



Brand Management & Media Planning

LM in Marketing & Digital Communication



LUMSA
UNIVERSITÀ
1939 **SO**TTANTESIMO 2019



Native Advertising Google Ads

Lesson 5 part 2

Thursday November, 14





Google Ads is the Google
online advertising platform



Where do ads appear

1'51''



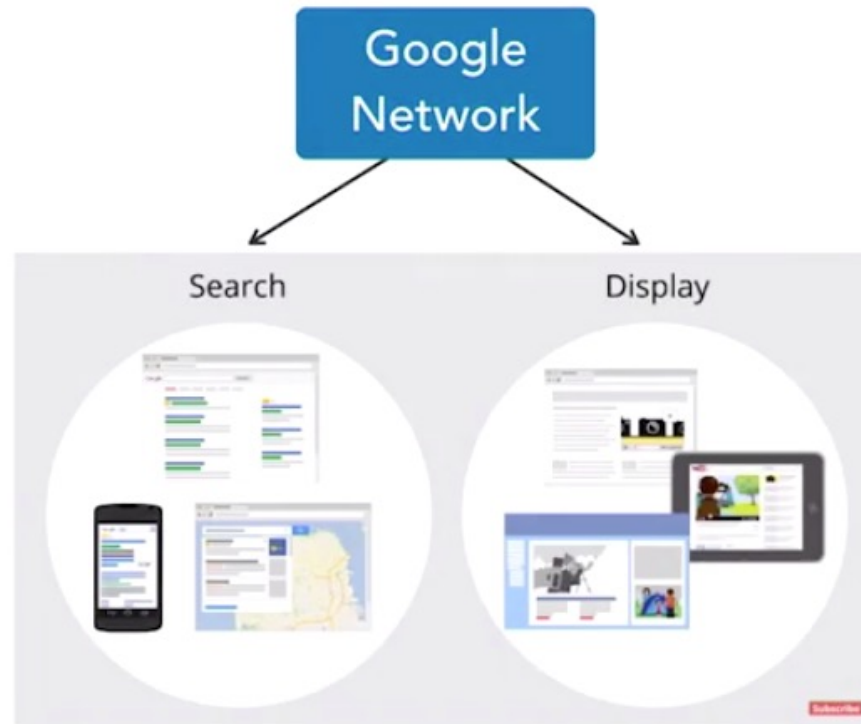


Google Network

Search engines and websites that reach over **90% of internet users** in more than **100 Countries** with 3 millions websites and apps

Google Maps and Google Shopping

+ **Search partner as AOL**



Banner ads or video (YouTube)



Google Ads Types



Text Ads




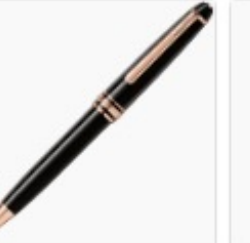

- The most common type of **search ad**
- Typically include: headline, URL, descriptive text
- Show up on the search and/or display network
- One of the **best performing pay-per-click (PPC o CPC) ads**



Shopping Ads

- Contain product and pricing information
- Require a lot of effort to set up
- Important element of any eCommerce strategy

Guarda portamine Sponsorizzato ⓘ

				
Faber-Castell 138382 - ... 52,87 € Amazon.it Spediz. gratuita Da Google	Portamine Mars Technico 780 C... 7,30 € Ufficiodiscount.it Da Google	Portamine Mars Technico 780 C... 7,42 € Targetsas.it ★★★★★ (93) Da Google	Montblanc Portamine Red... 375,00 € Montblanc-Italy Spediz. gratuita Da Google	Editions Oberthur Opus portamin... 7,25 € Amazon.it Spediz. gratuita Da Google

>>



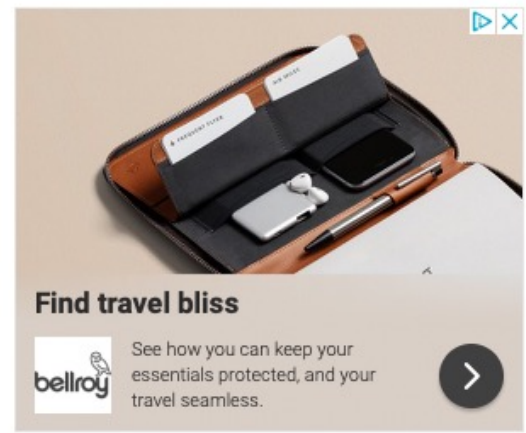
Image Ads

Appear in the **Display Network**

U.S.



Barbara Bush Once Wrote in Her Diary That 'Trump Now Means Greed, Selfishness and Ugly'

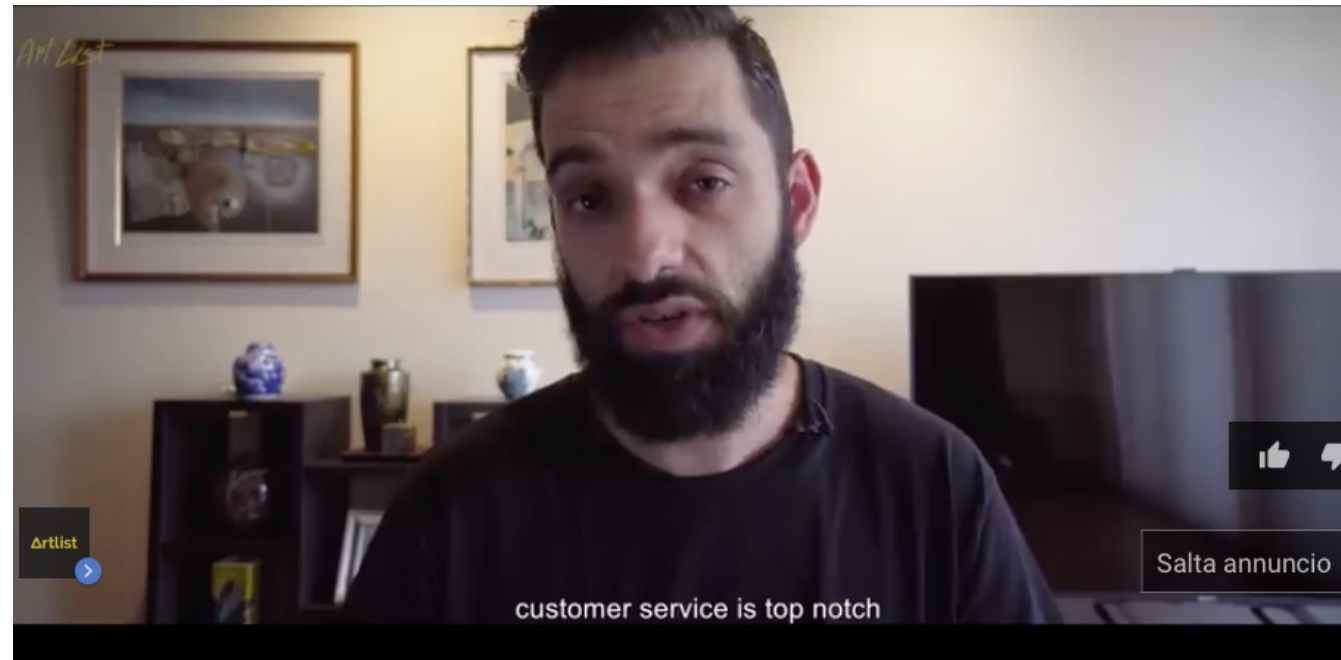




Video Ads

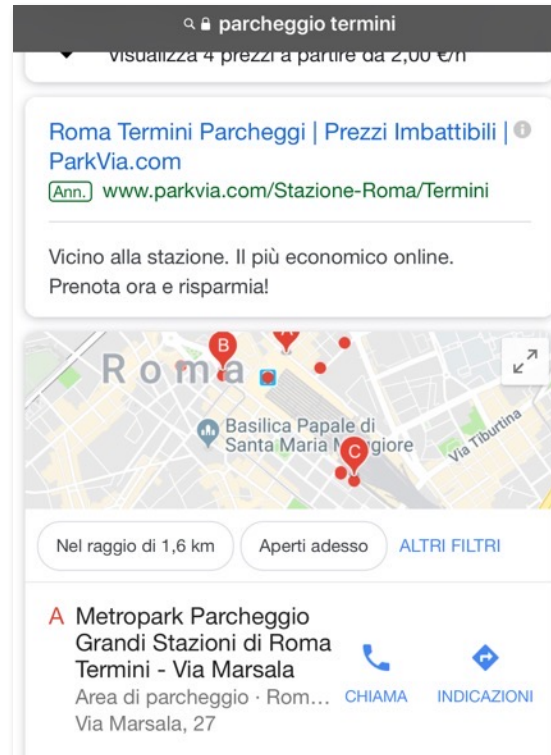


A video ad that appears as a stand-alone or within another video (before, during, after), on **Youtube** or Google other partners



