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Jered's Top 10 Tips to Increasing Impressions on *the Content Network*

1. <u>Use Accelerated Delivery Method</u>. Using this setting will tell Google you want as many impressions as possible, and Google will consider your broader scope of delivery when placing your ads.

2. <u>Increase MAX CPC / CPM</u>. Simply increasing your max CPC will allow you to show on more sites. Try to focus on eliminating sites, not decreasing your CPC.

3. <u>Improve CTR</u>. This will show Google the value of showing your ad by proving that you are the most relevant. Also, set the Ad rotation setting to optimize so Google favors the better CTR ad.

4. <u>Bid on CPM over CPC</u>. Google uses the CPM analysis for comparing CPC bids, and Google will increase the number of impressions they give you. This analysis is the process of determining your eCPM. (Effective CPM).

5. <u>Increase Campaign Budgets</u>. By increase budgets you tell Google you want more and you are more risk tolerant than others – However, remain cautious of traffic by controlling MAX CPC/CPM.

6. <u>Create more ad groups</u>. Expand your reach by creating broader ad groups. Using more "turnkey" keywords has a higher level of effectiveness on the Content Network.

7. <u>Use Managed Placements</u>. Tell Google where you want to appear and give them enough incentive to show more often on an entire website or a webpage.

8. <u>Move to other ad formats</u>. Using image ads and other rich media formats will expand reach.

9. <u>Expand to other countries</u>. If you can sell your products in other countries, the content network will help. Try using a new campaign with different ad copy.

10. <u>Increase Website Relevance</u>. Your site statistics matter, so show Google what they want to see. Improve your Quality Score and Google will reward you.

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