

SMARTER CAMPAIGNS, SMARTER RESULTS

# Choosing the Right Google Ads Campaign





# Which campaign is right for you?

Launching a Google Ads campaign starts with selecting the right type. With multiple options, choosing the best fit can be challenging. We'll guide you through the process, helping you align your campaign with your marketing goals and business objectives.





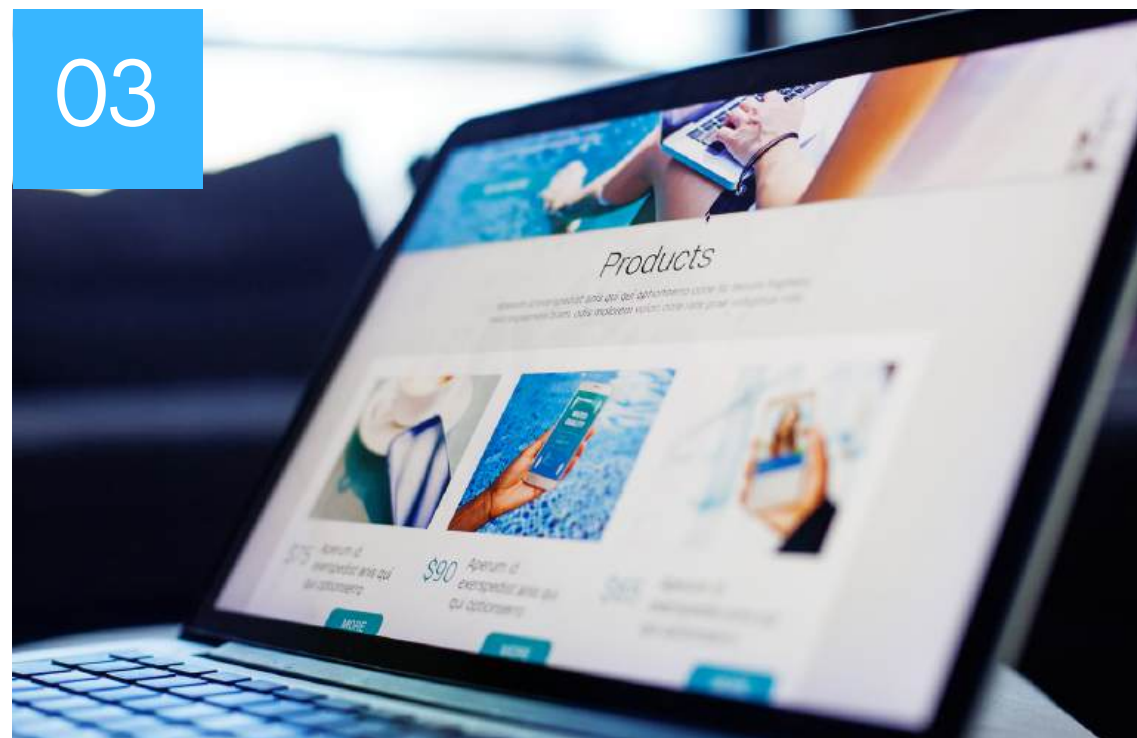
# Campaign Types



**Performance Max Campaigns**



**Search Campaigns**



**Display Campaigns**



**Video Campaigns**

# Campaign Types

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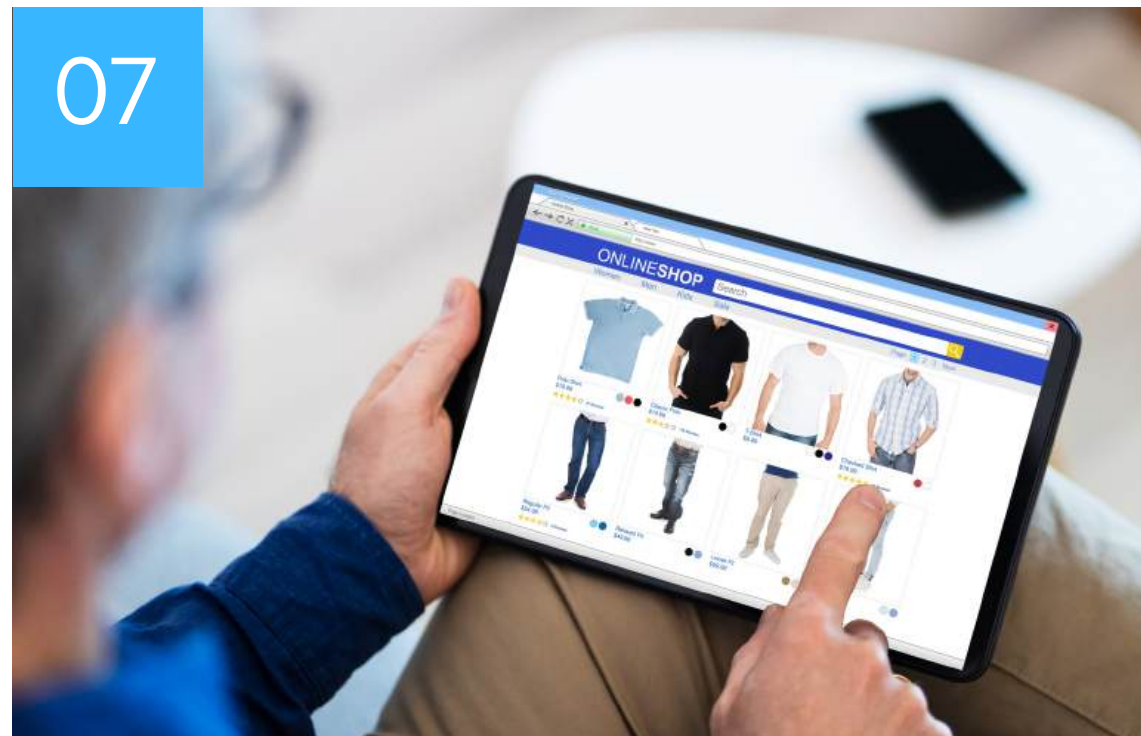
**App Campaigns**

