

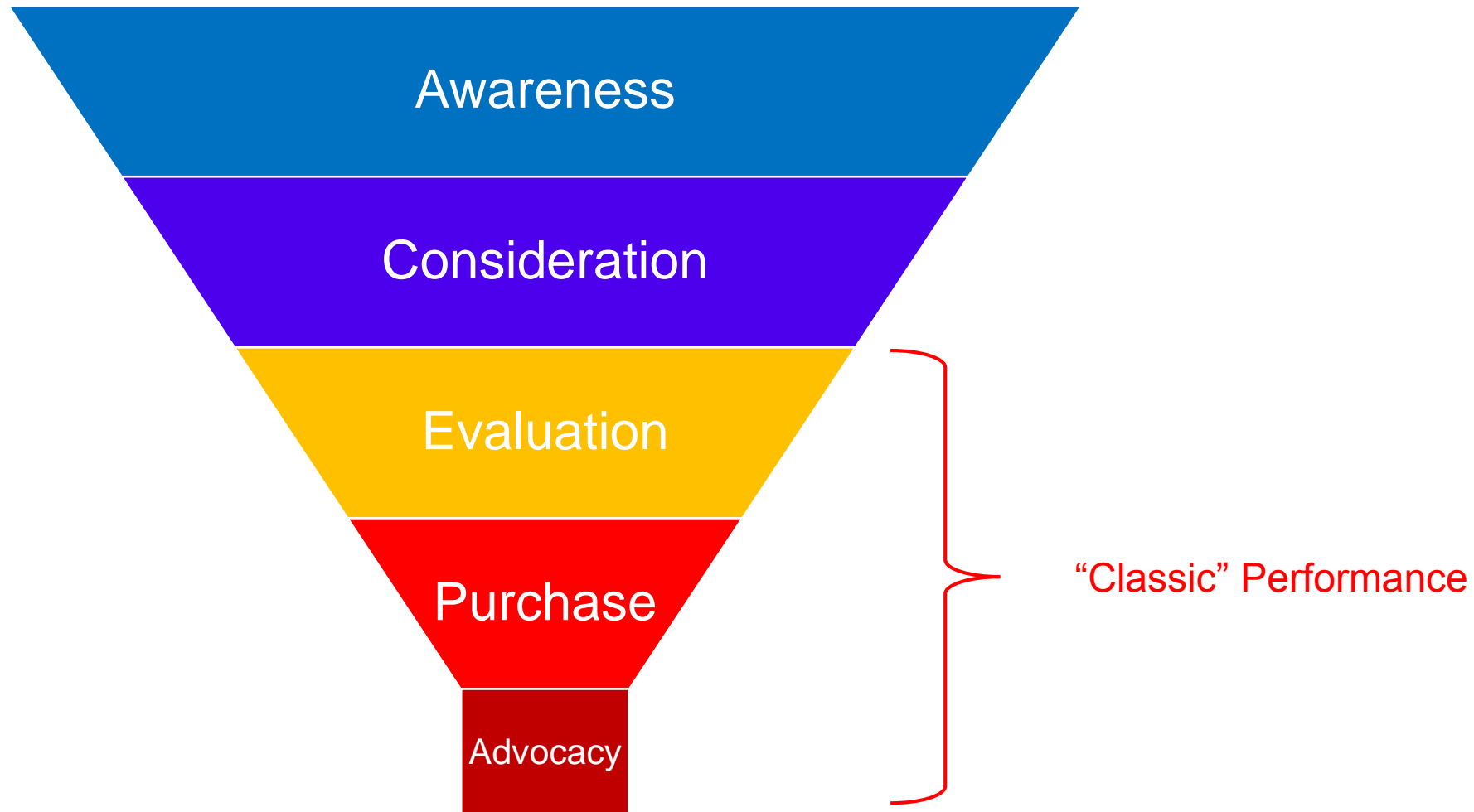
5o Digital Session ΣΔΕ

Performance Marketing Media

reprise media

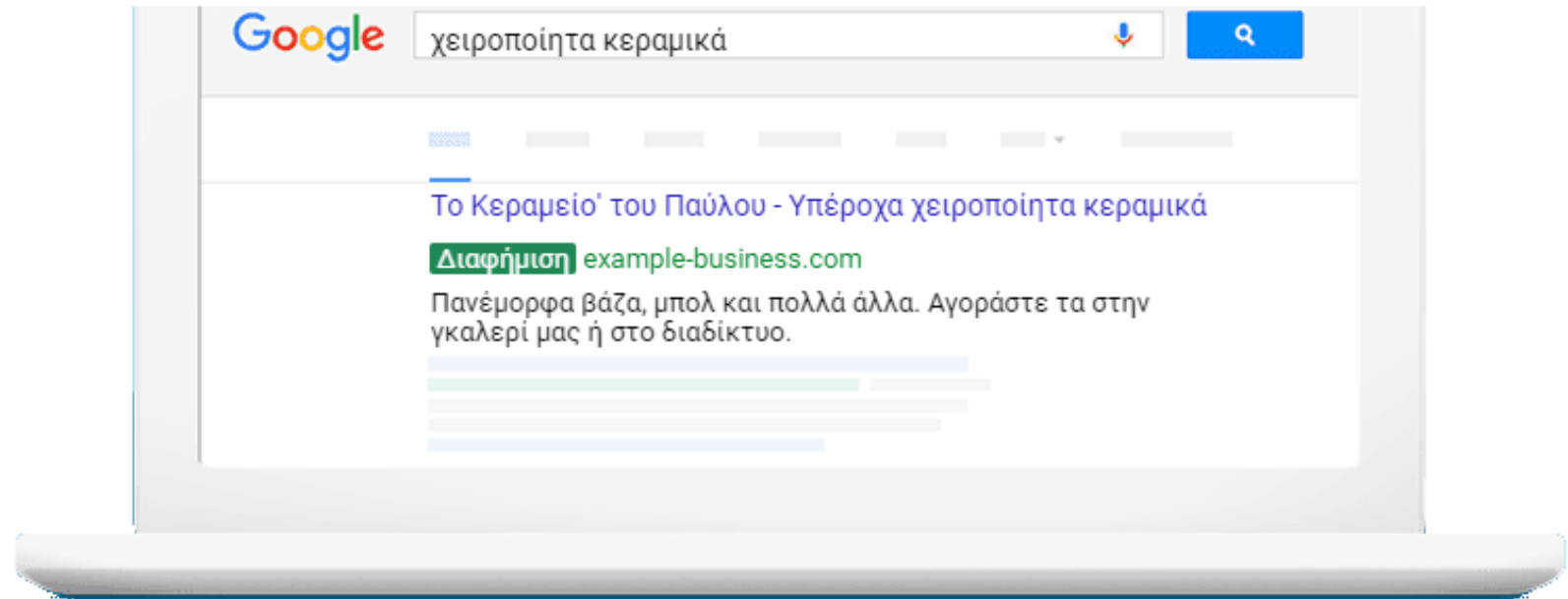
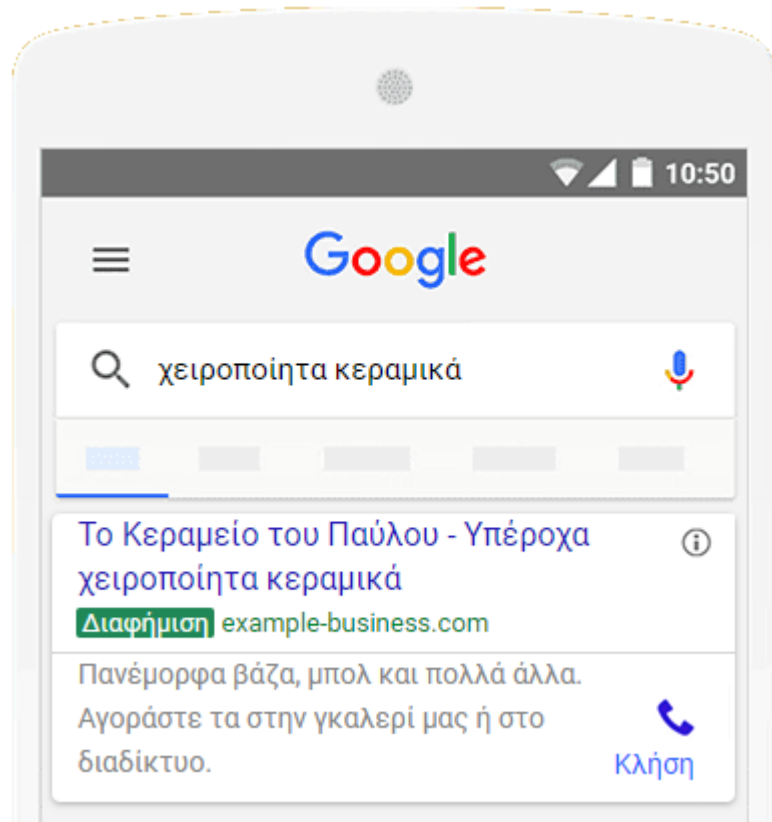


