

PRESENTATION TOPICS



- ***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...




847-359-6969

WHAT IS GOOGLE ADVERTISING?

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

[Sign in](#)

 [Web](#) [Images](#) [Video](#) ^{New!} [News](#) [Maps](#) [more »](#)

[Advanced Search](#)
[Preferences](#)

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.

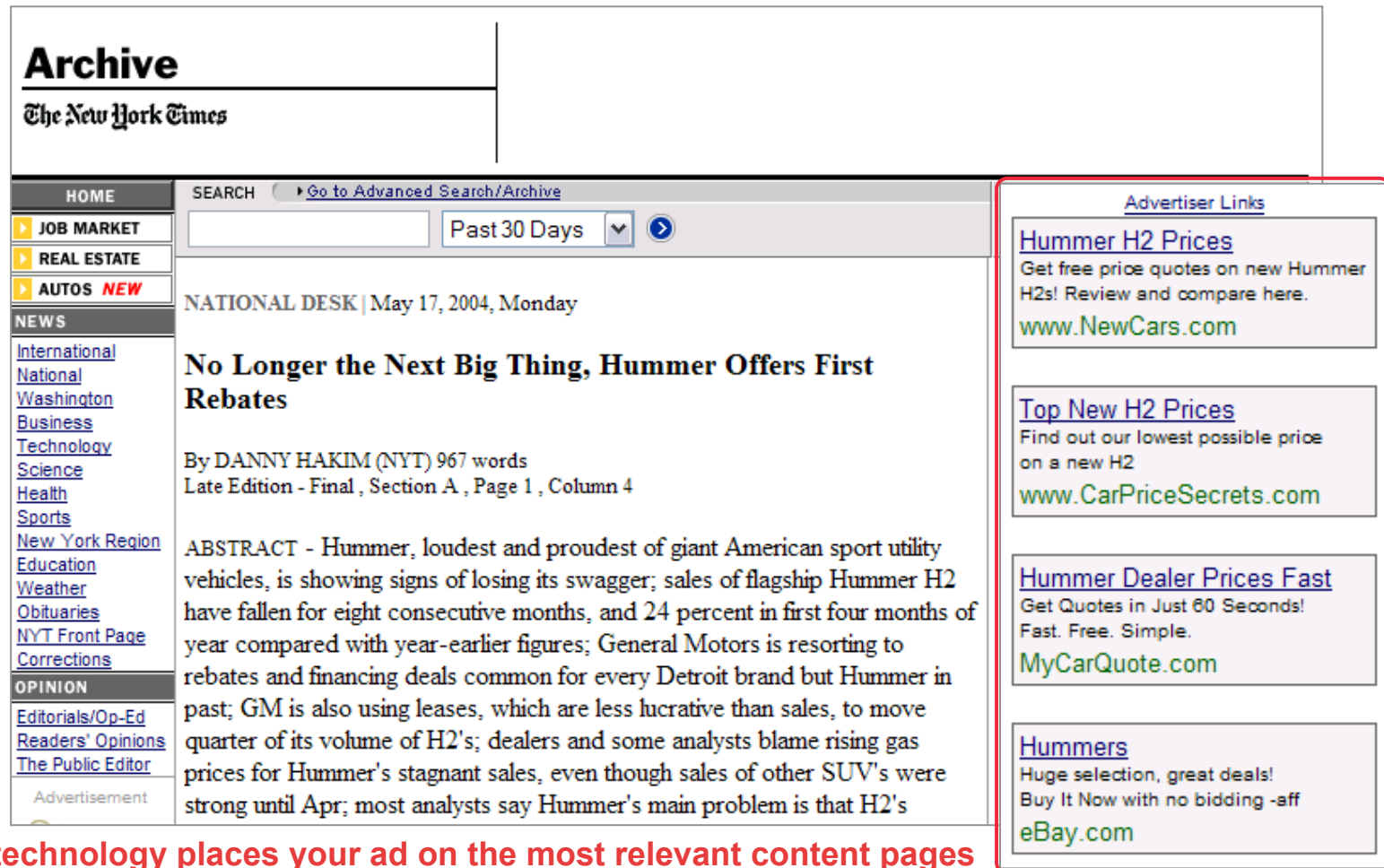
[www.Edikon.com](#)

Google technology places your ad on the most relevant content pages

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WHAT IS GOOGLE ADVERTISING?

