# Display and Video Advertising

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LESSON 1:
FUNDAMENTALS OF DISPLAY AND VIDEO ADVERTISING
First, we must understand that video and display advertising are awareness generating digital channels. They combine both the science and precision of online audience targeting, which means they’re highly relevant. There is effective campaign performance with emotional engagement of audio/visual, and creative visual formats that capture the attention of the audience and make the most of your advertising placements.

If you aren’t sure whether to consider display or video advertising in your advertising strategy, consider the benefits that they can bring. Both display and video have the potential to increase brand awareness for your brand or product amongst your target audience. You can drive consideration for your brand or product within your target audience with visual advertising formats. You could create purchase intent, free your products or services with highly targeted advertising that clearly displays your products to the user.

You can choose to increase the reach, broad or narrow, of your content across a large target audience and drive frequency of the exposure to reinforce your brand messaging. You can engage and re-engage with customers with display and video remarketing which can mean upselling additional products to past customers or encouraging non-converting website visitors to complete their purchases.

You have the opportunity to choose from multiple types of ad formats to fit your advertising needs when choosing display or video. And video especially can be utilized to complement TV buying strategies in capturing the audiences online that might not be captured by TV.

It’s important to distinguish display and video advertising which are push channels that spread a message, from search engine marketing, which is a pull channel, in that it captures existing demands.

Both display and video advertising serve ads to people who are on websites and/or browsing YouTube, and match your audience targeting criteria. They may not be in market for your product at this precise moment in time in a way that a potential customer performing a search is, however, they could fit your target audience and may be a potential customer in the future.

Video advertising is a branch within display advertising that has a slightly different bidding mechanism to display. As we will see in further examples, it not only drives awareness but it can engage audiences with its audio and visual elements. Search, on the other hand, serves ads to people who are actively seeking your product and show only a certain amount of customer intent.

This indicates they’re already aware of your product or services or they already like it and have already started to consider making a purchase. With video and display advertising, you can reach people at all stages of the buyer journey and particularly reach those at the beginning of the buyer journey, and potentially find new customers who were previously unaware of your product or your service.

Including display and video advertising in your advertising activity is extremely important. Display advertising has the potential to put your ad onto thousands of websites and in mobile apps ranging from large websites to smaller niche websites against related content and in front of interested audiences. With video advertising, the user can choose what to watch, meaning you have a captive audience of engaged viewers among those who choose to view your ads.
This activity is made even more efficient when we consider that, with YouTube especially, the advertiser only pays when the user chooses to engage with their content. So, we only pay when our advertising is being well-received.

**PLATFORMS**

[6.1.2.1] Display advertising has been a very prominent channel for many years and there are a number of platforms that offer display advertising solutions.

Google Display Network: Google Display Network allows advertisers to serve video and display ads to over two million websites, reaching 90% of global internet users. The network includes mobile apps and YouTube, and is available across all devices.

Facebook: Facebook has more than two billion users that you can target with ads, using strong, accurate user data such as their interests and location.

AdRoll: AdRoll has developed primarily as a retargeting platform, which uses its own remarketing pixel to target ads to consumers who have previously visited a website.

Criteo: Criteo is a specialist e-commerce retargeting platform that shows consumers ads for products they’ve viewed on the advertiser’s website. This is a dynamic solution that responds to the unique behavior of the consumer to show them ads relevant to their onsite behavior.

Premium Network Buy: Premium Network Buys are usually bought through a media house. Advertisers can choose to serve their ads on premium websites such as news websites. These premium network buys can guarantee reach for a set budget and are usually bought on a CPM basis. As the name suggests, these buys do come at a premium in comparison to many self-service, auction-based platforms. The higher cost is down to the premium nature of their content.

[6.1.2.2] There are a number of platforms you can choose from when running video advertising campaigns.

Social: Social media platforms include YouTube and Facebook. YouTube is a video-sharing social media network where advertisers can reach potential customers when the customer watches or searches for videos on the platform. Advertisers only pay when the user shows interest.

Facebook allows advertisers to display videos within the newsfeed of users that match their audience targeting while they’re browsing the website.

Video on Demand: Video on Demand in many ways mirrors traditional TV planning. As users catch up on their favorite shows online, advertisers may choose to run pre-roll style ads. This is similar to how ads would run in the ad break of your favorite sitcom, for example.

Programmatic: Examples include video platforms such as TubeMogul and Videology. The emphasis here is on detailed audience profiles, and video advertising inventory is aggregated from a wide variety of sources.

**ADVERTISING BUYING MECHANISMS**

[6.1.3.1] There are three display buying mechanisms to remember when we're planning our activity, including a fixed cost and auction buying mechanisms. We have premium fixed price, which is usually a cost per thousand or a CPM. The campaign is based on a fixed price set by your advertising
platform for every 1,000 impressions that that ad receives. In premium buys, this usually involves a bespoke creative.

In the auction, we have the option to bid on a CPC, cost per click basis, or a VCPM, visible cost per thousand basis. In cost per click, we set a limit as to how much we're willing to pay for somebody to click on our ads. In visible CPM, we're setting the limit as to how much we're willing to pay for every 1,000 impressions that we receive.

[6.1.3.2] With YouTube, we have two main buying mechanisms available for our advertisers. We have premium buys and auction buys. Our premium buys are our mastheads, which is the equivalent to a homepage takeover, which takes over the homepage of the desktop of the mobile site for a day in that market. Or you have a reserved buy, which is guaranteed delivery of a certain volume of video impressions against a broad targeting audience segment.

With auction buys, often referred to as TrueView, the advertiser pays, and the user chooses to engage based on their bidding model of choice.

