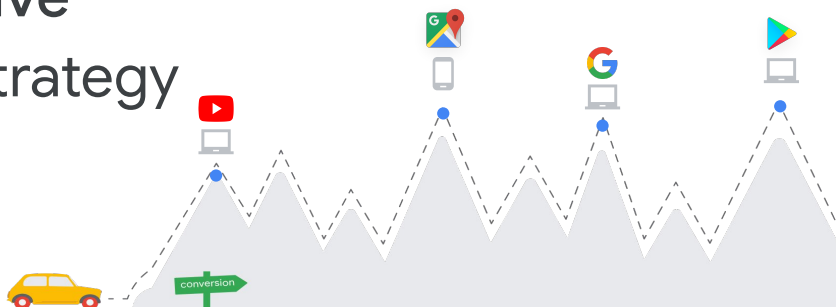


Build a simple & effective performance Display strategy

Potential customers no longer follow a linear path to conversion.



Reach potential customers at an unprecedented scale, including people who aren't actively searching for you with Display

73% say they're always on the lookout for brands and products relevant to them

Google Display helps you reach customers at all points along the buying cycle - **from discovery to purchase.**

3M+
websites and apps

90%
internet users worldwide



Smart Display campaign

20% more conversions than other display campaigns



Smart Shopping campaign



Apps campaign



Local campaign



Not eligible for Smart Display?

Need to run a temporary/flighted campaign alongside Smart Display?

Need to run a tailored message/promo for a specific audience alongside Smart Display?



Standalone Display campaigns for performance with automation



Quality of advertiser data



Smart Bidding

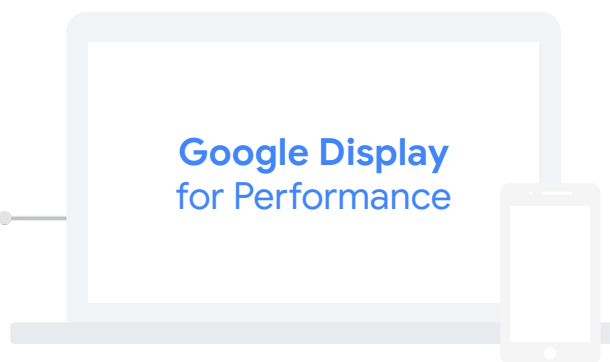


Smart Creatives



Performance audiences

Google Display
for Performance



Google Display for Performance

Table of Contents:

- Setting yourself up for success

- How get started on Display

- Smart Display campaigns

- Standalone Display campaigns for performance

- Measure the success of Display

Setting yourself up for success



Quality of advertiser data



Ensure that your conversion tracking has been set up properly

Smart Bidding uses your conversion data to drive campaign optimization, so it's crucial that your conversion setup is accurate. Set up your conversion tracking with a [Sitewide tag](#) for accurate conversion measurement. **Be sure to only include the most important actions in your conversions column**, to ensure that your campaigns optimize towards the most valuable action.



Tag your site for remarketing

To ensure you're connecting with previous site visitors through your Display ads, you'll need to add a snippet of code to your site, known as a remarketing tag. You can set this up [through Google Ads](#) or [through Google Analytics](#). You do not need to build remarketing lists for your Smart Display campaigns, **Google algorithms will automatically take your audience insights into account.**



Improve lead quality (if your focus is lead generation)

[reCAPTCHA](#) is a free, easy-to-implement service that protects your site from spam and abuse. It uses advanced risk analysis techniques to tell humans and bots apart. If possible, **implement reCAPTCHA before running Display ads.**