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



The screenshot shows a web browser displaying the 'Archive' page of The New York Times. The main content area features a news article titled 'No Longer the Next Big Thing, Hummer Offers First Rebates' by Danny Hakim, dated May 17, 2004. The article's abstract discusses the decline in sales of Hummer H2 vehicles and the company's decision to offer rebates. To the right of the article, there is a sidebar titled 'Advertiser Links' containing four advertisements: 'Hummer H2 Prices' from NewCars.com, 'Top New H2 Prices' from CarPriceSecrets.com, 'Hummer Dealer Prices Fast' from MyCarQuote.com, and 'Hummers' from eBay.com. The sidebar is highlighted with a red border.

Archive
The New York Times

HOME
▶ JOB MARKET
▶ REAL ESTATE
▶ AUTOS **NEW**
NEWS
[International](#)
[National](#)
[Washington](#)
[Business](#)
[Technology](#)
[Science](#)
[Health](#)
[Sports](#)
[New York Region](#)
[Education](#)
[Weather](#)
[Obituaries](#)
[NYT Front Page](#)
[Corrections](#)
OPINION
[Editorials/Op-Ed](#)
[Readers' Opinions](#)
[The Public Editor](#)
Advertisement

SEARCH [Go to Advanced Search/Archive](#)
[Search Box] Past 30 Days [Dropdown] [Search Button]

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

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KEYWORD ADVERTISING



- *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

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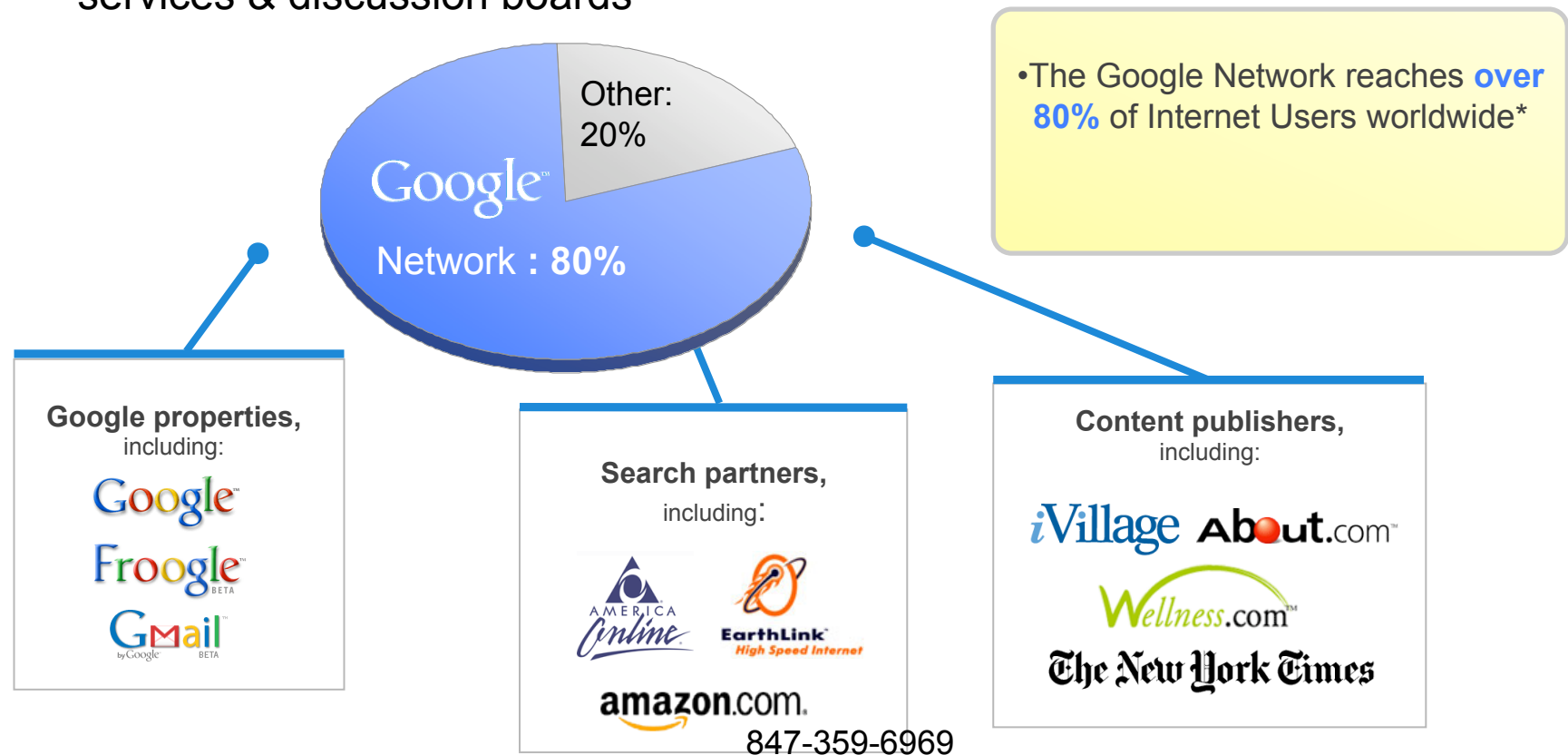
A TYPICAL AdWORDS AD



