

# Google Ads Main Measures, Ad Rank, Campaign Structure & Funnel Strategies

The logo for Instituto Herioto de Universidade (IHU) is located in the top right corner. It consists of a blue diagonal band with the white text 'IHU' inside it.

IHU

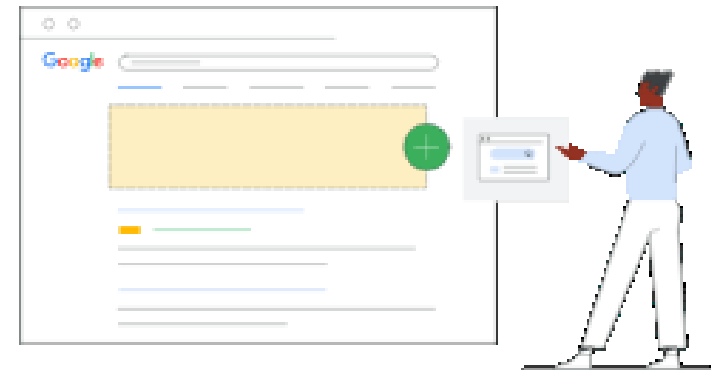
# Google Ads

A marketplace where companies pay to have their website ranked at the top of a search results page, based on keywords.

→ Over 95% of Google's revenue (approx. 60 billion annually) comes from Google Ads

**Benefits:** smaller players in the industry can duke it out at the top of a SERP.

---



# Google Search Network

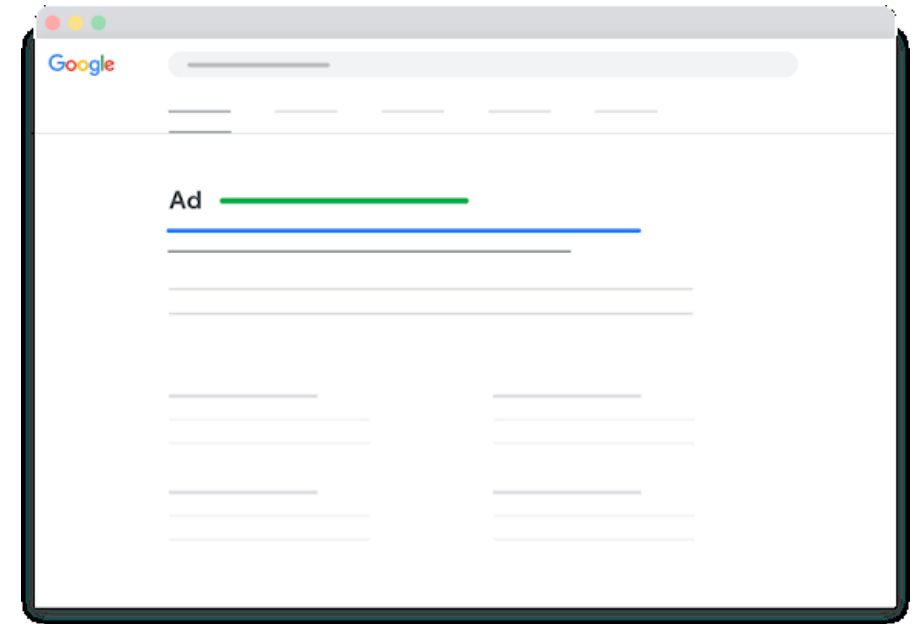
Ads can appear above or below search results on Google Search.

They can also appear beside, above, or below search results on Google Play, the Shopping tab, Google Images, Google Maps, and the Maps app.

You can show ads to people actively searching online for your products and services.

## Benefits

- **Reach your goals:** Search campaigns can help you get more sales, leads, or website traffic.
- **Access highly relevant targeting:** Target people actively searching for your specific products and services.
- **Easy setup:** Ads are easy to create and don't require special assets.



# Google Display Network

GDN = group of more than 2 million websites, videos, and apps where your ads can appear.  
Display Network sites reach over 90% of Internet users worldwide.

With the Display Network, you can use targeting to show your ads in particular **contexts** (like “outdoor lifestyles” or “cnn.com”), to particular **audiences** (like “young moms” or “people shopping for a new sedan”), in particular **locations**, and more.

If you've ever seen an ad on your favorite news site or in your Gmail account, and wondered how it got there, now you know: websites like these are part of the Google Display Network



# Google Display Network

Ads can appear on websites based on the targeting methods you choose. On the Display Network, there are several ways to target your ads:

- Choose **keywords and topics** related to what your offer
- Choose **specific websites** or pages
- Choose specific **audiences** based on their interests, demographics, or whether they've visited your website before.

You upload various assets (images, headlines, logos, videos, and descriptions) in Google Ads and the optimal combination and size of assets will appear in ads across websites, apps, YouTube, and Gmail.

Search ads only appear to those who are already searching for your product or service, while display ads are paid placements that appear based on various targeting parameters.



# Example of DN campaign

Search

Reports

Tools and settings

Refresh

Help

All campaigns

Workspace (3 filters)

Display campaigns

Campaign

Brand awareness and reach-Display-2

Ad group

Ad group 1

Enabled

Status: Eligible

Type: Ad Exchange

Max. CPM: €10.00 (viewable)

Close

About this ad group

Ad group name

Ad group 1

Audiences

What their interests and habits are  
Cooking Enthusiasts, Health & Fitness Buffs,  
Green Living Enthusiasts + 1 more

