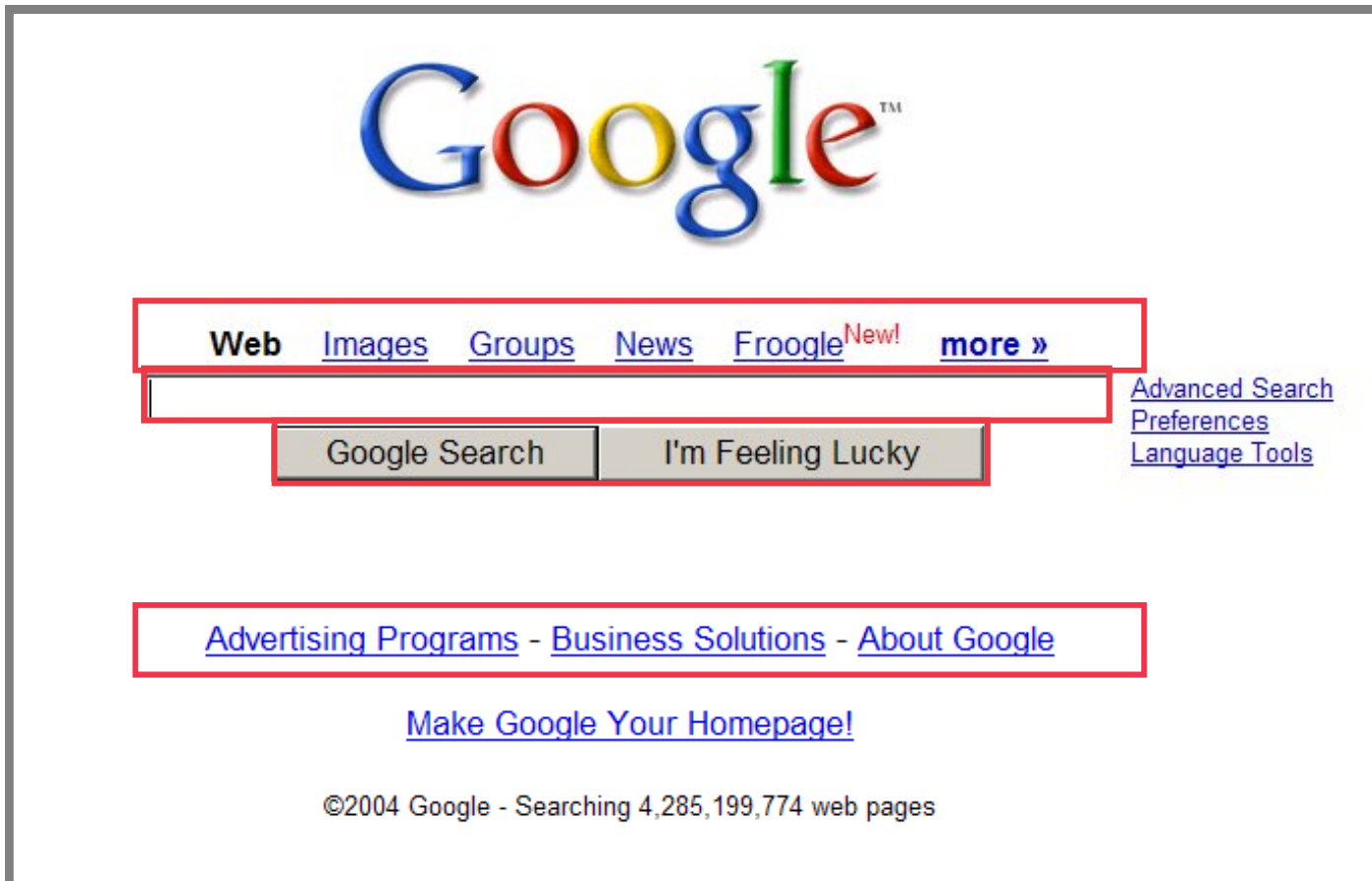




- ***Introduction to AdWords***
- ***Google's Ad Distribution Network***
- ***Primary Benefits of AdWords***
- ***Online Advertising Stats and Trends***
- ***Appendix: Basic AdWords Features***

What is Google?

- Google has a *search engine* that will gather, sort & report information from the Internet, based on your topic of interest.
- But, Google also offers *a lot more than search* alone...



What is Google Advertising?

Your customers see your ad when they **search**

[Sign in](#)



Web

Results 1 - 10 of about 88,600,000 for **credit card processing**. (0.09 seconds)

Credit card processing

Sponsored Links

www.worldpay.com WorldPay - Secure multi-currency Internet transaction processing

Transaction Processing

www.i2cinc.com Prepaid point of sale activation. ATM, POS, Card Processing

Discount merchant accounts & credit card processing

Provides merchant accounts and **credit card processing** services for any type of business. A registered ISO/MSP for Bank of America.

www.merchantexpress.com/ - 13k - [Cached](#) - [Similar pages](#)

CCAvenue™ - Set Up Fee US \$ 45 only, for online Credit Card Processing

Read about the Payment Gateway, **Credit Card** Transaction and Online Payment **Processing** Services offered by CCAvenue.

www.ccavenue.com/content/credit_card_processing.jsp - 26k - [Cached](#) - [Similar pages](#)

Sponsored Links

Process Credit Cards

Setup Fee \$ 45 (INR 2000)
USD & INR **processing** & settlement.
www.CCAvenue.com

