# 120' with Google
## Digital Advertising & Google Ads Fundamentals

━━━

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*Google Customer Solutions*

*EMEA HQ, Ireland*

# Agenda

01   Introduction

02   Digital Evolution

03   Search Basics

04   Youtube Basics

05   Tourism: Insights, Strategy

06   Google Ads in Practice

Google

01

# Introduction

# Today's Presentation

Rules:

- Participation is encouraged - Q&As.

- Content confidentiality.

About me:

- Education background.

- Account Strategist @ Google.
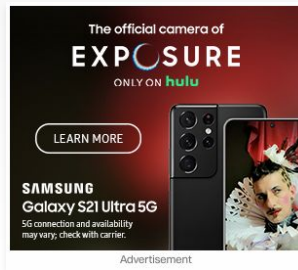
Google

# Key Ad Types: Search, Display, YouTube
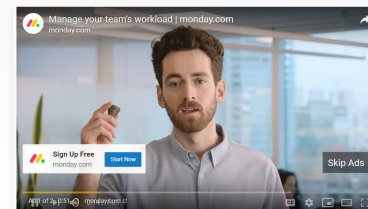
## Search ads



- Appear alongside a search query.

- Targeted (mainly) to the search query itself.

## Display ads



- Appear alongside website or app content.

- May be targeted to various signals

## YouTube ads



- Appear alongside YouTube videos or while browsing YouTube.

- May be targeted to various signals: e.g., time of day, device

- Video or image based.

Google

02

# Digital Evolution

# What's the world nowadays?
# How Google sees the ~~future~~ now ?

**a.**
Assistive experiences

**b.**
Machine learning

**c.**
Personalised digital marketing

**d.**
Growth of video

**e.**
Immersive experiences

Google

# A. Assistive experiences

**B.** Machine Learning

**C.** Personalized Digital Marketing

**Broad demographics are
no longer good enough**

But how is that possible?

Google

Google for Startups

# D. Growth of Video

Marketing is all about attracting attention for your brand, and video is a great way to stand out from the crowd

Google

# E. Immersive Experiences

From TVs to thermostats, cars to refrigerators, new devices are increasingly expected to work in sync with other tech.

"Hey Google, snooze for 10 minutes"
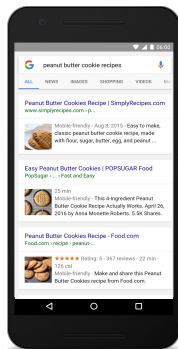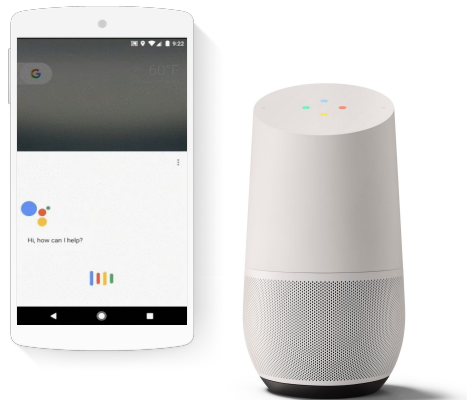
Google

# Evolving from a mobile first
# to an AI (Artificial Intelligence) first world

**Yesterday**

**Today**

**Tomorrow**

Google

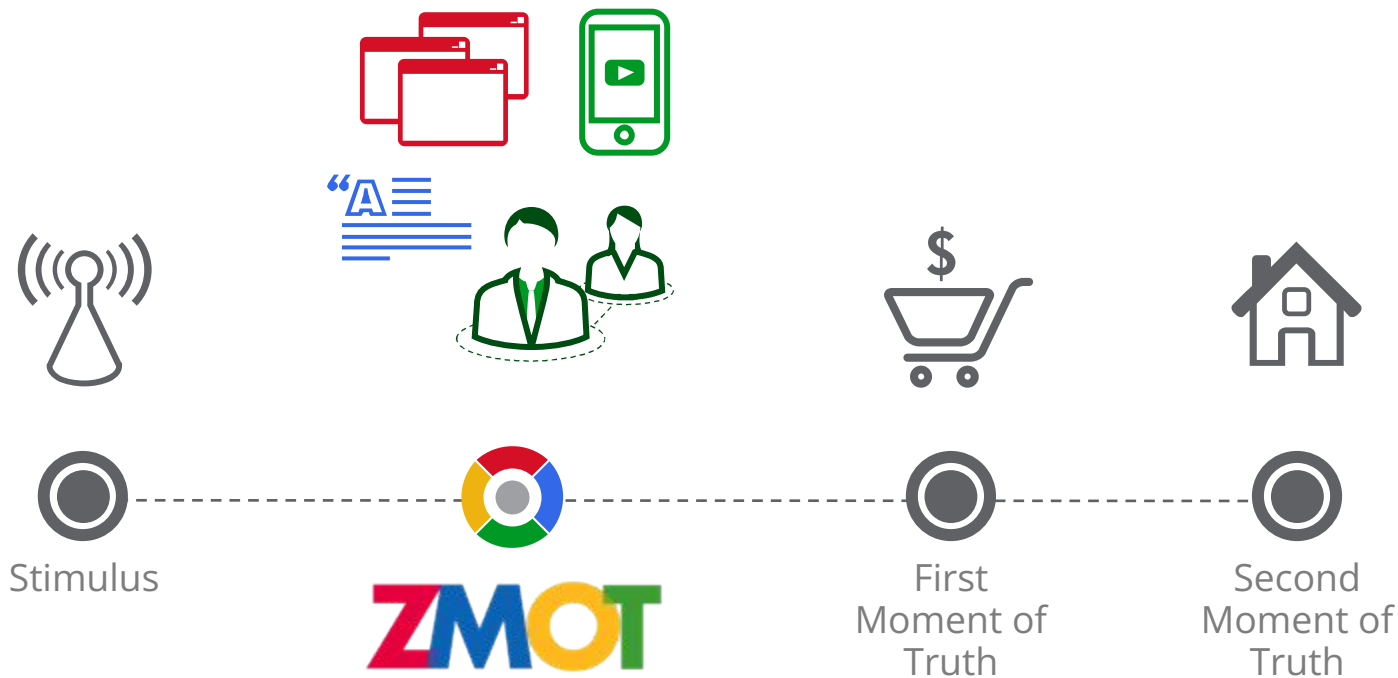"Shoppers make up their minds about a product in three to seven seconds, just the time it takes to note a product on a store shelf. This time lapse is considered the most important marketing opportunity for a brand."

