



Google Mobile Ads

Google mobile ads are a powerful new advertising channel. They extend your marketing reach to the mobile world, enabling you to target an increasing number of mobile web users as they seek information on the go. Mobile ads are available for both search and content on a cost-per-click (CPC) basis.

Search

When users search Google and search-partners on their mobile devices, targeted Google mobile text ads appear in the results. These ads are similar to text ads for search on the desktop, and can link to an advertiser's mobile site as well as enable the call feature. If users opt for the call feature, they will be directly connected to the advertiser's phone line.



Content Network

As users browse the Internet on their mobile device, Google text ads show beside relevant content on AdSense partner mobile sites. Again, these ads are similar to their desktop counterparts, and can link to a mobile site as well as enable a direct phone call.



Phones everywhere, and strong mobile web growth in Europe

The mobile phone is becoming the world's primary screen. Currently, there are over 2.5 billion mobile devices worldwide, more than the number of TVs and PCs combined.¹

In Western Europe, there are approximately 411 million mobile subscriptions, which is a penetration rate of over 100%. There are also currently over 70 million mobile web subscriptions. This is more than double the number in 2004.²

Getting started and more information

Mobile ads are a powerful extension of any online or offline campaign and getting started is easy.

If you are an existing AdWords customer, you simply need to create a new campaign and select "Mobile text ads". From there, you can link up your mobile site and phone number. Alternatively, if you use the AdWords Editor, (<http://www.google.com/adwordseditor/>), simply click on the "Mobile Ads" tab to get started.

If you are not yet an AdWords customer, you can become one by visiting: <http://adwords.google.co.uk/>.

To learn more about Google mobile ads, feel free to visit: <http://adwords.google.com/support/bin/topic.py?topic=8500>.

¹IDC, The Economist, Gartner

²eTForecasts & Computer Industry Almanac Inc.