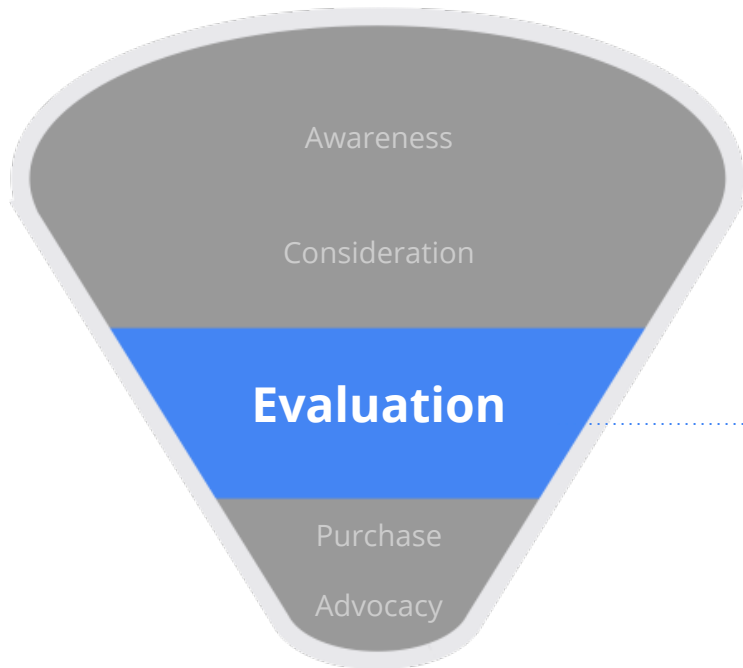




Audience Solutions for Performance: In-market audiences

Present the right offer at the right moment to those most interested in your products and services

