

Основы маркетинга (продвижения) IT продуктов в ПОИСКОВЫХ И МЕДИЙНЫХ СЕТЯХ

Andrey Markin, PPC Manager



Agenda

- **Goals of PPC Advertising**
- **Google AdWords 101:**
 - PPC concepts
 - new campaign creation
- **Advanced Strategies:**
 - search campaigns
 - display campaigns
 - External display advertising
 - retargeting,
 - gmail sponsored promotions,
 - YouTube advertising,
- **App promotion**
- **Automate it:** dealing with complex accounts

PPC is a technology, not an art



Goals of PPC

- Drive awareness
- Generate leads
- Sell stuff
- Installs!

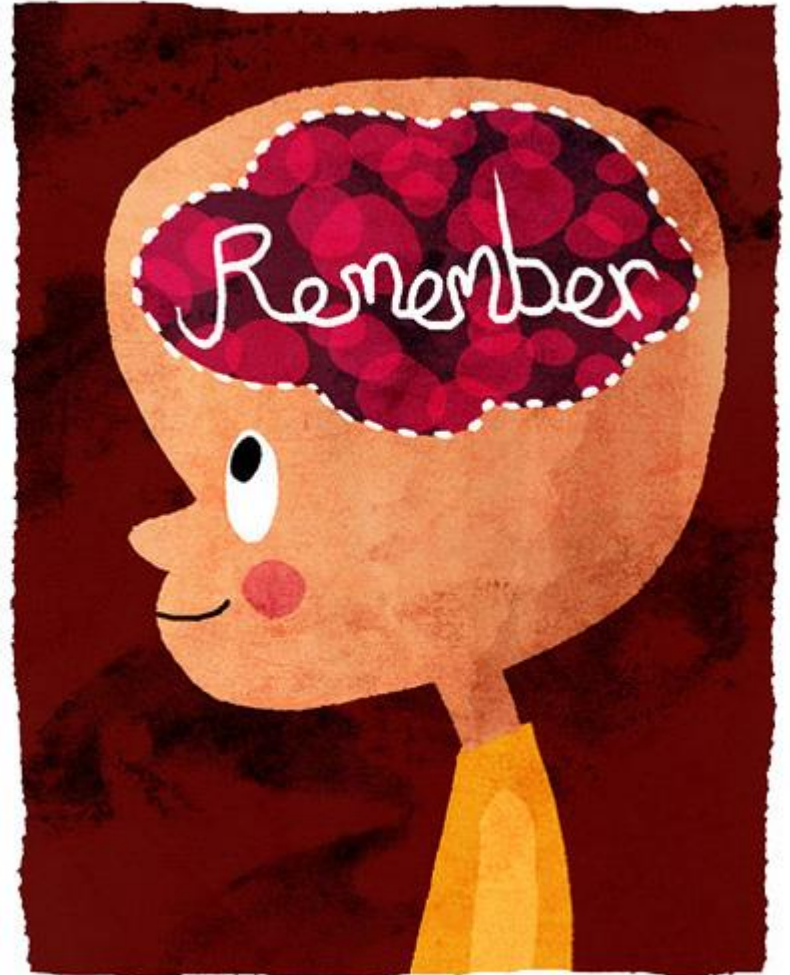


Awareness goals

Similar to the idea of offline advertising (i.e. TV)

No specific action can be performed online

Fits offline businesses



Generate Leads

A **lead**, in a marketing context, is a potential sales contact: an individual or organization that expresses an interest in your goods or services.

Reasons to focus on lead generation

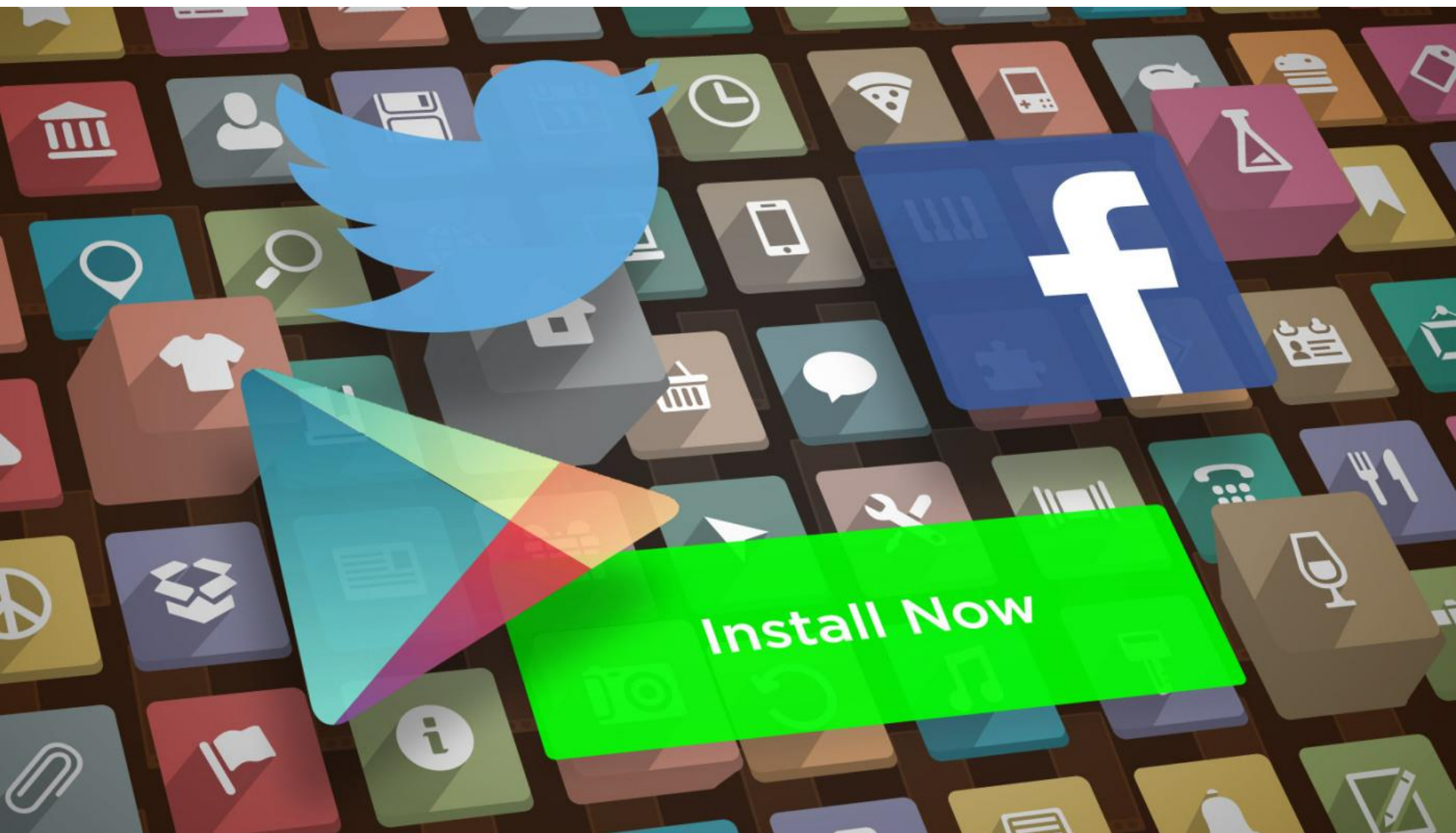
- Complex products and services
- When the consultation is needed
- Products cannot be purchased via website



Sale Stuff



Drive Installs



Goals of PPC

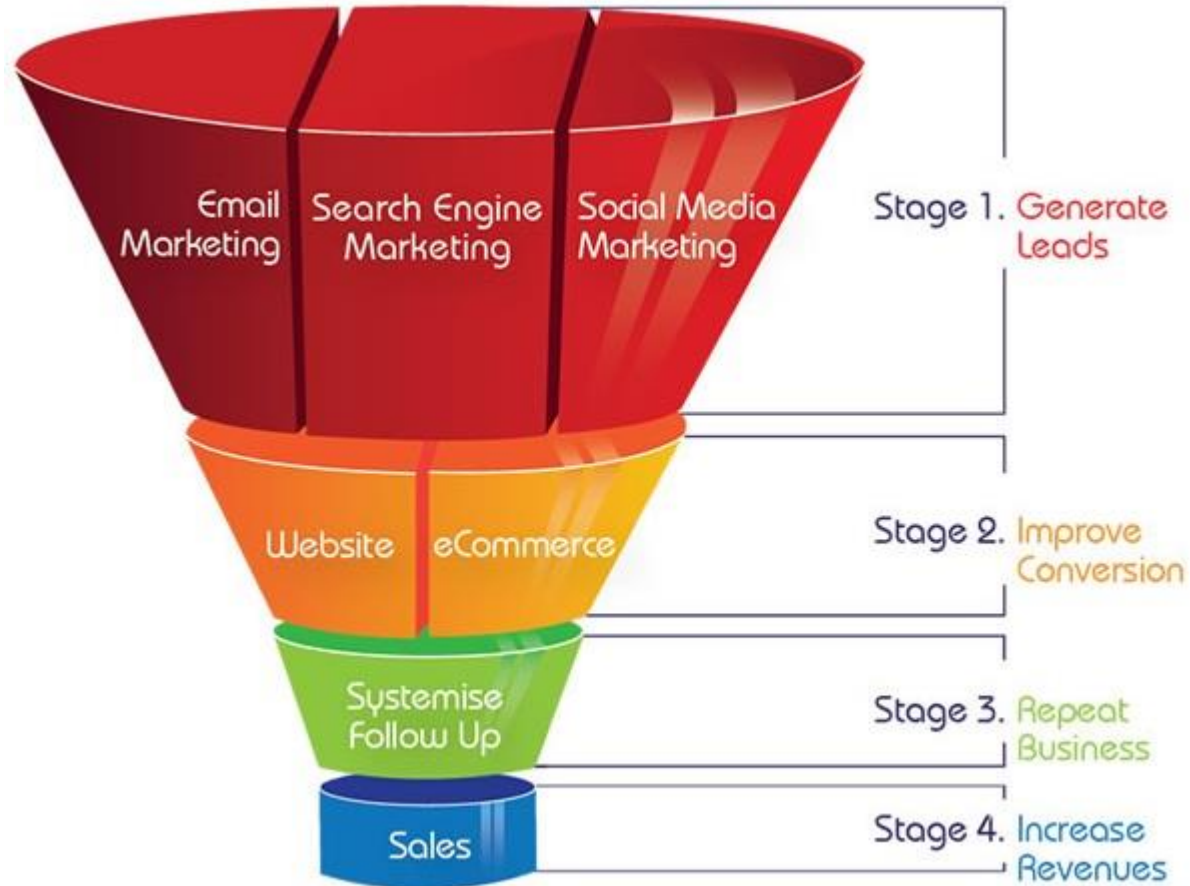
There're different goals:

- Drive awareness
- Generate leads
- Sell stuff
- Installs!