Topics

Beauty & Fitness, Health, Food & Drink

Settings

Change history

Show less

Devices

Performance Max experiments

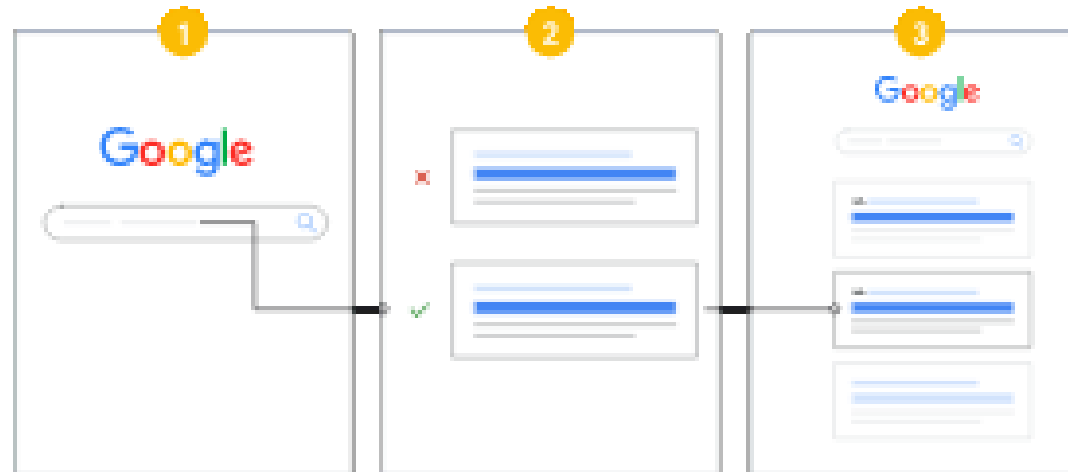
Ad	Status	Ad strength	Ad type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Viewable CTR	Avg. viewable CPM
<div><div><div></div><div></div></div><div>Βιολογ... +4 more Βιολογικά Ελαι... Κατάλληλα για ... <a href="#">View asset details</a></div><div>+7 images</div></div>	Eligible	—	Responsive display ad	0	0	—	—	€0.00	—	—
Total: Ads in your current workspace				0	0	—	—	€0.00	—	—

# Ad positioning

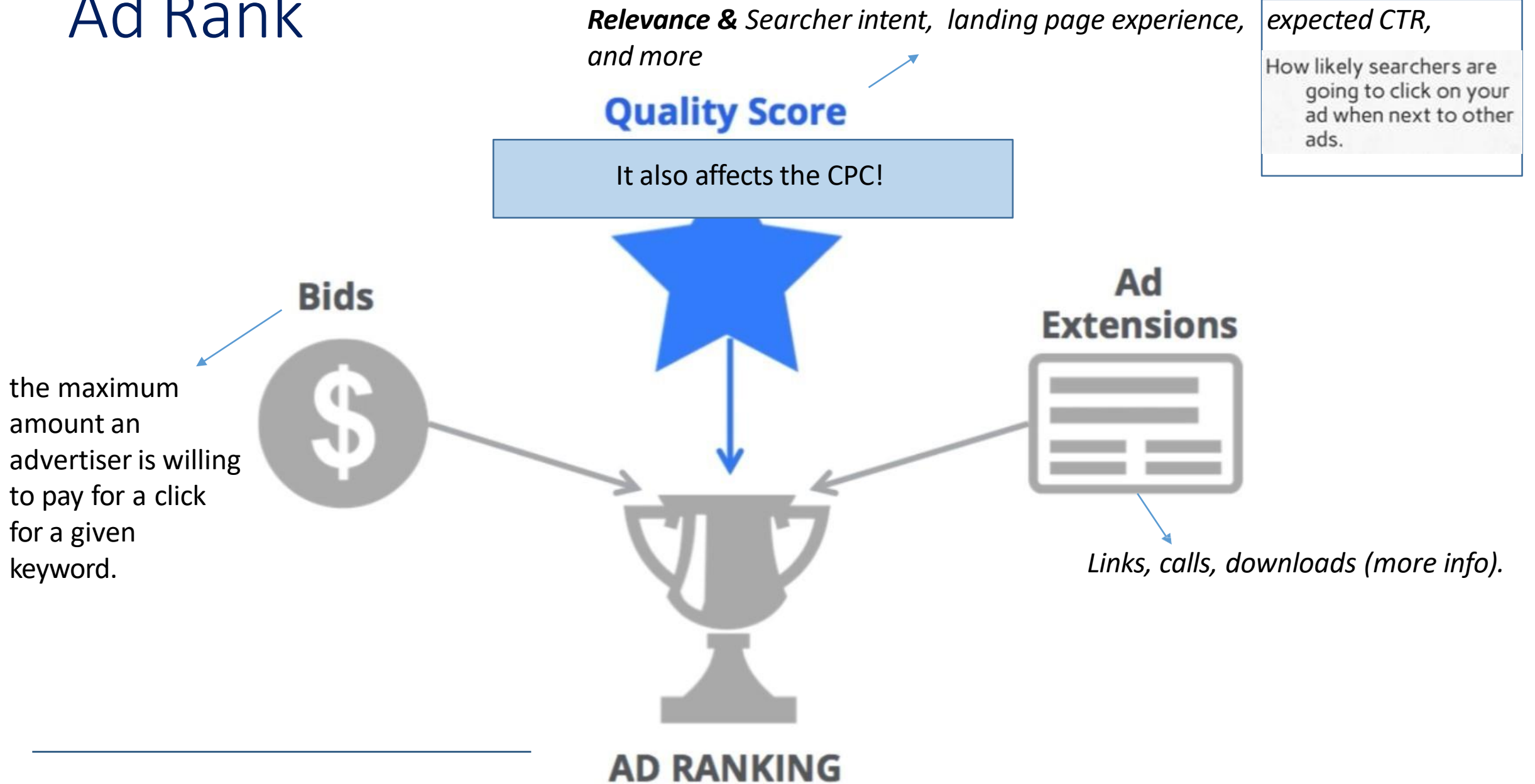
Google Ads calculates **Ad Rank** for every ad in the auction.

Ad Rank determines your ad position and whether your ads are eligible to show at all.

The ad with the highest Ad Rank gets to show in the top position and the ad with the second-highest Ad Rank gets to show in the second position.



# Ad Rank





# Ad Rank

It is not only bidding: Quality of ads and the ad format of your ads play an important role in determining ad position.

Google search results for "plumbing services". The search bar shows "plumbing services" and the results show "About 16,400,000 results (0.79 seconds)".

