Audience Product Experts

Audience Strategy: Inside Google Audience Solutions

Alessia Scarpellini, Search Audiences EMEA Lead, GMS
Aurora Vintilescu, Audience Product Expert, GMS

In this session

- Welcome! Introduction to the Program

- Why do we need Audience Product Experts

- Attendance Rules

- Why Audience?

- Which Audiences?

- Introduction to the next session

What and Why do we need Product Experts?

- Audience helps you invest in a **cost efficient manner:** it is the present and the future of Digital Marketing

- This exclusive academy creates **Audience Product Experts** that can become the go-to-person in their Agency for any Audience-related matter

- **7 livestreams**

- **Speakers: Google Audience Product Experts**

- **Every Tuesday for 7 weeks, 2pm GMT (3pm CET)**

Google Partners

Leveraging the power of Advertiser Communities

Connect with other product experts, share your knowledge, help others and join the Advertiser Community in your language!

- Help answering other users' questions
- Share knowledge by writing articles
- Stay up to date: watch product trainings and read announcements
- Share your case studies
- Get all the optimization tips you need

People like you are finding answers, learning about new features, getting inspired, and helping others. Whether you are new to AdWords or an expert, your voice matters.

Google Partners

From Basics to Advanced

**Main topics we are going to cover in this Academy:**

- Basics of Audience: why it is important, how it works

- Using Google Analytics for your Audience Strategy

- Display Remarketing (static and dynamic) best practices

- RLSA Advanced

- Display Campaigns Best Practices and Automation

- Measurement and Audience Strategy

- Introduction to Programmatic

Google Partners

Attendance Rules & Materials

- **Tracking attendance**: short multiple answer survey after every session (5 minutes to complete). You have 5 days to complete the form (until the Monday after)

- You'll receive a digital **Audience Product Expert** certificate if you attend all 7 sessions

- **Materials** will be shared on the program's website by the week following each livestream

- When the program is over, we'll share all the recordings as well: it will be the first library of trainings on Audience!

  - Anyway, remember that this program is *exclusive*, meaning that to receive the certificate you need to be **enrolled** in the program and **complete the tracking attendance form every week**

Why Audience ?
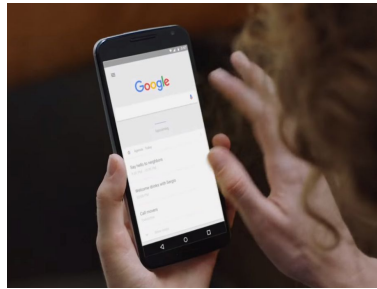
Your customers don't go online. **They live online.**
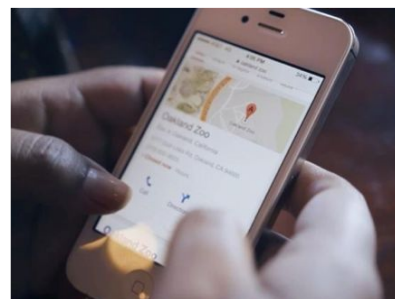
150
X per day

Buy festival tote for Coachella next weekend
11:15pm

Wake up and check today's weather
6:50am

At lunch, play Scrabble while waiting in line
1:33pm

Use maps to get directions to Creole food truck
1:13pm

Use flashlight app to find dropped earring
11:09pm

On the bus, read about Coachella lineup
8:42am

Browse festival styles on YouTube
7:15pm

At bus stop, listen to new music playlist
8:30am

At work, book Coachella tickets
11:36am

On bus, check email for sales this weekend
5:29pm

micro moment

mi·cro mo·ment
/ˈmīkrō/ /ˈmōmənt/

noun
*plural noun:* ***micro moments***

1. Instances when we reflexively turn to digital to act on a need we have that moment -- a need to learn something, do something, discover something or buy something.

 "Cathy has a micro moment when she breaks her milk frother while washing dishes, and immediately reaches for her phone to find and order a new one before going back to finish up the washing."

Google

micro moment
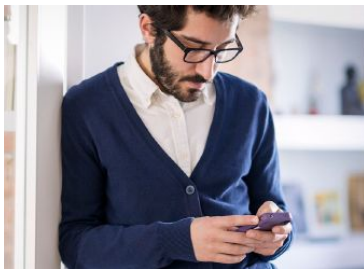
I-want-to-know moments

65%

of online consumers look up more information online now versus a few years ago

I-want-to-go moments

85%

of smartphone users use a search engine when looking for a local business

I-want-to-do moments

91%

of smartphone users turn to their phones for ideas while doing a task

I-want-to-buy moments

82%

of smartphone users consult their phones while in a store deciding what to buy

Google Partners

Why Audience?

