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Communicating the value of display and the Google Display Network

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What is display? - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740574&topic=2736979&ctx=topic&path=2736940-2736935-20317>

March 27, 2013

Display ads can be effective in capturing your customers' attention with visually appealing content that uses a wide creative canvas. In the world of display advertising, ads include non-text ads that use images, Flash, video and other technologies and appear alongside website publisher content. Display ads can be an effective media choice across a large variety of goals from Branding to Direct Response. Display advertising can reach consumers at every stage of the purchase funnel. Advertisers who implement display ads have the opportunity to more deeply engage with potentially interested customers; who may have already seen the advertiser's search ads.

updated 10/16/2012

The value of display advertising

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=172612&topic=2736979&path=2736940-2736935-20317&ctx=leftnav>

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Users are increasingly interacting with content and looking for brands online. As a result, marketers and agencies need to follow users to effectively engage audiences - whether to encourage them to take a specific action or to make an emotional connection with your brand. Display can be used for campaign goals throughout the purchase funnel: from creating awareness, blasting your brand message, to owning a specific brand territory or driving traffic, sales or leads.

The value of Display comes in the consumers you are reaching. To reach consumers who are actively searching on words related to your business, use Google Search advertising to place ads next to search results pages. However, to extend your campaign to also reach high potential customers who are not yet actively searching on your brand or products, but who are engaging with online content specifically related to your area of business, use the Google Display Network. Google's technology will place your Display ads against this specific type of content across thousands of sites. Additionally, capture a variety of different audiences by targeting ads to YouTube through the Google Display Network or through reservation buys.

Display ads across the web also help drive engagement on Search; after being exposed to a Display ad, research has shown that consumers are significantly more likely to click on sponsored link. However, currently very few marketers coordinate Display buys with Search marketing.

The opportunity to fully harness the potential in display remains large. For example, marketers still concentrate spend heavily on a small number of sites - however, a disproportionately small number of page views actually take place on these sites. This demonstrates there's a severe disconnect between where Internet users are spending their time, and where marketers are spending their dollars trying to reach them. Google's tools and products aim to make it as easy as possible for you to harness the potential of the display space.

updated 03/16/2013

Google Display Network and YouTube on desktops

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740623&topic=2736982&ctx=topic&path=2736940-2736935-20317>

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On desktop computers, Google has two properties where display ads are eligible to appear:

The Google 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.* Google has built out the tools and products needed to help you maximize results from both brand and product awareness campaigns and also direct performance campaigns that use display ads.

Through the Google Display Network, advertisers can access display ad inventory from publisher partners in our Google AdSense program and the DoubleClick Ad Exchange. Using Google AdWords or an approved third-party ad server, advertisers can place their text, image, video, or rich media ads automatically on relevant sites across the network. They can run these campaigns across the network by contextually targeting, manually selecting specific topics or placements, remarketing, interest and demographic targeting and more.

Online video and game sites within the Google Display Network are also available to advertisers who want to extend the reach of their display campaigns even further. Advertisers can appear before, during or after a video stream, overlay a video or text ad on top of a video, or run an image, video, or text ad at the conclusion of a video. Ads are sold on an auction pricing model and can be managed through Google AdWords by selecting online video and game sites within the network.

*Not all products are available in all countries or regions.

YouTube

Display ads can appear on YouTube

in two ways: through an auction-based model using Google AdWords, or through a reservation-based model where placements are purchased directly through YouTube ad sales. With Google AdWords, you can target your display ads to appear in, on, or around YouTube pages. With reservation-based placements, you have access to different YouTube inventory that is not available through a self-managed AdWords account, such as the Homepage. Pricing for reserved inventory is based on a pre-determined spend with higher cost commitments and an impressions-based reservation model.

updated 10/16/2012

The value of display advertising on the Google Display Network

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740585&topic=2736982&path=2736940-2736935-20317&ctx=leftnav>

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The Google Display Network is used by thousands of advertisers to reach users on hundreds of thousands of websites and apps across all publisher categories, from large, well-known sites to niche sites and audiences. Stated simply, the Google Display Network (GDN) will place your display ads against related content and audiences across thousands of sites.

Our job at Google is to make sure that marketers and agencies are armed with the best tools to help you plan, create, buy and target, and measure and optimize your campaigns.

- **Massive Scale:** With significant global coverage your message will reach more of your target audience, in more places, more often. The Google Display Network comprises both hundreds of large sites and hundreds of thousands of niche sites.
- **Measurable Performance and Maximized Results:** The Display Network delivers measurable performance for both branding and direct display clients; maximizing their results. For example, our research shows that when advertisers used the Display Network in combination with Search, the median advertiser has a Display Network cost per acquisition (CPA) that's within approximately 2% of their Search CPA. The Google Display Network also drives nearly 20% of total conversions for the median advertiser.*
- **Contextual Engine:** A key driver of the success is Google's ability to harness the power of the best contextual engine on the planet to place ads against the most relevant content. This enables you to find and connect with the most engaged audiences. Research shows that brand recall increases significantly when ads are targeted contextually v. non-contextually relevant.
- **Custom Networks through Effective Targeting:** Keyword contextual targeting, along with other targeting technologies available on the Google Display Network such as placement targeting and audience targeting, allows you to build and target to your own custom networks and to find and connect with the right customers more effectively and more often.
- **Transparency, Actionable Insights and Value through Auction:** In terms of campaign management, tools such as the Placement Performance Report, Conversion Optimizer, and Conversion Tracking provide complete transparency into what's working, and what isn't. This gives you the actionable insights you need to help you effectively optimize your campaigns.

With flexible pricing models (CPM, CPC, CPA) as well as the most popular Display Ad formats, and transparency into performance, the Google Display Network drives results every day for thousands of advertisers around the world.

*source: Google internal study

** source: comScore Key Measures Report, March 2009

*** Internal case studies

updated 10/16/2012

Benefits for brand and direct response advertisers

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740627&topic=2736982&path=2736940-2736935-20317&ctx=leftnav>

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Display advertising on the Google Display Network is effective in helping advertisers achieve a wide variety of goals, from branding to direct response.

Brand Advertisers

Brand advertisers are typically most concerned with ensuring their message reaches their target audience, while maintaining control of where their brand appears, and the cost per impression of their ads. The Google Display Network allows advertisers to build a custom network of sites utilizing a wide range of targeting technologies (e.g., keyword contextual, placement, and audience). This allows advertisers to find and connect with their target audience more effectively and more often, providing them with effective targeting at scale.

If you're primarily concerned with branding goals, you can manually select sites where you want your ad to appear. You can also use site and category exclusions, and negative keywords to avoid showing on certain sites and content within the network. For example, if you're selling ski boots and you decide to target the sports section of an online newspaper, you can use negative keywords, such as football, to avoid showing your ad on irrelevant content. Our auction pricing model ensures that advertisers are paying competitive prices set by the market, not by Google, and advertisers pay only what an impression is worth to them.

Direct Response Advertisers

Direct response advertisers are normally looking to drive a high volume of conversions at the lowest possible price, and therefore aren't as concerned with marketing their brand. A conversion could be a sign up, lead, purchase, or other actions that an advertiser wants a user to take.

A key driver of the Google Display Network's success in driving direct response advertisers' goals is the ability of Google's contextual targeting engine to place ads against the most relevant content across the web. This enables advertisers to connect with the most engaged audiences at the right moment. For example, if you're selling digital cameras, you can choose keywords such as "digital camera" to show your ad on web pages about camera equipment, discussion groups for camera hobbyists, or camera product review sites.

Transparent reporting on Google AdWords with Placement Performance Reports helps advertisers see what is and isn't working to optimize their display campaigns accordingly. The auction pricing model ensures that advertisers are paying competitive prices set by the market. When combined with the option to pay only when a user clicks, and tools like the Display Campaign Optimizer and [Conversion Optimizer](#) which automatically manage bids to a target cost per acquisition (CPA), the Google Display Network becomes an effective channel for direct response advertisers to achieve their performance goals for both display and non-display campaigns.

updated 10/16/2012

Media purchase options on the Google Display Network

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=172621&topic=2736984&ctx=topic&path=2736940-2736935-20317>

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Google AdWords is an auction-based advertising system that allows you to bid for ad placements on Google properties or publisher partner websites within the Google Display Network. You can bid on a cost-per-click (CPC) or cost-per-thousand-impression (CPM) basis. The winner of the auction pays the minimum amount necessary to outrank the next advertiser in the auction when the ad appears on a page.

If you're running a campaign on both the Search and Display Networks simultaneously, you may want to set a separate bid for when your ads appear on Display Network sites. The Display Network bidding feature makes this possible. It helps you manage your budget and meet your specific advertising goals.

Choose the right pricing for your goals:

- **Cost-per-click (CPC):** With CPC bidding, you tell us how much you're willing to pay per click, and we use that price in our auction pricing system. CPC is a great choice if your goal is to drive traffic to your site with your ads.
- **Cost-per-thousand impression (CPM):** With cost-per-thousand-impression (CPM) bidding, you bid based on the amount you want to pay for impressions, or views, of your ad. CPM bidding works best when you want to focus on branding - when it's important that your message is seen by as many of your target user group as possible, and generating traffic is not your primary goal.
- **Cost-per-acquisition (CPA):** With the Conversion Optimizer tool, you bid using a maximum cost-per-acquisition (CPA), which is the most you're willing to pay for a customer performing a specified action on your website (such as a purchase or signup). Using historical information about your campaign, the Conversion Optimizer automatically finds the optimal cost-per-click (CPC) bid for your ad each time it's eligible to appear. You still pay per click, but you no longer need to adjust your bids manually to reach your CPA goals and can benefit from improved ROI. If your goal is to drive online transactions, this is the right choice for you.

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Display inventory and ad formats on the Google Display Network

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=172610&topic=2736984&path=2736940-2736935-20317&ctx=leftnav>

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Display Inventory

Display inventory on the Google Display Network can come from one of two sources: AdSense or the DoubleClick Ad Exchange.

- **AdSense:** AdSense publishers are the primary source of inventory on the Google Display Network, serving text, display, and video ads from AdWords on their sites. Publishers determine the type and size of ads they want to allow on their site, and then Google delivers ads that are relevant to their content through either contextual or placement targeting.
- **DoubleClick Ad Exchange:** Select inventory from the DoubleClick Ad Exchange is also part of the Google Display Network. All advertisers who are opted in to the Display Network [limited to certain regions] have access to DoubleClick Ad Exchange inventory. This allows your ads to appear on numerous DoubleClick Ad Exchange publisher sites in addition to those available through Google AdSense.

Ad Formats

The following display ad types are eligible to show on the Google Display Network:

- **Text Ads:** These are the most basic type of AdWords ads. They can be created directly in your AdWords account, and are often referred to as "sponsored links."
- **Image Ads:** AdWords image ads are graphical ads that can be static (motionless) or animated. You can create and upload your own image ads, or use the AdWords Display Ad Builder to create one. Image ads can also be served by any certified third party ad server.
- **Video Ads:** Online video is one of the largest areas of media consumption, with an audience of hundreds of millions who are open and accustomed to advertising in video content. Google AdWords allows you to reach and engage this audience with video placements and ads, which can be uploaded directly into the AdWords interface or served by a certified third party ad server.
- **Rich Media Ads:** Rich media ads allow you to more actively engage a web user than standard text or display formats. Rich media ads include video ads, Flash animated ads, and ads that mix text and animated content and designs. You can easily create these types of ads using the AdWords Display Ad Builder, or you can use existing rich media assets served through a third party ad server.

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Planning a Display Campaign

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Campaign Tips

[Best practices for direct response campaigns](#)

The value of planning ahead

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740632&topic=2736987&ctx=topic&path=2736942-2736935-2736935-20317>

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Running an effective display campaign requires careful planning. The value of planning lies in efficient execution, which can lead to a lower cost of implementation. It's important to think carefully about what you want to achieve, the message you want your consumer to take away, and your success metrics.

Questions to consider while planning your display campaign:

- What are the main benefits you're offering?
- **What is your competitive edge?**
- **Who are your target customers?**
- **What is your target price?**

There are five main stages to planning and implementing a display campaign, which you will learn more about in the next section:

1. **Identify your goals**
2. **Find your target audience**
3. **Create your custom display ad**
4. **Set your bids and budget**
5. Understand performance management tools and features

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How to plan a display campaign

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=172627&topic=2736987&path=2736942-2736935-20317-2951627&ctx=leftnav>

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There are five main stages to planning a display campaign:

1. Identify your goals: Is your goal to drive direct response traffic and generate clicks? Or is your goal to promote your brand and measure user engagement? Identifying your goals upfront will help you to better plan and implement your display campaigns. The ultimate goal for your campaign will influence your targeting choices, pricing model, creative messaging, and even the metrics you choose to track.

2. Find your target audience:

Finding potential customers distributed across thousands of publisher websites can be difficult. Google's targeting technologies help you determine which sites would be most relevant for your campaigns, allowing you to connect with your customers when and where it matters. Relevant ads are more valuable for both consumers and advertisers. You can find your target audience for your display campaign by:

- Targeting based on a webpage's content: Contextual Targeting uses keywords to automatically match your ad to the content of a webpage.
- Hand picking sites: Use Placement Targeting to choose ad placements, from entire websites to ad positions on specific webpages.
- Defining relevant concepts on handpicked sites: Find niche audiences with a combination of Placement and Contextual Targeting.
- Finding users in specific interest categories: Interest-Based Advertising reaches users based on the types of sites they visit.
- Optimizing by demographic, location, and time: Demo bidding, geo and day-parting controls let you focus your spend in the right areas.
- Excluding irrelevant content and sites: Advanced targeting controls provide your full control over where your ads appear.
- Managing Frequency of ad impressions: Frequency capping lets you focus your impressions on more interested consumers.

3. Create your custom display ad: Use Google's display ad builder to customize a new ad, or upload your own. Customize your messaging to be specific to your product and audience, and to drive the desired user response.

4. Set your bids and budget: With Google, you only pay what an ad is worth to you. In our unique pricing model, every ad is an auction; you bid the maximum amount you are willing to pay for a click or an impression. Cost-per-click (CPC) pricing is most appropriate for advertisers who are looking to direct traffic to their website or online store. Cost-per-thousand impressions (CPM) pricing is appropriate for advertisers who are familiar with traditional ad industry metrics and are looking for brand name visibility with potential customers.

5. Understand performance management tools and features: AdWords offers several tools and features to help you evaluate and manage the performance of your display campaigns. It's important to understand these tools upfront so that you are comfortable using them when the time comes to [optimize your campaign](#). For example, if you have direct response marketing goals, you should set up

Conversion Tracking after you've set your bids and budget in order to better measure your success later. [Learn more](#) about the available AdWords Tools.

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About enhanced campaigns

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2909484&topic=2736987&path=2736942-2736935-20317-2951627&ctx=leftnav>

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An AdWords enhanced campaign makes it easier to reach people across all devices with the right ads, based on their specific location, time of day and device type.

People are constantly switching between devices, using the one that works best for where they are and what they are trying to do. At the same time, devices are evolving quickly, with a growing list of capabilities. Enhanced campaigns provide new ways to help you reach the right audience at the moments that matter.

What are enhanced campaigns?

Enhanced campaigns let you easily manage complex targeting, bidding, and ads for different platforms like mobile and computers all within the same campaign. Account management has also been consolidated for tablets and desktops. Additionally, with enhanced campaigns you can reduce the overall number of campaigns you need to create -- you no longer need to create a separate campaign for each target device type or location.

Enhanced campaigns can help simplify the way you manage your campaigns for targeting across multiple devices and locations. Some of its main features include:

1. **Powerful advertising tools for the multi-device world:** Ability to manage your bids across devices, locations and time (e.g. bidding higher when showing your ad on mobile devices or to users who are within a half-mile of your store)
2. **Smarter ads optimized for varying user contexts:** Ability to show the right creative, sitelink, app or extension based on the context of your prospective customers and the devices they're using
3. **Advanced reports to measure new conversion types:** Ability to track new conversion types, such as calls, digital downloads, and conversions across devices

Upgrading to enhanced campaigns

You'll be able to upgrade existing campaigns or create a new one using enhanced campaign settings. If you're upgrading campaigns, here's what you should keep in mind:

- Ensure you have access to all your AdWords accounts: If you have more than one account, ensure you have access to all of your ["My Client Center" \(MCC\)](#) or individual accounts before upgrading campaigns.
- Review the tools you can use to make the upgrade faster and easier: You can make changes directly in AdWords (including [bulk actions](#)) or use [AdWords Editor](#) to make changes across multiple campaigns.
- If you've created mobile-specific campaigns, you may want to merge them with desktop-only campaigns together to make the upgrade process easier. If your campaigns target all devices (desktop, tablets and mobile), no merging of campaigns is required.
- Learn about [bid adjustments](#), a new feature in enhanced campaigns

Ads in enhanced campaigns

By default, your different types of ads will be eligible to appear on all devices (desktop and laptop computers, tablets, and mobile phones), allowing you to more easily manage your ads. However, there might be times when you want to customize your ad text or extensions to grab the attention of customers when they're viewing your ad on a mobile device.

In a single enhanced campaign, you can show different ads and extensions to your customers, depending on what device they're using or when they're searching for you.

Example

Let's say you create a campaign to promote your women's clothing boutique in San Francisco and your online store. In a single campaign, you can create ads with headlines, messages, and landing pages that are tailored to customers searching on their mobile device for women's clothing stores in San Francisco. At the same time, you can create ads that will appeal to people who want to shop for women's clothes on their desktop or laptop computer or tablet device. Then, you can choose to show your mobile-optimized ads to customers when they're viewing them on a mobile device.

How ads work with enhanced campaigns

Let's say your ad group contains both a standard text ad and a mobile-optimized text ad, which is an ad for which you've set the "Device preference" setting to "Mobile." On mobile devices, your mobile-optimized text ad will be given preference over standard text ads. On desktop or laptop computers and tablets, your standard text ad will be given preference over mobile-optimized text ads.

It's important to note that if your ad group contains only mobile-optimized text ads (which we don't recommend), those ads may appear on desktop or laptop computers as well as tablets.

A mobile-optimized ad will only be given preference over other ads of the same type. Text ads, Dynamic Search Ads, Product Listing Ads, specialized-searched ads, WAP mobile ads, and ads that can run only on the Display Network are considered different ad types.

Here's an example to give you an idea of when we'll show standard ads versus mobile-optimized ones.

Example

In a campaign promoting your San Francisco women's clothing boutique on both the Search and Display Networks, you have an ad group with the following types of ads:

- Standard text ad promoting your online shop
- Mobile-optimized text ad promoting your storefront
- Standard image ad showcasing your clothes

If Google determines that an image ad should be shown to a customer browsing a Display Network site on her mobile phone, then your standard image ad will be shown. Your mobile-optimized text ad won't be shown because text ads and image ads are different types of ads.

Learn more about [ads and enhanced campaigns](#).

Ad extensions

In enhanced campaigns, you'll be able to use new features on four types of ad extensions: call extensions, app extensions, sitelink extensions, and offer extensions. These are called upgraded extensions. Other extensions will function as you're used to.

The new features include:

- **Create extensions for your campaigns or ad groups:** You can create an extension for your campaign or ad group, which means you'll have more control over which ads your extensions are shown with.
- **Schedule your extensions:** You can schedule start and end dates for your extension to run on specific days of week and times of day.
- **Specify sitelink extensions you want to give preference to on mobile:** For example, if you want to highlight your store locator or in-store deals to mobile users, you can create mobile-specific sitelink extensions.
- **Get each extension approved individually:** Each extension will go through our [ad approval process](#) separately. This means that if you create four sitelinks, for example, and three are approved and one is disapproved, then the three approved sitelinks are still eligible to appear with your ads.
- **Make changes to each extension:** You can edit each extension without resetting its performance statistics. By comparison, when you edit an extension in a non-enhanced campaign, we create a new extension and delete the edited one.
- **Monitor each extension's performance:** We'll show you performance data for each extension. For example, you'll be able to see how many clicks or impressions an individual sitelink received. This means you'll be able to better evaluate the performance of each extension.

Note

To create upgraded extensions in your enhanced campaign, first finish creating the enhanced campaign. Then visit the **Ad extensions** tab to create your extensions. Why? Right now, if you create the extension while you're creating your campaign, the extension won't be an upgraded one.

Learn more about [how to create and manage upgraded extensions in an enhanced campaign](#).

Bidding and Quality Score

Sometimes a click is worth more to you if it comes from a mobile device, at a certain time of the day, or from specific locations. By [setting bid adjustments](#) in your enhanced campaigns, you can increase or decrease your bids to gain more control over when and where your ad is shown.

You can set bid adjustments across your entire campaign for mobile devices, times, days, and locations. If you're running a "Search & Display Networks - All features" or "Display Network only" campaign, you can set bid adjustments for targeting methods in your ad group, like topics or

placements. If you set multiple adjustments, they'll be multiplied together to determine the final bid.

Quality Score is a measure of how relevant and useful your ads are and is used in combination with your Max CPC bid to determine your ad's position and CPC. The [way Quality Score is determined](#) does not change in enhanced campaigns. Quality Score is calculated every time your keyword enters an auction and takes device into account. In AdWords, your estimated Quality Score is represented on a scale of 1-10 and reflects each keyword's overall performance across all the devices on which it is serving.

Reporting

Enhanced campaigns gives you the ability to track new conversion types such as calls and digital downloads. Learn more about [new conversion tracking features](#).

New reports for:

- **Calls:** Count calls as conversions with advanced call metrics
- **Digital downloads:** Track app downloads as conversions

The **Devices**, **Locations**, and **Ad schedule** subtabs available from the **Settings** tab allow you to update targeting, set bid adjustments, and see reporting all in one place.

