

What is Display Advertising?

Display advertising is a [type of online advertising](#) that involves running visual ads that appear on websites and apps and include a call to action to drive new business.

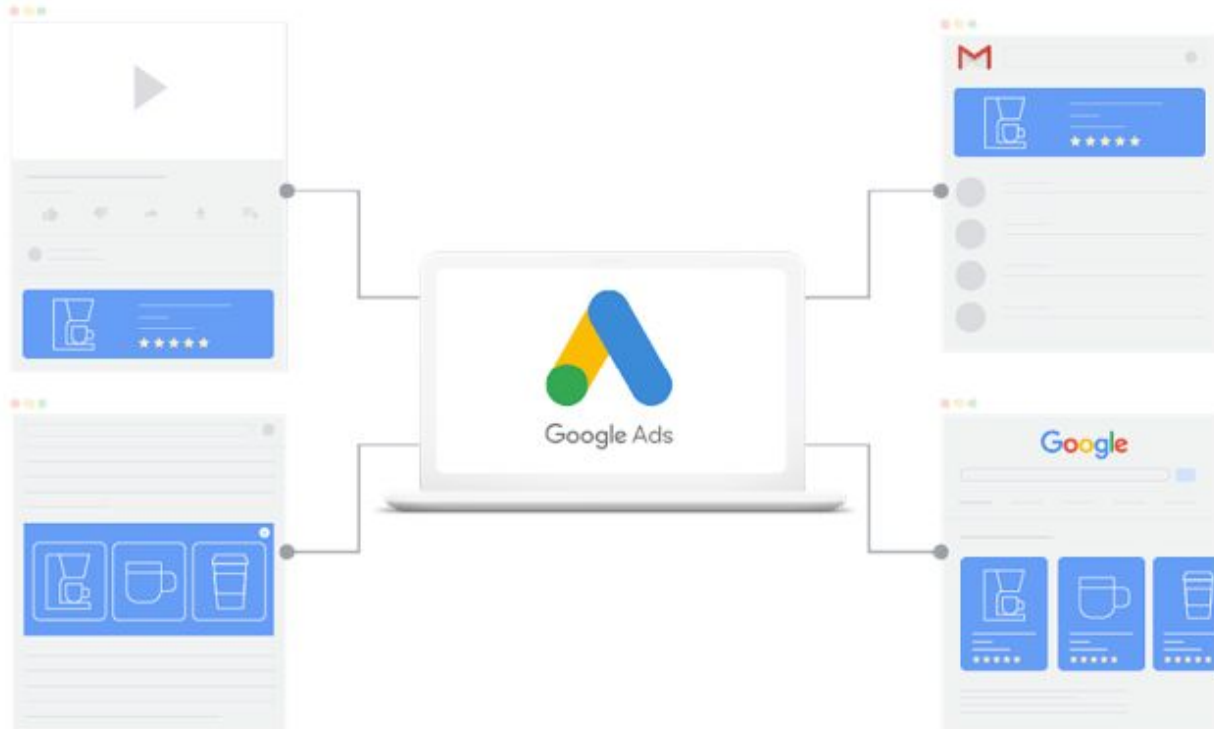
[Display ads](#) can appear on any type of site that a consumer visits.



What are Google Display Ads?

Google Display Ads are visual ads that are shown on articles, videos, emails, websites, blog posts, news feeds and mobile apps/games, that nearby consumers browse.

The Google Display Network is a collection of over two million websites that **reach over 90% of Internet users** across the globe as well as Google-owned properties (such as Blogger, Gmail and YouTube).



Online Advertising Costs 2021

Platform	Average CPC	Average CPM	Average Increase \$	Reach
Google Display Ads	\$0.67	\$3.12		90%
Google Search Ads	\$2.32	\$38.40	789%	92%
Facebook Ads	\$1.35	\$8.60	239%	51%
Instagram Ads	\$3.56	\$8.96	409%	20%
LinkedIn Ads	\$5.26	\$6.59	498%	6%
Twitter Ads	\$0.38	\$6.46	132%	6%
Pinterest Ads	\$1.50	\$30	593%	9%