Three ads are displayed with price tags:

- \$6** **\$88 Plumber Service - RescueRooter-Bay-Area.com**  
Ad: www.rescueroooter-bay-area.com/   
Call Now for 24/7 Plumber Service. \*Special: \$88 Any Drain Cleaned!  
Trusted For 40 Years - Satisfaction Guaranteed - Energy-Efficient Options  
Services: Drain Cleaning, Water Heater Service, Plumbing Repair, Water Heater Sales, Leak Detection  
\$88 Drain Cleaning \$375 OFF New Water Heater  
24 HR Emergency Service 40 Years In Bay Area
- \$10** **Roto-Rooter Plumbers - RotoRooter.com**  
Ad: www.rotorooter.com/SantaCruz   
(831) 291-4022  
Plumbers in Santa Cruz. Call Now For 24/7 Plumbing Service!  
Licensed & Insured - Recommended Since 1935 - Emergency Service  
24 Hour Service - Faucet Repair - Residential Services - Toilet Repair  
Santa Cruz, CA - Open today - Open 24 hours
- \$8** **Plumbing Services - crownplumbingsanjose.net**  
Ad: www.crownplumbingsanjose.net/   
(408) 512-2751  
Do You Need Plumbing Services? Call Us Today For A Quote And Sa

Since AdWords includes quality factors, bids and ad position are not always linear

	Max Bid 50%	Quality Score 40%	Ad Format 10%	= Ad Rank
Advertiser 1	6	10	10	= 9.6
Advertiser 2	10	3	10	= 7.2
Advertiser 3	8	5	2	= 6.2

# Quality Score

A metric based on the **experience** that the user has on your landing page, the **relevance** of your website and your actual ad.

How can someone pay less CPC?

By producing a good quality score.

Each keyword in your account will get its own Quality Score, e.g. 7/10 (**relevance factor compared to the searched term**).

Other Factors: **CTR, geographic location, targeted device, company account history (legitimate & credible), Landing Page relevance and UX!!**

# Cost-per-click

- **Cost-per-click (CPC) bidding** means that you pay for each click on your ads. For CPC bidding campaigns, you set a maximum cost-per-click bid - or simply "max. CPC" - that's the highest amount that you're willing to pay for a click on your ad (unless you're setting bid adjustments or using Enhanced CPC).
- Your **max. CPC** is the most you'll typically be charged for a click, but you'll often be charged less -- sometimes much less. That final amount you're charged for a click is called your **actual CPC**
- If you enter a max. CPC bid and someone clicks your ad, that click won't cost you more than the maximum CPC bid amount that you set.

# Average Cost-per-click

- The average amount that you've been charged for a click on your ad. Average cost-per-click (avg. CPC) is calculated by dividing the total cost of your clicks by the total number of clicks.
- Your average CPC is based on your actual cost-per-click (actual CPC), which is the actual amount you're charged for a click on your ad. Note that your average CPC might be different than your **max CPC** which is the highest amount that you're willing to pay for a click.
- Here's an example of how to calculate your average CPC. Let's say your ad gets two clicks, one costing \$0.20 and one costing \$0.40, for a total cost is \$0.60. You'd divide \$0.60 (your total cost) by 2 (your total number of clicks) to get an average CPC of \$0.30.

# Cost per Mile (CPM)

CMP: Cost-per-thousand impressions

CPM makes the most sense for a campaign focused on heightening brand awareness or delivering a specific message.

It is a way to bid where you pay per one thousand views (impressions) on the Google Display Network.

**Viewable CPM (vCPM)** bidding ensures that you only pay when your ads can be seen.

# Viewable Cost per Mile (vCPM)

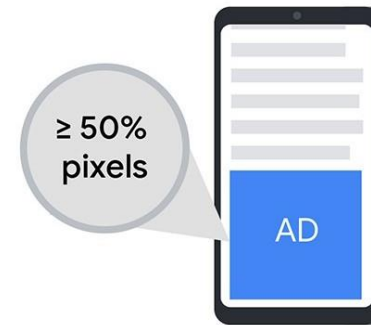
**Viewable CPM (vCPM)** bidding ensures that you only pay when your ads can be seen.

An ad is counted as viewable if at least 50% of its area is visible for at least 1 second for display ads, or at least 2 seconds for video ads

Are your ads seen?



How some providers report viewable impressions



How MRC compliant providers report viewable impressions

# Impressions vs. Page Views

## What an impression is?

- a metric used to quantify the display of an advertisement on a web page.
- also referred to as an "ad view."

How often your ad has already been shown when users searched for your keyword

An ad might receive placement in two locations on a website → pay for 2 impressions

- Frequently, impressions are measured by Cost per Mile (CPM)

# Click Through Rate (CTR)

- **Click/Impressions= Click Through Rate (CTR)**

The percentage of users who land on your advertised page because they clicked on your ad.

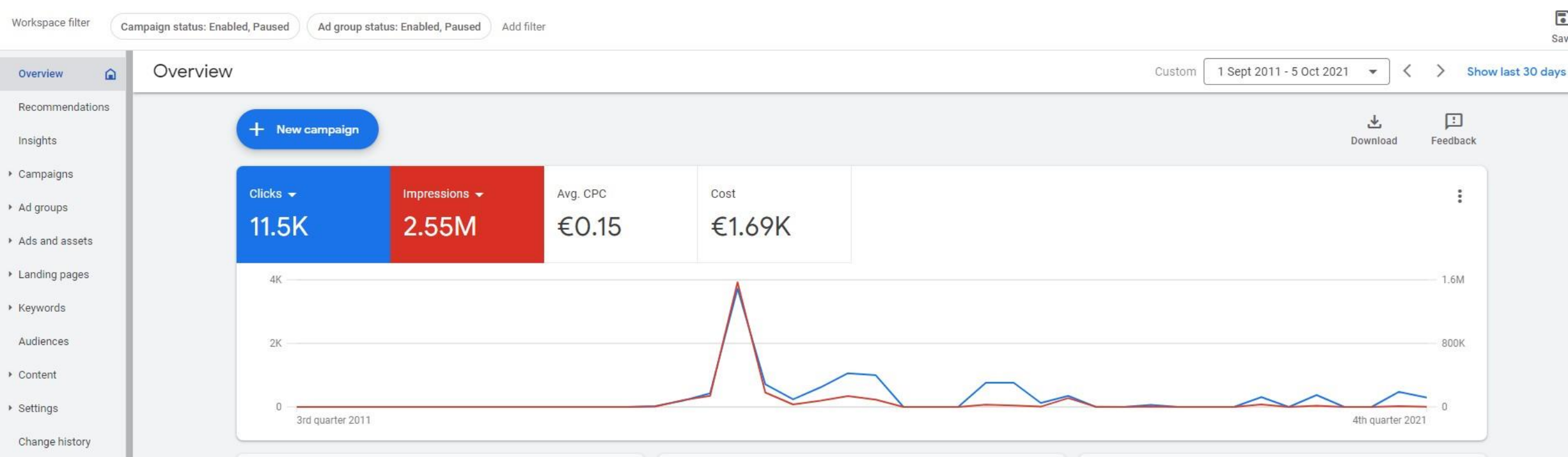
Example: if = 5 clicks & 100 impressions, then CTR =5%.