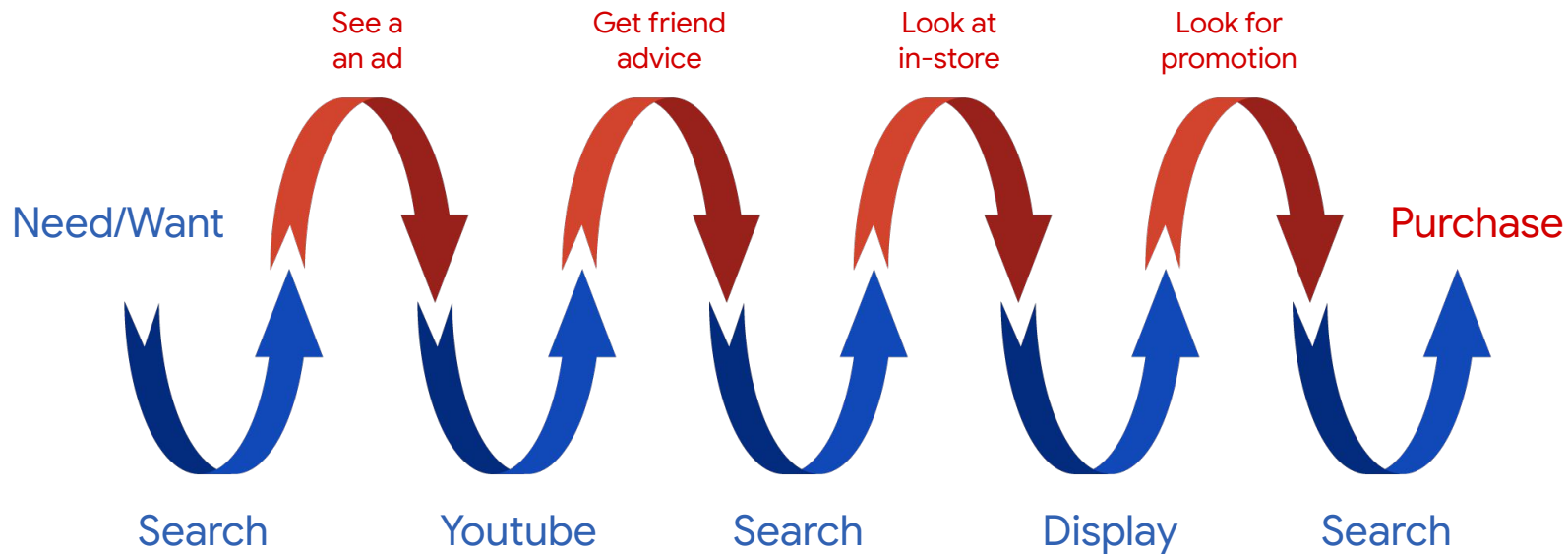First moment of truth.
-Procter & Gamble

Google

# Not anymore...

Stimulus

ZMOT

First
Moment of
Truth

Second
Moment of
Truth

Google

# User Journeys are of increasing complexity



See a
an ad

Get friend
advice

Look at
in-store

Look for
promotion

Need/Want

Purchase

Search

Youtube

Search

Display

Search

Google

Consumers expect to get exactly what they want, instantly and effortlessly
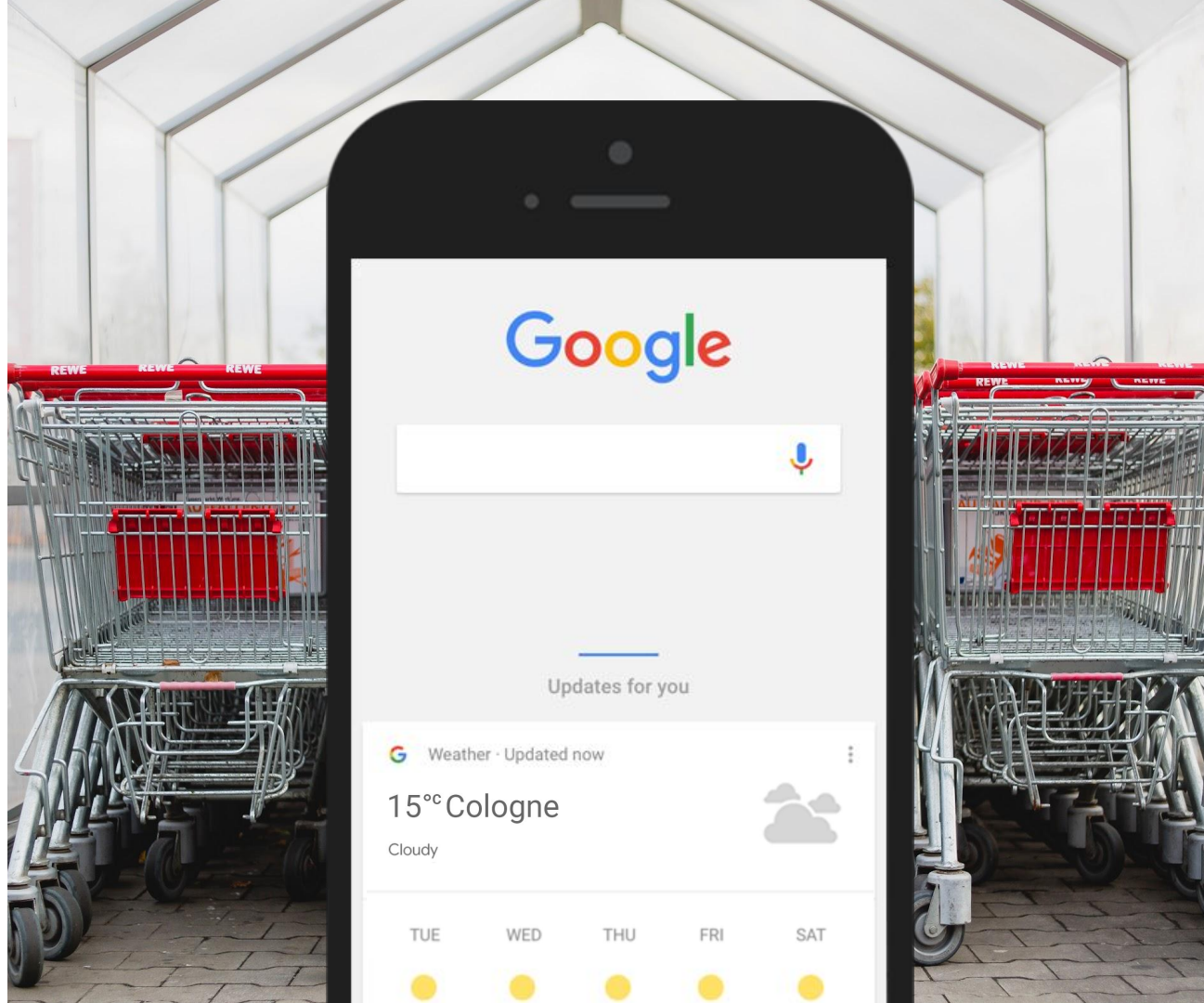
# Curious

Expecting to get useful advice and answers about the big stuff and the small stuff.

## +180%

On "shopping list" queries

Consumers expect to get exactly what they want, instantly and effortlessly

# Demanding

Expecting personal relevance, even with less effort on our part.

## +450%

On "near me" queries

Google

n 🎤

Updates for you

G  Weather · Updated now                    ⋮

13°c London

Cloudy

TUE     WED     THU     FRI     SAT
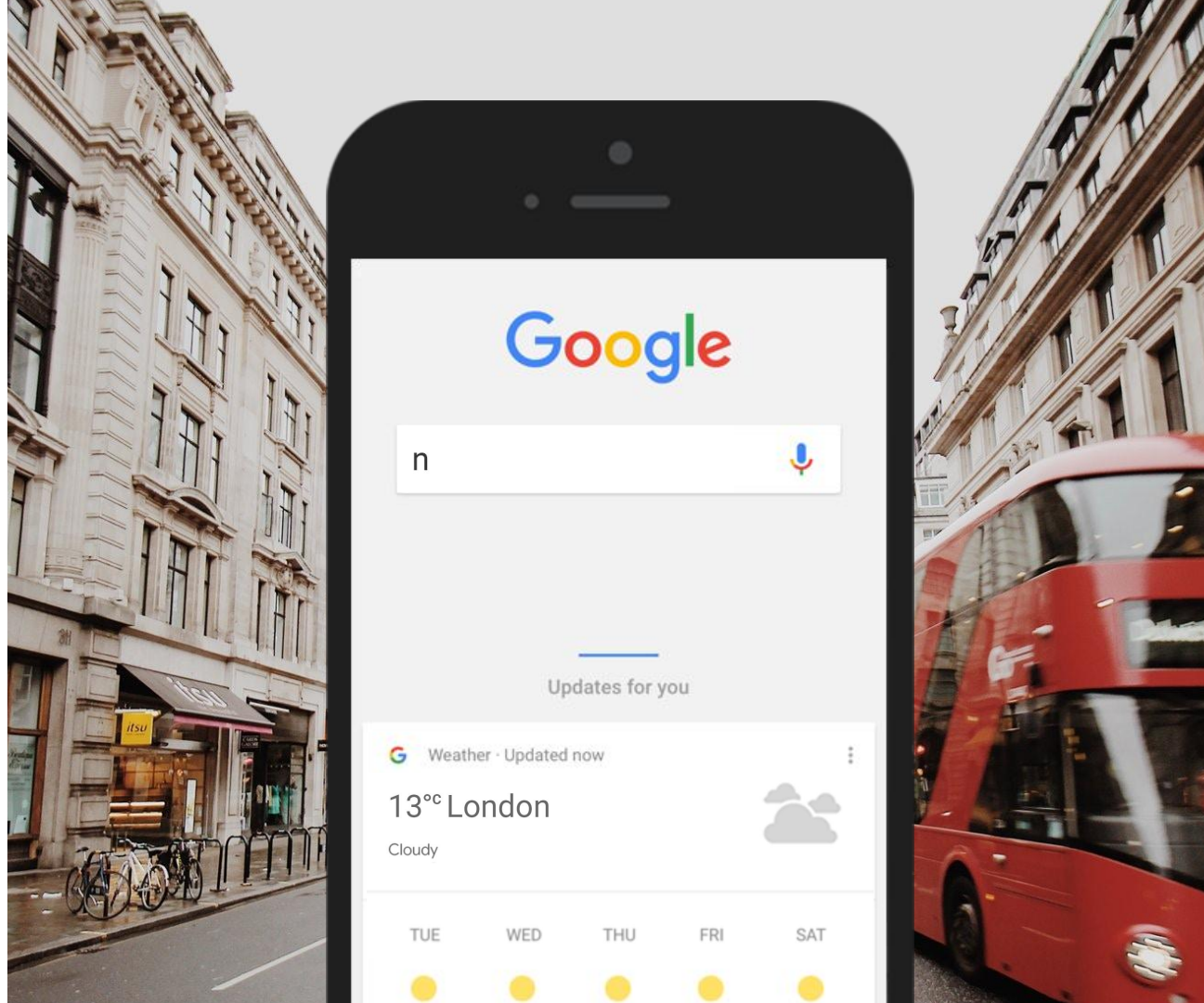
Consumers expect to get exactly what
they want, instantly and effortlessly

# Impatient

Expecting the ability to act right now,
and get right now.

## +200%

On "same day delivery" queries

03

# Google Search

" **Search**

**=**

**Interest**

**=**

**Intent** "
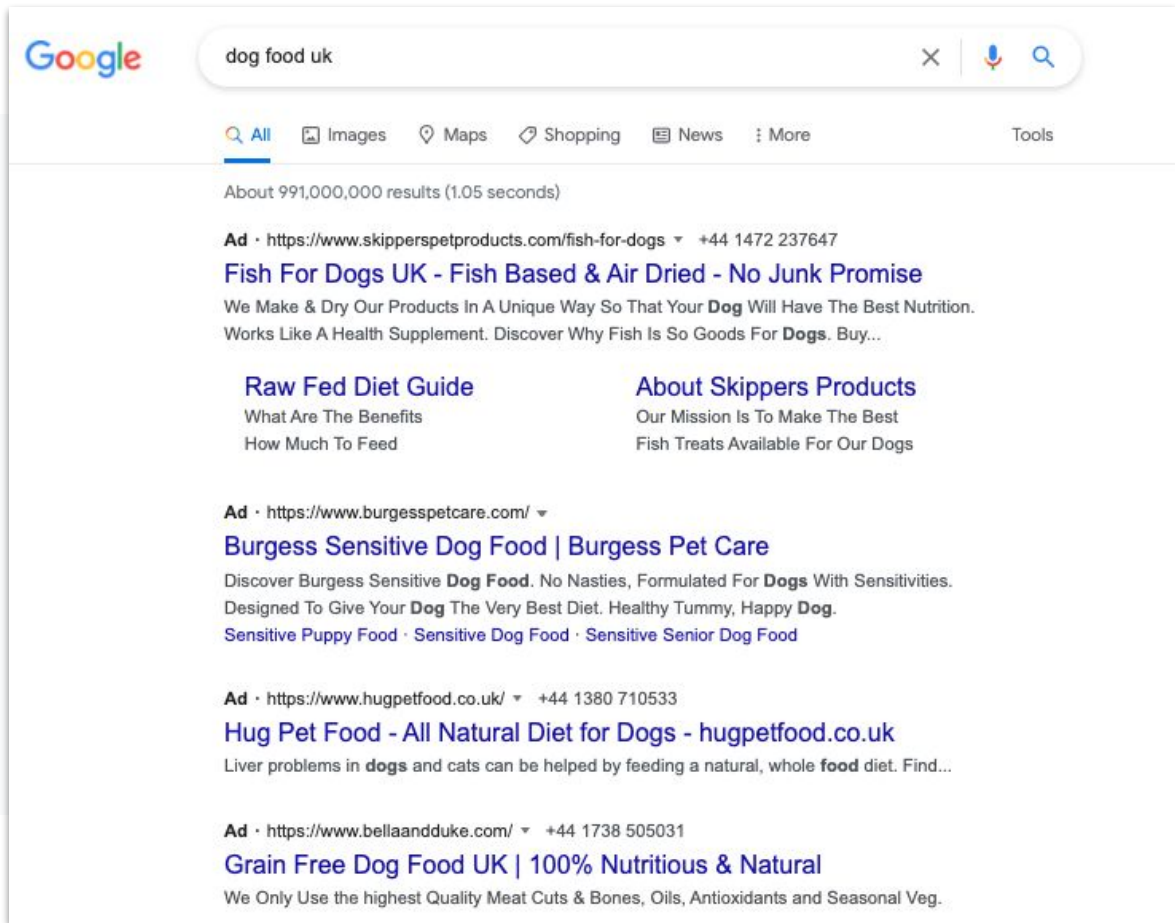
# … and 15% of these searches we've never seen before!

Top searches in GR
over the past 30
days?