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Upgraded ad extensions in enhanced campaigns

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2954783&topic=2736987&path=2736942-2736935-20317-2951627&ctx=leftnav>

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Upgraded ad extensions have more features and flexibility than non-upgraded extensions. They're available, along with non-upgraded extensions, in enhanced campaigns.

Benefits of upgraded extensions include:

- **Create extensions for campaigns or ad groups:** You can create an extension for your campaign or ad group, which means you'll have more control over which ads your extensions are shown with.
- **More detailed reporting:** We'll show you performance data for each extension, including individual sitelinks. This means you'll be able to better evaluate the performance of each extension. For example, you can break down each extension performance by campaign, ad group, or ad id. Further segment by "This extension vs. Other" to see which clicks occurred on this extension vs. other parts of the ads.
- **Edit your extensions without resetting stats:** You can edit each extension without resetting its performance statistics. By comparison, when you edit an extension in non-enhanced campaigns, we create a new extension and delete the edited one.
- **Granular approvals:** Each extension will go through our ad approval process separately. This means that if you create four sitelinks, for example, and three are approved and one is disapproved, then the three approved sitelinks are still eligible to appear with your ads.
- **Customize sitelink and app extensions for mobile:** For example, if you want to highlight your store locator or in-store deals to mobile users, you can create mobile-optimized extensions.
- **Schedule your extensions:** You can schedule start and end dates for your extension to run, or set it to run specific days of the week and times of day.

Using upgraded extensions

Currently, the following extensions are available as upgraded:

- Sitelink extensions
- Call extensions
- App extensions
- Offer extensions

However, you can still create and use non-upgraded versions of each of these extensions in your enhanced campaigns. Types of extensions not listed here will still be non-upgraded extensions, which will function as you're used to.

To start using upgraded ad extensions, you can either upgrade your existing (non-upgraded) extensions or create new extensions. Keep in mind that just upgrading your campaigns to enhanced doesn't automatically upgrade your ad extensions.

Account limits

Here are the account limits for upgraded extensions:

- 100,000 active upgraded ad extensions per account
- 10,000 ad group references to upgraded ad extensions per account*
- 10,000 campaign references to upgraded ad extensions per account*

*For example, let's say you have one campaign that uses an upgraded sitelink extension. Then you add one more campaign and one more ad group, each sharing the same upgraded sitelink extension. Now, your account has 1 active upgraded ad extension, two campaign references to an upgraded ad extension, and one ad group reference to an upgraded extension.

Upgrade your existing extensions

Let's say several enhanced campaigns in your account already use ad extensions, and now you'd like to try using upgraded extensions instead. You can easily upgrade your extensions for enhanced campaigns. To do so, however, you'll need to meet the following criteria: there can't be more than a thousand existing extensions in these campaigns, because we'll need to be able to upgrade all of your extensions in a reasonable amount of time.

Before you upgrade your existing extensions, here are a few things to keep in mind about the process:

- We'll create an upgraded extension for each existing extension. In most cases, this is one upgraded extension per non-upgraded extension. However, for sitelinks, a non-upgraded sitelink will result in several upgraded sitelinks, one per individual link.
- Then, these new extensions will go through our approval process. Additionally, we'll delete your non-upgraded extension.
- Any enhanced campaigns that were using the non-upgraded extension will now use the upgraded extension. Non-upgraded campaigns will continue to use the non-upgraded extension. Once they have been upgraded to enhanced campaigns, just click the **Upgrade** button again.
- Once you upgrade your existing extensions, you can monitor their performance by clicking the **Ad extensions** tab and selecting "Upgraded" from the drop-down menu.
- You'll still be able to see the historical performance data for your non-upgraded extensions. To do so, click the **Ad extensions** tab and select "Not upgraded" from the drop-down menu. Make sure that you select "All" from the drop-down menu so you can see your historical performance data in the table.

How to upgrade your extensions

Here's how to upgrade your existing extensions in a single enhanced campaign:

1. Select the campaign whose extensions you'd like to upgrade.
2. Click the **Ad extensions** tab.

3. Select **View: [Extension type]** from the drop-down menu.
4. Select **Not upgraded** from the drop-down menu.
5. Click the **Upgrade** button. Scroll to the "[Extension] settings" section and you'll see your upgraded extensions in the campaign-level table.

If you have a large number of campaigns and would like to upgrade all of one type of extensions in them, here's how:

1. Go to the **All online campaigns** view.
2. Click the **Ad extensions** tab.
3. Next to **View**, choose the type of extension you'd like to upgrade from the drop-down menu. Keep in mind that upgraded versions are currently available only for the following types of extensions: sitelinks, call, app, and offer extensions.
4. If you have enhanced campaigns, a message bar will appear with a button to **Upgrade all [extension type]**. For instance, if you're viewing sitelinks, the button will say **Upgrade all sitelink extensions**.
5. Click the button.
6. To see your upgraded extensions, scroll to the "[Extension] settings" section and expand it to see the campaign-level and ad group-level tables of extensions.

Create new extensions

Note

To create upgraded extensions in a new enhanced campaign, first finish creating the enhanced campaign. Then visit the **Ad extensions** tab to create your extensions. Why? Right now, if you create the extension while you're creating your campaign, the extension won't be an upgraded one.

To create campaign-level extensions:

1. Choose the enhanced campaign you'd like to add the extension to.
2. Click the **Ad extensions** tab.
3. Choose the type of extension you'd like to create from the **View** drop-down menu.
4. From the drop-down menu next to **View**, choose **Upgraded**.
5. Next to the **[Extension] settings** link, click **Edit**. For example, if you're adding a sitelink, you would edit the **Sitelink settings**.
6. You'll see all the extensions -- upgraded or non-upgraded -- that are in this account.
 1. To use an existing extension, click the extension. If it hasn't been upgraded, we'll automatically upgrade it.
 2. To create a new extension, click the **New** button.

7. Click **Save** to save your extension setting for your campaign.

Ad group-level extensions

Before you create ad group-level extensions, keep the following in mind:

- By default, an ad group uses the extensions of the campaign it's part of.
- If you create one kind of extension for an ad group, it will override the same type of campaign-level extension.
 - For example, let's say your campaign has sitelinks and a call extension, and you create a call extension in an ad group as well. The ad group will show the call extension you set at the ad group level, while continuing to show the sitelinks you set at the campaign level.
- You can also disable an extension for an ad group. This deletes any extension you created in the ad group and stops any campaign-level extension from showing with those ads. In other words, no extension of the selected type will show for the ad group. Keep in mind, this functionality works only for those types of extensions that are upgraded. If you have non-upgraded extensions in your campaign, those will continue to be able to serve with the ads from that ad group.

To create an ad group-level extension:

1. Choose the ad group you'd like to add the extension to.
2. Click the **Ad extensions** tab.
3. On the **View** drop-down menu, choose the type of extension you'd like to create.
4. From the drop-down menu next to **View**, choose **Upgraded**.
5. Next to the **[Extension] settings** link, click **Edit**. For example, if you're adding a sitelink, you would edit the **Sitelink settings**.
6. Choose **Use ad group [extension]** to create extensions specifically for the ad group.
7. Choose **Use campaign [extension]** to use the campaign extensions. Keep in mind that campaign-level extensions will be used for ad groups by default, so this option is only useful if you'd like to remove a previous setting.
8. Choose **Disable [extension]** to remove the ad group extensions and hide the campaign extensions for this ad group. This means that the ad group won't show the type of extensions you've selected.

Editing extensions

1. To edit campaign-level extensions:
2. Choose the enhanced campaign that has the extension you'd like to edit.
3. Click the **Ad extensions** tab.
4. On the **View** drop-down menu, choose the type of extension you'd like to edit.
5. From the drop-down menu next to **View**, choose **Upgraded**.

6. Go to the **[Extension] settings** section and click **Edit**.
7. Scroll to the campaign-level extensions, hover your cursor over the set of extensions, and click the pencil icon that appears in the upper corner.
8. You'll see a list of all the extensions in this campaign. Click an extension to edit it.
9. After you're done editing, click **Save**.
10. The extension will be edited for any ad groups and campaigns that share the extension.

To edit ad group-level extensions:

1. Choose the ad group that has the extension you'd like to edit.
2. Click the **Ad extensions** tab.
3. On the **View** drop-down menu, choose the type of extension you'd like to edit.
4. From the drop-down menu next to **View**, choose **Upgraded**.
5. Go to the **[Extension] settings** section and click **Edit**.
6. The extensions you previously chose for this ad group will be shown. Over the extension you'd like to edit, click the pencil icon.
7. After you're done editing, click **Save**.
8. The extension will be edited for any ad groups and campaigns that share the extension.

Customizing an extension for mobile devices

You can change how an existing sitelink or call extension works on mobile. Here's how to customize an existing extension for mobile devices:

1. Choose the enhanced campaign that has the extension you'd like to edit.
2. Click the **Ad extensions** tab.
3. On the **View** drop-down menu, choose the type of extension you'd like to edit.
4. From the drop-down menu next to **View**, choose **Upgraded**.
5. Go to the **[Extension] settings** section and click **Edit**.
6. You'll see a list of all the extensions in this campaign.
7. Hover your mouse cursor over the extension you want to customize. Click the down arrow that appears next to the pencil icon and choose **Copy and edit**. This creates a copy of the extension.
8. In the form that appears, choose **Mobile** next to device preference.
9. Change the extension, as needed, to optimize for mobile.
10. Click **Save**.

Note

- Mobile-optimized extensions (extensions for which the Device preference have been set to Mobile) will be given preference over standard extensions of the same type (such as sitelinks or apps) on mobile devices.
- Standard extensions will be given preference over mobile-optimized extensions of the same type on desktop and laptop computers.
- If a campaign or ad group has only mobile-optimized extensions, these may show on desktop and laptop computers. To avoid this, we recommend having standard extensions of the same type as the mobile-optimized extensions in your campaign.

Scheduling an extension

Here's how to narrow the date or time range during which an extension could appear:

1. Choose the enhanced campaign that has the extension you'd like to edit.
2. Click the **Ad extensions** tab.
3. On the **View** drop-down menu, choose the type of extension you'd like to edit.
4. From the drop-down menu next to **View**, choose **Upgraded**.
5. Go to the **[Extension] settings** section and click **Edit**.
6. You'll see a list of all the extensions in this campaign.
7. Hover your mouse cursor over the extension you want to schedule. Click the down arrow that appears next to the pencil icon and choose **Edit**.
 - Keep in mind that any change you make affects all campaigns or ad groups sharing this extension. To make the change only for this campaign, choose **Copy and edit** instead.
8. In the form that appears, click the **Start/end dates, scheduling** section.
9. Click inside the start and end date boxes to choose the dates when the extension should start and stop appearing.
10. Use the **Scheduling** section to set the days of the week and times of day an extension should appear. All times are in the time zone of your account.
11. Click **Save**.

Monitor your upgraded extension performance

Let's say you'd like to see how your extensions perform, like the number of clicks or impressions that occurred when your extension was shown with your ad. You can use your extension performance data to see which extensions perform best and then optimize your extensions to help you reach your advertising goals.

Here's how to see your extension performance data:

1. Select a campaign with extensions. Then, click the **Ad extensions** tab.
2. Click the **View [Extension type]** drop-down and choose the type of extension.
3. You'll see a statistics table that contains data on the entire ad unit's performance when the extension appears. In other words, this data includes the performance of the extension, as

well as the ad and any other extensions it appeared with.

4. Analyze your performance data to see which extensions are performing well and optimize your extensions accordingly.

Segment your performance data

Use segments to take a closer look at individual extension performance. We recommend using the "This extension vs. Other" segment to compare how many clicks your individual extension received versus the other extensions or headline that appeared in your ad.

Here's how to segment your data by "This extension vs. Other":

1. Click the **Ad extensions** tab of a campaign with extensions
2. Click the **View: [Extension type]** drop-down and choose the type of extension.
3. Click the **Segment** drop-down menu.
4. Select "This extension vs. Other".
5. In the table, you'll see a row named "Other" and a row named "This extension." You can compare the statistics in these two rows to see how your individual extensions are performing and optimize them accordingly.

Tip

Customize the statistics table to break down your extensions performance by campaign or ad group. To do so, click the **Columns** drop-down menu and choose **Customize columns**. Within the **Level of detail** section, you can add separate **Campaign** and **Ad group** columns to the table by clicking the **Add** link.

To see the performance statistics for non-upgraded extensions you've upgraded, go to the **Not upgraded** view of the Ad Extensions tab and look for the deleted extension.

updated 03/22/2013

Best practices for direct response campaigns

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740636&topic=2736989&ctx=topic&path=2736942-2736935-20317-2951627>

March 30, 2013

For direct response campaigns, the most important metric is cost-per-acquisition (CPA), or cost-per lead, which is primarily impacted by number of clicks the campaign receives and the conversion rate. By refining your campaign targeting options, you can send more qualified traffic to your site - increasing the chances of a visitor becoming a customer. Taking time upfront to set up your campaign correctly goes a long way in achieving this goal.

1. Create a separate Display Network campaign: Setting up a separate campaign just for the Display Network will allow you to have more control over keywords and bids than if the campaign were combined with Search. Select "relevant pages across the network" to maximize your reach. Include or exclude the Mobile Display Network depending on whether you are trying to reach people who are accessing your site through mobile devices.
1. Only reach potential customers: Target customers in the languages and geographic regions where you offer your product or service. Minimizing the number of people who see and click on your ad who are unable to purchase your product or service will help reduce your cost-per-acquisition (CPA) and increase your conversion rate. [Ad Scheduling](#) and [demographic targeting](#) can also help to ensure that you're only reaching your target audience.
1. Use Keyword contextual targeting: Contextual targeting is best suited for driving performance and cost-efficient conversions. This targeting method will identify the most relevant pages where your ad is eligible to appear based on your keywords; showing your ad on sites where users are most likely to click.
1. Implement cost-per-click (CPC) bidding: Just like Search, this means you will only pay when a user clicks on your ad. CPC bidding is a must if you want to use [Conversion Optimizer](#).
1. Include Negative keywords: This will prevent ads from showing on irrelevant themes that may be related to the keywords you are targeting, resulting in more qualified clicks.
1. Exclude irrelevant or poor-performing sites: You can get more qualified traffic by excluding sites that don't perform well for you based on historic data, or are irrelevant to your product.
1. Set up AdWords Conversion Tracking: Install [Conversion Tracking](#) on your website before you start a Google Display Network campaign, and create multiple conversion points across different pages of your site. This will give you more data to leverage when optimizing your campaigns, allowing you to understand whether you need to improve your campaign

targeting or the conversion process on your site.

1. Use Conversion Optimizer to manage CPA: Google [Conversion Optimizer](#) automatically manages bids at the site level to reach a maximum cost-per-acquisition (CPA) bid, which is the amount you're willing to pay for a conversion (such as a purchase or signup). When you enable the Conversion Optimizer for a campaign, you set a maximum CPA bid for each ad group.

updated 03/01/2013

Display Advanced

▼ **Display ads on the Google Display Network**

Communicating the value of display and the Google Display Network

Plan a Google Display Network Campaign

Generate creatives

Implement a campaign

Measure performance

Optimize and refine

Generate creatives

Ad Formats For The Google Display Network

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Text ads - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2768910&topic=2736964&ctx=topic&path=2736943-2736935-2736935-20317-2951627>

March 30, 2013

This module contains information on creation and best practices for various ad formats on the GDN.

Text ads are the simplest ad format, and are also the easiest to create and edit. You can quickly create multiple variations for different products to test ad text or landing pages. These ads are the most versatile ad format with the widest reach across the web.

Generally, you should create separate ad groups for text ads and display ads to best optimize your bidding. If you have different goals for your text and display ads, (e.g. direct response goals for text and branding goals for display) you should create separate ad groups for each ad format to best optimize your bidding. However, if you're solely focused on direct response, you may want to manage your text and display ads in the same ad group and bid the same amount for both to get the most cost effective conversion for your budget. Similarly, if your goal is getting maximum reach from your campaign, it can be beneficial to include a text ad in each ad group, as some publishers only accept text ads.

Advertisers often see a lower cost per acquisition (CPA) with text ads than with display ads since cost-per-click (CPC) targeted text ads only take up a fraction of space in an ad block. This can lead to them costing less in the auction.

Here are a few best practices to keep in mind when creating text ads:

- Attract the user's attention by writing compelling ads
- Describe clearly what your products or services you're offering
- Highlight unique selling points or special offers
- Reference a desired action such as "order online" or "sign up today"
- Test multiple versions of your ads to determine what works best for you
- Route users to the most relevant landing page for each creative

updated 10/16/2012

Display ads - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2768911&topic=2736964&path=2736943-2736935-20317-2951627&ctx=leftnav>

March 30, 2013

Display ads are non-text ads that use images, Flash, video and other technologies and appear alongside publisher content, and can show on both desktop computers and high end mobile devices. Advertisers use display ad formats to meet a wide variety of objectives, ranging from increasing brand awareness, to driving the number of conversions. You can easily deliver your message to your customer by using display ads on the Google Display Network.

Here is an example that illustrates how display ads can be used successfully on the Google Display Network:

You own a pizza restaurant in San Francisco. You can use the Display Ad Builder to develop a display ad that has an image of your most popular pizza with a call-to-action message that leads users to a discount coupon page. You can then advertise using relevant keywords on the Google Display Network and drive conversions at your local pizza store.

updated 10/16/2012

Rich media ads - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2768915&topic=2736964&path=2736943-2736935-20317-2951627&ctx=leftnav>

March 30, 2013

Rich media ads allow you to more actively engage a web user with your content than standard text or display formats, as they allow greater interactivity and dynamic content. Rich media ads include video ads, Flash animated ads, and ads that mix text, animated content, and designs. You can easily create these types of ads using the AdWords Display Ad Builder.

Here are a couple examples of how you can use rich media ads:

- Video: If you have a product demo or existing TV commercial, you can broadcast it throughout the Google Display Network using the TrueView video formats.
- Animation/image: If you are a retailer, you can showcase your top selling products along with prices and descriptions and allow users to browse through them, directly in an ad. You can select from multiple interactive templates that allow you to showcase images or set unique destination URLs per image.

updated 10/16/2012

Video ads - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2768902&topic=2736964&path=2736943-2736935-20317-2951627&ctx=leftnav>

March 30, 2013

Online video is one of the largest areas of media consumption, with an audience of hundreds of millions. Google AdWords allows you to reach and engage this audience with video placements and ads.

Video placements

can help you expand your brand reach across a large demographic of global users who are eager to view, share, and create new video content online. You can use the placement tool to target video sites such as YouTube and share your marketing message using text or display ads.

Video ads

provide users with a rich and engaging advertising experience. They supplement a web video's content, or advertise a product or service that is relevant to users watching video content. This results in enhanced online branding and cross-promotional advertising campaigns. Examples of the video ads available:

- **Click-to-Play ads**
- **In-Stream video ads**
- **YouTube Promoted Videos**
- **YouTube TrueView video ads**

[Learn more](#) about the specifications and how to get started with video ads.

updated 10/16/2012

Display ad builder overview

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2768683&topic=2736966&ctx=topic&path=2736943-2736935-20317-2951627>

March 30, 2013

Google Display Ad Builder is a free tool that allows you to create compelling, eye-catching Display ads in minutes. By providing you with pre-existing design templates, it alleviates the high cost and long lead time that often comes with generating a display creative: perfect for smaller advertisers with more modest advertising budgets. Google Display Ad Builder allows you to expand your Display Network campaigns to include new ad formats beyond text.

With Display Ad Builder, you can create ads using your own customized text and logos. You can also upload images using standard IAB image ad formats, including simple images or Flash, or upload your own video to create a click-to-play video ad.

[Learn more](#) about the Display Ad Builder.

updated 10/16/2012

Basic display ad builder functions

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2768684&topic=2736966&path=2736943-2736935-20317-2951627&ctx=leftnav>

March 30, 2013

You can access Display Ads Builder within your AdWords account. To access the feature, select the campaign or ad group where you want to create your ad, click on the Ads tab, select Display ad builder from the "New ad" drop-down menu, choose a content category on the left, and then choose a template. To create a display ad, complete the form for the template and upload any required content. You'll be able to preview your ad to the right of the form. Then select your ad sizes above the ad preview. We recommend that you select as many variations as possible, however, you should uncheck the box for any ad size where your ad content does not display properly. Be sure to click Save Ad.

Be sure to preview the available ad sizes near the end of the ad creation process. To change your selections, go back one step and make your changes, then finish submitting your new ad. Once your ad is created, you can only change its content (images, text, etc.). Changes to your ad's content will be applied to all existing ad sizes for the ad. To try different ad sizes for an existing display ad, you'll need to [create a new ad](#) with the same content and your new desired sizes.

Important:

Every time you create or edit your ad, you'll be creating and editing all size variations at the same time. This means that when editing the ad, all your edits will apply to all size variations selected on the page, and this will overwrite all previous selections. If you leave any unselected, this will delete the corresponding ad in that size variation.

updated 10/16/2012

Display ad builder templates

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2768620&topic=2736966&path=2736943-2736935-20317-2951627&ctx=leftnav>

March 30, 2013

Display Ads Builder has dozens of templates to help advertisers achieve the best performance. There are format-specific templates, such as video and rich media templates, to help advertisers specializing in those formats. Seasonal templates are good for a season or holiday-specific promotion. See an example of a seasonal ad template [here](#). There are several vertical templates, for finance, education, retail, etc advertisers. And advertisers can also find the most popular and highest CTR templates, based on advertisers that have used templates before them.

Each template enables you to select a headline, headline font and color, and then include product descriptions and URLs, with the option to upload accompanying images. Users can then select from among dozens of background colors and provide display and destination URLs. Lastly, you can apply the chosen design to all ad sizes or to just a chosen subset by checking and unchecking selection boxes.

