Bid strategy. Ad-scheduling & Ad-delivery; Understanding ads placement

Ref- https://www.salesfactory.com/blog/the-difference-between-a-search-campaign-and-a-display-campaign

Learning Objectives

•Recaptulization of Bid strategy.

•Learning about Ad-scheduling & Ad-delivery;

•Understanding ads placement on a suitable platform.

Bidding Strategy

Focusing on these two types of bidding strategies: manual and automated.

- **Manual:** You set your own keyword-level bids and decide how much to pay for clicks. Your manual bidding strategy option is Manual CPC.

- **Automated:** Google adjusts your bids automatically based on data they collect. They also decide how much you should pay for clicks.

Note- Currently, there are nine different bidding strategies to choose from

Bid Strategy

Google Ads Bidding Options

- Automated bidding strategies present themselves as a helpful shortcut that will save you from spending hours manually adjusting your bids.

- On top of that, Google has made massive improvements to these strategies, which use real-time signals we often can't compete with

Few situations where setting manual bid settings could still serve you best.

- **You have a new account.** When your account is brand new, it also means you have no conversion data — a must if you want to make the most of your ad spend and <u>lower your cost per click (CPC)</u>. Consider allowing your account to collect this needed information over a month or two before switching to an automated or <u>Smart Bidding</u> strategy.

- **Automated bidding is running wild.** Manual CPC is always an option if you observe an automated bidding strategy departing from your goal. Simply switch back for more precise control.

  Google Ads will default to an automated bidding strategy, so you'll need to make a few quick changes to unlock manual bidding.

Ad Schedule

- When you set up your first Google Ads campaign, it's usually a good idea to leave the ad schedule set to its default setting. Default will run your ads 24/7/365 and allow you to gather data about which times of day and days of the week perform best

Ad Schedule

- If you're running a lead generation campaign, it might be tempting to limit your campaigns scheduled to run only during office hours. However, you may still be able to drive high-quality conversions even with limited office hours and call-only campaigns

Contd..

- Ad scheduling is **the practice of limiting your campaigns to run only on certain days of the week and hours of the day**. This way, you can ensure your ads are only showing during specific days/times that you know you'll get the highest return on ad spend.

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Ad schedule to:

- Specify certain hours or days of the week when you want your ads to show.

- Set bid adjustments to increase or decrease your bids for specific days and times.

- By default, your Google Ads campaigns are set to show ads "All day." This means your ads are eligible to appear throughout each calendar day.

Ad placement

- A placement can refer to several things, such as **an entire website, specific pages from a website, an individual ad unit positioned on a single page, a video, a mobile phone app, and more**.

Contd..

- To provide a comprehensive and consolidated view of your content targeting and make content targeting management and optimization simpler,

Following improvements in Google Ads:

- All types of content targeting can now be found under "Content" in the side navigation:

- "Topics", "Placements", "Display/Video keywords", and "Exclusions" for all types of content targeting are now categorized under the "Content" tab in the side navigation menu.

- For "Exclusion" Currently, there are nine different bidding strategies to choose from ions", click the drop-down arrow to the right of the term "Exclusions" to select exclusions for topics, placements or Display/Video keywords.

Ad Placement

- Placements are locations where your ads can appear on YouTube or the Google Display Network. A placement can be a website or a specific page on a site, a mobile app, video content, or even an individual ad unit. We present sites and mobile apps sorted according to how useful we think the inventory

Ad Extensions

- What if the ads bigger than all your competitors' ads without spending more money? That's basically what ad extensions will do.

- Google ad extensions are hands down one of the best ways to improve your click-through rates (CTR) and maximize your campaign performance.

  Example of a seller rating extension.

- Ad extensions are additional lines of text that appear below your ad's description.

IP Exclusions

- IP exclusions allow you to block specific IP addresses from seeing your ads.

- These exclusions are particularly useful if the competitors might be clicking on your ads. It's also a good idea to exclude [IP address](#), it don't skew the data by accidentally viewing own ads.

Campaign URL Options

- This setting allows to add URL tracking parameters on the campaign level.

- Campaign-level URL tracking is helpful in case need to track something specific on only one campaign.

- Ultimately, it can save some time and redundancy by adding your tracking template at the account level.

Using Display banner tool and finding relevant websites for ads placement.

A placement can be a website or a specific page on a site, a mobile app, video content, or even an individual ad unit.

Benefits:

- Show your ads on specific placements you choose.

- Show your ads on placements where your customers spend time

- Control the amount of traffic from placements by setting individual placement bids

Display advertising tools

Display ads are
- **Images,**
- **Videos, or**
- **GIFs shown to users on websites or apps**.
- Most display advertising uses-

    Square, landscape, or skyscraper formats with images, copy, and a strong (CTA) to entice users to click. Like- sign up/ buy now etc.

- Display ads resemble ads you might see in a newspaper or magazine, but they appear on the web.

The best placement for banner ads-

- Banner ads are placed in **high-traffic locations** on web pages, creating brand awareness and generating click-throughs, purchases, and leads.

- These high-visibility locations include the front, bottom, or the side of a webpage; places where the eyes of browsers usually wander.

Types of display ads

Types of display ads include-

- Responsive ads,

- Retargeting (or remarketing) ads,

- Native ads and

- Social ads.

There are also many options for display targeting, such as interest targeting, contextual targeting and topic targeting

Thanks