

Creative Canvas | A guide to Google media solutions

Google™

Introduction

Creative Canvas highlights some of the best and most innovative campaigns brought to life on the Google platform. The building blocks behind these campaigns are products and tools used by buyers and planners to select which Google media solutions to invest in and how and where to target clients' audiences.

This booklet is your resource for information on the products featured in Creative Canvas, as well as other media tools, all of which can help you plan and execute creative campaigns with Google.

To learn more about Google's advertising products and tools, visit google.com/advertisers.

If you have any questions or feedback please email us at sandbox@google.com.

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Plan your campaign

Google Ad Planner

Google Insights for Search



Google Ad Planner

Google Ad Planner is a free research and media planning tool to help you organize and refine your online advertising. Simply define your target audience by geography, demographics, the websites they visit, and the keywords they search for, and Ad Planner identifies sites most likely to attract your audience.

Use Google Ad Planner if you're looking to:

- **Research beyond borders:** Conduct media research across millions of sites in over 40 markets.
- **Match audience to sites:** Use advanced search features to find the right sites for your campaigns based on your target audience and site characteristics.
- **Find accurate data:** Publisher-contributed data, including Google Analytics traffic statistics, provides an accurate representation of site metrics.
- **Save time:** Ad Planner's simple-to-use and fast interface helps you conduct extensive research and put together media plans in just a few clicks.

www.google.com/adplanner



Google Insights for Search

Gain a view into what people around the world are searching for with Google Insights for Search. Compare and predict search volume trends for multiple keywords across specific regions, categories, and time frames. Use this data to inform clients' campaigns and strategy.

Use Google Insights for Search if you're looking to:

- **Gauge interest:** See what users in different locations are searching for and how those searches change over time.
- **Measure a campaign's impact:** Did your campaign for snowshoes reach people in Denver as well as Jackson Hole? See where your client's brand is gaining traction with users.
- **Identify trends and anticipate demand:** View the rising popularity of search terms and pinpoint peaks and valleys to identify seasonality or upcoming demand.
- **Understand geographic differences:** Compare search patterns between users in different locations to help plan geographically-targeted campaigns.

www.google.com/insights/search

Place your media

DoubleClick Rich Media

Feed Placements on the Google Content Network

Google AdWords

Google Content Network

Google Mobile Ads

Google TV Ads

YouTube Homepage ads

YouTube In-Stream ads

YouTube InVideo Ads

YouTube Promoted Videos



DoubleClick Rich Media

DoubleClick Rich Media provides products and services to make rich media ad production, ad trafficking, ad serving, and campaign reporting easy.

Use DoubleClick Rich Media if you're looking to:

- **Launch seamlessly:** From planning, to working with sites, to production, it's simple for you to get a campaign up and running on leading sites worldwide.
- **Traffic, automate, and measure easily:** Benefit from simplified ad operations through integration with the leading agency ad server, DART for Advertisers.
- **Designate your own work style:** Use self-service tools for efficiency and convenience, and access full-service staff for more complex support needs.

www.doubleclick.com/products/richmedia



Feed Placements on the Google Content Network

Extend the reach of your Google Content Network™ campaigns by targeting RSS feeds in addition to or as part of a general Google Content Network buy. With Feed Placements on the Google Content Network, brand advertisers can reach their audiences across all market RSS readers such as Google Reader, My Yahoo!, bloglines, and a variety of social media platforms where feeds are displayed.

Use Feed Placements if you're looking to:

- **Reach a publisher's entire audience:** Unless you're also targeting RSS feeds, your reach may be limited.
- **Extend your campaign to a savvy audience:** The increased reach and early adopter audience demographics of RSS subscribers make Feed Placements the perfect place to launch products and other brand awareness campaigns.

www.google.com/adwords/contentnetwork/audience.html



Google AdWords

Google's targeted, accountable marketing platform enables you to advertise on Google.com and across our network of search and content partners. With Google AdWords™, you pay only when someone clicks on your ads, and you can make results-driven adjustments to your creative, keyword, and bid strategies at any time.

Use Google AdWords if you're looking to:

- **Reach wide audiences:** The Google Network reaches over 80% of U.S. Internet users monthly across Google Search and hundreds of thousands of partner sites.*
- **Control your advertising:** Target your ads to the audiences most interested in your product or service by matching them to relevant searches and web page content. Then, refine your marketing footprint even further by targeting languages, locations, and times of day.
- **Manage efficiently with more data:** A new AdWords interface puts vital information such as click, impression, reach, and frequency data at your fingertips, allowing easy access to robust reporting.

www.adwords.google.com

*comScore Media Metrix, August 2009



Google Content Network

The Google Content Network™ delivers advertisers measurable performance at scale by harnessing the power of our precise contextual targeting engine to reach engaged audiences. It's a simple, cost-effective way to advertise on millions of high-quality news pages, topic-specific websites, and blogs. Place ads using keywords, sites, or both to target users all over the web.