FOCUSING ON DRIVING ACTION

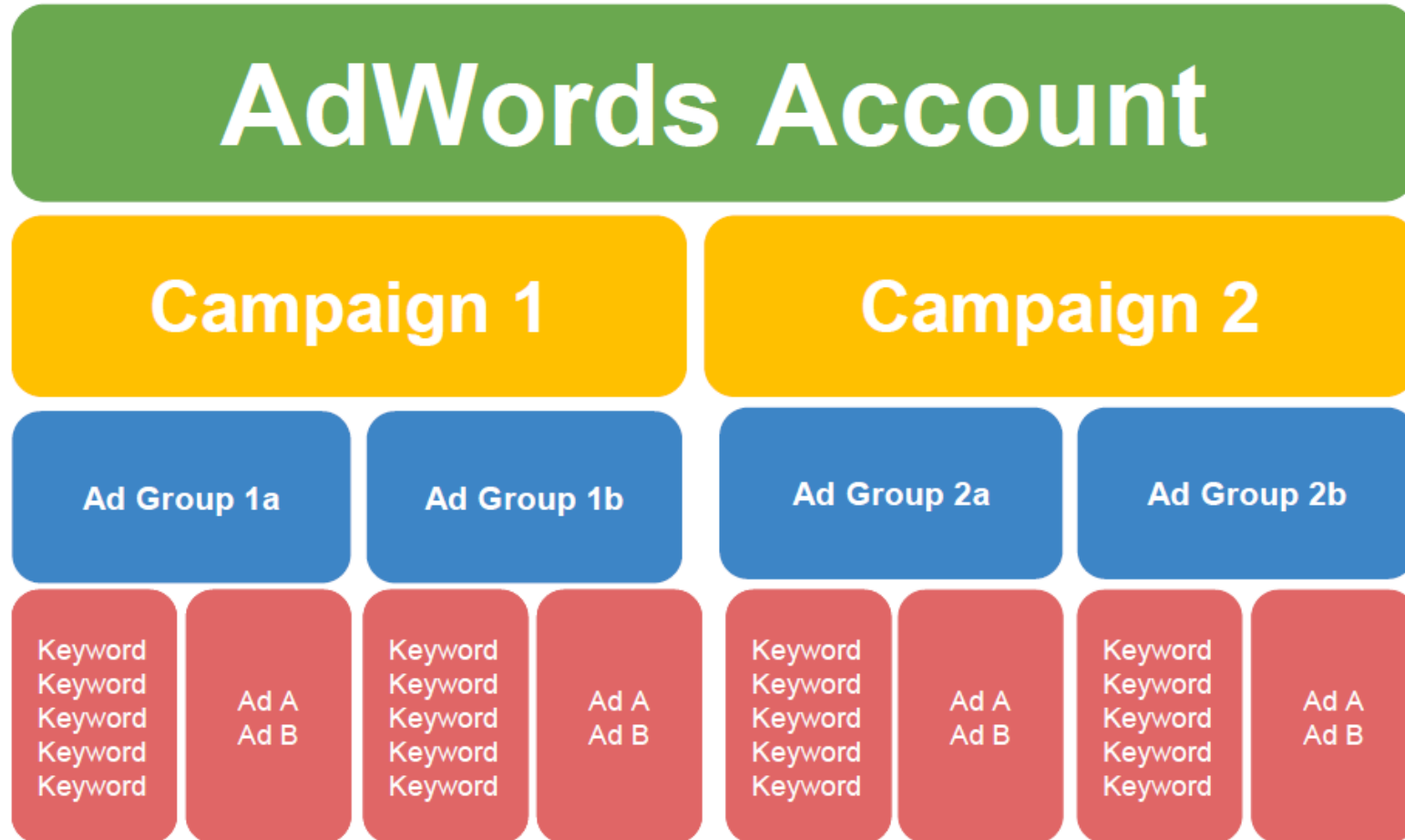


GOOGLE SEARCH FOR PERFORMANCE

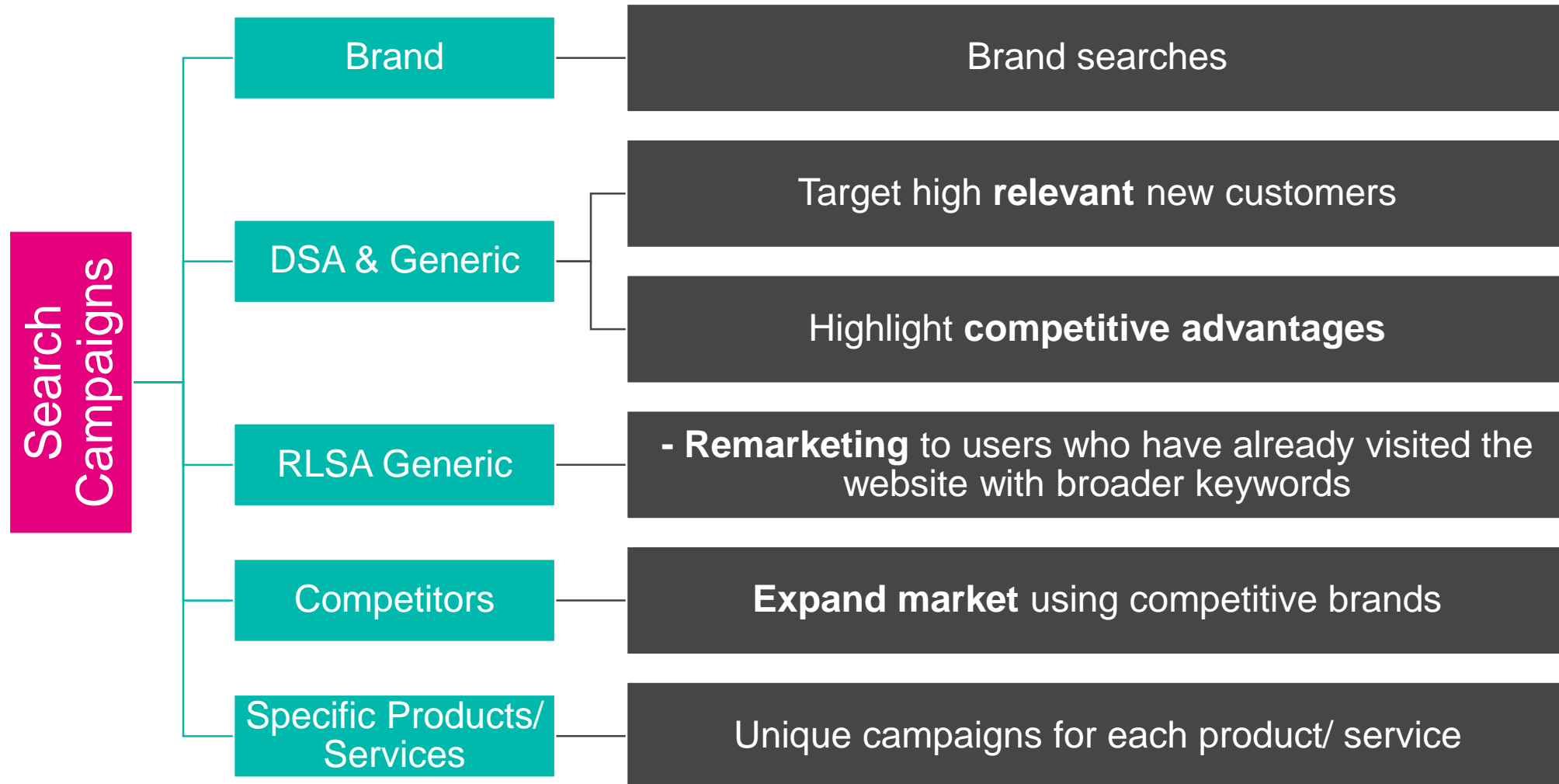
GOOGLE SEARCH NETWORK



IT'S ALL ABOUT STRUCTURE & KEYWORDS



SEARCH CAMPAIGNS FRAMEWORK



SEARCH OPTIMIZATION FRAMEWORK

1

Detailed structure & match types

Improve Quality Scores, CPCs

2

Keyword Based Ad groups

Custom Text ads

3

Tailor made text ads

Improve CTR, CPC & CR

4

Custom Bidding - Automation

**Focus on important Months,
Days & Hours**

THINK QUALITY SCORE



MAXIMIZE RESULTS WITH AD EXTENSIONS

Επιχειρηματικά Δάνεια | έως 12.500€ | Action Finance Initiative

Ad afi.org.gr/επιχειρηματικά/δάνεια +30 210 8256341

Μικροπιστώσεις σε νέους επιχειρηματίες από την Action Finance Initiative (MKO). Δες εδώ!

