

## **A PROJECT REPORT ON**

### **Creation of A Google Ads - Campaign**

**DOMAIN:** Digital Marketing

### **DOCUMENTATION**

### **UNDER THE GUIDANCE OF**

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**DEPARTMENT OF ELECTRONICS AND COMMUNICATION  
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**KRISHNASAMY COLLEGE OF ENGINEERING & TECHNOLOGY**

**ANNA UNIVERSITY: 2020-2024.**

## **BONAFIDE CERTIFICATE**

Certified this project report “**Creation of A Google Ads - Campaign**” is the bonafide work of **M.Akshaya** (421320106002), **R.Sasikala** (421320106032), **R.Sathya** (421320106033), **S.Umamaheswari** (421320106037) who carried out the project under my supervision.

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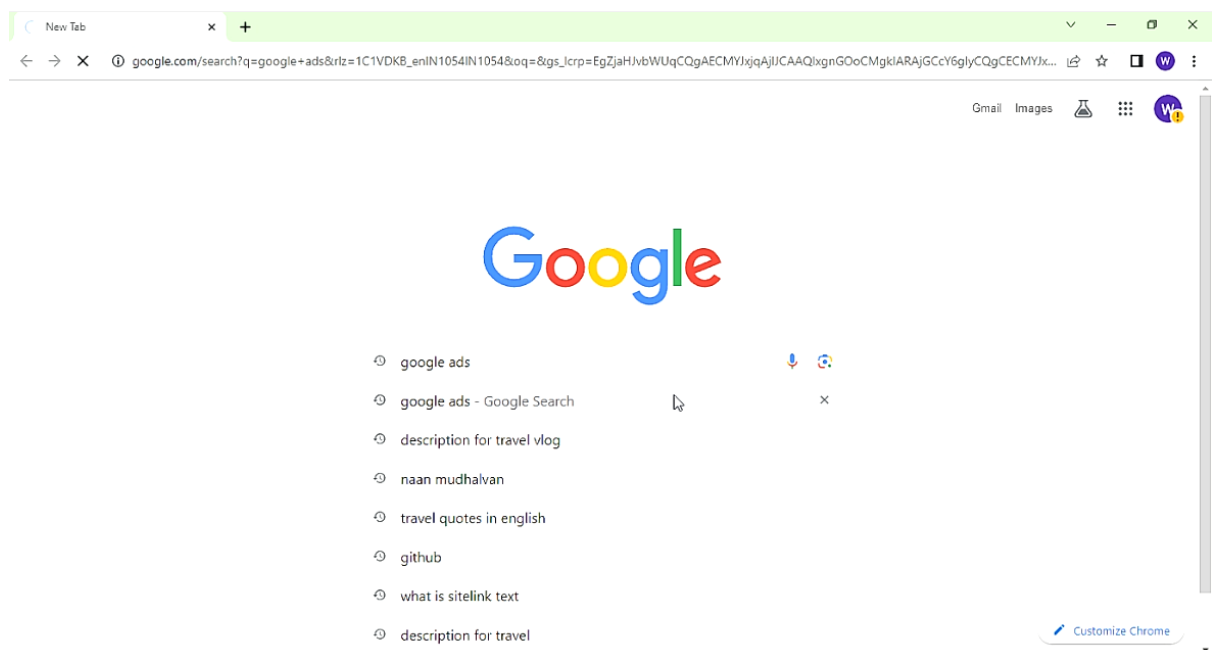
Cuddalore – 607109.