To see all the templates, go to the Ads tab in your account, and then New ad and then select Display ad builder from the drop-down menu. Scroll down and you'll all the template categories on the left side of the page. Click on any to see more templates within that category.

updated 10/16/2012

Select and preview ad sizes

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2768622&topic=2736967&ctx=topic&path=2736943-2736935-20317-2951627>

March 30, 2013

Since publishers for sites across the Google Display Network are able to select which ad formats and sizes they allow on their pages, it's recommended that advertisers create versions for their display ads in all possible sizes. This is to ensure that the ads will fit in all placement options across the Display Network, as some publishers may not permit certain sizes to appear on their pages. Due to the different placement options and inventory available across publisher sites, Google will automatically create your ad in most of the [standard IAB ad sizes](#).

Each template within the display ad builder may allow you to insert one or more related images and a business logo. The recommended size for each image slot and associated template will be displayed during the ad creation process. Images that are over the file size limit or that don't meet the specifications for the template you select may appear distorted, misaligned, or not appear at all. You should review and resize your images as needed before creating a display ad so that your ad appears properly.

Consider the following best practices when selecting and previewing ad sizes:

- **Display ad previews:** You can preview how your display ad will appear while you're creating it. Be sure to click Update preview whenever you add an image to see how it will appear within your ad.
- **Review all selected ad sizes:** When you create your ad, you'll have the option to select the ad variation sizes we create for your ad. In some cases, these ad sizes may not work well with the size of the image you provided, so be sure to check that your image displays properly in each case. Deselect those sizes for variations where the images won't display properly.
- **Image editing:** Use photo-editing software to edit your image size and format. Transparent 24-bit PNG files look more professional because they match the background of both the image and the ad itself.

updated 01/16/2013

Create multiple ad variations

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2768626&topic=2736967&path=2736943-2736935-20317-2951627&ctx=leftnav>

March 30, 2013

Display ads offer so many options that you may need to experiment with different templates, colors, and content to get the best results. Creating multiple ad variations can help you identify the combinations that work best for your campaign.

- **Change color schemes:** Changes to the background and font colors of display ads can dramatically increase clickthrough rates (CTRs), which can lead to more impressions and more conversions. Set up your ad, then choose that same template again, change colors, save it in the same ad group, and then let the variations compete against each other. You can then pause the ads that are doing poorly, leaving the best color combinations to lead your campaign.
- **Try new templates:** Performance can vary widely by template. Consider trying out templates with images, no images, various types of animations, and no animations. Minor differences in layout and animations can have large impacts on clickthrough rates (CTRs), depending on your product or service.

updated 10/16/2012

Include clear messaging

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2768628&topic=2736991&ctx=topic&path=2736943-2736935-20317-2951627>

March 30, 2013

To ensure that your marketing message gets across to potential customers, it's important that you include clear messaging when creating your display ads. Below are some basic best practices that can help you create a clear, compelling, and concise display ad.

- **Include a strong call-to-action:** Your ad should convey a call-to-action along with the benefits of your product or service. A call-to-action encourages users to click on your ad and ensures they understand exactly what you expect them to do when they reach your landing page. Some call-to-action phrases include "Buy," "Purchase," "Call today," "Order," "Browse," "Sign up," and "Get a quote." While words such as "find" and "search" may be accurate verbs, they imply that the user is still in the research mode, and may not encourage the user to perform the action you'd most like them to take on your site.
- **Be explicit about your call to action:** Include your call-to-action as a button or somewhere else within the ad that will ensure the user understands where to click. This is especially important in display ads, because users may not know what part of the ad is clickable or, in some cases, that your ad is an ad at all. Users also want to know what they can do if they click their ad: "Learn more?" or "Buy now?" Let them know what to expect.
- **Include prices and promotions:** The more information about your product that a user can gain from your display ad, the better. For example, if a user sees the price of a product and still clicks the ad, you know they're interested in a potential purchase at that price. If they don't like the price, they won't click your ad, and you save yourself the cost of that click.

Include key messaging and call-to-action in final frame of animations: Some ads have animated "teaser" text which may enter and exit the ad at various points. If users miss this text, what they end up seeing may not clearly communicate your offering and what they should do. If the action they should take isn't clear, they'll be less likely to click. Including all key messaging and your call-to-action in the final frame of animations can help ensure that your message gets across to your users.

updated 10/16/2012

Experiment with images, colors, and fonts

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2768687&topic=2736991&path=2736943-2736935-20317-2951627&ctx=leftnav>

March 30, 2013

You should feel comfortable experimenting with your display ads often, continuously refining images, colors, and fonts to maximize performance. The display ad builder allows you to easily and quickly make changes to your display ads.

To get the best performance out of your display ads, consider the following best practices:

- **Choose easy-to-view colors:** Make sure you've customized the color scheme of your ad, including the background and font color. Try to align the color scheme of the template with the content of your image. Be careful of your color choices; extremely bright colors can be unpleasant or difficult to read. Using the same color for the foreground and background of your ad will also make it difficult to identify items within the image clearly.
- **Work with the publisher color schemes:** If you are placement targeting certain sites, consider tailoring the color scheme of your display ads to match the publishers' pages. If your ad looks unattractive or out of place on a page, users will be less likely to click on it. It's more important to match the sites that you're targeting, than to match your landing page.
- **Use transparent PNG format images:** This can greatly improve the aesthetics and unique look of your display ad. If you don't have a transparent PNG image, make sure your ad color scheme matches the background of your images. If your image has a white background for example, consider setting your ad background to white.
- **Balance your ad content:** Make sure your ad text and images are balanced within the body of the display ad and within the overall ad size. Images should be clear, resized to fit the ad shape, and easy to recognize. All text should be easy to read and understand in relation to the included images and shape and size of the ad in all size versions. Images should not be cut off or unrecognizable, and lines of text should be complete and make sense. Check your ad in each available ad size and resize any images as needed.
- **Create a visible Display URL:** Your display URL should be visible. If it's the same color as the ad's background color, it won't be visible to the user.

updated 10/16/2012

Consider your goals

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2768629&topic=2736991&path=2736943-2736935-20317-2951627&ctx=leftnav>

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It's important to consider your goals before selecting an ad format. For example, advertisers whose main goals are to reach the largest number of customers and generate the online sales may want to select different ad formats than advertisers whose main goal is to increase brand awareness.

Text ads are the simplest ad format available, the easiest to modify, and have the widest reach on the Google Display Network. However, if your goals are capture the attention of your customers in new and visually stimulating ways to enhance your brand, you might want to try something more engaging, such as display ads.

This module contains guidelines for how to select and refine your display ads for optimal performance. You can follow these guidelines to create your own display ads using the Display Ad Builder, or if you want professional help creating your ad you can use The Google Ad Creation Marketplace to help find an industry expert to assist you.

updated 10/16/2012

Google display network display ad policies

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2768633&topic=2736992&ctx=topic&path=2736943-2736935-2736935-20317-2951627>

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Google's content policies for AdWords text ads also apply to AdWords display ads. Promoting violence, copyrighted content, and drugs are a just few examples of content that is not permitted in display ad content. For a full list of content policies by region, visit [the AdWords Help Center](#).

In addition to content policies, there are an additional set of policies for display ads that don't apply to text ads. Some examples include avoiding unconventional ad layouts, such as an image that appears sideways or is repeated, or mimicking computer functions. Animations that last for too long, or ads that use strobing backgrounds, would also result in an ad disapproval. For a full list of policies by ad format, visit [the AdWords Help Center](#).

Also, similar to text ads targeting the Google Display Network, display ads need to be approved as Family Safe status before accruing impressions on publisher sites. If your newly submitted display ads are not accruing impressions, it may be because they are under review.

updated 10/16/2012

Display ad approvals

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2768635&topic=2736992&path=2736943-2736935-20317-2951627&ctx=leftnav>

March 30, 2013

If your display ad has been disapproved per policy, you should familiarize yourself with the [policies](#) and edit your ad. When you save your new ad or upload a new ad, it will automatically be submitted for re-review.

updated 03/04/2013

Display Advanced

▼ Display ads on the Google Display Network

Communicating the value of display and the Google Display Network

Plan a Google Display Network Campaign

Generate creatives

Implement a campaign

Measure performance

Optimize and refine

Implement a campaign

Create a new campaign

[Network settings](#)

[Create your first ad campaign](#)

[Choose your bid and budget](#)

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[Set advanced mobile and tablet options in "Display Network only" campaigns](#)

Target your campaign

[Keyword contextual targeting](#)

[Managed placements \(or placement targeting\)](#)

[Topic targeting](#)

[Interest category targeting](#)

[Remarketing](#)

[About new bidding features on the Display Network](#)

[Setting bid adjustments](#)

Network settings - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2768960&topic=2737034&ctx=topic&path=2736944-2736935-20317-2951627>

March 30, 2013

These settings determine where on the Internet your ads appear. To appear on the Google Display Network, then make sure to opt into the Display Network. The Display Network includes a collection of websites that have partnered with Google (display partners), YouTube, and specific Google properties that display AdWords ads.

updated 10/16/2012

Create your first ad campaign

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704395&topic=2737034&path=2736944-2736935-20317-2951627&ctx=leftnav>

March 30, 2013

The first time you create an ad campaign, AdWords guides you through several steps where you'll choose your ad campaign's settings, write your first ad, and select [keywords](#) that you think your customers would use when they're searching for information related to your products or services. Thinking about your customers' preferences, habits, and traits can help you choose the right settings for your campaign – settings that can influence whether your ads reach the right people.

Picturing your customer

Create a mental profile of your audience or your customers. Here are some important areas to consider about your customers' preferences and behavior:

- Words and phrases they use to search online
- Favorite websites
- Geographical location
- Whether they tend to email you or call your business phone number

Tip

Before you dive into your first campaign, think about who your customers are, how much you want to spend to reach them with your ads, and what results you're expecting for your campaign to be a success.

Creating a campaign

Choose campaign settings based on your audience or customer profile. You'll also select the budget you want to spend each day to show your ads:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click **Create your first campaign**.
3. You'll be taken to the "Select campaign settings" page. Choose your campaign settings.
4. Click **Save and continue**. You can [edit your campaign settings](#) at any time.

Creating your ad and choosing keywords

After you've saved your campaign settings, you'll be taken to the "Create ad and keywords" page.

Tip

While you can choose from multiple ad formats, newer advertisers may want to begin their AdWords journey with text ads. Writer's block? Discover [tips for creating successful ads](#).

1. In the "Create an ad" section, select "Text ad" and type in your headline, description, [display URL](#), and [destination URL](#). Both URLs should come from the same website.
2. In the "Keywords" section, enter a list of 10-20 keywords. You can add more keywords later. Learn how to [choose keywords when you create a campaign](#).
3. Click **Save and continue to billing**. You've just created your first text ad campaign!

updated 03/19/2013

Choose your bid and budget

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2375454&topic=2737034&path=2736944-2736935-20317-2951627&ctx=leftnav>

March 30, 2013

To run your ads on Google, you'll need to decide on the right campaign budget and ad group bids. Your **budget** establishes a charging limit for an individual campaign, so it should be an amount you'd be comfortable spending per day (or seeing on your monthly credit card bill if you multiplied your budget by 30.4, the average number of days in a month). Your actual costs may be lower, depending on how you manage your bids.

Your **bid** is the most you're willing to spend per click. By managing your bids, you may influence the amount of traffic your ads receive, as well as the **ROI** they generate. With higher bids, your campaign is likely to receive more traffic while spending more money. With lower bids, your campaign is likely to improve its ROI, but receive fewer clicks and conversions.

Here you'll learn the steps for setting bid and budget in a new campaign, and how to estimate how much you'll spend.

Steps to set your bidding and budget for a new campaign

1. Sign in to your AdWords account at <http://adwords.google.com>
2. Click the **Campaigns** tab.
3. Under **All online campaigns**, click the **+New campaign** button.
4. In the **Bidding and budget** section of your campaign settings, select a bidding option. If you choose the "manual" option, enter a **Default bid** as well.
5. For **Budget**, the amount you enter should be the most you're willing to spend on your campaign on average per day over a month. You can also apply a shared budget that you've previously created.
6. Click **Save and Continue** (on the next settings page, you'll be prompted to create and save your ad group).
7. You may edit your bidding option and budget again at any time by returning to your campaign's **Settings** tab.

About your campaign bidding options

When many people think of an auction, they often think of a prize being sold for the highest bid. But our ad auction uses both quality and bid to determine your ad's position. So even if your competition bids higher than you, you can still win a higher position -- at a lower price -- with highly relevant keywords and ads. You'll often pay less than your maximum bid, because with the ad auction you pay no more than what's needed to rank higher than the advertiser immediately below you. The amount you pay is called your **actual CPC**.

AdWords essential

The ad auction

Your maximum cost-per-click **Max CPC** is the highest price you're willing to pay when someone clicks on your ad. With higher bids, your campaign is likely to receive more traffic while spending more money. With lower bids, your campaign is likely to improve its return on investment (ROI), but receive fewer clicks and conversions.

There are two basic bidding options (for advanced details, see [Determining a bid option based on your goals](#)):

- **Manual bidding:** This is the default option to let you manage your maximum CPC bids yourself. You can set bids at the ad group level, or for individual keywords.
- **Automatic bidding:** If you're new to AdWords (or if you're busy), we recommend this option. All you have to do is set a daily budget, and the AdWords system manages your bids for you, to bring you the most clicks possible within your budget.

With manual bidding, your ad group's **Default bid** amount will be applied to all keywords in your new campaign's ad group. You may change your bid amount at any time. You also may change this value for individual keywords via the Max CPC column on the **Keywords** tab. Learn how to [Choose a bid for your keywords](#).

Tip

Try the [Keyword Traffic Estimator](#) tool to get an idea of the potential click traffic, average CPC, and cost per day for your keywords.

Setting bid adjustments

With [enhanced campaigns](#), you can [set bid adjustments](#) that increase or decrease your bids when your ad is competing to appear on mobile devices, in specific locations, and at particular days and times. Bid adjustments can give you more control over when and where your ad appears, and are applied on top of your existing bids. You can also customize your bidding strategy by setting multiple adjustments that work together, such as location and time of day, or time of day and mobile devices.

About your campaign budget

Keep in mind that your budget amount is for a single campaign, as opposed to a total amount for all your campaigns overall. Your campaign's budget should be the highest amount that you're willing to spend on average per day over a month. If you're working with a monthly advertising budget, you can estimate your average daily budget by dividing that amount by 30.4 (the average number of days per month). Note that this estimate may vary slightly, due to some months being longer or shorter.

Tip

Start small. If you're a beginner, try a daily budget of US\$10 to US\$50. Check your account soon after applying a new budget to see how your campaigns have performed.

Because customer traffic fluctuates from day to day, Google may allow up to 20% more clicks (or other ad activity for campaigns on another bidding option) in one day than your daily budget specifies. We call this [overdelivery](#).

However, our system makes sure that in a given billing period, you're never charged more than 30.4 multiplied by your daily budget amount. For example, if you budget \$10 per day, the maximum you would pay is \$304.

If Google overdelivers your ads too much, and your accrued costs in a billing period exceed the charging limit for your budget, a credit will automatically be applied to your account. For instance, if your monthly charging limit is \$304, and you've accrued \$310 in costs in a given billing period, you'll receive a credit for \$6 and only be charged \$304.

Tip

Are your campaigns using up all of your budget? Your budget settings include the option to **View recommended budget**, which is based on analysis of your campaign performance, typically from the past 15 days.

Next steps

- [Set a budget for your campaign](#)
- [Using custom scheduling](#)

updated 03/16/2013

Using custom ad scheduling

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2404244&topic=2737034&path=2736944-2736935-20317-2951627&ctx=leftnav>

March 30, 2013

Some advertisers may see different options in their campaigns' settings tabs. This is because different campaign types support different features. If you can't locate the options below, learn how you can [switch campaign types](#) to see them.

Timing is everything, so you want to make sure your customers are awake and online to see your ads. By default, your AdWords campaigns are set to "Show ads all days and hours," which means that we'll automatically try to spend your entire daily budget during each calendar day that your ad is active.

But if you want to reach your customers within a special "window of opportunity," then ad scheduling is for you. It lets you specify certain hours or days of the week when you want your AdWords ads to show. Note that ad scheduling won't change your overall daily budget -- we'll try to spread the spending evenly across any segments you've scheduled in that calendar day.

If you're running an [enhanced campaign](#), you can [set bid adjustments](#) to increase or decrease your bids for specific days, times, and more, and view reporting from the **Ad schedule** subtab in your campaign settings. Any legacy [campaign type](#) other than "Standard" can also set ad schedule bid adjustments. You'll find instructions below for both enhanced and legacy campaigns.

Example

Suppose you run a dog-sled touring business in Alaska. By viewing your "Hour and day of the week" performance on the **Ad schedule** subtab, you've noticed that your ads get the best results between 8 and 11 a.m. on Tuesdays, when *Extremely Cold Places* is playing on television. You decide to adjust your ad schedule so that on Tuesdays, your ads only appear during that time.

Create an ad schedule for an enhanced campaign

Here's how to schedule your ad to run at specific times and days:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab at the top.
3. Under **All online campaigns**, click the name of the campaign to be scheduled.
4. Click the **Settings** tab, then click the **Ad schedule** subtab.
5. Click the **Edit ad schedule** button.
6. Make your selections for specific days and times.
7. Click **Save**. You'll see your changes reflected in the Ad schedule statistics table.

[Try it out](#)

Set bid adjustments for an enhanced campaign

You can set bid adjustments for specific days and times in the **Ad schedule** subtab in your campaign settings. If you also opt to set bid adjustments for mobile devices and locations, all of your adjustments will be multiplied together to determine the resulting bid adjustment. By setting bid adjustments, your spending on individual clicks may vary, but your overall daily budget won't change.

Example

Let's continue our earlier example. You run a dog-sled touring business in Alaska, and you have an existing ad group max CPC bid of \$1.00. You've scheduled your ad to show on Tuesdays between 8 and 11 a.m. You decide to set a bid adjustment of +10% on Tuesdays between 8 and 10 a.m. So, your bid for that time period would be $\$1.00 \times (+10\%) = \1.10 .

You also decide to set a +20% adjustment for Anchorage, where many of the customers that love your dog-sled tours live. Your resulting bid for a search that occurs on Tuesdays at 9:30 a.m. for a customer in Anchorage will be \$1.32. Here's how it works:

Starting bid: \$1.00

Tuesdays, 8 to 10 a.m. adjustment: $\$1.00 \times (+10\%) = \1.10

Anchorage adjustment: $\$1.10 \times (+20\%) = \1.32

Final bid for Tuesdays, 8 to 10 a.m., in Anchorage: \$1.32

How to set a bid adjustment

To adjust your bids for a certain time, just follow steps 1-4 above. Then:

1. Click the cell in the "Bid adj." column of the row whose bid you want to adjust.
2. Choose "Increase by" or "Decrease by" from the drop-down, and enter a number.
3. Click **Save**.

Notes

- The bid adjustment affects all bids in the campaign. When the time period of your bid adjustment is over, your normal campaign bids will be restored unless you've set other adjustments (for devices or locations, for example). Using the example above, at 10:01 a.m. on Tuesday, your bid will become $\$1.00 \times (+20\%)$, or \$1.20 for a search that occurs in Anchorage, until your ads stop showing at 11 a.m.
- You can stop using ad scheduling so that your ad appears every day of the week by adding all days as targets.

Create an ad schedule and adjust bids for a legacy campaign

Here's how to schedule your ad to run at specific times and days:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab at the top.
3. Under **All online campaigns**, click the name of the campaign to be scheduled.

4. Click the **Settings** tab.
5. In the "Advanced settings" section, click **Schedule: Start date, end date, and ad scheduling**.

Home

Campaigns

Opportunities

Tools and Analysis ▾

Billing ▾

My account ▾

Search

Search

All online campaigns

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Campaign #1

Campaign #3

Campaign #4

Campaign #5

Sweet tea

Black tea

Green tea

New Ad Group

Shared library

Reports

Automated rules

Labels

All video campaigns

Help

Help Center

Search help center

Go

All online campaigns >

Campaign: Sweet tea

● Enabled

Experiment: Not started

Budget: \$5.00/day

Targeting: All available sites

All devices

English

Canada; United States

Ad groups

Settings

Ads

Keywords

Ad extensions

Dimensions

Display Network ▾

Campaign settings

General

Campaign name Sweet tea [Edit](#)

Locations and Languages

Locations ?

Targeted locations:

• Canada (country)

• United States (country)

[Edit](#)

Languages ?

What languages do your customers speak?

English [Edit](#)

⊕ Location options (advanced)

Networks and devices

Networks ?

All [Edit](#)

Devices ?

All [Edit](#)

Bidding and budget

Bidding option ?

Focus on clicks, manual maximum CPC bidding [Edit](#)

Budget ?

\$5.00/day [Edit](#)

⊕ Delivery method (advanced)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions](#) tab. [Take a tour.](#)

Advanced settings

☐ Schedule: Start date, end date, ad scheduling

Start date

Jun 5, 2012

End date

None [Edit](#)

Ad scheduling ?

Show ads all days and hours [Edit](#)

⊕ Ad delivery: Ad rotation, frequency capping

⊕ Demographic

⊕ Social settings

⊕ Keyword matching options

⊕ Automatic campaign optimization (Display Network only)

⊕ Experiment^{BETA}

⊕ IP exclusions

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

6. Next to "Ad scheduling," click **Edit**.
7. In the window that appears, click any day of the week under the **Time period** column to set the hourly range for when your ads should run (or *shouldn't* run). Click **Add another time period** to create up to six running time periods in a single day.

Search

All online campaigns

- Campaign #1
- Campaign #3
- Campaign #4
- Campaign #5
- Sweet tea**
 - Black tea
 - Green tea
 - New Ad Group

[All online campaigns >](#)

Campaign: Sweet tea

● Enabled Experiment: Not started Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▼

Campaign settings

General

Campaign name Sweet tea [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:

- Canada (country)
- United States (country)

[Edit](#)

Languages [?](#) What languages do your customers speak?

