising platform that allows you to get your ads in front of your target market. There are different ways to employ Google Ads, and you need to think about how you can maximize your conversion rate.

**How do Google Ads work for YouTube?** How it works. You can create compelling Video campaigns with a range of ad formats to engage customers in different ways on YouTube and through Google video partners. Skippable in-stream ads play before, during, or after other videos. After the ad plays for 5 seconds, the viewer is given the option to skip it.

**How to use Google AdWords?**

**How do sponsored ads work on YouTube?** Ads are served through the ads auction, Google Ad Manager, and other YouTube-sold sources. Once you turn on monetization, it may take some time for ads to show up. The ads on your video are automatically chosen based on context like your video metadata and whether the content is advertiser-friendly.

**How do Google display ads work?** Display campaigns let you reach a relevant audience with visually engaging ads as they browse millions of websites, apps, and Google-owned properties (such as YouTube) to achieve your marketing objectives. A Display campaign is one campaign type available to you in Google Ads.

**What is the difference between Google Ads and display ads?** Meaning, search ads only appear to those who are already searching for your product or service, while display ads are paid placements that appear based on various targeting parameters.

**What is the difference between Google search network and display network?**

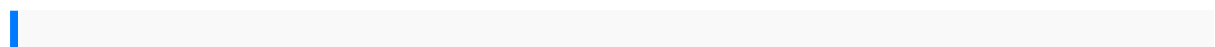
The Display Network targets people higher up the sales funnel than the Search Network does. Typically, people searching for a product or service on Google are already in a buyer's frame of mind. They are specifically searching for the product/service with the intention to purchase it.

**What do display ad networks do?** In other words, they are collections of websites and applications that serve display ads. Using these networks, publishers connect with advertisers to sell them their ad inventory. This way, they can monetize content and website traffic without necessarily requiring subscriptions or purchases from their users.

**Should you use Google Display network?** You want to familiarize people with your brand: Many advertisers leverage the Display Network to promote brand awareness. Since the GDN is so expansive, it offers many opportunities for advertisers to connect with their audiences. Don't worry—this doesn't mean you'll be “shooting in the dark” with your display ads.

**What is the difference between Google Display network and DSP?** Even though GDN technically falls under the category of a demand-side platform, its capabilities are quite constrained when compared to those of a real DSP. In reality, Google offers a fully functional DSP called “Display and Video 360,” which offers considerably more advanced targeting and reporting options.

**Is Google Display network an ad exchange?** In contrast, the GDN is just one ad exchange. This means more available inventory and space for your ads to show. It also allows for use of creative formatting options not available with GDN like audio ads, connected TV and native video.



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