Call-only ads

- Allow customers to **call** your business **directly from an ad**
- Useful for driving business via mobile devices
- **mobile-only ads**





Google Skillshop for online courses and certifications

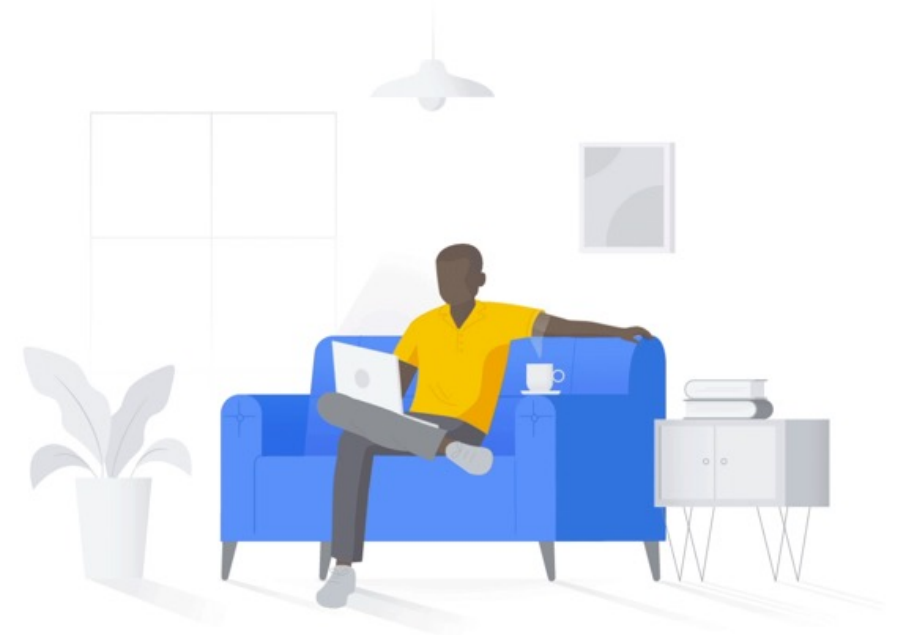
Google

Skillshop Explore ▾ Get Certified ▲

- Google Ads ◀
 - Google Ads Search Certification
- Google Marketing Platform ▶
 - Google Ads Display Certification
- Analytics Academy ▶
 - Google Ads Measurement Certification
- Waze ▶
 - Google Ads Video Certification

Develop skills you can apply to your business. Courses are designed by Google products and are Google product certified.

Get started



<https://skillshop.withgoogle.com>



Google ads campaigning process



Google ads campaign process

It's similar to the one that we have already seen for the social media:

1. **Defining our business goals**
2. **Defining our customers** (by segmenting variables and keywords)
3. **Creating the campaign**

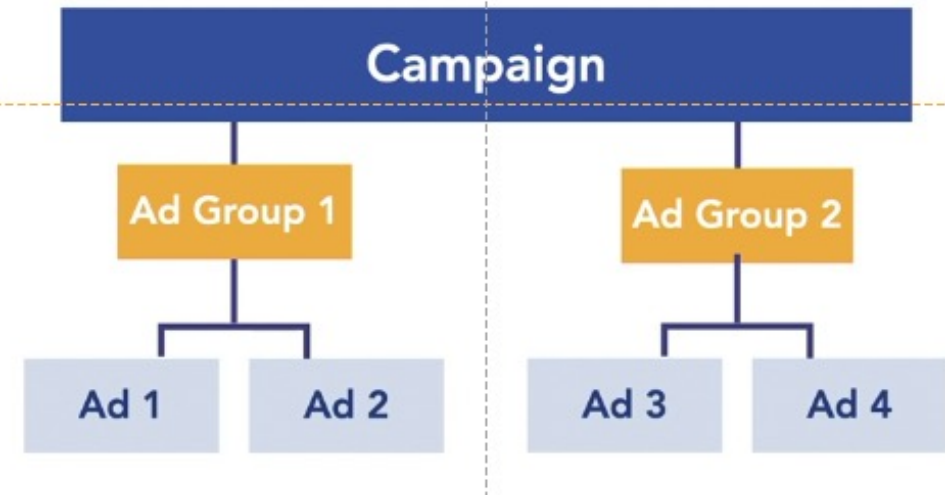


Google ads campaign structure

It's similar to the one that we have already seen:

- **1 campaign for each object**
- **Ad groups for each target audience/group of keywords**
- **Many ads within each ad group**

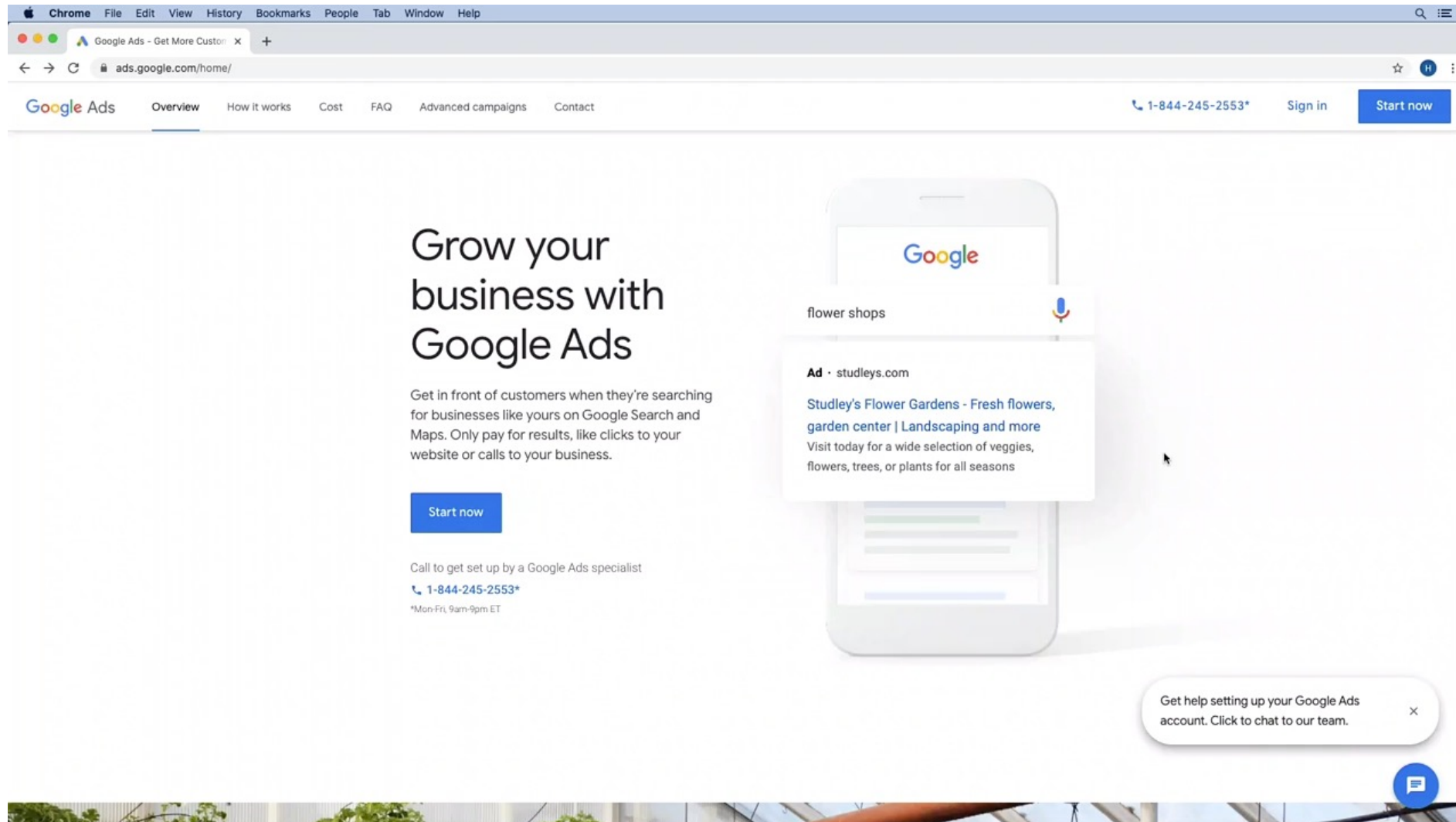
Hierarchy of Google Ads





But first we need to log into Google Ads

1'23''





Google search text ads



What happens when we do a web search

3'14'

How Search Works
by Matt Cutts



SEO



SEO stands for **Search Engine Optimization**, which is the practice of increasing the quantity and quality of traffic to your website through **organic** search engine results*

*<https://moz.com/learn/seo/what-is-seo>

SEO's objective is to increase a website's traffic, by ranking high in the results of searches for the keywords in the search query

*<https://moz.com/learn/seo/what-is-seo>



Keyword **train rome milan:** organic Vs. **paid listings**



train rome milan



Tutti Maps Immagini Notizie Shopping Altro Impostazioni Strumenti

Circa 36.600.000 risultati (0,64 secondi)

Suggerimento: Cerca risultati solo in **italiano**. Puoi specificare la lingua di ricerca in **Preferenze**.

