

Control Number : GOOG-AT-MDL-009760897
All Custodians : Cait Christian, Sabrina
Abuzahra, Sarah Stefaniu
Custodian : Sarah Stefaniu
Date/Time Created : 3/8/2023 4:08 PM
Date/Time Sent :
MODIFICATION DATE : 3/14/2023 2:28 PM
File Name : Learn with ASAP - GMP 101
-Updated Q1
23_1xWx3eX7tPvkGLbZRvFqiiqT
-CKYGiRvQ2BPhVGZZJyc.pptx; Learn ...



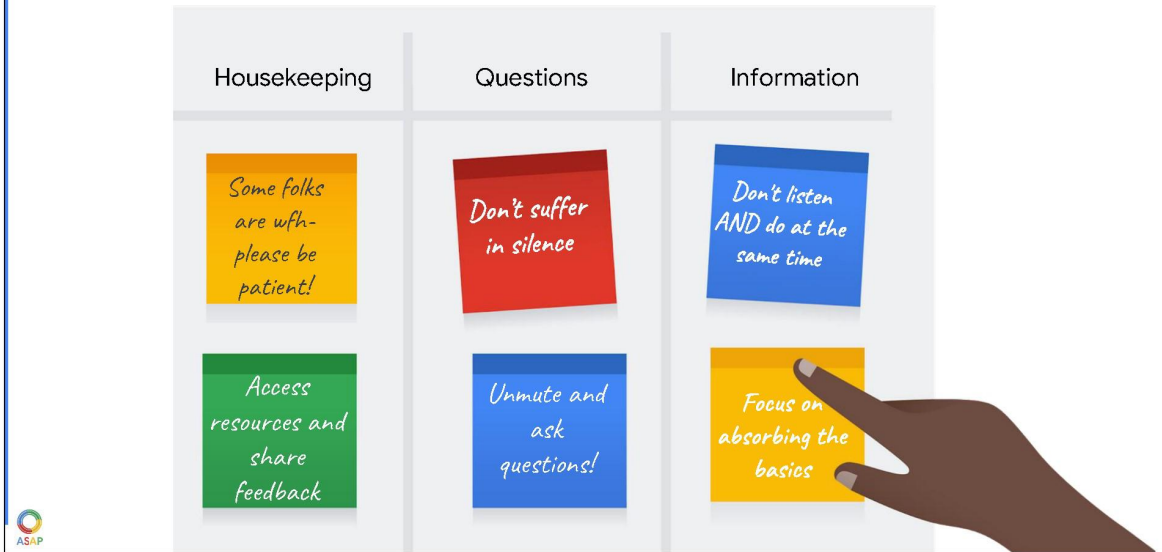
Learn with ASAP Google Marketing Platform Foundations



Chris

How to get the most out of today's session

Proprietary + Confidential

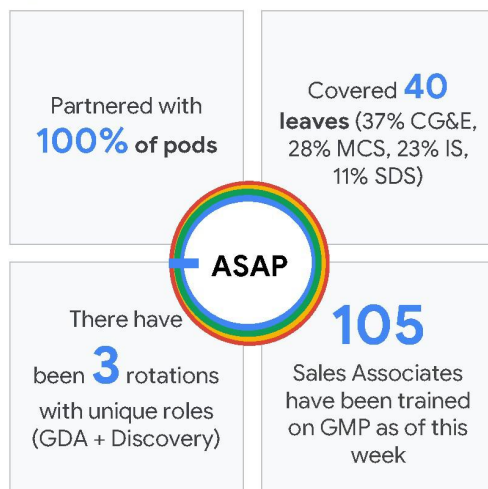


Today's Agenda

- The Marketing Ecosystem
- What is Google Marketing Platform?
- The Evolution of Programmatic
- How to Sell Google Ads vs DV360

Why we are here today and how the program has partnered with programmatic pods

Proprietary + Confidential



Q3 20' - Q4 21'

Let's Dive In!

Proprietary + Confidential

Does anyone know one
component of GMP?

What do you think of when you
hear of a programmatic
rotation?



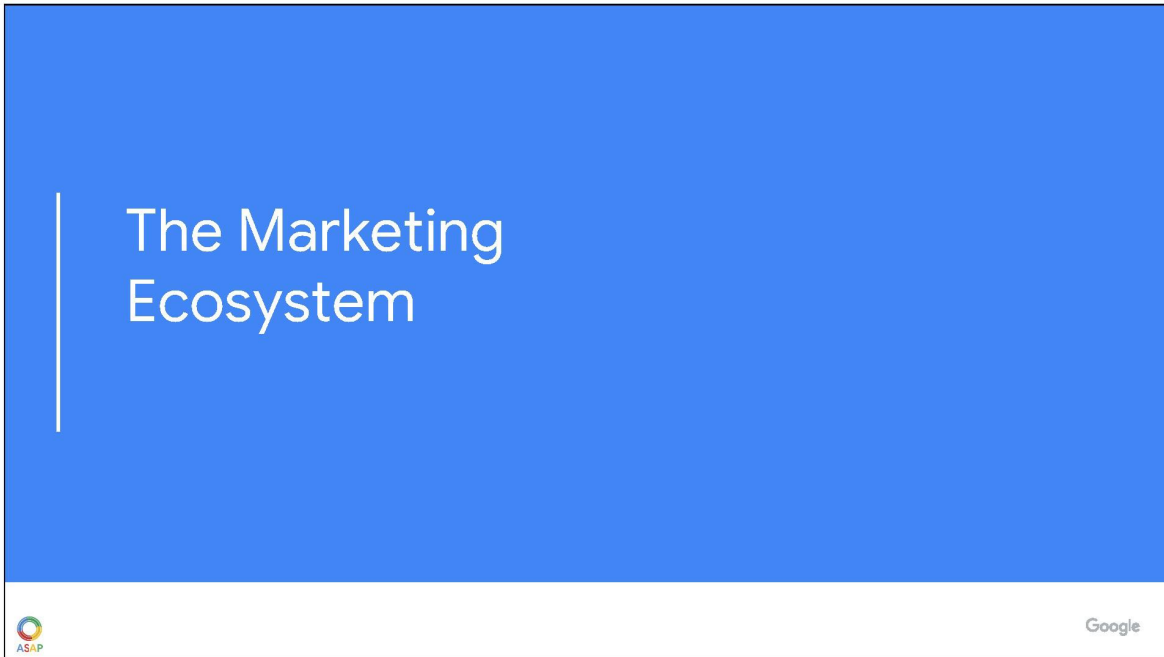
What is one thing you would
like to learn this week?

Do you know one
competitor of GMP?



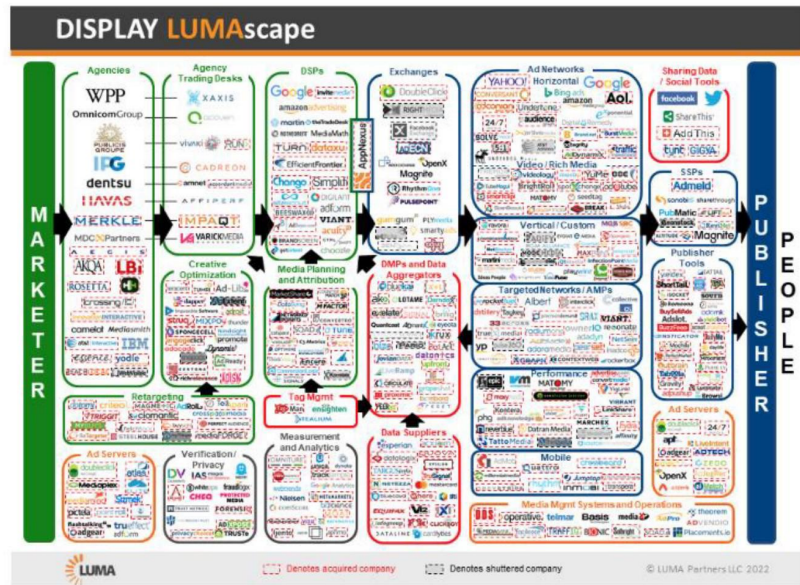
Recording Reminder

Lindsay



Lindsay

It's very
fragmented
and
confusing
for clients...



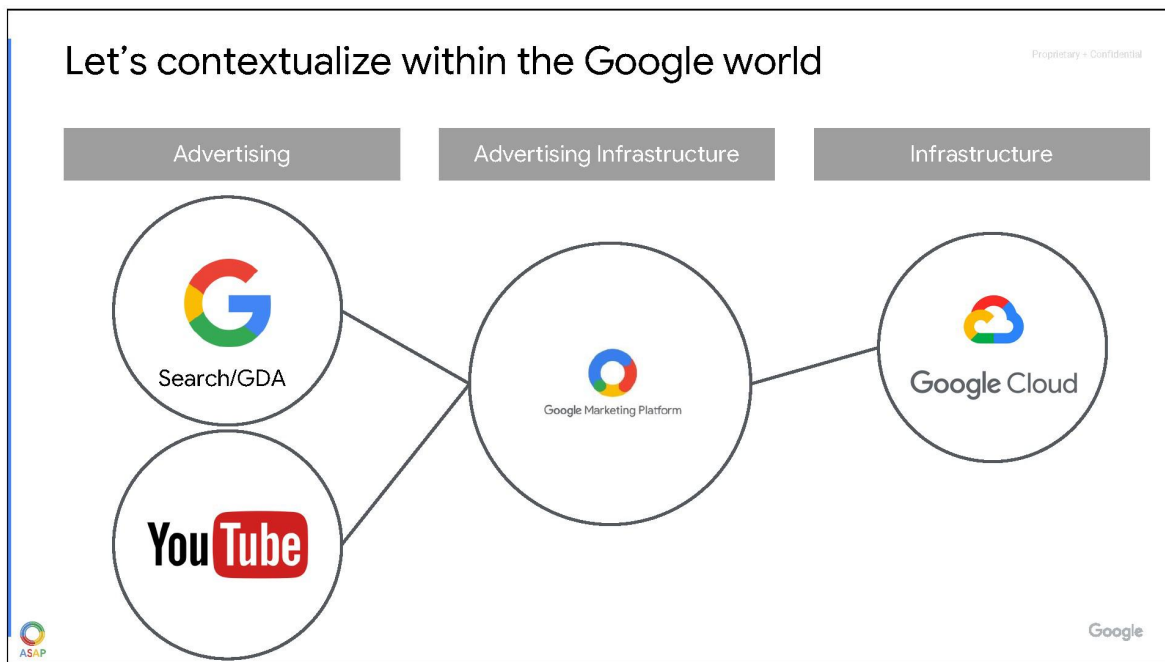
Lindsay

So how does
GMP fit in?



