



# Google Small Business Using the Display Network for Performance

accelerate.lgbt | one-sheet

## Using the Display Network for Performance



### Search Network with Display Select (SNDS)

Your ads can appear when potential customers search for terms on Google search and search partner sites that match your keywords.

**SNDS Resources:**

- [A Deeper Look at SNDS](#)
- [Help Center Overview](#)



### Remarketing

Reconnect with people who have been to your website before by showing them relevant ads as they browse the web, use mobile apps, or as they search on Google.

**Remarketing Resources:**

- [How it Works](#)
- [Create Your First Campaign](#)
- [Help Center Overview](#)



### In-Market Audiences

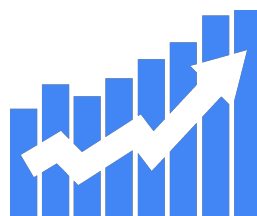
Drive higher consideration among people actively researching and intending to buy products and services you offer.

**In-Market Audiences**

Resources:

- [A Deeper Look at In-Market](#)
- [Video On In-Market Audiences](#)
- [Help Center Overview](#)

## Tracking Success



Conversion tracking is a free tool that shows you what happens **after** a customer clicks on your ads. Now you can pinpoint which ads, keywords and campaigns bring you business.

- [Understanding How Conversion Tracking Works](#)
- [Getting Started With Conversion Tracking](#)

## AdWords Support



[Chat](#) with an expert online 24/7.



Use the [Help Center](#) to find answers quickly.



Phone Support at **1-866-2GOOGLE**.



[Email us](#) and we'll get back to you within 24 hours.



Get advice from a community of business people who use AdWords everyday. [Ask now](#).