

---

# PRIMISTA

ONLINE MARKETING MADE EASY

## Presentation Topics:

1. Introduction to Targeted Marketing
2. Ad Distribution Network
3. Primary Benefits of Targeted Marketing
4. Online Advertising Stats and Trends
5. Appendix: Basic Features

---

# **Introduction to Targeted Marketing**

# Search Engines

- **search engine** will gather, sort & report information from the Internet, based on your topic of interest
- But, search engines also offers **a lot more than search** alone...



# What is Targeted Advertising?

Your customers see your ad when they search

The screenshot shows a Google search for 'SUV'. The search bar contains 'SUV' and the search button is visible. Below the search bar, the results are categorized under 'Web' with 'Results 1 - 10 of about 8,050,000 for SUV [definition]. (0.93 seconds)'. The first two results are highlighted with a red border and labeled 'Sponsored Links'. The first result is from 'www.gmbuypower.com' with the text 'GM vehicle info - compare, price, search inventory all on one site.' The second result is from 'www.dallasareaaudidealers.com' with the text 'Learn About All Audi Models - Compare Features & Find Dealers'. Below these, there are organic search results for 'SUV OnLine', 'The SUV Info Link', and 'SUV Environmental Concerns'. To the right of the organic results, there is a separate box labeled 'Sponsored Links' containing three more sponsored results: 'SUV Pricing & Info' from 'www.Edmunds.com', 'Prices on Toyotas' from 'www.toyota.com', and 'Suv' from 'www.autotrader.com'.

Google Web Images Groups<sup>New!</sup> News Froogle Desktop more »  
SUV Search [Advanced Search](#) [Preferences](#)

**Web** Results 1 - 10 of about 8,050,000 for SUV [definition]. (0.93 seconds)

**Suv** Sponsored Links  
[www.gmbuypower.com](http://www.gmbuypower.com) GM vehicle info - compare, price, search inventory all on one site.

**Suv**  
[www.dallasareaaudidealers.com](http://www.dallasareaaudidealers.com) Learn About All Audi Models - Compare Features & Find Dealers

**SUV OnLine**  
SUV.COM.  
[www.suv.com/](http://www.suv.com/) - 1k - [Cached](#) - [Similar pages](#)

**The SUV Info Link**  
... The SUV Info Link is here to give you more information, so that you can decide what type of vehicle matches your needs. ... SUV Bumper Stickers are now available! ...  
[www.suv.org/](http://www.suv.org/) - 7k - [Cached](#) - [Similar pages](#)

**SUV Environmental Concerns**  
... sales continue to climb. Driving an SUV has a much greater impact on the environment than driving other passenger cars. In large part ...  
[www.suv.org/environ.html](http://www.suv.org/environ.html) - 35k - [Cached](#) - [Similar pages](#)  
[ [More results from www.suv.org](#) ]

Sponsored Links

**SUV Pricing & Info**  
Reviews, Ratings, & Pricing info. Compare latest prices from dealers.  
[www.Edmunds.com](http://www.Edmunds.com)

**Prices on Toyotas**  
Get authoritative pricing on Toyotas at toyota.com.  
[www.toyota.com](http://www.toyota.com)

**Suv**  
Search & Compare Vehicle Listings - See SUVs in Your Area - Fast & Easy  
[www.autotrader.com](http://www.autotrader.com)

Your ad reaches users at the moment they demonstrate interest

# What is Targeted Advertising?

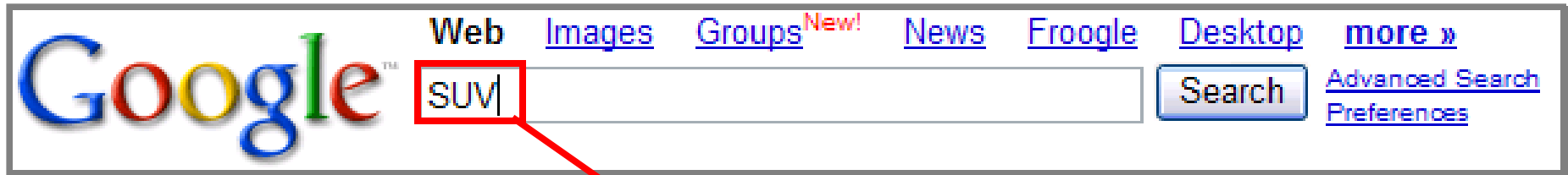
Your customers see your ad when they surf Advertising Network properties

