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**Which Google Ads PPC
Campaign Type
Should I Use?**

Which Type of Google Ads PPC Campaign is best for my Business?

Getting the right answer to this question is integral to the success of your Google Pay-Per-Click (PPC) campaign. Whilst that may sound like a big statement... it is. But thankfully, you're in safe hands. After reading this Ebook you will be able to take your first step towards creating a Google Ads PPC Campaign that works for your business.

Think of campaign types like shoes. There is no 'one size fits all'. So, you need to establish which campaign type is best for your business, or which shoes fit your feet the best if you like. To be able to do this, there is one very important question you need to consider; What is your goal for your Google Ads campaign?

But we don't want to tell you which campaign to use. Because after all, no one knows your business like you. All that we are going to do, is give you all of the information that you need to make an informed decision as to which Google Ads PPC Campaign is best for your business... Let's get started!

Search Network Campaign

Search Network Campaign

What is it?

Search Network Campaigns are the most popular campaign type by far. I mean, who doesn't want to appear high on Google these days! With a Search Network Campaign, your ads would only appear above or below Google search results and on other Google sites. Furthermore, they would only be displayed whenever someone performs a search on Google that matches up with what it is that you are advertising.

What it's good for

Search campaigns are ideal for hitting your prospective customers while they're hot. If you are looking for a way to guarantee that top of the page placement on Google, with the right skills and knowledge, a Search Network PPC Campaign can achieve this for your business. The thing is, Search Campaigns can be ideal for quite literally any business. That is why they are so commonly used. However, that being said, if you are selling services as oppose to physical products, then it is highly likely that this campaign type will be especially effective for your business. This is because businesses that sell products will be more likely to run a [Shopping Campaign](#) either alongside or instead of a Search Campaign.

How you can target potential customers

- Keywords
- Location
- Demographic
- Remarketing

'Keywords' are at the heart of all Google Ads campaign types. Some more so than others, but it's extremely important that you know what they are regardless of which campaign type you choose. A keyword doesn't have to be a single word, it can be an entire phrase. Essentially, for Search Network Campaigns, you bid on keywords that are relevant to what it is that your business is selling. Then every time someone performs a search on Google that matches up with a keyword you have bid on, providing your bid is high enough (and a bunch of other factors), your ad will be shown to that person. Please have a read of the following blog if you would like to [gain a better understanding on keywords](#).

[Remarketing](#), in a nutshell, involves showing your ads to people who have already visited your website. We won't go into much more detail on this targeting method in this post, because if you are yet to run a Google Ads campaign, you won't have built up a Remarketing list yet. You can look into this once you have been running your first campaign for a month or two. But, if you are curious, our post that discusses ['the what's and the why's' of Remarketing](#) is worth a read.

Search Network Campaign

Business goals that compliment this campaign type

- Sales
- Leads
- Website Traffic

With Search Network Campaigns, your ads are only shown when someone is actively searching for what it is that you are offering. So, this campaign type is all about turning all of these potential customers into real customers. Providing you are bidding enough and your ad is written well, then you have got a potential customer clicking through to your site, just like that!

Whereas, if you need to make your target audience aware of the service/product you are offering, possibly because it is so unique that they aren't currently searching for it, then this next campaign type might be better suited to your business.

Display Network Campaign

Display Network Campaign

What is it?

You must have been on hundreds of sites before where you have seen ads in the sidebar or throughout the page? If so, those right there are ads from Display Network Campaigns. You can use Display Network Campaigns to show your ads on Apps, YouTube channels, Gmails and millions of websites. The one place your ads won't show, however, is on the Google results pages. More often than not, Display Ads involve graphics because they need to be able to catch the eye of the visitor. Whereas Search Network Campaigns only use text-ads, because people are more concerned with relevancy when it comes to search results.

What's it good for?

With this campaign type, your ads can potentially be shown to pretty much anyone anywhere! In fact, the Google Display Network (GDN) can reach over 90% of internet users worldwide. So one thing is for sure, advertising on the GDN can provide you with incredible brand exposure. For this same reason, Display Network Campaigns can be a great way to get in front of your target audience before they even know that they want what you are offering – a proactive marketing campaign if you like.