Introducing in-market audiences

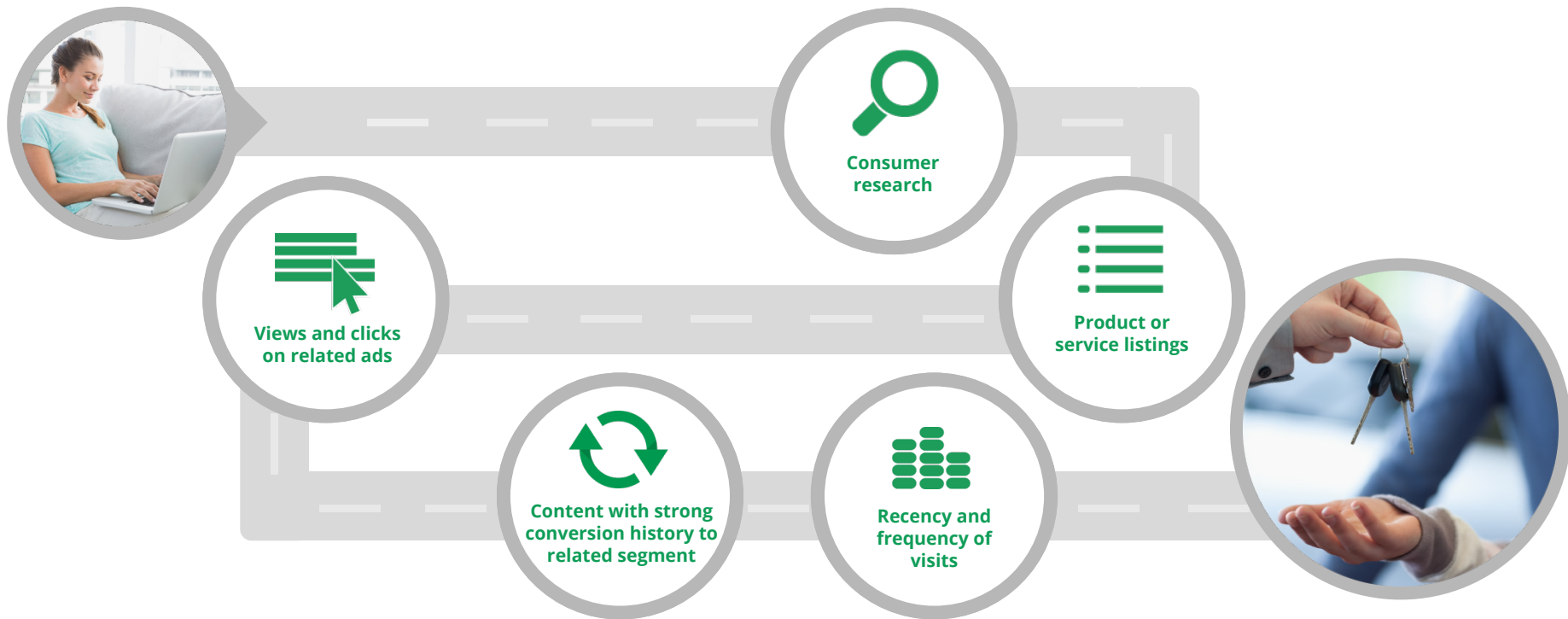


Highly qualified users

- Drive higher consideration among people **actively researching** and **intending to buy** products and services you offer
- **Next generation** of audience targeting for performance advertisers

Audience data is derived from a broad variety of intent-based signals

[Watch Video](#)



Key benefits



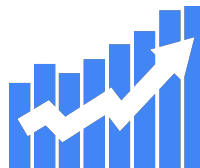
Real Time

- Always relevant with cookies updated real time
- Lookout window customized to different verticals with varied conversion cycles e.g. Auto vs. Consumer Electronics



Reach intenders, not interest

- Algorithm identifies “intent” vs. “interest”
- Frequency / duration of visits
- Dedicated linguist team categorizes page types that indicate intent



Scale

- 94% of internet users
- Across #1 reaching platforms: GDN, Admob, Youtube
- Global reach: Over 200M in-market users weekly in the US or 800M globally
- 300B+ impressions per day
- Ability to reach in-market audiences across mWeb and Apps



Transparency & Control

- Full transparency and control to adjust bids, budget, creatives and sites based on campaign performance
- Learn about what segments your audience falls into through Google Analytics Audience reporting

Best practices for the Google Display Network



THINGS TO DO

- **Tailor the creative** to the segment
- Check **language settings**
- Bid **CPA** (or CPC)
- If you think further segmentation will help, **try powerful bidding**
- Whenever possible, use **Adwords Conversion Tracking**
- **Conversion Optimizer** helps!



THINGS TO AVOID

- Don't target a segment that is **unrelated to your product/service**
- Don't **layer** (i.e. use in the same ad group) with other targeting
- Don't use In-market at the same time as the **comparable ICM segment**

In-market audience targeting using Trueview ads

New In-market audience targeting for TrueView video ads



Reach highly qualified consumers through sight, sound and motion while they discover, browse and watch videos across YouTube and the Google Display Network.

Leverage TrueView in-stream and in-display to:

- **Extend the reach** of your current in-market display campaigns to YouTube and video sites/apps across the Google Display Network.
- **Refine your existing TrueView campaigns** to hone in on consumers actively researching and intending to purchase.

Best practices for TrueView



THINGS TO DO

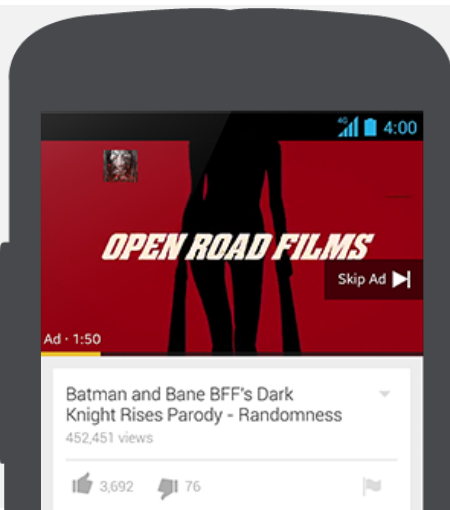
- Leverage **both in-stream and in-display** to maximize your reach across YouTube search, YouTube videos and the GDN
- Make sure your video and companion banner (for TrueView in-stream) have **strong calls-to-action**
- Don't forget about **view-through conversions!** Any clicks that occur prior to the billable point and lead to conversions will be recorded as view-through conversions.
- Use **one in-market segment per targeting group** for seamless reporting and optimization.