Search queries ⑦      Top ▾   ⬇   <>   ⤴

| | | |
|---|---|---|
| 1 | καιροσ | 100 |
| 2 | καιρός | 76 |
| 3 | google | 47 |
| 4 | μεταφραση | 45 |
| 5 | youtube | 42 |

‹   Showing 1-5 of 25 queries   ›

https://trends.google.com/
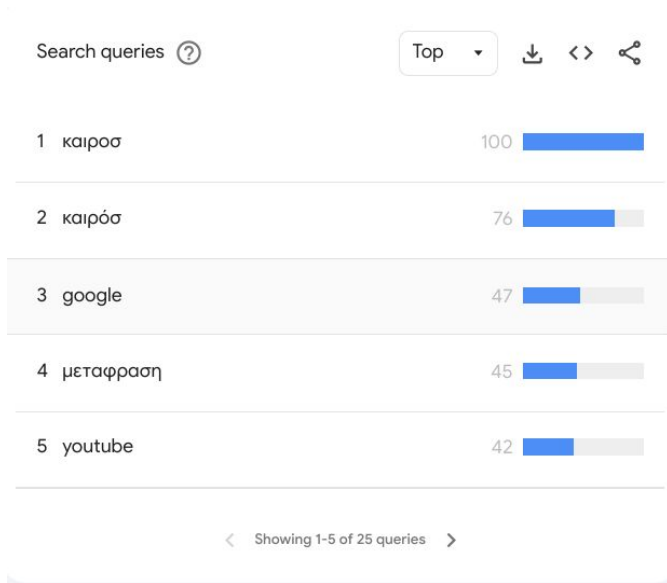
Google

Google

dog food uk ✕ 🎤 🔍

🔍 All 🖼 Images 📍 Maps 🏷 Shopping 📰 News ⋮ More Tools

About 991,000,000 results (1.05 seconds)

Ad · https://www.skipperspetproducts.com/fish-for-dogs ▾ · +44 1472 237647

**Fish For Dogs UK - Fish Based & Air Dried - No Junk Promise**
We Make & Dry Our Products In A Unique Way So That Your **Dog** Will Have The Best Nutrition.
Works Like A Health Supplement. Discover Why Fish Is So Goods For **Dogs**. Buy...

**Raw Fed Diet Guide**                    **About Skippers Products**
What Are The Benefits                      Our Mission Is To Make The Best
How Much To Feed                           Fish Treats Available For Our Dogs

Ad · https://www.burgesspetcare.com/ ▾

**Burgess Sensitive Dog Food | Burgess Pet Care**
Discover Burgess Sensitive **Dog Food**. No Nasties, Formulated For **Dogs** With Sensitivities.
Designed To Give Your **Dog** The Very Best Diet. Healthy Tummy, Happy **Dog**.
Sensitive Puppy Food · Sensitive Dog Food · Sensitive Senior Dog Food

Ad · https://www.hugpetfood.co.uk/ ▾ · +44 1380 710533

**Hug Pet Food - All Natural Diet for Dogs - hugpetfood.co.uk**
Liver problems in **dogs** and cats can be helped by feeding a natural, whole **food** diet. Find...

Ad · https://www.bellaandduke.com/ ▾ · +44 1738 505031

**Grain Free Dog Food UK | 100% Nutritious & Natural**
We Only Use the highest Quality Meat Cuts & Bones, Oils, Antioxidants and Seasonal Veg.

# How does the auction work?

| Ad Rank | = | Max. Bid | x | Quality score |
|---------|---|----------|---|---------------|
| Score used to rank ads against each other. | | Advertisers choose the maximum amount they are willing to pay per click | | Reporting in 1 to 10 scale, quality score is an estimate of the quality of your ads, keywords, and landing pages: |

Google

# Understanding quality score

**Quality Score: Definition** estimate of the quality of your ads, keywords, and landing pages.

## Expected CTR

Prediction on whether your keyword is likely to lead to a click on your ads. More info here.

## Ad Relevance

Ad relevance measures how closely related your keyword is to your ads. More info here.

## LP Experience

How well your website gives people what they're looking for. More info here.

Definition of quality score here

Google

# How does the auction work?

Ad Rank = Max. Bid x Quality score

| Ad Position | Advertiser | Max. CPC bid | Quality Score | Ad Rank |
|:---:|:---:|:---:|:---:|:---:|
| 1 | *You* | $3,00 | 9 | 27 |
| 2 | Competitor A | $4,00 | 5 | 20 |
| 3 | Competitor B | $3,00 | 5 | 15 |
| 4 | Competitor C | $6,00 | 2 | 12 |

About ad position and ad rank here

Google

# How does the auction work?

| Ad Position | Advertiser | Max. CPC bid | Quality Score | Ad Rank | CPC |
|:---:|:---:|:---:|:---:|:---:|:---:|
| 1 | *You* | $3,00 | 9 | 27 | **$2.23** |
| 2 | Competitor A | $4,00 | 5 | 20 | **$3.01** |
| 3 | Competitor B | $3,00 | 5 | 15 | **$2.41** |
| 4 | Competitor C | $6,00 | 2 | 12 | **...** |

$$\text{CPC} \text{ (ACTUAL PRICE PER CLICK)} = \frac{\text{Ad Rank of ad below you}}{\text{Your Quality Score}} + \$0.01$$

More about actual CPC here

Google

# Focus on creative
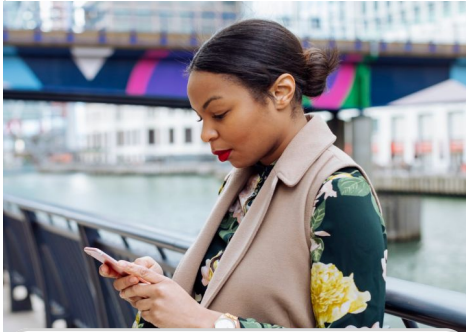
As media optimisation becomes increasingly automated, creative is becoming even more important. Learn to craft stronger calls to action, engaging ad copy, and striking visual assets.

Google
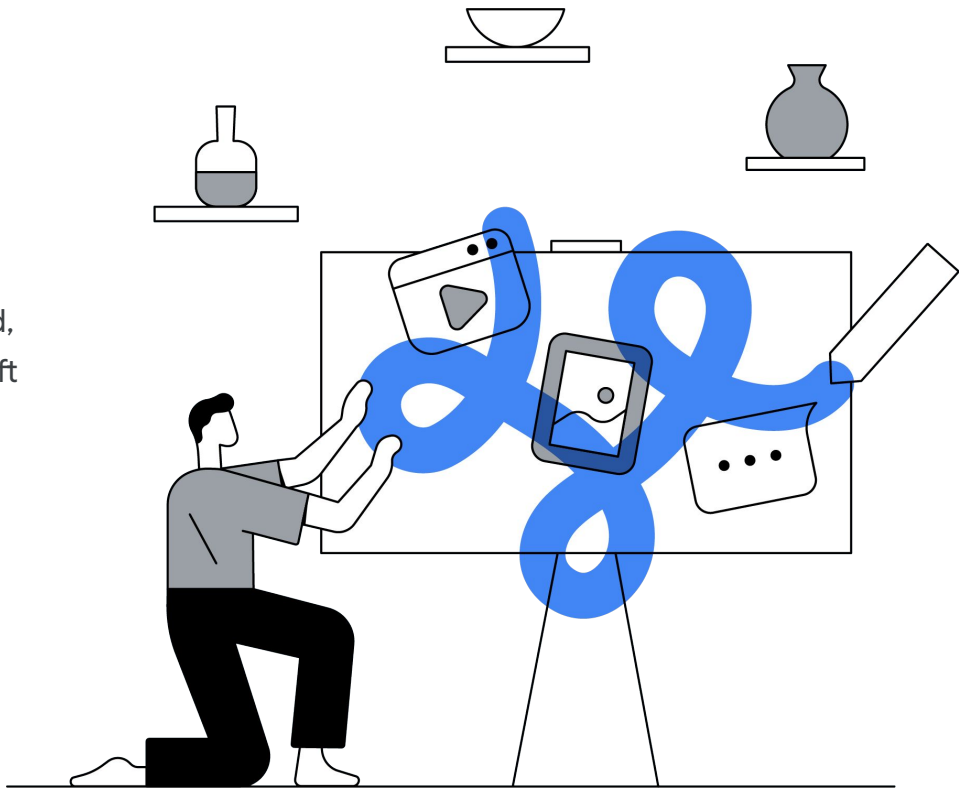
# Imagine three different customers looking to book a hotel...

**Diana**
Booking a company retreat



G best hotel in San Francisco

**Needs:**
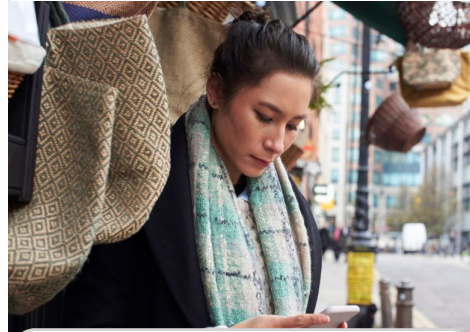Free Wifi, conference rooms, group discounts

**Charlie**
Booking a family vacation



G best hotel in San Francisco

**Needs:**
Free breakfast, public transportation, a pool

**Sally**
Booking a couple's weekend



G best hotel in San Francisco

**Needs:**
Local restaurants, a spa, good views

**How** do we serve each of them the right message?

# What's the 2nd largest search engine?

Google

03

# Youtube
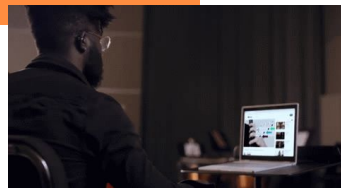
▶️ YouTube

# 6.5M

**monthly users 18+ in Greece**

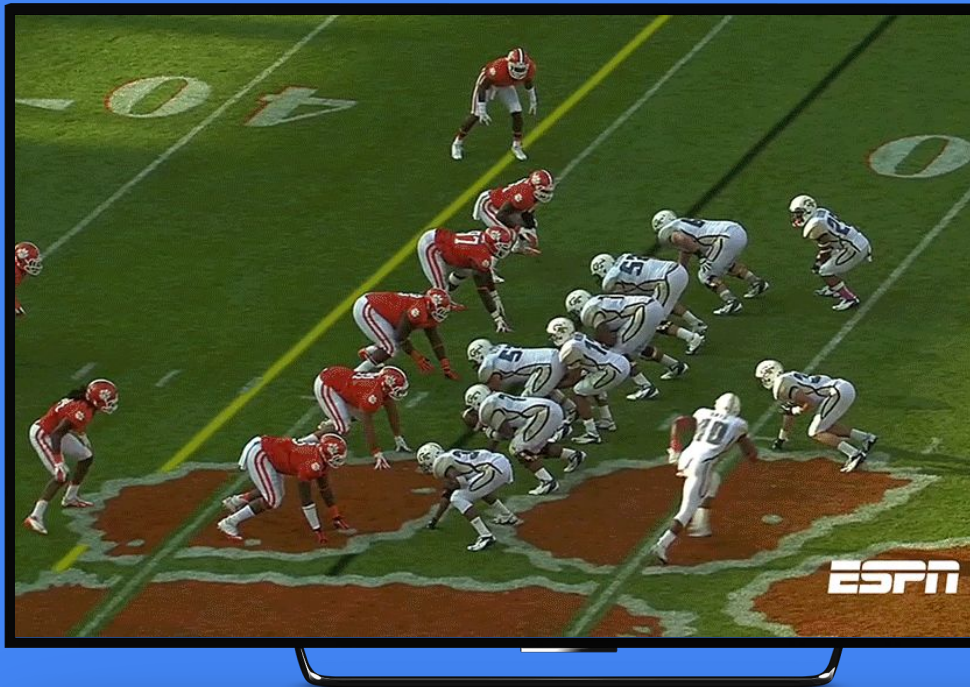The average person in Greece watched **over 45 minutes** of YouTube per day in June 2022.

