

Google Ads

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Introduction

- Google Ads is the advertising platform of Google
- Companies create paid campaigns with specific goals:
 - Local Business Conversion
 - Improve Local Business traffic
 - E-commerce Conversion
 - Improve traffic
 - Spread content (institutionally)
 - Improve calls
 - Remarketing
 - Promote App
- Google Ads is the main revenue source of Google



Three Principles of Google Ads

1. **Relevance:** Ads helps you connect with the right people, at the right time, with the right message. You can customize options, such as keywords and location, to get in front of the most relevant customers.
2. **Control:** Ads gives you complete control over your budget. You choose how much to spend per month, per day and per add. Based on your settings, Ads uses a lightning-fast auction to determine which ad to show. If you want to change your strategy you can easily adjust your ad, modify your budget, or pause and restart a campaign.
3. **Results:** pay only for results, like clicks to your website or calls to your business. Our measurement tools make it easy to see how your site, apps and ads are performing. Plus, smart technology lets you create, manage, and optimize your campaigns so you can get the most out of your investment.

All campaigns

Overview

Recommendations

Search campaigns

Recommendations

Display campaigns

Campaigns

Video campaigns

Ad groups

Enabled and Paused

Ads & extensions

Anniversary Cards

Landing pages

Birthday Cards

Keywords

Christmas Cards

Audiences

Graduation Cards

Demographics

Placements

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

Your search optimization score BETA

76.7%

Score for Search campaigns

Improve your score by following recommendations in the sections below

ALL RECOMMENDATIONS

REPAIRS +0.1%

BIDS & BUDGETS +3.9%

KEYWORDS & TARGETING +5.6%

ADS & EXTENSIONS +13.9%

Bid more efficiently with Target CPA

+6.8%

Lower your cost and get the same number of conversions with a fully automated bid strategy

Savings

\$208

Weekly estimates

Recommended because your campaigns have enough conversion data to benefit from Target CPA bidding

Target CPA uses these and other signals to automatically optimize your bids for visitors who are more or less likely to convert

Examples of top signals for your campaigns

Time: Weekdays, 7AM to 3PM and device: Desktops

Location: California and keyword: +cards

VIEW 13 RECOMMENDATIONS

APPLY ALL

Use optimized ad rotation

+6.6%

Automatically show your best ads at auction time

Recommended because your current setting allows low-performing ads to run as often as high-performing ads

VIEW 470 RECOMMENDATIONS

APPLY ALL

Test new ad text for repeatedly used phrases

Improve your ad performance by testing new ad text for phrases used repeatedly in your text ads