English [Edit](#)

[Location options \(advanced\)](#)

Networks and devices

Ad schedule



Edit days and times below. When you're happy with the schedule, click "Save." To bid more or less during particular time periods, switch to the bid adjustment mode. (You can always switch back.)

[Reset to all days and hours](#)

Mode: **Basic** | [Bid adjustment](#) [?](#) Clock: 12 hour | 24 hour

Day	Time period	Midnight	4:00 AM	8:00 AM	Noon	4:00 PM	8:00 PM
Monday	Running all day	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Tuesday	Running all day	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Wednesday	<input checked="" type="radio"/> Running 12 AM : 00 to 12 AM : 00 Remove + Add another time period <input type="radio"/> Not Running				✓✓✓✓	✓✓✓✓	✓✓✓✓
Thursday					✓✓✓✓	✓✓✓✓	✓✓✓✓
Friday					✓✓✓✓	✓✓✓✓	✓✓✓✓
Saturday		✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Sunday	Running all day	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓

America/Los_Angeles

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

- [Social settings](#)
- [Keyword matching options](#)
- [Automatic campaign optimization \(Display Network only\)](#)
- [Experiment ^{BETA}](#)
- [IP exclusions](#)

8. Click **OK** to save your ad schedule, and you'll see the changes reflected in the time blocks. The green blocks show the hours when ads are scheduled to run, while the gray blocks show when they aren't.
9. Click **Save**.

[Try it out](#)

How to set a bid adjustment for a legacy campaign

The "Ad schedule" window in the steps above includes a **Bid adjustment** mode, too. You can specify bid adjustments to raise or lower your bid during certain hours or on different days of the week. Here's how:

1. In the ad scheduling window, click **Bid adjustment**.

Search

[All online campaigns >](#)

Campaign: Sweet tea

● Enabled Experiment: Not started Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▼

Campaign settings

General

Campaign name Sweet tea [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:
 • Canada (country)
 • United States (country)
[Edit](#)

Languages [?](#) What languages do your customers speak?
 English [Edit](#)

[⊞ Location options \(advanced\)](#)

Networks and devices

Ad schedule



Edit days and times below. When you're happy with the schedule, click "Save." To bid more or less during particular time periods, switch to the bid adjustment mode. (You can always switch back.)

[Reset to all days and hours](#)

Mode: **Basic** | [Bid adjustment](#) [?](#) Clock: 12 hour | 24 hour

Day	Time period	Midnight	4:00 AM	8:00 AM	Noon	4:00 PM	8:00 PM
Monday	Running all day	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Tuesday	Running all day	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Wednesday	<input checked="" type="radio"/> Running	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Thursday	12 AM : 00 to 12 AM : 00 Remove + Add another time period	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Friday	<input type="radio"/> Not Running	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Saturday		✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Sunday	Running all day	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓

America/Los_Angeles

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

[⊞ Social settings](#)
[⊞ Keyword matching options](#)
[⊞ Automatic campaign optimization \(Display Network only\)](#)
[⊞ Experiment ^{BETA}](#)
[⊞ IP exclusions](#)

2. Click a row to set a bid adjustment (**% of bid**) for a **Time period**, then click **OK**.
3. When you're finished and the green and gray blocks reflect your changes, click **Save**.
4. To stop using the bid adjustments, click **Basic** at the top of the ad scheduling window. Your time settings will be saved, but your bid adjustment settings won't be saved.

Search

All online campaigns

- Campaign #1
- Campaign #3
- Campaign #4
- Campaign #5
- Sweet tea**
 - Black tea
 - Green tea
 - New Ad Group

[All online campaigns >](#)

Campaign: Sweet tea

● Enabled Experiment: Not started Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▼

Campaign settings

General

Campaign name Sweet tea [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:
 • Canada (country)
 • United States (country)
[Edit](#)

Languages [?](#) What languages do your customers speak?
 English [Edit](#)

[⊞ Location options \(advanced\)](#)

Networks and devices

Ad schedule



Edit days and times below. When you're happy with the schedule, click "Save." To bid more or less during particular time periods, switch to the bid adjustment mode. (You can always switch back.)

[Reset to all days and hours](#)

Mode: [Basic](#) | **Bid adjustment** [?](#) Clock: 12 hour | 24 hour

Day	Time period	% of bid	Midnight	4:00 AM	8:00 AM	Noon	4:00 PM	8:00 PM
Monday	Running all day	100%	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Tuesday	08:00 AM - 11:00 AM	120%	✗✗✗✗	✗✗✗✗	✓✓✓✓	✗✗✗✗	✗✗✗✗	✗✗✗✗
Wednesday	Running all day	100%	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Thursday	Running all day	100%	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Friday	Running all day	100%	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Saturday	Running all day	100%	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Sunday	Running all day	100%	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓

America/Los_Angeles

Save

Cancel

- [⊞ Social settings](#)
- [⊞ Keyword matching options](#)
- [⊞ Automatic campaign optimization \(Display Network only\)](#)
- [⊞ Experiment ^{BETA}](#)
- [⊞ IP exclusions](#)

Adjusting for time zone differences

The ad schedules you set are based on the time zone you selected when you initially created your AdWords account. So you'll need to adjust your ad schedule to account for any difference in your target customers' time zone. To verify your account's time zone setting, click the **My account** tab and select **Preferences**.

Top Contributor

What our advertisers are saying

Kim_Clink, August 2012

“Ad Scheduling is a feature that allows advertisers to schedule their campaign ads for certain times of the day or days of the week. Advertisers also have the ability to increase bids by a specific percentage when using the bid multiplier feature under Ad Scheduling.” [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/16/2013



Set advanced mobile and tablet options in “Display Network only” campaigns

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722028&topic=2737034&path=2736944-2736935-20317-2951627&ctx=leftnav>

March 30, 2013

In your "Display Network only" campaigns, you can target specific operating systems, device models, as well as carriers and wireless networks. Advanced mobile and tablet options aren't available for "Search Network only" and "Search and Display Networks" campaigns. If you'd like to use these targeting options, consider creating a "Display Network only" campaign.

Example

Say you're trying to reach users who are on Mobile Carrier X who might want jazz music for their ringtones. With carrier targeting, you can create a message in your ad that's a lot more focused: "Jazz Ringtones for Mobile Carrier X."

How to set advanced mobile and tablet options

How you set advanced mobile and tablet options and which options are available differ for smartphones and WAP devices.

- Smartphones: Target operating systems, device models, carriers and wireless networks.
- WAP devices: Target carriers and wireless networks.

Smartphones

For ads that show on smartphones with full Internet browsers:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Navigate to the campaign you want.
3. Click the **Settings** tab, then expand the "Advanced mobile and tablet options" plus box in the **Devices** option.
4. "Advanced mobile and tablet options" should expand and you'll be able to choose operating systems, device models, as well as carriers and Wi-Fi.
 - Operating systems: Choose to show your ads to people on all operating systems or target specific ones.
 - Device models: Choose to show your ads to people on all device brands and versions or target specific ones.
 - Carriers: Choose to show your ads to people on all mobile carriers or target specific ones in the area you're targeting. Keep in mind that the option to choose specific carriers to target is offered in many countries, but not all.
 - Wi-Fi: To show your ads to people on wireless networks, select "Wi-Fi traffic." If you choose to include Wi-Fi traffic, you'll target all Wi-Fi users, regardless of which carrier

they're using.

WAP devices

For mobile text or image ads that appear on feature phones, also known as WAP devices:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Navigate to the campaign you want.
3. Click the **Ads** tab.
4. Either click the pencil that appears when you place your mouse cursor over your ad if you're adding the feature to an existing ad, or select **New ad > WAP Mobile Ad** if you haven't created a mobile ad yet.
5. On the "Create Mobile Ad" page, click **Advanced targeting and network options**.
6. Click "Show my ad only on specific mobile carrier's networks." This will expand to reveal a menu of mobile carriers for you to choose from. You can choose to show your ads to people on all mobile carriers, or target specific ones depending on your preference. Keep in mind that not all countries in which we offer carrier targeting can support WAP mobile ads.
7. Click **Save** to finish.

Next steps

- Understand the differences between [creating different types of mobile ads](#).
- Read about [ad targeting basics](#).

updated 03/16/2013

Keyword contextual targeting

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769374&topic=2736993&ctx=topic&path=2736944-2736935-20317-2951627>

March 30, 2013

Contextual targeting is used to match keyword-targeted ads (also referred to as automatic placements) to sites within the Google Display Network.

This form of targeting better suits advertisers focused on performance and cost-efficient conversions since ads will provide useful information to readers and attract an audience with an established interest in your message.

To build a contextually targeted campaign:

1. Define your ad group: Each ad group should have specific themes. Start with themes that are descriptive to the product or service advertised, and avoid themes that are aimed at targeting audiences. If you have a strong and well-recognized brand, consider including branded keywords in keyword-targeted ad groups.
1. Generate keywords: Each ad group should have between 5 and 50 keywords. Avoid repeating keywords in the same ad group, and use keywords that are tightly related to the ad group theme. Use the Keyword Tool to help you build your keyword list.
1. Set Ad Group Bids: Set your initial Display Network bid at the same level as your search bid. You can always adjust after launching the campaign and evaluating its performance.
1. Add negative keywords: This will help to ensure your ads don't appear on irrelevant searches.
1. Implement Conversion Tracking: To better understand the performance of your campaign set up **AdWords Conversion Tracking**. This tool will give you insights into site-level conversion data.
1. Optimize: After a few days, check the Networks tab and correct any poor matches by excluding placements and adding negative keywords. Add and remove keywords, pause ad groups that have been optimized and are not performing, and adjust your bidding. You should also add more ad groups that are similar to those that are performing well for you.

The position of a keyword-targeted ad on a Display Network page is determined partly by the maximum cost-per-click (CPC) of the keywords in an ad group. Quality Score is also a factor, which is derived from the ad's past performance on that and similar Display Network pages, landing page quality, and other relevance factors.

updated 10/16/2012

Managed placements (or placement targeting)

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769376&topic=2736993&path=2736944-2736935-20317-2951627&ctx=leftnav>

March 30, 2013

Managed placements (or Placement Targeting) are specific sites in the Google Display Network that you specifically select to target. There are two main reasons why you may want to select managed placements:

1. **Placement Management:** If you want to run ads on the Display Network, but only on placements you hand-pick, you can select this option in your campaign settings. In this case, you would choose managed placements in the Display Network where you'd like to see your ads displayed and add them to an ad group.
1. **Bid Management:** If you're running ads across the entire Display Network, but you'd like to raise or lower bids for specific placements based on the performance of those websites. For example, you may want to be more competitive for a placement on a particular site to receive more traffic. You can add the site as a managed placement and simply raise your bid for that one placement. You may also see an automatic placement that you don't want to entirely exclude but that doesn't particularly interest you or generate a strong return on investment. You can add it as a managed placement and lower the bid for that website.

There are three main ways to add managed placements to an ad group: manually adding, copying from your "automatic placements" table, and using the placement tool. [Learn more](#) about the specific steps to add managed placements.

When picking the sites you wish to add as managed placements, make sure they support your ad formats. Some sites may not run certain ad formats (like banners or wide skyscrapers) or may halt advertising for other reasons. We suggest you experiment with several different placements over time and look for the combinations that work for you.

updated 10/16/2012

Topic targeting - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769377&topic=2736993&path=2736944-2736935-20317-2951627&ctx=leftnav>

March 30, 2013

Topic Targeting - Target websites about specific topics

Just like your business caters to certain customers, your customers may be interested in certain topics. Topic targeting lets you place your AdWords ads on website pages about those topics, whether it's agriculture, music, or something else entirely.

Topic targeting allows your ads to be eligible to appear on any pages on the [Google Display Network](#) that have content related to your selected topics. As content across the Web changes over time, the pages on which your ads appear can change with it. To display your ads on those pages, simply select one or more topics that you find relevant for your ads.

You can use topic targeting in combination with individual placements -- which are pages or sites you've chosen where you'd like your ad to show -- and keyword targeting -- which lets you choose the keywords that should trigger your ad to show.

Example: By targeting the "Autos & Vehicles" topic, for instance, you enable your ad to appear on any Google Display Network website or other placement that includes content about cars or other automotive themes. You can also select more precise subtopics, such as Trucks & SUVs, Commercial Vehicles, or Motorcycles.

Topic Targeting can be combined with Placement or Keyword targeting for precise targeting:

- Placement and topic targeting
 - Topic targeting allows your ads can to appear automatically on any sites with related content on the Google Display Network.
 - Placement targeting allows your ads to appear only on specific sites that you choose on the Google Display Network. Your ads won't appear on placements that you haven't explicitly targeted.
 - Placement targeting and topic targeting can be used together in a single ad group. If your

[campaign network setting](#) is "Specific reach," your ad will appear only on pages of the placement that apply to the topic you've chosen.

- Example You decide to target the placement

[newyorktimes.com](#) and the topic Sports in the same ad group. In this situation, your ad will appear only on pages within

[newyorktimes.com](#) that belong to the Sports topic.

- **Keyword and topic targeting:**

- If you target keywords and topics in the same ad group, your keywords will be considered first when our system decides where to show your ads. Your ads won't be

eligible to appear on pages that don't match your keywords -- even if these pages are related to the topics that you've chosen.

- How topics work with keywords also depends on your Display Network campaign settings. You can set your Display Network settings to either Broad or Specific reach:
- If you're opted into Broad reach: When your keywords match a page for one of your targeted topics, we'll use the topic targeting bid in the [ad auction](#).
- If you're opted into Specific reach: Your ads will be eligible to appear only on pages that match your keywords and at least one of your targeted topics.

Topic targeting costs

Pricing for targeting by topics works the same way as pricing for other placement-targeted ads. You select the maximum price you're willing to pay each time your ad appears, and the AdWords system will show your ad on pages on the Google Network with content about that topic where your bid can win a position. A popular topic may have thousands or even tens of thousands of pages where your ad could appear.

Common reasons to use topic targeting

- You'd like to generate additional traffic or want to reach a broad audience quickly.
- For example, if you sell bicycles and know that your customers also like hiking and camping, you can try reaching a broader audience by selecting the Hiking and Camping subtopic to show your ads on webpages about this topic.
- You have a flexible or unrestricted campaign budget.
- You'd like to quickly ramp up your ad delivery, or your CPA goal is moderately flexible.
- You'd like to prevent your ads from appearing on pages about specific topics that aren't performing well or are unrelated to your business.

Tips

- If you'd like to control where your ads appear on the Google Display Network, or you're a brand-oriented advertiser, or you have strict CPA goals and want to actively manage your budget, we recommend using our other targeting options, such as [keyword contextual targeting](#) or [placements](#) targeting.
- When you target a top-level topic, you also target all the related subtopics. However, we recommend adding the subtopics for bidding and reporting control.
- Adding all the subtopics isn't the same as adding the top-level topic. There are pages that won't be targeted if you add only the subtopics to your ad group. We recommend adding the top-level topic as well.

Interest category targeting

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769380&topic=2736993&path=2736944-2736935-20317-2951627&ctx=leftnav>

March 30, 2013

You can add interest categories to your ad groups in order to reach people interested in products and services similar to those your business offers -- even when these people are browsing websites not directly related to these products and services. By doing so, you can help boost your ad groups' performance.

Adding interest categories to your ad groups allows you to reach people based on their interests as they browse pages across the Google Display Network. You can select from a wide-ranging list of these categories -- from autos and sports to travel and fashion -- and we'll show ads to people who we think are interested in those categories.

For example, a father could potentially be interested in your company's handcrafted toys. Or someone who frequently visits animal websites might be interested in the new dog-grooming service you're trying to promote.

When someone visits an AdSense partner website, we analyze the content of the page and site to show contextually relevant ads. We also use these page topics as well as data from third-party companies to associate interests with a visitor's anonymous

[cookie](#) ID, taking into account how often people visit sites of those categories, among other factors.

Google may use information that people provide to websites on the Display Network -- such as social networking sites -- about their gender, age, and other demographics. We may also use the websites people visit and third-party data to infer this information. For example, if the sites a person visits have a majority of female visitors (based on aggregated survey data on site visitation), we may associate the person's cookie with the female demographic category.

Keep in mind, we won't associate with an individual's cookie any interest categories considered sensitive, such as those based on race, religion, sexual orientation, health, certain financial categories, and others. People can also always change their interest settings using Google's [Ads Preferences Manager](#).

We associate visitors with a category for 30 days. This can change depending on the sites they visit. For example, a dancing enthusiast would probably regularly visit dancing-related sites over long periods of time. If that person then moves on to another interest and is no longer reading as many pages about dancing as mountain climbing, we'll update the person's profile to remove dancing and include mountain climbing. If, however, the dancing enthusiast still continues to visit dancing websites for a long period of time, they'll likely be included in that interest category for longer.

We use a combination of someone's current page information and browsing history when choosing what kind of ad to show. The thresholds we use to determine if someone is likely to be an enthusiast for certain content are specific to each interest category. Many of the people we believe have long-term interests related to a topic may visit dozens of pages a month about that topic.

Over time, we may fine-tune any of these factors to better predict certain actions for a given

interest, like ad clicks and conversions for advertisers related to the interest category.

Did you know ... with over 1,600 pre-defined interest categories, you can potentially advertise to hundreds of millions of people.

Benefits of using interest categories

Quite simply, adding interest categories can help you improve the performance of your campaigns. Here are three reasons why adding them can be beneficial:

1. Increase awareness of your brand and products, and help bring traffic to your website.

Ads using the categories you've targeted can reach customers associated with their respective interests, even when they're visiting websites that might not be contextually related to the interest category you selected.

Interest category campaigns can also help you find people for your

[remarketing](#) lists. Once someone visits your site after clicking an ad, for example, you can add that visitor to your remarketing lists so you can show that person ads while on other sites on the Display Network.

- 1.

Extend the reach or frequency of your existing campaigns that already use keyword, placement, or topic targeting.

Let's say you want to reach people who're interested in buying a car. Typically, it costs more to advertise on car sales websites than on sites that are related to certain other topics, such as food and drinks. If you add interest categories to your ad group, you can reach people who're interested in cars even when they're on unrelated pages. This means that you can generally reach a wider audience and get more clicks and sales at a lower cost.

1. Tailor your ads and bids to specific interests.

Suppose you sell cars and want to reach people on auto websites. You believe that the brand of cars you sell appeals to a wide variety of people, but some of them may react more positively than others to certain types of ads.

For example, you could add the following interest categories to your ad group: Autos & Vehicles and People & Society. That way, you could show an image ad that associates a family-oriented lifestyle with your car brand to auto website visitors who're also interested in parenting.

If, for example, you think people who're interested in websites related to parenting are 30% more likely to buy your car than the typical auto website visitor, you may choose to bid 30% more to show your ad to any auto website visitor who has an interest in parenting websites.

How does interest categories differ from topic targeting?

In a nutshell, the difference is context. Topic targeting allows you to place ads on pages directly related to the topic you've selected, among other factors. In other words, with topic targeting, your ads are more likely to be contextually relevant. Targeting by topics is an alternative to selecting individual placements where your ad can appear, or individual keywords that will trigger your ad.

By contrast, as we've outlined above, interest categories allow you to reach visitors across the Google Display Network who've demonstrated specific interests, regardless of whether your ad correlates with the particular topic of the page they're currently on.

updated 03/02/2013

Remarketing - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769437&topic=2736993&path=2736944-2736935-20317-2951627&ctx=leftnav>

March 30, 2013

Remarketing is a feature that lets you reach people who have previously visited your site, and show them relevant ads when they visit other sites on the Display Network. When people leave your site without buying anything, for example, remarketing helps you connect with these potential customers while they browse other websites. You can even show them a compelling message or offer that will encourage them to return to your site and complete a purchase.

Use remarketing to match the right message to the right people. Here's how: You add a piece of code (remarketing tag) to pages of your site for certain products or services you want to promote. Then, when shoppers come to your site, you add these shoppers to a [remarketing list](#). You can later reach out to these potential buyers while they browse other websites. Read more about

[how remarketing works](#).

Example: let's say you sell pajamas for dogs and cats. Using remarketing, you can show ads about dog pajamas on the Display Network to those people who visited the dog pajama section of your site and left without buying anything. To do this, you'd add a tag called "dog pajamas" on all of the pages where you sell dog pajamas.

Who should use remarketing?

Whether you're looking to drive sales activity on your site, increase registrations, or promote awareness of your brand, remarketing can be a strategic component of every campaign. It can drive return on investment (ROI) for all types of advertisers.

To create remarketing lists, you need to set up a campaign that includes the [Google Display Network](#), which is typically opted in by default. If your campaign isn't targeting the Display Network, you can change your

[campaign network settings](#).

Tip - if you're a search advertiser, you can use remarketing to create an integrated campaign strategy. After driving traffic to your site with search ads, you can then use remarketing to reach those customers who visited your site by showing them ads and special offers on sites throughout the Google Display Network.

When you combine your keyword campaigns with remarketing, you might see higher conversions for your campaigns overall. For example, if you have keywords that you don't use because you haven't seen conversions in the past, you can use these keywords to drive traffic to your site, and then use remarketing to drive the conversion.

Why remarket with Google?

AdWords remarketing offers customization and flexibility that can help you deliver your campaigns effectively. Here are some of the benefits:

- Customized audiences: Customize your remarketing lists in creative ways. For example, you can find "abandoned shopping cart users" by reaching all the people who created a shopping cart but didn't complete a transaction. Learn more about

strategies for setting up remarketing campaigns

.

- Reach and depth: You can reach a large number of users multiple times a day, week, or month. Because of the large number of websites that join the Google Display Network, you can connect with many users on your lists as they browse these sites. Find more

remarketing optimization tips.

