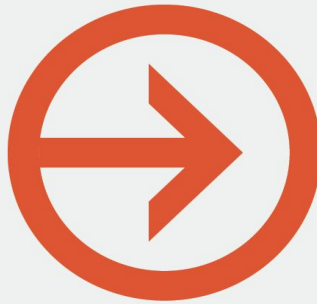




Creating and Managing Campaigns

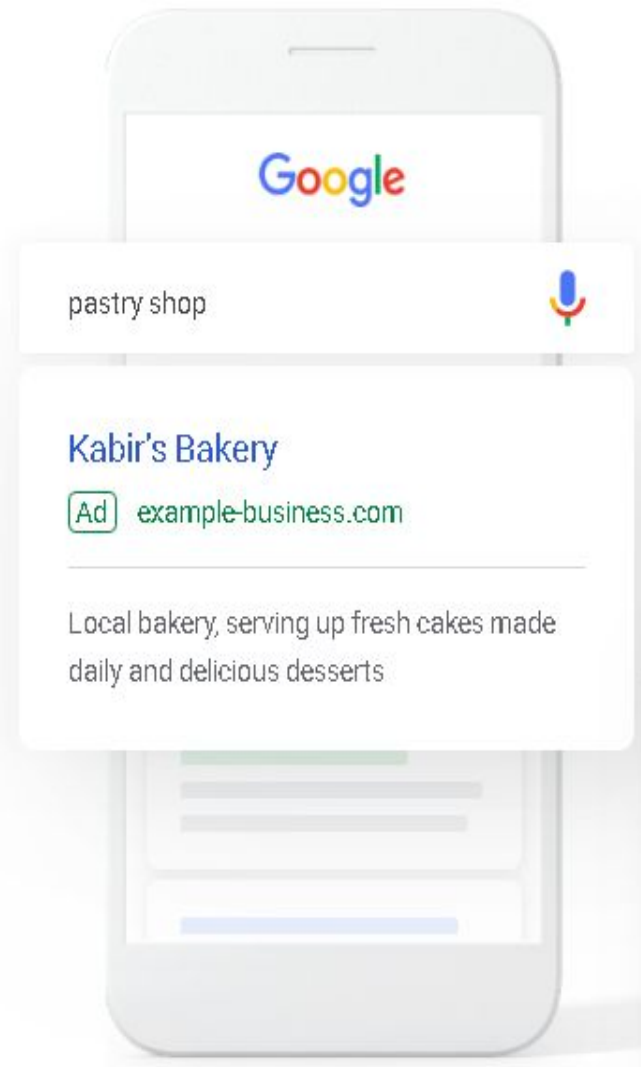


Grow your business with Google Ads

Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

Start now

Call to get set up by a Google Ads specialist
1800-200-4011*
Mon-Fri 9:30am-6:30pm IST



Call for sign up help

- Start a new account
- Create your first campaign
- Get ongoing support for new accounts in the first 3 months

1800-200-4011*
Mon-Fri 9:30am-6:30pm IST



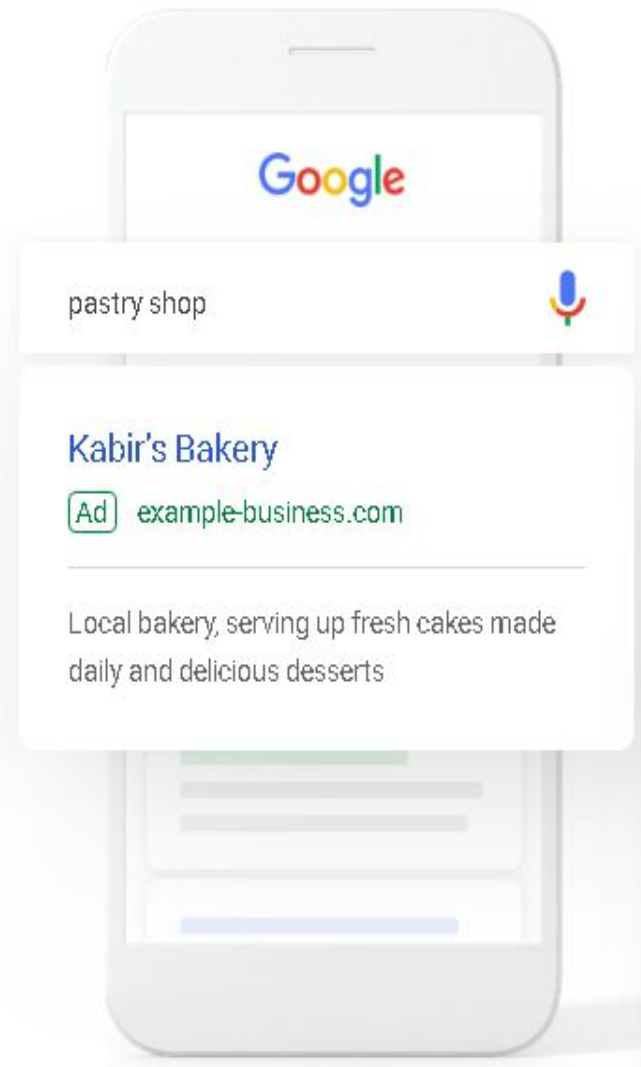
Explore these options

Grow your business with Google Ads

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- Start a new account
- Create your first campaign
- Get ongoing support for new accounts in the first 3 months

1800-200-4011*
Mon-Fri 9:30am-6:30pm IST



Sign in

Continue to Google Ads

Email or phone

|

[Forgot email?](#)

Login with your credentials.

Not your computer? Use Guest mode to sign in privately.

[Learn more](#)

[Create account](#)

[Next](#)



Sign in

Continue to Google Ads

[Forgot email?](#)

Not your computer? Use Guest mode to sign in privately.

[Learn more](#)

Create account

Next



Sign in

Continue to Google Ads

[Forgot email?](#)

Not your computer? Use Guest mode to sign in privately.

[Learn more](#)

For myself

To manage my business

Next



Create your Google Account

Continue to Google Ads

You'll need to confirm that this email belongs to you.

[Create a Gmail account instead](#)



Use 8 or more characters with a mix of letters, numbers & symbols

[Sign in instead](#)

Next



One account. All of Google working for you.



Create your Google Account

Continue to Google Ads

First name

Deal

Last name

Geeks

Your email address

iiftkolkata1719@gmail.com

You'll need to confirm that this email belongs to you.

[Create a Gmail account instead](#)

Password

class!@#\$

Confirm

class!@#\$



Use 8 or more characters with a mix of letters, numbers & symbols

[Sign in instead](#)



Next



One account. All of Google working for you.


What's your main advertising goal?

Ads that focus on a specific goal help you get the results that you want

Explore these options

 Get more calls



 Get more visits to your physical location




 Get more website sales or sign-ups




[Experienced with Google Ads?](#)

What's your main advertising goal?

Ads that focus on a specific goal help you get the results that you want

 Get more calls



 Get more visits to your physical location



 Get more website sales or sign-ups



Choose this goal if:

- ✓ Most of your business is conducted online
- ✓ You want customers to complete a trackable action (such as a purchase or sign-up) on your website

PICK GOAL

[Experienced with Google Ads?](#)

- 1 Your business & audience
- 2 Your ad
- 3 Budget and review
- 4 Set up billing

Describe your business

This info will be used to create an ad that reaches the right customers

Business name

Online Shopping

Business website

www.dealgeeks.com

15 / 120

BACK

NEXT

- 1 Your business & audience
- 2 Your ad
- 3 Budget and review
- 4 Set up billing

Where are your customers?


Find new customers in the areas that you serve

Where do you want your ad to appear?

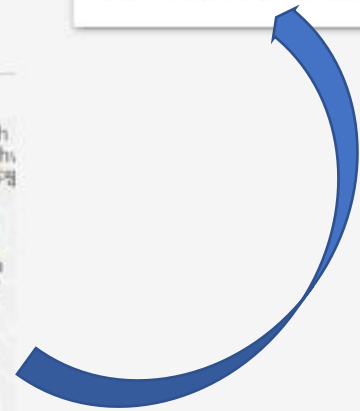
+ Add location (city, state or country)



Potential audience size

 **32,837,043**
people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.



- 1 Your business & audience
- 2 Your ad
- 3 Budget and review
- 4 Set up billing



Where are your customers?

Find new customers in the areas that you serve

 Set up a radius around your business

 Set up specific areas

What's your business address?

 IIFT Academic Block, NRPG Colony, Block B, Qutab Institutional Area, New Delhi, Delhi, India 


IIFT Academic Block, NRPG Colony, Block B, Qutab Institutional Area, New Delhi, Delhi, India

5 km

5 65



Potential audience size

 **6,152,693**
people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.



Define your product or service

Which language do you want to advertise in?

English ▾

What is your business category?

- Domain Purchase
- Register Domain
- Domain
- Purchase Website Domain
- Buying a Domain
- online shopping

What

We'll

+ AD

BA

- Online Shopping
- Online Shopping Sites
- Online Shopping Shoes
- Online Shopping Offers
- Online Shopping for Women
- Online Shopping for Kids
- Online Shopping Sites for Clothes
- Online Shopping Offers Today
- Electronics store
- Children's Clothing Store

What do you want to promote in this ad?

Terms on Google

Potential audience size

 30,294,342
people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.



Need help?

Call for free ad set-up help at 1800-200-4228
9.30 a.m. to 6.30 p.m. IST, Mon-Fri

[More help options](#)

- 1 Your business & audience
- 2 Your ad
- 3 Budget and review
- 4 Set up billing

Define your product or service

Which language do you want to advertise in?

English

What is your business category?

Online Shopping Offers

What specific products or services do you want to promote in this ad?

We'll show your ad to people searching for similar terms on Google

+ ADD ANOTHER

Suggested for you

- + online shopping sites
- + deals online
- + online offers
- + today online offers
- + online shopping offers today
- + online shopping deals
- + discount online shopping
- + shopping offers

BACK NEXT

Potential audience size

 **81,008**
people per month

This is an estimate of how many people search for businesses like yours in your selected locations. Audience size doesn't affect your cost.



Define your product or service

Which language do you want to advertise in?

English ▼

What is your business category?

Online Shopping Offers ✕

What specific products or services do you want to promote in this ad?

We'll show your ad to people searching for similar terms on Google

shopping offers ✕

online shopping offers today ✕

online shopping sites ✕

online offers ✕

online shopping deals ✕

discount online shopping ✕

today online offers ✕

deals online ✕

[+ ADD ANOTHER](#)

Potential audience size



101,958

people per month

This is an estimate of how many people search for businesses like yours in your selected locations. Audience size doesn't affect your cost.

BACK

NEXT

Let's write your ad

Highlight the products and services you offer, and what makes your business unique

Get tips and view sample ads 



Ad #1


Headline 1
Domains Com Sale 16 / 30

Headline 2
Domains Com Sale 16 / 30

Description
Customer Focused - Distinguished Reasonable Prices. Call Now 60 / 90


Your ad preview

Domains Com Sale | Domains Com Sale
 <http://www.dealgeeks.com> 
Customer Focused - Distinguished Reasonable Prices. Call Now

 [SEE HOW YOUR AD WILL APPEAR](#)

[WRITE ANOTHER AD](#)

Clicks on your ad go to

<http://www.dealgeeks.com> 

Let's write your ad

Highlight the products and services you offer, and what makes your business unique

Get tips and view sample ads

Your Business Name | Great service guaranteed
<http://example.com>
Open 24 hours a day. Call now and get 20% off.

Unique product or service
Highlight what makes your business, product, or offer unique

- Free shipping? Large selection? Tell people!
- Highlight features or areas that make your business stand out from the competition.

Ad #1

Headline 1 Mobile Offers - Upto 80% off	28 / 30
Headline 2 Limited time Offer	18 / 30
Description Easy Return - Distinguished Reasonable Prices. Call Now	55 / 90

Your ad preview

Mobile Offers - Upto 80% off | Limited time Offer
<http://www.dealgeeks.com>
Easy Return - Distinguished Reasonable Prices. Call Now

[SEE HOW YOUR AD WILL APPEAR](#)

[WRITE ANOTHER AD](#)

Clicks on your ad go to
<http://www.dealgeeks.com>

Let's write your ad

Highlight the products and services you offer, and what makes your business unique

Get tips and view sample ads

< **Your Business Name | Great service guaranteed**
Ad <http://example.com>
Open 24 hours a day. Call now and get 20% off.

Unique product or service

- Highlight what makes your business, product, or offer unique
- Free shipping? Large selection? Tell people!
 - Highlight features or areas that make your business stand out from the competition.

Ad #1

Headline 1
Mobile Offers - Upto 80% off 29 / 30

Headline 2
Limited time Offer 19 / 30


Description
Easy Return - Distinguished Reasonable Prices. Call Now 55 / 90

Your ad preview

Mobile Offers - Upto 80% off | Limited time Offer
Ad <http://www.dealgeeks.com/offers>
Easy Return - Distinguished Reasonable Prices. Call Now

 [SEE HOW YOUR AD WILL APPEAR](#)

Online Shopping

<http://www.dealgeeks.com> 

<http://www.dealgeeks.com/offers>

- ✓ Your business & audience
- ✓ Your ad
- 3** Budget and review
- 4 Set up billing

Set your budget

₹ 411.18 per day average

₹12,500.00 monthly maximum



Estimated performance

18,744 - 31,249 impressions per month

1,745 - 2,909 clicks per month

This estimate is based on businesses with similar ad settings and budget.

How your budget works

What you pay for
Pay only when people click your ad or call your business.

How much it costs
Costs vary for each click, but you won't spend more than your monthly budget.

If you change your mind
Try running your ad, but no need to commit. Change your budget or cancel your ad at anytime.

BACK

NEXT



Review your campaign settings

Campaign name Mobile Offers - Upto 80% off

Estimated performance ⓘ

👁 18,744 - 31,249 impressions per month

👤 1,745 - 2,909 clicks per month

Campaign goal

📄 Take an action on your website

Your ad

Mobile Offers - Upto 80% off | Limited time Offer

Ad www.dealgeeks.com ▼

Easy Return - Distinguished Reasonable Prices. Call Now

Locations

Show ad to people interested in your products or services, in New Delhi, Gurgaon and Noida.



[EDIT](#)

Budget

₹411.18 daily average [?]

₹12,500.00 monthly maximum

[EDIT](#)

[EDIT](#)

Product or service

Your business category

Online Shopping Offers

Your products or services

deals online, online offers, online shopping deals, online shopping sites, discount online shopping, shopping offers, online shopping offers today, today online offers

[EDIT](#)

[BACK](#)

[NEXT](#) ←



Your business and audience



Your ad



Budget and review



Set up billing

Confirm payment info



Billing country

India



Time zone

(GMT+05:30) India Time



Time zone applies to your entire account and cannot be changed later.



Introductory offer

Promotional code


APPLY



Send me performance tips, promotional offers, surveys, and invitations to try new features

Customer info



Account type 



Business



Tax information 

Tax status: Business





Name and address




- ✓ Your business and audience
- ✓ Your ad
- ✓ Budget and review
- 4** Set up billing

Confirm payment info

 Billing country
India



 Time zone
(GMT+05:30) India Time


Time zone applies to your entire account and cannot be changed later.

 Introductory offer
Promotional code APPLY

Send me performance tips, promotional offers, surveys, and invitations to try new features


Customer info

 Account type  
Individual

 Tax information
Tax status
Unregistered individual

PAN (optional)



Name and address 

Name

Deal Geeks

Address line 1

IIFT

Address line 2

Qutab Institutional Area

City

New Delhi

Postal code

110016



State

Delhi



Phone number (optional)

How you pay



Automatic payments



You pay for this service only after you accrue costs, via an automatic charge when you reach your billing threshold or 30 days after your last automatic payment, whichever comes first.