I'm not a robot



reCAPTCHA
Privacy - Terms



Allocate a sufficient budget to Display

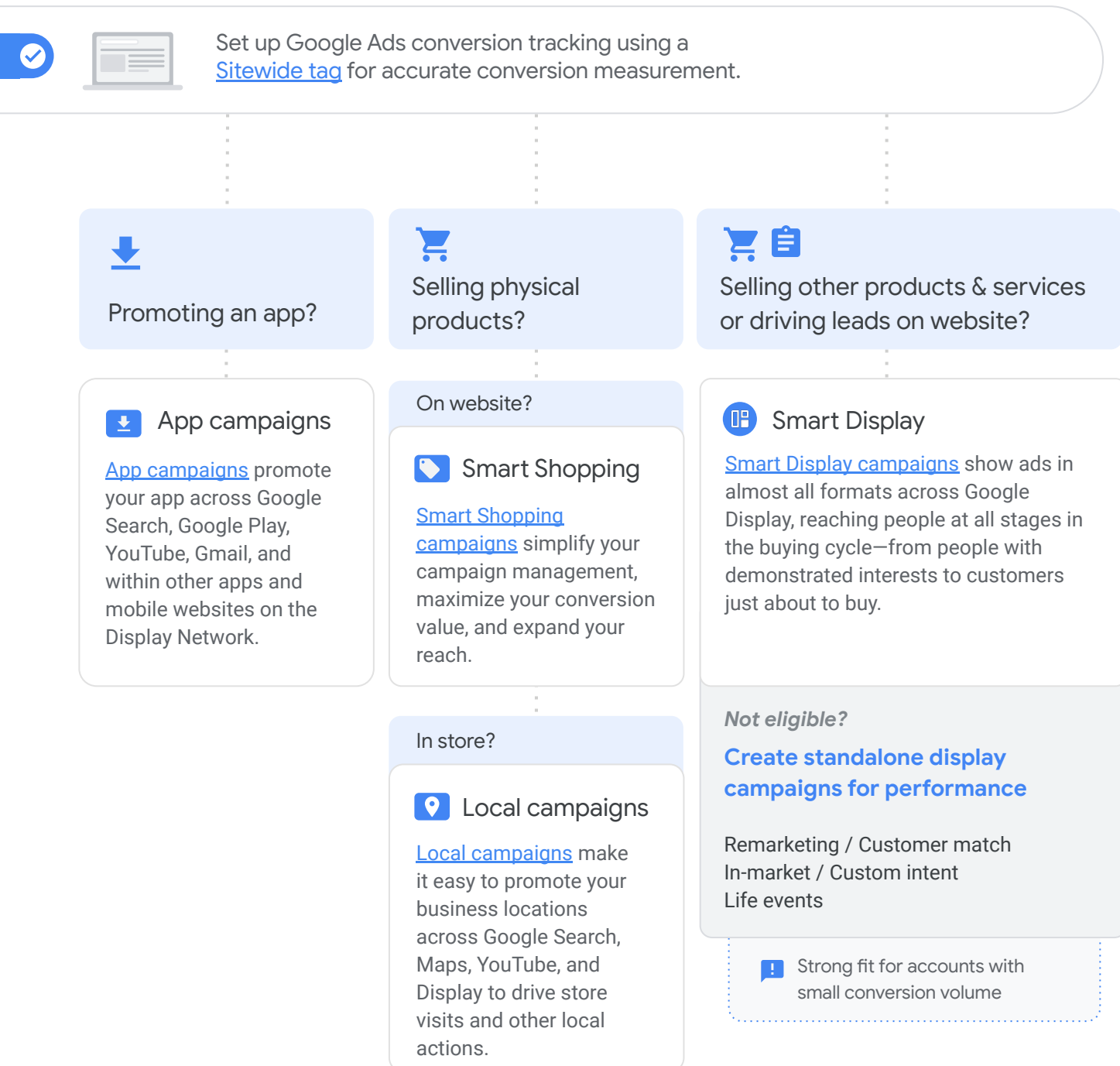
Marketers globally invest around 50% of their marketing budget into Display solutions.¹

Budget constraints can hinder performance, since your campaign is not able to participate in auctions that may be highly likely to drive a conversion. **If your budget is constrained use the Maximize conversions bid strategy.** Aim for your campaign budget to allow at least 10-20 conversions a day, meaning a budget of 10-20x your target or average CPA.

How do you get started on Display?

Display helps you capture demand from customers beyond Search

Use this flowchart to understand how to get started on Display.



**Additional Resources:**

[Smart Display Campaign](#) |
[Video Tutorial](#) | [Smart Display Campaign Guide](#)

Smart Display Campaigns

The most effortless way to reach new customers and win conversions

**With Smart Display
advertisers see:**

20%

more conversions at the same CPA, as compared to their other Display campaigns.



Smart Bidding

Optimize your **bids** by analyzing a myriad of signals in real-time.



