



SNS COLLEGE OF TECHNOLOGY

Coimbatore-37.

An Autonomous Institution



COURSE NAME : 19CSE309 & DIGITAL MARKETING AND ITS TOOLS

III YEAR/ V SEMESTER

UNIT – 3 SEARCH ENGINE ADVERTISING

TOPIC : Create Your First Ad Campaign

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CREATE YOUR FIRST AD CAMPAIGN

Google's Search Advertising Architecture:

Account							
Campaign: Hair Care				Campaign: Facial Care			
Group: Hair Fall		Group: Dandruff		Group: Acne		Group: Wrinkles	
Topic		Topic		Topic		Topic	
Keywords	Ad	Keywords	Ad	Keywords	Ad	Keywords	Ad
Keywords	Ad	Keywords	Ad	Keywords	Ad	Keywords	Ad
Keywords	Ad	Keywords	Ad	Keywords	Ad	Keywords	Ad
Keywords		Keywords		Keywords		Keywords	
Keywords		Keywords		Keywords		Keywords	



CONT,...

- Google Ads is structured into three layer — **account, campaign and group**
- **Account:** Each advertiser would typically have one account, associated with a unique email address, password, and billing information. Advertisers use their account to login to Ads.
- **Campaign:** Advertisers would typically maintain separate campaigns for each product or service category. It is also advisable to maintain separate campaigns for different regions because budgets are set at the campaign level. Settings such as ad scheduling, language and geo targeting (where the ads appear) are maintained at this level.
- **Group:** Each group is a collection of similar ads targeting a set of keywords.