Αποπληρωμή έως 48 μήνες. Περίοδος Χάριτος έως 6 μήνες. Ετήσιο επιτόκιο 7,47%*

Κάνε Αίτηση - Κριτήρια Χρηματοδότησης - Στάδια Αίτησης - Success Stories

Direct link to form page
in order to reduce
steps
(higher Conv. Rate)

Call Extension
in order to communicate
more easily (one click for
call in mobiles)

Callout Extensions
(extra information for
users & higher CTR)

Sitelinks Extensions
to drive users to specific
pages (π.χ. Κριτήρια για
δάνεια)

BEYOND KEYWORDS: DYNAMIC SEARCH ADS

nikon d5

nikon d5200
nikon d5300
nikon d5500
nikon d5100
nikon d5600
nikon d5200 price
nikon d5000
nikon d500
nikon d5200 specs
nikon d5

Auto targets

Select dynamic ad targets to target your ads to customers based on the content of your website. [Learn more](#)

Website: **www.example.com**

☒ Use categories recommended for your website [?](#)

☐ Use all webpages [?](#)

☐ Use specific webpages (advanced) [?](#)

Search all categories

Category search

Selected categories

Recommended categories	Website coverage ?	Recommended bid ?	
furniture	86.12%	\$1.10	furniture> dining room furniture
furniture> dining room furniture	23.16%	\$1.10	furniture> living room furniture
furniture> bedroom furniture	17.35%	\$1.00	
furniture> living room furniture	12.67%	\$1.10	
furniture> office furniture	10.91%	\$1.20	
	8.43%	\$0.80	

☐ Dynamically target all pages within my site [?](#)

Target options

Category selection

Sample preview

Scrollbar

Sub category drill down

USE REMARKETING ON SEARCH CAMPAIGNS

With remarketing lists for search ads, you can...



Segment past site
visitors



Optimize ad text, bids
and keywords to
those segments



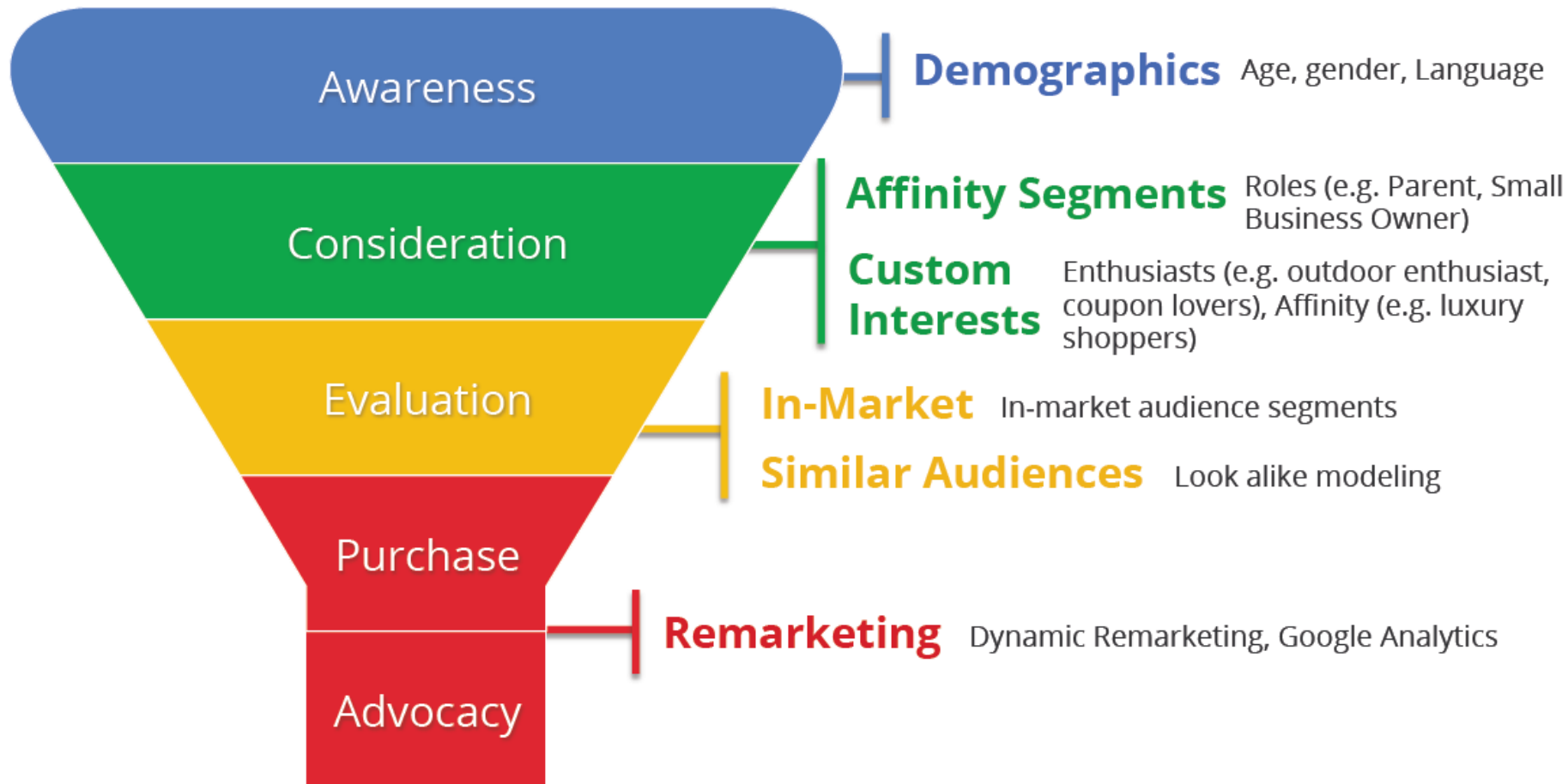
Convert these site
visitors as they're
searching for your
product or brand on
Google

