



# Google Ads



2<sup>nd</sup> Session



أفكار مهدي

# 1<sup>st</sup> Session Summary

## Introduction:

- **What is the Better Advertising Platform for ME?**
- SEM & Definitions & important statistics
- **SERP Structure – Search Engine Results Page - Paid Results (SEA) & Organic Results (SEO)**
- SEA Strategies and Usage
- Website Conversion Funnel Statistics (**Awareness “Discover” - Interest “Evaluation” - Decision “Desire” - Action “Purchase”**)
- Inbound and Outbound strategies
- Online Advertising Terms / Conversion Defecations
- **DON'T** Compare between **Social Media ads & Google ads “Different Platforms”**

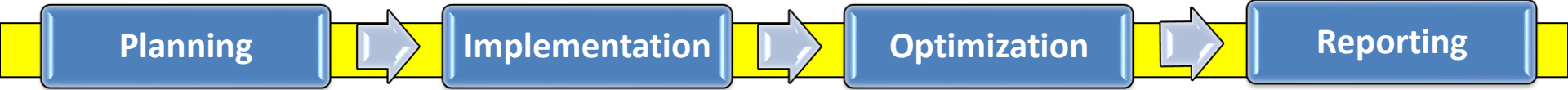
Retention

## Google Ads overview:

- **Marketing Overview** - Marketing mix ---Promotional Mix ---Advertising – Online Ads (Google Ads)
- **Benefits** of Google Ads: **Inbound, Outbound, Instant Results, Budget Control, Excellent ROI/ROAS**
- **Google Ads Objectives** (**Buy from your site, Visit website, See your ad, Take an action on your website (for example, fill out a form), Call your business, Visit your business**)
- **Adv. Campaign:** specific Segment “Target” + **Objective** Measured by **KPIs**

# 1<sup>st</sup> Session Summary

- How to create Google Account
- Account Structure



## ➤ Campaign's Planning and Forecasting

- Use the Keyword planner (TOOL), Brainstorm your Keywords ideas, Fine Tune your relevant Keywords list, Set your needed Budget, Expect your clicks, Set your KPIs.
- Tips: Think like a customer / Organize by theme / Be specific / Negative Keywords / Keyword Planner
- Keywords Selection Criteria (Relevancy – High Search Volume)
- Keyword Planner (KW ideas – fine tuning – average budget – KPIs) - Campaign Planning

# 1<sup>st</sup> Session Summary

Keyword	Avg. monthly searches	Top of page bid (low range)	Top of page bid (high range)	AVG. Bids	Bids/Month			
android mobiles	1000	11.9	38.6	25.25	25,250			
samsung mobile	55000	3.2	14.6	8.90	489,500			
iphone	55000	4.3	18.8	11.55	635,250			
Huawei Mobile	55000	3.5	17.9	10.70	588,500			
Huawei P30	55000	1.5	8.4	4.98	273,625			
Best Mobiles	55000	1.6	10.0	5.79	318,175			
Mobile phones Egypt	55000	10.4	44.8	27.60	1,517,725			
mobile with best camera	55000	2.8	6.2	4.50	247,500			
	<b>386000</b>				<b>4,095,525</b>			
		<b>CPC AVG.</b>	<b>10.61</b>	<b>EGP</b>				
	<b>5%</b>	<b>Monthly Market Share of clicks</b>	<b>19,300</b>	<b>Clicks</b>				
		<b>Monthly Budget</b>	<b>204,776</b>	<b>EGP</b>				
	<b>30.4</b>	<b>Daily budget</b>	<b>6,736</b>	<b>EGP</b>				
		<b>Daily clicks (KPIs)</b>	<b>635</b>	<b>Clicks</b>				

Given	
Added columns	
Equations	

- **Avg. CPC for the Auction** = Total Avg. Cost / Total Avg. Monthly Search
- **Market share (Conversion) – Clicks & Cost “Monthly”**
- **/ 30.4 = (expected) Daily Budget & Daily Clicks “KPIs”.**



# 1<sup>st</sup> Session Summary

## Keyword match type

**Broad Match / Keyword**

**Phrase match / "Keyword"**

**Exact match / [Keyword]**

Reach

Relevance

So you could use broad match to serve your ad on a wider variety of user searches or you could use exact match to reduce it to specific user searches

**Negative match / - keyword**

Enter keywords

Keywords are words or phrase

Jumia Mobiles offers  
"android mobiles"  
"samsung mobile"  
[iphone14]  
Huawei Mobile  
[Huawei P40]  
Best Mobiles  
Mobile phones Egypt  
mobile with best camera  
-free mobile  
- mobile design

## Ads Extensions

1. Call Extensions
2. Location Extensions
3. Sitelinks Extensions
4. Callout extensions
5. Structured Snippets
6. Price extension
7. Promotion Extension
8. Lead form extension
9. App extension
10. Image Extension
11. Affiliate location extension
12. Message Extensions

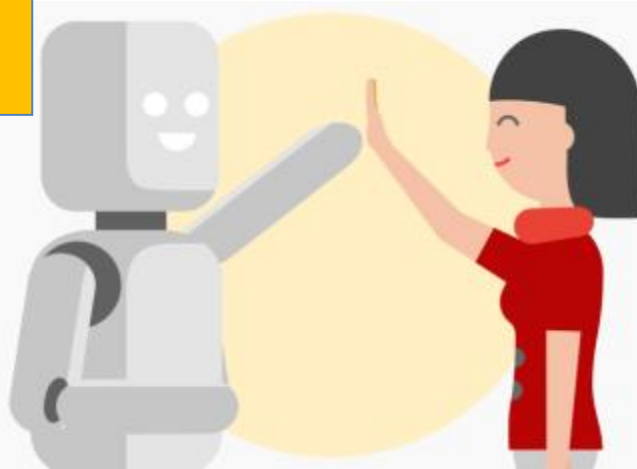
# GOOGLE ADS BIDDING STRATEGIES



# Bidding Strategies




**Automated**



**Manual**

# Manual Bidding

- **100% Control** the **Cost** and volume of **clicks** on ads.
- Control Your **Daily Budget**.
- Control **maximum bid**  (**Maximum cost per click**).



Manual  
CPC



Automated bid strategies

Maximise clicks

Maximise conversions

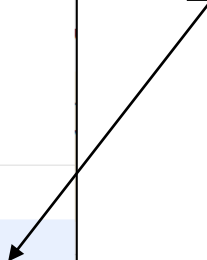
Maximise conversion value

Target impression share

Manual bid strategies

Manual CPC

1

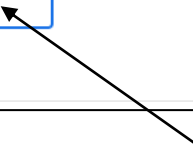


Budget

Set your average daily budget for this campaign

EGP|

2



An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.

Ad group name

Default bid <sup>Ⓢ</sup>

**THERE IS a Default Bid (max.CPC)**

Keywords

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

Keywords are words or phrases that are used to match your ads with the terms people are searching for

Match types help control which searches can trigger your ads  
keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

3



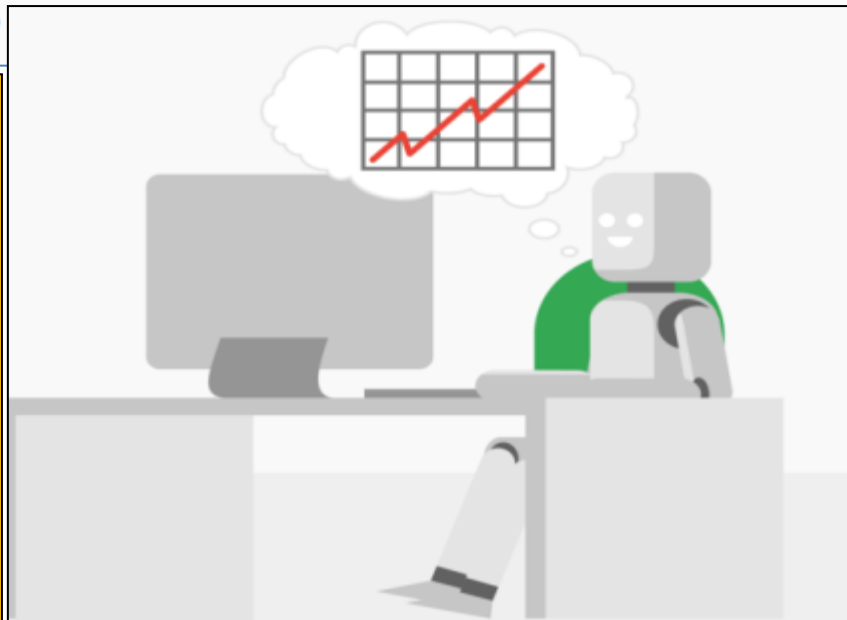
# Automated Bidding (Smart Bidding)

Google

## When to use automated bidding

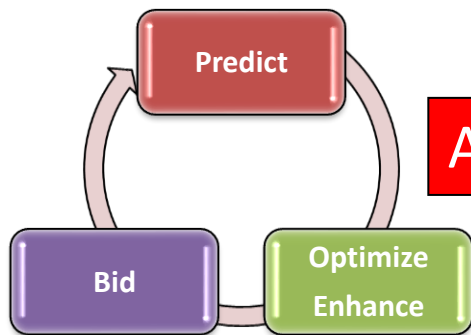
Automated bidding is **not for everyone.** Is it right for you?

**Each type of automated bidding strategies is designed to help you to achieve a specific performance goal for your business.**

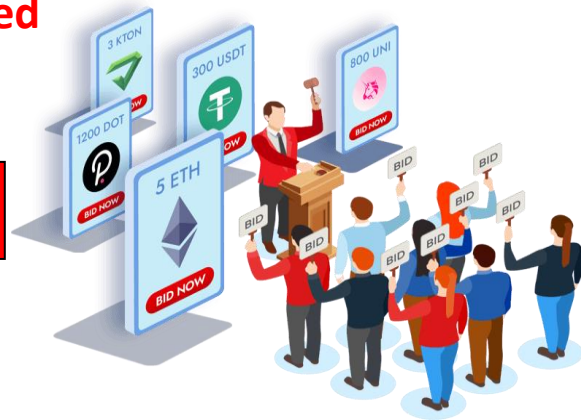


# Using Smart bidding

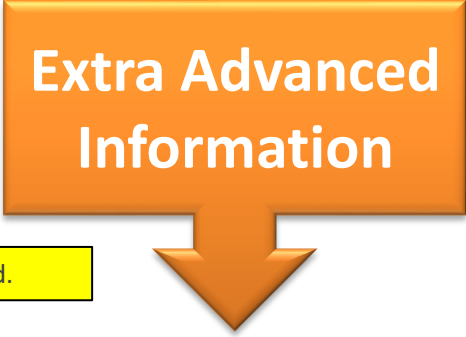
- **Smart Bidding uses machine learning to optimize your bids to maximize your goal.** “automated bid strategies”
- **Algorithms train on data to help you make more accurate predictions across your account about how different bid amounts will impact conversions or conversion value.**
- **To evaluate results accurately, measure performance over longer time periods such as a month or longer. you need to have conversion tracking enabled**



Automatically SET YOUR Bid



Automated bid strategies	
Maximise clicks	automatically Sets bids to help you get the most clicks
Maximise conversions	automatically Sets bids to help you get the most conversions – Historical figures needed
Maximise conversion value	automatically Sets bids to help you get the most conversion value possible - previous figures needed.
Target impression share	automatically sets your bids to increase your ads' chances of appearing in the search page
Manual bid strategies	
Manual CPC	



- Smart bidding strategies use advanced machine learning to automatically optimize and set bids **(auction-time bidding: tailor bids for each auction)**. **SO, THERE IS NO Default Bid (max.CPC) So, Your Daily Budget Might be Exceeded**
- You have to define the value that you want to maximize, such as sales revenue **(set up conversion tracking)**
- **Maximize conversion / conversion value:** allow to display your ads more or less frequently based on where, when and how people search & optimize your bids **based on real-time data (your existing bid adjustments are not used and your daily budget might be exceeded for a while)**.

Search

Bidding

Campaign settings


Keywords and ads

Keywords

Ads

Budget

Review

Ad group 1 


**THERE IS NO Default Bid (max.CPC)**




### Keywords

#### Get keyword suggestions (optional)


Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

 Enter a URL to scan for keywords

 Enter products or services to advertise

Get keyword suggestions

#### Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for 

Enter or paste keywords. You can separate each keyword by commas or enter one per line.



Your estimated performance is shown after you've entered

- Keywords

- 1 Select campaign settings
- 2 Set up ad groups
- 3 Create ads
- 4 Review

Bidding

[Back to previous bidding options](#)

Select your bid strategy ⓘ

Manual CPC ▾

Help increase conversions with Enhanced CPC ⓘ

Optimize for conversions

Optimize for conversion value

With "Manual CPC" bidding, you set your own maximum cost-per-click (CPC) for your ads.

[Learn more](#)

- Enhanced **Cost Per Click (ECPC)**.
- Automate the **Default Bid (max.CPC)** in manual bidding.
- ECPC works by raising your **Default Bid (max.CPC)** for clicks that seem more likely to lead to conversions.
- This feature can help increase conversions and get more value from your budget.


## Ad group 1




### Keywords

#### Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

 Enter a URL to scan for keywords

 Enter products or services to advertise

Get keyword suggestions

#### Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for 

Enter or paste keywords. You can separate each keyword by commas or enter one per line.



Your estimated performance is shown after you've entered

- Keywords

# Search Campaign Targeting

## EXISTING GOOGLE ADS TARGETING CRITERIA



Device



Language

Interface Language



Location



Daypart



Keyword



**campaign**

**implementation**

# AD POSITION & AD RANK



WHAT YOU NEED TO KNOW



# Ad position & Rank

- The **ad auction** process **repeats for every search on Google**, each time with potentially different results **depending on the competition at that moment)**
- So **don't worry** if **your position** on the page - **it's normal** for it to vary each time.
- **Ads** can **appear** on the **top** or **bottom** of a **search results page**.