VeriSign SSL Security

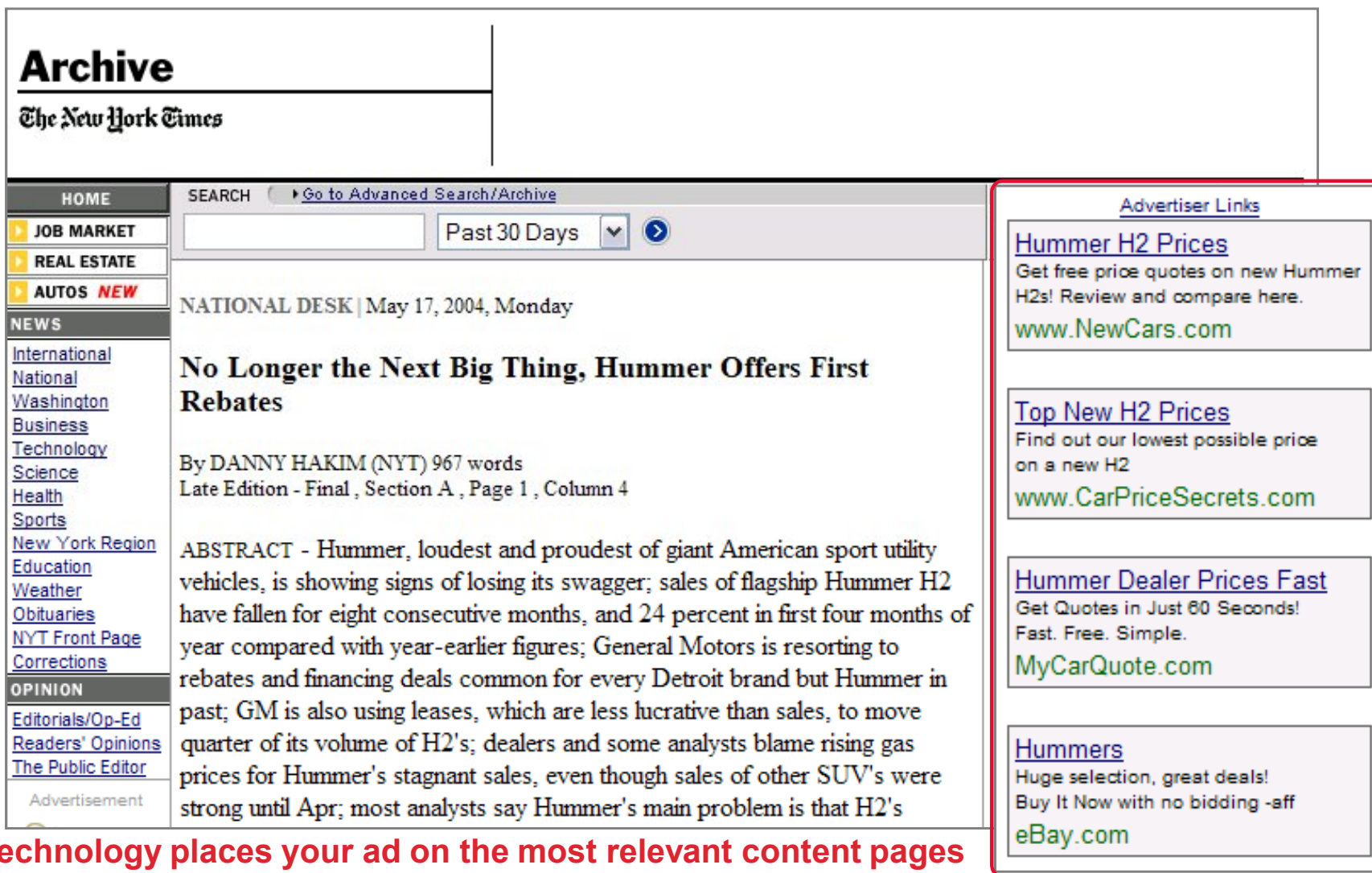
Secure your web site with the strongest SSL encryption available.
www.Verisign.com

Credit Card Processing

Get your merchant ID instantly with all our hosting accounts.
www.Edikon.com

Google technology places your ad on the most relevant content pages

Your customers see your ad when they *surf* Google Network properties



Archive
The New York Times

HOME | SEARCH | [Go to Advanced Search/Archive](#)
Past 30 Days

NATIONAL DESK | May 17, 2004, Monday

No Longer the Next Big Thing, Hummer Offers First Rebates

By DANNY HAKIM (NYT) 967 words
Late Edition - Final , Section A , Page 1 , Column 4

ABSTRACT - Hummer, loudest and proudest of giant American sport utility vehicles, is showing signs of losing its swagger; sales of flagship Hummer H2 have fallen for eight consecutive months, and 24 percent in first four months of year compared with year-earlier figures; General Motors is resorting to rebates and financing deals common for every Detroit brand but Hummer in past; GM is also using leases, which are less lucrative than sales, to move quarter of its volume of H2's; dealers and some analysts blame rising gas prices for Hummer's stagnant sales, even though sales of other SUV's were strong until Apr; most analysts say Hummer's main problem is that H2's

Advertiser Links

- [Hummer H2 Prices](#)
Get free price quotes on new Hummer H2s! Review and compare here.
www.NewCars.com
- [Top New H2 Prices](#)
Find out our lowest possible price on a new H2
www.CarPriceSecrets.com
- [Hummer Dealer Prices Fast](#)
Get Quotes in Just 60 Seconds!
Fast. Free. Simple.
MyCarQuote.com
- [Hummers](#)
Huge selection, great deals!
Buy It Now with no bidding -aff
eBay.com

