



Digital
Marketing
Institute

DISPLAY ADVERTISING

Transcript

Display Advertising

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LESSON 1: FUNDAMENTALS OF DISPLAY ADVERTISING

Display Advertising

So digital display advertising, what exactly is it? Well, it's an outbound display advertising format where you target predefined audiences with images or banners. There's also native ads and text ads in the mix in there. You target them on different websites, on social media platforms, and also on mobile apps. Very important here, outbound advertising is a concept where the advertiser targets the audience and sends their message out to them as opposed to something like inbound, which would be search where the audience comes to you. So there's a key difference between the type of marketing that display is. It's an outbound advertising format.

And that brings us nicely on to talking a little bit about the differences between search and display. So, it's really important to distinguish between display advertising, which is what we call a push channel, and search, which is more of a pull channel. So, what a pull channel does, it captures existing demand, and what a push channel does is it sends out messaging from a brand to generate that awareness, ultimately to begin the journey of that demand.

Another common distinction between display and search is that we target audiences with display, whereas with search the audience essentially comes to you and targets you. Search serves ads through to people who are actively looking for your product, and they will show what's called consumer intent. So essentially, they're coming to you with a need or a want that needs to be fulfilled, whereas with display you're going, "Maybe you would like to be interested in this product".

When we visualize a funnel, it's quite clear to see where display fits in the consumer intent journey. So we begin with awareness and interest. So this is kind of where display fits in. We're sending our message out there to people, to audiences who may potentially be interested in the product.

And as we move down the funnel, as they get more and more aware, as they align it to their needs, we start moving into the consideration and conversion areas. So, consideration and conversion can be with around channels like remarketing, and shopping, as well as search as well. And then with a retention piece, the remarketing fits back in there too, because if you think about remarketing, we're sending ads out to pre-existing customers or people who've been in that site before. So if we want to retain these people as repeat customers, it makes sense to kind of remarket out to them with special offers for people who have been on the site before, etc.

Just to go through some benefits of display. So the top benefits of display is where we increase our brand awareness. The thing about brand awareness and product awareness is, consumers aren't going to actively know they need your product until they know about your products, so driving that awareness is key. And likewise, when they're in that kind of decision-making process, it helps improve the consideration set and brings that product into what's called the top of mind.

And once you're in that zone, then you can start kind of pushing a little bit forward, maybe bring in some social or bring in some search to just convert them on to the revenue generation piece. But ultimately we have to begin with awareness and then driving our consideration, because when we want to create that purchase intent, it has to start somewhere, and ultimately this is what our display marketing does.

Likewise, because searchers, for example, and I use search as a comparison here, because searchers for example, know about your product and they actively seek it, they represent a small slice of the overall market, whereas what display does is it branches out to many different audiences,

and ultimately increases your reach. And likewise because the reach is so broad, and targeting with different methods like retargeting, we can re-engage with our existing customers.

The other great thing about display that really trumps search is the fact that display advertising formats are a lot more engaging. They're visual, they can move, they can change shape, you can enter details, they're a lot more engaging. And when it comes to social display or video, we're bringing in audio and moving pictures. We're also bringing in the ability to comment, like, or share. So the engagement levels go right up. So our ad formats are really, really effective in that regard.

The other thing is, comparative to traditional ad formats, TV, radio, print, or any of the other outbound traditional formats, digital display is a lot more cost effective in the fact that you don't have to make TV ads or print big billboards, and if you do need to change something, it's relatively cheap and inexpensive to do. You don't need to go to printers and get them put up again or anything like that, so you can see the efficiencies being driven by digital display.

Of course it's not all rosy, and there are some challenges certainly around digital display. You find that in recent years, the rise of ad blockers, the extension in Chrome, or any of the other browsers that prevent ads from being shown. So even though you're trying to serve your ads, there is a preventative measure in the person's browser that stops it from actually being seen by your audience.

So finding new ways to engage with the audience or sidestep ad blockers is a key challenge. Like with every kind of ad format, ineffective creative means that your message won't get across as effectively as you'd like, and can just lead to poor results. Likewise, with audience targeting, if you don't actually know who you're targeting, your message won't be received or as understood as well as targeting the correct audience.

And again, lack of cut through represents an ongoing problem across all ad formats; that is, we refer to it as banner blindness, when there's so much out there, when there's so many ads out there, it's difficult to actually cut through that mix and get your ad seen by the right audience, at the right time.

Planning

The objectives for a display campaign, because of the type of activity it drives and encourages, which is awareness and consideration, is different generally than the KPIs you will set around search, which will be more around conversion and driving sales or leads or revenue or whatever it is. So in the planning stage for display, we want to look at, are we trying to build awareness or influence consideration? Which would be more in that top-of-funnel area, whereas there is also the option to drive action. So the driving action piece tends to come in with your remarketing or any kind of very precise audience targeting, with a clear CTA. The results will be quite different now between paid search for example, and to drive action piece, and displaying the drive action piece.

Both will do it. Just I would say that search will be more on the effective side, while the drive action piece with display will be more around recovering, maybe people who didn't buy in your site, so you're remarketing to them or whatever. So it is an option, it's just it's the less effective option within the three.

Like we'd mentioned in the problems that we're... the difficulties we face with display advertising, defining your audience is where you begin. So, we need to find, who are the audience who are most likely to be interested in our product? We can discover this through brainstorming, through internal research, through just what we know about the market itself, and common sense and best practice.

There are also predefined audience targeting within things like the Google Display Network, within social mediums, and then there's advanced audience targeting using display, programmatic, or other methods of retargeting like that.

But business intelligence which relates to those KPIs that we set out for our initial campaign, and the lines to our audience is a core facet, and just can't be, I suppose reliance purely on your media house or the predefined options within the platforms means that we're lacking the bespoke needs of our own business, that you know should inform who we are actually targeting.

Then likewise, we need to understand where they actually are. So we will find that different markets and certainly, different areas within market cities and suburbs will behave differently. Defining then the audience groups within those regions. And then on the next level and final level should be demographics. We'd always recommend not starting with demographics, because demographics doesn't represent the motivation of the person. Two 25-year-olds could have the exact same demographic, but very different motivations in terms of fitness, for example. So, targeting just 25-year-olds with your ad for a certain fitness product might not suit the other 25-year-old.

So as you see, demographics is not the starting point for any audience targeting. It is an extra level on the motivational or psychographic targeting that we like to begin our targeting with. And then, if we have the ability, budget and data, we can start using things like programmatic. So what programmatic does is it looks at your website, it looks at your conversions, it feeds it into an algorithm of maybe 11 million different variables, and it picks the right audience, creates a profile, and serves your ad to those people at the right time based on the historical data of your site, data within the market and data about that audience.

So the targeting and the bidding is all done automatically through machine learning and artificial intelligence on the programmatic scene.

And then finally, we can also look at what websites people have visited. So, if you can understand where they go, we can just have an arrangement with that website. So if it's a certain newspaper, the Guardian or the New York Times we can have an arrangement, a display arrangement, with those newspapers, for example to serve display ads to their audiences, because this is where our audiences go.

Indeed, we can serve it on different sections too, so it's not just the entire run of site.

Media Plan

A media plan defines where exactly our ads are going to go. Media plans can be created by our internal team, by yourself, or indeed by our media agency that we're working with.

It's a very useful document because first of all, it's a financial document that shows what we're paying and what we're getting. It shows where we're going to be doing the activity, the names of the websites, or the type of targeting, and it will also show the run dates. So when these campaigns or when these line items are expected to run. So when we have all of this in one place, we're able to see in a snapshot what our campaign is going to do, what we're going to deliver in terms of that reach, impressions and clicks. And we can, if we have enough historical data, start predicting things around conversions. But it's not always wise because of the type of channel that display is, that we don't always want to include the conversions on a display media plan because its pure focus is to drive awareness, not drive action. Search drives action.

So this will show us our reach and our impressions and all of that stuff in one centralized document. It's very useful for keeping things on track, making sure things go live, and making sure that you'll not overspend or underspend on certain channels.

