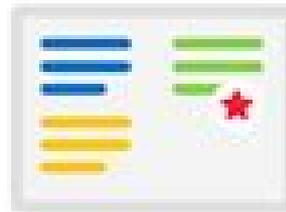
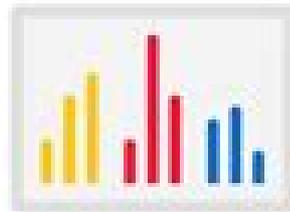


# How Does Google Ads Work?



1

## User Interaction

- User searches on Google or visits a GDN site

2

## Auction System

- Google holds a quick auction
- Advertisers bid for ad placement

3

## Relevance & Quality

- Ads are evaluated for relevance to the search or content
- Quality Score measures the ad's overall quality

4

## Ad Rank Determination

- Combines bid amount and Quality Score
- Determines the ad's placement and position

5

## Ad Display

- Highest-ranking ads are shown
- Position based on Ad Rank

# When Ads Work

**Richard Bailey**



## When Ads Work:

*When Ads Work* John Philip Jones, 2007 The accepted wisdom in advertising is that ad campaigns are good for building brand recognition and good will but not for immediate sales impact *When Ads Work* argues the opposite that well planned and well executed advertising campaigns can and should have an immediate impact on sales Featuring numerous examples from recent ad campaigns the new edition of this popular book is a model for any successful advertising research program With a device he calls STAS Short Term Advertising Strength a measure of the immediate effect of advertising on sales the author demonstrates that the strongest ad campaigns can triple sales while the weakest campaigns can actually cause sales to fall by more than 50 percent He exposes sales promotions as wasteful especially when they are unsupported by advertising and also demonstrates the strong synergy that can operate between advertising and promotion when they are planned and executed in an integrated fashion *When Ads Work* offers eye opening research and practical information that no one who studies advertising or spends advertising dollars can afford to ignore

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*How Advertising Works* John Philip Jones, 1998-06-17 John Philip Jones bestselling author of *What's in a Name* and *When Ads Work* has edited an authoritative handbook of research procedures that determine effective advertising All participants in the advertising process clients media and agencies are fully represented in this volume Chapter authors reflect a global mix of academic and professional backgrounds and include Leo Bogart Andrew Ehrenberg Simon Broadbent Herbert Krugman and the Editor John Philip Jones Most chapters have been specifically written for this volume and are complemented by a few adaptations of classic articles

*When ads work: New proof that advertising triggers sales* Jones, 1998 Jossey Bass Inc publishers Big apple Tuttle Mori agency Inc *Typographical Journal*, 1911 **When Ads Work New Proof That Advertising Triggers Sales 2Nd Ed.** Jones, 2007 *Market Growers Journal*, 1917 *The Inland Printer*, 1893 **Canada Lumberman and Woodworker**, 1914 **Telephony**, 1921

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