Google
AdWords

Purchase funnel



What are the options?

Search ads

- Standard Search Ads
- Dynamic Search Ads
- App Search Ads
- Product Listing Ads

Display Ads

- Retargeting
- Topics/Keywords/
placements
- Videos

Search

Google AdWords 101: Search

veeam



Web Images Videos News Maps More ▾ Search tools

About 1,060,000 results (0.30 seconds)

Veeam® Availability Suite

Ad go.veeam.com/availability-suite-v8 ▾

Availability for the Modern Data Center. Try our new product now!
8.4 million VMs protected · Unlimited number of VMs · 145,500 Customers
Veeam Backup&Replication - ONE™ v8 - Availability Suite™ v8

Veeam Protection Webinar - insight.com

Ad www.insight.com/Veeam-Webinar ▾

Learn how to manage your Microsoft Hyper-V with the Availability Suite
Insight Enterprises has 168 followers on Google+
📍 2 Easton Oval #350, Columbus, OH - +1 866-637-8680

Running Out of Steeam? - Get Truly Scalable VM Backup

Ad www.commvault.com/Better-VM-Backup ▾ +1 888-746-3849

Free for 30 Days – Download Now!
All in One Solution · Industry Leading Software · Leader Gartner Quadrant
How to Buy Simpana - Our Happy Customers - All in One Platform

Veeam: Availability for the Modern Data Center

www.veeam.com/ ▾

Veeam Software enables the Always-On Business by providing Data Center Availability with high-speed recovery, data loss avoidance, verified protection.
Downloads - Veeam Backup & Replication - Veeam Availability Suite - Contacts

VMware backup solution – Veeam Backup & Replication ...

www.veeam.com › [Veeam Products](#) › [Veeam Backup & Replication](#) ▾
Backup, recover and replicate your vSphere ESXi virtual machines with Veeam Backup

Veeam Software

Software company

Veeam Software is a privately held information technology company developing backup, disaster recovery and virtualization management software for VMware and Hyper-V virtual environments. Company's headquarters is based in Baar, Switzerland. [Wikipedia](#)

CEO: [Ratmir Timashev](#)

Founded: 2006

Founders: [Andrei Baronov](#), [Ratmir Timashev](#)

Profiles



YouTube



LinkedIn



Google+

Recent posts on Google+



Veeam

3,018 followers · Shared publicly

Коллеги

FREE COURSES

Master your +Microsoft #SQLServer skills with our free all-in-one video guide! [http://go.veeam.com/...](http://go.veeam.com/)



But search can be different

There are many options:

- Standard Search Ads
- Product Listing Ads

buy a mini fridge

Web Images Videos Maps More Search tools

About 11,500,000 results (0.36 seconds)

Affordable Refrigerators - Official Site-Over 13 brands
Ad www.appliancesmart.com/appliances
New & Special-Buy. 100% Money-Back.

Small Fridge Deals - Buy 1.7 cu. ft. & 5.5 cu
Ad www.homedepot.com/Mini_Fridges
ft. Mini Fridges at The Home Depot@!
The Home Depot has 820,427 followers on Google+









Mini Fridge at Amazon.com
Ad www.amazon.com/
Buy mini fridge at Amazon! Free Shipping on Qualified Orders.

Compact Refrigerator: Mini Fridge - Free Shipping - Best Buy
www.bestbuy.com/.../refrigerators/compact-refrigerators/abcat0901002.c...
Get Free Shipping on compact refrigerators or a mini fridge at Best Buy and keep your favorite drinks and snacks on hand.
3.3 Cu. Ft. Compact ... - Frigidaire - 3.1 Cu. Ft ... - Frigidaire - 4.5 Cu. Ft ...

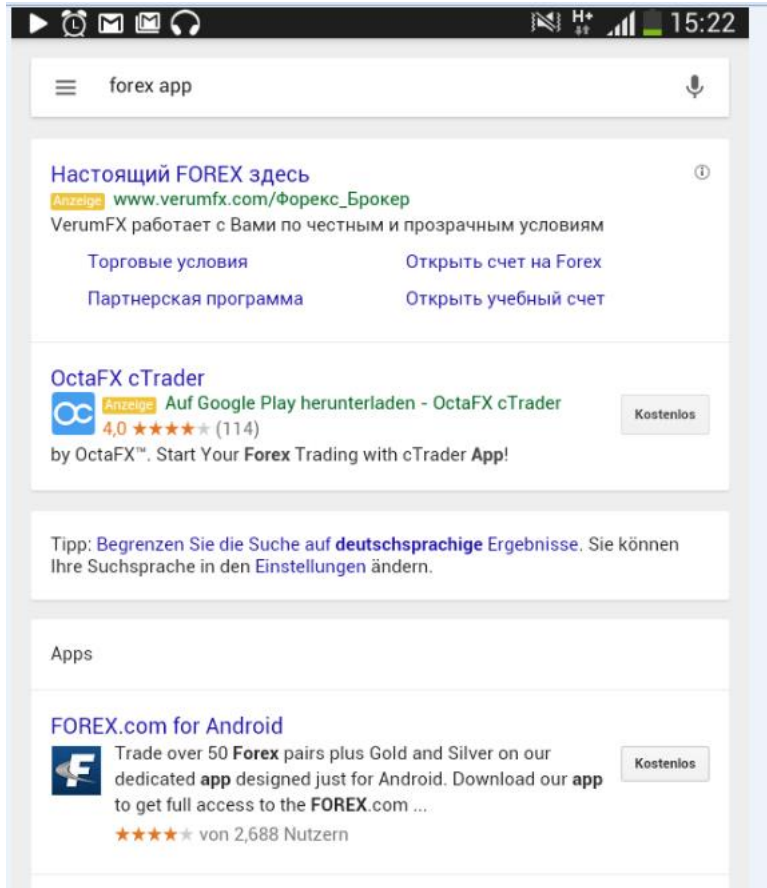
Mini Fridge - Walmart.com

Shop for buy a mini fridge on Google

Sponsored ⓘ

 Igloo Eraser Board ... \$109.00 Walmart	 Cube Mini Coffee Station \$151.56 OfficeZilla	 Summit SCR450L ... \$409.05 KaTom Resta...	 Koolatron - Coca Cola ... \$49.99 Best Buy
 EdgeStar 103 Can and 5 ... \$249.99 Keegerator	 Avanti 1.7 CU. FT. \$145.39 Staples	 EdgeStar 84 Can Extreme ... \$199.99 Compact A...	 Haier 2.7 Cu. Ft. Refrigerator/ \$119.99 hhgregg

Mobile Search Ads

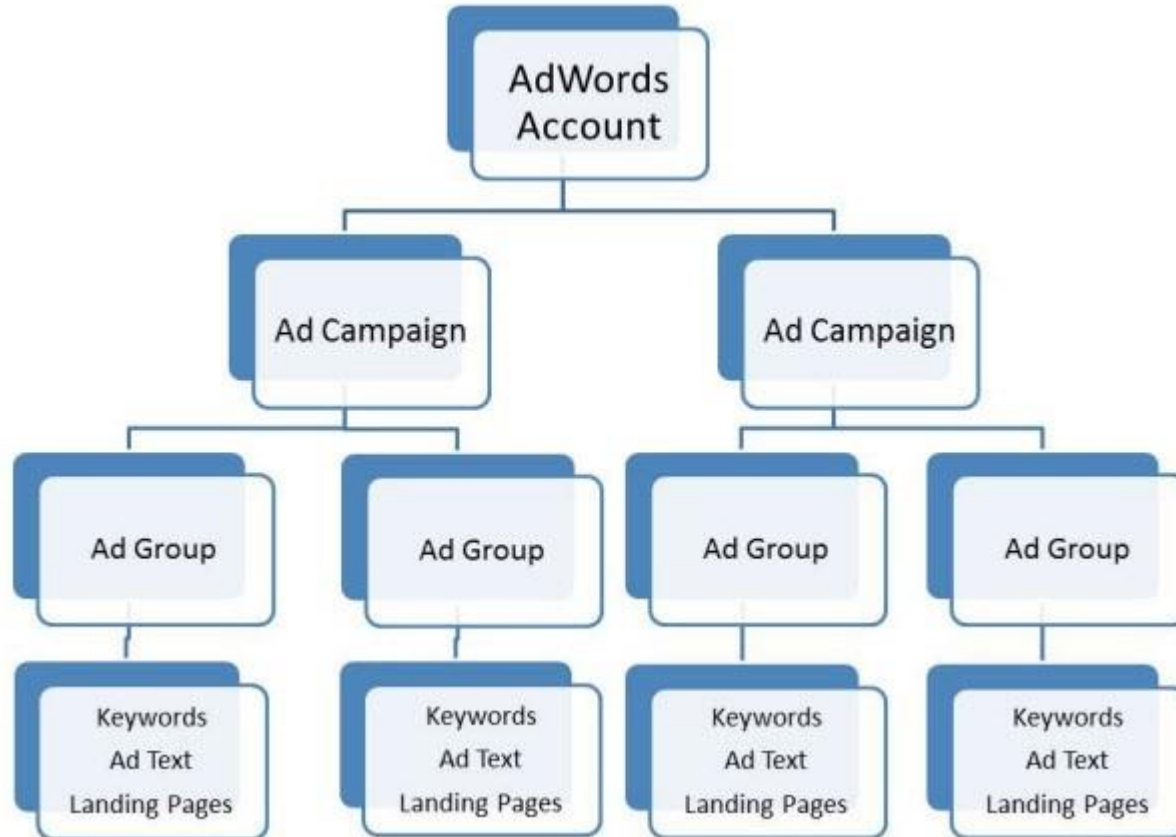


Search Advertising

- Search campaigns and key concepts
- New Search campaign creation
- Performance evaluation