Google

Lindsay



SLIDE BUILD

Slide opens: Before we even do anything, let's contextualize GMP within the Google world - I know our audience today includes Large Customer Sales as well as our Cloud team. In that spirit, let's put these business on the map.

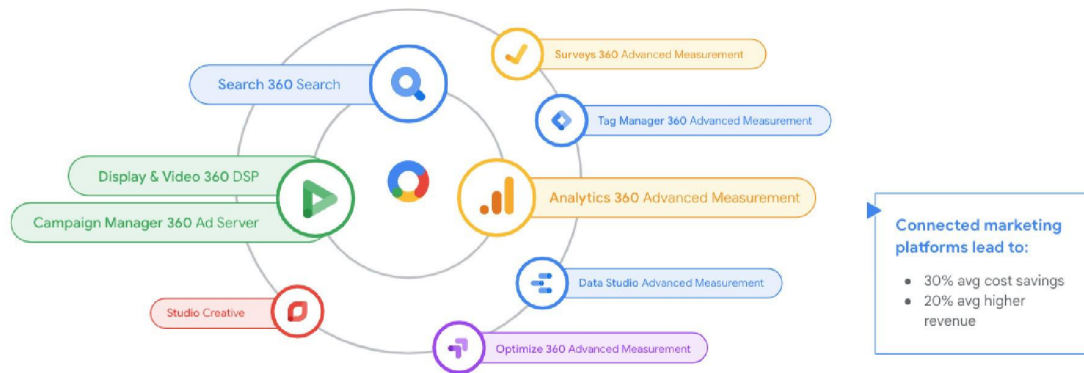
Build 1: We all know Google as an advertising company, Search & YouTube being the bread and butter. However, we can't forget that Google is also an infrastructure company...

Build 2: ...with Google Cloud being the product set that allows companies to organize and model their data, therefore getting the most business value from it. Now, in the middle...

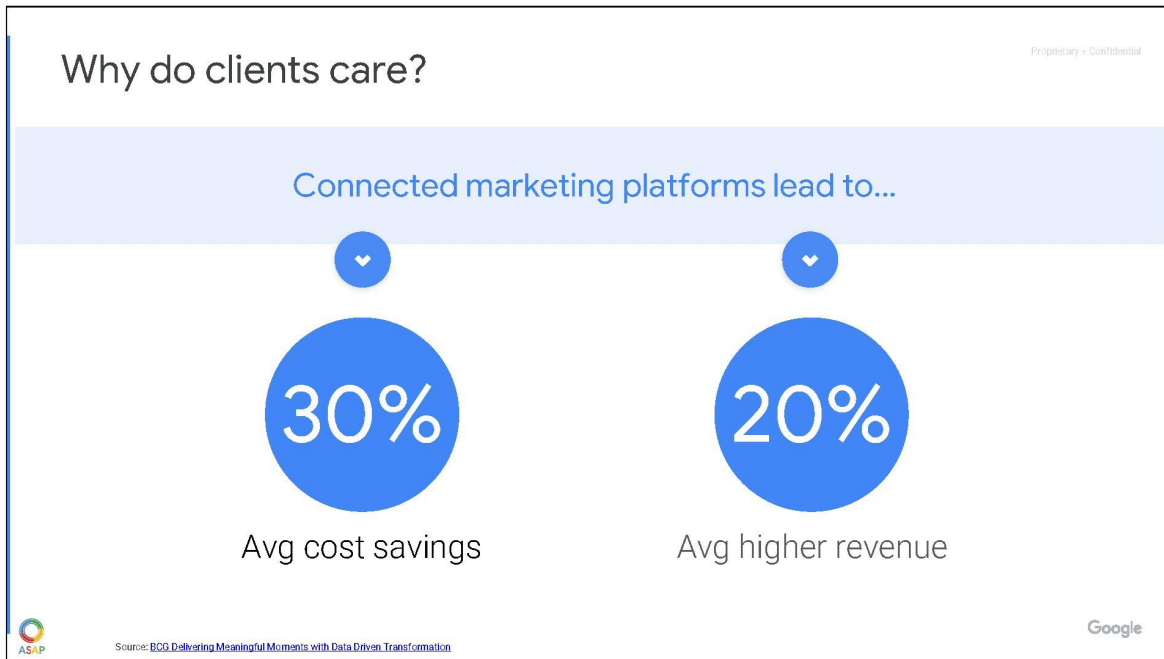
Build 3: ...we have advertising infrastructure, which is the sweet spot of what GMP is. Infrastructure that marketers can use to get the most value from their advertising.

Build 4: You can think of GMP as a connector between these 2 businesses. A tangible example of this would be a large healthcare company which started years ago as a Search and YT customer, moved into using GMP tools to get more value from their overall marketing, and recently signed on as a Google Cloud customer, certainly partially on the strengths of this connector, and these relationships.

Google Marketing Platform is a unified advertising & analytics ecosystem that drives increased value for marketers



Google



But first, I want to talk value. Google has partnered with Boston Consulting Group, a trusted name in the business world, to help prove out and break down the business value of why a marketer would even want to use a technology platform to connect and automate more of their work. If I were to boil it down, this is what it is: for the avg marketer, there is a 30% overhead cost savings, and a 19% avg higher revenue when they use GMP to connect their efforts across channels. And you'll see that word a lot- connected. It's the integrations between search, video, display, and analytics that make the magic.

What Products are Within Google Marketing Platform?



Google

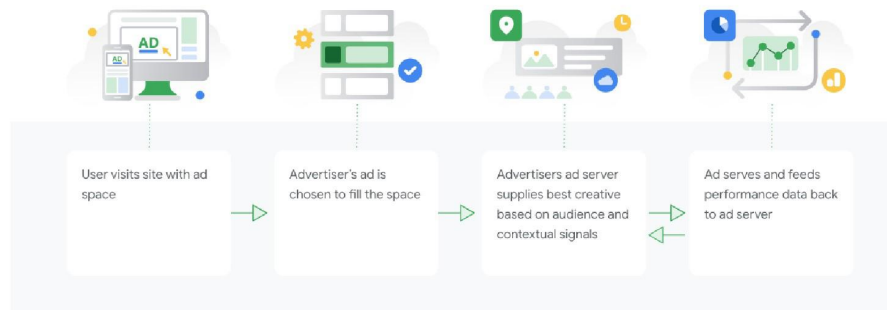
Lindsay

Product: Campaign Manager 360, AKA CM, CM360

Proprietary + Confidential

What is it? Google's Ad Server. The core of digital ad buying, that both delivers digital ads to users across all environments and devices, whilst measuring the impact of those ads.

How it works

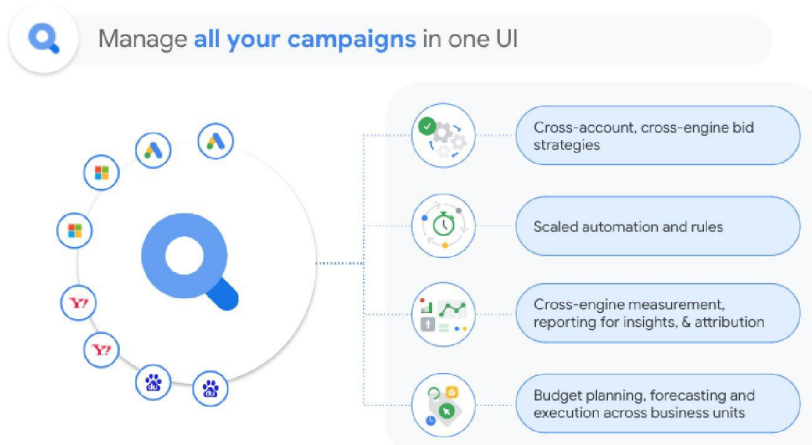


Google

Product: SA360

Proprietary + Confidential

What is it? Search Ads 360 is a search management platform that helps agencies and marketers efficiently manage some of the largest search marketing campaigns in the world, across multiple engines and media channels.



Google

Product: Google Analytics 4

Proprietary + Confidential

What is it? With its flexibility to measure different kinds of data, it allows you to see unified user journeys across your website and apps and leverage Google's AI to predict and surface new insights, while being built to keep up with a changing ecosystem



Built for a changing ecosystem

Cookieless measurement, behavioral & conversion modeling and new privacy controls



Predictive analytics

Predictive capabilities without building complex models



Cross-platform to see the Customer journey

View of data and metrics across web and app; ability to analyze the experience across touchpoints in the journey



Media activation

Direct integrations to media buying platforms to drive actions



Google

Product: DV360 AKA DV, DV3

Proprietary + Confidential

What is it? Google's Demand Side Platform (DSP) - Technology that combines audience buying and smart bidding to enable the automated buying of ad space at scale.



Access high value inventory

Easily find and discover high-quality inventory. Negotiate deals directly and execute buys quickly and efficiently.



Reach your audience

Access the best range of audience data from across Google platforms, your 1st party data & 3rd party segments



Drive performance through automation

Use Google's machine learning technology to drive high performance from your media buys



Google

All Together Now! All of GMP's Products are Powerful Alone but the Real Value is in the **Full Stack Integration**

Confidential

On the **advertising buy side**, you have:

Campaign Manager 360: run ad campaigns and measure their performance

Display & Video 360: manage display and video campaigns, bids, creatives, and audiences

Search Ads 360: manage search campaigns across Google Ads, Bing, Yahoo, Baidu, and more

On the **analytics side**, you have:

Analytics 360: understand how users engage with your business

Optimize 360: run experiments and personalize content

Surveys 360: pose questions to broad populations of online users

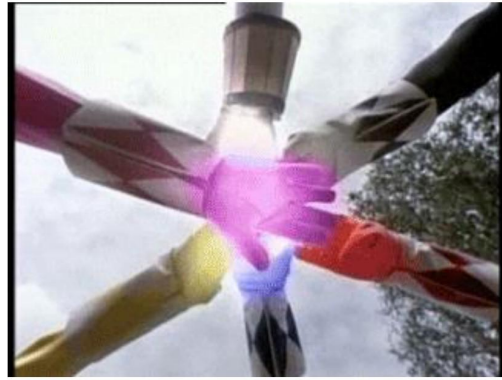
Tag Manager 360: manage web and app tags from a single interface

Data Studio: create data visualizations



Google

One more
time...the Value
Prop?