Recommended because the same phrase is used in 100 or more of your text ads

Phrases used repeatedly in your ads

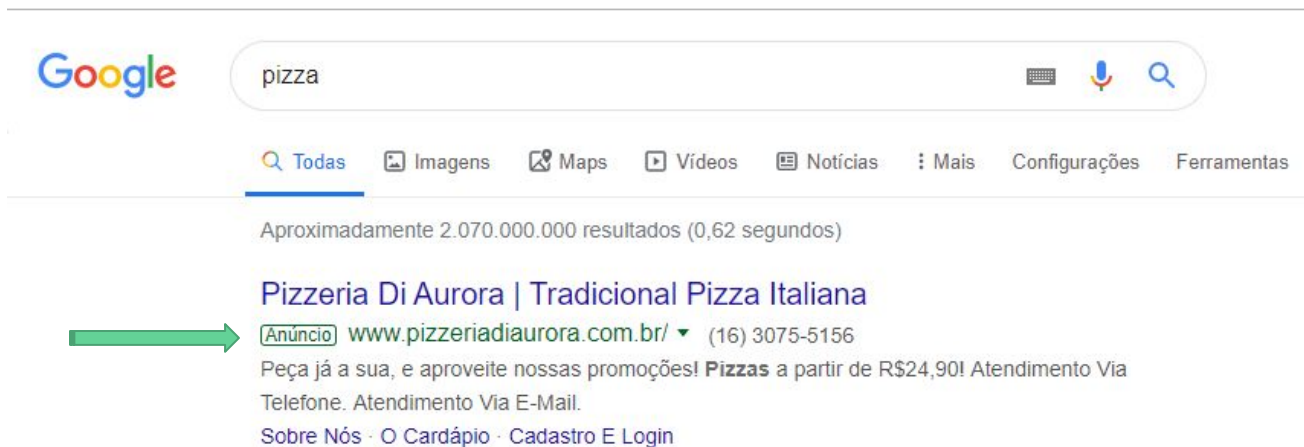
Handmade birthday cards

Funny graduation cards

Ad Types

Search Ad

- Paid Results in the Query
- Text Ads
- Get a campaign up and running quickly



Google pizza

Todas Imagens Maps Vídeos Notícias Mais Configurações Ferramentas

Aproximadamente 2.070.000.000 resultados (0,62 segundos)

Pizzeria Di Aurora | Tradicional Pizza Italiana

Anúncio www.pizzeriadiaurora.com.br/ (16) 3075-5156

Peça já a sua, e aproveite nossas promoções! **Pizzas** a partir de R\$24,90! Atendimento Via Telefone. Atendimento Via E-Mail.

[Sobre Nós](#) · [O Cardápio](#) · [Cadastro E Login](#)

Display Ad

- External ads
- Multimedia contents
- Could be used to remarketing
- Uses ads where customers are likely to be

The image shows a screenshot of a website with two prominent display advertisements. The main advertisement is a horizontal banner for a credit product, featuring a dark background with a stylized 'E' logo, the text 'Capital de giro com taxas a partir de 0,99% a.m.', and a 'SAIBA MAIS' button. The banner also includes 'BLACK FRIDAY' text and a 'PATROCINADO' label. Below the banner is a navigation bar with various menu items like 'Assine o Estadão', 'Acervo', 'Agência Estado', etc. The main content area below the navigation bar features the 'ESTADÃO' logo and a search bar. At the bottom, there are several content cards, including one for 'ELDORADOFM 107.3' and another for 'COMO ESTÁ O SEU TIME?'. On the right side, there is a vertical sidebar advertisement for real estate financing, featuring a house icon, the text 'Financie até 90% do valor do seu imóvel.', and a 'SAIBA MAIS' button. This sidebar ad also has a 'PATROCINADO' label and a vertical 'ASSINE O ESTADÃO' button on its left edge.

Video Ad

- Advertising on Youtube
- Video content

The image shows a YouTube interface with a video player. The video is an advertisement for RitmosDoBrasil, featuring a person in a closet and the text "Um look pode mudar o ritmo do seu dia." The player controls show the video is at 0:07 of 0:47. The right sidebar contains a recommendation for "MATCH OF THE DAY - All Goals & Highlight 02/11/2019" from Tutululu Channel.

YouTube BR

Pesquisar

Um look pode mudar o ritmo do seu dia.

