



Google Display Network

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Efficient reach across marketing objectives



DEMOGRAPHICS

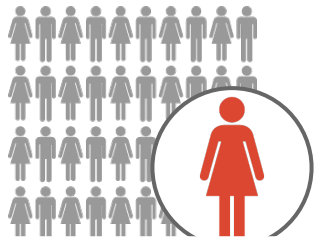
Women 35+

AFFINITY AUDIENCES

Travel Enthusiasts

PLACEMENT TARGETING

Viewed travel sites or apps



CUSTOM AFFINITY AUDIENCES

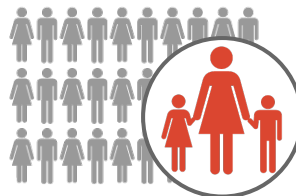
Surfing fanatics

KEYWORD

Viewed best waves in Honolulu

TOPIC TARGETING

Viewed travel pages

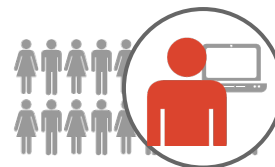


SIMILAR AUDIENCES

Similar to recent hotel purchasers

IN-MARKET AUDIENCES

Intending to book hotels



DISPLAY SELECT KEYWORDS

Viewing best waves in Honolulu



REMARKETING

Re-engage with existing site visitors

Awareness

Consideration

Purchase

Campaign/ Ad group Level Limitations

Attribution (Assisted clicks/ conversions)

Competitive metrics (Impression share)

Frequency capping (Campaign/ Ad group level)

Branding settings (Engagement Ads)

Ideal Display Structure

(if possible...)

Recommended Structure

Dyn RMKT

- Product Page Viewers x Recency
- Cart Abandoners x Recency
- Buyers x Recency

Stat RMKT

- HP visitors
- Categories
- Special offers
- Special events
- New collection

Similar Audiences

- Similar to Buyers
- Similar to Cart Abandoners
- Similar to Product Page Viewers

In-Market

- IM Segment 1
- IM Segment 2
- IM Segment 3

Context

- Topic 1
- Topic 2
- Topic 3

GDN Recommendations



THINGS TO DO

- Incorporate all **ad types** to maximize access to low cost inventory
- Use manual bidding at the onset, after **50-100** conversions consider moving to flexible bidding strategies
- Limit target CPA/ ROAS changes to **+/- 20%** and no more than once a week
- **Conversion Optimizer** helps, give it a try!



THINGS TO AVOID

- Don't separate **Text Ads / Banners** campaigns
- Don't separate **Placement** Campaigns - use "Bid only" modifier for successful placements
- Don't use performance **KPIs** for branding solutions
- Don't **layer** (i.e. use in the same ad group) with other targeting

Automation is the new black

Thank you!