## How to Create a Google Ads Campaign:

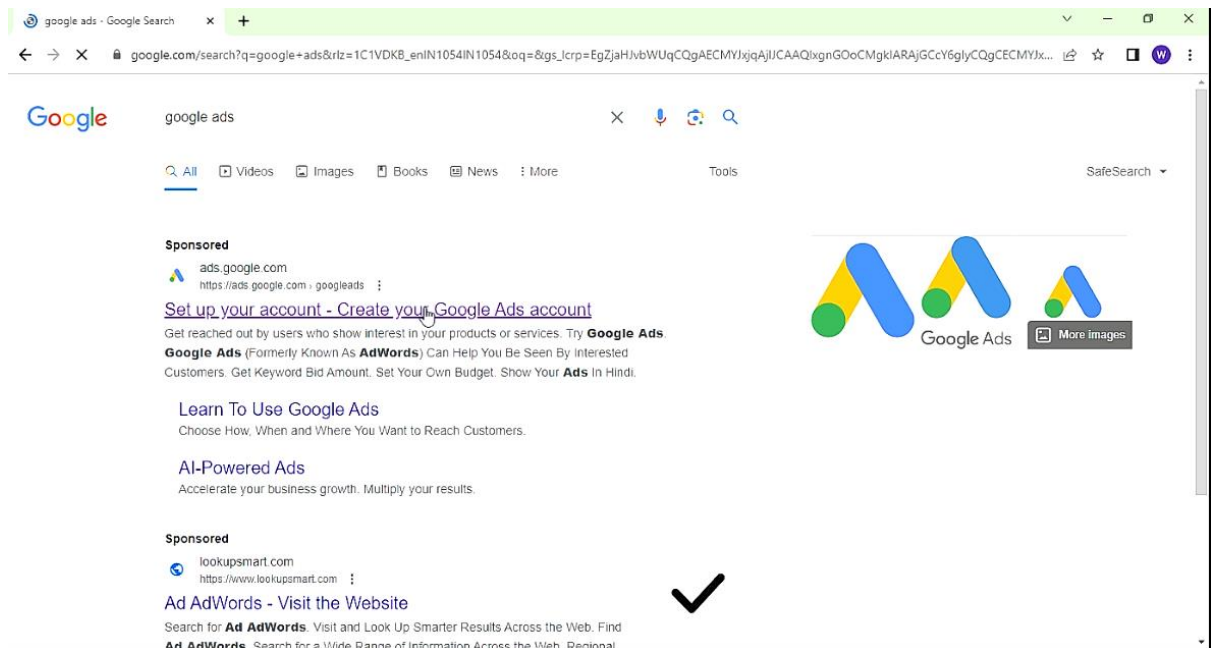
“In the digital age, establishing a strong online presence is paramount for brand success. Creating a Google Ads campaign offers a powerful means to achieve this goal. By carefully defining campaign objectives, identifying your target audience, and conducting thorough keyword research, you can ensure your ads reach the right people at the right time. Craft compelling ad copy and visuals that resonate with your brand message, and choose from various ad formats to suit your campaign’s objectives. Regular monitoring and optimization of your campaign are essential to maximize ROI. A well executed Google ads campaign can significantly enhance brand visibility, attract quality traffic, and drive conversions, helping your brand thrive in the competitive online landscape”.

