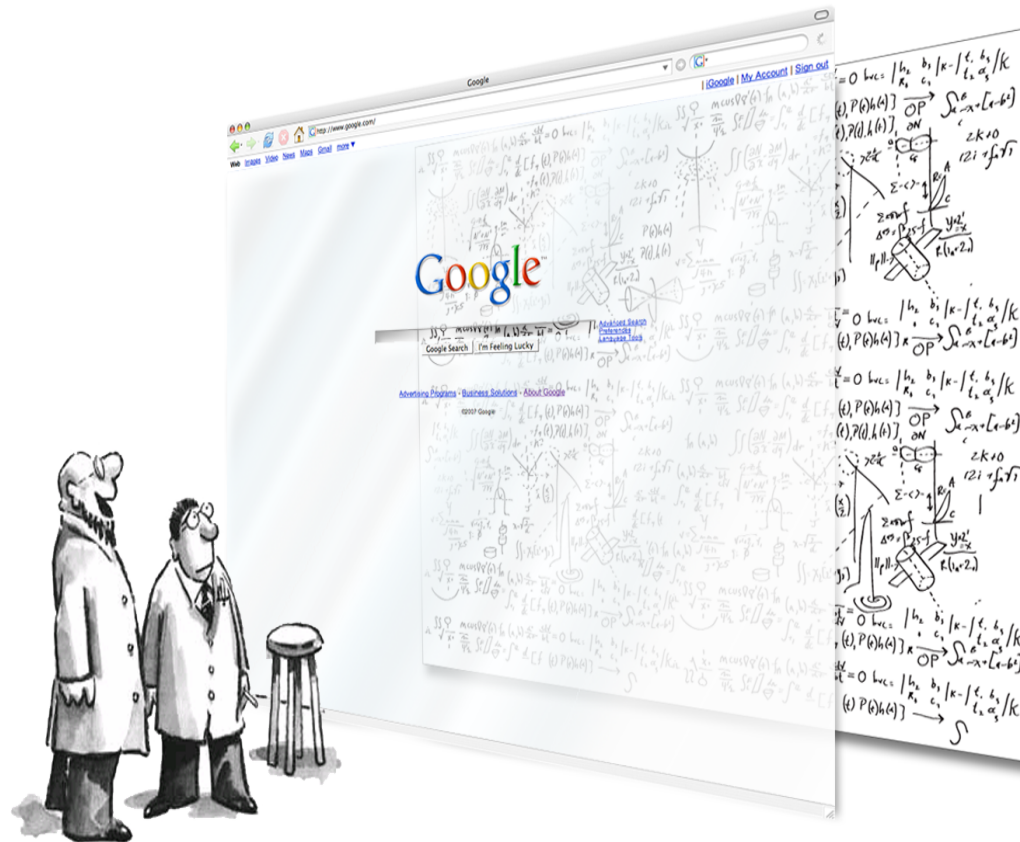
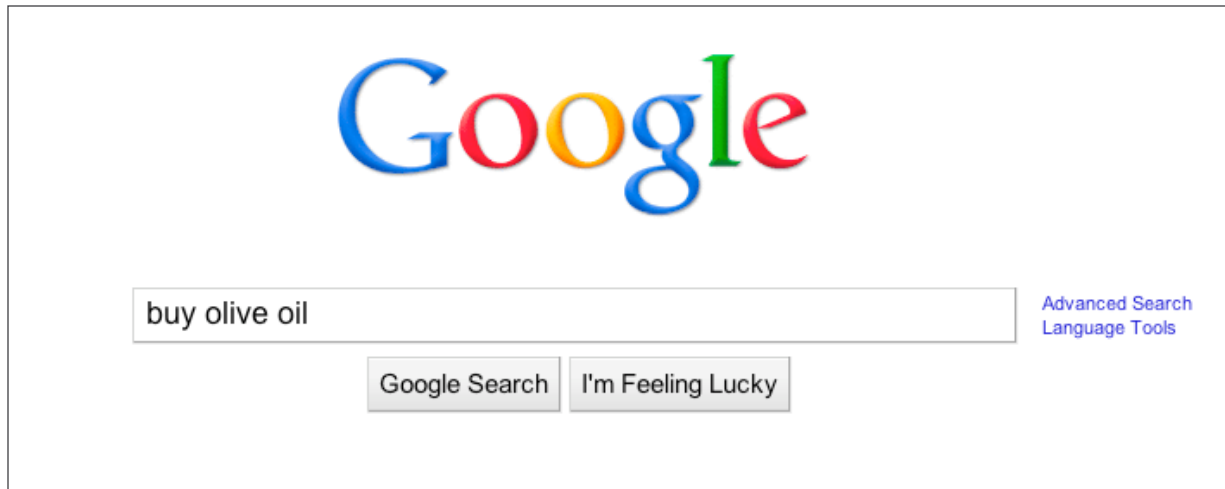


Google 101



"Hey, no problem!"

Google search



A screenshot of the Google search homepage. At the top center is the Google logo in its characteristic multi-colored font. Below the logo is a large, empty rectangular search input field. Inside this field, the text "buy olive oil" is entered. To the right of the search field, there are two links: "Advanced Search" and "Language Tools", both in blue text. Below the search field, there are two buttons: "Google Search" and "I'm Feeling Lucky", both in a light gray box with black text.

Google search results page

About 7,390,000 results (0.20 seconds)
 [Advanced search](#)

Everything
 Shopping
 ☒ More

The web
 Pages from the UK

Standard view
 Fewer shopping sites
 More shopping sites
☒ More search tools


[Gourmet Olive Oil](#)
www.oilandmore.co.uk

[Extra Virgin Olive Oil](#)
www.elanthy.com

[Buy Olive Oil Online](#)
www.casa-margherita.com/olive-oil/

[- Buy Olive Oils, Balsamic Vinegars & Pasta Online| GetOily.com](#)
 Getoily is the online shop of Lefktro UK Ltd. **Buy olive oil** online from the extensive range of olive oils, balsamic vinegars, olives, anti pasti, rices, ...
www.getoily.com/ - [Cached](#) - [Similar](#)

[The Gift of Oil - Buy Extra Virgin Olive Oil and Matured Balsamic ...](#)
Buy the very best in quality extra virgin **olive oil** and balsamic vinegars delivered to your door. We stock italian, sicilian, puglian, and portuguese olive ...
 Member log-in - Matured balsamic vinegar - List all events
www.thegiftofoil.co.uk/ - [Cached](#) - [Similar](#)

[Shopping results for buy olive oil](#)


[Oro Del Mediterraneo, Extra Virgin Olive Oil 5ltr](#)
 £22.50 new - [GoodnessDirect](#)
[Mandarino Extra Virgin Olive Oil 250ml](#)
 £10.50 new - [Harveynichols.com](#)
[Iliada Extra Virgin Olive Oil](#)
 £22.08 new - [chefswarehouse.com](#)

[The Olive Oil Store: Natural Organic Goodness](#)
 The **Olive Oil** Store: : Organic **Olive Oil** Natural Olives Organic Couscous Organic Pasta Organic Pasta Sauces Organic Infused **Olive Oil** Organic Condiments ...
www.oliveoilstore.co.uk/ - [Cached](#) - [Similar](#)

[Extra Virgin Olive Oil from VirginToGo](#)
BUY A TWIN PACK AND SAVE £10.00 And thanks to the metal can it will keep perfectly for

Sponsored links
 [Extra Virgin Olive Oils](#)
 Single estate, artisan **olive** oils.
 10% off coupon for first purchase
www.oliveology.co.uk

[Finest Italian Olive Oil](#)
 Extra Virgin Tuscan **Olive Oil**
Buy Online straight from the Estate
www.TenutaLaNovella.com

[Greek Olives Shop Online](#)
 Greek Olives, **Buy** Marinated & Fresh Stuffed Olives from The Greek **Olive**
www.greekolives.co.uk/