Audience Targeting allows you to be more accurate when **choosing who sees your ad how you invest your budget: be there at the right moment**

Consumers take actions online that show their interests, intentions and needs

Intent and Interest Signals help you understand what consumers like or want

Contextual Signals like Location, Time and Device give you further insights

Businesses that blend those signals will be able to target the right audience

Google Partners

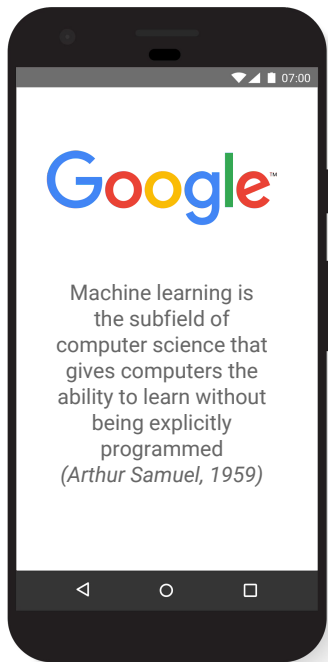# Reaching the right customers in the right moments

- Relevant Ads

- Better user experience

- Higher conversion rates

Your goal is to find your **ideal audience**, and reach that audience **at scale** in the most **cost efficient** manner possible.

Machine Learning

Google™

Machine learning is the subfield of computer science that gives computers the ability to learn without being explicitly programmed
(Arthur Samuel, 1959)

5+ Hrs
spent online per day by users

3.5B Internet Users
spent online per day by users

Needs
Interests
Searches
Personal and different every day

Audience

Autotargeting

Google Partners

Which Audiences?

Which Audience Data?

Your data

Website: visited your website, visited a product page, added an item to the cart, visit recency...

CRM: past purchasers, newsletter subscribers...

Demographics: age, gender

Context: location, time of the day

Google Data

Affinity Audiences

Custom Affinity Audiences

In Market Audiences

Similar Audiences

Demographics

FROM REMARKETING TO NEW USERS ACQUISITION, MAKE THE MOST OF YOUR AUDIENCE MARKETING STRATEGY

Google Partners

Recap: Google Audience Solutions

Solution	Description	GDN	Search
Affinity Audiences	- Reach people based on their specific interests > 80 unique personas based on lifestyle and interests - Engage with precise audiences at scale - TV like	✔	✘
Demographics	Target by Age and Gender	✔	✔
Similar Audiences	Similar Audiences looks at data about your existing remarketing audiences and finds **new and qualified consumers** who have shared interests with that audience	✔	✘
In Market Audiences	- Precise segments that classify users based on their demonstrated in-market behavior and purchase intent - Users are actively considering buying a product / service	✔	✘
Custom Affinity Audiences	- Custom audiences more tailored on your brand - You can use keywords or URLs to create the audience parameters	✔	✘
Remarketing	Reach out to your existing users and turn a date into a relationship	✔	✔
Customer Match	- You upload a data file of email addresses your customers have given you, to create an Audience - When those users are signed in to their Google account, they see your ads - Also available for YouTube and Gmail	✘	✔

