



Public sector campaigns maximise awareness using Google Content Network

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Today, the Government is as passionate about digital media as the private sector. According to latest COI figures, public officials increased spending on digital media by 57.6 per cent in the 12 months to July 2008, and annual expenditure now stands at £35.4 million. What's clear is that people increasingly use the web – and especially Google – as the first port of call to learn more about public services.

Public sector campaigns find success with Google

One public sector organisation in particular has worked closely with Google since 2003, through media agency i-level. Campaigns that featured keyword search and display ads on the Google Content Network were notably successful. In short, the content network worked incredibly well at building awareness. Keywords on Google UK then helped drive traffic, thanks to the thousands of people who use online search every day to discover more about Government services.

Because of Government guidelines on where public sector ads can appear, i-level had to limit activity on the content network in case display ads were seen on inappropriate sites. The problem was that campaigns just using search were not as effective as campaigns that used both search and the content network, as Francesca Gioia, Account Manager at i-level, explains: “To promote a new Government programme, for example, you need to include display ads to raise awareness. People aren't going to search for a new programme if they don't know that it's been launched.”

Google Content Network now has presence in over 60 per cent of campaigns

In 2007, once advertisers had the chance to exclude sites, the situation changed radically and Gioia was able to put the content network at the heart of the majority of her online activity. She says: “The Google Content Network now has presence in over 60 per cent of our campaigns, when before it was around 10 per cent. We can target sites on the network, so we can exclude sites and categories that may contain unsuitable material, at the same time maximising campaign effectiveness.”

Placement Performance Reports deliver greater confidence and control

Her job of maximising the effectiveness of content network campaigns is made much easier by the Placement Performance Reports that are updated daily. The reports, which are easily accessible online, provide site-by-site performance metrics for ads across the Google Content Network. They improve a campaign's return on investment, helping pinpoint high-value placements and sites which aren't performing so well. Gioia adds: “Google Placement Performance Reports give i-level an additional level of confidence and control over content network campaigns.”

ABOUT THE GOOGLE CONTENT NETWORK

The Google Content Network consists of thousands of sites that you can advertise on. Content targeting places your ads on relevant pages. This network combined with Google's sites, means advertisers can reach 85% of all internet users in the UK.

Google Content Network spend increases 157 per cent in three months

Spending on the Google Content Network campaigns increased by a significant 157 per cent in the space of three months, once i-level chose the options of site and category exclusion. Campaign spend continues to rise and Gioia believes the trend will continue in the short term. She says: "The combination of site exclusion and performance reports means we can make smarter online advertising decisions and optimise campaigns."