# Main factors that contribute to Ad Rank

1- **Bid**: the highest amount you're willing to pay for a click on your ad.

(maximum CPC “Default bid”)

2- **Ad formats**: (The expected impact from your ad’s text and/or extensions)  
matching with (the search terms the person has entered)

- Text ads are made up of **headline text**, a **description**, and a **display URL**. You can also use **ad extensions** with text ads as an option.

### 3- Quality Score

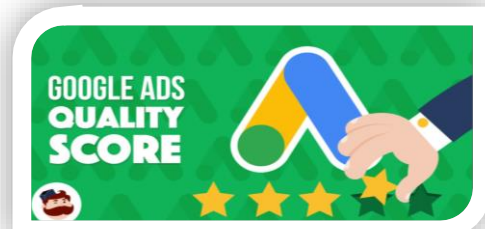
Score of **10** (1 being poor, 10 being great)

(Expected Click Through Rate, Ad Relevance, Landing page experience)

- **Exp. CTR:** Measures **how your ad will be clicked when shown**. This score is based on the **Past (CTR & Maximum bid)** of your **previous ads (your Account)**.
- **Ad Relevance Measures: Ad Content:** “title, URL, description, extension” & **Keywords list & Landing page content.**
- **Landing Page Experience:** Estimates how **useful your page** is to **people who click your ad** (landing page content how **easy, fast** it is for **people to navigate**).

A landing page is a standalone web page that a person "lands" on after clicking through from an ad, or other digital location.

Once they're on your landing page, users are encouraged to take an action, such as joining your list or buying your products





Keyword	Bid strategy type	Search impr. share	Search lost IS (rank)	Avg. pos.	Quality Score	Exp. CTR	Exp. CTR (hist.)	Quality Score (hist.)
غسالات	CPC (enhanced)	< 10%	0.31%	1.3	–	–	Average	6/10
تقسيم	CPC (enhanced)	< 10%	0.16%	1.2	–	–	Below average	5/10
تلاجات	CPC (enhanced)	< 10%	0.30%	1.3	–	–	–	–
اجهزة منزلية	CPC (enhanced)	< 10%	0.16%	1.0	–	–	Above average	9/10

- The **simplicity of your ad group** aids you to enhance your quality score significantly and draw better results from your ad campaign.
- When you will provide your searchers with **exactly what they are looking for, you will definitely increase the number of your conversions to a great scale.**



# Landing Page optimization tips for Ads

- Landing page content **Must** be relevant to your Ad.
- Landing page includes the same Ad message & Same Keywords & Same CTA (Similar emotional response)
- Easy and fast navigation.
- Large and clearly labeled buttons, effective color contrasts.
- Direct & Clear CTAs to make next steps clear to your prospect.
- One CTA per landing page is optimal.
- Mobile friendly.
- Recommended to avoid directing users to the common homepage. (unless your objective is awareness or General Website Traffic)

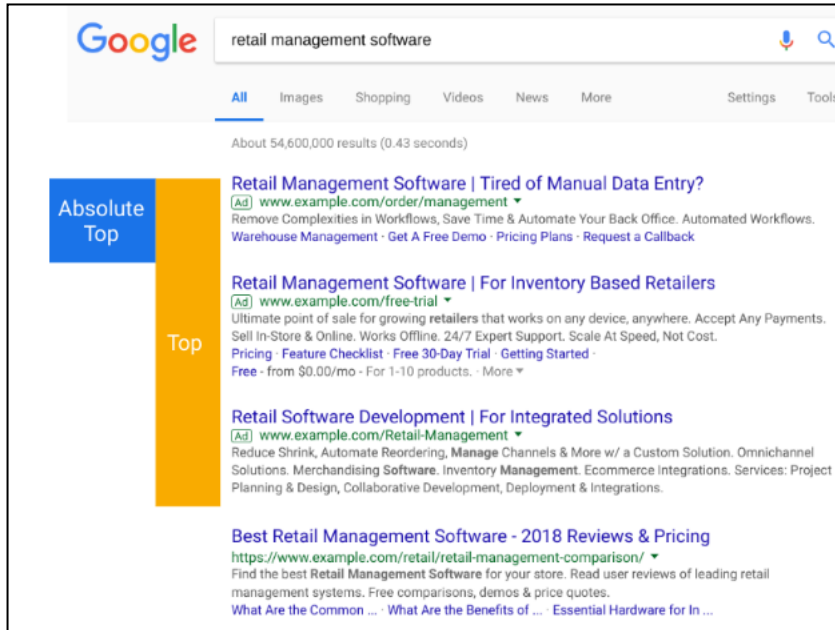
The screenshot displays the Jumia website interface for an iPhone 14 Pro Max. At the top, there is a yellow banner for 'Free Shipping' and 'Nationwide On Jumia Express Products'. Below this is the Jumia logo and a search bar. The product page features a large image of the iPhone 14 Pro Max in Deep Purple. The price is EGP 47,000.00, with a crossed-out original price of EGP 60,000.00 and a -22% discount. A large orange 'ADD TO CART' button is prominent. The page also includes a 'DELIVERY & RETURNS' section with location and date selection, a 'PROMOTIONS' section with various offers, and a 'Warranty' section.



# What is your ad Ranks?

## Search top impression share “Search top IS”

- The impressions you’ve received in the top location (anywhere above the organic search results) describes how your ad ranks against others.



The screenshot shows a Google search for "retail management software". The search results are filtered to "All". The first three results are ads, all of which are in the "Top" position. A blue box labeled "Absolute Top" is positioned to the left of the first ad, and a yellow box labeled "Top" is positioned to the left of the second and third ads. The ads are:

- Retail Management Software | Tired of Manual Data Entry?**  
[www.example.com/order/management](http://www.example.com/order/management)  
Remove Complexities in Workflows, Save Time & Automate Your Back Office. Automated Workflows. Warehouse Management · Get A Free Demo · Pricing Plans · Request a Callback
- Retail Management Software | For Inventory Based Retailers**  
[www.example.com/free-trial](http://www.example.com/free-trial)  
Ultimate point of sale for growing retailers that works on any device, anywhere. Accept Any Payments. Sell In-Store & Online. Works Offline. 24/7 Expert Support. Scale At Speed, Not Cost.  
Pricing · Feature Checklist · Free 30-Day Trial · Getting Started  
Free · from \$0.00/mo · For 1-10 products · More ▾
- Retail Software Development | For Integrated Solutions**  
[www.example.com/Retail-Management](http://www.example.com/Retail-Management)  
Reduce Shrink, Automate Reordering, Manage Channels & More w/ a Custom Solution. Omnichannel Solutions. Merchandising Software. Inventory Management. Ecommerce Integrations. Services: Project Planning & Design, Collaborative Development, Deployment & Integrations.

Below the ads is a link for "Best Retail Management Software - 2018 Reviews & Pricing" with a URL and a brief description.

Impr. (Abs. Top) %	↑	Impr. (Top) %
28.33%		92.66%



# Ads Writing Tips

- The better the message will be, the bigger will be the results.
- Include most important messaging in your headline
- Users decide to click on the ad because they attracted to the content of it
- Insert your keywords in your ad copy (Headline and description)
- Use buying and motivational keywords
- Use Clear CTA in your message



The diagram shows an ad copy with several annotations in red. The main headline is "New Nutella Crepe Recipes" in blue. Below it is the URL "TellaMom.com/Nutella-Crepe-Recipes" in green. The sub-headline is "Win Back Your Husbands Love." in black. The main body text is "Voulez-vous Coucher? Download Now!" in black. Annotations include: "Keyword" pointing to "New Nutella Crepe Recipes", "Keyword" pointing to "TellaMom.com/Nutella-Crepe-Recipes", "Benefits!" pointing to "Win Back Your Husbands Love.", and "Call To Action!" pointing to "Download Now!".

The screenshot shows a mobile advertisement for Huawei. It starts with "Ad · [https://consumer.huawei.com/huawei/great\\_deals](https://consumer.huawei.com/huawei/great_deals)". The headline is "HUAWEI Store Carnival - Smartphones, Wearables & More". The description reads: "Discover amazing deals on a wide selection of **HUAWEI** products. Enjoy mega discounts at our Carnival. **HUAWEI** Shopping Festival. Buy now. Special Offers. Free Delivery. 100% Secure. Models: **HUAWEI** MateBook X Pro, **HUAWEI** WATCH GT 2 Pro. Great Deals on nova 7i · Great deals on Y7a · Great deals on Y9a". At the bottom, it says "مدينة نصر · 4 locations nearby".

# Common Reasons for Ad **Disapproval**

- **Inappropriate Content:** (adult-oriented content, gambling, dangerous products (like fireworks, weapons), offensive content.
- **Copyrighted content:** If another company has a copyright over certain words, you'll be flagged for using them. Find a synonym to use instead.
- **Ad claims your company is #1 or the "best in business."** these kind of statements are not allowed in the ad text. **Instead,** use tagline like **"Customers Love Us!"**
- **"Trick-To-Click" text.** Any ad that says **"click here"** in the ad text will be flagged. Try using a different **call to action,** like **"Shop Now!"**
- **Difference between the display URL and the destination of landing page.**

# Common Reasons for Ad Disapproval

- **Spelling & Grammar:**

- ✓ Ads must be grammatically correct and clear
- ✓ Typos
- ✓ Extra punctuation marks e.g., **Buy Now!!! Or ready to start???**
- ✓ Too many exclamation marks ! . only one is allowed per ad, no exclamation allowed in the headline of the ad.
- ✓ Ad contains words that are in all caps. **HUGE SALE – SHOP NOW**
- ✓ Unnecessary Symbols and special characters \$ % \* ^
- ✓ Emojis 😊 😞 :\*

- Any Other **local restrictions**



# Top reasons for disapproval

Ad	Ad group	Status	Ad type	Clicks	Impr.
<input type="checkbox"/> <input checked="" type="radio"/> <input type="checkbox"/> <input type="checkbox"/> Pro Office   Customized Office Solutions www.proofficeeg.com Customized Office Furniture Solutions for All Types Of Businesses.	Ad group 1	Campaign paused <b>Disapproved:</b> Prescription drug targeting +1 more	<b>Disapproved</b> This campaign is paused. <b>!</b> Prescription drug targeting <ul style="list-style-type: none"><li>• <a href="#">Read the policy</a></li></ul> <b>!</b> Restricted drug terms <ul style="list-style-type: none"><li>• Destination contains: NUCALA</li><li>• Not allowed in Egypt</li><li>• <a href="#">Read the policy</a></li></ul> <a href="#">Learn how to fix a disapproved ad</a>		
<input type="checkbox"/> <input checked="" type="radio"/> <input type="checkbox"/> <input type="checkbox"/> Proofice   Office Furniture Solutions www.proofficeeg.com More than 10 years of experience in the egyptian market	Ad group 1	Campaign paused <b>Disapproved:</b> Prescription drug targeting +1 more			



**campaign**

**enhancement**

**“optimization”**

# Optimization - Best Practices

- Spend less time investigating and more time improving performance
- Be Patient **At least 100 impressions to let QS settle**
- Bid enough from the beginning **to be in top positions.**
- Improve your Search top IS: **Improve the quality score of your ads, landing page experience and Increase your bid.**
- Check performance of: **Campaign, each Ad group, each Ad (CTR, imp., clicks, avg. CPC, ad position, cost, etc....)**
- Make changes **that will increase relevance**
- **Review your** keywords regularly **and** weed out ones that are not driving high conversion (Low impressions)

- Use Search Term Report (add and/or exclude Keywords)
- Check Auction insights to know your auction's competitors then optimize your plan, bids and KPIs
- Use the Bid Adjustment if needed
- Create tight ad groups with specific ad copy for each one leads to better conversions and stronger quality scores.
- Keep an eye to the current circumstances and trends , post-COVID conditions are causing search habits to change.



# Auction insight

The **Auction insights** report lets you compare your performance with other advertisers who are participating in the same **auctions** that you are.

Display url domain ?	Impression share ? +	Position above rate ?	Top of page rate ?
You	97.56%	--	96.12%
blurred.com	60.72%	46.10%	94.40%
blurred.com	31.64%	3.33%	32.45%
blurred.com	27.34%	12.09%	65.96%
blurred.com	27.09%	2.89%	55.21%
blurred.com	26.57%	61.54%	94.93%
blurred.com	23.04%	3.64%	63.79%
blurred.com	22.59%	37.10%	94.03%
blurred.com	20.92%	0.63%	14.42%

**Impression share** tells you the impression share of you and other advertisers which you were both eligible to show. (This number is updated once a day)

**Top of page rate** tells you how often your ad was shown at the top of the page, above the unpaid search results.

**Position above rate** tells you your impressions that are shown as the first ad above the organic search results.



## Search Terms

- Search terms are words that people use in their search queries when they come across your ads. Hence, keeping a check on your search term report is extremely useful.
- Determine unnecessary and irrelevant search terms that are resulting in the wastage of your funds (add to negative keyword)

## Using Negative Keywords for Your Ads

- For example, if you base your ad on the keyword "data management" you don't want your ad to surface for people searching for "data management job" The people who searched for this second term are much less likely to convert.
- There are a handful of universal negative keywords that any campaign should use. Keywords like "free" "samples" "meaning of".
- Negative keywords also vary depending on the nature and aims of your ad.

# Search Campaign Brief

1. Campaign's Objective
2. Target audience insights (persona)
3. Location
4. Bidding Strategy
5. Landing page
6. List of relevant keywords with search volume (per Ad group)
7. Average Auction CPC
8. Expected Daily Budget
9. Daily Expected Clicks (KPIs)
10. Campaign Duration
11. Total Budget
12. Total Expected Clicks (KPIs)

BRIEF

Be Clear on what you want to achieve and what you are expecting



# campaign

## Reporting

Different Reports Templates



# Surveillance

**Objective : Leads**  
**Goal : Brand Awareness**  
**KPIs: 1% Leads from Clicks**

**Date .....**

The screenshot displays the Google AdWords dashboard interface. At the top, the navigation bar includes 'Home', 'Campaigns', 'Opportunities', 'Reports', and 'Tools'. The main dashboard area shows key performance indicators: Interactions (37), Impressions (1,219), Interaction rate (3.04%), and Average Cost (\$0.29). Below these are sections for 'Top movers', 'Performance graph', and three keyword/campaign lists: 'Good quality but low traffic keywords (5)', 'Keywords below first page bid (0)', and 'All non-active keywords (0)'. A dropdown menu is open on the right side, listing options like 'Billing & payments', 'Account settings', and 'Help', along with contact information for customer support.

