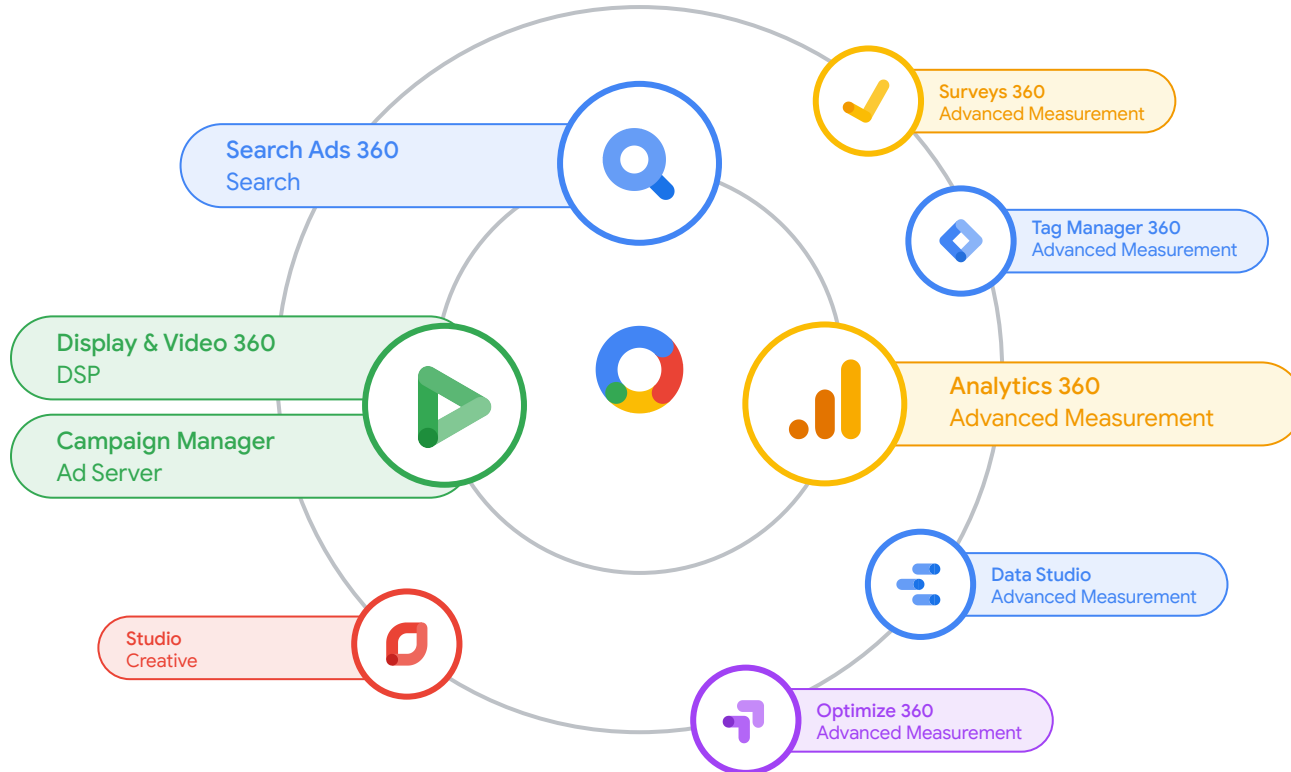




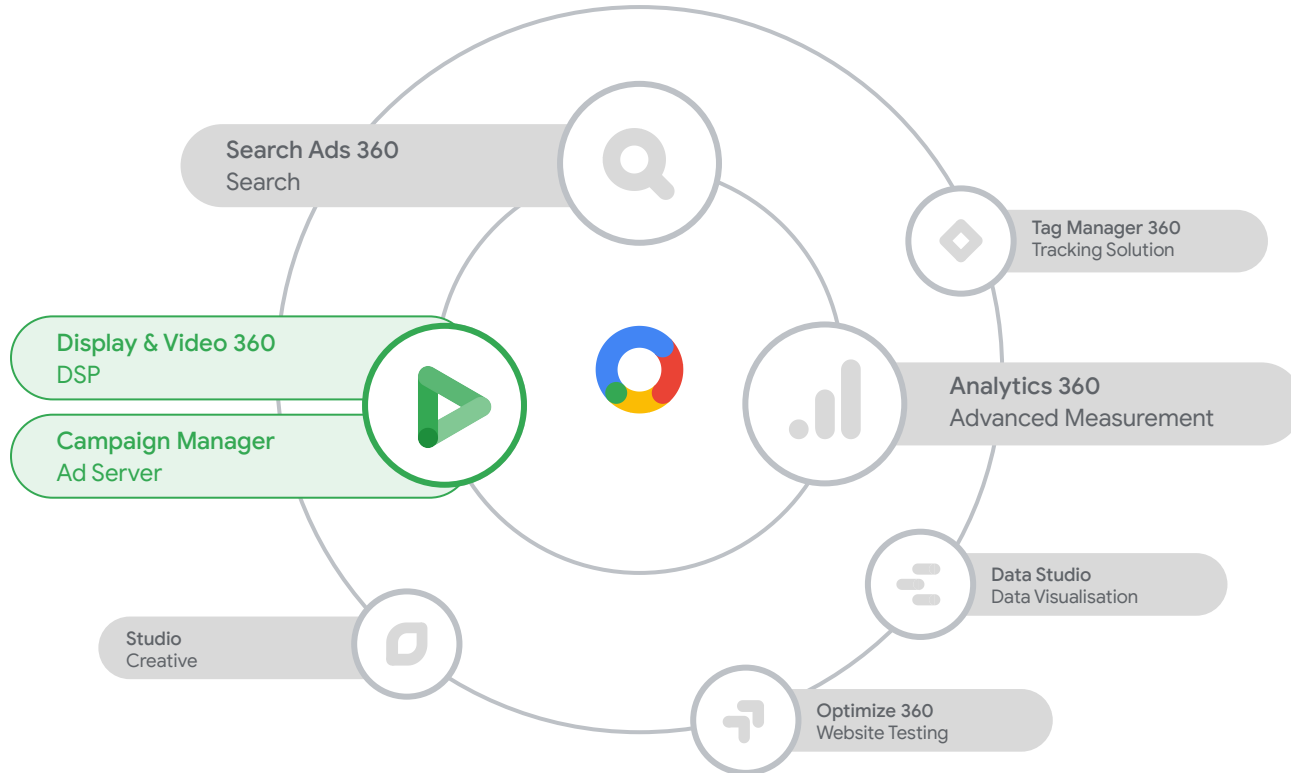
PPC Camp

Google Marketing Platform for Display

What is Google Marketing Platform



What is Google Marketing Platform for Display



But most of the clients use a different solution for display



Display &
Video 360



Google Ads

What are the key differences?