## NAVIGATION STEPS TO CREATE GOOGLE ADS – CAMPAIGN

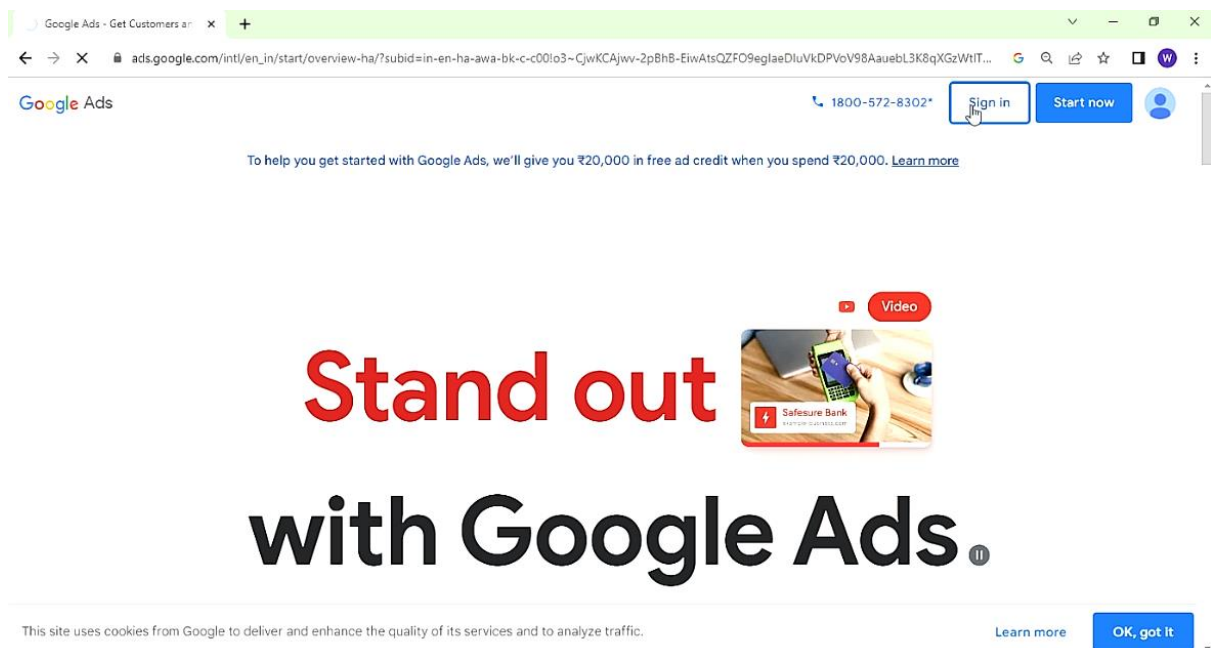
### Step 1.Search “Google Ads”



## Step 2. Select Google Ads



## Step 3. Sign up



### Step 4.Campaign Objective & Campaign Type

wayfarling - Google Ads

ads.google.com/aw/signup/business?ocid=1498799414&euid=1018162490&\_\_u=3359404010&uscid=1498799414&\_\_c=8969972486&authuser=0&subid=in...

Google Ads Create your first campaign

336-123-9198 wayfarling  
wayfarlingwithus@gmail.com

Choose a campaign type

☐ Add business information

☒ Create your campaign

- Choose goal
- Choose campaign**
- Create Ads
- Choose audience
- Set bid strategy
- Set budget

☐ Enter payment details

**Recommended for you**  
Suggested because this unified campaign type is optimized to achieve your conversion goals

**Performance Max** RECOMMENDED  
Reach audiences across all of Google with a single campaign  
[See how it works](#)

☐

**Other campaign types**

**Search**  
Get in front of high-intent customers at the right time on Google Search

☐

**Display**  
Reach customers across 3 million sites and apps with engaging creative

☐

Need help? Call for free ad setup help at 1800-572-8304, 9.00 am to 6.00 PM IST, Mon-Fri. [Help articles](#)

Chat with us

## Step 5.New Campaign

The screenshot displays the Google Ads 'New campaign' setup interface. The top navigation bar includes the Google Ads logo and the text 'New campaign'. The left sidebar shows the campaign structure: 'Demand Gen - 2023-10-...' (expanded), 'Ad group 1', and 'Ad 1'. The main content area is divided into sections: 'Campaign name' (with a text input field containing 'Demand Gen - 2023-10-27'), 'Campaign goal' (with 'Conversions' selected and a description: 'Get more sales or other conversion actions with your audiences by using a conversion based bid strategy'), and 'Conversion goals' (with a description: 'Set a budget to view performance estimates for this campaign'). The right sidebar shows the campaign status: 'Available campaign impressions', 'Estimated campaign results', and 'Set a budget to view performance estimates for this campaign'.