The benefits of a media plan as I mentioned is, you can track your overall costs, and you can project manage your campaign, you can forecast results based on the number of impressions you get versus your KPIs, it verifies your media choices because you can go back to your media plan and see what worked and what didn't. And then that will inform how you're going to deliver your creative, because you might find that certain types of placements, social placements, for example, might have more informal creative style versus traditional display placement. So it may inform how and what type of creative you do want to deliver for the different line items.

Creative Brief

A creative brief is what you write and scrutinize in terms of what is the messaging you want to give to your audience? A creative brief is a document that's written by the campaign planner or channel manager for a designer or creative house to give a series of assets or outputs. They can be video, they could be banners, they can be copy, it can be content, it can be native. There's various different formats that we can request. It's all put in the brief. So, I mean what we need to include is our product details and our campaign objectives, then the creative knows what they're writing for and what they hope to achieve with their ads, and then the information on the audience based on what we know about them and any research. So, the type of tone that would be brought into the ad, so they know that, well this is the type of audience and this is the objective, so this is the tone, colors, and style they should use in the ad.

That informs the messaging and the copy, and then that will ultimately translate into the required formats based on our pixel dimensions. So whether it's a static ad, whether it's an animated ad, if it's a social ad, if it's a video ad. We do need to go granular and make sure that we do include as much media details in the brief because the creatives work off this and they need to know what they're doing and how they're doing it.

And then finally, we always need to include our brand mandates, so anything to do with logos, stylesheets, Ts&Cs, offer ends, colors, any of that stuff all has to go in because that keeps the client happy. So you can see the media plan sets out where we're going to put our ads, and the creative brief translates that media plan into the messaging that we're going to bring out to our people.

So, the benefits of a creative brief, well, it communicates the requirements in an efficient way to designers. That means that you'll reduce the amount of wasted hours, it reduces time and cost. And as I said, it gives you a holistic view of the campaign, because this is the ultimate output of your campaign, and it validates the effectiveness of agreed messaging, because when you see it live, when you see it created, you're able to see, yes this is on brief, or no this is off brief.

And when you have that, you're able to scrutinize the activities that you've already undertaken.

LESSON 2: SETTING UP A DISPLAY ADVERTISING CAMPAIGN

Display Platforms

So, an example of just some display platforms here.

So, we've got our Google Display Network. The Google Display Network allows advertisers to serve video and display ads and over 2 million websites, reaching over 90% of the entire internet population. So, you will reach nearly everyone on the web using the Google Display Network. There's multiple ad formats, there's different targeting options, and a diverse selection of video and responsive ads to choose from.

And then we've got Facebook. So, Facebook is a social media platform, equally 2 billion users worldwide. They're quite engaged. They're, what's called a logged in environment. So, because they have a profile with an email address to access the platform, and we have access to their demographics and their interests and various things like that. So, it's a strong and accurate way of targeting people. And if you consider the mobile nature of Facebook and the mobile nature of the internet community, it's a very close medium to transit users. So, it's good for targeting any kind of mobile use.

So, we then have AdRoll. AdRoll is primarily known as a retargeting platform. And what we do is we add a pixel to your website or a piece of code, and anyone who goes to the website is then retargeted, essentially served out on premium websites and premium partnerships across the web with your ad. It's based on a CPM basis and there's a slight amount of programmatic associated with it too. Likewise, with Criteo. So, Criteo is a specialist e-commerce targeting platform. So, when you look at a particular product in someone's website, and then you decide not buy, and then you move to another website, Criteo will serve you that product, the image from the website, the price from the website, and when you click through in that ad, it drives you back to that product page. So, it's a highly specific e-commerce retargeting option.

And then we have other things like Premium Network Buys. So, we spoke briefly about Premium Network Buys, if you wanted to buy access to a particular audience. So, if you wanted to buy access to the Guardian's audience because you know that they're likely to be interested in your product, or indeed a section on the Guardian or a section on the New York Times, or whatever it may be. It's premium, so therefore it's more expensive.

Unlike the Google Display Network where you pay on a cost per click basis, so you only pay when someone clicks, with premium display, you tend to pay on a CPM basis, which is cost per thousand impressions. So, again, it goes back to the awareness piece. You're serving impressions because you want to generate awareness.

And then premium display tends to be anywhere between... it can begin at €8 CPMs versus what you've been paying to Google Display Network could be €2, €1 CPMs. So, it's a lot more expensive, but the impact is a lot greater, the ad choices are a lot greater, the ad formats, the access to a particularly specific audience is a lot more impactful. What we do with premium display is we tend to leave it for very large campaigns like a summer sale, or winter sale, or something like that. It tends not to be for Always On or ongoing activity. Your Always On display will be generally based in Google Display Network, or Facebook, or perhaps some low-cost programmatic.

Google Display Network

So, we'll begin with the Google Display Network, or GDN as it's known. The Google Display Network is a good starting point because it's a low-cost mass reach channel with great targeting options. The

Google Display Network or GDN is a display advertising channel that allows advertisers to serve display ads to their target audiences using Google Ads. So, Google Ads is Google's ad serving product where you do search and video and display. So, this is the display functionality of Google Ads itself. The GDN allows advertisers to connect with customers and potential customers using text, using image, using rich media, using video created on YouTube.

It reaches millions of websites. And the expansiveness of this network means that you can drive your awareness out to different locations at different times for a relatively low-cost investment compared to other channels. It can help you reach consumers when they're browsing websites, reading the news, reading content that's related to your ads or related to your product.

So, the connection between the content they're reading and your ad, it's hoped that will drive a bit of awareness, or connection, or interest, or just begin the journey through the top-funnel activity. And we can also target people on lifestyles. We can look at people based on their interest, based on the types of websites they look at, based on the content within the websites. We can retarget them. We can also select specific placements. So, specific websites, we might find that there is a specific website that we do want to target on the GDN, and we can do that. So, specific website targeting is not solely associated with premium buys, you can also do on the GDN. It tends to be in lower quality ad formats or ad units, but still the option is there.

Just to go through some benefits of the Google Display Network and indeed, some drawbacks. So, like any display, it does allow for brand awareness. It can drive back consumer intent or interest in the product. We can do remarketing, and remarketing is quite powerful on the GDN because there is an integration with Google Analytics. So, we can remarket to people not only on pages that they've looked on your website, but the type of activity that they've undertaken on your websites. So how long they might have spent, if they are repeat customers, if they came from a certain channel.

So, the type of remarketing that Google Analytics allows you to build can be easily transferred to the Google Display Network. It's not able to be transferred to any other network. So, there is a USP associated with Google Analytics retargeting and the GDN. Unlike the CPM-based advertising where you pay for an impression, on the Google Display Network, you don't. You only pay if they click through. So, your impressions are actually free. So, now there is a caveat to that the fact is that, like, you will pay if someone clicks through, but we're happy to pay because if they've clicked through, it shows that they have a higher level of intent than someone who just looks at our ad. They've not only looked at our ad, but they've decided to move to the next stage and go to the landing page.

So, but our impressions are ultimately free. So, our awareness piece gets the benefit of that. Likewise, it's quite measurable, it's countable, and it's flexible. Because unlike, as you said, with traditional display, if you have an ad up there, your ad has to be up there, it's printed, it's made, and it's on the billboard or whatever like that. Whereas with digital display, your ad could be swapped out very easily. So, that flexibility allows you to chop and change in campaign. And if something has to change very quickly, it can happen at a turnaround time based on your creative outputs. And that brings us on to the different ad types that are available to us. So, because the Google Suite involves YouTube and a variety of different ad formats, it's a highly flexible option for us.

The only drawback is; it is very specific in things like file size. So, while the format and the messaging can be quite creative, the file size is limited to 150kb. So that gives us a limited scope for highly creative options. We can't do certain things where creativity simply because the files can't be that big. And as a result, the placements that tend to sign up to the Google Display Network can't command those premium prices, so sometimes we do get shown on less impactful and lower value placements as a result. And because it's such mass, it's such a wide-reaching net, your expectation

has to be managed in such a sense that your results don't get skewed beyond what you actually expected.

