



AdWords: How to Make Advertising on Google Work for Your Brand

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4%

rise in purchase consideration for coming top of organic listing

20%

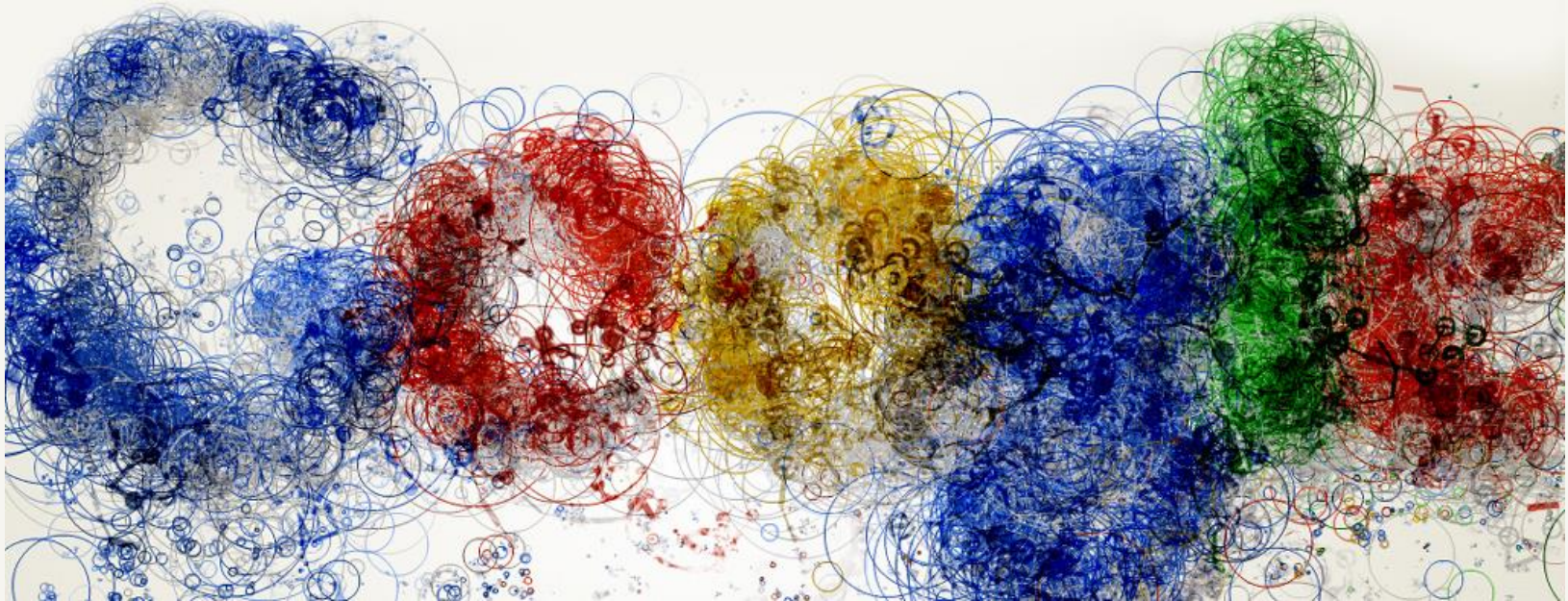
rise in purchase consideration for top paid position with no organic listing on the page

22%

rise in purchase consideration for being in both top paid position and top organic listing


"We've seen the same lifts for all verticals, including FMCG, retail and technology, and all markets, so we believe this is brand, vertical and market agnostic"

Henry Eccles, Google EMEA product marketing manager for its Market Insights team





HEALTHY



November 2008: Google starts using aggregated search data to estimate and predict flu activity