1) INVENTORY

2) AD FORMATS

3) AUDIENCE
SOLUTIONS

4) AUTOMATION

Round 1) Inventory



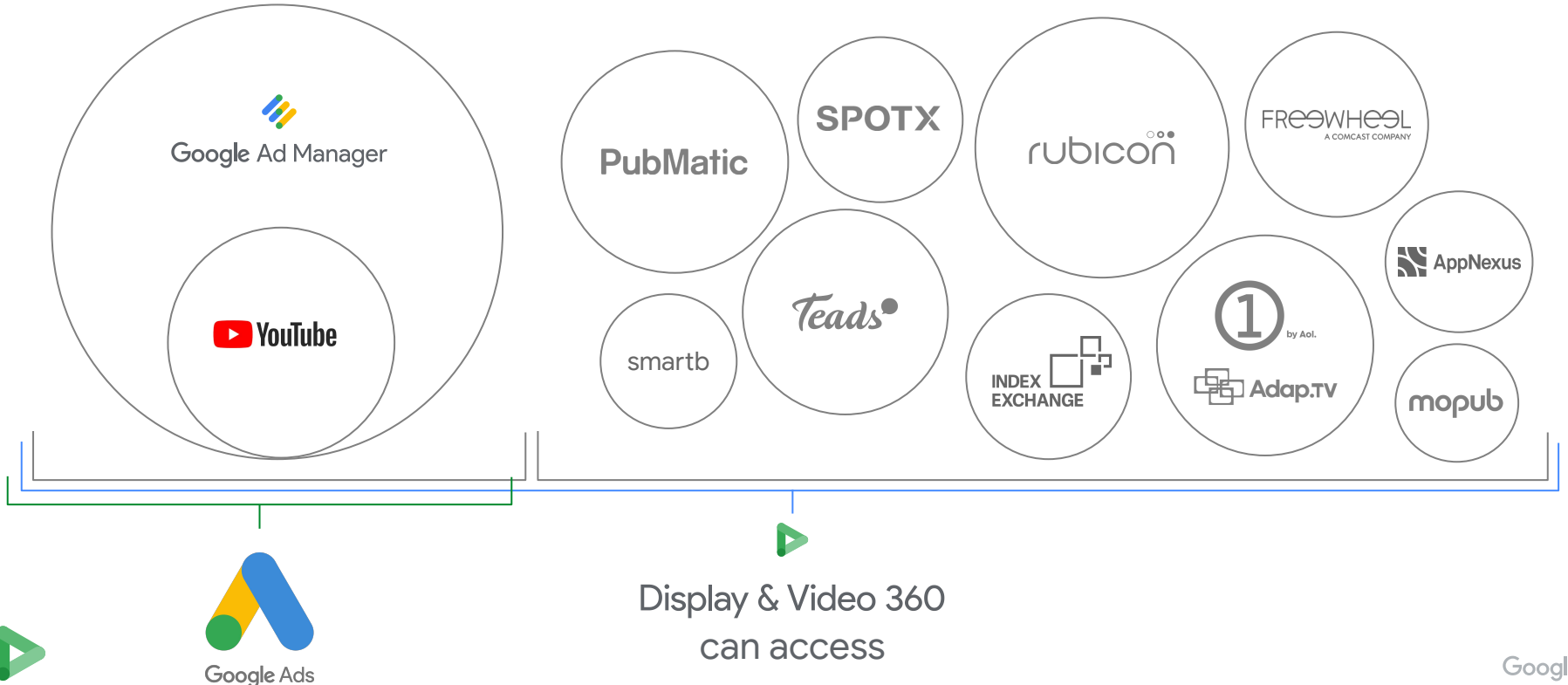
- YouTube Home Feed & Discovery feed



- 3rd party exchanges (open auction, private auctions, ...)
- Audio
- Connected TV