# 3M

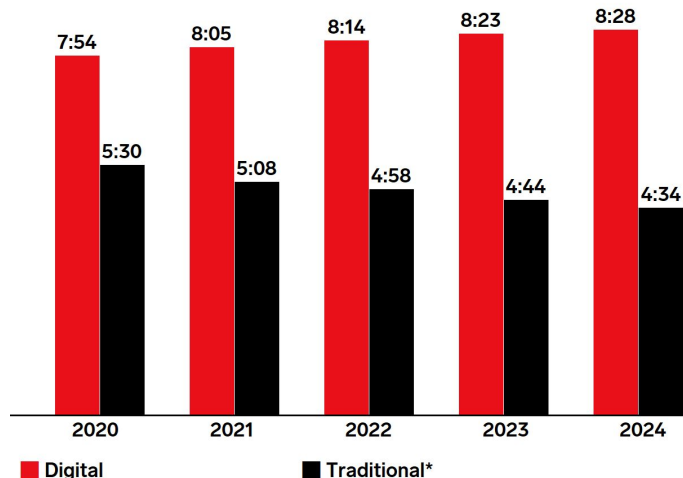People in Greece streamed YouTube on their TV in May 2022.

Google

# LINEAR TV CONTINUES TO DECLINE

As more audiences move to digital and streaming

**Traditional\* vs. Digital Media: Average Time Spent in the US, 2020-2024**
*hrs:mins per day among population*

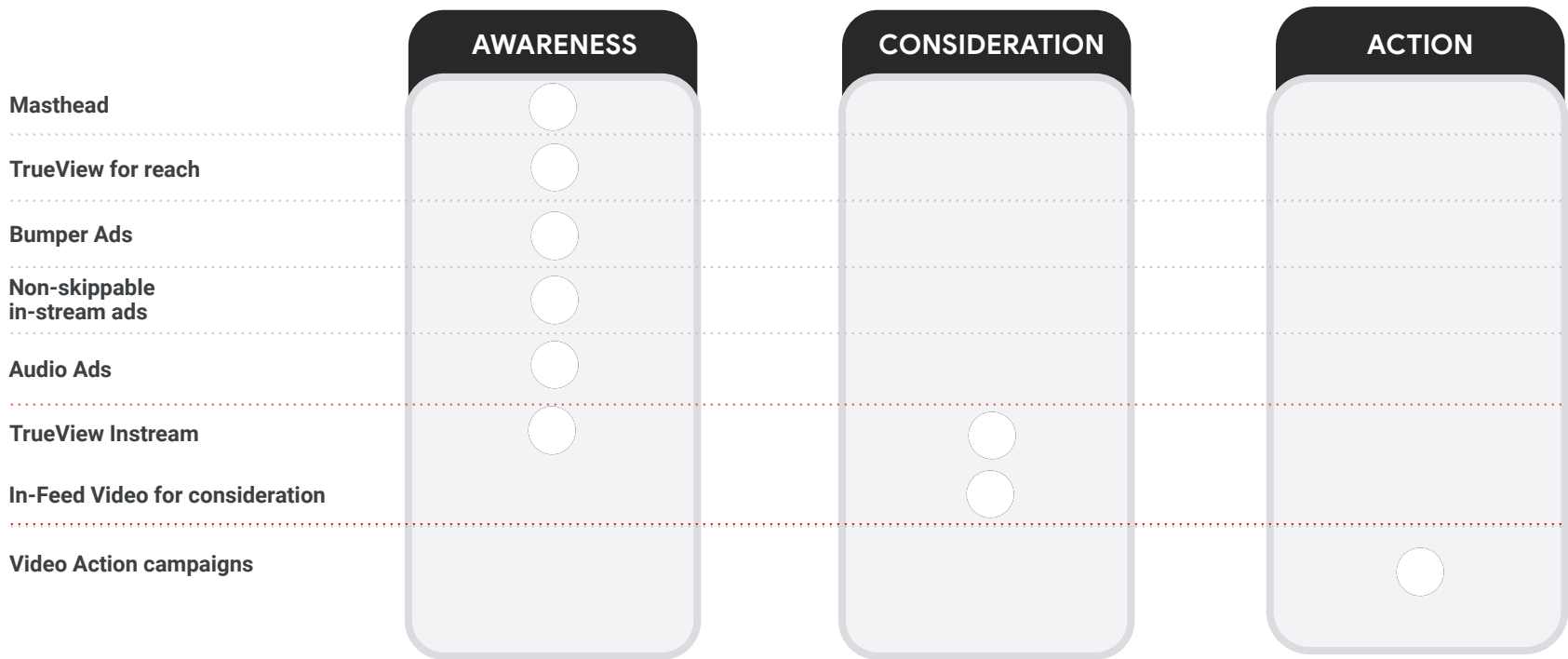| Year | Digital | Traditional\* |
|------|---------|---------------|
| 2020 | 7:54 | 5:30 |
| 2021 | 8:05 | 5:08 |
| 2022 | 8:14 | 4:58 |
| 2023 | 8:23 | 4:44 |
| 2024 | 8:28 | 4:34 |

■ Digital  ■ Traditional\*

*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on a mobile device while watching TV is counted as 1 hour for TV and 1 hour for mobile; \*includes time spent on TV, newspapers, magazines, and radio*
*Source: eMarketer, April 2022*

T11984                                    **eMarketer** | InsiderIntelligence.com

# YouTube
## Choose the right format

| | AWARENESS | CONSIDERATION | ACTION |
|---|---|---|---|
| Masthead | ● | | |
| TrueView for reach | ● | | |
| Bumper Ads | ● | | |
| Non-skippable in-stream ads | ● | | |
| Audio Ads | ● | | |
| TrueView Instream | ● | ● | |
| In-Feed Video for consideration | | ● | |
| Video Action campaigns | | | ● |

05

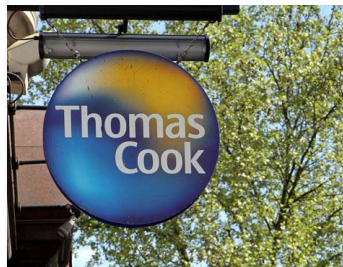# Tourism: Insights, Strategy

# When people book a holiday:

They choose destination first, brand second.

# The competition to win customers has become increasingly congested
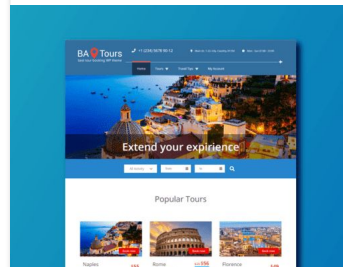
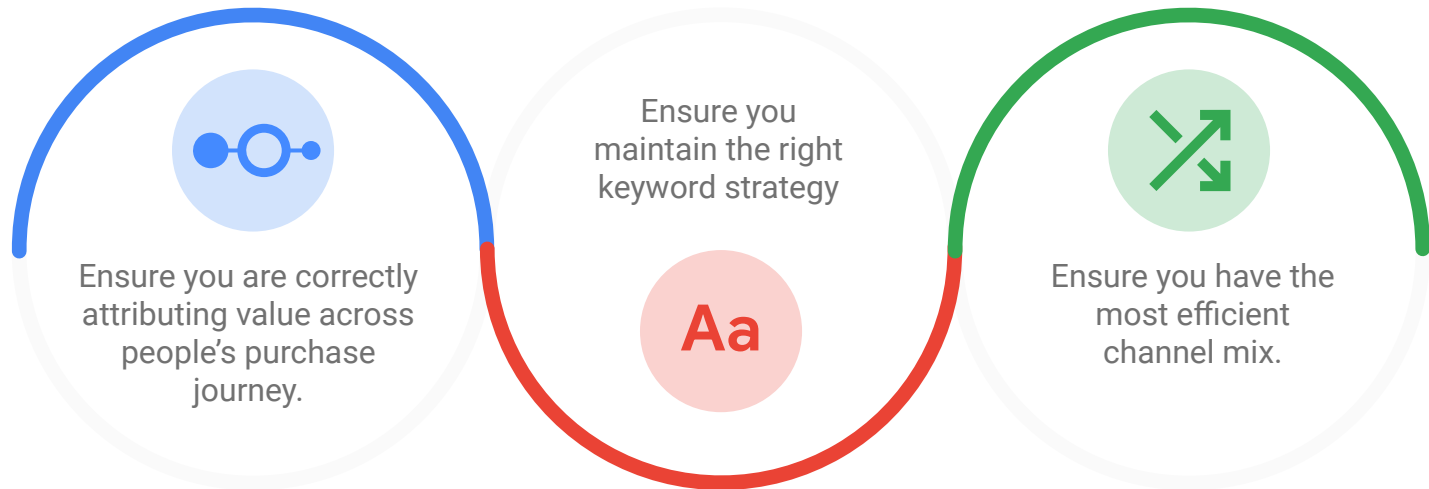| Travel Agents | Aggregators | Specialist | Local | Hotels/Travel |
|---|---|---|---|---|



Google

# Use Google's data, media and insight to...

Ensure you are correctly attributing value across people's purchase journey.