Customer ID: 621-451-1660  
asmaa.farouk.dmart...

Interactions: 37  
Impr.: 1,219  
Interaction rate: 3.04%  
Avg. Cost: \$0.29

Top movers: No Top Movers reports are available.

Performance graph: Sunday, April 9, 2017

Keyword	Clicks	Cost	CTR	Impr.	Avg. CPC	Avg. CPM	Avg. Pos
DVRs	7	\$2.06	5.07%	138	\$0.29	\$14.93	1.3
cctv camera	1	\$0.39	4.55%	22	\$0.39	\$17.73	1.3
CPPLUS	1	\$0.30	11.11%	9	\$0.30	\$33.33	1.1
cctv	0	\$0.00	0.00%	72	\$0.00	\$0.00	1.0

Keywords below first page bid (0): No matching keywords.

All non-active keywords (0): No matching keywords.

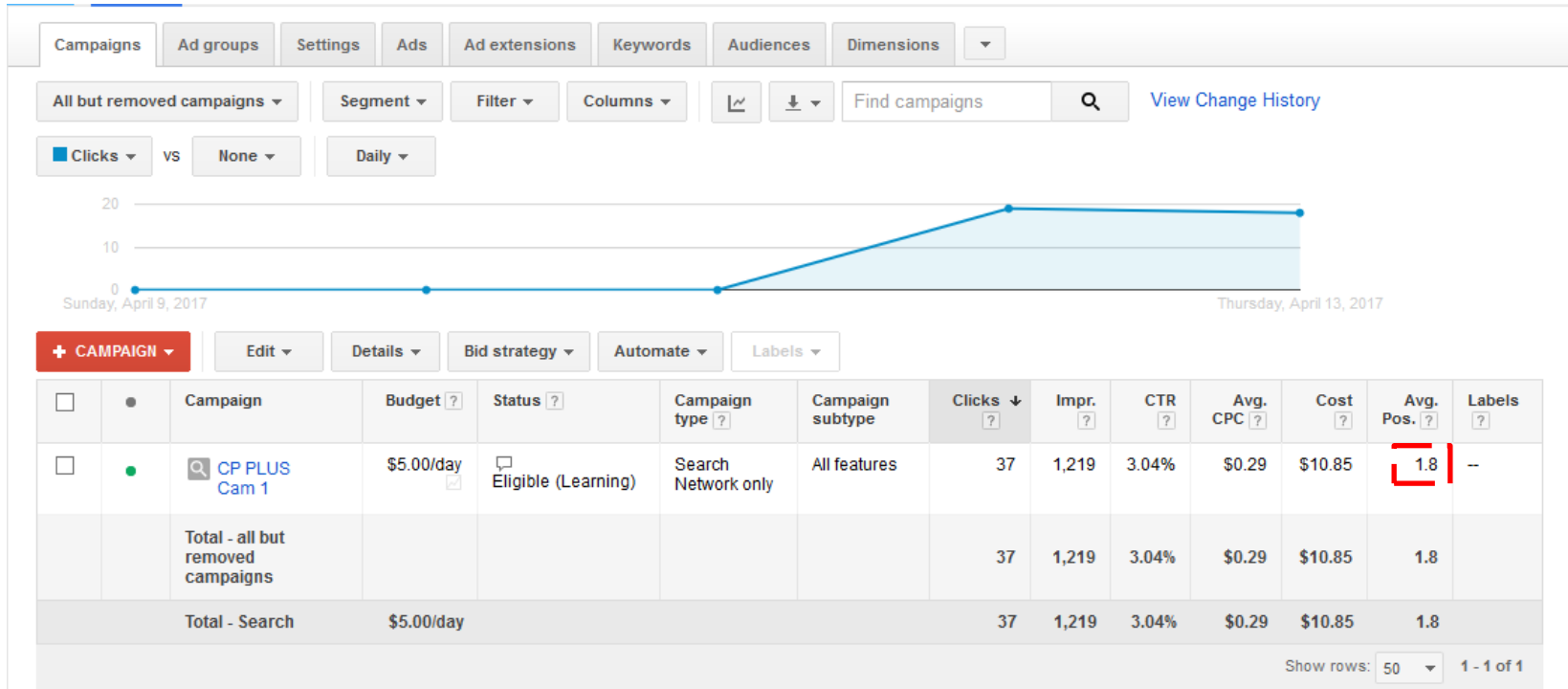
All non-active campaigns (0): No matching campaigns.

Call us at: 866-246-6453  
Monday - Friday, 9 am - 8 pm EST  
Worldwide phone support

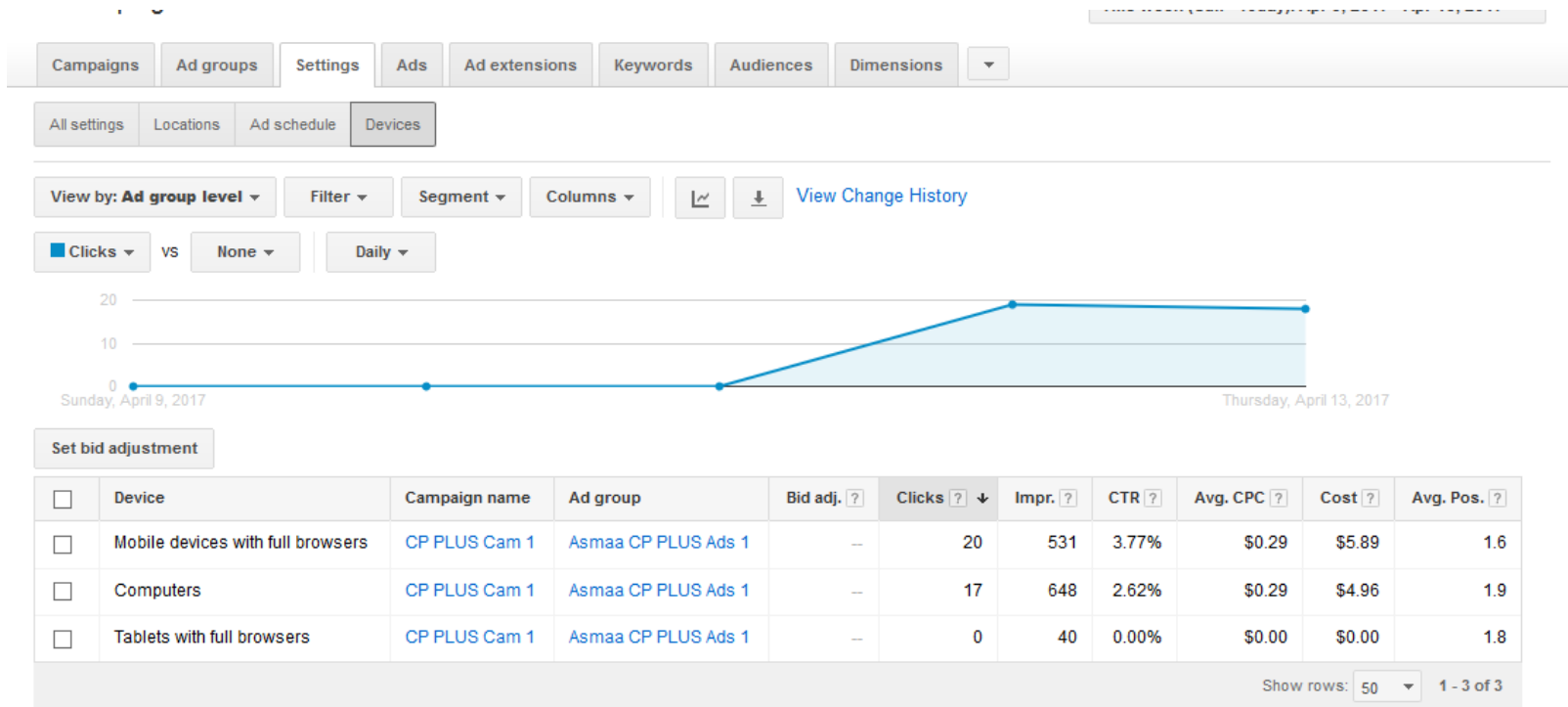
# Keyword Planer & Daily Budget=209 KUSD

	A	B	C	D	E	F	G
1	Keyword	Currency	Avg. Monthly Search Volume	Competition	Suggested bid		
2	security	USD	1K – 10K	0.4	0.06	500	30
3	nas	USD	100 – 1K	0.01			0
4	surveillance	USD	100 – 1K	0.02			0
5	dvr	USD	100 – 1K	0.08	0.14	100	14
6	cctv camera	USD	100 – 1K	0.33	0.35	100	35
7	encoder	USD	100 – 1K	0.06		100	0
8	nvr	USD	100 – 1K	0.16	0.44	50	22
9	hd cvi	USD	10 – 100	0.04		100	0
10	digital lock	USD	10 – 100	0.29		100	0
11	video door phone	USD	10 – 100	0.39		100	0
12	mobile dvr	USD	10 – 100	0.49	0.94	100	94
13	surveillance solution	USD	10 – 100			100	0
14	ip video surveillance	USD	0 – 10				0
15	best home security	USD	10 – 100			100	0
16	smart home security	USD	10 – 100	0.09		100	0
17	home security camera	USD	10 – 100	0.05		100	0
18	wireless security	USD	10 – 100	0.21	0.14	100	14
19	best home security system	USD	10 – 100	0.29		100	0
20	home automation system	USD	10 – 100			100	0
21	nvr security system	USD	10 – 100				209

# Planning Campaign CTR 3.04%



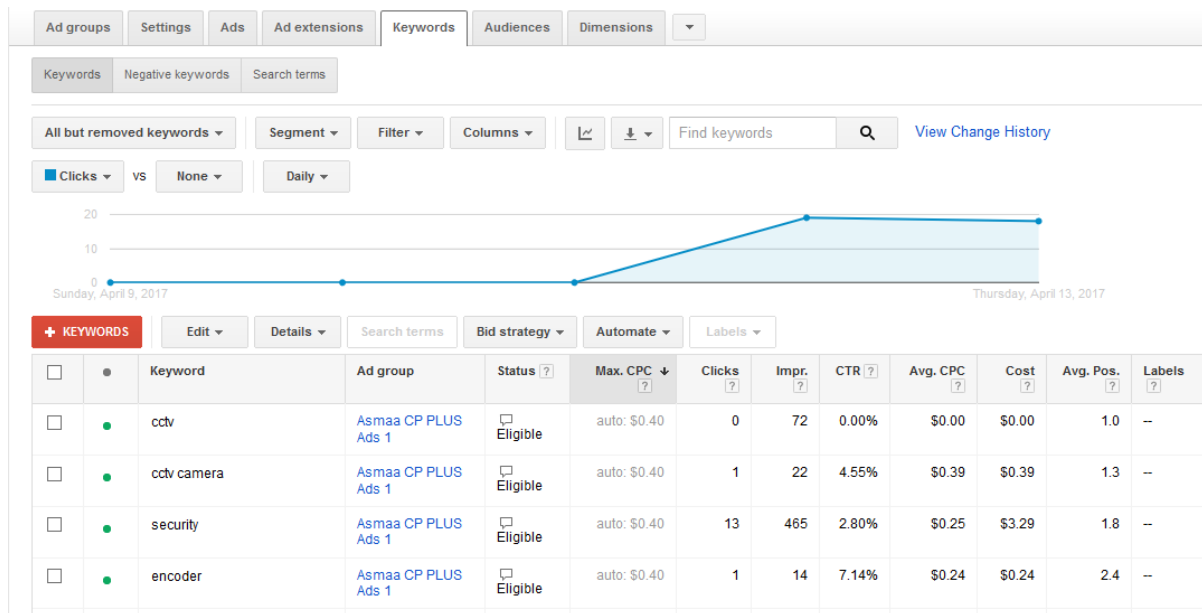
# Planning Campaign Setting Device






# Planning Campaign Keyword enhance

Chose the best Keyword from keywords Tab pause or delete the Keywords not effective



# enhance Campaign Search terms

Keywords Negative keywords Search terms

Segment ▾ Filter ▾ Columns ▾  [View Change History](#)