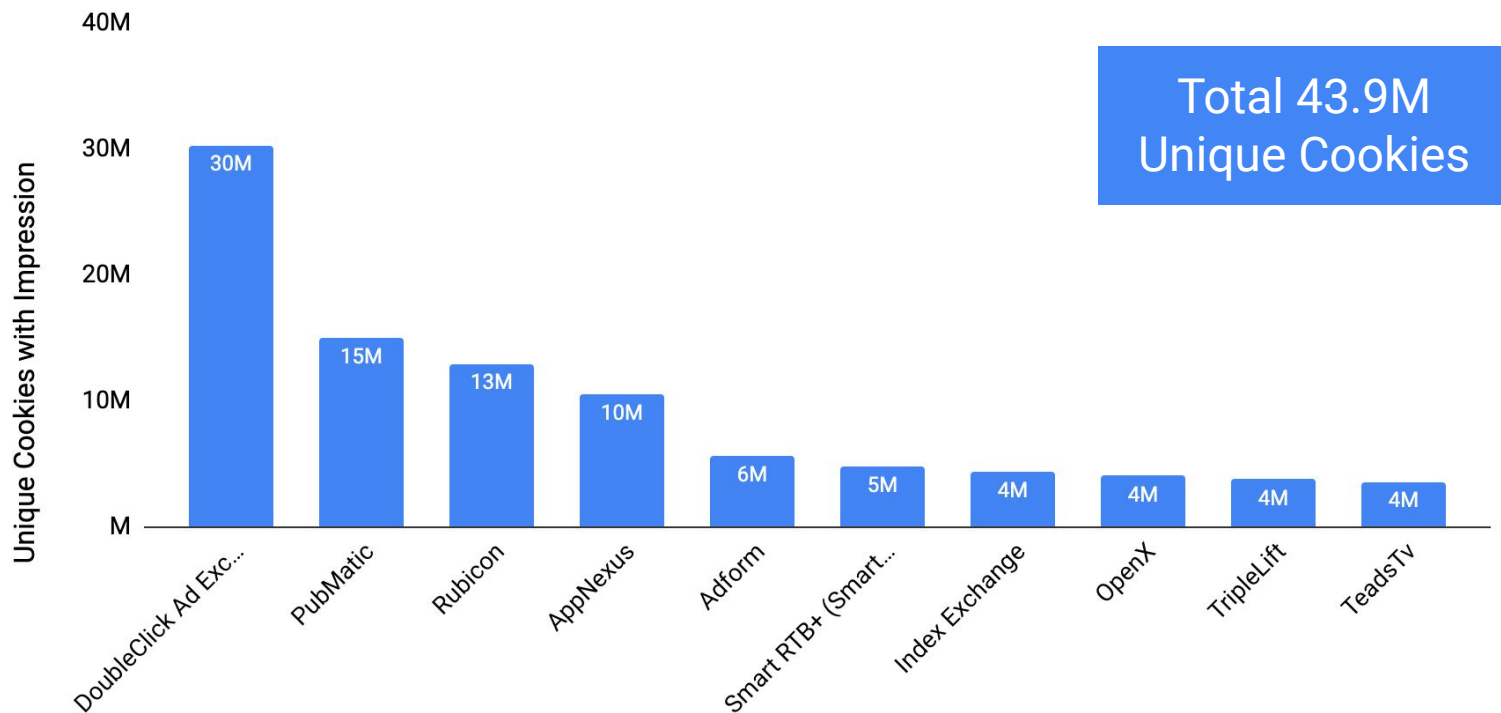
Display & Video 360 can access all major exchanges and SSPs

Including exclusive access to YouTube and GDN inventory via Google Ad Manager

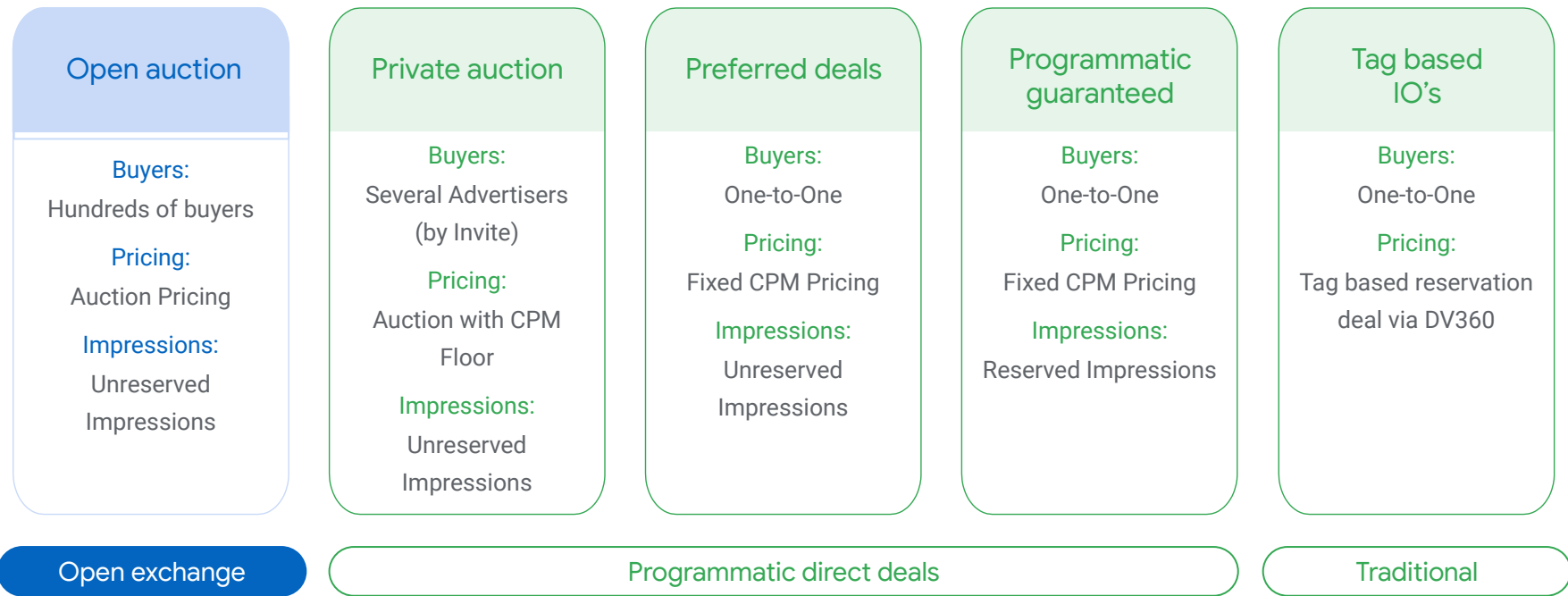


Display & Video 360
can access

Inventory availability in the Czech Republic



Programmatic buying types



Example of Inventory Marketplace in DV360

Publisher (40+) Auction package (11) Search 7-day forecast from exchange Sort by: Impressions DOWNLOAD