Search Campaign Structure




Essentials

- Choose targeting (keywords)
- Create Ad Copy
- Choose Landing Page

Keyword research

Tools

- Change History
- Conversions
- Attribution
- Google Analytics 
- Google Merchant Center
- Keyword Planner
- Display Planner
- Ad Preview and Diagnosis

Find new keywords

▼ Search for new keywords using a phrase, website or category





Enter one or more of the following:

Your product or service


Your landing page

Your product category




Targeting

- Saint Petersburg 
- All languages 
- Google and search partners 
- Negative keywords 

Date range

- Show avg. monthly searches for: Last 12 months 

Customize your search

- Keyword filters** 
- Keyword options** 
 - Show broadly related ideas
 - Hide keywords in my account
 - Hide keywords in my plan
- Keywords to include** 

Get ideas

Keyword Planner

Your product or service

veeam

Get ideas

Modify search



Ad group ideas

Keyword ideas



Download

Add all (29)

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
Online Storage (7)	unlimited online storage, best online storage, online storage, storage onl...	32,270	High	\$13.80	< 1%	»
Backup Program (5)	backup program, backup programs, free backup programs, free backup ...	3,070	Medium	\$7.25	< 1%	»
Free Backup (19)	free online backup, online backup free, free cloud backup, free backup ...	5,130	High	\$8.72	1%	»
Backup Service (9)	online backup services, online backup service, backup services, backu...	7,450	High	\$45.44	1%	»
Backup Files (8)	file backup, backup files, backup file, backup files online, online file bac...	4,970	Medium	\$15.58	-	»
Online Backup (21)	online backup, backup online, online backup reviews, backup online gra...	29,500	High	\$20.23	< 1%	»

Keyword Match Types

Broad: formal shoes

Also matches*: formal footwear, evening footwear, men's dress wingtips...

Modified Broad: formal +shoes

Also matches*: evening shoes, black dress shoes...

Modified Broad: +formal +shoes

Also matches*: frmal shoes, formal evening shoes...

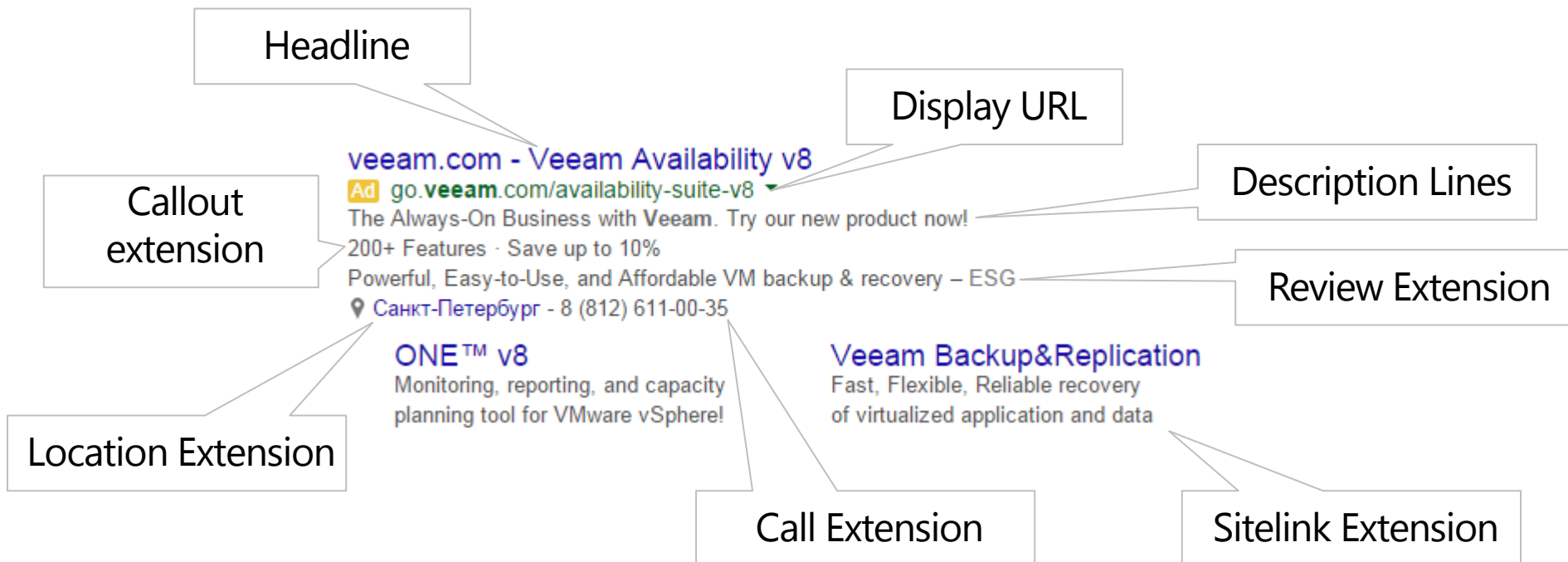
Phrase: "formal shoes"

Also matches*: black formal shoes,
formal shoes for men...

Exact: [formal shoes]

Matches: formal shoes

Search ads anatomy



Hints and Tips for Search Ads

- Combine related keywords into separate ad groups
- Broad Match Modifier is one of the best match type options
- Include keyword into the headline
- Don't forget about negative keywords (search queries)
- Call-to-action killed nobody!

Ad Rank



Quality Score



Landing page



AVAILABILITY™
for the Modern Data Center

NEW

Veeam Availability Suite v8

Update 2 FULLY supports vSphere 6

We combine **Veeam Backup & Replication** and **Veeam ONE** to give you the best solution for data center availability.

RTPO <15 min for ALL applications and data

Register to Download Free Trial

REGISTER



Watch 3-min video: Veeam is defining the Availability for the Modern Data Center

What is Veeam Availability Suite v8?

Veeam® Availability Suite™ v8 combines industry leading backup, restore and replication capabilities of **Veeam Backup & Replication™** with the advanced monitoring, reporting and capacity planning functionality of **Veeam ONE™**.

Veeam® Availability Suite™ v8 delivers everything you need to reliably protect and manage your VMware vSphere and Microsoft Hyper-V environments.

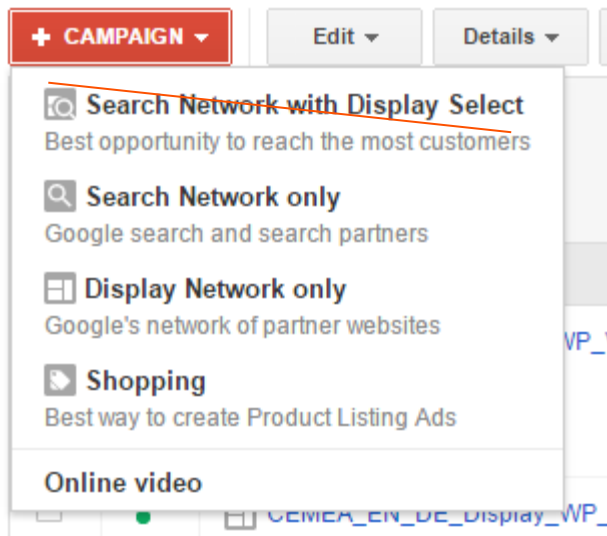
- [Product Overview](#)
- [Top 10 Reasons to Choose Veeam](#)

Key terms

- CTR
- Conversion
- Conversion rate
- CPA








Creating new search campaign







 Type: **Search Network only - Standard**

Campaign name

Type   Search Network only 

- Standard** - Keyword-targeted text ads showing on Google search results 
- All features** - All the features and options available for the Search Network 

- Mobile app installs** - Ads encouraging people to download your app 
- Mobile app engagement** - Ads that encourage actions within your app 
- Dynamic Search Ads** - Ads targeted based on your website content 
- Call-only** - Ads that encourage people to call your business 

[Learn more about campaign types](#)

The importance of naming

APAC_EN_AU_ACT_Paid_Search_WP_
What's_New_in_Active_Directory_2012_nonEN

APAC – region

EN - language

AU – Sub-region

ACT – Territory

Paid_Search – Targeting

WP – Content

What's_New_in_Active_Directory_2012 – Content Name

nonEN – Additional local language targeting

Common Setting for Search Campaigns

- **Networks** – Google AdWords and/or Search Partners
- **Locations** – Countries, regions, cities, districts to target and to exclude
- **Languages** – browser setting
- **Bid Strategies & Budget** – how are we going to set up bids and how much do we want to pay daily
- **Schedule** – start & end dates, weekly and hourly ad scheduling

Creating new search campaign

Mobile Installs – Ads encouraging people to download your app

Find your app

Mobile app platform

- Google Play
 Apple App Store

Android app name

Look up by app name, id or publisher

Look up

Choose

Cancel

Locations [?] Which locations do you want to target (or exclude) in your campaign?

- All countries and territories
 United States and Canada
 United States
 Let me choose...

Enter a location to target or exclude.

[Advanced search](#)

For example, a country, city, region, or postal code.

Bid strategy [?]

Target CPA ▾

Create a new Target CPA strategy

Maximize clicks (Recommended)

Target CPA (Recommended)

Target return on ad spend

Target search page location

Manual CPC

\$ per day

Actual daily spend may vary. [?]

