

# Beyond AdWords Sponsored Listings

Is Google Your Next Ad Agency?

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# Company Background

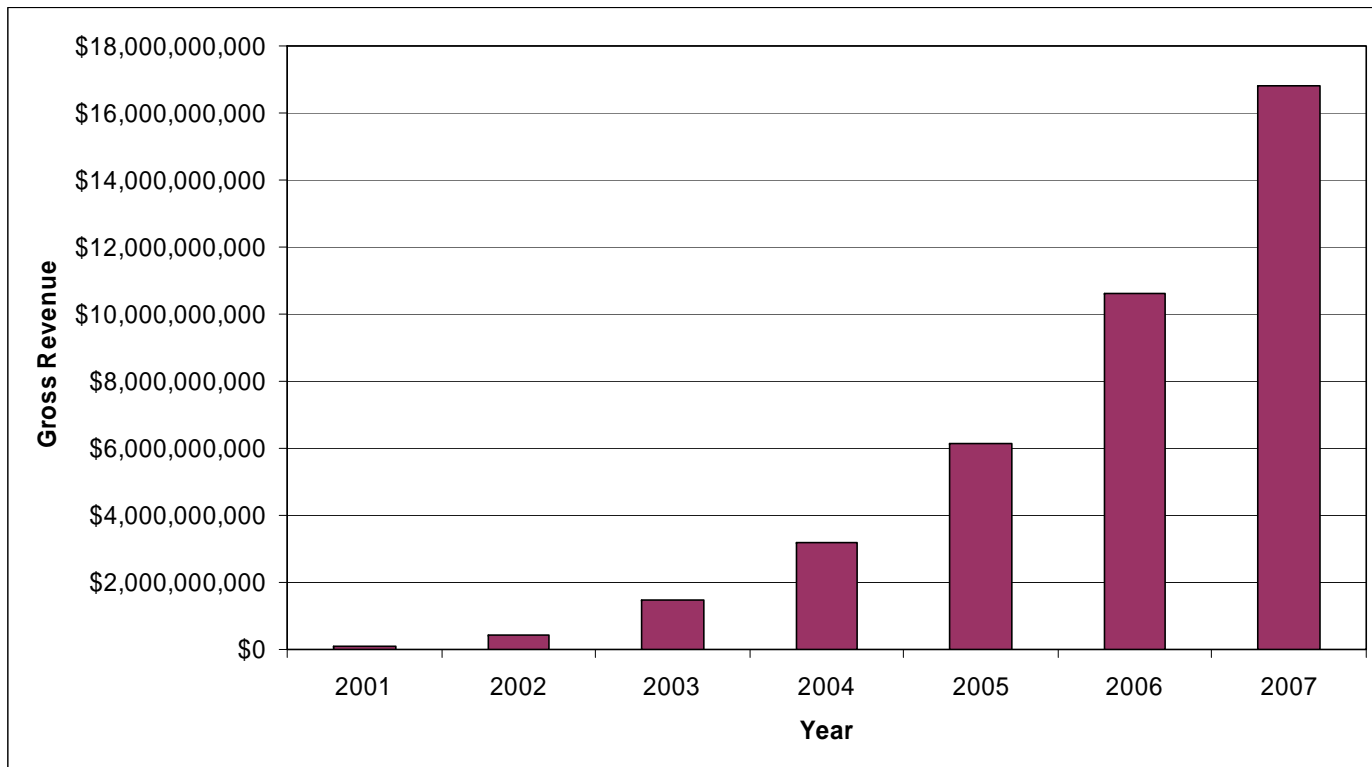
- Full-service PPC and SEO agency
- Formed in early 2006
- Created by a mix of client-side advertisers and agency stars
- Focus on customized, strategic solutions
- Clients are primarily ad agencies and web developers without in-house SEM/SEO expertise

# Agenda

- Google's Newest Ad Offerings
  - Placement Targeting
  - Pay-Per-Action
  - Print Ads
  - Radio Ads
  - TV Ads
  - Search Ads on Mobile Phones vs. Mobile Ads
- What's Next?
- Pros & Cons from an Advertiser's POV
- Is Google Your Next Ad Agency?
- Q&A