<input type="checkbox"/>	Publisher	Impressions	Uniques	Display	Video	Contacts	Exchange
<input type="checkbox"/>	ebay GBH	45.7M	301K	100%	0%	-	Google Ad Manager
<input type="checkbox"/>	Mediální skupina MAFRA	26.4M	723K	72%	28%	jan.maly@idnes.cz	Google Ad Manager
<input type="checkbox"/>	CNN International	3.72M	71.5K	100%	0%	benjamin.hancock@turner.com	Google Ad Manager
<input type="checkbox"/>	Net Communities	2.98M	47.4K	100%	0%	david.barr@netcommunities.com.t.1	Google Ad Manager
<input type="checkbox"/>	Viber Messenger	1.96M	389K	100%	0%	jean-marc@viber.com.t.1	Google Ad Manager
<input type="checkbox"/>	Czech News Center, a.s.	1.96M	154K	58%	42%	jan.hanzlik@cncenter.cz.t.1	Google Ad Manager
<input type="checkbox"/>	Vltava Labe Media/AdActive	1.71M	379K	71%	29%	jan.zubina@adactive.cz	Google Ad Manager
<input type="checkbox"/>	TV Nova (CME CZ)	1.7M	158K	83%	17%	lubor.burda@nova.cz.t.1	Google Ad Manager
<input type="checkbox"/>	CSFD.cz	1.36M	148K	78%	22%	-	Google Ad Manager

Who will the ad be shown to?

35-44

Gender

Male

User geo

Czechia

Audience list

What kind of ad?

Format

All **Display** Video Audio

Exchange

Commitment

Round 2) Ad formats

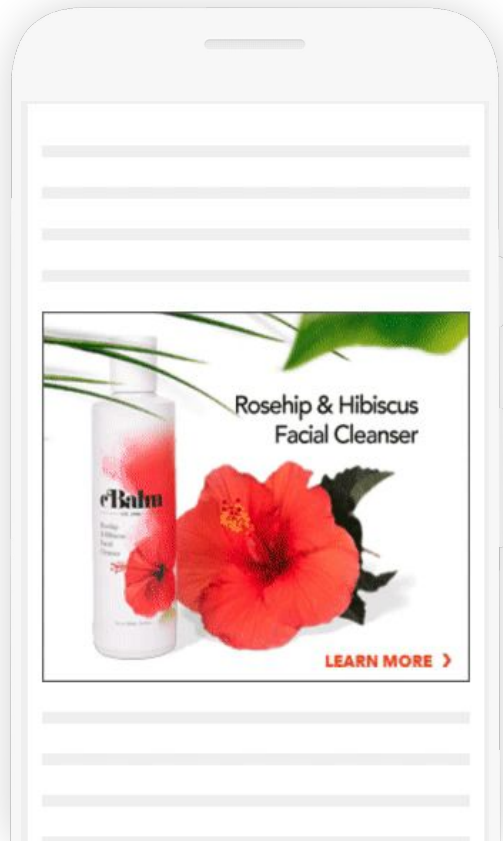
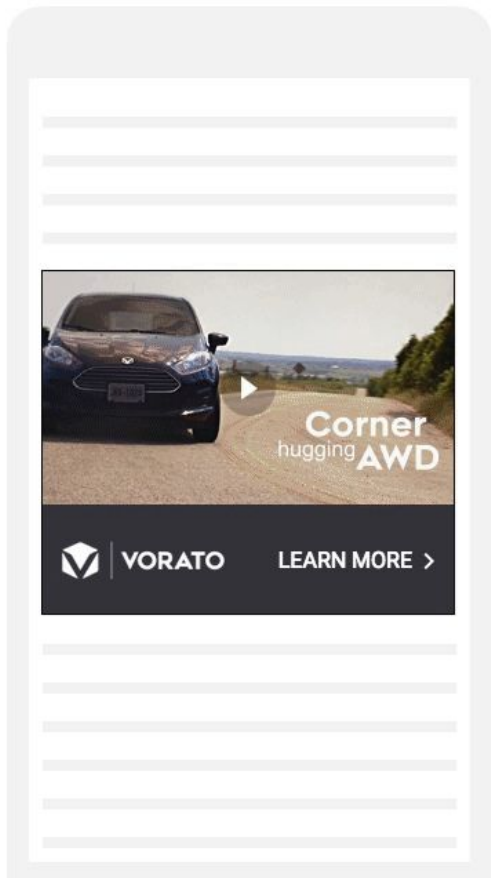


- Responsive Display Ads



- More flexibility
- Advanced data-driven creative

Example of some DV360 creatives



Creative decisioning & sequencing

Deliver the best creative messaging to that user at that time

Decisioning

Choose the **most engaging ad** for the audience and their stage of the journey



Running Enthusiast

Sequencing

Leverage sequential messaging to **tell a story to the user** across multiple ads



Round 3) Audience solutions



- Simple and well performing
Dynamic remarketing &
prospecting



- Audience module for advanced
audience management
- DMP audience integration
- Third Party audiences

Round 4) What about performance of both platforms?



CPM Based Buying vs Outcome Based Buying

CPM Based Buying

- Pay Per Impression (CPM)
- Traditional DSP buying model
- User carries the responsibility of delivering outcomes

Key Value Proposition

- Full control and transparency of bidding and buying, supports all conversion goals and inventory types

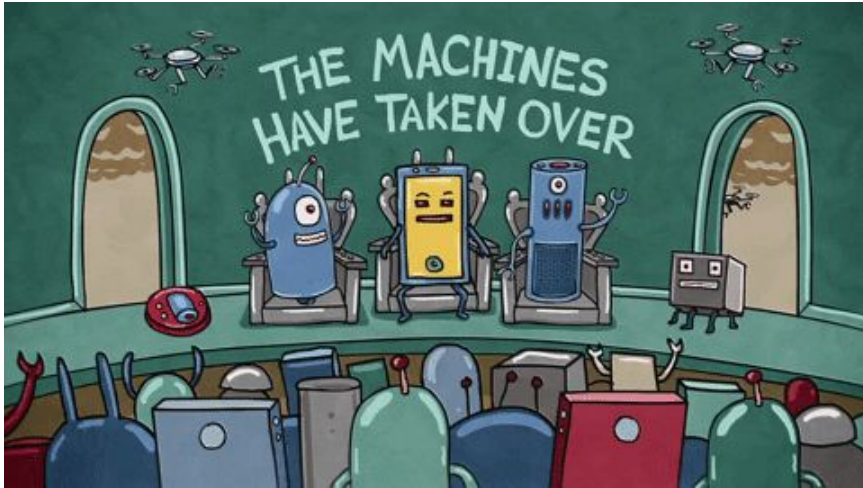
Outcome Based Buying

- Pay Per Outcome (Today: pay per click, optimize for click through conversions)
- Outcome based buying model
- DV360 carries the responsibility of delivering outcomes

Key Value Proposition

- Pay for the outcomes you care about
- Improve click through conversion campaign performance compared to traditional CPM based buying, by leveraging Google proprietary data and algorithms

So should I use Google Ads or DV360?