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GOOGLE'S AD DISTRIBUTION NETWORK

- 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



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GOOGLE NETWORK BASICS

- ***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***

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AD DISTRIBUTION EXAMPLE

[AOL Main](#) | [Mail](#) | [AIM](#) | [Join AOL](#)

Search Query

[AOL & AIM Sign In](#)

AOL search

Cash Advance

search



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

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WHAT GOOGLE CAN DO FOR ADVERTISERS

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

<i>Objective</i>		<i>Example Success Metrics</i>
<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

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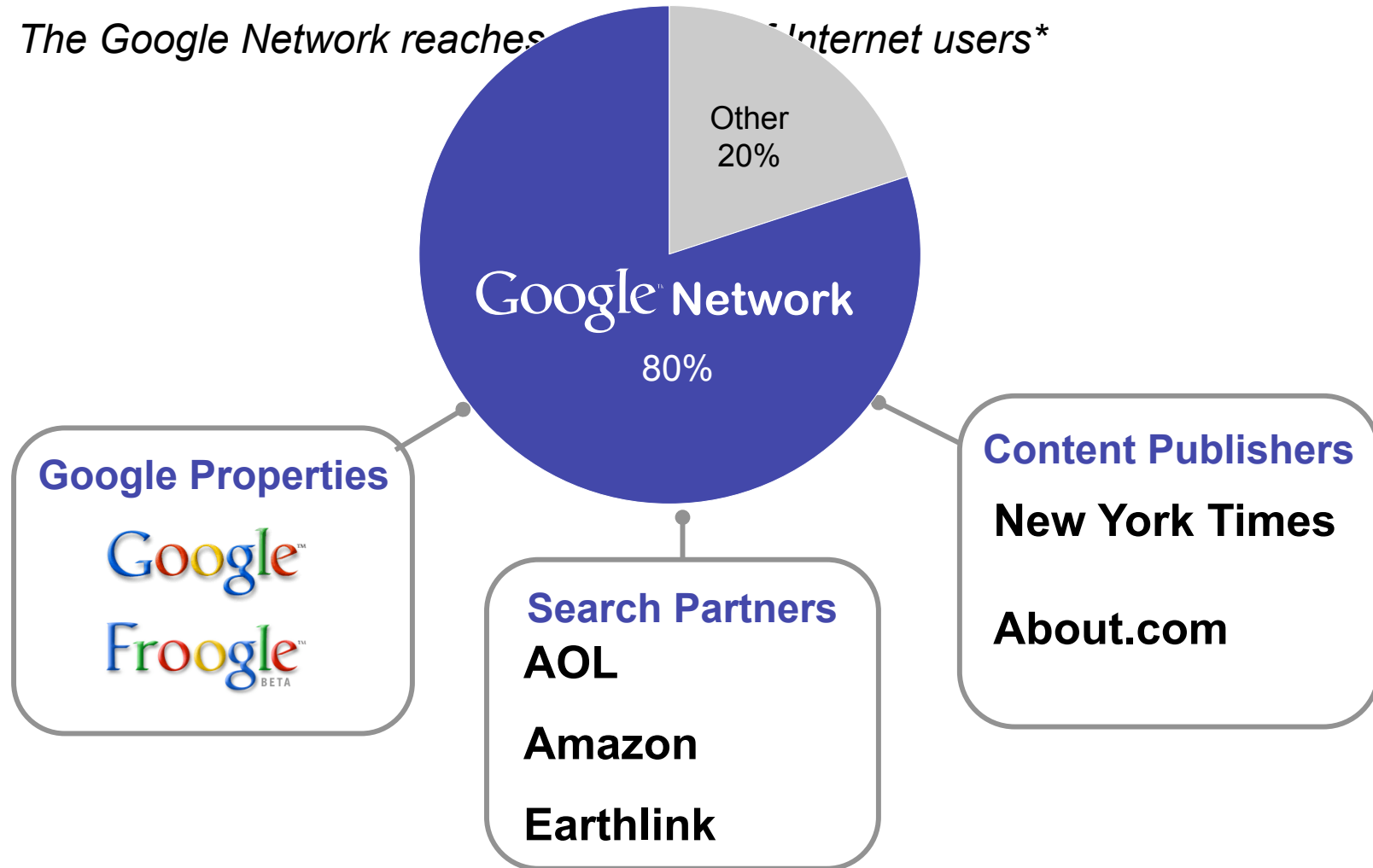
BENEFITS OF AdWORDS

