

Lead Generation Playbook

Google Display Network



JOLT
DIGITAL

Jolt Digital®, December 2019

Note: *The Lead generation playbook is not exhaustive and built to give you enough elements to start a campaign. However, at every stage there are more things to cover for which we would be happy to help you. Just reach out! <https://jolt-digital.com/contact/>*

Contents

Executive Summary	3
Introduction	4
1. Plan	6
■ Targeting capabilities	6
■ Formats	7
2. Measure	9
3. Optimize	11
■ Best Practises	11



Executive Summary

Internet penetration in Asia has more than doubled in the past 10 years to now reach 48.1%¹, and still behind the global average of 54.4%¹.

The opportunity to sell products online is already high and it is just the beginning!

When people are searching for your products online, we know they are already aware of your products and most likely considering them. But what happens when they don't know your brand and products?

This is where Google Display Network (GDN) becomes a great tool in your lead generation arsenal. It will help you make people move along the consumer journey from Awareness to Consideration and finally Purchase.

If you would like to set up successful lead generation campaigns you will need to use GDN and follow some principles highlighted into this Playbook.

For example, it is important to understand how Targeting in GDN works and which options are at your disposal to best fulfil your objectives. Equally important are the formats that you use in order to engage your audience as they are more in a passive way in regards to your ads and are not searching for you.

¹Statista 2019 2019

Introduction



“

In this playbook we will focus on Google Display Network (GDN) which has become unavoidable for lead generation campaigns.

”

This guide has been written specifically for marketing practitioners in order to help them when using GDN for their lead generation campaigns.

The lead generation playbook is not exhaustive. It is built to give you enough elements to start a campaign. However, there are more things to cover for which we would be happy to help you. Just reach out!

<https://jolt-digital.com/contact/>

Why using GDN for lead generation campaigns?

Before we start explaining how GDN works, let's look at the role it plays, especially compared to Search and why it should be used for lead generation campaigns.

- ✓ Display represents a more passive role as compared to search, as the person being shown the ad did not see it as a result of entering a query into a search engine. Rather, they're seeing ads on external websites that they are visiting for some other specific purpose. Exposure to advertising on external, or non-search engine sites, is

more like the experience of seeing ads in a newspaper or magazine you are more likely to scan around them or flip past them to access the content you were actually seeking.

- ✓ This being the case, display advertising requires a different mindset and expectations on results than search advertising, due largely to the differences in the state of mind of the user when they interact with the advertiser's ads.
- ✓ GDN can help move people down the consumer journey: e.g. From Awareness to Purchase.
- ✓ For internet users who are not aware yet of our products, we can **grab their attention** and show them an ad that will **make them aware of your products** and want to click to find out more on your website and purchase. For those who are already aware, we will **make them consider your products** and go to your website to purchase. Finally, for those who have already visited your website but did not purchase yet, we will show them another ad via **remarketing in order to convince them** that they should **purchase your products**.

GDN will help us move people in the consumer journey down to purchase.

1. Plan

Recap of what it is

- ✓ GDN is an ad network that aggregates together 2 million websites out of 644 million active websites available in the internet.
- ✓ GDN is not the same as programmatic buying with DSPs (Demand Side Platforms) since DSPs access to a much bigger audience (644 million websites), have much more targeting capabilities than GDN but also require bigger monthly budget to see good results.
- ✓ GDN is a great start to lead generation campaigns until your budget becomes bigger and then you should consider programmatic buying. From more than 5K USD per month, consider using programmatic buying.

Targeting capabilities

For regular display campaigns, there a lot of options when it comes to creating the target. Traditional search advertising targets mainly by keyword matching to queries, but display can target using keywords, topics, interests, demographics and any combination of these methods.

Each targeting method effectively falls into one of two buckets:

- 1. Website-based targets:** Which targets **a set of websites**, based on some criteria, and shows ads to all users on those sites
- 2. User-based targets:** Which targets **a set of users**, based on some criteria, and shows them ads on all sites they visit on the GDN.

One important highlight is about **Remarketing**.

- ✓ Remarketing is one of GDN's most powerful targeting tools. Google display remarketing allows you to serve ads to previous visitors of your website as they navigate the web, keeping your product and brand at the front of their mind, even after leaving your site.
- ✓ Always leverage Remarketing as one of your targeting options in order to re-engage those who have been to your website but have not purchased yet. You have an extra opportunity to convince those already considering your products, to purchase.