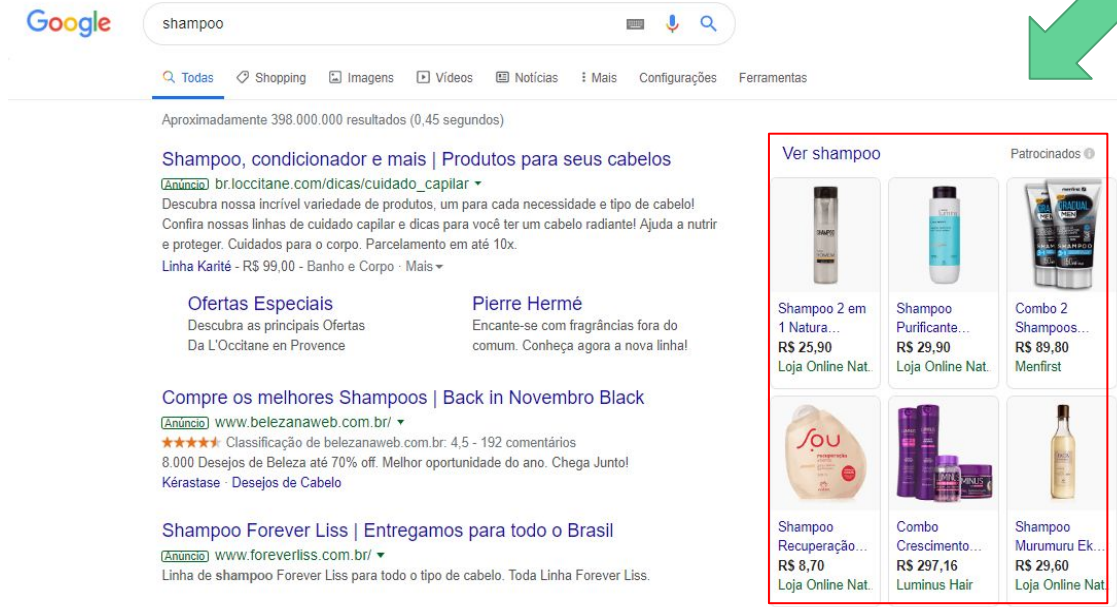
#RitmosDoBrasil
cea.com.br/RitmosDoBrasil

Anúncio 0:40 / 0:47

EVERTON VS TOTTENHAM 1-1 HIGHLIGHTS & ALL GOALS PREMIER LEAGUE 03/11/2019 HD

Shopping

- Product Ads
- Based on user search
- Goal: Conversion



Google

shampoo

Todas Shopping Imagens Vídeos Notícias Mais Configurações Ferramentas

Aproximadamente 398.000.000 resultados (0,45 segundos)

Shampoo, condicionador e mais | Produtos para seus cabelos
[Anúncio](#) br.loccitane.com/dicas/cuidado_capilar
Descubra nossa incrível variedade de produtos, um para cada necessidade e tipo de cabelo! Confira nossas linhas de cuidado capilar e dicas para você ter um cabelo radiante! Ajuda a nutrir e proteger. Cuidados para o corpo. Parcelamento em até 10x.
Linha Karité - R\$ 99,00 - Banho e Corpo · Mais







Ofertas Especiais
Descubra as principais Ofertas Da L'Occitane en Provence

Pierre Hermé
Encante-se com fragrâncias fora do comum. Conheça agora a nova linha!

Compre os melhores Shampoos | Back in Novembro Black
[Anúncio](#) www.belezanaweb.com.br/
★★★★★ Classificação de belezanaweb.com.br: 4,5 - 192 comentários
8.000 Desejos de Beleza até 70% off. Melhor oportunidade do ano. Chega Junto! Kérastase · Desejos de Cabelo

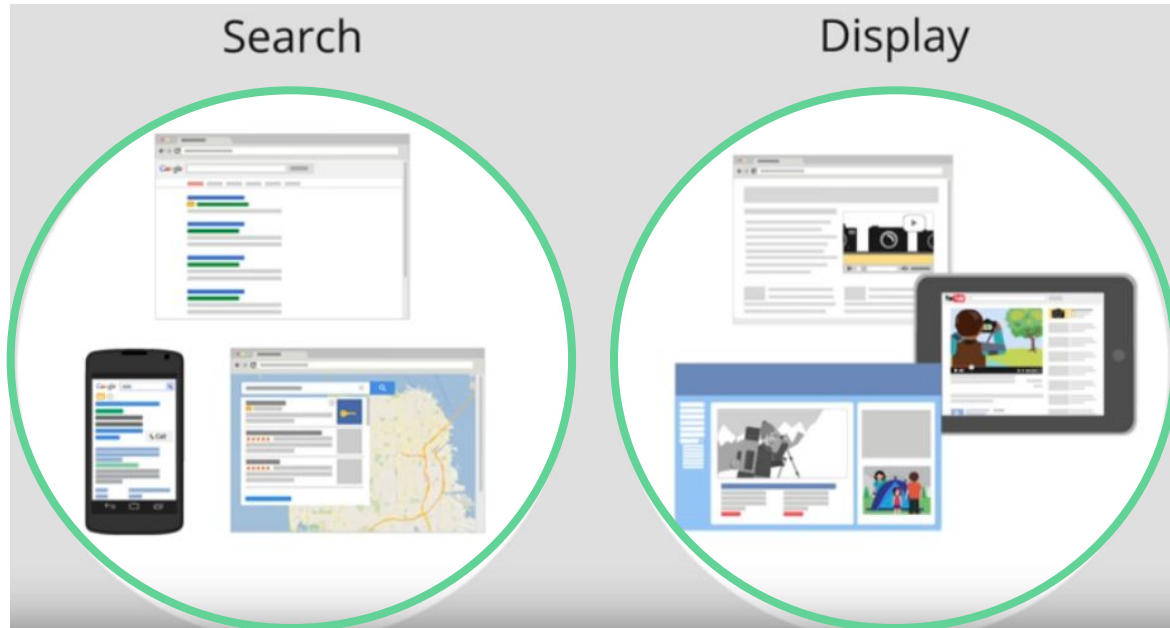
Shampoo Forever Liss | Entregamos para todo o Brasil
[Anúncio](#) www.foreverliss.com.br/
Linha de shampoo Forever Liss para todo o tipo de cabelo. Toda Linha Forever Liss.