Apply a budget from the shared library

WFT is CPA?

$$CPA = \frac{\text{Costs}}{\text{Number of conversions}}$$

$$CPA = \frac{\$5,000}{200} = \$25$$

Creating Ad Groups

Name this ad group

An ad group contains one or more ads and a set of related keywords. For best results

Ad group name:

Create an ad

Headline and description

Landing page [?](#)

Final URL (recommended) Destination URL

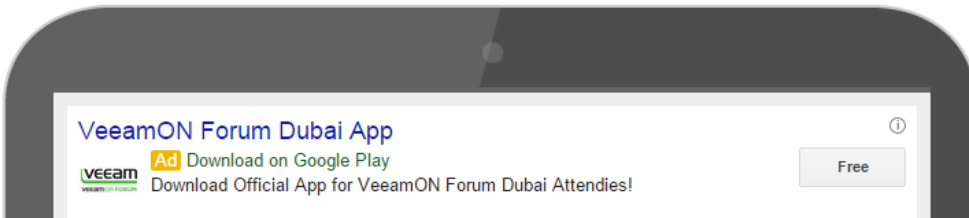
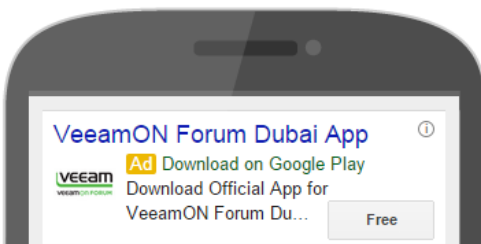
Device preference [?](#)

Exclude tablets

Ad URL options (advanced)

Ad preview

Your ads may show up on mobile phones or tablets, and might look different depending on the devices where they appear.



Adding Keywords








Enter one keyword per line.

Add your keywords here

Keywords for Veeam ME (Android)

We base keyword ideas on search queries from Google Search and Google Play.



«	Keywords	Monthly search volume
«	veeam	 4.4K+
«	veeam backup	 1K+
«	veeam 8	 < 1K
«	veeam replication	 < 1K
«	veeam support	 < 1K
«	veeam pricing	 < 1K
«	veeam deduplication	 < 1K

And as a result...

Ad group: VeeamON Forum App

VeeamON Forum Dubai App
Download Official App for
VeeamON Forum Dubai Attendees!
[Preview ad](#)

● Enabled

Ad group bids (No bids) ?

Default bid Not set

Settings

Ads

Keywords

Audiences

Dimensions

All but removed ads

Segment

Filter

Columns



Search

[View Change History](#)

+ AD

Edit

Automate

More actions...

Labels

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad	Status ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	VeeamON Forum Dubai App Download Official App for VeeamON Forum Dubai Attendees! Preview ad	Eligible	0	0	0.00%	RUB0.00	RUB0.00	0.0	0	RUB0.00	0.00%
		Total - all but removed ads ?		0	0	0.00%	RUB0.00	RUB0.00	0.0	0	RUB0.00	0.00%
		Total - Search ?		0	0	0.00%	RUB0.00	RUB0.00	0.0	0	RUB0.00	0.00%
		Total - Display Network ?		0	0	0.00%	RUB0.00	RUB0.00	0.0	0	RUB0.00	0.00%
		Total - all ad group ?		0	0	0.00%	RUB0.00	RUB0.00	0.0	0	RUB0.00	0.00%

Performance Indicators

Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?
----------	---------	-------	------------	--------	-------------	---------------	----------------	--------------

- **Clicks**
- **Impr.** - impressions, how many times ad was shown to the user
- **CTR** - click-through-rate, clicks-to-impressions ration, %
- **CPC** - average cost of a click
- **Avg. Pos.** – average position (1 – 10)
- **Cost**
- **Conversions**– number of goal actions
- **Cost / conv.**– average cost of a conversion
- **Conversion rate**– conversions-to-clicks ratio

+ a lot of other things

- **Quality score**
- **Competitive Metrics:**
 - Search impression share
 - Search lost
 - Due to rank
 - Due to budget

Ad Preview and Diagnosis

Ad Preview and Diagnosis

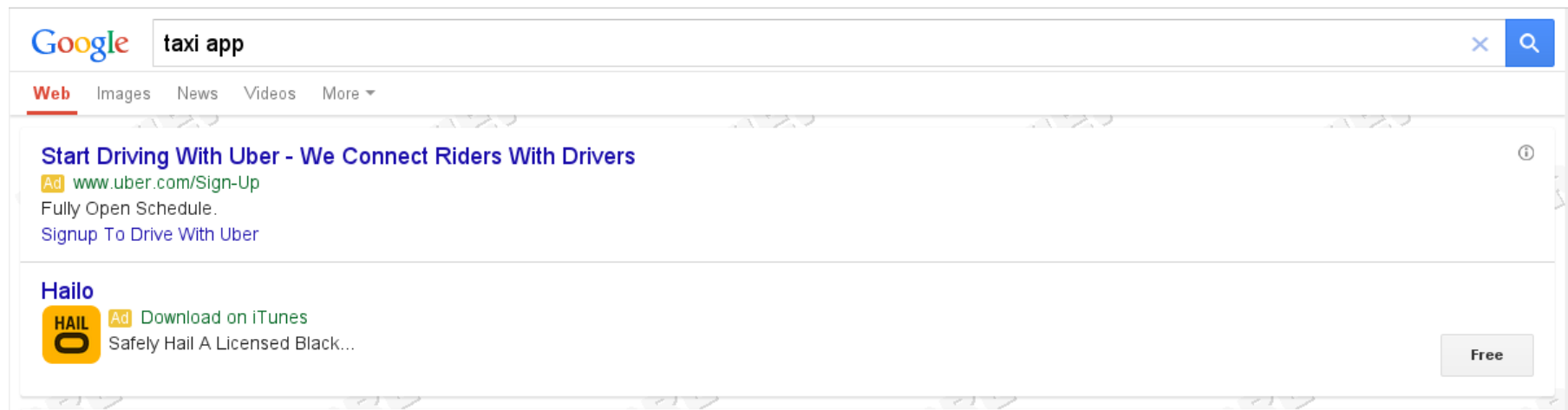
With the Ad Preview and Diagnosis tool, you can search for your ad just like you would on a regular Google search results page, without accruing any impressions. Use the drop-down menus below to configure additional options for your search. [Learn more](#)

taxi app

[Additional options](#) Domain **www.google.com** | Language **English** | Location **London, England, United Kingdom** | Operating system **Apple iOS** | Carrier **Wi-Fi traffic**

Showing ads right now?

No Your ad isn't showing for this keyword right now. There are a number of reasons why this happens.



The screenshot shows a Google search interface with the query 'taxi app'. The search results are filtered to 'Web'. Two advertisements are displayed:

- Start Driving With Uber - We Connect Riders With Drivers**
Ad www.uber.com/Sign-Up
Fully Open Schedule.
Signup To Drive With Uber
- Hailo**
Ad Download on iTunes
Safely Hail A Licensed Black...

Summary - Search

- ✓ Key concepts of PPC Advertising
- ✓ Keyword research and anatomy of an ad
- ✓ Create new search campaign for mobile app promotion
- ✓ Performance indicators and ad preview

Display

Where to show - GDN



Google Display Network

2 million sites that reach over 90% of Internet users

Whom to show - GDN



Your website visitors

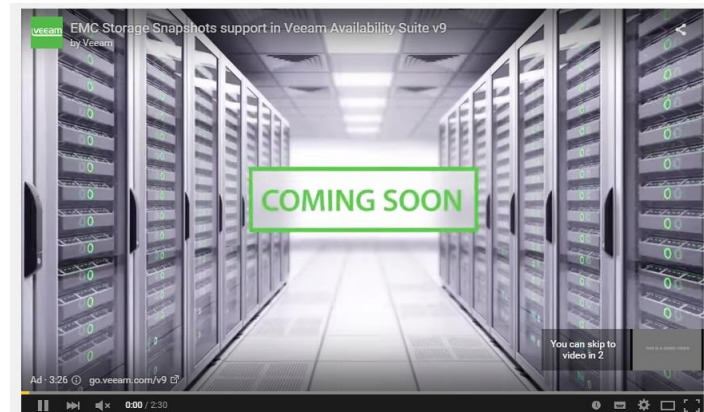
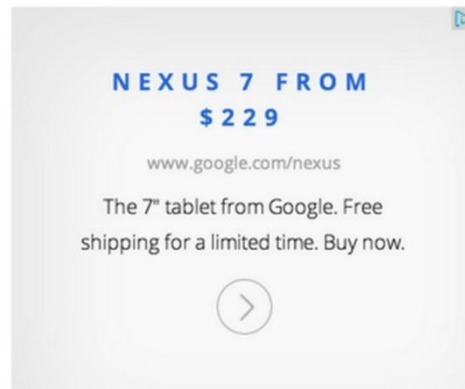
Particular audiences

Particular websites visitors

What to show - GDN

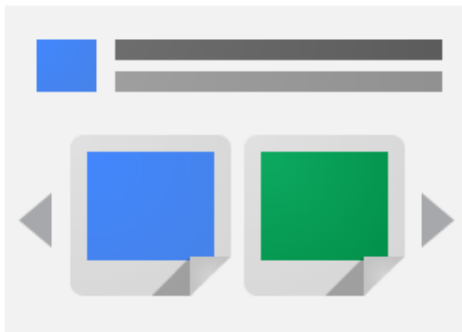
Types of creative materials:

- Banners (static, dynamic)
- Text Ads
- Videos
- Rich media - Engagement Ads
- Emails (for Gmail Sponsored Promotions)

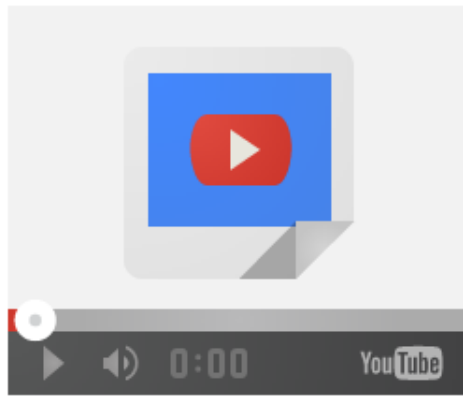


Google Display Network

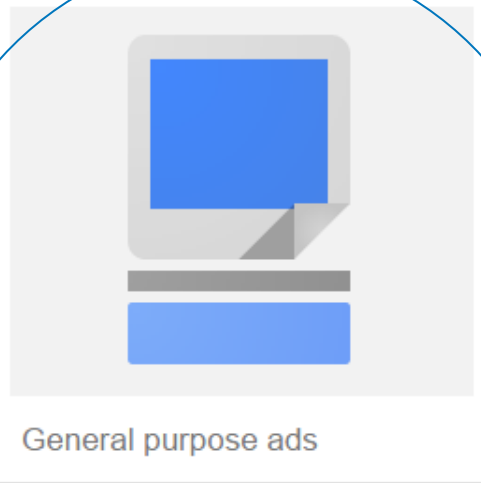
Ad gallery



Dynamic ads
Create rich media ads that match people's location and the content they're



Video ads



General purpose ads

GDN – General Purpose Ads

A panoramic advertisement with a white background. The title 'Veeam Availability Suite' is at the top. Below it is an image of a laptop displaying a blue globe. The text 'Availability for the Modern Data Center' is centered. The Veeam logo is at the bottom left, and a red 'Download Now' button is at the bottom right.