Payment method



Card details



I agree to the Google Ads [terms and conditions](#).

The personal information you provide here will be added to your payments profile. It will be stored securely and treated in accordance with the [Google Privacy Policy](#).

BACK

SUBMIT




Congrats! You're all done.


We'll review your campaign, usually within an hour.
After it's approved, you can edit your campaign and check its progress.

EXPLORE YOUR CAMPAIGN



Resources

 **Download the mobile app**
Manage ads while you're on the go
[Android app](#) | [iOS app](#)

 **Learn more**
Get answers to your questions
[Visit the Help center](#)

 **Contact us**
Monday - Friday: 9 AM to 9 PM
1-866-246-6453

Mobile Offers - Upto 80% off

Campaign for Online Shopping

Shown across Google Search, Maps, and partner websites on all devices

Campaign goal

Take an action on your website

ENABLED

SCHEDULING: ANYTIME

Ad preview

Mobile Offers - Upto 80% off | Limited time Offer

www.dealgeeks.com

Easy Return - Distinguished Reasonable Prices. Call Now

EDIT

All campaigns

All time Apr 26 - 27, 2019

Enabled and Paused

Mobile Offers - Upto 80% off

Removed campaigns are hidden

Impressions

0



Your ad was viewed on



Devices	Percentage
Smartphones	0%
Tablets	0%
Computers	0%



Google Sources	Percentage
Google Search	0%
Google Partner Sites	0%
Other Sources	0%

Clicks

0



Your ad was clicked on



Devices	Percentage
Smartphones	0%
Tablets	0%
Computers	0%



Google Sources	Percentage
Google Search	0%
Google Partner Sites	0%
Other Sources	0%

Amount spent

₹0.00



Your budget was spent on



Devices	Percentage
Smartphones	0%
Tablets	0%
Computers	0%



Google Sources	Percentage
Google Search	0%
Google Partner Sites	0%
Other Sources	0%

All campaigns

All time Apr 26 - 27, 2019

Enabled and Paused

Mobile Offers - Upto 80% off

Removed campaigns are hidden

Search Phrases

0 Total



No ad activity yet

[MANAGE ALL](#)

Google Analytics

Track customer actions on your website



[LEARN MORE](#)

All campaigns

All time Apr 26 - 27, 2019

Enabled and Paused

Mobile Offers - Upto 80% off

Removed campaigns are hidden

Your ad settings

Budget ₹411.18 daily average ₹12,500.00 monthly maximum

EDIT

Locations Show ad to people interested in your products or services, in New Delhi, Gurgaon and Noida.



EDIT

Product or service Your business category Online Shopping Offers Your products or services deals online, online offers, online shopping deals, online shopping sites, discount online shopping, shopping offers, online shopping offers today, today online offers

EDIT

Business info Online Shopping www.dealgeeks.com

EDIT

Images No images yet

EDIT

All campaigns

Enabled and Paused

Mobile Offers - Upto 80% off

Removed campaigns are hidden

All time Apr 26 - 27, 2019

Mobile Offers - Upto 80% off

Campaign for Online Shopping

Shown across Google Search, Maps, and partner websites on all devices

Campaign goal

Take an action on your website

Ad preview

Mobile Offers - Upto 80% off | Limited time Offer

 www.dealgeeks.com

Easy Return - Distinguished Reasonable Prices. Call Now

 ENABLED



 SCHEDULING: ANYTIME

EDIT

All campaigns

All time Apr 26 - 27, 2019

Enabled and Paused

Mobile Offers - Upto 80% off

Removed campaigns are hidden

Mobile Offers - Upto 80% off

Campaign for Online Shopping

Shown across Google Search, Maps, and partner websites on all devices

Campaign goal

Take an action on your website

Ad preview

Mobile Offers - Upto 80% off | Limited time Offer

www.dealgeeks.com

Easy Return - Distinguished Reasonable Prices. Call Now

ENABLED

Pause campaign

SCHEDULING: ANYTIME

EDIT



All campaigns

All time Apr 26 - 27, 2019

Enabled and Paused

Mobile Offers - Upto 80% off

Removed campaigns are hidden

Mobile Offers - Upto 80% off

Campaign for Online Shopping

Shown across Google Search, Maps, and partner websites on all devices

Campaign goal

Take an action on your website

Ad preview

Mobile Offers - Upto 80% off | Limited time Offer

Ad | www.dealgeeks.com

Easy Return - Distinguished Reasonable Prices. Call Now

PAUSED

SCHEDULING: ANYTIME

EDIT

Mobile Offers - Upto 80% off

Campaign for Online Shopping

Shown across Google Search, Maps, and partner w

Campaign goal

Take an action on your website

PAUSED

Impressions

0

2

1

0

Apr 26, 2019

Apr 27, 2019

Ad scheduling

We'll run your ad during these times. Your monthly spend will remain the same. [Learn more](#)

Anytime

Custom hours

All day

Tuesdays

All day

Wednesdays

All day

Thursdays

All day

Fridays

All day

Saturdays

All day

Sundays

All day

CANCEL

SAVE

Ad preview

Mobile Offers - Upto 80%

www.dealgeeks.com

Easy Return - Distinguished R

EDIT

Amount spent

₹0.00

2

1

0

Apr 26, 2019

Apr 27, 2019

Ad scheduling

We'll run your ad during these times. Your monthly spend will remain the same. [Learn more](#)

Custom hours ▾

Mondays	12:00 AM ▾	-	12:00 AM ▾	✕
Tuesdays	12:00 AM ▾	-	12:00 AM ▾	✕
Wednesdays	12:00 AM ▾	-	12:00 AM ▾	✕
Thursdays	12:00 AM ▾	-	12:00 AM ▾	✕
Fridays	12:00 AM ▾	-	12:00 AM ▾	✕
Saturdays	12:00 AM ▾	-	12:00 AM ▾	✕
Sundays	12:00 AM ▾	-	12:00 AM ▾	✕

CANCEL

SAVE



Ad preview

Mobile Of

[Ad] www.de

Easy Return

EDIT

Amount sp

₹0.00

2

1

0

Apr 26, 2019

Your budget w

Your ad was clicked on

Devices

- All campaigns
- Enabled and Paused
- Mobile Offers - Upto 80% off
- Removed campaigns are hidden

All time Apr 26 - 27, 2019

Mobile Offers - Upto 80% off

Campaign for Online Shopping

Shown across Google Search, Maps, and partner websites on all devices

Campaign goal

Take an action on your website

PAUSED

SCHEDULING: ANYTIME

Ad preview



Mobile Offers - Upto 80% off | Limited time Offer

Ad | www.dealgeeks.com

Easy Return - Distinguished Reasonable Prices. Call Now

EDIT

Mobile Offers - Upto 80% off

Campaign for Online Shopping

Shown across Google Search, Maps, and partner websites on all devices

Campaign goal

Take an action on your website

Ad preview

Mobile Offers - Upto 80% off | Limited
[Ad] www.dealgeeks.com
Easy Return - Distinguished Reasonable Prices

- Edit ad text
- Edit phone number
- Edit budget
- Edit location
- Edit category
- View change history
- Remove campaign


PAUSED

SCHEDULING: ANYTIME


EDIT

What's your main advertising goal?

Ads that focus on a specific goal help you get the results that you want

 Get more calls



 Get more visits to your physical location



 Get more website sales or sign-ups



[Experienced with Google Ads?](#)

Select the goal that would make this campaign successful to you [?](#)



Sales



Leads



Website traffic



Product and brand consideration



Brand awareness and reach



App promotion



Create a campaign without a goal's guidance

Explore these options

CONTINUE

CANCEL

Select the goal that would make this campaign successful to you ?

 Sales

Drive sales online, in app, by phone, or in store

CAMPAIGN TYPES
Search • Display • Shopping • Video • Smart



Leads



Website traffic



Product and brand consideration



Brand awareness and reach



App promotion



Create a campaign without a goal's guidance

CONTINUE

CANCEL

Select a campaign type 

Search



Reach customers interested in your product or service with text ads

Display



Run different kinds of ads across the web

Shopping



Promote your products with Shopping ads

Video



Reach and engage viewers on YouTube and across the web

Smart



Reach your business goals with automated ads on Google and across the web

CONTINUE

CANCEL

Select a campaign type 

Search



Reach customers interested in your product or service with text ads

Display

Get more sales by showing visually striking ads across the web (online, in app, in store), and optimize your campaign's performance with automated bidding, targeting, and ad creation

Shopping



Promote your products with Shopping ads

Video



Reach and engage viewers on YouTube and across the web

Smart



Reach your business goals with automated ads on Google and across the web

CONTINUE

CANCEL

Select a campaign subtype. Keep in mind that this selection can't be changed later.

Standard display campaign

Pick your settings and targeting, and have some automation options. [Learn more](#)

Gmail campaign


Show interactive ads to people as they browse their emails. [Learn more](#)

Select the ways you'd like to reach your goal [?](#)


Your business's website



CONTINUE

CANCEL


Type: Display 

Campaign name Display-1 


Locations Select locations that are important for your business. [Learn more](#) 
 All countries and territories
 India
 Custom
 Location options


Languages Select the languages your customers speak 
 Your ads show to customers with these language preferences, or on sites with these languages.
 Enter a language
 English 

To show ads to people with Spanish as a language preference, select Spanish as your campaign language and use Spanish ad text and keywords.

Your targeting's reach 

Impressions
10B+

What's defining your reach  

Your weekly estimates 

Enter a budget to see your estimated performance

Type: Display Goal: Sales

Campaign name Sale

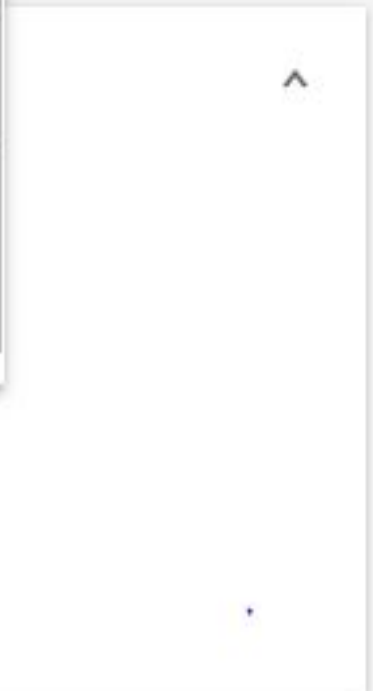
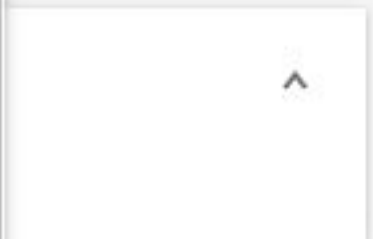
Locations
Select

- Matches
- Delhi, India union territory INCLUDE EXCLUDE
- Delhi, California, United States city
- Delhi, New York, United States city
- Delhi, Ohio, United States city
- Delhi charter Township, Michigan, United States city
- Delhi, Delhi, India city
- Delhi, Iowa, United States city
- Locations that include: Delhi, India
- India country
- Related locations
- Haryana, India state
- 110085, Delhi, India postal code
- 110094, Delhi, India postal code

delhi

Advanced search

Location options



Select locations important to your business

Show ads to people in or interested in your selected locations

Location Radius (distance around a location)

Add locations in bulk

Enter a location to include or exclude

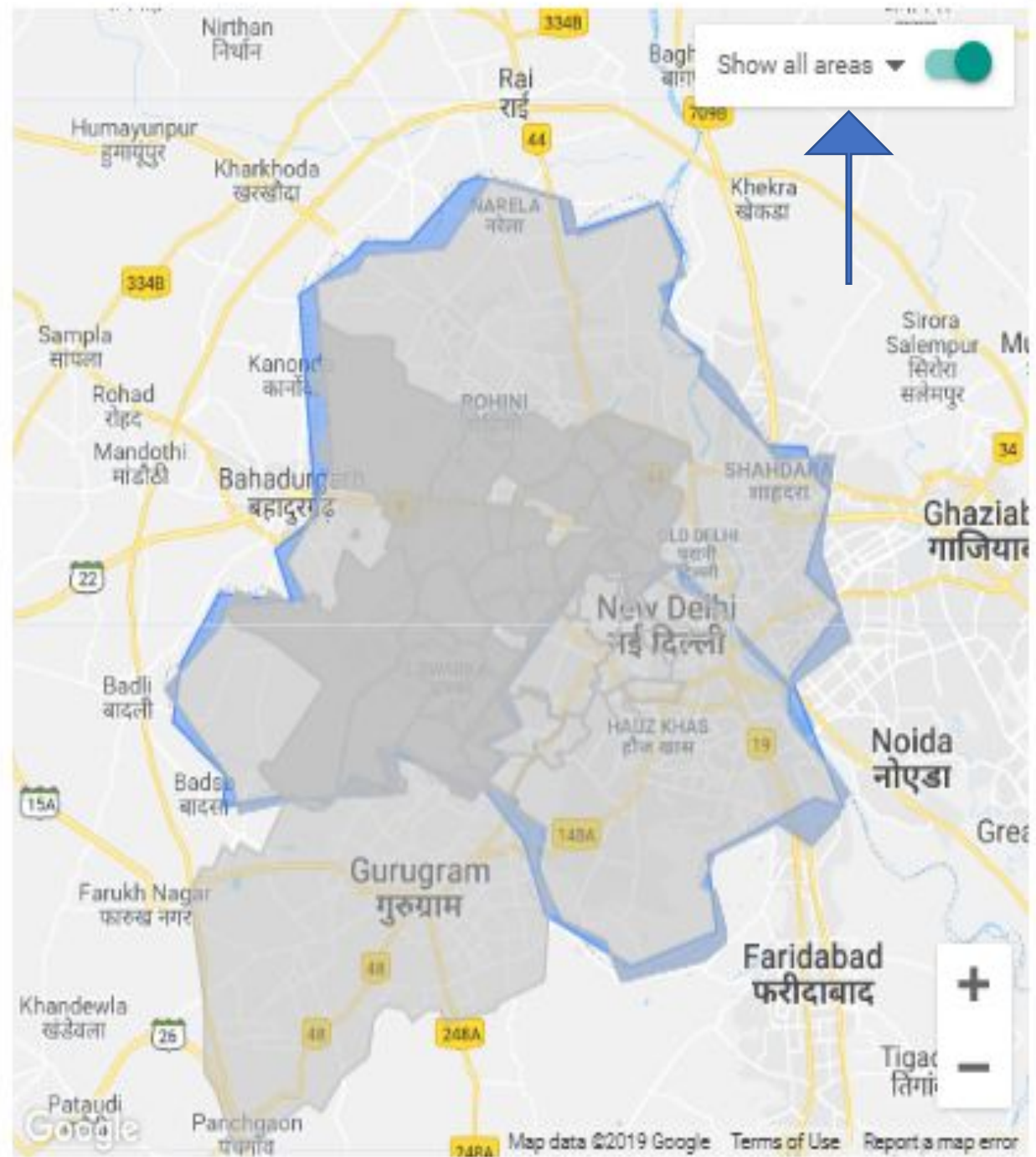
Included locations (1)

Delhi, India union territory



CANCEL

SAVE



Select locations important to your business

Show ads to people in or interested in your selected locations

Location Radius (distance around a location)