Ensure you maintain the right keyword strategy

Aa

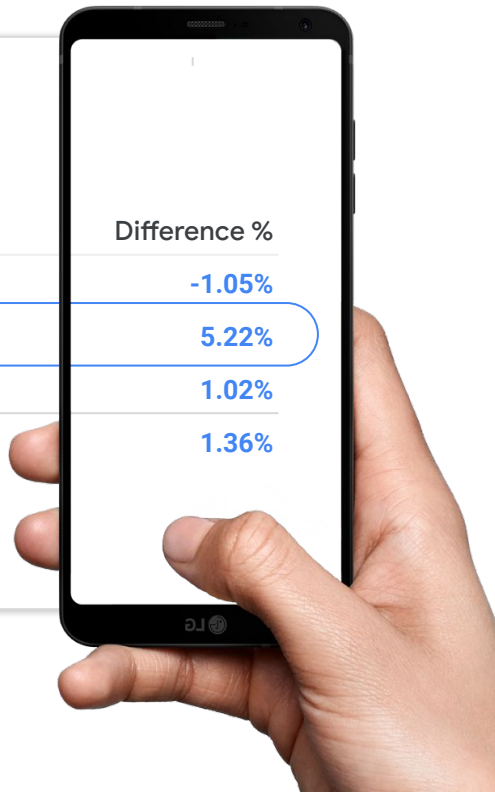Ensure you have the most efficient channel mix.

# Don't under-value the contribution made from mobile.

**January 1st 2018 - May 31st 2018**

### Conversion Difference by Device

| Device | Last Click | DDA | Difference | Difference % |
|---|---|---|---|---|
| Desktop | 223,119 | 220,782 | -2,337 | **-1.05%** |
| Smartphones | 145,575 | 153,173 | 7,598 | **5.22%** |
| Tablets | 79,153 | 79,961 | 808 | **1.02%** |
| **Grand Total** | **447,847** | **453,916** | **6,069** | **1.36%** |

# Peaks is all about upper-funnel searches for holidays, as people look for inspiration on where to go

**These 'no-destination' and brand only searches**  ›  **Make up a greater share of total holiday searches during peaks**  ›  **Than these destination and brand+destination searches**

| ☰ Holidays 2018 ⋯ |
| ☰ Cheap holidays ⋯ |
| ☰ Holidays ⋯ |
| ☰ All inclusive holidays ⋯ |
| ☰ Cheap holidays 2018 ⋯ |
| ☰ Thomas Cook ⋯ |
| ☰ Tui ⋯ |
| ☰ Loveholidays ⋯ |

| ☰ Dubai holidays ⋯ |
| ☰ New York holidays ⋯ |
| ☰ Iceland holidays ⋯ |
| ☰ Benidorm holidays ⋯ |
| ☰ Santorini holidays ⋯ |
| ☰ Thomas Cook Greece ⋯ |
| ☰ Tui holidays in Turkey ⋯ |

Google

# Top destinations for solo travel queries include European standbys, as well as more 'adventurous' Asian countries

## Top 'solo travel' destinations

**Go it alone: solo trips on the rise as travellers opt for 'me time'**
*The Guardian*

**Solo holidaymakers leave their troubles (and friends) at home**
*The Times*

**Solo travel is on the rise, and it's no longer defined by relationship status**
*The Telegraph*

Italy  Iceland  Spain  India  Greece
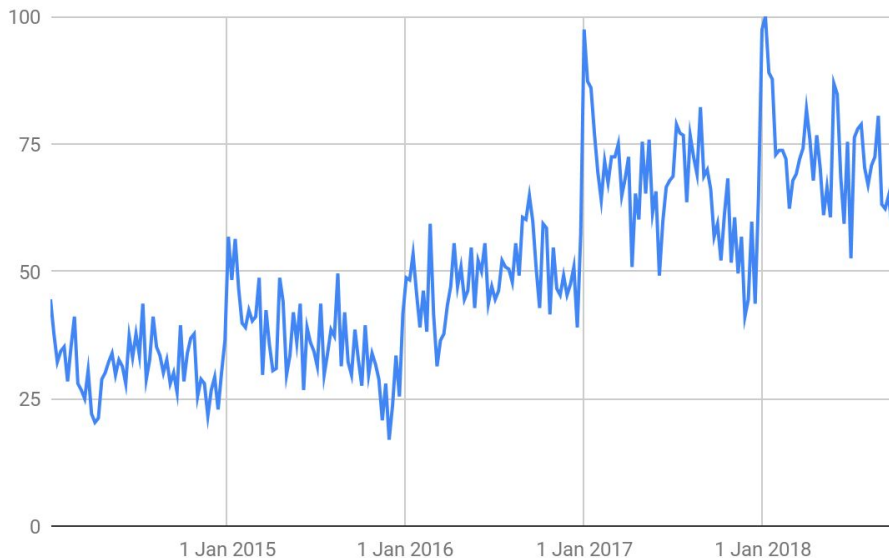
US  UK  Indonesia  Australia  Thailand

Google

# Although plenty of users still travel to popular destinations, there's growing demand for visiting during off-peak times

**Index queries**



100

75

50

25

0

1 Jan 2015   1 Jan 2016   1 Jan 2017   1 Jan 2018

'Low season' searches were up 125% from January peak 2014 to 2018.

Users are interested in authenticity and want to be in the thick of things -- but don't want other travelers to ruin their experience.

Google

Destination: Paradise

# 1 in 30

**Global** Travel
Inbound Searches relate to
Destination **Greece**

*ranking **6th** in inbound /
international
travel searches (ex. domestic ones)*

Source: **Google Internal Data**. Period: **Jan - Dec 2023**.

**Global** Travel
Inbound Searches
**+27%** YoY
in Jan - Dec 2022
*+17% Yo3Y*

Travel Inbound Searches
related to Destination **Greece**
**+46%** YoY
in Jan - Dec 2022
*+16% Yo3Y*

Source: **Google Internal Data**. Period: **Jan - Dec 2023**.

**73%** of
total Travel searches for
Destination Greece
come
from **abroad**

Source: **Google Internal Data**. Period: **Jan – Dec 2023**.

# In Greece; Travel demand in 2022 was significantly above 2019 levels and continues the upward trend in 2023

**Greece | Travel Searches - (2022 as % of 2019)**
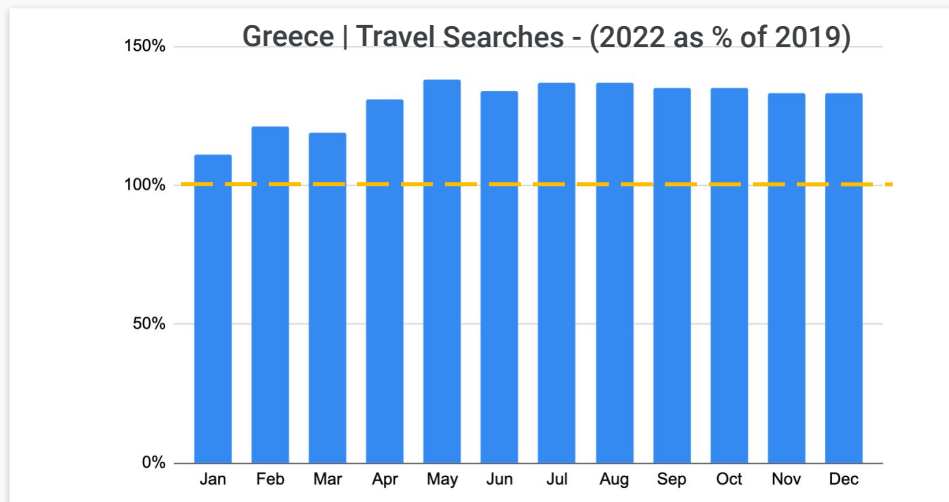


Searches growth by
**+27% Jan - Feb 2023**
(vs Jan-Feb 2022)