**CAMPAIGN OBJECTIVES**

[6.1.4.1] Display and video campaigns can reach people at all stages of the buyer’s journey. However, they can have a greater impact at the beginning, when they can be used to create awareness and interest in your product. Therefore, your video and display campaigns should be viewed as upper-funnel activity, and the KPIs that you set for your campaign should reflect this. As an exception, in the case of non-standard formats such as app installs or shopping, display and video campaigns can be viewed as a 'lower-funnel' activity.

[6.1.4.2] Setting objectives is an important part of your campaign, and will influence many of the decisions you make along the way.

- Your advertising goals will dictate which objective you choose when setting up Display campaigns.
- Your campaign objectives will influence which campaign setting and targeting you choose, the ad format you use, and the ROI to expect.
- Campaign measurement will be defined by the objectives.
- Campaign optimization should always be related to performance against the objectives.
- Determining the success of a Display campaign and the ROI is dependent on how it performs against the objectives.

[6.1.4.3] Key objectives for video and display campaigns include building brand awareness, influence consideration, or driving an action.

Building brand awareness – objectives are focused on impressions, customer engagement, reach and frequency. This is when you have a new business, or have launched a new product and your primary goal is to increase awareness of your brand or product.

Influence consideration – objectives are focused on retargeting customers as well as audience targeting. This is when you want to set yourself aside from other businesses with a similar product. You need to educate your customer on your product and show them your unique selling points.
Driving action – objectives are focused on specific targeting, conversion tracking, and remarketing. This is when you want your customers to perform an action on your website, such as buying a product, filling in a contact form, downloading a document, or going to a particular page.
LESSON 2:
CREATING AND MANAGING A YOUTUBE CHANNEL
YOUTUBE CHANNEL SETUP

[6.2.1.1] There are two types of YouTube channel available, depending on whether you're an individual content creator or you plan to operate as a brand online. Personal channels are populated with personal details and generally only have one administrator. Brand channels are run and managed by an advertiser or a company by multiple users. Critically, there are no personal details on this channel.

On your YouTube channel you can upload your videos and house your content online. And it's important to ensure that you keep your channel regularly updated. For example, any changes to your company branding. Your YouTube channel should reflect your business, similar to your website would.

[6.2.1.2] To create a personal YouTube channel, search for YouTube on a computer or using the mobile site. If you try an action that requires a channel, such as uploading a video or posting a comment, you will be prompted to create a channel. Your details will automatically be populated with the details of your Google account. Check these details and confirm that you want to create your own channel.

[6.2.1.3] To create a YouTube channel for a brand, you will begin with a personal channel. This channel will then be deleted in the process of creating a brand channel. Sign in to YouTube and go to your channel list. Fill out the details of your brand account and verify it. Use the account switcher at the top-right corner of your screen to switch between the personal account. Visit your account settings, and next to your profile picture click Advanced Settings. Select Move Channel to Brand Account. Select your brand channel and opt to delete the personal channel that you were logged in as. Follow the instructions on screen to add additional managers.

VIDEO UPLOAD

[6.2.2.1] Upload a video to your YouTube channel with the following steps:

1. Sign in to Google
2. Go to your YouTube channel
3. Click on Upload
4. Choose the video privacy settings
5. Select where you'd like to upload from and the video you'd like to upload
6. Set the basic information and the advanced settings of your video
7. Click Done or Publish
8. Click Share to privately share your video

[6.2.2.2] Metadata helps the discoverability of your videos and tells the system about your content. This is the same metadata that you will later rely on, along with other content, to effectively target your advertising. It is best practice to add all of the relevant metadata including video title, video description, and keyword tags to your video content.

Video Title: Provide a title that will encourage users to click on or watch the video.
Video Description: Accurately describe the content of the video a user is about to watch.

Tags: Add keywords to your video that can be found in YouTube search.

[6.2.2.3] What are video thumbnails? Video thumbnails let viewers see a quick snapshot of your video as they are browsing YouTube.

[6.2.2.4] Follow these steps to add a thumbnail to your video:

1. Sign in to YouTube
2. Go to Creator Studio > Video Manager
3. Next to the video, click Edit
4. On the left of the preview screen, choose a thumbnail
5. Click Save Changes

VIDEO MANAGEMENT

[6.2.3.1] You can use your Video Manager to make changes to existing videos you have uploaded, including enhancing your video quality, editing the audio, or changing the descriptions. You can also add video thumbnails to your videos through Video Manager. It's important to add a thumbnail to your video that accurately represents its content. This is the viewer's first impression of your content, so it should invite them to watch and engage.

You will need to verify your account to upload custom thumbnails. Verification just proves to the system that there's a real person behind this channel. To derive further engagement, you can add YouTube cards to your video. With these, you can add a link to click through to your website, videos on your YouTube channel, a playlist on your YouTube channel, or link them to your YouTube channel to view more.

[6.2.3.2] When creating YouTube content, it's important to remember the ABCDs of effective creative for video. Attract attention from the stars. Brand naturally and meaningfully. Connect with the viewer through emotion and storytelling. Direct the user clearly with what you want them to do next.

[6.2.3.3] There are a number of tools available in the Creator Studio to help you manage your video content.

You have your Dashboards for notifications and alerts, your Video Manager to help you organize your video, Community to review and respond to comments, your Channel to adjust your channels settings, your Analytics to review your channel performance, and Create to create new videos from your library and with your editor.

[6.2.3.4] You can customize and manage your YouTube channel by clicking My Channel in the top right corner of the screen.