CTR tells you which ads are working well and which aren't.

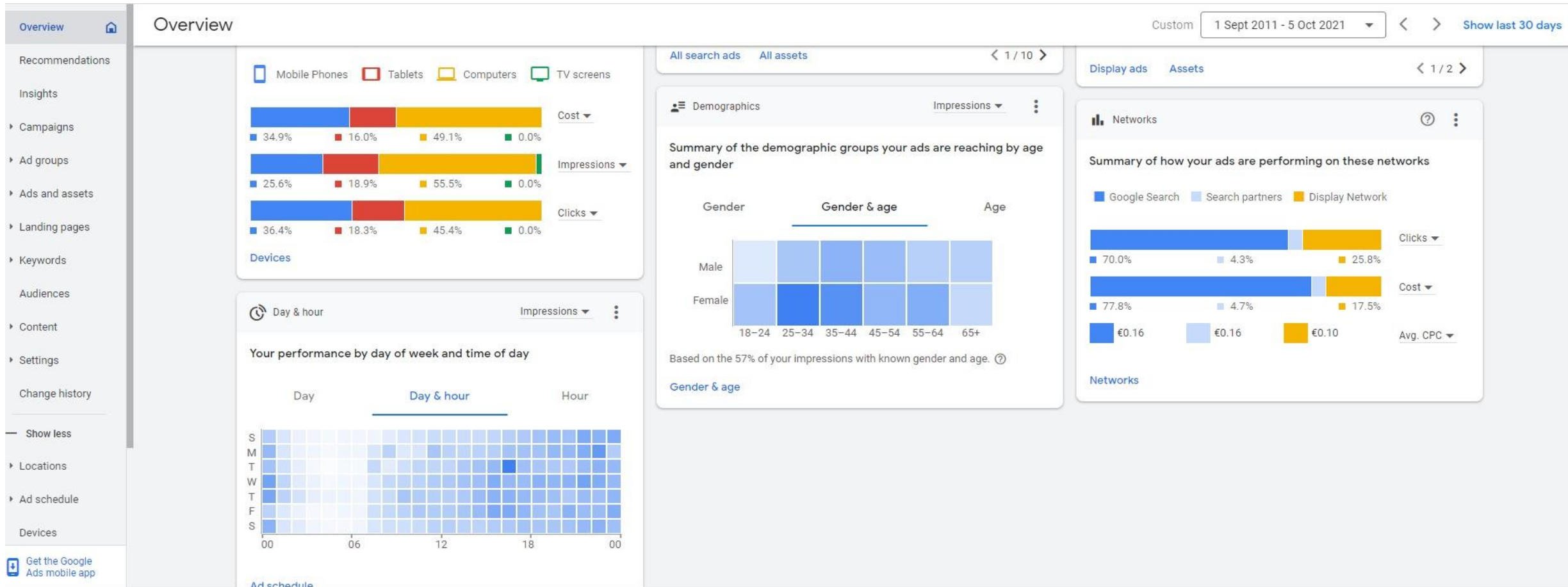
*A higher CTR generally means that your ad and keyword **relevancy** is better than others with a lower CTR*



# Google Ads Analytics -Workspace



# Google Ads Analytics -Workspace



# First set your Campaign Goals

## Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



### Sales

Drive sales online, in app, by phone or in store



### Leads

Get leads and other conversions by encouraging customers to take action



### Website traffic

Get the right people to visit your website



### Product and brand consideration

Encourage people to explore your products or services



### Brand awareness and reach

Reach a broad audience and build awareness



### App promotion

Get more installs, engagement and pre-registration for your app



### Local store visits and promotions

Drive visits to local shops, including restaurants and dealerships.



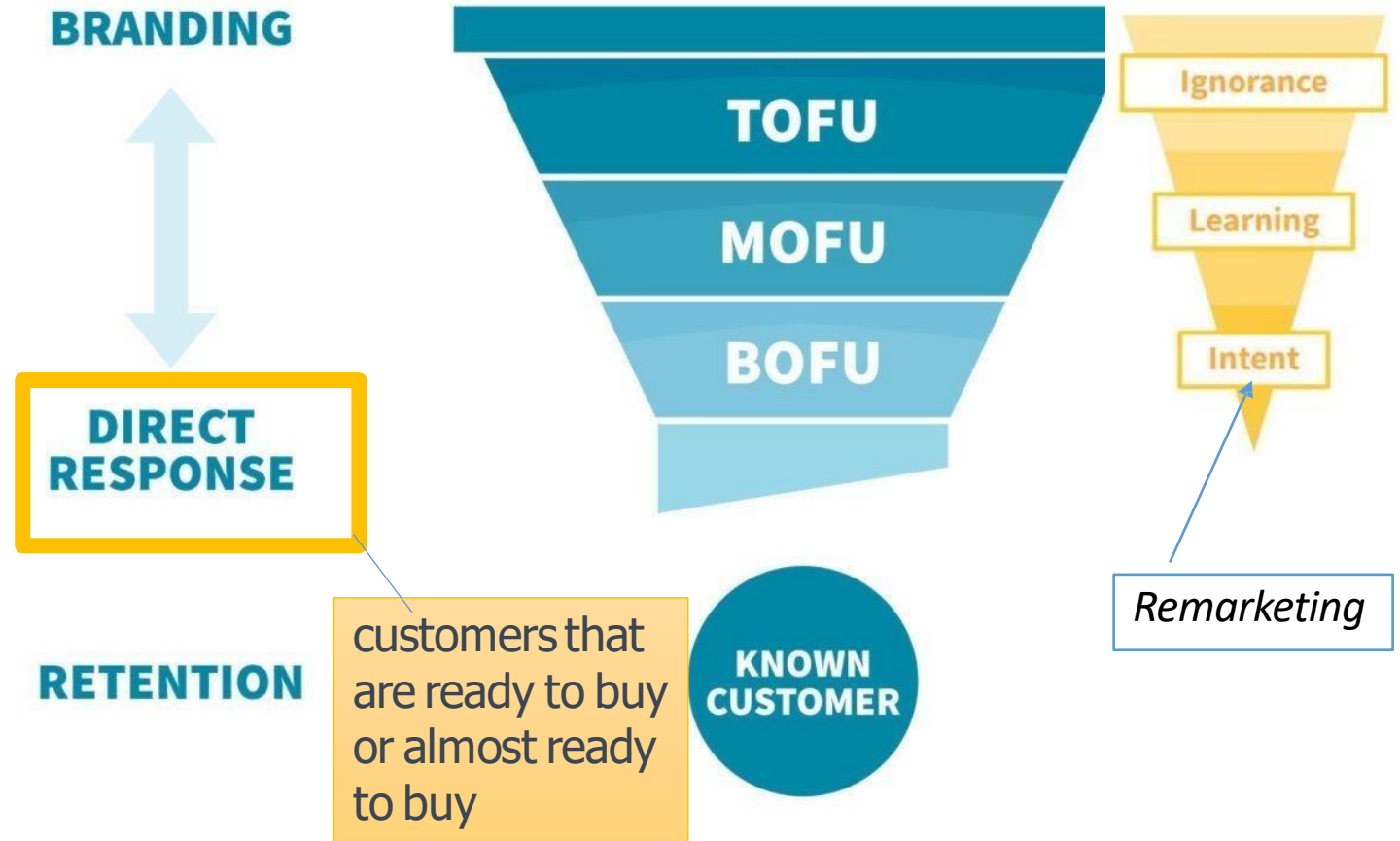
### Create a campaign without a goal's guidance