## Search terms

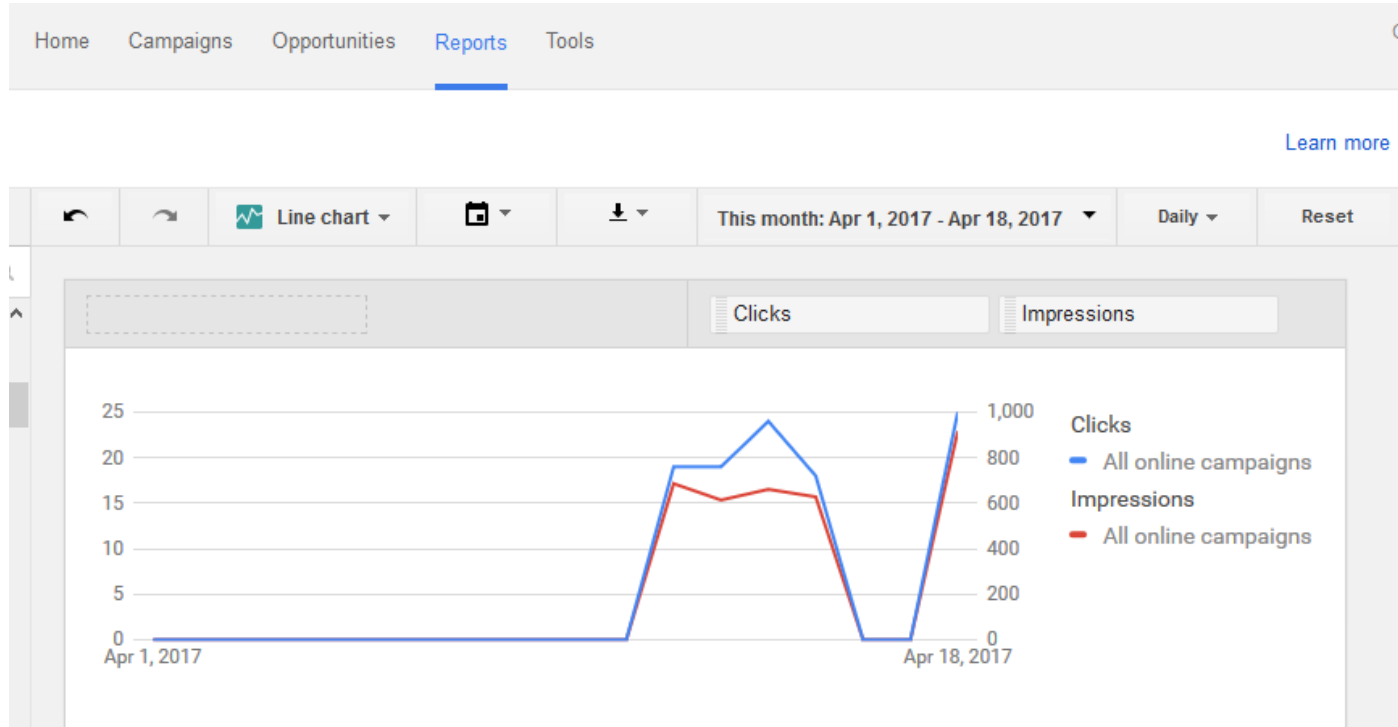
Learn how customers are finding your ad. With the Search terms report, you can see the actual searches people entered on Google Search and other Search Network sites that triggered your ad and led to a click. Depending on your keyword match types, this list might include terms other than exact matches to your keywords. [Learn more](#)

<input type="checkbox"/>	Search term	Match type <sup>?</sup>	Added / Excluded <sup>?</sup>	Campaign	Ad group	Clicks <sup>?</sup> ↓	Impr. <sup>?</sup>	CTR <sup>?</sup>
	Total					37	1,219	3.04%
<input type="checkbox"/>	cm security	Phrase match	None	<a href="#">CP PLUS Cam 1</a>	<a href="#">Asmaa CP PLUS Ads 1</a>	3	22	13.64%
<input type="checkbox"/>	كاميرات مراقبة	Broad match	Added	<a href="#">CP PLUS Cam 1</a>	<a href="#">Asmaa CP PLUS Ads 1</a>	2	21	9.52%
<input type="checkbox"/>	it security	Phrase match	None	<a href="#">CP PLUS Cam 1</a>	<a href="#">Asmaa CP PLUS Ads 1</a>	2	1	200.00%
<input type="checkbox"/>	الصفتي للاثمن والحراسه والخدمات الفندقية	Broad match	None	<a href="#">CP PLUS Cam 1</a>	<a href="#">Asmaa CP PLUS Ads 1</a>	1	1	100.00%
<input type="checkbox"/>	تحميل برنامج لكاميرات المراقبة على الموبيل 5360	Broad match	None	<a href="#">CP PLUS Cam 1</a>	<a href="#">Asmaa CP PLUS Ads 1</a>	1	1	100.00%

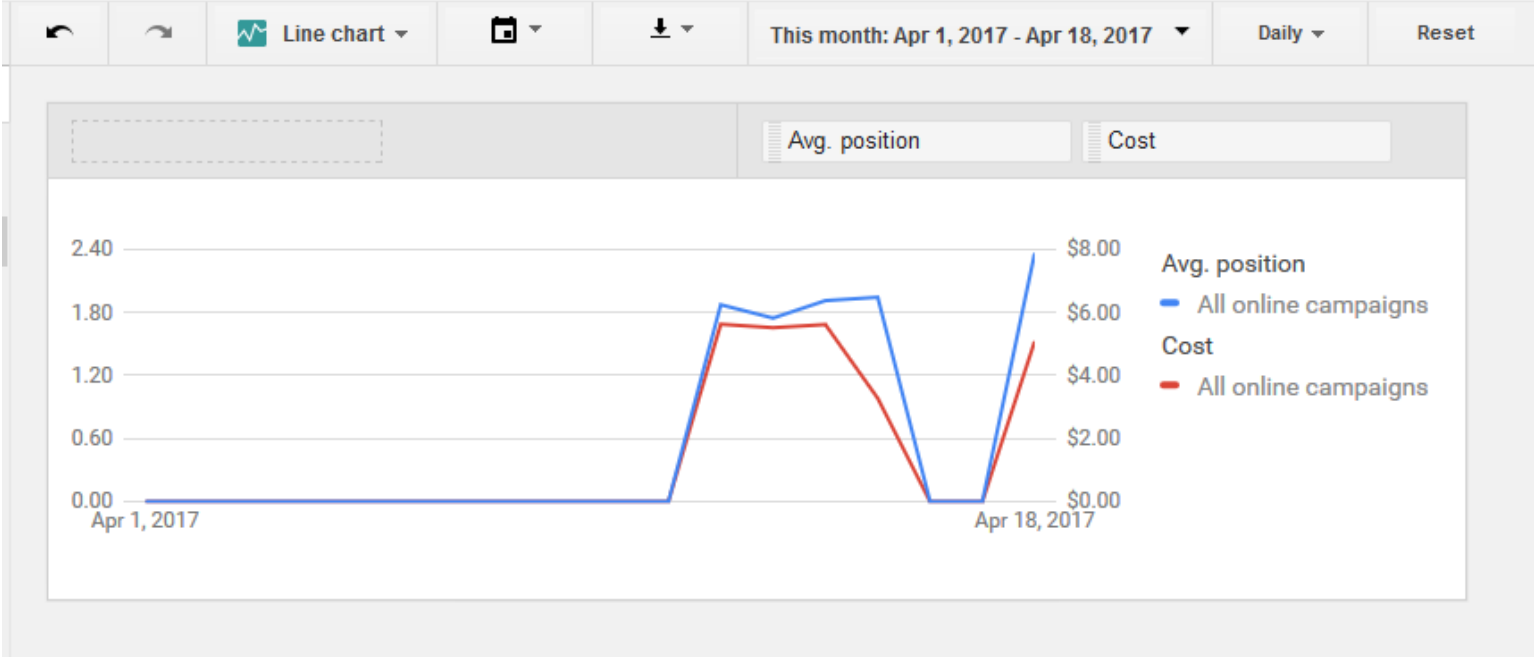
# enhance Campaign Delete Keyword very low

+ KEYWORDS		Edit ▾	Details ▾	Search terms	Bid strategy ▾	Automate ▾	Labels ▾								
<input type="checkbox"/>	<span style="color: green;">●</span>	Keyword	Campaign	Ad group	Status <small>?</small>	Max. CPC <small>?</small> ↓	Campaign type <small>?</small>	Campaign subtype	Clicks <small>?</small>	Impr. <small>?</small>	CTR <small>?</small>	Avg. CPC <small>?</small>	Cost <small>?</small>	Avg. Pos. <small>?</small>	Labels <small>?</small>
				PLUS Ads 1			only								
<input type="checkbox"/>	<span style="color: green;">●</span>	IP video surveillance cameras	CP PLUS Cam 1	Asmaa CP PLUS Ads 1	<input type="checkbox"/> Eligible	auto: \$0.40	Search Network only	All features	2	15	13.33%	\$0.35	\$0.70	2.3	--
<input checked="" type="checkbox"/>	<span style="color: green;">●</span>	NVRs	CP PLUS Cam 1	Asmaa CP PLUS Ads 1	<input type="checkbox"/> Eligible	auto: \$0.40	Search Network only	All features	0	0	0.00%	\$0.00	\$0.00	0.0	--
<input checked="" type="checkbox"/>	<span style="color: green;">●</span>	hdvci	CP PLUS Cam 1	Asmaa CP PLUS Ads 1	<input type="checkbox"/> Eligible	auto: \$0.40	Search Network only	All features	0	1	0.00%	\$0.00	\$0.00	1.0	--
<input checked="" type="checkbox"/>	<span style="color: green;">●</span>	surveillance solutions	CP PLUS Cam 1	Asmaa CP PLUS Ads 1	<input type="checkbox"/> Eligible	auto: \$0.40	Search Network only	All features	0	0	0.00%	\$0.00	\$0.00	0.0	--
<input type="checkbox"/>	<span style="color: green;">●</span>	cctv security cameras	CP PLUS Cam 1	Asmaa CP PLUS Ads 1	<input type="checkbox"/> Eligible	auto: \$0.40	Search Network only	All features	0	18	0.00%	\$0.00	\$0.00	1.4	--
		Total - all but removed keywords <small>?</small>							37	1,219	3.04%	\$0.29	\$10.85	1.8	

# Reports Campaign CTR



# Reports Campaign Avg. Position & Cost



# KPI's

## Total Clicks = ..... clicks

All campaigns

All time: Jan 15, 2017

Campaigns Ad groups Settings Ads Ad extensions Keywords Audiences Dimensions

All but removed campaigns Segment Filter Columns Find campaigns View Change History

Clicks vs None Daily



+ CAMPAIGN Edit Details Bid strategy Automate Labels

<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget ?	Status ?	Campaign type ?	Campaign subtype	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?
<input type="checkbox"/>	<input checked="" type="radio"/>	CP PLUS Cam 1	\$5.00/day <input checked="" type="checkbox"/>	Eligible (Learning)	Search Network only	All features	203	8,066	2.52%	\$0.22	\$45.20



أفكار مهدي

 IMPRESSIONS


495,549

 30.5%

 CTR

1.83%

 -9.9%

 CLICKS

9,068

 17.5%

 COST


€ 2,852.22

 28.7%  <€ 1,000.00 targeted

 CONV.

 55

 48.6%  50 targeted

 COST / CONV.

 € 51.83

 -13.4%  <€ 75.00 targeted



 OVERALL PERFORMANCE

	Nov 1, 2017 - Nov 30, 2017	Oct 2, 2017 - Oct 31, 2017	
<b>Impressions</b>	495,549	379,791	+30.5%
<b>CTR</b>	1.83%	2.03%	-9.9%
<b>Clicks</b>	9,068	7,716	+17.5%
<b>Avg. CPC</b>	€ 0.31	€ 0.29	+9.6%
<b>Cost</b>	€ 2,852.22	€ 2,215.36	+28.7%
<b>Avg. position</b>	1.36	1.29	+5.5%
<b>Conv. rate</b>	0.61%	0.48%	+26.5%
<b>Conv.</b>	55	37	+48.6%
<b>Cost / conv.</b>	€ 51.86	€ 59.87	-13.4%
<b>Total conv. value</b>	10.084.56	7.535.46	+33.8%

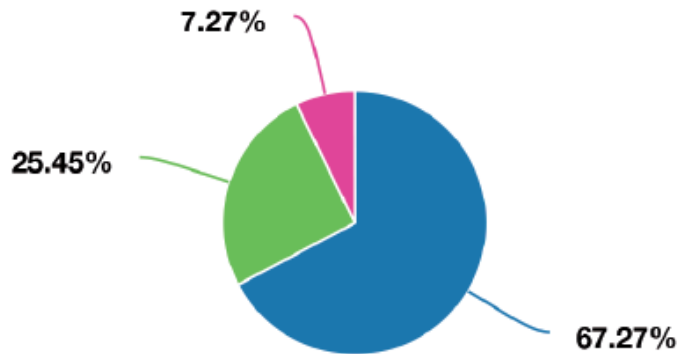


## WEEKLY PERFORMANCE

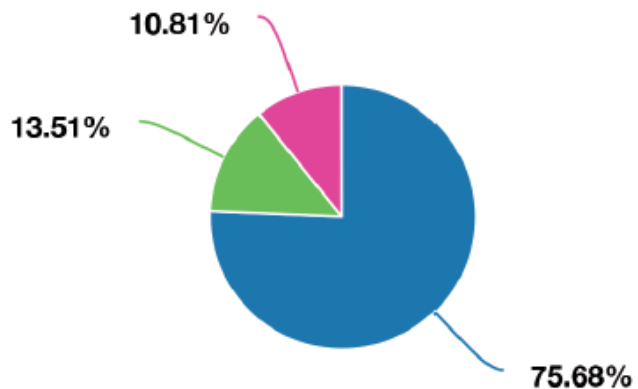
Month	Impressions	CTR	Clicks	Avg. CPC	Cost	Conv. rate	Conv.	Cost / conv.	Total conv. value
November 2017	495,549	1.83%	9,068	€ 0.31	€ 2,852.22	0.61%	55	€ 51.86	10,084.56
Week	122,449	1.75%	2,148	€ 0.31	€ 663.78	0.28%	6	€ 110.63	1,181.57
Week	110,844	1.87%	2,074	€ 0.32	€ 661.11	0.82%	17	€ 38.89	1,839.09
Week	108,808	1.5%	1,635	€ 0.31	€ 506.16	0.73%	12	€ 42.18	2,044.07
Week	100,204	2.07%	2,070	€ 0.32	€ 666.56	0.53%	11	€ 60.60	4,398.23
Week	53,244	2.14%	1,141	€ 0.31	€ 354.61	0.79%	9	€ 39.40	621.6
	<b>495,549</b>	<b>1.83%</b>	<b>9,068</b>	<b>€ 0.31</b>	<b>€ 2,852.22</b>	<b>0.61%</b>	<b>55</b>	<b>€ 51.83</b>	<b>10,084.56</b>

## DEVICE PERFORMANCE (CONVERSIONS)

Nov 1, 2017 - Nov 30, 2017



Oct 2, 2017 - Oct 31, 2017



Computers    Mobile devices with full browsers    Tablets with full browsers

CONV.