Ad Formats

A very important aspect of any kind of display activity are the images and ad sizes. So the ad formats as we call them. This is a series of ad formats here. These are the most common ad formats, standard ad formats across the web. We've got our leaderboard, which is the most, I suppose, the most impactful ad format in terms of click through simply because it's at the top of the page and it's the first thing that people see. As a result, it drives most clicks.

The most engaging ad format is the MPU, which is a 300 x 250 ad format. It's a square, it tends to be in the content, embedded in the content. So, when someone's reading something and their eye glances into the MPU, we hope to catch their attention and engage them more. And then the final most common format is a skyscraper formats where there's a skyscraper or a white skyscraper. They are commonly used formats. They tend to be less impactful simply because of where the eye line is on the page. With the leaderboard, it's at the top, it's the first thing we see, we get it. With the MPU, it's in the middle, it's in the content we're reading. Whereas with skyscrapers, they tend to be just to the side of the content, so as a result, our eyes tend not to focus in on where the skyscraper is. As a result, it's less effective.

There are other formats and other formats to consider around mobile. So, we've got mobile banners and large mobile banners. This is a key consideration because if you think a mobile format, mobile screen's actually quite small, so creating a separate suite of mobile banners allows you to ensure that your messaging is readable on a mobile device, because if you simply scale down a leaderboard or an MPU onto a mobile, it may not actually be readable. So, doing a 300 x 50 banner ad on a mobile device allows you to ensure that the messaging is readable, which is essential to what we're trying to achieve here.

Just some specifications around ad formats. So, we've got our non-animated ads, or static ads, which can be GIFs or JPEGs or PNGs. We've got animated ads which can be GIFs. And then we've got HTML5 ads which can be uploaded into Gmail and expanded out in a specific ad format. And we'll talk a little bit about those later. So, the maximum file size, as I said, it's 150kb and the measurement is in pixels.

These are key considerations for a creative brief because if we deliver the wrong ad formats, we can't use them. So we can't run our campaign. And there's different specifications that must be brought in the brief in order for us to create the ads that we can use in the Google Display Network. Ads will differ on different channels. So, Facebook has different ad specs and premium may have different ad specs. But ultimately, we will be generally contained to HTML5, animated or static.

To ensure that we don't have to go to a designer every single time when we're running ads in the Google Display Network, Google has what's called Responsive Ad Creator. So, you can upload an image into Google and write some text and Google will create a template that overlays that text over the image.

Likewise, because consumers are on different devices, Google will ensure that the text responds and changes shape depending on what device they're on, and where the image is actually placed. So, while on screen, we can see at the moment MPUs. If the ad needs to be served into a skyscraper format, the image will reshape into a skyscraper. Likewise, it will reshape into a leaderboard or whatever shape the ad unit is. So, this allows us to create one single ad unit that responds to all of

the different ad units available to us on the Google Display Network, without a designer. It's cost effective. The only drawback is the creativity can be a little bit limited, but we can test that over time.

Some advantages and disadvantages of responsive ads. Well, the first is, it's a single creative source, it's a single creative piece. And so, again, it's the one source of our activity and it's the single piece, that means that when we update our creative, it expands out to all the different units that we serve in. It keeps our messaging consistent and our style consistent because, again, it comes to that single output there and it's super easy to create. So, there's a setup wizard in the Google Display Network that simply guides you through the product. You upload your image, you write your body copy, you set your landing page, and you press Save. And that's it, done. You do need to consider what is the image you're going to upload, whether it's a stock image from the Google library, whether it's your own image, or it's an image you're going to create.

But in an ideal world, you will have a defined image for your campaign and not just scrape your website. But if that has to happen, it's okay too because it does limit the costs that are associated with any kind of creative output. Now, that does mean that scope of responsive ads will be a little bit limited because, again, we've said that this is all we can show, this is the single image we can show and this is the single copy we can show. Whereas if you were to approach a designer, you might get multiple different ad formats, multiple different copy styles and send them out there.

There are restrictions on copy as well. So, there are character limits on your headline and on your two description lines within a responsive ad. So, you have to consider those. There's also copy restrictions on your images. So, there will be a certain amount of text that is allowed on the image and a certain amount of text that's not allowed in the image. And, again, the GDN won't be the only channel that we use in our display media activity, while just responsive ads are limited purely to the GDN itself.

There are other ad formats outside of the responsive ads on the GDN. So, we do have Gmail ads where we can target people within their Gmail based on perhaps the subject line of senders, the body content of emails that they've sent or senders have sent, the email addresses or the domain names of who sends the emails.

So, if you wanted to target, for example, your competitor's newsletter list, you can just put the competitor domain in as a targeting option in your Gmail ads. And then anyone who gets their emails from that domain is liable to get served your GDN Gmail ad. It may or may not happen. The only thing is with ad blockers and certainly with the way that Gmail is setup, it tends to be in the promotional tab, so it's not always served. Sometimes you find with Gmail ads, it leads to mixed results, but it is worth testing as part of an overall display campaign. Then also on the Google Display Network, you've got engagement ads. So, engagement ads are expandable MPUs that will run a video when someone hovers over them for a certain number of time. So, if your mouse hovers over a certain MPU placement, it literally goes one, two, three, and then the video plays.

So, it's like expanding your YouTube reach and your YouTube formats out to the Google Display Network. And that brings this on to YouTube itself which we know is part of the GDN where you can run your pre-rolls or your mid-rolls or your in-ads. So, you can serve banners on YouTube videos or you can serve videos that appear before videos that people are looking at.

And then there's the dynamic remarketing, which is similar to Criteo, which we discussed about at the start, which is the e-commerce retargeting. You can link your Google Shopping account to the Google Display Network and drive remarketing based on the products that people have just looked at. It will show the product they've just viewed, the price of the product and the landing page of that

product. So, similar to Criteo, but just on the Google Display Network, where the partnerships for Criteo tend to be around premium websites, whereas the Google Display Network, while similar in functionality, might be lower value websites.

Social Display Advertising

Not only do customers just browse content, they also engage in social media.

So, we all know that social media operates based on an advertising model where we sign up to a platform and based on the criteria that we enter about ourselves, we get to use the platform for free because we can then be targeted by advertisers based on their preferences and based on their targeting options.

So, social display operates the same way as all other display. You choose your audience, you upload your ad, and you serve your ad to that audience and they choose to engage with it. So, the only difference is, with social display, users generally have the ability to interact more with your ads, so they can like it, they can comment on it, they can share it.

These functions are not available in traditional display. So, traditional display is very much brand to consumer, while social display is very much brand to consumer with the consumer feedback loop. So, that is the fundamental difference between the two ad formats – the engagement piece. However, there are other distinctions in terms of the shape and the type of ad formats we might use on display channels too.

We're going to look at Facebook Business Manager as our starting point for building our display activity. So, Facebook Business Manager is a free tool by Facebook on business.facebook.com where we can import all of the pages that we manage and create ad accounts associated with the different pages, keep them all separate so we can have one account for one client, another account for another client. We have access to different ad formats, new rollouts, retargeting, conversions, all of the different enhanced functionality that Business Manager gives you outside of what's traditionally known as boosting a post within Facebook. We don't recommend boosting a post. Use Business Manager. It's free. It's powerful. It's much more effective for delivering on your social media display activity.

Quickly to run through some benefits of social display advertising. It's a logged in environment. So because the consumer has to login to use it, all of their interest and associated data comes with them every time they log in, so we know when they're actually online and we're able to serve ads specifically to those people. That gives us the kind of advanced features that we're looking for in terms of audience targeting, segmentation, retargeting, different ad formats and the engagement piece too.

Likewise, with Facebook because it owns Instagram, we can integrate directly with Instagram itself. So, not only do we serve ads on Facebook, we also can serve on Instagram, on Messenger. Unlike the Google Display Network, Facebook also has partnership agreements with website called Facebook Audience Network. So, we can expand our reach out to Facebook users who are not actually on Facebook but are on other websites. So, that's what the Facebook Audience Network does.

One other benefit of Facebook Business Manager is that we can separate client and brand pages. So, we may be running multiple pages and multiple ad accounts for clients, we're able to separate it all in Business Manager but login in one single area. So, it's a single login into that area. And then it's

an easy environment for targeting and advertising within the UI itself. I did mention we do have remarketing and conversion functionality within Business Manager. So, that gives us that enhanced understanding of achieving our KPIs and re-engaging with our audience.