Smart Creatives

Auto-generate **responsive display ads** by supplying the building blocks.



Smart Targeting

Expand to **newer audiences** using a single campaign type.

Advertiser provides

- ✓ Target CPA / tROAS / Max. Conversion
- ✓ Campaign budget
- ✓ Creative assets

Google provides

- ✓ Right user with the right bid
- ✓ 3 million partners on desktop, mobile, web, and apps
- ✓ Creative built for each auction

Smart Display must-do's

Bids / Budget	Launch your campaign with Maximize Conversions or tCPA (if eligible, use Pay for Conversions). Daily budget should allow several conversions per day. If budget is constrained, use Maximize Conversions. If you are not using Maximize Conversions, set a budget of at least 2x your target CPA. <i>Smart Display expands your reach to brand new customers, but also re-engages with your existing customers to drive a high conversion volume at best value. Your tCPA should be +50% of general Search.</i>
Creatives	5 headlines, 5 description lines, 15 marketing images, and 5 logos - Choose relevant landing pages - Choose creative that speaks to your audience. Your asset variations need to consider different audiences and reflect your product - Maximize the number of creatives provided whenever possible
Wait	2-3 weeks ramp-up before making minimal changes & 4 weeks before assessing overall performance
Analyze	Look at SDC conversions & compare overall account performance for time period when SDC was running
Grow & Optimize	- Attach a feed for +20% ROI due to Dynamic Prospecting - tCPA: max. 10-20% adjustments per 1/week - Creatives: weekly or bi-weekly optimizations
Measure	Measure the full value of your Smart Display. If tracking with a Google Ads conversion tracking tag, use click and view-through conversions . If using Google Analytics, then use MultiChannel Funnels (modern comparison tool).

If creating standalone Display campaigns, build with automation:

Smart Bidding

Select the right bidding strategy based on your goals

Maximize conversions

Easy start into new campaigns or maximizing existing campaigns for push marketing, seasonalities, or peaks.

Max. conv based on budget

Target CPA

Scale targeting at your CPA goal, consistently achieve CPA 20% more conversions on average vs. manual bidding

20%

Target ROAS

Consider both likelihood to convert and conversion value 30% more conversion value on average vs. manual bidding

30%



Key recommendations:

- Start running your performance display campaigns with Target CPA or Maximize Conversions,
- Enhanced CPC is an option for non-conversion tracked advertisers, or those using 3P bidding
- Manual CPC or Maximize clicks should not be used with performance display campaigns

Smart Creatives

You provide the creative assets, machine learning does creative testing across billions of combinations, **to deliver customized ads across 3 million websites & apps with responsive display ads.**



50% More conversions when running image + responsive display ads

10% More conversions with responsive display ads having multiple headlines, descriptions, and images



Check your [ad strength](#) in the Google Ads Interface to easily optimize your ads.

75% of advertising impact on ad & brand recall is determined by the creative quality.¹



Best practices

- Upload images, scan your website and social profile, or choose from stock images
- Include 5 headlines, 5 descriptions, 5-15 marketing images, and 5 logos (1:1 and 4:1 aspect ratios), & 5 videos (optional)
- Follow the [creative best practices](#) to create ads that consider different audiences and reflect your product.
- Attach a [feed](#) to to your campaigns to show personalized content
- Swap in new assets and pause down low performing assets every 2-4 weeks

¹ Source: <https://marketingland.com/how-to-test-your-programmatic-creatives-like-a-pro-244778>