The screenshot shows the 'Archive' section of The New York Times website. The main article is titled 'No Longer the Next Big Thing, Hummer Offers First Rebates' by Danny Hakim, dated May 17, 2004. The article abstract discusses the decline in sales of Hummer H2 vehicles and the introduction of rebates and financing deals by General Motors. On the right side of the page, there are four targeted advertisements under the heading 'Advertiser Links':

- Hummer H2 Prices**: Get free price quotes on new Hummer H2s! Review and compare here. [www.NewCars.com](http://www.NewCars.com)
- Top New H2 Prices**: Find out our lowest possible price on a new H2. [www.CarPriceSecrets.com](http://www.CarPriceSecrets.com)
- Hummer Dealer Prices Fast**: Get Quotes in Just 60 Seconds! Fast. Free. Simple. [MyCarQuote.com](http://MyCarQuote.com)
- Hummers**: Huge selection, great deals! Buy It Now with no bidding -off. [eBay.com](http://eBay.com)

**Search Engine technology places your ad on the most relevant content pages**

# Keyword Advertising



- Targeted advertising
- Better advertiser ROI than untargeted ads
- Improved user experience

Sponsored Links

[SUV Pricing & Info](#)  
Reviews, Ratings, & Pricing info.  
Compare latest prices from dealers.  
[www.Edmunds.com](http://www.Edmunds.com)

[Research a Toyota.](#)  
Demos, 3-D models and accurate  
research is at [toyota.com](http://toyota.com).  
[www.toyota.com](http://www.toyota.com)

[Suv](#)  
Search & Compare Vehicle Listings -  
See SUVs in Your Area - Fast & Easy  
[www.autotrader.com](http://www.autotrader.com)

CPC Advertising by Google

A better ROI from your website.  
Try Google's advertising programs.  
[www.google.com/onlinebusiness](http://www.google.com/onlinebusiness)

- ◊ *Ad Title (25 character limit)*
- ◊ *Ad Text (35 character limit)*
- ◊ *Display URL (35 character limit)*



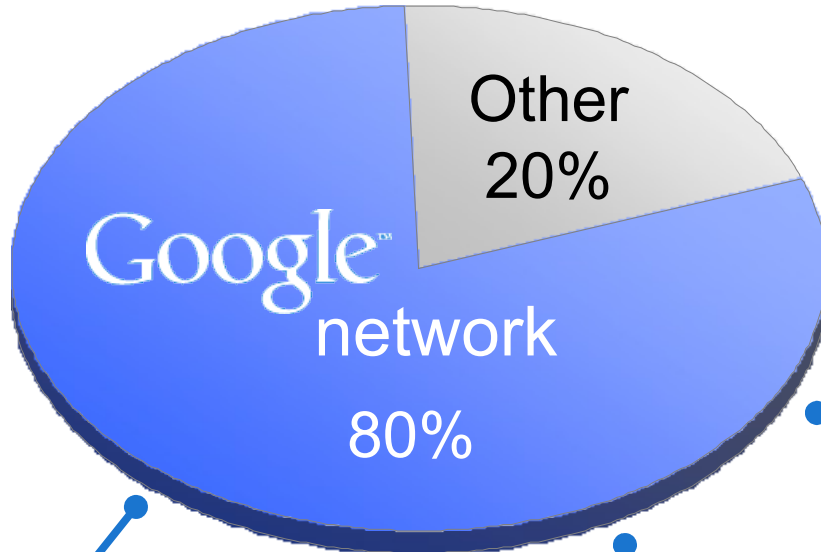
---

# **Ad Distribution Networks**

# Ad Distribution

The Google Network consists of **Google sites & partner properties** that use Google **AdSense** to serve AdWords ads

These properties include: Search sites, content pages, newsletters, email services & discussion boards



The Google Network reaches **over 80%** of Internet Users worldwide\*

Google properties,  
including:

Google™

Froogle™  
BETA

Gmail™  
by Google BETA

Search partners,  
including:

AMERICA  
Online

EarthLink™  
High Speed Internet

amazon.com.