Google technology places your ad on the most relevant content pages



- *Targeted advertising.*
- *Better advertiser ROI than untargeted ads.*
- *Improved user experience.*

Sponsored Links

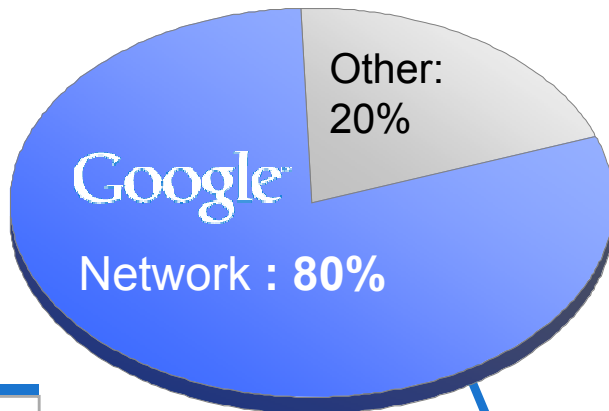
[Process **Credit Cards**](#)
Setup Fee \$ 45 (INR 2000)
USD & INR **processing** & settlement.
www.CCAvenue.com

[VeriSign SSL Security](#)
Secure your web site with the
strongest SSL encryption available.
www.VeriSign.com

[Credit Card Processing](#)
Get your merchant ID instantly
with all our hosting accounts.
www.Edikon.com



- The Google Network consists of Google sites & partner properties that use Google AdSense to serve AdWords ads
- These properties include: Search sites, content pages, newsletters, email services & discussion boards



• The Google Network reaches **over 80%** of Internet Users worldwide*

Google properties,
including:



Search partners,
including:



Content publishers,
including:



- ***With the Google Network advertisers can:***
 - Reach a vast and highly-targeted audience
 - Target ads to search results and relevant Web content
 - Opt-in or opt-out of search and content distribution (default is opt-in for all advertisers)
- ***Note: by default, AdWords ads appear on Google.com***

Ad Distribution Example

Cash Advance



search in

- web
- [pictures](#)
- [video](#)
- [audio](#)
- [news](#)
- [local](#)
- [shopping](#)

recent searches

- [cash advance](#)
- [merchant account](#)

sponsored links

PayDay Max
Payday Loans Up to \$1500, Overnight Low Fees, No Credit Check, Secure
Serving Your Area.
888-841-1787 Call Locally:

Ten Dollar Cash Advance
Low rate, only \$10 per \$100 No faxing. No credit check.
www.TenDollarPaydayLoan.com

Need Cash in Advance?
No Credit Check. 99 % Approval Secure and Confidential. Apply Now!
AnyDayCashAdvance.com

Cash Advance

WEB OFFERS & MORE
Powered by AOL Search

- [inheritance cash advance](#)
- [cash loan online](#)
- [cash advance expert](#)
- [personal loan cash advance](#)

[Learn more](#)