How you can target potential customers

- Keywords
- Topics
- Placements
- Location
- Demographic
- Remarketing

As you can see, most of the methods for targeting who sees your ads are the same as with Search Network Campaigns. However, you can also use 'Topics' and 'Placements' to determine who sees your display ads.

'Topics' enables you to filter down your target audience by the type of content that they are looking at. You can be pretty specific with this as well. For example, let's say you were looking at hosting an event in your local town for anyone that owns a motorbike. You could just choose 'Autos & Vehicles' as a topic. Then your ad would show on all sites, apps and videos that have anything to do with that entire subject. But, you can break it down further and select 'Motorcycles' as your target Topic. That way, you know that only people who are genuinely interested in motorbikes will see your ad.

With the 'Placements' targeting option, you can be even more specific! By using 'Placements' for your targeting on your Display Network Campaign, you can select specific websites that you would like your ads to be shown on. It's as simple as that.

Display Network Campaign

Business goals that compliment this campaign type

- Brand Awareness
- Product Consideration
- Leads
- Drive Loyalty
- Website Traffic

As I'm sure you can appreciate, it is far trickier to guarantee that your ads are being seen by exactly the right people with Display Network Campaigns compared to Search Campaigns. That is why you wouldn't generally use this campaign type if you were looking for a PPC campaign to directly increase your sales. Instead, as I mentioned above, Display Campaigns are better for raising awareness of what it is you are offering and what your brand is all about. Because the potential reach is so high, it is perfect for planting that seed in your potential customer's minds.

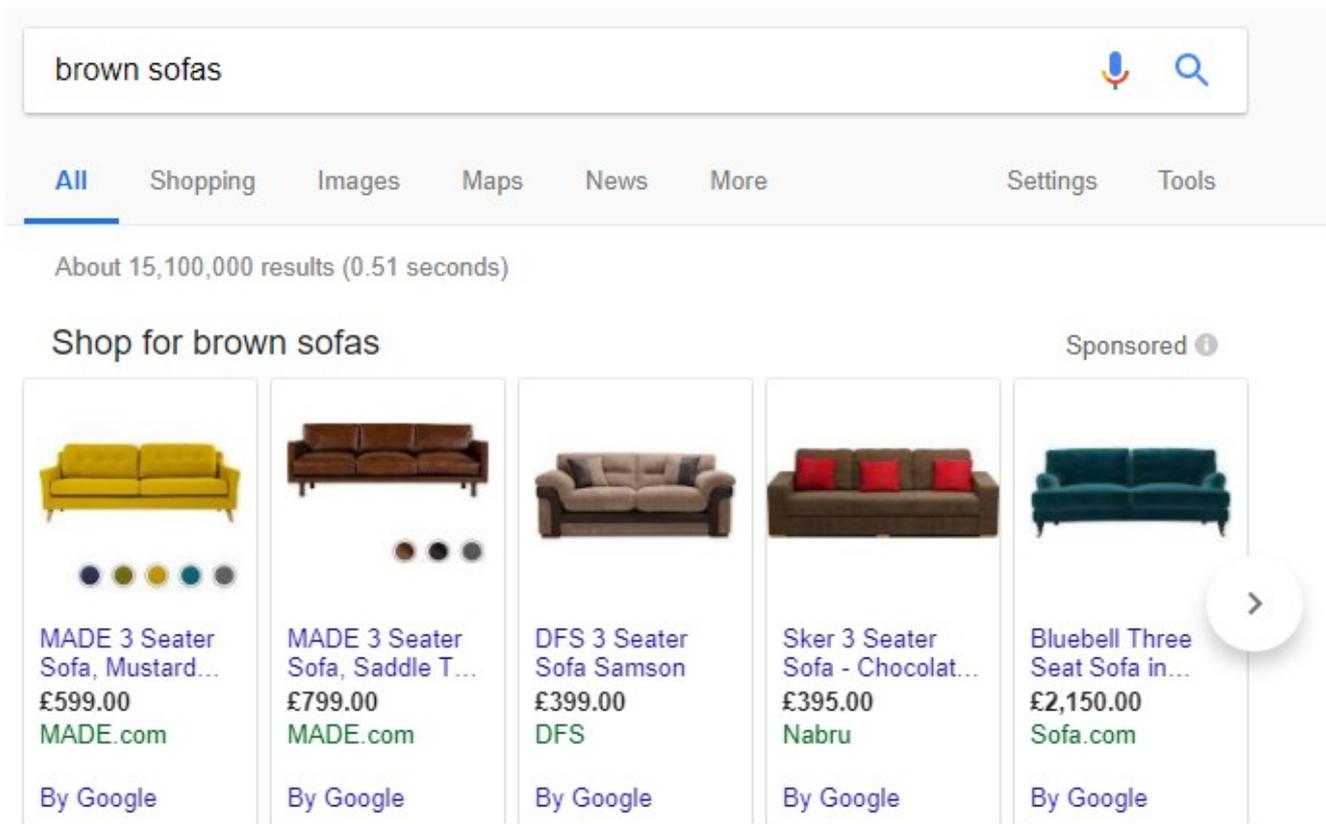
In addition to that, if you were to use Remarketing lists to re-engage with people who have already visited your website, Display Network Campaigns can be ideal for both driving brand loyalty and converting that user into a lead. As long as you make sure that your ads and landing pages are relevant to those people who have already visited your website before that is.