+48.6%

55 vs 37



## CAMPAIGN PERFORMANCE (BY CLICKS)

Campaign	Impressions	CTR	Clicks	Avg. CPC	Cost	Conv. rate	Conv.	Cost / conv.	Total conv. value
Campaign 1	173,933	1.74%	3,032	€ 0.25	€ 743.17	0.76%	23	€ 32.31	5,263.78
Campaign 2	13,720	10.61%	1,456	€ 0.18	€ 268.29	0.41%	6	€ 44.64	0
Campaign 3	1,339	49.74%	666	€ 0.01	€ 6.66	0.47%	3	€ 2.13	0
Campaign 4	87,653	0.69%	608	€ 0.25	€ 151.67	0.49%	3	€ 50.56	731.93
Campaign 5	38,999	1.5%	585	€ 0.28	€ 165.07	0.85%	5	€ 33.01	978.05
	<b>495,549</b>	<b>1.83%</b>	<b>9,068</b>	<b>€ 0.31</b>	<b>€ 2,852.22</b>	<b>0.61%</b>	<b>55</b>	<b>€ 51.83</b>	<b>10,084.56</b>



## KEYWORD (BY CONVERSION)

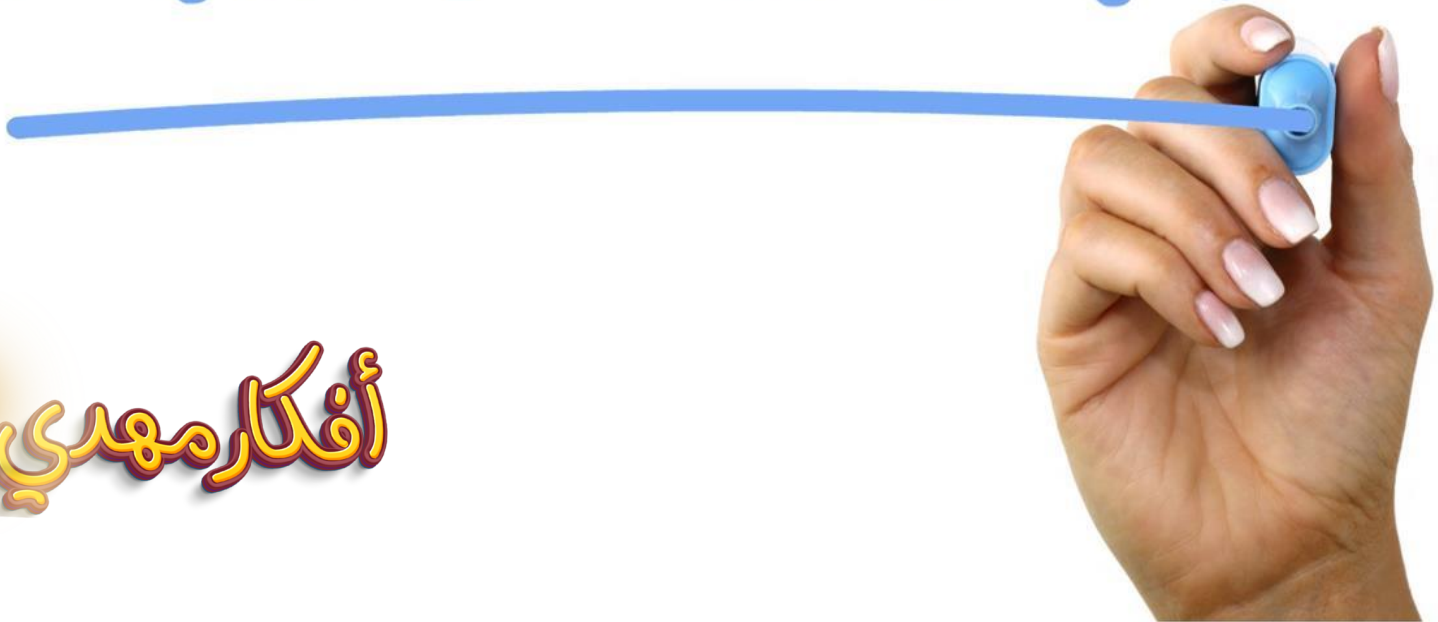
Search term	Impressions	CTR	Clicks	Avg. CPC	Cost	Conv. rate	Conv.	Cost / conv.	Total conv. value
Keyword 1	2,840	2.36%	67	€0.51	€34.33	8.96%	6	€5.72	1,897.28
Keyword 2	986	52.64%	519	€0.01	€5.19	0.6%	3	€1.68	0
Keyword 3	6,622	3.84%	254	€0.28	€70.26	0.79%	2	€34.86	735.08
Keyword 4	54	5.56%	3	€0.15	€0.46	33.33%	1	€0.46	383.33
Keyword 5	62	12.9%	8	€0.27	€2.19	12.5%	1	€2.19	113.14
	<b>198,968</b>	<b>4.16%</b>	<b>8,271</b>	<b>€0.32</b>	<b>€2,623.52</b>	<b>0.63%</b>	<b>52</b>	<b>€50.40</b>	<b>9,352.63</b>

 KEYWORD (BY COST)

Search term	Impressions	CTR	Clicks	Avg. CPC	Cost	Conv. rate	Conv.	Cost / conv.	Total conv. value
Keyword 7	5,357	1.14%	61	€ 1.59	€97.22	0%	0	€0	0
Keyword 8	1,559	3.4%	53	€ 1.71	€90.38	0%	0	€0	0
Keyword 3	6,622	3.84%	254	€ 0.28	€70.26	0.79%	2	€34.86	735.08
Keyword 9	15,336	0.79%	121	€ 0.41	€49.30	0%	0	€0	0
Keyword 10	2,840	2.36%	67	€ 0.51	€34.33	8.96%	6	€5.72	1,897.28
	<b>198,968</b>	<b>4.16%</b>	<b>8,271</b>	<b>€ 0.32</b>	<b>€2,623.52</b>	<b>0.63%</b>	<b>52</b>	<b>€50.40</b>	<b>9,352.63</b>

Month	Impressions	CTR	Clicks	Avg. CPC	Cost	Conv. rate	Conv.	Cost / conv.	Total conv. value
November 2017	495,549	1.83%	9,068	€0.31	€2,852.22	0.61%	55	€51.86	10,084.56
October 2017	384,930	2.03%	7,824	€0.29	€2,243.89	0.47%	37	€60.65	7,535.46
September 2017	224,656	2.44%	5,478	€0.26	€1,442.47	0.44%	24	€60.10	2,623.74
August 2017	134,585	3.21%	4,315	€0.24	€1,054.58	0.35%	15	€70.31	4,900.81
July 2017	160,156	3.77%	6,034	€0.26	€1,570.30	0.28%	17	€92.37	2,419.79
June 2017	136,518	3.88%	5,299	€0.23	€1,212.43	0.34%	18	€67.36	13,779.24
May 2017	193,000	3.04%	5,875	€0.23	€1,366.85	0.58%	34	€40.20	10,102.93
April 2017	52,774	8.76%	4,625	€0.22	€1,025.85	0.45%	21	€48.85	2,959
March 2017	47,782	10.22%	4,882	€0.19	€948.20	0.55%	27	€35.12	4,173.74
February 2017	48,451	9.29%	4,501	€0.20	€883.51	0.58%	26	€33.98	3,930.12
January 2017	45,077	9.36%	4,220	€0.21	€906.23	0.36%	15	€60.42	5,167.7
	<b>1,923,478</b>	<b>3.23%</b>	<b>62,121</b>	<b>€0.25</b>	<b>€15,506.53</b>	<b>0.47%</b>	<b>289</b>	<b>€53.56</b>	<b>67,677.09</b>

# REPORT



أفكار مهدي






Date <span>?</span>	Description	Debits (\$) <span>?</span>
<b>Jun 1, 2013 - Jun 13, 2013</b>		<b>\$167.39</b>
Jun 13	Campaign activity: 15 clicks	25.59
Jun 12	Campaign activity: 15 clicks	27.26
Jun 11	Campaign activity: 13 clicks	29.49
Jun 10	Campaign activity: 3 clicks	17.61
Jun 9	Campaign activity: 1 clicks	0.22
Jun 7	Campaign activity: 1 clicks	3.89
Jun 6	Campaign activity: 3 clicks	16.39
Jun 4	Campaign activity: 19 clicks	15.05
Jun 3	Campaign activity: 22 clicks	11.28
Jun 2	Campaign activity: 27 clicks	10.11
Jun 1	Campaign activity: 18 clicks	10.50
<b>May 1, 2013 - May 31, 2013</b> (Invoice ...201305)		<b>\$59.82</b>
May 31	Campaign activity: 15 clicks	7.38
May 30	Campaign activity: 16 clicks	7.86
May 29	Campaign activity: 18 clicks	11.38
May 28	Campaign activity: 22 clicks	9.70
May 27	Campaign activity: 7 clicks	11.50
May 26	Campaign activity: 10 clicks	12.00



**REPORT**

	Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position
✓	Cows	430	80,234	2.93%	€ 1.48	€ 324.02	5.0
✓	Wooden shoe shop	426	74,790	7.62%	€ 0.30	€ 648.29	3.1
✓	Cheese	335	54,804	5.86%	€ 1.01	€ 700.86	6.0
		<b>1,404</b>	<b>209,145</b>	<b>2.28%</b>	<b>€1.95</b>	<b>€973.56</b>	<b>1.8</b>

Search term	Keyword	Clicks	Impr.	Avg. CPC	Cost	Avg. position
Cheese with holes	"krokodile"	369	86,814	\$ 1.75	\$ 567.77	6.1
Cheese with holes	[krokodile]	347	76,515	\$ 1.99	\$ 696.21	6.3
		<b>1,227</b>	<b>270,045</b>	<b>\$1.77</b>	<b>\$1,013.97</b>	<b>2.4</b>

Ad	Campaign	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position
 <a href="#">Painful wooden shoes</a> They are not comfortable, but nothing beats real authentic wooden shoes! <a href="http://www.woodenshoes.com">www.woodenshoes.com</a>	Wooden Shoes	Real wooden shoes	487	64,952	4.95%	\$ 1.43	\$ 375.51	5.3
 <a href="#">Real wooden shoes</a> They walk like nothing, but nothing beats real authentic wooden shoes! <a href="http://www.woodenshoes.com">www.woodenshoes.com</a>	Wooden Shoes	Real wooden shoes	478	97,396	6.94%	\$ 1.24	\$ 431.44	3.8
 <a href="#">Real wooden shoes</a> A bulldozer can ride over your feet Real wooden shoes! <a href="http://www.woodenshoes.com">www.woodenshoes.com</a>	Wooden Shoes	Real wooden shoes	380	89,307	2.7%	\$ 1.01	\$ 385.80	4.1
			<b>1,095</b>	<b>203,100</b>	<b>5.93%</b>	<b>\$0.68</b>	<b>\$1,278.75</b>	<b>5.8</b>

 Active
  Paused
  Deleted



Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
modular home/s	297	33605	0.88%	\$0.51	\$151.47
prefab home/s	193	15114	1.28%	\$0.72	\$138.96
prefabricated home/s	181	10378	1.74%	\$0.60	\$108.60
green home/s	23	3396	0.50%	\$0.83	\$12.40
green prefab home	14	277	5.10%	\$0.54	\$7.53
green modular homes	11	293	3.80%	\$0.55	\$6.03
manufactured house	9	1166	0.80%	\$0.56	\$5.00
prefabricated modular home	4	227	1.80%	\$0.58	\$2.32
economical house	3	133	2.30%	\$0.61	\$1.83
prefab home plan	5	283	1.60%	\$0.65	\$1.94
custom made home	3	866	0.30%	\$1.11	\$3.34
custom modular homes	2	176	1.10%	\$0.49	\$0.99
modern modular homes	2	63	3.20%	\$0.66	\$1.33
modern prefab home	1	12	8.30%	\$0.35	\$0.35
prefab building	1	111	0.90%	\$0.43	\$0.43
prefab modular homes	1	23	4.30%	\$0.44	\$0.44



أفكار مهدي

# Ad Group


<input type="checkbox"/> ● Ad group	Status	Default max. CPC	Ad group type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/> ●	Eligible	\$0.35	Standard	3,640	39,577	9.20%	\$0.14	\$516.78
Total: All bu...				3,640	39,577	9.20%	\$0.14	\$516.78
Total: Cam...				3,640	39,577	9.20%	\$0.14	\$516.78

# Keywords

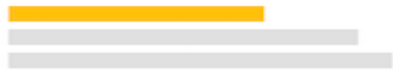

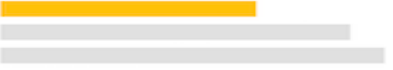
<input type="checkbox"/> ● Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	↓ Cost
Total: All but removed keyw...						3,640	39,577	9.20%	\$0.14	\$516.78
<input type="checkbox"/> ●		<u>Eligible</u>	\$0.44	Approved	—	1,101	12,519	8.79%	\$0.18	\$202.71
<input type="checkbox"/> ●		<u>Eligible</u>	\$0.36	Approved	—	1,222	8,162	14.97%	\$0.10	\$128.08
<input type="checkbox"/> ●		<u>Eligible</u>	\$0.35	Approved	—	923	11,392	8.10%	\$0.13	\$120.04
<input type="checkbox"/> ●		<u>Eligible</u>	\$0.35	Approved	—	381	7,270	5.24%	\$0.17	\$64.25
<input type="checkbox"/> ●		<u>Eligible</u>	\$0.35	Approved	—	12	208	5.77%	\$0.13	\$1.52
<input type="checkbox"/> ●		<u>Eligible</u>	\$0.35	Approved	—	1	18	5.56%	\$0.18	\$0.18
Total: ...						3,640	39,577	9.20%	\$0.14	\$516.78
Total: ...						3,640	39,577	9.20%	\$0.14	\$516.78