Panoramic design
[Preview responsive ad sizes](#)

A pictorial advertisement with a white background. It features a central image of a laptop with a blue globe on the screen. The title 'Veeam Availability Suite' is centered below the image. The text 'Availability for the Modern Data Center' is at the bottom left. The Veeam logo is at the bottom right, and a red 'Download Now' button is at the bottom right.

Pictorial design
[Preview responsive ad sizes](#)

A classic advertisement with a dark green background. The title 'Veeam Availability Suite' is at the top. Below it is the text 'Availability for the Modern Data Center' and an image of a laptop with a blue globe. The Veeam logo is at the bottom left, and a red 'Download Now' button is at the bottom right.

Classic design
[Preview responsive ad sizes](#)

Google Display Network



дна з луч солнечны зарядо.

Узнать боль

Панорамный дизайн
Просмотреть все размеры

Выберите

GDN Targeting Criteria

Your Website Visitors

- Remarketing

New

- Interests
- Display Keywords
- Placements
- Topics

You can combine the audiences to narrow your targeting

Display Targeting Criteria

- **Interests** – Show ads based on user interests
 - Affinity Audiences – reach customers based on their long-term interest
 - In-market Audiences – reach shoppers researching & comparing products like yours
- **Topics** - Show ads on pages about specific subjects
- **Placements** - Show ads on specific websites that you choose
- **Display Keywords** - Show ads on sites related to your keywords

Display Targeting Criteria

Affinity audiences: 103

- Art & Theater Aficionados »
- ▶ Auto Enthusiasts »
- Avid Investors »
- Beauty Mavens »
- Business Professionals »
- Comics & Animation Fans »
- ▶ Cooking Enthusiasts »
- Do-It-Yourselfers »

In-market audiences: 394

- ▶ Apparel & Accessories »
- ▶ Autos & Vehicles »
- ▶ Baby & Children's Products »
- ▼ Beauty Products & Services »
 - Bath & Body Products »
 - Hair Care Products »
 - Makeup & Cosmetics »
 - Skin Care Products »

Topics

Choose topics to target many pages about a specific subject. [Learn more](#)

- Magazines »
- Poetry »
- Writers Resources »
- ⊕ Business & Industrial »
- ⊖ Computers & Electronics »
 - CAD & CAM »
 - ⊕ Computer Hardware »
 - ⊕ Computer Security »
 - ⊕ Consumer Electronics »

Find relevant targeting criteria

Display Planner

Plan your next Display campaign

What would you like to do?



▼ **Get ideas and estimates**

Enter one or both of the following:


Your customers are interested in

Your landing page

Campaign targeting

Bidding type

Get ad group ideas Get placement ideas

Find relevant targeting criteria

Your customers are interested in

veeam x

Your landing page

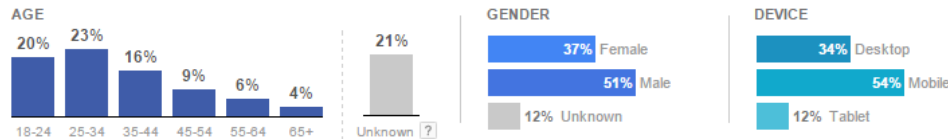
www.website.com

Get ideas

More options

Available network inventory (Weekly) ?

1B – 5B Cookies 10B+ Impressions



Ad group ideas

Individual targeting ideas

Available network inventory: ON



All ad groups Keywords Interests Topics Placements

Add all (59)

Ad group	Contents	Cookies / wk ?	Impr. / wk
Topics: Data Backup & Recovery	Topics: Computers & Electronics > Computer Hardware > Computer Drives & Storage > Data Backup & Recovery, Computers & Electronics, Comp...	500M – 1B	10B+ »
In-market audiences: Hosted Data & Cloud Storage	Interests: Business Services > Business Technology > Network Systems & Services > Hosted Data & Cloud Storage, Business Services > Busine...	50M – 100M	1B – 5B »
Keywords	Keywords: veeam, veeam replication, vmware.com, it data recovery, +cloud +storage +replication	50M – 100M	5B – 10B »
Sites/Channels 1	Sites: vladan.fr, vmwarearena.com, vmadmin.co.uk, wikiseda.com, dailyhypervisor.com, lonesysadmin.net, vmwarebits.com, mustbegeek.com, tec...	500K – 1M	4.5M – 5M »
Videos 1	Videos: itfreetraining (YouTube Channel), jagvinderthind (YouTube Channel), danscourses (YouTube Channel), pcmichiana (YouTube Channel), pcad...	100K – 150K	150M – 200M »
Android Apps 1	Mobile apps: Apps Backup & Restore (Google Play), by Xirgosoft, My Backup (Google Play), by Renware, LLC, App Backup (Google Play), by Zero...	150K – 200K	2M – 2.5M »

Remarketing AdWords

EXAMPLE OF REMARKETING CAMPAIGN



Create Remarketing Lists

+ REMARKETING LIST

1

[Andrey Markin Veeam](#) > [Shared library](#) > [Audiences](#) >

New remarketing list

Create a list of people who have recently visited your site, used your mobile app, or interacted with your ads.

Remarketing list name

2

Web or app ? Websites
 Mobile apps

Who to add to your list ?

Visitors of a page

Visitors of a page

Visitors of a page who did not visit another page

Visitors of a page who also visited another page

Visitors of a page during specific dates

Visitors of a page with a specific tag

People who interacted with your ads (no tag needed)

Custom combination

3

People who visited a page with any of the following:

Rule

One page must have all of the following:

URL

contains

URL

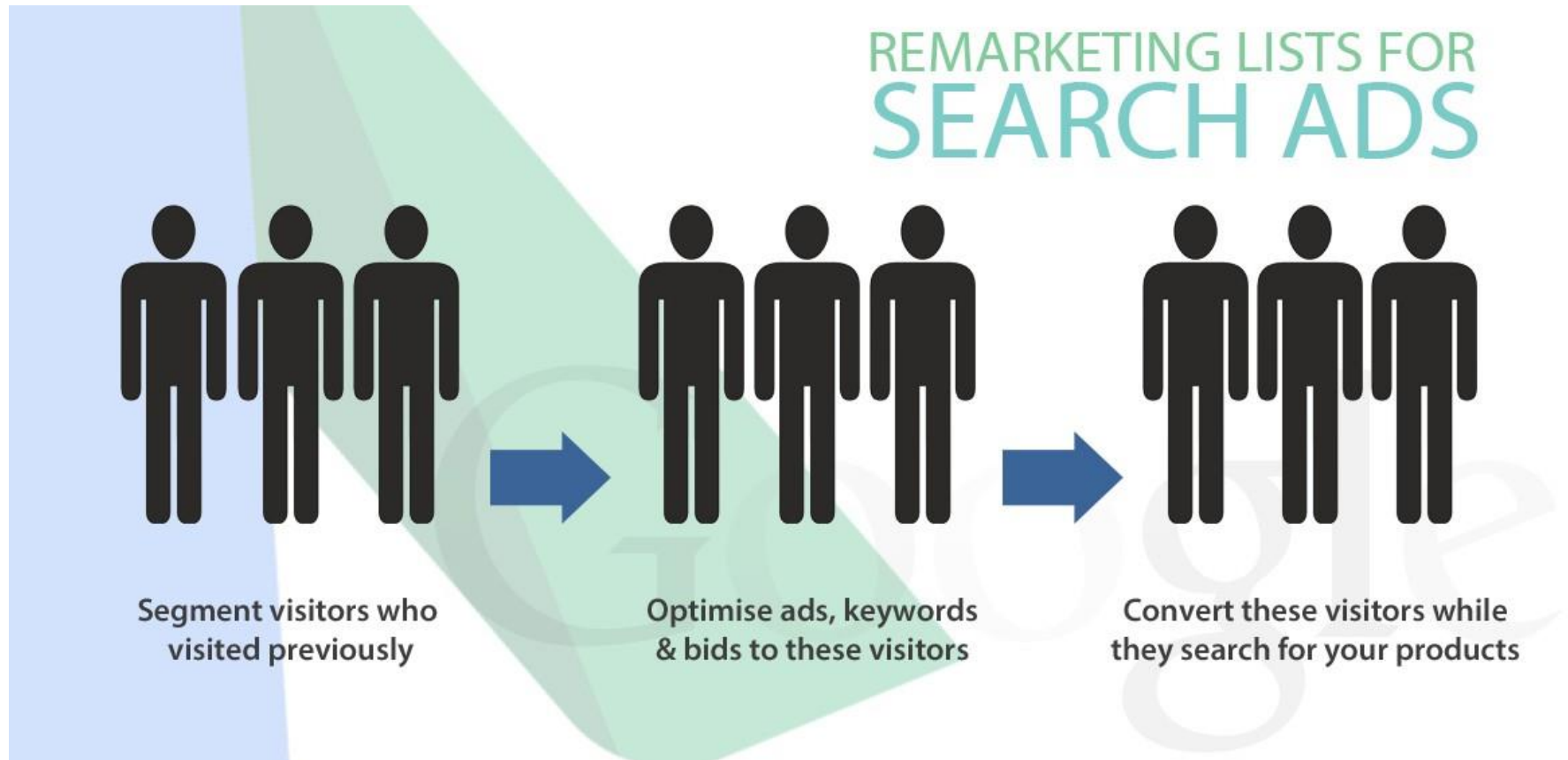
Referrer URL

Done

Cancel

4

Remarketing Lists for Search Ads



Engagement Ads

VEEAM

Availability for the Modern Data Center

ANNOUNCING **VEEAM**

Veeam Integrates with EMC Snapshots!