Annuncio · www.thetrainline.com/

Italo | Orari Roma - Milano | altri treni da €10,90 | Trainline

Ogni giorno aiutiamo i nostri clienti a fare più di 125.000 viaggi in giro per l'Europa. Semplice da usare. Per l'Italia e l'Europa. Prenota in 58 secondi. Pagamenti sicuri. Destinazioni: **Roma**, Napoli, **Milano**, Firenze, Bologna, Torino, Venezia, Padova, Verona, Genova.

Offerte Treni Italia

Non perdere le tariffe migliori acquista ora i tuoi biglietti.

Biglietti Economy

I biglietti economy permettono di avere risparmio e flessibilità

Biglietti last minute

Con Trainline puoi trovare i migliori biglietti last minute.

Biglietti Super Economy

Biglietti ancora più economici ma con meno flessibilità. Scopri Ora!

www.thetrainline.com › [train-times](#) › Traduci questa pagina

Rome to Milan by Train | Book High-Speed Train Tickets ...

The average train time from **Rome** to **Milan** is 3h 35m, although it takes just 2h 55m on the fastest high-speed Frecciarossa services. There are around 35 trains ...

How long does the train from Rome to Milan take? ▾

How much does the train from Rome to Milan cost? ▾

Is there a direct train from Rome to Milan? ▾

▾ Espandi

www.italotreno.it › Home › Destinations & timetable ▾

Rome to Milan Train Tickets | ItaloTreno

High Speed Train from **Rome** to **Milan**. Italo Train is the Best Way for High Speed Travelling in Italy: Book Your Train Tickets Online!

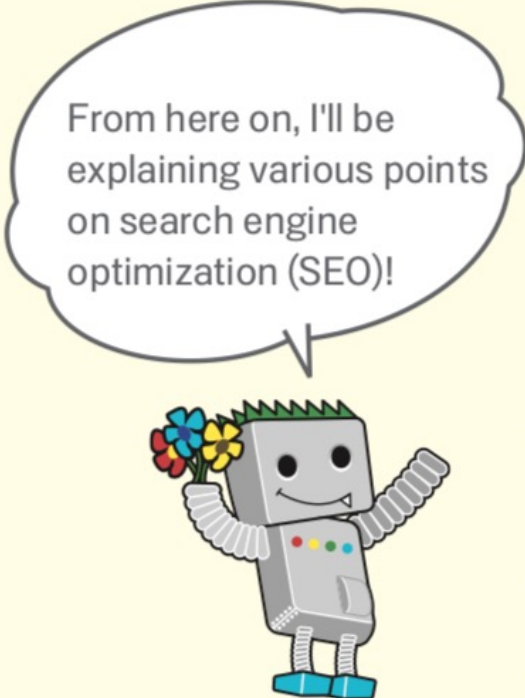


SEO

There are not secret shortcuts to SEO, but there are some **rules to follow** regarding the **structure** and the **content** of the website

*<https://moz.com/learn/seo/what-is-seo>

Google Search Engine Optimization starter guide



From here on, I'll be explaining various points on search engine optimization (SEO)!

Googlebot
Crawling content on the Internet for Google's index every day, every night, non stop.

Table of Contents

- **SEO Basics**
 - 4 Create unique, accurate page titles
 - 6 Make use of the "description" meta tag
- **Improving Site Structure**
 - 8 Improve the structure of your URLs
 - 10 Make your site easier to navigate
- **Optimizing Content**
 - 14 Offer quality content and services
 - 16 Write better anchor text
 - 18 Optimize your use of images
 - 20 Use heading tags appropriately
- **Dealing with Crawlers**
 - 21 Make effective use of robots.txt
 - 22 Be aware of rel="nofollow" for links
- **SEO for Mobile Phones**
 - 24 Notify Google of mobile sites
 - 26 Guide mobile users accurately
- **Promotions and Analysis**
 - 28 Promote your website in the right ways
 - 30 Make use of free webmaster tools



SEM or SEA



SEM or SEA

Search Engine Marketing or **Search Engine Advertising**

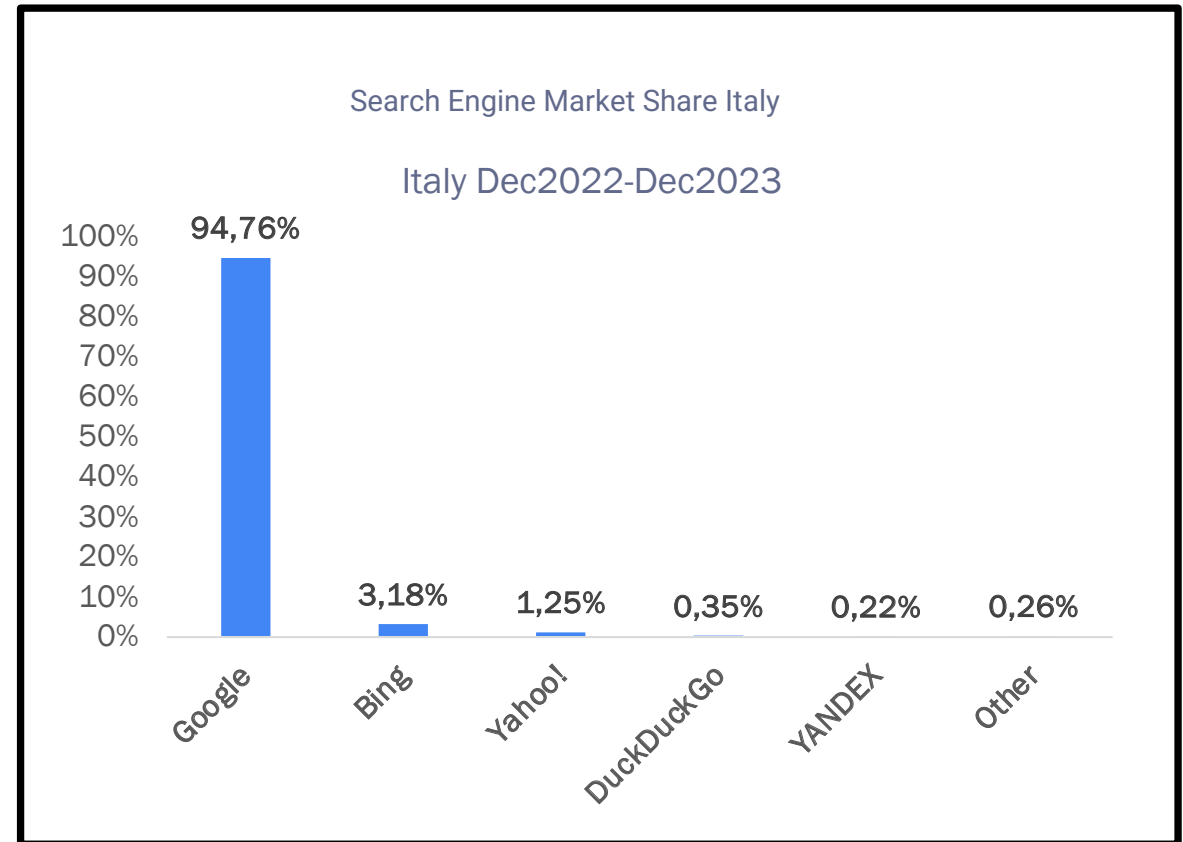
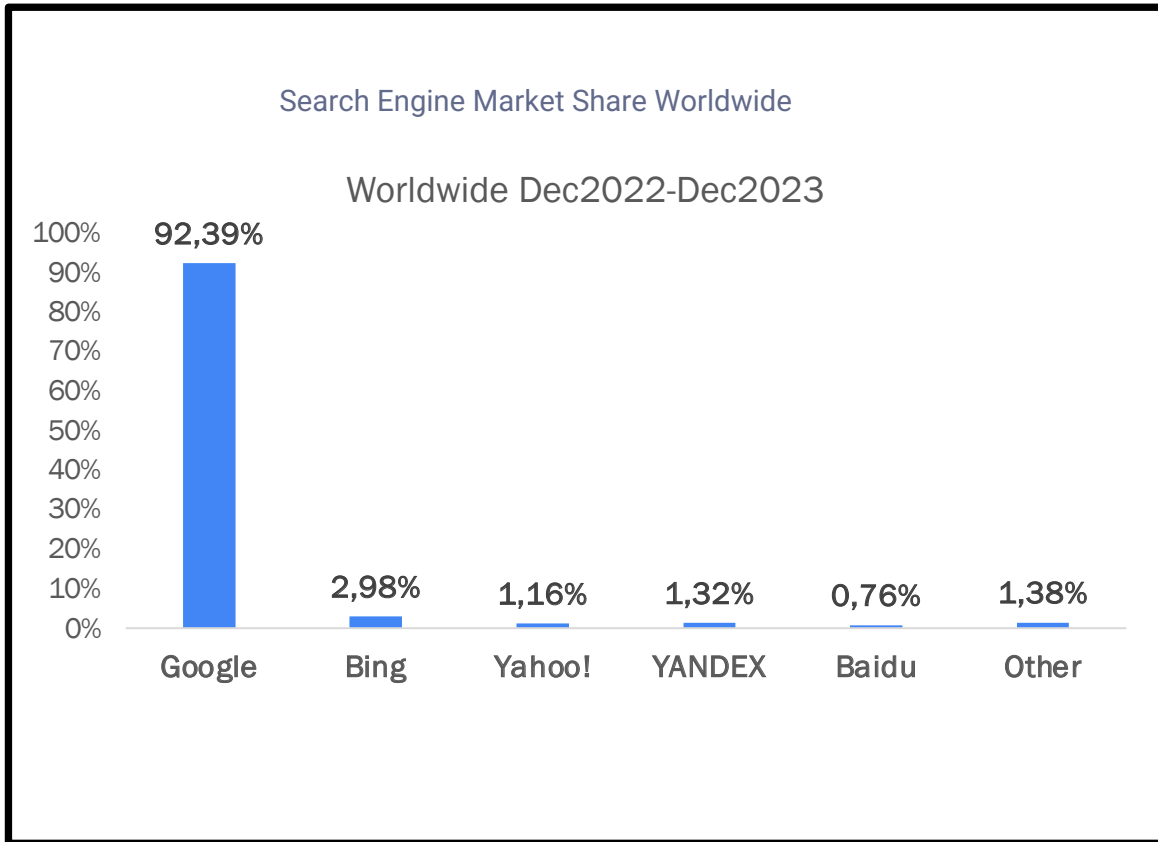
It's a form of **internet marketing** that involves the **promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising.***

