



# Artavia successfully promotes site-targeting to its clients to help them achieve their branding goals'

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**Craig McLean**  
PPC Manager



[www.artaviaonline.co.uk](http://www.artaviaonline.co.uk)

As the online advertising market has grown so has Artavia Advertising Ltd, a fully integrated communications agency. Artavia has embraced the booming medium of online advertising. It now boasts expertly-trained staff in 6 offices across Britain, all equipped to manage and support online advertising campaigns. Craig McLean, who manages some of Artavia's top clients, believes that the strength of Google's advertising programmes lies in their intuitive ability to find “new ways of targeting potential end users” for advertisers. Google AdWords forms a central part of Artavia's online marketing management activities. Artavia bring AdWords success to their clients by using a skilled approach based on experience and innovation and the company builds all AdWords campaigns with the advertising goals of their client in mind. McLean believes that there are few if any industries that are not suitable for Google AdWords and this assumption is reflected in Artavia's broad and ever-expanding client base.

One of Artavia's special areas of expertise is in the creation and management of AdWords campaigns that target the Google content network and site-targeted campaigns. This means that Artavia are able to get the most from both the search and content networks for their clients by applying defined and proven optimisation principles to all AdWords campaigns. This is an intelligent and rounded approach to implementing and managing successful AdWords accounts.

The overall objective of site-targeted campaigns is to place relevant ads on relevant sites within the Google Network. An example of Artavia's approach to site-targeted campaigns can be seen with their client 'Love and Friends', an online dating organisation. Artavia's management of these campaigns has been highly successful. Artavia have found CPAs for this client to be even lower than on the Google search network, this they attribute to the ability to position ads on specific and highly-relevant sites. According to McLean, “site-targeting has worked phenomenally well for Love and Friends, and we feel there is no reason site-targeting shouldn't work for any market”. And with the ever-growing number of sites available through the Google content network the effectiveness of site-targeting will only increase.

## ABOUT GOOGLE ADWORDS

Google AdWords is the world's largest search advertising programme, currently used by thousands of businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The programme is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

Artavia make excellent use of the tools and support offered by AdWords to help identify relevant sites in the Google content network for their clients' AdWords ads. Artavia find the tailored site packs put together by Google AdWords specialists provide an excellent basis for selecting web properties on which to place a client's ads. Suggested CPM rates recommended in these packs give an insight into costs and visibility too. The key to managing a successful site-targeted campaign lies in selecting sites that are relevant to an advertiser's products or services. Once these sites are selected and budgets are chosen, Artavia test the success and performance of these campaigns.

According to Artavia site targeting can serve a dual purpose: branding and lead generation. This is evident from the example of 'Love and Friends', as this client enjoyed lucrative returns for equitable costs using the CPM pricing model. Artavia's successes are an example of how well-managed site-targeted campaigns can bring valuable business to advertisers who opt in to the Google content network.

For more information visit  
[www.google.co.uk/ads](http://www.google.co.uk/ads)