Add locations in bulk

Enter a location to include or exclude

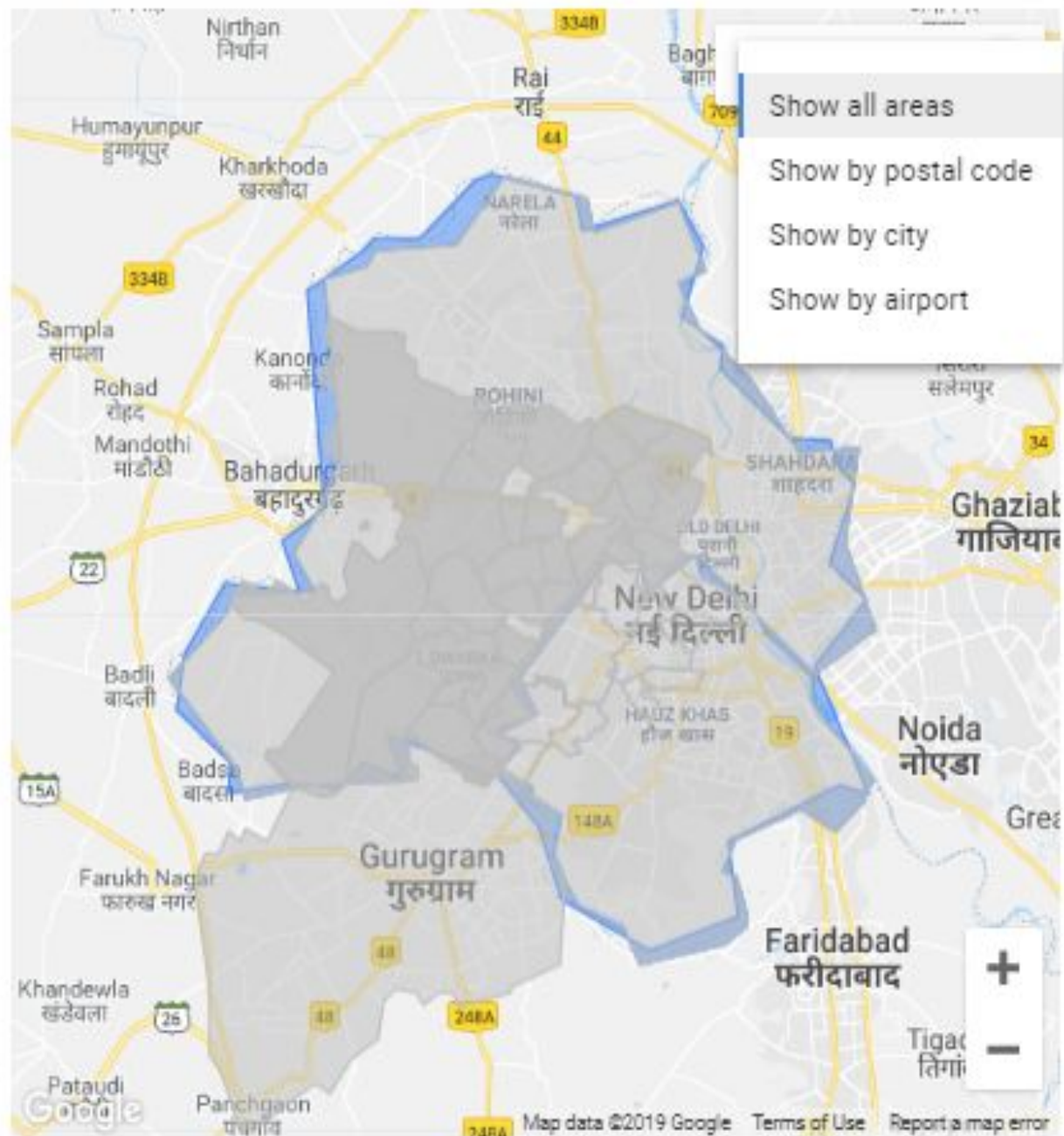
Included locations (1)

Delhi, India union territory



CANCEL

SAVE



Select locations important to your business

Show ads to people in or interested in your selected locations

Location Radius (distance around a location)

Add locations in bulk

110074

Matches

110074, Delhi, India postal code

INCLUDE EXCLUDE

Locations that include: 110074, Delhi, India

New Delhi, Delhi, India city

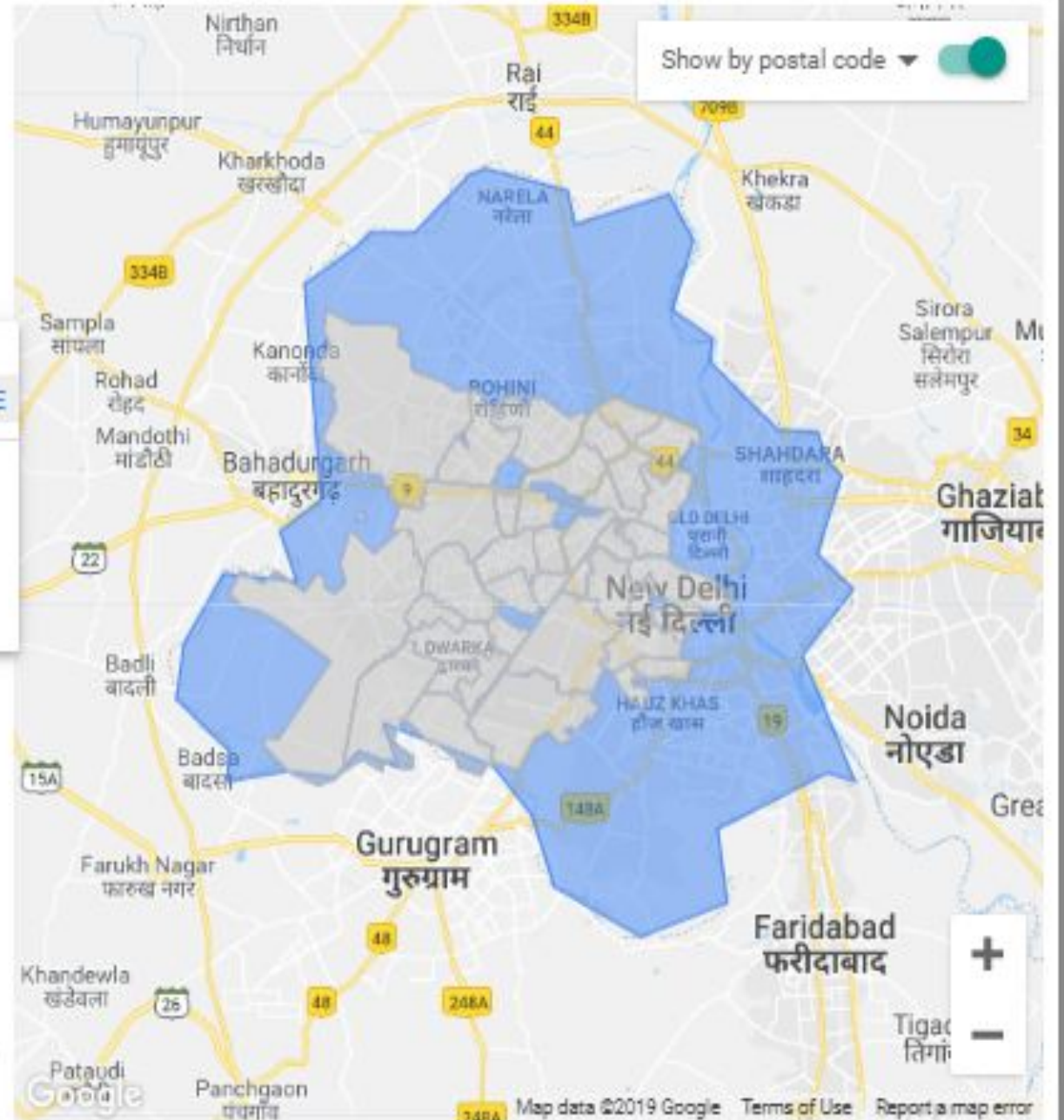
Delhi, India union territory

India country



CANCEL

SAVE



Select locations important to your business

Show ads to people in or interested in your selected locations

Location Radius (distance around a location)

Add locations in bulk

Enter a location to include or exclude

Included locations (1)

Delhi, India union territory



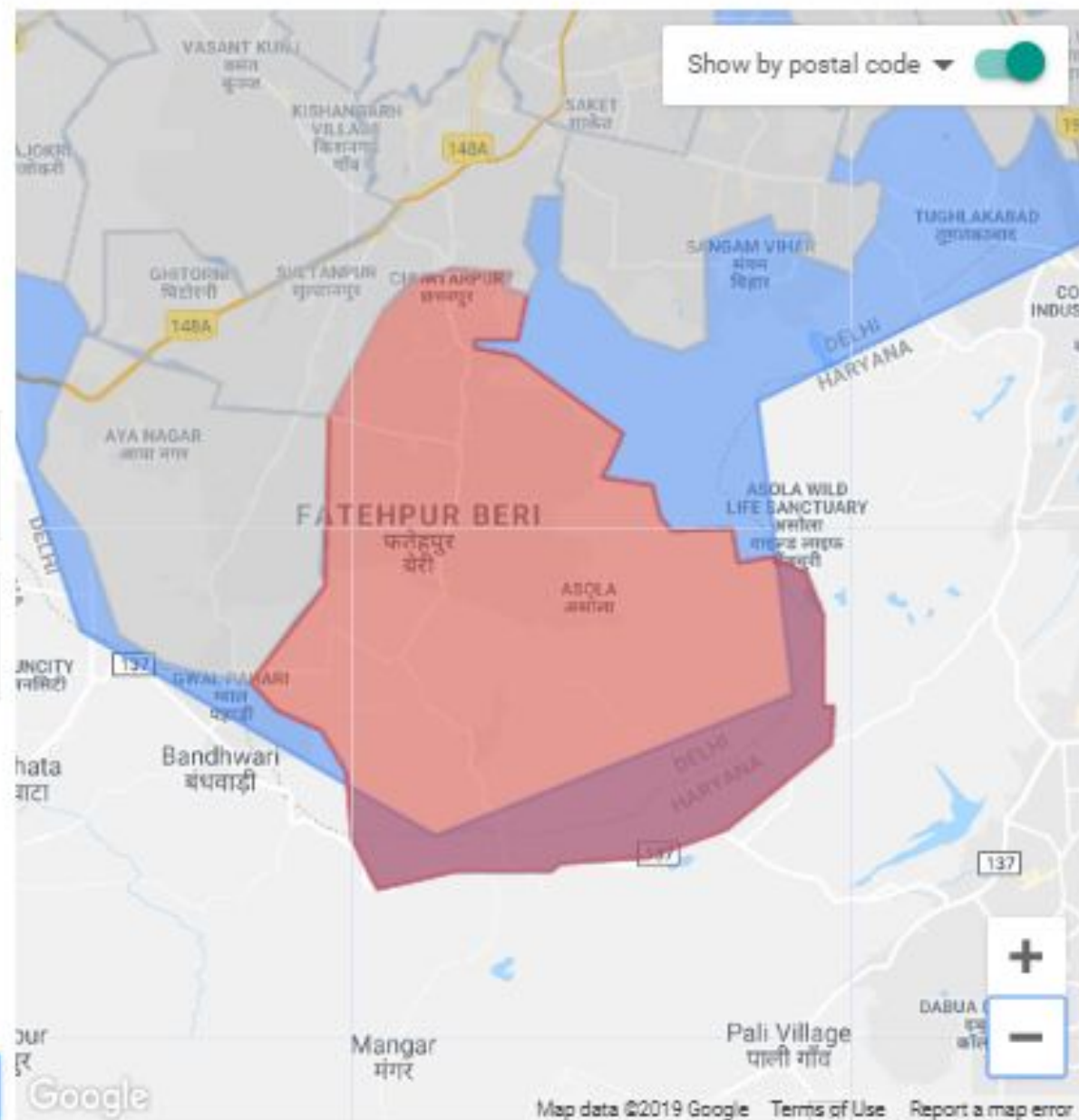
Excluded locations (1)

110074, Delhi, India postal code



CANCEL

SAVE



Select locations important to your business

Show ads to people in or interested in your selected locations

Location Radius (distance around a location)

Add locations in bulk

Enter a location to include or exclude

Included locations (1)

Delhi, India union territory

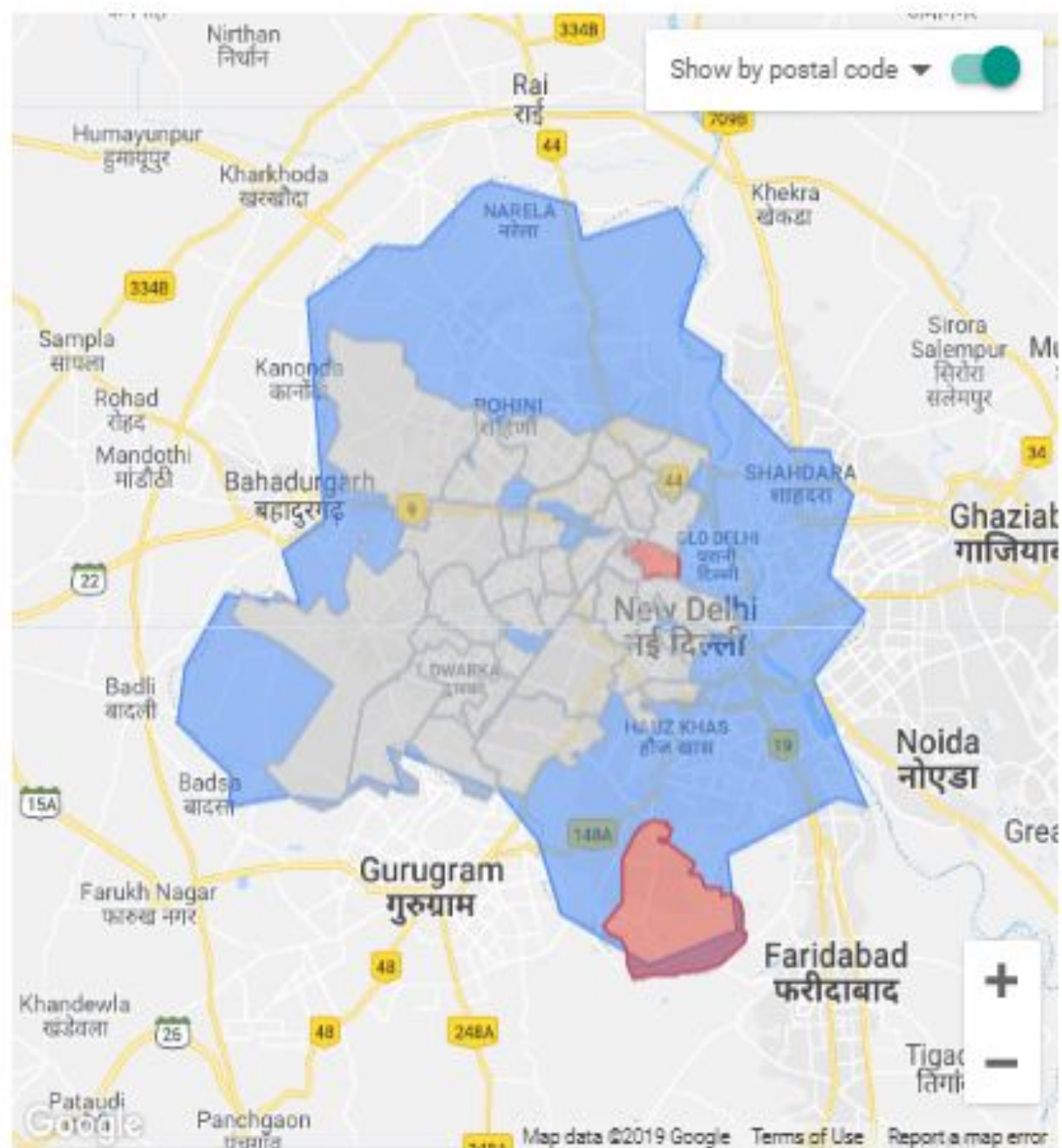
Excluded locations (2)

110005, Delhi, India postal code

110074, Delhi, India postal code

CANCEL

SAVE



^ Location options

For locations you want to **include**, show ads to

- People in, and showing interest in, these locations (recommended)
- People in these locations
- People showing interest in these locations

For locations you want to **exclude**, don't show ads to

- People in, or showing interest in, these locations (recommended)
- People in these locations


Languages

Select the languages your customers speak

Your ads show to customers with these language preferences, or on sites with these languages.