Don't forget to add the Google tag on your website in order to use remarketing. <https://support.google.com/google-ads/answer/2476688?co=ADWORDS.IsAWNCustomer%3Dfalse&hl=en>

Now, let's go through an important concept that applies to most of the targeting options once you have created your targeting criteria.

Target and Bid vs. Bid Only

This next concept can be quite tricky and can be overlooked. For specific targeting options (Managed placements, Topic targeting, Remarketing, Similar audiences, Interests, Demographic targeting), an advertiser has the option to either **Target and Bid** or **Bid Only**.

The distinction between these options is important. It will ensure that you are targeting your display campaigns in the right way.

It is important to be aware of this bidding option available in GDN so you can exploit GDN to its max. Typically, you would start with Target & Bid first and then once you see that specific target options deliver better results than others, you can use the Bid Only option for those.

In summary

- ✓ There are multiple targeting options available in GDN and it can be overwhelming when you look at them for the first time. Think about not selecting too many criteria otherwise subsequently your volume can be low. Also think about starting with Remarketing which is one of the most powerful tactics available nowadays as it is the closest to Purchase.
- ✓ As with all digital things, apply the test & learn rule: Try some specific targeting options and then see how it performs. Once you know what works best for your campaign, then optimize. Make sure you check which targeting options you are using for your campaign, why and how it performs.

Formats

In terms of formats, GDN has simplified considerably the options to only focus on one option that cover many formats. This means that with their Responsive display ads you have only one option but there are many formats available to you that will automatically be compiled together.

Responsive display ads

- Over the past couple of years, Google has been shifting away from text ads on GDN for a more visual ad unit: Responsive display ads
- Responsive display ads are the default ad type for GDN. They automatically adjust their size, appearance, and format to fit just about any available ad space.
- These units contain both a text and image component and serve almost as a bridge between the text and banner ad types.
- This format of ads also allows to provide an image and logo that will appear in rich media ads and native ad formats
- These ad units allow advertisers to fill every space on GDN. Google does this by being responsive to the space and showing one of many text and visual combinations available. Google will 'stitch' together your ad based on what you provided: text, logo and image
- What this means is that there are many things Google is doing in real time that will affect the way our ads appear:
 - ✓ Images will be scaled to fit into each ad unit.
 - ✓ Text combinations will be chosen based on available space.
 - ✓ Some text will be truncated in limited areas.

Read more here: <https://support.google.com/google-ads/answer/6363750?hl=en>

2. Measure

Before going into how to measure your GDN campaigns, let's look at the different ways you can bid on GDN.

Bidding methods on GDN

Bidding method is an important factor as it will tell GDN how to optimize your media delivery based on your objective: either a click or an impression or an acquisition.

There are 3 ways GDN can bid for your media:

1. **CPC**
2. **CPM**
3. **CPA**

Each bidding method answers a specific objective and media delivery will be optimized to that objective.

- **Cost-per-click (CPC):** With CPC bidding (same as for SEM), you tell Google how much you're willing to pay per click, and Google will use that price in their auction pricing system.
- ✓ **CPC is a great choice if the goal is to drive traffic to your website with your ads.**
- **Cost-per-thousand impression (CPM):** With cost-per-thousand-impression bidding, you bid based on the amount you want to pay for impressions of your ad
- ✓ **CPM bidding works best when you want to focus on branding - when it's important that your message is seen by as many of your target user group as possible, and generating traffic is not your primary goal**
- **Cost-per-acquisition (CPA):** With the Conversion Optimizer tool in GDN, you bid using a maximum cost-per-acquisition, which is the most you're willing to pay for a customer performing a specified action on the website. Using historical information about your campaign, the Conversion Optimizer automatically finds the optimal cost-per-click (CPC) bid for your ad each time it's eligible to appear.

Google's robust reporting tools show you things like which of your GDN ads get the most clicks and which sites bring you the most sales. Once you know where your ad performs best, it's easy to adjust your bids and targeting to get the most impact.

Depending on your objective, you will track different KPIs.

1. Sales objective

If you want to drive sales, the obvious KPI will be:

- ✓ **CPA:** Cost Per Acquisition
- ✓ **CVR:** Conversion rate

2. Consideration objective.

If you want to drive traffic to the website, you will need to track:

- ✓ **CTR:** Click-Through-Rate
- ✓ **CPC:** Cost Per Click
- ✓ **Bounce Rate:** Percentage of visitors only visiting one page

3. Optimize

The secret to success for all campaigns is continuous optimization. GDN campaigns are no different. Audit your performance report to determine which placements are performing well and which placements are irrelevant or underperforming and need to be excluded.