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**Smart Campaigns**

07



**Shopping Campaigns**



# Unlocking Maximum Performance with Performance Max Campaigns

Take your Google Ads to the next level with Performance Max campaigns, a goal-based solution that leverages AI optimization to drive conversions across all channels from a single campaign. Learn how Performance Max can simplify your ad management while delivering exceptional results.





## Benefits of Performance Max Campaigns

### Easy Setup & AI Optimization:

Simple launch process, with Google AI driving the best performance possible.

### Increased Conversions & Value

Real-time budget and bid optimization across channels captures new conversion opportunities.

### New Customer Acquisition

Unlock fresh audience segments with real-time understanding of user intent, behavior, and context.

### Deeper Insights

Access campaign performance analysis and asset combination reporting to refine your strategy.



Performance Max is available as a campaign type when selecting "Sales", "Leads", or "Local store visits and promotions" as your advertising objective.

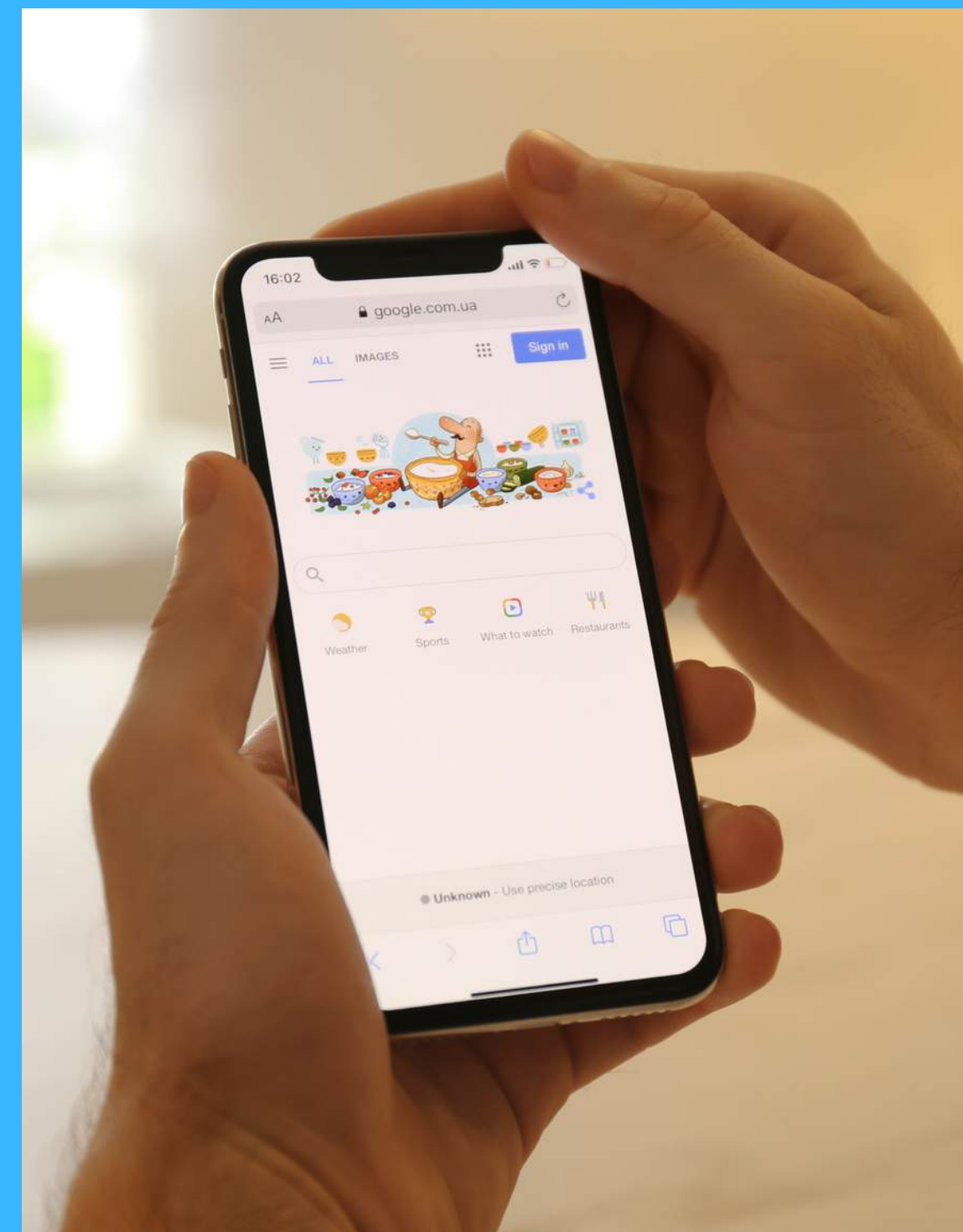
## Key Consideration



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# Targeting Intent with Google Ads Search Campaigns

Connect with customers actively searching for your products or services with Google Ads Search campaigns. Learn how text ads on search results can drive sales, leads, and website traffic.





# Benefits of Search Campaigns



## Drive sales and leads

Reach people actively searching for your offerings, boosting online conversions.



## Easy setup

Simply write text ads and select keywords – no special files or assets required.



## Highly specific targeting

Show ads to users searching for exactly what you offer.





## Ideal use cases

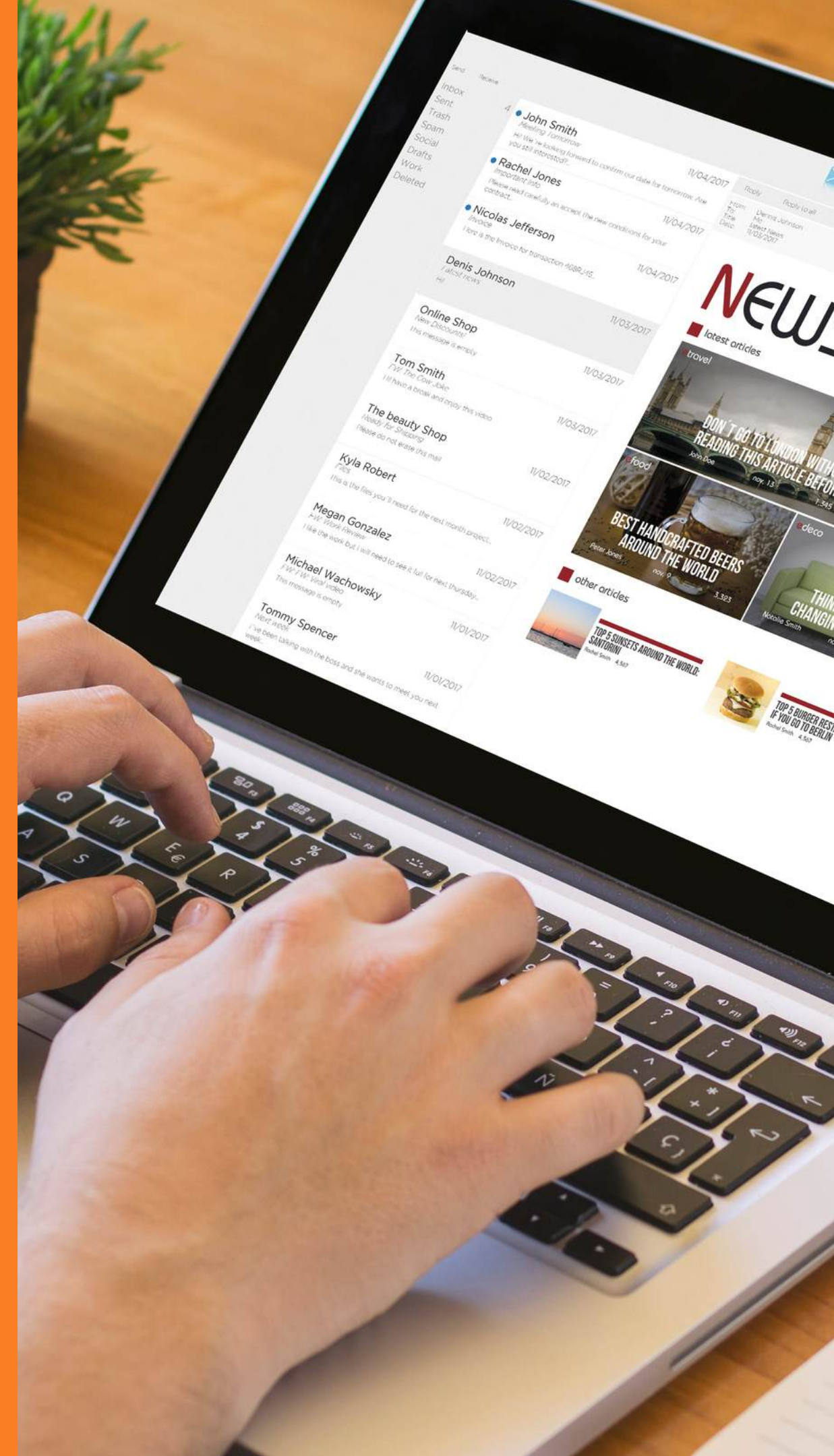
- Boost online sales and signups
- Capture leads for longer sales cycles
- Drive traffic to your website





