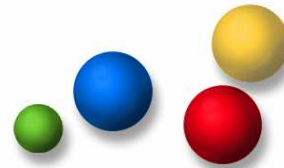


Impression Share



Introducing the Impression Share Metric

Impression Share is an AdWords metric that represents the percentage of times an ad was shown out of the total number of page impressions in the market being targeted

Agenda for today:

- Benefits
- Details
- Features
- FAQs

Impression Share | Benefits

- 1** Provides insight into the share of voice* for your AdWords account

- 2** Helps you understand where you are missing opportunities to show

- 3** Helps you understand why you are missing opportunities to show

* A common advertising industry metric used to measure the relative portion of inventory available to a single advertiser within a defined market sector over a specified time period.

Impression Share | Details

- **Impression share reporting is available...**
 - for account and campaign data from March 18, 2007 and forward
 - for Account and Campaign Performance reports
 - for search only
 - down to the hourly level
 - and includes graphs for non-summary reports

- **Impression share data is not available...**
 - for campaigns with less than 10% impression share
 - for content

Impression Share | Features

The Impression Share column shows the percentage of times your ads showed out of the total number of opportunities they had a chance to show.

<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>	<u>Avg CPC</u>	<u>Avg CPM</u>	<u>Impression Share (IS)</u>	<u>Lost IS (Rank)</u>	<u>Lost IS (Budget)</u>	<u>Cost</u>	<u>Avg Position</u>
30,874	342	1.11%	\$0.76	\$8.44	Less than 10%	N/A	N/A	\$260.68	3.1
8,206	868	10.58%	\$0.12	\$12.55	46%	53%	1%	\$102.96	3.5
88,661	998	1.13%	\$0.15	\$1.64	76%	21%	4%	\$145.82	1.8
6,937	220	3.17%	\$0.75	\$23.91	Less than 10%	N/A	N/A	\$165.83	5.7
2,160	5	0.23%	\$0.82	\$1.90	10%	90%	0%	\$4.10	1.4
136,838	2,433	1.78%	\$0.28	\$4.96				\$679.39	2.4

Impression Share | Features

The Lost IS (Rank) column shows the percentage of page impression opportunities lost for **rank** reasons (i.e. bidding and Quality Score).

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Impression Share | Features

The Lost IS (Budget) column shows the percentage of page impression opportunities lost for **budget** reasons (e.g. insufficient budget).

Impressions	Clicks	CTR	Avg CPC	Avg CPM	Impression Share (IS)	Lost IS (Rank)	Lost IS (Budget)	Cost	Avg Position
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$$\text{Impression Share} + \text{Lost IS (Budget)} + \text{Lost IS (Rank)} = 100\%$$

Impression Share | FAQs

How can I improve my Impression Share?

To increase impression share, an advertiser's ads must appear either more often or in more places.

In order to achieve a higher impression share, you can:

- Improve ad quality
- Increase the campaign budget (remember, budgets control how often an ad is shown)
- Increase bids
- Refine keyword selection
- Adjust keyword match type
- Adjust regional targeting parameters

Impression Share | FAQs

Why is my Impression Share so low?

Impression share can be low for a variety of reasons:

- Your campaign or daily budget is too low
- Competition from other advertisers
- You might have targeted too wide a market

Impression Share | FAQs

What doesn't affect Impression Share?

Impression share will NOT be affected by the following:

- Inactive, paused, or deleted keywords
- paused ad groups
- ads disapproved or pending approval
- delinquent account status or declined credit card
- missed opportunities outside of your keyword's match type
- missed opportunities outside of scheduled times (day parting)
- missed opportunities outside of one's target geographies (geotargeting)
- missed opportunities outside of one's local business ads setting
- missed opportunities outside of search ads

Impression Share | FAQs

How exactly is impression share calculated?

Impression share is a percentage metric calculated from a simple fraction. The numerator of this fraction is the number of actual impressions the ad received over the specified time period. The denominator is the number of opportunities the ad had to show (i.e. entered the auction) based on its targeting criteria over that same time.

What if an advertiser has the same keyword in more than one campaign? How does that affect impression share?

Take the case where more than one campaign within an account is competing for an impression. If one of the campaigns within the account wins the auction, the impression share of the other campaigns will not be penalized for losing that opportunity.

To illustrate, let say there are two campaigns in the same account, A and B, that are identical in terms of the keywords that they target, and let say that there are 10 potential page impressions for ads in A and B to show. Out of the 10 potential impressions, let's say A shows 2 times, B shows 5 times, and competitor's ads show for the 3 remaining times. A campaign level report would show an impression share of 40% for A ($2/(2+3)$) and 63% ($5/(5+3)$) for B. An account level report would show impression share of 70% ($(2+5)/(7+3)$) for the entire account.

What if the advertiser has linked accounts?

An advertiser's impression share will not be affected by (i.e. seen as competition) by other campaigns within one's linked accounts.