And the most used **Search Engine** in the world is **Google**

*Wikipedia



Google is the most used search engine worldwide





Paid search Vs. organic listings

- Gaining an advantage over (competitors) organic listings
- **Reaching customers actively searching** for our specific product
- Write our Ad as we want



Paid search Vs. organic listings

- Gaining an advantage over (competitors) organic listings
- Reaching customers actively searching for our specific product
- Write our Ad as we want

Reaching customers that are **actively searching** for a solution that we offer is surely **the most effective way to advertise!**



With Google Search text ads we pay **ONLY** if people **click on the ad** (PPC)



And the price is set by an **auction**



Quality score and auction system

3'55''

The screenshot shows a Google search for "best meal delivery". The search results page displays four paid advertisements (Ads) at the top. Each ad includes the source URL, a headline, and a brief description of the service. The ads are:

- Ad 1:** From www.bestmealkitdelivery.com/10_best/meal_delivery. Headline: "10 Best Meal Delivery Services - Compare & Choose from the Best". Description: "Compare the 10 **Best Meal Delivery** Services Services & Find the One That Fits You **Best!** Cancel Anytime You Wish · Mediterranean Diet Guide · Plant Based Diet · Low Fat Diet Guide".
- Ad 2:** From www.top5mealdeliveryservices.com/meal-delivery/top-services. Headline: "Top 5 Best Meal Delivery 2020 - Best Meal Delivery". Description: "Find The **Best Meal Delivery** Services For Your Lifestyle. Get 50% Off Your 1st **Delivery!** Keto Meal Delivery · Vegan Delivery Services · Why Use Meal Delivery · Low Carb Meal Kits".
- Ad 3:** From www.top10bestmealdelivery.com/. Headline: "Compare And Choose The Best - Top 10 Meal Delivery Services". Description: "Simple Recipes, Delicious Dinners—Order From One Of The **Best Meal Delivery** Services Today. Read all About Meal Kits · Sun Basket Review · Top 5 Organic Meal Kits · Freshly Review Deal: Up to \$100 off Your First Month!".
- Ad 4:** From www.buyersguide.org/meal-delivery. Headline: "2020's Top 10 Meal Delivery - Sept 2020 Reviews". Description: "See the Top 10 **Meal Delivery** Services. Get Instant Recommendations & Trusted Reviews!".



Google auction

Here's how the auction works:

- When someone searches, the Google Ads system **finds all ads whose keywords match that search.**

<https://support.google.com/google-ads/answer/142918?hl=en>



Google auction

Here's how the auction works:

- When someone searches, the Google Ads system **finds all ads whose keywords match that search.**
- From those ads, **the system ignores the ones that aren't eligible**, like ads that target a different country or are **disapproved** (based on a policy violation).
- Of the remaining ads, **only those with a Ad Rank high enough may show.** Ad Rank is a combination of the **bid**, the **ad quality**, the **expected CTR**, the **context** of the person's search, and so on.

<https://support.google.com/google-ads/answer/142918?hl=en>



There is a different auction for EVERY search

Since the **auction process** is repeated for every search on Google, **each auction can have potentially different results** depending on the competition at that moment.

Therefore it's normal to see different ad's position on the page, and sometimes the ad is not showed at all.



Quality score matters

The most important thing to remember is that **even if our competition bids higher than us, we can still win a higher position** -- at a **lower price** -- **with high quality** ads, landing pages and website.



Planning Keywords



Keywords

Keywords are words or phrases that are used to match our ads with the terms people are searching for

The screenshot shows a Google search interface. The search bar contains the word "auto". Below the search bar, a dropdown menu displays several search suggestions: "auto usate", "autoscout", "autostrade", "auto", "auto usate subito", "autostrade tempo reale", "autodoc", "auto usate milano", "autouncle", and "autoparti". To the right of the suggestions is a link for "Ulteriori informazioni". Below the suggestions, the search results are displayed. The first result is an advertisement for "Annunci Auto Usata | Scopri oltre 350.000 su Subito | su" with a link to "www.subito.it/". The second result is an advertisement for "Sito Ufficiale Automobile.it | Occasioni Auto Usate e Km 0" with a link to "www.automobile.it/Auto_Usate/Usato_Garantito".



Choose the right keywords

To choose the best keywords we need to use the **common language** of our **target audience**.

- **Synonyms do not** have the same value.
- And **keywords must be specific**



Keywords tips

■ Think like a customer

- Imagine what customers are searching for, use your persona
- Think of specific words

■ Organize keywords by themes

- Group keywords by themes (Men's boots -> men's rain boots -> men's work's boots-> etc.)

■ Be specific

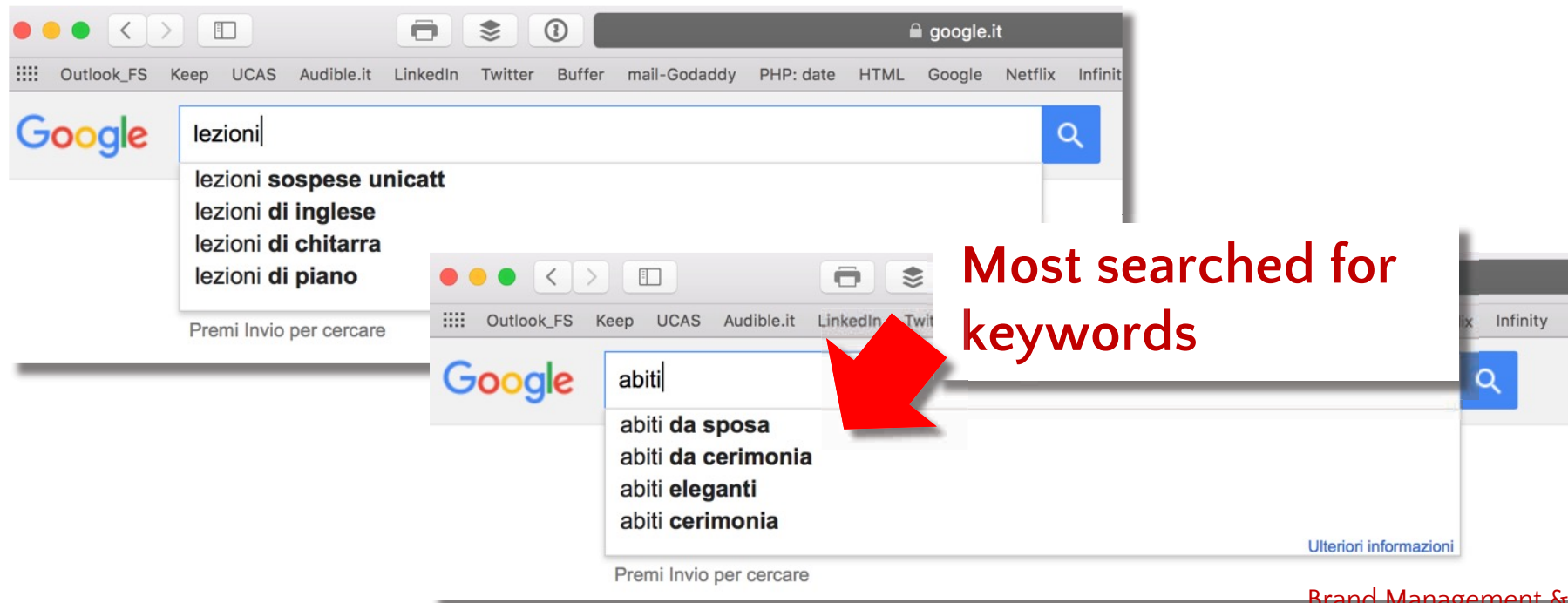
- General keywords will yield irrelevant matches
- More is better with specific words
- 5-20 keywords per Ad Group