# Expanding Your Reach with Google Ads Display Campaigns

Take your marketing beyond search results with Google Ads Display campaigns, showcasing visually engaging ads to your target audience across millions of websites, apps, and Google-owned properties.





# Benefits of Display Campaigns

## Drive Sales and Leads

Use compelling call-to-actions to convert users.

## Build Awareness and Consideration

Create memorable ads to promote your brand and products.

## Broaden Your Reach

Target users beyond search results, across websites and apps.

## Retarget and Engage

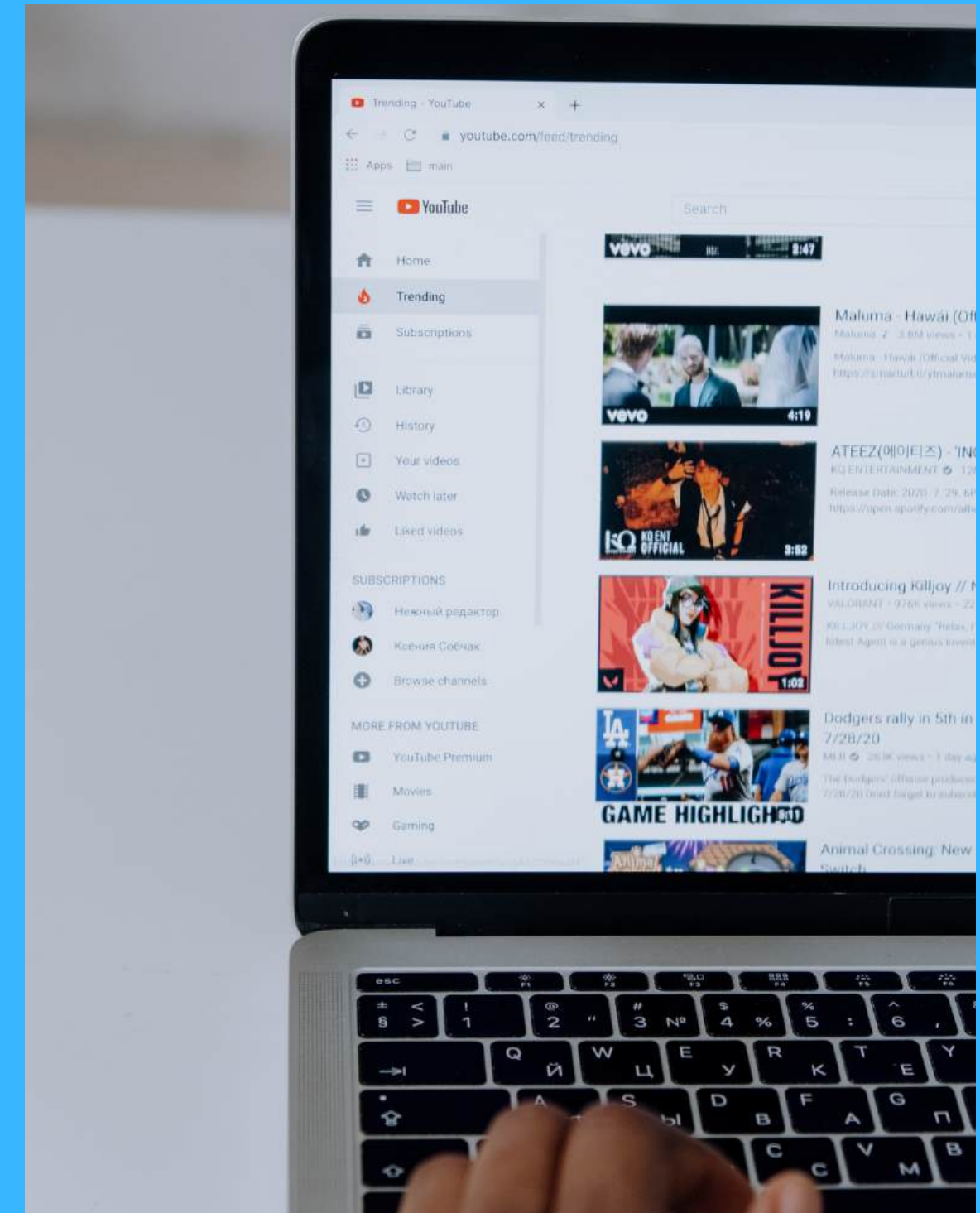
Show ads to users who've visited your site or interacted with your brand.