**Air**
**32%**

**Accommodation**
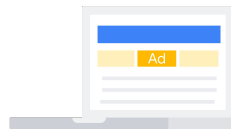**29%**

**Vacation Packages**
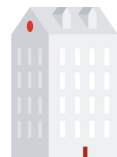**63%**

**Car Rental**
**20%**

**Bus & Rail**
**37%**
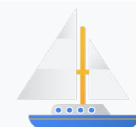
**Cruise**
**35%**

**Existing customer bias**
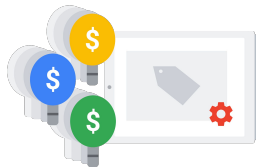
**Early booking & CPC strategy**

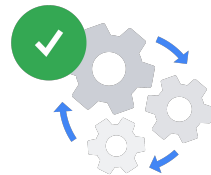**Language Coverage**

**Volume vs. Value strategy**

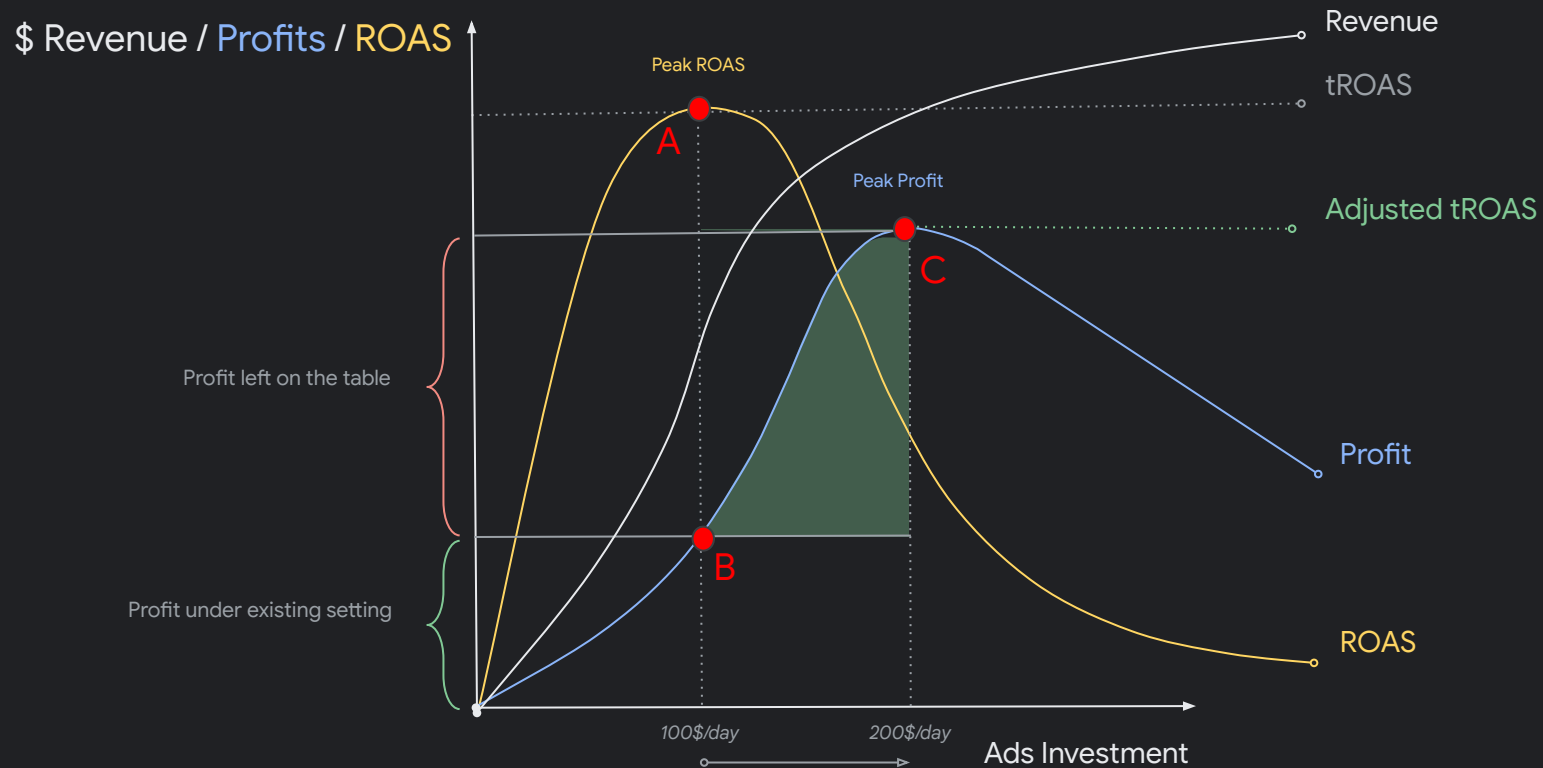**Seamless Leadgen-based website**

**Beyond branded**

**Creatives addressing personas**

**Scaling Up**

# Refresher: Diminishing Returns

06

# Google Ads in Practice

# Business Structure

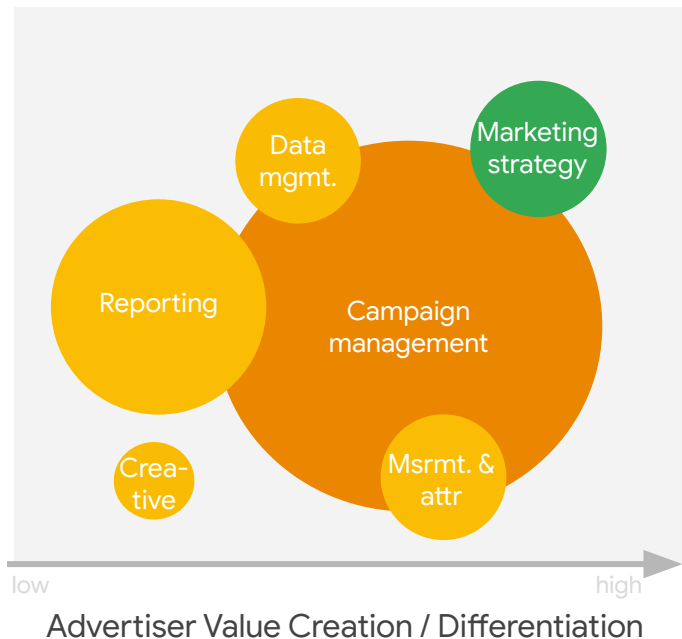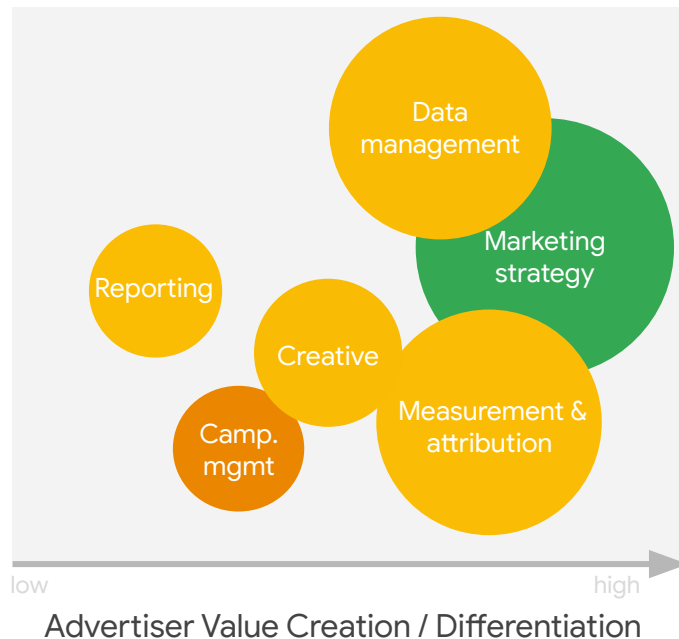| Business goals | Marketing goals | Media goals | Campaign goals |

More strategical — More tactical

Google

By shifting the focus from siloed channels (search, display, video) to your marketing objectives, the new Google Ads stack helps your team reduce the burden of lower-value tasks like reporting and campaign management

# Defining KPIs

To be successful, you first need to understand how your client measures performance

How do they:

✓ **Measure performance across all conversion channels** (and all devices)

✓ Measure **full value from conversions,** including cross-product conversions (flights, hotels, car-hire etc)

✓ Measure repeat conversions using CRM and Analytics systems

✓ **Maximize demand.**

Google

# Corissia Hotels books 32% revenue increase with Performance Max for travel goals



**CORISSIA**
Hotels & Resort

Hotel group on the island of Crete

EMEA - Greece • corissia.com



## The Challenge

The family-run Corissia Hotels Group has doubled its capacity during the last three years, adding two new luxury hotels to its portfolio. It was challenged to find ways to fuel this growth, access new source markets, and expand its distribution channels. The group's main objective was to increase the total gross room revenue generated in Q4 2022 by 24% compared to Q4 2021, mainly by optimizing the direct bookings channel through its website.

## The Approach

When Performance Max for travel goals launched, Corissia recognized it as a great opportunity to expand the reach of its hotels and increase direct bookings. The company promptly switched its Performance Max campaigns to Performance Max for travel goals and set its campaigns to conversion value, its primary KPI. As a starting point, Corissia created four asset groups – one for each hotel.

## The Results

Performance Max for travel goals exceeded Corissia Hotels' expectations by becoming one of its highest-performing campaigns. In the first month, the campaign yielded an increase of 26% in total conversions / direct bookings. The value of direct bookings generated by Performance Max for travel goals was 21% higher than the average, resulting to an overall increase of 32% in total revenue. Corissia Hotels is now expanding Performance Max for travel goals by building out additional asset groups and broadening audience signals.

"Performance Max for travel goals is a great opportunity for hotels trying to optimize their direct booking channel. We would've never imagined such a strong performance and efficiency."

—*Giorgos Tsiledakis, Sales & Marketing Manager, Corissia Hotels & Resort*

**32%**
Increase in gross room revenue

**21%**
Increase in value per direct booking

**26%**
Increase in conversions / direct bookings
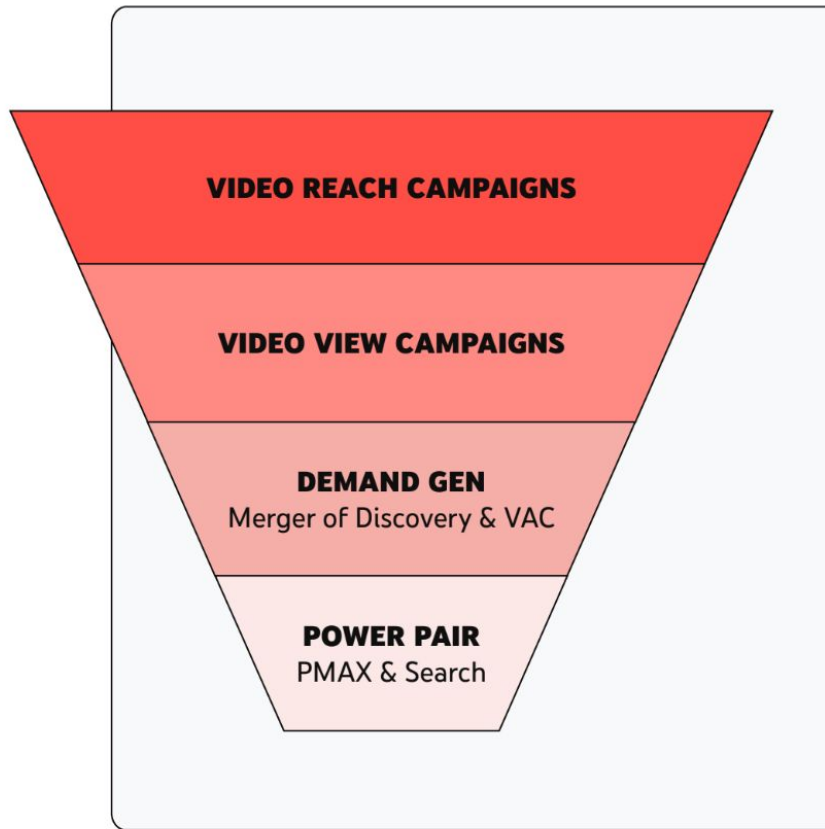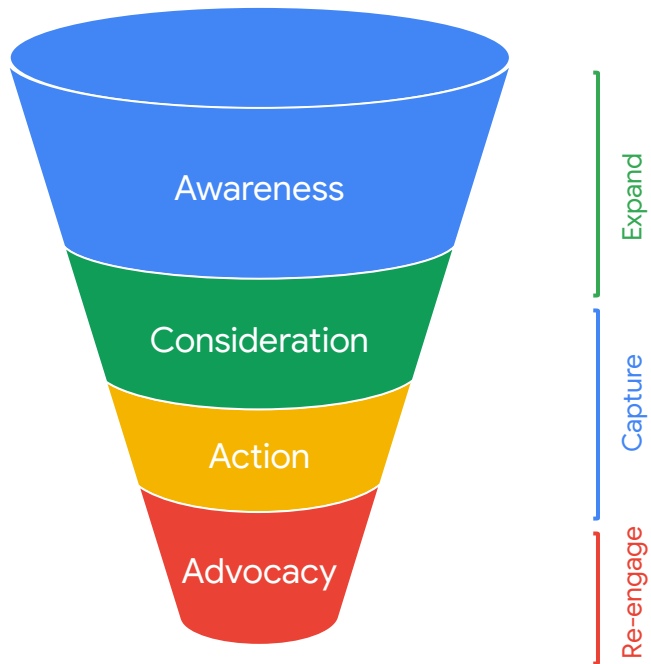
### Primary Marketing Objective

