

The Google content network: Exceed your marketing objectives



“Using a gadget ad targeted to the Google content network allowed us to gain massive reach and audience engagement among priority segments including political enthusiasts, news readers, and literary junkies. In comparison to other forms of rich media, our Google Gadget Ad allowed us to create a very strong mini-film experience that surpassed expectations in terms of functionality, design, and most importantly, performance.”

Bladimir Norman,
Head of Interactive Marketing,
Paramount Vantage
on marketing *A Mighty Heart*



We believe marketing should be easy. So we've applied some of the most advanced technology to make sure it really is. The Google content network is all about making one thing as simple and straightforward as possible for marketers: reaching the right audience at the perfect moment.

What is the Google content network?

The Google content network is a network of online content – ranging from household names such as The New York Times to sites that cater to niche audiences, such as blogs, forums, and social networks – which together reach more worldwide Internet users than any other online property or network. Our network serves hundreds of billions of advertising impressions every month to over 500 million Internet users worldwide.¹ This level of scale, breadth, and depth gives marketers an ideal platform through which to reach their target audience.

Precision and scale

Traditionally, marketers have had to choose between scale, such as advertising during a hit TV show, and precision, such as placing an ad in a trade magazine. The precision of Google's targeting technology and the scale of Google's network allow you to do both. Our contextual targeting technology dynamically matches ads to the content of pages in our network. For example, we might place an ad for a digital camera next to an article reviewing the latest digital cameras. When an interested consumer sees this ad, we call it a “moment of relevance.” In addition to contextual targeting, you can further control where your ads appear by selecting specific sites or placements within a site to show your ad.

Transparency and control

Knowing where your ad shows up is a good thing. Knowing how well it performs is even better. We can offer both. Our site-level reports tell you how your ads performed in terms of impressions, clicks, and cost. And using our conversion tracking tool takes the analysis even deeper, providing site-level reporting on the performance of ads relative to custom-defined conversion events such as sign-ups or purchases. But knowing ad performance is just the beginning. You can also optimize your campaign by making adjustments in real-time: changing messages, bids, targeting criteria, and budgets to maximize performance.

Flexible pricing and ad formats

Want to choose from multiple ad formats? Set your own bid? Cancel any time? Sure – we're flexible. You can set your bids for clicks or impressions – your choice. Our auction-based pricing model means you're only charged the minimum amount required for your ad to show in the placements you've selected. We're known for text ads, but many advertisers use our platform to deliver engaging messages through image, Flash, and video ads, or even run mini-applications across the network with Google Gadget Ads.

Reach a targeted audience.

No matter what audience you're aiming to reach, the Google content network can reach it in a targeted, scalable way. You can adjust your messages on the fly with our robust tools, and promote your products in the ad format that best suits your message. With the Google content network, you're truly in control of your campaigns.

¹Source: comScore, January 2008