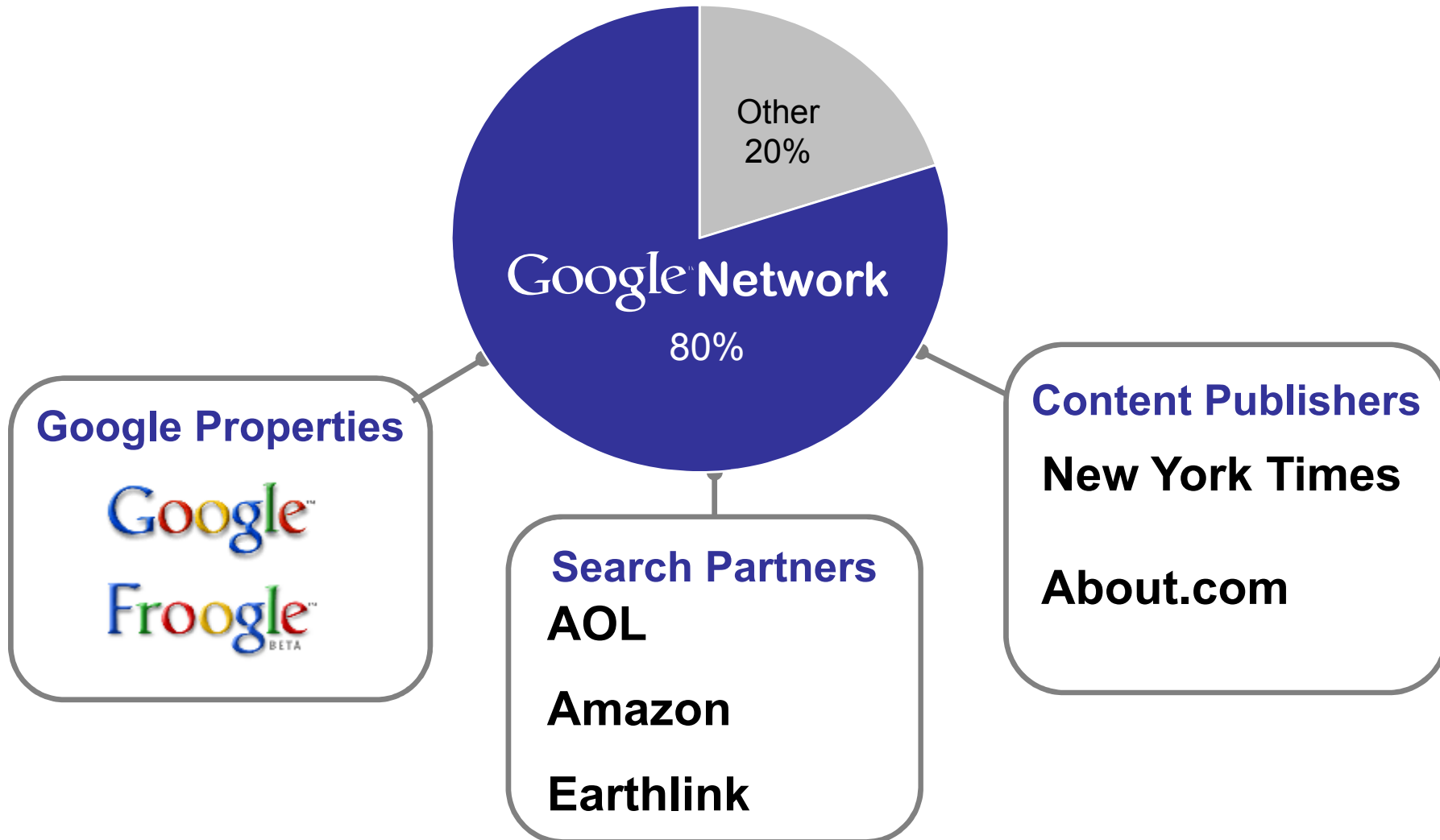
Sponsored Links

- Advertising on Google can help an advertiser meet many objectives
- Determining, measuring, and tracking metrics helps ensure success

Objective		Example Success Metrics
<ul style="list-style-type: none"> ✓ Generate awareness ✓ Build brand ✓ Educate prospects 	➔	<ul style="list-style-type: none"> • Targeted impressions • Qualified visits your website • Depth of involvement
<ul style="list-style-type: none"> ✓ Generate leads ✓ Identify prospects 	➔	<ul style="list-style-type: none"> • Request for proposals • Coupon downloads • Newsletter registrations • Email address opt-ins
