

# Reach people at the right time with enhanced campaigns

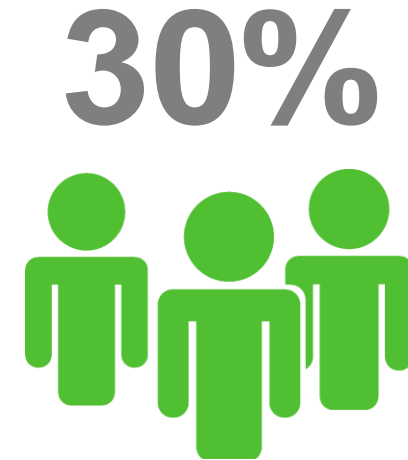
# What are enhanced campaigns?

- Enhanced campaigns give you the ability to determine how your ads are shown to people searching and browsing the internet on smartphones, tablets and personal computers
- They have the potential to reach people wherever and however they access the web
- They ensure your target audience sees the right message at the right time



# Why use enhanced campaigns?

- Reaching your customers at the right time on the right device is important
- Location targeting is becoming key – people are more likely to engage with ads relevant to where they are
- Mobile searches have grown significantly since 2010
- 50% of mobile searches lead to a purchase\*
- Up to 30%\*\* of searches have local intent – opportunity to increase footfall to bricks and mortar businesses



\* Source: Google's How to go mobile

\*\* Source: Google Internal Data. Last updated: July 2012

# Why use enhanced campaigns?

More and more people are buying smartphones



People are increasingly using multiple devices to access the internet



They are searching online for your products and services



Make sure your ads are reaching them in a relevant and engaging way



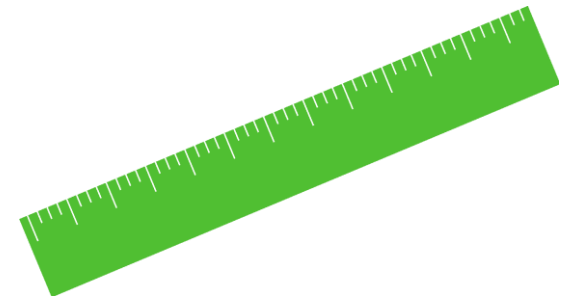
# What are the benefits of using enhanced campaigns?

- **Flexible** Take full control of your spend based on time, customer location and device
- **Relevant** Show your audience ads that are suited to their device
- **Local** Show on-the-go users store locations, click-to-call options and special offers
- **Actionable** Use "call now" ads when staff are available to take calls, and draw potential customers to your store with targeted special offers



# Measuring the benefits of enhanced campaigns.

- No matter what your marketing goals are - sign-ups, online sales, digital downloads or calls - your ROI can be measured.
- It is possible to specify how long calls should last before they're considered conversions.
- Count calls as conversions with free call metrics.



**MRKT360**



# Conclusion.

- Enhanced campaigns are an important part of online advertising strategy
  - they leverage the way people communicate today
- They are relevant, local and targeted
  - they can reach your customers no matter where they are
- Highly measurable performance
  - the benefits are easily seen



**MRKT360**



# Thank you.

If you have any queries or would like help setting up enhanced campaigns please contact:

[www.mrkt360.com](http://www.mrkt360.com)