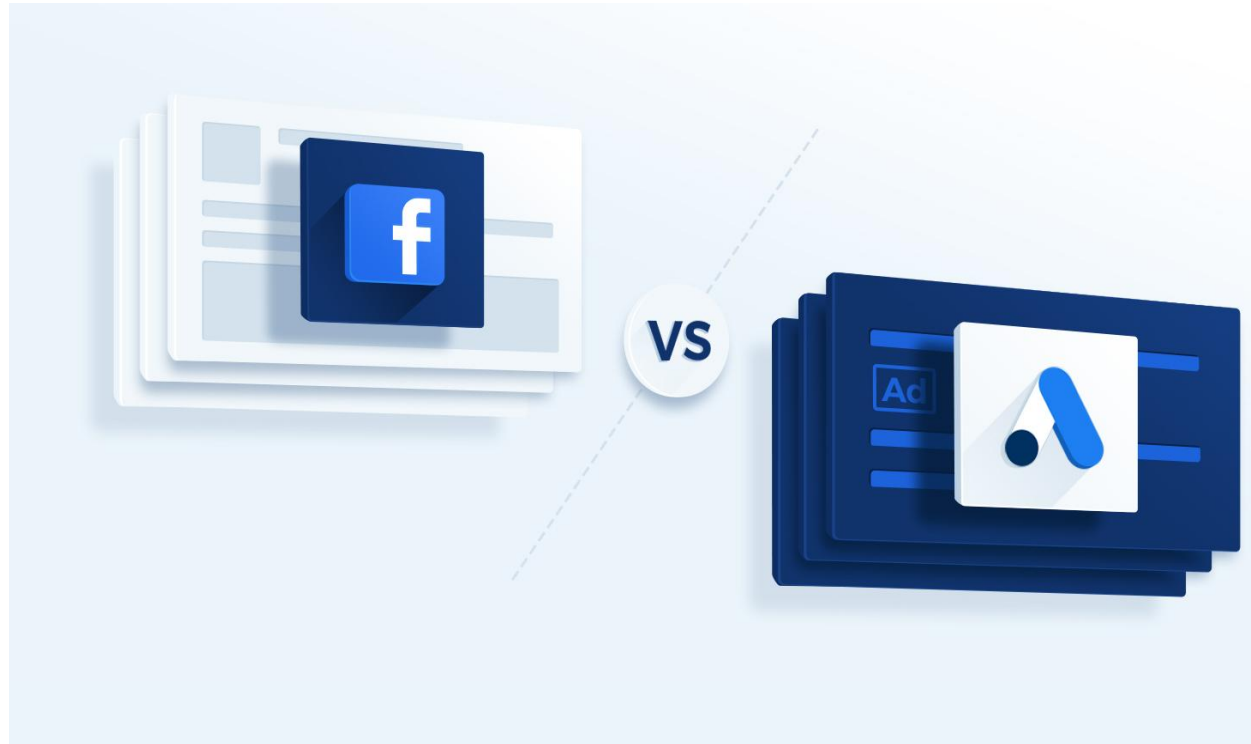
Google Display Ads offer the most compelling, cost-effective awareness opportunity on the Internet today and have almost 2x the reach of Facebook.

Facebook Ads vs Google Display Ads

For those familiar with Facebook Ads, the Google Display Network works in a very similar way.

The biggest difference is that **your ads won't be limited** to appearing on one website and **reaching only 51% or the addressable audience.**

Instead, your ads will be displayed in ad slots on **millions of different websites and apps that reach 90% of internet users worldwide.**



Features & Benefits of Google Display Ads

★ Visually Appealing Ads

One of the first benefits of display advertising is that you can **control your branding and messaging**. Regular PPC ads are text only and have to adhere to character counts, limiting how effectively and quickly you can convey your message.

★ Great for Brand Awareness

Display advertising allows you to **get in front of consumers** before they need a specific good or service from you. By the time they need what your business offers, you have a better chance of being who they consider since they've encountered your name time and again online.

★ Generate Event Awareness

Display advertising allows you to **inform a nearby consumer of an event or promotion** that being unaware, they would never be searching for it. For example a concert, a sale, an offer, a charity drive, a contest etc.

★ Reach Consumers

Facebook is great but only 51% of Internet users use Facebook. **With Google Display Ads you can reach over 90% of all internet users** while they are nearby and on-the-go, checking the weather, reading the news, playing a game, watching a video or even checking their email.

★ Targeted & Timed

Geofencing and Day-Parting are effective display advertising tactics. By **pushing your timely advertisements through to consumers based on their current location**, you can direct your advertising at people who are out now and whose purchase intent is high.

★ Works with Search

Display advertising works great in tandem with other PPC marketing strategies. 27% of consumers conduct a search for a business after seeing their display ad, and there's a 59% lift in conversion when users conducted a search related to a display ad.

★ High ROIs

Online advertising is very inexpensive compared to offline advertising. **The average cost to reach 1,000 people with online advertising is \$3** while the average cost to reach 1,000 people with traditional/offline advertising is \$22 and up.

Control When Ads Display with Day-Parting

Effectively target audiences when they are more likely to act and engage.

With Google Display Ads you can schedule ad campaigns for certain times of day, or certain days of the week (or both).

For example, ads for a Wing Wednesday special can be scheduled to be shown to nearby searchers on Wednesdays from 4-7pm.



Target the Right Audience

Show ads to the right people based on geographical location

Target area options include:

- A radius around the business
- Zip/Postal Codes
- Cities/Towns
- States/Provinces
- Countries

Optionally target specific demographic groups to reach the ideal audience:

Age

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Household Income

- Top 10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- Lower 50%

Parental Status

- Parent
- Not a Parent

Gender

- Female
- Male

Effectively target audiences that are more likely to engage



Where Display Ads Show

Ads are displayed throughout the Google Display Network.

The Google Display Network consists of over 2 million websites, news pages, blogs and Google sites like Gmail and YouTube.

The Google Display Network reaches **90% of Internet users** worldwide.