<ul style="list-style-type: none"> ✓ Customer acquisition ✓ Sales 	➔	<ul style="list-style-type: none"> • Sales conversions = \$\$\$ • Lower cost per lead/sale

- *The primary benefits of AdWords include :*
 - *Reach*
 - *Cost*
 - *Timing*
 - *Flexibility*

- The Google Network reaches over 80% of Internet users**

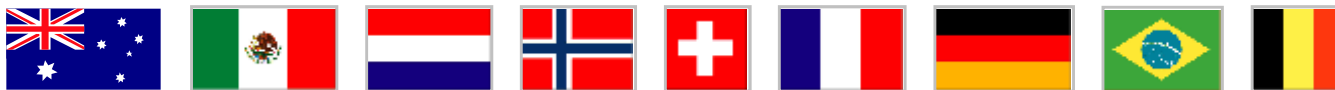


Reach customers around the world on one platform

Your customers search Google in over **100** languages

#1 search engine in 17 out of 20 countries measured

Ranked **#1** in 2005 Web Globalization Report Card



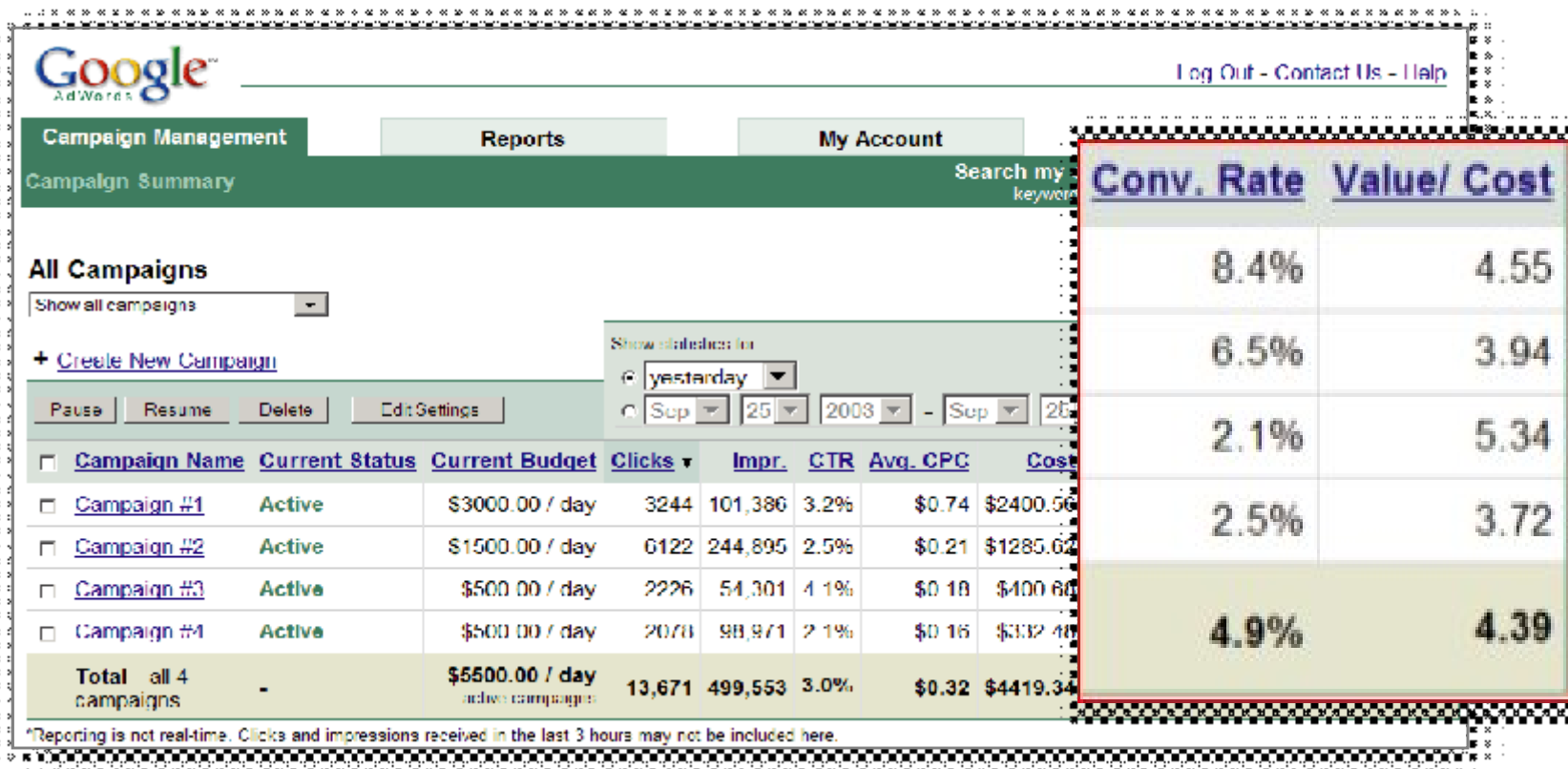
“Google is arguably the most global commercial Web site ever built.”

