PERFORMANCE REPORTS
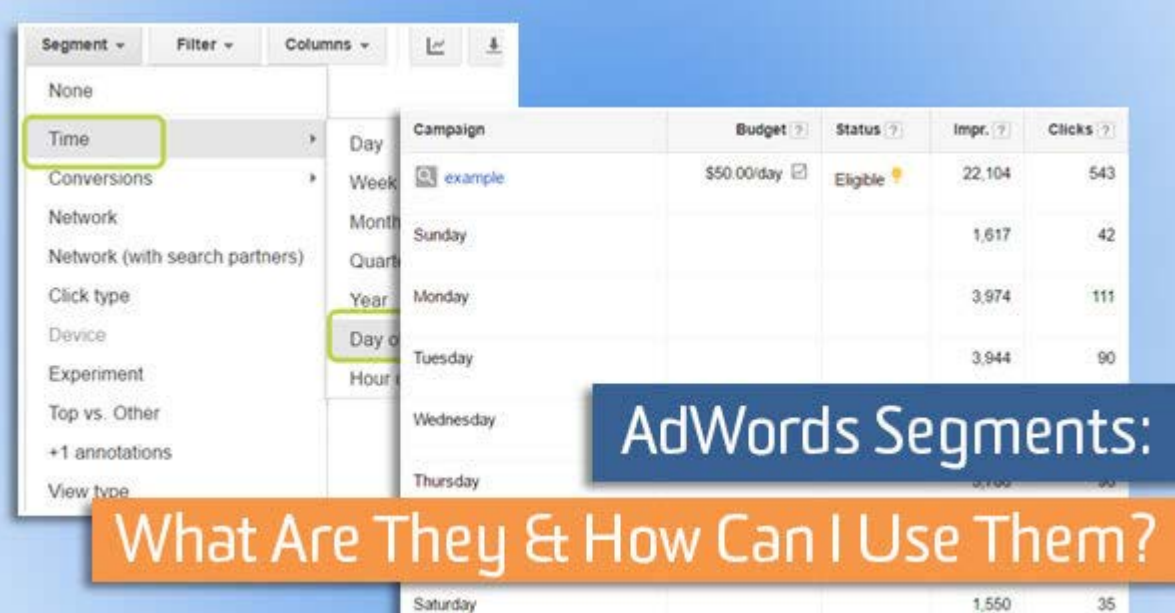
- One must generate reports for campaigns, ad groups, keywords and ads.

- 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).
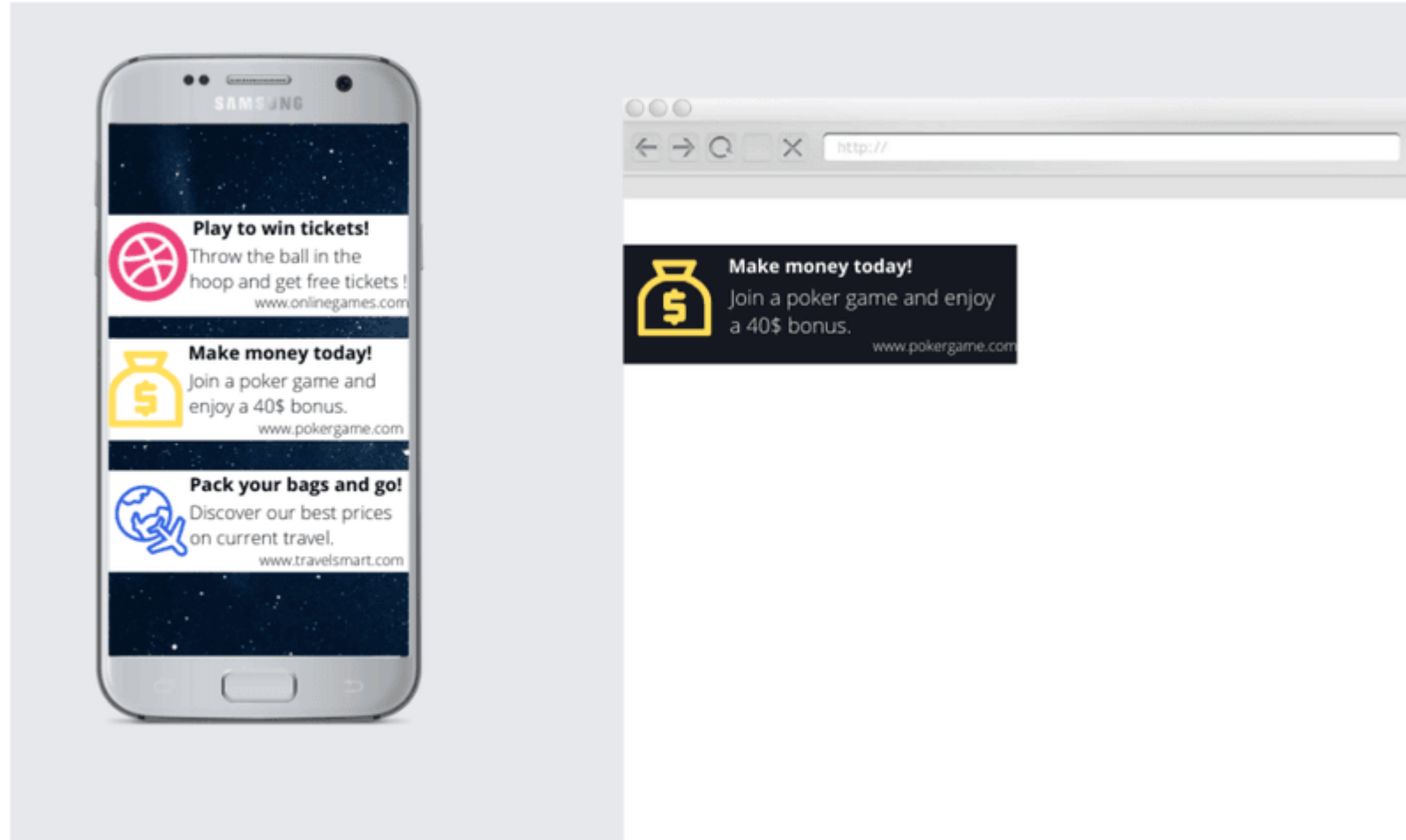
Cont…

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...

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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…

VIJAYALAKSHMI.N AP/CSE