GOOGLE DISPLAY NETWORK FOR PERFORMANCE

GOOGLE DISPLAY NETWORK



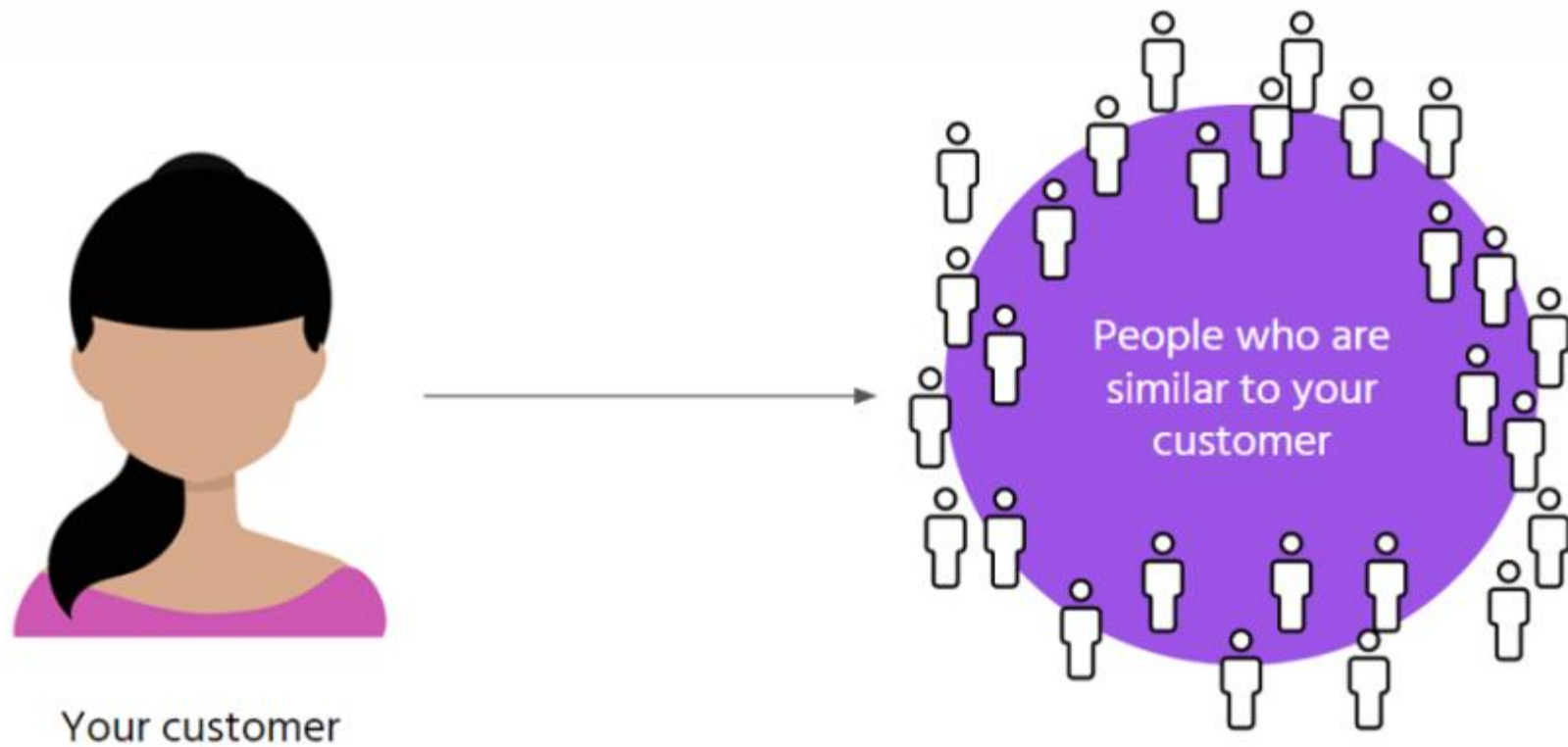
THE POWER OF AUDIENCE TARGETING



REMARKETING ON GDN



REACH USERS “SIMILAR” TO YOUR CUSTOMERS



REACH PEOPLE IN THE MARKET TO BUY

Interests & remarketing

Choose interest categories or remarketing lists to target audiences with certain interests or who have visited your site before. [Learn more](#)

Interest categories ?

Remarketing lists ?

Custom combinations ?

Search by list name

Q

Categories: 2,293

List size ?

+ Affinity categories (reach)

--

- In-market buyers (ROI)

--

- Autos & Vehicles

--

+ Motor Vehicles

--

+ Vehicles (Other)

--

+ Computers & Peripherals

--

+ Consumer Electronics

--

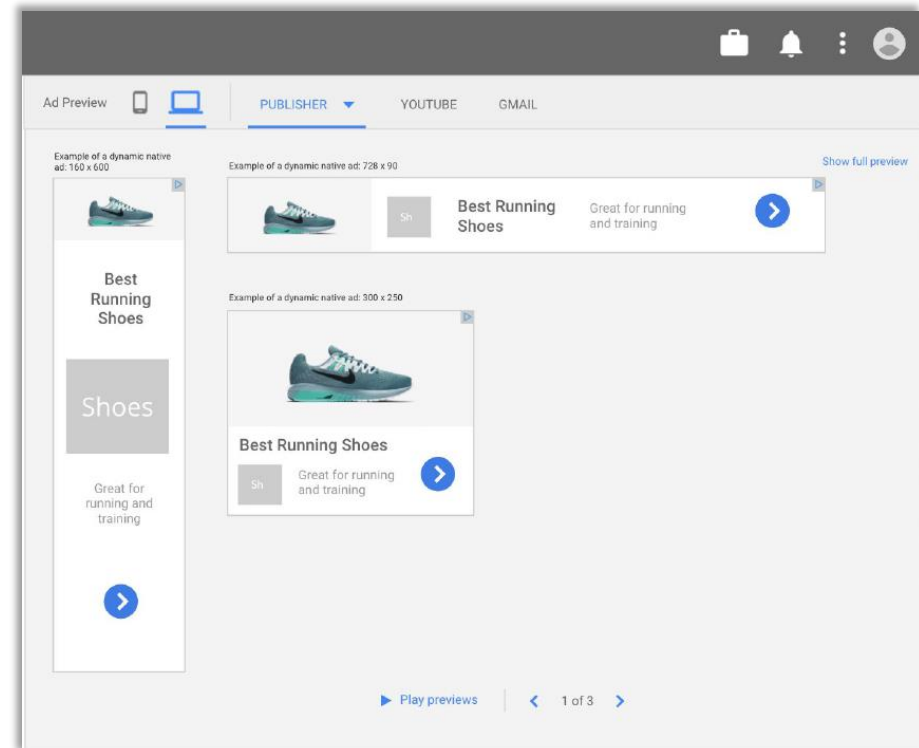
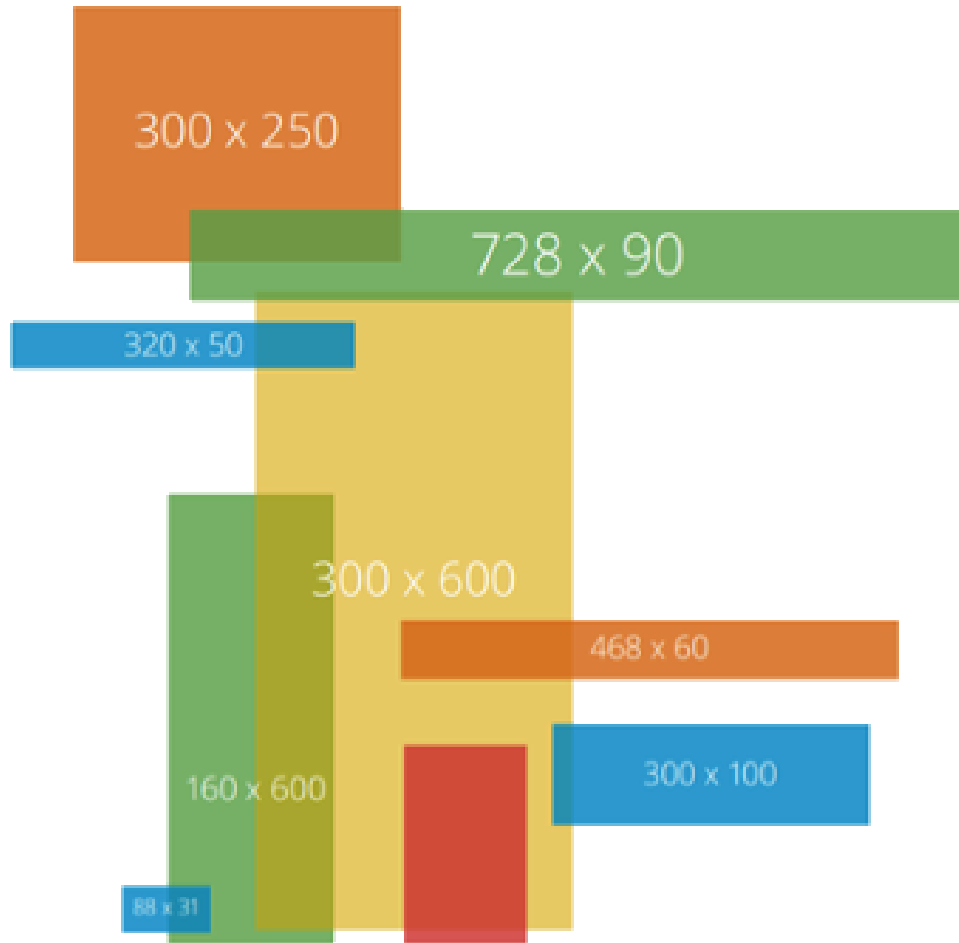
+ Real Estate