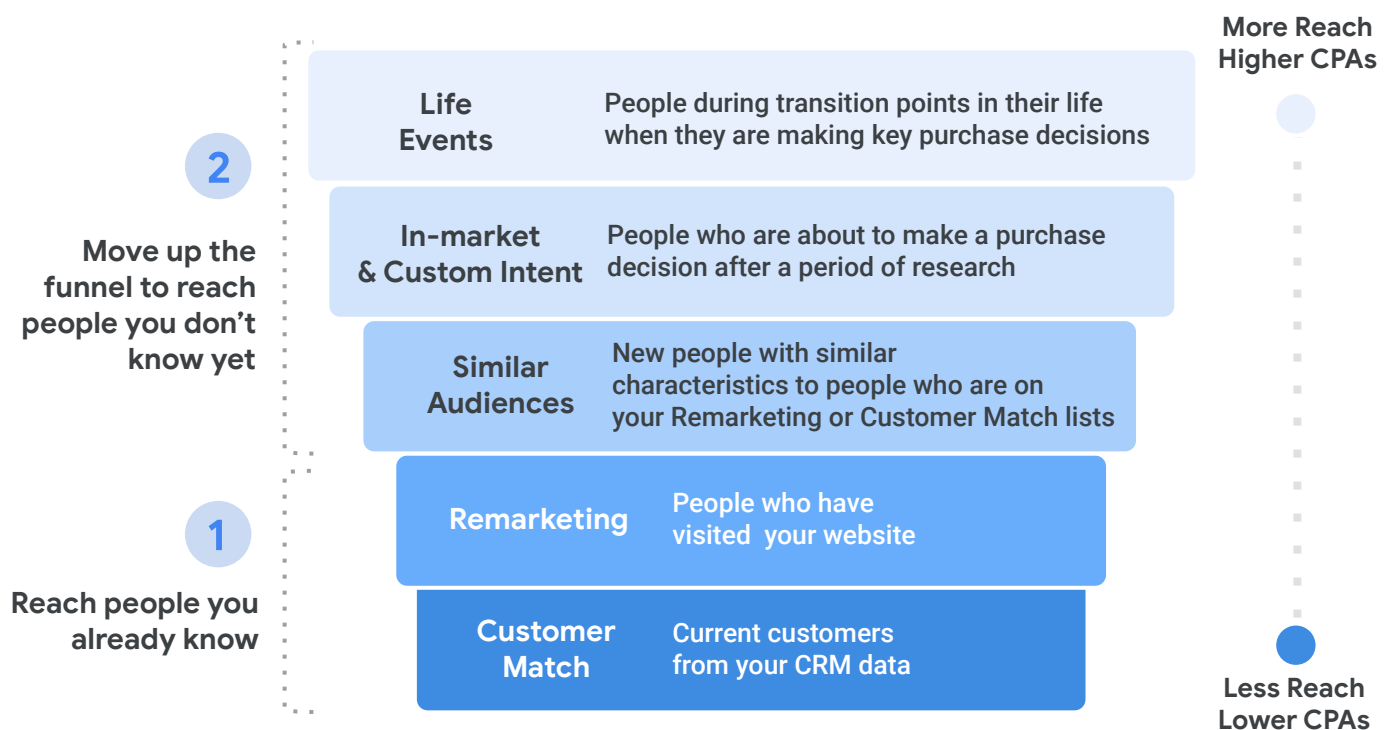
Performance audiences

Use performance audiences to reach customers along their journey - including people you know and people who don't know you yet



How to get started with performance audiences?

1. Reach people you already know with **Remarketing** and/or **Customer Match**
2. Then move up the funnel to reach people you don't know yet with **Similar Audiences**, **In-market**, **Custom Intent** and/or **Life Events**



! Must do: Once you apply an audience to your campaign, expand your reach with the **new Targeting Expansion function** to find 50% more conversions at the same ROI. Max out targeting expansion before moving up the funnel and trying new types of audiences.

Added Reach (weekly estimate)



Machine learning automatically finds more people that **perform similar to your existing campaign performance.**

Performance audiences best practices

Remarketing

For simplicity, start with automatically created lists when you tag your website.

For Dynamic Remarketing, target lists that reflect different stages of consideration: All visitors, Product / service viewers, Cart Abandoners, Past converters.

No need to segment by recency.

Custom Intent

Start with Auto-Created segments first for simplicity; the system uses learnings from your Search & Remarketing campaigns to find new customers.

If creating a Custom Intent audience on your own: Choose ~15 keywords and URLs, representative of how a customer would find you.

Life Events and In-Market

Choose the audience that directly relates to your product or service.

If you do not see a suitable category, consider Custom Intent audiences instead.

Give your campaign a wealth of data



Attach a [Dynamic Feed](#) for a 20% ROI boost



Add 5+ images, headlines, descriptions, 2+ logos, and attach a video (if available) for your responsive display ads



Tailor the ad content to the audiences (e.g., apartment buyers vs. house buyers).