[Sapori D'Italia \(UK\)](#)
 Producers & distributors of fine italian foods, call 01707 261800
www.saporiuk.com

[Buy buy olive oil](#)
 Fair Trade Extra Virgin **Olive Oil**
 High quality. **Buy** online today.
www.TraidcraftShop.co.uk/OliveOil

[Italian Quality Olives](#)
 3 Kinds Available, each unique
 Try them All
tabemeria.co.uk

[Extra Virgin Olive Oil](#)
 the largest online **olive oil** store
 fresh **olive oil** direct from the mil
www.olivaoliva.com

Organic results and ads

About 7,390,000 results (0.20 seconds) [Advanced search](#)

Everything

Shopping

☐ More

The web

Pages from the UK

Standard view

Fewer shopping sites

More shopping sites

☐ More search tools

Gourmet Olive Oil
www.oilandmore.co.uk The finest single estate olive oils from around the world, and more

Extra Virgin Olive Oil
www.elanthy.com Greece's No. 1 Olive Oil. Free next day delivery

Buy Olive Oil Online
www.casa-margherita.com/olive-oil/ Fresh from our Italian Olive Grove Fabulous Extra Virgin Olive Oil

AdWords ads

- Buy Olive Oils, Balsamic Vinegars & Pasta Online! GetOily.com
 Getoily is the online shop of Lefktro UK Ltd. Buy olive oil online from the extensive range of olive oils, balsamic vinegars, olives, anti pasti, rices, ...
www.getoily.com/ - Cached - Similar

The Gift of Oil - Buy Extra Virgin Olive Oil and Matured Balsamic ...
 Buy the very best in quality extra virgin olive oil and balsamic vinegars delivered to your door. We stock Italian ...
www.thegiftofoil.co.uk/ - Cached - Similar

Shopping results for buy olive oil

Oro D'Oro
 £22.50 new - GoodnessDirect

Mandarino Extra Virgin Olive Oil 250ml
 £10.50 new - Harveynichols.com

Iliada Extra Virgin Olive Oil
 £22.08 new - chefswarehouse.com

The Olive Oil Store: Natural Organic Goodness
 The Olive Oil Store: - Organic Olive Oil Natural Olives Organic Couscous Organic Pasta Organic Pasta Sauces Organic Infused Olive Oil Organic Condiments ...
www.oliveoilstore.co.uk/ - Cached - Similar

Extra Virgin Olive Oil from VirginToGo
 BUY A TWIN PACK AND SAVE £10.00. And thanks to the metal can it will keep perfectly for

Sponsored links

Extra Virgin Olive Oils
 Single estate, artisan olive oils. 10% off coupon for first purchase
www.oliveology.co.uk

Finest Italian Olive Oil
 Extra Virgin Tuscan Olive Oil Buy Online straight from the Estate
www.TenutaLaNocella.com

Greek Olives Shop Online
 Greek Olives, Buy Marinated & Fresh Stuffed Olives from The Greek Olive
www.greekolive.co.uk/

Sapori D'Italia (UK)
 Producers & distributors of fine italian foods, call 01707 261800
www.saporio.uk.com

Buy buy olive oil
 Fair Trade Extra Virgin Olive Oil High quality. Buy online today.
www.TraidcraftShop.co.uk/OliveOil

Italian Quality Olives
 3 Kinds Available, each unique Try them All
tabemeria.co.uk

Extra Virgin Olive Oil
 the largest online olive oil store fresh olive oil direct from the mill
www.olivaoliva.com

AdWords ads

Direct Response vs. Branding

What is the advertiser's target?



Branding?

Show their ads to as many people as possible within the target audience.

✓ impressions

Direct Response?

Want the user to perform an action after clicking through the ad to their website: make a purchase, sign up to a newsletter, or request a quote, for instance. The completion the desired action by the user is called a conversion.

✓ clicks
✓ conversion

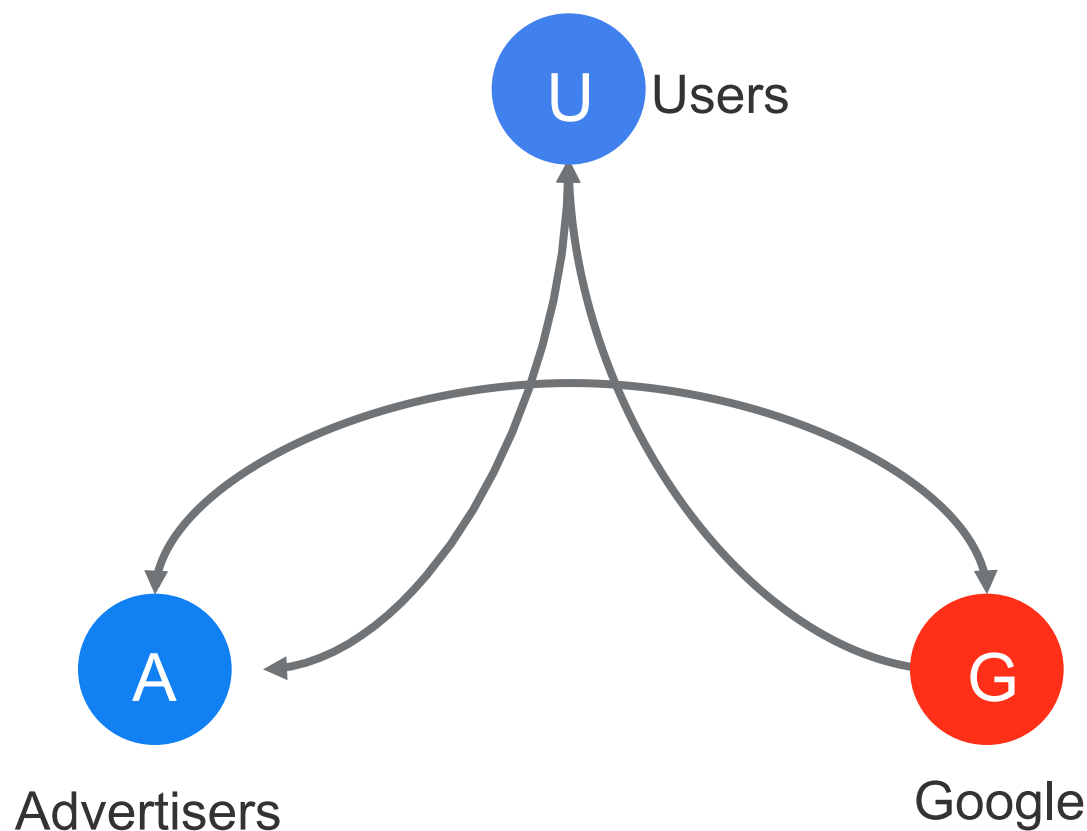
How does ad ranking work?



Customer	max. CPC	Quality Score	Ad Rank	Position
Customer A	1,00	5		
Customer B	0,50	8		
Customer C	2,00	1		
Customer D	0,70	10		

Why do we have Quality Score?

Quality Score is our way of **balancing the interests of all parties** in the online advertising ecosystem.