Google Partners

Audiences to target people you know

People you know

Intent

Context

Immediate Need

Win more Micro-Moments

Customer profiles and purchase history based on CRM data

Visited your site or app

Search intent

Real-time behavioral and interest signals - not stale declared data
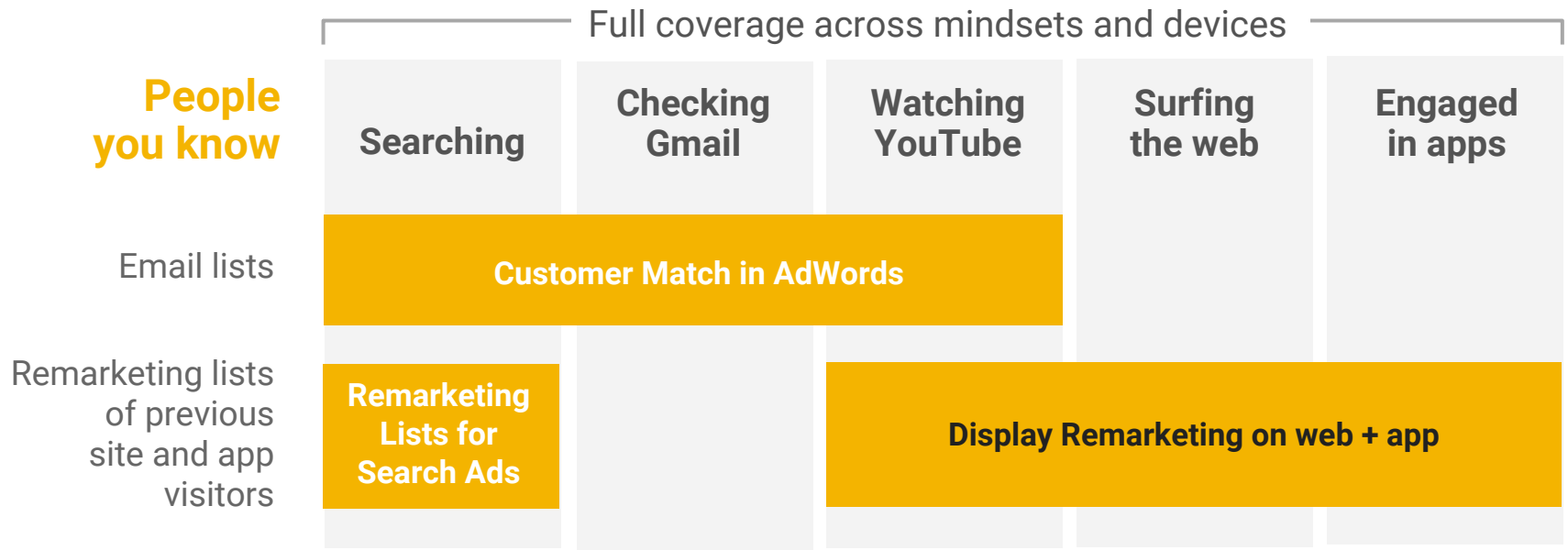
Location

Device

Searching, engaged on YouTube, checking Gmail, surfing the web, in your favorite app

What-else-is-there

Want-more-of-what-I'm-into

Remind-me-to-checkout

Your Data + Google targeting capabilities

Full coverage across mindsets and devices

People you know	Searching	Checking Gmail	Watching YouTube	Surfing the web	Engaged in apps
Email lists	**Customer Match in AdWords**				
Remarketing lists of previous site and app visitors	**Remarketing Lists for Search Ads**		**Display Remarketing on web + app**		