### Step 6. Campaign Name

## Step 7. Creation of Website URL

The screenshot shows the Google Ads 'New campaign' setup page for a Demand Gen campaign. The left sidebar shows the campaign structure: 'wayfaring' > 'Ad group 1' > 'Ad 1'. The main content area is titled 'Campaign URL options' and includes the following fields:

- Tracking Template:** `https://www.wayfaring.com/?url={purl}&id=5`
- Example:** `https://www.trackingtemplate.foo/?url={purl}&id=5`
- Final URL suffix:** `param1=value1&param2=value2`
- Example:** `param1=value1&param2=value2`
- Custom Parameters:**
  - `{_sathya}` = 6
  - `{_akshaya}` = 7
  - `{_uma}` = 3
  - `{_casi}` = 4

At the bottom, there is a 'Go to Ad group 1' button. On the right, a sidebar shows 'Available campaign impressions' (7.6B) and 'Estimated campaign results' (Impressions: Unavailable, Conversions: Unavailable).

## Step 8. Location & Language

The screenshot shows the Google Ads 'New campaign' setup page for a Demand Gen campaign, specifically the 'Locations' and 'Languages' sections. The left sidebar shows the campaign structure: 'wayfaring' > 'Ad group 1' > 'Ad 1'. The main content area is titled 'Locations' and includes the following sections:

- Select locations to target:**
  - ☐ All countries and territories
  - ☒ India
  - ☐ Enter another location
- Languages:**
  - Select the languages your customers speak.
  - Search bar: Start typing or select a language
  - Link: All languages
- Devices:** All eligible devices (computers, mobile, tablet, and TV screens)
- Ad schedule:** All day

At the bottom, there is a 'Go to Ad group 1' button. On the right, a sidebar shows 'Available campaign impressions' (10B+) and 'Estimated campaign results' (Impressions: Unavailable, Conversions: Unavailable).





## Step 10. Ad budget

Google Ads | New campaign

By default, your campaign will aim to maximize your conversions. You can set an optional target cost per action (Target CPA) to optimize for getting conversions at a specific cost per conversion.

₹ 200.00

**Budget and dates**

Enter budget type and amount

Daily ₹ 5,000.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

✓ Your budget is now set to an amount that can help improve your campaign's performance.

Start date: 10/27/2023  
End date: None [Edit](#)

Target CPA is the average amount you'd like to pay for a conversion. Google Ads will optimize bids to help get as many conversions as possible at the target cost-per-action (CPA). Some conversions may cost more or less than your target. [Learn more](#)

**Available campaign impressions**  
How many impressions your campaign could get on a weekly basis, based on your campaign settings but regardless of your budget or target.

Impressions  
10B+

**Estimated campaign results**  
Your campaign results represent estimated performance for this campaign on a weekly basis.

Impressions 130K – 660K  
Conversions Unavailable

## Step 11.Ad Targeting

**Demand Gen campaign - wayfarin**

ads.google.com/aw/campaigns/new/demandgen?ocid=1498799414&cmpnInfo=%7B%22%3A%2F2Fwww.wayfaring.com%2C%24%... G U L S W

**Google Ads | New campaign**

Help 336-123-9198 wayfaring wayfaringwithus@gmail.com

Conversion Goals	Conversion Source	Conversion Actions	Value
Page views (account default)	Website	1 action	Dynamic

**Available campaign impressions**  
How many impressions your campaign could get on a weekly basis, based on your campaign settings but regardless of your budget or target.

Impressions  
**10B+**

**Estimated campaign results**  
Your campaign results represent estimated performance for this campaign on a weekly basis

Impressions	Conversions
2.6K – 10K	Unavailable

**Target cost per action**

By default, your campaign will aim to maximize your conversions. You can set an optional target cost per action (Target CPA) to optimize for getting conversions at a specific cost per conversion.

Target CPA is the average amount you'd like to pay for a conversion. Google Ads will optimize bids to help get as many conversions as possible at the target cost-per-action (CPA). Some conversions may cost more or less than your target.  
[Learn more](#)

₹ 200.00

**Budget and dates**

Enter budget type and amount

Daily ₹ 100.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much.  
[Learn more](#)

Changes pending Go to Ad group 1

## Step 12. Audience, Demographics

**Google Ads | New campaign**

wayfaringwithus

Ad group name

wayfaringwithus 15 / 255

**Audience**

Audiences allow you to reach people based on who they are, their interests and habits, what they're actively researching, or how they've interacted with your business or organization. To ensure your ads deliver the best results, select an existing audience or create a new one.