The process to find **relevant keywords**

Keyword planner

- We start by looking at the **most searched for keywords** (beware that **Google is influenced by your own previous research** and the place you live in)
- Google show them **in order of importance**



Competitors' check

Google auto

Tutti Shopping Maps Notizie Immagini Altro

Circa 180.000.000 risultati (0,50 secondi)

Autousate I Vendi in 3 semplici passaggi
[Ann.](#) www.noicompriamoauto.it/ ▼
Valuta gratis online. Fissa un appuntamento. Visitaci in filiale. Ti aspettiamo! Nessuna commissione. Trapasso gratuito. Rapido, pagamento sicuro. Vendi oggi la tua **auto**. Migliore valutazione. Ora anche vicino casa. Servizio al 100% gratuito. 700.000 **Auto** Vendute. Pagamento immediato.

Annunci Auto Usata I Scopri oltre 350.000 su Subito I subito.it
[Ann.](#) www.subito.it/ ▼
Cerca il Modello che Preferisci e Fai la Tua Offerta su Subito. Semplice, Veloce e Sicuro. Il N°1 per comprare **auto**. Acquista l'**Auto** su Subito. Cerca nel Tuo Comune.
Auto a Metano Usata · Citycar Usate · Auto di Lusso Usate

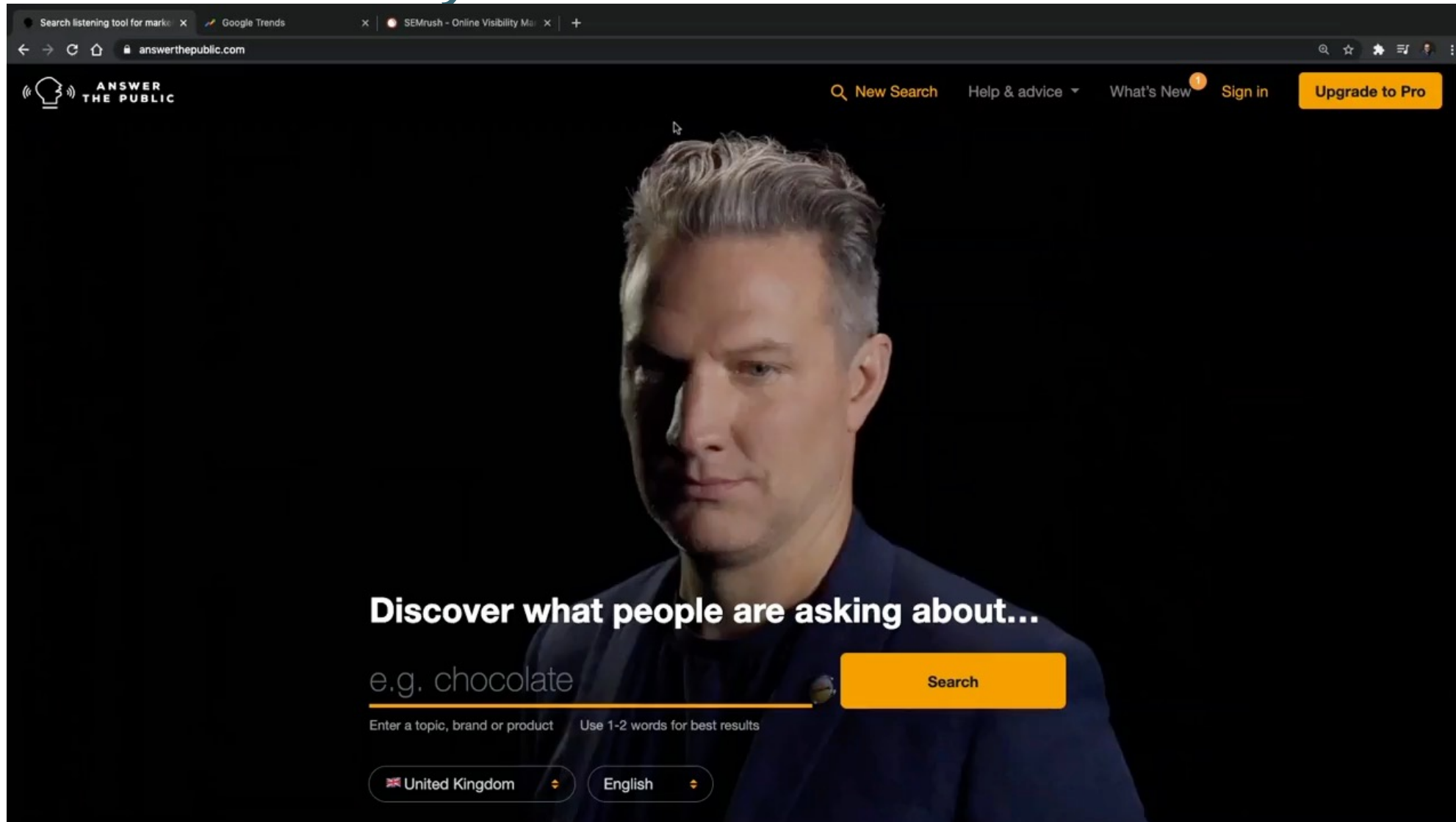
Sito Ufficiale Automobile.it I Occasioni Auto Usate e Km 0
[Ann.](#) www.automobile.it/Auto_Usate/Usato_Garantito ▼
Amplissima Scelta di **Auto Usate** e Km 0. Scopri gli Ultimi Annunci Pubblicati! Un Sito del Gruppo eBay. Vasta scelta di Offerte. **Auto Nuove** e **Usate**. **Auto Nuove**. Tipi: SUV, City Car, Utilitaria, Monovolume, Berlina.
Auto Usate · Auto a GPL · Auto Km 0 · Veicoli Commerciali · Auto Nuove · Caravan e Camper

Who are our competitors, if they **bid on our keywords** and how their ads are written



Tools to find the keywords

2'50''





Semrush

The screenshot shows the Semrush dashboard with a dark navigation bar at the top containing the Semrush logo and menu items: Funciones, Precios, Recursos, Empresa, and Herramientas extra. A left sidebar lists various tools: SEO, Advertising, Social Media, Content Marketing, and Competitive Research. Below these are management tools: GESTIÓN, Client Manager (marked BETA), Mis informes, Proyectos, Panel, Lead Generation Tool, Calendario de marketing, and Notas. At the bottom of the sidebar are 'Demo en línea' and 'SEOquake para tu navegador'. The main content area features a search bar with a dropdown menu set to 'Todos los informes' and a search input field containing 'Introducir dominio, palabra clave o...'. To the right of the search bar are buttons for 'Búsqueda' and 'Proyectos +'. Below the search bar is a 'Dashboard' section with a prominent orange warning banner: 'This dashboard version will be retired within November'. The banner includes an illustration of a laptop showing 'OLD' and 'NEW' versions and a green button that says 'Check out new Dashboard'. Below the warning is a blue promotional banner: 'Do you know how much traffic your competitors attract? Check their websites' performance now' with a 'Go to Traffic Analytics' button. At the bottom, there is a 'Domain Analytics' table.