Choose a campaign type first, without a recommendation based on your objective.

# Funnels & Full-Funnel Strategy

3 User Segments: TOFU (Top of the Funnel), MOFU (Middle of the Funnel), and BOFU (Bottom of the Funnel):

- TOFU describes people who do not know our brand and are either not aware of the problem we are trying to solve for them, or they do perceive the problem but are not actively searching for the solution.
- People in the MOFU phase are aware of the problem they need to solve and are actively searching for the solution.
- In the BOFU stage users have found the solution and (hopefully!) it is YOUR PRODUCT/Service!
- There is also a hidden stage of the funnel: **Retention**.



**Tip: the lower funnel is more for Google Search, whereas whenever you move up the funnel you might also include Facebook, Instagram, and Youtube**

# Google Ads

5 steps to create a Google Ad Campaign:

1. **Keyword Research & Competitive Analysis**
2. **Campaign Setup**
3. **Adgroup Setup** (=a group of ads that are targeting a shared set of keywords.  
“CTR by ad group” == the click-through-rate of each of the ad groups.)
4. **Keywords Setup**
5. **Advanced features**

<https://ads.google.com/>

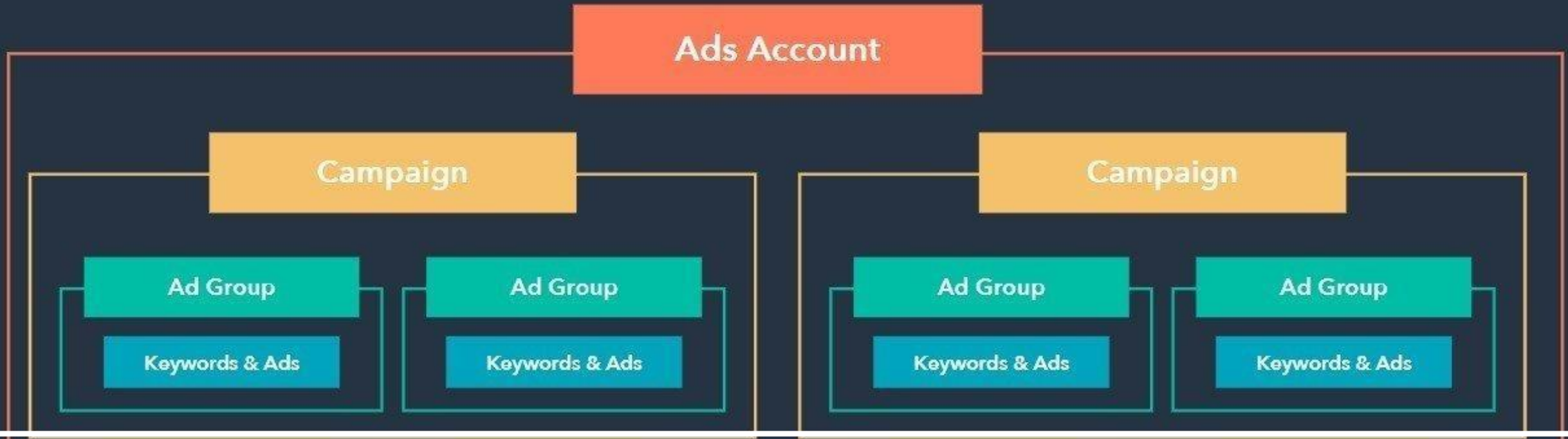
# Account Structure

## The three-layer design of Google Ads

Account			
Unique email and password Billing information			
Campaign		Campaign	
Budget Settings		Budget Settings	
Ad Group	Ad Group	Ad Group	Ad Group
Ads Keywords	Ads Keywords	Ads Keywords	Ads Keywords

The ad groups contain a set of similar ads and keywords.