So, let's look at some Facebook ad formats. So, when creating Facebook ads, you should consider the audience, the device, and the placement. So, device is essential for Facebook because, as I said, it's so mobile and you have to consider, is your audience mobile or are they desktop-based? So, this is why creating your ad itself is essential for that. Likewise, ads render different on the mobile device than on a desktop.

So, you have to verify that your ad formats are suited to the device that you're choosing. And likewise with Instagram and the partner network, it is possible to toggle between the ad formats and see which works and which doesn't. And if your text is unreadable or too small, perhaps consider changing it or putting it into post itself. But you may need to revise the creative as a result based on your ad choices.

So, let's look at some examples of Facebook ads. On the left-hand side here, we've got a right-hand ad, and a desktop news feed ad. And then we've got a carousel ad. So, the static ad on the news feed in the right-hand side, it's just, it's an ad that's there. It has a post copy which gives you an intro to what the ad is about.

It has some details on the image itself and more details as copy below the ad itself with a CTA. Then on the right-hand side, we've got a smaller variation of this. It's just, it's a drill-down version of that newsfeed ad which is placed on the right-hand side. It's desktop only. And then we've also got a carousel ad. So, the carousel ad is going to appear on mobile and on desktop.

These are ads that will contain multiple ad units. And you scroll across in your mobile device and then flip between products or flip between news segments, or whatever it may be. Whatever is contained in those ad formats, we can sort between them. So, if you want to target one particular audience, we target them with a number of products or a number of different messages, perhaps a carousel ad is the way to go.

Other networks, of course, within social would be Twitter. So, Twitter and LinkedIn allow us to do just expanding to different audiences. And this is the key difference between social... and you have to think of the mindset here. So, with the Twitter audience, you might be buying access to a conversation around a TV show as people double-screen or access to followers of certain handles. While on LinkedIn, you're buying access to a professional network, people who are there for their job, people who are there for generally a more serious purpose than the other social channels. You can target people based on seniority, industry, years of service, job function, the location. So, if you are heavily into B2B or trying to engage with a professional audience, LinkedIn could be a choice. So, mindset of the audience will be a key consideration in devising that social media plan.

As I mentioned previously, Google Display Network has a certain suite of ad formats while social media channels have different ad formats. So, within Facebook, the standard static image would be a 628 x 1,200, they're pixel sizes. And then Twitter, we've got an 800 x 200, might be the ad format you choose. Within LinkedIn itself, we've got a number of different ad formats. So, we can use the 627 x 1,000 for newsfeed ads on LinkedIn. There's also the mini-text ads that appear on desktop over on the right-hand side. They are 50 x 50. It's usually enough just to fit your logo in. And then there's LinkedIn MPUs which can be served through a programmatic display. So, LinkedIn will have arrangements with other premium buys and other premium networks, including Criteo, to serve MPUs on the LinkedIn network. You can also buy directly MPUs with LinkedIn.

Buying Mechanisms

Buying mechanisms are essential to understand how you're actually going to pay for your campaign and how you're being charged for the activity that your customer has undertaken based on either looking at your item or clicking through your ad. So, CPM is the pricing method we'll start off with. So, it's fixed pricing, you're paying for 1,000 impressions. It's generally associated with premium display. You can do it under Google Display Network. It's not the default option, but you can do it under Google Display Network. Essentially, you're just paying to serve ads. You're paying to serve ads. You're not that interested in the traffic it generates. It's more about the impact of the creative, the messaging and serving the ad as often as you can to hopefully get into the consideration set or get it into the front of mind or in the minds of your consumers by the messaging that you push out there.

So, it's cost per thousand impressions. It can vary between low CPM, which would be Google Display Network, to high CPM, which would be network buys, some programmatic and premium network arrangements. So, the other methodology around it would be CPC. So, CPC can be sometimes agreed with affiliates. It can be agreed with partnerships with certain websites through arrangements which you have specifically with them. But generally, it's most associated with the Google Display Network. It's not the default option on Facebook, but you can set it to default option on Facebook. And it is the default option on LinkedIn.

So, ultimately, you're paying for those clicks, you're paying for the action that someone has taken. You're less interested in the awareness piece. You might find that for your retargeting campaigns, you put it on CPC because you're not trying to drive awareness. You're trying to bring them back in to the fold and hopefully convert. So, you want to pay for traffic only, traffic back to your website. So, perhaps CPC is more suited to retargeting and CPM is more suited to your awareness driving activity. And then there's viewable cost per thousand impressions, so VCPM. This can be associated with... I suppose what was originally a difficulty within display was people were serving ads and being charged for those ads, whether or not the person actually saw them or not.

So, Viewable CPM means that 50% of the ad has to be above the fold, so on screen of the user for a minimum of one second in order for it to be counted as a CPM. So, that, it doesn't totally mean that the person is actually looking at it, but it does mean that they are more likely... it is more likely to have been on their screen for a period of time than serving ads that were below the fold and no one ever even saw them, yet you're still paying for them. So, Viewable CPM tries to bring a little bit of transparency to the pricing methodology around CPM.

This is an example of just some premium buys. So, again, you're buying the association of your brand with a large brand like the New York Times. They tend to do things like homepage takeovers where you'll take over the top banner and the two skyscrapers, maybe an MPU in the middle, and some other ad placements around the homepage.

Ads can expand, they can embed videos, they can embed forms, they can be a lot more creative. The cost is significantly different from the Google Display Network, but you're buying access to that audience, or indeed, the section of a website, maybe it's the sports section, or the lifestyle section, or the homepage, or indeed, what's called run of site where ads are liable to appear anywhere on the site based on what the available inventory is. So, you're getting access to the site but you're not guaranteed certain points which are guaranteed that you will be shown. It's just not in certain sections. You're kind of you're leaving a little bit up to chance, you may appear in the sports, you may appear in the obituaries. It could be anywhere. So, it's cheaper, but sometimes less effective. And I suppose in terms of why you would buy premium display, you only want to really buy premium

display if it's part of a big impact campaign, because the cost generally won't be justified by doing it as an Always On activity, and I had mentioned that previously.

And to continue a premium display as we recommend, use premium display as a big ticket channel purchase to drive high-impact creative engagement as part of a big campaign, so your summer or your winter sales. Not everyone can buy premium campaigns. You need to generally go through a media house or have an arrangement directly with the website itself. You're buying impressions. That's what you're buying the premium display. You're buying a number of impressions. So, they give you a CPM, which is the cost per thousand impressions, and they say, "We will give you 10 million impressions at this CPM. So, this is your cost." Now, they will include bonus impressions, free impressions, and sometimes they may package in things like access to the social media network or an email shot if you're spending a lot of money with them. And so, certainly, negotiation is key here, whereas Google is a fixed price methodology. You're just paying for the clicks, and that's it. It's a standard self-serve, everyone gets the same arrangement.

With premium display, you can negotiate a little bit through your media house or through your account manager in the site itself. They do allow for more creative ad formats, so you need to understand with your account manager what are the ad formats that you're going to be using on premium display. Will it contain animation that runs across the screen? Will it contain input boxes? Will it contain videos? Will it have track packs? How exactly are you going to improve the creativity with the functionality available on the website? And you'll have to consider things like ad serving. So, what ad serving is, ad serving is a tool that ultimately you upload your creative into the tool and then you give the website a tag.

So, the tag is placed in where the ad is going to show. Consider the ad like a window. And the ad is placed... the tag is placed in that window, and the ad is pulled from the ad serving tool into that window every time our audience is on that site. So, benefits are, we get to count the number of impressions we've served because we're not relying on the website to tell us, "Oh, we serve this number of impressions."

We serve because we serve them from our ad serving tool. So we can know with very high accuracy the number of impressions that we served, that means we can validate the cost that the website is charging. We can also understand click through. We can change the creative ad quickly because we don't have to get in touch with the website and say, "Hey, can you change our creative out?" We can do it in the tool itself. And we can manage our costs, we can manage our conversions.