Domain	Organic Keywords	Organic Traffic	Ads Keywords
angelapersonaltuscantour.com	n/a	n/a	n/a



Google trends

Google Trends

Italia

Scopri quali ricerche si fanno nel mondo

Inserisci un termine di ricerca o un argomento

Oppure inizia con un esempio

NASCONDI

- Taylor Swift
- Kim Kardashian
- Campionato mondiale di calcio
- Calcio
- Football americano

Interesse per regione, Ultimi 7 giorni, Stati Uniti

Interessi per area geografica, Ultimi 7 giorni, Tutto il mondo

Interesse per regione, 2004 - Presente, Stati Uniti

< Visibili: 1-3 esempi su 6 >



Google keyword planner

Google Ads

Search

! Your account isn't active - Your ads aren't running

+

Create

Campaigns

Goals

Tools

Billing

Admin

Planning

Keyword Planner

Performance Planner

Reach Planner

App advertising hub

Shared library

Content suitability

Google tag

Troubleshooting

Bulk actions

Budgets and bidding

Business data

Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service

Get search volume and forecasts

Get search volume and other historical metrics, plus forecasts for how they could perform



New Keywords Ideas

Keyword ideas

Italian grandmother, italian grandfather, Italian parents, italian relatives, italian genealogy, italian roots

Italy Italian Google Oct 2021 – Sep 2022

Use different keywords for more results [Edit](#)

Broaden your search: [+ grandmother](#) [+ italian](#) [+ parents](#) [+ genealogy](#) [+ roots](#) [+ genealogia](#) [+ polish genealogy](#)

[Exclude adult ideas](#) Add filter 9 keyword ideas available Columns Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)
Keywords you provided						
<input type="checkbox"/> italian grandmother	10 – 100	0%	0%	Low	–	–
<input type="checkbox"/> italian grandfather	10 – 100	0%	0%	Low	–	–
<input type="checkbox"/> italian parents	10 – 100	0%	0%	Low	–	–
<input type="checkbox"/> italian relatives	10 – 100	0%	0%	Low	–	–
<input type="checkbox"/> italian genealogy	100 – 1K	0%	+900%	Low	–	–
<input type="checkbox"/> italian roots	10 – 100	0%	0%	Low	–	–



We can select the location of the search and the language

Keyword ideas Forecast Saved keywords Negative keywords

discover my roots, italian roots, the place of my sicilian grandfather Canada and United States English Google Oct 2022 – Sep 2023

Use different keywords for more results [Edit](#)

Broaden your search: [+ sicilian](#) [+ italian](#) [+ discover your roots](#) [+ chinese roots](#) [+ french roots](#) [+ german roots](#) [+ spanish roots](#)

4 selected | Plan ▾ | New ad group ▾ | Broad match ▾ | Add keywords to create plan ⓘ

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided							
<input checked="" type="checkbox"/> discover my roots	10 – 100	0%	0%	Medium	–	€1.20	€3.10
<input checked="" type="checkbox"/> italian roots	100 – 1K	0%	0%	Low	–	–	–
Keyword ideas							
<input checked="" type="checkbox"/> dna test finding yo...	10 – 100	0%	0%	Medium	–	€1.00	€3.38
<input type="checkbox"/> antonia lofaso sco...	10 – 100	0%	0%	Low	–	–	–
<input checked="" type="checkbox"/> brooklyn roots itali...	100 – 1K	0%	0%	Low	–	–	–





We can get ideas also using the URL of our website

Discover new keywords

Start with keywords

Start with a website

Enter a website or a page to find keywords that match your site

https://

For example, domain.com (website) or domain.com/page (webpage)

English (default) Canada and United St...

Use the entire site

Use only this page

Keyword ideas

Forecast

Saved keywords

Negative keywords

Page: https://www.italia.it/it/italia/cosa-fare/turismo-delle-radici



Canada and United States

English

Broaden your search: No suggestions found



Exclude adult ideas

Add filter

438 keyword ideas available



Keyword (by relevance)

Avg. monthly searches

Three month change

YoY change

Competition

Keyword ideas



puglia italia

100 - 1K

0%

0%

Low



turismo italia

10 - 100

0%

+900%

Low



viaggio in sicilia

10 - 100

0%

0%

Low



viaggi in italia

10 - 100

0%

0%

Low



viaggio a roma

10 - 100

0%

0%

Low



sicilia turismo

10 - 100

0%

0%

Low



Then we can also create a campaign

Plan settings ⓘ Plan name: Plan from Nov 14, 2020, 11 AM, ... Locations: California, United States, + 2 more Language: All languages Search networks: Google Next month: Dec 1 – 31, 2020

Plan overview Just saved [CREATE CAMPAIGN](#)

Clicks	Impressions	Cost	CTR	Avg. CPC	Avg. Position	
22	220	€12 <small>Daily Budget: €1.05</small>	10.0%	€0.57	0.86	+ Add conversion metrics

Keywords

	Cost	Clicks	Impressions
tuscan red wine	€12.43	22	220

Forecasts over the next year

- Conversions
- Average CPA
- Conversion value
- ROAS
- Clicks
- Impressions
- Cost
- CTR
- Average CPC

Devices

Mobile phones Tablets Computers

Locations

Your targeted locations Cost

Italy	96%
California	4%
New York	0%



What are these Match Type for the keywords?

Keyword ideas Forecast Saved keywords Negative keywords

discover my roots, italian roots, the place of my sicilian grandfather Canada and United States English Google Oct 2022 – Sep 2023

Use different keywords for more results [Edit](#)

Broaden your search: [+ sicilian](#) [+ italian](#) [+ discover your roots](#) [+ chinese roots](#) [+ french roots](#) [+ german roots](#) [+ spanish roots](#)

4 selected | Plan ▾ | New ad group ▾ | Broad match ▾ | Add keywords to create plan ?

Keyword (by relevance)	Avg. monthly search volume	Month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided							
<input checked="" type="checkbox"/> discover my roots	10 – 100	0%	0%	Medium	–	€1.20	€3.10
<input checked="" type="checkbox"/> italian roots	100 – 1K	0%	0%	Low	–	–	–
Keyword ideas							
<input checked="" type="checkbox"/> dna test finding yo...	10 – 100	0%	0%	Medium	–	€1.00	€3.38
<input type="checkbox"/> antonia lofaso sco...	10 – 100	0%	0%	Low	–	–	–
<input checked="" type="checkbox"/> brooklyn roots itali...	100 – 1K	0%	0%	Low	–	–	–

5 keywords matching options



5 keywords matching options

1'02''

Targeting with Keywords

LinkedIn Learning



REMEMBER!

You are **NOT** interested in maximizing the number of clicks, but only the clicks of the prospect buyers!



REMEMBER!

You need to **avoid that people not interested** in what you offer **click the ad!**
(because you pay and they will go away...)



1. Broad Match

Default for all keywords

- Matches words that are closely related, such as **synonyms**
- Captures the largest volume
- Will often yield **irrelevant clicks**

Broad Match

Keyword

Women's hats

Search term

- ✔ women's hats
- ✔ drawings of women's hats
- ✔ women's caps
- ✔ hats for girls
- ✔ sewing a woman's hat
- ✘ purple hats

LinkedIn



2. Broad match modifier +

Uses the **plus (+) symbol** to apply the modifier (+women's +hats)

- Contains close modifications, but **not synonyms**
- Can still be in any order
- Will often yield **irrelevant clicks**

Broad Match Modifier

Keyword

+Women's +hats

Search term

- ✓ hats for women
- ✓ drawings of women's hats
- ✗ women's caps
- ✗ hats for girls
- ✓ sewing a woman's hat
- ✗ purple hats



3. Phrase match “ ”

Uses the **quote symbol** to apply the modifier (“women’s hat”)

- The **phrase must be in the specific order**
- Can still contains **terms before or after** the phrase

Phrase Match

Keyword

"Women's hats"

Search term

- ✔ women's hats
- ✔ buy women's hats
- ✔ woman's hat
- ✘ girls hats
- ✔ sewing a woman's hat
- ✘ women's baseball hats



4. Exact match []

Uses the **bracket symbol** to apply the modifier [women's hat]

- The **search cannot contain any other terms**
- Still displays for very close variations

Exact Match

Keyword

[Women's hats]

Search term

- ✔ women's hats
- ✔ woman's hats
- ✔ into, a, the, and, for, but
- ✔ hat women's
- ✔ woman hat
- ✔ hat for women

Exact Match

Keyword

[Women's hats]

Search term

- ⊗ girls hats
- ⊗ sewing a woman's hat
- ⊗ women's baseball hats



5. Negative match -

Uses the minus symbol to apply the modifier (-free)

- Prevents ad from displaying when search contains that term
- Excellent way of filtering out irrelevant traffic



How to write a Google Search ad..