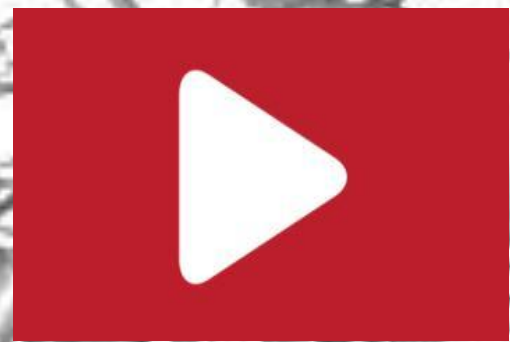
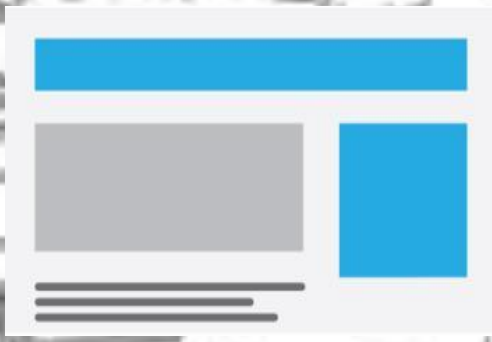
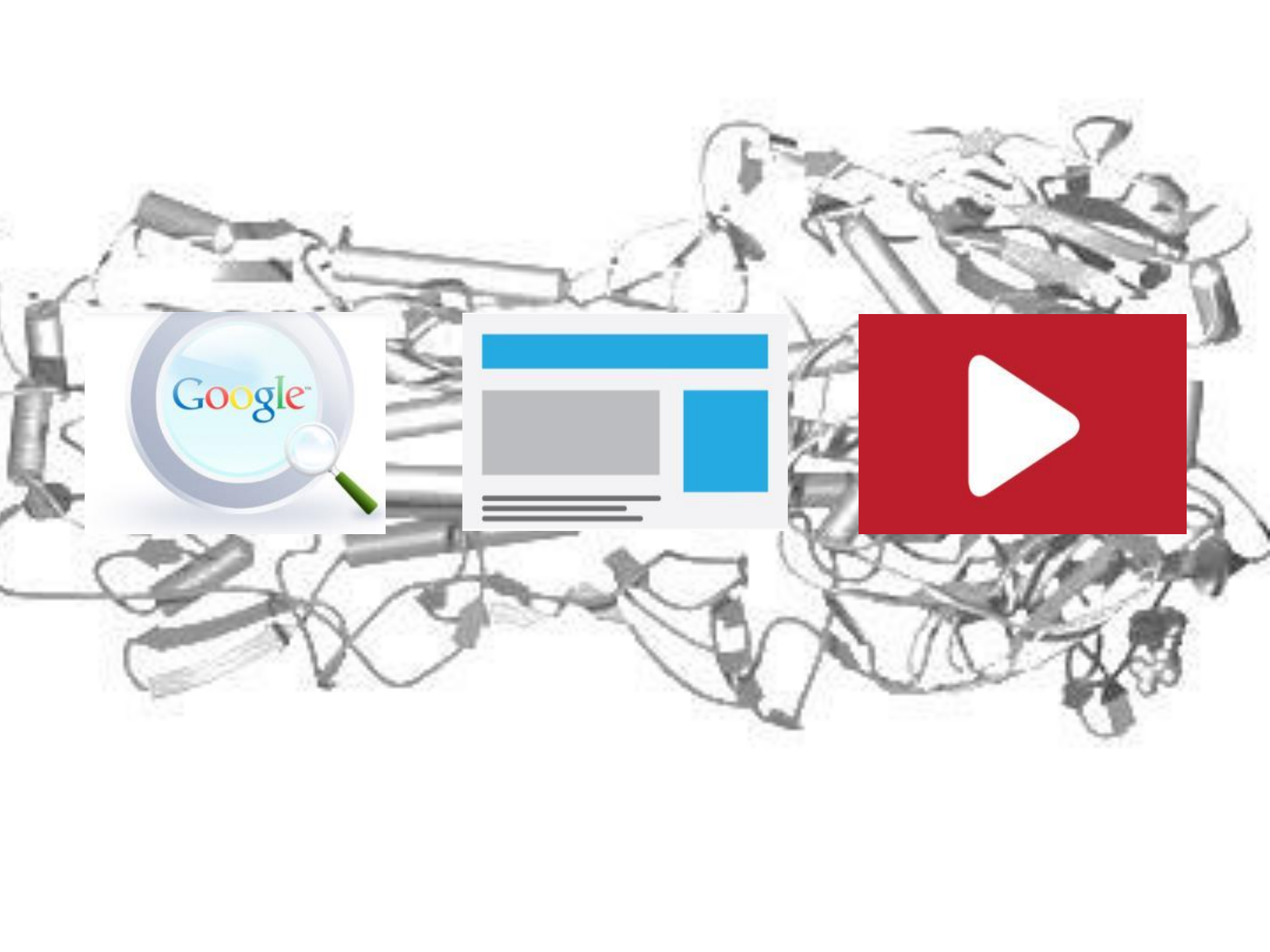
PERCENT OF HEALTH VISITS FOR FLU-LIKE SYMPTOMS *Mid-Atlantic region*



Using Google to Monitor the Flu

Google Flu Trends can estimate the spread of the disease by measuring the frequency of certain search terms. Its findings closely track actual C.D.C. data and can, at times, anticipate the government reports.