Full Stack Integrations!

Google

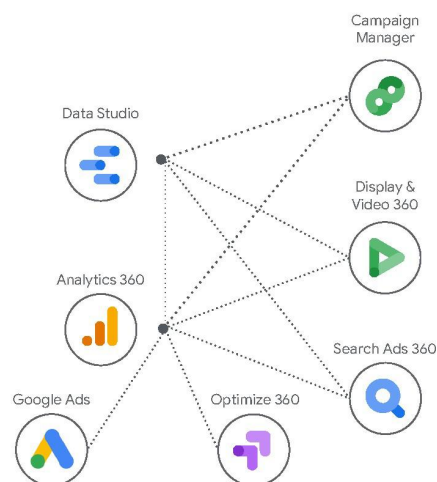
Lindsay

Ok- we have covered the bases- let's dive into the full stack integrations that make GMP truly unique.

Integrations within Google

Proprietary + Confidential

- **Reporting across Products:** Connect reporting from search, display, video, and site analytics all in one Data Studio Dashboard
- **Audience across Products:** Share audiences and insights across search, display, & video for improved performance and messaging
- **Smart Bidding across Products:** Set goals for your site and ensure your bidding strategy across all channels matches and ties directly to that goal.



Google

Lindsay
SLIDE ANIMATES

Again, these business outcomes are all possible because of the connections between platforms within GMP and also outside of GMP. Let's focus quick on the internal integrations that matter most:


Fast, connected reporting across channels allows for near realtime insights on how to optimize- we even offer a free data visualization tool that is customizable for every client

Probably the most important one- audience! Within GMP, clients can share audiences and audience insights across channels and across the customer journey in a cohesive way, without data loss. Don't forget this one- big value for our partners!

Last and not least- smart bidding and automations in media buying. My favorite example here is setting sales goals in GA360, and automatically connecting the search and programmatic bidding strategy to be directly connected to that goal- it's a win-win for clients in effectiveness and time savings.

Internal Only
Proprietary + Confidential

Business challenges & keywords to listen for




Audience Value

"We need to double down on our **audience strategy**..."

"We have a **Data Management Platform** but..."

"How can Google help me get to **the right audience** in general?"

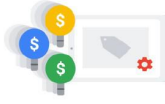


Reporting Value

"Honestly our **reporting** is a mess..."

"Our **customer journey** is changing fast- we are tailoring outreach based on that..."



"Our **agency sends reporting** every few weeks- why do you ask?"



Automation Value

"We've had cuts again this year and I'm being asked to **do more with less**"

"What can Google do to **cut down on my agency's manual work**?"



Lindsay

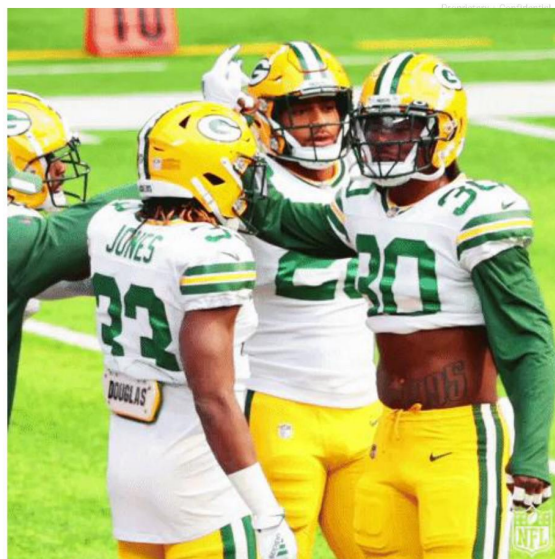
SLIDE ANIMATES

So, we are looking for signs from our clients about what they need and if GMP might fit into the solution. This is a short list of actual client asks that fit the bill- if you hear this kind of ask, it's worth considering how to get a GMP value message over to that client.

go over list

Again, this is not exhaustive, but you can see a pattern here on what keywords and phrases to look out for.

How to partner
with your GMP
counterparts...



Google

Don't be shy- pull us in! We have a game plan for helping you assess leads and potential partnership opptys.

Clients also have varying levels of access for Google Sales Leads

Proprietary + Confidential

Ask your programmatic partners about how your particular clients are setup...
(DAOF - Data Analysis Order Form)

Answer is YES!

- LCS team members can gain access to DV360 + CM reporting (read only)
- In particular cases you can even work hand in hand with your corresponding PAM in platform

Answer is NO!

- You won't be able to access DV360 + CM reporting
- Many programmatic AE's even have this particular setup though (access to GDA but not DV360)
- If you do see data from the platform it will need to be approved by the owner of the contract

Don't worry if you're doing a programmatic rotation...you will have full DV360 access for your corresponding client



Google

Contracts

DoubleClick contracts contain language that require DAOFs.

Reputation

We don't want to be perceived as somehow violating customer trust.

Legality

When Google bought DoubleClick, there was an agreement with the FTC that we would not use DCLK to sell Google O&O. We don't want customers thinking we are using DCLK data to benefit Google O&O.

Programmatic AEs & LCS can see anything that lives in Greentea today. Examples:
Current & historical DV360 spend (total cost = tech fees + media) broken down by...

Google O&O vs. non-O&O

Format (i.e. video vs. display)

Inventory source (AdX or 3P)

YouTube (Trueview vs. non-TrueView)

Guarantee (Programmatic guaranteed, tag guaranteed, non-guaranteed)

Programmatic AEs & LCS cannot see anything that is not in Greentea. Examples:

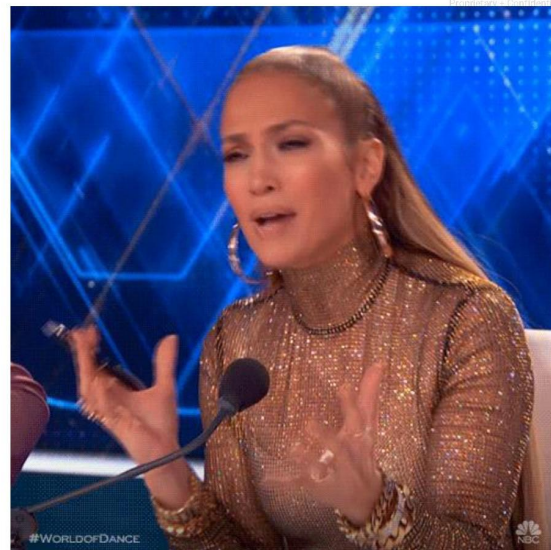
DV360 performance data

Tech fees

All Campaign Manager data

Salesforce data

Questions?



Google

Break



Google

How did Programmatic Advertising Get Started?



Google

Bard

Experiment

Reset chat

Bard Activity

FAQ

Help & support

Report a UI bug

what is programmatic

Programmatic is the automated buying and selling of digital advertising space. It uses software to buy and sell ad inventory across a variety of platforms, including display, mobile, video, and audio. Programmatic allows advertisers to target their ads more effectively and reach their desired audiences more efficiently.

Programmatic advertising has become increasingly popular in recent years, as it offers a number of advantages over traditional advertising methods. These advantages include:

- **Efficiency:** Programmatic advertising allows advertisers to buy ad inventory across a variety of platforms, which can help them reach their desired audiences more efficiently.
- **Targetability:** Programmatic advertising allows advertisers to target their ads to specific audiences based on their interests, demographics, and online behavior. This can help advertisers reach their desired audiences more effectively.
- **Transparency:** Programmatic advertising allows advertisers to see exactly where their ads are being placed and how much they are paying for them. This can help advertisers ensure that their ads are being seen by their desired audiences and that they are getting a good return on their investment.
- **Measurability:** Programmatic advertising allows advertisers to measure the performance of their campaigns and see how their ads are performing. This can help advertisers improve their campaigns and get a better return on their investment.

Enter a prompt here

Bard is an experimental technology and may display inaccurate or offensive information that doesn't represent Google's views. Your feedback will help make Bard better.

Google

HIGHLY CONFIDENTIAL

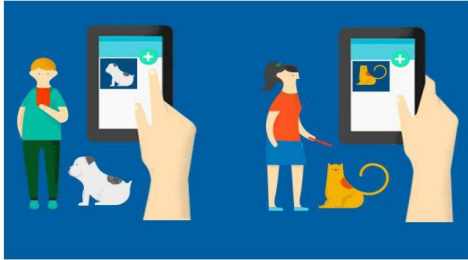
GOOG-AT-MDL-009760922

DTX-1514 Page 27 of 79

Why is Programmatic Buying so effective?

Proprietary + Confidential

Match messaging to targeting
using known user attributes



Reduce wastage with precise
targeting:
Right place. Right time. Right price

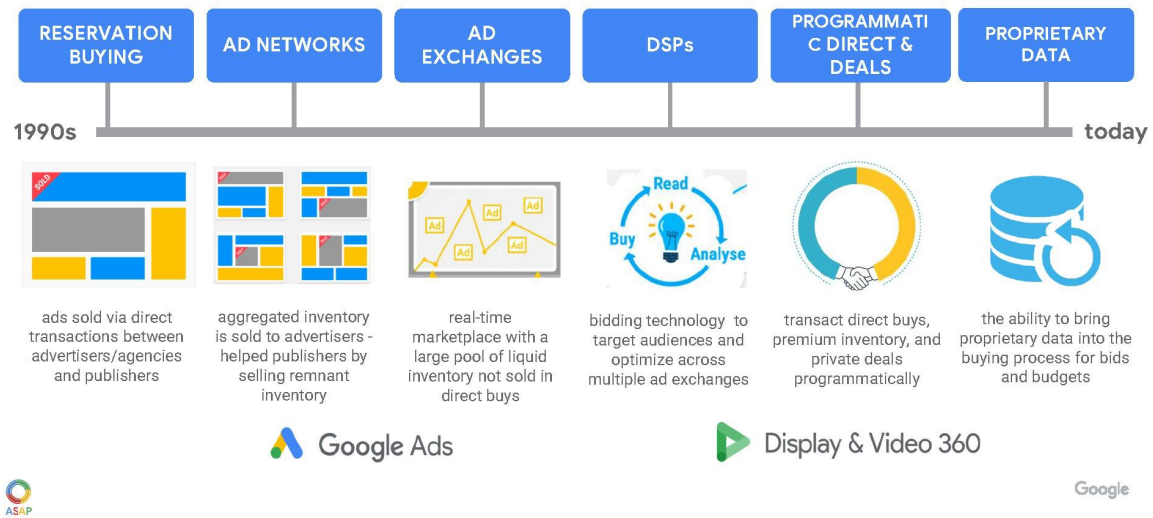


Google

In one word - efficiency. Using technology to find your audience in the right place at the right time and only pay for those impressions is very valuable.

