



DISPLAY ADVERTISING

Practical Exercises

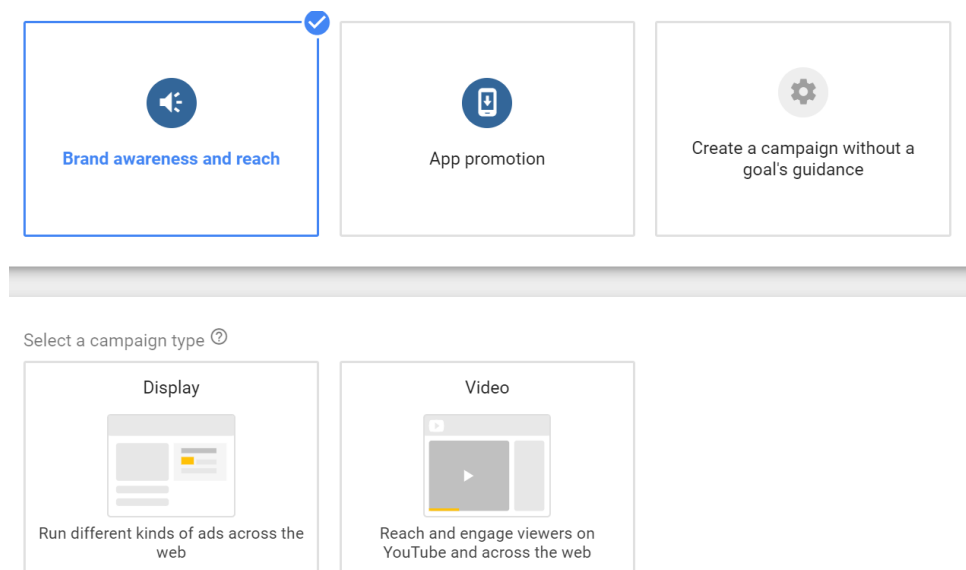
Exercise 1

Lesson Goal: Recognize how you can set up a display advertising campaign

You have been working as a media analyst in a car rental firm for six months. After reviewing your conversion data according to device type in Google Analytics, you realize that conversion journeys have a 50% higher conversion rate when they begin with a mobile click. You decide to run a mobile-targeted display campaign on the Google Display Network to leverage low-cost mobile traffic and measure the impact of display activity on conversion rates. As you have limited budget for creative formats across devices, you decide to use responsive ads for mobile and desktop in Google Ads.

Begin by going to your Google Ads Manager account, which you created in the Paid Search practical exercises:

- Create a 'Display' in Google Ads by pressing the '+ new campaign' button in a Google Ads account in your Manager account.
- Choose an awareness objective and select 'Display' as your campaign type. Enter your location target, budget of 0.01, and bid of .10.



- Now enter some targeting criteria. Choose an audience from the audience targeting section (type 'holiday' or 'car rent' into the audience search bar and choose an appropriate audience to target), and name your ad group.

Edit targeted audiences

SEARCH

IDEAS (48)

BROWSE

None selected

Search and filter by term, phrase, or URL

Recently selected

Website visitors

Travel Page Visitors

YouTube users

YouTube - Watched a video as an ad

In-market audiences > Travel

Sightseeing Tours & Tourist Attractions

In-market audiences > Travel

Vacation Packages

Affinity audiences > Travel > Travel Buffs

Beachbound Travelers

Affinity audiences

Travel

Select one or more audiences to target.

➤ In the Ads section of the campaign, enter the required text fields, enter your final URL, and choose the images for your ad by letting Google Ads scan your website. When you've finished creating your responsive ad, save your campaign.

Ads

Create an ad now, or skip this step and create one later. Your campaign won't run without an ad.

+

AD

CREATE ADS LATER

1 Create your campaign

2 Confirmation

New responsive display ad

Final URL

Images and logos

Add at least 1 landscape image and at least 1 square image

+

IMAGES AND LOGOS

Videos

Optional, but add up to 5.

+

VIDEOS

Headlines (up to 5)

0 / 30

ADD

Final headline

Ad strength

Leave feedback

+

+

+

+

Images

Headlines

Descriptions

Incomplete

Add a final URL

Preview On

DISPLAY NETWORK

YOUTUBE

EMAIL

Mobile

Desktop

Key ad formats

Example of your image ad at 300x250

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- When your campaign is set up, click on the 'Ads and Extensions' tab on the left-hand menu of Google Ads.
- Click the '+' button to create a new responsive ad.
- Fill in the text details and choose to 'Add Images', then enter your final URL to scan your website for appropriate images.
- Select your logo and main image, and save your ad.
- Take a screenshot of the responsive ad variations to send to your brand department for sign-off.

Exercise 2

Lesson Goal: Add targeting to your campaign

- Navigate to your Google Ads account and select the 'Campaigns' tab on the left-hand menu.
- Choose your existing display campaign and navigate to the Ad Group level in your left-hand menu.
- Press the '+' button on the Ad Group level to add a new targeting group to your campaign.
- Choose to target an audience based on their purchase intent. Choose 'Hotels and Accommodation' to target holiday-makers with your car rental ad who might be interested in renting a car to use on their holiday. When you've added your targeting, name your ad group after the audience you are targeting and return to the campaign.

The screenshot shows the 'Create your ads' section in Google Ads. At the top, it says 'Create your ads' and 'Create an ad now, or skip this step and create one later. Your campaign won't run without an ad.' Below this is a button labeled '+ NEW AD'. The main section is titled 'New responsive ad' and includes a prompt 'Add your own images or use our free library.' with a '+ IMAGES' button. Below this are input fields for 'Short headline' (0 / 25), 'Long headline' (0 / 90), 'Description' (0 / 90), 'Business name' (0 / 25), and 'Final URL'. To the right, there's a 'Preview On' section with tabs for 'DISPLAY NETWORK', 'YOUTUBE', and 'GMAIL'. Below these are icons for 'Mobile' and 'Desktop'. A 'Key ad formats' dropdown is also visible. The preview area shows an example of an image ad at 320x568, featuring a placeholder image and the text 'Short headline' and 'Description'.

- Write your ad copy and set your landing page.
- Press 'Cancel' so you don't set your practice campaign live by mistake.

Exercise 3

Lesson Goal: Campaign Optimization

- After you have added your additional targeting, you should see two targeting groups on the Ad Group level:
 - The original targeting group from when you set up your campaign
 - The second 'Hotels and Accommodation' targeting group you just added.
- Continue to add new targeting groups to your campaign as you see fit.
- As long as you keep naming your new Ad Groups after the audiences you are targeting, you will see a list of all of the audiences you are targeting on the Ad Group level in your campaign.
- To optimize performance, increase the bids of the best performing targets and reduce the bids of poor performing targets based on the data you are seeing.

