



# Placement Performance Report

*Increased Transparency and Control on the Google Content Network*

## Your online marketing decisions just got wiser.

Better information leads to better marketing decisions. With this in mind, we are introducing the Placement Performance report to give you increased transparency and control to help you manage your campaigns to your ROI objectives.

## Know where your ads are and how they are performing.

The Placement Performance report is a new type of AdWords report. It provides site-by-site performance metrics -- including clicks, impressions, cost and conversion data\* -- for domains or URLs on the content network where your ads have appeared.

When coupled with conversion tracking tools like Google's conversion tracking feature or Google Analytics, the Placement Performance report becomes a powerful tool that can show you the sites and placements where you are meeting your objectives and help you take necessary action for those where you are not.

## Implement today to optimise your ROI.

You can run the Placement Performance report in the Report Centre section of your AdWords account.

When taking action on information provided in the report, we recommend you rely on conversion data to guide you. Other metrics, such as CTR, are not a good indicator of performance on the content network. Below are some suggested use cases for the Placement Performance report:

- For sites that are meeting your ROI objectives, consider targeting them using our site targeting feature.
- For sites that are not meeting your ROI objectives after having accrued significant traffic, consider excluding them from your campaign with our site exclusion tool.
- If you find your ads are appearing on irrelevant pages, take steps to optimise your keywords and ads. For example, adding negative keywords is one way of refining your ad targeting.
- Use our content bidding feature to adjust your content bids separately from your search bids.

## Learn More

To learn more about the Placement Performance report, contact your Google representative or visit: <http://www.google.com/adwords/aboutppr>

*\* Only for advertisers who have implemented Google conversion tracking*

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### Placement Performance Report

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The Placement Performance report provides you with the transparency and control necessary to help you meet your ROI objectives on the Google Content Network.

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For more information visit [google.com/adwords/aboutppr](http://google.com/adwords/aboutppr)

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