



Google Social Media

The Efficient Way to Reach 115M Engaged Users on The Web

AT A GLANCE

- Reach users on 48 out of the top 100 social media sites
- Reach only those users relevant to you on sites like MySpace, Friendster, and YouTube through tools like demographic bidding, and enhanced online campaigns.
- Find out which demographic groups are performing well for your campaign using Demographic Reports.
- Use OpenSocial to create social applications and easily distribute them across the most popular social networks on the web.

Your one-stop shop for social media advertising

Google is a one-stop shop to reach users on the most engaging sites on the web. Connect with your target audience through 48 of the top 100 social networking sites in our content network, including household sites like MySpace, YouTube, hi5, and Friendster as well as niche sites like Dogster, LinkedIn, and Migente.¹ We've also partnered with the top Facebook applications, like WordScraper, HonestyBox, and SuperWall to deliver your ads to relevant Facebook users.

Reach only users who matter to you

At Google, we have the right tools to connect your message with users who are relevant to you.

- With demographic bidding, you can refine your targeting by users' age & gender, thereby only reaching the audience most valuable to you.
- Using our enhanced online campaign functionality, reach users by the interests and hobbies they've indicated in their profiles. Using this tool, you can contextually target to users' profile information by showing your message just to those users who've listed relevant keywords in their profile.

Know how different demographics respond to your message

The demographic report is one more way to focus your ad spending on the users that give you the very best results. With the additional insight into how different demographics respond to your message, you can:

- Optimize your messaging by increasing your bid for highly valued demographic segments and restricting poorly performing demographics from ever seeing your ads
- Increase the frequency with which certain audiences see your ads to gain greater mindshare.

Create viral engagement

Using OpenSocial, our set of common APIs for building applications across many websites, you can create a way of engaging with users on the most popular social networks on the web, such as MySpace, Hi5, or Friendster. The best part? Any application you create can automatically run on any OpenSocial partner site so you don't have to worry about re-creating applications and can focus on broadening our distribution network with the click of a button.

Learn more

To learn more social media advertising, contact your Google representative.

THE GOOGLE CONTENT NETWORK

The Google content network comprises millions of high-quality websites, news pages, blogs and social media sites 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.

1. According to comScore's ranking of the most popular social networks, 48 of the top 100 are in the Google content network.

According to HitWise, we have 16 out of the top 20.

© Copyright 2008. Google is a trademark of Google Inc. All other company and product names may be trademarks of the respective companies with which they are associated.