– John Yunker, Chief Analyst,
Byte Level Research



Benefits of AdWords : Cost

- **No minimum spend**
- **You choose your own maximum daily spending limit (daily budget)**
- **Choose how much you want to spend per click for every keyword**
- **Pay Google for users who click on your ad**
- **More cost-effective than Yellow Pages, Banner Ads & Direct Mail***
- **Conversion tracking = real-time return-on-investment data**

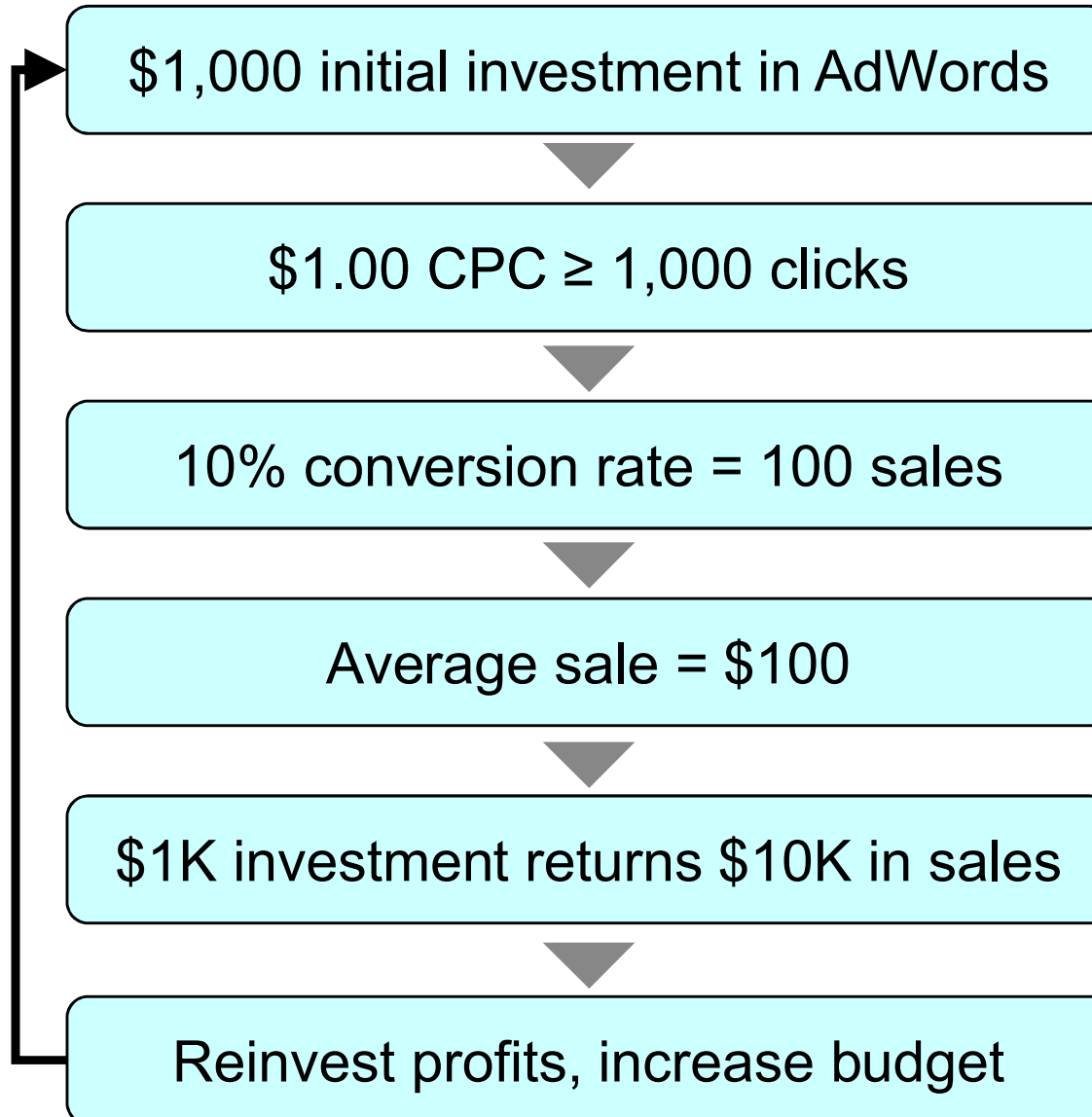


The screenshot displays the Google AdWords interface. At the top, there are navigation tabs for 'Campaign Management', 'Reports', and 'My Account'. Below these, there's a search bar for keywords. The main section is titled 'All Campaigns' and includes a 'Show all campaigns' dropdown and a '+ Create New Campaign' button. A table lists several campaigns with columns for Campaign Name, Current Status, Current Budget, Clicks, Impr., CTR, Avg. CPC, and Cost. A summary row at the bottom shows 'Total all 4 campaigns' with a budget of \$5500.00/day, 13,671 clicks, 499,553 impressions, a 3.0% CTR, and an average CPC of \$0.32, resulting in a total cost of \$4419.34. A red-bordered box highlights a summary table on the right side of the interface.

Conv. Rate	Value/ Cost
8.4%	4.55
6.5%	3.94
2.1%	5.34
2.5%	3.72
4.9%	4.39

*Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here.

Example: How AdWords Can Pay for Itself



Timing

- Ads are continuously matched to Internet users' interests
- Ads are placed as buying decisions are made
- The Result :
- You reach **your audience** at the **right time**, with the **right message**

Example : Ads Show on Relevant Content Pages

Your customers see your ad when they *surf* relevant Google Network properties

Archive

The New York Times

HOME

- ▶ JOB MARKET
- ▶ REAL ESTATE
- ▶ AUTOS **NEW**

NEWS

- [International](#)
- [National](#)
- [Washington](#)
- [Business](#)
- [Technology](#)
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- [Health](#)
- [Sports](#)
- [New York Region](#)
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Past 30 Days
▼
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Advertiser Links

[Hummer H2 Prices](#)

Get free price quotes on new Hummer H2s! Review and compare here.

www.NewCars.com

[Top New H2 Prices](#)

Find out our lowest possible price on a new H2

www.CarPriceSecrets.com

[Hummer Dealer Prices Fast](#)

Get Quotes in Just 80 Seconds! Fast. Free. Simple.

MyCarQuote.com

[Hummers](#)

Huge selection, great deals! Buy It Now with no bidding -aff

eBay.com

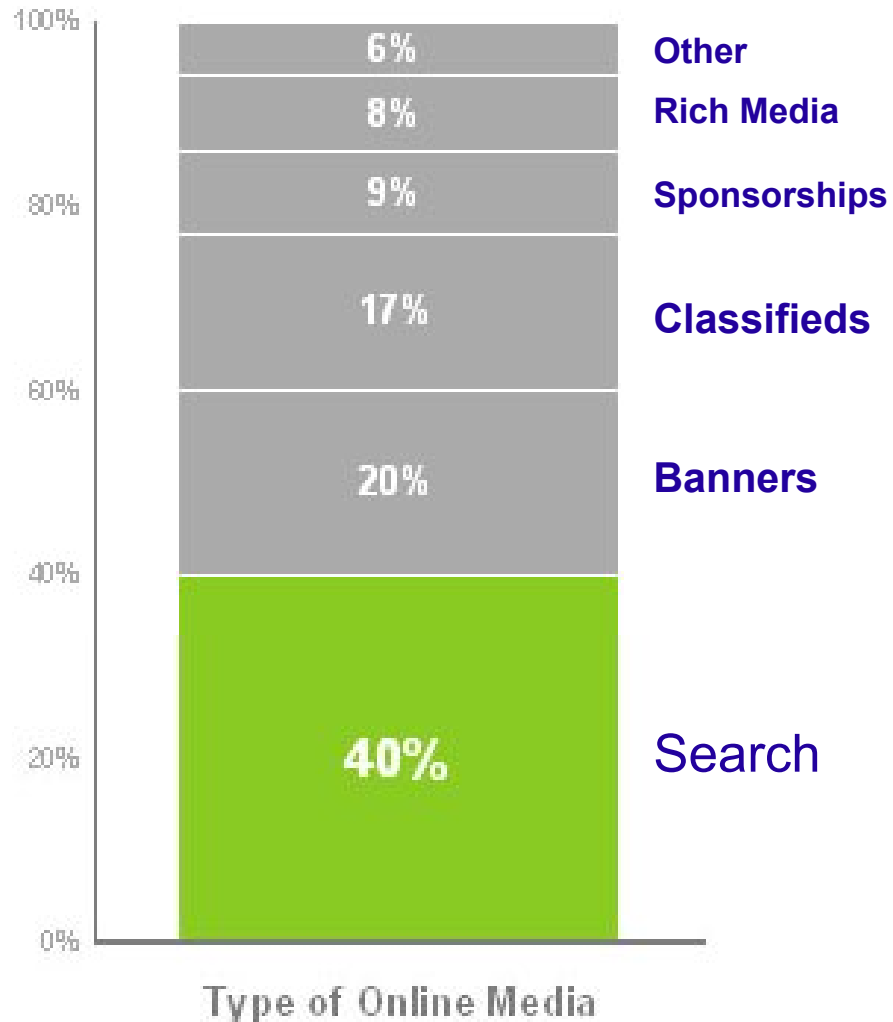
Flexibility

- *See your ads on Google quickly*
- *Optimize and change your ads continually to increase ROI*
- *Target multiple locations and languages*