Here, you can add your name description to any arts or icons you may have. It's really beneficial to correctly setup and manage your YouTube channel. It ensures continued discoverability of your content online and keeps your presence on the platform consistent.
You can analyze your video performance using YouTube Analytics reports. These reports are generally most important for content creators who rely on the organic success of their videos and are on the receiving end of YouTube advertising.

There are:

- earnings reports, which include estimated earnings and ad performance
- watch-time reports, which include watch times, views, traffic sources, and audience retention
- engagement reports, which include subscribers and annotations reports
LESSON 3: GOOGLE DISPLAY NETWORK AND VIDEO AD FORMATS
GOOGLE DISPLAY NETWORK

[6.3.1.1] The Google Display Network reaches over 90% of people on the internet globally, across 2 million websites. The GDN, as it’s often referred to, allows advertisers to connect with their customers and potential customers with text, image, rich media, and video advertising. It can help you reach people while they’re browsing websites, catching up on news, or even shopping, looking for travel inspiration.

In your advertising, you will choose to target people either based on the context, such as outdoor lifestyles, to particular audiences such as young moms, or particular locations, large cities or rural areas. Also on the GDN, you can choose to remarket to people who’ve visited your website previously.

Maybe past customers to upsell a new product, or someone who visited your website without taking an action.

[6.3.1.2] You have two options when you choose to advertise in the GDN. Search network with display opt in or display network only. Search network at its most basic form, allows you to show your search text ads across the GDN.

With display network only, this is a pure display campaign. It matches visual ad formats with your context or audience settings. Something to be very careful of is each campaign choice gives you the option for a smart campaign, where the system will choose the right bidding or the right targeting. It is not recommended that you choose this because they can be very difficult to optimize and get the results that you want.

[6.3.1.3] When you begin building your campaigns, you can choose from three defined goals: awareness, giving you the opportunity to reach new customers, influence consideration, educate your audience about your unique selling points, or drive an action, be strategic and put a message in front of the right customers at the right time.

DISPLAY AD FORMATS

[6.3.2.1] The Google Display Network (GDN) allows you to advertise in a variety of ad formats.

✦ Text ads are word-only formats, the same as on the Search Network but may display differently on the Google Display Network.
✦ Image ads can be static or animated in. GIF or HTML5 format and are a great way of delivering your message or uplifting brand awareness in a visual way.
✦ Rich media ads are image ads that have interactive elements, animations or other aspects that can change depending on who is looking at the ad and how they interact with the ad.
✦ Responsive ads automatically adjust their size, appearance, and format to fit available ad spaces. They can transform into text or image ads. Responsive ads can also be shown as native ads which generally have good impression and CTR rates.
✦ Video ads are ads in video format that target YouTube or any website that has YouTube ads running on it.

[6.3.2.2] Before creating your ad, you'll need to prepare a file that is sized and formatted appropriately. The Google Display Network offers a wide range of sizes of inventory, and advertisers can upload both non-animated and animated image ads, as well as HTML5 ads.
A static, non-animated image ad on the GDN can be created as a .gif, .jpg, .png, .swf, or .zip format. The size of these images is measured in pixels, and the file can be no larger than 150KB.

Animated image ads can be created in .gif format; the maximum length they can be is 30 seconds. If the ad is shorter, it can be looped, but it must stop after 30 seconds and must be slower than five frames per second. The maximum file size is 150KB.

If you choose to create animated HTML5 ads, you will need to upload a .zip file containing both the HTML file and any other files referenced by the HTML. The maximum file size is 150KB.

[6.3.2.3] It is recommended that you upload ads in a variety of sizes because different websites will host different formats, and this will increase your potential reach.

Some of the most common ad sizes are:

- 250 x 250 – Square
- 200 x 200 – Small Square
- 468 x 60 – Banner
- 728 x 90 – Leaderboard
- 300 x 250 – Inline Rectangle
- 336 x 280 – Large Rectangle
- 120 x 600 – Sky-Scraper
- 160 x 600 – Wide Sky-Scraper

[6.3.2.4] It is recommended to use the HTML5 file format to create animated image ads. HTML5 allows you to make your ads more visually interesting, and it renders better than an animated .gif ad.

**VIDEO AD FORMATS**

[6.3.3.1] On YouTube, you’ve a number of ad formats to choose from. With TrueView in-stream, your video plays before, during, or after other videos. After five seconds, the viewer has the option to skip the ad. This ad format gives users a choice to engage with your advertising. You also have the option of the six-second bumper which is a non-skippable creative. With TrueView video discovery, promote your video in places people would find them, including next to related videos, as part of YouTube search result, or on the YouTube mobile homepage.

[6.3.3.2] For more advanced advertisers, we have options such as TrueView for Shopping and Universal App Campaigns. TrueView for Shopping uses your Google merchant center feed to promote your products, a shopping cart that displays as part of your TrueView ad. Universal App Campaigns allow you to promote your app across YouTube, GDN search, and within the Google Play Store.

[6.3.3.3] The premium offering on YouTube is the Masthead. It’s a customizable creative that runs on the top of the YouTube homepage for 24 hours in your chosen market. It’s similar to a homepage takeover on a premium publishing website. This placement is bought on a fixed price booked on a cost per day basis, and the price for this is going to vary per market.

It can be a very expensive media buy. However, given its prominence, it does have great potential reach.
LESSON 4: CREATING DISPLAY AND VIDEO CAMPAIGNS
**DISPLAY CAMPAIGN CREATION**

[6.4.1.1] During your initial campaign creation, you'll need to apply basic settings at campaign level. This is the first layer of targeting for your whole campaign. If you wish to test different campaign settings, you may need to create multiple campaigns to compare them. The basic settings are: geographic targeting, which is the area, city, or country you want to target; language targeting, which is the language your customers are speaking; and device targeting, which relates to the devices your customers use.