[Create an audience](#)

**Optimized targeting**

Optimized targeting helps you get more conversions within your budget. Google may find people beyond your selected audience.

☐ Use optimized targeting

Information such as your selected audience, landing page, and assets are used to find people likely to convert. Your targeting signals may see reduced traffic if better performance is found elsewhere. [Learn](#)

Changes pending [Go to Ad 1](#) [Create new ad group](#)

**Available ad group impressions**  
How many impressions your ad group could get on a weekly basis, based on your ad group settings but regardless of your budget or target.  
Impressions: 7.6B

**Estimated campaign results**  
Your campaign results represent estimated performance for this campaign on a weekly basis.  
Impressions: Unavailable  
Conversions: Unavailable

Performance estimates are currently not available for

**Google Ads | New campaign | New audience**

Audience name: traveler

Include people who **match any** of the following

**Custom segments** People based on their search activity, downloaded apps, or visited sit... 800M

holiday plan

[Add or create custom segments](#)

**Your data** People who have previously interacted with your business

[New segment](#)

**Lookalike segment** Reach people who are similar to your seed list

[New segment](#)

[Save](#) [Cancel](#)

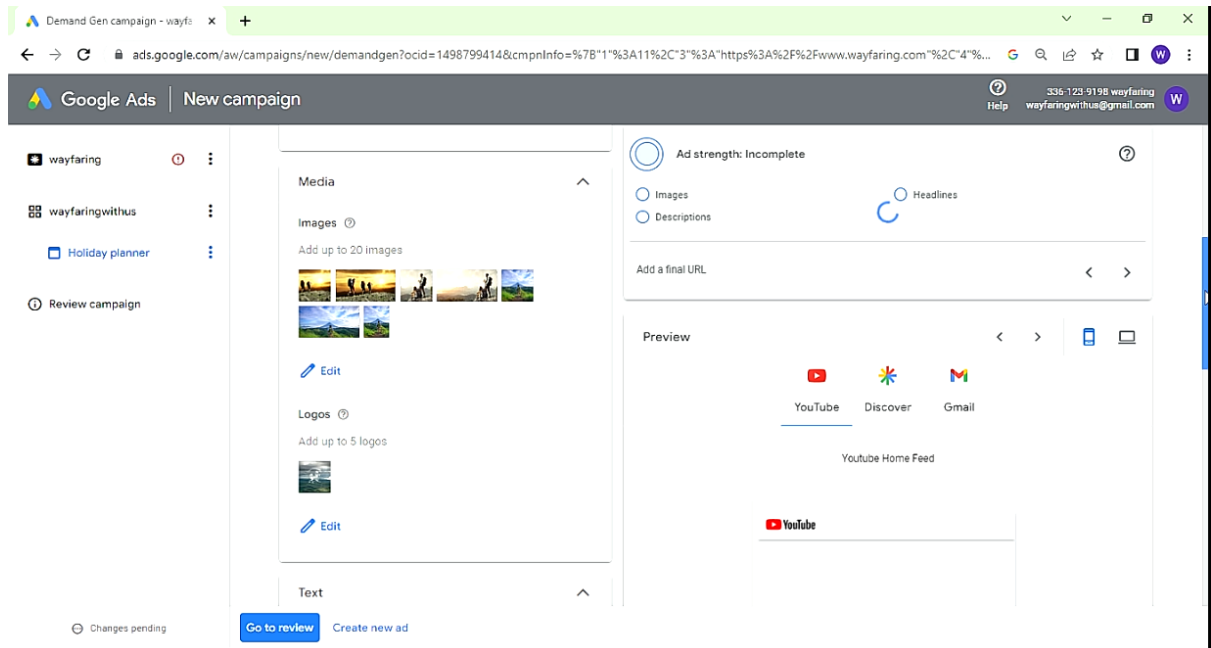
**Demand Gen insights**  
Based on available data in India, English