# Reaching Your Audience with Google Ads Video Campaigns

Harness the power of video advertising with Google Ads Video campaigns, showcasing your brand on YouTube and beyond. Discover how to drive awareness, conversions, and sales with targeted video ads.



# Benefits of Video Campaigns



## Build Awareness & Consideration

Introduce your brand to new audiences.



## Drive Sales and Leads

Action-focused ads for conversions.



## Expand Your Reach

Target users on YouTube and beyond.



## Retarget and Engage

Follow up with users who've interacted with your brand.

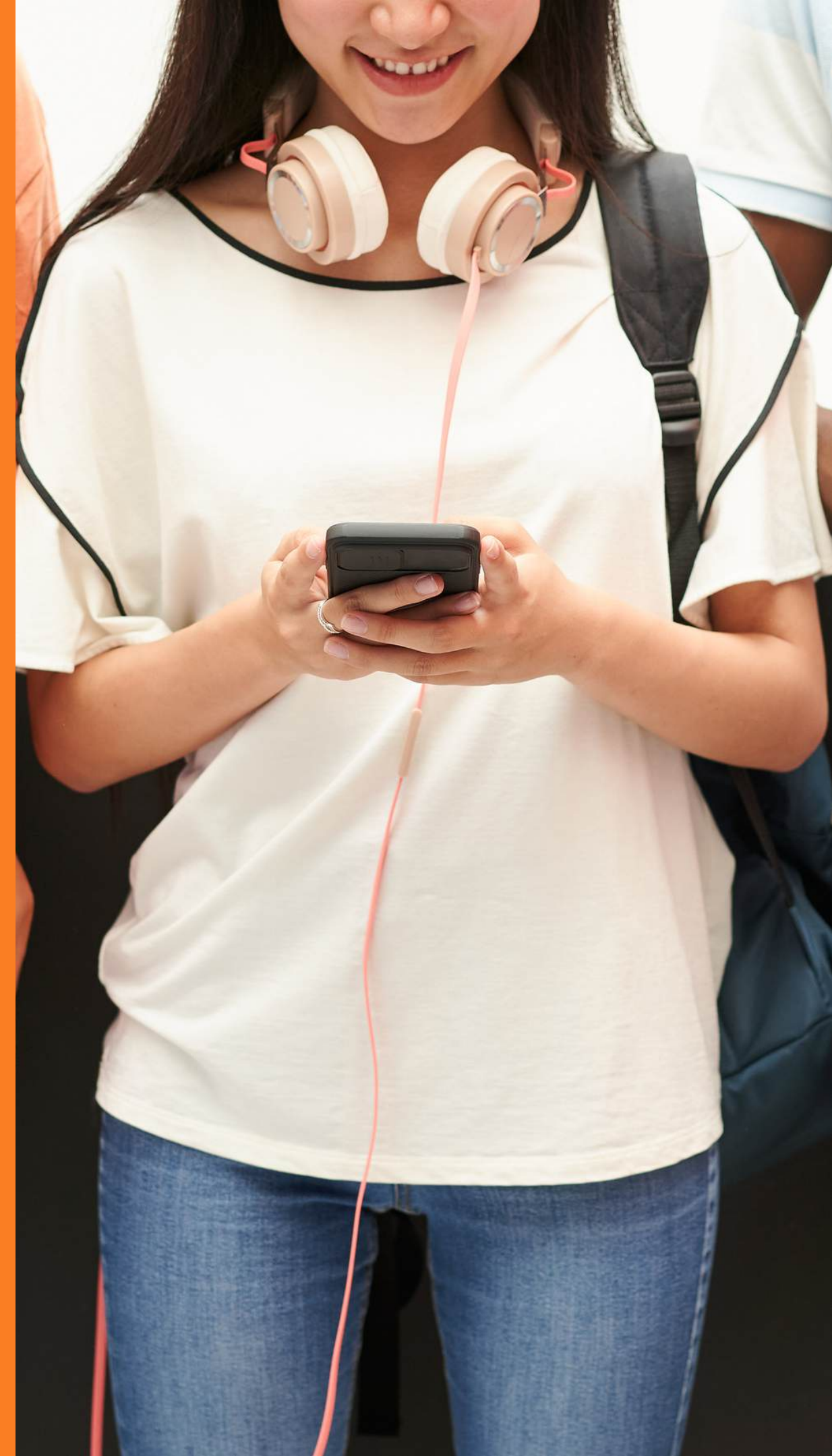


# Video Campaign Types

- **Drive Conversions** (Video Action): Action-focused ads for sales and leads.
- **Video Reach**: Maximize budget reach with bumper, skippable, or non-skippable ads.
- **Get Views**: Skippable in-stream or in-feed ads for consideration.
- **Ad Sequence**: Tell a story with sequential video ads.
- **Outstream**: Reach users on websites and apps outside YouTube with autoplay video ads.
- **Non-Skippable In-Stream Ads**: Ensure users watch your entire message with mandatory video ads before or during YouTube content.