--

+ Other categories

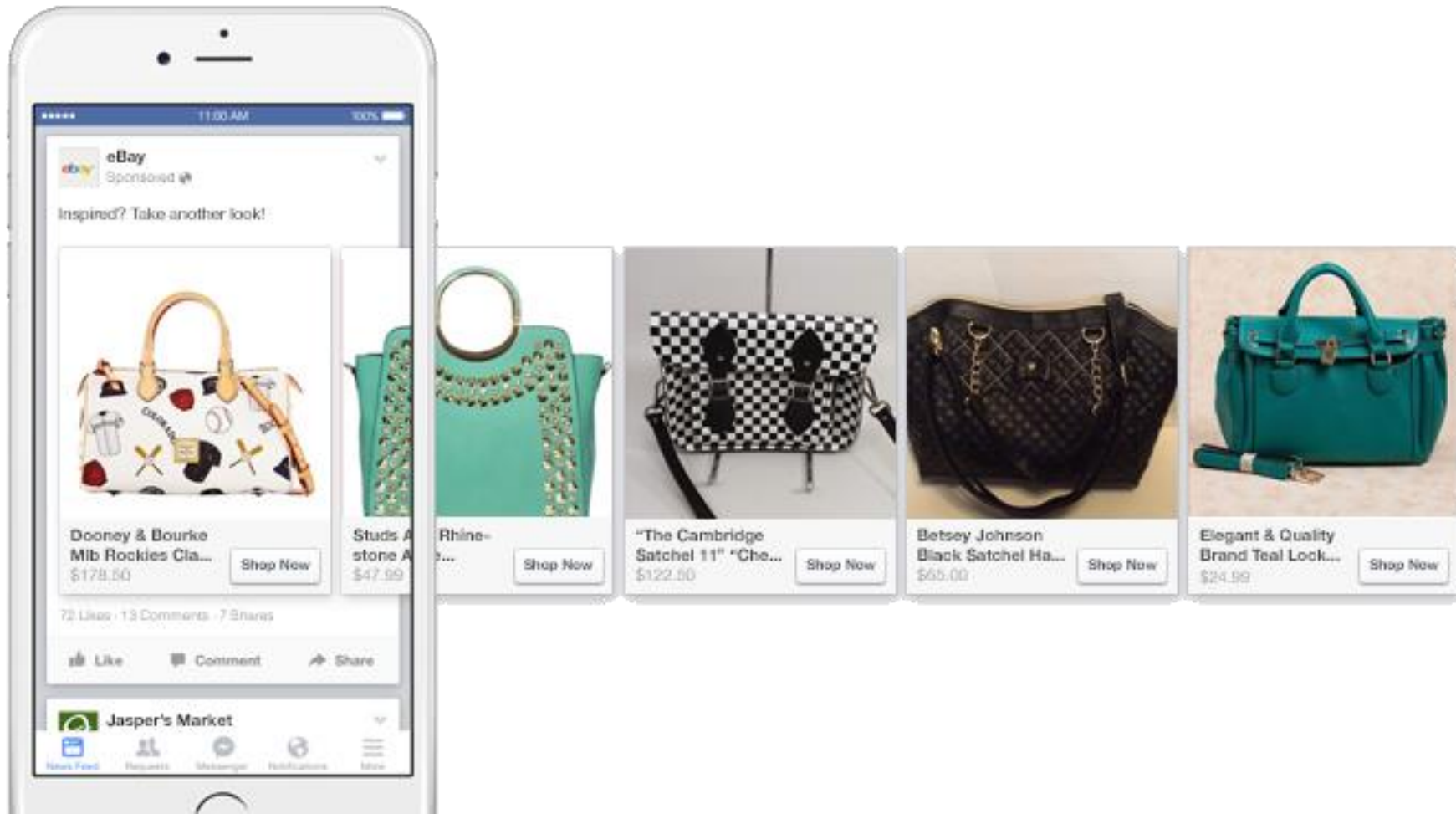
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KILL PRODUCTION COSTS WITH RESPONSIVE ADS



FACEBOOK FOR PERFORMANCE

FACEBOOK FOR PERFORMANCE














CHOOSE THE RIGHT OBJECTIVE

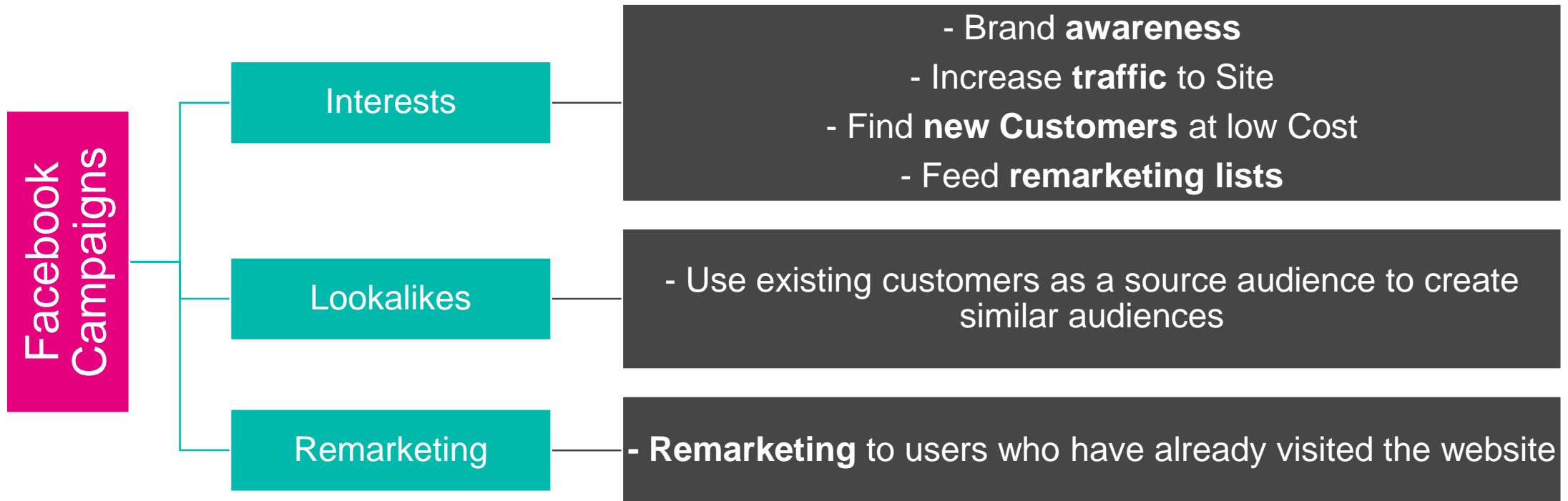
What's your marketing objective? [Help: Choosing an Objective](#)

Auction ⓘ

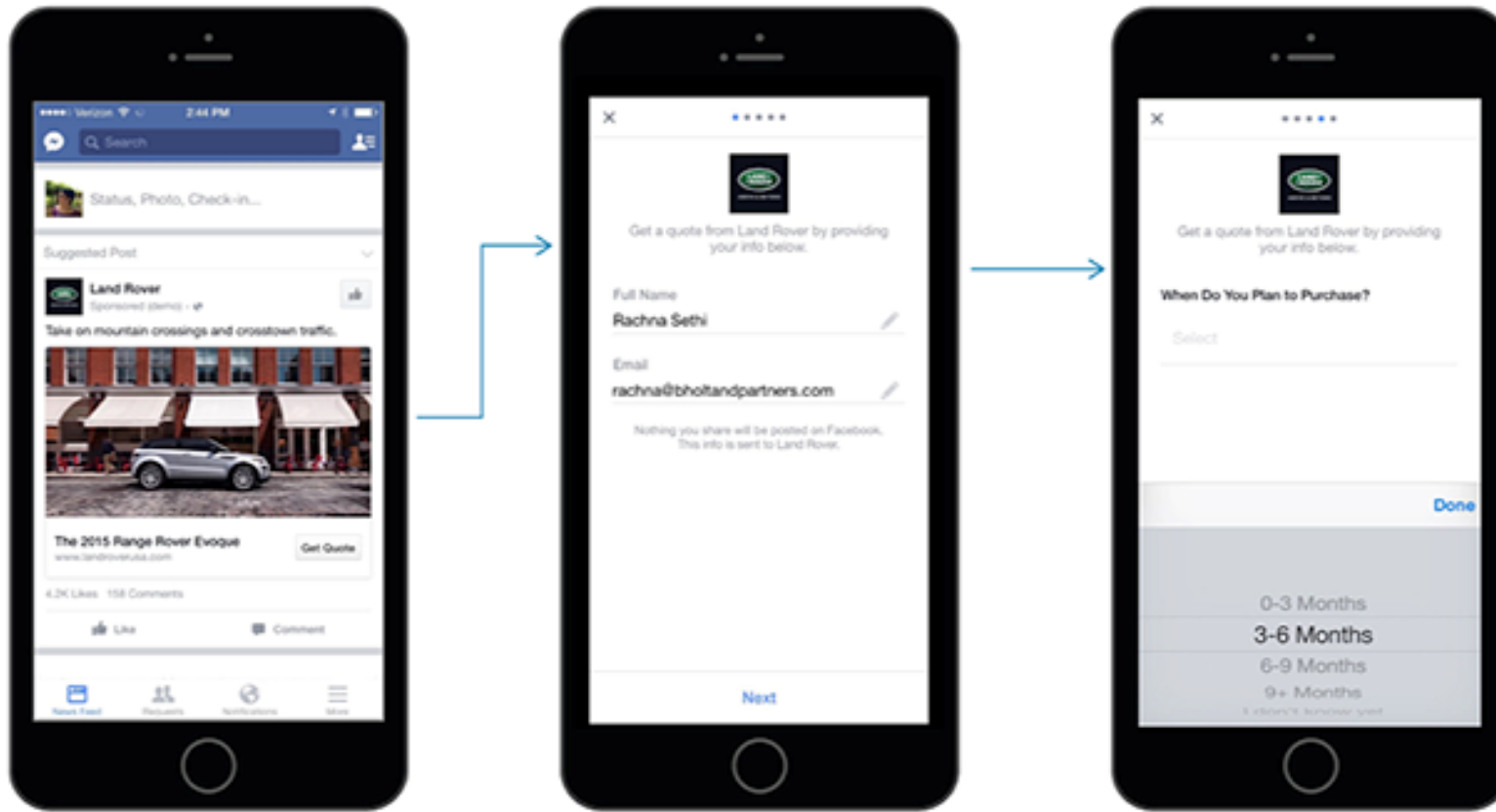
Reach and Frequency ⓘ

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views ⓘ	
	 Lead generation	
	 Messages	

CHOOSE THE RIGHT AUDIENCE TARGETING



PERFORMANCE FORMATS: LEAD ADS



DYNAMIC REMARKETING & PRODUCT FEED

Overview

Product Feeds

Product Sets

Product Events

Catalog Settings

Help

Add New Product Feed to Sample Catalog

Name and Currency ✓

Add Product Feed

Feed Name

Feed names are important to quickly identify unique feeds.
Example: Winter 2015 Products - Jasper's Market

Currency

USD - US Dollars

If the price in your feed includes a currency, that's what will show up in ads. If the currency is missing, we'll show the currency you select here.