# Search Terms

<input type="checkbox"/> Search term	Match type	Added/Excluded	Ad group	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
Total: Search terms 				3,510	15,423	22.76%	\$0.14	\$493.60
<input type="checkbox"/>	Broad match	None		112	613	18.27%	\$0.13	\$14.62
<input type="checkbox"/>	Broad match	None		62	269	23.05%	\$0.03	\$1.71
<input type="checkbox"/>	Broad match	None		57	324	17.59%	\$0.12	\$6.93
<input type="checkbox"/>	Broad match	None		49	267	18.35%	\$0.03	\$1.57
<input type="checkbox"/>	Broad match	None		45	246	18.29%	\$0.10	\$4.44
<input type="checkbox"/>	Phrase match (close variant)	None		40	136	29.41%	\$0.12	\$4.75
<input type="checkbox"/>	Exact match	✓ Added		33	411	8.03%	\$0.16	\$5.31
<input type="checkbox"/>	Broad match	None		30	125	24.00%	\$0.08	\$2.42
<input type="checkbox"/>	Broad match	None		29	145	20.00%	\$0.11	\$3.10
<input type="checkbox"/>	Broad match	None		28	383	7.31%	\$0.07	\$1.85
<input type="checkbox"/>	Broad match	None		24	117	20.51%	\$0.04	\$1.06

# Ads

<input type="checkbox"/>	Ad	Status	Clicks	↓ Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>		Approved	3,090	33,986	9.09%	\$0.14	\$446.34
<input type="checkbox"/>		Approved	515	5,207	9.89%	\$0.13	\$64.52
<input type="checkbox"/>		Approved	35	384	9.11%	\$0.17	\$5.92
Total: All but removed ads ⓘ			3,640	39,577	9.20%	\$0.14	\$516.78
Total: Ad group ⓘ			3,640	39,577	9.20%	\$0.14	\$516.78

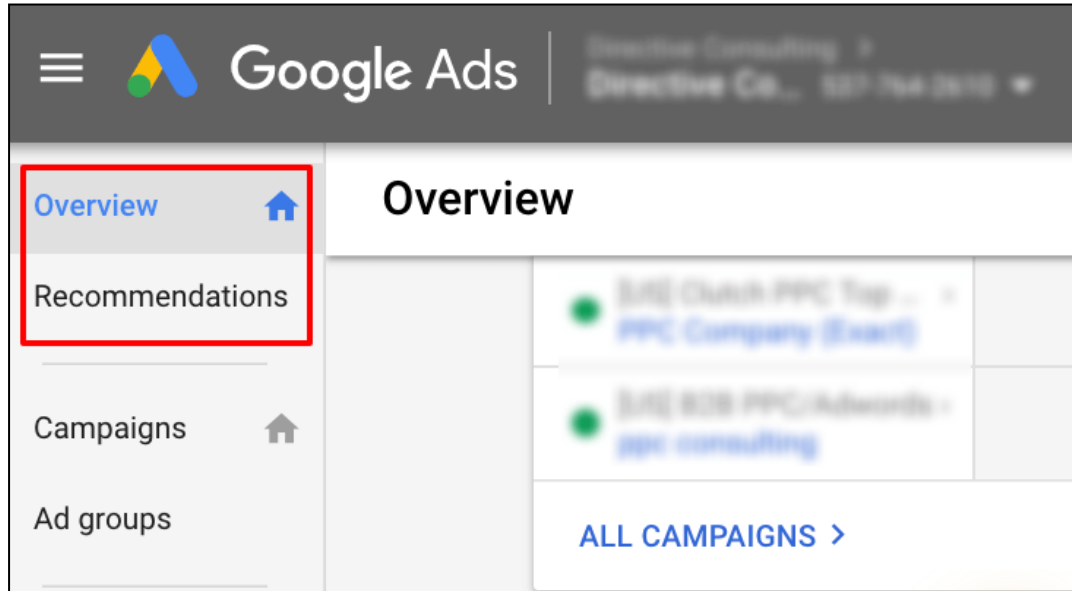
# Device Review

<input type="checkbox"/>	Device	Bid adj.	Ad group bid adj.	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	Mobile phones	+20%  	None	3,039	30,184	10.07%	\$0.15	\$451.47
<input type="checkbox"/>	Computers	- 	None	486	5,758	8.44%	\$0.12	\$56.45
<input type="checkbox"/>	Tablets	- 	None	115	3,635	3.16%	\$0.08	\$8.86
Total: Campai... ⓘ				3,640	39,577	9.20%	\$0.14	\$516.78

# Demographics Review

<input type="checkbox"/>	<input checked="" type="checkbox"/>	18 - 24	<a href="#">Generic AR</a>	Eligible	–	708	6,279	11.28%	\$0.15	\$103.60
<input type="checkbox"/>	<input checked="" type="checkbox"/>	25 - 34	<a href="#">Generic AR</a>	Eligible	–	1,076	11,195	9.61%	\$0.14	\$155.08
<input type="checkbox"/>	<input checked="" type="checkbox"/>	35 - 44	<a href="#">Generic AR</a>	Eligible	–	580	7,529	7.70%	\$0.13	\$77.61
<input type="checkbox"/>	<input checked="" type="checkbox"/>	45 - 54	<a href="#">Generic AR</a>	Eligible	–	258	3,370	7.66%	\$0.15	\$38.05
<input type="checkbox"/>	<input checked="" type="checkbox"/>	55 - 64	<a href="#">Generic AR</a>	Eligible	–	85	1,142	7.44%	\$0.14	\$12.26
<input type="checkbox"/>	<input checked="" type="checkbox"/>	65+	<a href="#">Generic AR</a>	Eligible	–	81	762	10.63%	\$0.15	\$11.75
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Unknown	<a href="#">Generic AR</a>	Eligible	–	852	9,300	9.16%	\$0.14	\$118.43
		Total: Ages				3,640	39,577	9.20%	\$0.14	\$516.78
		Total: Other				0	0	–	–	\$0.00
		Total: Campaign				3,640	39,577	9.20%	\$0.14	\$516.78

# Recommendations



The image shows a screenshot of the Google Ads interface. At the top, there is a dark grey header with the Google Ads logo and the text "Google Ads". To the right of the logo, there is a dropdown menu showing "Directive Consulting" and "Directive Co., 107 Nov 2010". Below the header, there is a left-hand navigation menu with four items: "Overview" (highlighted with a red box and a blue house icon), "Recommendations", "Campaigns" (with a grey house icon), and "Ad groups". The main content area is titled "Overview" and contains two green circular icons representing recommendations. The first recommendation is for "B2B Direct PPC Top - PPC Company (Exact)" and the second is for "B2B B2B PPC/Adwords - pp consulting". At the bottom of the main content area, there is a blue link that says "ALL CAMPAIGNS >".



أفكار مهدي

**Display Campaign**

# Google Display Network

**Display ads:** images ads that are shown on the articles, videos, or websites that consumers browse.

# Google Display Network

**Image ads** capture people's attention across the Google Display Network's

**More than 2M+ of URLs – Egypt: 55K+ URL**

a collection of over **two million** websites that reach over **90%** of **Internet users**

- Great Method to increase Awareness
- Ads will appear across a large collection of **websites, mobile apps, and video content (GDN)**
- Ads appear on the URLs (Publishers) which turned on the monetization (**joined GDN**)
- Google sites such as YouTube, trends, my business, etc.....
- Google web search is not included



# Websites image ads

goodreads Home My Books Browse Community Search books

Discover new books on Goodreads Meet your next favorite book [Sign in with Facebook](#) Sign in options

### Listopia

الكتب الصادرة حديثاً بمعرض القاهرة الدولي للكتاب (البيويل الذهبي) 2019

أهم الكتب الصادرة لأول مرة في معرض القاهرة الدولي للكتاب في دورته الخمسون

All Votes Add Books To This List

1 أفراح المقفورة

965 ratings

Want to Read

Rate this book

2 ratings

Want to Read

Rate this book

Ads by Google

Marbella

Google

HUAWEI

## Industrial Digital Transformation Conference 2020

— Live

New Connectivity, Computing, Platform, and Ecosystem

24-27 Feb

Explore

مذيعات القاهرة

مذيعات القاهرة

وفاة مبارك استعدادات جنازة الرئيس الأسبق محمد حسني مبارك من مسجد المشير

وزير الخارجية الليبي عبد الهادي الجويح | المبرتبة

مبارك 11:05AM من القرى بروف إنلب الجوهني

Aljazeera Mubasher ... قناة الجزيرة مباشر

Watch later Share

أفكار مهدي

# Websites image ads

The screenshot shows a web browser displaying the news website [news.sky.com](https://news.sky.com). The page features the Sky News logo, a weather widget for 22 Oct (18°/15°), and a "Watch Live" button. The navigation menu includes Home, UK, World, Politics, US, Climate, Science & Tech, Business, Ents & Arts, Travel, Offbeat, and More.

The main content area displays an advertisement for the "Mouassassa Majdi Yehoub" charity. The ad includes the text "ساهم في علاج قلوبهم" (Contribute to their treatment) and "اتبرع الآن" (Donate now), along with an image of a young child and the charity's logo.

Below the advertisement, the "TOP STORIES" section features a news article titled "Johnson returns to UK amid speculation he could enter leadership race:" with a "Live Politics" tag. The article's image shows a man in a suit waving from a car.



# Websites image ads

The screenshot shows a web browser displaying the CNN International website. At the top, there is a navigation bar with the CNN logo and menu items: World, US Politics, Business, Health, and More. A search bar and a 'Log In' button are also present. Below the navigation bar, a large banner advertisement is displayed. The ad features Arabic text: 'ساهم في علاج قلوبهم' (Contribute to the treatment of their hearts) and 'اتبرع الآن' (Donate now). It includes a photograph of a young child and the logo for 'مؤسسة مجدى يعقوب لأمراض وأبحاث القلب' (Majdy Yaqoub Foundation for Heart Diseases and Research). Below the ad, a news ticker shows various headlines. The main content area features three news items: 1. 'Xi emerges from Party Congress with more power' with a photo of Xi Jinping. 2. 'Some Ukrainian women held by Russia allege brutal mistreatment by their captors' with a photo of two women. 3. 'Italy's first female PM sworn in. Her hard-right promises leave many uncertain about the future.' with a photo of Giorgia Meloni.

CNN International - Breaking News | BBC - Homepage | Inbox (6) - sameh.hamdy.57@gmail.com | +

edition.cnn.com

Other bookmarks

ساهم في علاج قلوبهم  
اتبرع الآن


مؤسسة مجدى يعقوب  
لأمراض وأبحاث القلب

World US Politics Business Health More


Audio Log In

PODCAST: Tug of war | UKRAINE-RUSSIA: In photos | Help Ukraine | TRENDING: China's Xi | Giorgia Meloni | Weight loss secrets | Steph Curry | Kaia Gerber |

## Xi emerges from Party Congress with more power




Some Ukrainian women held by Russia allege brutal mistreatment by their captors



- Kyiv says 18 Russian cruise missiles destroyed amid attacks on energy infrastructure

## Italy's first female PM sworn in. Her hard-right promises leave many uncertain about the future.



Singapore's pre-execution photos seek to

# Websites image ads



Sign in

Home

News

Sport

Reel

Worklife

Travel

Future

Culture

...

Search BBC

ADVERTISEMENT



05 FEB–08 DEC 2023

## Senior Executive Leadership Program —Middle East

Boston & Dubai. GO.



Harvard Business School  
Executive Education



ERUDITUS  
EXECUTIVE EDUCATION

Welcome to BBC.com

Saturday, 26 November



**Six million without power as Ukraine winter bites**

Blackouts continue across most regions after missile strikes earlier this week, according to President Volodymyr Zelensky.



**World Cup: England & Wales reaction & build-up to four more games**

FOOTBALL




**Russian atrocities bring Nato closer than ever**

EUROPE

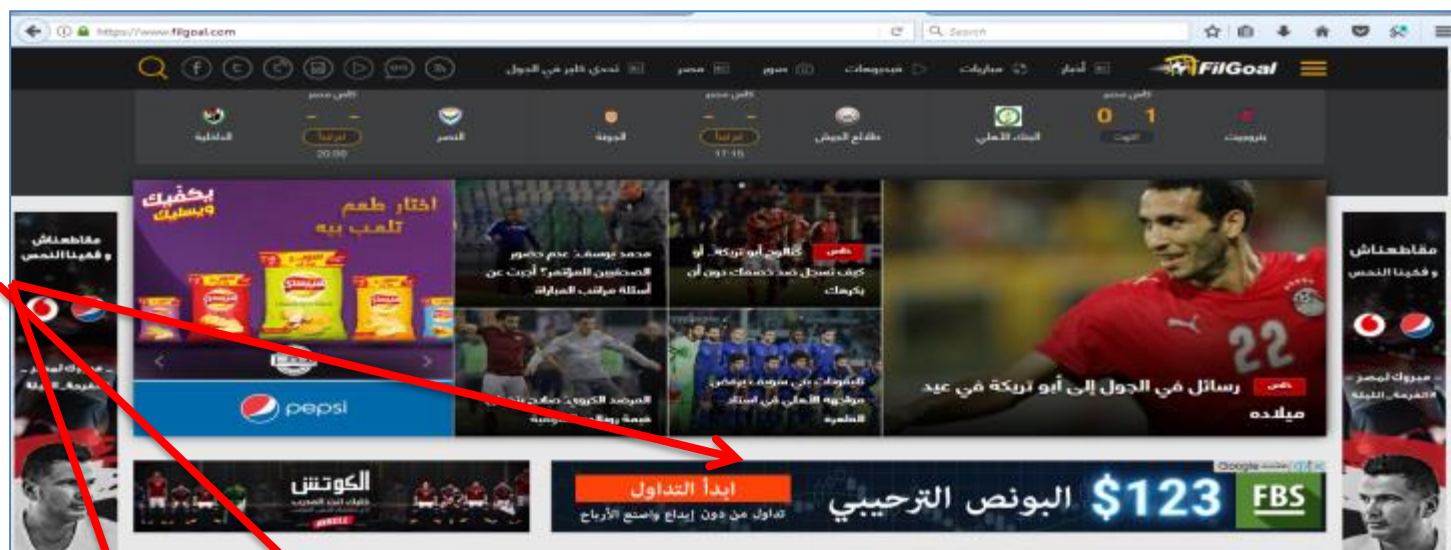


**Putin tells soldiers' mothers he shares their pain**

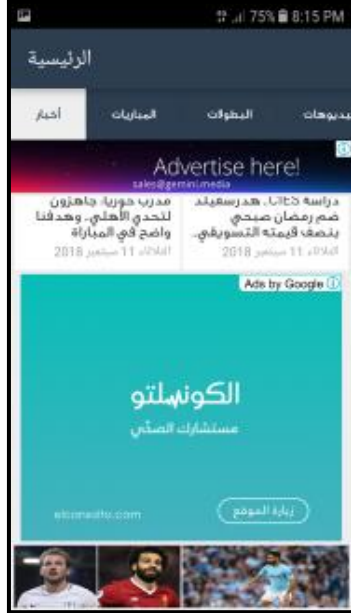
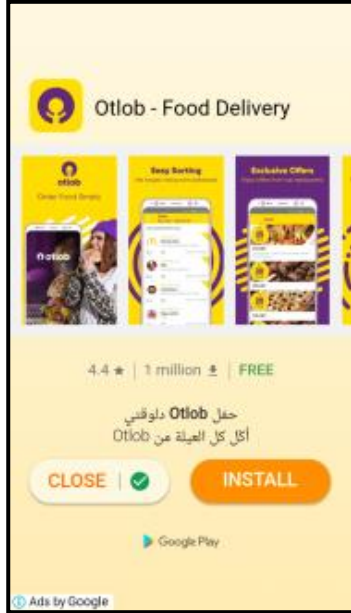


