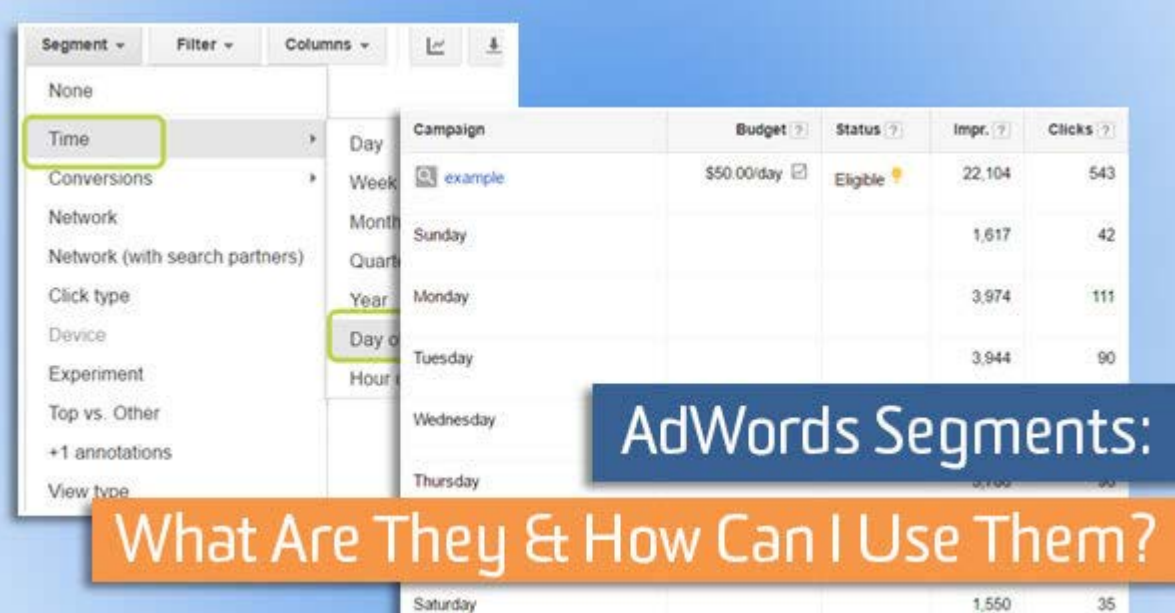


PERFORMANCE REPORTS

- One must generate reports for campaigns, ad groups, keywords and ads.
- A digital marketing **performance report** could be a **daily, weekly, monthly, or yearly report that you compile for a client**. This report contains performance stats across all the online marketing platforms that are used in your digital marketing strategy as well as insights based on the performance.
- Reports are generated from the “Reports” tab in AdWords.
- **Segments:** A category (like ad type or day of the week) that you can add to your campaign's tables and charts in order to organize your performance data around that criteria.
- Formats(charts, tables), filters(to view specific data), Rows and columns(added to the table).

Cont...



The screenshot shows the Google Ads interface. On the left, the 'Filter' menu is open, with 'Time' selected and highlighted by a green box. Below 'Time', the following options are listed: Day, Week, Month, Quarter, Year, Day of week, and Hour of day. The 'Day of week' option is also highlighted with a green box. In the background, a table displays campaign performance data. The table has columns for Campaign, Budget, Status, Impr., and Clicks. The data is as follows:

Campaign	Budget	Status	Impr.	Clicks
example	\$50.00/day	Eligible	22,104	543
Sunday			1,617	42
Monday			3,974	111
Tuesday			3,944	90
Wednesday				
Thursday				
Saturday			1,550	35

Overlaid on the bottom right of the screenshot is a dark blue banner with the text 'AdWords Segments:' in white. Below this banner is an orange banner with the text 'What Are They & How Can I Use Them?' in white.