[6.4.1.2] It is also necessary to apply delivery settings to your campaign:

- standard delivery will show your ad evenly throughout the day
- accelerated delivery will show your ads as quickly as possible
- ad scheduling allows you to choose the times and dates when your ads will be shown
- frequency capping allows you to cap your campaign so that your ads aren't being shown to the same person over and over again
- ad rotation allows you to rotate your ads evenly or optimize for your best performing ad

[6.4.1.3] Create a display campaign using the following steps:

1. Go to Campaign level
2. Click + button, select New campaign
3. Select a goal for your campaign
4. For a campaign type, select Display
5. Choose Standard display campaign
6. Set your campaign settings
7. Create an ad group
8. Create ads or choose to do this later
9. Click Save and continue

**DISPLAY AD CREATION**

[6.4.2.1] Create responsive ads to run on the Google Display Network using the following steps:

1. Select Display campaigns
2. Select Ads & extensions
3. Select + button
4. Select Responsive display ad
5. Select an ad group
6. Add and save your visuals
7. Complete your ad information
8. Preview your potential ads
9. Save

[6.4.2.2] There are some important points to consider when you are creating a responsive ad:

- use clear and concise messaging
- consider how the ad will appear across all formats
- include a call-to-action, so users can interact with your ad
- preview your ad in a variety of ad placements

[6.4.2.3] Create image ads to run on the Google Display Network using the following steps:

1. Select Display campaigns
2. Select Ads & extensions
3. Select + button
4. Select Upload display ads
5. Upload your ad
6. Save

[6.4.2.4] Be aware of the guidelines when manually creating ads for different size formats.

- Upload the correct size dimension – you can't be guaranteed to be shown on the placement you prefer if website owners do not allow for a given size and style.
- It’s advised to always include one text ad on the GDN in your ad groups, as many display partners will only allow text ads on their websites. This will make your ads more eligible to be shown on the GDN.

**LINKING YOUTUBE WITH GOOGLE ADS**

[6.4.3.1] Link your YouTube channel to a Google Ads account using the following steps:

1. Sign in to YouTube
2. Select your channel
3. Navigate to Creator Studio
4. Under Channel, click Advanced
5. Under Google Ads (formerly Google Adwords) account linking, click Link a Google Ads account
6. Follow the instructions, and then click Finish
7. The owner of the Google Ads account approves your request

[6.4.3.2] Link a Google Ads account to your YouTube channel using the following steps:

1. Sign in to Google Ads
2. Select Tools
3. Click Linked accounts
4. Navigate to YouTube, click Details
5. Click + button
6. In the “Link a YouTube channel” dialog, search for a channel or enter its URL
7. Follow the instructions to complete the process
8. The owner of the YouTube channel approves your request

[6.4.3.3] Linking your Google Ads and YouTube channels has many benefits:

- your ad views count towards your overall view count
- you can remarket to users who have viewed your videos
- you can add a call-to-action overlay on your videos
- you can use the additional reporting features to report on earned views and subscriptions to your channel

**VIDEO CAMPAIGN CREATION**

[6.4.4.1] You can create a video advertising campaign in Google Ads by following these steps:

1. Go to Campaign level
2. Click + button, select New campaign
3. Select a goal for your campaign
4. For a campaign type, select Video
5. Choose Standard display campaign
6. Set your campaign settings
7. Create an ad group
8. Create your video ad
9. Click Save and continue

[6.4.4.2] The basic settings for video campaigns include maximum cost per view, daily budget, campaign start and end date, location targeting, and language targeting. You can also apply ad
serving settings in the same way, using ad scheduling to specify when you want your ad to run, and ad frequency capping to control the number of times your ad appears to the same user.

**VIDEO AD CREATION**

[6.4.5.1] To create a new video ad, we’ll go into our new campaign, navigate to Ads and Extensions, click the plus to create a new ad, and select which ad group we want this to go into. We’ll start by entering the URL of our video that we already uploaded. We can choose which format this is.

And we’ll enter our display URL, the URL that will appear in the corner of the ad. This doesn’t have to match your final URL exactly. Our final URL is our landing page.

And we’ll give our ad a name. We’ll come back to companion banners later in this segment. The steps are much the same when we are creating a true view discovery ad, up until the point that we choose our ad format.

[6.4.5.2] For the discovery ads though, we must choose a thumbnail for our ad. Think about how this will serve as a teaser for your ad on the networks that you select. You will write an ad copy to accompany your thumbnails. And when a user clicks on your discovery ad, you can choose to bring them either to the video’s watch page on YouTube, or to your YouTube channel. You cannot directly link to an external website.

[6.4.5.3] It’s also important to remember your companion banner when creating your video ads. A companion banner is a clickable thumbnail that will accompany your true view in-stream ad. On the YouTube watch page, it appears next to the ad, at the top-right corner of the screen. You can choose from auto generated companion banners or upload your own.

[6.4.5.4] Our third format is the bumper ad. It’s a short, non-skippable format that is no longer than six seconds. You will have to have your video creative already edited to that required length. You will create the bumper ad in the same way that you’ve created your previous video ads. You will also have to bid on a CPM basis for these ads, as they are not view or click-based.

[6.4.5.5] To give you a real life example, we’ve included a case study where three brands have used bumper ads in different forms of storytelling, from remarketing to very simple stories. They’re great examples of using short form content to achieve your goals effectively. Xbox used the launch day of their Xbox game, Halo Wars II, and invested heavily in remarketing with bumper ads.