Let us now look at few best practises that will help you to optimize.

Best Practises

When using Responsive display ads, it is important to follow couple of best practises that will help you have your ads displaying the best it can.

Images

- Responsive display ads allow you to upload a couple images with ads in a square and rectangle format. This can be really great if you have images that are large enough or not too broad
- Although the image upload process shows the images relatively large on the screen, not all resulting ad units will have large images. Meaning, the images you upload can get scaled down to fit into the appropriate space and visually it can be hard to see what the ad is about. Always pick images that are not too broad



In this example, it is hard to see on the left image what it is about whereas on the right image it is easier to see and engage, i.e. the image is not too broad.

Logo

- ✓ The logo image uploads are the same as the image components: square and landscape
- ✓ The problem is that some logos are designed to always be landscape or square and scaling can be your worst enemy here



- ✓ If you have a logo that is only square or landscape, consider adjusting to make it fit a bit better in the space, or do away with part of it to make it work better. Don't be afraid to use only the icon portion of your logo if you need to for the square portion or shift alignment to make things fit better



Preview of the ad

- ✓ Before the ad goes live, make sure you view the potential final products. The best place to preview the ad is actually after the ad has been created. When in the Google Ads interface, you can click on the ad itself, and it will bring up a Preview box

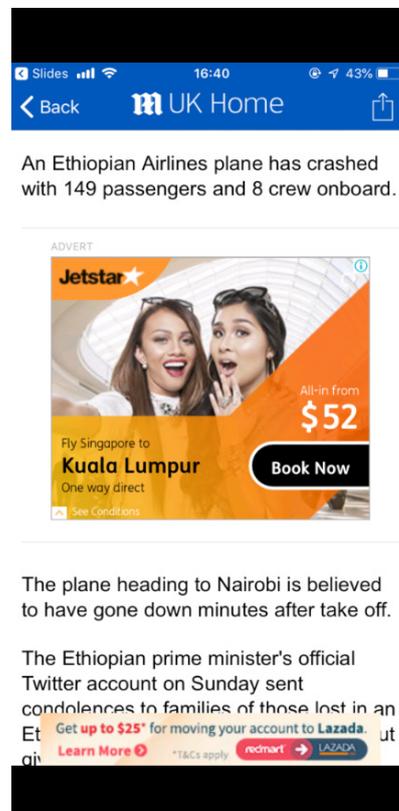
Estimated audience size

- ✓ Control your audience at an ad group level. If it's too small, you're not going to get any traffic. If it's too big, you're missing out some optimization opportunities
- ✓ If you find that one of your interest categories has a very large estimated audience size, break it up by layering some keyword targeting as well

- ✓ Create multiple ad groups targeting the same interest category, but have each ad group use a different group of keywords. This will allow you to take advantage of ad-group-level auto-bidding optimizations as well as to learn which sub-segments of your audience are more valuable than others

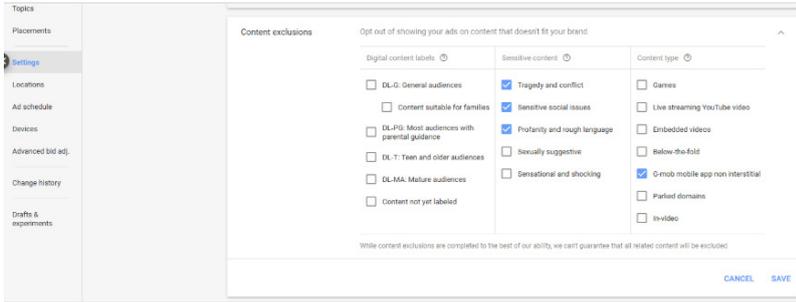
Inappropriate placement

- ✓ When you use keywords targeting, GDN will match your keywords selection with the text on web pages where ads are displayed. For example, if you were advertising a funeral home, you might enter keywords such as “funeral,” “funeral home,” and “cremation” to instruct Google on the pages to show your ads.



These two ads can backfire but could have been avoided with the right target planning.

- ✓ GDN algorithm looks just at contextual relationships. The story describes death, which is semantically close to “funerals” and “cremation.” So how do you prevent this?



To eliminate poor placement, you can exclude some type of content

Please get in touch with us for more information on: How to best plan your campaigns on GDN? How to avoid inappropriate placement?

<https://jolt-digital.com/contact/>

 **Jolt Digital**

120 Robinson Road, #15-01,
Singapore, 068913

 **JOLT**
DIGITAL