🔍 Enter a language



English 

To show ads to people with Spanish as a language preference, select Spanish as your campaign language and use Spanish ad text and keywords.



Bidding

What do you want to focus on? ⓘ

Conversion value ▼

Recommended for your campaign goal

How do you want to get conversion value? ⓘ

Target a return on ad spend (ROAS) ▼

Target ROAS ⓘ

500 %

Pay for ⓘ

Clicks

i Based on the selections, this campaign will use the **Target ROAS** bid strategy ⓘ

Conversion value is value that you associate with actions taken on your webpage, app, or store. ^

[Learn more](#)

This fully automated option helps you get the most conversion value at your target return on ad spend (ROAS)

[Learn more](#)

If you have a specific performance goal, you can add an optional target ROAS.

[Learn more](#)

Select the event you want to be charged for. For example, if you select clicks, your campaign will be charged when someone clicks on your ad

[Learn more](#)

Or, select a bid strategy directly



Select your bid strategy 

Automated bid strategies

- Target CPA
- Target ROAS**
- Maximize clicks
- Maximize conversions
- Viewable CPM

Manual bid strategies

- Manual CPC

With "Target ROAS", Google Ads automatically sets bids to help get as much conversion value as possible at the target return on ad spend (ROAS) you set. Some conversions may have a higher or lower return than your target.

The strategy you select here will be applied to this campaign only.

[Learn more](#)

Select the event you want to be charged for. For example, if you select clicks, your campaign will be charged when someone clicks on your ad

[Learn more](#)

Edit Maximize clicks strategy

Change bid strategy

Automated: Maximize clicks ▼

With **maximize clicks**, AdWords automatically sets your bids to help get as many clicks as possible within your budget.

Maximum CPC bid limit (optional):

[Use a portfolio strategy](#)

Save

Cancel

Bid strategy ?

[Edit Maximize clicks strategy](#)

Change bid strategy

- Automated: Maximize clicks ▼
- Automated bid strategies
 - Target search page location
 - Target CPA
 - Target ROAS
 - Target outranking share
 - Maximize clicks
 - Enhanced CPC
- Manual bidding
 - Manual CPC

Maximum CPC bid limit (optional):

[Use a portfolio strategy](#)

Budget ?

[+ Delivery method \(advanced\)](#)

Edit Maximize clicks strategy

Change bid strategy

Automated: Target search page location ▾

With **target search page location**, AdWords automatically sets your bids to increase the chances that your ads appear at the top of the page or on the first page of search results.

A portfolio strategy groups together multiple campaigns, ad groups, and keywords into a single bid strategy.

- Use an existing portfolio strategy
- Create a new portfolio strategy

Where do you want your ads to appear?

- Top of the first results page
- Anywhere on the first results page

Name:

Save

Cancel

Edit Maximize clicks strategy

Change bid strategy

Automated: Target ROAS ▼

With **Target ROAS**, AdWords automatically sets bids to help get as much conversion value as possible at the target return on ad spend (ROAS) you set. Some conversions may have a higher or lower return than your target.

The bidding strategy is unavailable. Please set up conversion tracking.
[more](#)

We will set up conversion tracking soon.

Save

Cancel

Edit Maximize clicks strategy

Change bid strategy

Automated: Target outranking share ▼

With **target outranking share**, you choose a domain you want to outrank in search results and how often you want to outrank it, and AdWords automatically sets your bids to help meet that target.

A portfolio strategy groups together multiple campaigns, ad groups, and keywords into a single bid strategy.

- Use an existing portfolio strategy
- Create a new portfolio strategy

Domain name to outrank: ?

Target to outrank: ? %

Maximum bid limit: ?

Name:

Save

Cancel

Edit Maximize clicks strategy

Change bid strategy

Automated: Maximize clicks ▼

Maximum CPC bid limit (optional):

With **maximize clicks**, AdWords automatically sets your bids to help get as many clicks as possible within your budget.

[Use a portfolio strategy](#)



Save

Cancel

Budget

Enter the average you want to spend each day

₹



^ Delivery method

Standard

Accelerated

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend more or less than your daily budget. [Learn more](#) ^

Standard: spend your budget evenly over time.

∨ Additional settings

Ad rotation

- Optimize: Prefer best performing ads
- Do not optimize: Rotate ads indefinitely
- Optimize for conversions (Not supported)
- Rotate evenly (Not supported)

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.

Ad schedule

All days ▼ 00:00 to 00:00

ADD

Based on account time zone: (GMT+05:30) India Standard Time
Saving this removes the settings you changed and adds new ones, resetting any performance data

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

Start and end dates

Start date
Apr 27, 2019 ▼

- End date
- None
 - Select a date ▼

Your ads will continue to run unless you specify an end date.

Edit ad schedule

By default, eligible ads may be shown at any time within a 24-hour day, any day of the your ads can appear. [Learn more](#)

All days 12 AM : 00 to 12 AM : 00

[+ Add](#)

Display clock 12-hour 24-hour

Time zone Asia/Calcutta (cannot be changed)

Save

Cancel

Edit ad schedule

By default, eligible ads may be shown at any time within a 24-hour day, any day of the week. [Learn more](#)

All days	12 AM	:	00	to	12 AM	:	00	X
All days	12 AM	:	00	to	12 AM	:	00	X
All days	12 AM	:	00	to	12 AM	:	00	X
All days	12 AM	:	00	to	12 AM	:	00	X
All days	12 AM	:	00	to	12 AM	:	00	X
All days	12 AM	:	00	to	12 AM	:	00	X

[+ Add](#)

Display clock 12-hour 24-hour

Time zone Asia/Calcutta (cannot be changed)

Save

Cancel

Edit ad schedule

By default, eligible ads may be shown at any time within a 24-hour day, any day of the year. [Learn more](#)

All days	00	↕	to	12 AM	↕	:	00	↕	X
Monday to Friday	00	↕	to	12 AM	↕	:	00	↕	X
Monday	00	↕	to	12 AM	↕	:	00	↕	X
Tuesday	00	↕	to	12 AM	↕	:	00	↕	X
Wednesday	00	↕	to	12 AM	↕	:	00	↕	X
Thursday	00	↕	to	12 AM	↕	:	00	↕	X
Friday	00	↕	to	12 AM	↕	:	00	↕	X
Saturday	00	↕	to	12 AM	↕	:	00	↕	X
Sunday	00	↕	to	12 AM	↕	:	00	↕	X

Display clock 12-hour 24-hour

Time zone Asia/Calcutta (cannot be changed)

Save

Cancel

Edit ad schedule

By default, eligible ads may be shown at any time with your ads can appear. [Learn more](#)

Monday to Friday	8 AM	:	00	to	3 PM	X
All days	12 AM	:	00	to	4 PM	X
All days	12 AM	:	00	to	5 PM	X
All days	12 AM	:	00	to	6 PM	X
All days	12 AM	:	00	to	7 PM	X
All days	12 AM	:	00	to	8 PM	X
All days	12 AM	:	00	to	9 PM	X
All days	12 AM	:	00	to	10 PM	X
All days	12 AM	:	00	to	11 PM	X
All days	12 AM	:	00	to	12 AM	X

[+ Add](#)

Display clock 12-hour 24-hour

Time zone Asia/Calcutta (cannot be changed)

Save

Cancel

Ad rotation

- Optimize: Prefer best performing ads
- Do not optimize: Rotate ads indefinitely
- Optimize for conversions (Not supported)
- Rotate evenly (Not supported)

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.

Ad schedule

All days to

[ADD](#)

Based on account time zone: (GMT+05:30) India Standard Time
Saving this removes the settings you changed and adds new ones, resetting any performance data

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

Start and end dates

Start date

End date

- None
-

Your ads will continue to run unless you specify an end date.

Devices

- Show on all devices
- Set specific targeting for devices



To simplify device targeting, app, app interstitial, and web targeting have been combined under the new options 'Mobile phones' and 'Tablets.' [Learn more](#)



Computers



Mobile phones



Tablets

OPERATING SYSTEMS

[All operating systems](#)

DEVICE MODELS

[All device models](#)

NETWORKS

[All networks](#)

By not targeting all devices, you narrow your reach. Your ads may show more frequently, though, on the devices you target.

[Learn more](#)



Frequency capping

Limit how many times your ads show to the same user 

- Let Google Ads optimize how often your ads show (recommended)
- Set a limit


Campaign URL options

Tracking template

Example: `https://www.trackingtemplate.foo/?url={lpurl}&id=5`

Final URL suffix 

Example: `param1=value1¶m2=value2`

Custom parameters 

{ Name } = Value 

Tracking template is the URL you want the ad click to go to for tracking. [Learn more](#)

Dynamic ads

Use a data feed for personalized ads [?](#)



Content exclusions

Opt out of showing your ads on content that doesn't fit your brand



Digital content labels ?	Sensitive content ?	Content type ?
<input type="checkbox"/> DL-G: General audiences	<input type="checkbox"/> Tragedy and conflict	<input type="checkbox"/> Games
<input type="checkbox"/> Content suitable for families	<input type="checkbox"/> Sensitive social issues	<input type="checkbox"/> Live streaming YouTube video
<input type="checkbox"/> DL-PG: Most audiences with parental guidance	<input type="checkbox"/> Profanity and rough language	<input type="checkbox"/> Embedded videos
<input type="checkbox"/> DL-T: Teen and older audiences	<input type="checkbox"/> Sexually suggestive	<input type="checkbox"/> Below-the-fold
<input type="checkbox"/> DL-MA: Mature audiences	<input type="checkbox"/> Sensational and shocking	<input type="checkbox"/> G-mob mobile app non interstitial <i>Inactive</i>
<input type="checkbox"/> Content not yet labeled		<input type="checkbox"/> Parked domains
		<input type="checkbox"/> In-video

While content exclusions are completed to the best of our ability, we can't guarantee that all related content will be excluded.

SEARCH

BROWSE

IDEAS (19)

7 selected

CLEAR ALL

discount ✕



What they are actively researching or planning (22) ^



Custom intent audiences: auto-created

> New audiences

discount deals



Custom intent audiences: auto-created

> New audiences

voucher codes



Custom intent audiences: auto-created

> New audiences

india coupon offers



Custom intent audiences: auto-created

> New audiences

coupon per acquisti online



Custom intent audiences: auto-created

> New audiences

Affinity audiences

Shoppers

Bargain Hunters ✕

Custom intent audiences: auto-created

coupons and discount codes ✕

special deals ✕

coupon per acquisti online ✕

india coupon offers ✕

voucher codes ✕

discount deals ✕

SEARCH

BROWSE

IDEAS (19)

7 selected

CLEAR ALL

What their interests and habits are
(Affinity and custom affinity)



1 selected

Affinity audiences

Shoppers
Bargain Hunters



Custom intent audiences: auto-created

What they are actively researching or planning
(In-market and custom intent)



6 selected

coupons and discount codes



special deals



coupon per acquisti online



india coupon offers



How they have interacted with your business
(Remarketing and similar audiences)



voucher codes



discount deals



SEARCH

BROWSE

IDEAS (19)

7 selected

CLEAR ALL

Based on your website (19) ^

- Custom intent audiences: auto-created
> New audiences
domain name registration
- Custom intent audiences: auto-created
> New audiences
godaddy domain services
- Custom intent audiences: auto-created
> New audiences
business email
- Affinity audiences > Shoppers
Value Shoppers
- Affinity audiences > Shoppers > Shoppers by Store Type
Superstore Shoppers
- Affinity audiences > Shoppers
Shoppers by Store Type

Affinity audiences

Shoppers
Bargain Hunters

Custom intent audiences: auto-created

coupons and discount codes



special deals



coupon per acquisti online



india coupon offers







voucher codes



discount deals





Edit targeted demographics				DONE
Gender	Age	Parental status	Household income	
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%	
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%	
<input checked="" type="checkbox"/> Unknown 	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown 	<input checked="" type="checkbox"/> 21 - 30%	
	<input checked="" type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%	
	<input checked="" type="checkbox"/> 55 - 64		<input checked="" type="checkbox"/> 41 - 50%	
	<input checked="" type="checkbox"/> 65+		<input checked="" type="checkbox"/> Lower 50%	
	<input checked="" type="checkbox"/> Unknown 		<input checked="" type="checkbox"/> Unknown 	

 Note: Household income targeting is only available in select countries. [Learn more](#)

Content: where you want your ads to show

Narrow your reach with **Keywords**, **Topics**, or **Placements**

CONTENT TARGETING

Targeting expansion

Increase your reach based on the positive targeting and the settings selected above [?](#)

Added reach (weekly estimate)

14M more impressions (on average) than at manual targeting level

Off  More reach

Reach more users by letting Google look for high-performing audiences similar to your target. Expanding reach can increase impressions, clicks, and conversions.

[Learn more](#)



Content: where you want your ads to show

Narrow your reach with **Keywords**, **Topics**, or **Placements**

- + Keywords
- + Topics
- + Placements

Increase your reach based on the positive targeting and the settings selected above ?

Added reach (weekly estimate)

14M more impressions (on average) than at manual targeting level



Reach more users by letting Google look for high-performing audiences similar to your target. Expanding reach can increase impressions, clicks, and conversions.



[Learn more](#)



Try custom intent audiences — a new version of audience keywords

Reach more people with custom intent audiences. In addition to reaching people based on keyword matches, show your ads to an audience based on the apps they use and websites they visit.

[CREATE NOW](#)

[NOT NOW](#)

New custom intent audience

Create an audience of people who are actively researching products and services

Ads using audience targeting must comply with the [Personalized advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the Google Ads advertising policies and may not contain any inappropriate content. [Learn more](#)

Audience name

Mobile Discount

Enter keywords and URLs related to products and services this audience is actively researching. [Learn more](#)

Related keywords and URLs

Mobile offers ×

 CREATE

CANCEL


IDEAS

AUDIENCE SIZE

Descriptor ideas for this audience

- + mobile phone offers on flipkart
- + offer price mobile phones
- + mobile phones best offers online
- + best deals online mobile phones
- + mobile phones cheap price
- + good offers mobile phones

ADD ALL

Choose terms related to your products or services to target relevant websites 





Edit targeted keywords

DONE

Mobile Offer
Mobile offers
Mobile discount
Smartphone offer
Smartphone Offers
Smart phone offer
Smart phone offers
iPhone offers
Amazon mobile offers
Flipkart mobile offers


Get keyword ideas

 www.dealgeeks.com

 Smartphone offers




We only show keyword ideas that are relevant to your business. To get ideas, enter your landing


Your targeting's reach 

Impressions


6.7M

 Your **Content** selections (Keywords) restrict your impressions by 99%. [Learn more](#)


What's defining your reach  

Your weekly estimates 

Performance estimates are only available for campaigns using viewable CPM or manual CPC bid strategies

Keyword setting 

- Audience: Show ads to people likely to be interested in these keywords and also on webpages, apps, and videos related to these keywords (recommended)
- Content: Only show ads on webpages, apps, and videos related to these keywords

Choose terms related to your products or services to target relevant websites 




Edit targeted keywords

DONE 

Mobile Offer
Mobile offers
Mobile discount
Smartphone offer
Smartphone Offers
Smart phone offer
Smart phone offers
iPhone offers
Amazon mobile offers
Flipkart mobile offers


Get keyword ideas

 www.dealgeeks.com

 Smartphone offers




We only show keyword ideas that are relevant to your business. To get ideas, enter your landing


Your targeting's reach 

Impressions

6.7M

 Your **Content** selections (Keywords) restrict your impressions by 99%. [Learn more](#)

What's defining your reach  

Your weekly estimates 


Performance estimates are only available for campaigns using viewable CPM or manual CPC bid strategies

Match Type	Special symbol	Example keyword	Ads may show on searches that	Example searches
Broad match	none	women's hats	include misspellings, synonyms, related searches and other relevant variations	<i>buy ladies hats</i>
Broad match modifier	+keyword	+women's +hats	contain the modified term (or close variations, but not synonyms), in any order	<i>hats for women</i>
Phrase match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	<i>buy women's hats</i>
Exact match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	<i>women's hats</i>
Negative match	-keyword	-women	are searches without the term	<i>baseball hats</i>

Content: where you want your ads to show

Narrow your reach with **Keywords**, **Topics**, or **Placements**

- + Keywords
- + **Topics**
- + Placements

Increase your reach based on the positive targeting and the settings selected above 

Added reach (weekly estimate)

14M more impressions (on average) than at manual targeting level



Reach more users by letting Google look for high-performing audiences similar to your target. Expanding reach can increase impressions, clicks, and conversions.