Content publishers,  
including:

iVillage About.com™

Wellness.com™

The New York Times

With the Network advertisers can:

- Reach a vast and highly-targeted audience
- Target ads to search results and relevant Web content
- Opt-in or opt-out of search and content distribution (default is opt-in for all advertisers)

# Ad Distribution Example

The image shows a screenshot of the AOL Search homepage. At the top left is the AOL Search logo with a magnifying glass icon. To its right is a search input field containing the text 'SUV', which is highlighted with a red rectangular box. A red arrow points from this box to a light blue callout box on the right that contains the text 'Search query: 'SUV''. To the right of the search bar is a green 'Search' button. Below the search bar is a navigation menu with tabs for 'Web', 'Images', 'Audio/Video', 'Shopping', 'News', and 'In Your Area'. Below the navigation menu, there are sections for 'Recommended Sites' and 'Sponsored Links'. The 'Sponsored Links' section is enclosed in a red rectangular box. A red line extends from the bottom of this box to a second light blue callout box on the right, which contains the text 'Four AdWords ads under the title 'Sponsored Links''. On the right side of the page, there is a section titled 'WEB OFFERS & MORE' with a sub-header 'Powered by AOL Search'. Below this, there is a list of links: 'used suv', 'suv accessories', 'auto financing', and 'auto insurance quote', followed by a 'Learn more' link.

Advanced Search | Main | Help

**AOL Search** SUV Search

Web Images Audio/Video Shopping News In Your Area

**Recommended Sites:**  
What is a Recommended Site?

- [Sport Utility Vehicles](#) - Compare features and prices on new SUVs

**Sponsored Links:** Provided by a third party and not endorsed by AOL  
What is a Sponsored Link?

- [Sport Utility Vehicles](#)  
Shop for SUVs & Trucks - Official Site - Compare Models & Get Quotes  
<http://www.gmbuypower.com>
- [SUV Pricing & Info](#)  
Reviews, Ratings, & Pricing info. Compare latest prices from dealers.  
<http://www.Edmunds.com>
- [Research a Toyota.](#)  
Demos, 3-D models and accurate research is at toyota.com.  
<http://www.toyota.com>
- [Suv](#)  
Search & Compare Vehicle Listings - See SUVs in Your Area - Fast & Easy  
<http://www.autotrader.com>

**WEB OFFERS & MORE**  
Powered by AOL Search

- [used suv](#)
- [suv accessories](#)
- [auto financing](#)
- [auto insurance quote](#)

[Learn more](#)

Search query: 'SUV'




Four AdWords ads under the title 'Sponsored Links'

---

# Benefits of Targeted Ads

# What Targeted Marketing can do for Advertisers

- Advertising online can help an advertiser meet many objectives
- Determining, measuring, and tracking metrics helps ensure success

Objective	Example Success Metrics
<ul style="list-style-type: none"><li>✓ Generate awareness</li><li>✓ Build brand</li><li>✓ Educate prospects</li></ul> 	<ul style="list-style-type: none"><li>• Targeted impressions</li><li>• Qualified visits your website</li><li>• Depth of involvement</li></ul>
<ul style="list-style-type: none"><li>✓ Generate leads</li><li>✓ Identify prospects</li></ul> 	<ul style="list-style-type: none"><li>• Request for proposals</li><li>• Coupon downloads</li><li>• Newsletter registrations</li><li>• Email address opt-ins</li></ul>
<ul style="list-style-type: none"><li>✓ Customer acquisition</li><li>✓ Sales</li></ul> 	<ul style="list-style-type: none"><li>• Sales conversions = \$\$\$</li><li>• Lower cost per lead/sale</li></ul>

The primary benefits of online advertising include:

- Reach
- Cost
- Timing
- Flexibility

## Reach customers around the world on one platform

customers  
search online in  
over **100** languages





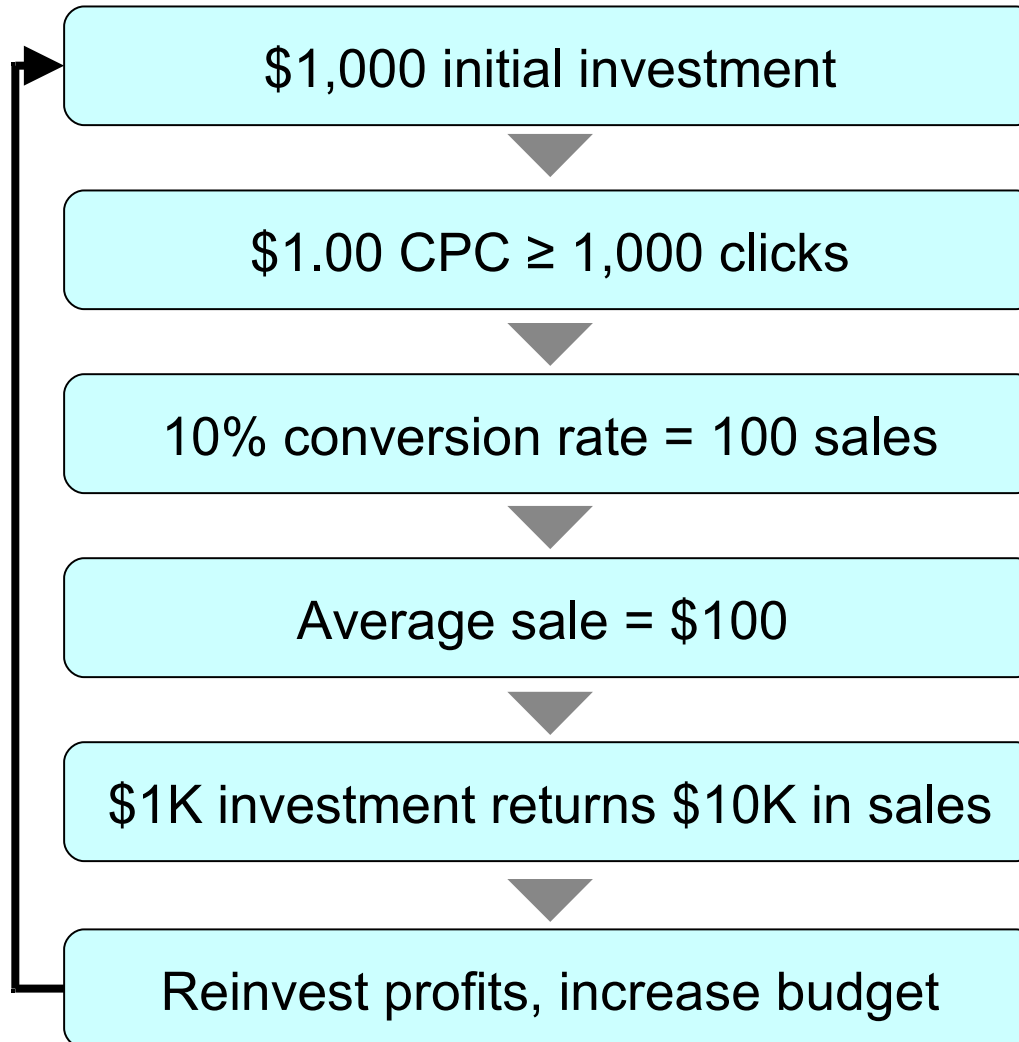
# Benefits of Targeted Ads: Cost

- No minimum spend
- You choose your own maximum daily spending limit (daily budget)
- Choose how much you want to spend per click for every keyword
- Pay Google for users who click on your ad
- More **cost-effective** than Yellow Pages, Banner Ads & Direct Mail\*
- Conversion tracking = real-time return-on-investment data

The screenshot shows the Google AdWords interface. At the top, there's the Google AdWords logo and navigation links for 'Log Out - Contact Us - Help'. Below that are tabs for 'Campaign Management', 'Reports', and 'My Account'. The main content area is titled 'Campaign Summary' and includes a search bar for keywords. A section titled 'All Campaigns' shows a list of campaigns with columns for Campaign Name, Current Status, Current Budget, Clicks, Impr., CTR, Avg. CPC, and Cost. A callout box with a red border and a red arrow pointing to the 'Log Out - Contact Us - Help' link highlights a table with two columns: 'Conv. Rate' and 'Value/ Cost'. The table contains five rows of data, with the last row highlighted in green.

Conv. Rate	Value/ Cost
8.4%	4.55
6.5%	3.94
2.1%	5.34
2.5%	3.72
<b>4.9%</b>	<b>4.39</b>

## Example: How Online Ads Can Pay for Themselves



## Timing

- Ads are continuously matched to Internet users' interests
- Ads are placed as buying decisions are made

## The Result:

- You reach **your audience** at the **right time**, with the **right message**

# Example: Ads Show on Relevant Content Pages

Your customers see your ad when they surf relevant Network properties

The screenshot shows the 'Archive' section of The New York Times website. The main article is titled 'No Longer the Next Big Thing, Hummer Offers First Rebates' by Danny Hakim, dated May 17, 2004. The article abstract discusses the decline in sales of Hummer H2 vehicles and the company's strategy of offering rebates and financing deals. On the right side of the page, there are four advertisements related to Hummer H2 vehicles, all enclosed in a red border. These ads include links to NewCars.com, CarPriceSecrets.com, MyCarQuote.com, and eBay.com, each offering price quotes or deals on new Hummer H2s.

