



Google Display Advertising: An Ultimate Guide



Google Display campaigns allow you to run ads on over two million sites and reach over 90% of people on the internet. Learn everything you need to know about Google Display Ads.

What Is Display Advertising?

Display advertising is one of many methods used to attract audiences online. Much like traditional advertising like posters, TV ads, and billboards, display ads are visual and provide upfront information about your brand and your products/ services.

Display ads are shown across numerous digital networks, including websites, social media platforms, apps, emails, and YouTube in the form of a banner, text, or image ad. A standard display ad may include text, images, company logo, and a call-to-action (CTA).



So, how does display advertising work?

Display ads show up when people are browsing different sites across the Google Display Network (GDN).

They are designed to find the right audience, through targeting, and show your ads to potential customers at the right place and right time.

Creating Display Ad Campaigns in Google Ads

Step 1

Set the goal of your display campaign. Goals can be sales, leads, traffic, awareness and reach, app promotion or products, and brand consideration.

Step 2

Select the campaign subtype.

Step 3

Enter your business website and give your campaign a name.

Step 4

Select location. This will allow you to target your ads to people in specific locations and areas.

Step 5

Select the languages your customers speak. Just like location, you can restrict your ads based on the user's language.

Step 6

Set your bid strategy. Which bidding strategy you select will determine how you will pay for user interaction.

Step 7

Set daily budget. You can choose a standard delivery method for the budget to be spent evenly overtime or an accelerated method that allows your budget to spend more quickly.

Step 8

Selecting ad rotation will allow your ads to rotate so that your users don't repeatedly see the same ads.

Step 9

Select the start and end date of your campaign and the types of devices you want your ads to appear.

Step 10

Set the frequency cap. This lets you control the maximum number of times a user will see your ads.

Step 11

Add a campaign URL and select content exclusions.

Step 12

Create an ad group and select your audience or demographic targeting.

Step 13

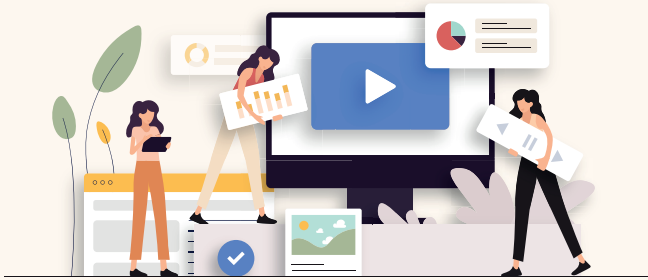
Select automated targeting. This will help you target your ads toward new customers.

Step 14

Finally, you can create your ad by uploading text, images, logos, videos, and other rich media and launch it.

Display Ad Types

There are four different types of ads you can run on the display network:



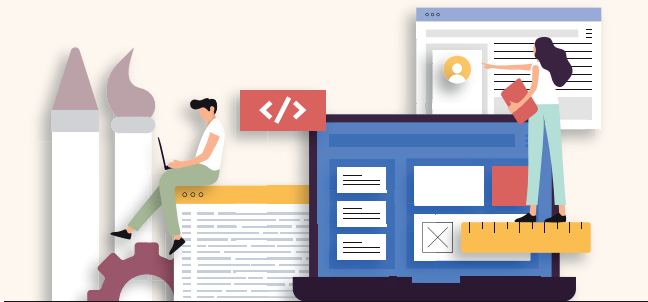
Responsive Display Ads

To create a responsive display ad, you simply need to upload ad text, images, and logos. Google will use the machine learning model and automatically come up with ads that work the best.



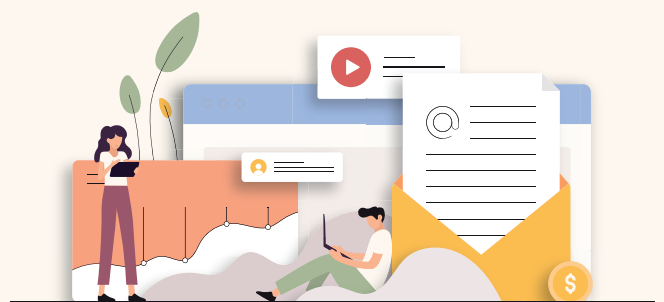
Uploaded Image Ads

If you want complete control over the creatives, you can build and upload your ads. To see the best results, images should be created by a designer and can be uploaded in multiple file types.



Engagement Ads

These include rich media such as images and videos and are often used to drive user engagements.



Gmail Ads

These are ads that appear on the top tabs of people's inboxes.

Benefits of Display Ads

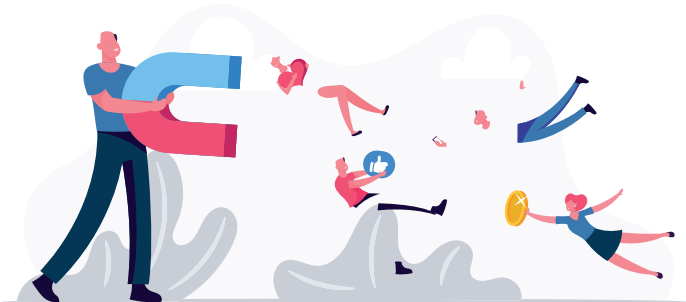
Increases brand awareness

Display advertising allows businesses to visually showcase their products and services online across millions of websites and other networks to thousands of potential customers.