La Mer used bumper ads to effectively drive awareness of their brand’s new makeup suite. They created a bumper ad for every product in their suite. Survey Monkey used bumper ads to highlight the value and ease of their tool.

[6.4.5.6] Advanced advertisers may also choose to run a universal app campaign to promote their app across the web. The solution is not advanced as you may think once you already have the app in the Play Store.

You would create a universal app campaign in the same way you would a standard display or video campaign. Detailed steps are in the notes.
LESSON 5: TARGETING DISPLAY AND VIDEO CAMPAIGNS
TARGETING

[6.5.1.1] Put very simply, targeting allows us to place our ad in front of the right person at the right time. Targeting our campaigns increases our audience engagement by ensuring our ads are displayed to the right people and as often as possible. Accomplishing this reduces wasted spend and increases the likelihood that campaigns will deliver a strong return in investment for us.

[6.5.1.2] You may choose to start your targeting strategy by using the Display Planner Tool.

This shows you the potential reach and cost of your chosen targeting. It can be a good place to start when you start running campaigns for the first time.

[6.5.1.3] When you think of targeting, there are two distinct forms, audience and contextual. Think of it as who and where. Audience is who do you want to show your ad to, and contextual is where do you want your ad to be shown.

AUDIENCE TARGETING

[6.5.2.1] Audience targeting allows you to be more accurate when choosing who sees your ads. Using an audience targeting allows you to reach users across the web based on their behavior online, and the signals these actions send about their likes, and their interests, and their purchase patterns.

[6.5.2.2] Audience targeting takes a number of forms. Demographic Targeting, targeting people based on their age, gender, parental status, or perhaps their income.

Affinity Audiences, which are lifestyle and interest profiles based on the user's browsing behavior. An In-Market Audience, a user who's likely to be in market for a particular product or service. Remarketing, which is target users who have previously visited your website, or viewed one of your videos on YouTube. And Similar Audiences, creating a mirror audience based on your remarketing lists or customer email list.

[6.5.2.3] Looking at Demographic Targeting, you can set your bids based on someone's age, gender, their parental status, or their household income in some cases. "Unknown" within the AdWords interface refers to people whose age, gender, or parental status can't be identified or inferred from what they visited online, but you shouldn't exclude unknown ages or genders from targeting as they can often represent a very large number of users.

The age and gender information is based on the information within someone's Google account, so it will be based on logged in users. Otherwise, the system will do a best guess based on their browsing behavior. To exclude this segment is to significantly restrict your reach. Most people will fall into the "Unknown" category for display, but it's much more accurate for YouTube, so it wouldn't be advised to exclude unknown ages or demographics for your display campaigns.

[6.5.2.4] If you're familiar with TV audiences, you'll already be familiar with the concept of an affinity audience. Affinity audiences are particularly good for brand awareness. It’s the broadest audience targeting option available. It reaches people at the beginning of their buying journey. When using an affinity audience, you're targeting people who have shown an interest in particular products and services based on the content they interact with, the purchases that they've made, or websites that they frequently visit.
You have options such as beauty junkies or outdoor enthusiasts, for example. And you can also create a customer affinity audience by blending these interests together for a specific cross section of users, such as travel buffs who are also interested in health and fitness because you might want to advertise hiking holidays to them.

[6.5.2.5] When a user transitions from being interested in a subject to actively beginning their buying journey, they become in market.

In market audiences are very good for reaching people who are in the middle to the end of their buying cycle, and a user is only counted as part of an in market audiences for seven days, up to the point that they make a purchase, or they stop showing interest. This can mean that the reach can be smaller than other targeting options, but it also means it’s highly effective because it’s far more targeting, and it dynamically updates as the users are constantly joining and leaving these audiences.

[6.5.2.6] Remarketing lets you show ads to people who have previously visited your website, watched your YouTube content, or engaged with your app. It allows you to reengage with them as they visit sites of the GGN or watch more videos on YouTube. For example, if a visitor left your website without buying anything, remarketing could help you reengage with them by showing them an ad.

You can also remarket to users who have watched your videos with further videos to watch.

[6.5.2.7] Similar audiences are a custom audience solution. They allow you to create a list of new users based on the list of existing users. When you create similar audiences, you can show ads to audiences who are similar to those in your remarketing list, or your video viewers list.

These similarities are based on shared traits between their online behavior. You can base your similar audience list on your past visitors remarketing, and effectively broaden your reach to more interested users online, or you could take a list of converted users and potentially find more of your ideal customers.

[6.5.2.8] We’ll begin by adding our audience targeting to our ad groups. Here I’ve created tech-savvy young professionals.

We’ll navigate to the Audiences tab, click the pencil or the plus to add new targeting, and we have a choice between our infinity, intent, and life events, or remarketing. Here I’ve chosen infinity audience.

Within Technology, I’m going to pick technophiles, people who have clearly shown an interest in technology.

You’ll see that they’ll appear over to the right when you’ve added them. Within Intent, we have our in market audience and our life events. I’m also going to add IT and technical jobs for people who are in market for a new tech job.

Save this targeting, and it’s been applied.

**CONTEXTUAL TARGETING**

[6.5.3.1] Contextual targeting is matching your ad to the content of the website. When you use contextual targeting, you are deciding where you want your ad to appear based on the content that will be surrounding it. You can target your ad in three ways: using keywords, topics, and placements.
Keywords – target your audience based on the content they watch and search terms they use.

Topics – target your audience through a broad range of content and websites related to the topics you choose.

Placements – target your audience through specific channels, websites, and apps.

If you choose to target ads by content keywords, there are some factors to keep in mind.