Common pitfalls to avoid



Too many audiences targeted or layered in one campaign



- Separate campaigns for different stages of the sales funnel (e.g. Remarketing in one campaign, Custom Intent / Similar Audiences in another)
- Irrelevant audiences targeted in ad groups: keep ad group theming relevant



Setting up the campaign for reach, but expecting performance

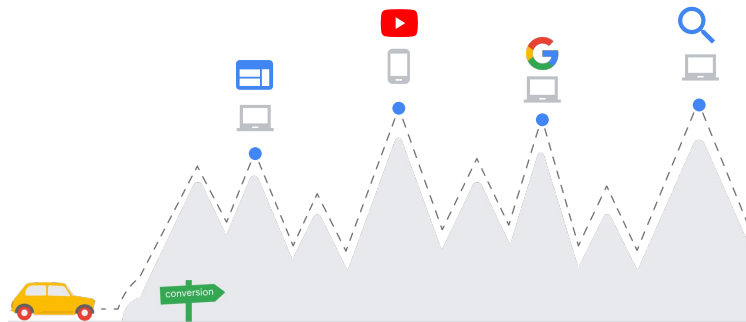


- Use conversions bidding from day 1
- Allow for a higher bid for acquiring new users, compared to remarketing
- Ad rotation: optimize for best performing ads
- No frequency capping (only applicable with vCPM bidding)

Measure the success of Display

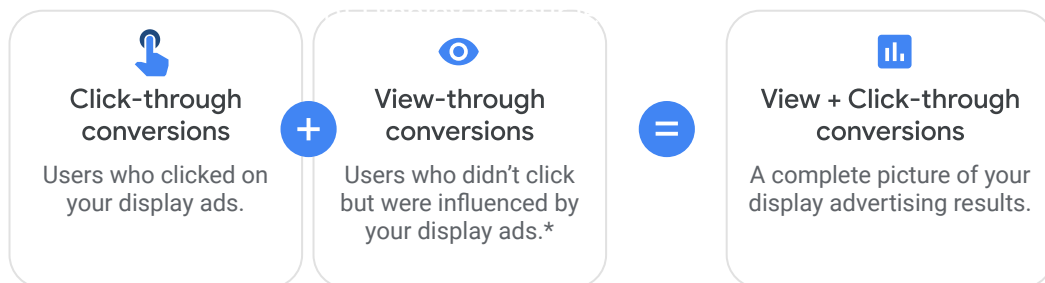
Every customer journey is different — a customer may see your Display or Video ads, receive an email, and then click through to your site from a search ad or organic search listing.

See the full picture of your Display performance



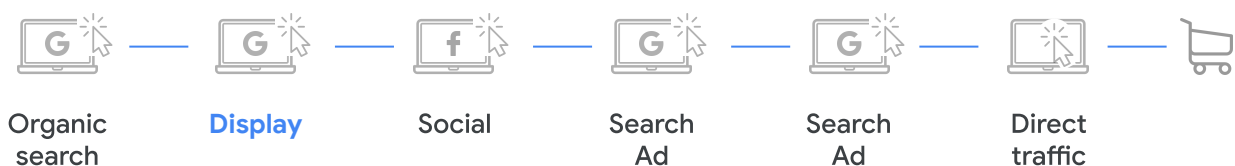
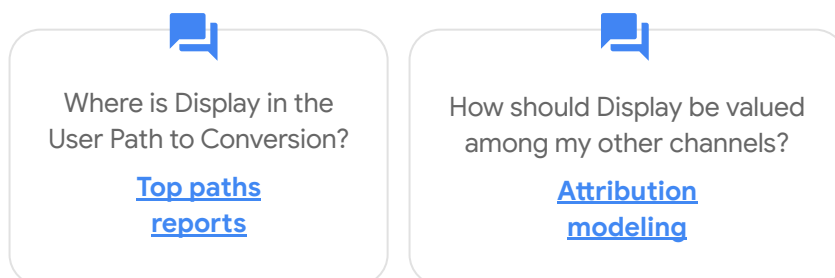
Option 1: If using Google Ads for performance reporting

Use Click-through conversions & View-through conversions in Google Ads



Option 2: If using Google Analytics for performance reporting

Use Google Analytics multi-channel funnels to understand Display performance



To enable [impression tracking](#) in Google Analytics, reach out to your Google team

*View-through conversions only available with Google Ads conversion tag