



Global online advertising platform

Promote your business and brand
Drive website traffic
Sell your products and services



Precise targeting, tracking & analytics



Pay for ad clicks

WHAT IS GOOGLE ADS?

GOOGLE SEARCH RESULTS PAGE ADS

Shopping Ads



Text Ads



The screenshot shows a Google search for "robot vacuum". The search bar is at the top with the Google logo and a search icon. Below the search bar are navigation tabs: All, Shopping, Videos, News, Images, More, Settings, and Tools. The search results show "About 92,500,000 results (0.47 seconds)".

The first section is titled "See robotic vacuums" and is marked as "Sponsored". It contains five product listings:

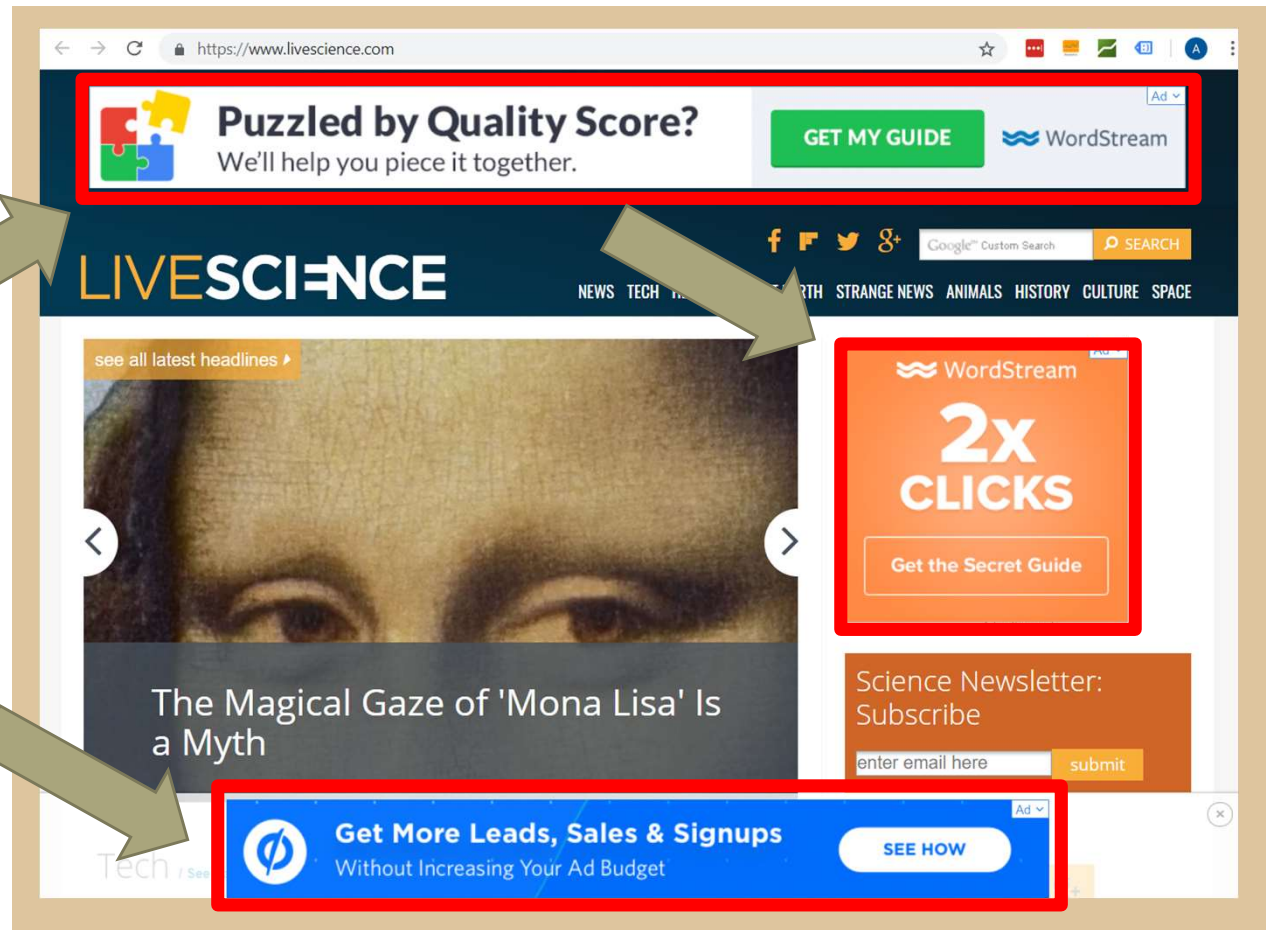
- iRobot Roomba 675 Robot...**: \$269.99, Amazon.com, Free shipping
- iRobot Roomba 690 Robot...**: \$289.99, Amazon.com, Free shipping
- Pure Clean Robot Vacuum Clean...**: \$99.99, Amazon.com
- iRobot Roomba i7+ Wi-Fi...**: \$1,099.00, Abt Electronics..., 4.5 stars (235)
- Samsung POWERBot...**: \$499.00, Samsung POW..., Free shipping