AdWords ads in the Google Display Network

Portals



Niche Websites



Communities



Blogs



Special Interest Sites

Earning money with Google AdSense

- Website publishers can sign-up for Google AdSense
- Google shares the revenue generated by the ads with the publisher



The diagram illustrates a website layout for "Jody's Travel Blog". A blue callout box points to the right side of the page, highlighting three Google AdSense ads. The ads are titled "Ads by Google" and include the following text:

Google Analytics Kongress
 8 - 9 Oktober in Wien. Workshops & Google Experten aus Mountain View!
www.analytics-konferenz.at

Cheap Family Cruises
 Save Up To 70%. Get The Best Deals Now!
www.Top-Cruise-Deals.com

Flights to Maldives
 Book fantastic fares with Emirates, the award-winning luxury airline.
Emirates.com/at

Auction-Based vs. Reservation Campaigns

You can advertise on YouTube either through AdWords or directly through YouTube



Reservation Media Buy

Call a YouTube Sales Specialist
(set fixed price)



Auction Media Buy

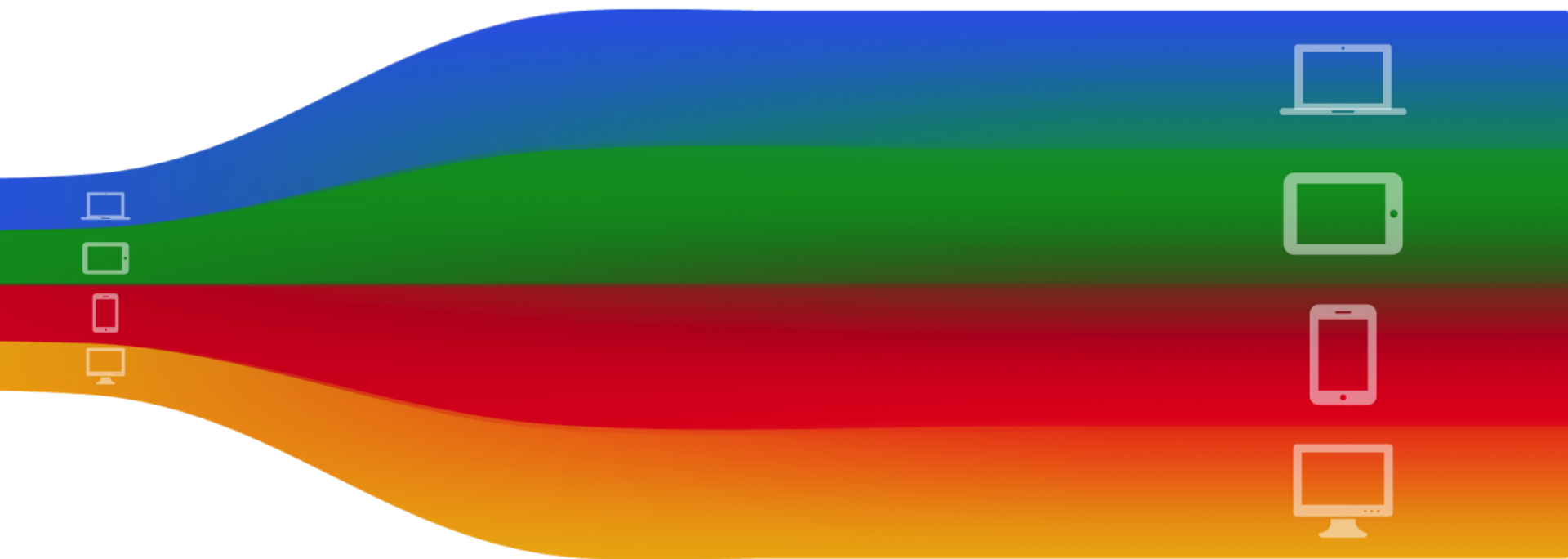
Bid on placements on YouTube



Ivana Grbavac & Marianne Bähr
Agency Product Consultants, Google

Agenda

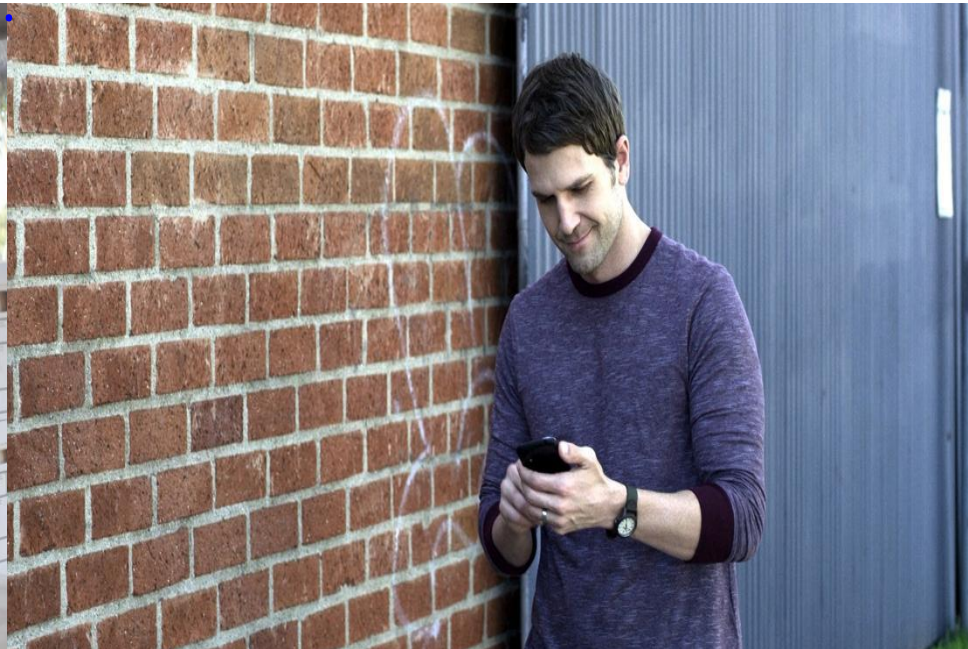
- 1 Enhanced Campaigns: What's new?
- 2 Remarketing lists for search ads
- 3 Keyword Planner
- 4 Audience Solutions for Conversions and Branding
- 5 Powerful Bidding to reach your perfect customer
- 6 Affinity Segments
- 7 Display Planner



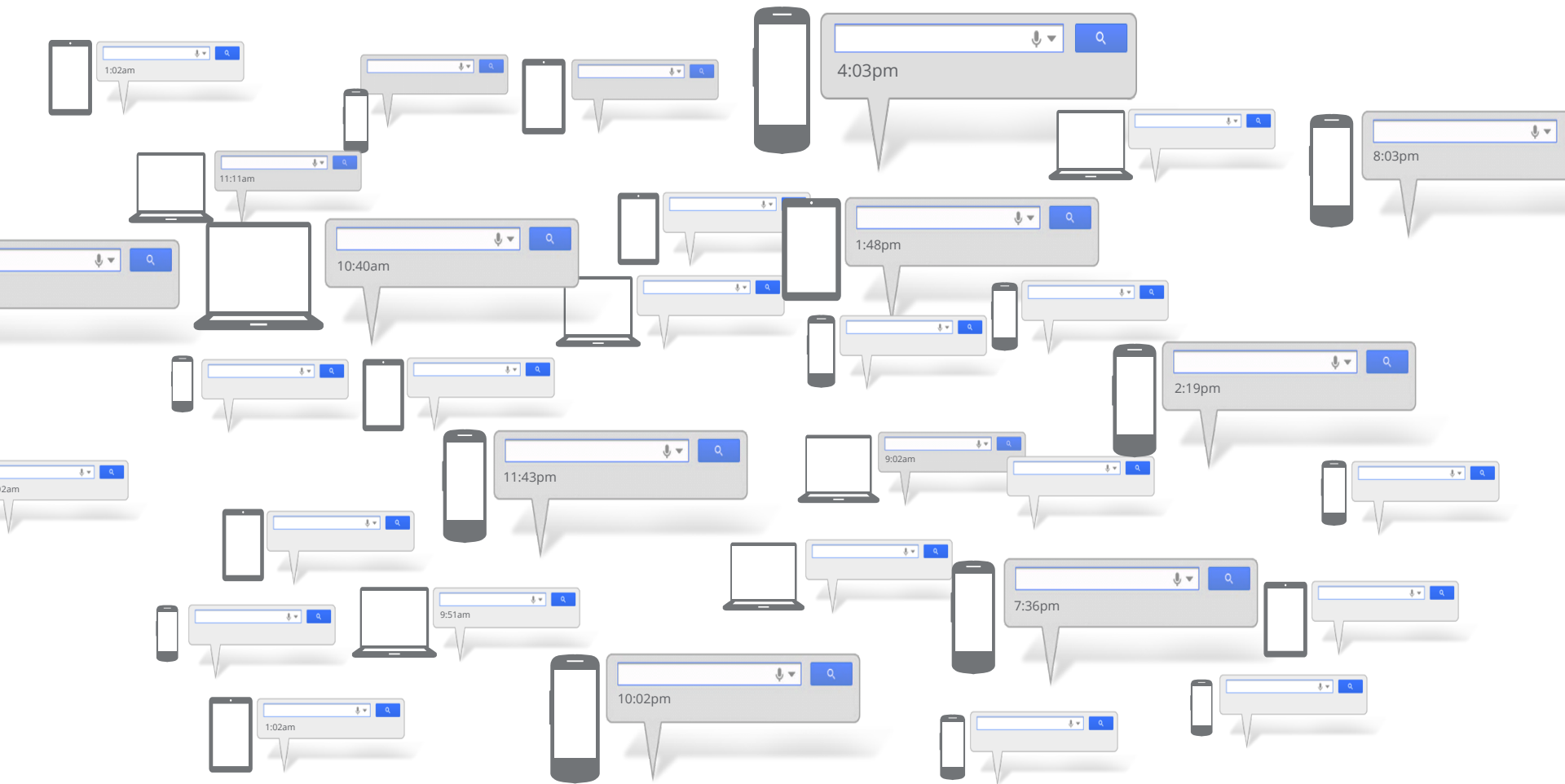
Enhanced Campaigns – what's new?