[Learn more](#)

Edit targeted topics

DONE

discount



4 selected

CLEAR ALL

Consumer Resources

Coupons & Discount Offers

Customer Services

Loyalty Cards & Programs

Discount & Outlet Stores

Mass Merchants & Department Stores

Shopping Portals

Shopping > Consumer Resources > Customer Services
Loyalty Cards & Programs

Shopping > Consumer Resources
Coupons & Discount Offers

Shopping
Shopping Portals

Shopping
Discount & Outlet Stores

Your targeting's reach

Impressions

210K

Your **Content** selections (Keywords and Topics) restrict your impressions by 99%.

[Learn more](#)

What's defining your reach



Your weekly estimates

Performance estimates are only available for campaigns using viewable CPM or manual CPC bid strategies


Content: where you want your ads to show

Narrow your reach with **Keywords**, **Topics**, or **Placements**

+ Keywords

+ Topics

+ Placements

Increase your reach based on the positive targeting and the settings selected above 

Added reach (weekly estimate)








14M more impressions (on average) than at manual targeting level

Off  More reach

Reach more users by letting Google look for high-performing audiences similar to your target. Expanding reach can increase impressions, clicks, and conversions.




[Learn more](#)

Edit targeted placements		DONE
MOBILE DISCOUNT		None selected
Websites (408)		Your ad can appear on any YouTube or Display Network placements that match your other targeting. Add specific placements to narrow your targeting. If a specific website you target has an equivalent app, your ads can also show there.
YouTube channels (1K+)		
YouTube videos (1K+)		
Apps (1000)		
App categories		
Enter multiple placements		

Almost running

 Apr 27, 2019 – No end date

 Delhi, 110074, 110005

 English

Campaign goal
Sales


Campaign subtype
Standard

Campaign budget
₹1,000.00/day

Bid strategy
Maximize clicks

0 Ads

Now, get your campaign running

 Your campaign won't run until you create an ad

[CONTINUE TO CAMPAIGN](#)



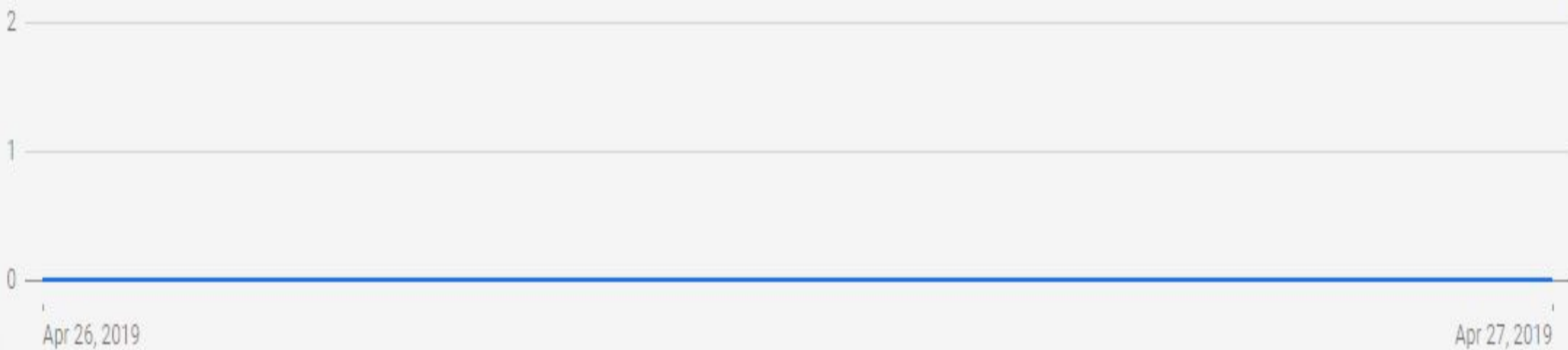
● Enabled Status: Eligible (Learning) Type: Display Budget: ₹1,000.00/day

Ad groups

“Pause” the campaign

All time Apr 26 - 27, 2019

Clicks None EXPAND



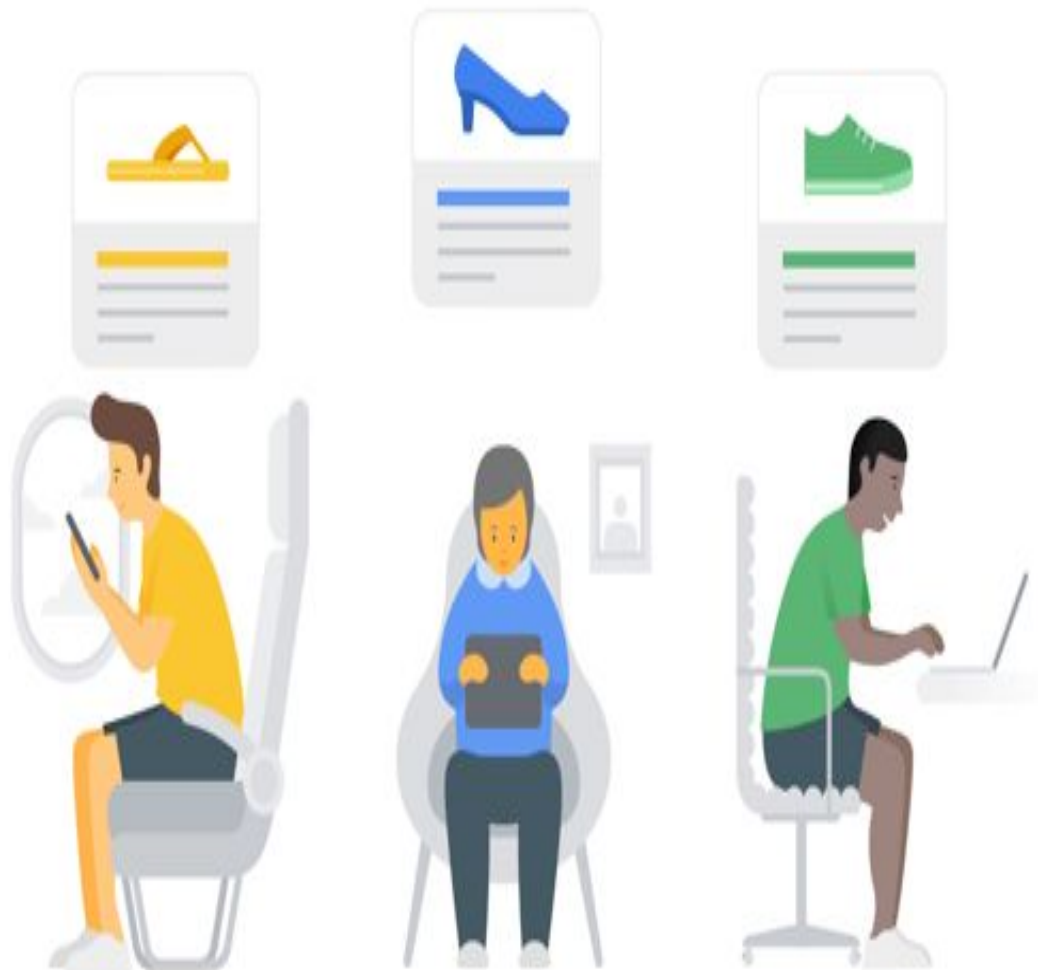
Ad group status: All ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group	Status	Ad group type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group 1	Eligible	Display	0	0	-	-	₹0.00	0.00	₹0.00	0.00%
Total: A... ?					0	0	-	-	₹0.00	0.00	₹0.00	0.00%



- Overview
- Recommendations
- Ad groups**
- Ads & extensions
- Landing pages
- Keywords
- Audiences
- Demographics
- Topics
- Placements
- Settings



Get the right ad for every customer

Add multiple image, logo, and text assets

Generate and test combinations of your assets

Show the most relevant ads to your customers

[LEARN MORE](#)

[CREATE RESPONSIVE DISPLAY AD](#)



Sales-Display-1 > Ad group 1

Final URL: www.flipkart.com

Images and logos

Add at least 1 landscape image and at least 1 square image

+ IMAGES AND LOGOS



Videos

Optional, but add up to 5.

+ VIDEOS

Headlines (up to 5)



ADD

0 / 30

Long headline



0 / 90

Ad strength



Incomplete

Next step

Add a final URL



Asset progress

- Images
- Headlines
- Descriptions

Preview On

DISPLAY NETWORK

YOUTUBE

GMAIL

Mobile

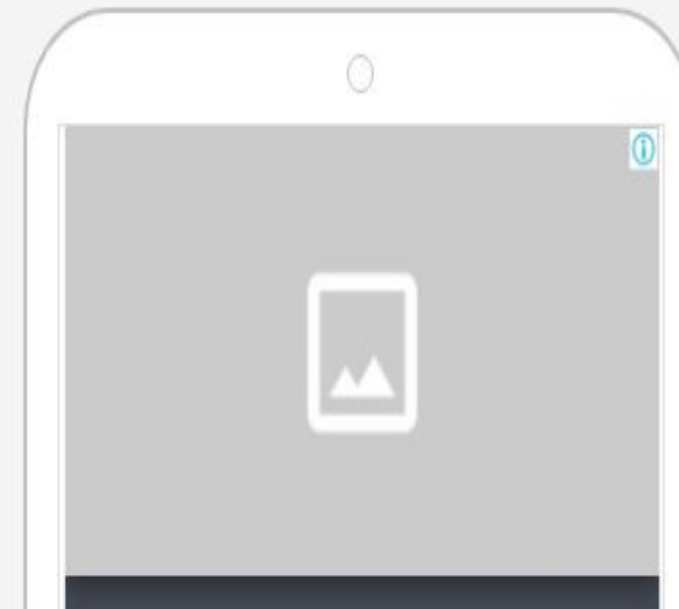
Desktop



Key ad formats



Example of your image ad at 320x568



Sales-Display-1 > Ad group 1

Final URL ?

Images and logos

Add at least 1 landscape image and at least 1 square image

[+ IMAGES AND LOGOS](#)

Videos

Optional, but add up to 5.

[+ VIDEOS](#) 

Headlines (up to 5) ?

[ADD](#)

0 / 30

Long headline ?

0 / 90

Ad strength ?



Incomplete

Next step

Add a final URL



Asset progress ^

Images

Headlines

Descriptions

Preview On

[DISPLAY NETWORK](#)

[YOUTUBE](#)

[GMAIL](#)

Mobile

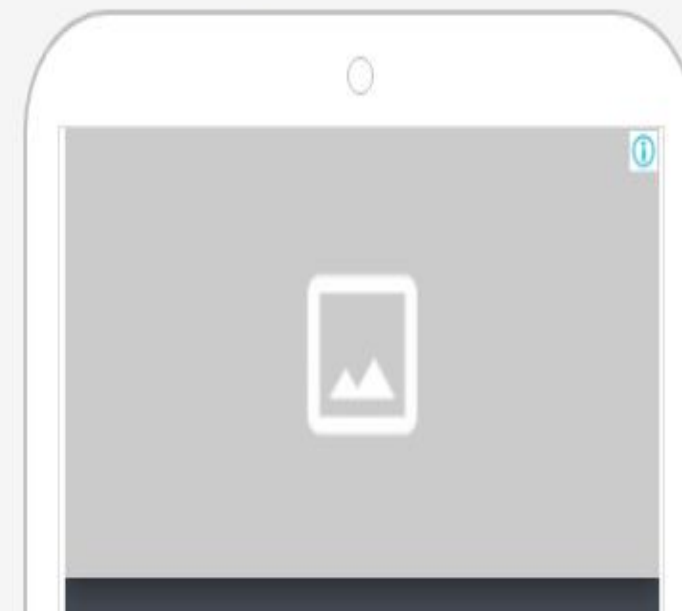
Desktop



Key ad formats ▼



Example of your image ad at 320x568



Choose videos to use in your ad.

SEARCH YOUTUBE

RECENTLY USED

YOUR ASSETS (0)

Enter a YouTube URL or search by keyword or channel

mobile offer



Pubg New UC Cash Trick |Get Free 70 ₹ offer for Pu...

By Gang Of Gamers · 20307 views
Download VPN :<https://www.rawatjitechnical.com/2019/04/hotsp...>



Flipkart Mobile Bonanza Sale 2019 | Best Offers Ha...

By Gizmo Gyan · 97692 views
Flipkart Mobile Bonanza Sale 2019 | Best Offers Hai Lekin....Soch ...



DHAMAACA Mobile Offers (11 - 13 April)

By The Nutri Gurl · 33430 views
NOT RESPONSIBLE FOR ANY CHANGE IN PRICE & OFFER Iphone ...



Get Free 70 ₹ offer for Pubg mobile in every Gmail i...

By MrCyberSquad · 60231 views
Get Free 70 ₹ offer for Pubg mobile in every Gmail id How to use t...

Explore them

By using the video, you consent (limited offer) to allow Google to use the video with Google for use on your behalf in advertising or for other commercial purposes.

CANCEL SAVE

Headlines (up to 5)



ADD

0 / 30

Long headline



0 / 90

Descriptions (up to 5)



ADD

0 / 90

Business name



0 / 25

Ad URL options

MORE OPTIONS

- Call to action text
- Custom colors



Include all your text and images. Some cropping or formats, and either of your custom colors may

Headline

Business name

Description

OPEN

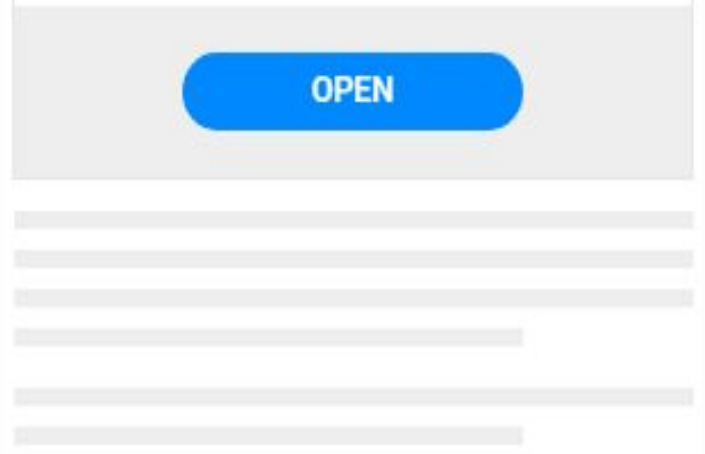
In this ad group: ! This ad group has no ads

- (Automated)
- Apply Now
- Book Now
- Contact Us
- Download
- Learn More
- Install
- Visit Site
- Shop Now
- Sign Up
- Get Quote
- Subscribe

0 / 90

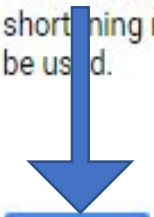
0 / 25

English



Your ads might not always include all your text and images. Some cropping or shortening may occur in some formats, and either of your custom colors may be used.