How did Google get here?

Proprietary + Confidential

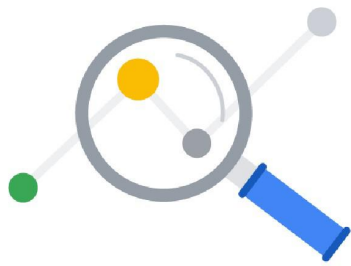


Too Many
Acronyms...what's a DSP
Again??



Google

Chris



Demand Side Platform (DSP)

→ *noun*

Technology that combines audience buying and smart bidding to enable the automated buying of ad space at scale.



Google

Talk Track:

Raise your hand if you've ever dealt with conversion discrepancies when working with multiple media vendors? For example, have you ever looked at an ad server report that claims a specific number or conversions for one vendor, while that vendor itself says they have far more? And has your site analytics tool ever completely contradicted both of those numbers all together?

Those kinds of discrepancies are closely related to the concept of a source of truth. A source of truth is a strategic decision around which measurement platforms' numbers do you trust above all others. It's very important for a brand to have a clear idea of what their source of truth is, and when a brand is working with an agency, it's fundamental that they are aligned on that source of truth.

There's a very specific reason why this is so important...

How does a DSP work?

Proprietary + Confidential



Read

Find all of the available advertising opportunities (76+ exchanges & other media opportunities)



Analyze

Sort through inventory to find the best fit for advertisers (Matches the criteria set by the trading desk)



Buy

RTB or Pre-Agreed Deals to secure the ad space (For example a deal could be programmatic guaranteed)



Google

Let's Dive Into Google's DSP Offering: DV360



Google

Chris

Display & Video 360 enables you to...



Access high value inventory

Easily find and discover high-quality inventory. Negotiate deals directly and execute buys quickly and efficiently.



Reach your audience

Access the best range of audience data from across Google platforms, your 1st party data & 3rd party segments



Drive performance through automation


Use Google's machine learning technology to drive high performance from your media buys

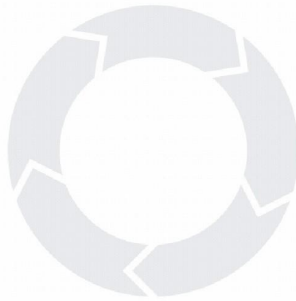


Confidential + Proprietary

Five integrated modules

Simplify the end-to-end campaign process

 Display & Video 360



Google

© 2018 Google LLC. All rights reserved. Proprietary

DV360 is made up of 5 different modules to make it easy to understand and classify the programmatic campaign process

Campaigns, where you can build and execute your media plans directly in the platform

Audiences, where you can manage, build and analyze your audiences

Creatives, where you can manage all of your advertisers creatives, build new creatives, and assign them to your campaigns

Inventory, where you can manage all of your publisher deals, discover new deals and publishers that fit your advertising goals, and execute directly in console

Insights, where you can understand how your campaign is performing, what inventory & audiences are popping for your brands, and pull all of your media metrics to evaluate your campaigns

Real-time optimization at scale

Proprietary + Confidential



Real Time Bidding

Display & Video 360 sets a bid for every auction based on a user's likelihood to take the action of interest (click, convert, install, view etc.)



Over 40 signals

Display & Video 360 considers over 40 signals when determining the bid - both individually and the intersection of those signals!



Precision at Scale

Scale globally, across all devices and millions of publishers while achieving your business goals



Efficiency

Drive more conversions for your business at the same or better ROI and save time on manual optimization

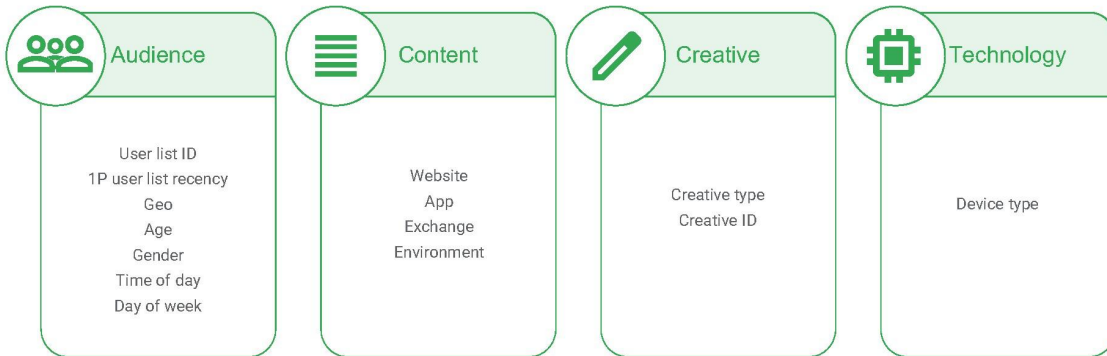


Google

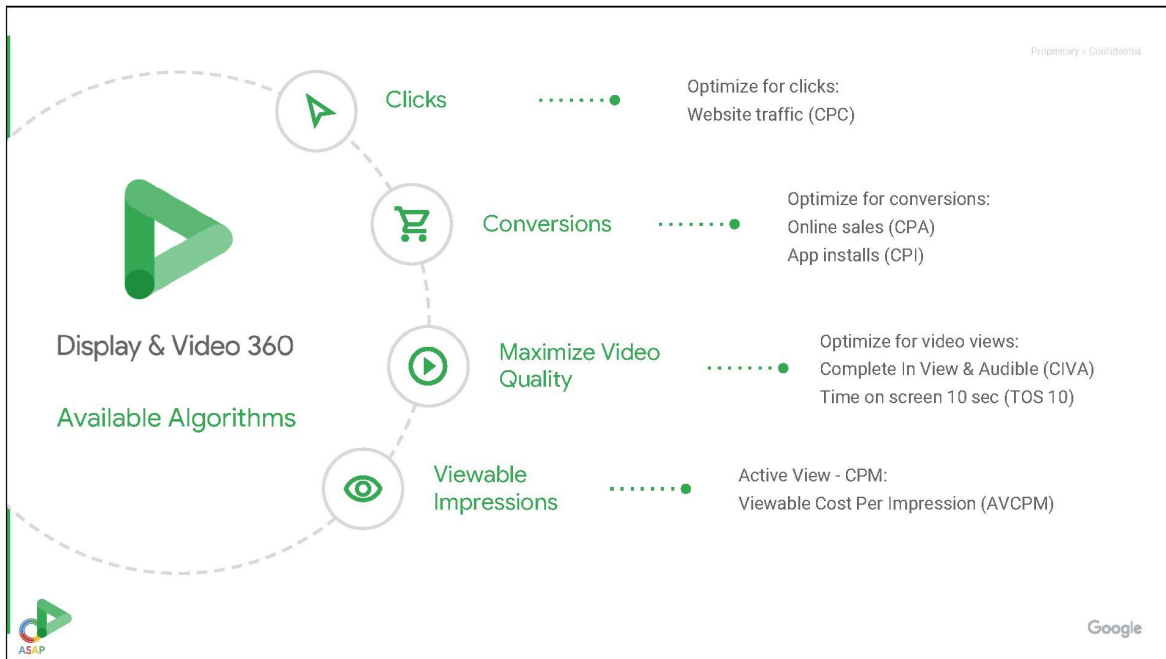
Signals used by our algorithms

Proprietary + Confidential

The Automated Bidding solutions of Display & Video 360 use **over 40** signals to ensure the right bid is being calculated for every impression! Here an overview of **some** of the signals considered.



Google



DV360 Access Is Available Over Multiple Formats, Including...

DV360

Proprietary & Confidential



High Impact
Display



Display



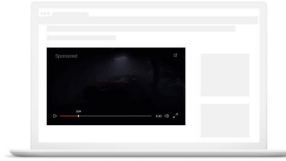
Native



In-App Ads



CTV



Video





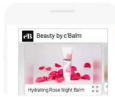
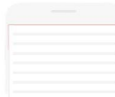