**Under review**  
Some of your segments won't be used  
[Keywords under review](#)

**Best practices**  
☒ Use custom segments  
☒ Use your data

[Add segments to the audience to unlock insights](#)

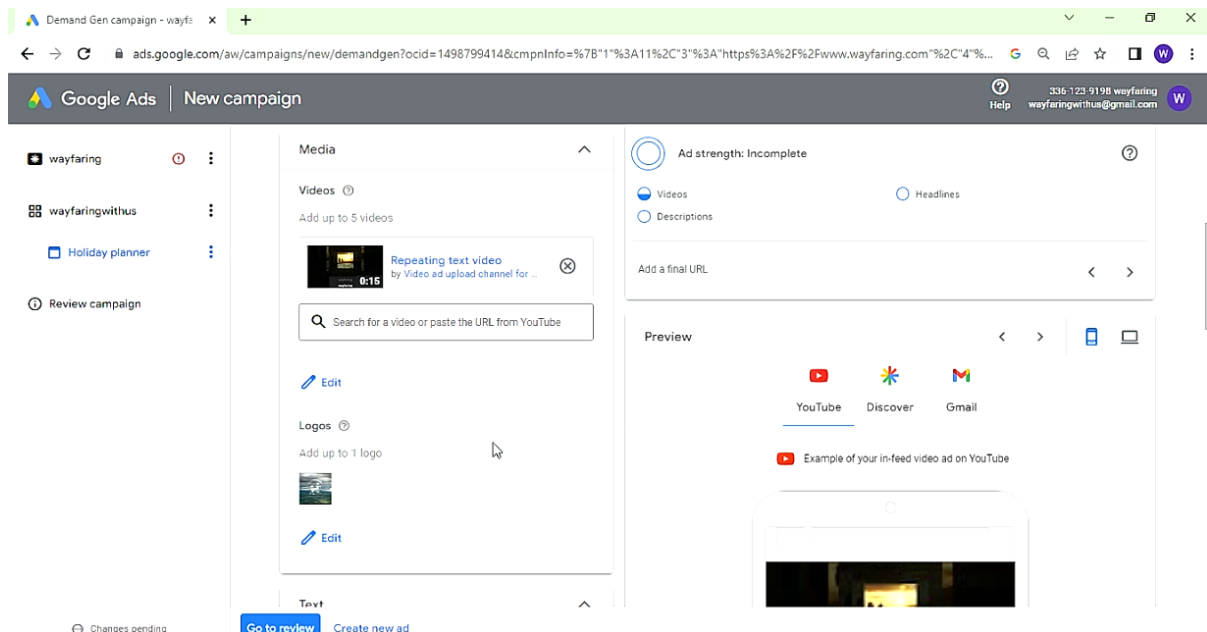
### Step 13. Buisness Name, Images, Logo



Brand Logo:



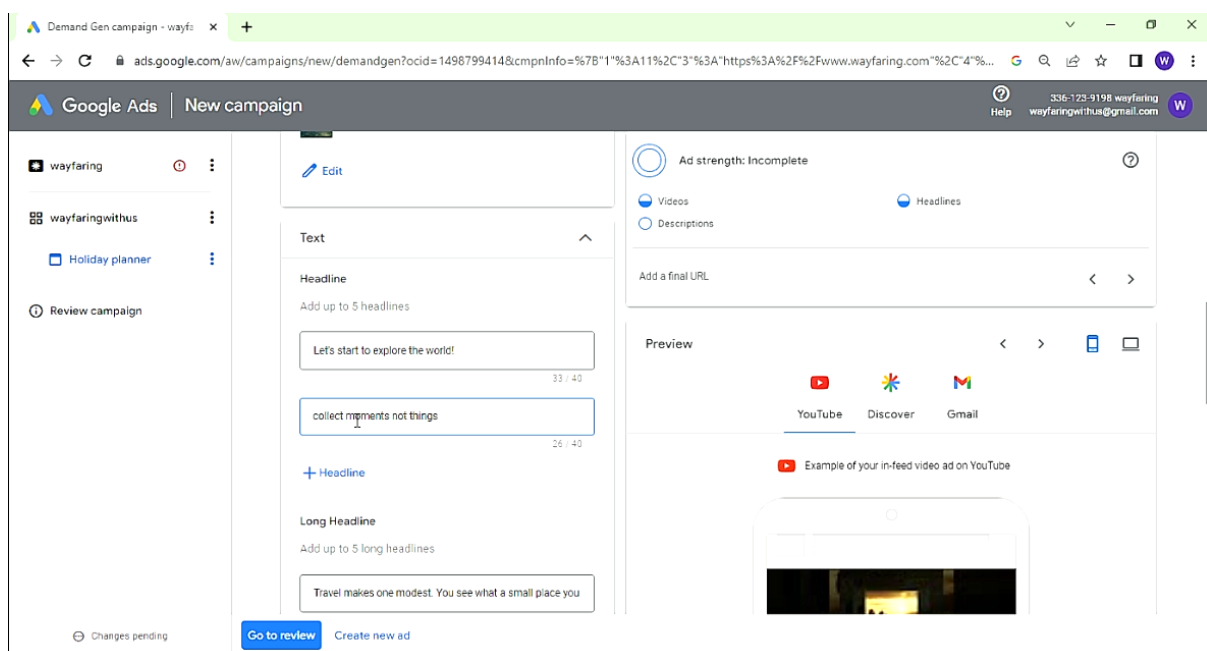
## Step 14.Videos



The screenshot shows the Google Ads 'New campaign' interface. The left sidebar lists the account 'wayfaring', the campaign 'wayfaringwithus', and the ad group 'Holiday planner'. The main content area is divided into sections: 'Media', 'Text', and 'Ad strength'. The 'Media' section is active, showing a video player for 'Repeating text video' and a search bar for YouTube. The 'Text' section is collapsed. The 'Ad strength' section shows 'Incomplete' status. The 'Preview' section shows an example of an in-feed video ad on YouTube.

**Video URL:** <https://youtu.be/OFL8RwukgmA?si=aWgONxdvF192OXGv>

## Step 15.Headlines and Description



The screenshot shows the Google Ads 'New campaign' interface. The left sidebar lists the account 'wayfaring', the campaign 'wayfaringwithus', and the ad group 'Holiday planner'. The main content area is divided into sections: 'Text', 'Ad strength', and 'Preview'. The 'Text' section is active, showing a headline 'Let's start to explore the world!' and a description 'collect moments not things'. The 'Ad strength' section shows 'Incomplete' status. The 'Preview' section shows an example of an in-feed video ad on YouTube.



## Step 17. Publish Campaign

The screenshot shows the Google Ads interface for reviewing a new campaign. The left sidebar contains navigation links: 'wayfaring', 'wayfaringwithus', 'Holiday planner', and 'Review campaign'. The main content area is titled 'Review your campaign' and displays details for two campaigns.

wayfaring		
Daily budget	Start date	Bidding strategy
₹5,000.00	10/27/2023	Maximize clicks
<a href="#">More details</a>		

wayfaringwithus	
Ads	Available impressions
1	10B+
<a href="#">More details</a>	

At the bottom left, it says 'All changes saved'. At the bottom center, there is a blue button labeled 'Publish campaign'. On the right side, there are two informational sections: 'Available campaign impressions' (10B+) and 'Estimated campaign results' (Impressions: Unavailable, Conversions: Unavailable). A note at the bottom right states: 'Performance estimates are currently not available for this campaign.'

## Conclusion:

Thus, the Navigation steps are followed and Google Ads - Campaign was successfully published.