

What is Display Advertising?

Display advertising is a [type of online advertising](#) that involves running visual ads that appear on websites and apps and include a call to action to drive new business.

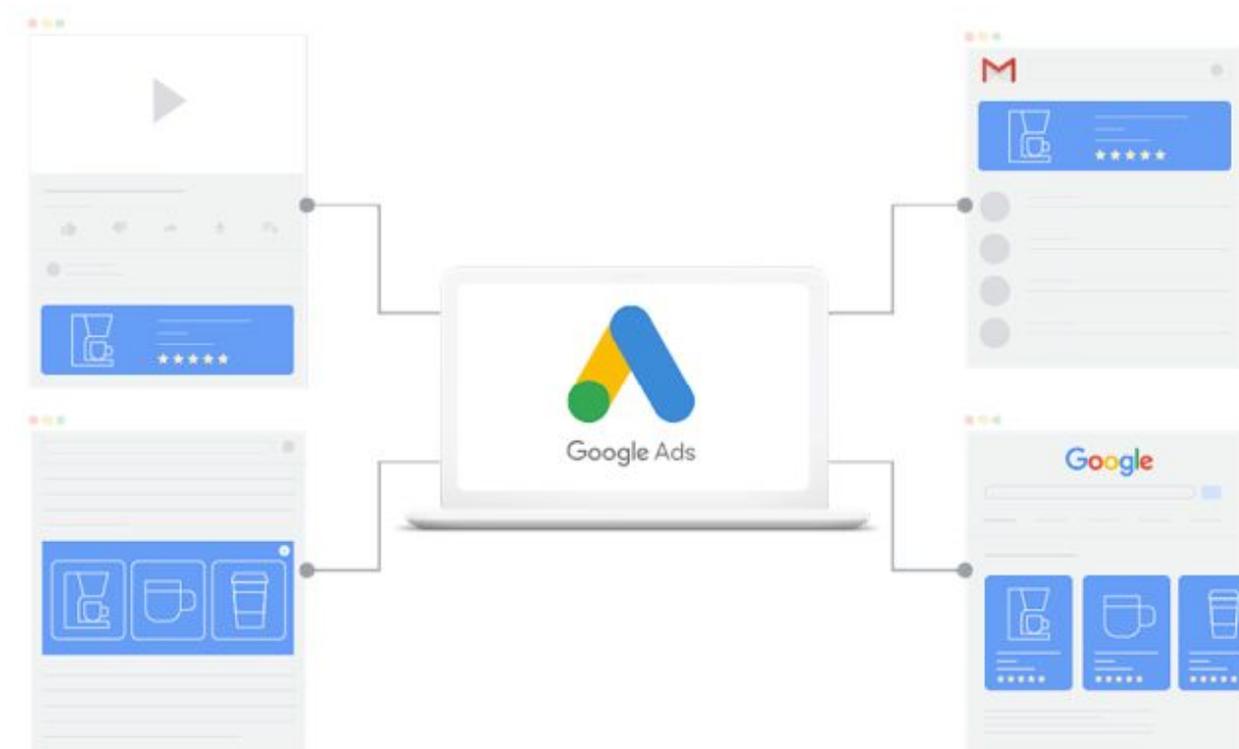
[Display ads](#) can appear on any type of site that a consumer visits.



What are Google Display Ads?

Google Display Ads are visual ads that are shown on articles, videos, emails, websites, blog posts, news feeds and mobile apps/games, that nearby consumers browse.

The Google Display Network is a collection of over two million websites that **reach over 90% of Internet users** across the globe as well as Google-owned properties (such as Blogger, Gmail and YouTube).



