



Google AdWords

A SEARCH NETWORK



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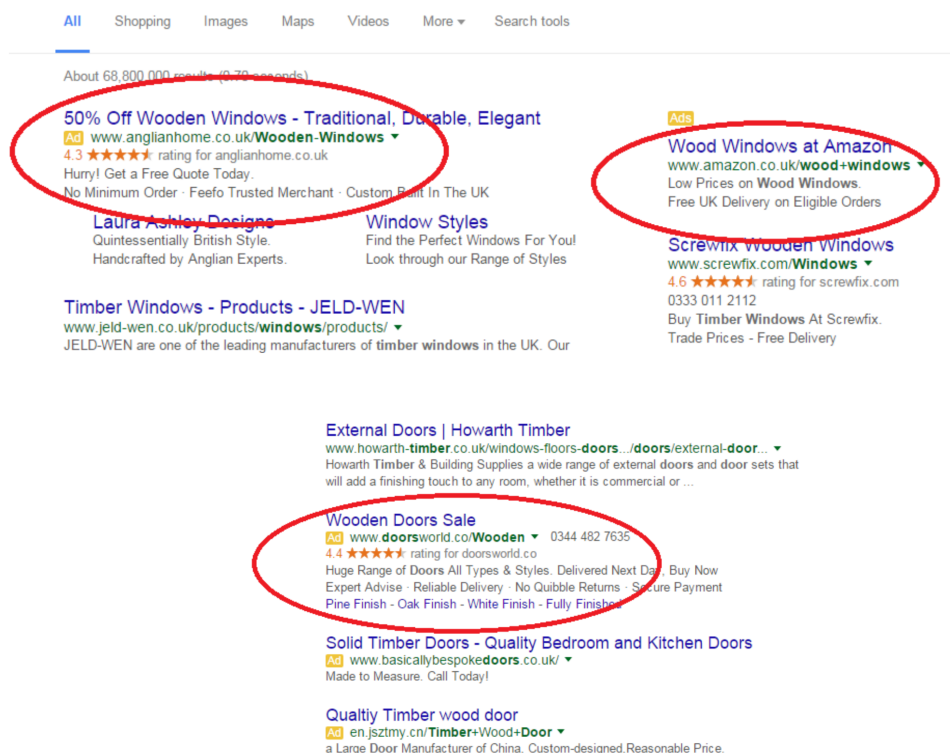
A SEARCH NETWORK

Ads in the Google AdWords search engine are a basic and also the most common form of promotion that's part of the paid system of ads by Google. Thanks to them, you can easily reach viewers with a potential interest in your offer.

Online marketing is an investment in a company's development. With us, you will get to know its capabilities and reap its benefits.

But let's start from the beginning. What are Google AdWords ads and where can you find them?

Google AdWords ads are displayed in the Google search engine, above the natural search results on the right, or below them.



They show up after entering select keywords into the Google search engine - those that best describe your business and will most likely lead you to a conversion, so a phone call, purchase, or a filled out contact form.

What are the greatest benefits of Google AdWords ?

Reklamy Google AdWords wyświetlają się w wyszukiwarce Google – nad naturalnymi wynikami wyszukiwania, po ich prawej stronie, bądź pod nimi.

1 AD ROUTING

Thanks to the very precise ad routing capabilities of AdWords you can reach your potential clients in any town, any country, and at any time. It doesn't matter if you want to promote a large company with international branches, or a small local bakery.

Here are the available routing options :



KEY WORDS

a set of phrases reflecting your offer



AD LOCATION

besides the possibility of displaying it on Google's first page, you can also display your ads on Google's partner websites and an ad network



LOCATION & LANGUAGE

any location and the language of your clients



SCHEDULE

any day or time of the ad's airing



DEVICES

you can direct your ads to PCs, tablets and smartphones

2 COSTS AND CLEARING IN THE CPC MODEL

You decide how much you want to spend on an AdWords campaign. Thanks to the ability to set your daily budget you gain control over the duration of your campaign. Another big advantage is clearing using the CPC model - payment is taken only when the potential client clicks the ad, when they enter your company's website.

3 AD RANGE

According to comScore data from 2015, Google possesses 64% of share on the US search engine market. According to Statista.com data, its shares in Great Britain are as high as 88,64% (January 2016). Google also has no equal in Germany in Poland.

A large part of the US and UK market is however also a paid ad in the Bing search engine.

It is a huge advertising potential - available at your fingertips.

MOST POPULAR SEARCH ENGINES MARKET SHARE

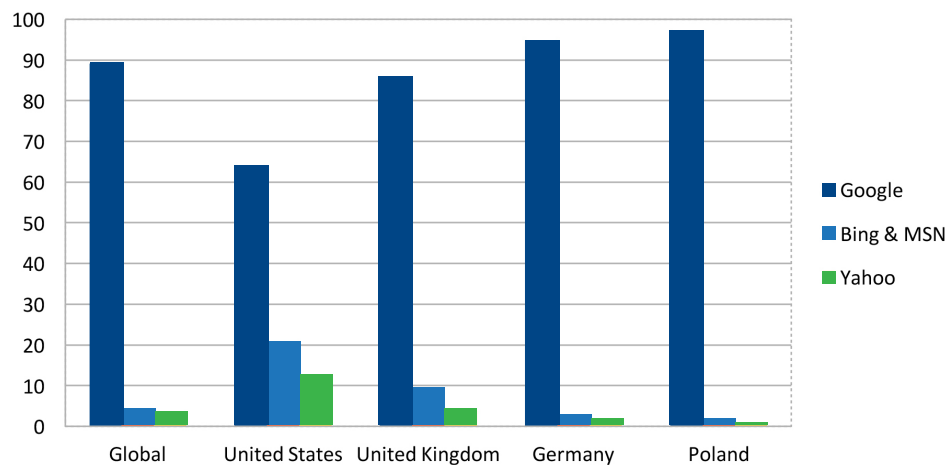


Chart 1) Sources: statista.com, comscore.com, ranking.pl