

Delivering Performance in Display Advertising

As biddable display advertising becomes increasingly top of mind, we wanted to share the performance benchmarks for the Google Display Network to help advertisers understand how our network is performing. The results support our experience that the best performance comes from combining great technology with the largest inventory pool in the market.

These benchmarks are a summary of all UK campaigns on the Google Display Network for Q4 2010.

UK Performance Benchmarks

	Average CTR	Average CPC	Average CPM	% of Total Clicks	% of Total Spend
Google Display Network Total	0.28%	£0.22	£0.60	100%	100%
Keyword Contextual Targeting	0.45%	£0.15	£0.69	59%	40%
Remarketing	0.22%	£0.38	£0.83	11%	18%
Topic Targeting	0.09%	£0.47	£0.43	5%	13%
Placement Targeting	0.07%	£0.71	£0.51	25%	29%
DoubleClick Benchmark	0.07%				

GDN Benchmarks Source: Google internal data. Results are averages across all Display campaigns on the Google Display Network for Q4 2010. Individual, well managed campaigns can strongly exceed these benchmarks.
 DoubleClick Benchmark Source: 2009 Year-in-Review Benchmarks. Benchmark across all DoubleClick image, flash and rich media campaigns.

Key Observations

Keyword contextual targeting performs incredibly well for advertisers. It delivers a click-through rate (CTR) 6x higher than the DoubleClick benchmark at an incredibly low cost per click (CPC). Due to this high performance, advertisers are investing 40% of their budget into keyword contextual targeting, receiving nearly 60% of their clicks from these campaigns.

When bought via the Google Display Network, remarketing delivers an average CPC of just 38p, making it an extremely cost-effective solution in its own right. Advertisers are opting to invest almost 20% of their display budget to reach consumers with this powerful technology.

Overall, Google's powerful technology delivers phenomenal results for advertisers, performing 4x better than the industry benchmark CTR at very cost effective prices.

About the Google Display Network








The Google Display Network delivers measurable performance for your online display advertising. It achieves this by harnessing market leading Google targeting technologies to find the most engaged audiences, placing your ads on the most relevant pages and achieving performance at scale.

Reach

The Google Display Network is the UK's largest ad network. With 82% reach of the online population, the Google Display Network reaches more people than any other network - and sees them more regularly. The average UK consumer visits a site on the Google Display Network once every 15 minutes.

Targeting Technology

Finding the right audience across millions of websites can be difficult. The Google Display Network lets you put your message in front of potential customers at the right place and at the right time with powerful Google targeting technology.

Contextual	Audience
 Keyword Choose specific keywords and let our technology find the right web pages	 Remarketing Serve ads to users that have visited your site
 Topic Choose from over 1700 topics to target across the Google Display Network	 Similar users Show ads to users similar to people on your remarketing list
 Placement Use the DoubleClick AdPlanner to hand-pick sites for your campaigns	 Demographics Find your audience based on demographics, such as age and gender
	 Interests Show ads to people based on interests, such as airline travel

Formats

The Google Display Network accepts most of the IAB standard ad format sizes, including text ads. If you don't have display creative to hand, there are hundreds of customisable templates for you to create ads for free via the Display Ad Builder (found in AdWords).

Pricing

Google's flexible pricing system ensures that you are always in control of your spending. You can choose from various auction pricing models to deliver the most cost-effective results depending on your budget and goals. You can even set your target CPA using Google's Display Campaign Optimiser.

Tools

DoubleClick AdPlanner gives you the ability to plan your Google Display Network campaigns and delivers powerful audience insights. Our robust reporting tools show you what works best in your campaign - like which ads deliver the most clicks and which sites give you the most sales for the lowest cost.