Previews shown here are examples and don't include all possible formats. You are responsible for the content that your provided assets do not violate policy, either individually, or in combination.



SAVE CANCEL

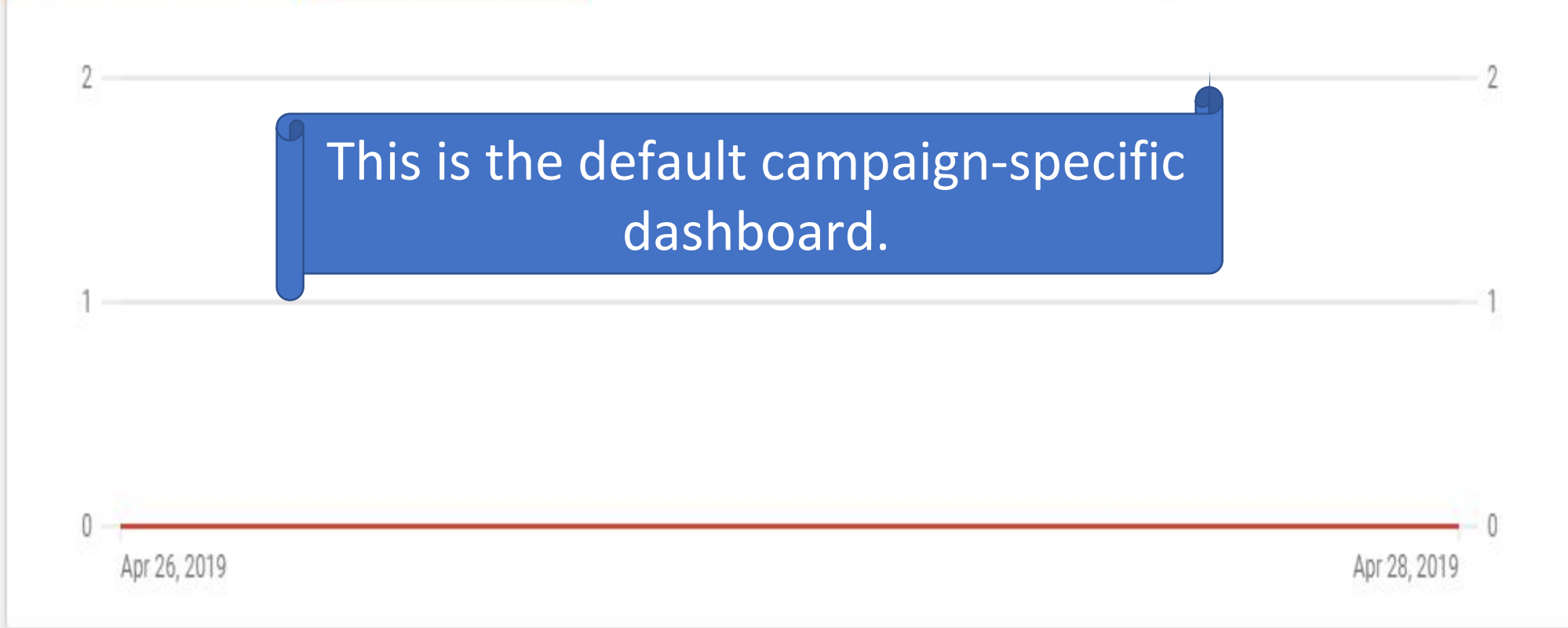
Enabled Status: Eligible Type: Display Budget: ₹1,000.00/day

Overview

“Pause” the campaign to avoid being charged. You should “Enabled” the campaign once all settings are done.

All time Apr 26 - 28, 2019

Clicks ▾	Impressions ▾	Avg. CPC	Cost
0	0	₹0.00	₹0.00



Overview

Recommendations

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Topics

Placements

● Enabled

Status: Eligible

Type: Display

Budget: ₹1,000.00/day

Ad groups

Fri, Apr 26, 2019

Clicks

— 0

To add a note, **click** on the chart

[ADD NOTE](#)

2

1

0

Apr 26, 2019

1 selected

Edit ▾

Label ▾

Add note

[Auction insights](#)



Ad group

Status

Ad group type

↓ Clicks

Impr.

CTR



Ad group 1

Paused

Display

0

0

—

Total: A...

0

0

—

Overview

Recommendations

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Topics

Placements

Auction insights report

See how successful your keywords, ad groups, or campaigns are compared to other advertisers participating in the same auctions. Note: This information is based on Google Search traffic for the date range you selected.

4% of available impressions (from 151 keywords) were used to generate this report. [Learn more](#)



Display url domain [?]	Impression share [?] ↓	Avg. position [?]	Overlap rate [?]	Position above rate [?]	Top of page rate [?]	Outranking share [?]
You	72.57%	4.5	--	--	35.41%	--
[Redacted]	44.10%	3	42.58%	91.01%	81.10%	44.44%
[Redacted]	31.94%	2.3	32.06%	94.03%	90.22%	50.69%
[Redacted]	23.61%	3.9	21.53%	68.89%	66.18%	61.81%
[Redacted]	21.18%	4.6	20.57%	76.74%	50.82%	61.11%
[Redacted]	18.40%	2.7	20.10%	90.48%	83.02%	59.38%
[Redacted]	16.67%	3.5	12.92%	85.19%	70.83%	64.58%
[Redacted]	14.93%	2.5	13.40%	89.29%	81.40%	63.89%
[Redacted]	14.93%	3.4	13.40%	67.86%	69.77%	65.97%
[Redacted]	13.19%	5.4	11.00%	43.48%	18.42%	69.10%
[Redacted]	11.81%	3.4	9.09%	89.47%	70.59%	66.67%



Google

None of your ads are running

paused or removed. Enable

Overview



Recommendations

Campaigns



Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Topics

Placements

Copy

Ctrl-C

Paste

Ctrl-V

Enable

Pause

Remove

Change bids

Change ad rotation

Change tracking templates

Change custom parameters

Create an automated rule

1 selected

Edit

Label

Add note

Auction in



Ad group

Campaign



Ad group 1


Sales-Display-1

Total:...




Total:...



Overview 

Recommendations

Campaigns 

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Topics

Placements

Ad groups

Create a new rule for ad groups

Type of rule

Pause ad groups

Enable ad groups

Send email

Change ad group bids

SAVE RULE

PREVIEW

CANCEL

<input checked="" type="checkbox"/>	<input type="radio"/>	Ad group	Campaign	Status
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	Ad group 1	Sales-Display-1	Paused
		Total:...		

Overview



Recommendations

Campaigns



Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Topics

Ad groups

Create a new rule for ad groups

Type of rule

Pause ad groups



Apply to ad groups 



All enabled ad groups



All enabled and paused ad groups



Select ad groups

Condition 

+ ADD



None of your ads are running

removed. Enable them to begin

Overview



Recommendations

Campaigns



Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Topics

Search lost IS (rank)

Non-measurable impr.

CTR

Measurable cost

Search lost top IS (rank)

Campaign name

Interactions

Search lost abs. top IS (rank)

Interaction rate

Campaign

Campaign type

Engagements


Measurable rate

Engagement rate

+ ADD

Overview 

Recommendations

Campaigns 

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics


Topics

Placements


Ad groups

Condition 


CTR < 1.00% 


CTR > 10.00% 

+ ADD


Define the frequency to run your action 

Frequency

Daily 


12:00 PM 

using data from

Previous week 



Email results

Only if there are changes or errors 

Rule name

Ad Pause - CTR|

SAVE RULE

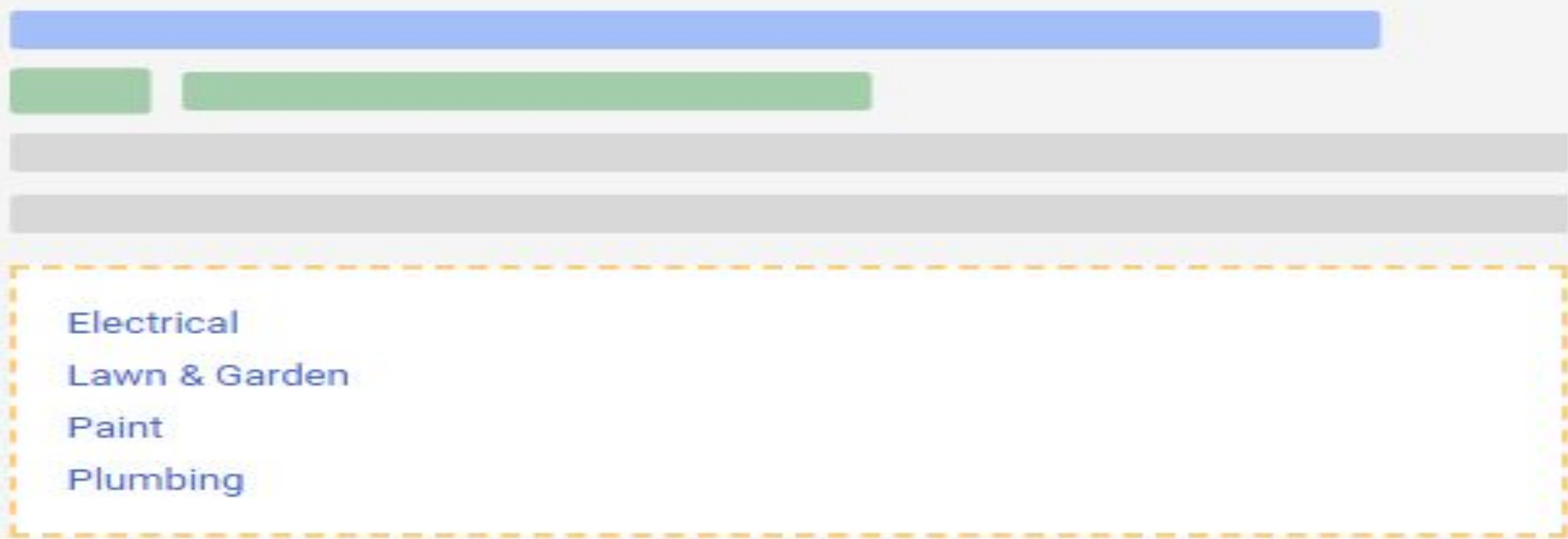
PREVIEW 

CANCEL

- Overview
- Recommendations
- Ads & extensions
- Landing pages
- Keywords
- Audiences
- Demographics
- Topics
- Placements

● Enabled Status: Eligible Type: Display

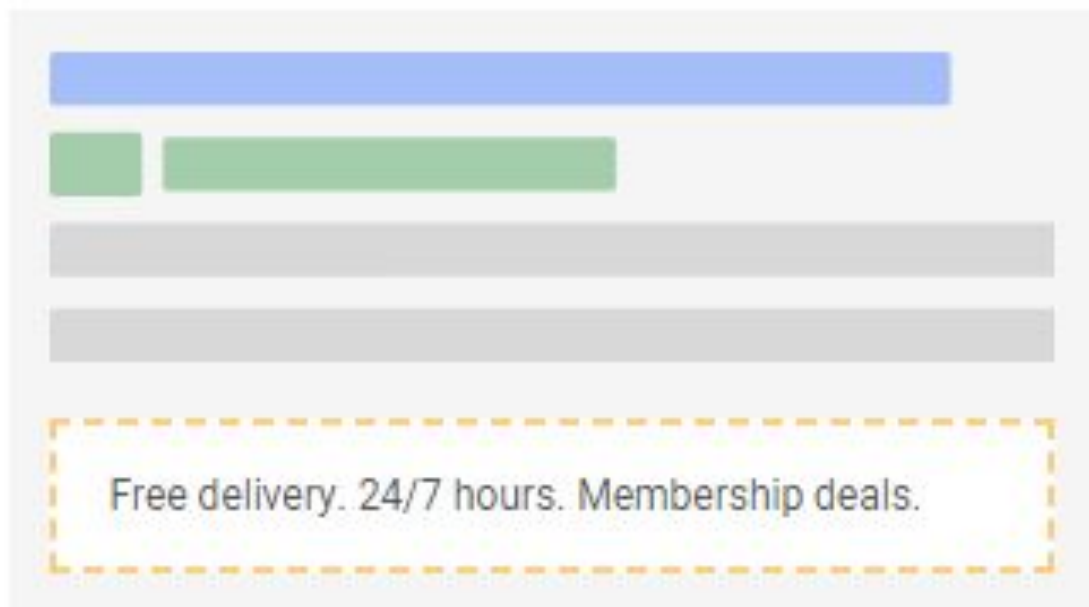




Sitelink extension

Link directly to specific pages of your website, like store hours, products, or contact forms. When someone clicks or taps on your links, they skip right to the information they need.

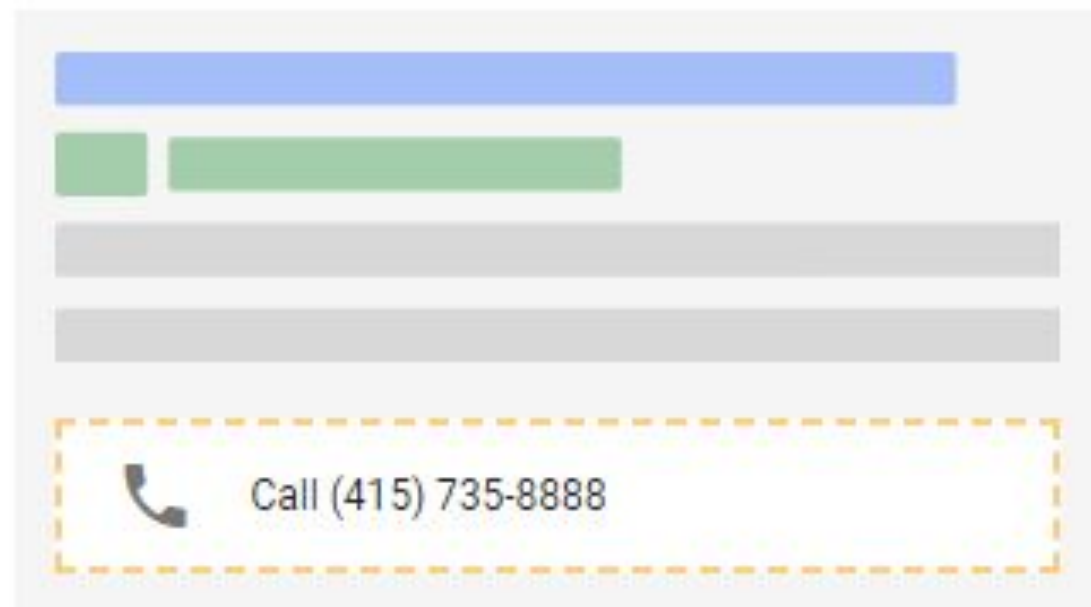
[CREATE SITELINK EXTENSION](#)



Callout extension

Highlight and promote special offers, like free shipping, seasonal sales, or 24-hour customer service by adding callouts.

[CREATE CALLOUT EXTENSION](#)



Call extension

Make it easy for people to reach your business directly by adding a phone number to your ads.