# Google Ads Campaign Structure



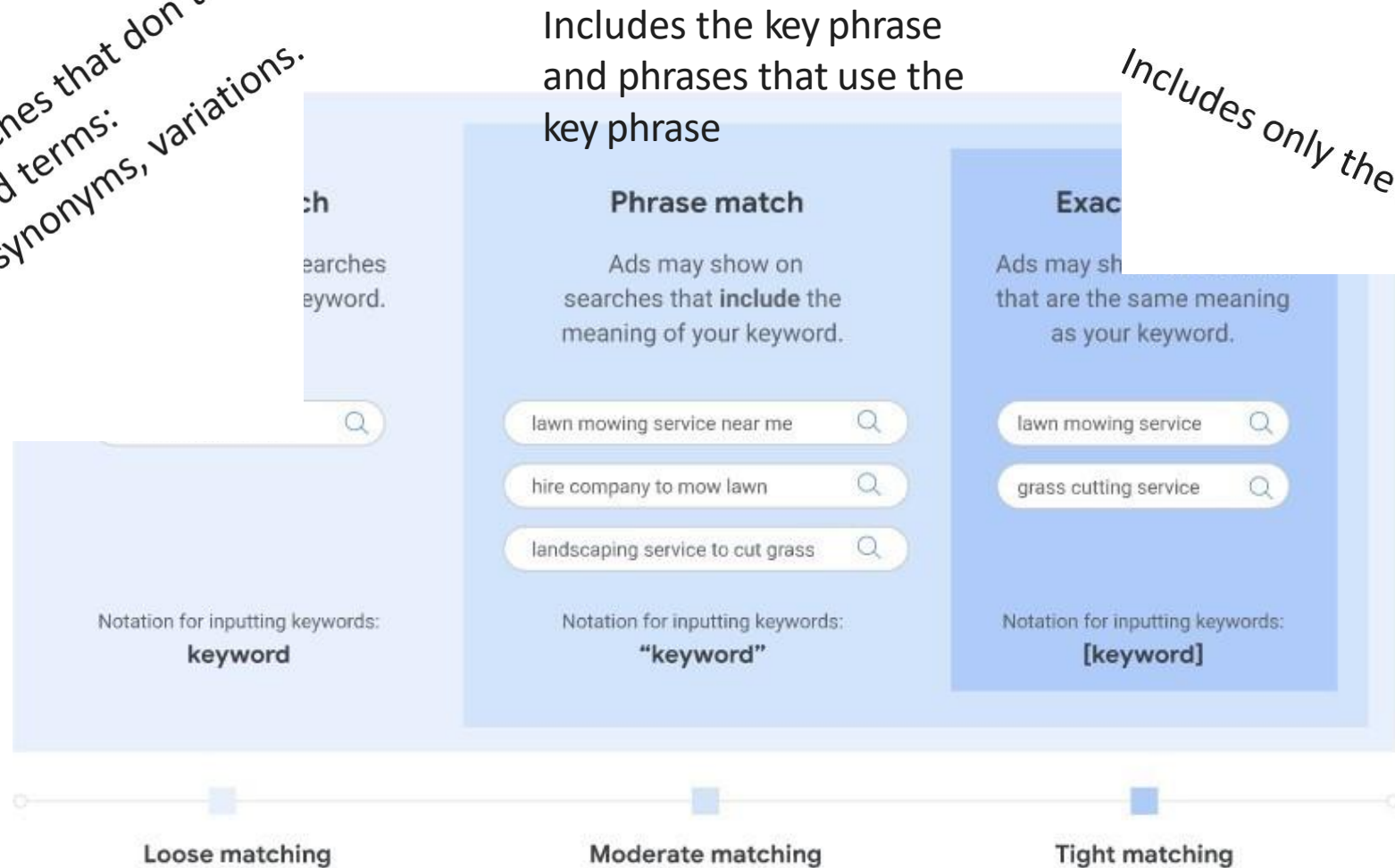
- Each of your campaigns is made up of one or more ad groups.
- Use ad groups to organize your ads by a common theme. For example, try separating ad groups into the different product or service types you offer.





# Keyword match types

Can include searches that don't contain the keyword terms:  
e.g. misspellings, synonyms, variations.



Includes only the key phrase



# Negative keywords

Negative keywords let you exclude search terms from your campaigns and help you focus on only the keywords that matter to your customers. Better targeting can put your ad in front of interested users and increase your return on investment (ROI).

Negative keywords won't match to close variants or other expansions. For example, if you exclude the negative broad match keyword *flowers*, ads won't be eligible to serve when a user searches *red flowers*, but can serve if a user searches for *red flower*.

# Campaign Structure - Strategy

Campaigns should be structured around your business and campaign objectives.

For example, own brand keywords should always be in their own campaign because they are expected to perform very well.

Likewise, generic keywords would be in a separate campaign because they are expected to have a lower click through rate (CTR) and conversion rate.

# Campaign Structure - Strategy

## Branded vs Non-Branded Campaigns

All brand keywords should be placed in their own dedicated brand campaign, so that their performance can be judged independently from non-brand search terms

# Campaign Structure - Strategy

Also! Do not mix keywords of different searcher intent.

Example (keywords):

- ink Epson printers
- cheapest Epson inks
- quality Epson ink
- Epson PictureMate ink