**Archive**  
The New York Times

HOME | SEARCH (Go to Advanced Search/Archive) | Past 30 Days

▶ JOB MARKET  
▶ REAL ESTATE  
▶ AUTOS **NEW**

NEWS  
[International](#)  
[National](#)  
[Washington](#)  
[Business](#)  
[Technology](#)  
[Science](#)  
[Health](#)  
[Sports](#)  
[New York Region](#)  
[Education](#)  
[Weather](#)  
[Obituaries](#)  
[NYT Front Page](#)  
[Corrections](#)

OPINION  
[Editorials/Op-Ed](#)  
[Readers' Opinions](#)  
[The Public Editor](#)

Advertisement

NATIONAL DESK | May 17, 2004, Monday

## No Longer the Next Big Thing, Hummer Offers First Rebates

By DANNY HAKIM (NYT) 967 words  
Late Edition - Final, Section A, Page 1, Column 4

ABSTRACT - Hummer, loudest and proudest of giant American sport utility vehicles, is showing signs of losing its swagger; sales of flagship Hummer H2 have fallen for eight consecutive months, and 24 percent in first four months of year compared with year-earlier figures; General Motors is resorting to rebates and financing deals common for every Detroit brand but Hummer in past; GM is also using leases, which are less lucrative than sales, to move quarter of its volume of H2's; dealers and some analysts blame rising gas prices for Hummer's stagnant sales, even though sales of other SUV's were strong until Apr; most analysts say Hummer's main problem is that H2's

**Advertiser Links**

- [Hummer H2 Prices](#)  
Get free price quotes on new Hummer H2s! Review and compare here.  
[www.NewCars.com](#)
- [Top New H2 Prices](#)  
Find out our lowest possible price on a new H2  
[www.CarPriceSecrets.com](#)
- [Hummer Dealer Prices Fast](#)  
Get Quotes in Just 60 Seconds!  
Fast. Free. Simple.  
[MyCarQuote.com](#)
- [Hummers](#)  
Huge selection, great deals!  
Buy It Now with no bidding -aff  
[eBay.com](#)

Google and Yahoo technology places your ad on the most relevant content pages

### Flexibility

- See your ads quickly
- Optimize and change your ads continually to increase ROI
- Target multiple locations and languages

# Benefits of Targeted Ads: Summary

---

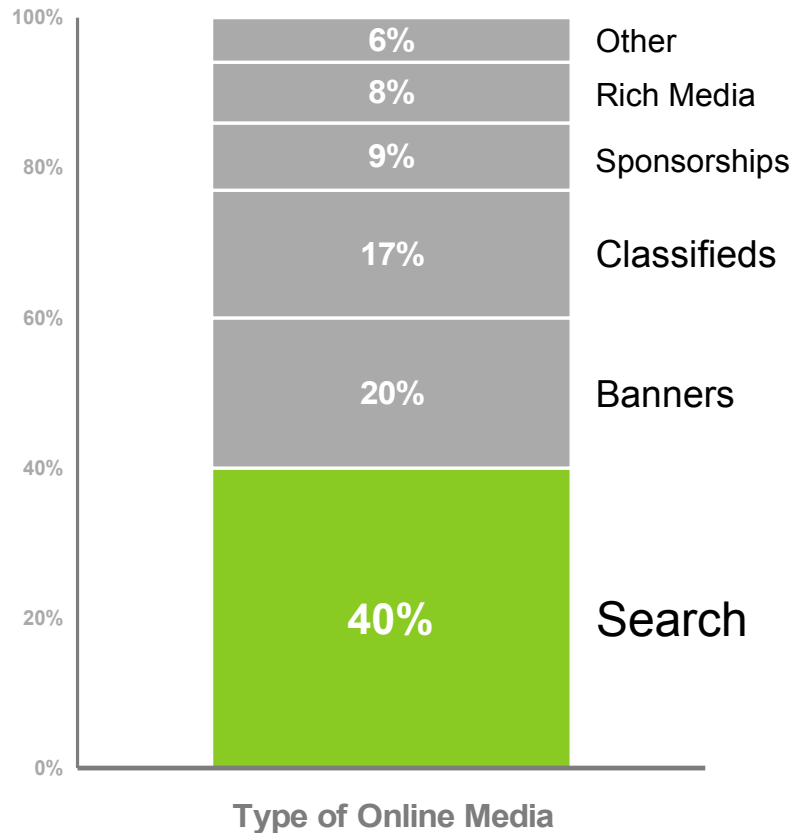
- Reach
  - Access Internet users worldwide
- Cost
  - Low costs for **high ROI**
  - Pay only when users click on your ads
- Timing
  - Ads are seen by users looking to purchase
  - Reach **your audience** at the **right time**, with the **right message**
- Flexibility
  - Start advertising quickly
  - You can target ads to the specific location & language of your customers