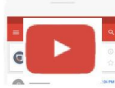

DOOH



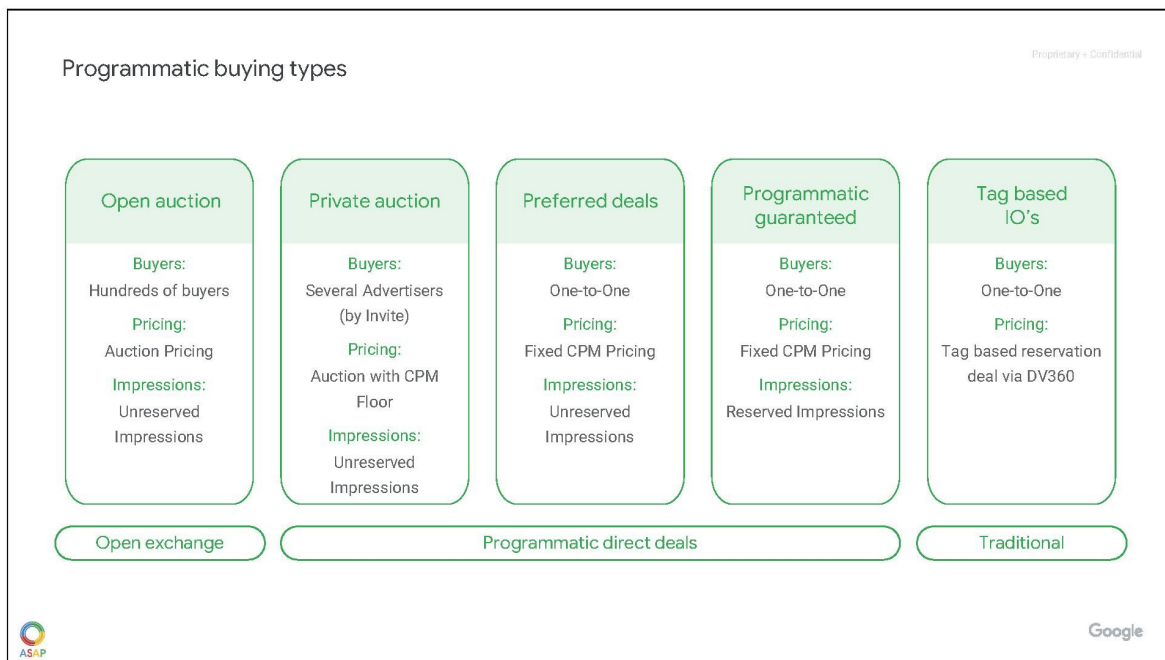
Audio

Google

Creative Types in DV360

<p>Standard Image Display Banner, Interstitial</p>  <p>Authoring: GWD or 3rd Party Upload/Host: DV360 Ad Serving: DV360</p>	<p>Pre-built Data Driven Formats Panorama, Cue Card, Blank Slate</p>  <p>Authoring: GWD Upload/Host: DV360 Ad Serving: DV360</p>	<p>HiFi DV360 Formats Ready Lightbox, Flipbook</p>  <p>Authoring: DV360 Upload/Host: DV360 Ad Serving/Rates: DV360 Buying: DV360</p>	<p>HiFi DV360 Format (built in GWD) Parallax</p>  <p>Authoring: GWD Upload/Host: DV360 Ad Serving/Rates: DV360 Buying: DV360</p>
<p>In-stream Video In-stream Video</p>  <p>Authoring: Video production tool Upload/Host: DV360 Ad Serving + Rates: DV360 Buying: DV360</p>	<p>Native Formats Native Display, Native Video, Twitter, Waze (beta), Gmail</p>  <p>Authoring: DV360 Upload/Host: DV360 Ad Serving/Rates: DV360 Buying: DV360</p>	<p>YouTube InStream, Bumpers, Video Action</p>  <p>Authoring: Video Production Tool Upload/Host: YouTube Ad Serving/Rates: DV360 Buying: DV360</p>	<p>Audio Streaming Radio, Music Streaming, Podcast</p>  <p>Authoring: Audio Mixer Upload/Host: DV360 Ad Serving/Rates: DV360 Buying: DV360</p>

Google



To understand programmatic inventory, you have to understand the different buying types available. Let's break each down left to right, by level of exclusivity if you will:

Open Auction - also known as the open exchange, this is the inventory marketplace where there are hundreds of buyers and a ton of unreserved impressions available at auction pricing (no set, agreed upon CPMs)

Private Auction is a little more exclusive than OE, as there are several buyers in the private auction, still unreserved impressions, so you are not locked into buying a specific amount of inventory, but there is an agreed upon CPM floor price on the deal.

Preferred Deals are one-to-one deals, meaning one advertiser to one publisher. There is typically a fixed price. You are still not contracted to buy a specific amount of impressions with preferred deals.

Programmatic Guaranteed deals are one-to-one, one advertiser to one publisher. There is a fixed priced and an agreed upon impression amount that you are expected to buy. Hence the name guaranteed, you must guarantee that you will buy all the reserved impressions that were agreed upon. In DV360, PG deals can be executed via a tagless integration with publishers

Tag Based IO - similar to a PG deal, but need to export a tag via DV360 and send it to the publisher to execute. Again, all reserved impressions and fixed CPM amounts

How do we sell Google Ads and DV360?



Platform Value Props



Now that I've told you how similar Google Ads and DV360 are - why would someone use one or the other? Both? Like so many situations, it totally depends on a variety of factors, including client preference. There is no set formula but I'll attempt to overview how we think about it as sellers and how clients may think about it.

Google Ads Platform Overview



- Google Ads enables advertisers of any size to create and **manage search, display and video advertisements**
- Includes ads on Google **search results pages**, our network of **partner sites**, **YouTube**, **Gmail**, **Maps**, **Discovery Feed** and **apps**

Google Ads Hits DR Goals With Performance Campaigns



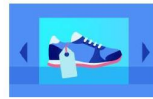
Responsive Display Ads

Auto-generated creatives, performance bidding, and smart targeting in one seamless ad type



Universal App Campaigns

Drive app installs, in-app actions and values with turnkey UAC campaigns



Feed Based Campaigns

Promote product-level merchant data within shopping ads



Discovery Ads

Reach your customers across Google feeds with engaging creative formats

Google Ads Focuses on Buying to Your Goals

Enhanced CPC

Retain manual control and ability to set a CPC

Maximize Conversions

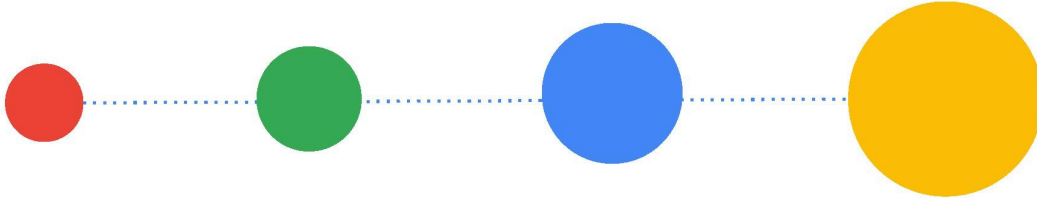
Drive as much conversion volume as possible at the campaign's budget

Target CPA/ROAS

Scale targeting at your CPA goal, consistently achieve CPA, Target ROAS goals

Pay for Conversions

Consider both likelihood to convert and conversion value



Google

DV360 Platform Overview



Display and Video 360

- DV360 is a **Demand Side Platform (DSP)**
- It is Google's cross-exchange real-time-bidding buying solution for **enterprise level controls**
- DV360 has access to over **76 exchanges** and other **exclusive media opportunities** such as YouTube

Programmatic Guaranteed in DV360 Is the Certainty of Guaranteed Direct Buys With Smart Programmatic Decisioning



Programmatic



Direct Buys

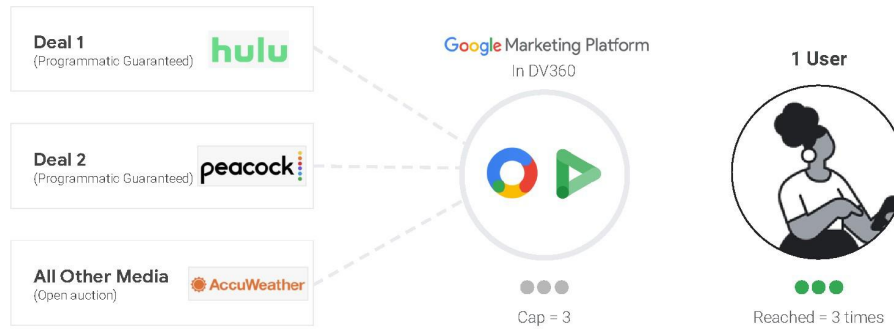
Programmatic Guaranteed

Make direct buys smarter and get more value for your campaigns and business

Google

DV360 Enables You to Manage Reach and Frequency

Including passing on guaranteed impressions to meet frequency goals



More in line with the goal to reach the user just 3 times rather than up to 27

...Along with Exclusive Inventory Access and Reach Across Channels

DV360 offers marketers broad access to both Google O&O and 3P inventory, enabling buying efficiencies across channels & formats



Access
inventory
from:

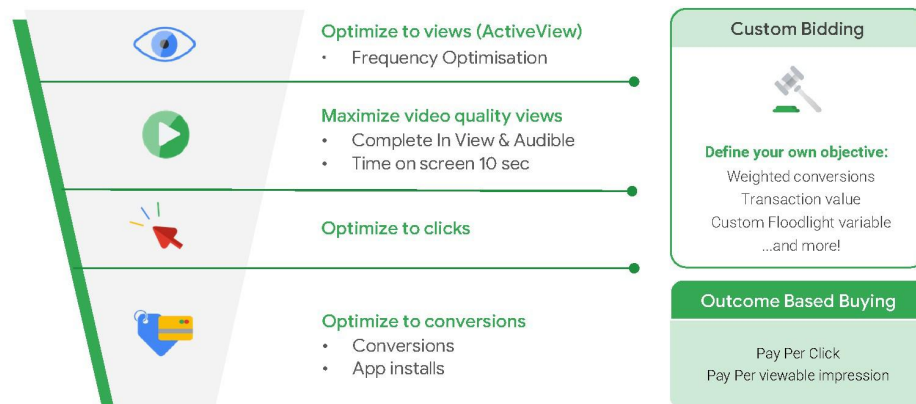
YouTube & 3rd party CTV
Google Partner Inventory
Third Party Exchanges



with reach
across:

Mobile
Desktop
Connected TV
Digital Out of Home

Automated Bidding Algorithms in DV360 at all Stages of the Purchase Funnel



Platform Differentiators

Proprietary & Confidential



	"Automation" <i>Advertisers seeking automation and outcome based objectives</i>	"Customization" <i>Enterprises and agencies seeking hands-on, full media consolidation</i>
Margin	Cannot add margin as a % of media within platform	Can add margin (as a % of media or CPM markup) in platform
Fee	Pay per conversions, included in CPM/CPC; no ad tech fee	Transparent to contract owner; billed as % of media
Measurement	Path reporting, conversion lift, audience insights, store visits and offline conversions, etc.	More tracking: 3rd party ad serving, verification, viewability, etc.
Management	Managed by a variety of teams based on staffing, strategic complexity and account structure	Typically managed by trading desk, agency or in-house team
Who	Best for clients who are performance-focused, interested in early new features and exclusive O&O inventory	Manage YouTube alongside exchange inventory and control frequency across inventory sources
Other Benefits	Most YouTube alphas and betas come to Google Ads first	Consolidated campaign management. Auction & Reservations in a single platform

Factors to Consider When Evaluating Both Platforms

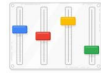
Proprietary + Confidential

Starter questions when trying to determine which platform to anchor your strategy in



Complexity & Customization vs Simplicity

How much control and customization does the advertiser want in order to execute their media?



Enterprise Level Controls

Does the marketer require an enterprise marketing platform that allows them to integrate with their other marketing softwares?



Third-Party Needs

How much does your client rely on their third-party partners for measurement and targeting?