NEW Veeam Availability Suite v9

Hover to Expand

This mobile engagement ad features the Veeam logo at the top, followed by the headline 'Availability for the Modern Data Center'. Below this is a red 'ANNOUNCING' banner with the Veeam logo. The main content area shows a server room background with the text 'Veeam Integrates with EMC Snapshots!' and 'NEW Veeam Availability Suite v9'. A play button icon is centered below the text. At the bottom, there is a 'Hover to Expand' button with a play icon.

VEEAM

Availability for the Modern Data Center

ANNOUNCING **VEEAM**

Veeam Integrates with EMC Snapshots!

Expanding...

NEW Veeam Availability Suite v9

Hover to Expand

This mobile engagement ad is similar to the first one but includes a blue progress bar below the text 'Expanding...'. The 'Hover to Expand' button at the bottom has a play icon.

VEEAM Availability for the Modern Data Center [Explore more](#)

ANNOUNCING

Veeam Integrates with EMC Snapshots!

NEW Veeam Availability Suite v9

LEARN MORE

ANNOUNCING **VEEAM**

Veeam Integrates with EMC Snapshots!

NEW Veeam Availability Suite v9

ANNOUNCING **VEEAM**

Veeam Integrates with EMC Snapshots!

NEW Veeam Availability Suite v9



This desktop engagement ad features a large server room background. At the top left is the Veeam logo, and at the top right is the headline 'Availability for the Modern Data Center' with an 'Explore more' link. A red 'ANNOUNCING' banner is positioned above the main text. The main text reads 'Veeam Integrates with EMC Snapshots!' and 'NEW Veeam Availability Suite v9'. A red 'LEARN MORE' button with a play icon is centered below the text. At the bottom, there are two smaller versions of the ad, each with a play icon.

Gmail Sponsored Promotions (GSP)

Primary Social **28 new** Promotions +

Google+ (Alena Ageeva), Google+ (N...

Ads ⓘ

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		HostGator™	Start a Website Today Hosting, Free Website Builder, Unlimited Bandwidth and Much More!
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Dr. David Costa	Online MSc in 12 Months Online Masters degree in Marketing from University of Salford, UK.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Google Analytics	New Media Partnerships and Ad Solutions for App Promotion - Google Analytic
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Google Analytics Academy	Sign up for Google's new online course on Tag Manager - Google Analytics Enroll in C
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Google Analytics	Introducing Search Response and Airings Data in TV Attribution - Google Analy
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Google Analytics	Explore Acquisition Channels via Treemaps in Google Analytics - Google Analyt
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Google Domains	Google Domains celebrates 30 years of .COM and the future of .DOMAINS - Hello, Th
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Google Analytics	Build a loyal user base with new Google Analytics Mobile App reports - Google
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Google Analytics	Start Remarketing With Google Analytics Instant Activation - Google Analytics Google

Online MSc in 12 Months

Ad ⓘ

Dr. David Costa



Dr. David Costa



Online Masters degree in Marketing from University of Salford, UK.

salford.rkc.edu

University of **Salford** MANCHESTER

MSc Courses
offered in exclusive
partnership with
Robert Kennedy College

[Get more information](#)

What's this?

It's a new type of ad that you can forward to a friend, or star to save it to your inbox. If you dismiss this ad, you won't see it again.

GSP Targeting Criteria

- **Domains**
- Keywords
- Interests
- Demographics



YouTube Advertising

YouTube is one of the biggest websites within GDN

Charlie bit my finger - again !



34 videos

Subscribe



0:14 / 0:58 360p

HDCYT | May 22, 2007

Even had I thought of trying to get my boys to do this I probably couldn't ha...

233,753,724 views



sonypictures.com/KarateKidDVD Ads by Google

Suggestions

- Lose 41 Pounds in 45 Days
by myfatcure
342,412 views Promoted Video
- Charlie bit my finger - The Accident
by HDCYT
342,412 views

TrueView video

The image shows a YouTube video player interface. The main video is titled "Volvo Ocean Race : Leg 1 Documentary Show 2011-12" and has 168,328 views. An advertisement is playing over the video, featuring two women. A red box highlights the "Skip Ad" button at the bottom of the video player. A red arrow points to the "TrueView In-Stream" text on the video. To the right, a "TrueView In-Display" advertisement is shown, featuring a "Samsung GALAXY PRO" phone. Below the main video, there are suggestions for other Volvo Ocean Race videos, including "V&A Waterfront Cape Town In-Port Race Full Live Replay 2011-12", "All-New Scarab Boat", "Volvo Ocean Race - Leg 2 Documentary Show 2011-12", "Abu Dhabi Leg 3 Live Start Full Replay 2011-12", and "Volvo Ocean Race - Leg 3 Documentary Show 2011-12".

You pay ONLY when viewer reaches the 30 sec threshold or the end of the video

Summary - Display

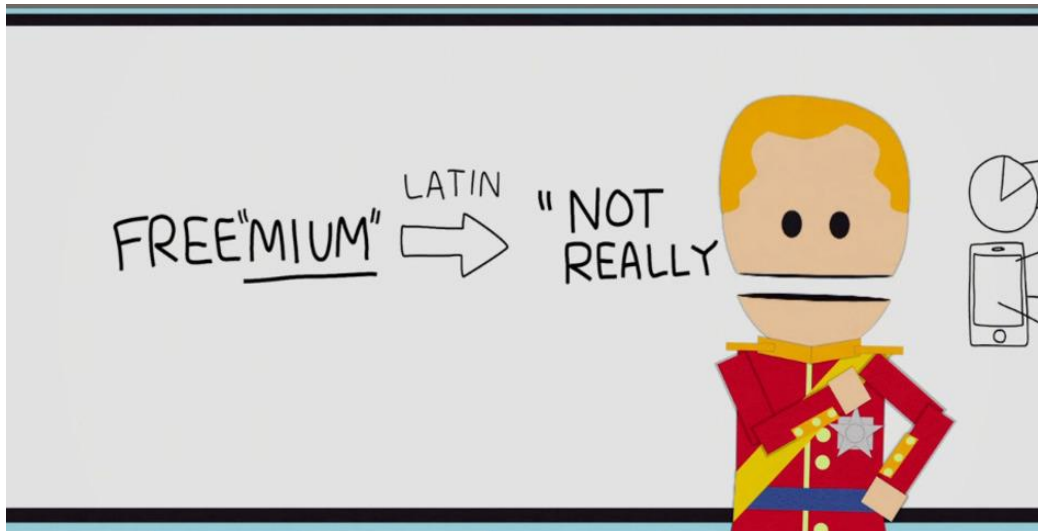
- ✓ Where, whom and what to show
- ✓ Google Ad Gallery
- ✓ GDN Targeting Criteria & Display Planner
- ✓ Remarketing
- ✓ Engagement Ads
- ✓ Gmail Sponsored Promotions
- ✓ YouTube Advertising

You have an app.
What's next?

App promotion


Two main objectives

- Install apps
- Engage with the app



Create mobile app campaign

Mobile app ? Which app do you want people to download?

 Veeam ME (Android) ▾

? Ads will show on compatible devices that don't have your app.

Operating systems ?

- All available operating systems
- Let me choose...

Android

Min. ▾ Max. ▾

Device models ?

- All available devices
- Let me choose...

Carriers and Wi-Fi ?

- All available carriers and Wi-Fi
- Let me choose...

- Focus on **installs** (Conversion Optimizer) - use CPA bids
Conversions from Android app installs are automatically recorded.

Choose how to target your ads

- Show my ads to all potential app users ?
- Interests & remarketing – show ads to people based on their interests.
- Placements – show ads in specific categories of apps.
- Use a different targeting method

Targeting criteria for your app campaign

The image shows a user interface for selecting targeting criteria. On the left, a dropdown menu is open, showing options: 'Installed app categories' (selected with a checkmark), 'New mobile devices', 'Remarketing lists', and 'Similar to remarketing lists'. To the right, under the 'Installed app categories' section, there is a sub-section for 'Android Apps' which includes 'Books & Reference', 'Business', and 'Comics'. Below this, a section for 'New mobile devices: 5' lists 'Recent 7 Days', 'Recent 14 Days', and 'Recent 30 Days'. Each item in the right-hand list has a right-pointing arrow button next to it.

Installed app categories

- ✓ Installed app categories
- New mobile devices
- Remarketing lists
- Similar to remarketing lists

▼ Android Apps

- Books & Reference
- Business
- Comics

New mobile devices: 5

- Recent 7 Days
- Recent 14 Days
- Recent 30 Days

Targeting criteria for your app campaign

Placements [?](#)

Mobile app categories

- Google Play [Link](#) [»](#)
 - Books & Reference [Link](#) [»](#)
 - Business [Link](#) [»](#)
 - Comics [Link](#) [»](#)

Placements [?](#)

[Mobile app categories](#)

Search for placement ideas

Placement	Impressions/week	
Fitness Trainer FitProSport (...)	200K - 250K	»
Fitness trainer GymApp (Googl...	50K - 100K	»
Daily Workouts FREE (Google P...	400K - 450K	»
Fat Burning and Weight Loss (...)	50K - 100K	»
Sworkit Lite Workout Traine...	50K - 100K	»

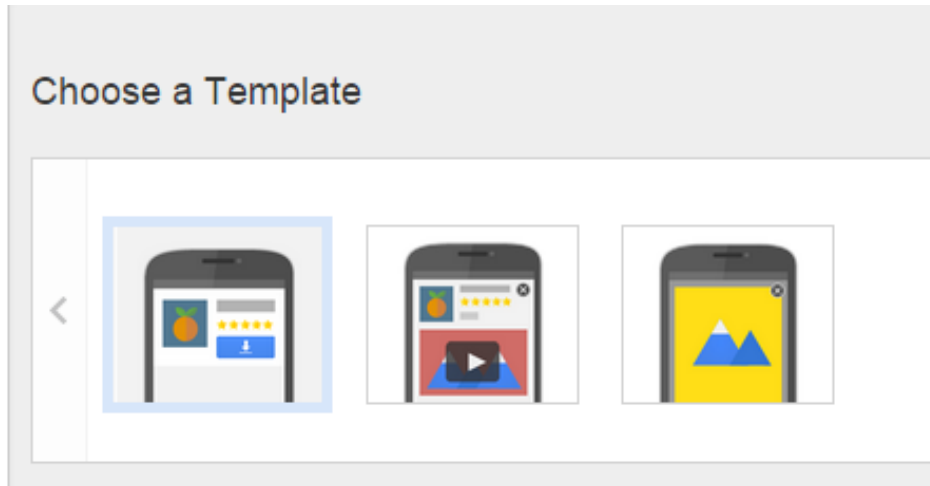
[Narrow your targeting further \(optional\)](#)

Select a targeting method ▼

Targeting optimization

Let AdWords automatically find new customers, around your current cost per app install [?](#)

Create ads for apps



Types of ads

- Text + Logo
- Text + Video
- Image only

Create ads for apps

Text + Logo

Ad preview

The screenshot shows an ad preview interface. On the left, there are two ad creatives. The top one is for 'Veeam ME' with the Veeam logo and 'FREE' text. The bottom one is for 'VeeamON Forum Dubai' with a screenshot of the app interface. On the right, there is a preview of the 'VeeamON Forum Dubai' app with a download icon. Below the preview, there is a 'Device Preference' section with a checkbox for 'Exclude Tablets' which is checked.