---

# **Online Advertising Stats & Trends**

# Search Now the Largest Share of Online Ads

## % Online Advertising Revenue



## Growth of Search: Marketers are voting with their dollars

- Search now the most dominant form of online advertising
- Nearly 3x growth in since start of 2003
- 35 searches per user per month in U.S.
- 73% search penetration



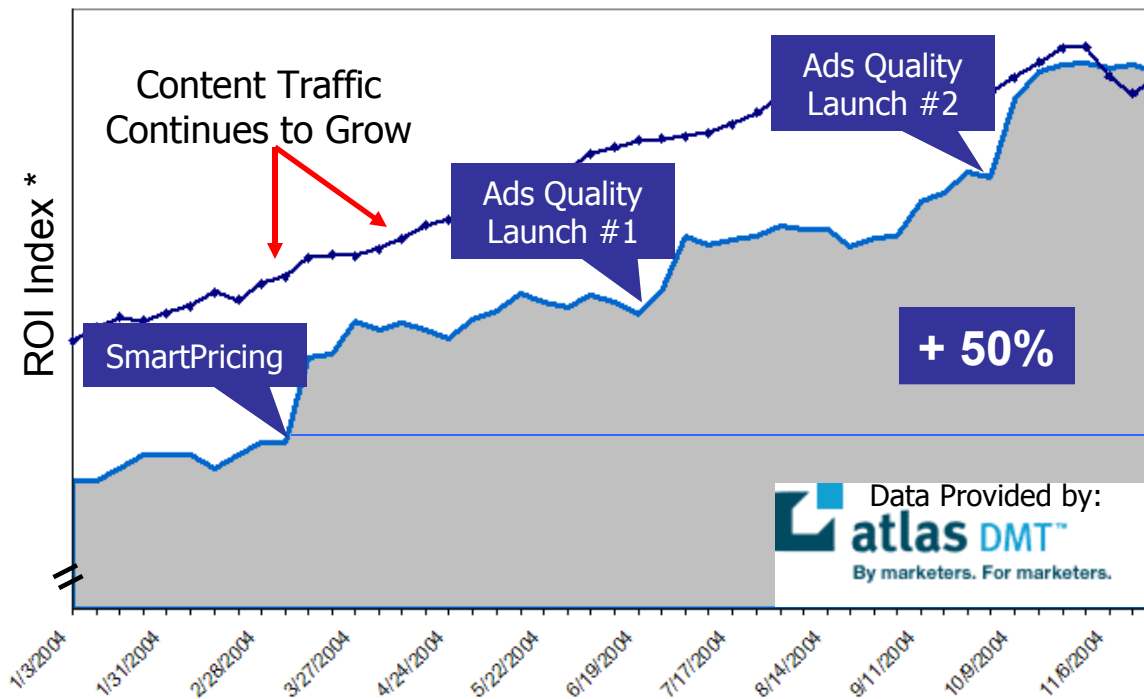
# Search Advertising is Far More Cost Effective

Search Advertising is cheap and effective vs. other ad methods



Source: Piper Jaffray & Co.