Tools like DoubleClick can integrate with Google Analytics, so we can start integrating across other channels and other platforms within the Google Suite and understand it deeper within Google Analytics. Some of the drawbacks will be mainly around cost. They can be quite expensive. And if you're not doing a lot of high-impact display, you generally wouldn't buy one yourself, but you can piggyback on the access to ad serving from your media house, for example.

They'll more than likely charge a fee for this, but at least you'll have the transparency that the ad impressions that you thought you're getting will actually be served and you can validate this through the ad serving tool.

LESSON 3: CREATING A DISPLAY ADVERTISING CAMPAIGN

Campaign Creation

So within campaign creation, as I said, the Google Display Network is our core display learning network.

And we must obviously distinguish between search and display. Within Google, you can have... we have two options with display. First is Display Network only and the second is Search Network with Display Opt-in. This is a kind of blended result. We don't recommend Search Network with Display Opt-in. If you're going to run a search campaign, run a search campaign with search only and if you're going to run a display campaign, run a display campaign on the Display Network only option.

When we set up our campaigns automatically within Google itself, we have a number of predefined goals, or objectives, that we can follow within the system. So we've got brand awareness and reach. And so this increases the awareness of your product to those most likely interested in us. We also have brand and product consideration so you can engage your audience with compelling, creative based on the product that you're trying to advertise.

Then we've got website traffic. So this is now changing focus a little bit. So website traffic is now moving away from the internal response around awareness to actually driving some action. The action is only traffic. It's not a complete action like a purchase, but it is an action nevertheless.

The next stage after driving that traffic obviously will be devising display campaigns around driving leads. So if you're an insurance company or if you're a company that works off what's called an assisted e-commerce model, where someone enters their details and then they might get a phone call from a sales rep trying to sell them insurance or a holiday or another product, lead generation is essential and display can feature on that.

And then likewise, you may want to build an objective around sales. So this serves ads to people who are in the market for your product and hopefully ready to purchase. Google has some specific audience targeting methodology based on this... and what Google has done is looked at search signals over a period of time and browsing signals to decide that, based on this type of behavior for this person, we think they're most likely to be in the market for a car or a holiday, or whatever it may be.

By referring to your media plan and your creative brief, you're able to choose what goal is most suitable for your campaign setup and apply it appropriately. Likewise, the measurement of that goal will and can rely on your conversion tracking. So if you have a goal set up around leads or sales, you do want it to track those actions as conversions, so conversion tracking setup will be essential to those deeper funnel objectives.

Ad Creation

When writing responsive ads, use clear and concise messaging, something that can be easily interpreted on its own. So that 40% discount was quite clear and it related also to the image that we chose. Consider how the headline's body copy images work together. So is your offer reflected in your image and in your copy and around the CTA?

What is the CTA that you want to choose? Obviously, Book Now suits hotel offers and different things like that but maybe download wouldn't. So you have to choose what exactly is the ideal CTA for that. And then at the end, we looked at how the responsive ads looked in different ad placements

on mobile and desktop. So just to see does it work across all the different placements and what might you need to alter in order to make it optimized for everything.

Just some guidelines for manually creating ads. So upload the correct sizes and dimensions. So we did have the option at the start of that to choose responsive ad or upload our own ads, so we have to choose the correct size and dimensions, otherwise they won't be shown. There's other options around the amount of copy that has to go in there and certainly the image size.

Don't exclude websites that only use text ads. So people have a view that image ads are more impactful but not every single website shows image ads. So in order for you to show on those websites, you need to show text ads, so that's what the responsive piece comes in, and that gives you the flexibility there. So it makes yourself more eligible to appear across all of the websites in the Google Display Network if you use both text display and image display.

LESSON 4: TARGETING AND BIDDING IN A DISPLAY ADVERTISING CAMPAIGN

Targeting

So, to begin with the definition of targeting. So targeting allows you to place your ad in front of the right people and the right websites. That's essentially if we are targeting people and websites because they might have an interest in us, or there might be an alignment between the website and our brand itself.

The two types of targeting, and these are key differences. So one is audience targeting. This is targeting people because they fit a certain profile. That can be they have a certain interest in things, or they're in the market for something, or they're being retargeted. We are targeting people in this instance. That's the first type of targeting.

The second type of targeting is contextual targeting. This is based on the keywords that are included in the site, or indeed the type of site that we'd like to target. So that what's called topic targeting. So if a website's sole focus is cars, we might find that under the automobile section of topics. Or if a website's sole focus is health, we might find it under the health and lifestyle topics option. So again, we're not targeting people in this instance, we're targeting the type of sites and the content that is on those sites. So very important to distinguish between audience and contextual targeting.

Audience Targeting

Audience targeting. Just a quick definition of audience targeting would be, consumers within the pre-determined target market. It's identifying targets or recipients of a particular advertising message. So, we're targeting people. Audience targeting allows you to be more accurate when we're choosing who sees your ads. It's that word "who" that's important. We've got in-market audiences and we've got other audience options available to us. Using audience targeting Google Ads is a way of segmenting your website users and creating campaigns around them, and that's key. That is essential to what we're doing, because it's the segmentation of those audiences that allows for better targeting.

Some different categories within the audience section that we'll go through here. So, there's a demographic targeting which is the broadest, the least graceful audience targeting methodology. So, we're targeting people simply based on their age and gender. And now there are other defined options that are available within some markets on the Google Display Network, like parental status or indeed their income level. which could be relevant. But again, it may not be reflective of their current motivational need state. So we find that affinity audiences, based on their user interest and the type of profiles they match, is more conducive to driving brand affinity with the audience than targeting purely on demographics.

In-market audience is the most focused in on conversion. So what Google does is Google looks at all of the different search signals, browsing signals, and different things like that, and it puts people in the in-market audience because it feels that they're just about to make a purchase. So if you just need to nudge them over the edge with a consideration piece or indeed get them with a conversion piece in your display advertising, in-market audience can be very powerful.

They're all predefined. Go through them, and just see is your product counted in the in-market audience selection list? Because it may not be there. But certainly review the in-market audiences and see, is the type of product that you sell in that list, and is it relevant to you? Then remarketing is targeting those people who have been on your website before with your ad to either bring them back into the fold, or get them to convert, or give them an offer, or whatever it may be. You can target them across your app, across your website.

So if someone uses your app and you have a Google tag on it, you're able to retarget them on the Google Display Network. It's very powerful for cross device, and cross population of the audience targeting fields. Then there are similar audiences. So these are automatically created audiences based on your remarketing lists. So if you have a remarketing list for all the people that buy on your website, Google will look at the number of signals and Facebook and all of the different platforms look at a number of signals that that audience has, and find those signals in people that haven't been on your website before. These are called similar audiences, and can just expand the reach effectively over your display campaign by making it relevant to the similarities of your most valuable audience, which is your retargeting lists.

So, we begin with demographic targeting because it is the broadest methodology. So, demographic targeting is age, gender, parental status, and income. And a lot of the time because the Google Display Network is not a logged in environment, people come up as their gender is unknown or their age is unknown, so we do find a large proportion of the Google Display Network, age and gender functionality is quite limited because it's based on an assumption from the type of browsing behavior that they might have versus Facebook where you have a profile that elects that you're a male, and you're aged 24, and you live in New York. So therefore, if I want to target 24-year-old males in New York, it's far more accurate on Facebook than the Google Display Network. But it's getting better as more and more people log into Chrome, as more and more people log into their Gmail as they browse on Google. So it's just not as accurate as the logged in environments of social media.

But then there's the affinity audiences. So these will be what they like to call TV audiences. So, TV audiences are people who are interested in a certain topic. You know, they are travel enthusiasts. They are shutterbugs for photography. They are fashionistas who are interested in fashion. They are petrol heads. They're whatever they may be. They're interested in certain topics.

But they're interested in lots and lots of other things too, so you're buying access to a mass reach and audience that has a certain affinity with a certain product. You may sell that product. You also may not sell that product, but you just want to target that group because you believe that it is the most appropriate audience for your targeting. Similar to the way traditional advertising would have been set up, so you might want to target men who are in their 50s and of a certain... that go on business travel. So we might find business travel affinity is an option to choose because you're selling cologne. You're not selling travel, but you are selling that product that relates to that particular audience.