Upload Type

☒ **Scheduled Recurring Uploads**
Upload a feed right now and set up automatic uploads for later


☐ **Single Upload**
Upload a single feed file right now

Cancel


Next

 **Online Shoe Store**
Sponsored · 


Browse our selection of shoes



Red Stilettos
\$29.99

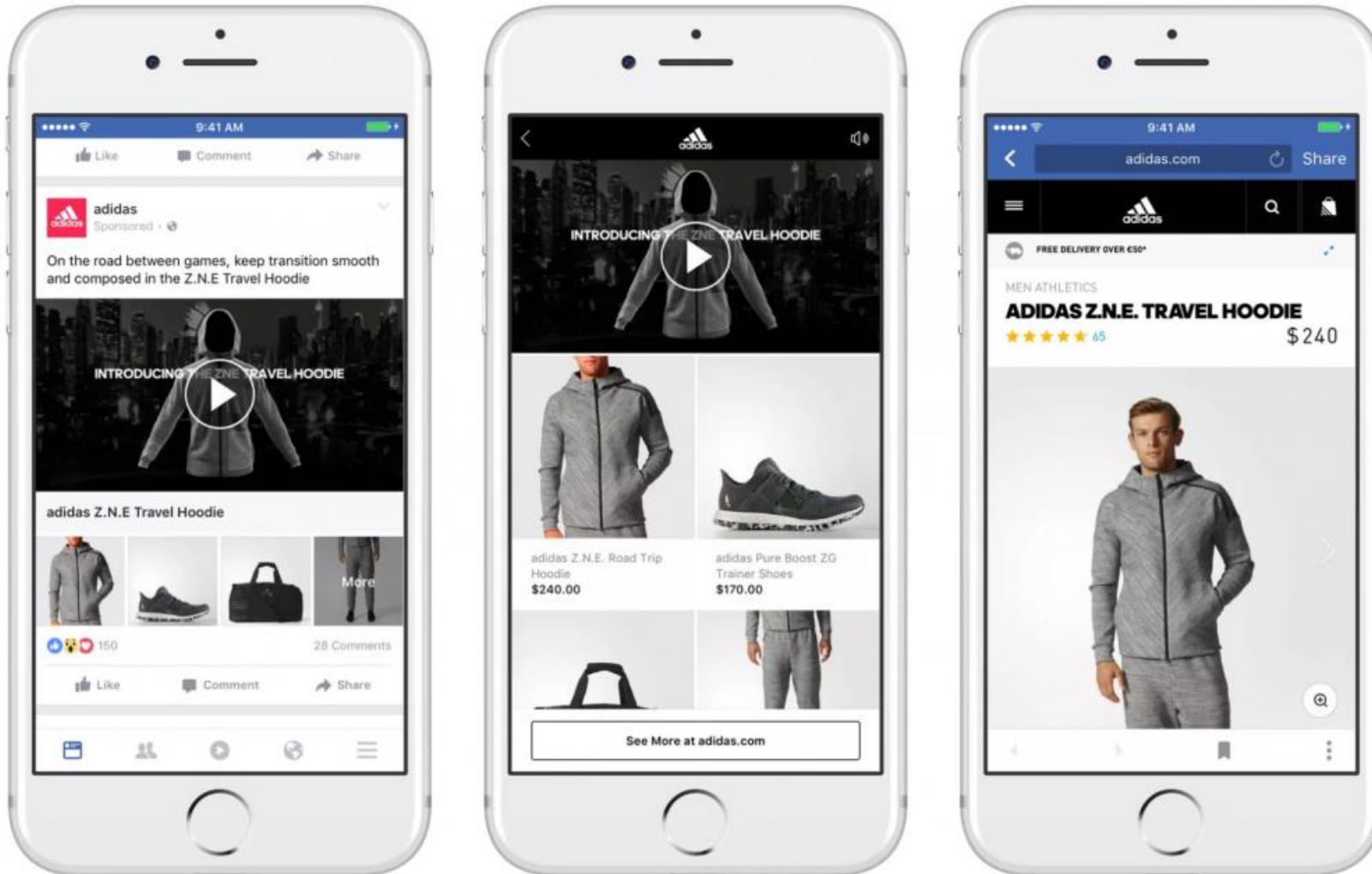


Polka Dot Stilettos
\$29.99

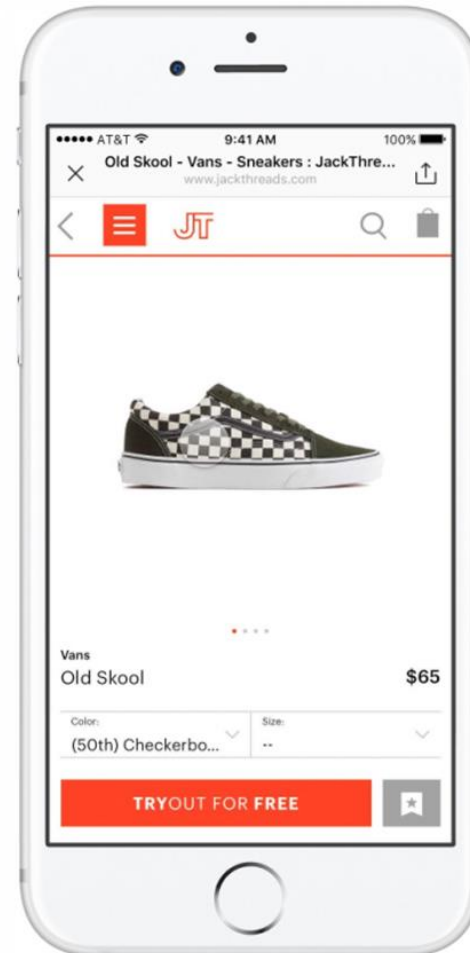
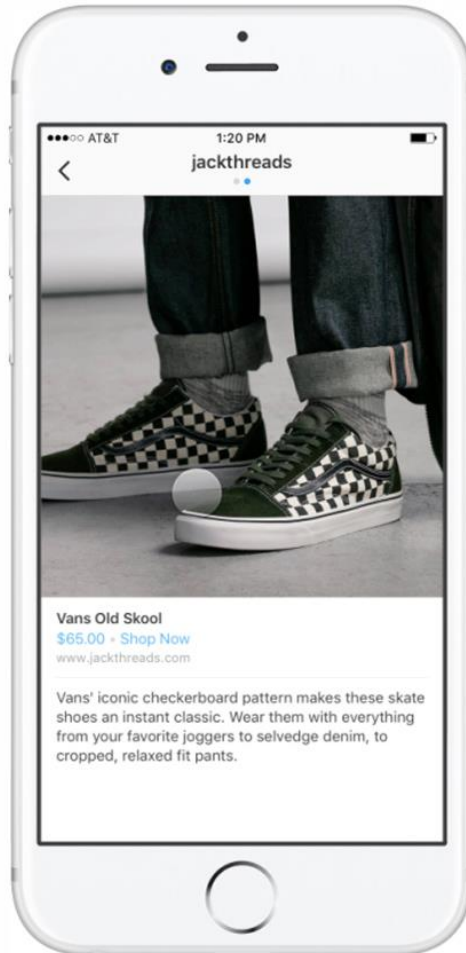
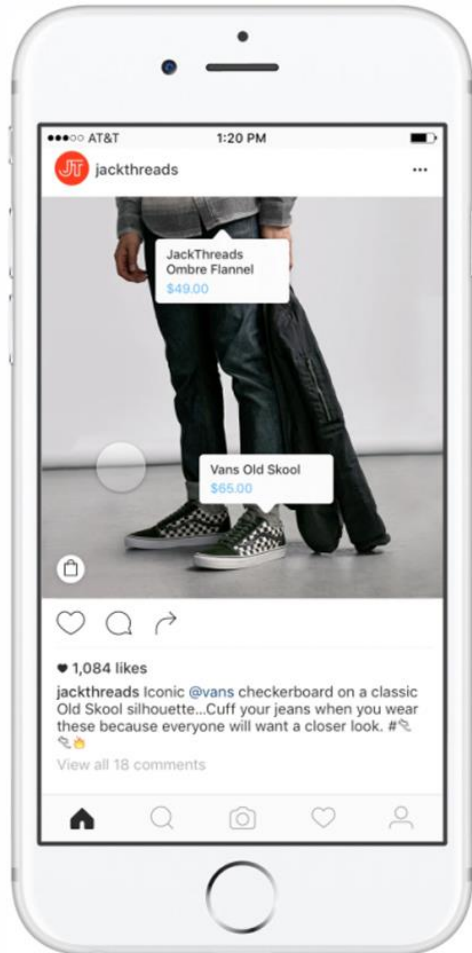