Ver shampoo

Ver shampoo			Patrocinados
 Shampoo 2 em 1 Natural... R\$ 25,90 Loja Online Nat.	 Shampoo Purificante... R\$ 29,90 Loja Online Nat.	 Combo 2 Shampoos... R\$ 89,80 Menfirst	
 Shampoo Recuperação... R\$ 8,70 Loja Online Nat.	 Combo Crescimento... R\$ 297,16 Luminus Hair	 Shampoo Murumuru Ek... R\$ 29,60 Loja Online Nat.	

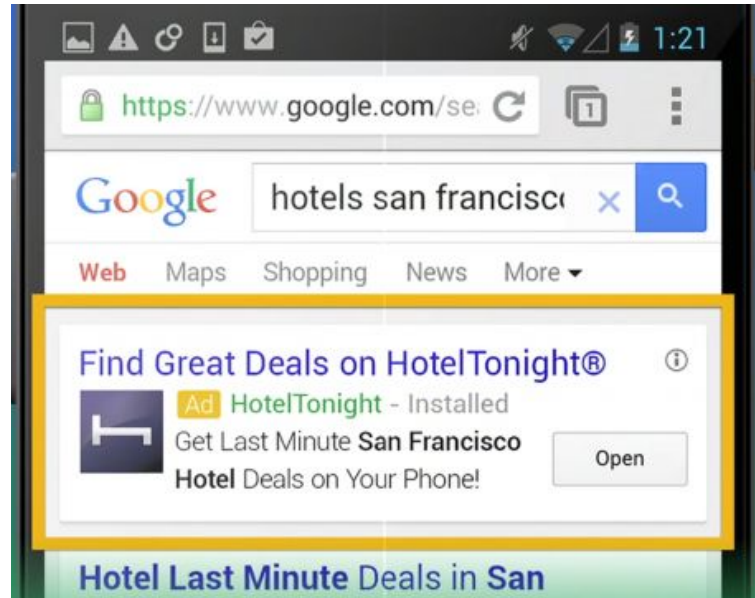
Smart ad

- Automatic ads
- Combine Display and Search ads



App

- Promote apps
- Specific for Mobile
- iOS and Android



Video

<https://www.youtube.com/watch?v=MTEO7CyHoQw&list=PL9piTlvKJnJMdrm2sbYgUetMqCTidNCR&index=2&t=0s>

Segmentation

Segmentation Options

- Geographic
 - City, Region, Country
 - Proximity
- Gender
- Age
- Interests
- Keywords
- Target Audience
- Devices
 - Tablets
 - Smartphones
 - Notebook



Advantages of Targeting

- Reach the target audience
- Optimize spend
- Optimize placement
- Increase interaction time
- Consumer loyalty
- Control the investment
- Evaluate ROI

Placements



Topics

- ✓ Fashion & Style
- ✓ Designers & Collections
- ✓ Women's Clothing
- ✓ Handbags & Purses

Audiences



KeyWords

KeyWords

- Are words or phrases used to match ads to a customer search
- General or vague key words attract a lot of people, but not necessarily customers
- Specific keywords are more likely to attract a customer

What an advertiser can do to increase customer traffic?