[CREATE CALL EXTENSION](#)

Overview

● Enabled Status: Eligible Type: Display

Recommendations

ADS

EXTENSIONS

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Topics

✕

- + Call extension
- + Location extension
- + Affiliate location extension

Added to	Level	Status	↓ Clicks	Impr.	CTR

You do not have any extensions yet

[+ CREATE AD EXTENSION](#)

Asso

Add call extension

Add to

Ad group ▼ | Ad group 1

Extension

 Create new Use existingPhone number
India ▼ 9010726595 ⓘ

Example: 074104 10123

Call reporting is turned on ⓘ

Conversion action ⓘ

Use account settings (Calls from ads) ▼

^ Advanced options

Device preference ⓘ

 Mobile

1 of 2 previews < >

Highligh

Mobile




Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure all your text appears in your ad. [Learn more](#)

 Advanced optionsDevice preference  Mobile


Extension scheduling

Select when your ad extensions will be eligible to show

Start date

 None Select a date 

End date

 None Select a date 

Days and hours

All days 

12:00 AM

to

12:00 AM

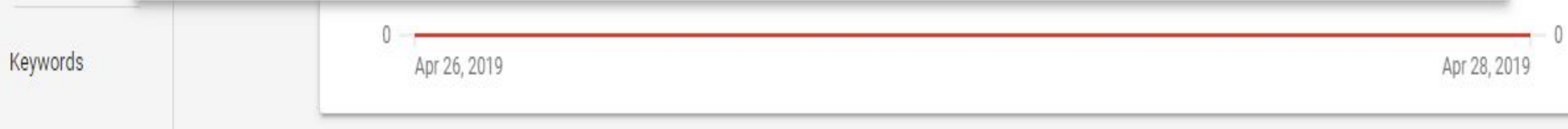
ADD SCHEDULE

Based on account time zone: (GMT+05:30) India Standard Time


SAVE**CANCEL**

- None of your ad
- Overview
- Recommendatio
- Campaigns
- Ad groups
- Ads & extension
- Landing pages

PLANNING	SHARED LIBRARY	BULK ACTIONS	MEASUREMENT	SETUP
Keyword Planner	Audience manager	All bulk actions	Conversions	Billing & payments
Ad Preview and Diagnosis	Bid strategies	Rules	Google Analytics	Business data
Display Planner	Negative keyword lists	Scripts	Search attribution	Policy manager
	Shared budgets	Uploads		Account access
	Placement exclusion lists			Linked accounts
				Preferences
				Google Merchant Center



Understand how AdWords helps you achieve your business goals

Even if your ads get lots of clicks, you're probably missing out on ways to improve your campaigns if you don't know which of those clicks lead to valuable customer activity. Conversion tracking helps you see which keywords, ads, ad groups and campaigns are driving the customer actions you care about: purchases, subscriptions, app downloads, phone calls and more.

+ CONVERSION





1 Conversion source — 2 Settings — 3 Review & install

Select the source of the conversions that you'd like to track.



Website

Track purchases, form submissions or other actions by adding a tag to your website. [Learn more](#)



Select



App

Track app downloads or in-app actions by adding a code snippet to your app. [Learn more](#)

Select



Phone calls

Track calls to your business by using a Google forwarding number or by adding a tag to your website. [Learn more](#)

Select



Import

Track offline or online conversions by uploading data from another system. [Learn more](#)

Select

1

Create an action

2

Set up the tag

3

What's next

Create your website conversion action

After you set up your conversion action, you'll get a conversion tracking tag that you will need to install on your website. Learn about what's required in the [Ads Help Center](#)

Category

Select the action you'd like to track



Purchase

A person buys your product or service



Lead

A person interested in your product or service shares contact information



Page View

A person views a particular page on your website



Sign-up

A person registers for an event or newsletter



Other

You
to se
repo



Conversion source

2

Settings

3

Review & install

New conversion action: Website

Let's start with some basic information about this conversion action, including how much it's worth to your business.

Name

Sales

Value

Enter how much each conversion is worth to your business. [Learn more](#)

Each time it happens, the conversion action has the same value

Indian Rupee (INR Rs.)

0

The value of this conversion action may vary (for instance, by purchase price)

Don't assign a value

Done

Cancel



Conversion source

2

Settings

3

Review & install

Count

Choose how you'd like to count your conversions. [Learn more](#)

- All Example: if one ad click leads to **three** purchases, that will count as **three** conversions.
- Unique Example: if **one** ad click leads to three purchases, that will count as **one** conversion.

Done

Cancel



Conversion source

2

Settings

3

Review & install

Conversion windows

Choose for how long you'd like to track conversions for the following:

Conversion window

From ad **clicks** on Search or Display Network. [Learn more](#)

30 days



View-through conversion window

From **impressions**, not clicks, of your image or rich media Display Network ads. [Learn more](#)

30 days



Your view-through conversions will always exclude conversions from people who've also clicked your Search or Display ads.

Done

Cancel

**Conversion windows**

Choose for how long you'd like to track conversions for the following:

Conversion window

From ad **clicks** on Search or Display Network. [Learn more](#)

30 days



Custom

90 days

60 days

45 days

30 days

4 weeks

3 weeks

2 weeks

1 week

Conversion window

From ad **clicks**, of your image or rich media Display Network ads. [Learn more](#)



Conversions will always exclude conversions from people who've also clicked on Display ads.

Category

Other





Conversion source

2

Settings

3

Review & install

Conversion windows

Choose for how long you'd like to track conversions for the following:

Conversion window

From ad **clicks** on Search or Display Network. [Learn more](#)

30 days



View-through conversion window

From **impressions**, not clicks, of your image or rich media Display Network ads. [Learn more](#)

30 days



Your view-through conversions will always exclude conversions from people who've also clicked your Search or Display ads.

Done

Cancel



Conversion source



Settings



Review & install

Count

All conversions



Conversion windows

30-day conversion window, 30-day view-through conversion window



Category

Choose a category that best fits this conversion action. This will help you evaluate similar conversions in your reports.

Other

Purchase/Sale

Sign up

Lead

View of a key page

Optimisation

Include in Conv. (opt.) columns



Save and continue

Cancel



Conversion source

2

Settings

3

Review & install

Count

Every conversion

Conversion windows

30-day conversion window, 30-day view-through conversion window

Category

Purchase/Sale

Include in
"Conversions"

Include data for this conversion action in your "Conversions" column, which is used by any conversion-based bid strategies you might have set up. [Learn more](#)

Done

Cancel





Conversion source



Settings



Review & install

Value

Rs. 10.00



Count

Every conversion



Conversion windows

30-day conversion window, 30-day view-through conversion window



Category

Purchase/Sale



**Include in
"Conversions"**

Yes



Attribution model

Use "Last click" model



Save and continue

Cancel



Conversion source

2

Settings

3

Review & install

Conversion windows

30-day conversion window, 30-day view-through conversion window



Category

Purchase/Sale



**Include in
"Conversions"**


Yes



Attribution model

Select an attribution model for your Search Network and Shopping conversions. [?](#)

Last click ▾

Use our [attribution modeling tool](#)  to see how different attribution models would affect your conversions. [Learn more](#)

Done

Cancel



Conversion source



Settings



Review & install

Conversion windows

30-day conversion window, 30-day view-through conversion window



Category

Purchase/Sale



Include in "Conversions"

Yes



Attribution model

Select an attribution model for your Search Network and Shopping conversions. [?](#)

Position-based ▾

- ... Last click
- ... First click
- ... Linear
- ... Time decay
- ... Position-based

[Modeling tool](#) to see how different attribution models would affect [learn more](#)



Save and continue

Cancel



Tag Installation

You've created a tag to track **Website** conversions. The last step for you, or your webmaster, is to install the tag below on your website.

Review your conversion settings

Name	Sales
Value	<input type="radio"/> 200.00
Count	All conversions
Conversion windows	30-day conversion window, 30-day view-through conversion window See your conversion time lag report 
Category	Purchase/Sale
Optimisation	Include in Conv. (opt.) columns

Edit settings



Create an action

2

Set up the tag

3

What's next

You've created a conversion action. Now, set up the tag to add to your website.

Tag setup

Select how you want to install your tag

Install the tag yourself



Add the tag to your website code

Email the tag



Email the tag to your webmaster

Use Google Tag Manager



Install the tag using Google Tag Manager



Create an action

2

Set up the tag

3

What's next


Install the tag yourself

Email the tag

Use Google Tag
Manager

Instructions

To set up conversion tracking for **Sales**, you must have the global site tag and an event snippet in the code your page uses. To add the tag and snippet, select the framework your page uses and follow the instructions.

See code for 

HTML

Global site tag

The global site tag adds visitors to your basic remarketing lists and sets new cookies on your domain, which will store information about the ad click that brought a user to your website. You must install this tag on every page of your website.

- The global site tag isn't installed on all your HTML pages
- The global site tag is already installed on all pages, but comes from another Google product (such as Google Analytics) or from another Google Ads account
- The global site tag on all pages was installed already when you created another conversion action in this Google Ads account (808-210-7444)

Copy the tag below and paste it in between the `<head></head>` tags of every page of your website. You only need to install the global site tag once per account, even if you are tracking multiple actions.

Copy the tag below and paste it in between the <head></head> tags of every page of your website. You only need to install the global site tag once per account, even if you are tracking multiple actions.

```
<!-- Global site tag (gtag.js) - Google Ads: 746672075 -->  
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-746672075"></script>  
<script>  
  window.dataLayer = window.dataLayer || [];  
  function gtag(){dataLayer.push(arguments);}  
  gtag('js', new Date());  
  
  gtag('config', 'AW-746672075');  
</script>
```

[DOWNLOAD SNIPPET](#)

Event snippet

The event snippet works with the global site tag to track actions that should be counted as conversions. Choose whether to track conversions on a page load or click. [?](#)

- Page load**
Add the snippet to the page a customer reaches after completing a conversion
- Click**
Add the snippet to the page that has a button or a link you'd like to track for clicks

Copy the snippet below and paste it in between the <head></head> tags of the page(s) you'd like to track, right after the global site tag

```
<!-- Event snippet for Sales conversion page -->  
<script>  
  gtag('event', 'conversion', {  
    'send_to': 'AW-746672075/YYE3CKCR1poBEMufheQC',  
    'transaction_id': "  
  });  
</script>
```

[DOWNLOAD SNIPPET](#)



Create an action



Set up the tag



What's next

You've set up your **Sales** conversion action and auto-tagging was enabled

Next steps:

- For conversion tracking to work, you'll need to add the global site tag and event snippet to your website. [Learn more](#)
- To make sure your tag is working, check the tracking status on the "Conversion actions" page. It might take a few hours to verify that the tag is on your website. [Learn more](#)
- You can also use the [Google Tag Assistant](#) plugin for Chrome to make sure your tag is working.
- If your servers redirect ad clicks, verify that the Google Click ID (GCLID) URL parameter is passed to your landing page. [Learn more](#)
- You can edit the settings for this conversion action at any time.

DONE







- Conversion actions
- Settings
- Web pages
- Google Analytics
- Attribution

Conversion actions

You can anytime change your setting here.

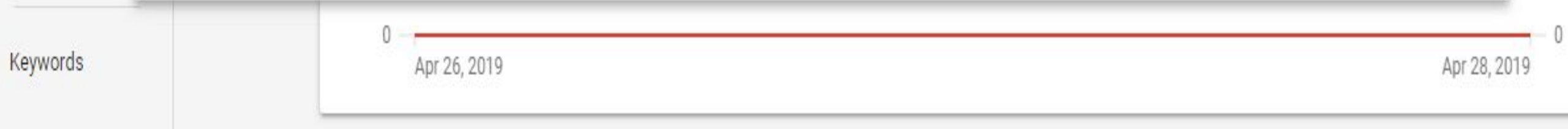
Last 7 days: 23 Jul 2015 - 29 Jul 2015

<input type="checkbox"/>	 	Name ?	Source ?	Category ?	Tracking Status ?	Conversion window ?	Count ?	Repeat Rate (All/Unique) ?	Conversions ?	Value ?	
<input type="checkbox"/>		Sales	Website	Purchase/Sale	 Unverified	30 days	All	0	0	0	
		Totals - all but removed conversion actions								0	0
		Totals - all conversion actions								0	0

Now, go back to campaign setting page.

None of your ad
Overview
Recommendatio
Campaigns
Ad groups
Ads & extension
Landing pages

PLANNING	SHARED LIBRARY	BULK ACTIONS	MEASUREMENT	SETUP
Keyword Planner	Audience manager	All bulk actions	Conversions	Billing & payments
Ad Preview and Diagnosis	Bid strategies	Rules	Google Analytics	Business data
Display Planner	Negative keyword lists	Scripts	Search attribution	Policy manager
	Shared budgets	Uploads		Account access
	Placement exclusion lists			Linked accounts
				Preferences
				Google Merchant Center





A Better Keyword Planner

We've heard your feedback and have rolled out several key features you asked for.

More seeds – Enter up to 10 seed keywords when searching for new ideas

Keyword trends – View or download trends for individual keyword ideas

Grouped ideas – View keywords by theme or add the set as an ad group

Save an idea to an existing campaign – Add a new keyword idea to a campaign you already created

Suggested budget – Get a suggested daily budget based on the max CPC bid and forecasted cost

Competition value column – Get granular competition ranking across keyword ideas

[GO TO KEYWORD PLANNER](#)



Find new keywords

Get keyword ideas that can help you reach people interested in your product or service




Get search volume and forecasts

See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future



Find new keywords



smartphone offers 



GET STARTED

Keyword ideas

Grouped ideas

Plan overview

Ad groups

Keywords

Locations

Locations: India Language: English Search networks: Google

smartphone offers

DOWNLOAD KEYWORD IDEAS

Last 12 months
Apr 2018 - M

Show broadly related ideas; Exclude adult ideas View all ADD FILTER Found 538 keyword ideas

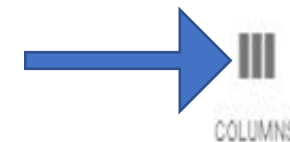
<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided						
<input type="checkbox"/> smart phone offers	1K - 10K	High	-	₹1.90	₹13.97	In Account
Keyword ideas						
<input type="checkbox"/> smartphone	100K - 1M	High	-	₹2.37	₹14.24	
<input type="checkbox"/> mobile phone	100K - 1M	High	-	₹1.67	₹16.87	
<input type="checkbox"/> cheap smartphones	10K - 100K	High	-	₹2.03	₹14.22	
<input type="checkbox"/> smartphone deals	100 - 1K	High	-	₹2.04	₹25.31	

[DOWNLOAD KEYWORD IDEAS](#)

Last 12 months

 Apr 2018 - Mar 2019

 < >


 Show broadly related ideas; Exclude adult ideas [View all](#) ADD FILTER Found 538 keyword ideas


<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided						
<input type="checkbox"/> smart phone offers	1K - 10K	High	-	₹1.90	₹13.97	In Account
Keyword ideas						
<input type="checkbox"/> smartphone	100K - 1M	High	-	₹2.37	₹14.24	
<input type="checkbox"/> mobile phone	100K - 1M	High	-	₹1.67	₹16.87	

- Keyword ideas
- Grouped ideas
- Plan overview
- Ad groups
- Keywords
- Locations

Modify columns



- | | | | |
|------------------------------------------------------------------|----------------------------------------------------|---------------------------------------------------------|-----------------------------------------------------------------|
| <input checked="" type="checkbox"/> Avg. monthly searches | <input checked="" type="checkbox"/> Competition | <input checked="" type="checkbox"/> Ad impression share | <input checked="" type="checkbox"/> Top of page bid (low range) |
| <input checked="" type="checkbox"/> Top of page bid (high range) | <input checked="" type="checkbox"/> Account status | <input type="checkbox"/> Competition (indexed value) | <input type="checkbox"/> Organic impression share |
| <input type="checkbox"/> Organic average position | | | |

Your columns

Drag and drop to reorder

Keyword text

- Avg. monthly searches
- Competition
- Ad impression share
- Top of page bid (low range)
- Top of page bid (high range)

