

# The Google Display Network. Why Display Matters.

# Agenda.

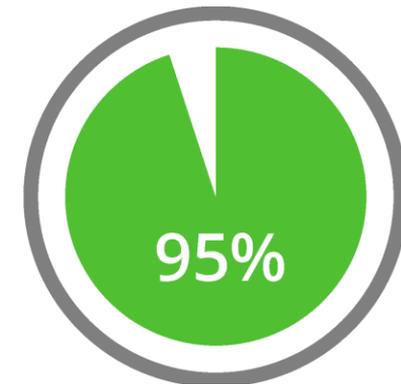
- Why advertise online?
- What is the Google Display Network?
- Customer Buying Cycle
- Why the Google Display Network?
- Choosing the right targeting options
- Controlling costs
- Conclusion



# Why is it beneficial to advertise online?

Online advertising reaches customers through ad placements across millions of publisher sites

- Customers consider, purchase and advocate brands online
- 95% of users' time online is spent on content sites

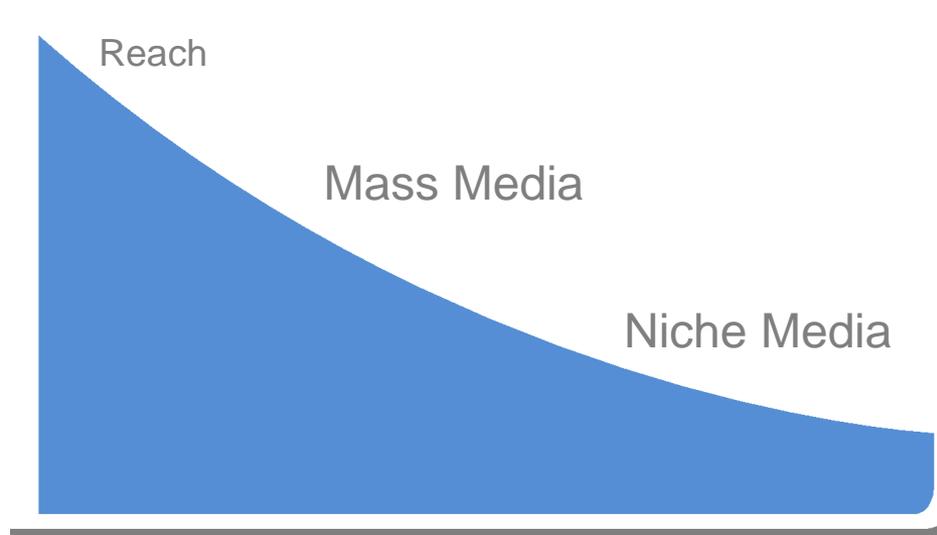


# What is the Google Display Network?

- The Google Display Network (GDN) is a network of websites with advertising space where you can place your ads
- The Google Display Network uses precise targeting to reach engaged audiences - this delivers better results for advertisers
- It's a simple, cost-effective way to advertise on millions of high-quality news pages, topic-specific websites, video sites and blogs



# Across both mass-media and niche sites



# How can display advertising benefit your business?

Display advertising can help build awareness, increase campaign reach, drive conversions and ultimately speed up the buying cycle

There are five phases to a customer's buying cycle:

1. Awareness
2. Interest
3. Consideration
4. Purchase
5. Loyalty



# Why choose the Google Display Network for your business?

- You can reach people across millions of sites, videos and blogs
- Search and Display ads are the perfect tandem for reaching prospective customers in every step of the buying cycle
- Combining Search and Display ads in your campaigns will get you more conversions compared to Search only campaigns

# How to target the right customers?

Google allows you to reach relevant customers by:

- **Contextual Targeting** Target your audience based on their keyword search, topic search or placement search (sites they visit)
- **Audience Targeting** Target your audience based on their interests, demographics or through remarketing. You can also use Google's look-a-like technology to find consumers with similar browsing habits to people on your remarketing list



# How to target the right customers?

The best approach is:

Contextual  
Targeting



Audience  
Targeting



# Contextual Targeting

Reach people with...