- Think like a customer and **what they would type** when searching for your product
- **Create specific ads**, try to use 5 to 20 specific keywords per ad in order to have better chances to reach a customer
- Use **negative keywords**, these are in order to make sure your ads do not appear to the wrong kind of person
- As your campaign matures, select the keywords that provided the best return and focus on them

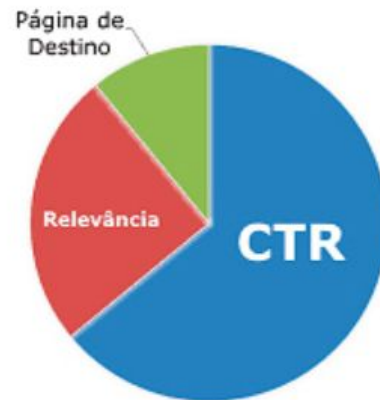
Ad Rank

How Ads defines the advertising position?

1. Find all the advertisements that has the specific keyword
2. Selects the qualified advertisements

Ad Rank = Bid x Quality Score → higher = better

Bid	Format	Quality Score	Ad Rank
\$2	High	10	20
\$4	No Format	1	4
\$3	Low	5	15
\$1	Medium	8	8



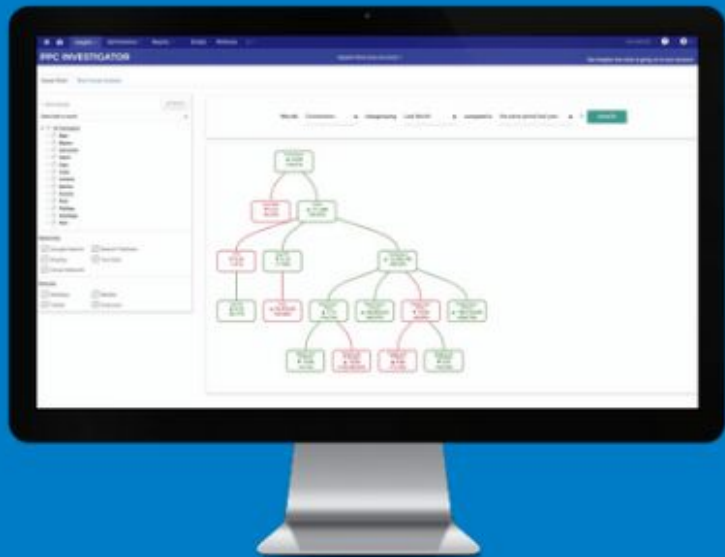
The final result depends of the competition at the moment

- Ads that are shown in Google are ranked top among the potential candidate ads
- This selection takes into account
 - the suitability of an ad for that specific page or content (segmentation, key word)
 - the quality of the ad (CTR, Relevance)
 - the PPC bid (price per click)

Ad Auction



- There are tools available online (SaS) that can help and even automate the PPC optimization