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

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BENEFITS OF ADWORDS : REACH

- The Google Network reaches 80% of Internet users*



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GOOGLE REACHES GLOBAL MARKETS

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 2012
Web Globalization
Report Card



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

– John Yunker, Chief Analyst,
Byte Level Research



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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**

Google AdWords interface showing Campaign Management, Reports, and My Account tabs. The Campaign Summary section displays a table of campaigns with columns for Campaign Name, Current Status, Current Budget, Clicks, Impr., CTR, Avg. CPC, and Cost.

Search my keyword

Log Out - Contact Us - Help

Campaign Management Reports My Account

Campaign Summary

All Campaigns

Show all campaigns

+ Create New Campaign

Show statistics for:

yesterday

Sep 25 2003 - Sep 25

Pause Resume Delete Edit Settings

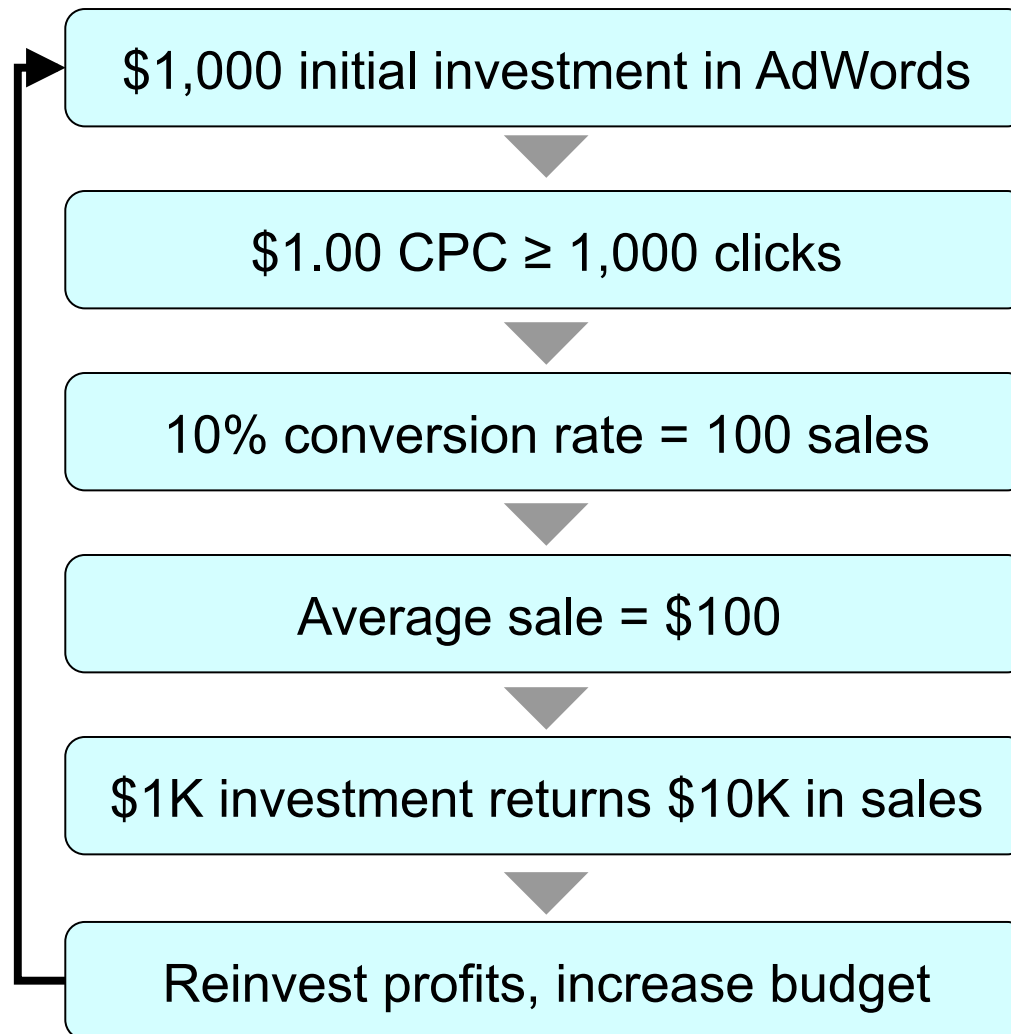
Campaign Name	Current Status	Current Budget	Clicks	Impr.	CTR	Avg. CPC	Cost
Campaign #1	Active	\$3000.00 / day	3244	101,386	3.2%	\$0.74	\$2400.56
Campaign #2	Active	\$1500.00 / day	6122	244,895	2.5%	\$0.21	\$1285.62
Campaign #3	Active	\$500.00 / day	2226	54,301	4.1%	\$0.18	\$400.68
Campaign #4	Active	\$500.00 / day	2078	98,971	2.1%	\$0.16	\$332.48
Total - all 4 campaigns	-	\$5500.00 / day active campaigns	13,671	499,553	3.0%	\$0.32	\$4419.34

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

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

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EXAMPLE: HOW ADWORDS CAN PAY FOR ITSELF