The second section is a text ad for "Roomba Vacuum Cleaner | iRobot® Official Store | iRobot.com". It includes a link to www.irobot.com/Roomba and a 4.6 star rating. The ad text reads: "Get the Latest Cleaning Technology And Let The Robots Do The Hard Work For You. Cleans All Floor Types. High-Efficiency Filter. Dirt Detect™. Multi-Room Cleaning. Tangle-Free Rollers. Deeper Cleaning on Carpet. Wi-Fi® Connected. Patented 3-Stage Cleaning." Below the text are two links: "Compare All Models" (Find The Best Robot Vacuum For You By Comparing All Models Here!) and "iRobot® Roomba 960" (The Roomba 960 Vacuum. Learn About All Of Its Features Here!).

The third section is titled "Top stories" and contains four small images of robotic vacuums.

GOOGLE DISPLAY NETWORK ADS

Various Display Ad placements





WHAT IS GOOGLE ADS:

ANY QUESTIONS SO FAR?

WHY USE GOOGLE ADS FOR YOUR STARTUP?

1/24/2019

WHY USE GOOGLE ADS FOR YOUR STARTUP?

Compared to...

Traditional Media
(print, TV, radio)

SEO
(Search Engine Opt.)

Facebook
Ads

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- Precise targeting
- Behavior tracking
- Reach 1M+ sites & apps

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SEO (Search Engine Opt.)

Advantages of Google Ads:

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- Quick testing/results
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Facebook Ads

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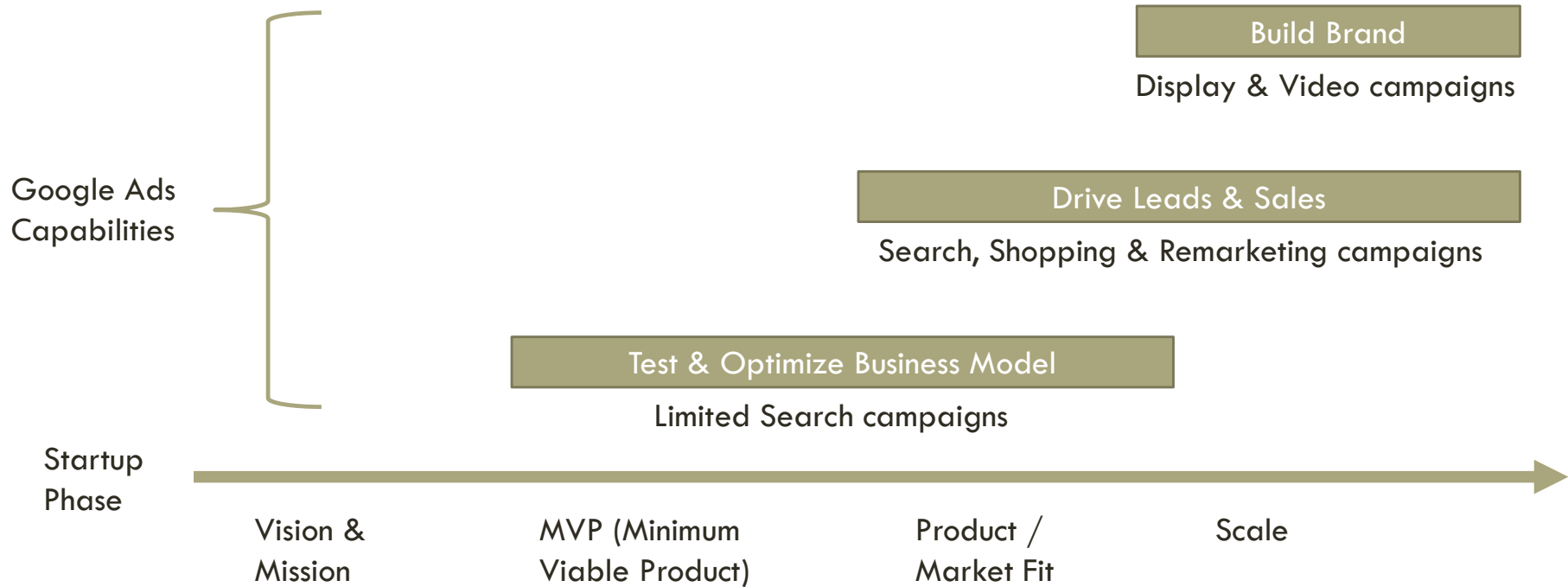
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Advantages of Google Ads:

- Reach hot prospects searching for your product or service now
- Reach 1M+ sites & apps

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