› Grow Online Sales

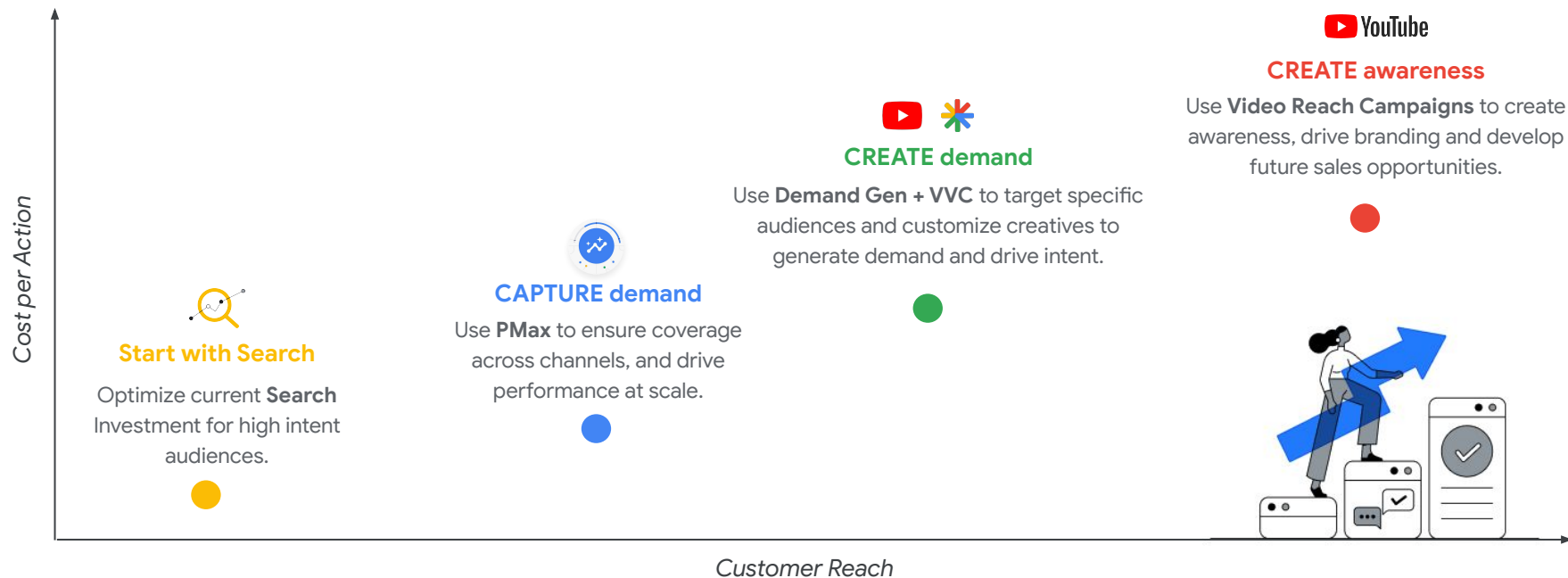### Featured Product Area

› Performance Max for travel goals

Google Ads

# The Funnel

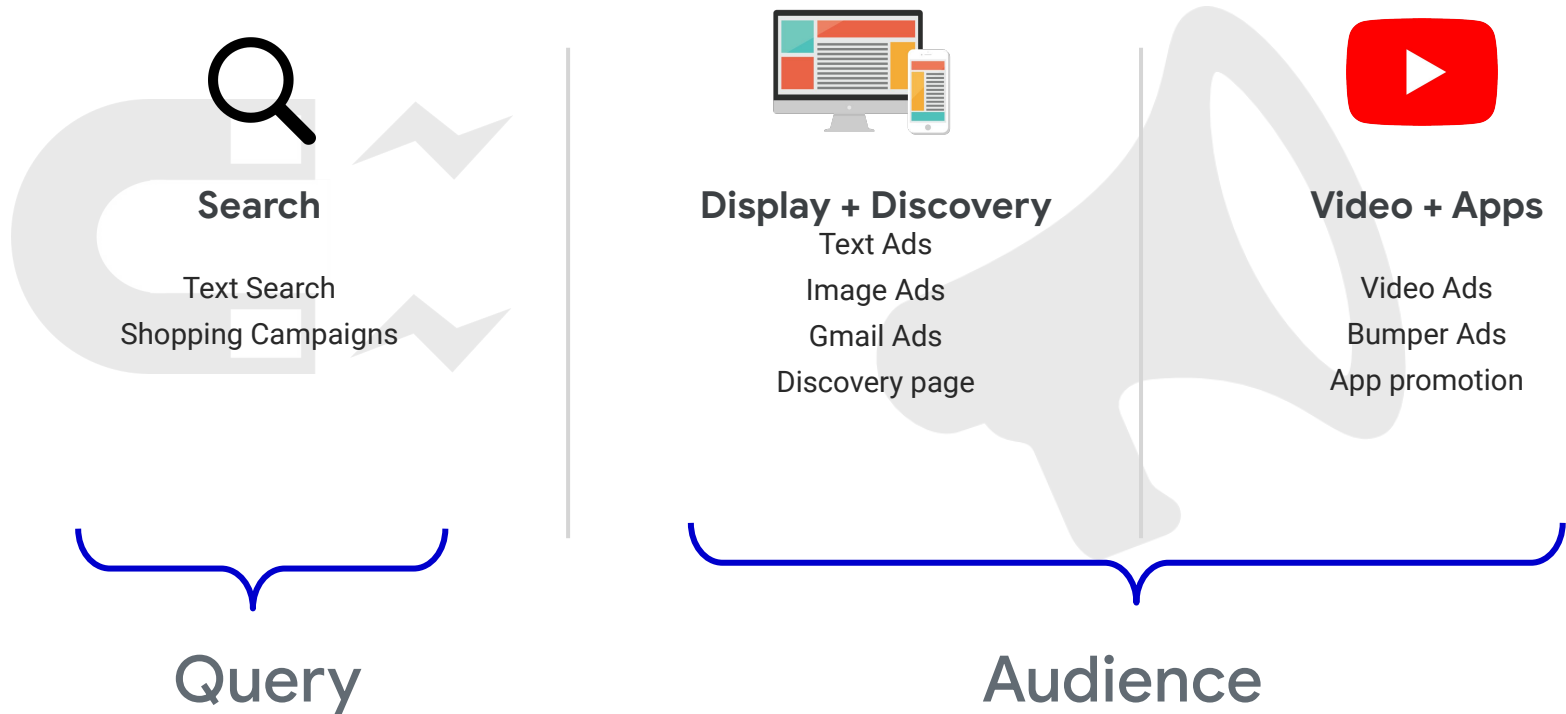# How Google campaign options fit together



**Cost per Action** (vertical axis)

**Customer Reach** (horizontal axis)

**Start with Search**

Optimize current **Search** Investment for high intent audiences.

**CAPTURE demand**

Use **PMax** to ensure coverage across channels, and drive performance at scale.

**CREATE demand**

Use **Demand Gen + VVC** to target specific audiences and customize creatives to generate demand and drive intent.

▶ YouTube

**CREATE awareness**

Use **Video Reach Campaigns** to create awareness, drive branding and develop future sales opportunities.

# Major difference between Search vs Display & YouTube?

**Search**

Text Search
Shopping Campaigns

**Display + Discovery**

Text Ads
Image Ads
Gmail Ads
Discovery page

**Video + Apps**

Video Ads
Bumper Ads
App promotion

## Query

## Audience

Google

# Search:

There are **three pillars** you need to master to create timely, relevant and profitable search strategies:

| Bids | Ads | Keywords |
|------|-----|----------|

Google

# Search: Bidding

Campaign Goal

Recommended strategy

| | |
|---|---|
| 👁 Visibility | Target impression share |
| 👆 Website click | Maximise clicks |
| 📊 Conversions/sales | Maximize conversions/Target CPA |
| 💳 Revenue | Maximize conversion value/Target ROAS |

Powered by
Smart Bidding

Google

# Search: Ads

**Responsive Search Ads (RSAs)** simplify the creation and management of search ads



Google

# Search: Ads Cont'd

| 📄 Headlines | 📄 Description line |
|---|---|
| **Introduce value proposition, hook, or call to action.** This should immediately communicate your ad's relevance, grab your customer's attention and inspire action. | **Educate and inform.** Provide additional information about your product or service. Focus on depth, not fluff. |
| **Swap headlines and description lines.** This is an easy way to test new messages and create different ads. | **Think cross-device.** Create ad text that appeals to users across devices (desktop and mobile). |
| **Use your keywords.** Include your main keywords in the headlines to strengthen your message. | **Focus on the user.** Include important information for the user. Use specific calls to action. |
| **Focus on testing ad copy in headline.** This is the most prominent part of your ad text. | **Avoid generic language.** Tie your ad copy to your keywords. |
| **Use direct, relevant headlines.** Include "Official Site" and brand terms for brand ad groups and campaigns. | **Take full advantage of your character limits.** |
| **URL path(s) confirm destination.** Customers want to know where a click will lead. Make sure your URL path connects to user queries. | |

Google

# Search: Keywords

**Query Universe**

**Eligible impressions**

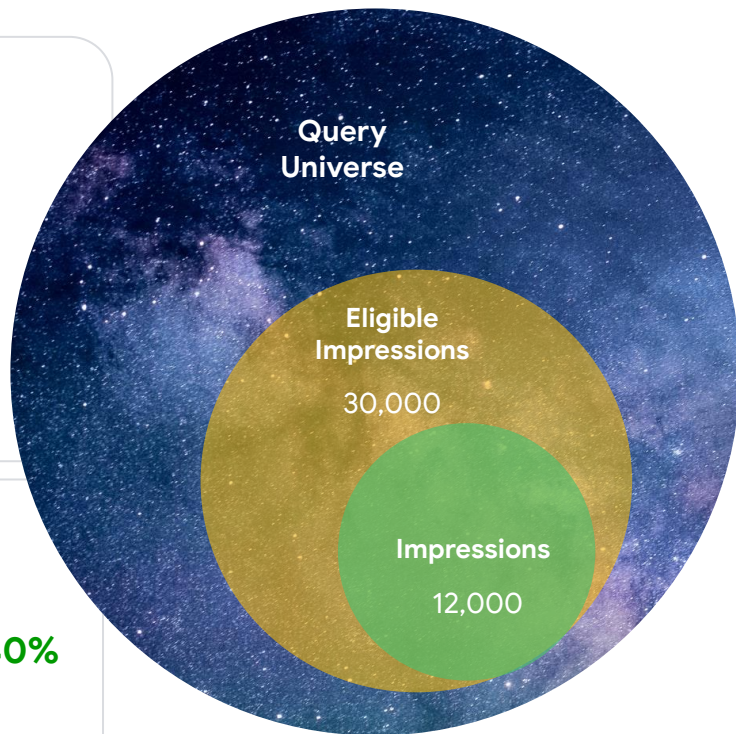**Impression**

**Lost impression**

**Coverage** = Impressions / Query universe = 12%

**Impression share** = Impressions / Eligible impr = **40%**

**Lost impr share** = 100% - **Impression share** = **60%**



Query Universe

Eligible Impressions
30,000

Impressions
12,000

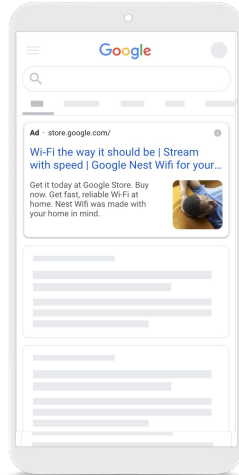# PMax automatically covers all media available on Google Ads