- Topic targeting – choose from over 1700 site categories already organized for you by Google
- Keyword contextual targeting – choose keywords and Google will find the best sites for your display ads
- Placement targeting – manually select the right placements for the campaign



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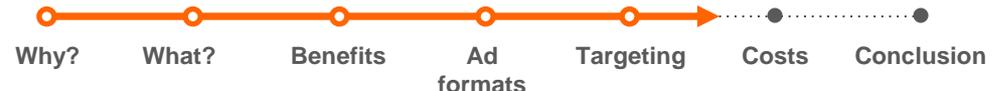
# Audience Targeting

Reach the right people online

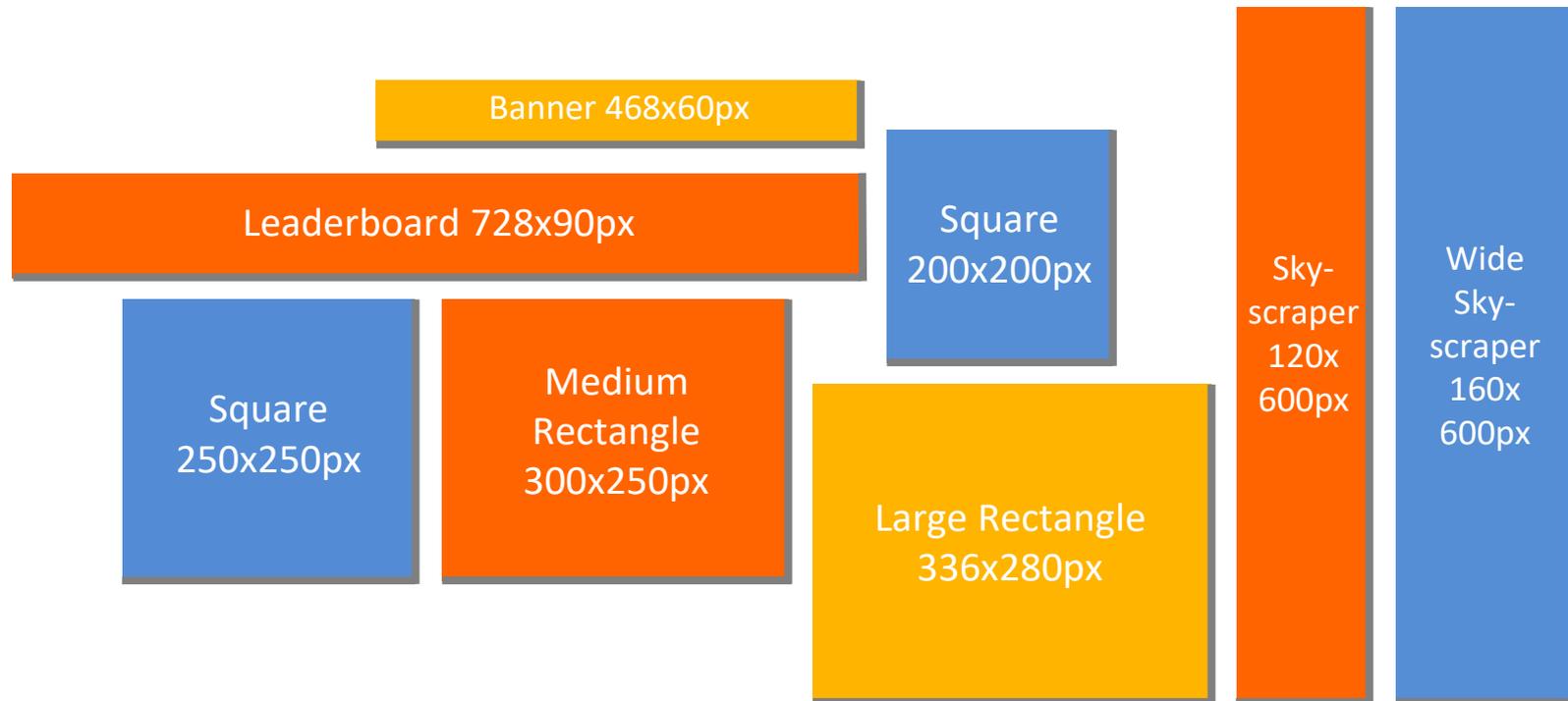
- Interest category marketing – show ads to people based on what they like
- Demographic – select your audience based on their gender and age
- Remarketing – reach people who visited your site but didn't convert
- Similar users – Google's look-a-like technology finds users with browsing habits similar to people on your remarketing list



