

## **Module 4: Important Terms and Concepts**

### **A. Google Ads Account Structure:**

- I. Google ID
- II. Account
- III. Ad group
- IV. Ad

B. Google Ads has different campaigns based on various marketing goals a business can have. Search, Display, Video, Shopping campaigns, etc.

### **C. Important points for Search Ads:**

I. Search is the most used campaign by the advertisers.

II. Campaign settings of a search campaign apply to all the ad groups and ads inside it.

III. In campaign settings, you get to choose the essential options that affect your campaign's overall performance. This includes budget, bidding strategy, audiences, location, etc.

IV. Bidding can be divided into two categories: Automated and Manual. Usually, automated bidding strategies are simple to use and provide relatively better results than the manual bidding strategies. Maximise clicks, max conversions, target CPA, etc. are some examples of automated bidding strategies.

IV. Budget is usually set for daily spending. However, Google automatically adjusts the ad spend so that you're not charged over the daily budget\*30.4 amount at the end of the month.

V. Audiences setting allows you to target specific types of people with your search ads, based on demographics, whether they are looking to buy, whether they've shown interest in the topic you're advertising, etc.

VI. Ad extensions provide additional information that can help advertisers increase conversions. Location, Call-out, call, etc. are some examples of ad extensions. However, they are shown only when Google feels they'll improve your ad performance.

VII. Ad groups is the layer where the advertiser can organise the ads around different themes for the same campaign. Advertisers need to choose specific keywords that'll be used to match the relevant searchers with the ad.

VII. When choosing keywords, you can be very specific and choose an appropriate keyword match type, like broad, broad modifier, phrase, and exact.

VII. Essential components of the text ads are headlines, descriptions, and the URL to the landing page.

VII. There are different best practices that one should follow while writing a text ad. This includes proper call to action, clearly highlighting promotions, offers, and what makes your brand unique.

VIII. Landing page also plays a big role in the creation of text ads. It should be easily navigable, relevant w.r.t. the text ad, and highlight one call to action.

IX. Quality score of an ad is dependent on expected click through rate, ad relevance, and landing page experience.

X. Ad rank of an ad is determined by the formula:  $\text{Ad rank} = \text{Quality score} * \text{Max CPC bid}$

#### **D. Important points for Display Campaign:**

I. Display campaign can be run on the Google Display Network. This includes YouTube, Gmail, and different sites that are partnered with Google.

II. Display campaign mostly has the same campaign settings as the search ads but the targeting setting is much more detailed and comprehensive.

III. In a display campaign, you have people (based on demographics) targeting and context targeting (types of websites, topics, keywords, etc.)

IV. In a display campaign, you can create a responsive display ad or upload an image ad. It all depends on your preference and whether you have a dedicated design team creating the image ads.

#### **E. Important points for Video Campaign:**

I. Cost per view is a bidding strategy that is unique to video campaigns.

II. In the case of video ads, CPM is a strategy that charges the advertisers based on the impressions their ad received, instead of views.

III. For video ads, it is mandatory to upload your ad to YouTube first.

IV. Content exclusions by using inventory type is a unique targeting option for video ads. You can choose your ads to appear for a certain type of inventory (standard, expanded, and limited inventory).

V. “Frequency capping”, again a setting new for video ads, can help advertisers control how many times the ads in a campaign can be shown to the same user

## **F. Important points for Shopping Campaign:**

### **I. Steps to create a shopping campaign**

- Set up a Google Merchant Centre account.
- Optimise your product images.
- Collect and input your product data feed.
- Link your Google Ads account with the Merchant Centre.
- Create a Google Shopping campaign.

### **II. Image guidelines for Shopping ads**

- Use a solid white, gray, or light-colored background
- Use clear, even lighting
- Show the product clearly being sold.
- Show the product at the correct scale and not too big or too small.
- Avoid blur, noise, or other image tweaks like fading out.
- Show apparel products like shirts and jeans on-body, and feature real people wearing it.
- Use shadows to add depth and provide multiple angles of your product so that Google can choose the best one.

## **G. Important points for Mobile Advertising/ App Campaign:**

I. There are two ways we can target mobile users with the help of Google Ads:

One is mobile specific campaign settings for search, display, and video campaigns

The other is the App campaign.

II. There are three major mobile-related optimisations for search ads:

- Creating call only ads.
- Adjusting bids to show search ads on mobile devices only.
- Adding appropriate extensions.

III. For video ads, the mobile related optimisation can be done by tweaking the devices targeting option (devices, OS, and networks).

#### IV. Best practices for mobile ads

- Optimise for a mobile experience from start to finish
- Enable Ad Extensions across your campaigns
- Incentivise mobile searchers with offers and calls to action that speak specifically to mobile users

#### V. App ads can appear on:

- a. Search results
- b. Gmail
- c. YouTube
- d. Different places on Google Play Store

VI. It is mandatory to have the app on Play Store or App store to get started with an App campaign.

VII. App ads are focussed on two major goals: Install volume and In-app action. Accordingly, an advertiser can set a bidding strategy based on their business goal.

#### **H. Important points for Discovery and Smart Campaign:**

I. Discovery campaigns help you reach these 3 billion consumers across the Google feeds (Google app, Gmail, and YouTube) using a single campaign. These are visually rich campaigns targeting the users ready to *discover* more about your brand.

II. Smart campaigns are the easiest way to get started with the world of digital advertising. They are recommended for advertisers who don't want to delve deeper into the Google Ads platform and want to keep things simple while advertising.

#### **I. Important points for Remarketing Campaign:**

I. Remarketing is a form of advertising that enables businesses to show targeted ads to users who have already visited their site.

#### **II. Steps to set up Remarketing in Google Ads**

- Add a remarketing code to your website.
- Create remarketing lists or use Google Ads' automatically created remarketing lists
- Use the remarketing list for your existing or future campaigns.

## **J. Important points for A/B testing and Reports:**

I. In A/B testing, you create two versions of the same ad, with just one difference- the variable that you want to test.

II. Using A/B testing, you can find the best variation for your ads. This includes best call to action, best headline, best description, best display URL, etc.

III. In Google Ads, you can view reports at campaign level, ad group level, and keyword level. However, some metrics, like Quality Score and landing page experience are exclusive to keyword level reports.

IV. Avg. CPC is the amount you're paying for each click. As a marketer, you'd want this to be as less as possible, which can be achieved by good quality ads.

V. Quality score is an estimate of how relevant your ads, keywords, and landing pages are to a person who sees your ad.

VI. Landing page experience gives you an idea how relevant and optimised your landing page is. Google gives three ratings for this- Above average, average, and below average.

VII. Expected CTR for keywords is Google's estimation of the click through rates of your ads.

VIII. Cost per conversion is simply the amount of money you had to spend to convert a user to a customer. This metric tells you if your ads are profitable or not and is the ultimate metric to judge your campaign's success.