Online Advertising Costs 2021

Platform	Average CPC	Average CPM	Average Increase \$	Reach
Google Display Ads	\$0.67	\$3.12		90%
Google Search Ads	\$2.32	\$38.40	789%	92%
Facebook Ads	\$1.35	\$8.60	239%	51%
Instagram Ads	\$3.56	\$8.96	409%	20%
LinkedIn Ads	\$5.26	\$6.59	498%	6%
Twitter Ads	\$0.38	\$6.46	132%	6%
Pinterest Ads	\$1.50	\$30	593%	9%

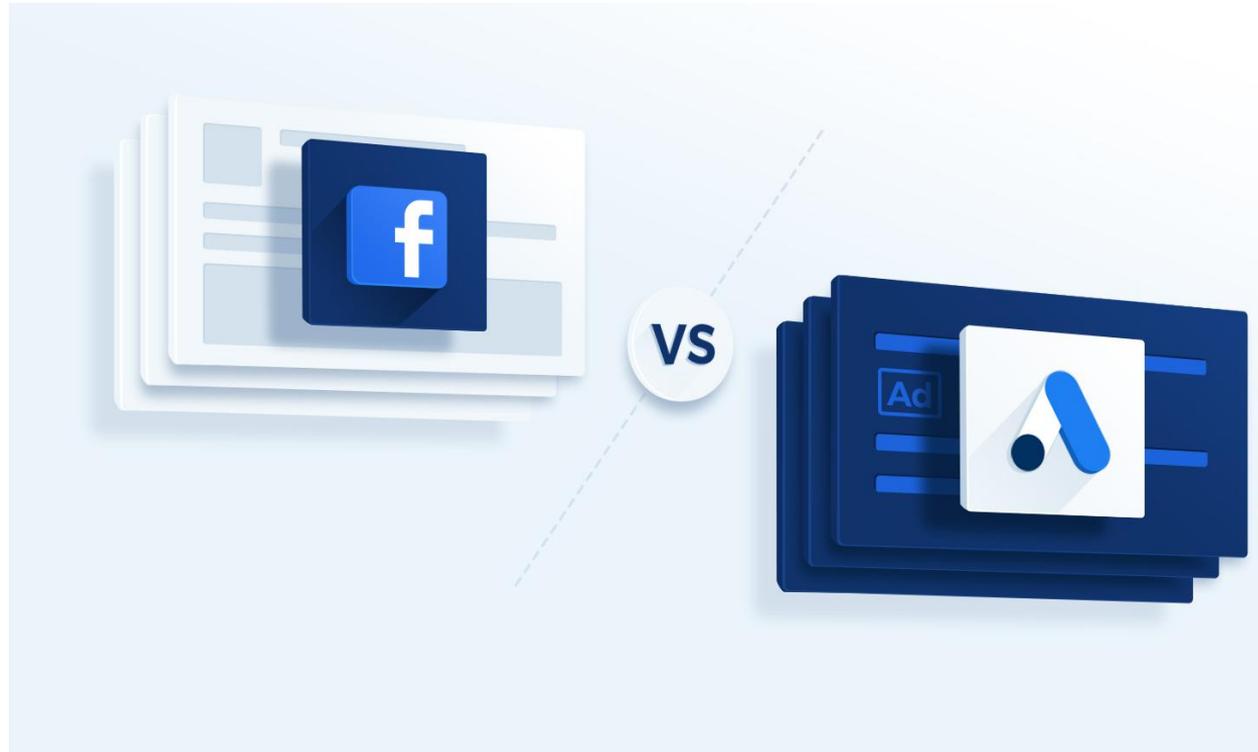
Google Display Ads offer the most compelling, cost-effective awareness opportunity on the Internet today and have almost 2x the reach of Facebook.

Facebook Ads vs Google Display Ads

For those familiar with Facebook Ads, the Google Display Network works in a very similar way.

The biggest difference is that **your ads won't be limited** to appearing on one website and **reaching only 51% or the addressable audience.**

Instead, your ads will be displayed in ad slots on **millions of different websites and apps that reach 90% of internet users worldwide.**



Features & Benefits of Google Display Ads

★ Visually Appealing Ads

One of the first benefits of display advertising is that you can **control your branding and messaging**. Regular PPC ads are text only and have to adhere to character counts, limiting how effectively and quickly you can convey your message.