You know, so that's the type of thinking you need to apply to affinity audiences. Then there's in-market audiences, those really, really specific audiences who believe that they're on the cusp of a purchase, they're in the middle, they've done their research, Google has tracked all this, and they've put them in this group, and they're actively shopping around. So you can influence their consideration or indeed drive that sale through in-market audiences.

Content (Contextual) Targeting

As we move away from audience targeting we move into contextual targeting. So where we're marching our ad to the content or website. So while audience targeting relates to who, contextual targeting relates to where. So what type of content? Where is the content, you know, that we're targeting? It could be any audience. It could be multiple audiences, but it's the content we're most interested in. Our targeting options within the contextual sphere would be contextual keywords,

topics, and placements. So, keywords are where we target specific keywords that appear in blogs or news articles, etc. Topics are, we target specific websites based on the type of website it says it is.

So, it's a health website, it's a beauty website, it's a travel website. So it's any of the placements of that travel website, whereas with keywords it's only where those keywords appear. And then placements themselves is a specific website. So if you choose to, you know, to just target a specific website, you found there's one website on the Google Display Network, or 10 websites, or 100 websites on the Google Display Network that you want to target specifically, you can create an ad group or a series of our groups for those specific placements.

So to deep dive into targeting by keywords, the key to this is to choose relevant keywords and phrases. Importantly, you won't choose the type of keywords that you would choose in your search campaign. Search tends to be very specific and focused, you focus in on purchasing iPhones, or booking holidays, or whatever. With display, it can be much broader keywords like, you know, best travel advice for New York, best travel advice for Taiwan, whatever it may be. So keywords that you wouldn't necessarily put in your search campaign you can put in your display campaign because it's about awareness, it's not about driving action always.

So, while search tends to be very focused in on those action driving keywords, we do find that display, you can broaden it out to much broader keywords. As a best practice, it's always good not to just copy your search campaign onto display, because it will be too narrow. You need to broaden it out to understand what display is trying to do with that awareness piece.

Now at the same time, the structuring is still the same. You will structure keywords by theme. So you're not going to mix you know wildly different themes, but you are going to make sure that the keywords are broad enough. And likewise, we do need to just... well, all keywords on the Display Network are broad match, so everything will be automatically on broad match. And while we generally veer away from broad match on the search network, broad match is standard on the Google Display Network.

And continuing with contextual targeting, we can also target by topics. So we're matching our ads to websites by topic, we're allowing for a little bit more precise targeting because it's a certain category group that we're looking after. It's not as wide as audience targeting, but not generally as... well, it can be mixed when it comes to contextual keyword targeting, so contextual keyword targeting is the most specific because you're saying it's this particular keyword, while topic targeting is saying it's this type of website. So, one can be specific, and one can be less specific. But equally, they're interchangeable in that regard, but we can quickly reach a wide audience who might be visiting that site. So if we're targeting adventure travel as a topic, we enable our ads to be shown on all websites that have content around adventure travel or adventure travel related topics.

So this allows us to, we don't have to build up vast keyword lists, we can just kind of grab a group of topics and say, "Well, these are the kind of... this is the kind of content that we're interested in." And so it's a little bit of time saving in your build out. And then targeting by placements, well, this is where we target a specific website or a specific video on YouTube for example.

So, we generally begin with automatic placements, which is any website that fits our topic is eligible to show our ad, or any website which contains our keyword is eligible to show our ad. When we review our automatic placements, we're then able to choose, what are the best placements that I can see from my list that are performing to my KPIs? Then you might select these particular placements and remove them from the automatic placements, and put them in brand new placement campaigns and placement ad groups. So you're focusing solely in on these placements.

You found them originally or you know about them. You found them originally through the automatic placements which happens as a result of doing any kind of topic or contextual keyword targeting. And then you extract them from the automatic placements and create them as standalone placements within your account, so we can target specific websites or whole aspects of that website. It's very targeted.

It is probably the most drill-down version of targeting on the contextual piece within the Google Display Network.

Advanced Targeting

We looked at adding an audience, and then we doubled up on that audience by adding some topic targeting which meant that not only were we targeting that audience, but that audience must be on a website that contains the same interest as the audience itself.

So that brings a level of solidity to not only is the audience our target audience, but they're actively reading about the product that we're trying to target them towards. So that type of doubling up allows you to really refine your audience targeting, and define the results as best as you can.

When you add an audience to your ad group, you can choose to add it as a target or you can choose to add it as an observation. So if you have a primary targeting type like an in-market audience, you might be interested to see, is there anyone within that in-market audience that I can target even more specifically? But you don't want to put all your eggs in one basket and add them directly as an audience type, so you can add them as observations. So that means that you simply report on the number of people within the in-market audience or within the affinity audience that represents the second tier audience.

If you're happy with the results you're then able to add a bid modifier, or change the targeting, or double it up. But you begin with your observation piece in order to see how they actually interact before you're making that decision.

Exclusion Targeting

Essential to all kinds of display activity is excluding targeting. So excluding where your ads show. So you can exclude specific demographics, audiences, keywords, placements, topics, and you can exclude the marketing list like people who have recently bought, and you can also exclude wider category lists as well.

You can exclude certain targets from your company based on the initial audience definition, historical campaign performance, and changes in your KPIs. So if something changes in your KPIs you might want to just jump in and exclude a certain audience – what you're seeing in the analytics, new research that might have emerged, trends you're noticing in the observation reports – these are reasons to exclude audiences to refine. Consider it like adding negative keywords to your search campaign. You're now adding negative audiences or negative placements, etc. to your display campaign to remove the things that are less effective and focus solely on the things that are effective.

Moreover, you can exclude devices so you can exclude mobile ads, or mobile app traffic. So there is a placement that you can add as a negative placement called `adsenseformobileapps.com`. If you add `adsenseformobileapps.com` you will exclude all mobile apps from your GDN display campaign. It's useful if you aren't associated with apps, or indeed you don't want to be associated with gaming

apps, because if you're targeting a certain audience, you're not targeting what they're looking at. And if they're on Angry Birds or if they're on another gaming app, they may not be in the correct mindset or frame of mind to engage with your product, despite them being in the audience. So you might want to remove that from the mix.

A deeper dive, a very important dive into the type of exclusions, you can look at are content and site category exclusions. So, these are predefined category groups to try and protect your brand from being associated with unwanted content or violent content. There's a list of unwanted content and category exclusions for all display campaigns, and we should add them, they're in the setting section.

And if you're in sensitive content, tragedy, profanity, anything that's overly suggestive or indeed sensationally shocking content. If you want to protect your brand and ensure that we don't veer and associate our brand with this type of content, site category exclusions are essential to doing this.

Remarketing

So let's talk about remarketing. Remarketing is showing ads to people who have previously visited your website, used your mobile app, or if you can target them by their email address with their consent. Remarketing is also known as retargeting. It lets you show ads to people who have previously been in your site and or integrated with your CRM or your database. When people leave your site without buying, remarketing helps you reconnect with them and show them a relevant ad across different devices, different networks and hopefully bring them back into the fold.

By using remarketing, we show display ads on like the Google Display Network, or on YouTube videos to past site visitors. The functionality available on Display Networks is also available on YouTube, on Facebook, on Twitter, on LinkedIn, and premium retargeting. So once you understand the concept of retargeting, we're able to do it on any of the other networks and apply it to our audiences there.

To build on remarketing, let's look at some methods of remarketing. So we've got a standard remarketing, which is just past website visitors people who've been in your site before. It's quite straightforward, it's generally cookie-based. But we also have dynamic remarketing, so that is, we spoke about it with Criteo, and we spoke about it previously where if someone has been on your product page, we can link it to Google Shopping or we can link it to another XML feed handler, and we're able to show that product to the person with the price, and when they click on it they're driven to the landing page.