Use the Google Content Network if you're looking to:

- **Connect with customers:** At the most relevant moment, wherever they may be, through effective targeting. Deep reach into almost any online population enables greater awareness and more conversions.
- **Pay only what an ad is worth:** Auction pricing delivers competitive rates, and advertisers are never locked in to a contract. Plus, there's no arbitraging, and there are no penalties for changes.
- **Optimize everything:** In real time, with daily performance reporting and full transparency into what you're buying.
- **Generate results for varied objectives:** Find success with the Google Content Network across both branding and direct response campaigns.

www.google.com/adwords/contentnetwork



Google Mobile Ads

Connect with the growing number of mobile Internet users while they're on the go with Google mobile ads. With Google mobile ads, you can choose from text or display ads across our Search and Content Networks, in mobile applications, and on YouTube mobile.

Use Google mobile ads if you're looking to:

- **Reach large audiences:** Every week, tens of millions of people search on Google from their mobile phones and generate hundreds of millions of searches. Be there when they're searching for your clients' products or services.
- **Put your message in context:** Use contextual targeting to reach users on relevant mobile web pages and mobile apps.
- **Supplement your AdWords campaigns:** Easily expand your existing standard AdWords campaigns to the mobile world to target iPhones, T-Mobile G1s, and other high-end mobile devices with full Internet browsers.
- **Track results:** Create campaigns and see impressions, clicks, and conversions in the same account that you use for your standard AdWords ads.

www.services.google.com/adwords/mobile_ads



Google TV Ads

Google TV Ads™ makes it easy to create, launch, track, and manage national television ad campaigns. Using the AdWords online interface, advertisers can specify their budget, upload ads, target millions of viewers across the United States, and run campaigns, paying only for impressions that are actually delivered. Within 24 hours, Google TV Ads provides second-by-second viewership data, allowing advertisers to measure success and easily make adjustments to optimize each campaign.

Use Google TV Ads if you're looking to:

- **Be flexible:** With report data delivered rapidly and the ability to make changes on the fly, you can optimize your client's TV schedule at any time.
- **Stretch marketing dollars:** Pay only for audiences who watch your client's ad. Measure every cable network using second-by-second viewership from over 4 million set-top boxes.
- **Find your audience across all of TV:** Target beyond demographics into lifestyles, psychographics, and more. Cherry-pick your entire schedule, and track your audience through to website activity and online video.

www.google.com/adwords/tvads



YouTube Homepage ads

A YouTube™ Homepage buy consists of a 24-hour block on one of the most popular homepages in the world. In the United States alone, your rich media ad can reach over 40 million impressions in a single day and almost 20 million unique users, bringing enormous impact to your client's campaign.

Use YouTube Homepage ads if you're looking to:

- **Reach broadly:** With hundreds of millions of monthly visitors worldwide, the YouTube Homepage delivers a massive audience globally.
- **Engage with a captive audience:** The YouTube Homepage audience is actively looking for video content to watch, making them very receptive to video advertising.
- **Use flexible formats:** With YouTube video ad and Masthead rich media units, YouTube offers a full line of ad products to achieve large share-of-voice impact with users.

[Please contact your Google Team for additional information.](#)

YouTube In-Stream ads

Pre-roll ads are now available on YouTube and across the Google Content Network with YouTube In-Stream units. These 15- to 30-second video advertisements have all the targeting benefits and metrics of display ads with the increased brand impact made possible by the sight, sound, and motion of video ads.

Use YouTube In-Stream advertising if you're looking to:

- **Reach a wide audience:** With 100 million monthly users on YouTube alone, your in-stream buy now has a reach that can rival TV.
- **Control where your ads appear:** Advanced targeting options mean you can choose your audience and the video content your client's ad appears against.
- **Promote user conversions:** Allow the user to click directly through to your client's microsite to complete a sale or learn more.

www.youtube.com/t/ads_instream



YouTube InVideo Ads

YouTube InVideo Ads provide an opportunity to reach users as they watch video content on YouTube. Through an unobtrusive, yet highly engaging ad unit, the YouTube InVideo Ad not only establishes an above-the-fold presence on partner watch pages, but it also acts as an invitation for users to learn more about your client's brand.