★ Great for Brand Awareness

Display advertising allows you to **get in front of consumers** before they need a specific good or service from you. By the time they need what your business offers, you have a better chance of being who they consider since they've encountered your name time and again online.

★ Generate Event Awareness

Display advertising allows you to **inform a nearby consumer of an event or promotion** that being unaware, they would never be searching for it. For example a concert, a sale, an offer, a charity drive, a contest etc.

★ Reach Consumers

Facebook is great but only 51% of Internet users use Facebook. **With Google Display Ads you can reach over 90% of all internet users** while they are nearby and on-the-go, checking the weather, reading the news, playing a game, watching a video or even checking their email.

★ Targeted & Timed

Geofencing and Day-Parting are effective display advertising tactics. By **pushing your timely advertisements through to consumers based on their current location**, you can direct your advertising at people who are out now and whose purchase intent is high.

★ Works with Search

Display advertising works great in tandem with other PPC marketing strategies. 27% of consumers conduct a search for a business after seeing their display ad, and there's a 59% lift in conversion when users conducted a search related to a display ad.

★ High ROIs

Online advertising is very inexpensive compared to offline advertising. **The average cost to reach 1,000 people with online advertising is \$3** while the average cost to reach 1,000 people with traditional/offline advertising is \$22 and up.

Flexible Ad Sizes

There are a variety of ad sizes available in the Google Display Network for both desktop and mobile devices.

MOST COMMON AD SIZES

- 300 X 250 Inline Rectangle
- 336 X 280 Large Rectangle
- 320 X 50 Mobile Leaderboard
- 728 X 90 Leaderboard

