



Demographic Bidding and Reports

Refined Targeting and Increased Transparency on Certain Sites in the Google Content Network

AT A GLANCE

- Refine your targeting by gender and age
- Modify your bids or restrict ad visibility by the gender and age group of the user viewing your ad
- Find out which demographic groups are performing well for your campaign using Demographic Reports
- Reach only those users relevant to you on sites like MySpace, Friendster, and YouTube

Gain increased control over who sees your ads

With demographic bidding, you have additional control over the audience you reach as well as greater visibility into your campaigns' performance with certain demographic groups. This feature is available on certain sites in the Google content network that have this information about their users, such as MySpace.com, Friendster.com, YouTube.com, and more

You can refine your targeting by users' gender, age, or combinations of both. There are two ways to do this. First, you can raise your bids to increase the frequency with which particular groups see your ads. Second, you can also restrict your ads from showing to certain demographic segments if those audiences aren't meeting your ROI goals.

Know how your ads perform with different demographics

The demographic report is one more way to focus your ad spending on the users that give you the very best results. Found in the AdWords Report Center, this report provides the demographic composition of the users who saw your ad in addition to key campaign performance metrics, such as impression, click, CTR, and conversion data. Keep in mind that not all sites in the Google content network have this kind of information about their users, and this data will only be provided for sites that do.

Use Demographic Reports to optimize for ROI

Use the information provided by the Demographic Report to optimize your demographic bidding campaign. Below are some suggested use cases for Demographic Reports:

- For demographic segments with high conversion rates, consider raising your bids. Increasing your bid should make your ad appear more often to that particular audience.
- If reaching a particular segment is very important for your campaign, but those users aren't responding to your ads with the desired click-through or conversion rates, consider testing different creatives and ad formats to tailor your ads for the specific audience you want to reach.
- Hide your ads from groups that accrue significant traffic but are not meeting your ROI goals.

Learn more

To learn more about demographic bidding or Demographic Reports, contact your Google representative.

THE GOOGLE CONTENT NETWORK

The Google content network comprises millions of high-quality websites, news pages, and blogs that partner with Google to display targeted AdWords ads. When you choose to advertise on the content network, you can expand your marketing reach to targeted audiences – and potential customers – visiting these sites every day. There's no larger network for contextual advertising in the world.