Veeam ME
FREE

VeeamON Forum Dubai

VeeamON Forum Dubai App
Download Official App for VeeamON Forum Dubai Attendees!

INSTALL

Device Preference ?
 Exclude Tablets

Text + Video

The screenshot shows an ad preview interface. On the left, there are two ad creatives. The top one is for 'Veeam ME' with the Veeam logo and 'FREE' text. The bottom one is for 'VeeamON Forum Dubai' with a screenshot of the app interface. On the right, there is a preview of the 'VeeamON Forum Dubai' app with a video player showing a conference scene. Below the video, there is a 'Download' button. At the bottom, there is a 'Close button delay (seconds)' slider set to 5.

Veeam ME
Google play
FREE

OVER 80 BREAKOUT SESSIONS

VeeamON Forum Dubai App
Download Official App for VeeamON Forum Dubai Attendees!

Download

Close button delay (seconds)
0 1 2 3 4 5

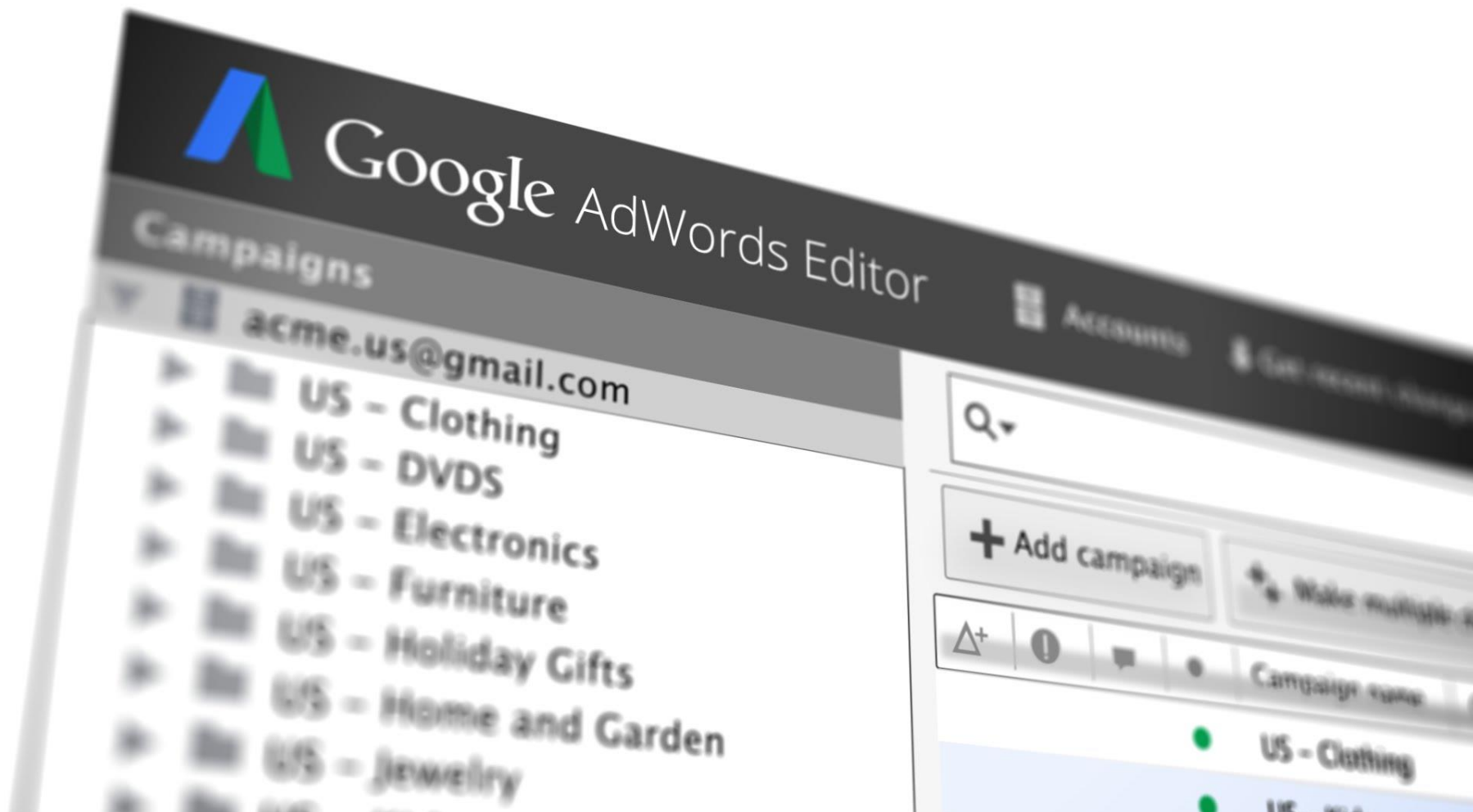
Automation

Automate it: Dealing with Complex Accounts

- Google AdWords Editor
- Shared Budgets
- Labels
- Automatic Rules
- Flexible Bidding Strategies
- Scripts
- Reports
- My Client Center (MCC)



AdWords Editor



Shared Budget

🔍

All online campaigns ⏪

Shared library

Audiences
Empty

Budgets
Empty

Campaign negative keywords

Campaign placement exclusions

Automation

Reports

Labels

Help

Help Center

[Shared library > Budgets >](#)
Create a new shared budget

New! Now you can replace individual campaign budgets with one large, shared budget. Here's how:

- 1. Create a shared budget**
Pick an amount that's large enough to cover the campaigns you'll apply it to.
- 2. Apply it to campaigns**
Select some campaigns that will draw from this new, shared budget. You can add more later.

Budget name

Apply to campaigns **None added** [Edit](#)
optional ? These campaigns will have their budgets replaced with the new shared budget.

Budget amount ? ? \$ per day
Actual daily spend may vary. ?

Delivery method (advanced)

- Standard:** Show ads evenly over time
- Accelerated:** Show ads as quickly as reasonably possible

Labels

Labels can be set up for the following elements:

- Campaigns
- Ad groups
- Keywords
- Ads
- Remarketing lists



Labels

Labels are intended to simplify the reporting

Label	↑	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Converted clicks ?	Cost / converted click ?	Click conversion rate ?	Total conv. value ?	Conv. value / cost ?
2014 Holiday - 2013 Variation		4,582	234,315	1.96%	\$0.97	\$4,454.47	1.8	381	\$11.69	8.32%	16,959.6	3.8
2014 Holiday - End Date		6,355	707,851	0.90%	\$1.12	\$7,099.80	1.5	437	\$16.25	6.88%	17,309.2	2.4
2014 Holiday - New Years Sale		2,023	115,490	1.75%	\$0.84	\$1,690.26	1.3	173	\$9.77	8.55%	6,123.0	3.6
2014 Holiday - Tiered Offer		4,475	276,884	1.62%	\$1.09	\$4,888.41	1.4	347	\$14.09	7.75%	16,453.1	3.4
2014 Holiday - Shipping for Xmas 12/17		497	17,671	2.81%	\$0.80	\$399.92	2.0	50	\$8.00	10.06%	2,025.2	5.1
2014 Holiday - Christmas Day		2,726	102,572	2.66%	\$0.87	\$2,358.61	1.4	237	\$9.95	8.69%	7,729.1	3.3
2014 Holiday - GWP & 40%		1,169	52,554	2.22%	\$0.69	\$807.09	1.7	96	\$8.41	8.21%	3,520.4	4.4

Automatic Rules

- Scheduling ads
- Pausing low-performing ads or keywords
- Bids
- Controlling budgets and costs



+ CAMPAIGN Edit Details Bid strategy Automate Labels

All 500 rows on this page are selected. Select all rows across all

		Campaign	Budget ?	Status
<input checked="" type="checkbox"/>	●			
Total - all campaigns				
			\$5,000.60/day	
<input checked="" type="checkbox"/>	●	CEMEA_EN_DE_Retargeting_Nurturing_Free_no		
<input checked="" type="checkbox"/>	●	NEMEA_EN_UK_Retargeting_Nurturing_Free		
<input checked="" type="checkbox"/>	●	EM_EN_CIS_Retargeting_Nurturing_Free_nonEN		

CREATE RULE FOR CAMPAIGNS

- Change daily budget when...
- Pause campaigns when...
- Enable campaigns when...
- Send email when...
- Create rule for ad groups ▶
- Create rule for keywords ▶
- Create rule for ads ▶
- Manage rules »
- Create and manage scripts »

Change max. CPC bids when...

- Raise bids to top of page CPC when...
- Raise bids to first page CPC when...
- Pause keywords when...
- Enable keywords when...
- Send email when...