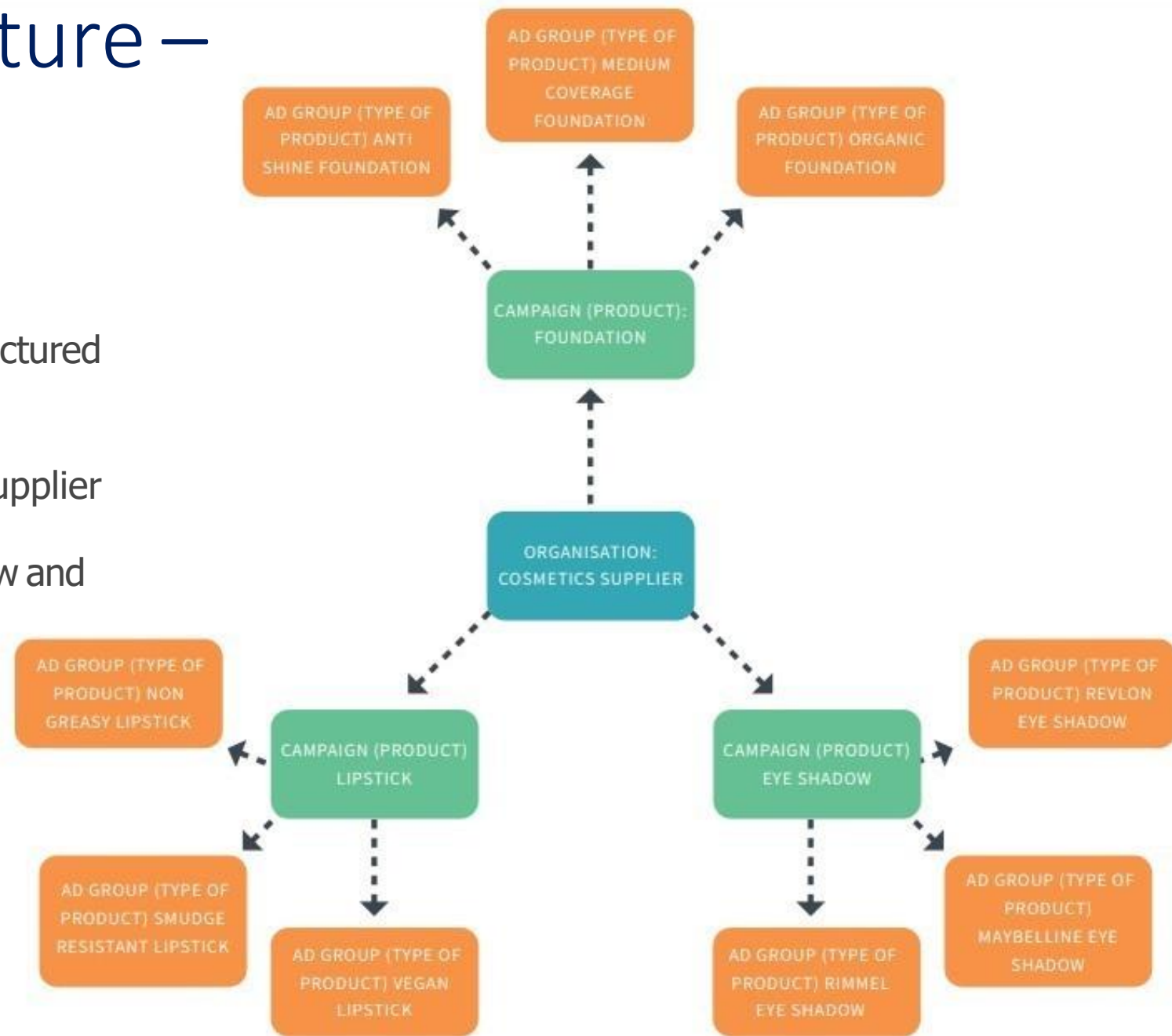


Low Quality Score  
Why?  
(different search intents)

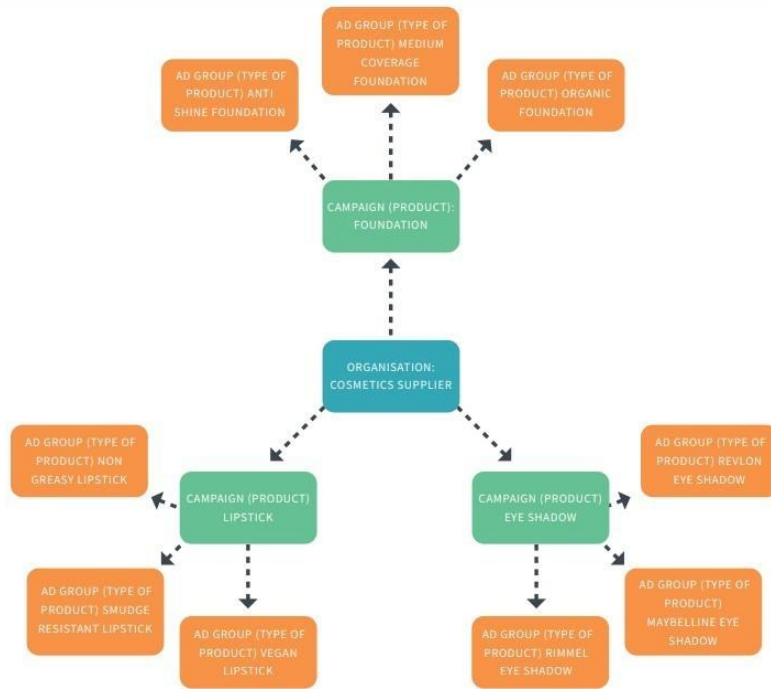
# Campaign Structure – Strategy

Example of themed and structured campaign

Business Case: a cosmetics supplier may  
Products: lipstick, eye shadow and foundation



## Campaign Structure - Strategy











CAMPAIGN (PRODUCT):  
LIPSTICK

AD GROUP (TYPE OF  
PRODUCT)  
NON-GREASY  
LIPSTICK

- KEYWORD (VARIATION OF  
TYPE OF PRODUCT)  
RED
- KEYWORD (VARIATION OF  
TYPE OF PRODUCT)  
WINTER
- KEYWORD (VARIATION OF  
TYPE OF PRODUCT)  
SUMMER
- KEYWORD (VARIATION OF  
TYPE OF PRODUCT)  
AUTUMN
- KEYWORD (VARIATION OF  
TYPE OF PRODUCT)  
PLUM
- KEYWORD (VARIATION OF  
TYPE OF PRODUCT)  
NUDE

# Campaign Goal Types

Select the goal that would make this campaign successful for you ?


<b>E</b>  Sales	<b>D</b>  Leads	<b>C</b>  Website traffic	<b>B</b>  Product and brand consideration
<b>A</b>  Brand awareness and reach	 App promotion	 Local store visits and promotions	 Create a campaign without a goal's guidance


**CONTINUE** CANCEL


# Create a Google Ads Account - Steps


Navigate to Google ads  
<https://ads.google.com/>  
and login using your Gmail  
account OR create a new  
one

What's your main advertising goal?

 Get more calls ✓

 Get more website sales or sign-ups

 Get more visits to your physical location

 Get more brand awareness with video views









Next

Are you a professional marketer? [Switch to Expert Mode](#)