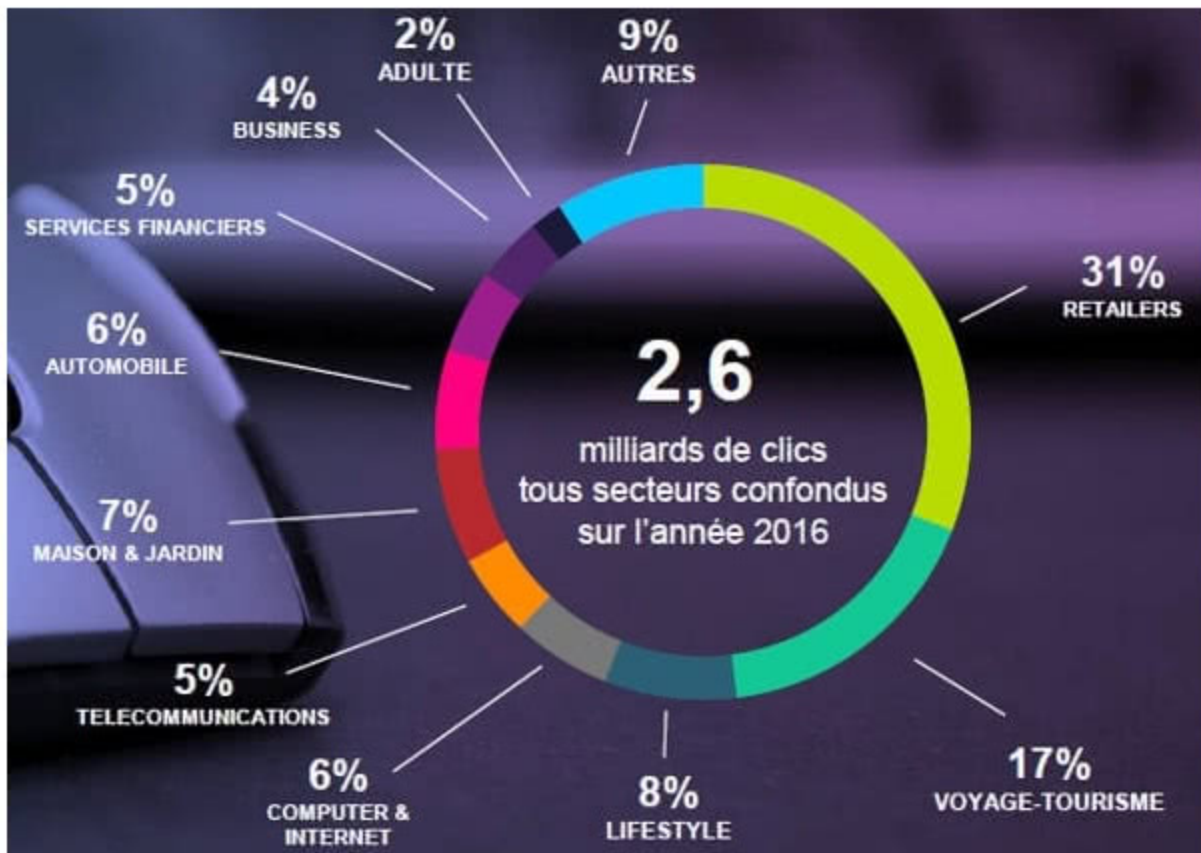
PPC Management Made Smarter

Do optimizations and reporting in a fraction of the time so you can handle more accounts more effectively, and grow your bottom line.

[START A FREE TRIAL](#)