Use YouTube InVideo Ads if you're looking to:

- **Advertise on brand-safe and high-profile placements:** InVideo Ads run only against content our partners create, providing a premium arena for your messages.
- **Control your targeting:** Reach your desired audience by targeting placements to specific types of content, users of a specific age and gender, selected geographies, or time of day.
- **Use various formats:** When users click on your overlay InVideo Ad, you can take them to an animated Flash or video ad within the video player or to a custom URL on YouTube or anywhere on the web (such as a purchase page or store locator).
- **Promote engagement:** You'll reach users who opt in to view your content by clicking to initiate your ad. And if a user doesn't click, the automatic post-roll feature will create another opportunity for your ad to be seen.

YouTube Promoted Videos

The power of search advertising is available on YouTube with YouTube Promoted Videos. An easy-to-use tool, Promoted Videos enables video content owners to promote their videos across YouTube through a dynamic, auction-based marketplace.

Use YouTube Promoted Videos if you're looking to:

- **Increase reach and leverage search:** Showcase your video to an expansive audience at the moment of relevance using the second-largest search engine after Google.*
- **Control visibility:** Keyword-based targeting lets you choose the search terms that trigger your video promotion.
- **Control costs:** Pay only when someone clicks to watch your video, and decide how much a view is worth to you by setting your maximum cost-per-click.
- **Surface your videos:** On YouTube Search Results pages, within Related Videos, and on the YouTube homepage.
- **Promote engagement:** Show your video to an audience that actively opts in to view your content.

www.youtube.com/t/advertising_self_service

*comScore, U.S. Expanded Search Rankings, August 2009

Extend your reach

Blogger

Google App Engine

Google Checkout

Google Earth

Google Friend Connect

Google Groups

Google Local Business Center

Google Maps API

Google Moderator

iGoogle

OpenSocial and Gadgets

Picasa Web Albums

Google Product Search

YouTube Annotations

YouTube APIs



Blogger

Blogger™ provides a free and easily accessible means of self-expression on the web, focusing on ease of use to help users share and quickly update what's new and important to them. Millions of users around the world rely on Blogger to tell their story, share information, and interact with their audience every day.

Use Blogger if you're looking to:

- **Reach a wide audience:** Blogger reaches over 300 million users worldwide per month, who view hundreds of millions of Blogger pageviews per day.
- **Build community:** Communicate with your audience to share news, updates, or promotions from your clients' campaigns. Pique interest, create a dialogue, and inspire loyalty around your clients' brands with open communication.

www.blogger.com



Google App Engine

Google App Engine™ is a platform for building web applications that run in Google data centers. By using the same underlying technology that powers Google Search and other Google products, applications built on App Engine can grow with demand for your clients' product or service.

Use Google App Engine if you're looking to:

- **Remain flexible with server needs:** With Google App Engine, as the use of your client's application grows, we automatically scale the application to handle the increased load. And you only pay for the requests you actually serve, so your clients aren't stuck with expensive unused server capacity.
- **Host compelling site features:** Google App Engine can host a variety of features on your clients' sites, such as OpenSocial gadgets, promotional websites including Flash, and storefronts.

www.code.google.com/appengine



Google Checkout

Google Checkout™ is a checkout process that your clients integrate with their websites, enabling customers to make quick and secure purchases using a single username and password. And once they do, your clients can use Checkout to charge their credit cards, process their orders, and receive funds in their bank accounts.

Use Google Checkout if you're looking to:

- **Increase sales:** Have your clients make the online shopping experience faster and more convenient for their customers by using a product that stores users' purchasing information in a single account.
- **Protect clients from fraud:** Allow Google to ease the burden of fraudulent transactions by proactively identifying and filtering them out for your clients and covering some transactions with our Payment Guarantee policy.
- **Give a boost to AdWords advertisers:** Google Checkout sellers who also advertise with Google AdWords may place the Google Checkout badge in their ads, notifying users that shopping will be fast, convenient, and secure and helping to improve conversions and clickthrough rates.

www.checkout.google.com/sell



Google Earth

Since its launch in 2005, Google Earth™ has enabled hundreds of millions of people to better understand the world around them. With the power of satellite imagery and expert content, educators, scientists, armchair-geographers, and consumers alike have explored the world, ocean, Moon, and even Mars in entirely new ways. Reach the inner explorer within your audience with rich geographical content.

Use the Google Earth API if you're looking to:

- **Create stunning visuals:** Use natural wonders to captivate viewers, draw attention, and incite curiosity.
- **Enhance your client's site:** The new Google Earth Plug-in and API let you replicate nearly all of the function and beauty of the desktop application, right within a website.
- **Provide a visual tour:** Use touring and custom-overlaid content to give viewers a taste of what they'll find in person. Produce 3D buildings or other objects in SketchUp for even more realistic views.

www.google.com/earth



Google Friend Connect

Google Friend Connect instantly awakens and strengthens the community that visits a website by enriching it with social features.