- Efficient pricing: With the Google auction, you can achieve efficient pricing that can drive the right ROI for you. With CPM and CPC bidding, you have the flexibility to adjust the bid higher or lower to reach your campaign goals.
- Targeting combinations: You can add other targeting methods, such as placements or topics to your campaign. This would, for example, let you reach people on certain sites or types of pages that you select.
- Easy ad creation: Produce multiple creative messages through text ads, or use Display Ad Builder to make image or video ads for free. You can then

tailor your message for every remarketing list you define

.

- Visibility into where your ads appear: You have

visibility into which sites your ads appear on

. You can raise or lower bids based on site performance, or limit your ads to the sites where they best perform. Learn about

bidding strategies for remarketing

.

updated 10/16/2012

About new bidding features on the Display Network

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2947304&topic=2736944&ctx=topic&path=2736935-2736935-20317-2951627>

March 30, 2013

When you advertise on the Display Network, you can choose multiple targeting methods for an ad group -- like placements and topics -- and set different types of bids for your targeting methods. With the bidding changes that we're making available on the Display Network, you can let AdWords know what bid you'd like to use by enabling custom bids for a single targeting method. If you don't enable custom bids, AdWords will use your ad group default bid. And, to gain more control over when and where your ad is shown, you can [upgrade to an enhanced campaign](#), so you can set bid adjustments.

Keep in mind

The "Bidding" menu where you can choose to set custom or default bids for your ad group is available only to these campaign types:

- "Display Network only"
- "Search & Display Networks - All features" (enhanced campaigns only)

Ad group-level bid adjustments are also available to these campaign types, but only once you've upgraded to an enhanced campaign.

Custom bids

These are the Max. CPC or Max. CPM bids you can set for a targeting method in your ad group. You can set custom bids on only one targeting method within each ad group.

If you enable custom bids for placements, for example, you can set Max. CPC bids on individual placements that you add. Once you enable custom bids for a targeting method, we'll use these bids on the Display Network.

Default bids

These are the bids that AdWords uses when you don't have custom bids enabled. Your default bids can be inherited from your ad group bid or your Display Network bid, if you've set one.

For example, if you've set an ad group bid of \$1, and you haven't enabled custom bids, your Max. CPC column will show your ad group bid amount, and you won't be able to edit this bid from the statistics table.

Bid adjustments

Bid adjustments represent a percentage change in your bids. They're applied on top of the bids that AdWords uses to show your ad: your custom bids or the ad group bids, if no custom bids are set. By setting bid adjustments in your enhanced campaigns, you can increase or decrease your bids to gain more control over when and where your ad appears.

Bid adjustments at the ad group level are available only to enhanced campaigns. With the exception of bid adjustment for ad scheduling, campaign-level bid adjustments also require enhanced campaigns. Ad scheduling is the only type of bid adjustment that is available to legacy campaigns that have advanced settings options enabled.

With bid adjustments, your spending on individual clicks may vary, but your overall daily budget won't change. Bid adjustments for any ad group-level targeting methods can be set from -90% to +900%.

Whether your campaign targets the Search Network, the Display Network, or both, you can't set bid adjustments on keywords. You can set custom bids on keywords, or they can use your default bids.

Note

You can set bid adjustments at the campaign level (for mobile devices, times, days, and locations), as well as at the ad group level. If you make multiple adjustments in the same campaign, all of the bid adjustments will be multiplied together to determine how much your bid will increase or decrease. Learn more about [setting campaign-level bid adjustments](#).

How to enable custom or default bids, and bid adjustments for your ad groups

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Select the campaign and ad group you'd like to edit.
4. Click the **Display Network** tab. If you don't see this tab, check what campaign type you've selected when you created your campaign. If, for example, you selected "Search & Display Networks - Standard," you won't be able to use the bidding features available for the Display Network.
5. Click the tab of the targeting method you'd like to set bids on. For example, click the **Topics** tab to set a bid on topics.
6. If you've already added topics to your ad group, follow the next step. Otherwise, click the **Change display targeting** button, add your targeting, and save.
7. Once you're on the tab of the targeting method you want to set bids on -- in this case, the **Topics** tab --, click the "Bidding" menu above the statistics table to see the options available for your ad group. Once you've upgraded to an enhanced campaign, you'll also be able to select the **Bid adjustments** option from the menu.
8. Select a bid option for your Display Network ad group:
 - **Enable custom bids:** Choose this option if you'd like AdWords to always use the topic bid for this ad group. Then, set a Max CPC or Max. CPM bid in the column.
 - **Use default bids:** Choose this option if you'd like the targeting method to inherit your ad group bid or Display Network bid, if you have one. You can't make any changes in the table after you've selected this bid.
 - **Enable bid adjustments:** Choose this option if you've upgraded to an enhanced

campaign and would like to increase or decrease your chances of showing your ads for certain topics, for example.

If your custom or default bids have been set on a different targeting method, you can select this option from the menu, and in the "Bid adj." column, add the percent you'd like to apply to increase or decrease your bid.

9. Click the cell in the column of the rows you want to edit. If you've enabled custom bids, click the Max. CPC column and type your bid. For bid adjustments, click the "Bid adj." column. Enter your adjustment in the window and click **Save**.

Tip

To delete a bid adjustment, leave the bid adjustment field empty in step 9 above, and click **Make changes**.

Next steps

- Learn more about [how campaign- and ad group-level bid adjustments work together](#).
- Read about [enhanced campaigns](#).

updated 03/16/2013

Setting bid adjustments

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2991635&topic=2736944&path=2736935-20317-2951627&ctx=leftnav>

March 30, 2013

Sometimes a click is worth more to you if it comes from a mobile device, at a certain time of the day, or from specific locations. By setting bid adjustments in your enhanced campaigns, you can increase or decrease your bids to gain more control over when and where your ad is shown.

Adjustments for campaigns and ad groups

A bid adjustment represents a percentage change in your bids. For example, you can increase or decrease every bid in your [enhanced campaign](#) to bid more or less competitively for searches occurring on mobile devices. Additionally, you can set campaign-level bid adjustments for times, days, and locations. You can adjust your bids for specific postal codes, cities, and other geographic areas, or use location extension targeting to set different bids for customers who are located around your business.

In late February, it will also be possible to set bid adjustments for targeting methods in your ad group, like topics or placements, if you're running an enhanced "Search & Display Networks - All features" or "Display Network only" campaign.

You choose campaign-level bid adjustments in your campaign settings. They'll be applied on top of the bids that AdWords uses to show your ad, such as your keyword or ad group bids. With bid adjustments, your spending on individual clicks may vary, but your overall daily budget won't change. Bid adjustments for locations, days, times, and any ad group-level targeting methods can be set from -90% to +900%. For mobile devices, you can set bid adjustments for -100%, or in the range between -90% and +300%.

If you make multiple adjustments, they'll be multiplied together to determine how much your bid will increase or decrease. Read "Setting multiple adjustments" below for details about how your resulting adjustment is determined.

Example

If you know that your campaign performs well on mobile devices in Chicago, you can set bid adjustments to increase your bids for mobile and Chicago to try to capture all available traffic. For example, you could set a +20% adjustment for mobile, and a +10% adjustment for Chicago, resulting in a final bid adjustment of +32% for searches in Chicago on mobile devices.

How to set campaign-level bid adjustments

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab at the top.
3. Choose a campaign in the left sidebar.
4. Click the **Settings** tab.
5. Choose either the **Devices**, **Locations**, or **Ad schedule** subtab.

6. Click the cell in the "Bid adj." column of the row you want to adjust.
7. Choose "Increase by" or "Decrease by" from the drop-down, and enter a number.
8. Click **Save**.

To set bid adjustments for multiple rows on the Locations or Ad schedule subtabs, select the checkbox next to each row, then click the Set bid adjustment button. Enter your adjustment and click Make changes.

Tips

- To delete a bid adjustment, leave the bid adjustment field empty in step 7 above, and click **Make changes**.

Setting multiple adjustments

When you set more than one bid adjustment in your campaign, the adjustments are multiplied to determine the resulting bid adjustment.

Example

Say you've set a \$1 Max CPC ad group bid. You decide to add a +20% adjustment for California, and -50% adjustment for Saturdays. Your resulting bid for a search that occurs in California on a Saturday will be \$0.60. Here's the math:

Starting bid: \$1

California adjustment: $\$1 \times (+20\%) = \1.20

Saturday adjustment: $\$1.20 \times (-50\%) = \0.60

Resulting bid for searches in California on Saturday: \$0.60

Note that multiple adjustments that apply to the same location won't be combined. If you set an adjustment of +50% for France, and +100% for Paris, only the adjustment for Paris, the most specific location, will be used.

Tip

Use our calculator to help you determine your resulting bid adjustment. Just look for the calculator icon in the **Active bid adjustments** column in your campaigns table, or in the settings summary at the top of your campaign pages.

Setting multiple adjustments for campaigns running on the Display Network

In addition to setting bid adjustments across your campaign, you can also set them for targeting methods like topics or placements in an ad group. These adjustments will be multiplied by your default or custom bid and by any bid adjustments you've set for your entire campaign, such as mobile devices, locations, days, and time.

- For “Display Network only” campaigns, you first select a custom bid for a single targeting method, then set adjustments for your other targeting methods. If you don't select a custom bid, we'll use your ad group default bid.
- For “Search & Display Networks” campaigns, any bid adjustments that you set will be multiplied by your keyword bid, or Display Network Bid if you've set one.

Example

Your pet supplies business is running a “Display Network only - All features” campaign. You know that your keyword “sparkly dog collar” performs well on Thursdays, and when you target the “Pets and Animals” topic.

First, you set a custom bid of \$3.00 for the “sparkly dog collar” keyword. Then you set a bid adjustment of +10% for Thursdays, and +20% for the “Pets and Animals” topic.

Your bid adjustment looks like this:

Custom bid: \$3.00

Thursday adjustment: $\$3 \times (+10\%) = \3.30

“Pets and Animals” topic adjustment: $\$3.30 \times (+20\%) = \3.96

Resulting bid for Thursdays on sites that match the keyword “sparkly dog collar” and the “Pets and Animals” topic: \$3.96

Learn more about [Display Network bidding improvements](#).

Troubleshooting and requirements

Deleted bid adjustments appearing in settings summary

Do you see bid adjustments listed in the settings summary at the top of your campaign pages, even though they aren't listed in the table below? If you deleted a bid adjustment by entering 0 in the adjustment window, it will still appear as an “Active bid adjustment” in the settings summary. To correct this, just open the bid adjustment window, leave the adjustment field empty, and click **Make changes**.

Requirements for bid adjustments

- Only one type of bid adjustment can be used with Conversion Optimizer: a 100% decrease for mobile devices.
- It's not possible to set bid adjustments for day and time if your campaign is using automatic bidding.
- You can set bid adjustments for mobile devices in any enhanced campaign, and for days and times in any campaign type other than “Standard.” However, you can only set bid adjustments for locations in the following types of enhanced campaigns:

- "Search & Display Network - All features"
- "Search Network only - All features"
- "Search Network only - Dynamic Search Ads"
- All "Display Network only" campaign types

updated 02/08/2013

Display Advanced

▼ Display ads on the Google Display Network

Communicating the value of display and the Google Display Network

Plan a Google Display Network Campaign

Generate creatives

Implement a campaign

Measure performance

Optimize and refine

Measure performance

Introduction to Measuring Performance

[Why measure performance?](#)

[The AdWords performance management environment](#)

Overview of Campaign Performance

[General campaign performance](#)

[Quality score and campaign performance](#)

Campaign Success Metrics

[General campaign review best practices](#)

[Success metrics for direct response campaigns](#)

[Success metrics for branding campaigns](#)

[Linking campaign performance to conversions](#)

Running AdWords Reports

[Exploring your data options](#)

[Campaign reports](#)

[Placement Report](#)

Why measure performance?

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769527&topic=2737035&ctx=topic&path=2736969-2736935-2736935-20317-2951627>

March 31, 2013

If you're spending your advertising budget on online marketing, you likely want to ensure that these funds are being used wisely. If you have a good model for measuring ad performance or return on advertising investment, it will be easier for you to respond to changing market conditions, to understand and react to shifts in your customers' behavior, and to make informed calculations about where to invest additional budget or how to reallocate existing budget. Google provides several tools to help you measure the performance of your advertising investment. You can use performance metrics on the Google Display Network to understand where your ads are showing, and to optimize your campaigns towards the most effective ad placements.

Tools and features such as [Google Analytics](#), [AdWords Conversion Tracking](#), and [View-through Conversions](#) can provide you with valuable insights into your campaign's performance.

updated 10/16/2012

The AdWords performance management environment

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769528&topic=2737035&path=2736969-2736935-20317-2951627&ctx=leftnav>

March 31, 2013

You can also see your performance metrics in the Campaigns tab within your AdWords account. Customize and segment your columns and download the metrics for those columns in a format you choose. Here's a quick overview of the metrics you'll find under the Display Network tab:

- Campaigns tab: Organizes statistics for each of your campaigns.
- Ad groups tab: Organizes statistics for each of your ad groups.
- Ads tab: Presents relevant statistics for ad variations, such as text ads, image ads, video ads, and local business ads.
- Keywords tab: Displays details on selected keywords and organizes statistics by keyword.
- Networks tab: Shows metrics for your campaigns across the Search and Display Networks. The "Automatic placements" and "Managed placements" tables show statistics for ads that appeared on specific domains or URLs in the Google Display Network.
- Dimensions tab: Presents statistics for your entire account aggregated by other variables, such as time, geography, and demographics. Use the "Destination URL" view to see statistics for your destination URLs.

View-through conversions: View-through conversion reporting is also available through the Campaigns tab as an optional column for those advertisers who have already implemented Conversion Tracking. View-through conversions provide a deeper level of insight into the effectiveness of your display ads on the Google Display Network by showing you the number of online conversions that happened within 30 days after a user saw, but did not click, on your display ad.

updated 10/16/2012

General campaign performance

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769582&topic=2737043&ctx=topic&path=2736969-2736935-20317-2951627>

March 31, 2013

If your display campaign doesn't seem to be ramping up or is not meeting your online objectives, there are some basic steps you can take to help you identify and solve the issue.

If your display ads are accruing little or no impressions:

1. Confirm that your campaign, ad group, and ads are active.
1. Verify that your ads are approved. Ads that are pending approval or disapproved will not run on the Google Display Network.
1. Check that your ad has been marked "Family Safe." Most sites on the Google Display Network only accept Family Safe ads.
1. If using managed placements, verify that the placements you're targeting accept display ads in the sizes you have in your campaign. You can do this either through the [Placement Tool](#) or [Google Ad Planner](#).
1. Confirm that your bid is high enough for your ads to appear. Regardless of the pricing model you've chosen for your campaign, a bid that is too low will prevent your ad from showing. Remember, your bid for a display ad must be higher than the combination of all of the text ads that would have shown in that ad unit in order for the display ad to show. Consider raising your bids if you want to give your display ads a better chance of winning more auctions.

If you're more concerned with your return on ad spend or aggregate click or conversion volume, as opposed to the overall traffic your ads are receiving, the most important step you can take to ensuring strong campaign performance is checking to see if your ads are relevant to the inventory you're targeting. You may also want to re-structure your campaign into more tightly themed ad groups.

updated 10/16/2012

Quality score and campaign performance

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769530&topic=2737043&path=2736969-2736935-20317-2951627&ctx=leftnav>

March 31, 2013

Quality Score is an important component of the AdWords system. For display campaigns, this dynamic metric is used to measure the relevance of your display ads to particular pages on the Google Display Network. Quality Score affects your eligibility to enter the ad auction, the rank of your ad, and the price that you pay in the auction. Ads with better Quality Scores will have better rank and position on the page. Ads with low Quality Score may have to have a higher bid to compete in the auction.

Three key factors that impact your Quality Score on the Google Display Network are:

1. the relevance of the ad and the keywords in the ad group to a Display Network page.
1. the ad's performance history on a Display Network page and similar pages.
1. the quality of your ad's landing page.

To improve your Quality Score:

- Edit your ad to include a clear call-to-action for users.
- Verify that your landing page is easy to navigate and relevant to your ad.
- Ensure that your keyword list has keywords that relate to a single, clear, specific theme so that your ad is as targeted as possible.

A high quality ad creative that is relevant to the keywords within the ad group and the sites on which the ad is appearing will likely have a higher Quality Score, which will help improve the ad's performance on the Google Display Network.

updated 10/16/2012

General campaign review best practices

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769587&topic=2737045&ctx=topic&path=2736969-2736935-20317-2951627>

March 31, 2013

Once your campaign is active, it is important to review its performance on a regular basis. It's normally good to wait 2-3 weeks after creating your campaign before reviewing campaign performance too thoroughly. This will give you a larger set of data to work with, allowing you to make more informative decisions.

By tracking your performance and conversions, you can identify which clicks are more valuable and increase the efficiency of your ad spend. In order to do this, you first should track what your users are doing on your site. With more data about your customers, you can make better decisions about how to run your business. For example, if it's determined that a particular campaign is converting well or generating high user engagement, you can invest more of your budget into bidding competitively on certain ad groups or placements within that campaign.

It's important to measure the performance of your account on multiple levels:

- **Campaigns:** You should start by measuring a few key metrics on a campaign level to understand overall performance.
- **Keywords:** Monitoring performance at the keyword level allows you to better target ads since an ad group's individual keywords help determine where your ads show on the Display Network
- **Placements:** Evaluate the performance of individual placements to see which placements are generating the highest number of conversions.
- **Ad Creatives:** Review the performance of your ads to ensure that your audience is responsive to your message.

In addition, consider looking at how performance trends over time. You may see hourly trends or day-of-the-week trends, in which case you can utilize Ad Scheduling to maximize your return on investment (ROI).

updated 10/16/2012

Success metrics for direct response campaigns

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769532&topic=2737045&path=2736969-2736935-20317-2951627&ctx=leftnav>

March 31, 2013

Advertisers with direct response goals are usually more concerned maximizing their return-on-investment than creating brand awareness. The key success metric for direct response campaigns is conversions, since this tells you how many people are completing a goal activity on your site. A goal activity could be any action that a visitor could take on your site that you consider to be valuable, such as purchases or sign-ups.

Impressions and clicks are less important in measuring direct response campaigns. When you understand which campaigns are driving conversions, you can determine which campaigns are generating the most value.

Other metrics that you should monitor include:

- **Cost-per-conversion:** Represents the amount you paid for a conversion, which should correspond to the value you place on the goal activity.
- **Conversion rate:** Indicates the percentage of visitors who subsequently complete the goal activity.
- **View-through conversions:** Additional conversions that came from people who saw your display ad but didn't click on it, and then later visited your site and completed a conversion.

updated 10/16/2012

Success metrics for branding campaigns

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769537&topic=2737045&path=2736969-2736935-20317-2951627&ctx=leftnav>

March 31, 2013

Advertisers with branding goals are primarily concerned with creating brand awareness as opposed to maximizing conversions. For example, an advertiser that is introducing a new energy drink wants to create awareness and interest among as many sports enthusiasts as possible, and isn't necessarily as concerned with selling actual units of the drink online.

The key success metrics for these types of campaigns are:

- **Reach:** The number of users exposed to an ad. Increased reach means that an ad is exposed to more potential customers, which may lead to increased awareness.
- **Frequency:** The average number of times a user was exposed to an ad over a period of time.

Advertisers can increase reach and frequency by managing impressions and cost-per-thousand impressions (CPMs). The Reach & Frequency Report within the AdWords Report Center should be used frequently by advertisers with branding goals to evaluate the performance of their campaigns.

User engagement with your ads is also an important metric for branding campaigns, and can be measured through click through rate (CTR) or interaction rates for advertisers using rich media. Mouse over rate, which is the percentage of time users mouse over an ad for one or more consecutive seconds, is also a useful indicator of user engagement - although this metric is only available for display ads built with the display ad builder.

updated 10/16/2012

Linking campaign performance to conversions

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769538&topic=2737045&path=2736969-2736935-20317-2951627&ctx=leftnav>

March 31, 2013

Cost-per-acquisition (CPA) is an important metric that advertisers use to evaluate campaign performance. This metric is calculated by dividing the campaign spend by the total number of new customers that completed the "conversion event" specified by the advertiser. With AdWords, the tracking of newly acquired customers is done via Conversion Tracking, so CPA is simply calculated by dividing the campaign spend by aggregate conversions.

For display campaigns, Google provides an additional conversion metric, the "view-through conversion", which you can add to your click conversion counts. View-through conversions provide a measure of the number of online conversions that happened within 30-days of a user seeing (an ad impression), but not clicking, on your display ad on the Google Display Network.

View-through conversions are useful for more accurately measuring the impact of your display campaigns, and for giving you even more performance data to leverage when optimizing to increase response. To implement view-through conversions, you need to have Conversion Tracking enabled, and have checked the box next to "view-through conversions" in the customize columns menu in AdWords.

updated 10/16/2012

Exploring your data options

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2454005&topic=2737010&ctx=topic&path=2736969-2736935-20317-2951627>

March 31, 2013

The **Campaigns** tab is your first stop for understanding the performance of your ads. Here, you can track overall statistics to gauge the success of entire campaigns, or view more specific data for ad groups, ads, and keywords. You can customize how you view your data so that you can easily see what's most important to you.

Within your AdWords account, take a look at the tabs that appear after you click the main **Campaigns** tab at the top of your screen. Each tab "specializes" in a different view of your data, and you'll probably use some of them more than others depending on what you want to know.

For example, if you're interested in how specific ads are performing, you'll want the **Ads** tab, where you can compare the performance of individual ads against one another. Or, if you want to adjust settings that affect an entire campaign, such as budget, bidding options, or location and device targeting, the the **Settings** tab is the place to go.