Reach audience across different platforms

Google Display Network reaches 90% of all internet users worldwide, across millions of websites, news pages, blogs, social media, email inboxes, and YouTube.



Allows ad space selection

The custom audience allows you to bid on relevant ad space based on your target audience, including their demographics, intentions, interests, and behaviours.

Increases ROI due to retargeting

Retargeting display ads can be used to target those that have previously visited your websites and shown interest in your product or services.

Allows you to be creative

Display ads use images, videos, animations, and other rich media. You have the freedom to be as creative as you want to be to create a compelling and attractive ad that resonates well with your ideal audience.



When to use Display Ads?

Your advertising strategy depends highly on your business and marketing goals. You may want to consider using display ads if your goals are as follows:

1

You want to build brand awareness.

2

Re-call users who have previously interacted with your brand through retargeting

3

Attract top of the funnel leads and nurture them through the buying process.

Measuring your Display Ads Performance

Once you have launched and optimised your display campaigns, you must measure their performance. Monitoring and analysing key metrics will allow you to make decisions regarding how well your ads are performing, what and which ads need optimising, and make informed changes to the targeting and budgets.

Measuring the performance of your display ad will depend on the type of campaign you are running. Make sure you select and monitor metrics that are most suitable to you.

Here some of the most common key metrics used to measure the display ad performance:

Impressions: Impressions are the number of times your ad is viewed.

Reach: Reach metrics tells us the number of times your audiences saw your ad.

Click-through Rate: Number of times people clicked on your ad after seeing it.

Cost per click: The cost of each click. It takes the total spend and divides it by the number of clicks gained.

Conversion Rate: This informs you on average, how often an ad interaction leads to conversion.

Optimising your Campaign

After you have launched your display campaign in Google Ads, there are three key areas you need to continue optimising: targeting, your ad copy, and landing pages.

Targeting

After the initial launch, you need to look at other possible targeting options you can use for maximum results. It can be looking to expand or removing targeted locations, changing ad schedule, or changing your audience based on updated data or information.



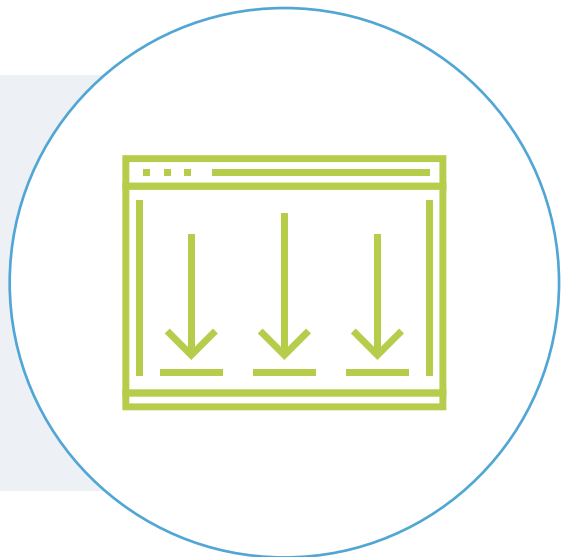
Ad Copy

The first ad copy will perform well, but you will need to continuously test new ad copy to determine which one works the best for your audiences.



Landing Pages

Targeting and ad copies significantly impact the performance of your landing pages. If your landing page is well designed, but your targeting is wrong, or your ad copy is not as compelling, it will surely fail. It is critical that your targeting and ad copies match the landing page.



Our tips on creating excellent display advertising

1

Create clear and compelling ad copy that appeals to your targeted customer segments. Use the right language and tone of voice to excite your audience about your offers. Use eye-catching images and videos and avoid using generic headlines and descriptions which can be easily overlooked.

2

Make sure the ads resonate well with your brand. Ensure that the colours, logos, images, and other animations you are using match your brand well. Additionally, make sure you use high-quality images. It shouldn't be blurry, unclear, or excessively filtered.

3

A clear and contrasting call-to-action button. Your CTA button should stand out; it should be simple, straightforward, and relevant to what you have to offer on the landing page.

4

Have an effective landing page with clear and informative copy that will appeal to your users. Ensure they are easy to navigate, mobile-friendly, have quick loading time and include a clear call-to-action.

5

Other elements to consider are adding social proofs and case studies, ensuring SEO is fully optimised, adding a simple form with not too many fields. Lastly, adding a thank you page upon the completion of an action.



We hope these tips have proved useful or given you some ideas to help your business succeed with Display Advertising.

Should you have any questions about any of the topics covered, be sure to get in touch with us at ExtraDigital.

Call on +44 (0) 1227 68 68 98, and speak with one of our experienced marketing professionals.

Take advantage of ExtraDigital's marketing expertise, and join our roster of happy clients.



PERFORCE

