

Google Display Network. Targeting options.

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**



Why advertise on the Google Display Network?

- The GDN is the world's number one ad network
- The GDN 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



How can I target customers on the GDN?

Reach your audience based on how they browse and who they are:

Contextual targeting

1. Keyword contextual targeting
2. Topic targeting
3. Placement targeting

Audience targeting

1. Interest category marketing
2. Demographics
3. Remarketing
4. Similar users

Tip: Combining Contextual Targeting with Audience Targeting gets the best results



Contextual Targeting.

Reach your audience based on how they browse:

Keyword Contextual Targeting Google matches keywords in your campaign with themes on the GDN. For example, if you have 'photography' in your keywords your ads will be shown on sites related to photography

Topic Targeting Google has categorized thousands of sites and pages for you.

Select your audience from a list of over 1,700 categories like travel, automotive, shopping and many more

Placement Targeting Serve ads to consumers based on specific sites on the GDN.

Pick websites, videos, games and RSS feeds that your audience will be visiting



Audience Targeting.

Reach your audience based on who they are:

Interest Category Marketing Show ads to people based on their interests. Google analyzes the websites a user visits and recognises their interests

Demographics Demographic targeting allows you to select your audience based on their inferred age or gender



Audience Targeting.

Reach your audience based on who they are:

Remarketing Re-advertise to people who have visited your website but didn't convert. Acquire new customers with negative remarketing and extend your campaign reach

Similar users Google's look-a-like technology finds consumers with similar browsing habits to those on your remarketing list



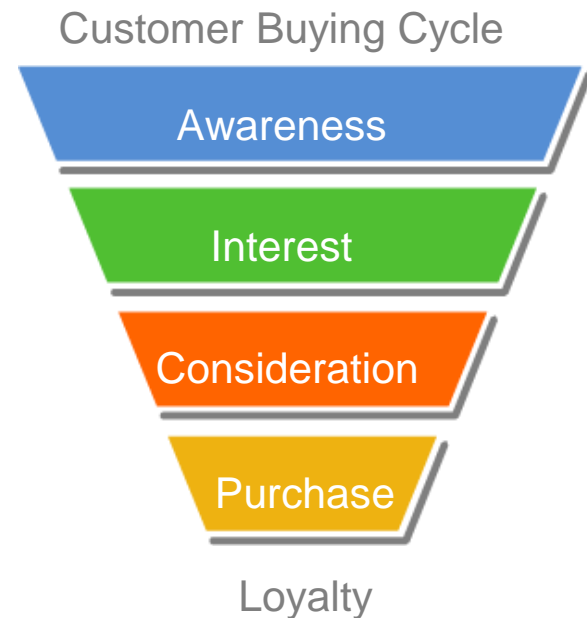
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Selecting the right targeting option.

There are four phases to a customer's buying cycle

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



Display advertising at the Awareness stage.

- Showing banners on the internet increases brand recall
- The GDN supports an expanding list of rich media formats



Display advertising at the Interest stage.

- Build interest by targeting customers when they're evaluating
- The GDN combines the best contextual and audience targeting in the world



Display advertising at the Consideration stage.

- Audience and behavioral targeting helps your ad reach qualified prospects every time
- Remarketing can engage past site visitors
- Interest category and demographic targeting can reach more qualified customers



Display advertising at the Purchase stage.

- Remarketing can engage shopping cart abandoners
- Studies show remarketing drives higher conversion rates
- Combining display with search drives purchase intent



What happens next?

After users move through the four stages of the customer lifecycle when making a purchase they move into the final stage:

Loyalty

- Brand advocates are your best customers
- +1 lets your advocates recommend you across the web



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 your display ads on the Google Display Network please contact: www.mrkt360.com