# Google's Revenue Stream

- 2006 revenue = \$10.6B
- Estimated 2007 revenue = \$16.8B
- 63% from Google websites; 36% from network websites; 1% from licensing & other



# Placement Targeting

- Formerly known as “Site Targeting”, where advertisers choose specific sites on Google’s Content network and bid on CPM for placement
- Now, CPM *or* CPC bidding is available
- Preferred bidding also available with CPC
- Applies to text, image & video ad formats
- Min CPC bid = \$0.01
- Min CPM bid = \$0.25
- CPM-based bidding for Keyword-Targeted campaigns not available...yet

# Pay-Per-Action

- CPA-based bidding for Content network
- Ads selected by AdSense Publishers
- Also competes with standard CPC and CPM Content advertisers
- Country or Territory geotargeting only
- Text, image, or text link ad units
- Must use Google's conversion tracking
- Warning: monitor your conversions!

# Print (Newspaper) Ads



- 200 newspapers / 30,000,000 readers
- Everything done in online interface (including electronic tear sheets)
- Single monthly invoice from Google
- Black & White ads only (no color)
- Google can recommend designers
- PDF file format required

# Print Ads – Targeting & Bidding



- Target by Location, Paper Name, Circulation, Ad Size, Publishing Date, or Category/Section of the Paper
- Not an auction – bids reviewed individually by the papers (3-day turnaround expected)
- U/I provides slider tools during the bidding process for pricing guidance
- Negotiate directly with each paper

# Print Ads – Reporting & Billing



- Online reporting includes:
  - Daily, weekly or monthly summary w/ date, # of newspapers, ads published, ads not provided, and cost
  - Ad summary w/ issue date, campaign, newspaper, section, status, and cost
- Be sure to use a unique 1-800 #, vanity URL, or easy-to-use coupon code/offer
- Publisher uploads e-tear sheets within 2 weeks of run date; you have 1 week to dispute
- After that, charges are posted to your account and you are charged separately from online AdWords campaigns

# Print Ads – Google's Suggestions



- Ads larger than 10 column inches generally perform better
- Smaller ads can be effective if paired with higher frequency/more insertions
- Choose the right placements, sections, and days to reach your target audience
- Use the Google ad creation tool to create your ad within the U/I in one of six sizes

# Print Ads – Special Offer



- Google will credit you \$2,000 towards future Print campaigns
- Fill out form (URL below)
- Google builds proposal in your account
- Approve proposal and spend at least \$1,000 by Dec 31, 2007 for eligibility

[http://services.google.com/ads\\_inquiry/printproposal](http://services.google.com/ads_inquiry/printproposal)

# Audio (Radio) Ads



- 1,603 or 12% of all terrestrial FM & AM stations across the U.S. (no satellite radio...yet)
- If you don't already have an ad, Google will help you find full-service experts (concept, script, voiceover & production)
- You search the list, send out bids, and are under no obligation until you accept a bid
- Typically costs \$100-\$1,000 for the creative
- Turnaround times of 3 days – 1 week

# Audio Ads – Bidding Options



- Reserve Campaigns
  - Price determined by rate card
  - Google reserves inventory
  - Best for time-sensitive campaigns
  - Can't pause once reserved
- Auction Campaigns
  - Inventory estimates based on your bid
  - Price determined by all advertisers with same target settings in auction
  - Cheaper option for non-time sensitive ads
  - Can pause anytime (takes 36 hours to stop playing)

# Audio Ads - Targeting



- Location – market, state or zip
  - Distance from business vs. low cost markets
- Age and/or Gender
- Language – English or Spanish
- Station Format – Talk, Sports, Rock, etc.
- Day of Week/Part of Day
- Event Triggers – just weather now
- Cannot target specific stations...yet
- New stations with your targeting preferences will automatically be added to your campaigns

# Audio Ads – Tracking & Reporting



- Be sure to use a unique 1-800 #, vanity URL, or easy-to-use coupon code/offer
- Google's call tracking – Google provides you with a number and forwards those calls to your business number; reporting includes number of calls, cities of origin, date, and time
- Today's Scheduled Spots Report
  - Shows your upcoming spots for the current day
- Played Spots Report
  - Station call letters (when available), category/format, market, state, play time, impressions, target impressions, air check
- Summary Report
  - # of ad plays for each market and station format