Use Google Friend Connect if you're looking to:

- **Build community:** Easily add login and membership functionality to any website, letting visitors use information from a variety of services, including Google, Yahoo!, Twitter, AOL, orkut, and Plaxo.
- **Increase engagement:** Choose social features from a catalog of gadgets created by Google and the OpenSocial developer community to keep visitors more deeply engaged with a website and with one another.
- **Bypass the need for programming:** Simply copy and paste a few snippets of code onto a site, and Friend Connect does the rest. Or use the Friend Connect APIs to integrate with existing login systems, social flows, and more.

www.google.com/friendconnect



Google Groups

Google Groups™ is a free service that allows people to create communities around common interests. Quickly and easily share information and ideas, and create discussions with email and web forums.

Use Google Groups if you're looking to:

- **Build an online community:** Give users a voice and promote brand affinity by enabling them to interact with your clients' brands — and one another — online.
- **Share information:** Users can subscribe to your Google Group to receive updates or notifications as well as contribute their own thoughts and ideas.

www.groups.google.com



Google Local Business Center

The Google Local Business Center allows business owners to claim their business and customize their listing on Google Maps for free. Updated business details will appear on Google Maps, Google.com search and mobile results, and GOOG-411. Advanced features, including coupons and a reporting dashboard, allow business owners to enhance and monitor their online presence.

Use the Google Local Business Center if you're looking to:

- **Increase client visibility:** Help customers get found on Google — for free — by adding their business locations to Google Maps.
- **Promote foot traffic:** Use coupons highlighting special promotions to drive in-store sales for your clients.

www.google.com/local/add



Google Maps API

The Google Maps™ API is a free service that enables you to embed Google Maps in your web pages and includes a number of services for customizing and adding content to the map. Captivating and useful custom maps are yours to create for any website that's free to consumers.

Use the Google Maps API if you're looking to:

- **Include mapping concepts in your campaigns:** Captivate users with a rich, interactive mapping experience.
- **Take a unique twist on familiar concepts:** With over 150,000 active websites adopting the Google Maps API, it remains the most popular API on the web today and is powered by the world's most popular web mapping service. Engage users with innovative implementations of a well-known tool.
- **Use accessible tools:** The Google Maps API is well documented and easy to implement.

www.code.google.com/apis/maps



Google Moderator

Google Moderator allows online communities to submit and vote on questions for talks, presentations, and events. Google Moderator helps moderate and facilitate discussions and makes them more widely accessible, efficient, transparent, and useful.

Use Google Moderator if you're looking to:

- **Promote a community facet of your campaign:** By allowing people to come together to voice their issues and have them addressed, Google Moderator enables a unique conversation with participants.
- **Identify the issues most important to your audience:** The number of votes received per question allows you to prioritize what your audience deems important.

www.moderator.appspot.com



iGoogle

iGoogle™ is the personalized version of Google.com. It offers at-a-glance access to the information users care about in a visually compelling and customizable way. You can provide users with information and updates through customized themes and rich media gadgets that can easily be added to iGoogle homepages.

Use iGoogle if you're looking to:

- **Expand your clients' reach:** iGoogle has tens of millions of users worldwide and is available in 42 languages and over 70 countries.
- **Build your clients' brands:** Use the iGoogle Themes API to create a theme that conveys your clients' messages in an engaging manner, and build applications through OpenSocial that can be used to share content, post updates, and send messages.

iGoogle home: www.google.com/ig

iGoogle Developer home: www.code.google.com/apis/igoogle



OpenSocial and Gadgets

OpenSocial™ is a set of APIs and protocols that have been adopted by dozens of websites around the globe. Using OpenSocial, developers can embed gadgets within these websites or use the sites as a source of social data to make their own web apps more engaging.

Use OpenSocial if you're looking to:

- **Distribute your app:** Sites that support OpenSocial, including iGoogle, MySpace, Yahoo!, and LinkedIn, have a combined user base in the hundreds of millions. Building an OpenSocial app gets your concept on a site that users are already visiting every day.
- **Reach users globally:** OpenSocial is supported on popular social networking sites around the world. Target specific geographic regions by selecting where to deploy your OpenSocial apps.
- **Engage users:** Tap into existing social graphs and let users interact with people they already know, enhancing the reliability of your message.

www.code.google.com/apis/opensocial



Picasa Web Albums

Picasa™ Web Albums is a free online photo sharing site from Google, available in 38 languages. Picasa Web Albums users can store, organize, and share memorable moments and powerful images with just a few clicks of a mouse. Album viewing is a breeze with large photos and quick scrolling, while user-added captions and comments add to the fun.