- *Reach*
 - Access to ~80% of Internet users worldwide
- *Cost*
 - Low costs for **high ROI**
 - Pay Google when users click on your ads
- *Timing*
 - Ads are seen by users looking to purchase
 - Reach **your audience** at the **right time**, with the **right message**
- *Flexibility*
 - Start advertising quickly
 - Unlimited changes, whenever you want
 - You can target ads to the specific location & language of your customers

Online Advertising Stats & Trends

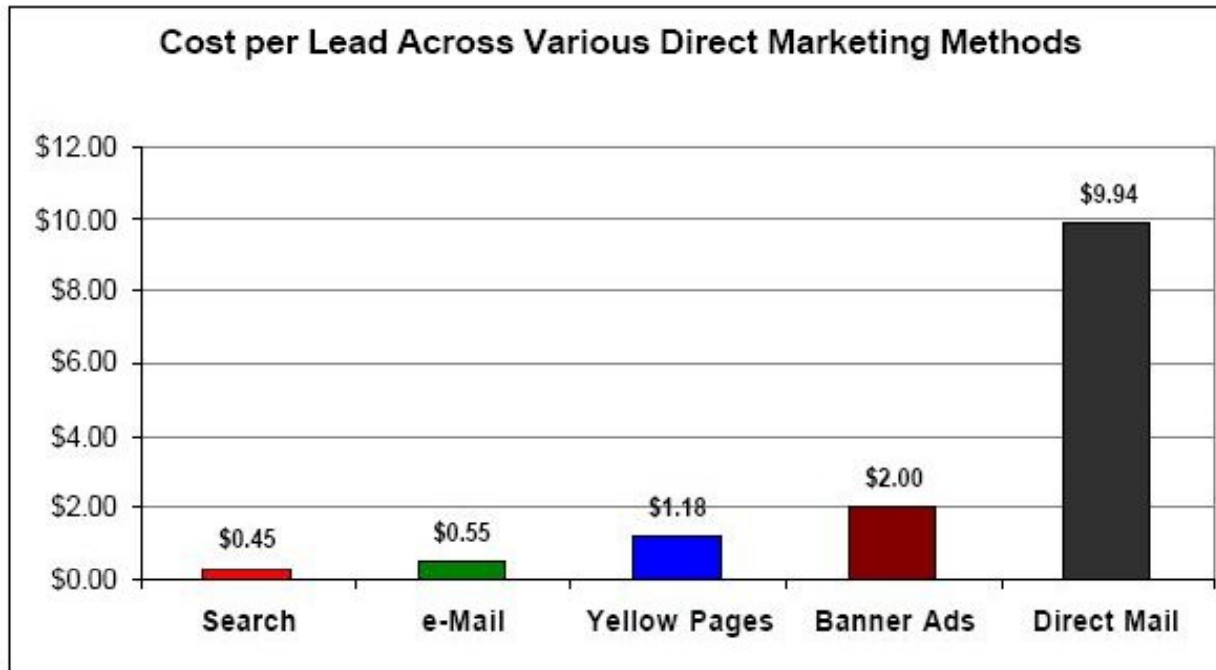
% Online Advertising Revenue



Growth of Search: Marketers are voting with their dollars

- Search now the most dominant form of online advertising
- Nearly 3x growth in since start of 2003
- 35 searches per user per month in U.S.
- 73% search penetration

Search Advertising is cheap and effective vs. other ad methods



Source: Piper Jaffray & Co.

The basic features of AdWords include:

- Cost-per-click pricing
- Ad impressions & click-through rates
- Language & location targeting

CPC: Cost-Per-click

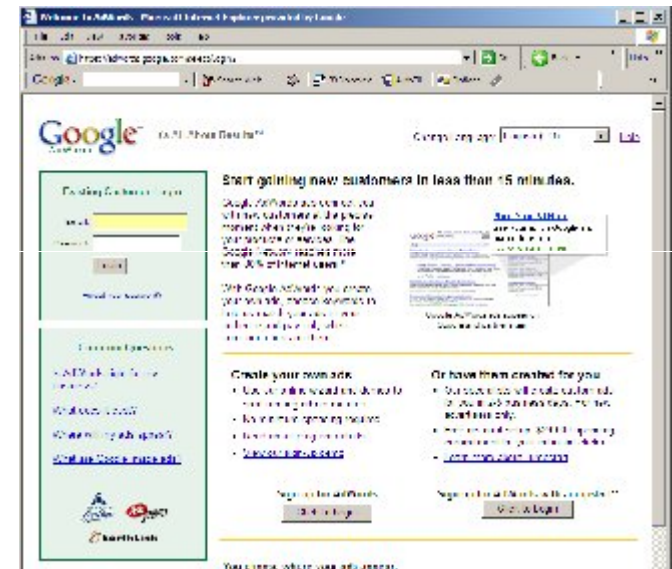
- **Click** : The action a user takes to select your ad and be taken to your website.
- Google charges the advertiser when a user clicks on your ad