728x90 Leaderboard

320 X 50 Mobile Leaderboard

300 X 250 Inline
Rectangle

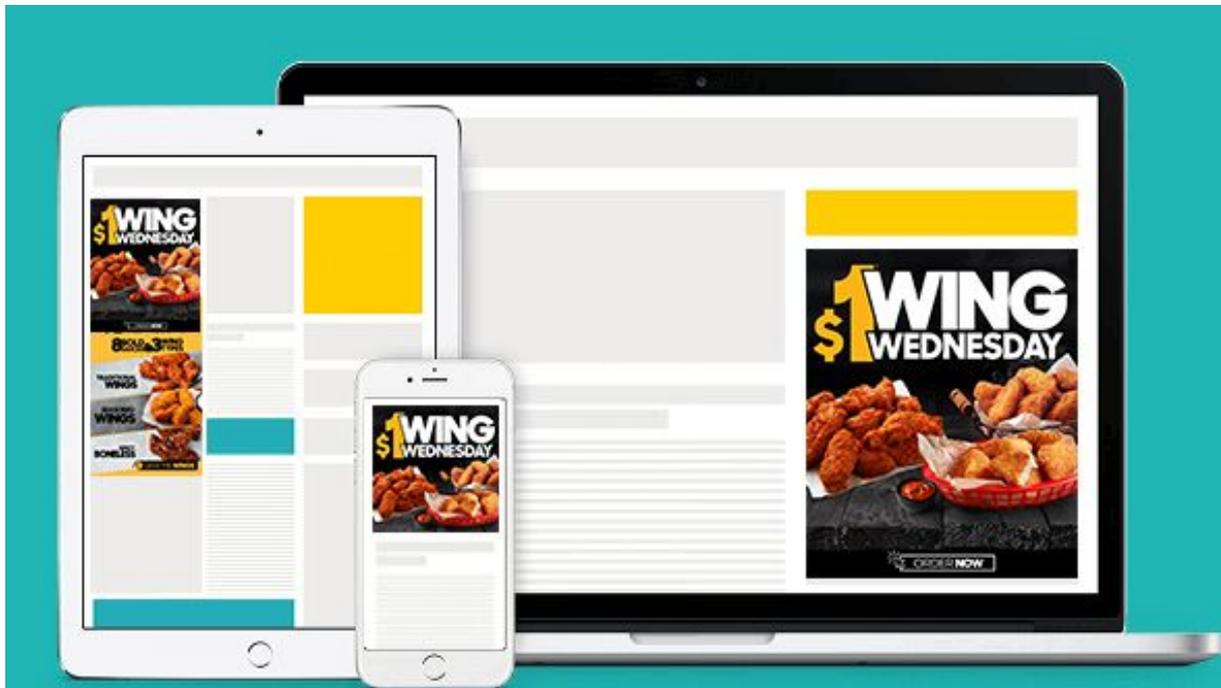
336 X 280 Large
Rectangle

Control When Ads Display with Day-Parting

Effectively target audiences when they are more likely to act and engage.

With Google Display Ads you can schedule ad campaigns for certain times of day, or certain days of the week (or both).

For example, ads for a Wing Wednesday special can be scheduled to be shown to nearby searchers on Wednesdays from 4-7pm.



Target the Right Audience

Show ads to the right people based on geographical location

Target area options include:

- A radius around the business
- Zip/Postal Codes
- Cities/Towns
- States/Provinces
- Countries

Optionally target specific demographic groups to reach the ideal audience:

Age

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Household Income

- Top 10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- Lower 50%

Parental Status

- Parent
- Not a Parent

Gender

- Female
- Male

Effectively target audiences that are more likely to engage



Where Display Ads Show

Ads are displayed throughout the Google Display Network.

The Google Display Network consists of over 2 million websites, news pages, blogs and Google sites like Gmail and YouTube.

The Google Display Network reaches **90% of Internet users** worldwide.

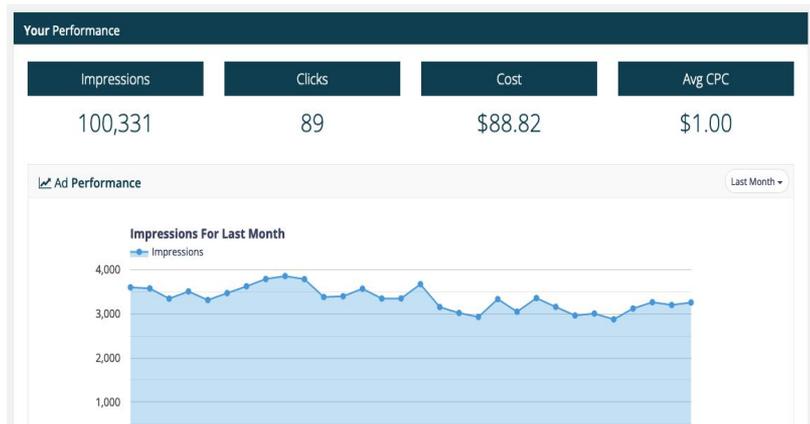


Google Display Ads for Small Business

How it Works

Our platform is built to make it fast, easy, and affordable for any small business to reach new customers with Google Display Ads

Setup is fast and easy with our user-friendly dashboard



- ★ Choose your monthly budget
- ★ Set your schedule and target audience
- ★ Add your creatives
- ★ Review your results with reporting dashboards

Google Display Ads for Small Business **How it Works**

Easily create and manage Display Ad campaigns from one place

1. Create a Campaign

The screenshot shows the Google Display Campaigns management interface. On the left is a dark teal sidebar with a user profile for Jason McTester and a navigation menu including Home, Search Advertising, Display Advertising, Products/Services, Reporting, and Application Settings. The main content area is titled 'Test Display Ads 1 - Calgary - 1234 tester ave' and 'Google Display Campaigns'. It features a green 'Add New Display Campaign' button with a plus icon. Below this is a table of existing campaigns.

<input type="checkbox"/>	Name	Date Created	Status	Budget	Action
<input type="checkbox"/>	Display Campaign 1	15-Feb-2022	ENABLED	\$3.00	

At the bottom of the table, there is an 'Enable' dropdown menu and a 'Marked Campaigns' button.