Use Picasa Web Albums if you're looking to:

- **Captivate audiences with images:** Enhance your clients' messages with inspirational and memorable photos.
- **Create community:** Foster connections between clients and customers by sharing albums and allowing users to comment on them.
- **Share in various ways:** Embed Picasa Web Albums on clients' sites, create a gadget for iGoogle, post to My Maps, or upload to a client's Local Business Listings.

www.picasa.google.com



Google Product Search

Google Product Search™ is a free and powerful way for merchants to connect their products to millions of shoppers on the web. Based on an item's relevance, shoppers may find it in their search results on Google Product Search, and even on Google.com. Sellers use the Google Merchant Center to submit their products.

Use Google Product Search if you're looking to:

- **Gain product exposure:** Showcase clients' products by using the power of Google search.
- **Stretch campaign budgets:** Google Product Search is free, meaning no draw from your clients' campaign budgets.

www.google.com/products/submit.html

YouTube Annotations

YouTube Annotations lets you add a clickable layer to your videos. Include information such as pertinent facts and links to related videos or channels to create stories with multiple possibilities. You control what the annotations say, where they appear on the video, and when they appear and disappear.

Use YouTube Annotations if you're looking to:

- **Add another dimension of engagement:** Empower users to create their own stories by interacting with the Annotations.
- **Create context:** Use Annotations to link your videos to other related content, such as channels, videos, or even search results.
- **Give users more:** More information, more creative, more paths to engage with your clients' brands.

www.youtube.com/t/annotations_about



YouTube APIs

YouTube APIs let you perform YouTube searches, upload videos, or create playlists directly within your clients' websites. Use YouTube APIs to customize the player entirely, from the look and feel to the user experience, matching the aesthetics of your clients' campaigns.

Use YouTube APIs if you're looking to:

- **Enhance your clients' sites:** YouTube Data APIs let you bring our functionality to your clients' sites, such as creating custom playlists, adding YouTube search, or letting users upload videos to YouTube.
- **Turn our player into your player:** The YouTube Player API lets you customize the way YouTube videos are played back on your clients' sites.
- **Avoid the overly technical stuff:** You don't need to be an engineer to add a sprinkling of YouTube functionality to a site. We've created and templated some of the more popular executions for you to use, such as adding a strip of videos to a site just by copying and pasting a line of JavaScript into a Web page.

www.youtube.com/dev

Measure your results

Google Analytics

Google Website Optimizer

YouTube Insight



Google Analytics

Google Analytics™ is a free, enterprise-class web analytics solution that provides rich insights into your website traffic and marketing effectiveness. Powerful, flexible, and easy-to-use features track sales and conversions and show you how visitors reach and interact with your site. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives, and create higher converting websites.

Use Google Analytics if you're looking to:

- **Learn where visitors are coming from:** Target your client's online advertising according to which geographic areas drive the most conversions.
- **Identify areas for improvement:** You're driving traffic to a client's site, but are visitors consistently leaving from certain pages? Identify pages with high exit rates so you can keep customers on the site.
- **Automate reporting:** Schedule reports that can be exported and emailed as you choose, such as to managers, your client, or just your inbox.

www.google.com/analytics



Google Website Optimizer

Google Website Optimizer™ is a free tool that lets you run your own website tests. By experimenting with different variations, you'll find what site content drives results. A higher conversion rate means a higher ROI and a better bottom line.

Use Google Website Optimizer if you're looking to:

- **Test new ideas:** Use A/B or multivariate tests to see how your clients' latest site redesign performs against the original one, or which headlines, images, or shopping cart buttons resonate best with users.
- **Improve ROI:** Experiment with different site designs to understand which features and layout best drive conversions.

www.google.com/websiteoptimizer



YouTube Insight

View detailed statistics about the videos you upload to YouTube, and use this data to further understand your audience: who they are, where they come from, what they watch, and when.

Use YouTube Insight if you're looking to:

- **Uncover geographic viewership patterns:** See where your client's videos are most popular and where viewers are growing.
- **Evaluate the effectiveness of your other media:** Did users find your client's video through a search on YouTube, an embedded player, or another site? With the Discovery report, see which sources are driving the most views.
- **Assess your target audience:** Gain an understanding of who's watching with age and gender breakdowns of your video view.

www.youtube.com/t/advertising_insight

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Google Mobile Ads	14	PLACE			
Google Moderator.....	30	EXTEND			
Google Product Search	34	EXTEND			
Google TV Ads	15	PLACE			



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