

# Display Campaign Optimizer.

Let Google  
technology manage your display  
campaigns for you.

# What is the Display Campaign Optimizer?

- The Display Campaign Optimizer (DCO) automatically finds the best places to show your ads across the Google Display Network.
- To use this tool all you need to do is let us know your **target cost-per-acquisition (CPA)**.



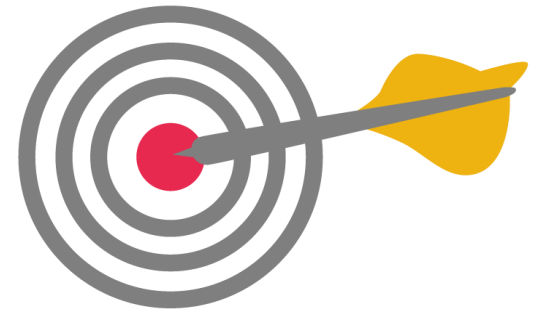
# How the Display Campaign Optimizer works.

- It explores new inventory across millions of sites in the Google Display Network, evaluating dozens of factors in real time.
- Delivers more conversions at your desired CPA.



# How the Display Campaign Optimizer works.

- DCO finds additional conversions for the Google Display Network and shows your ads on relevant sites which you may have missed.
- It works on Desktop, Mobile and Tablet devices.
- Available to small and medium business advertisers.



# Benefits to using the Display Campaign Optimizer.

- 1. Learn**  
It provides landing page and campaign history analysis.
- 2. Target**  
It defines new groups of placements related to your product.
- 3. Optimize**  
Adjusts bids and targeting based on your performance.
- 4. Expand**  
Reaches new groups of placements over time.



# Case Study.\*

In 2012 Groupon acquired millions of subscribers by enticing users with relevant deals in their cities.

- Groupon showed daily deals at the exact moment users read related web content.
- Display Campaign Optimizer automated campaign targeting and bidding to boost conversions in a cost-effective manner.
- Standard display formats were the perfect canvas for delivering a simple and compelling message.



# Results.

1,000+ deals  
in 43 countries  
with 85 million subscribers



# Conclusion.

The Display Campaign Optimizer gets you more conversions at a lower cost, increasing your ROI and ultimately helping to place your ad in front of more potential customers for less.





# Thank you.

If you have any queries or would like help setting up Display Campaign Optimizer please contact:

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

