



Tips for Optimising Placement Targeted Campaigns

You can reach over 75% of Unique Internet users in more than 20 languages and over 100 countries, through the Google Content Network¹.

<https://adwords.google.com/select/afc.html>

The Google Content Network

The Google Content Network comprises millions of high-quality websites, news pages and blogs that partner with Google to display targeted AdWords ads. When you choose to advertise on the content network, you can expand your marketing reach to targeted audiences – and potential customers – visiting these sites every day.

Placement Targeting

Placement targeting is an AdWords feature that lets you choose specific placements in the content network to display your ads. You can elect to show your ads on an entire site, a section of the site or just an individual page.

Pricing is based on our CPM model and various ad formats – such as image ads, video ads or gadget ads – are available to showcase your brand and engage visitors in different ways.

1 Know your audience

Imagine you're a drinks company marketer and you define your target audience for a new range of energy drinks: teenagers, people regularly practicing sports, and clubbers. This is what you could do to reach them.

- Set up one campaign per target group and allocate different budgets to each campaign.
- Personalise the ad message for each target group and choose the most relevant way of communicating that message. Should it be image ads, or will video ads convey a richer message?
- Use the AdWords site tool to find sites to target. Use it to select similar sites to the ones where the campaign is performing well.
- Use the AdWords ad scheduler appropriately. For instance, during the school holidays, you could schedule the ads to run during the day when teenagers are likely to surf the web.
- To measure the impact, you can run reach and frequency reports to see how many unique users the ads are reaching and how often.

2 Bid strategically to maximise exposure

- Set CPMs at the placement level. A small portion of the sites you select for your ad campaign may use the majority of the budget, while other equally valuable sites have fewer impressions. By setting CPMs at the placement level, you can bid competitively across all the sites you've selected.
- Alternatively, try using the Preferred Bidding option. This allows you to set a preferred CPM you'd like to attain at the campaign level, and AdWords will automatically adjust your CPM bids to reach it.
- Bid higher on strategically important placements and let the AdWords Discounter do the work. It monitors your competition and automatically reduces your actual CPM so you pay the lowest price possible for your ad's position on the page.

¹ Source: comScore Networks machine-based panel.

3 Structure your campaign correctly

- Create a separate campaign for sites for which you get a lot of pageviews at a low CPM. This way they won't spend most of your daily budget, and the sites with lower pageviews which are equally valuable to you, will get traffic.
- If using image, video or gadget ads ensure you choose placements which support rich media formats.

4 Avoid common mistakes

- Using one image ad is a common mistake. Placements in the content network support many different kinds of formats. If you want to maximise your exposure on the sites you have selected, use as many different sizes as you can, not only 728x90, for example.
- Watch out for formatting mistakes. Don't enter websites like this into the site tool.
www.website.com
website.com/
website.com/query?\$logintimeout?.htm (dynamic URLs)
Enter URLs like this:
website.com
- Make use of subdomains or placements to reach a more specific audience.
subdomain.website.com
website.com/domainpath (up to 2 slashes)
website::sports channel, ad top right (placement)

Learn more

Visit this page to learn more about the Google Content Network and placement targeting opportunities: <https://adwords.google.com/select/afc.html> and how you can create a campaign in your account.

Sign up

If you are new to AdWords, you can sign up for an account here:
<https://adwords.google.co.uk/select/>