# Create a Google Ads Account - Steps

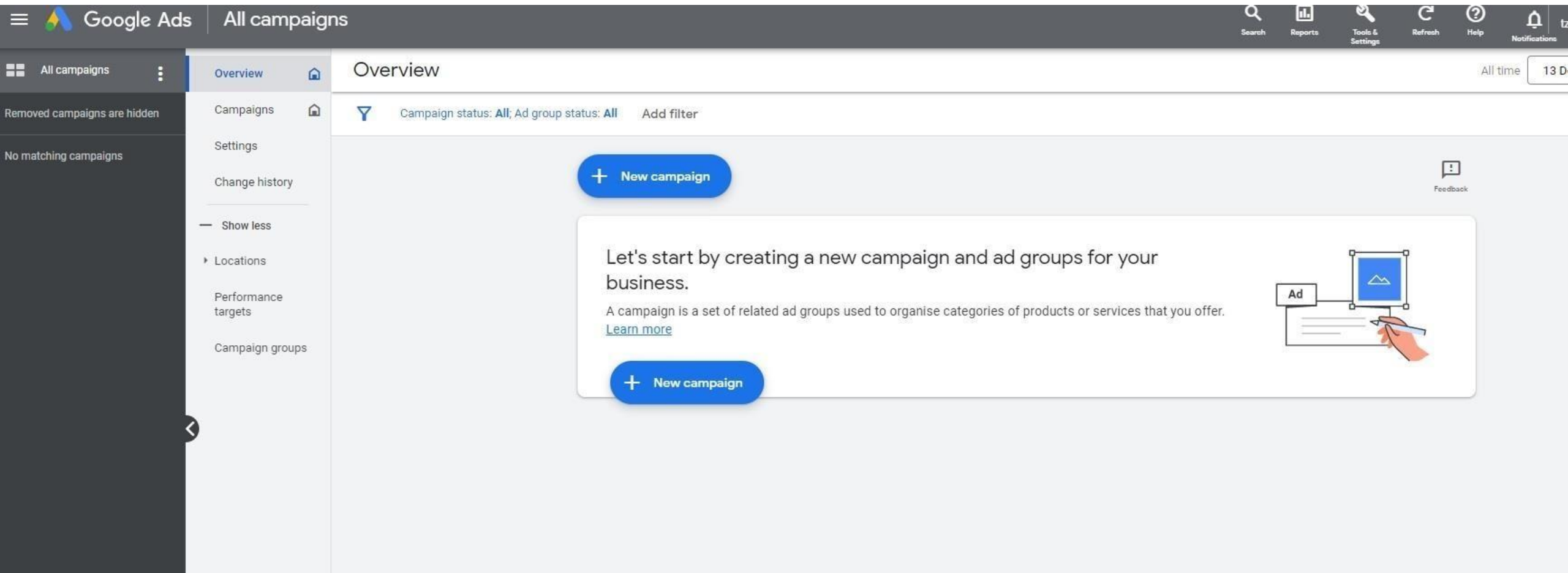
Select the goal that would make this campaign successful for you ?

 Sales	 Leads	 Website traffic	 Product and brand consideration
 Brand awareness and reach	 App promotion	 Local store visits and promotions	 Create a campaign without a goal's guidance

Create an account without a campaign

BACK CONTINUE

# Create a Google Ads Account - Steps



The screenshot displays the Google Ads interface. At the top, the 'Google Ads' logo and 'All campaigns' header are visible. The left sidebar contains navigation links: 'Overview' (selected), 'Campaigns', 'Settings', 'Change history', 'Show less', 'Locations', 'Performance targets', and 'Campaign groups'. The main content area is titled 'Overview' and features a filter bar with 'Campaign status: All' and 'Ad group status: All'. A prominent blue button labeled '+ New campaign' is positioned above a large instructional card. The card contains the text: 'Let's start by creating a new campaign and ad groups for your business.' followed by a definition of a campaign and a 'Learn more' link. To the right of the text is an illustration of a hand pointing to a document labeled 'Ad' with a mountain icon. A second '+ New campaign' button is located at the bottom of the card. The top right of the interface includes utility icons for Search, Reports, Tools & Settings, Refresh, Help, and Notifications, along with a date range selector set to 'All time'.

Google Ads All campaigns

Overview

Campaign status: All Ad group status: All Add filter

+ New campaign

Let's start by creating a new campaign and ad groups for your business.

A campaign is a set of related ad groups used to organise categories of products or services that you offer.  
[Learn more](#)

+ New campaign

Ad

Feedback

All time 13 D

# Create a Campaign

Google Ads

New campaign

Search

Budget and bidding

Budget

Bidding

Campaign settings

Keywords and ads

Extensions

Review

Budget and bidding

Select the budget and bidding options that work best for your goals

Budget

Set your average daily budget for this campaign

€

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Bidding

What do you want to focus on? [?](#)

Clicks

Recommended for your campaign

☐ Set a maximum cost per click bid limit

✓ This campaign will use the **Maximise Clicks** bid strategy to help you get the most clicks for your budget

[Or, select a bid strategy directly \(not recommended\)](#)

# Create a Campaign

Search

Budget and bidding

Campaign settings

Network

Locations

Language

Audiences

Dynamic ads

Keywords and ads


Extensions

Review

## Campaign settings

To reach the right people, start by defining key settings for your campaign


### Networks



#### Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords.

☒ Include Google search partners ?



#### Display Network

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

☒ Include Google Display Network ?

### Locations

Select locations to target ?

☐ All countries and territories

☒ Greece

☐ Enter another location

Location options

### Languages

Select the languages that your customers speak. ?

Based on your targeted locations, you may want to add these languages:

Greek

# Create an Ad Group

Google Ads

New campaign

Search

Budget and bidding

Campaign settings

Keywords and ads

Keywords

Ads

Extensions

Review

Keywords and ads

Ad groups help you organise your ads around a common theme. For the best results, focus your ads and keywords on one product or service.

Ad group name

Ad group 1

Keywords

Get keyword suggestions

Enter related web page URL

Enter products or services

GET KEYWORDS

Enter keywords

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

Enter or paste your keywords, one word or phrase per line


Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)


# Create an Ad

- ☐ Budget and bidding
- ☒ Campaign settings
- ☒ Keywords and ads
  - Keywords
  - Ads**
- ☐ Extensions
- ☐ Review

 All changes saved


Final URL 

https://www.example.com

Display path 

www.example.com /

0 / 150 / 15

Headlines 0/15  [View ideas](#)

New headline

0 / 30

New headline

0 / 30

New headline

0 / 30

New headline

0 / 30

New headline

0 / 30

New headline

0 / 30

New headline

0 / 30


New headline

0 / 30

New headline

0 / 30

ADD HEADLINE

Descriptions 0/4  [View ideas](#)

New description

0 / 90

New description

0 / 90

ADD DESCRIPTION

Preview

Ad • www.example.com/

Headline 1 | Headline 2 | Headline 3

Description 1. Description 2.

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

# Create a Search campaign

## - Instructions from Google

[https://support.google.com/google-ads/answer/9510373?hl=en&ref\\_topic=10543918](https://support.google.com/google-ads/answer/9510373?hl=en&ref_topic=10543918)

# Create a Display campaign

## - Instructions from Google

[https://support.google.com/google-ads/answer/10759203?hl=en&ref\\_topic=10289172](https://support.google.com/google-ads/answer/10759203?hl=en&ref_topic=10289172)



# Choosing the right Campaign Type - Instructions from Google

<https://support.google.com/google-ads/answer/2567043>