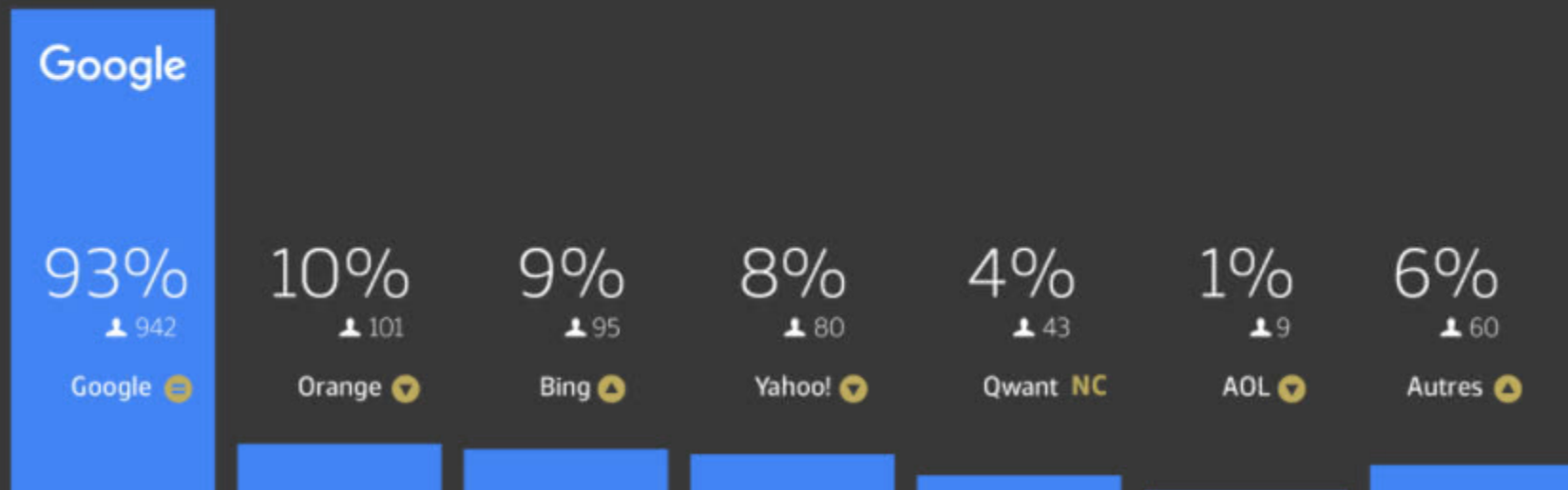
[Request a Demo](#)