Shopping Campaign

Shopping Campaign

What is it?

These campaigns enable you to display a picture of your product above search listings when a user searches for a product that you are selling. So, if you were to Google 'brown sofas' for example, you would probably see several images for sofas appear right at the top of your page. A bit like this...



Every one of those sofas, are all ads from Google Shopping Campaigns.

You would use something called Merchant Centre to create and manage the data for this type of Pay-Per-Click campaign. Oh and just so that you are aware, Google Shopping is the only campaign type that requires the use of Merchant Centre. So if Google shopping isn't going to work for you then you don't need to worry about it.

What's it good for?

Google Shopping PPC Campaigns are most commonly used by businesses that sell physical products. Whether you are selling Sofas, DIY Tools, Women's Fashion or Sports Equipment, people want to be able to see what it is that they are buying. So, in a nutshell, this campaign type is great if you have products to show off.

Shopping Campaign

How you can target potential customers

- Location
- Remarketing

Targeting on this type of Google Ads PPC Campaign is much trickier. Simply because there is very little that you can do to target who sees your ad. You provide all of your product information through the Merchant Centre and Google basically matches up your products with what they deem to be relevant searches.

Business goals that compliment this campaign type

- Sales
- Leads
- Website Traffic

Google Shopping Campaigns would be used for the same purpose as Search Network Campaigns – Spend money to bring more money in. Providing your campaign is set up correctly, your shopping ads should only be shown to people who want what you are selling.

Video Campaign

Video Campaign

What is it?

Possibly the most self-explanatory campaign type of the lot – Video Campaigns involve you, the advertiser, using promotional videos to engage with potential customers. Most of you will have encountered Google Video Campaigns on YouTube, which of course, Google now owns. But videos from these campaigns don't only get shown on YouTube. They can also run across the entire Google Display Network; including external websites, games and apps.

There are three different formats for Video Campaigns. As video marketing is something that's only getting bigger and bigger at the moment, we think it's important that you know what each one involves. So we will briefly run through each Video Campaign Format;

TRUEVIEW IN-STREAM ADS

These video ads appear before other videos on YouTube and across the GDN. Typically, they are around 30 seconds in duration and viewers have the option to skip the ad after 5 seconds. Although you may be thinking, "that's going to be a right waste of money – I always skip those ads!" Don't be too quick to dismiss it. You only pay every time someone either watches 30 seconds (or the duration of the video if it is less than 30 seconds) or interacts with your video. So, if they skip it, oh well; that was 5 seconds of free advertising!