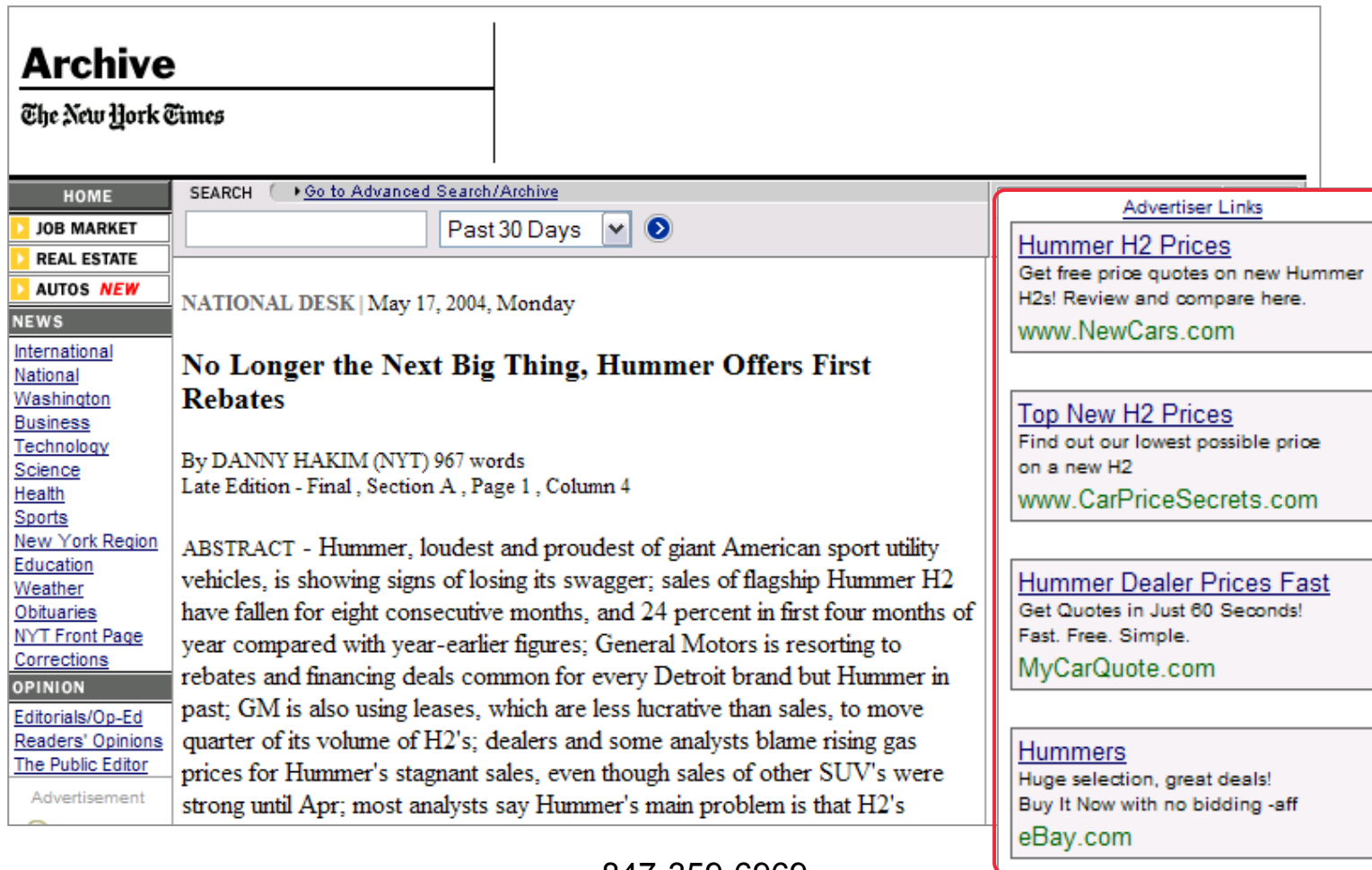
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Timing

- 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



The screenshot shows the 'Archive' section of The New York Times website. The main article is titled 'No Longer the Next Big Thing, Hummer Offers First Rebates' by Danny Hakim, dated May 17, 2004. The article discusses the decline in sales of Hummer H2 vehicles and the company's response with rebates and financing deals. On the right side of the page, there are four advertisements related to Hummer H2 prices and rebates, each with a link to a website like NewCars.com, CarPriceSecrets.com, MyCarQuote.com, and eBay.com. The advertisements are highlighted with a red border.

Archive
The New York Times

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

JOB MARKET
REAL ESTATE
AUTOS NEW
NEWS
[International](#)
[National](#)
[Washington](#)
[Business](#)
[Technology](#)
[Science](#)
[Health](#)
[Sports](#)
[New York Region](#)
[Education](#)
[Weather](#)
[Obituaries](#)
[NYT Front Page](#)
[Corrections](#)
OPINION
[Editorials/Op-Ed](#)
[Readers' Opinions](#)
[The Public Editor](#)
Advertisement

NATIONAL DESK | May 17, 2004, Monday

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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 60 Seconds! Fast. Free. Simple.
MyCarQuote.com