Payment Gateway India
Setup Fee \$ 45 (INR 2000)
USD & INR Processing & Settlement.
www.CCAvenue.com/PaymentGateway



A sample AdWords ad



The Destination Website

CTR : Click through rate

Impression: The appearance of your ad on Google or one of our partner sites

$$\frac{\text{Clicks}}{\text{Impressions}} = \text{CTR (expressed as \%)}$$

CTR is how Google measures relevance

$$\text{Example Advertiser A: } \frac{20 \text{ clicks}}{1000 \text{ impressions}} = 0.02 = 2\%$$

$$\text{Example Advertiser B: } \frac{3 \text{ clicks}}{100 \text{ impressions}} = 0.03 = 3\%$$

Targeting options : *you can target ads by location and language*

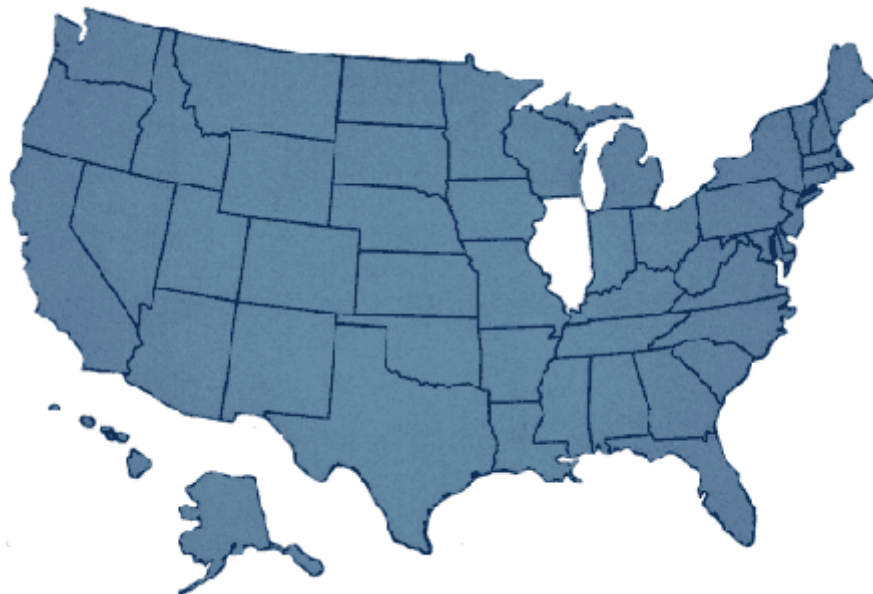
- *Region/Local Country, Global & Customized Targeting.*
- *Roughly 40 different language targeting options to choose from.*



When should you use regional targeting?

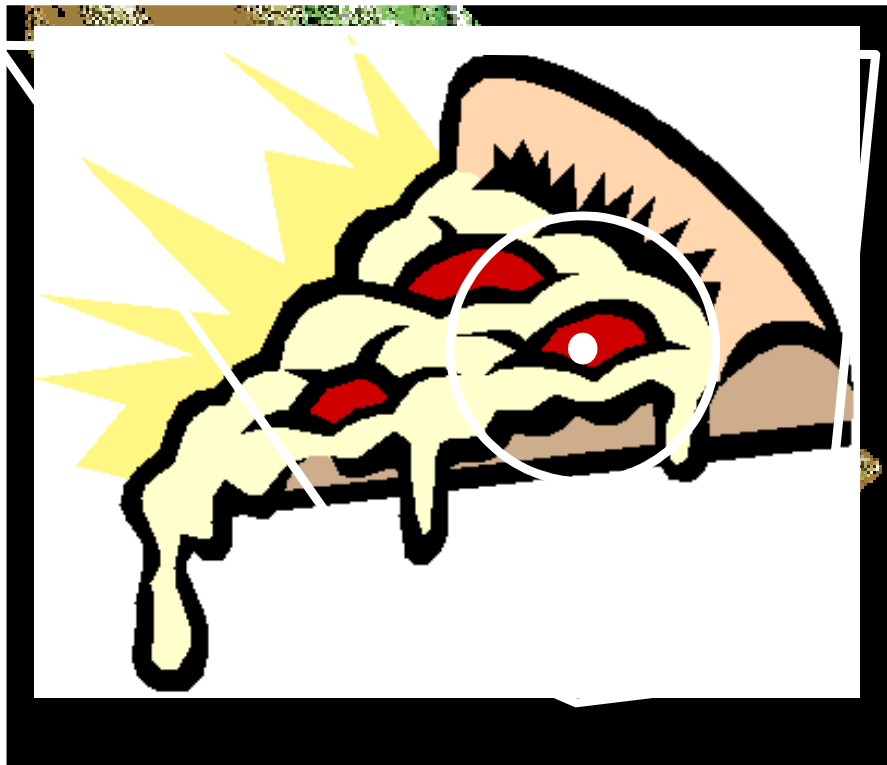
- Example: you have local flower shops in the San Francisco Bay Area.
- Example: you run a restaurant in Chicago.

- ***When should you use country targeting?***
 - Use if you have national or global customers
 - Example: you ship to the U.S. only. Target your campaign to the U.S.



- If you have a global business, give your campaigns global exposure
- Example: If you sell DVDs and have worldwide distribution, you should target your campaign to all countries

- *Use Customized Targeting to target highly specific areas*
- *For example, to reach customers located in an area that cannot be targeted accurately using region or city targeting*
- *Example: pizza delivery service*





THANK YOU