

DIFFERENT TYPES OF GOOGLE ADS & IT'S IMPORTANCE

WHAT IS THE IMPORTANCE OF GOOGLE ADS....?

To reach Wider Range of Audience

Target Specific Audience Based upon their
DEMOGRAPHICS,
INTEREST,
ONLINE BEHAVIOR

DEMOGRAPHICS

AGE

GENDER

QUALIFICATION

LOCATION

MARTIAL STATUS

OCCUPATION

INCOME LEVEL

INTEREST

Are They Regularly Doing Shopping

Arey they Studying Online

ONLINE BEHAVIOR

BROWSING BEHAVIOR

LIKES

WANTS

INTERESTS

NEEDS

Track the Performance and Optimize the Campaign

Measure the Return of Investment

DIFFERENT TYPES OF ADS

① SEARCH AD

Search Ads are Also Called as "Text Ads"

Because the Ad is shown in the form of a **TEXT**

WHERE WE CAN SEE THE SEARCH AD....?

Search Ad will appear only on **GOOGLE SERP PAGE**

Search Engine Result Page.

② DISPLAY AD

Ads are also called as **BANNER ADS**

This Banner ads will get appear on **OTHER WEBSITES & APPS** as well.

③ VIDEO ADS

Video Ads are shown on youtube as youtube is partner for google