



## Scalable solutions to meet your advertising needs

Google's products and solutions enable you to grow your business with smart, reliable technology. Whether your goal is to build a new revenue stream with ads or advance retailer activation by enabling buys on and offsite, we're here to help.



### If you want to drive complementary revenue

#### Monetize every visit

With our comprehensive monetization suite you can serve click-on and click-off ads across your website and apps, enabling you to monetize the 97% of site visits that don't result in a transaction. Plus, when you incorporate your first-party data into your monetization strategy, you can enhance user experience for your customers by ensuring ads are relevant, and helpful, and lead to outcomes that meet your broader marketing and brand goals. [Learn more about our monetization solutions](#)

#### Grow your direct sales business

Direct deals can cement your ads strategy, but traditional tag-based deals take time and expertise. Partners like [Condé Nast](#), [Tinder](#), and [Kijiji](#) are using Google Ad Manager to expand their direct business while transacting programmatically with simplicity, precision and measurability. [Learn more about Programmatic Guaranteed](#)

### If you're interested in deepening advertiser relationships

#### Strengthen your vendor-funded marketing program

[Google Ad Manager](#) lets you combine your first-party data with advertisers' third-party data in a privacy-safe way, which means more compelling campaigns with stronger return on ad spend (ROAS). You can also streamline vendor marketing relationships with easy-to-use tools for campaign setup, forecasting, deployment and reporting. [Learn more about Retail Media](#)

#### Build your own media network

Our solutions help large e-commerce companies make the most of their first-party data by creating media businesses that provide actionable insights, reliable performance, and easy measurement. [Learn more about Retail Media](#)

#### Drive measurable ROI for your advertising clients

Exceed your advertisers' expectations by mixing and matching strategies that unlock insights and drive sales. [Best Buy](#) integrated Google Ad Manager, Google Marketing Platform and their own third-party measurement platform to prove out their ability to drive purchases for their brand partner. [Learn how Best Buy increased sales for their partner](#)

## If you want to learn more about protecting customer data

### Manage privacy regulations and controls in one place

Data privacy is vital to your business. That's why we protect it and provide you with the tools you need to manage it responsibly. The advertising ecosystem is constantly evolving with new privacy regulations, advertising identifiers and ad blockers, all of which offer users more transparency and control. We've enhanced [Ad Manager's](#) privacy and messaging tab to help our partners streamline their global privacy management. [Learn more about how we are making it easier to manage privacy](#)

### Deliver relevant campaigns in a privacy-first way

As the industry moves away from third-party identifiers, our tools let you deliver high-impact relevant ads while respecting user privacy. With Google Ad Manager's [Publisher Provided Identifiers](#) you can set and control frequency capping, audience segmentation and targeting, sequential ad rotation and other audience-based ad delivery controls across devices. [Learn more about ways to activate first party data](#)

## If you want to make the most of your first-party data

### Demonstrate your audience's unique value

Being able to define what makes your audiences unique is key to attracting new advertisers and maximizing the value of your first-party data. With Google Ad Manager's [Audience Explorer](#), you can analyze audience segments, craft enhanced data narratives and optimize monetization strategies -- all without advanced tools or technical know-how. Partners like Macy's Media Network are effectively using these tools to manage and scale their first party audiences. [Learn more about Audience Explorer](#)

### Build a smarter offer management system

Earn customer loyalty and drive conversions by offering your shoppers compelling tailored offers, promotions and incentives at the right time. Google Ad Manager's targeting and audience segmentation capabilities let you market and manage offers across multiple campaigns and set date ranges, customer attributes, geography and loyalty ratings. [Learn more about key value targeting](#)

### Amplify your data insights

Google Ad Manager's [Data Transfer report files](#) give you non-aggregated, event-level campaign data that's accurate to the second, including device, geography, and other info about the event. You can then amplify these insights through business intelligence and data visualization tools like [Google Analytics](#), [Big Query](#), and [Data Studio](#) or other third-party tools.

## If you want to be an industry leader

### Explore innovative ad formats

As online media continues to mature, Google Ad Manager offers custom formats that let you meet your audiences with effective messaging wherever they are. From app ads on [eBay](#) to emerging formats like [rewarded ads](#) and [interstitial ads](#) on checkout pages, we can partner on forward-thinking strategies. [Learn about app ads](#)

### Integrate our ad tech into your third-party and proprietary platforms

Developers can use the Google Ad Manager API to build applications that manage inventory, create orders, pull reports, and more. Check out our [client libraries and example code](#) to get a sense of the possibilities. [Learn more about the Ad Manager API](#)



## Google at a glance

The world's largest commerce companies across the retail, travel, auto, local and finance industries have varying strategies from omni-channel to pure-play e-commerce. Below are the ways you can use Google solutions to build and grow your advertising business.



