



Google Ads : Life of a dollar

Presented By: Rajat Jain

Overview:

- Google greatest search company but no revenue initially
- Launched AdWords in 2000 - by applying search principles in Ads
- Today accounts for over 90% of Google's revenue - ad revenue was \$42.5 billion in 2012

- Text Ads - Google's text advertisements are short, consisting of one headline of 25 characters and two additional text lines of 35 characters each
- Display Ads
- Banner Ads
- Video Ads
- Click to Call Ads, etc.

- ❖ AdWords - on [google.com](https://www.google.com) and other partner search sites
 - Text Ads based on search keywords
- ❖ AdSense - on publisher websites
 - Text Ads based on site content
 - Display Ads based on site verticals, etc. Google shares revenue with site publisher
 - For lot of sites revenue model is based on AdSense revenue

- ❖ Technical Terms
 - Impressions, Clicks, CTR, CPC, CPM, etc.
- ❖ Google Bidding Algorithm
 - Old bidding vs new bidding
- ❖ Bidding process with Examples
 - see <http://goo.gl/QFl0w4>
- ❖ Matching Algorithm
 - Exact match vs. Phrase Match vs. Broad Match