Round 5) Automation



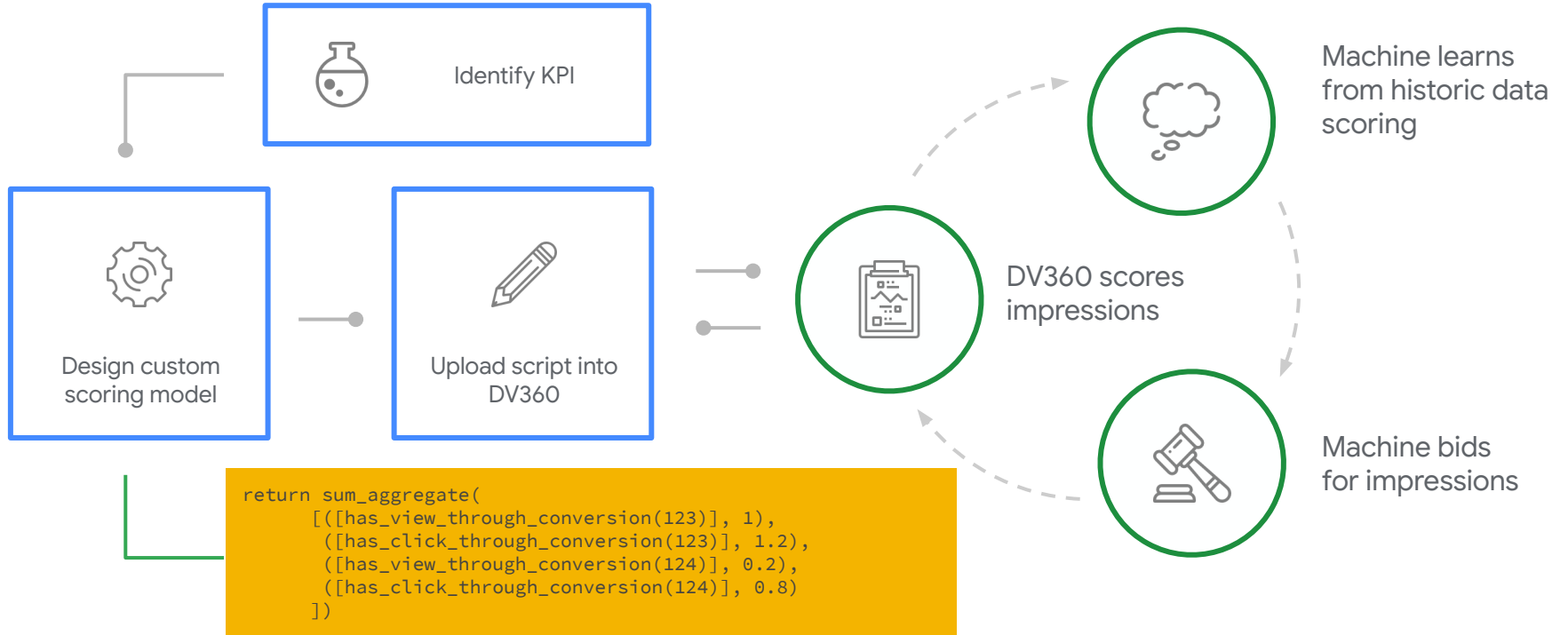
- Smart Display Campaigns:
Automate bidding, targeting, and creatives
- Cross-channel campaigns:
Universal App Campaigns & Smart Shopping
- Pay per Conversion



- **Custom Bidding** to design your own metric and optimization
- Export of log files for robust reporting with **Ads Data Hub (BETA)**

Custom Bidding in Display & Video 360

How it works



Custom Bidding: Travel Example

When using auto-bidding

- Flight purchase & price of the tickets



All flights are considered the same

With custom bidding:

- Flight purchase
 - Cabin
 - Number of passengers
 - Route
 - Long haul / Short haul
 - Reward scheme
 - Pricing tiers
 - Dates - optimize for closest

All flights are not equal



Custom Bidding in Display & Video 360

Sample Scripts

Weighted conversions: sum multiple conversions

Scenario: Advertiser A is tracking many different actions on their website as conversions and wants to assign a value that is a weighted sum of these conversions.

Activity ID	Pixel location
123	Confirmation page
124	Basket page
125	Specific product page
126	Home page landing

Custom Bidding in Display & Video 360

Sample Scripts

Weighted conversions: sum multiple conversions

Scenario: Advertiser A is tracking many different actions on their website as conversions and wants to assign a value that is a weighted sum of these conversions.

```
return sum_aggregate([
    ([has_click_through_conversion(123)], 1),
    ([has_click_through_conversion(124)], 1.2),
    ([has_view_through_conversion(125)], 0.8),
    ([has_view_through_conversion(126)], 0.2)
])
```