People search for everything, from anywhere, at any time, **across devices**



Marketers have to be there... and be relevant



Context is a key driver of **relevance** – and results

Intent

- What people want

Context

- Device
- Location
- Time

Relevance

- The right ad at the right moment for people's intent and their context

Pizza 



On phone



Downtown



12:30 pm



On laptop



Residential



7:10 pm



PizzaHouse Grab and Go

Ads 



0.5mi

m.pizzahouse.com

Visit any of our locations at lunch and get a free box of wings!

[Get Directions](#)



Call

PizzaHouse Delivery

www.pizzahouse.com

Free delivery with any order above \$20

» [Map of 1098 Alta Avenue, Mountain View, CA](#)

[Place an order online](#)

[Check out our menu](#)

It is now easier than ever to adapt your search strategy for the multi-device world

	Legacy campaign	vs	Enhanced campaign
50 locations with varying bids 50x	50 campaigns for location	+	1 campaign with 50 location bid adjustments
2 dayparts (with different store sitelinks based on if the store is open/closed) and different bids 2x	50 duplicate campaigns for daypart/sitelink combinations		With scheduled extensions and dayparting
1 bid per keyword on desktop 1 bid per keyword on mobile 2x	100 duplicate campaigns with mobile bids	+	and mobile device bid adjustments
	= 200 campaigns		= 1 enhanced campaign

1

Adjust device, location and time of day bids based on ROI goals and consumer insights

2

Show the right ad, sitelink or extension based on user context and device capabilities

3

Customize ad copy and URLs for smartphones

4

Measure all conversion types: Calls, digital downloads, in-store purchases and cross device conversions

5

Track and iterate to optimize for user context and performance goals

Powerful tools for the multi-device world

Ability to easily manage your bids across locations, time and devices—all within a single campaign



Key features

Bid adjustments and reporting by:



Time



Location



Device

Multiple bid adjustments



More Flexibility with enhanced sitelinks

Until recently, text for enhanced sitelinks was automatically selected by AdWords. Now the advertiser can choose the text.

Ad related to pizza ⓘ

[Example Pizza Store - Fresh and Hot](#)

www.example.com

Get Your Favorite Pizzas! Only At Your **Pizza** Store

[Order Online Now](#)

Pizza, Breadsticks, and More!
Free 2 liter soda with online order

[Deals In Your Area](#)

Free Breadsticks with Large **Pizza**
Order Online Now. Free Delivery!

[Store Locator](#)

Find Location Nearest You
\$10 For Any **Pizza**!

[Returning Customer? Order Here](#)

Fresh Ingredients, Great Taste
Easy Ordering For Returning Customers

×

New sitelink

Link name ⓘ

Link URL ⓘ

http:// ▾

Device preference ⓘ

☐ Mobile

Description ⓘ

Line 1

Optional

Line 2

⊞ Start/end dates, scheduling

Save

Cancel

Advanced reports to measure new conversion types

Ability to track new conversion types such as calls, digital downloads, in-store purchases and cross device conversions



Key features

Calls: Count calls as conversions with advanced call tracking

Cross device conversions: Measure conversions that start on one device and finish on another

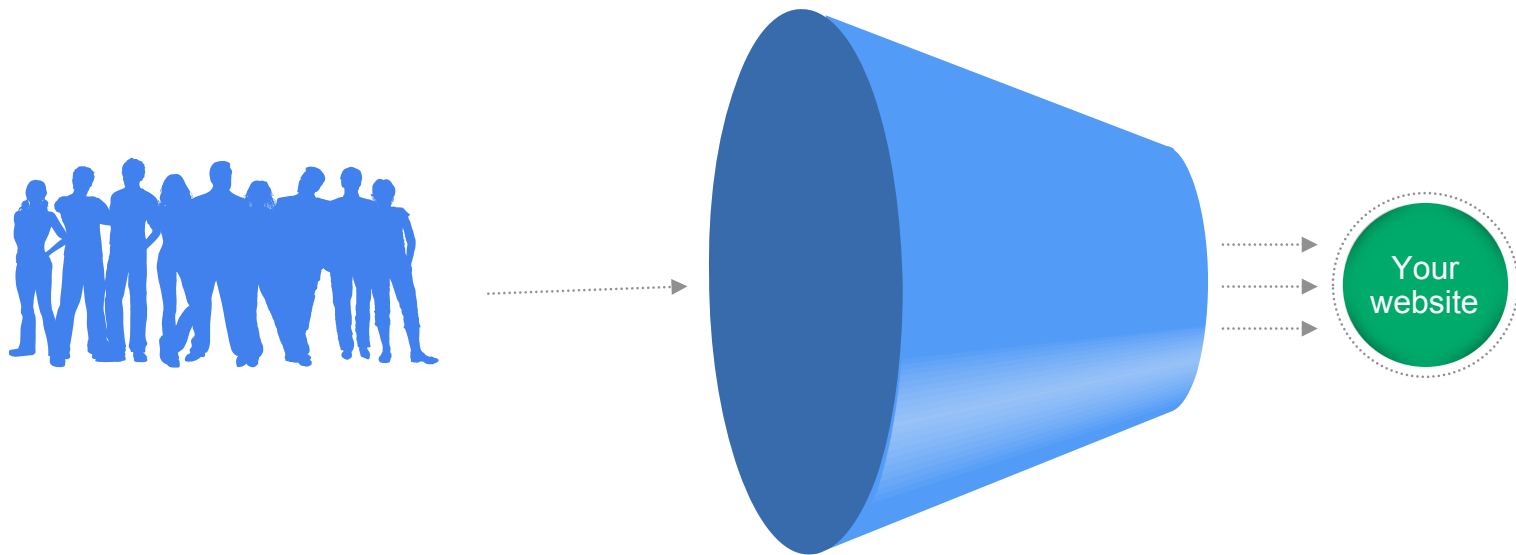
Digital downloads: Track app downloads as conversions (*books and music download tracking coming soon*)

In-store purchases: Measure offline redemption of saved offers from ad extensions (*coming soon*)



Remarketing Lists for Search Ads

Your goal is simple: Convert site visitors



But one visit is *typically* not enough



96%

Leave a website without converting¹



70%

Abandon shopping baskets without purchasing¹



49%

Typically visit 2-4 sites before purchasing²

¹ Source: Understanding Shopping Cart Abandonment, Forrester Research, May 2010

² Source: Google/Compete Sporting Goods Study: (Sep 2011-Sep 2012) Clickstream BF02 (number of different brands visited)