Google Partners

Audiences to target people you don't know

People you don't know + Intent + Context + Immediate Need

Win **new** Micro-Moments

Haven't been to your site or app

Real-time behavioral and interest signals - not stale declared data
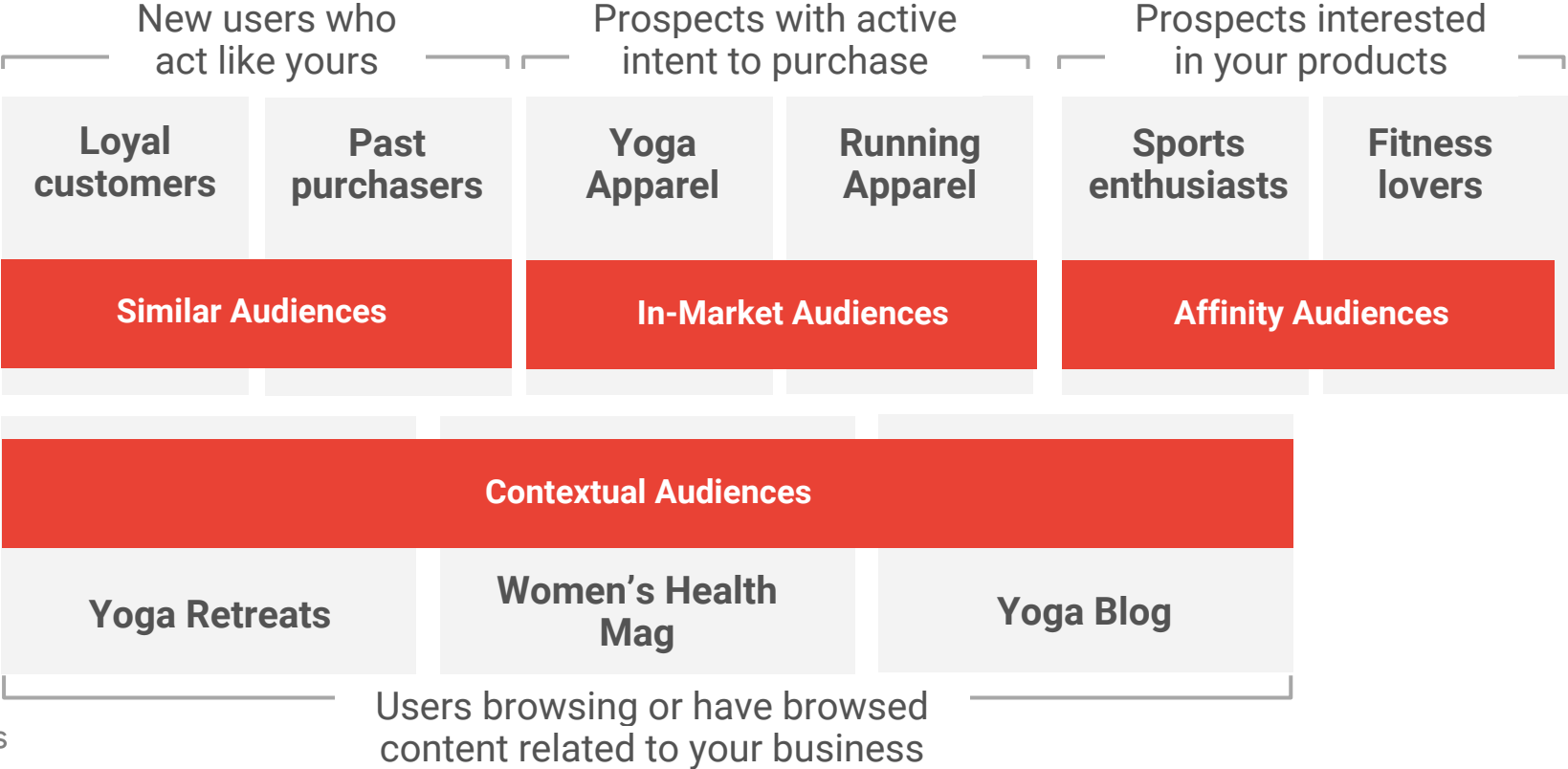
Location

Device

Consumer mindset in the moment, based on type of site or app

Interested-but-undecided

Help-me-buy

Google Partners

Acquire new customers who are interested in your products but not aware of your brand

People you *don't* know

New users who act like yours		Prospects with active intent to purchase		Prospects interested in your products	
Loyal customers	Past purchasers	Yoga Apparel	Running Apparel	Sports enthusiasts	Fitness lovers
Similar Audiences		In-Market Audiences		Affinity Audiences	

Contextual Audiences		
Yoga Retreats	Women's Health Mag	Yoga Blog

Users browsing or have browsed content related to your business

An Overview of Google Display Network (GDN)

The Google Display Network reaches **90%** of global internet users

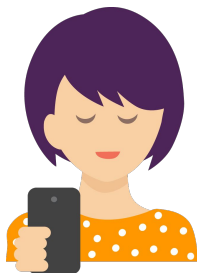Ads are served across **2M+** websites

across ad formats:

Image ads

Text ads

Ads on mobile

Google Partners

Recap: Why Audience?

People constantly **move between devices** during the day and this creates a challenge for marketers: how do I find the right person at the right moment?

Google Audience Solutions help marketers **reach people based on the things that matter to them** using insights from million of websites and apps on GDN and YT.

3 unique things make this possible. We'll cover in depth during the next session:

- Deep consumer insights based on **many touchpoints**
- Ability to distinguish between people's **passions** and purchase **intent**
- Real-time data that's always fresh

Google Partners

In the Next Session

- How Audience Algorithms work

- AdWords Audience Insights Report

- Remarketing recap

- Analytics for Remarketing: smart tools

- Similar Audiences: how and why

Google Partners

Appendix

Additional Resources

AdWords communities

- EN: www.en.advertisercommunity.com

- RU: www.ru.advertisercommunity.com

- IT: www.it.advertisercommunity.com

- DE: www.de.advertisercommunity.com

- FR: www.fr.advertisercommunity.com

- PL: www.pl.advertisercommunity.com

- ES: www.es.advertisercommunity.com

- PT: www.pt.advertisercommunity.com

Resources

- Making the most of your Audience Strategy, Think with Google

- Finding Your Audience with Google display and video ads, Inside AdWords

- Inside AdWords blog