# Audio Ads – Google's Suggestions



- Frequency of 15 to 40 spots per station per week, but no less than 10 and no more than 90
- Aim for listeners to hear your ad at least 3 times
- Run campaign for at least 1 month
- Start with \$500 - \$1,000 weekly budget
- Aim for at least a 50% Target to Gross Impressions ratio

# Audio Ads - Policies



- Google will approve or disapprove ads for airplay within 2 days of upload
- 28 – 32 seconds in length
- MP3 or WAV files
- Ad must be commercial in nature and of professional quality

# Audio Ads – Special Offer



- Like the Print offer, Google will credit you \$2,000 towards future Audio campaigns
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[http://services.google.com/ads\\_inquiry/audioproposal](http://services.google.com/ads_inquiry/audioproposal)

# TV Ads



- Invitation-only beta right now (go to [http://services.google.com/ads\\_inquiry/tvadsbeta](http://services.google.com/ads_inquiry/tvadsbeta) to request an invitation)
- Over 100 networks available
- English-speaking, U.S. only
- Pricing is a CPM-based auction (pay only next-highest bidder's offer)

# TV Ads – Targeting & Formats



- Target nationally, locally or both
- Day of Week / Time of Day
- No demo targeting...yet
- Select from both network and cable channels
  
- 30 second spots ; <100MB file size
- DV, AVI, QuickTime, MPEG2, H.264
- Can also snail mail a video tape
- Ads available within 24 hours of upload

# TV Ads - Reporting



- Played Spots Report – day and time, network, etc. plus cool extras:
  - Average Viewing Time
  - % View to End
  - Most Common Tune Out Time
- Summary Report – date, geographic location, and network

# Search Ads on Mobile Phones



- Standard Text ads on mobile phones
- Free through 11/18/07
- Opt-out anytime through Campaign Summary page
- Keywords with inadaptable landing pages and/or ad texts are excluded
- Not for everyone – think about whether your conversion process can easily be completed with a mobile phone
- Visit <http://google.com/gwt/n> to see what your “adapted” landing page looks like

# “Traditional” Mobile Ads



- A fairly new ad format
- Ads shown on mobile websites (through the Content network) or from Google searches on mobile phones
- Ad format: 2 text lines (12-18 characters/ line) + URL (20 characters)
- Land on your mobile webpage or click to call your business phone
- Placement targeting not included
- If don't have a mobile webpage, create a Business Page through AdWords
- Reporting – Ad Performance report, Ad Group report (if you create a separate ad group), and the Placement Performance report

# What's Left?

- Outdoor ads (billboards, bus stops, subway stations, etc.)
- Satellite TV ads
- Magazines
- Coupon books (Valpak)
- Direct mailers
- Catalogs

# Pros / Cons

Pros include...

- Takes a lot of work out of the process
- Lowers the cost of entry for SMBs
- Offers lower minimum buys
- Eliminates the need for agency planning/  
buying fees
- Provides single point of contact to  
plan/negotiate all campaigns
- Access to affordable creative resources

# Pros / Cons

Cons include...

- Less strategic direction/guidance
- Fewer options and less flexibility
- Google still won't manage your campaigns
- Remnant space?
- Where does this leave ad agencies?

# Is Google Your Next Ad Agency?

How can agencies stay relevant?

- Continue offering top-notch creative
- Offer strategic guidance that Google can't provide on a one-off basis
- Embrace this change as an opportunity to reach out to SMBs with lower-cost solutions

Will Google hurt its relationships w/ agencies?

# New Targeting Options?

A recent AdWords survey asked the question:

How much would you like to target ads based on...

- What someone has been searching for
- Where someone has been online
- What someone has bought recently
- Demographics (e.g. income, gender, etc.)
- Psychographics (e.g. propensity to spend, values, needs, etc.)
- Geographics

# Questions?

# Thank You!

Please feel free to call or email with any additional questions or comments.

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