First, choose words and phrases that are relevant to your products and services. Just like keywords in search, Google Ads will essentially create a topic around these keywords and match that to a website, web page, or app with the same or similar theme.

It’s important to note that you need to tightly structure your keywords so that the theme is relevant for a correct matching. If you use broad match or phrase match the targeting could be too broad, and your ad may show on a non-relevant website.

Ideally, only use keywords that match exactly, and use them with discretion.

Targeting by topic allows you to place your ads on web pages related to the topics you choose.

It specifies the topic you want your ad matched to in Google Ads, rather than allowing the system to automate its own topic around your keywords.

You can also target your ads more precisely. For example, if you targeted ‘adventure travel’ as a topic, your ad would be shown on a website or YouTube video that includes content about adventure travel or related topics.

Topic targeting allows you to quickly reach a wider audience and generate more traffic to your website. This will typically give you high impressions and a low CTR and conversion rate.

Add topic targeting to your video and display campaigns with the following steps:

1. Go to Campaign level, click Ad groups
2. Click + button
3. Choose the Content Targeting tab below Audiences and Demographics
4. From the drop-down menu, select + Topics
5. Follow the instructions to complete the process

Placement refers to a website or a specific web page where your ad can be displayed. Placement targeting is considered contextual targeting and is also called managed placement or automatic placement.

Managed Placements – you choose the specific website or web page on the GDN where you want your ad to be shown. These can be websites that your customers visit or YouTube content related to your product or services. You can target an entire site or specific pages on the site.

Automatic Placements – Google Ads automatically selects where your ads are to be displayed. They will be reflected as automatic placements on the statistics table of your Placements tab. If you don’t want your ads to appear in automatic placements, you should exclusively use managed placements.
[6.5.3.6] Add placement targeting to an Ad Group with the following steps:

1. Go to Campaign level, click Ad groups
2. Click Placements, click the pencil icon
3. From the drop-down menu, select Edit placements
4. Select your ad group
5. Type in the name or URL of the placement
6. Select Enter multiple placements for adding multiple placements at once
7. Click Save to add the placements to your ad group

[6.5.3.7] You can refine your campaign by combining audience and contextual targeting at the ad group level. For example, to promote a digital camera, you could target users who have an interest in travel, and who are visiting a popular travel photography blog.

If you don’t add any targeting method to an ad group, the only restrictions that will apply will be what you applied at your campaign and account level. This means your ads could be running anywhere on the internet and will likely result in a poor ROI. Therefore, it is worth applying at least one targeting method, if not both.

The company Groupon combine both audience and contextual targeting, as well as location, and align their ads with their offer categories to show the most relevant ad to potential new users.

They gather rich data about what their audience likes which allows them to place their ad in highly relevant places. For example, they can promote family activities to parents or recipe-related ads to people who are interested in cooking or baking.

**ADVANCED TARGETING**

[6.5.4.1] The ‘Observation’ setting is an optional feature for advanced advertisers that allows you to get reports on criteria without restricting the reach of your ad group. This means that observations won’t change who can see your ads or where they can show, but they do allow you to monitor how ads are performing on your selected placements, topics, or audiences while your campaign is running.

Observations show you how additional criteria perform when they fall within the scope of your existing targeting. You can then use this data to optimize your campaigns.

Use observations when you don’t want to narrow your targeting any further but you want to see how certain targeting might perform within the criteria already set.

[6.5.4.2] Add observations to your Ad Groups with the following steps:

1. Go to Campaign level, click Ad groups
2. Choose Keywords, Audiences, Topics, or Placements
3. Click the + or the pencil icon to add or edit existing targeting

4. Choose the Observations option

5. Select the criteria you’d like to add for observation

6. Click Save

**TARGETING EXCLUSIONS**

[6.5.5.1] You can refine your campaign targeting further by using exclusions to manage where your ads will be shown. You can exclude based on demographics, audiences, keywords, placements, topics, or remarketing lists from your campaign.

To exclude by Audiences and Remarketing Lists:

- Click the Audiences tab
- Click the Exclusions sub tab at the top of the screen
- Click + to add exclusions
- Choose to exclude at campaign or ad group level
- Select to exclude specific affinity audiences, in market audiences or remarketing lists from the options

To exclude by Keywords:

- Click the Keywords tab
- Click the Negative Keywords sub tab at the top of the screen
- Click + Negative Keywords
- Choose to exclude at campaign or ad group level
- Enter your negative keywords

To exclude by Demographics:

- Click the Demographics tab
- Click the More sub tab at the top of the screen and choose Exclusions
- Click + Add Demographic Exclusions
- Choose to exclude at campaign or ad group level
- Choose to exclude Gender, Age, Parental status or Income (available in USA) to exclude a demographic targeting method

To exclude by Placements:

- Click the Placements tab
- Click the Exclusions sub tab at the top of the screen
- Click + Excluded Placements
- Choose to exclude at campaign or ad group level
- Enter your placement URLs to exclude

To exclude by Topics:

- Click the Topics tab
- Click the Exclusions sub tab at the top of the screen
Click + Topic Exclusions
Choose to exclude at campaign or ad group level
Choose which topics you would like to exclude

[6.5.5.2] Apply a content exclusion to your ads with the following steps:

1. Go to Campaign level, click Ad groups
2. Click Settings, select Advanced settings
3. Click Content exclusions
4. Select the content exclusion that you want to apply
5. Click Save

REMARKETING

[6.5.6.1] Remarketing, or sometimes it will be known as retargeting, will let you show ads to people who you've previously engaged with online, whether they visited your website, used your mobile app, or watched your videos on YouTube.