# Maximizing App Growth with App Campaigns

Take your app to the next level with Google Ads App campaigns, automatically optimizing ads across multiple channels to drive installs, engagements, and sales.







## Benefits of App Campaigns

### App Promotion

Drive downloads, signups, and in-app engagements.

### Multi-Channel Reach

Show ads on Search, Display, Play, YouTube, and 3M+ sites and apps.

### Easy Set-up and Management

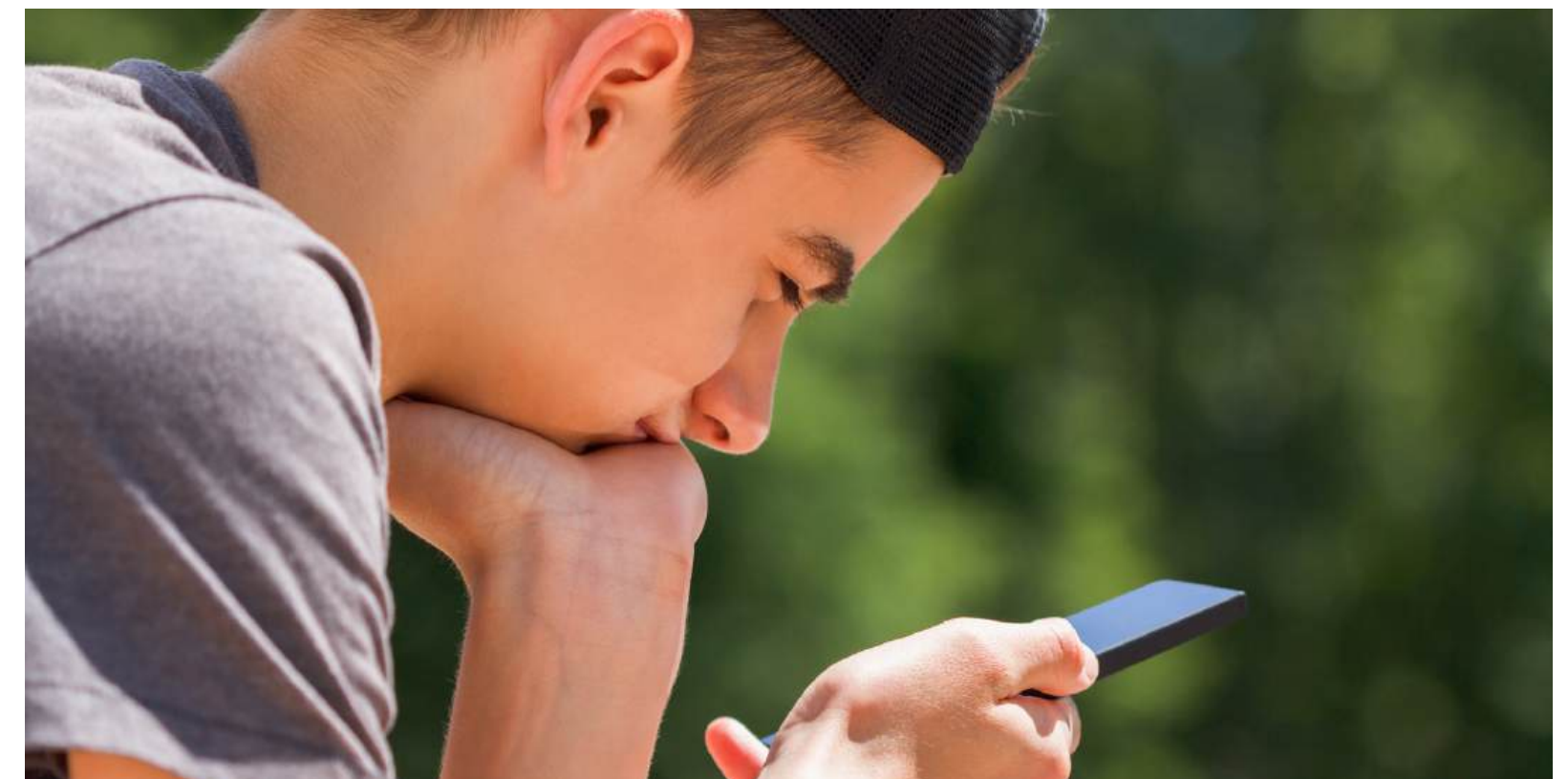
Google AI-powered targeting, bidding, and ad creation.