Consolidated Cross-channel Strategy

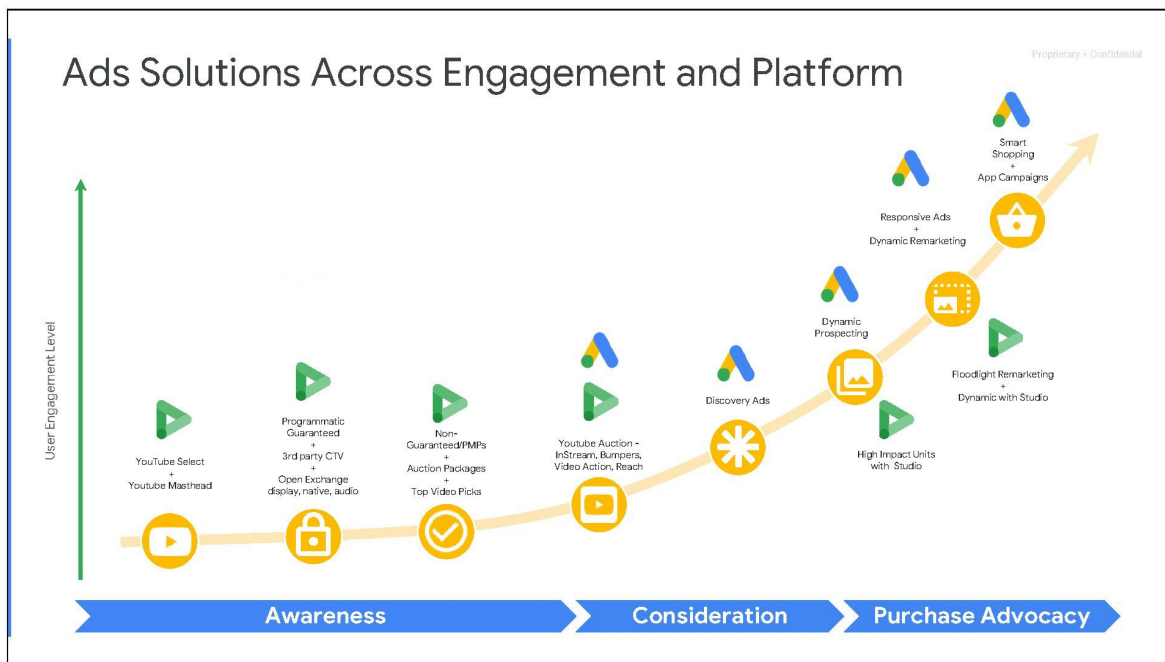
Does your client have a media strategy encompassing Display and Video to consolidate their reservation and auction buys?



Budgets & Resources

Does your advertiser execute using a smaller in-house team or do they use an agency trading desk?

Google



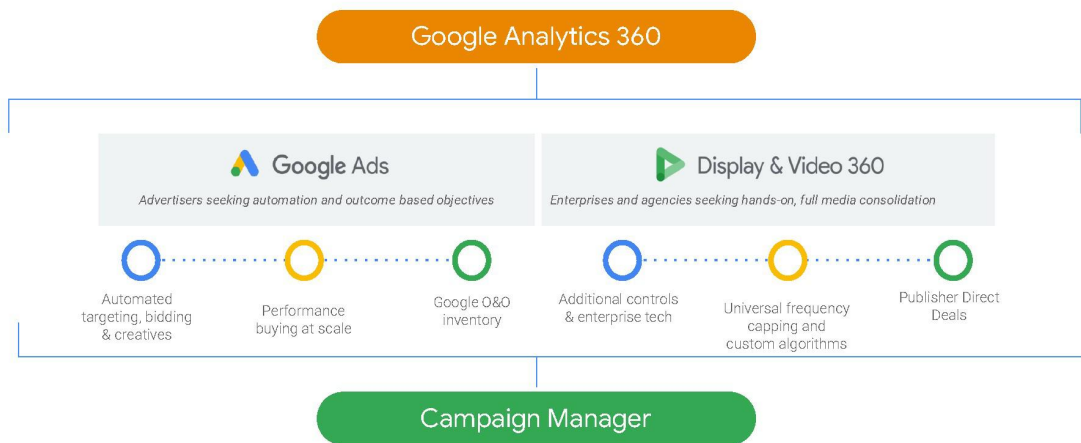
This slide visualizes some of our most used ad products & solutions on an x-axis defined by awareness, consideration, and purchase advocacy, and y-axis represents user level engagement.

Google Ads and DV360: Better Together



Drive Reach & Performance with the Best of Google Display

Proprietary & Confidential



Google

Option 1: Start in DV360, Expand to Google Ads

Proprietary + Confidential

DV360 Features:



Cross-Channel Media Buying

Including access to 3rd Party exchanges, AdX and O&O properties



Enterprise Controls & Customization

Write API, Custom Algo, Co-op strategy, Entity Limits



Third-Party Integrations

Measurement, brand safety & targeting



Agency Support

Media cost mark-up, Marketplace

Google Ads Features:



- Discovery Campaigns
- Feed-based ads
- Pay-per-conversion
- Online-to-offline
- Customer Match

What now? While guidance will be account-specific (reminder: consult your Google account team!), if you are already grounded in DV360 a good next step is to explore the Google Ads features listed here to enhance your media strategy.



Google Ads Features:



Cross-channel Campaigns

Use Full Automation to optimize spend across O&O & Display Network while hitting KPIs



Responsive Display Ads

Auto-generated creatives, performance bidding, and smart targeting in one seamless ad type



Feed-based Ads

Dynamic Remarketing & Prospecting using GMC Feed for all verticals



tROAS Bidding

Use advertiser reported or custom conversion value to optimize towards a Return on Ad Spend goal

DV360 Features:



- Programmatic Direct
- High Impact Formats
- CTV & Audio
- Cross-exchange Prospecting

What now? While guidance will be account-specific (reminder: consult your Google account team!), if you are already grounded in Google Ads a good next step is to explore the DV360 features listed here to enhance your media strategy.



See you all tomorrow!!





Learn w/ ASAP

Programmatic Foundations

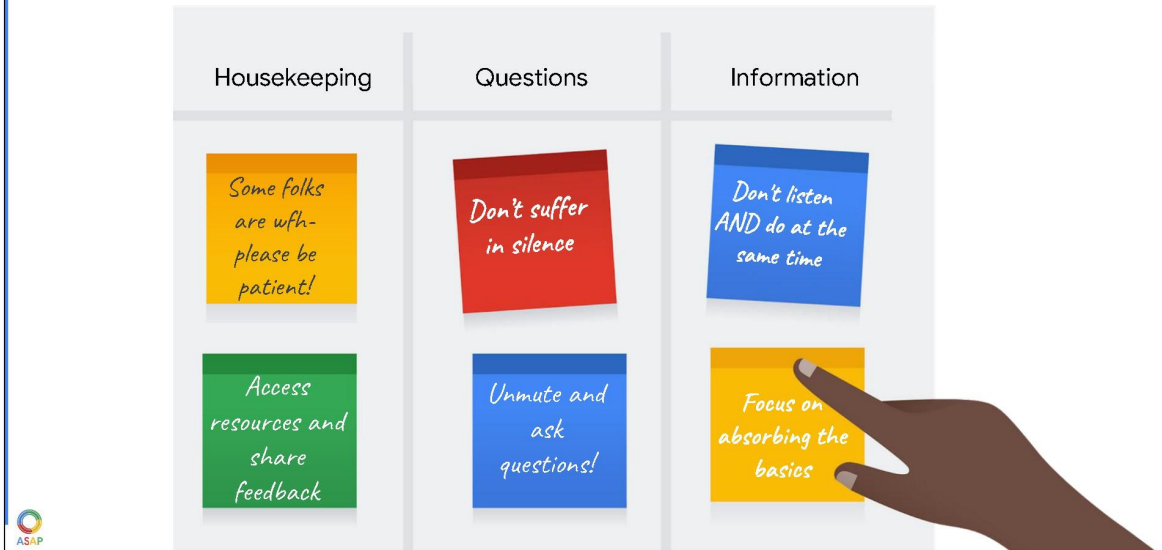
- Day 2



Chris

How to get the most out of today's session

Proprietary + Confidential



Chris



Welcome Sujin Lim

Marketing Science Lead



Google

Americas Platforms Teams Overview

Proprietary + Confidential

	Vertical	Example Clients
IS Integrated Sector	Pharma & OTC, Health Systems Financial Services, Travel, Telecom	GEICO, Disney, Hilton, Airbnb, GSK
MCS Multi Channel Sales	Retail > Big Box, Pure Play, Speciality, Branded Apparel & Durables, Business & Industrial Markets	Best Buy, Target, Verizon, Comcast, Amazon
SDS Services Distribution Sector	Apps, Education, Home & Consumer, Personals Tech B2B, IAC	Uber, NY Times, Zillow, Kaplan, ADT
CG&E Consumer, Govt, Entertainment	Auto, Food & Bev, Home & Personal Care Tech Consumer Electronics, M&E, Gov't & Advocacy	Netflix, NFL, ESPN, Pepsi, McDonalds, Unilever
APG Agency Partnerships Group	Agency Holding Companies, Independent Agencies, GMP Partners & Resellers	Publicis, Omnicom, WPP, Dentsu, Havas, Canvas Worldwide, Jellyfish, MightyHive
Solutions	Partnering with sales to drive Platforms adoption/usage, unlock media budgets and uncover new \$\$\$ opps.	All of the above