**Iran protesters confronted at World Cup game**

Same advertiser – different websites(placements)



# GDN – Mobile Apps.



# GDN – Mobile Apps.



facebook blueprint

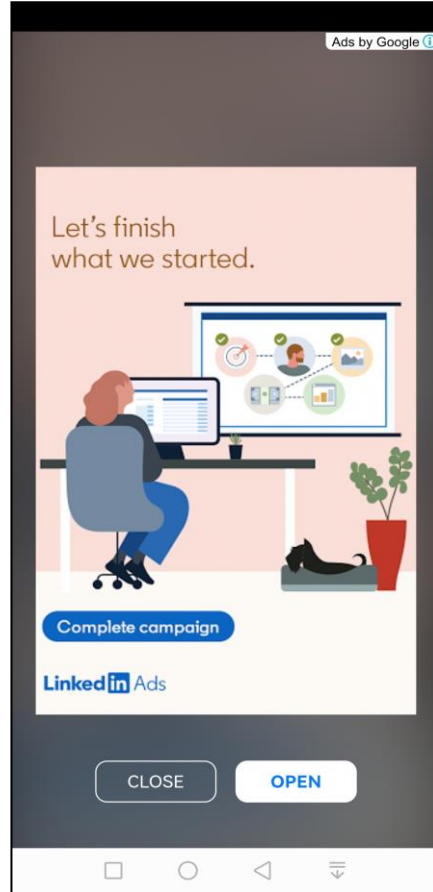
تحصيل المعرفة بالسرعة المناسبة

تعرف على أفضل ممارسات التسويق على فيسبوك عبر دورات تدريبية مجانية على الإنترنت.

facebook blueprint

➔

Ads by Google



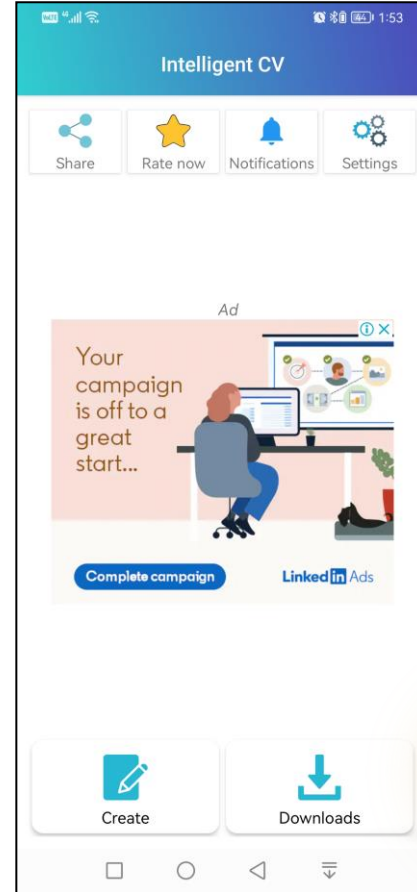
Let's finish what we started.

Complete campaign

LinkedIn Ads

CLOSE OPEN

Ads by Google



Intelligent CV

Share Rate now Notifications Settings

Ad

Your campaign is off to a great start...

Complete campaign LinkedIn Ads

Create Downloads

1:53



Grow your tech brand like a B2BOSS

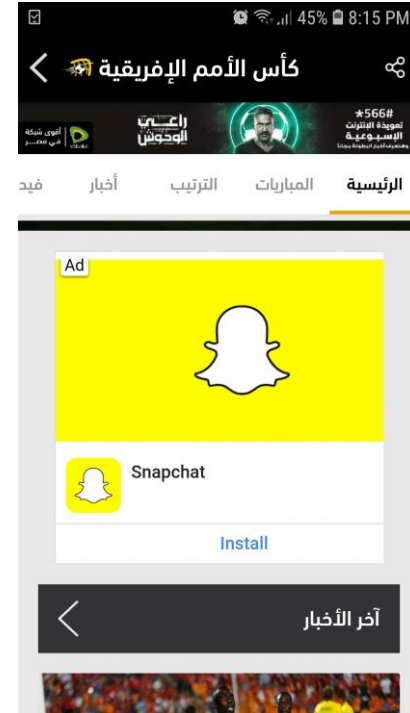
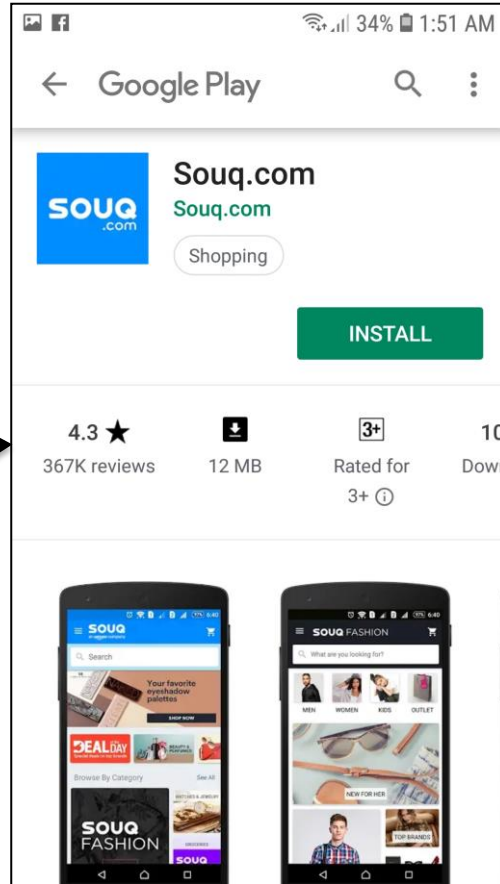
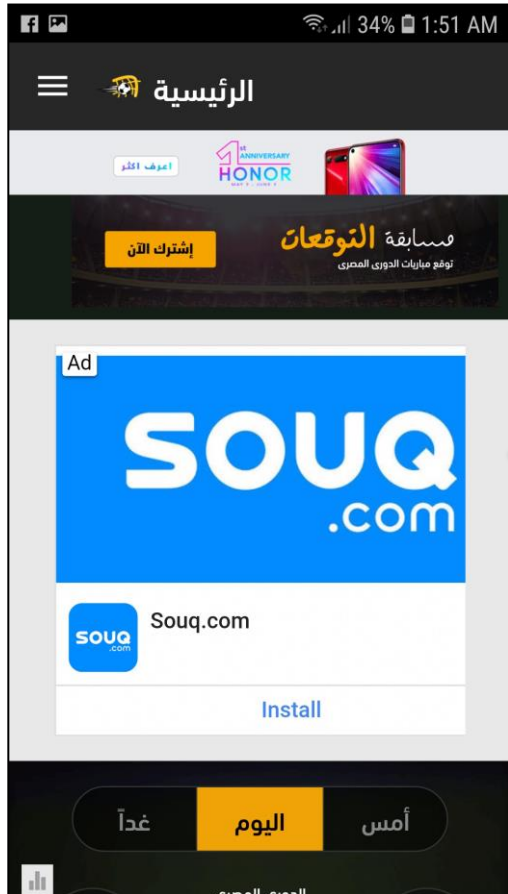
Build your campaign today.

LinkedIn Ads Get started

Ads by Google



# GDN Campaign – Mobile App. installation



YouTube video player for Demi Lovato - Let It Go (Frozen Soundtrack) (Official Audio). The video has 3,808,172 views. An overlay ad for AirAsia is visible, featuring a 20% OFF promotion on fares. The ad includes the AirAsia logo and a red '20% OFF' badge.

YouTube video player for 'The Best Daily iPhone and Android Apps'. The video has 704,327 views. An overlay ad for BMW is visible, featuring a white BMW car and the text 'OWNING A BMW IS NO STRETCH OF THE IMAGINATION.' The ad includes the BMW logo and a 'FIND OUT MORE' button.

YouTube video player for 'REGRET IS THE ONLY THING YOU CAN'T AFFORD.' featuring a red BMW SUV. An overlay ad for Kmart Australia is visible, featuring a woman and the text 'Kmart Australia by kmartaustralia 1,766 views'. The ad includes the Kmart logo and a 'FIND OUT MORE' button.

# GDN – IN Video ads

Overlay-inVDO-Ads

YouTube video player for '1998'. The video features a large '1998' text overlay. An overlay ad for Google.org is visible, featuring the text 'Their school lacks books and electricity. WE CAN HELP.' and a 'DONATE NOW' button.

YouTube video player for 'ATAR' featuring a soccer player. An overlay ad for 'Start Tracking Your SEO For Free' is visible, featuring a green checkmark icon and a 'Sign Up' button.

YouTube video player for 'Gmail for Work'. The video features the Gmail logo and the text 'Gmail for Work More professional Email'. An overlay ad for Gmail is visible, featuring a blue 'Start Free Trial' button.

# Social Networks – sponsored / ads by Google



Like · Reply · 2 mins

Write a comment...

Ahmed Waly, Mostafa Radwan and 5 others like Workplace by Facebook.

**Workplace by Facebook**  
Sponsored

Improve the way your business is run. With simple tools anyone can use, Workplace helps your people move faster and get more done. Try Workplace for Free Today.

**Workplace by Facebook**  
Bring Your Team Together

**Sponsored** Create Ad

**MAM Originals**  
mamoriginals.com  
Minimalist timepieces designed and assembled in Europe.

**Get Workplace for Free**  
work.facebook.com  
Workplace by Facebook helps coworkers connect to share ideas. Free and unlimited groups, m...

in Search

Home My Network Jobs My Activity My Network News

Discover

- Scotiabank Business
- Digital Marketing
- Search Engine Lead
- Advertising Marketing

Discover

- Scotiabank Business
- Digital Marketing
- Digital Marketing Social Media

Followed Markings

Discover more

Abdelrhman Mohamed, Hour Mohamed and 3 others follow SoftServe

0:01 / 0:55

Like Comment Share

**DBS**  
Get up to \$5120 cashback with DBS Rewards Card. Apply now.

**Why CE is Worth the Investment**

According to the results, 80% of all sales are generated by our talented sales force. Here's how:

Learn why CE is worth the investment.

<b>\$700M</b> 80% of all sales are generated by our talented sales force.	<b>89%</b> Customer retention rate compared to competitors.	<b>65%</b> New CE sales generated by our sales force.	<b>72%</b> Of sales, 72% are generated by our sales force.
--	--	--	---

LinkedIn



**FINAL SCORE**

**You PASSED A FRIEND!**

#4 ↑ **397,900**  
Sameh

#5 ↓ **250,000**  
Russell Crane

**CONTINUE**

+39 Coins

SEND TO MY PARTNER

SKIP

Sameh Ahmed



**Facebook Gameroom**  
Discover more gaming content using Gameroom.

**Explore Gameroom**

Privacy · Terms · Cookies

**FEATURED GAME**



**GAMING VIDEO**



English (UK) · English (US) · العربية  
· Français (France) · Español

Privacy · Terms · Advertising · AdChoices

Ads by Google

**Udemy**

CCNA 200-125 exam - a complete guide - Cisco

**\$14.99**

**Shop now**

# GDN Ads Formats

**Non-animated image ads:**

**Formats:** GIF, JPG , PNG.

**Animated image ads:**

**Not** available for all advertisers. your account meets the following requirements:

- ✓ Has a **good history of policy**.
- ✓ Has a **good payment history (1000\$ total lifetime spend)**

**Ads Sizes**



## Image ad

“Max. size: 150 KB” Ad sizes



## Responsive Ad

“Recommended”

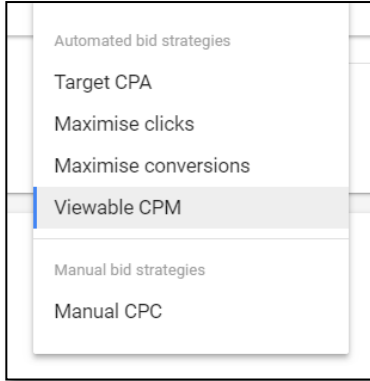
### Images and logos

Add at least 1 landscape image and at least 1 square image



Easier way, ads are asset-based, Automatically adjust ads size, appearance, format to fit available ad spaces including (logos, headlines, images, videos, descriptions) uses the multiple assets you upload to optimize for the best performance according to the available ad space.

