MR

GOOGLE ADS DEMYSTIFIED: EXPLORING DIFFERENT CAMPAIGN TYPES

MR DIGITAL MARKETING AGENCY

TYPES OF GOOGLE ADS CAMPAIGNS

Search

Showcase your product/service in Google search results. They are text ads.

- Call campaigns
- Hotel campaigns

A Google Ads search campaign is structured into accounts, campaigns, and ad groups, with specific ads and keywords.

In the ad auction, you compete to appear in Google search results.

It's essential for driving relevant traffic to a site when users are searching for specific products/services. Use it when looking to increase visibility in relevant searches and capture active leads.

Display

It focuses on displaying visual ads on websites affiliated with the Google network.

It's organized into accounts, campaigns, and ad groups, with targeting options based on interests, behaviors, and locations.

Ideal for brand awareness and reaching specific audiences on relevant sites. Use it for visual campaigns and broader reach.

PMax (Maximum Performance)

They are an innovative automated strategy that uses Artificial Intelligence to deploy responsive ads across various networks, including Search, Display, YouTube, Gmail, and Discover.

Advertisers must structure creatives and activate them through Smart Bidding according to their objectives.

These campaigns are performance-oriented, placing marketing goals as the central priority. Thanks to Artificial Intelligence, specific types of customers are identified, allowing for the impact with relevant ads throughout the Google ecosystem.

Additionally, they accelerate result acquisition and simplify reporting with detailed reports in Google Insights.

Shopping

They focus on promoting products online. They use a product feed to display ads in Google's "Shopping" section.

Advertisers structure campaigns and ad groups, and configure product-based bids.

The display includes product details such as image, price, and store name.

These campaigns are ideal for e-commerce and retailers looking to highlight their products directly in Google search results, increasing visibility and conversions.

Video

They are designed to promote visual content on platforms like YouTube. Advertisers create engaging video ads and structure them into campaigns and ad groups.

They can target specific audiences based on interests, demographics, and viewing behaviors.

These campaigns are effective for building brand awareness, telling visual stories, and reaching audiences on video platforms.

Performance measurement includes metrics such as views, completed views, and clicks to the website.

Discovery

They are designed to promote products or services through the "Discover" tab of Google and other places within the Google ecosystem.

Advertisers structure campaigns and ad groups to present visually appealing ads.

These campaigns focus on audience targeting based on interests and behaviors, using Google's artificial intelligence to display relevant ads.

They are ideal for generating brand awareness and reaching users as they explore personalized content on the Discover platform and other Google locations.

Apps

They are designed to promote mobile applications across the Search Network, Google Play, YouTube, and other affiliated sites.

Advertisers structure campaigns and ad groups to target specific audiences based on demographic criteria, interests, and behaviors.

These campaigns are ideal for increasing app downloads and user engagement.

Additionally, they can use text, image, and video ads to highlight key features of the app.

Performance measurement includes app installations, interactions, and in-app actions.

Demand Generation (Demand Gen) Beta

They aim to enhance goals in the middle of the conversion funnel.

They focus on entertainment platforms such as YouTube, YouTube Shorts, Discover, and Gmail. They enable brands to interact with over 3 billion monthly users, displaying visual ads without users leaving the platform.

The objective is to increase brand visibility, stimulate demand, and improve conversions by effectively connecting with users during different phases of the purchasing process. According to Google, platforms like YouTube significantly influence purchasing decisions.

The Demand Gen solution offers exclusive features for social marketing on platforms like YouTube Shorts.

*They will replace Discovery campaigns