THINGS TO AVOID

- Don't target a segment that is **unrelated to your product/service**, especially on YouTube Search
- Don't **layer** (i.e. use in the same ad group) with other targeting
- Don't use In-market at the same time as the **comparable ICM segment**
- Don't target in-market segments to YouTube Search without **refining with additional keywords** (broad *and* branded)

TrueView in-stream: tell consumers a story, and only pay when they choose to listen



SKIP AD

You're only charged when a user has seen 30 seconds or the end of the ad, whichever comes first

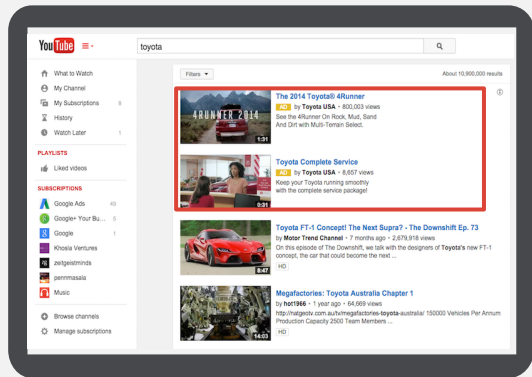
People who choose to watch are

75%

more engaged

TrueView in-display: Greet those who are searching for and browsing videos on YouTube & across the web

Viewers click to view ads from YouTube search, YouTube videos pages, and sites & apps in the Google Display Network



42%

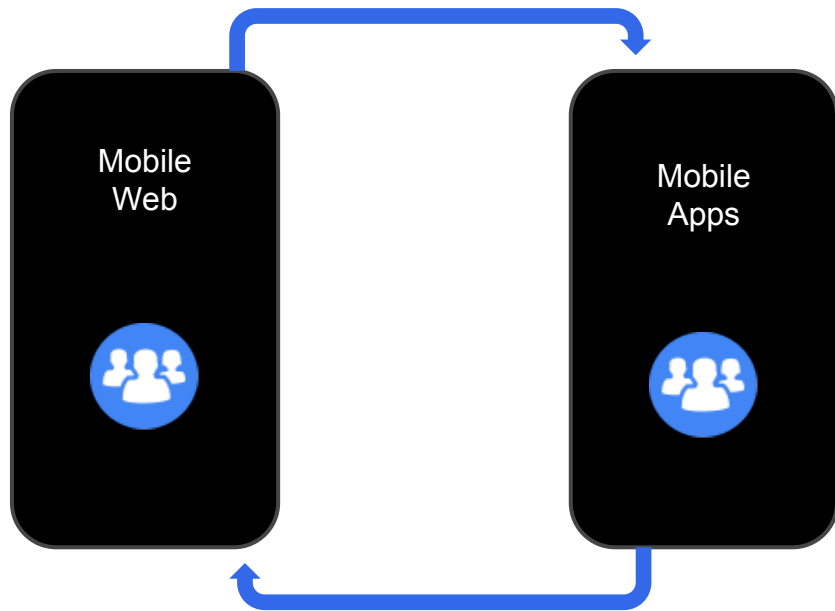
of online shoppers use video as part of their pre-purchase research

62%

use YouTube to find products

In-market audiences on mobile web & apps

Reach highly qualified in-market audiences while users access **mobile web** and **apps** on the same device



- ✓ **Opt campaigns in to mobile**
- ✓ Add **all top ad sizes** including 320x50 and text ads
- ✓ **Adjust mobile bids** manually or with auto bidding using conversion optimizer

- Campaigns running on the mobile web will also be able to reach users across mobile apps when on the same device
 - Increase reach and incremental conversions at the same CPA as overall in-market campaign
 - Note: In-market does not currently run on apps only inventory. In order to run on apps, include mWeb

Case studies

Toll Brothers uses **in-market audiences** to complement Remarketing efforts and **grow leads and lower CPA by up to 50%**

About

Toll Brothers is a luxury home builder that has specialized in building unique semi-custom homes and upscale communities since 1967.