[6.5.6.2] Remarketing can be a strong and strategic component of your advertising strategy. It can deliver return on investment for all types of advertisers. By targeting people who’ve previously engaged with you online, you have access to people who are the most likely to buy your product.

You will also have the option to reach out to your existing customers as they search for you and as they browse the web. Your remarketing lists allow you to reach users as they browse over two million websites on their device and on their desktop. You can also tailor your remarketing lists to align with your marketing goals. And because they are so highly targeted they're very efficient when it comes to costs and pricing.

[6.5.6.3] You have a number of options when it comes to remarketing on the display network. You have standard remarketing, where you show your ads to previous visitors of your website. Dynamic remarketing takes it to the next level, where you can automatically populate your ads with the product that somebody was last viewing on your website. Remarketing for mobile apps shows ads to the people who have been using your app in the past.

Video remarketing allows you to show ads to people who have interacted with your video on YouTube in the past. And email remarketing allows you to upload a list of customer emails and using customer match show them ads as they use Google Search, YouTube, or browse the internet.

[6.5.6.4] To begin remarketing, the first thing you'll need to do is to add a remarketing code to your website, this is known as a tag.

After that, the code will paste a cookie on each browser of the visitors that come to your website. Then the visitor's cookie ID is added to your remarketing list. You can segment your remarketing lists to target your whole website, specific pages, or perhaps you want to target customers who have put things in their basket but not converted.

[6.5.6.5] To set up remarketing for the first time in AdWords, click on the settings menu at the top right of your screen, open your shared library, and click Audience Manager, click Audience Sources.
This opens a group of sources from which you can create remarketing lists. To set up the AdWords tag, click Set Up Tag, select which type of data the tag will collect, copy the tag that appears and follow the instructions for implementation. You may implement this for Tag Manager or you may email the tag to yourself and pass it on to your developer.

Once the tag is in place, you will be able to start building lists. The first list that will be created is an all-visitors list, which will be viewable in your shared library once your tag is up and running.

[6.5.6.6] With your remarketing tag in place you can create your first custom remarketing list. Open the shared library from the settings menu at the top-right of the screen, click Audience Manager, Audience Lists, and choose Add Website Visitors.

Enter a descriptive name for your remarketing list. Choose a template from the Who You Want To Add To Your List drop-down menu. Now begin to add your rules. A dialog box appears where you can add all the conditions that a single web page needs to match. Once you're finished, click Done. Enter a membership duration, which is how long you want a visitor to stay in this list.

And you can change this membership duration at any time. You can later revisit these settings that you create here if anything needs to change.

[6.5.6.7] To add your remarketing list to an ad group, add your remarketing list like you would any audience targeting. Go to Audiences, click your pencil or plus icon and select Remarketing and Similar Audiences, search for the list that you want to add, click the box next to each one and the added list will appear in the right column, click Save.

[6.5.6.8] You can also remarket through Google Analytics, which can be a lot easier to implement and has a lot of options. It's easier because you don't have to place a new tag on your website and use the Google Analytics tab that you've already got in place. The data within Google Analytics can be far more in-depth and collect a lot more data about your customers.

**BIDDING**

[6.5.7.1] With our targeting in place, now we can think of our bidding. We have three bidding approaches available to us when it comes to display and video advertising. Our default bids is where we don't set any specific bid for our targeting method and set a default at our ad group level. AdWords will then use this default bid across all targeting methods within that ad group.

With custom bids, we might want to set a bid for each individual targeting method. You can set these as a max CPC or a max viewable CPM. With bid adjustments, we might choose to increase or decrease our bid based on a particular location, device, or day of the week.

[6.5.7.2] We enable our bid adjustment at the targeting method level.

Navigate to the targeting method that you would like to set an adjustment for. On the sidebar menu, click All Campaigns and click on one of the targeting methods, whether it be Keywords, Audience, or Demographic. Select the line for which you want to set a bid adjustment. Click Edit and enter your bid adjustment amount. Click Apply.

[6.5.7.3] A well-developed bidding strategy will help your campaign perform at its most effective.
You will align your bidding strategies with your advertising goals. If you make multiple adjustments on the same campaign, all of your bid adjustments will be multiplied together to determine how much your final bid will be.

[6.5.7.4] When planning your bidding strategy, don’t overlook the device bid adjustment. Consider the importance of mobile, particularly when it comes to your video strategy. Over half the views on YouTube are coming from mobile devices.

Video lengths, particularly on mobile, are shorter all the time.

[6.5.8.1] A good example of this can be seen from Netflix, who tested 3 ad formats from the 30-second TrueView, a 15-second TrueView, and a 6-second bumper ad to see which resonated best with the mobile-first audience. In the end, the bumper ad proved best for product awareness and had the highest lift in search queries.

Their teaser ad proved best for brand ad recall.

[6.5.8.2] You can alter your bids whether your ads appear on desktop, tablets, or mobile, by specifying a bid adjustment at the campaign level or at the ad group level. To apply a bid adjustment, navigate to the campaign settings and choose whether to apply at a campaign or ad group level. And under the Edit panel, enter whether you would like to increase or decrease your bid, depending on the device.

You can also enter a -100% bid adjustment to opt out of a device altogether.
LESSON 6: MEASURING AND OPTIMIZING DISPLAY AND VIDEO CAMPAIGNS
METRICS

[6.6.1.1] There are a number of metrics available to see how your display campaigns are performing. An impression is counted every time your ad appears. A click is counted every time someone clicks on your ad. Your clickthrough rate is the rate at which people click through your ad versus how often it appears. Your cost per click is the average cost that is incurred for you. Your VCPM is your viewable cost per thousand impressions.