Data



Moteurs de recherche Internet les plus régulièrement utilisés

Base : 1013 Individus âgés de 18 ans et plus

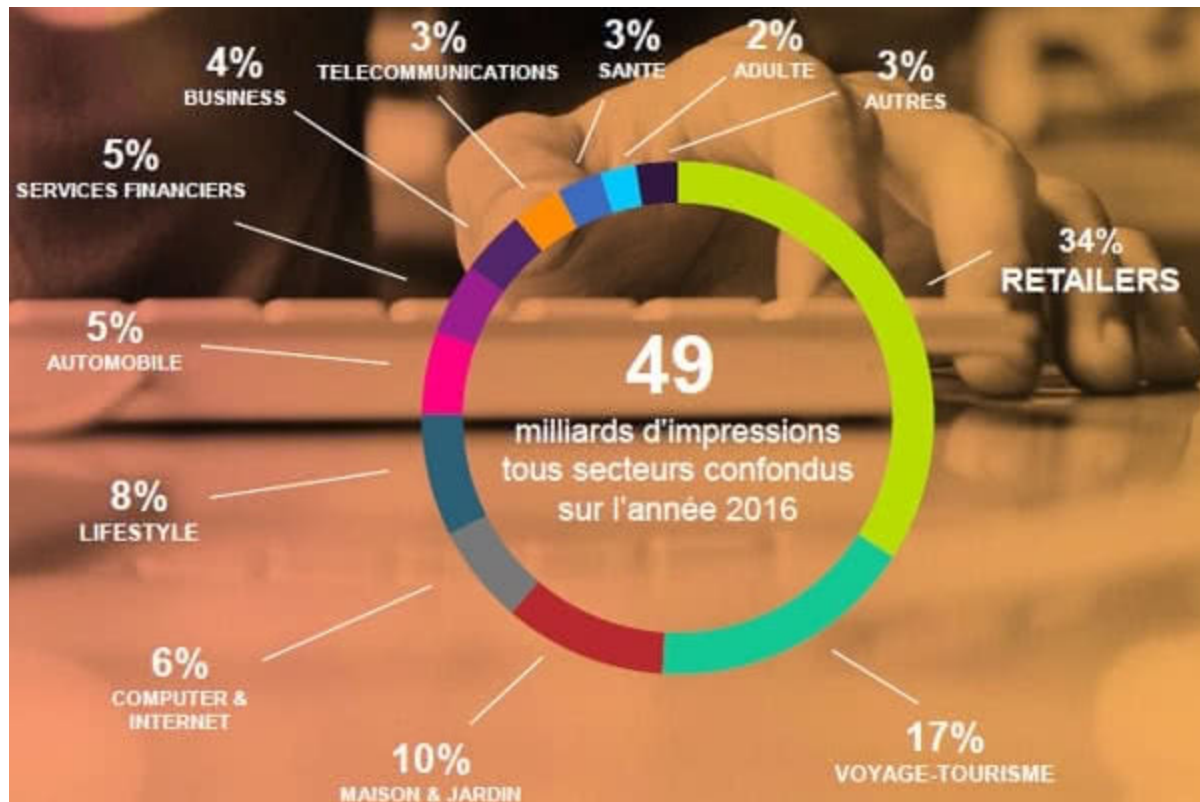




71%

Dans 71% des cas les annonces AdWords correspondent aux attentes des internautes

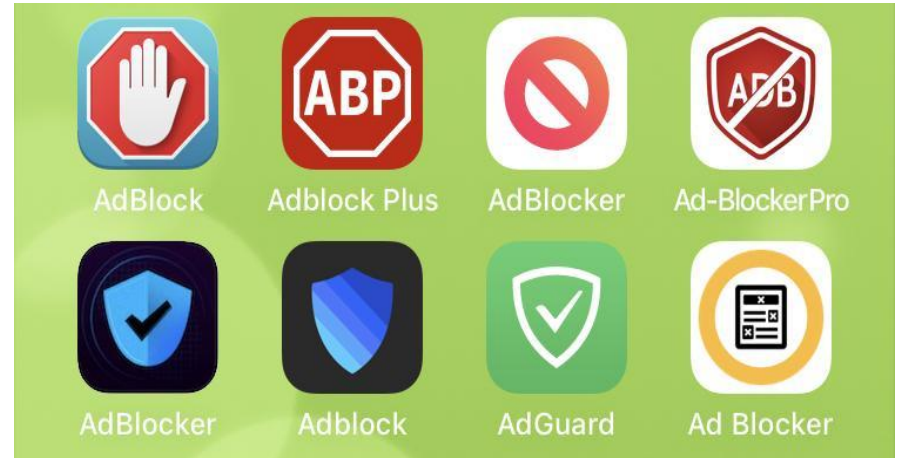
Correspond aux besoins	71%	496	70%
Oui, le plus souvent	11%	79	
Oui, de temps en temps	34%	238	
Oui, mais rarement	26%	179	
Non, elles ne correspondent pas à ma recherche/besoin	10%	67	14%
Je ne clique jamais sur ces annonces	20%	136	16%



Adblockers

Adblockers and reflexes

- Adblockers could cause US\$ 27 billion until 2020
- Apple used a standard adblocker in iOS 9
- In 2016, around 615 million of adblock users



<https://canaltech.com.br/mercado/ad-blocks-podem-causar-prejuizo-de-u27-bilhoes-ate-2020-65697/>

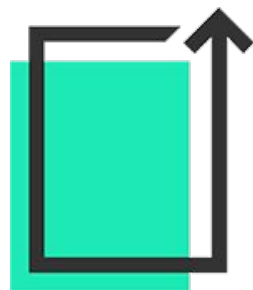


Why do people use it?

- **Frequent advertising**
- **Hinder entertainment consumption**
- **Visually polluted pages**
- **Privacy**

What Google is doing to prevent adblockers?

Because ads are the main source of income for Google, they are implementing best practices for a less intrusive ad experience. Their Chrome browser is including some type of adblocking following the guidelines of the “Coalition for Better Ads” trying to block disruptive ads that block your experience, interrupt the content and makes your browsing slower.



**Coalition for
Better Ads[®]**

Banned ad styles



Google AdSense

What is AdSense?

The Google AdSense program differs in that it delivers Google Ads ads to individuals' websites. Google then pays web publishers for the ads displayed on their site based on user clicks on ads or on ad impressions, depending on the type of ad.



Final Video

<https://www.youtube.com/watch?v=aqzR2Ki2Ka4&feature=youtu.be>

Thank you!