# App Campaign Types

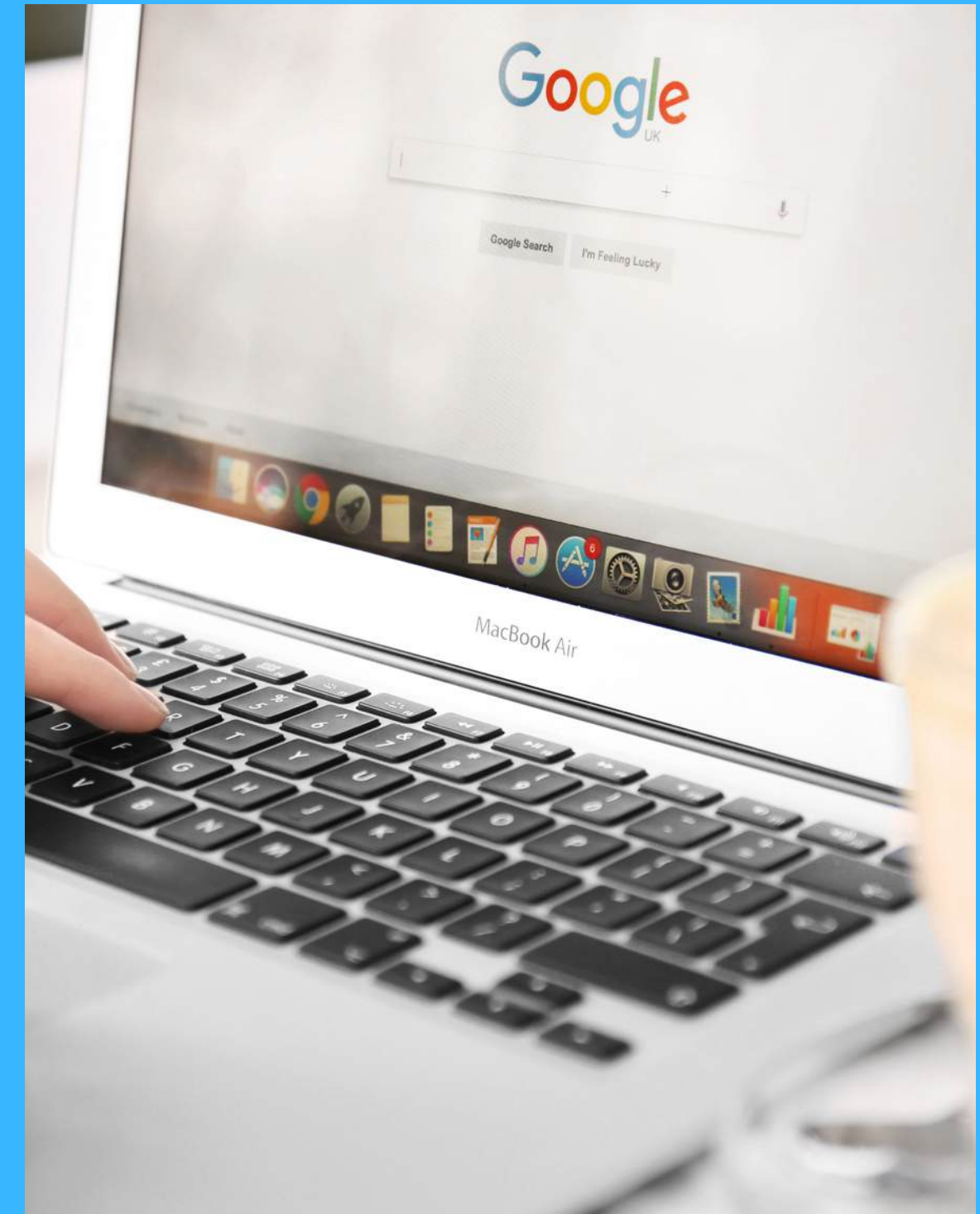
- **App Installs:** Focus on driving downloads and acquiring new users.
- **App Engagement:** Encourage existing users to take in-app actions.
- **App Pre-Registration:** Promote pre-launch sign-ups on Google Play.





# Simplifying Advertising with Google Ads Smart Campaigns

Launch effective campaigns quickly and effortlessly with Google Ads Smart Campaigns, leveraging Google AI to automate targeting and optimization.



# Benefits of Smart Campaigns



## Boost Sales and Leads

Increase conversions and sign-ups.



## Easy setup

Enter business info, create ads, and let Google AI do the rest.