Red & Bro
\$29.99

PRODUCT FEED & VIDEO ADS



PRODUCT FEED & INSTAGRAM



YOUTUBE FOR PERFORMANCE

CAN YOUTUBE DRIVE PERFORMANCE?



EXPECT YOUTUBE TO DRIVE EDUCATION

The image shows a screenshot of the YouTube homepage with a search bar at the top containing the text "dslr". Below the search bar, a dropdown menu displays search suggestions: "dslr vs mirrorless", "dslr camera", "dslrguide", "dslr camera for beginners", "dslr gimbal", "dslr for beginners", "dslr greek", "dslr canon eos 4000d", "dslr nikon d3400", and "dslr lenses explained". The left sidebar features navigation options: Home, Trending, History, and a "BEST OF YOUTUBE" section with icons for Music, Sports, Gaming, Movies, News, Live, and 360° Video, followed by a "Browse channels" button. The main content area displays three video thumbnails. The first is "THE LION KING Trailer (2019)" by FilmSelect Trailer, showing a lion's face. The second is "10 Useful Websites You Wish You Knew Earlier! 2018" by TechGumbo, showing a keyboard. The third is "PUBG: The Power of Ghillie Suit (Compilation)" by Dusty Battlegrounds, showing a person in a ghillie suit. Above the third video, there is a small graphic with two images: one of a person in a ghillie suit with a green checkmark and the word "PRO", and another of a person in a ghillie suit with a red X and the word "NOCT".

YouTube ^{GR}

dslr

Home

Trending

History

BEST OF YOUTUBE

Music

Sports

Gaming

Movies

News

Live

360° Video

Browse channels

dslr vs mirrorless

dslr camera

dslrguide

dslr camera for beginners

dslr gimbal

dslr for beginners

dslr greek

dslr canon eos 4000d

dslr nikon d3400

dslr lenses explained

Report search predictions

54

PRO

NOCT

7 Tips to Win Last Circle in PUBG Mobile | Tips & Tricks...

Gaming Scoop

1.4M views • 1 month ago

THE LION KING Trailer (2019)

FilmSelect Trailer ✓

9.4M views • 3 days ago

10 Useful Websites You Wish You Knew Earlier! 2018

TechGumbo ✓

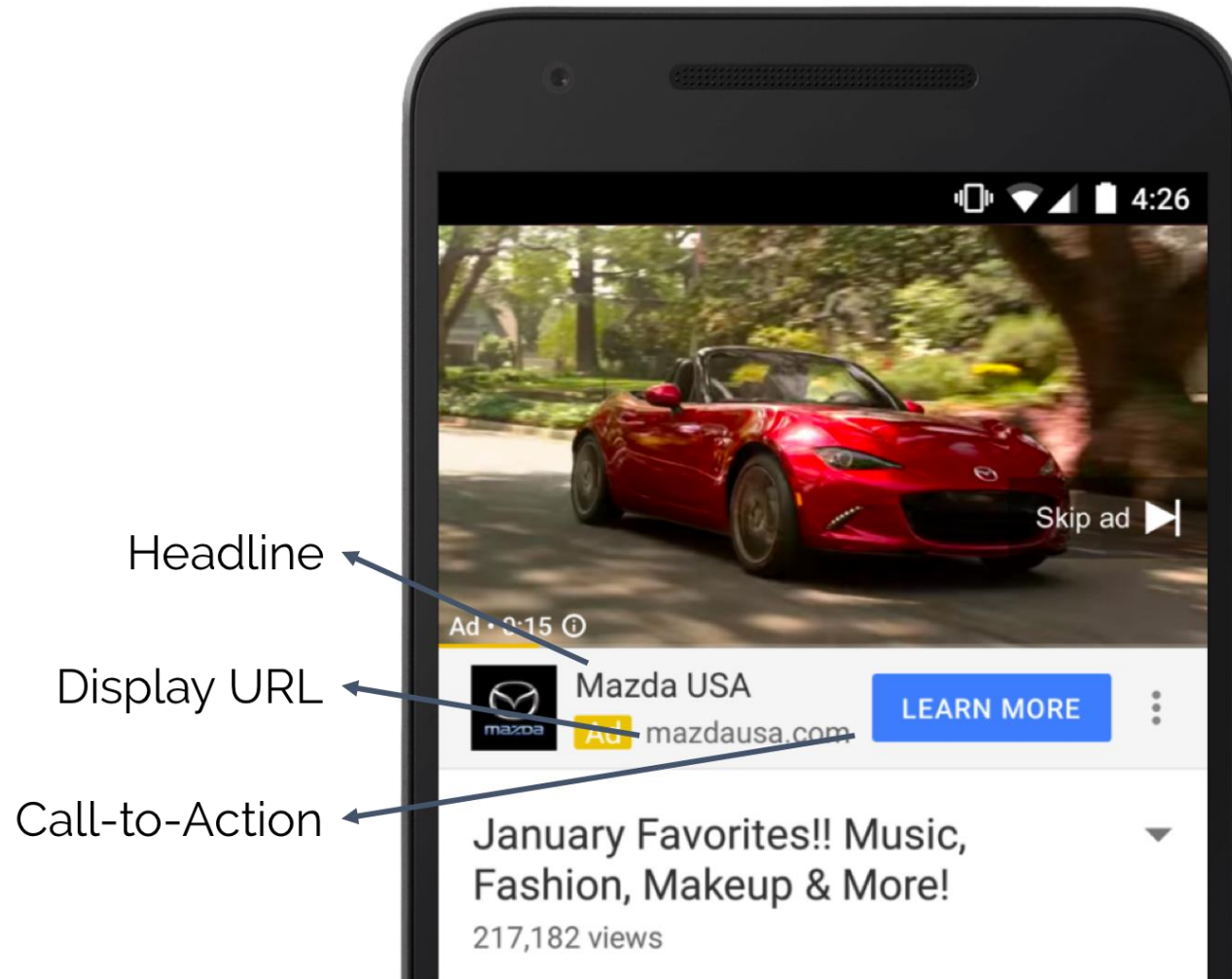
1M views • 10 months ago

PUBG: The Power of Ghillie Suit (Compilation)