Google Display Ads for Small Business **How it Works**

2.

Select the **areas you'd like to target** and specify the **website or landing page** you'd like to direct the ads to

The screenshot shows the Google Ads interface for editing a display campaign. The user is Jason McTester. The campaign is titled 'Test Display Ads 1 - Calgary - 1234 tester ave'. The main heading is 'Edit Display Campaign' with the subtitle 'Edit an existing display campaign'. The left sidebar contains navigation options: Home, Search Advertising, Display Advertising, Products/Services, Reporting, and Application Settings. The main content area is titled 'Basic Settings' and includes the following fields:

- Name ***: Display Campaign 1
- Daily Budget ***: 3.00
- Start Date ***: 12-Jan-2022 (Note: Start Date cannot be changed after campaign creation.)
- End Date**: 30-Dec-2037 12:00:00 am (Note: Optionally set an end date.)
- Pause Campaign**: A toggle switch that is currently turned on.
- Website Url**: http://www.shoptoit.ca (Note: Use to override the default url: http://www.shoptoit.ca)

Below the basic settings, there are two optional sections for targeting:

- Optional - If you'd like to target specific regions or cities, please specify below and we can customize your targeting for you**: An empty text input field.
- Optional - If you'd like to exclude specific regions or cities, please specify below**: An empty text input field.

At the bottom, there is an 'Advanced Settings (Optional)' section with a button that says 'Click here to see advanced settings. (Optional)'. A help icon is visible in the bottom right corner.

Google Display Ads for Small Business **How it Works**

3.

Optionally **target specific audiences** and select the **days and times** you'd like your ad to show

Advanced Settings (Optional) i

Frequency Cap

Default CPM

Age Demographic 18-24 25-34 35-44 45-54 55-64 65+ Unknown

Gender Demographic Female Male Unknown

Household Income Demographic Top 10% 11-20% 21-30% 31-40% 41-50% Lower 50% Unknown

Parental Status Demographic Not a Parent Parent Unknown

Ad Schedule

Monday:	12:00 AM - 11:59 PM	Remove
Tuesday:	12:00 AM - 11:59 PM	Remove
Wednesday:	12:00 AM - 11:59 PM	Remove
Thursday:	12:00 AM - 11:59 PM	Remove
Friday:	12:00 AM - 11:59 PM	Remove
Saturday:	12:00 AM - 11:59 PM	Remove
Sunday:	12:00 AM - 11:59 PM	Remove

Google Display Ads for Small Business **How it Works**

4.

Add your creatives

Many ad size options are available for both desktop and mobile devices

Recommendations

Display campaigns can run on both mobile and desktop. To run a mobile only campaign select the only the mobile sizes.

The ad sizes that get the most traffic are:

- 300×250 Inline Rectangle
- 728×90 Leaderboard
- 160×600 Wide Skyscraper
- 300×600 Half-Page Ad
- 336×280 Large Rectangle
- 320×50 Mobile Leaderboard

Image Ad

Name *

Image *

No file selected.

File types

Formats GIF, JPG, PNG
Max. size 150KB

Ad sizes

Square and rectangle
200 × 200 Small square
240 × 400 Vertical rectangle
250 × 250 Square
250 × 360 Triple widescreen
300 × 250 Inline rectangle
336 × 280 Large rectangle
580 × 400 Netboard

