



Reach a greater audience with the Google Content Network

Google AdWords enables you to promote your products or services across thousands of partner sites.

A way for
advertisers to
reach more
customers.

For more information visit
<http://adwords.google.co.uk>

What is the Google Content Network?

The Google Content Network is an online advertising network consisting of thousands of sites globally and in the UK. When you promote your business with AdWords you gain access to advertise on the Content Network, and with it, the ability to reach millions of customers in a relevant and targeted way.

The largest global online advertising network

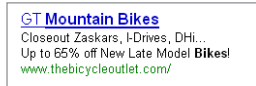
Reaching over 583m unique internet users and almost 70% of unique internet users globally on a monthly basis, the Content Network is one of the easiest ways to reach a large audience with a single advertising buy.* Specifically in the UK, you can reach 23.5m unique visitors, or 82.3% of all internet users in the UK each month.**

How it works

People use search engines when they are actively seeking interesting websites. When they reach the desired website, they spend time reading and engaging with the content on the page. As they are doing this, Google uses sophisticated technology to accurately match an ad to the content of the page with the products and services an advertiser is selling. For example, Google might place an ad for digital cameras next to an article which reviews the latest digital cameras.

Use multiple ad formats to meet your needs

Whether your advertising campaign objective is to create awareness about your business or to elicit a direct response from a potential customer, such as filling out a form or requesting a brochure, there are a variety of ad formats you can use on the Content Network. Text ads, image ads and click-to-play video ads can all be contextually matched to the content of a page. You can control this by selecting keywords relevant to your product or service. We support .JPEG, .PNG, .GIF, Flash and MPEG formats.



Text



Image



Video

Site Targeting

In addition to the power of contextual targeting, which allows you to target thousands of sites by theme, Google also enables you to choose only those sites you wish to advertise on, using a feature called Site Targeting. This ensures your brand is promoted on those sites which you believe are key to your brand objectives. Because the Content Network contains thousands of sites, we provide tools to enable you to find precisely which sites you wish to advertise on by searching on a category. Alternatively, if you already know the site in the Content Network you wish to target, you can type the URL directly into AdWords.

Pricing

If you choose to leverage the Content Network you can determine the pricing model you want to pay. You can either pay for each click that your ads receive (CPC), or with the Site Targeting option you can opt to pay on a cost per thousand impressions basis (CPM).

'Smart pricing' ensures that you're getting value out of your clicks

Not all sites deliver the same value to all advertisers. That's why we've created 'smart pricing', which analyses data on the Content Network and actually reduces the price you pay for a content click that is less likely to turn into a sale. No effort needed on your part – smart pricing is automatic. For example, a click on an ad for digital cameras on a web page about photography tips may be worth less than a click on the same ad appearing next to a review of digital cameras.

Reporting

Google AdWords offers many reports to enable you to understand the value of your advertising on the Content Network. Some examples include the Placement Performance Report, which gives you detailed visibility on exactly which sites in the network your ads appeared on; there's the Reach & Frequency report to provide insights on how many people are seeing your ads and how often, and if you enable Conversion Tracking on your site you will be able to see how well the Content Network is performing for you in terms of sales or any other response metrics - such as sign ups - you wish to measure.

Getting Started

Advertising on the Content Network is a valuable extension to any search or offline advertising campaign.

If you do not yet have an AdWords account, you can create one now by going to this page: <http://adwords.google.co.uk>.

If you already have an account, you can visit this page to learn more about the Content Network: <https://adwords.google.com/select/afc.html>