Goals

- Grow quantity and quality of leads
- Maintain or decrease CPA

Approach

- Began using in-market audiences in parallel with remarketing
- Targeted segments related to real estate and homes
- Used Similar Audiences to find valuable users
- Used keyword contextual targeting to build out remarketing lists

Results

- Up to 50% lower CPA on remarketing campaigns
- Grew leads from remarketing
- CTR on remarketing ads grew up to 3X
- In-Market Segments grew remarketing list volume

Toll Brothers
America's Luxury Home Builder®

"One of our biggest challenges is qualification. What we learned about In-Market segments, it was a way to reach a more qualified audience of people actively searching for a home. We found that In-Market segments fuel our Remarketing campaigns. They increased our number of leads from Remarketing, decreased our cost-per-lead, and help build our pool."

Autobytel **drove 10K conversions at a 5% lower CVR** with in-market audiences

About

Autobytel is a trusted, third party source that provides users searching and browsing for new and used cars free price quotes from dealers and, in turn, connects dealers with ready-to-buy shoppers.

Goals

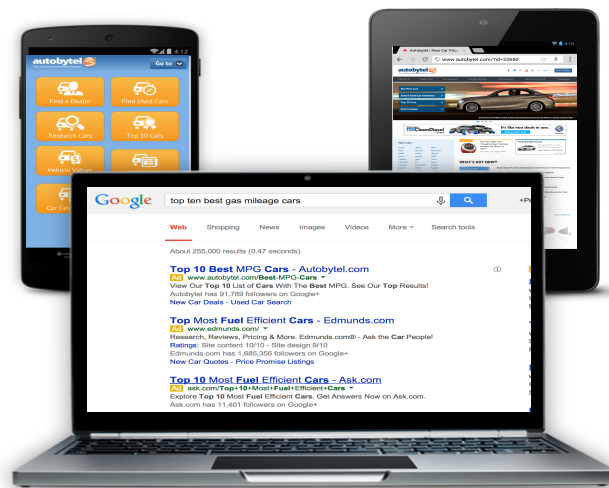
- Connect with as many customers in-market for new and used cars as possible
- Reduce impressions wasted on non-buyers
- Find more quality leads at a lower cost

Approach

- Ran in-market audiences campaigns on the Google Display Network
- Fine tuned with keyword targeting and customized ad copy and landing pages
- Crafted ads for 'ready to buy' consumers

Results

- 17% lower CPA than other low funnel campaigns
- 58% lower cpc than other low funnel campaigns
- In-market audiences accounts for 26% of all converted traffic across display campaigns
- Provided 10K additional conversions at a 5% lower CVR



Wayfair **converts consumers** on the cusp of purchasing with in-market audiences on **Google Display Network**

About

Wayfair LLC, the top online seller of homewares, has been advertising with Google since its inception. The company's marketing team loves measurable results. Four years ago, the team added display advertising with Google Display Network to their marketing mix and never looked back.

Goals

- Testing new marketing opportunities and only keeping what works

Approach

- Introduced a new source of display conversions with in-market audiences

Results

- Increased their ad response rates by up to 20%
- Increased short-term conversion behavior by 10-30%
- 26% of all display conversions for Wayfair come from in-market audiences



[Watch video](#)

In-market audiences **drive 30% more conversions** for The Honest Company

About

The Honest Company makes effective, eco-friendly and beautifully designed products for babies, families and the homes where they live.

Goals

- Reach ready-to-buy moms and dads at greater scale
- Drive sign ups for free trials
- Find top-quality leads at a competitive price

Approach

- Run AdWords ads with in-market audiences
- Target popular high-volume sites

Results

- 30% increase in conversions over other campaigns
- Higher rate of purchases than keyword contextual targeting
- Thousands of new free trials and sign ups



Growing **Lyft's** Ridesharing Community With **In-Market Audiences**



About

Ridesharing company that connects passengers who need a ride to drivers who have a car in over 65 U.S. cities and counting

Goals

- Attract new drivers efficiently to grow the Lyft community

Approach

- Identify in-market audiences to target based on Google data and insights
- Create a new campaign and ad group to attract drivers to Lyft using the most relevant in-market audiences

Results

- Saw a 74% increase in conversions month-over-month from using in-market audiences
- Gained new insights into on-the-go shoppers
- Established set of best practices to guide future campaigns



"We saw overall conversions increase by 74% month-over-month after we implemented in-market audiences, which indicates that these were new conversion sources rather than cannibalization from current channels."

— Noah Tian, marketing manager for Lyft