Dusty Battlegrounds

7.1M views • 8 months ago

TRUEVIEW FOR ACTION




TRUEVIEW FOR MOBILE APP PROMOTION




TRUEVIEW CARDS & SHOPPING



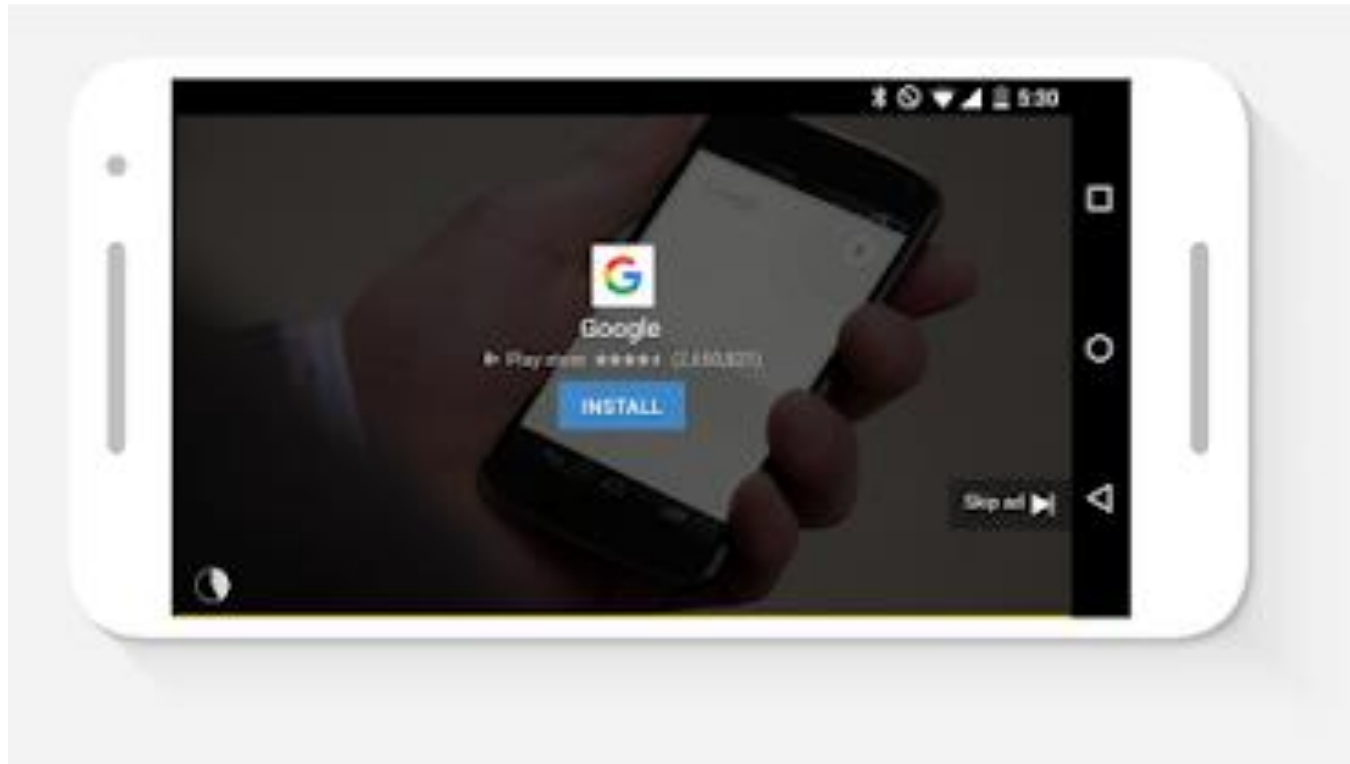
In this video ✕



**Serta at Home
Santa Cruz Sofa**
Buy for \$347.99 [↗](#)



TRUEVIEW END SCREENS



VIDEO VIEWERS IS GREAT AUDIENCE

[Shared library](#) > [Audiences](#) >

New video remarketing list

List type

YouTube channel

List name

Membership duration

Status

Initial list size

Viewed any video from a channel ▾

✓ Viewed any video from a channel

Visited a channel page

Viewed any video (as an ad) from a channel

Liked any video from a channel

Commented on any video from a channel

Shared any video from a channel

Subscribed to a channel

Added any video from a channel to a playlist

Viewed certain video(s)

GET USED TO “YOUTUBERS” DRIVING CONVERSIONS

JACKSGAP



||SUPERWOMAN||



JENNA MARBLES



MISSGLAMORAZZI



TYLER OAKLEY

AFFILIATE MARKETING

AFFILIATE MARKETING EXPLAINED



PAY ONLY FOR CONVERSIONS



CPC

Cost Per Click

USER CLICKS ON AD



CPA

Cost Per Action

USER BUYS PRODUCT

CREATIVITY IN CONTENT CREATION



ADVICE

11 Best Notebooks That Are Not Moleskine



JACOB OSBORN, 18 FEB 2018

6 SHARES



Midori Spiral Camel

Japanese stationery brand Midori once again delivers a beautiful and practical notebook. The [Midori Spiral Camel](#) includes paper that is as 'white as a sheet', rough as a desert where camels travel, according to the brand's website, and a sturdy cover of resin and paper. Each notebook is also more distinguished as a result. You'll feel more creative just by owning it.

[Buy it here](#)

window, and a sturdy cover of resin and paper. Each notebook is also more distinguished as a result. You'll feel more creative just by owning it.

[Buy it here](#)

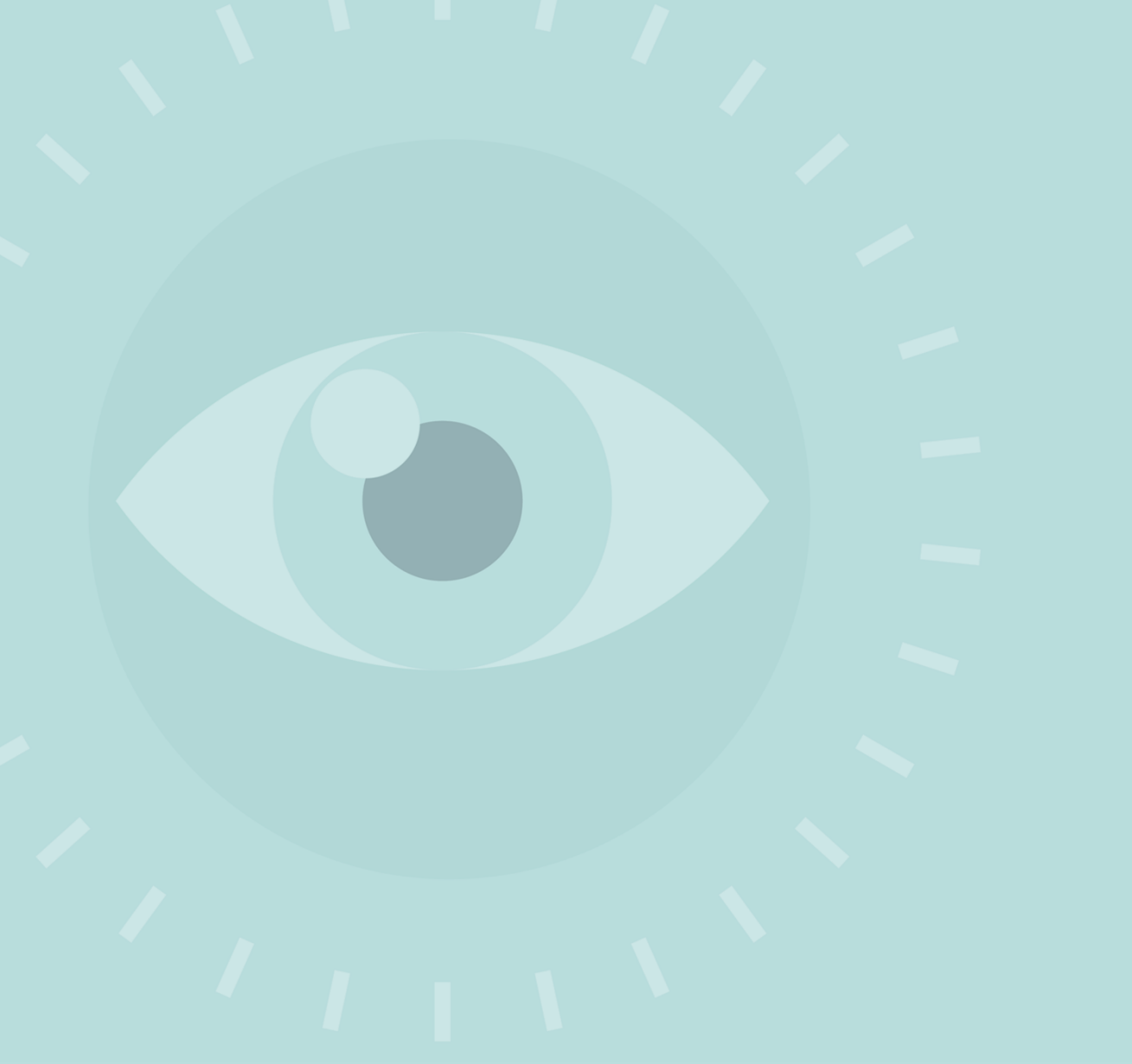


Maruman Mnemosyne 1 Hardcover Executive

In terms of bang for your buck, the [Maruman Mnemosyne Executive](#) is easily one of the best notebooks on the market. Between the stately hardcovers you'll find 70 acid-free, micro-perforated white pages adorned with light gray square grids. The notebook is compact enough to fit in your briefcase or carry, and sophisticated enough to turn heads at the next business meeting. At the top of each page is a blank header with a space for the date, and on the back is a blank sheet. That's all joined by firm binding and a durable poly front cover. Use the versatile and affordable notebook for sketching out ideas, scheduling meetings, jotting down memos and so much more. They don't call it the Executive for nothing.

[Buy it here](#)

GO PERFORM!



Q + A