← > Add a final URL to see headline and description suggestions

Ad strength [?]
Incomplete

- Add more headlines [View ideas](#)
- Include popular keywords in your headlines [View ideas](#)
- Make your headlines more unique [View ideas](#)
- Make your descriptions more unique [View ideas](#)

With responsive search ads, you enter multiple headlines and descriptions and Google combines them into ads. [?]

Final URL [?] ^

Final URL

This will be used to suggest headlines and descriptions

Display path [?] ^

www.example.com

/ [] / []

0 / 15 0 / 15

Headlines 0/15 [?] [View ideas](#) ^

Headline

Required 0 / 30

Headline

Required 0 / 30

Headline

Preview

Ad · www.example.com/

Headline 1 | Headline 2 | Headline 3

Description 1. Description 2.

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)



We can see the preview of our ad

No. of characters allowed



Tt Headlines 7/15 ?

For optimal ad performance, include these keywords in your headlines

italian granmother italian grandfather

✓ italian origin italian genealogy

DNA test ✓ Italian roots

[More ideas >](#)

Italia.it

Required 9 / 30

Discover your italian roots

Required 27 / 30

Italy

Required 5 / 30

Discover your origin

20 / 30

Discover your italian root

26 / 30

Discober Italian traditions

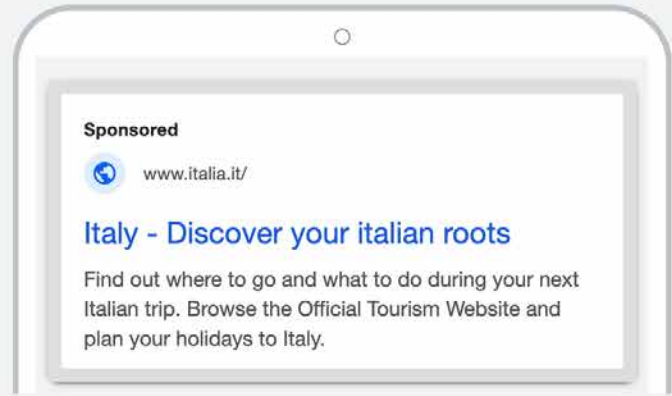
27 / 30

Find your Italian soul

22 / 30

Headline

Preview



This preview shows potential ads assembled using your Assets can be shown in any order, so make sure that the combination, and don't violate our policies or local law. S formats. You can make sure certain text appears in your

Tt Descriptions 3/4 ? [View ideas](#)

Discover Italy: Official Tourism Website - Italia.it

Required 52 / 90

Find out where to go and what to do to discover your Italian roots

Required 66 / 90

Browse the Official Website and plan your heritage travel to Italy

66 / 90

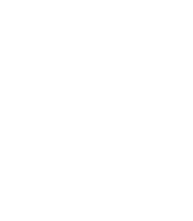
Description

0 / 90



6 Tips for effective ads

1. Highlight **what makes you unique** compared to the competition (free shipping, organic, pet friendly, etc.)
2. Use **call to action**: tell people what to do (e.g. book now, click here, call)
3. Use **sales terminology**: prices, promotions, special offers (e.g. for a limited time)
4. **Include the keywords in the ad text** (demonstrates relevance and sometimes are reported in bold by Google)
5. **Experiment**: create 3–4 different ads for each Ad Group (Google rotates them and favors the best performers)

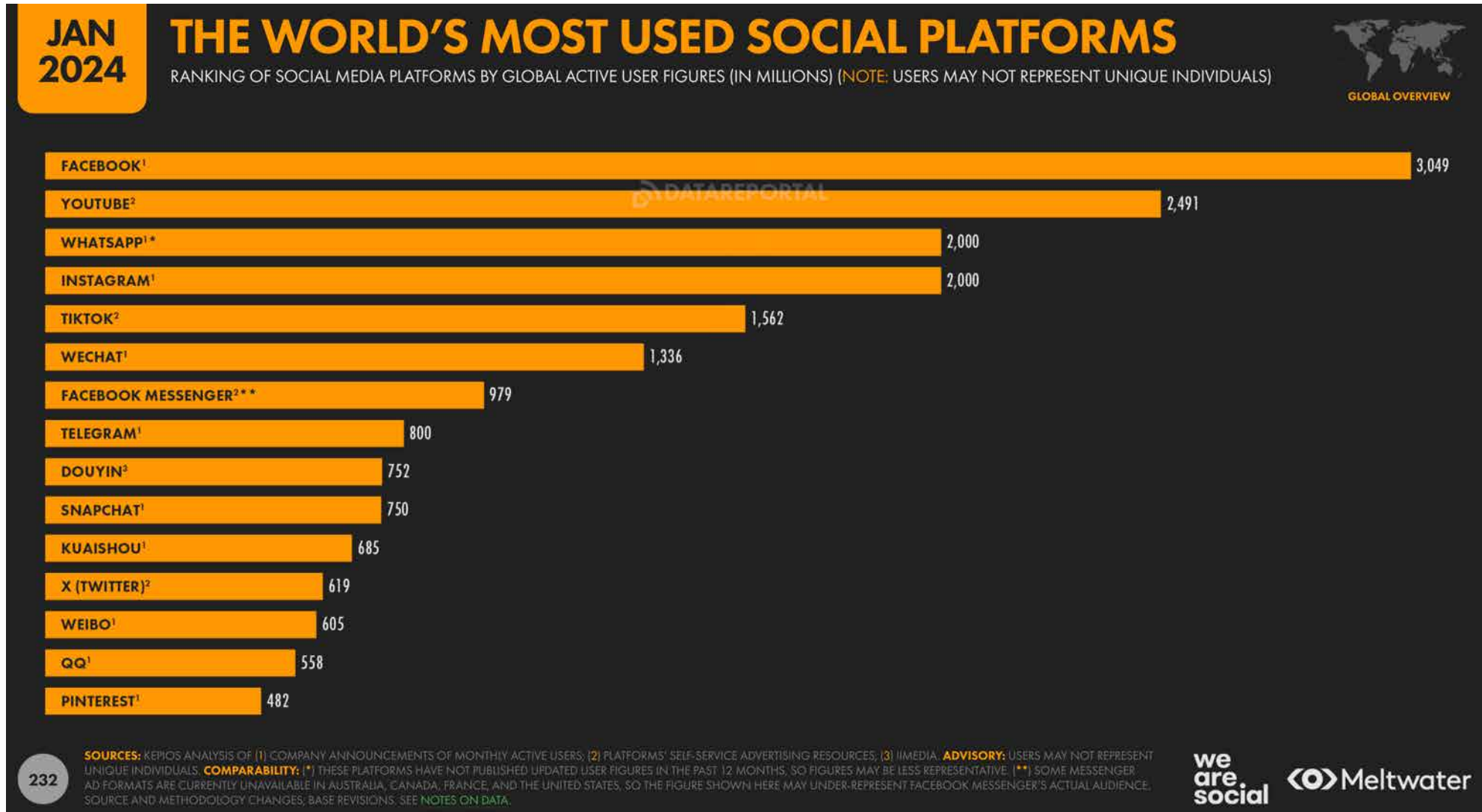


Advertising on Youtube

You Tube



Youtube is the most used video streaming platform worldwide





And it is the most used video platform in the world

JAN 2024

VIDEO ENTERTAINMENT: TOP MOBILE APPS

RANKINGS OF THE MOST USED VIDEO-CENTRIC ENTERTAINMENT APPS ON MOBILE PHONES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023



TOP VIDEO ENTERTAINMENT APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	YOUTUBE	GOOGLE
02	TIKTOK	BYTEDANCE
03	NETFLIX	NETFLIX
04	HOTSTAR	DISNEY
05	MX PLAYER	MX PLAYER
06	AMAZON PRIME VIDEO	AMAZON
07	JIOCINEMA	RELIANCE INDUSTRIES
08	GOOGLE PLAY MOVIES AND TV	GOOGLE
09	MI VIDEO - VIDEO PLAYER	MI VIDEO
10	DISNEY+	DISNEY