## Google contextual advertising ROI increased over 50% in 2004



### 2004 Product Launches

April – Launch of SmartPricing

Aug & Oct – Ads Quality Enhancements

2004 – Google continued to grow its content distribution network

Advertiser ROI has been steadily increasing throughout the year as Google has launched new targeting features and an automatic CPC discounting mechanism

---

# Appendix: Basic Features of Targeted Ads

The basic features of Targeted Ads include:

- Cost-per-click pricing
- Ad impressions & click-through rates
- Language & location targeting

# Basic Definition: CPC

*CPC: cost-per-click*

- **Click:** The action a user takes to select your ad and be taken to your website.
- Google charges the advertiser when a user clicks on your ad



[CPC Advertising by Google](#)  
A better ROI from your website.  
Try Google's advertising programs.  
[www.google.com/onlinebusiness](http://www.google.com/onlinebusiness)

A sample ad



The Destination Website

*CTR: clickthrough rate*

**Impression:** The appearance of your ad on a search engine or one of their partner sites

$$\frac{\textit{Clicks}}{\textit{Impressions}} = \textit{CTR} (\textit{expressed as \%})$$

Targeting options: you can target ads by location and language

- Regional/Local, Country, Global & Customized Targeting
- Roughly 40 different language targeting options to choose from



When should you use regional targeting?

- **Example:** you have local flower shops in the San Francisco Bay Area
- **Example:** you run a restaurant in Chicago

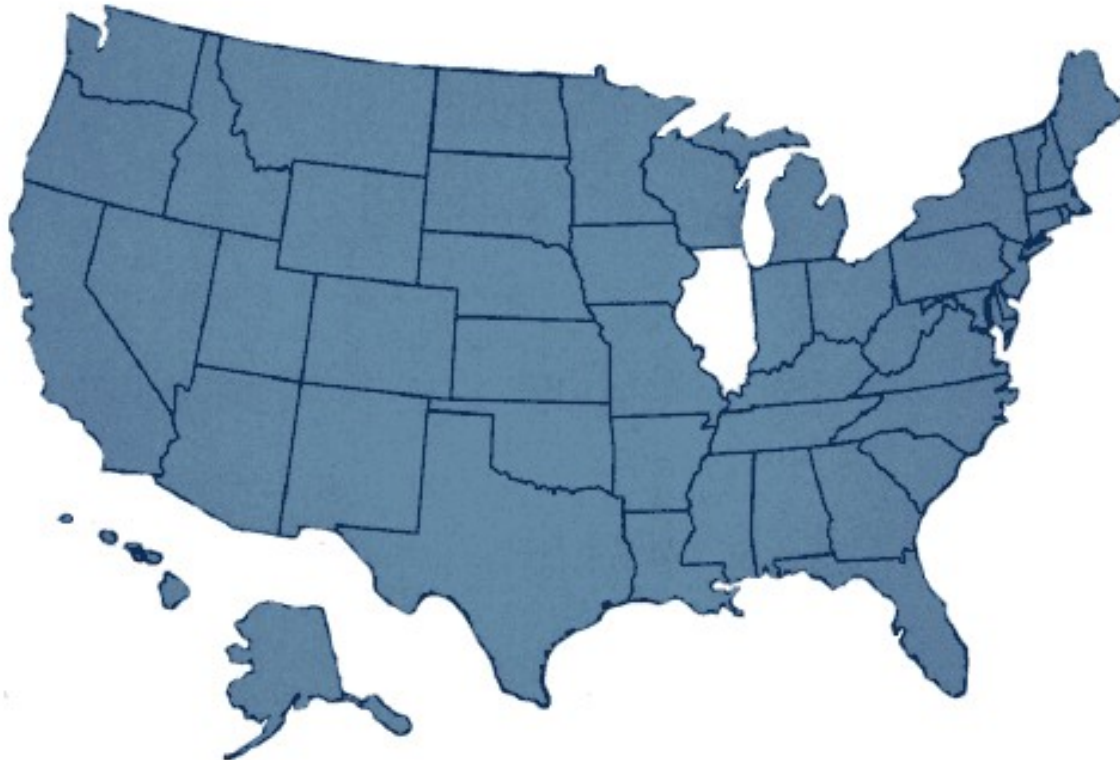


# Country Targeting

---

When should you use country targeting?

- Use if you have national or global customers
- **Example:** you ship to the U.S. only. Target your campaign to the U.S.



If you have a global business, give your campaigns global exposure

- **Example:** If you sell DVDs and have worldwide distribution, you should target your campaign to all countries



# Customized Targeting

---

Use Customized Targeting to target highly specific areas

For example, to reach customers located in an area that cannot be targeted accurately using region or city targeting

- Example: pizza delivery service