Flexible Bidding Strategies

- Enhanced CPC
- Target search page location
- Target CPA
- Target outranking share
- Maximize clicks
- Target return on ad spend (ROAS)

Scripts

Save **PREVIEW** Advanced APIs Hide examples [API documentation](#)


Before you preview this script, please authorize it to access this account on your behalf. Authorize now [\(Why do we ask?\)](#)

- ▼ AdWords Entities
 - ▶ Account
 - ▶ Account labels
 - ▶ Ad Customizers
 - ▶ Ad Groups
 - ▶ Ad Params
 - ▶ Ads
 - ▶ Bidding
 - ▶ Budgets
 - ▶ Campaigns
 - ▶ Display
 - ▶ Keywords
 - ▶ Labels
 - ▶ Negative Keywords
 - ▶ Shopping
- ▶ Extensions
- ▶ Targeting
- ▶ Reports
- ▶ Utilities
- ▶ Advanced APIs
- ▶ Bulk upload

```
function createAccountLabels() {  
  var labelName = 'INSERT_LABEL_NAME_HERE';  
  
  MccApp.createAccountLabel(labelName);  
  Logger.log("Label with text = '%s' created.", labelName);  
}
```

Reports

Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions Display Network Labs ▼

View: Labels - Campaign ▼ Filter ▼ Columns ▼  [View Change History](#)

Download and schedule report

Format

Segment [?](#) [+ Add segment](#)

[Email and schedule report](#)

Send to:

- No one (no emails needed)
- Only me (andrey.markin.veeam@gmail.com)
- All account users with access to view reports
- Specific account users and me [?](#)

Save this report

Your report will be saved to "Reports".

▼ Filter

Labels matches any

My Client Center (MCC)

Google AdWords Andrey Markin Vee...
Manager • 412-868-8218 Accounts Campaigns Reports Customer ID:
andrey.

Accounts « Accounts Last week (Mon - Sun): Ju

Performance Budget

All directly linked accounts Segment Filter Columns Search

+ ACCOUNT Edit Account labels Automate

<input type="checkbox"/>	Account	Account labels ?	Alerts ?	Clicks ?	Impr. ?	CTR ?	Conversions ?
<input type="checkbox"/>	Veeam Display VEEAM SOFTWARE CORPORATION 803-642-1987	--	2 1	119,410	19,279,799	0.62%	1,119
<input type="checkbox"/>	Veeam DoubleClick Studio VEEAM SOFTWARE CORPORATION 686-641-3516	--		10	1,045	0.96%	0
<input type="checkbox"/>	Veeam Paid Search VEEAM SOFTWARE CORPORATION 976-202-0138	--		9,286	516,970	1.80%	1,564
<input type="checkbox"/>	Veeam Partners MCC 864-334-0330 Manager	--		4	2,775	0.14%	0
Totals - all 4 clients		--	--	128,710	19,800,589	0.65%	2,683

What are labels? Watch a short video.

Summary

- ✓ Get familiar with key PPC concepts
- ✓ Create our first search campaign for an app
- ✓ Look through the Google Display Network options
- ✓ Create display campaign for our app
- ✓ Find the ways to automate the daily tasks



careers.veeam.com



Any questions?









Feel free to contact Vera Nikiforova at
Vera.Nikiforova@veeam.com

Bonus: Shopping Campaigns

Google Shopping Campaigns

Shop for купить кардиган on Google

Sponsored ⓘ

 <p>Кардиган Stefanel RUB3,980.00 NAME'S</p>	 <p>Кардиган Marc by Marc Jacobs RUB14,210.00 NAME'S 30% price drop</p>	 <p>BODYFLIRT Кардиган, цвет RUB1,190.00 bonprix.ru</p>	 <p>bonprix Удлиненный ... RUB1,990.00 bonprix.ru</p>
 <p>bpc selection Трикотажный RUB1,190.00 bonprix.ru</p>	 <p>bonprix Кардиган, цвет RUB1,190.00 bonprix.ru</p>	 <p>BODYFLIRT boutique ... RUB2,390.00 bonprix.ru</p>	 <p>Кардиган Classic Style RUB3,240.00 Wildberries.ru</p>

Google Shopping Campaigns



+



Google Shopping Campaigns

Google Product Feed

- Title
- Description
- Google Product Category
- Product Type
- Link
- Image link
- Availability
- Price
- Custom labels



Google Shopping Campaigns

Google merchant center

Obscure Books (Account ID 7104419)

[Dashboard](#)

[Data feeds](#)

Products

[Data quality](#)

[Performance report](#)

[Settings](#)

Products

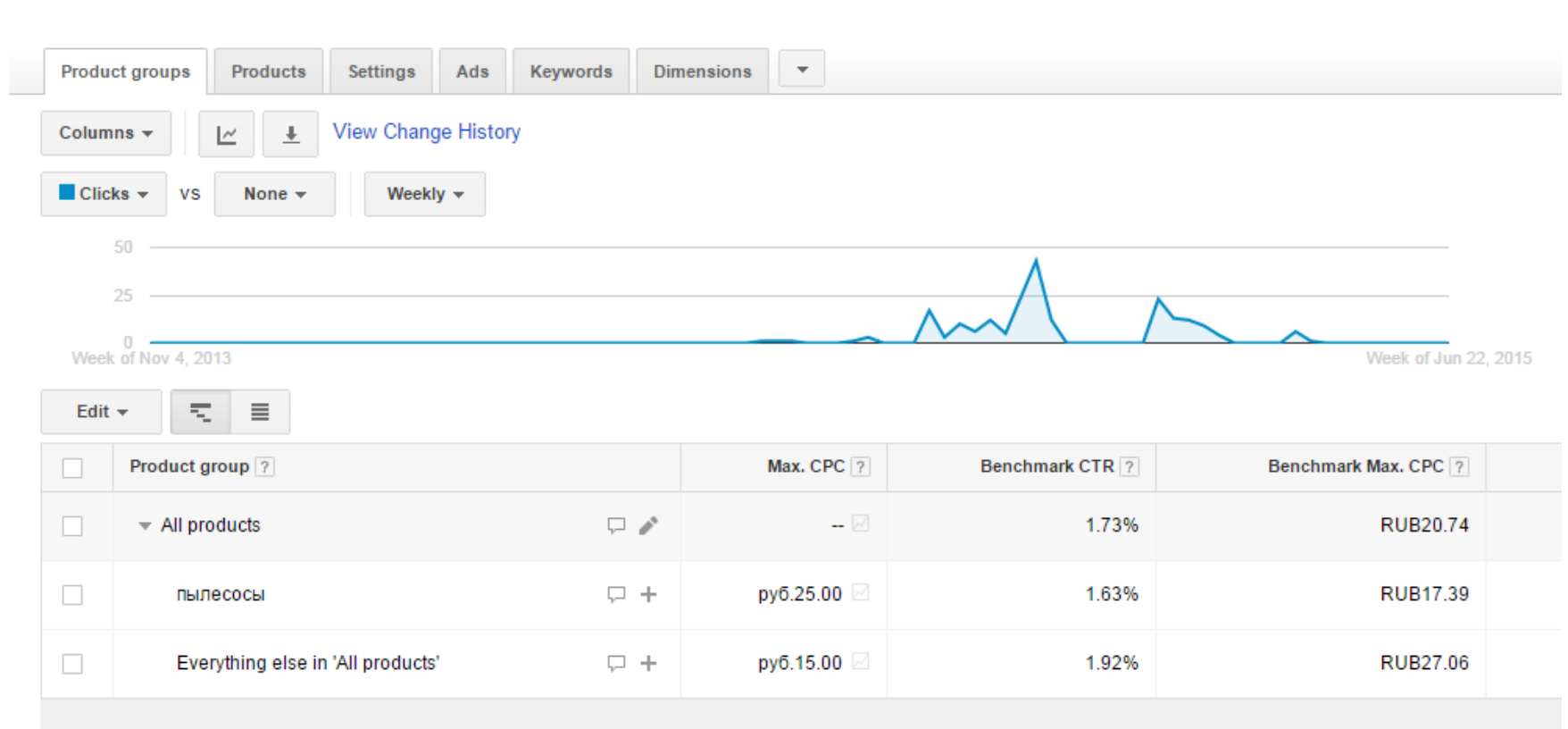
Status: Country:

You can also configure your products to show in the following destinations: Product Ads. [Learn more](#)

<input type="button" value="Activate"/>	<input type="button" value="Deactivate"/>	<input type="button" value="Delete"/>	<input type="text" value="id:12345"/>	<input type="button" value="Lookup by Id"/>	Items 1 - 7 of 7			
<input type="checkbox"/>	Title	Country	Language	Product Search ?	Modified ▲	Expires	Impr.	Clicks
<input type="checkbox"/>	Clown Costume (ISPRODUCT)	United States	English	🔍	3:09 pm	Aug 31, 2011	0	0
<input type="checkbox"/>	Men's Collegiate Cardigan	United States	English	🔍	3:09 pm	Aug 31, 2011	0	0
<input type="checkbox"/>	Customizable Necklace	United States	English	🔍	3:09 pm	Aug 31, 2011	0	0
<input type="checkbox"/>	Amazing Stories (12 issue subs...	United States	English	🚫	3:09 pm	Aug 31, 2011	0	0
<input type="checkbox"/>	Clown Costume (Female)	United States	English	🔍	3:09 pm	Aug 31, 2011	0	0
<input type="checkbox"/>	Clown Costume (JUMP)	United States	English	🔍	3:09 pm	Aug 31, 2011	0	0
<input type="checkbox"/>	Clown Shoes	United States	English	🚫	3:09 pm	Aug 31, 2011	0	0
<input type="button" value="Activate"/>	<input type="button" value="Deactivate"/>	<input type="button" value="Delete"/>	<input type="text" value="id:12345"/>	<input type="button" value="Lookup by Id"/>	Items 1 - 7 of 7			

Google Shopping Campaigns

This is how it looks in AdWords



Google Shopping Campaigns

New product listing ad

Product listing ads automatically include relevant product details from Google Me

Promotion ?

optional

What happens next?
Your new ad will be reviewed by Google, and might not run until that review is complete. We review

Product groups	Products	Settings	Ads	Keywords	Dimensions	
All ads ▾	Segment ▾	Filter ▾	Columns ▾			
+ AD	Edit ▾	Automate ▾	More actions... ▾	Labels ▾		
<input type="checkbox"/>	●	Ad				Status ?
<input type="checkbox"/>	●	Product listing ad Promotion: Пылесосы Arnica - Чистота и свежесть в доме!				Eligible