# Bidding Strategies



**CPC OR vCPM**

**The Bidding Strategies you should use depends on:**

- the goals you are looking to achieve.
- Your KPIs
- Your Ad's Design
- No performance differences

**Example**



**Budget 2000 EGP**

**CPC = 1 EGP** ----- You are guaranteed **2000 clicks**.

**CPM = 20 EGP** ----- **100 CPM** You are guaranteed **100,000 imp.** (2% Conv. = 2000 clicks)

**Pricing Ratio: When CPC = 1 EGP, the vCPM = 20 EGP**

# FYI

1 / 4 > New form of payment required - Your current payment methods can't be charged.

FIX IT

1 Create your campaign — 2 Confirmation

https://support.google.com/google-ads/answer/3056432?hl=en

Jotun ColourAdvisor scibpaints on Instagram The Quote Garden Human Cities selfie The Jotun Group | Jotun

Google Ads Help



Describe your issue

## About Display Planner



### Alert

The Display planner is no longer available in the new Google Ads experience. Its features, however, have been incorporated throughout campaign creation and targeting in the new Google Ads experience. Integrating the benefits of the Display planner directly into the core functionality of the new Google Ads experience simplifies your processes by eliminating the need of a different tool to complete your tasks. Here are a few benefits of using the new Google Ads experience to accomplish the tasks you once used the Display planner for:

- You get information right when you need it, there's no need to switch between Google Ads and Display Planner.
- You get better forecasts, since more ad formats and targeting options are supported.



Select the event that you want to be charged for. For example, if you select clicks, your campaign will

Your targeting's reach

Impressions

0 EP

Your estimated weekly performance is calculated based on historical data across Google Ads accounts.

Your weekly estimates

Enter a bid and budget to see your estimated



**Planner "Estimated performance"**

# Display planner tips

## Campaign's Planning and Forecasting

**Google Ads** | New campaign

Your account isn't active - Your ads aren't running because your account has been cancelled. **REACTIVATE**

1 Create your campaign — 2 Confirmation

**People:** Who you want to reach  
Define your Audiences, Demographics or both

Audiences

Select audiences to define who should see your ads. You can create new audiences in Audience Manager.

Edit targeted audiences **DONE**

SEARCH **BROWSE** 2 selected CLEAR ALL

Your custom audiences Select one or more audiences to target.

- [clickers](#)
- [huawei Laptop](#)
- [mido x aly](#)

**Weekly estimates**

**Available impressions**

Based on your targeting and settings but not your budget or bid

Impressions  
**30M**  
0 since last update

**Your estimated performance**

Based on your targeting, settings, daily budget of EGP5,000.00 and the typical bid of EGP2.59

Clicks	Average CPC
9K - 57K	EGP0.47 - EGP1.54
Impressions	CTR
1M - 5.3M	0.59% - 2.2%

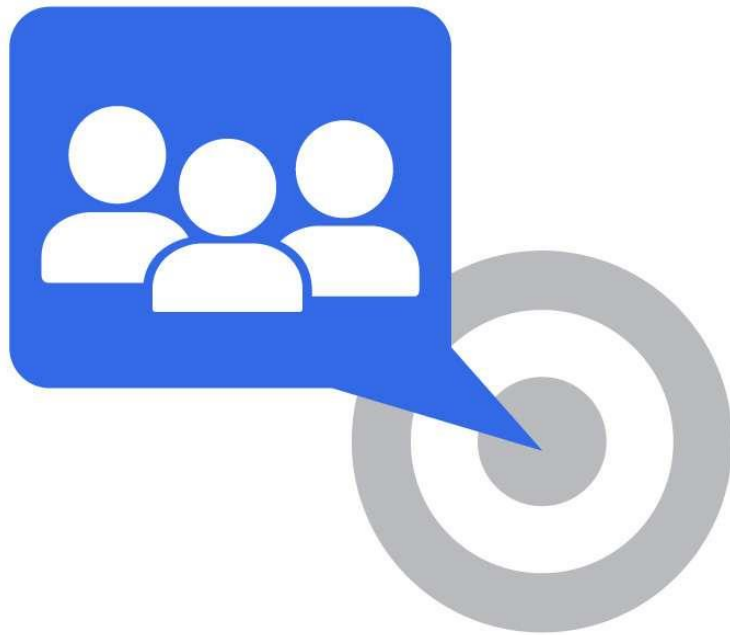
## Define Your Campaign

**KPIs**



**Budget**

**Note: A good Google Ads CTR is 0.5 -1 % + on the display network and video.**



## **GDN Targeting Definitions**

**Audience Targeting**

**Content Targeting**

# Audience Targeting

1. Demographics
2. Affinity
3. In-market & live events
4. Combined Segments (Audiences)
5. Custom Segments (Audiences)
6. Your data and similar segment (Remarketing & Similar audiences)

# Content Targeting

1. Topics
2. Placement
3. Keywords

The screenshot shows the 'Targeting' section of an advertising platform. Under the 'People' category, there is an 'Audience Segments' section. A blue button labeled 'Edit targeted segments' is visible. Below this, there are two tabs: 'SEARCH' and 'BROWSE'. Under the 'BROWSE' tab, a list of targeting options is shown, each with a right-pointing chevron:

- Who they are (Detailed demographics)
- What their interests and habits are (Affinity)
- What they're actively researching or planning (In-market and life events)
- How they've interacted with your business (Your data and similar segments)
- Your combined audience segments (Combined segments)
- Your custom audience segments (Custom segments)

The screenshot shows the 'ADD TARGETING' section of an advertising platform. It features a list of targeting options with descriptions and help icons:

- Demographics**: Suggest people based on age, gender, parental status or household income
- Keywords**: Suggest terms related to your products or services to target relevant websites
- Topics**: Suggest webpages, apps and videos about a certain topic
- Placements**: Suggest websites, videos or apps where you'd like to show your ads



# Content Targeting



- **Topics:** Target one ad to multiple pages about **certain topics**. you **reach a broad range of pages** on the GDN. Google Ads **analyzes web content** and considers factors such as **text, Titles, language, and page structure** then determines the **central themes** of each **webpage** and **targets ads based on your selected topic**.
- **Placement:** Target **URLs** that **your customers visit**., **we'll only look at your chosen URLs**.
- **Keywords:** **Place your ads next to content that contain the Keywords**. Google's technology **scans the content and webpage** and **automatically displays ads with keywords that match the subject or web address of the page**.

# Example

**Content targeting:**



**Topics:** Cars (And/or) Sports



**AND**

**Placement:** youm7.com (And/or) yallakora



**AND**

**Keywords:** BMW (And/or) Race

bmw 2012	100	<div style="width: 100%;"></div>
audi	70	<div style="width: 70%;"></div>
bmw 3	70	<div style="width: 70%;"></div>
bmw m3	60	<div style="width: 60%;"></div>
mercedes	55	<div style="width: 55%;"></div>
bmw x5	50	<div style="width: 50%;"></div>
bmw car	50	<div style="width: 50%;"></div>
bmw e46	50	<div style="width: 50%;"></div>

Searches related to race car	
race car games	is racecar one word
race car for sale	race car games for kids
race car for kids	race car crashes
race car videos	race car accessories

# Audience Targeting



- **Demographics:** **Users Locations, Ages, Genders.**
- **Affinity:** using a **Users browsing history, time on pages visited** and then associates an **interest category** with the **users browser. (interests and habits) “Menu”**
- **In-market:** only Show ads to **users** who have been **actively searching for products and services like yours (temporary interested)** to interact with your ads **“Menu”**

# Example

**Content targeting:**

**Affinity:** Online Shopping **(And/or)** Mobile phones

- Permanent interested in online Shopping **(And/or)** Mobile Phones

**AND**

**In-Market:** Coffee **(And/or)** Mobile accessories

- Temporary interested in Coffee (And/or) Mobile accessories



Extra Advanced  
Information

An orange arrow pointing downwards, indicating a flow or continuation of information.

# Display Campaign Advanced Targeting

# Example

## Content targeting:

**Affinity:** Online Shopping (**And/or**) Mobile phones

- Permanent interested in Shopping (**And/or**) Mobile Phones

**OR** → **A Combined Audience**

**In-Market:** Coffee (**And/or**) Mobile accessories

- Temporary interested in Shopping (And/or) Cars



- **A Combined Audience** lets you reach people who belong to more than one audience group (affinity & in-market) . **Add Audience with (OR Rule)**

The screenshot shows the 'New combined audience' dialog box in Google Ads. The dialog is titled 'New combined audience' and has the subtitle 'Create a custom combination of audiences'. It features a search bar with the text 'mobile' and a dropdown menu for 'Match any of these audiences'. Below the search bar, there are two tabs: 'SEARCH' and 'BROWSE'. The 'SEARCH' tab is active, and it displays a list of audience options, each with a checkbox and a description. A red arrow points from the 'NARROW YOUR AUDIENCE (AND)' section to the 'SEARCH' tab and the list of audience options. The 'Audience estimate settings' section on the right shows 'Egypt, Arabic (+1 language)' and a message that 'Current audience estimate is not yet available'. At the bottom of the dialog, there are 'CREATE' and 'CANCEL' buttons.

**New combined audience**  
Create a custom combination of audiences

Match any of these audiences mobile

**NARROW YOUR AUDIENCE (AND)**

**SEARCH** BROWSE

- In-market audiences **Motorcycles (New)**
- In-market audiences **4x4s (New)**
- In-market audiences **Home Appliances**
- In-market audiences **Compact Cars (New)**
- In-market audiences **Computer Accessories & Components**
- What their interests and habits are (2)
- Affinity audiences **Mobile Enthusiasts**
- Affinity audiences **Action Game Fans**

**Audience estimate settings**  
Egypt, Arabic (+1 language)

Current audience estimate is not yet available

CREATE CANCEL

- Custom Audience: Enter Custom intent as Interests, phrases or URL content.

The screenshot displays the Google Ads Audience Manager interface. The main window is titled "New custom audience".

**Audience name:** A text input field is present but empty.

**Include people with following interests or behaviors:**

- People with any of these interests or purchase intentions
- People who searched for any of these terms on Google

*Only on campaigns running on Google properties. On other campaigns, terms will be used as interests or purchase intentions.*

**Selected Interests/Behaviors:**

- cheapest huawei mobile phone
- buy huawei mobile phone
- huawei vodafone mobile phone
- cheapest huawei phone to buy
- huawei phones cheapest price
- huawei phone deals
- huawei p30 pro mobile phone
- huawei y9 prime 2019
- huawei y9 mobile

**Additional Input:** The text "huawei" is entered in a search field below the tags.

**Expand audience by also including:**

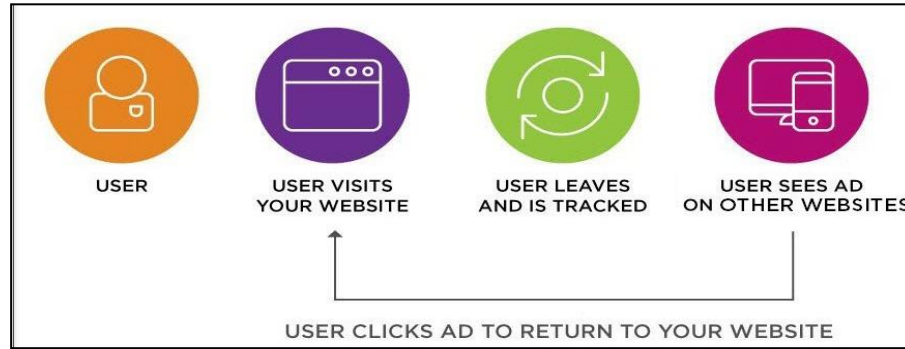
- [People who browse types of websites](#)
- [People who use types of apps](#)
- [People who visited certain places](#)

**Audience insights (Right Panel):**

- Audience insights:** Egypt, Arabic (+1 more), All types
- Country:** Egypt
- Language:** English, Arabic
- Campaign type:** All
- Weekly impressions:** 500M - 1B
- Gender:** 68% male
- Age:** 39% 18 - 24
- Parental status:** 71% non-parents
- Topics:** Mobile Phones, Smart Phones, M...

**Buttons:** CANCEL, SAVE AUDIENCE

- **Remarketing:** Target users that **already visit with your website before**



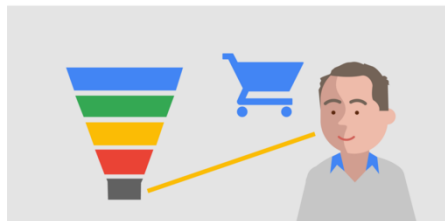
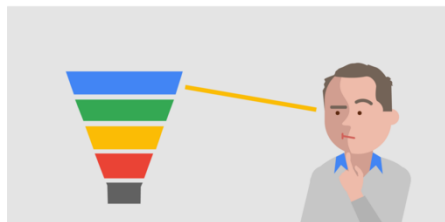
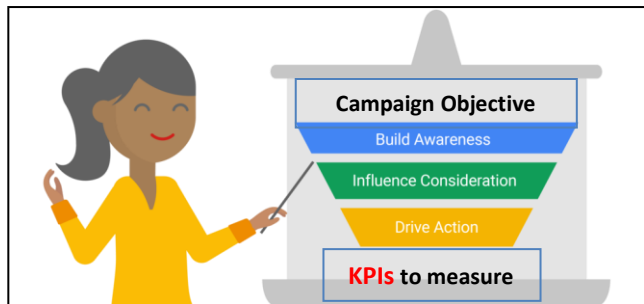
Remarketing List has to include more than 1000 unique user

<1,000  
Too small to serve

- **Optimized targeting (Similar audiences):** Automatically **finding new customers similar to your existing customers** (Machine Learning).
- ✓ Expand your audience by targeting **users with interests related** to the users in **your remarketing** lists.
- ✓ **These users** aren't searching for your products or services directly, **but their related interests may lead them** to interacting **with your ads**.

## Which targeting options should I use?

The Targeting option you should use depends on the goals you are looking to achieve



**Simplify your Ad group (ONE targeting method per ad group)**

# Implementation



Thank You



أفكار مهدي