The screenshot shows the Google AdWords interface. At the top is the Google AdWords logo and navigation links (Help, Sign out). Below is a green navigation bar with tabs: Home, Campaigns (selected), Opportunities, Tools and Analysis, Billing, and My account. A search bar is on the left. The main content area is titled 'All online campaigns' and shows a date range of 'May 31, 2012 - Jun 6, 2012'. Below this are tabs for Campaigns, Ad groups, Settings, Ads, Keywords, Dimensions, and Display Network. A table of campaigns is displayed with columns for Campaign, Budget, Status, Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., and Labels. The table lists two campaigns: 'Campaign #1' and 'Sweet tea', both with a budget of \$1.00/day and \$5.00/day respectively, and a status of 'Eligible'. A summary row at the bottom shows 'Total - all campaigns' with a budget of \$6.00/day and 0 clicks, impressions, and cost. The interface also includes a sidebar with links to Shared library, Reports, Automated rules, Custom alerts, and Labels, and a footer with copyright information and links to AdWords Home, Editorial Guidelines, and Privacy Policy.

Google AdWords

Help Sign out

Home Campaigns Opportunities Tools and Analysis Billing My account

Search

All online campaigns

Last 7 days
May 31, 2012 - Jun 6, 2012

Campaigns Ad groups Settings Ads Keywords Dimensions Display Network

All but deleted campaigns Segment Filter Columns Columns Search

View Change Hist

Clicks

May 31, 2012 Jun 6, 2012

+ New campaign Edit Automate Labels

<input type="checkbox"/>	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
<input type="checkbox"/>	Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
<input type="checkbox"/>	Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
	Total - all but deleted campaigns			0	0	0.00%	\$0.00	\$0.00	0	
	Total - Search			0	0	0.00%	\$0.00	\$0.00	0	
	Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0	
	Total - all campaigns	\$6.00/day		0	0	0.00%	\$0.00	\$0.00	0	

Show rows: 50 1 - 2 of 2

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Shared library

Reports

Automated rules

Custom alerts

Labels

Help

Help Center

Search help center Go

Here's an overview of what you'll find on each tab:

1. Campaigns

The **Campaigns** tab is a great starting point for analyzing the performance of your campaigns. Like most of the tabs, you can customize your view of the data on the Campaigns tab. This means you can add columns to your statistics table to display the data that's most useful to you. You might want to start with clicks, impressions, and CTR to compare the success of your campaigns. If you want more specific information, you can click individual campaigns for more details.

[Try it now](#)

2. Ad groups

Use the **Ad groups** tab for insight into how your individual ad groups are performing. You can use this information about what's working best to refine current ad groups and specific ads, and to plan for future campaigns.

[Try it now](#)

3. Settings

[Try it now](#)

4. Ads

The **Ads** tab is where you can view data about each individual ad in your account. This allows you to compare ads, see which ones are most successful, and use that information to create even better ads. You can also edit, pause, or delete ads that aren't performing as well as others.

[Try it now](#)

5. Keywords

The **Keywords** tab is a one-stop keyword management shop. You can see keywords that you've selected for all of your campaigns, or just those for a single ad group. You can also get performance and quality information about your keywords that can help you decide whether to create more keywords, or edit, pause, or delete the ones you've already created.

[Try it now](#)

6. Ad extensions

Ad extensions help people easily find out more about your business and its offerings by providing additional information such as an address and phone number, more page links, and product images. If you've opted to use ad extensions to maximize the impact of your campaign, the **Ad extensions** tab is where you can track how effective they are.

[Try it now](#)

7. Dimensions

The **Dimensions** tab lets you slice and dice your data by the dimension of your choice across an ad group, a campaign, or your entire account. You can use Dimensions to view statistics that cut across other AdWords tabs. For example, you can view your total stats by month, hour, or geographic region in a single report. You could run a report to compare your total clicks in January across ad groups, or see individual cities where your clicks came from.

[Try it now](#)

8. Display Network

The **Display Network** tab is where you can manage your display campaigns and see performance data about your ads on the [Display Network](#). Manage your display campaigns by adding or editing [targeting methods](#) like keywords, [placements](#), topics, interests and [remarketing](#) lists, gender, and age. See detailed information about how your ad groups perform, use data to optimize, manage bids, and remove low performing targeting methods. You can view your targeting methods within a single campaign or across all campaigns that target the "Display Network only" or "Search & Display Networks."

[Try it now](#)

updated 03/16/2013

Campaign reports - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769608&topic=2737010&path=2736969-2736935-20317-2951627&ctx=leftnav>

March 31, 2013

The Campaign report within the AdWords interface shows performance metrics aggregated at the campaign level. Use this report to compare performance among your campaigns, or to see high level impact of optimizations on a campaign.

Campaign-level metrics such as clicks, impressions, average CTR, average CPM, average CPC, conversions, average conversion rate, or average cost/conversion can help to identify campaigns that are meeting your performance goals and to identify campaigns that need to be optimized.

View results weekly, daily, or hourly to understand how campaign level metrics have changed over time, or if they've been impacted by changes to your campaign.

updated 10/16/2012

Placement Report - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769602&topic=2737010&path=2736969-2736935-20317-2951627&ctx=leftnav>

March 31, 2013

Placement Report [Watch a video](#)

The placement report provides site-level performance metrics for ads running on the Google Display Network, and can help you reach your marketing objectives by giving you increased transparency into your display campaign's performance. Use this report to help you manage your campaigns and reach your ROI objectives for the Display Network.

When taking action on information provided in the report, we recommend you rely on conversion data to guide your decisions. This will help you understand how individual sites are converting for you, which is a more meaningful metric for evaluating performance on the Google Display Network than other metrics, such as click through rate (CTR).

Below are some suggested use cases for the report:

- For sites that are meeting your ROI objectives, consider targeting them specifically through managed placements.
- For sites that are not meeting your ROI objectives after having accrued significant traffic, consider lowering your bid on these sites or excluding them from your campaign with the Site and Category Exclusions Tool.
- If you find your ads are appearing on irrelevant pages, take steps to optimize your keywords and ads. Consider adding negative keywords to refine your ad targeting.
- Identify sites that are converting well for you and consider allocating additional budget to these placements. Use our Display Network bidding feature to adjust your Display Network bids separately from your search bids.

updated 10/16/2012

Display Advanced

▼ Display ads on the Google Display Network

Communicating the value of display and the Google Display Network

Plan a Google Display Network Campaign

Generate creatives

Implement a campaign

Measure performance

Optimize and refine

Optimize and refine

Introduction to Refining and Optimizing

[The value of optimizing](#)

Reviewing Google Display Network campaigns

[When to make a change](#)

Refining Google Display Network performance

[Using Google Display Network controls](#)

[Extend your reach](#)

[Bid optimization best practices](#)

Advanced Google Display Network Optimization Features

[Ad scheduling](#)

[Conversion tracking](#)

[Conversion optimizer](#)

[Display campaign optimizer](#)

[Demographic bidding](#)

Additional Google Display Network Tools

[Keyword tool](#)

[Contextual targeting tool](#)

[Google analytics](#)

The value of optimizing

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740707&topic=2737011&ctx=topic&path=2736947-2736935-2736935-20317-2951627>

March 31, 2013

Optimization can help you achieve your goals for your display campaigns by improving the quality and performance of your account. The optimization strategies featured throughout this lesson have been designed to help you identify and address areas of opportunity within your campaigns.

Identifying where you may be able to make improvements to your display campaigns will help you understand how to maximize your success on the Google Display Network. Best practices around ad group expansion, keyword expansion, and placement targeting can help you expand your reach without sacrificing relevance. You can also identify areas that may be performing relatively well, but could benefit from further refinement through additional targeting options such as adding negative keywords, implementing site and category exclusions, and refining your ads and keywords to be more tightly themed.

updated 10/16/2012

When to make a change

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740669&topic=2737013&ctx=topic&path=2736947-2736935-20317-2951627>

March 31, 2013

Before making any significant changes to new display campaign, it's important that you've given it enough time to establish and accrue performance history. Doing so will help you understand the full potential of your display campaign performance and allow you to decide on whether or not changes are necessary.

Here are a few best practices to keep in mind when reviewing and making changes to your new display campaign:

Week 1 of Campaign Launch

- **Immediate Monitoring:** Check within a day after you launch your new campaign to make sure it's active and accruing impressions and clicks.
- **Correct Your Targeting:** Within two to three days, check the Networks tab to exclude sites and add negative keywords to correct straight-forward cases of poor targeting matches. An example of poor targeting would be "bra" ads appearing on sites about "Bra, Italy."
- **Check Setup Consistency:** If you notice a large number of clicks but little or no conversions, check your ad creative and your landing page to make sure they are well-matched. For example, if you are a furniture store that is selling sofas, be sure that your landing page directs users to the section of your website that features sofas instead of sending them to the general furniture homepage. You should also verify that your conversion code is set up correctly. Try generating a conversion yourself and then check your account to see if the conversion was recorded.

Week 2 + of Campaign Launch

- **Wait For Critical Mass of Data:** Before making significant changes, such as changing bids, excluding additional sites, or pausing ad groups, wait until enough click or conversion data has accrued. Before making significant changes, consider waiting until your campaign has accrued five or more conversions and 100 or more clicks per site. If you are focused on metrics other than conversions, you should wait until enough volume (impressions) has accrued.

Evaluate Performance Regularly: Once you have everything in place, be sure to check your campaign performance periodically to ensure that it is still performing to your satisfaction.

updated 10/16/2012

Using Google Display Network controls

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769667&topic=2737047&ctx=topic&path=2736947-2736935-20317-2951627>

March 31, 2013

There are several methods for refining the performance of your display campaigns on the Google Display Network.

- Negative Keywords: [Negative keywords](#) are a great way to help prevent your ads from showing on Display Network pages with irrelevant themes. Choosing your negative keywords carefully can effectively limit the number of untargeted clicks and impressions received by your display campaign and improve your return on investment (ROI).
- Site and Category Exclusion: Site and category exclusion allows you to exclude irrelevant sites or topics that you do not want your ad to appear on in the Google Display Network. You may choose to utilize exclusions once you've gained an understanding of where your ads are appearing (likely through the use of [Placement Performance Reports](#)), and how they're performing on those placements. Once you have an idea of the types of sites or topics that you want to exclude, you can go directly to the [Site and Category Exclusion Tool](#) to apply these exclusions to your campaign. Advertisers who choose to not show up on a particular type of content (e.g. video sharing sites, social networks, etc), can proactively exclude specific sites or categories of sites before their campaign launches. Site and category exclusions can also be modified once the campaign is live.
- Refining Keywords: When contextually targeting, creating [tightly themed keyword lists](#) will help to ensure that your ads are appearing on relevant sites within the Google Display Network. Having a large keyword list with general keywords may cause your ads to show up on irrelevant sites that seem related to your business, but really aren't (such as an ad for "java" coffee showing up on a JavaScript site). Refining your keywords to be more specific will help you target the right types of sites.

-

updated 10/16/2012

Extend your reach - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769749&topic=2737047&path=2736947-2736935-20317-2951627&ctx=leftnav>

March 31, 2013

Expanding on already successful strategies can help you to extend the reach of your display campaign's performance. Here are a few techniques to consider when optimizing for reach:

- **Expand on successful ad groups:** Take a look at all of your ad groups from within your display campaign and identify those that are the meeting your campaign objectives. For ad groups that are performing well, consider expanding into additional ad groups that are related to those themes.
- **Increase bids for successful sites:** For sites where your display ads are performing under your target cost-per-acquisition (CPA) goals, consider raising your bids on these sites to maximize placements of your ads. You can also decrease bids on sites that are not meeting your campaign objectives. You can identify sites that are performing well, in addition to those that are performing poorly, by generating a Placement Performance Report (PPR) for your display campaign or reviewing this information directly through the Networks tab in your AdWords account (under the "Auto placements" section).
- **Expand on successful sites:** If you are using placement targeting, review all of your site performance and identify sites that are doing well for you. Consider expanding your success by targeting other similar sites. Use the [Ad Planner](#) to help you with finding sites to target.
-

updated 10/16/2012

Bid optimization best practices

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769750&topic=2737047&path=2736947-2736935-20317-2951627&ctx=leftnav>

March 31, 2013

Adjusting your bids for your display campaign to best meet your return on investment goals is yet another important aspect of effective optimization. If your campaign cost-per-acquisition (CPA) is below your CPA goals, you should raise your bids to increase acquisition volume. By the same token, if your campaign CPA is too high relative to your goals, you should lower your bids until your target CPA is met.

Here are some additional best practices to consider when optimizing bids for display campaigns:

- **Adjust your bids across multiple levels:** You should adjust your bids at both the ad group and campaign level towards meeting your CPA goals. For managed and automatic placements, you should adjust your bids at the site-level, increasing them for sites that have good conversion performance and decreasing them for sites that have weaker conversion performance. You should also set your default ad group level bid to a level that is appropriate for the average performance across all the placements within that ad group.
- **Implement demographic bidding:** If you know that a particular demographic is responding better to your ads than other demographics, you can take advantage of demographic bidding to ensure that your ads show more frequently to that particular demographic, while still meeting your CPA targets.
- **Don't adjust bids too frequently:** It is import to avoid adjusting bids too frequently as it can take a while for the effect of your new bid to be fully realized. Making multiple changes at one time also makes it very difficult to attribute success (or failure) to the appropriate changes. Instead of managing bids on your own, you can also use solutions like Conversion Optimizer to manage the day-to-day adjustments of bids towards your CPA goals.

updated 10/16/2012

Ad scheduling - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769671&topic=2737016&ctx=topic&path=2736947-2736935-20317-2951627>

March 31, 2013

Ad Scheduling (also known as "day parting") lets you tell Google exactly when you want your ads to run, and more importantly, when you do not want them to run. In addition, more advanced users can automatically modify their bids based on time-of-day and day-of-week cycles in campaign performance.

Ad Scheduling can help you with improving ROI for your display campaigns by ensuring that your ads show at times where it performs the best. For example, if you notice that you are getting the most conversions from Monday to Friday and nothing on Saturday and Sunday, you can schedule your ads to appear only during those times so that you are maximizing your ad's performance with your given budget.

There are two ways in which you can utilize Ad Scheduling for your display campaigns:

1. **Scheduling Specific Bids:** When you create an ad schedule, you can specify bid multipliers to raise or lower your bid during certain hours or on different days of the week. For example, if you find that your ads get the best results between 8:00 and 11:00 a.m., you can bid more for impressions or clicks during that period. [Learn more](#) about the bid adjustment mode of Ad Scheduling.
1. **Scheduling Specific Times:** You can set an ad schedule for particular hours of the day, or specific days of the week. In most campaigns, you can include bid adjustments for particular days or times. To determine when you want your ads to show, you may want to run an hourly report. This would show you what time during the day your ads received the most valuable traffic. [Learn more](#) about how to set up your ad schedule.

updated 10/16/2012

Conversion tracking

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769800&topic=2737016&path=2736947-2736935-20317-2951627&ctx=leftnav>

March 31, 2013

Conversion Tracking is a free Google Tool that allows you to track your conversion goal such as a purchase, signup, page view, or lead on either Google.com, the Search Network, or the Display Network.

We highly recommend that you use Conversion Tracking in conjunction with your display campaigns, as it will provide you with insights on whether or not your campaign is meeting your conversion goals.

When you have access to conversion data in your reports, you can make smarter online advertising decisions, particularly about what ads, keywords and sites you invest in. Given better data, you can better measure your overall return on investment (ROI) for your display campaigns.

Let's look at an example:

Jane owns an online business that sells gourmet chocolate. She knows how many conversions her display campaign is getting, but would like to know specifically which sites are converting into sales. With basic Conversion Tracking, Jane can get this important information.

Once she has this valuable performance data, Jane discovers that a majority of her conversions are coming from sites related to chocolate recipes. She can now optimize her display campaign by expanding on other ad groups themes related to chocolate recipes, thus maximizing her campaign's ROI.

Conversion Tracking is an essential feature that will help you identify where you are doing well on the Google Display Network, and where you need to improve. Knowing this information will allow you to make changes or edits to your account in order to improve your overall Display Network performance.

updated 10/16/2012

Conversion optimizer

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769753&topic=2737016&path=2736947-2736935-20317-2951627&ctx=leftnav>

March 31, 2013

The Conversion Optimizer is a feature available through AdWords that uses your AdWords Conversion Tracking data to get you more conversions at a lower cost. It achieves this by optimizing your placement in each ad auction to avoid unprofitable clicks and get you as many profitable clicks as possible for your campaign.

Benefits of implementing Conversion Optimizer include:

- Increased profits: Gets you more conversion at a lower cost.
- Easy to use: Improves AdWords' ease of use with less time spent managing bids, since the feature does a lot of the work for you. It's easy to turn on, as well.
- No additional charge: No extra fees or new interfaces to learn.

Conversion Optimizer works best for advertisers whose goals are mostly conversion and direct-response oriented. Advertisers also need to have already installed Conversion Tracking for Conversion Optimizer to work.

For display campaigns, Conversion Optimizer can help improve performance by using data from Conversion Tracking to determine where your ads are likely to get conversions. Conversion Optimizer will automatically calculate the optimal equivalent cost-per-click (CPC) bid for your ad each time it's eligible to appear on a Display Network site. You still pay per click, but you no longer need to adjust your bids manually to reach your cost per acquisition (CPA) goals and can benefit from improved return on investment (ROI). This in turn can help you save time and maximize your conversions.

[Learn more](#)

about how Conversion Optimizer works and the requirements for using the tool.

updated 10/16/2012

Display campaign optimizer

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769756&topic=2737016&path=2736947-2736935-20317-2951627&ctx=leftnav>

March 31, 2013

The Display Campaign Optimizer is a tool that automatically optimizes both targeting and bidding to help you find additional conversions for your Display Network campaigns. This tool is available for campaigns that have reached 15 conversions per month. Using this tool is easy -- you simply provide us with your target cost-per-acquisition (CPA), creatives, and budget. The Display Campaign Optimizer automatically determines the appropriate placements to show your ads at the right prices.

updated 10/16/2012

Demographic bidding

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769757&topic=2737016&path=2736947-2736935-20317-2951627&ctx=leftnav>

March 31, 2013

Demographic bidding on the Google Display Network allows you to change your bid by age range and gender, or choose to only show your ad to certain age groups or genders. Not all sites in the Google Display Network allow demographic bidding. The full list of sites available for demographic bidding can be found in the [AdWords Help Center](#).

The performance metrics available by demographic include impressions, clicks, click through rate, cost, conversions, conversion rate, and cost per conversion. You can view all of these metrics by gender and age. If you find that a specific gender or age group performs particularly well for you, consider increasing your bids on these sites. You may also want to decrease your bids for genders or age groups that are not meeting your performance goals, or exclude them from your campaign entirely. If you have a specific target audience, use demographic bidding when setting up your campaign to specify your customer and show ads to a specific age range and gender.

updated 10/16/2012

Keyword tool - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769761&topic=2737017&ctx=topic&path=2736947-2736935-20317-2951627>

March 31, 2013

The Keyword Tool can help you build an extensive and relevant keyword list for your new contextually targeted display campaign, as well as to refine your existing keywords. [Learn more](#) about how to use the Keyword Tool to build out new keyword lists.

To understand how to use the Keyword Tool to refine your existing campaign, consider the following:

1. Find additional keywords based on your existing keywords. If you noticed that an ad group theme is performing well for you, then you may want to consider expanding on that keyword list to maximize your Display Network performance. Simply enter in the high-performing keyword from your ad group keyword list into the Keyword Tool to get additional suggestions. The tool will also give you related keywords to consider at the bottom of the results, which are a great way to get additional ad group theme ideas.
1. Find negative keywords based on existing keywords. If you notice that your display campaign is appearing on irrelevant sites, you can also use the Keyword Tool to help you find negative keywords. Enter in a keyword from your ad group that is generating clicks on irrelevant sites to find related keywords. Evaluate the resulting keyword list and choose those that are not relevant to your ad group theme to add as negative keywords.
1. Find keywords on successful placement sites. If you notice that your campaign is performing particularly well on a specific contextually targeted site, then you may want to consider targeting other similar sites by adding similar keywords. You can use the Website Content option within the Keyword Tool to determine the type of keywords that may be triggering your ads to that site. The AdWords system will then scan the page of the site and suggest relevant keywords for you to expand on.

Find negative keywords based on irrelevant placement sites. You can also use the Website Content option to find negative keywords on sites that you do not want to appear on. Just insert the undesirable site to generate a list of related keywords. Choose those that you want to add as negative keywords to prevent your ads from appearing on those types of sites.

updated 03/01/2013

Contextual targeting tool

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769805&topic=2737017&path=2736947-2736935-20317-2951627&ctx=leftnav>

March 31, 2013

The Contextual Targeting Tool automatically builds keyword lists that can be used to show your ads on relevant web pages across the Google Display Network. Tightly-themed keyword lists are the basis of effective contextual targeting, and with the Contextual Targeting Tool, you don't have to build them manually. In minutes, you can build dozens, even hundreds, of keyword lists, scaling your campaign performance while ensuring accurate targeting for your ads. Could it be any easier?

Whether you're using text or display ad formats on the Display Network, the Contextual Targeting Tool gets you more clicks and conversions for your campaigns and helps you do it more quickly. This tool lets you build hundreds of ad groups in minutes and instantly scale your campaign performance while ensuring accurate targeting and control over your campaign.

updated 10/16/2012

Google analytics - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2769807&topic=2737017&path=2736947-2736935-20317-2951627&ctx=leftnav>

March 31, 2013

Google Analytics is a powerful tool that advertisers can use when refining and optimizing their display campaigns. Google Analytics enables advertisers to view more detailed information about the performance of their campaign than is available through AdWords Conversion Tracking. Analytics also allows advertisers to see performance data about referring sites and pages on their site that are not part of their campaign.

By viewing AdWords campaign data within the Google Analytics user interface, advertisers can see whether visitors explored your site, how long they stayed on the site, and your conversion metrics and funnels. This deep insight into how users are interacting with your site, enables you to adjust bids based on the quality of the visits.