Google

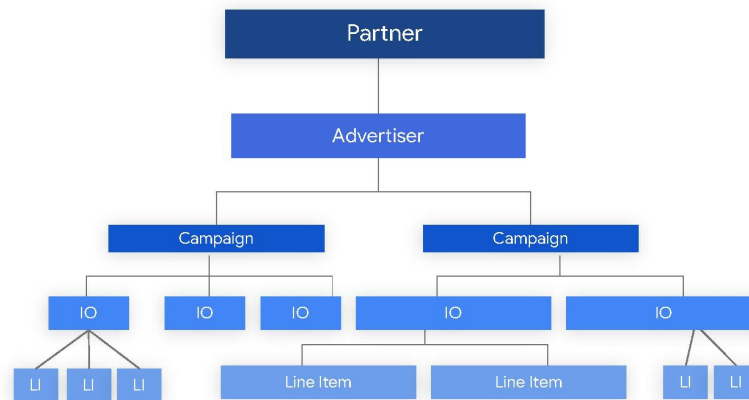
Building on Your Google Ads Knowledge



Today's Agenda

- Account Hierarchies
- UI Demo
- Programmatic Account Manager Day in the Life

Display & Video 360 Hierarchy



Google

Confidential + Proprietary

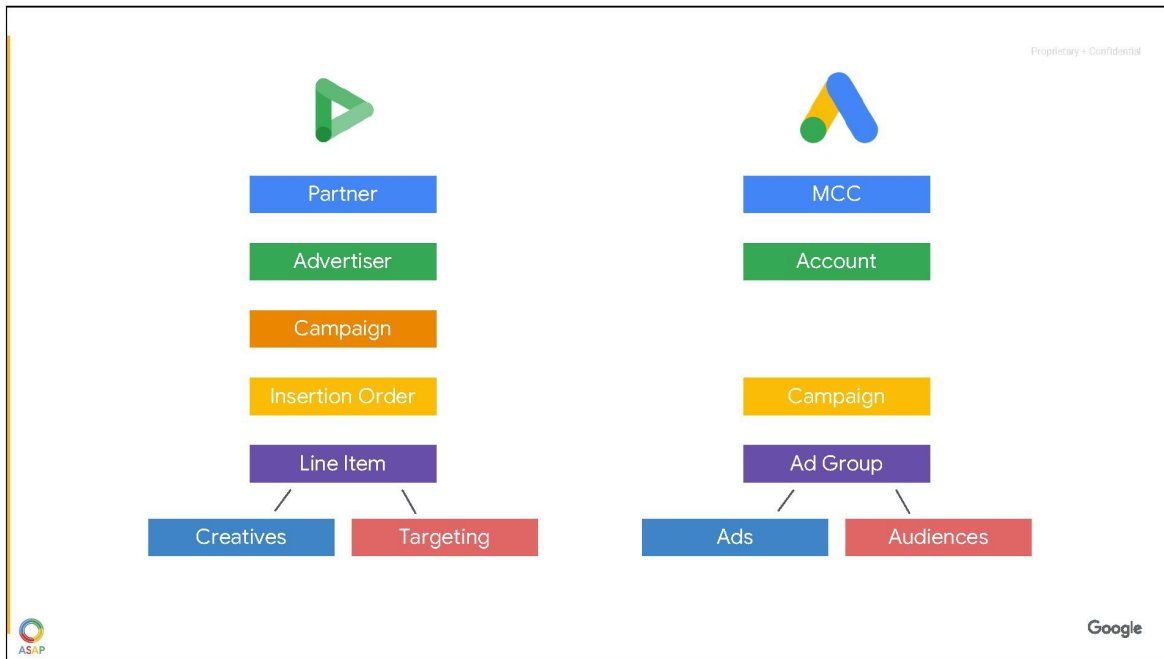
Before diving in to campaign build, it's important to understand the hierarchy & structure. Here is our hierarchy within DV360. The Partner level is the highest level - could be your agency: It could be Omnicom, Starcom, etc. where your agency houses all of the advertisers they work on. It could also be a specific brand if you have multiple advertisers/portfolio of brands underneath, for example a brand that has local or co-op initiatives.

Advertiser is typically the specific advertiser you are handling; Nike, Starbucks, McDonald's.

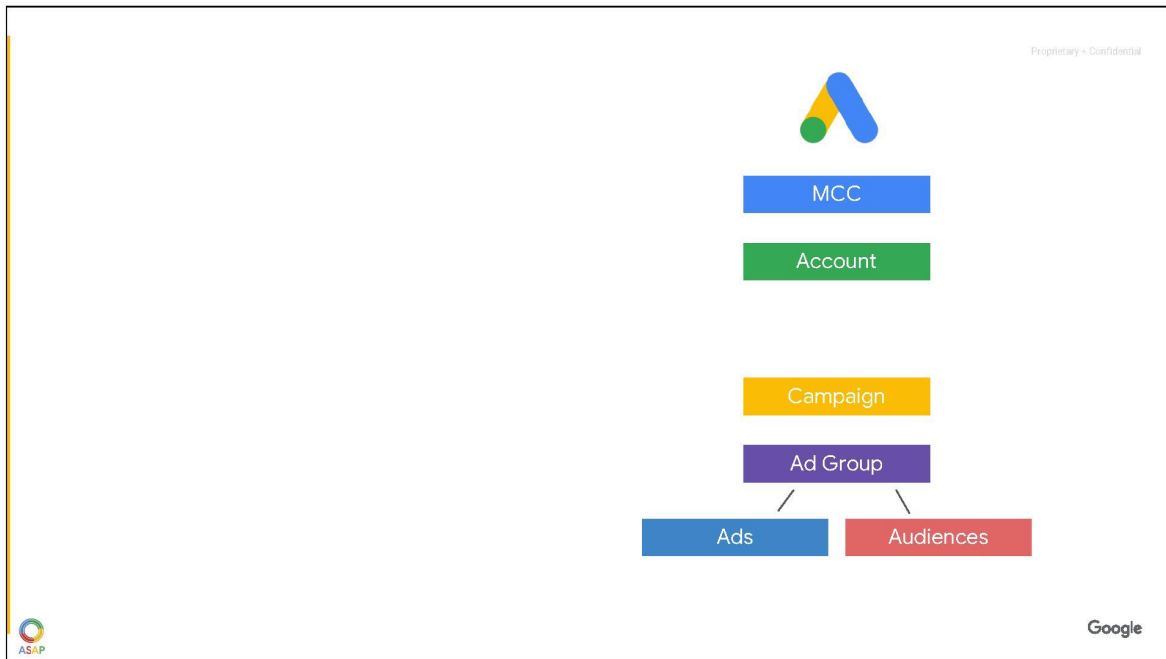
Campaign is a relatively new level, and its main purpose now is to allow for a frequency cap across anything underneath it. It will continue to evolve as we build out new features, but for now its function is to control frequency.

IO level where you house your overall budget and flight dates, its the shell that holds all of your tactics.

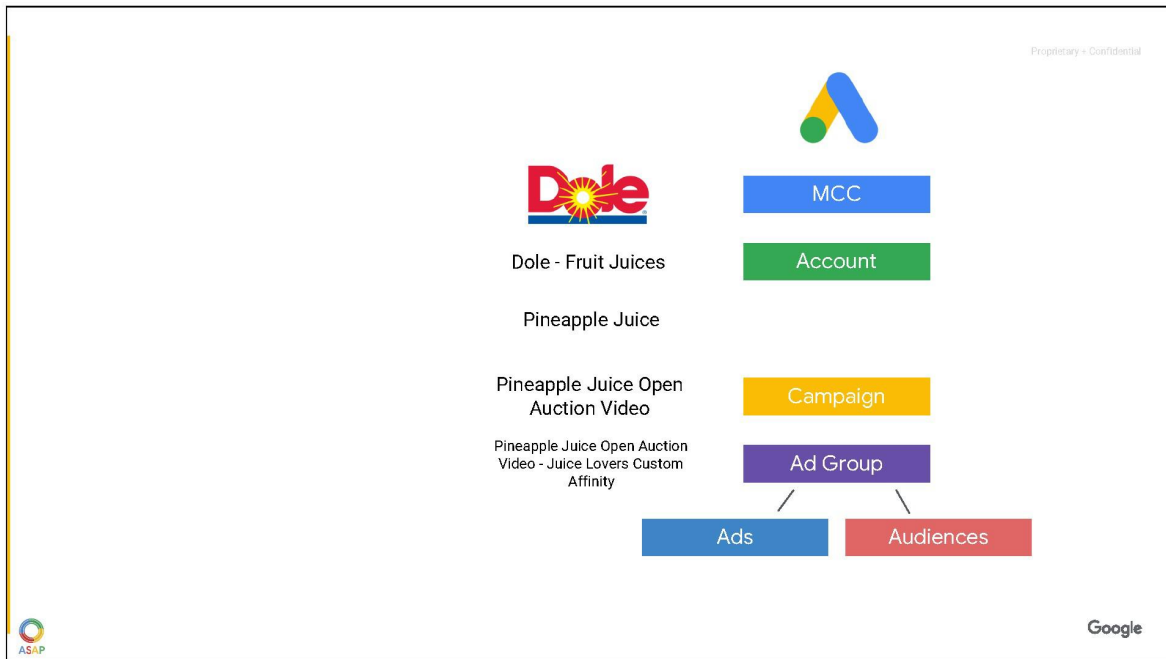
Line items are the actual tactics, like your sports fan targeting, remarketing, etc.



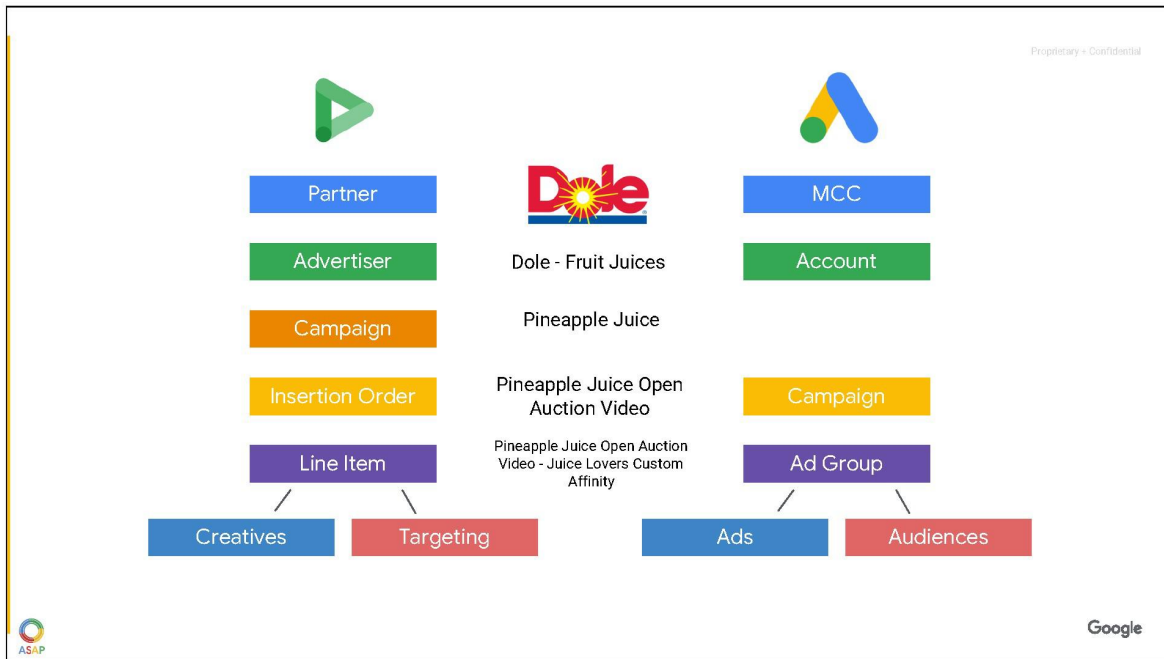
Vocab! DV360 media buys are structured very similarly to Google Ads campaigns, but all the words are different. Even the one word that is the same (campaign) means something different in DV360 than in Google Ads. (go through vocab). Just like in Google Ads, different advertisers are going to put this structure into practice in different ways