E-Commerce

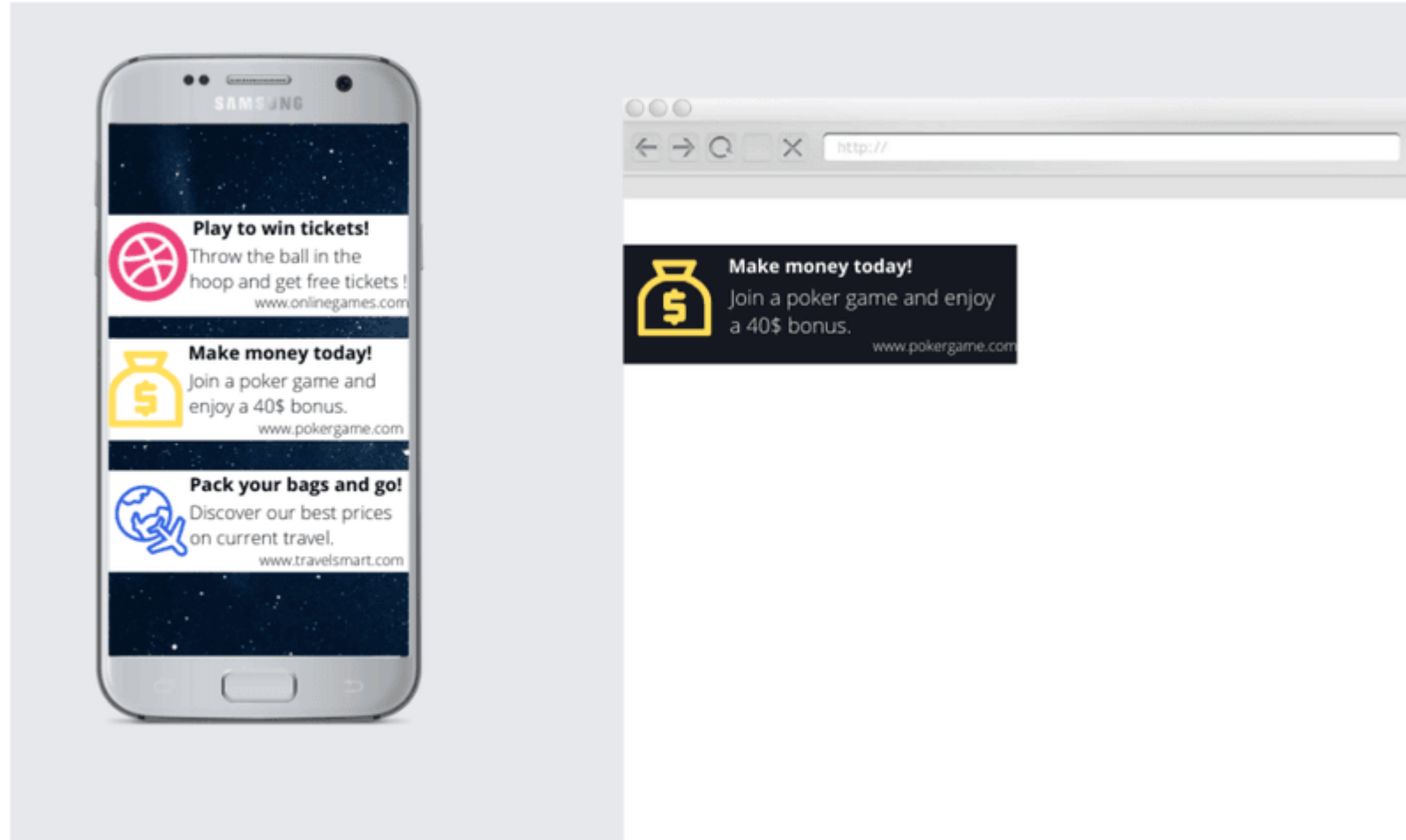
- E-commerce refers to the **commercial transactions conducted electronically on the Internet.**

How Amazon and Flipcart can be used by the marketers for different types of Advertising

PUSH ADS:

- Push ads are **a type of native ad format.**
- Push ads/push traffic/push notification advertising is essentially 3 different expressions to talk about the same concept. It's a form of ads that are sent directly to the mobile or desktop of your potential and willful customer.

Cont...



Cont...

Discoverable Ads:

Discovery ads **help you reach people who are ready to discover and engage with your brand**. Discovery ads are displayed automatically on YouTube Home and Watch Next feeds, Discover, and the Gmail Promotions and Social tabs using a single campaign

Cont...



GOOGLE DISCOVERY ADS