Hummers
Huge selection, great deals! Buy It Now with no bidding -aff
eBay.com

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Flexibility

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

BENEFITS OF ADWORDS : SUMMARY

- *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

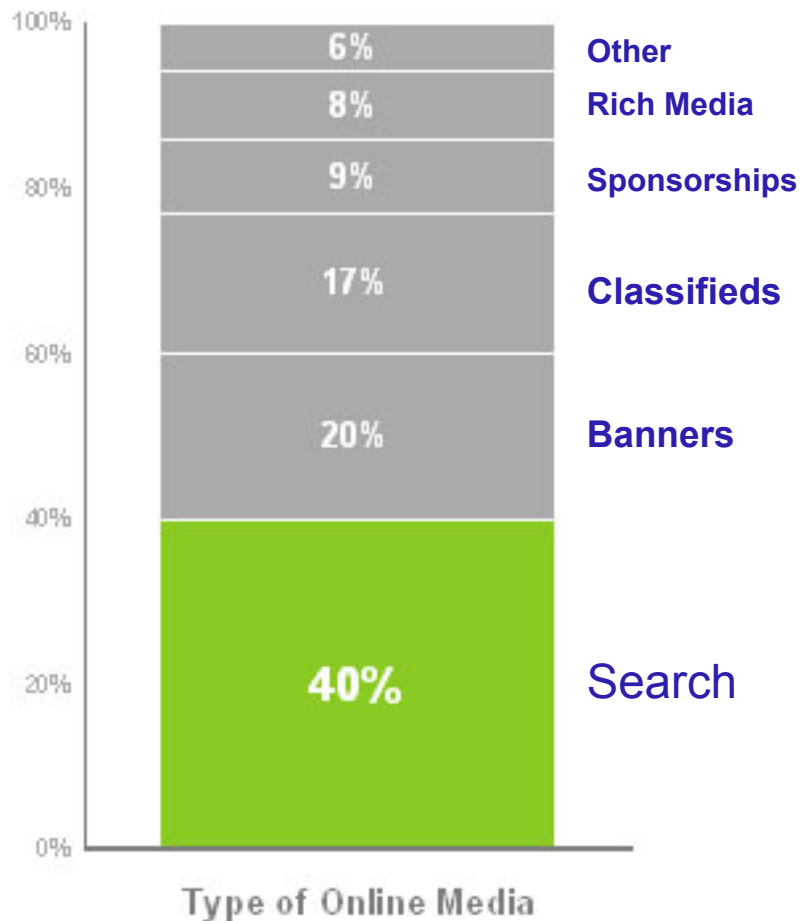
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Online Advertising Stats & Trends

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SEARCH NOW THE LARGEST SHARE OF ONLINE ADS

% Online Advertising Revenue



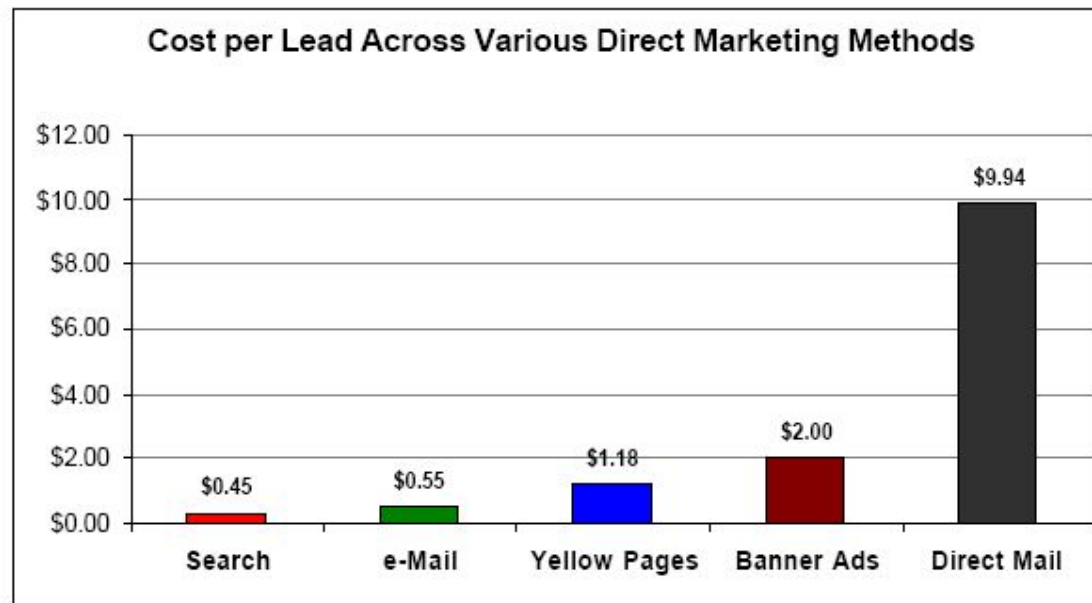
Growth of Search: Marketers are voting with their dollars