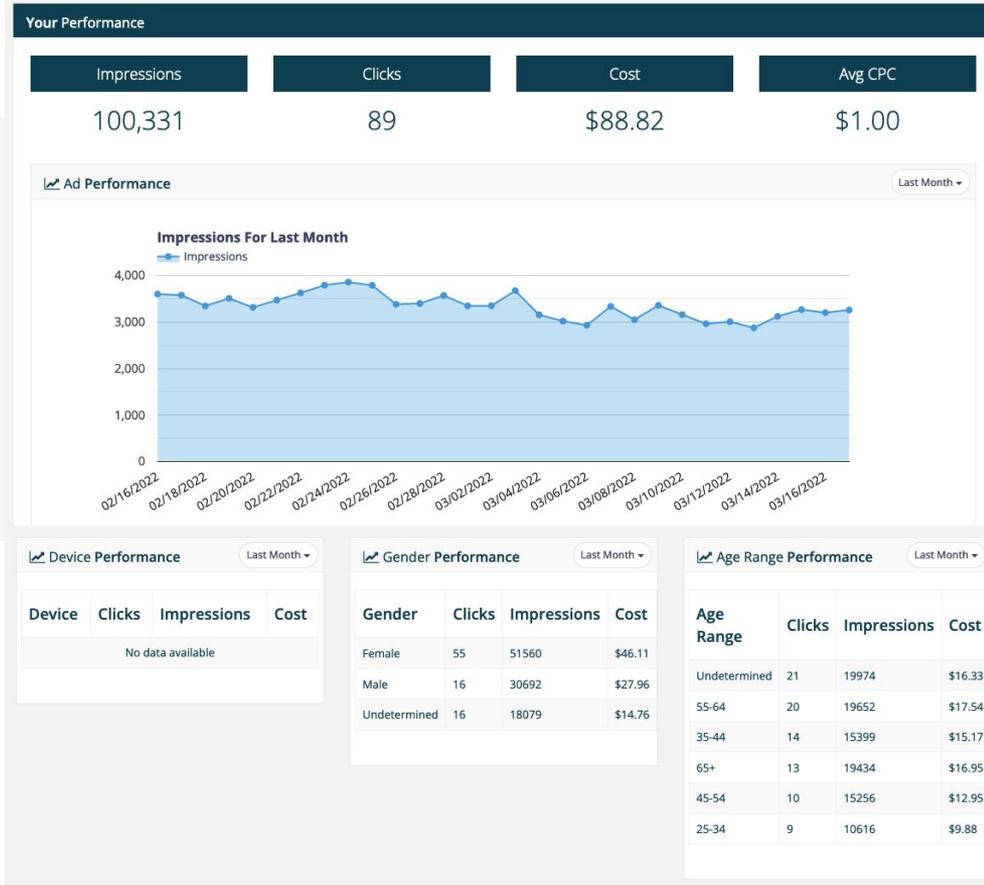
Skyscraper
120 × 600 Skyscraper
160 × 600 Wide skyscraper
300 × 600 Half-page ad
300 × 1050 Portrait

Leaderboard
468 × 60 Banner
728 × 90 Leaderboard

Google Display Ads for Small Business **How it Works**

5.

Monitor your ad performance with user-friendly dashboard reporting



Use Case: Hospitality “Patrons in Chairs”

Many hospitality service providers have had a very tough go of late. To try and re-start their businesses they are relying more and more on in-house promotions and events. There has long been happy hour specials, but now we are seeing ½ wine nights, wing nights and one off promotional events to get their customers back and expand their audience.

Small businesses are pretty good at reaching their existing customers, their big challenge is how to expand their audience and attract new customers. **Google Display Ads can help solve that problem, easily and affordably.**

Use Case: Hospitality “Patrons in Chairs”

Display Ads are great for attracting new customers to hospitality service businesses. Ads can be used to highlight specials or promotions, to get traffic through the door.

Creating a monthly schedule that will consistently deliver new customers is fast, simple, and produces great results.

- ★ Choose the monthly budget
- ★ Create a campaign for each special
- ★ Add your creatives and set targeting

CAMPAIGN	RUN DAYS	RUN TIMES	DAILY BUDGET
Lunch Special	Mon-Fri	10am-1pm	\$10
½ Price Wine	Tuesdays	3pm-7pm	\$15
Wing Wednesday	Wednesdays	3pm-7pm	\$10
		Monthly Budget	\$300