Google Analytics can also be used to identify new and better performing sites to include in your display campaigns. You can see which sites referred visitors with the most time spent on site. If you find that a particular site is already a part of your display campaign, use this information to bid up or down, based on the quality of the traffic. If the site is not part of your campaign, consider adding it.

updated 10/16/2012

▼ Display ads on YouTube

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Communicating the value of display on YouTube

Overview and value of advertising on YouTube

[Why YouTube? The world's largest video sharing community](#)

[The value of YouTube display advertising](#)

Managing your YouTube advertising

[Understanding where ads run on YouTube](#)

[YouTube ad formats](#)

[YouTube media purchase options](#)

Why YouTube? The world's largest video sharing community

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740747&topic=2737018&ctx=topic&path=2736949-2736936-20317-2951627>

March 31, 2013

Since its launch in 2005, YouTube has established itself as the world's largest video sharing community. Its rapid growth has resulted in a number of benefits for both users and marketers.

Benefits for users:

- Access to the largest inventory of professional and user-generated videos in the world.
- Ability to engage with a massive community that is already interacting with the content.
- Opportunity to participate on multiple platforms, allowing portability of content.

Benefits for marketers:

- Access to a large community of users that are highly engaged with the content they are consuming.
- Methods for delivering your message and protecting your brand in safe environments.
- Simple self-service platforms for delivering and measuring the effectiveness of your advertising.

As well as watching a lot of videos (over 4 billion views per day as of January, 2012), users also do a lot of searching on YouTube. Video Search includes a number of behaviors and goals that are different than traditional text search, many of which can have even more value for a marketer distributing a message contained in video. Users perform so many searches on YouTube that it is the 2nd largest search engine in the world behind Google Search.

Current legal and compliance restrictions prohibit the sale of advertising on Youtube in countries where it is not available. (As of July 2010, Youtube is available in the following countries: Australia, Brazil, Canada, Czech Republic, Germany, Spain, France, UK, Hong Kong, Ireland, Israel, India, Italy, Japan, South Korea, Mexico, Netherlands, New Zealand, Poland, Russia, Sweden, Taiwan, US, and South Africa.)

updated 01/30/2013

The value of YouTube display advertising

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2770538&topic=2737018&path=2736949-2736936-20317-2951627&ctx=leftnav>

March 31, 2013

YouTube's large global audience (800MM unique users per month) makes it the 3rd largest property on the web. Advertising on a property with this type of scale can provide a great deal of value to marketers. In addition to allowing marketers to reach a large audience, YouTube advertising also supports various targeting criteria which enable marketers to reach smaller, more targeted audiences.

Maximum User Engagement

YouTube's unique combination of video access, sharing, and community creates an opportunity for audience engagement that is unmatched.

Sight, sound, and motion elicit an emotional and physical involvement with content among users that is not available in other forms of media. There are two broad areas of participation for marketers:

1. Aid discovery and engagement with your video content by promoting your videos via YouTube advertising and hosting them in a curated home, or profile page, via YouTube Channels.
2. Capitalize on the millions of great partner videos already on YouTube by targeting your Display ads to relevant videos.

Video creators can also learn an enormous amount about their video assets' viewership through a sophisticated set of measurement tools including YouTube Analytics. Audience demographics, levels of engagement, and performance compared to similar videos are just a few examples of the data that's available. Video creators can then use this data to drive larger and deeper viewership among a target audience.

When combined, these features and tools create a level of engagement between the YouTube audience and YouTube content that is superior to the engagement offered by traditional media.

Reaching Your Audience

With more than 790 million unique visitors per month worldwide, YouTube can offer access to both current and potential customers, bringing efficient media targeting capabilities to you and your advertisers.

YouTube offers many of the traditional targeting options that you're already familiar with:

- **Keyword Contextual targeting**

- **Topic targeting**

Additionally, because of the rich user data available within the platform, YouTube also supports audience targeting criteria such as:

- **Age**
- **Gender**
- **Location**
- **Language preference**

Because of the rich data we have available for YouTube, you can also audience target using:

- Interest Category Marketing enables the marketer to target a user wherever they are on YouTube, based on the user's browsing history or video viewing on YouTube. This is a unique targeting capability based on the established deep engagement between video content and video consumer.
- Remarketing allows the marketer to only target ads to users who have visited the marketer's website.

[Watch a video](#)

updated 10/16/2012

Understanding where ads run on YouTube

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2770552&topic=2737019&ctx=topic&path=2736949-2736936-20317-2951627>

March 31, 2013

While any user can upload a video to YouTube, ads are placed on a subset of these videos. YouTube serves ads near those videos identified as

[claimed copyrighted content](#), as well as near videos that are part of the

[YouTube Partnership Program](#). This is a revenue-sharing program that allows creators and producers of original content to generate revenue on YouTube.

These partners might be traditional broadcast partners, professional content producers, or producers of popular user-generated content (with thousands of views). Some examples of these include:

- Established Media properties like the New York Times
- New Media studios like Funny Or Die
- YouTube Original Partners like the Vlog Brothers
- YouTube Hits like Charlie Bit Me

All partners must comply with YouTube's terms of use and community guidelines. The YouTube Partnership Program is currently accepting applications for content producers on its

[homepage](#).

updated 10/16/2012

YouTube ad formats

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2770554&topic=2737019&path=2736949-2736936-20317-2951627&ctx=leftnav>

March 31, 2013

**YouTube supports a wide range of ad formats and targeting options.
Advertisers don't have to have video inventory to advertise on YouTube.**

- **Display Assets**
 - Standard banner/Multi Purpose Unit (MPU)
 - **InVideo**
- **Video Assets**
 - **Standard In-stream**
 - **TrueView**
- **Other Assets**
 - Homepage Masthead and Expandable
 - **Rich Media**

For more information on ad formats for YouTube, please visit www.youtube.com/advertise.

updated 10/16/2012

YouTube media purchase options

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2770587&topic=2737019&path=2736949-2736936-20317-2951627&ctx=leftnav>

March 31, 2013

Auction vs. Reserved Media Buys

There are two ways to place ads onto YouTube:

- Running ads on YouTube that are bid on and priced through the AdWords auction. Many direct response advertisers, with long campaign durations, find the auction to be the most effective way to buy media on YouTube.
- Reserving a placement on the site through a YouTube Sales Representative. Brand advertisers, with strict impression goals, frequently choose reservation buys to ensure they meet their impression goals within a shorter campaign duration.

Auction Placements Available On YouTube Through AdWords

YouTube is part of the Google Display Network and allows you to bid for ad placements with Google's auction, just as you would for placements on partner sites. The winner of the auction pays the minimum amount necessary to outrank the next advertiser in the auction.

As a part of the Google Display Network, YouTube allows advertisers to leverage the AdWords' auction-based system to target specific YouTube content. While most AdWords ads appear on YouTube

[Watch pages](#), there are also additional areas on YouTube where your AdWords ad can be shown such as

[Search and Browse Pages](#).

If you have a display ad, then your ad is also eligible to show:

- to the right of a video on the Watch Page
- as an InVideo overlay at the bottom 20% of the video being played
- on the Search Results Page

With a Promoted Video your ad can show on:

- **TrueView In-Slate**
 - **Watch page**
- **TrueView In-stream**
 - **Watch page**
- **TrueView In-Display**
 - **Google Display Network**
 - **Watch Page**
- **TrueView In-Search**
 - **YouTube Search Results**

YouTube Reserved Media Buy

Reserving placements on YouTube is beneficial for advertisers who want to pay a fixed price for a specific placement. Likewise, this method benefits those who want to ensure they're on a placement at a specific time, for a specific duration, or that they're showing against a specific targeting criteria.

Using either our auction system or reservation system, you can ensure that your ads will be shown on YouTube with your key objectives in mind.

updated 10/16/2012

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Planning an Auction-Based Campaign on YouTube

[AdWords for Video](#)

Bidding Strategies for Auction Based Campaign on YouTube

[CPM, CPC and CPV bidding](#)

[Bidding strategies for auction-based campaigns on YouTube](#)

Set up and target your ad

[Setting up an Auction-Based vs Reservation campaign](#)

[Location Targeting](#)

[Language Targeting](#)

Planning a Reservation Campaign on YouTube

[Overview of reserved media placements on YouTube](#)

YouTube Brand Channels

[Planning and implementing a brand channel](#)

AdWords for Video - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2770611&topic=2737020&ctx=topic&path=2736973-2736936-2736936-20317-2951627>

March 31, 2013

AdWords for video is a campaign management tool specifically designed to help you build online video campaigns more quickly and deliver more video-specific reporting. You'll use YouTube-specific TrueView formats that can appear on YouTube, or in, on, or around videos across the Google Display Network. These campaigns can only contain TrueView video formats, which use

cost-per-view (CPV) pricing. Your video creatives must be hosted on YouTube. To build your AdWords for video campaign, you'll need to:

- Begin setting up your new campaign.
- **Create your video ad formats.**
- Define your targeting settings.

updated 10/16/2012

CPM, CPC and CPV bidding

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740753&topic=2737052&ctx=topic&path=2736973-2736936-20317-2951627>

March 31, 2013

For YouTube placements managed through the AdWords auction, an advertiser can decide to bid on a cost-per-click (CPC) or cost-per-thousand impressions (CPM) basis depending on their campaign objectives.

If an advertiser selects CPC bidding, then they will only pay when someone clicks on the ad. In comparison, for CPM bidding the advertiser pays when the ad is displayed to a user. Your bid and your [landing page quality](#) are both taken into account with CPM bidding.

With CPC bidding, your clickthrough rate (CTR) is also taken into consideration.

Choose CPC bidding if your advertiser:

- has return on investment (ROI) goals.
- wants to drive traffic to their site.
- wants to use AdWords [Conversion Tracking](#).

Choose CPM bidding if your advertiser wants to:

- **increase their reach.**
- **increase their ad visibility.**

Choose CPV bidding if your advertiser wants to:

- use the TrueView video formats.

updated 03/01/2013

Bidding strategies for auction-based campaigns on YouTube

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2770780&topic=2737052&path=2736973-2736936-20317-2951627&ctx=leftnav>

March 31, 2013

Depending on whether an advertiser is using our auction or our reservation system to purchase media on YouTube, best practices for campaign management will differ. Bidding is not a concern for advertisers using the reservation system, as the prices for these placements are fixed. For auction-based campaigns, there are different strategies that you can implement depending on the bidding option you've chosen.

For auction-based campaigns using cost-per-click (CPC) bidding keep the following best practices in mind:

- Target YouTube through managed placements.
- Combine CPC bidding with Google Conversion Tracking and Google Analytics to provide added insight and to help you achieve your ROI targets.
- Optimize CPC bidding campaigns to achieve a high clickthrough rate (CTR), a strong ad rank, and the cost benefits of a good Quality Score.
- Ensure CPC bids are set high enough to allow the ads to be shown frequently in a strong ad rank.

For auction-based campaigns using cost-per-thousand impressions (CPM) bidding, keep the following best practices in mind:

- Set competitive maximum CPM bids to maximize the delivery of your ads across your chosen placements on YouTube.
- Use CPM bidding to maximize the visibility of your ads on the Display Network, raise awareness and to reach your target audience at an early stage of the advertising cycle.

updated 10/16/2012

Setting up an Auction-Based vs Reservation campaign

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=173978&topic=2737022&ctx=topic&path=2736973-2736936-20317-2951627>

March 31, 2013

As mentioned in previous lessons, you can advertise on YouTube either through AdWords, or directly through YouTube.

Advertising on YouTube with AdWords:

Advertisers who target YouTube through AdWords have access to the same targeting options that are available for any campaign targeting the Google Display Network. You can advertise on YouTube through AdWords either through contextually targeted campaigns or through managed placements.

In order to target YouTube through a contextually targeted campaign, simply ensure that you're opted in to the Google Display Network and then your ads are eligible to appear on YouTube. To target YouTube through managed placements, use [Placement Tool](#) to target either the entire YouTube site or specific placements within the site.

Ad formats available through self-managed AdWords accounts include:

- Text Ads
- Display Ads
- InVideo Overlay Ads
- Promoted Videos
- In-Stream Ads
- Click-to-play Video Ads
- Mobile Ads (text and display)

If you have a managed account, or you're prepared to purchase higher-commitment, contract-based inventory, you may have additional placement options available to you depending on your advertising needs and budget. Our sales team can help you create and manage AdWords accounts and target them to YouTube pages.

The sales inventory available for managed accounts is different from that offered by YouTube's own direct ad sales, and from the inventory available through AdWords self-managed accounts. [Request more information](#) about additional options available for managed accounts.

Advertising on YouTube Directly:

You can purchase contract-based ad inventory via YouTube ad sales. Pricing for YouTube ad formats is based on a pre-determined spend with higher cost commitments and an impressions-based reservation model. The sales inventory available here is different from that offered for AdWords managed accounts and different from the inventory available through YouTube Promoted Videos accounts. [Learn more](#) about YouTube direct ad sales.

updated 10/16/2012

Location Targeting

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740755&topic=2737022&path=2736973-2736936-20317-2951627&ctx=leftnav>

March 31, 2013

Location based targeting, or geo-targeting, functions exactly the same way for YouTube as with a normal AdWords campaign. For each YouTube campaign, you can select the countries or regions for your campaign in the campaign **Settings** tab.

A campaign's ads will appear only to users located in those areas. If an advertiser would like to target only YouTube users in France who speak French, then they would select "France" as the country they wish to target under Campaign Settings, and "French" as the language.

updated 10/16/2012

Language Targeting

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740757&topic=2737022&path=2736973-2736936-20317-2951627&ctx=leftnav>

March 31, 2013

About Language Preferences

Your ads are targeted to reach a certain audience, based on your chosen language targeting options. With this information, AdWords works to ensure that your ad appears to your chosen audience.

The language preference set on the YouTube homepage determines in which language a user wants to view YouTube. When the user sets the language preference, YouTube only displays ads that are targeted to the chosen language. If the user doesn't specify a language preference, the user's location determines the default language preference.

For example, users who choose Spanish as their language preference will see ads targeted to Spanish speakers. However if an English speaking user is located in Spain and doesn't specify a language preference, then they will still see ads targeted to Spanish speakers based on their location.

Targeting by Language

Language targeting lets you reach an audience that speaks one or multiple languages, allowing you to reach your users even if they're physically located in non-native areas.

We recommend that you target the language in which your ad is written. If you are running an In-Stream ad or Promoted Video ad, we recommend targeting the language in which your video is produced. For example, if your ad is written in English, target English-speaking users. Similarly, if your video contains Spanish dialogue, target Spanish-speaking users. Remember that Google won't translate your ad for you.

If you wish to target more than one language or location, it's important to organize your campaigns and ad groups in a way that supports this strategy. Consider organizing and naming your campaigns by country (such as "Spain") and your ad groups within each campaign by product lines (such as "coffee products" and "tea products"). Then, tailor your keywords and ads to the intended audience. Make sure that your keyword list and ads for each ad group is in one language. This ensures that the ad appears in the same language in which the keyword was entered. For example, if a user enters a keyword in Spanish, the ad will appear in Spanish, regardless of what language preferences the user has selected. [Learn more](#) about changing your language targeting.

updated 10/16/2012

Overview of reserved media placements on YouTube

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740759&topic=2737023&ctx=topic&path=2736973-2736936-20317-2951627>

March 31, 2013

Most larger advertisers and agencies choose to buy placements on YouTube on a reservation basis, using either cost-per-thousand impressions (CPM) or cost-per-day (CPD) bidding. There are a variety of placements, creative units, and formats available directly through YouTube.

The following placements are available to advertisers purchasing placements on a reservation basis directly through YouTube:

- **YouTube Homepage:** The YouTube homepage is one of the most visited, highly sought-after placements on the Web and is purchased on a cost-per-day (CPD) basis.
- **Partner Watch Pages:** YouTube Partner Watch Pages are watch pages with premium partner content vetted by YouTube as brand-safe for advertisers. YouTube will only show ads on content or videos where we have a direct relationship with the Display Network partner.
- **Search Pages:** Search Pages are a great way to find users who are actively engaging with YouTube content. An advertiser can choose to target Search pages against various criteria such as demographics, video interest category or search-related keywords.
- **YouTube Run-of-Site:** YouTube Run-of-Site placements provide massive reach for advertisers who want to connect with users across a variety of interests and targeting criteria.

To plan for a reservation buy on YouTube, you may use the Ad Planner to give you more information on reach, relevance and insights. However, there are a couple of additional points to consider about purchasing placements on a reservation basis through YouTube:

- **Minimum Spend Requirements:** The minimum media spend on a YouTube media plan (reservations) . Please consult a Google sales representative for up-to-date regional price thresholds. Of course, there is no minimum spend for purchasing YouTube as a managed placement in the AdWords auction.
- **Global Availability of Ad units and Placements:** Please note that not all ad units and formats

are available globally. Visit www.youtube.com/advertise to discover options available for your specific region and country.

- Creative Submission and Turnaround Time: All final assets must be received by the DoubleClick Rich Media Campaign Manager no later than nine business days prior to the launch date.

updated 10/16/2012

Planning and implementing a brand channel

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740764&topic=2737024&ctx=topic&path=2736973-2736936-20317-2951627>

March 31, 2013

For advertisers with multiple video assets that would like to share video stories through YouTube, then a YouTube Brand Channel may be another option to share the brand message. YouTube Brand Channels provide the most engaging and interactive online advertising opportunities available, enabling brands to share their story in long form and in the brand's own words. Brand Channels are available to advertisers in conjunction with significant media investments across YouTube.

For advertisers who have developed a video strategy, a YouTube Brand Channel allows you to house and curate your video content. Brand Channels offer advertisers unique ways to display their video content and help differentiate themselves from standard YouTube users.

Brand channels also become central to an advertiser's social experience on YouTube and can be used to develop a social strategy through "friendships" and "subscriptions." Brand Channels offer a unique engagement experience for both brands and users and can be paired with special, customized creative units such as video carousels and mosaics.

Contact a Google Sales representative for additional details at www.youtube.com/advertise. Please note that not all ad units and formats are available globally.

updated 11/07/2012

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Generate creatives

Generating creatives for YouTube

[Google tools to help generate creatives for YouTube](#)

[Display ad builder](#)

[AdWords for video](#)

[Ads for reservation buy](#)

Video ad tips

[Tips for creating a video ad](#)

[TrueView in-display and in-search ads](#)

Google tools to help generate creatives for YouTube

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740762&topic=2737053&ctx=topic&path=2736952-2736936-2736936-20317-2951627>

March 31, 2013

When generating creatives for YouTube, there are many ways to do so. Users and advertisers have used professional services to shoot, edit, and create video and image ads, while some do it themselves. In fact, many of our most successful advertisers started by making their own videos on a low budget. Google provides tools to help advertisers and users generate these display and video ads.

updated 10/16/2012

Display ad builder

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740809&topic=2737053&path=2736952-2736936-20317-2951627&ctx=leftnav>

March 31, 2013

The display ad builder is an ad creation tool that offers various display ad formats in different categories, including video. You can access the tool when you begin creating a new ad on the Ads tab on any page of your account.

- In addition to standard display formats, you can create multiple video formats, some of which don't have to be hosted on YouTube.
- You'll use pre-designed templates unique to AdWords.
- Ads can be priced at CPC, CPM, or CPV*.
- Ads can be mixed with other ad formats in one AdWords campaign, except TrueView video ad formats.

updated 10/16/2012

AdWords for video - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740767&topic=2737053&path=2736952-2736936-20317-2951627&ctx=leftnav>

March 31, 2013

AdWords for video is a campaign management tool specifically designed to help you build online video campaigns more quickly. When you create video ads, you won't use the display ad builder. Instead, you'll use templates unique to AdWords for video and YouTube's TrueView formats.

- Only TrueView video formats are supported, as well as CPV pricing.
- Video ads must be hosted on YouTube.
- Reporting options include an additional level of detail specific to video ads that don't exist in the rest of AdWords' campaign management tools.
- Your campaigns can only contain TrueView video formats. They cannot include text, image, or other video ad formats.

updated 10/16/2012

Ads for reservation buy

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740810&topic=2737053&path=2736952-2736936-20317-2951627&ctx=leftnav>

March 31, 2013

Reservation buy ads are designed for high impact in a very short time period (1 day) which is accompanied with high investment. Therefore it is advised to use formats that allow for user engagement like Video or Rich media ads.

Ad formats available for reservation include:

- **Masthead**
- **InStream Standard**
- **Instream Select**
- **InVideo Ad**
- **Mobile Instream**

For specification please refer to

[Ad Specs Guide.](#)

updated 10/16/2012

Tips for creating a video ad

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740772&topic=2737027&ctx=topic&path=2736952-2736936-20317-2951627>

March 31, 2013

There are several video ad formats to choose from in AdWords, and each offers unique opportunities for you to attract customers with creative messages. That's why it's important to know your audience and think about the best way to reach them. We'll give you some tips on the basic parts of any video ad: the opening image, content, and text.

Engaging content is always a winner, and finding ways to drive traffic to related videos that you also own -- or content on your website that's especially relevant to your video ad -- will keep viewers coming back for more.

Since there are multiple formats, we've organized our suggestions to build successful and relevant ads into the following groups:

- In-stream video ads: Display ad builder traditional in-stream ads, AdWords for video TrueView in-stream)
- Click-to-Play ads (Display ad builder)
- YouTube Promoted Videos (Display ad builder)
- YouTube TrueView video ads (AdWords for video)

See demos of these ad formats, and learn more about the [other available video formats](#).

updated 10/16/2012

TrueView in-display and in-search ads

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740776&topic=2737027&path=2736952-2736936-20317-2951627&ctx=leftnav>

March 31, 2013

YouTube is a powerful way to gain new customers through video content on the web, but it's also a community-driven social media network that values meaningful content and genuine community engagement with real people and stories. For you to get the most out of YouTube, you'll need to create video content that builds a relationship with YouTube users above and beyond the traditional advertiser-customer relationship. Promoting video content that contains only advertising can actually make it harder for you to drive increased viewer engagement with your brand.