TOP VIDEO ENTERTAINMENT APPS BY TOTAL TIME SPENT

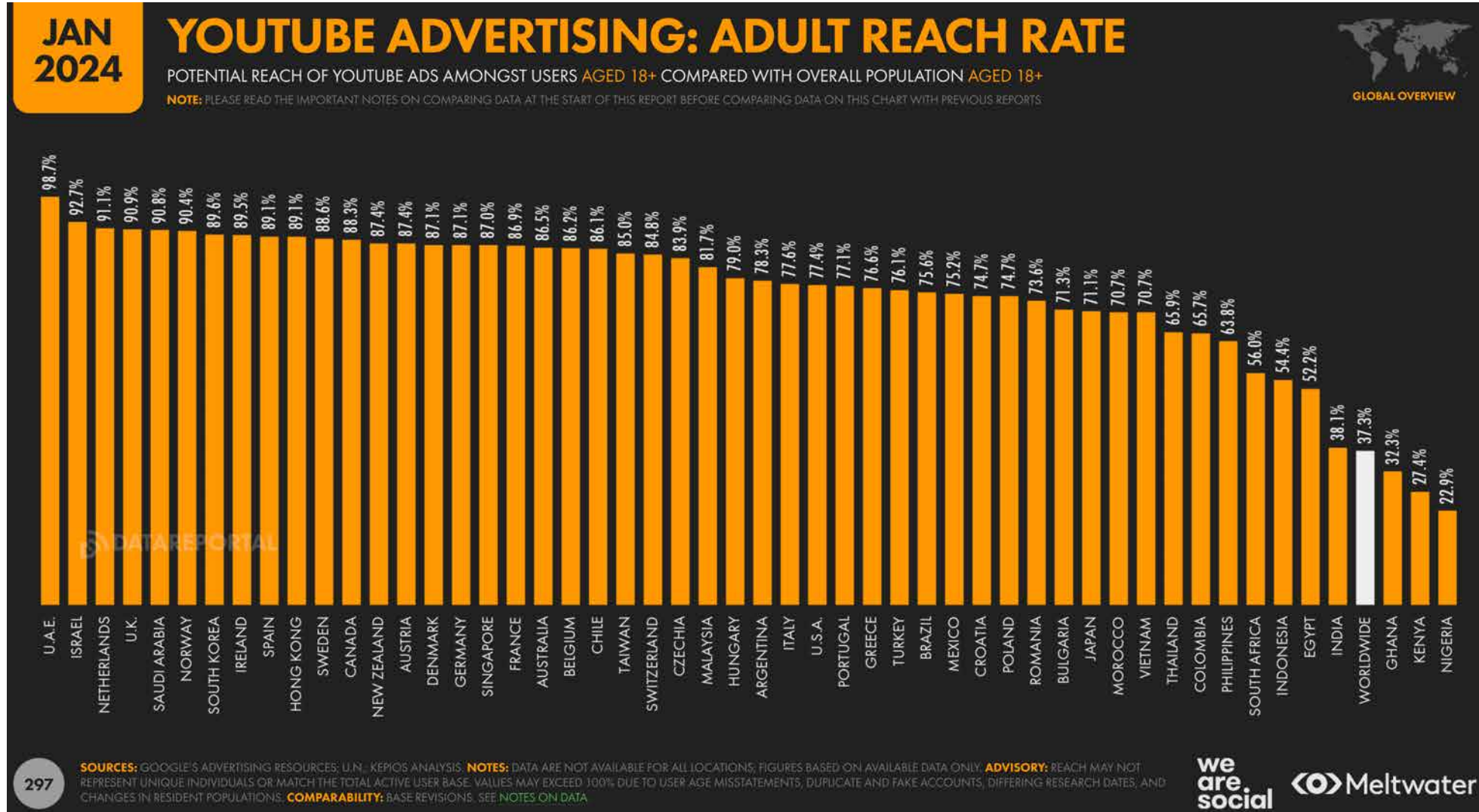
#	APP NAME	COMPANY
01	YOUTUBE	GOOGLE
02	TIKTOK	BYTEDANCE
03	HOTSTAR	DISNEY
04	NETFLIX	NETFLIX
05	MX PLAYER	MX PLAYER
06	KWAI	KUAISHOU
07	JIOCINEMA	RELIANCE INDUSTRIES
08	SNACK VIDEO	KUAISHOU
09	VLC MEDIA PLAYER	VIDEOLAN
10	PLAYIT	PLAYIT

113

SOURCE: DATA AI INTELLIGENCE. SEE DATA.AI. NOTES: RANKINGS REFLECT USER ACTIVITY BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023, BASED ON APPS WITH A PRIMARY OR SECONDARY DATA AI APP IQ CATEGORISATION OF "VIDEO SHARING", "SHORT VIDEOS", "OTT", "MEDIA PLAYER", OR "LIVE STREAMING" WITHIN THE "ENTERTAINMENT" CATEGORY. ONLY INCLUDES MOBILE APPS FOR WHICH STREAMING VIDEO CONTENT IS A PRIMARY FOCUS; EXCLUDES COMMUNICATION AND SOCIAL NETWORKING APPS. ACTIVE USER RANKING REFLECTS WORLDWIDE ACTIVITY ON IPHONES AND ANDROID PHONES, EXCLUDING CHINA. RANKING BY TOTAL TIME REFLECTS ACTIVITY ON ANDROID PHONES ONLY. DOES NOT INCLUDE USERS ACCESSING SERVICES VIA DEVICES OTHER THAN MOBILE PHONES.



High reach rate in many countries





After creating a new campaign on Google Ads you choose Video...

Google Ads | New campaign

SEARCH REPORTS TOOLS AND SETTINGS HELP

Select a campaign type

- Search**
Reach customers interested in your product or service with text ads
- Performance Max**
Reach audiences across all of Google with a single campaign. [See how it works](#)
- Display**
Run different kinds of ads across the web
- Shopping**
Promote your products with Shopping ads
- Video**
Reach and engage viewers on YouTube and across the web
- App**
Drive app promotion across Google's networks
- Smart**
Reach your business goals with automated ads on Google and across the web
- Local**
Drive customers to a physical location
- Discovery**
Run ads on YouTube, Gmail, Discover, and more

Cancel Continue



Remember that **Google is an AD NETWORK**, therefore they show your video also on **partners website**. You have to uncheck the box if you don't want that!

Networks

YouTube search results

Ads can appear next to search results on YouTube. Only available for responsive and in-feed video ad types.

YouTube videos

Ads can appear on YouTube videos, channel pages, and the YouTube homepage.

Video partners on the Display Network [?](#)

Campaigns that are eligible for in-feed video ads now run on both YouTube networks to expand where you can reach potential customers.

How to define the target group with YouTube

7'21''

Create a New Ad Group



LinkedIn Learning



There are lots of segmentation variables to define your target audience

- Geographic
- Demographic (gender, age groups)
- Content
- Keywords
- Topics
- Placement

People: who you want to reach
Define your Audience segments, Demographic, or both

Demographics

Select your demographic targeting ⓘ

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown ⓘ	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown ⓘ	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input checked="" type="checkbox"/> 55 - 64		<input checked="" type="checkbox"/> 41 - 50%
	<input checked="" type="checkbox"/> 65+		<input checked="" type="checkbox"/> Lower 50%
	<input checked="" type="checkbox"/> Unknown ⓘ		<input checked="" type="checkbox"/> Unknown ⓘ

⚠ Note: Household income targeting is only available in select countries. [Learn more](#)

People: who you want to reach
Define your Audience segments, Demographic, or both

Demographics	Any age, Any gender, Any parental status, Any household income	▼
Audience segments	Any audience segment	▼

Content: where you want your ads to show
Narrow your reach with Keywords, Topics, or Placements

Keywords	Any keyword	▼
Topics	Any topic	▼
Placements	Any placement	▼



Youtube bid strategy

You pay by **CPV (Cost per View)**
Or **CPM**

Bid strategy

Select your bid strategy ?

Maximum CPV

Target CPM

Strategies aren't available in this campaign: [Viewable CPM](#), [Target CPA](#), [Maximize conversion value](#), [Target ROAS](#)

With Target CPM (cost-per-thousand impressions), you set the average amount you're willing to pay for every thousand times your ad is shown. From the Target CPM you set, we'll optimize bids to help get as much unique reach as possible. Some impressions may cost more or less than your target.

[Learn more](#)

Based on your campaign settings but not your budget or bid

Impressions

20K

✓ Your estimated performance

To see your estimated performance, enter the following settings:

- Budget ✓
- End date ✓




Then you upload your video, choose the **ad format** and finalize your ad


Create your video ads

Create one or more ads now, or skip this step and create them later. Your ca

Your YouTube Video






Angela personal tuscan guide and...
by [stella romagnoli](#) • 635 views
Angela is an italian sommelier and a per...



Select a video ad format. This will be used for the rest of the ads in your ad group

Required

- Skippable in-stream ad 
- In-feed video ad 
- Bumper ad 

The following ad formats aren't available in this campaign: non-skippable in-stream ad



Ready to play?



Sources

- Online Marketing Foundations – Ted Batesole – Lynda.com
- Google Ads essential training – Ted Batesole – Lynda.com
- Anson Alexander – Advertising on Youtube (11/2020) – LinkedIn Learning