**Gmail**

**Search**

**YouTube**

**Discover**

**Display**
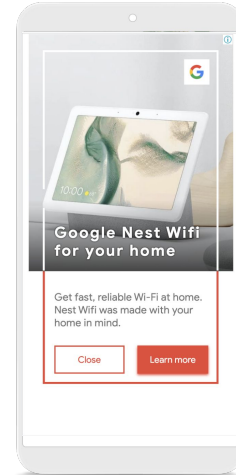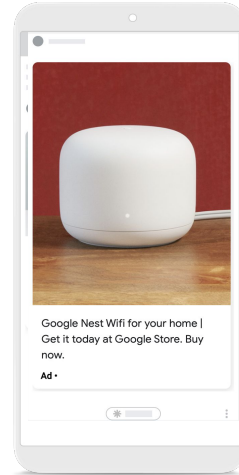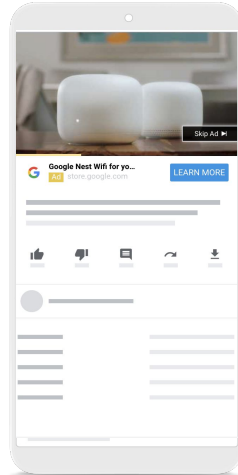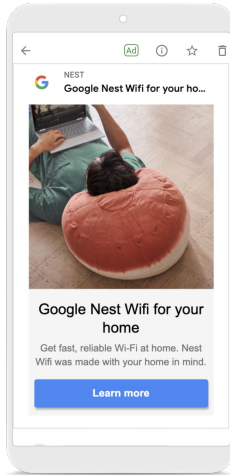
# What is required to launch **PMax**?

✅ **Conversion tracking**

- Google Ads Conversion Tracking, Google Analytics 4 conversion tracking and SA360 FL conversions are supported
- Use Enhanced Conversion for Leads for Lead Generation campaigns
- Use conversion values and value based bidding where possible

✅ **Text assets**

- 3 x 30 character headline
- 1 x 90 character headline
- 2 x  90 character descriptions (including 1 x 60 character description description)

✅ **Image assets**

- 1 x 600x314 landscape
- 1 x 300x300 square
- 1 x 314x314 square (for campaigns with Store Visits goal)
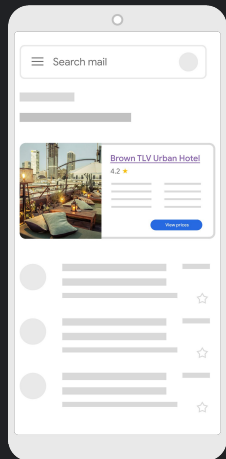- 1 x 128x128 logo

✅ **Video assets**

- Horizontal, vertical, or square, >=10 seconds in length
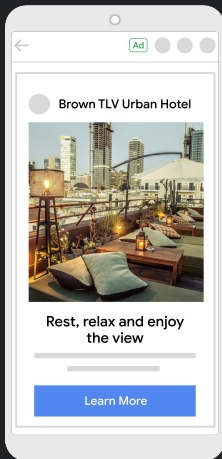- If there are no video assets, Google will automatically create videos for you based on text/image assets

# PMax for travel!

## It serves ads across 7 Google channels with one simple set up:



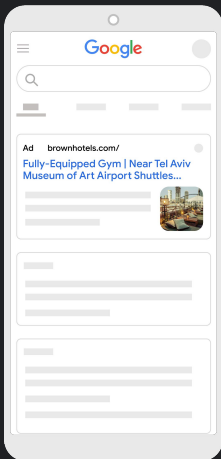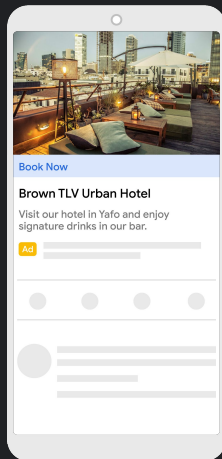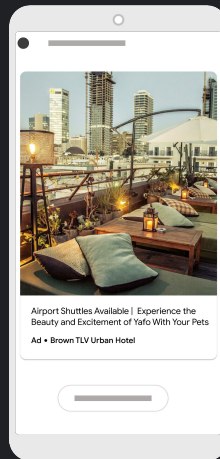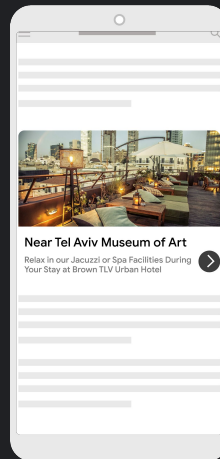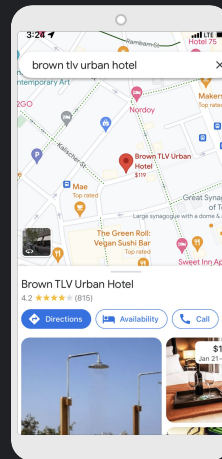Hotel Ads*  gMail  Search  YouTube  Discover  Display  Maps

\*  Hotel Ads will will be available soon in '23

# What are the advantages of Performance Max for travel goals?

| Get more with Performance Max for travel goals | Performance Max | Performance Max for travel goals |
|---|---|---|
| AI-powered ad placement and bidding | ✅ | ✅ |
| Improved traffic and sales | ✅ | ✅ |
| Show up on search for property-related queries | | ✅ |
| Enhanced travel-specific audience signals* | | ✅ |
| Expanded ad reach through Hotel Ads* | | ✅ |
| Per-property reporting for up to 100 properties | | ✅ |
| Pre-populated imagery and copy | | ✅ |

Google

Google Ads Tutorials
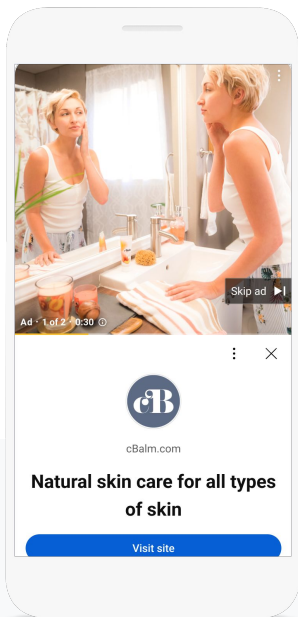
Performance Max
for travel goals:
Creating a campaign

With **Demand Gen** campaigns, you can drive consideration through the best of Google & YouTube's **visual** surfaces, including **Shorts**, all inside a single campaign.
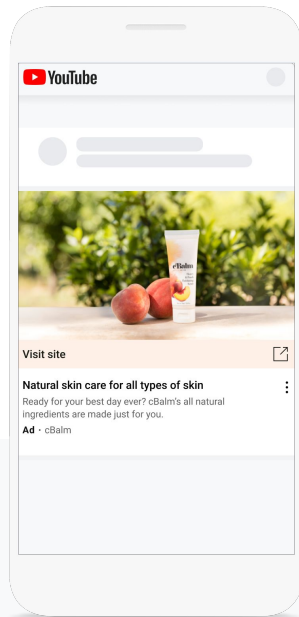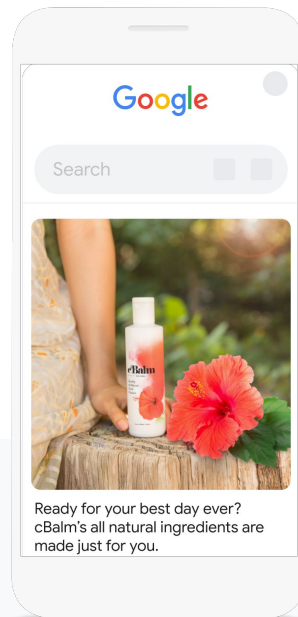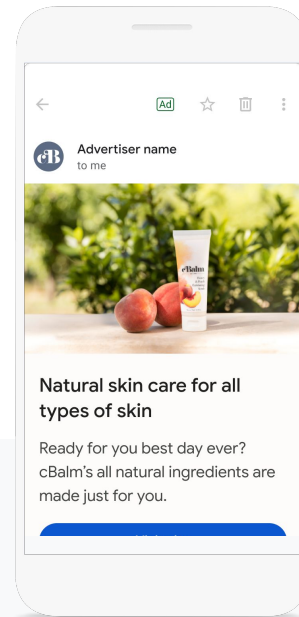


YouTube Shorts
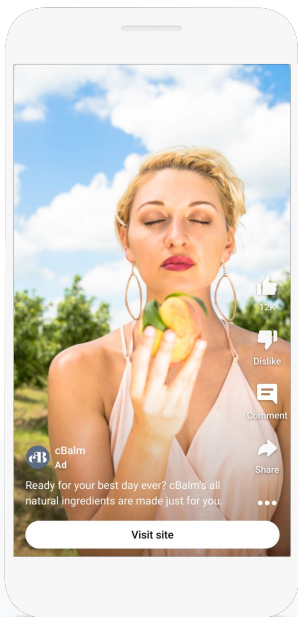
YouTube Instream

YouTube Feeds

Discover

Gmail

# What to expect in 3 months with us?

3 months Break down

## Month 1 - *Gather Data*

- During the first month of your ad campaign, data is your best friend. This means that a **wide-reaching strategy** is best to start out with. If you gather data from a wide variety of people, you'll be more equipped to see which demographics end up becoming new clients.

## Month 2 - *Make Adjustments*

- After you collect data from your ad results during the first month of the campaign, the next step is to adjust various qualities of your ad and monitor how they change the ad's effectiveness.

## Month 3 - *Grow Your Results*

- After lots of hard work and modifications to your ad campaign, the third month is when you can start seeing results from the changes you have made.

Google

# Thank you for your attention!

# -  Q&A

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*Google Customer Solutions*

*EMEA HQ, Ireland*