Here are some guidelines to help you create effective TrueView promotions for YouTube that contribute positively to the YouTube community. Choosing relevant keywords and promotion text can help you get your video content in front of interested viewers for a reasonable price. It's a good idea to test different keywords and promotion text to reach your goals.

We also recommend that you use

[YouTube Analytics](#). This tool generates reports using YouTube Insight data and more in a useful presentation to help you really understand how viewers interact with your videos and make better-informed targeting choices.

- **What To Promote.** Before creating your promotion, make sure to review

[YouTube's advertising policies](#) and the Google [AdWords editorial policy for standard text ads](#)

for placements on the Google Display Network. TrueView ads accept only

[Family Safe](#) content for promotion, either on YouTube or the Google Display Network. Feature engaging content with a real story. A video that's just a commercial is less likely to keep viewers happy and coming back for more.

- **Ad Text**
 - **Avoid using general themes in your ad text and focus your text instead on why a person who sees your promotion should click on it to watch the content you're featuring.** For example: what kind of language is used in a movie trailer versus a commercial on television? Movie trailers use taglines and scripts that encourage the audience to be intrigued by a story and to follow up to see more. Try to encourage people to learn or see more through your video instead of heavily pitching the sale of a product or service.

- If you want people to perform an action, have them perform an action that's possible on YouTube, such as: Subscribe, Watch, Record a Video Response, or Comment.
- Do some market research to see what people are saying about related content. Take a look at comments for similar videos and channel pages.
- Use **YouTube Analytics** to see which parts of videos keep your viewers most engaged. This can help you come up with more ideas.
- **Keywords** - If you need some ideas for choosing keywords, use the **AdWords Keyword Tool** for suggestions based on AdWords keyword data only.
 - **General keyword help**
 - Choose keywords related to topics that entertain people, such as: names for celebrities, titles for movies and television shows, quotes, actions or verbs, objects in the video, or emotions that relate to the content. That's because people are searching for video content, so they're less likely to look for something to buy on a video publisher site than they are on a search engine.
 - Think about trends in online video overall, plus trends on the relevant site, whether it's YouTube or other sites on the Google Display Network. Examples include: current events, political awareness, celebrity gossip, and popular videos.
 - Use video comments and tags on your target sites for new ideas.
 - Use YouTube search trends for viewer insights
 - Use the "auto-fill" suggestion drop-down menu on YouTube.
 - Consider using your current tags (or other YouTube user's tags) as keywords. YouTube users label videos with "tags" to help them and the rest of the community find relevant content related to those same tags later. You can use those tags as keywords for your video.
 - Group your keywords for a promotion by theme. For example, if you have a travel clip of a location in Fiji and another of a location in Africa, each clip should have its own promotion with keywords that are specific to that promotion. Creating a promotion with a travel clip of Africa with Fiji-themed keywords will be less useful

for you and customers.

- Use the [YouTube Analytics](#) to see which keywords and referrers are driving traffic to your video for more keyword ideas.
- Use negative keywords to filter out unwanted searches so people who are more likely to be interested in your content see your promotion.
- **Video Stills** - When you create your TrueView in-search or in-display ad, you'll see a number of video stills or "thumbnail images" to choose from. These stills are the first thing YouTube users see before they click on your promotion. Choose the video still that highlights your content best. You can also try to match this image to the content in your promotional text or keywords.

For example, if your video features someone surfing, choose the video still that actually has this moment captured. When you create your promotional text and choose your keywords, you should mention surfing. That way, you'll have a well-packaged promotion that makes sense to anyone who searches for surfing-related videos, sees your corresponding promotion, and clicks on it to watch your surfing video.

updated 10/16/2012

Display Advanced

▼ Display ads on YouTube

Communicating the value of display on YouTube

Planning and implementing a YouTube campaign

Generate creatives

Measure performance

Optimize and refine

Measure performance

Understanding the effectiveness of YouTube content

[Reporting on YouTube and the Google Display Network](#)

[Understanding the effectiveness of YouTube ads](#)

[Measuring user engagement with YouTube videos](#)

Reporting on YouTube and the Google Display Network

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2740815&topic=2737029&ctx=topic&path=2736975-2736936-2736936-20317-2951627>

March 31, 2013

As mentioned in previous lessons, ads can appear on YouTube either by reservations (DART) purchased directly through YouTube, or through the AdWords auction. AdWords ads, through either contextually targeted campaigns or managed placements, will appear on YouTube whenever there are remnant impressions available that have not been sold on a reservation basis.

[Learn more](#) about auction versus reserved media buys on YouTube.

The same metrics available for campaigns that are targeting YouTube through the AdWords auction are also available for campaigns purchased through YouTube reservations. However, since they are purchased using two different systems, the way that you access metrics for an auction-based campaign differs from the way you would access them for a reservations campaign.

- Auction-based campaigns: You can access reports on the performance of your AdWords ads on YouTube directly through the AdWords interface. Simply log in to your AdWords account and you can view performance metrics for all of your ads. Graphical representations to illustrate trends over time, and help you make decisions about how to refine and optimize your campaign, are also available.
- Reservation campaigns: You can request a report from you Google representative to evaluate the performance of your reservation ads. Your representative will pull this report from DFP (DART For Publishers) and deliver it to you in either .CSV or.XML format. This report will contain a separate line for every line item from your original media plan in DSM (DART Sales Manager) to help you identify what's working well for your campaign, and where there's opportunity to improve.

Regardless of how you purchase your placements on YouTube, it's critical that you regularly evaluate your performance to determine how to best refine and optimize your campaigns.

updated 10/16/2012

Understanding the effectiveness of YouTube ads

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2770862&topic=2737029&path=2736975-2736936-20317-2951627&ctx=leftnav>

March 31, 2013

There are many different success metrics to measure the effectiveness of an ad campaign on YouTube. The metrics you'll use depend on your goals and whether you use third party analytics, such as those that come with DFA (DART For Advertisers), Google Campaign Insights, or brand lift surveys from vendors like Dynamic Logic or Insight Express.

Here we will focus on the standard metrics that Google provides for all advertisers, indicating metrics available through both DART and AdWords reporting.

You'll notice that many of these metrics available through the AdWords interface for standard text ads are also available for display (image) ads running on the Google Display Network.

AdWords:

- Impressions: Number of times the ad was shown. If you're getting very few impressions, it may be because you have targeted videos that are no longer being viewed, or that your bids are not competitive enough.
- Clicks: Number of times the ad was clicked.
- Click Through Rate (CTR): Number of times the ad was clicked divided by the number of times the ad was shown.
- Average CPC: Average cost for every click.
- Average CPM: Average cost for every 1,000 impressions
- Play rate: Number of times a Click-to-play video ad was played divided by the total number of impressions.
- Average position: Position of your ad in the search results. This is only available for Promoted Videos. All other ad formats will show as "1".
- Conversions: Number of users who clicked on the ad and later converted. In order for this metric to be available to you, you must have AdWords Conversion Tracking installed.

- View-through conversions: Number of users who were exposed to the ad and later converted. Again, in order for this metric to be available, you must have AdWords Conversion Tracking installed.

DART:

- Impressions booked / Ads impressions: Make sure you delivered all the impressions you were expecting to book.
- On Schedule Indicator (OSI): The percent likelihood the campaign will deliver all impressions booked.
- Clicks: Number of time the ad was clicked.
- Click Through Rate (CTR): number of time the ad was clicked / number of time the ad was shown 25% viewed, etc: Number of users who watched 25% of the way through a video ad.

updated 10/16/2012

Measuring user engagement with YouTube videos

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2770812&topic=2737029&path=2736975-2736936-20317-2951627&ctx=leftnav>

March 31, 2013

YouTube Insight is an incredibly powerful analytics tool accessible, for free, to anyone who uploads a video to YouTube. This tool is available to advertisers, Display Network partners, and users.

To access the tool just click on "Account" within your YouTube account and then "Insight". [Learn more](#) about YouTube Insights.

YouTube Insight lets you see data for either an individual video or aggregated data for all the videos uploaded by a particular user, advertiser, or Display Network partner. Most data can be analyzed over a specific time period, and for individual countries.

Specific data available are:

- Views (How many people watched your video):
 - **Daily views**
- **Unique users**
- Relative popularity in certain countries

- Discovery (How people found your video):
 - Did users watch your video on the watch page or on a channel?
 - Embedded player: Was the video embedded off YouTube on another site or blog?
 - Google / YouTube search: What search terms were users using to find your video?
 - Mobile views: Were people watching the video on their mobile devices?
 - Related videos: What other videos are users coming from?
 - Subscriptions: How important is it to get people to subscribe to your channel?

- **Demographics:**
 - **Age**
 - **Gender**

- Community (User engagement with videos beyond simply watching it):

- Aggregate community engagements
- **Ratings**
- **Comments**
- **Favorites**

- Hot Spots (See how much the community liked portions of your video):
 - Above the line: Indicates that users liked this portion of the video more than the rest of the video on average (i.e. they didn't exit the video at this point, and may have even viewed this portion multiple times).
 - Below the line: Indicates that users didn't like this portion of the video as much as the rest of the video on average (i.e. they exited the video at this point).

- Call-to-Action (How many people are clicking on the call-to-action on your video):
 - **Clicks**
 - **Impressions**
 - **Clickthrough rate (CTR)**

updated 03/04/2013

Display Advanced

▼ Display ads on YouTube

Communicating the value of display on YouTube

Planning and implementing a YouTube campaign

Generate creatives

Measure performance

Optimize and refine

Optimize and refine

Optimizing video content on YouTube

[Optimization strategies & best practices for video content on YouTube](#)

Optimization strategies & best practices for video content on YouTube

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=173989&topic=2737031&ctx=topic&path=2736955-2736936-2736936-20317-2951627>

March 31, 2013

Video is a powerful medium to reach users through sight, sound and motion. In order to optimize the performance of your video on YouTube, consider the following best practices:

- Understand that users come to YouTube to learn, watch and be entertained. As such, create videos that feature original content.
- You are the expert on your industry, product or service. Try creating videos that teach and engage the YouTube community on your expertise.
- Keep your message simple and concise. A good benchmark is to try to keep your video to two minutes or less.
- Use [YouTube Insight Hot Spots](#) to see which parts of videos keep your users most engaged. Based upon user engagement data, optimize your video content to keep users watching.
- Update your content on a regular basis. The YouTube users who have been successful keep their message fresh with regular updates to their channel.
- Read user comments on your own and similar video and channel pages for ideas.

updated 03/04/2013

Display Advanced

Display ads on mobile devices

Additional mobile opportunities

Additional mobile opportunities

YouTube mobile ads

[Video ad formats available in the AdWords for video tool](#)

[Mobile inventory](#)

[YouTube mobile ad formats](#)

Ads on mobile apps

[Overview of ads on mobile apps](#)

[Where can these ads show?](#)

[Ad formats](#)

Video ad formats available in the AdWords for video tool

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2375464&topic=2799825&ctx=topic&path=2736956-2736937-20317-2951627>

March 31, 2013

AdWords for video is a video-specific campaign management tool within AdWords. It offers the TrueView family of [cost-per-view](#) (CPV) video ad formats.

With TrueView ads, you only pay when a viewer actively selects your video, or chooses to continue watching a video when it first loads as they browse video content. Unlike cost-per-click or cost-per-thousand impressions pricing, you won't need to pay every time your ad is shown. While video content for TrueView ads must be hosted on YouTube, TrueView ads can appear on both YouTube and other publisher sites in the Google Display Network for desktop computers and high-end mobile devices.

Before you start building and placing your ads on video content sites, it's useful to learn more about the video formats you can create with AdWords for video, and how they work:

- Check out the available TrueView formats.
- Discover how to monitor your ad performance with AdWords for video.

Tip

You can build video ads using either the AdWords for video or the display ad builder tools. [Explore the benefits and differences between these two tools.](#)

TrueView video formats

You can explore each of the formats in detail below. To learn more about the formatting and specifications for each format, see our [guidelines](#).

TrueView in-stream video ads

- **When should I use it?** Use this format when you have video content you'd like to promote before [short- or longform](#) videos on YouTube and the Google Display Network.
- **How does it work?** After five seconds, the viewer has an option to skip the ad. [See an example.](#)
- **Where will the ads appear?** TrueView in-stream videos can appear on YouTube Videos (Watch pages on YouTube), on video publisher pages in the Google Display Network (includes YouTube), and on video publisher pages *outside* the network.
- **How will I be charged?** For videos 30 seconds or longer, you'll be charged when the viewer reaches the 30 second point of the video. For videos shorter than 30 seconds, you'll be charged when the viewer completes the video.

Home	Campaigns	Opportunities	Tools and Analysis	Billing	My account
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All online campaigns

All video campaigns

Sweat Tea: video

Shared library

Linked YouTube accounts

Video remarketing lists

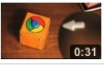
Help

Getting Started

[All video campaigns](#) > Sweat Tea: video >

Create new ad

Ad (optional)

Video  [Change video](#)



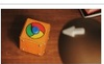

Ad formats & networks [?](#) ☒ Automatic ☐ Let me choose ...

☒ Ad attributes (required)

Headline

Description 1

Description 2

Thumbnail [?](#)    

Display Url [?](#)

Destination Url [?](#)

Ad name

☒ Advanced ad attributes (optional)

Targeting

Enable ad for [?](#) **All existing targeting groups (1)** [Edit](#)

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

Important notices: By creating this ad, you agree that you have legal rights to distribute all content (including all videos and images) you have provided. You are responsible for compliance with all applicable laws and regulations in the location(s) in which you have chosen to target your advertising.

Ad Formats

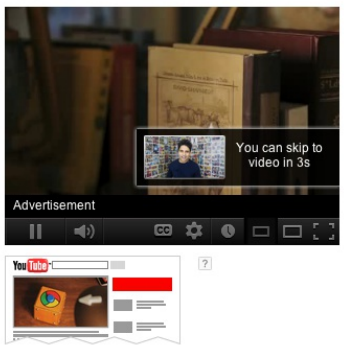
[In-search](#)

[In-slate](#)

[In-display](#)

In-stream

Preview



TrueView in-search video ads

- **When should I use it?** Previously known as the search ads portion of "YouTube Promoted Videos," this format lets you promote a video next to search results on YouTube.
- **How does it work?** Your video's keywords will highlight your video to YouTube viewers who may be interested in your content. This format will include a 640x90 Rectangle or 300x70 Small Rectangle depending on the ad's position in search results.
- **Where will the ads appear?** TrueView in-search videos appear on the YouTube Search results page.
- **How will I be charged?** You'll only be charged when viewers begin watching your video.

Home	Campaigns	Opportunities	Tools and Analysis	Billing	My account
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All online campaigns

All video campaigns

Sweat Tea: video

Shared library

Linked YouTube accounts

Video remarketing lists

Help

Getting Started

All video campaigns > Sweat Tea: video >

Create new ad

Ad (optional)

Video

Chrome starts fast (pointer) by googlechrome | 1,494,736 views

Change video

Ad formats & networks

Automatic Let me choose ...

Ad attributes (required)

Headline

Description 1

Description 2

Thumbnail

Display Url

Destination Url

Ad name

Video Ad 1

Advanced ad attributes (optional)

Targeting

Enable ad for All existing targeting groups (1) Edit

Save Cancel

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Send Feedback

Ad Formats

Preview [1] [2]

In-search

In-slate

In-display

In-stream

As an ad above the search results.

TrueView in-display video ads

This format includes the following legacy formats: YouTube Promoted Videos overlay, promoted videos suggestions and related videos, and the Google Click-to-Play format.

The video ad preview unit may vary in size. You can choose whether the video plays within the ad unit or when a viewer clicks the unit to watch the video on its YouTube Watch page.

- **When should I use it?** Use this format to promote a video next to YouTube videos or other website content across the Google Display Network.
- **How does it work?** The appearance of the ad format will vary, depending on which ad sizes and display formats content publishers support. For example, YouTube is a key content publisher within the network and these ads will function and appear in the same way across the entire YouTube site.
- **Where will the ads appear?** TrueView in-display videos can only appear on YouTube Videos (Watch pages on YouTube) and Watch pages on video publishers of the Google Display Network.

- **How will I be charged?** You'll only be charged when viewers choose to watch your ad.

Google AdWords [Help](#) [Sign out](#)

Home	Campaigns	Opportunities	Tools and Analysis ▾	Billing ▾	My account ▾
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All online campaigns

All video campaigns

Sweat Tea: video

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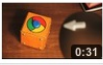
Help

Getting Started

[All video campaigns](#) > [Sweat Tea: video](#) >

Create new ad

Ad (optional)

Video  [Change video](#)

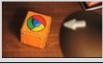



Ad formats & networks [?](#) ☒ Automatic ☐ Let me choose ...

☐ [Ad attributes \(required\)](#)

Headline

Description 1

Description 2

Thumbnail [?](#)  
 

Display Url [?](#)

Destination Url [?](#) [?](#)

Ad name

☐ [Advanced ad attributes \(optional\)](#)

Targeting

Enable ad for [?](#) **All existing targeting groups (1)** [Edit](#)

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

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[Send Feedback](#)

Ad Formats

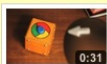
[In-search](#)


[In-slate](#)

In-display

[In-stream](#)

Preview [\[1\]](#) [\[2\]](#)

 by googlechrome | 1,496,229 views

 As a suggestion to the right of a YouTube video. [?](#)

Next Steps

- [Create a video ad with AdWords for video](#)
- [Explore how to create effective video ads](#)

updated 03/20/2013

Mobile inventory - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2799828&topic=2799825&path=2736956-2736937-20317-2951627&ctx=leftnav>

March 31, 2013

Where do ads show?

- Banner ads - home, browse and search pages of m.youtube.com
- Video ads - both m.youtube.com and the YouTube mobile app

updated 10/16/2012

YouTube mobile ad formats

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2799829&topic=2799825&path=2736956-2736937-20317-2951627&ctx=leftnav>

March 31, 2013

- **Mobile Roadblock (YouTube)**

- **What is it?** Roadblocks let you see how many people viewed your ad on YouTube Mobile for a full day. YouTube Mobile Roadblocks appear on the home, browse and search pages of m.youtube.com.
- **Why you'd use it**
 - In the past year, YouTube's percentage of video views from mobile has doubled, and video viewing activity on YouTube Mobile has tripled.
 - With an ad on YouTube Mobile's homepage you reach a truly significant audience - 13M monthly users in the US alone.
- **Details:** Roadblocks are available across all mobile devices.
- **How can advertisers get started?** Contact your Google sales representative to get started with Roadblocks.

- **InStream Video Ads (YouTube)**

- **What is it?** InStream video ads run when Android YouTube app users play a video from a premium inventory partner.
- **Why you'd use it.** Video ads increase brand engagement within mobile videos.
- **Details:** YouTube InStream appears within the Android YouTube app and m.youtube.com.
- **How can advertisers get started?** Contact your Google sales representative to get started with YouTube Mobile InStream Video Ads.

- **Brand Channels (YouTube)**

- **What is it? YouTube Mobile Brand Channels increase video views and brand engagement with iOS and Android users.**
- **Why you'd use it? A mobile YouTube brand channel that's up to date and “always on” keeps your brand fresh and relevant to potential customers on mobile devices.**
- **Details: YouTube Mobile Brand Channels show on m.youtube.com.**
- How can advertisers get started? Contact your Google sales representative to get started with YouTube Mobile Brand Channels.

updated 10/16/2012

Overview of ads on mobile apps

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2799831&topic=2799830&ctx=topic&path=2736956-2736937-20317-2951627>

March 31, 2013

- If you choose to run your search campaigns on AdWords, your ads can appear to a user searching on Google with a mobile device.
- If you choose to run your AdWords campaigns on the Display Network, your ads can appear across a large collection of partner websites and specific Google websites that show AdWords ads. This network also includes mobile sites and apps that show ads (these are called mobile display partners).
- Just as ads can show against mobile search and display content, they can also serve against mobile apps. Did you know that there are over 1 million apps available in the iTunes and Google Play stores combined? Of course, there are some differences in the types of ads that can serve - screen sizes are different, user behavior is different, and so is the opportunity.

updated 10/16/2012

Where can these ads show?

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2799799&topic=2799830&path=2736956-2736937-20317-2951627&ctx=leftnav>

March 31, 2013

Display ads can show against a wide variety of apps from the Google/AdMob network of mobile apps. Apps can be as simple and functional as an online grocery list, or a rich gaming experience. Apps can be purchased or downloaded from the iTunes and Google Play stores.

Ads that serve against these apps can be on a CPC or a CPM basis. CPC ads are purchased through the AdWords auction, while CPM ads are reserved through a Google representative.

updated 03/28/2013

Ad formats - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2799800&topic=2799830&path=2736956-2736937-20317-2951627&ctx=leftnav>

March 31, 2013

What are the ad formats available to display on mobile apps?

- There are a wide variety of ad formats available. Some of these include:
 - Interactive Video Ads - Interactive video ads engage the users as they launch apps or click on banners.
 - Interactive Interstitial Ads - Interstitials are interactive ads that appear within an app.
 - Canvas and Expandable Ads - Expandable ads are started by the user and can expand to cover the entire phone screen.
 - Tablet Image Banners - Image banners engage users on this highly interactive mobile device.
 - Static and Multi-Panel Banners - Image banners and animated banners are available across all mobile devices, including smartphones and feature phones, from high-end devices such as iPhones and Androids to simple WAP phones.
 - Click-to-download App Ads - Text or banner ads linking to the app store promote your app to targeted mobile users.
- For more information, please see the site [here](#).

updated 10/16/2012