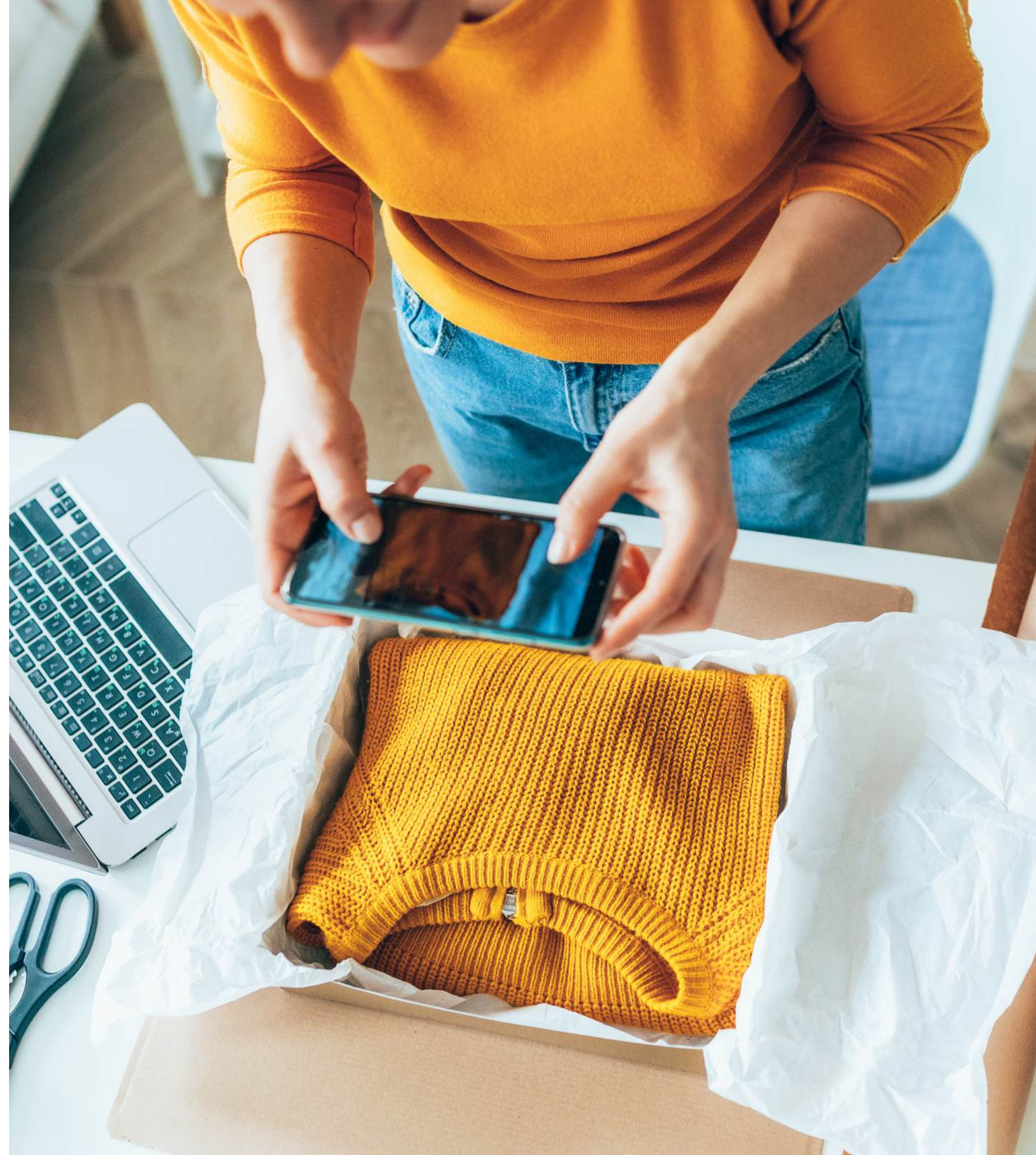
## Advance Optimization

AI-driven ad and targeting optimization.



## Ideal for

- Small businesses or beginners
- Limited advertising experience
- Quick campaign launch





# Driving Sales with Google Ads Shopping Campaigns

Reach customers actively searching for products like yours with Google Ads Shopping campaigns, showcasing visually engaging product listings on Google Search and Shopping tab.







Google

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## Benefits of Shopping Campaigns

### Retail Marketing

Promote products with compelling listings.

### Sales and Leads

Drive online sales and sign-ups.

### Local Store Promotion

Target nearby customers with local inventory ads.



# Key Features

- Visually engaging product listings
- Appear on Google Search and Shopping tab
- Local inventory ads for physical store promotion



## Requirements

Merchant Center  
account with uploaded  
product inventory





## Ideal for

- Retailers with product inventory
- E-commerce businesses
- Local store owners with online presence

Google

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# Need expert help with your Google Ads?



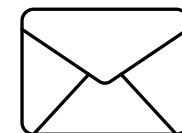
## Resources

<https://support.google.com/google-ads/answer/2567043>  
<https://mrkt360.com/google-ads-management/>



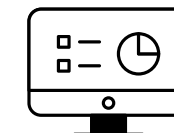
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