Custom Bidding in Display & Video 360

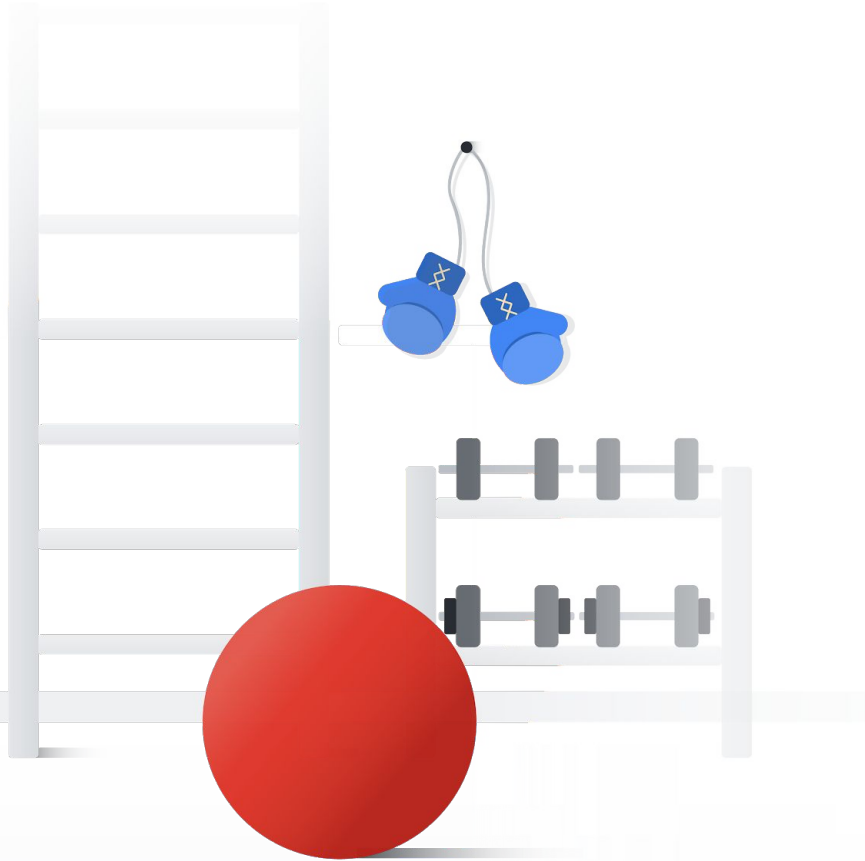
Sample Scripts

Brand metrics optimization

Scenario: Advertiser A wants to optimize their video campaign based on a combination of metrics they think are predictive of brand lift like viewability and creative dimensions.

```
#Remember that return None excludes impressions from training.  
  
if creative_id in [123, 124, 125, 126]:  
    return max_aggregate([  
        ([click], 50),  
        ([active_view_viewed, creative_width > 300, creative_height > 600], 10),  
        ([active_view_viewed, creative_width > 300, creative_height > 250], 6),  
        ([active_view_viewed], 2),  
        ([], 0)  
    ])  
elif:  
    return None
```

Auto Bidding vs Custom Bidding



Auto Bidding

- Easy to setup
- Easy to manage
- Can take advantage of the Automation Pool
- Easy reporting

Custom Bidding

- Complex to setup
- Complex to manage
- Allows greater customisation
- Customise to the unique advertisers values
- Complex Reporting

What is Ads Data Hub?

Ads Data Hub is infrastructure that lets customers connect **Google Ads data + non-Google data** at the **person** level, securely, in a privacy-compliant way

High-level Ads Data Hub workflow:

- 1 Google uploads customer-permissioned Ads data into a **Google-managed BigQuery project**
- 2 Ads Data Hub user writes & runs a **SQL query**, via the Ads Data Hub **privacy-safe UI and/or API**, to analyze the ads data
- 3 **Aggregated** query results are sent to the **customer-owned BigQuery project**

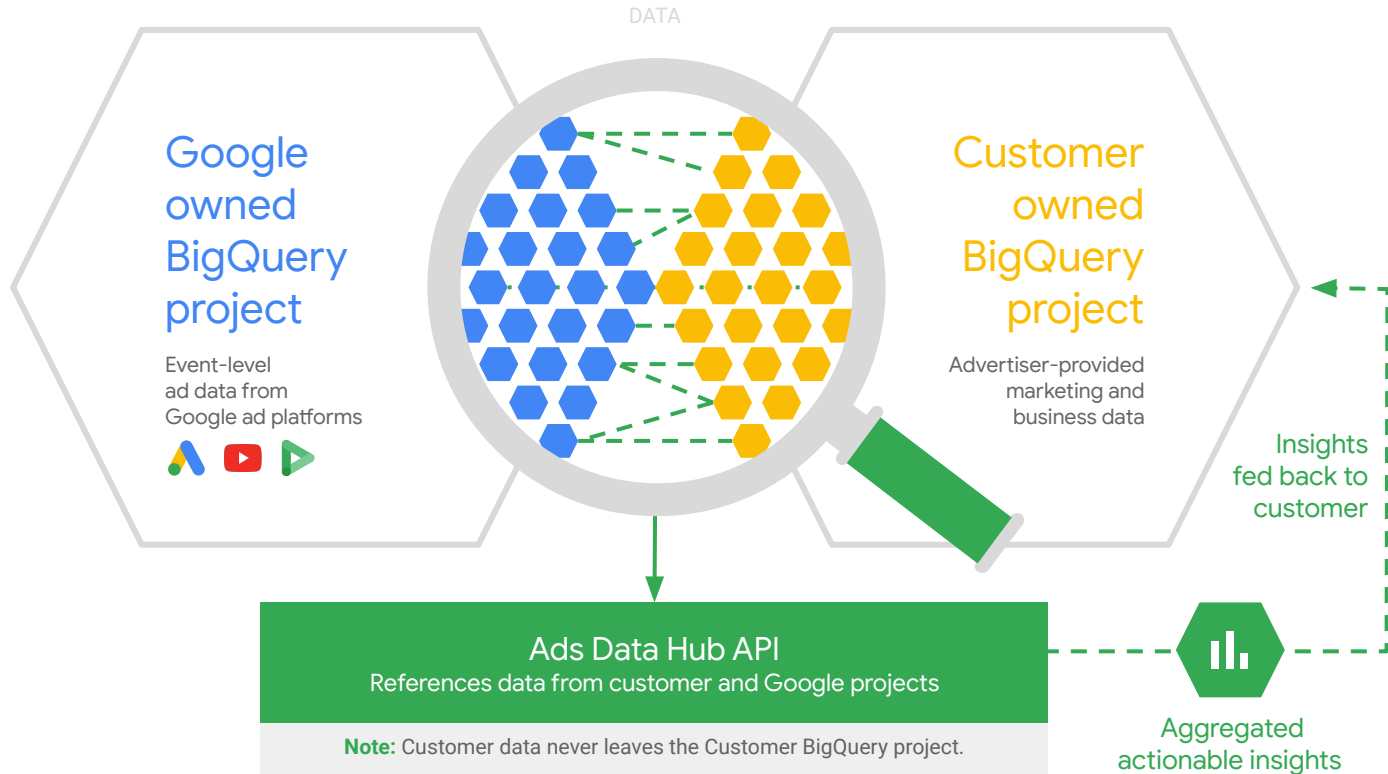
What does Ads Data Hub solve?