- 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

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SEARCH ADVERTISING IS FAR MORE COST EFFECTIVE

Search Advertising is cheap and effective vs. other ad methods



Source: Piper Jaffray & Co.

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BASIC FEATURES OF AdWORDS

The basic features of AdWords include:

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

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BASIC DEFINITION: CPC

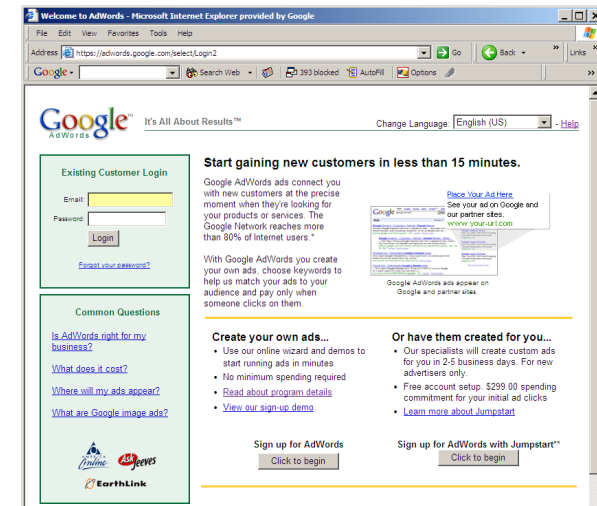
CPC: Cost-Per-click

- **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](http://www.CCAvenue.com/PaymentGateway)
Setup Fee \$ 45 (INR 2000)
USD & INR Processing & Settlement.
www.CCAvenue.com/PaymentGateway

A sample AdWords ad



The Destination Website

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BASIC DEFINITION: CTR

CTR : Click through rate

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

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

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CTR EXAMPLES

CTR is how Google measures relevance

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

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

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BENEFITS OF ADWORDS — LOCATION & LANGUAGE TARGETING

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.*



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REGION/CITY TARGETING EXAMPLES

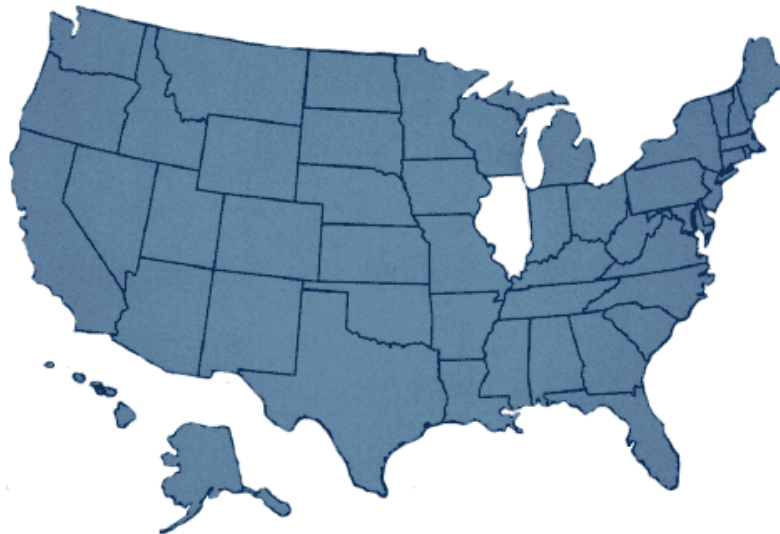
When should you use regional targeting?

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

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COUNTRY TARGETING

- ***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.



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GLOBAL TARGETING

- 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

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CUSTOMIZED TARGETING

- *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*



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THANK YOU

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