Remarketing gives you that second chance

To bring past visitors back to your site to convert



Three advantages of Remarketing with Google



Cross Search & Display

Convert site visitors with one site-wide tag



Tailored Creative

Customise text and display ads



Transparent & Accountable

Get full visibility into placement and price

Not all search queries are the same

“lease BMW convertible”



“lease BMW convertible”



“lease BMW convertible”

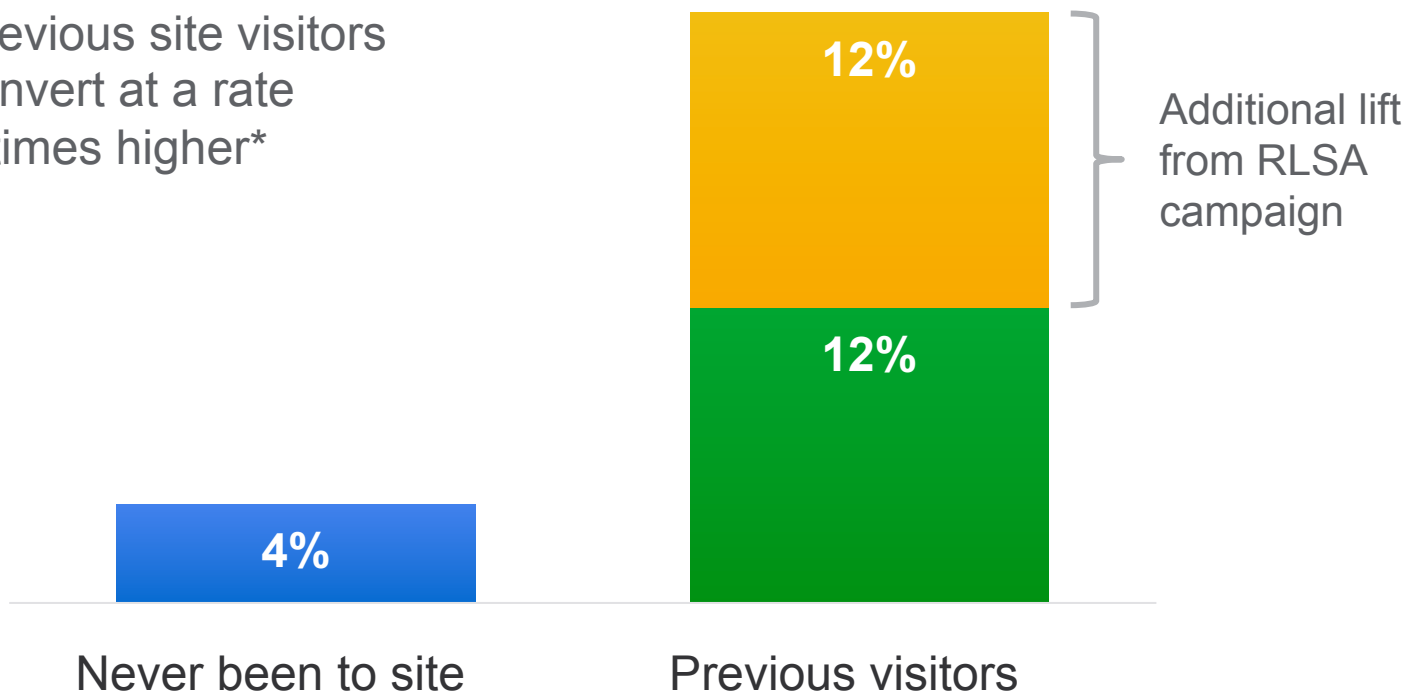


Has been to your
website

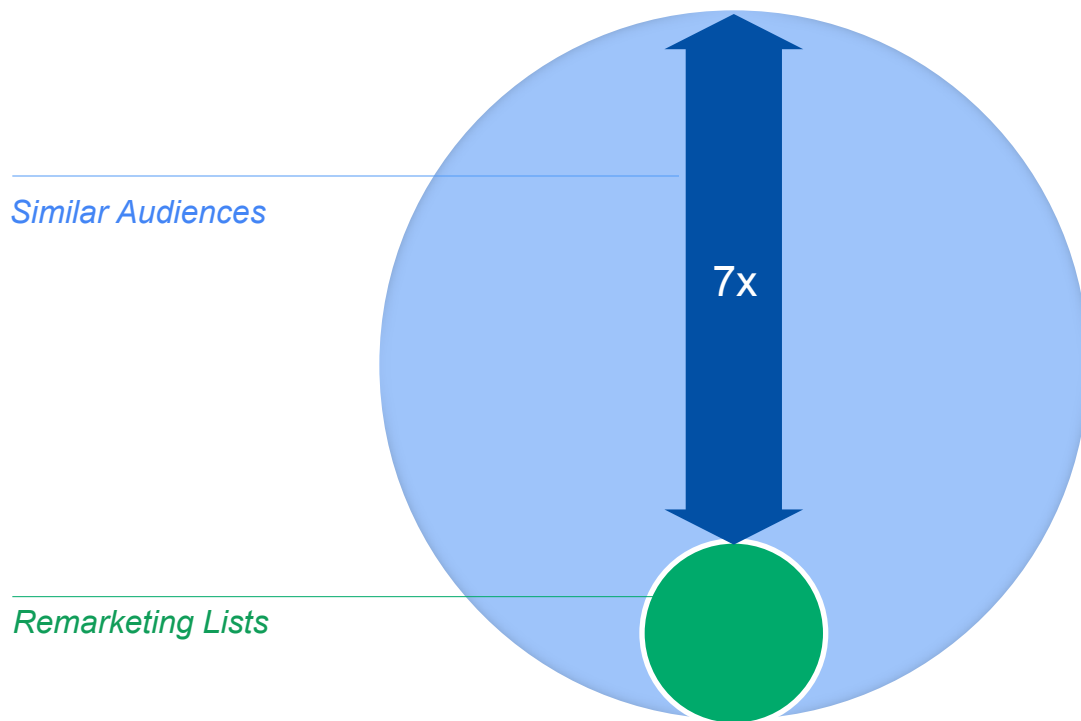
Past site visitors are more likely to convert

Conversion rate from search campaigns

- Previous site visitors convert at a rate 3 times higher*



Amplify the power of remarketing with Similar Audiences



By using Similar Audiences along with remarketing, advertisers typically see:

- 60% more impressions
- 58% more clicks
- 41% more conversions

Easily dive into remarketing with Google Analytics

Create advanced remarketing strategies with Google Analytics

1

Re-use your Google Analytics tag

Make a one-line, one-time change to your GA tags

2

Leverage your GA data

Use over 200 analytics dimensions & metrics to target precise audiences

3

Build & edit lists with ease

All using the Google Analytics UI

4

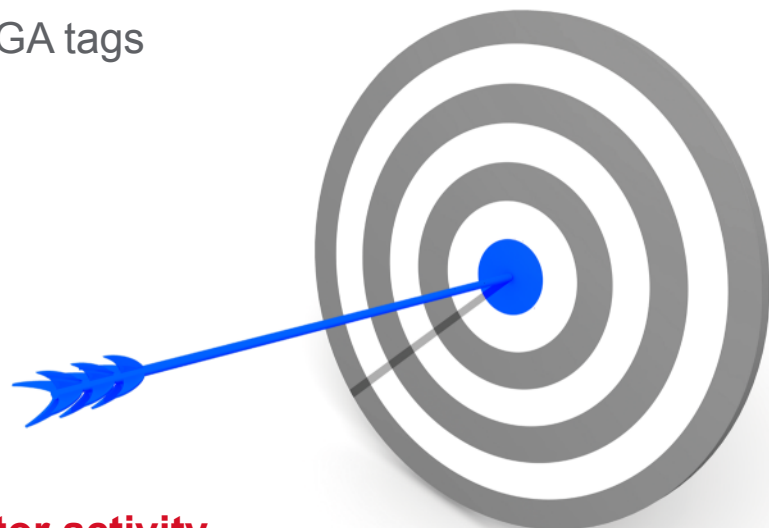
Create sophisticated lists based on visitor activity