Show broadly related ideas
 Exclude adult ideas

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Com	Search	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/> phones for sale	100 - 1K	High	Keyword text	₹2.95	₹14.22
<input type="checkbox"/> cheap mobile phones	1K - 10K	High	Competition	₹1.53	₹14.21
<input type="checkbox"/> phone deals	100 - 1K	High	Ad impression share	₹1.52	₹24.69
<input type="checkbox"/> new phone	10K - 100K	High	Top of page bid (low range)	₹12.62	₹25.31
<input type="checkbox"/> mobile phone offers	10K - 100K	High	Top of page bid (high range)	₹1.74	₹24.69
<input type="checkbox"/> latest smartphones	10K - 100K	High	Exclude keywords in my account	₹14.03	₹73.52
<input type="checkbox"/> new mobile phone	10K - 100K	High	Exclude keywords in my plan	₹12.05	₹25.49
<input type="checkbox"/> cell phone deals	100 - 1K	High	Competition (indexed value)	₹3.13	₹16.89
			Organic impression share		
			Organic average position		

Search

- Keyword text
- Competition
- Ad impression share
- Top of page bid (low range)
- Top of page bid (high range)
- Exclude keywords in my account
- Exclude keywords in my plan
- Competition (indexed value)
- Organic impression share
- Organic average position

2 selected

[Add to plan](#)
[Adding to new ad group](#)
[Broad match](#)
[ADD KEYWORDS](#)

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Acco
Keyword ideas						
<input type="checkbox"/> smartphone	100K - 1M	High	-	₹2.37	₹14.24	
<input type="checkbox"/> mobile phone	100K - 1M	High	-	₹1.67	₹16.87	
<input checked="" type="checkbox"/> cheap smartphones	10K - 100K	High	-	₹2.03	₹14.22	
<input checked="" type="checkbox"/> smartphone deals	100 - 1K	High	-	₹2.04	₹25.31	
<input type="checkbox"/> new smartphone	10K - 100K	High	-	₹12.16	₹25.50	
<input type="checkbox"/> latest mobile phones	10K - 100K	High	-	₹12.20	₹68.62	

Keyword ideas


Grouped ideas

Plan overview

Ad groups

Keywords

Locations

Your plan can get **670** clicks for **₹15K** and a **₹46** max. CPC 

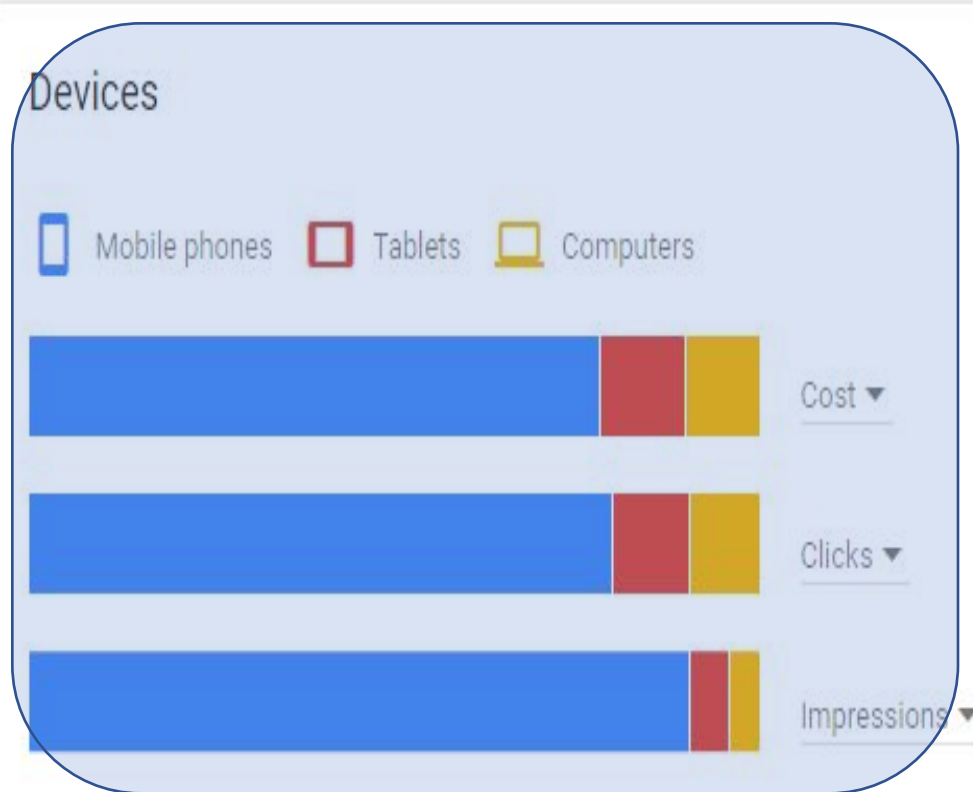


Clicks	Impressions	Cost	CTR	Avg. CPC	Avg. Position	
670	20K	₹15K	3.3%	₹22	1.1	 Add conversion metrics

Daily Budget: ₹540

Keywords

	Cost	Clicks	Impressions
cheap smartphones	₹14,417.93	644	19,446
smartphone deals	₹530.54	22	579



Locations

Top cities ▾

Cost ▾



	New Delhi	7.5%
	Bengaluru	6%
	Mumbai	4.8%
	Kolkata	3.5%
	Hyderabad	3.5%
	Other locations	74.7%

PLANNING	SHARED LIBRARY	BULK ACTIONS	MEASUREMENT	SETUP
Keyword Planner	Audience manager	All bulk actions	Conversions	Billing & payments
Ad Preview and Diagnosis	Bid strategies	Rules	Google Analytics	Business data
Display Planner	Negative keyword lists	Scripts	Search attribution	Policy manager
	Shared budgets	Uploads		Account access
	Placement exclusion lists			Linked accounts
				Preferences
				Google Merchant Center

None of your ad

Overview

Recommendatio

Campaigns

Ad groups

Ads & extension

Landing pages

Keywords



Smartphone offers



Location

New Delhi, Delhi, India

Language

Hindi

Device

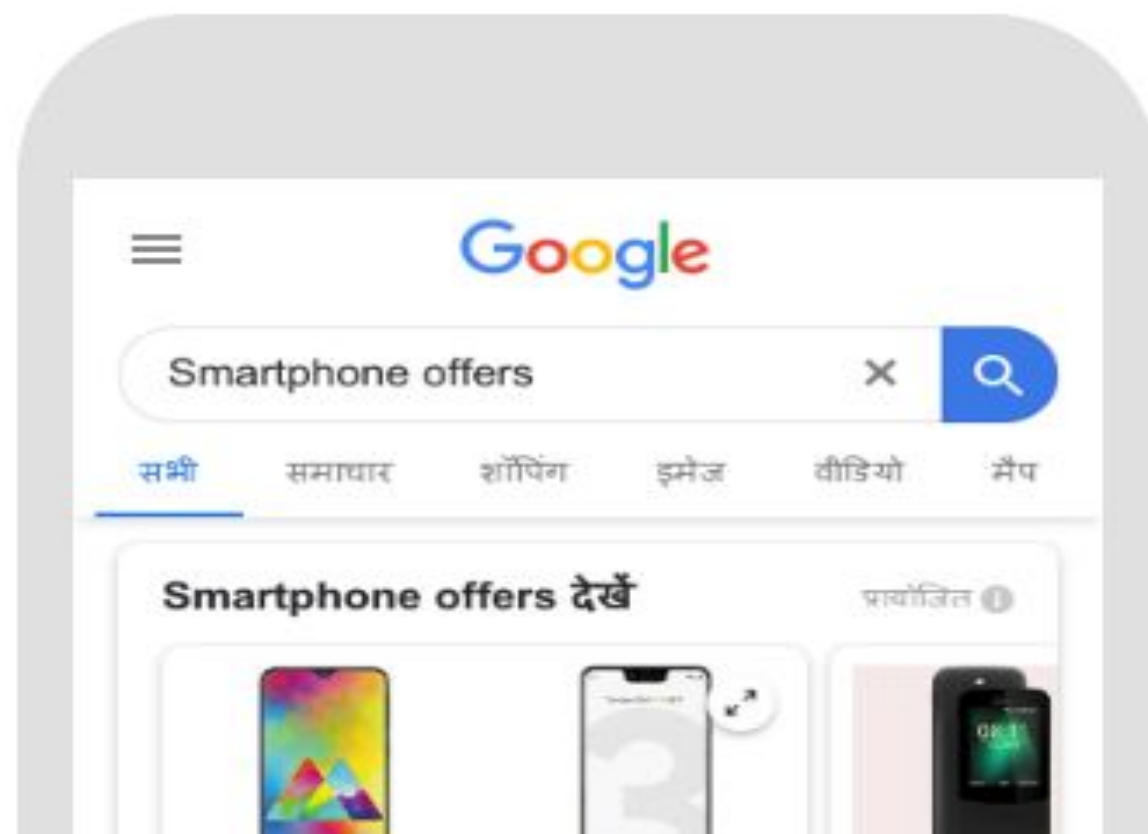
Mobile

Audience

Users not in any audience

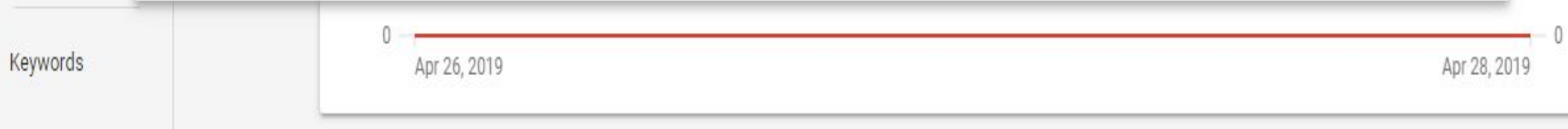
! Your ad is not showing

Preview of mobile search results



- None of your ad
- Overview
- Recommendatio
- Campaigns
- Ad groups
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- Landing pages

PLANNING	SHARED LIBRARY	BULK ACTIONS	MEASUREMENT	SETUP
Keyword Planner	Audience manager	All bulk actions	Conversions	Billing & payments
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	Placement exclusion lists			Linked accounts
				Preferences
				Google Merchant Center





ADD FILTER

<input type="checkbox"/> Audience name ↑	Type	Membership status	
Not in-use			
<input type="checkbox"/> AdWords optimized list Combined audience based on available data sources	Combined list Automatically created	Open	

Remarketing



People visit your website

+



Visitors are added to your
remarketing lists



Show them your ads while
they browse the web

[Set up remarketing](#)

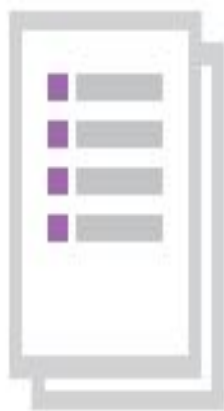
[Set up dynamic remarketing](#)

Remarketing



People visit your website

+



Visitors are added to your remarketing lists



Show them your ads while they browse the web

Dynamic remarketing

+



Connect your Google Merchant Center account



Show them tailored ads based on products that they've viewed on your site



Set up remarketing

Set up dynamic remarketing

HOW REMARKETING WORKS



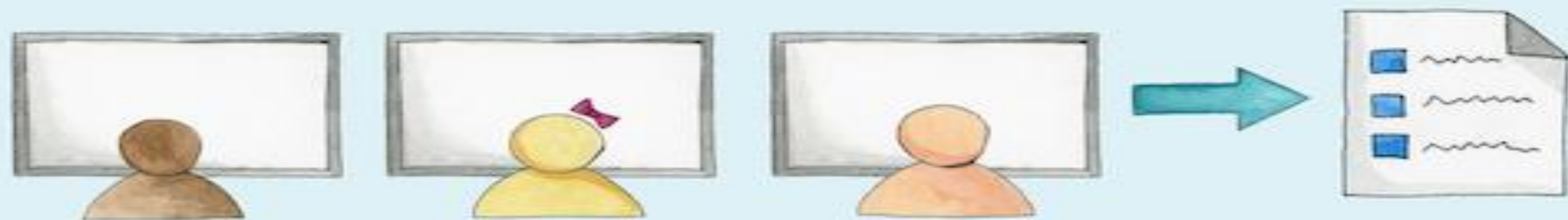
Add a remarketing tag, a small snippet of code you get from AdWords, across all your site pages.

Build remarketing lists for any of your webpages, such as your most popular product category.



"dress shoes"
REMARKETING LIST

When people visit these pages on your site, they'll be added to your remarketing lists.



Create a campaign to show ads only to those on the "dress shoes" list when they search for "dress shoes" or related terms on Google, or while they browse the Display Network. These messages can be tailored based on pages they've visited.



Remarketing can help you bring customers back to your website and drive sales.

Ready to learn more? Visit support.google.com/adwords



ADD FILTER



Audience name ↑

Type

Membership status

Not in-use



[AdWords optimized list](#)

Combined audience based on available data sources

Combined list
Automatically
created

Open

Audience name

Cart Abandonment



List members

Select the type of visitors from which you'd like to create an audience. [Learn more](#)

Visited page

Visitors of a page

Visitors of a page who also visited another page

Visitors of a page who did not visit another page

Visitors of a page during specific dates

Visitors of a page with specific tags

URL

contains

AND

OR

Audience name

Cart Abandonment



List members

Select the type of visitors for

create an audience. [Learn more](#)

Visitors of a page who did

Visited page

Include people that visited

g rules

A visited page must match ev

URL

Referrer URL

contains

contains

equals

starts with

ends with

does not contain

does not equal

does not start with

does not end with

AND

OR

Audience name

Cart Abandonment



List members

Select the type of visitors from which you'd like to create an audience. [Learn more](#)

Visitors of a page who did not visit another page ▾

Visited page

Include people that visited a page with the following rules

A visited page must match every rule in this group

URL ▾

contains ▾

cart

AND

OR

Unvisited page

Exclude people that visited a page with the following rules

A visited page must match every rule in this group

URL ▾

contains ▾

thankyou

AND

Initial list size

Select the initial list size

- Include people from the past 30 days
- Start with an empty list

Google Ads can add site visitors from the previous 30 days to your list, or you can start with 0 list members

Membership duration

Enter the number of days people should remain in the audience

30 days

The maximum membership duration is 540 days

Membership duration is the amount of time someone will stay on your remarketing list after interacting with your business

Description

Describe this audience

Add an audience description (optional)

Your use of remarketing lists must comply with the [Personalized advertising policy](#) and the [Google EU user consent policy](#).

CREATE AUDIENCE

CANCEL



ADD FILTER



SEARCH



SEGMENT



COLUMNS



EXPAND



Audience name ↑

Type

Added to

Creation date

In-use



Mobile Discount

Custom intent
In-market
keywords

1 ad group

Apr 27, 2019

Audience lists








REMARKETING

CUSTOM AUDIENCES

Audience insights



Audience sources

				 SEARCH	 SEGMENT	 COLUMNS	 EXPAND
	Type	Added to	Creation date				
 Custom affinity							
 Custom intent	Custom intent In-market keywords	1 ad group	Apr 27, 2019				

1 - 1 of 1

Audience lists

Audience insights

Audience sources

Your insights need a source

Set up or link an audience source to access insights about your audience and discover patterns in your targeting performance

- 1 Set up at least one audience source
- 2 Have a list with more than 1,000 people

[SET UP AN AUDIENCE SOURCE](#)

Audience lists

Audience insights

Audience sources

Audience sources



Google Ads tag

Collect data for your remarketing lists and conversion tracking by adding the Google Ads tag to your website

[SET UP TAG](#)



Google Analytics

Import site engagement metrics, track Analytics goals and transactions as conversions, and import Analytics remarketing audiences

[LINK TO GOOGLE ANALYTICS](#)

App analytics

Link a third-party app analytics provider or your own software development kit (SDK) to your account to see user lists and conversions for your mobile apps

[LINK TO APP ANALYTICS](#)



Google Play

Create remarketing lists based on current app users and track in-app purchases as conversions to gain insight into which ads drive action

[LINK TO PLAY](#)



YouTube

Remarket to people who interact with your channel, track actions people take after watching video ads, and drive clicks with call-to-action overlays

[LINK TO YOUTUBE](#)

LEARN

PRACTICE

IMPROVE

dreamstime

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