TRUEVIEW VIDEO DISCOVERY ADS

Unlike 'in-stream' video ads, people can only see your 'discovery' video ads when they choose to click on your video. These ads can only be found on YouTube itself. They appear as 'Sponsored' videos on search results, alongside (or underneath on a mobile) other relevant YouTube videos or on the homepage on mobiles. So, just like the previous campaign types, you would pay on a 'per-click' basis for these ads.

BUMPER ADS

These are short, snappy videos. The duration of a bumper video can't be any longer than 6 seconds, so they need to be concise and memorable. Bumper ads essentially operate in the same way as 'in-stream' ads, however there are a few notable differences. Firstly, these videos can appear during and at the end of other videos, as well as at the beginning. Secondly and most importantly, viewers don't have the option to skip these videos. And finally, as oppose to paying 'per-full viewing', you pay per-thousand impressions; this metric is known as *cost-per-thousand impressions (CPM)*.

What's it good for?

Much like Display Network Campaigns, Google Ads Video Campaigns are fantastic for raising awareness. That includes raising awareness of your brand and of any new or existing products/services you are offering. As a marketing tool, video has become more and more powerful over previous years – Because people like visuals! So, if you can incorporate video into your marketing, then you absolutely should; and that includes your Pay-Per-Click marketing.

Video Campaign

How you can target potential customers

- Keywords
- Topics
- Placements
- Location
- Demographic
- Remarketing

Which Video Campaign format you choose will determine which targeting options are best to use. As you need to remember that both TrueView in-stream ads and Bumper ads will show your videos on YouTube AND the Google Display Network. Whereas TrueView discovery ads only show your videos on YouTube. This is especially worth consideration when it comes to the keywords and placements targeting options.

Business goals that compliment this campaign type

- Brand Awareness
- Product Consideration
- Website Traffic
- YouTube Subscribers
- Leads

Just like with the Display Network Campaigns, video campaigns are primarily used to plant that seed in people's minds. The chances are, the people that see your ads won't be actually looking to buy what you are offering right at that moment in time. Unlike on Search and Shopping campaigns, where they would be actively searching for your products/services. With Video Campaigns it is more about letting them know that you are there if you like. However, one business goal that is very specific to Video Campaigns and is absolutely fantastic if you do a lot with videos, is increasing your subscribers on YouTube.

Universal App Campaign

Universal App Campaign

What is it?

Universal App Campaigns are specifically for companies that have an app. If you don't have an app for your business and you don't intend to, then you may as well move on. A Universal App Campaign enables ads for your app to be seen across more Google properties than any of the other campaign types; the list includes: Search, Google Play, YouTube, AdMob, Gmail and the rest of the GDN.

What's it good for?

It's nice and simple for this campaign type – more app installs and more in-app actions. These are the two main objectives you have to choose from when optimising your Universal App Campaign. Obviously, if you are running an app that's free to install, then it is likely that you would be more concerned with driving users to your app that are more likely to perform an 'in-app action' that generates revenue.

How you can target potential customers

Well, in response to that, you can't really. Other than location, there really is very little else that you can do to target who sees your Universal App Campaign ads. With this campaign type, Google just asks you to provide it with some text ideas, the amount you're happy to bid, your budget and languages and locations for your ads. Google then builds ads using information from your app's listing in the app store in addition to the information you provided (including text ideas and any optional images and videos).

All you can really do is specify which Google properties you would like your Apps ads to be shown on.

Business goals that compliment this campaign type

Increase App-related Conversions

Have you decided which Google Ads Campaign is for you?

That is all of the essential stuff you need to know about each campaign type to get started on Google Ads. Unfortunately, that is merely a drop in the ocean with regards to the job you have got ahead of you. But at least you can be sure that you are going in the right direction with your Google Ads campaign from the get go!

But if you'd like to read more into the subject of PPC or see how we can help you, visit our [Pay Per Click Marketing](#) page.

That's all from us!