Built on an intelligent understanding of cross-session visitor behaviour

5

Reach your visitors across the web

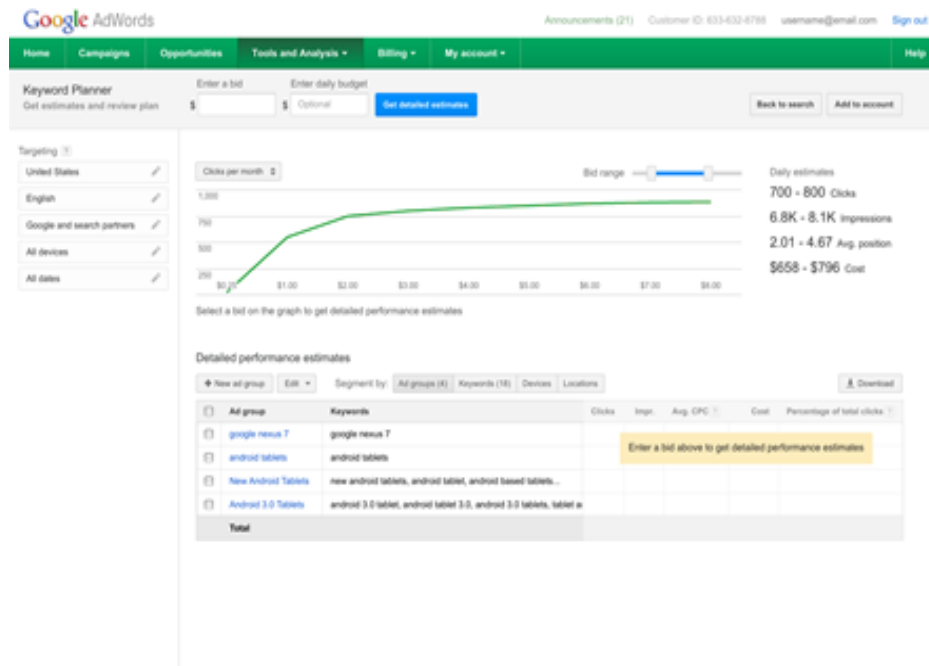
Lists automatically appear in AdWords to run ads on the GDN



Keyword-Planner



Keyword-Planer= Keyword-Tool + Traffic Estimator



- Fast and efficient Search for new Keywords
- Concrete estimates of search volume and cost
- Campaign-Set-up in a few clicks
– adgroups are set up automatically



Display News

Atom tests 'affected IQ'

NUCLEAR FALLOUT from the first atomic bomb test in New Mexico and later, from tests in Nevada is directly responsible for a sharp decline in the intelligence of American youth, according to new research.



Radiation, which causes thyroid damage in the newborn, has impaired the mental development of a whole generation of American children. And the effects have been proved in the far west of the United States, close to the hazy red sky.

WIFE-STEALING HORSE

By GEORGE EDWARDS
A MURDERER gave his wife an ultimatum: "Either your horse goes, or I will."
The woman replied: "I'll never part with Fritz," saying.
And when she returned, her husband, Frank, had told her good.
Fritz had a divorce suit in Waterbury, gave the horse to his wife Linville for their first wedding anniversary.
"It was a real mistake," he said when Linville told

about the animal, then she started all day at the stable and sometimes spent the night with Fritz.
Linville no longer cooked proper meals and became too tired for sex.
Fritz added: "One night, when we were making love, she suddenly cried: 'I forgot to give Fritz his divorce suit.'"
Fritz got his divorce because of her "mistake."

Pioneer heads for the unknown

AFTER 11 years in space, the American spaceship Pioneer 10 will certainly become the first man-made object to leave the solar system. But when it will actually do so is far from certain and provides a rare opportunity for astronomical hair-splitting.
Last Tuesday Pioneer was at far from the end of the so-called "outermost" planet, Pluto - a possible deflection of leaving the solar system. But there is a catch: Pluto's orbit is highly eccentric and some of it











Audience Targeting is Nothing New



Understand and engage everywhere



Awareness

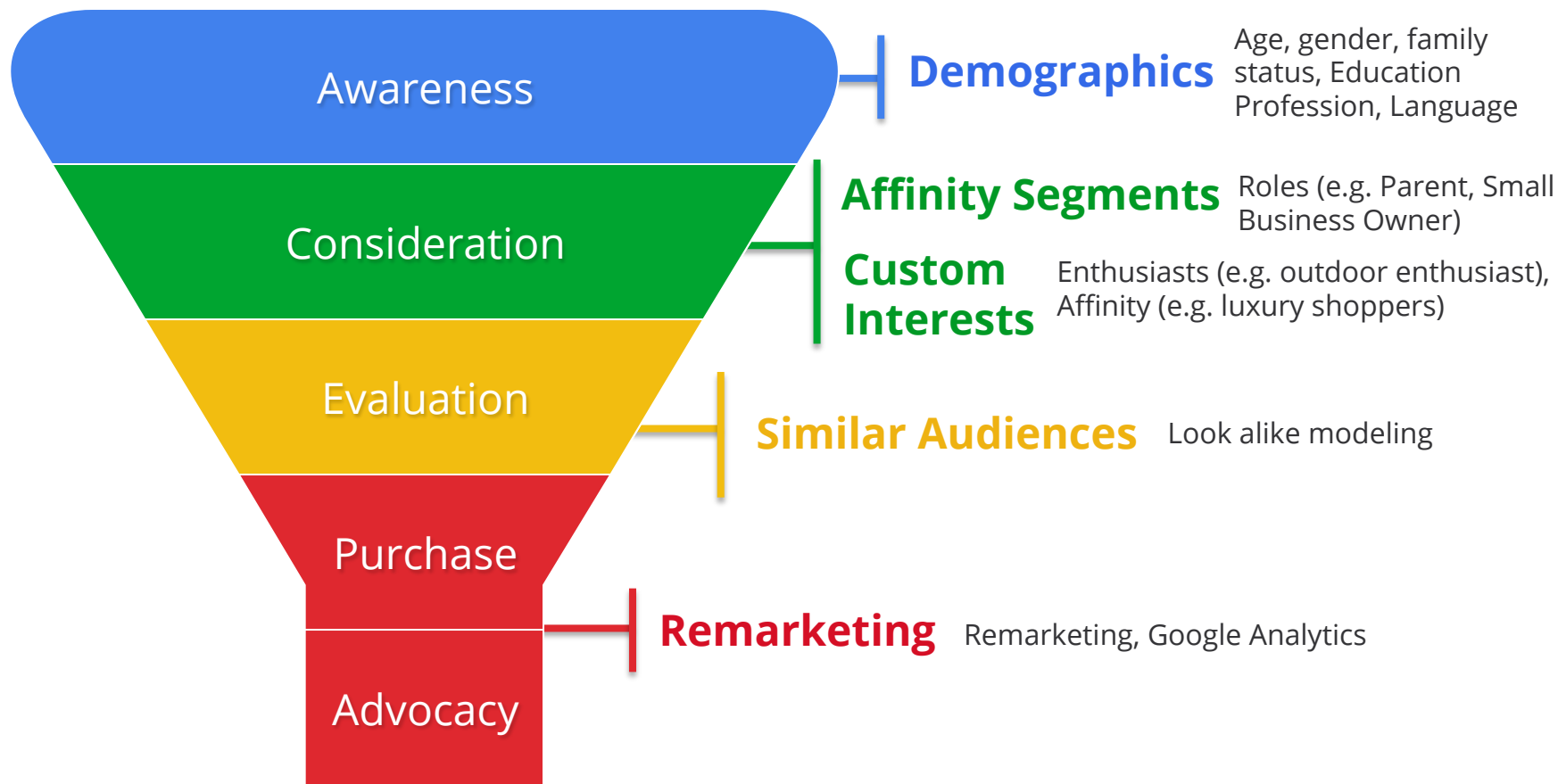
Consideration

Evaluation

Purchase

Google audience solutions

Industry-leading quality, scale and efficiency – driving the funnel



More relevance to what people care about, at exactly the moments that matter

These changes mean better results for advertisers

Location

Time



Device

Interests

Gender

Age

Reach unique audiences at scale in one campaign

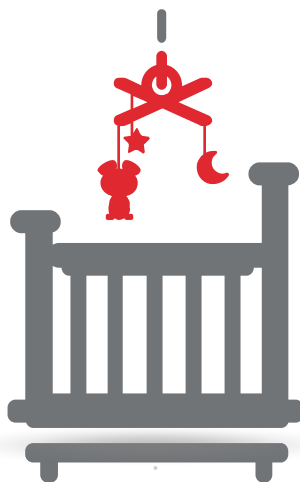
A savvy site specializing in baby supplies has noticed that for baby cribs and furniture their audience and ROI differ enough that they want to set specific bids for their 'baby cribs' ad group.