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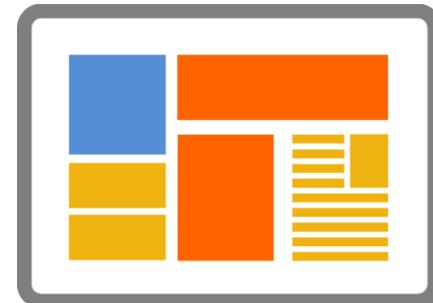


# What ad sizes are available to advertisers?



# What types of ads are available to advertisers?

- Standard image (JPEG or GIF)
- Standard flash
- Rich media flash
- In-unit video
- Click-to-play video ads

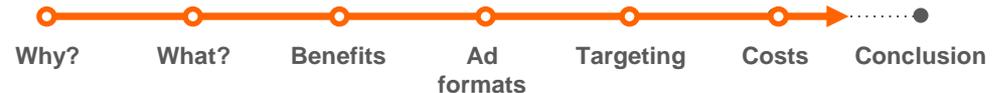


# How can I control my costs?

- The auction system means you bid for every ad spot, ensuring you pay the most competitive prices
- At most, you'll only pay 1c more than the minimum necessary to maintain your position on the page

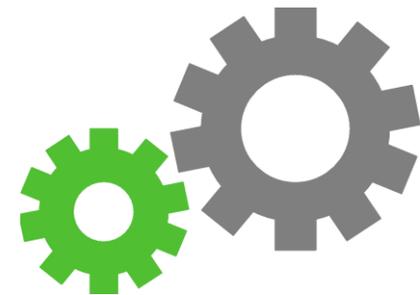


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# What pricing models are available?

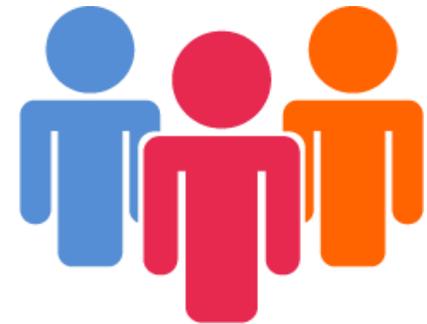
- **CPM:** Cost-per-thousand impressions Only pay when your ad appears 1,000 times
- **Why?** Use for campaigns aimed at increasing visibility. Track metrics such as impressions, reach, frequency and search uplift
- **CPC:** Cost-per-click Only pay whenever a user clicks on your ad and visits your website
- **Why?** Use for campaigns in which you care about clicks. Track metrics such as sales, leads and sign ups



# GDN helps reach the right customer

## The right customers

- Target a custom segment based on specific demographics, lifestyle, psychographics and behaviour data
- Reach qualified leads based on interests and intent to purchase
- Engage past site visitors with remarketing



# GDN helps reach customers at the right time

## The right time

Layer contextual targeting on top of audience targeting to reach users when they're in the right mindset

- Topic targeting
- Keyword and contextual targeting
- Placement targeting

# GDN helps reach customers with the right message

## The right message

- Customize creative based on user behavior, interests or demographics
- Rich media drives user engagement and recall

# Conclusion.

The Google Display Network is a highly targeted form of advertising that helps reach the **Right customers** at the **Right time** with the **Right message**



# Thank you.

If you have any queries or would like help setting up the Google Display Network please contact:

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

