

Google enhances AdWords

MOUNTAIN, VIEW, US: Today Google is upgrading AdWords, by rolling out enhanced campaigns. The company says this is a first step to help you more simply and smartly manage your ad campaigns in today's multi-device world.



Why enhanced campaigns?

People are constantly connected and moving from one device to another to communicate, shop and stay entertained. In fact, a [recent study](#) of multi-device consumers found that 90% move sequentially between several screens to accomplish a task. There's also a proliferation of new devices - PCs, laptops, tablets, smartphones, hybrid devices, mini-tablets, televisions, and more. And there are many more digital screens and devices to come, with the lines between them continuing to blur. For example, as devices converge, consumer behaviours on tablets and desktops are becoming very similar.

This creates great opportunities for businesses, but can also make marketing more complex and time-consuming. For example, a pizza restaurant probably wants to show one ad to someone searching for "pizza" at 1pm on their PC at work (perhaps a link to an online order form or menu), and a different ad to someone searching for "pizza" at 8pm on a smartphone a half-mile from the restaurant (perhaps a click-to-call phone number and restaurant locator). Signals like location, time of day, and the capabilities of the device people are using have become increasingly important in showing them the right ad.

With enhanced campaigns, instead of having to cobble together and compare several separate campaigns, reports and ad extensions to do this, the pizza restaurant can easily manage all of this in one single place. Enhanced campaigns help you reach people with the right ads, based on their context like location, time of day and device type, across all devices without having to set up and manage several separate campaigns.

Key features

Here's an overview of some key features.

1. Powerful marketing tools for the multi-device world

People want search results that are relevant for the context they are in for example - their device, location and the time of day. Enhanced campaigns help you better manage your campaigns and budgets for this multi-device world. With bid adjustments, you can manage bids for your ads across devices, locations, time of day and more - all from a single campaign.

Example: A breakfast cafe wants to reach people nearby searching for [coffee] or [breakfast] on a smartphone. Using bid adjustments, with three simple entries, they can bid 25% higher for people searching a half-mile away, 20% lower for searches after 11am, and 50% higher for searches on smartphones. These bid adjustments can apply to all ads and all keywords in one single campaign.

2. Smarter ads optimised for varying user contexts

People on the go or near your store may be looking for different things than someone sitting at their desk. With enhanced campaigns, you'll show ads across devices with the right ad text, site link, app or extension, without having to edit each campaign for every possible combination of devices, location and time of day.

Example: A national retailer with both physical locations and a website can show ads with click-to-call and location extensions for people searching on their smartphones, while showing an ad for their e-commerce website to people searching on a PC - all within a single campaign.

3. Advanced reports to measure new conversion types

Technology is enabling people to take action on your ads in new ways. Potential customers may see your ad and download your app, or they may call you. It's been hard for marketers to easily measure and compare these interactions. To help you measure the full value of your campaigns, enhanced campaigns enables you to count calls and app downloads easily as conversions in your AdWords reports.

Example: You can count phone calls of 60 seconds or longer that result from a click-to-call ad as a conversion in your AdWords reports, and compare them to other conversions like leads, sales and downloads.

Upgrading to enhanced campaigns

Enhanced campaigns will roll out to advertisers as an option over the next few weeks, and we plan to upgrade all campaigns in mid-2013.

Enhanced campaigns are designed to help you succeed in a multi-screen world, but we know that transitioning may involve some initial changes. Here are some resources to help you:

- [Website](#)
- [Help Centre](#)
- [Upgrade videos and guides](#)
- [AdWords Community forum](#)

Over the coming weeks we'll dive into the new features with tips and best practices on the Inside AdWords blog and on our G+ page. Google wants your feedback.

For more, visit: <https://www.bizcommunity.com>