Time: Shoppers (parents) are online at 6-9am



Location: Shipping to the US costs much more than shipping to Canada



Interests: Your customers are very interested in Home & Garden and Books & Literature



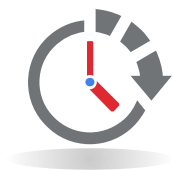
Placements: People on a specific home improvement site convert, but not as well as other sites



Age: People 25-34 spend 3x avg

What is Powerful Bidding for Display?

Advertisers have great customer insights



Time: Business travelers book 9am - 6pm



Placements: People on a specific travel site convert, but not as well as other sites



Location: Travelers further away from destination stay longer



Interests: Customers interested in "Hotels" convert the best, "Air travel" second best



Age: People 35-44 spend 3x average

HOTEL-WEBSITE

EC for Display is the same as for Search ...



Time



Location



Device

... supercharged on Display



Topics



Gender



Interests &
Remarketing



Age



Placements

Powerful Bidding for Display



Affinity Segments

Audience Data in Digital Advertising

Advertisers have always sought to reach the right audience



Then

Now

Focus Groups

Subject to bias, cost
and labor intensive

Rich digital data stream

Real-time, multi-channel,
multi-format

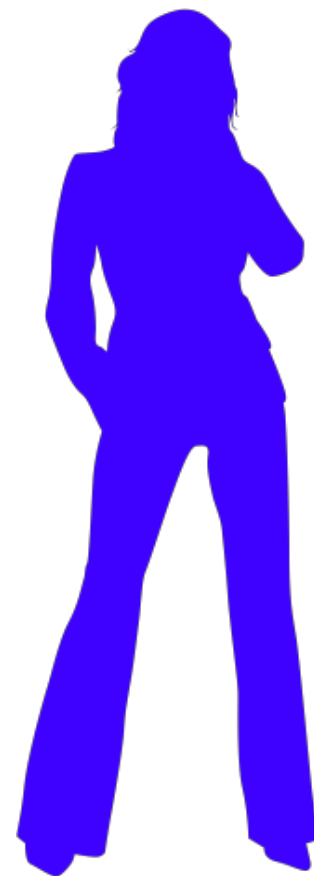
The marketing equation has changed: Audience is in control



Audiences now have nearly unlimited choice and flexibility

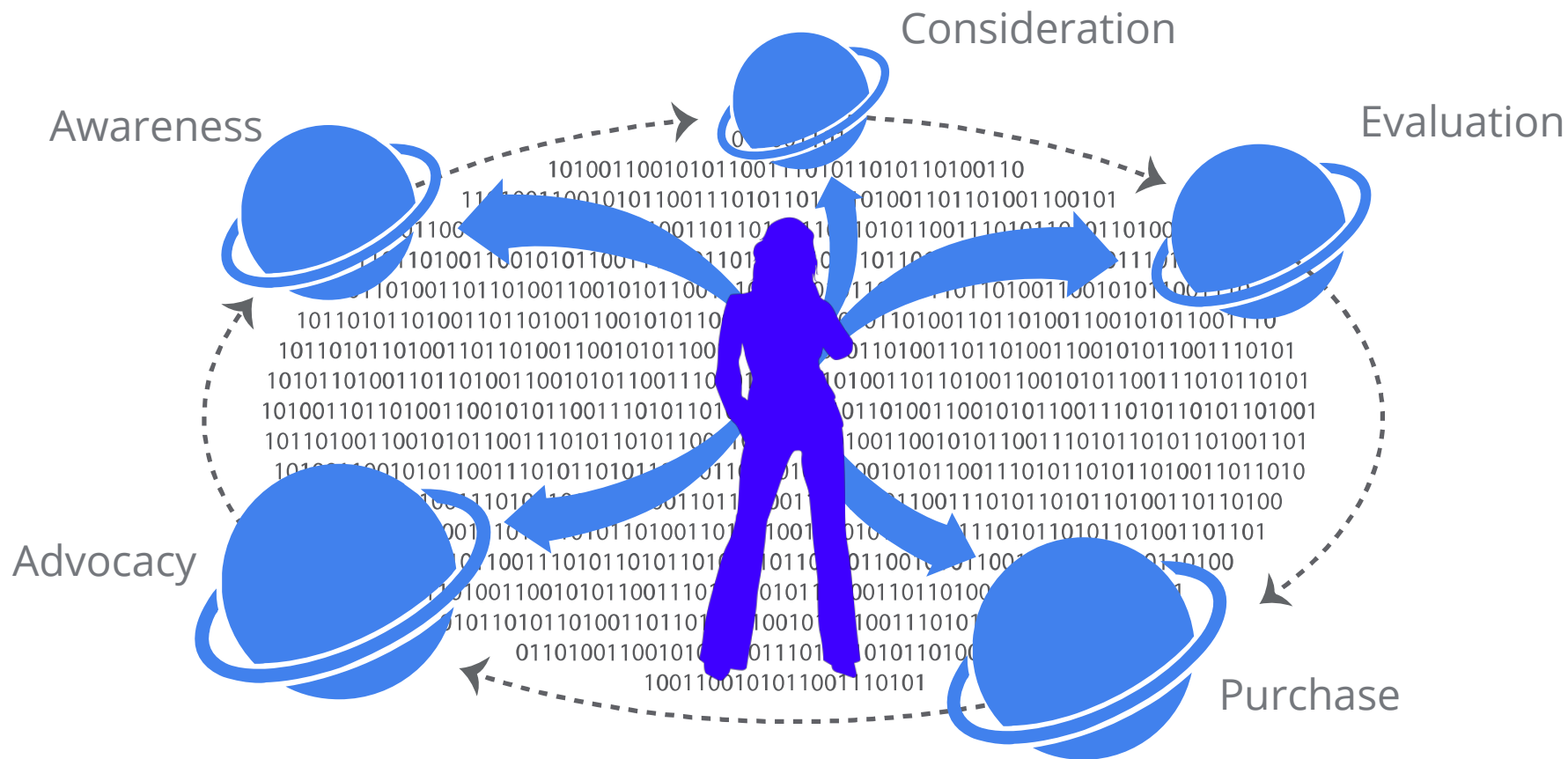
- Unlimited capacity
- Abundant inventory
- Any device
- Any time, any where

Marketers must update their strategies and invest in the right tools and data or **risk losing relevance**