Your conversions column will count how many conversions your advertising campaign has generated for you. Your conversion rate is how often your clicks have led to conversions. Your view through conversions are when someone has seen your ad but not clicked on it, but later goes to your website and converts. Reach and frequency gives you an idea of how many people have seen your ad and how often.

[6.6.2.1] You have similar metrics for your YouTube campaigns with some dedicated metrics for the video format. Impressions are recorded when the ad is served for five seconds or more or if the ad appeared in the search results page. Views are recorded when a user has watched 30 seconds of your video or the full length of the video, whichever comes first. Your view through rate measures how often a view has occurred compared to how often your ad appears.

Your clicks are how many people have clicked on your ad. Your cost per view is how much each view has cost you and what you’re charged on. And your CPM will be the bidding mechanism that you use for your bumper ads. It allows the advertiser to pay for every thousand impressions your ad receives.

DISPLAY CAMPAIGN REPORTING

[6.6.3.1] Report on Display campaign performance with the following steps:

1. Select Reports
2. Select Predefined reports (formerly Dimensions)
3. Select Topic/Audience from the Display/Video or Basic menus
4. Filter reports by Campaign, Ad group or any of your metrics
5. Adjust date range or change chart type between table/line/bar chart

[6.6.3.2] You can analyze performance within the Google Ads interface by customizing your columns within the targeting and ads tabs.

[6.6.3.3] You can add columns to review the performance of your display campaigns.

➤ "Performance" will show you impressions, clicks, CPM, and cost.
➤ "Viewability" will show you viewable impressions, average viewable CPM, and your viewable rate.
➤ "Conversions" will show you viewable impressions, conversions, cross-device conversions and view through conversions.
➤ "Competitive metrics" will show you your display impression share and how much is lost due to budget or rank.
And you can also add attributes such as your campaign type, your bid strategy type, or the bid adjustments you have applied. You can review these metrics in the interface or download them to review later.

**VIDEO CAMPAIGN REPORTING**

[6.6.4.1] Similarly, with video campaigns, you can analyze your performance with pre-defined columns. Click Modify Columns in the columns drop-down menu. Your views report columns will help you monitor your video views. Audience metrics will help you track the growth of your YouTube audience. Your branding metrics will show you how well your video ads are building your brand awareness.

Conversions will help you analyze your click and conversion data. And reach metrics will help you understand how many people are seeing your ads.

[6.6.4.2] You can also modify your columns within the AdWords interface for more specific metrics and detailed reports. There are a number of added metrics against which you can review your video campaigns. Earned views are the number of organic views accrued by your video campaigns.

Earned subscribers are how many subscribers you’ve gained to your channel. Earned shares are how many times someone has shared your video content. And Earned Likes are the number of organic Likes your campaigns have driven for you. Your view percentage will show you what percentage of the video your users were watching.

[6.6.4.3] Each targeting method will display performance metrics within the interface, as you navigate between them.

Use the video targeting report to analyze the performance of specific targeting methods against your KPIs. The Ads tab will allow you to see how your individual video ads are performing and compare your ad formats. In your Settings tab you can review reports on device location and language performance for your video campaigns.

**GOOGLE ANALYTICS REPORTING**

[6.6.5.1] Google Analytics can be used to analyze the follow-on effect that your display or video campaigns have had for your website, and the extent to which your users have engaged with your site after seeing your ads. You can use the specific Google Ads display targeting or video campaign reports to analyze the performance of your campaigns.

The Google Ads Display Targeting report includes data from the Google Display Network and Search Network with Display Select campaigns that use one or more of the available targeting options, be it display keywords, placements, topics, interests and remarketing, age, or gender.

The Google Ads Display Targeting report uses each targeting option as a Primary Dimension. For all but the Placements dimension, the report also includes the Campaign and Ad Group dimensions.

Video reports in Google Analytics can be used to analyze the performance of video ads, devices, geography, location, operating systems, browsers and video campaigns.

[6.6.5.2] You can use the video campaign report in Google Analytics to analyze the performance of your video ad campaigns and understand the importance of video campaign performance in the
context of your overall website KPIs. You can customize and extract reports on your ads to analyze specific aspects of your campaign's performance:

- Select a metric group that matches your KPIs using the Explorer tab, for example, Site Usage, Website Clicks, or Engagement
- Choose dimensions to analyze, such as Ad Content or Video
- Add Secondary Dimensions such as Device Category
- Sort tables by your most important metrics, for example, ROAS (Return on Ad Spend)

**CAMPAIGN OPTIMIZATION**

[6.6.6.1] After you've run your reports, you can analyze the performance of your display campaigns, and you might want to optimize your campaigns to assure you're reaching your goals. Consider rotating your creative, and maybe test new messaging. Test new targeting options with observations. Adjust your bids accordingly in line with the performance that you're seeing. Monitor your ad's performance regularly, and optimize where needed.

Reduce the bids on poor performers. Increase the bids on your top performers. Amend your targeting to improve your CPM or your clickthrough rate. Restrict or reduce your targeting where your budgets are being exceeded every day, or adjust your ad scheduling, your delivery, or frequency to control your budget in how it's used over the day.

[6.6.6.2] Likewise, after you've run your reports on your video campaigns, assess the performance against your goals, and judge whether or not your investment is generating a return.

Optimize your campaigns based on what your KPIs are, whether they're views, engagement, your reach, or traffic to your website. Optimize your video campaigns in the same way you would a display or a search campaign. Reduce your bids on poor performers or, to increase your reach, increase your bids on top performers. Amend your targeting to improve your view-through rate or your clickthrough rate.

Expand or restrict your targeting to make sure you're reaching your daily budgets, and adjust your ad schedule and your delivery.