We're also able to retarget people who use our app. So in the example of the hotel booking engine, we might want to retarget people who are repeat using our app, to give them special offers and just keep them in the mix, keep what's front of mind and help drive the brand forward like that. And because YouTube is owned by Google Ads, and indeed owned by Google, we're able to retarget people based on the videos that they've looked at on our channel, on video categories and other channels.

And we can also upload with permission and with consent email lists into Google, into Facebook, into the other channels, and retarget people based on their email address. But there is specific consent that we do need to have to do it, and it has to be outlined within the privacy policy itself.

Just some benefits of remarketing. So whether you're looking to drive sales or increase registrations, promote awareness or any kind of reengagement activity, remarketing is a strategic component for your advertising. It can drive a serious return on investment because again those are people that

have been in your site before, and you're bringing them back in, because you have access to those people who've been in your site before.

When they're most likely to buy, you can understand their movements, you can share across different platforms within Google Ads itself. And then with the similar audiences we're able to look at reaching customers when they're a little bit outside of our set, but still at the same time referring back to the traits and the attributes that have been noted within our own customer list.

We can broaden our reach out across devices, and as cross-device targeting is getting better we can track that single customer from their initial research on a mobile device to perhaps a conversion on a desktop device. Now, if we tailor our lists to our advertising goals, so what I mean by that is, if we have a certain list for blog visitors, versus a certain list for purchases, versus a certain list for people who are kind of browsing our product pages, but not purchasing, we can apply different strategies and different creative messaging around how we want to target those people and how we want to engage with them most.

What's important there is we can apply a daily budget that's different for people who want to purchase, versus people who we think are in the top-of-funnel stages of their research based on their interactions with our own website, so that's where tailored lists comes in. Then likewise, because we are working on the Google Display Network, pricing is quite efficient, it's still based on a CPC model.

So you might think, "But we're targeting just really specific, really highly engaged audience on the Google Display Network," it's still relatively inexpensive to retarget people. So pricing is quite efficient there. Now if we are using retargeting through other products like DCM, which is also a Google product.

So DoubleClick Campaign Manager, or DCM, is a Google product and we can retarget people based on Google lists within DCM on premium display campaigns. So that's where DCM comes into the mix there. And if we are an e-commerce store, and we do have, like, thousands and thousands of products, it would be impossible to get every single product online when people are looking at them, so that dynamic retargeting allows us to drive our entire product inventory into Google Shopping, into Google Merchant Center, and then we target people using dynamic shopping ads, which will show the product and the price and the landing page. All very effective ways to bring people back into the fold with a conversion focus.

So the other targeting types we had been speaking about, which were contextual and audience targeting tend to be more in that awareness piece, whereas remarketing is way more in the conversion piece. So you might invest a little bit more, a bit more aggressively, or take different actions on your remarketing than you would in those top-of-funnel campaign types.

In order to set up remarketing, we must first create the audience lists. So what we need to do to create an audience list is we need to add a piece of code to our website or to Google Tag Manager. This piece of code, or pixel as it's sometimes called, captures data about particular users on your site, where they've been and what they've done. We place this code on all sections of the website, and then based on the data, it is collected through cookies, we're able to segment our website into new different user lists and target those user lists differently.

And the other thing about lists... and the other thing about retargeting is, retargeting is actually the same on every single display network, it's you put a pixel on your site, you segment the cookies, or you segment the lists into the different parts of the site they've been on.

You can do it on Google Ads, which will feature in YouTube. You can import your Google Analytics into Google Ads. Facebook, you can create your own retargeting there, LinkedIn your own retargeting there, and Twitter your own retargeting there. So once you understand broadly how to create retargeting you're able to do it across all the networks, just to give a quick rundown the retargeting for Google Ads is found in the shared library, which is in the main menu at the top.

The retargeting for Twitter is found in the tailored audiences, in the audience section of the main menu. The retargeting for Facebook is found in the audience section of the assets library, in the main menu of Business Manager. Again, Business Manager is essential to any kind of deep dive Facebook activity we do. And LinkedIn, you can find your matched audiences in the audience section of LinkedIn Campaign Manager.

When you're retargeting in Google Analytics, you go to the admin section, and you can go to the audiences tab in the property section of admin and define your audiences there. It's fairly straightforward, you just build it based on a number of conditions like, they visited a certain page, they spent a certain amount of time, and you can use and/or conditions. So they visit a certain page, and they spend two minutes on that page. They've bought a product and they bought it again two months later, for repeat for purchases. So you're able to really deep dive into audience creation with GA.

I gave some examples there about remarketing using Google Analytics. So it really allows you to deep dive into the type of behaviors that your audience might take on your site, you can also remarket on the GDA and YouTube.

So it's spreadable across all the different Google products. There's a lot more options. You don't need a separate tag. So that's the thing, if you have Google Analytics on your site, you can just create it there once you have consent and understanding within your cookie privacy policy what exactly you're doing.

So with the different GDPR regulations, it's important to make sure that we are compliant with how we are remarketing to people, and that is explicit on the site and what we're doing with their data. Because we do have a lot more in-depth data available to us with GA, and it just needs to be covered in the privacy policy.

Bidding

So we've taken a look at our ad formats available to us, our types of targeting.

Let's look at some pricing, so, bidding, in this instance. And we're going to look at our DSPs, which are demand-side platforms, our SSPs, which are supply-side platforms and how they interact with each other in the Ad Exchange. So with premium buys like the New York Times, you pay a fixed CPM, we know that. So, you're paying to acquire a certain number of impressions during the day.

And so, the other methods available to us are RTB, which is what's called real-time bidding. So real-time bidding is where there are a number of advertisers all bidding for a certain impression or access to a certain member of an audience or audience group. They're all bidding against each other for access to that. So we've got on the demand-side platform, we've got all the advertisers and they're all bidding. And on the supply-side platform, we've got all the publishers or all the ad placements available to us. And the Ad Exchange understands how much the people are willing to pay, the relevance and different factors within the DSP side, understands it, matches that up to the SSP side, and that's how our ads are served.

In the GDN and other RTB platforms like Facebook, Twitter, LinkedIn, and Android, advertisers can optimize their max CPC bids and targeting options for impressions or on clicks. On the GDN, you can use default bids or custom bids. So default bids are all of the targeting contained within an ad group gets the same bid, whereas custom bids is you may segment the targeting within that ad group. Now, we recommend you only have one primary targeting type in an ad group. But if you have more, custom bids is a more defined way of bidding effectively for the different targeting options.

There are three main bidding approaches on the Google Display Network. So default bids, if you don't set specific bids for your targeting, Google Ads will use your ad groups default bids. So that is the bid you set up when you created your ad group. Again, it's okay to use ad group level bids if you have one single targeting type per ad group, because you know that reflects that single targeting type. So that makes sense. However, if you have multiple targets in an ad group, you should use custom bids. So custom bids, if you want to add individual targeting to different targeting methods within an ad group, you can set up custom bids on each targeting options for the GDN. For example, you can set a max CPC bid on a specific placement. So if you're targeting, for example, household topics, and then you go into your automatic placements, you can deep dive into the top-performing placements within that topic and bid more for those targets. That will be a way of using custom bids to optimize your performance.

So you can only use custom bids on one targeting method per ad group. So it's important that, you know, you can't use custom bids on topics and another set of custom bids on audiences. It can only be one type of... it's usually your second tier targeting within the targeting of the ad group.

And then the third methodology you can use are bid adjustments. So bid adjustments are what you can use across all of the Google Suite. So you can bid for certain devices or locations. But where it's important for display is, you can bid on certain audience types or demographic. So, for example, if you've doubled up on audience and contextual targeting, you might say, "I want to target people who are in the market for SEO and SEM services, but I'm willing to pay 10% more if they're on a website that contains the topic SEO or SEM."

So what you're saying is, "I'm able to bid for my audience, but I'm willing to bid a bit more if they're on the type of content that is most relevant to my audience and my product." This gives us a lot more control in the definition and targeting and acquisition of the most relevant audiences at the most important time beside most relevant content.

Our bidding strategy is essential to understand what we're going to pay. So it's important to develop a bidding strategy because a well-developed bidding strategy will ensure that your ad group and your targeting is working at its most competitive, driving the right ad, at the right placement, to the right person, on the right device, at the right time. Like everything we've done with display, we need to know what our goals are, we need to measure them effectively.