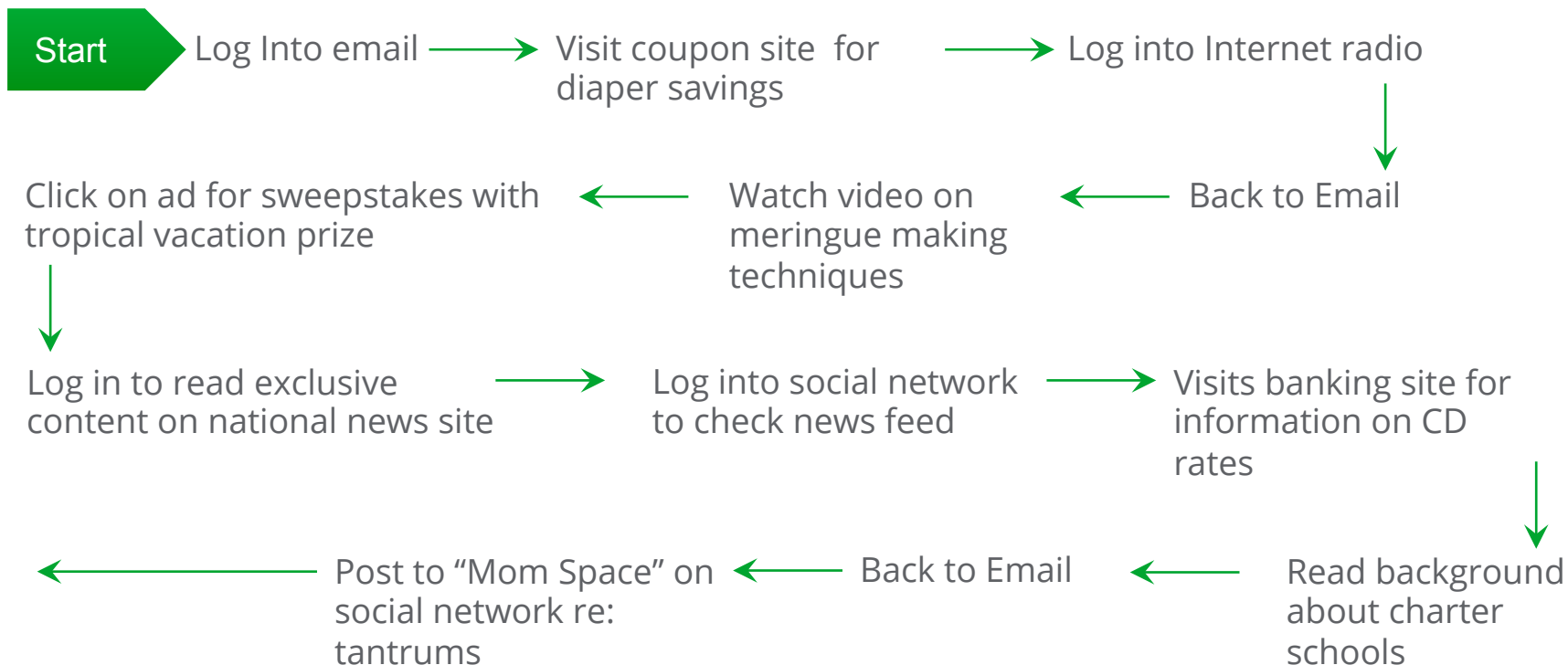
The audience journey has changed

You need to be visible in every part of your customer's non-linear purchase path



Google derives audience data from collections of users' online interactions

Example: A Single User's Online Journey*



Affinity Segments aggregate users who have demonstrated a qualified interest in a given topic, allowing advertisers access to those for whom their product or offering is most likely to matter.



Display-Planner



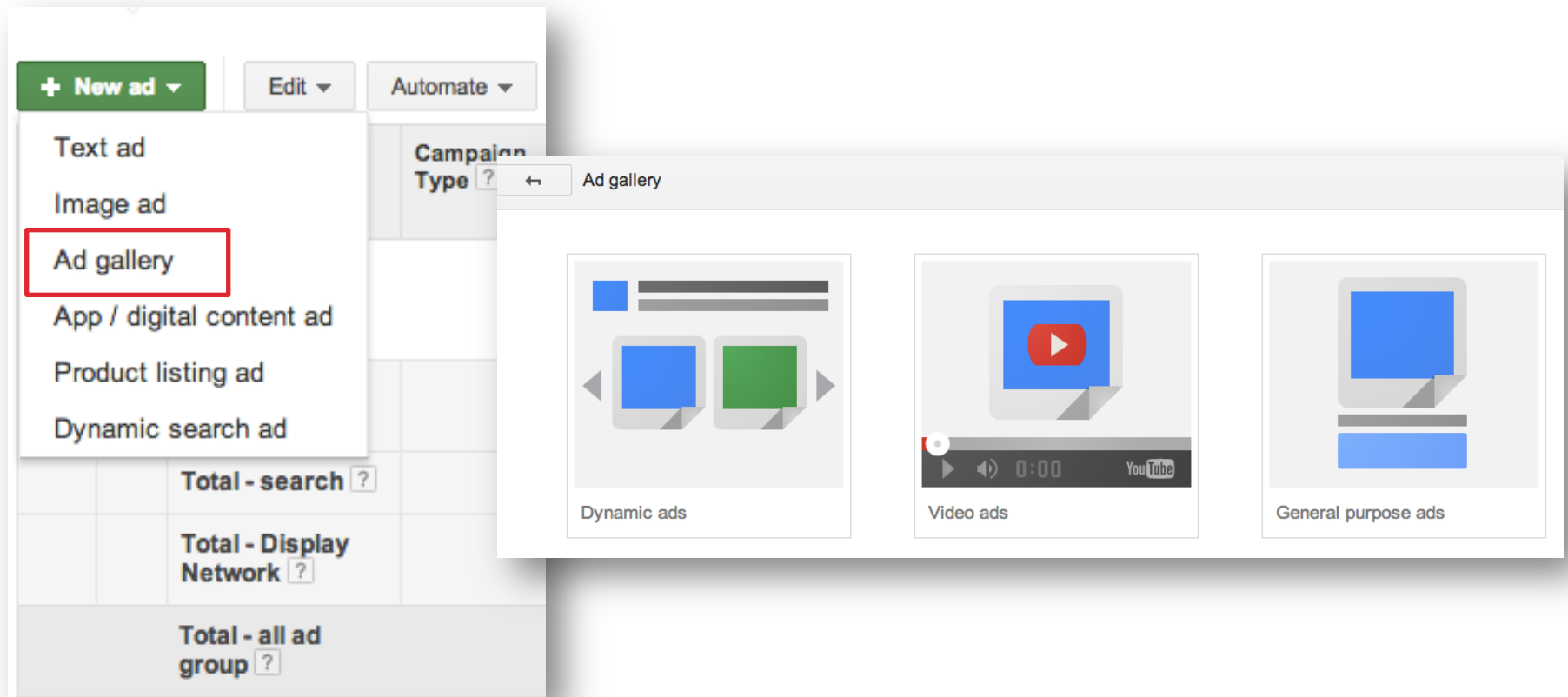
What? A new tool that helps plan and create new campaigns to reach a target audience.

The screenshot shows the Google AdWords Campaign Management interface. The top navigation bar includes links for Home, Campaigns, Opportunities, **Tools and Analysis** (highlighted with a red box), Billing, and My Account. Below the navigation bar, the 'Tools and Analysis' dropdown menu is open, showing options like Change History, Conversions, Google Analytics, Google Merchant Center, **Keyword Planner** (highlighted with a red box), Display Planner, and Ad Preview and Diagnosis. The left sidebar lists 'All online campaigns' with a search bar and a list of campaigns including BG Test Campaign, blabla, BlogSearchDE, BlogSearchEN, Campaign #1 through #6, DSA Test, Holly's Vintage Bags, and KatrinSchafftPlatz Aufräumen. The main content area displays a search bar, a list of campaigns, and a table with columns for Settings, Ads, Keywords, Audiences, Ad extensions, and Dimensions. The bottom section shows filters for 'All but deleted ads', 'Segment', 'Filter', and 'Columns', along with a chart showing 'Clicks' vs 'None' for the period 'Friday, 1 October 2010-Sunday, 31 October 2010'.

What else is new?



Display Ad Builder is being replaced by Ad Gallery



New GDN ad formats

Animated .gifs now also allowed on Mobile and Tablet



Restrictions against flashing / strobing / quick animations still apply. Ads may have no more than 5 frames per second.

All image ad sizes are now available in animated GIF form



Thank You
grbavac@google.com