1 **Analysis** on user-level to find insights / patterns (without exposing individual users)

2 **Activation of audiences** based on these insights

3 **Advanced attribution** of paid media

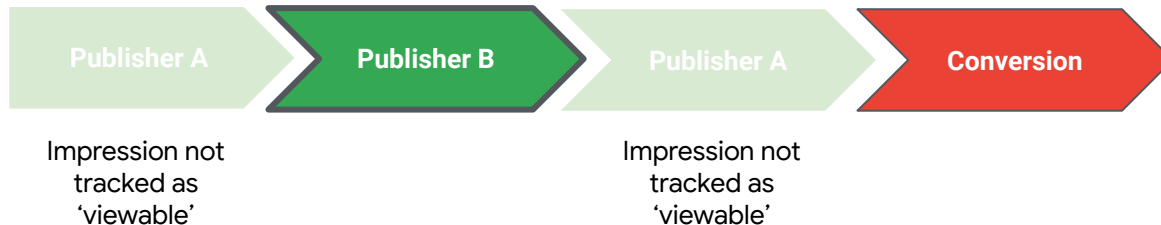
How does Ads Data Hub work?



Viewability Analysis

Publisher	Impressions	Clicks	Conversions
Publisher A	223	732	64
Publisher B	123	203	17
Publisher C	643	1251	92
Publisher D	302	349	38

Viewable Conversions
51
10
48
32

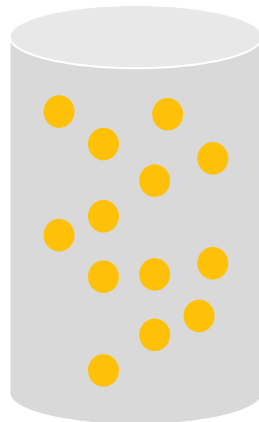
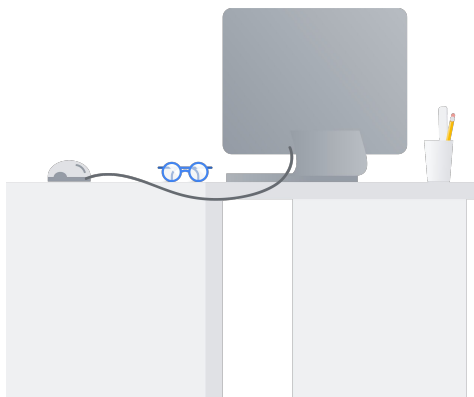


With **Ads Data Hub** you have access to impression viewability event level data via Google's ActiveView tracking allowing you to build rule based attribution models based on your criteria

Offline Conversion Analysis

Customer-owned project

 BigQuery



Publisher	Quotes	Sales
Publisher A	223	36
Publisher B	123	10
Publisher C	643	48
Publisher D	302	32

Site visitors complete an online Quote and given a **Quote ID** which feeds into the client's CRM

Advertiser uploads a list of **Quote IDs** that converted to sales

Ads Data Hub is used to work out which publisher is driving the highest number of sales for optimising media budget

Validate Prospecting vs. Remarketing

- Are my prospecting efforts reaching new customers?
- After converting are my customers being exposed to my prospecting ads?

Sample Output

customer_type	remarketing_impressions	prospecting_impressions	prohibited_impressions	total_impressions
new_customer	6,660,422	1,161,705,488	3,660,422	1,168,365,910
existing_customer	4,473,199	1,299,876	1,299,876	5,773,075

Targeted Penetration Report

This can help you determine whether there's room to grow with your current targeted audiences and understand how effective you are at maximizing your reach.

Sample Output

audience	impressions	uniques	estimated_uniques
Targeted_Audience_A	4,519,480	1,406,516	2,398,423
Targeted_Audience_B	14,802,942	4,799,810	7,489,912
Other	334,988,509	28,481,908	46,235,876

Targeted Segment Overlap

Understanding where users intersect can help you optimize your ad campaigns by reducing wasted impressions and/or aid your future targeting strategy by creating audience segments with lower overlap.

Sample Output

Audience_Exposure	Unique_Cookies	Segment_1_Impressions	Segment_2_Impressions
Segment 1	4,799,810	14,802,942	0
Segment 2	1,406,516	0	4,519,480
Segment 1 & 2	2,879,886	9,177,824	2,267,150

Attribution Types



Rule Based Attribution

SQL scripted rule based attribution

Single device only with GMP data, cross device for YouTube reservation



Data Driven Attribution /
Statistical Modeling

Statistical language or modeling capabilities that enable data driven attribution

Rule Based Attribution

Standard Models (last click, last touch, first, last, linear)