Sources: Google; Centers for Disease Control



Case Studies

What's your goal?



Write simple and compelling copy that
Optimize your ads and adapt your
includes a call to action
campaign based on performance



flu vaccine



Ads

Walgreens Flu Shots

www.walgreens.com/flu ▼

Find 2015 Flu Vaccine At Walgreens.

\$0 Copay with Most Insurance.

How to treat flu - cdc.gov

Ad www.cdc.gov/flu

Visit CDC's website to learn about flu symptoms and severity.

What are flu symptoms? - cdc.gov

Ad www.cdc.gov/flu

Visit CDC's website to learn about flu symptoms and severity.

WebMD Search Sign In | Sign Up | Subscribe

Symptoms | Doctors | Health Care Reform

Premium Membership | Grand Corps | Community | Grand Giveaways | Games

Grandparents.com AGA American Grandparents Association

Find us:

Login Sign Up aA

Search GO

Grandkids | Family & Relationships | Food & Leisure | Health & Wellbeing | Money & Work

Happy Grandparents Day!

Grandparent Name Generator
 HA! HA! HA!
 SHOW ME MY NICKNAME

Your Silly, New Grandparent Name is...

TRY our Grandparent Name Generator to find out! >>

Get Rewarded for Being a Grandparent!
 Join the AGA for discounts and money-saving offers
 REGISTER NOW

Learn what to do about the flu and why people 65 years and older are at greater risk of serious complications from the flu.
 Learn more >

Expert Advice
 Q: "My chili came out way too spicy — what can I do to tone it down?"
 CHEF CANDY ARGONDIZZA
 Get the answer

Hot Topics
 9 Best Things About Being Retired
 Huff/Post 50: The 6 Best Movies in Theaters Right Now

Pregnancy Complication Study: Gout Attacks More Common at

trivago Hotel search

Feature
 Choose high
 contrast color
 schemes
 animations



Skip Ad ▶

Advertisement: (0:27)

0:00 / 4:01:34

FOUR HOURS of Lullabies for Babies to Sleep- Music for Babie...



Baby Mozart · 59 videos

Subscribe 9,100

66,189

178 20

Like

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Share

Add to



Published on Jan 29, 2014

Soft classical music for your Baby. Please subscribe to Mozart

Channel: <http://www.youtube.com/user/babymozar...>

Mozart and Brahms famous lullabies

Put your baby to sleep with soft relaxing

music: <https://www.youtube.com/watch?v=W3Pgl...>

Show more

Source videos Loading...

[View attributions](#)

Protect Your Baby: Give your baby the safe, proven protection of vaccines. [Learn more.](#)



Calming Music 1 hour play

AD by okanokumo
79,869 views



Mix - FOUR HOURS of Lullabies for Babies to Sleep- Music for Babies- by YouTube



★ 8 HOURS ★ Lullabies for Babies to Sleep - Music for Babies - Baby Songs by Lullaby World
8,793,536

FEATURED



BABY MOZART - BABY CLASSICAL MUSIC - BEST CHILDREN MUSIC - by Baby Mozart
70,861 views



SIX HOURS of BRAHMS LULLABY for Babies to Sleep- Music for Babies- by Baby Mozart
26,709 views



Lullaby (2 Hours): Sweet Dreams, Bedtime Music, Baby Sleep Music by Baby Mozart
9,836 views



Twinkle Twinkle Little Star- Lullabies for Babies to Sleep- Bedtime Music- by Baby Mozart
11,129 views



TWO HOURS of gentle lullabies for babies - Baby Sleep Music

Try...

A new call to action

A new set of keywords

What can you toddlers do?

36 Month-Olds Needed for NIH Study
In Bethesda - \$25 for 1hr

westat.com

A new campaign landing page

Key Takeaways

- Know what you want to accomplish
 - Search:
 - Targets an active searcher
 - Best for driving traffic to your website
 - Display:
 - Targets audiences where they are
 - Best to promote awareness
 - YouTube:
 - Targets audiences where they are
 - Best if you have good video content
- Have compelling content
- Optimize based on real time data



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