### Flexible ad technology

*Google Ad Manager, AdSense, and AdMob are powerful products that help you sell ads on your site or app. Each provides different features to accommodate different business needs.*

<b><u>Google Ad Manager</u></b>	Unified ad management platform provides granular controls for direct and indirect monetization across web and app. Supports multiple ad exchanges and networks, including AdSense, Ad Exchange, and third-party networks and exchanges.
<b><u>Google AdSense</u></b>	AdSense is a simple way to earn money by allowing trusted and relevant advertisers to display their ads on your site. With AdSense for Search, you can monetize search results on your desktop, mobile site or app with search and shopping ads. AdSense for Search uses the search query to deliver highly targeted, relevant ads that can be styled to match the look and feel of your site.
<b><u>Google AdMob</u></b>	A mobile ad network and monetization platform if you're a developer who wants to earn revenue from ads, gain actionable insights and grow your app business.

### World-class security

*Data privacy is vital to your business. That's why we protect it and provide you with the guidance and tools you need to manage it responsibly. With Google you can be confident that you'll have control over what information you share.*

<b><u>Built-in Protection</u></b>	Google's advanced built-in security is designed to automatically protect you and your data from a wide range of threats. We designed the security of our infrastructure in layers that build upon one another, from the physical security of data centers to the security protections of our hardware and software to the processes we use to support operational security.
<b><u>Transparency</u></b>	We want to help your business sustain and grow revenue, while respecting people's preferences for privacy. That's why we develop tools to help with user consent and products and features that provide transparency to users.
<b><u>Trusted Advisors</u></b>	You can count on us to be trusted advisors, sharing the ways we are <a href="#">charting a course</a> towards a more privacy-first web and the steps we recommend publishers take to prepare for a changing ads ecosystem.

## First-party audience tools

Audience data is critical to your business, so it's essential that it's managed in the right way. Google Ad Manager [Audience Solutions](#) provides a suite of premium features that enable you to ingest, build, activate and analyze audience segments while respecting your users' privacy.

<b><u>Privacy-safe Identifiers</u></b>	<a href="#">Publisher Provided Identifiers</a> , which are set and controlled by you, can be used for frequency capping, audience segmentation and targeting, sequential ad rotation and other audience-based ad delivery controls across devices.
<b><u>Audience Insights</u></b>	Audience Explorer simplifies the process of proving out the value of your first party audience with dashboards and workflows that enable you to visualize and interpret your data in a variety of ways.
<b><u>Targeting Capabilities</u></b>	With our audience solutions tools, you can create and reach your desired demographic in a privacy-safe way.

## Holistic reporting

Google Ad Manager has reporting tools that allow you to tailor the right metrics and views to your business, uncover insights, and take action fast.

<b><u>Customized Insights</u></b>	You can choose from a range of dimensions and metrics in Google Ad Manager to customize your queries, generate reports from predefined system queries, and easily schedule and share query results. Take your insights to the next level with <a href="#">Data Transfer Files</a> which provide non-aggregated, event-level data such as device, geography, and other information.
<b><u>Advanced Analytics</u></b>	With Google Analytics or other business intelligence tools, you can integrate audience data to understand your traffic - plan content and improve the user experience by optimizing the look, feel, navigation, and user value of your platform. Further amplify your insights by integrating with <a href="#">Google Cloud</a> or other cloud service providers to inform broader business objectives.
<b><u>Forecasting Capabilities</u></b>	Gain actionable customer-centric insights to inform internal strategy based on robust forecasting models of the ad server.

## Grow as you go

Whether you are building an ads business for the first time or looking to enhance an already robust vendor-funded or retail media business, we support your goals with adaptable tools that allow for growth and sustainability.

<b><u>Thoughtful controls</u></b> (AdSense, Ad Manager)	Customizable controls allow for rules across ad formats and inventory type, including granular controls like competitive blocks.
<b><u>Native design</u></b> (AdSense, Ad Manager)	Easily design and test ads that look and feel native to your site, access to ready-to-use templates with customization options and built-in A/B experimentation tool.
<b><u>Integration Ease</u></b>	Support as you integrate new technology, add resources to yield management, focus on sales enablement, and build new dashboards for deeper insights.

## Partnership services

*Whether you're an industry leader or a high growth startup, we can help you shape your media strategy, guide you through your enterprise transformation and meet your business and technical objectives, with thoughtful consultative engagement and timely support.*

<b>Strategic Partnership</b>	Our account teams and <a href="#">certified partners</a> can help you shape your monetization strategy, revenue modeling, business reviews, optimization, and much more.
<b>Customer Care</b> (AdSense, Ad Manager)	A global team of support specialists is available to help you troubleshoot challenges and find solutions.
<b>Professional Services</b>	Partner with our product and technical consulting experts to align your business objectives to technical solutions and best practices that accelerate your enterprise transformation and deliver impact.