Floodlight model - last click if exists otherwise last impression



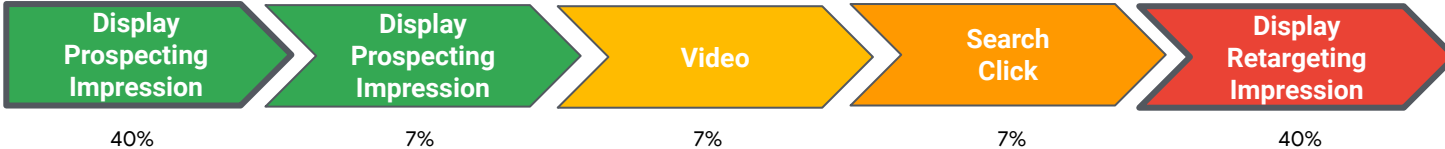
Last Touch



First



Position Based



Rule Based Attribution

Custom user defined models available only via Ads Data Hub

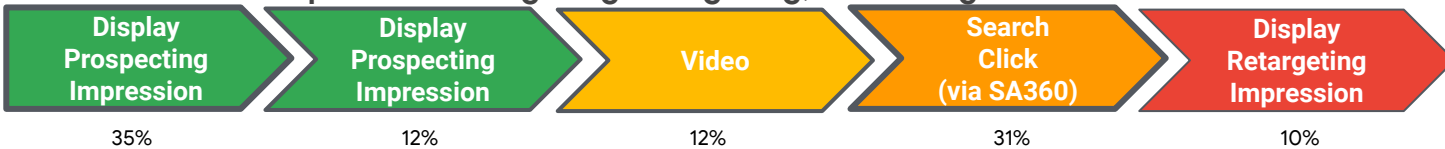
Position Based - Only impressions that were in view (ActiveView tracked)



Add in Offline Events via BigQuery 1st party data upload



Custom Rule Example: Down weighting retargeting, increasing first and click

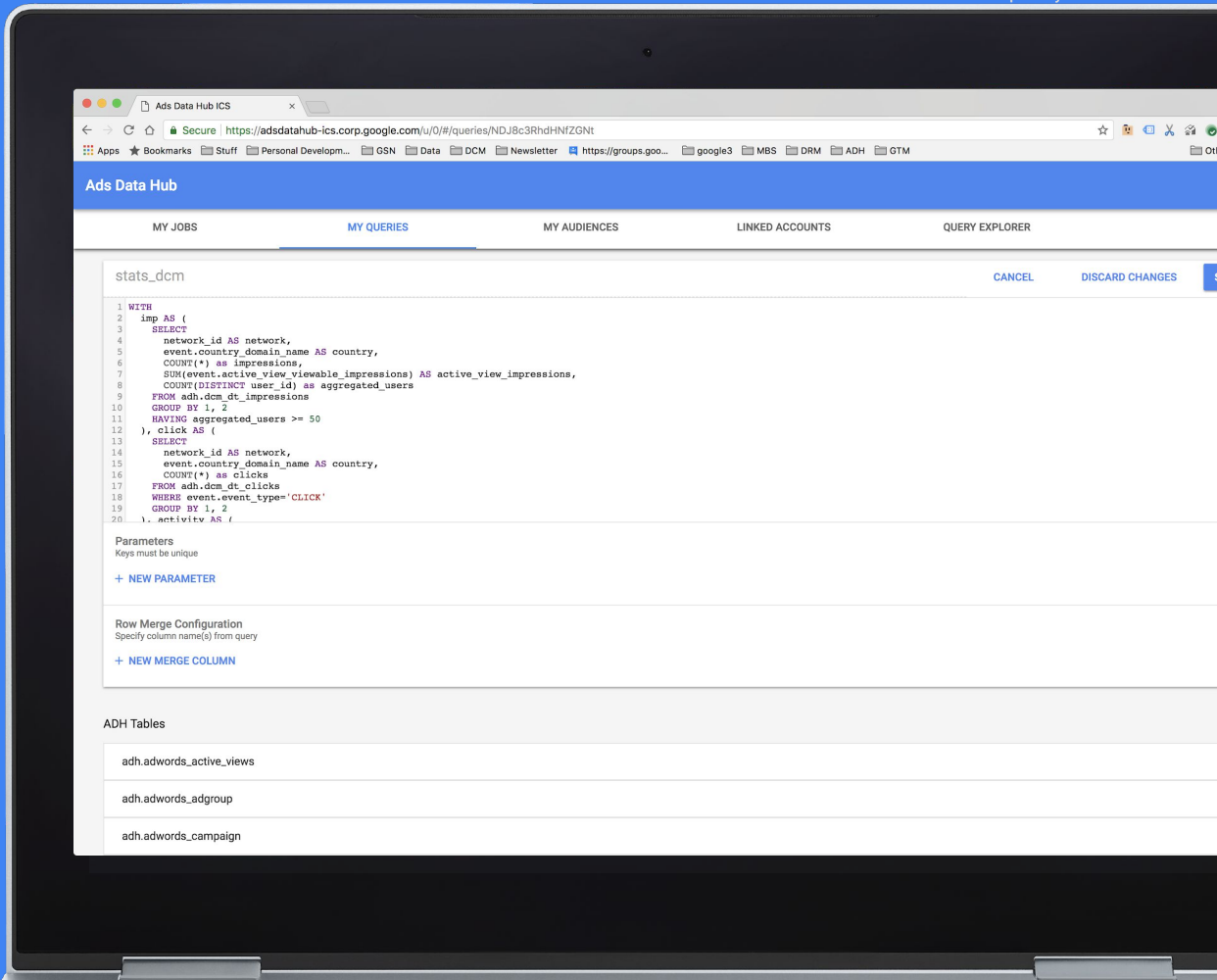


Custom Rule Example: Viewable only impressions and video watch time >50%



Ads Data Hub UI

Create & run
queries without
building out via the
API



When to use Ads Data Hub? It is not for everyone...



Marketing Data Scientist

- **Responsibilities:** Execute descriptive statistics on marketing data to derive insights and build predictive models
- **Skills:** Distributed computing, SQL writing, BigQuery ML, predictive modeling, and Python



SQL Database Analyst

- **Responsibilities:** Develop and execute SQL queries and perform in-depth data analysis for marketing campaigns
- **Skills:** SQL writing, database management, in-depth analysis, and data visualization



Data Engineer

- **Responsibilities:** Develop, construct, and maintain data architectures including data sourcing and pipelines
- **Skills:** Google Cloud Platform, SQL writing, database management, understanding of ETL concepts, Python, and data analysis

THE END :)