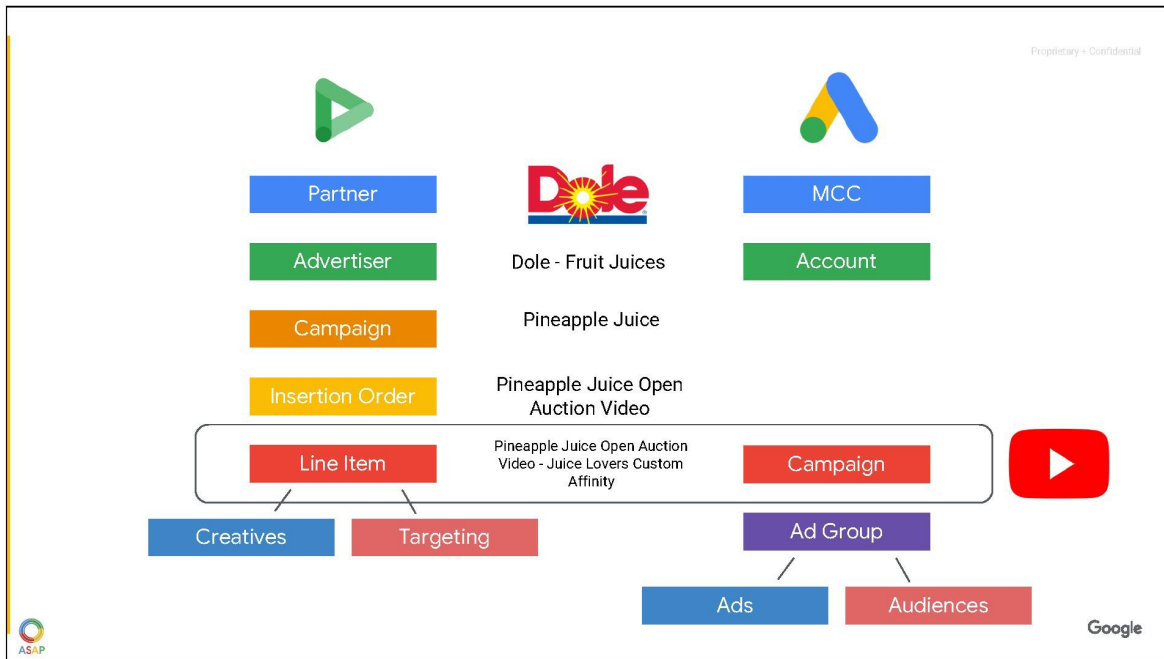
Just like when you were in Ads Academy, let's look at an example campaign for fruit.



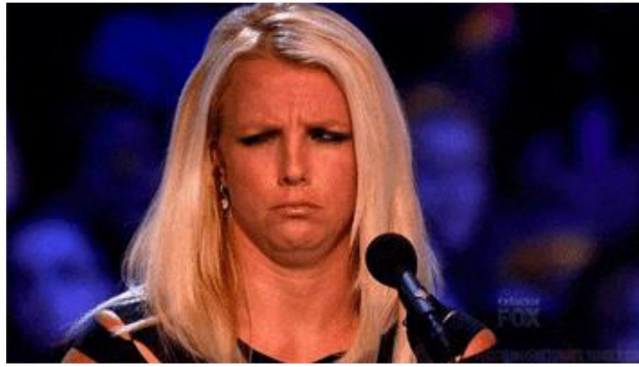
There are different choices for structuring this, but let's say my client is Dole, this is an account focused on their juice division and they have a video campaign for Pineapple juice. Within that campaign, they are going to use ad groups to separate their different audiences, videos, etc.



The same is true in DV360 but the hierarchy has different names. Confusing! In concept, I find that most often this is how the structure lines up compared to a display or video campaign run in Google Ads. The additional dimension "Campaign" tends to signal a broader initiative (maybe year long). My clients all separate out their targeting at the line item level. But just like in Google Ads, you can choose how to structure this. You could throw all audiences into one line item, but typically that doesn't happen for budgeting/reporting purposes.



TO CONFUSE YOU MORE, YouTube run through DV360 is mirrored in a Google Ads Account called a shadow account. You probably won't work in this account much yourself, but it's important to know that YouTube line items built in DV360 display as campaigns in the Google Ads shadow account. This isn't important to the concept of campaign structure (clients don't even know the account exists), but it is important when troubleshooting with your pod team.



Google Ads vs. GMP product mapping

Product area	Google Ads	SA360	DV360
Campaign types	Search	✓	✗
	Discovery	✓	✓
	YouTube	✓	✓
	PMax	✓	✓
	Display	✓	✓
Features	Bidding	✓	✓
	Enhanced Conversions	✓	✓
	Attribution	✓	✓
	Creatives	✓	✓
	Audiences	✓	✓

Product area	Google Ads	SA360
Enterprise workflow & tools	Optiscore	✓
	AAR	✗
	Ad builder	✓
	Inventory Management	✓
	Audience Manager	✗
	GA4	✓
		✓

- ✓ Full parity with Google Ads
- ✓ Partial parity
- ✗ Feature not available

UI DEMO



Google

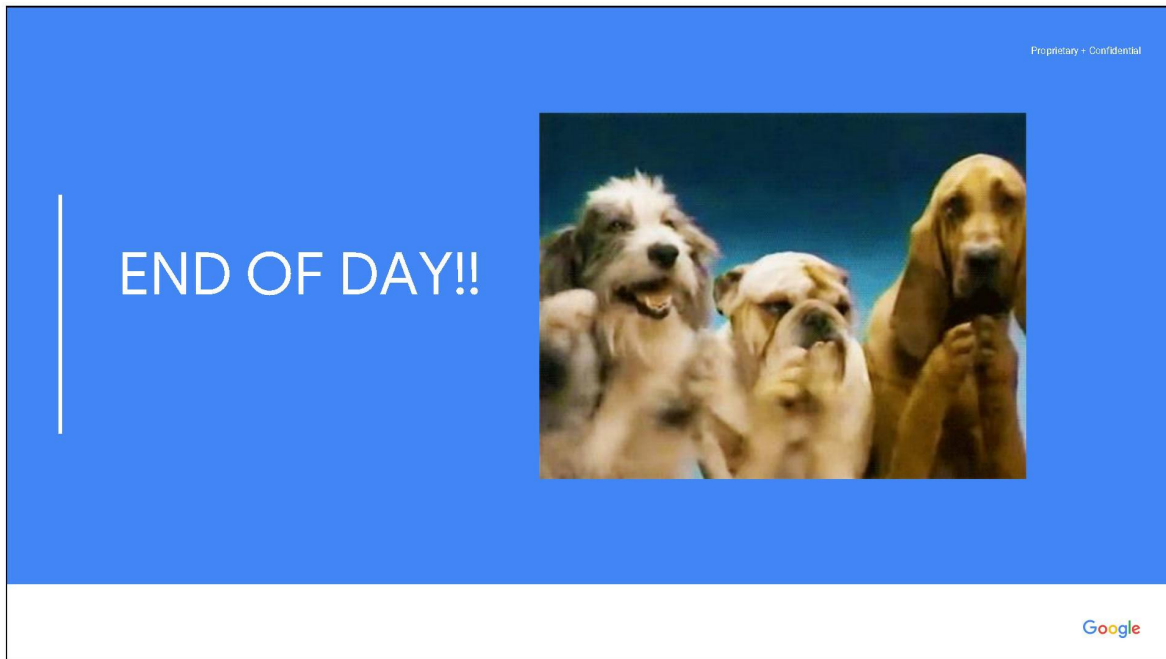
Day in the life series: PAMs!!



ONE THING YOU LEARNED

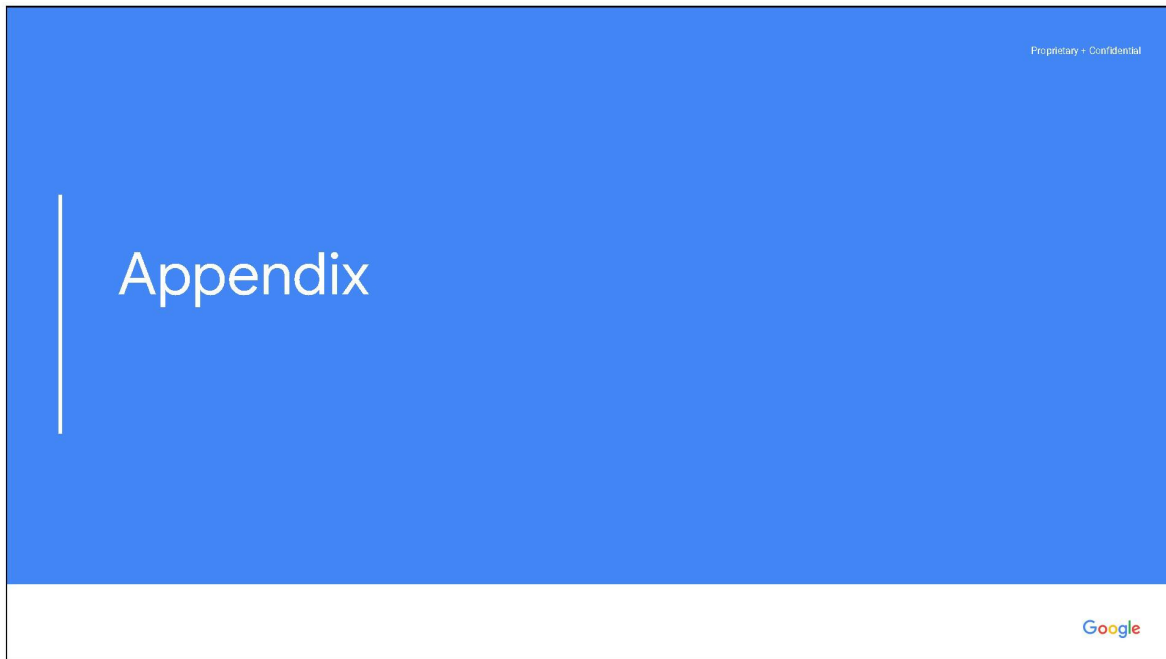


Google



Survey link (owned by Lindsay):

https://docs.google.com/forms/d/e/1FAIpQLSdve5JODR3M5MxKBahA4GcMxV7h37gjfKWjOS5zbUht3gtoNA/viewform?usp=sf_link



Survey link (owned by Lindsay):
https://docs.google.com/forms/d/e/1FAIpQLSdve5JODR3M5MxKBahA4GcMxV7h37gifKWjOS5zbUht3gtoNA/viewform?usp=sf_link