Once we've measured them effectively, we're able to see how our bidding strategies are working together. And if we can start delving into some automated bidding strategy like target-cost-per-acquisition, or some of the other automated bidding strategies available to us on the Google Display Network, and testing these, first of all, by observation and then possibly by bringing in Google Ads experiments, is a way to understand how you can develop a bidding strategy. Because focusing solely on one single bidding strategy doesn't align your bidding strategy to your campaign goals as effectively as applying multiple bid adjustments or bidding strategies and changing them as the data changes and as the KPIs may change.

Setting bid adjustments by device is fairly straightforward. So like any of the Google Ads Suite, we simply click into Devices. And beside the devices, we're able to choose whether we want to increase our bids or reduce our bids by a certain percentage. It's quite important for display to have a mobile consideration because not always is the ad readable on mobile devices.

Second of all, mobile display drives a lot more traffic from users than desktop display simply because mobile is more used. And it's used in app. And as a result, you can drive a lot of traffic but maybe not a lot of qualified traffic. So having a device-bid strategy around your display activity is essential and testing what level plus or minus your mobile bid adjustment should be in order to get the best results.

Programmatic Display

Moving beyond manual bidding and setting those bids yourselves. And indeed, moving beyond even manual audiences and defining those audiences yourself, programmatic is the next level of display advertising where we hand a lot of the reins over to machine learning.

So for high-impact audience targeting, it is possible to use AI and machine learning algorithms to create and target high-value customer segments. So they create the audiences for your business based on its observation of your business and then serve them display ads at the optimum times for the optimum price. This is called programmatic display. And it's generally considered a premium buy, and can be more expensive compared to the likes of Facebook and the Google Display Network. However, you can serve programmatic ads through DCM or other ad serving platforms and arrangements on the likes of the Google Display Network and Facebook, and that you just can't do through the self-serve option.

Though both Google and Facebook are developing their own self-serve programmatic options, it's generally still reserved for the higher, more premium providers. So because everything is automatic, we generally run it through a network or media house. So unlike the GDN or Facebook, as I said, our mass audience buys, your targeting is set up by yourself.

With programmatic, it's generally set up based on the pixel that you've put on your site. It will then record the actions that you feel are most valuable on your site. Using millions of variables, it will do the heavy lifting by bringing in the robots and deciding what exactly is this audience in terms of other audiences based on your website visitors, what they do, how they interact, how can they be developed. That's the audience definition piece. The next stage of programmatic is, well, it starts serving at the right time, because based on observations around conversion, interaction, engagement, it will serve the right ad, to the right person, at the right time. It will then also try and optimize your Ad Exchange and pay the lowest price for that CPM, for that audience, at the right time. So it does a lot of the heavy lifting for you if you don't have time or if it is a big premium buy that you do want to explore through your agency or your media house.

LESSON 5: MEASURING AND OPTIMIZING DISPLAY ADVERTISING CAMPAIGNS

Display Advertising Metrics

The different metrics available to us. We've got impressions which are every time our ad is served, our clicks, cost, click-through rate. Viewable CPM is one I want to call out, because this is the cost per thousand impressions once half of your ad is visible above the fold for more than one second. This ensures you're only paying when your ad is ideally visible to the audience. You're not paying for it to be served below the fold. Other metrics I want to call out are post-impression conversions. These are when someone sees your ad but doesn't buy through a click but buys maybe through another channel at a later date.

Reach and frequency, very important for display activities. So, the number of people we reached and how often we reached them. So, this is important for any kind of branding or awareness activity. These are the types of metrics that we tend to report and display on. You'll notice they're quite different from the search metrics which would be around conversions and sales and stuff. This is more about reach frequency and what might have happened after someone saw the ad with that post-impression conversion data rather than last-click conversion data.

Google Ads Reporting

Within Google Ads, we've got a number of predefined reports. Again, these can be created using the Google Ads Report Creator. They can be pivoted. We can look at certain reports around our dimensions like our topics, our audiences, our contextual keywords. We can filter our reports on an ad group level and indeed on a campaign level and segment any of our metrics. Important, like any reporting, to adjust your date range. When using the report builder, we can decide whether we want to use a chart, just a simple table, or we can use a graph, a pie chart, or any other of the predefined options within there. We also might want to download Excel and do it in that, depending on how we're reporting or indeed push it to our data visualization tool like Google Data Studio and visualize it there.

In order to understand what kind of metrics we want to use, there are some predefined options within the Google Ads interface. For example, so we can look at performance metrics which would be our impressions, our clicks, our CPM, our cost, standard stuff like that, or viewability impressions which would be around the average viewable CPM or the average view rate. Of course, we have a conversion-based metrics which would be conversions, cost per conversion, conversion rate, but within that, we also have those display-specific conversion metrics like assisted conversions or view-through conversions.

So, view-through conversions are what Google calls post-impression conversions. When someone sees your ad but doesn't click, but then converts later down the line using a different methodology. And then, we have our competitive metrics. That allows us to see where we sit in terms of our impressions versus the competition, who are trying to bid for that market.

Google Analytics Reporting

When we deep dive into Google Analytics, on the left-hand side, within the Google Ads Report in Acquisition, we're able to see our display campaign activity. Where we're able to see a deeper dive activity around engagement from display keywords, placements, topics, interests, in remarketing, and demographics like age and gender.

And, we may want to look at this. If we see in our campaign that we're driving lots of traffic but not sales, we can look at, "Did they all bounce? Did they all leave the site before looking at any other page? What is the average time on site for a display campaign visitor versus a search campaign visitor versus an email visitor?" So, we're able to understand what happens after the click using the Google Analytics GA reports.

Campaign Optimization

So, we're going to look at some campaign optimization which is the next step after reporting. We're going to understand the data and optimize our activity based on what we've seen to do more of the good stuff and less of the bad stuff. So, after we run our reports on display campaign performance, we need to assess performance based on those original goals and KPIs that we set at the start of this entire process. We can then look at doing things like rotating creative, testing new targeting, adjusting bids, reducing or increasing CPM or CPC bids, change our scheduling, and optimize our performance by diving in and out and adapting and changing and testing as often as we can.

We can report the effectiveness of the display campaign using other channel uplifts as well. So, this is important, because we know that display doesn't always drive the action that leads to the conversion. It just brings people into the funnel by driving that awareness. So, by using things like a DCM Integration in the example here, we are able to see the amount of sales and revenue that were generated by directly with a following click or post-impression after the click. So, they saw the ad, but they didn't exactly buy at that moment. They saw it and they purchased at a later stage.

So, using action-based attribution models like Last Click can lead to an incorrect reporting of the effectiveness of display. So, we're always better off looking at post-impression, view-through impression, or anything that shows what display might have done to generate the awareness piece or uplift anything else in other channels, like we increased brand searches after our campaign.

If we increased brand searches after our campaign, it's because more people know about our brand or our product. So, that will be a measure of display campaign success. Using the correct measurement methodology on display is essential. We always recommend veering away from last-click attribution towards conversions and start looking at post-click, post-impression ad conversions, post-click conversions, view-through conversions, or any kind of uplift in brand or product searches during or after a display campaign has been completed.

In order to understand where our display campaign fits within our KPIs, we can look at things like the assisted conversions on the top conversion paths in Google Analytics just to see where display features in that journey that drives those sales. So, when we can see the contribution of a display campaign in assisting conversions or driving consideration through post-impression, again, post-impression data, we can optimize our campaign and creative and our audience, targeting to more of that good stuff and less of the poor performing pieces. We can look at where display features in the top conversions paths, as I mentioned in Google Analytics. It's, again, always veer away from that last-click model and try and validate your post-impression conversions and understand what methodology you can apply to get more awareness and to drive more of those post-impression conversions, and ultimately, attribute revenue.

Give some credit. Attribute some revenue or some bookings or whatever it may be through data-driven attribution to your display campaign, because it's not all Last Click, and measuring your display campaign effectively is how you understand its performance, where it sits, and how it influences those conversion channels like search or email.

