



**Reach your
customers
on the Web**

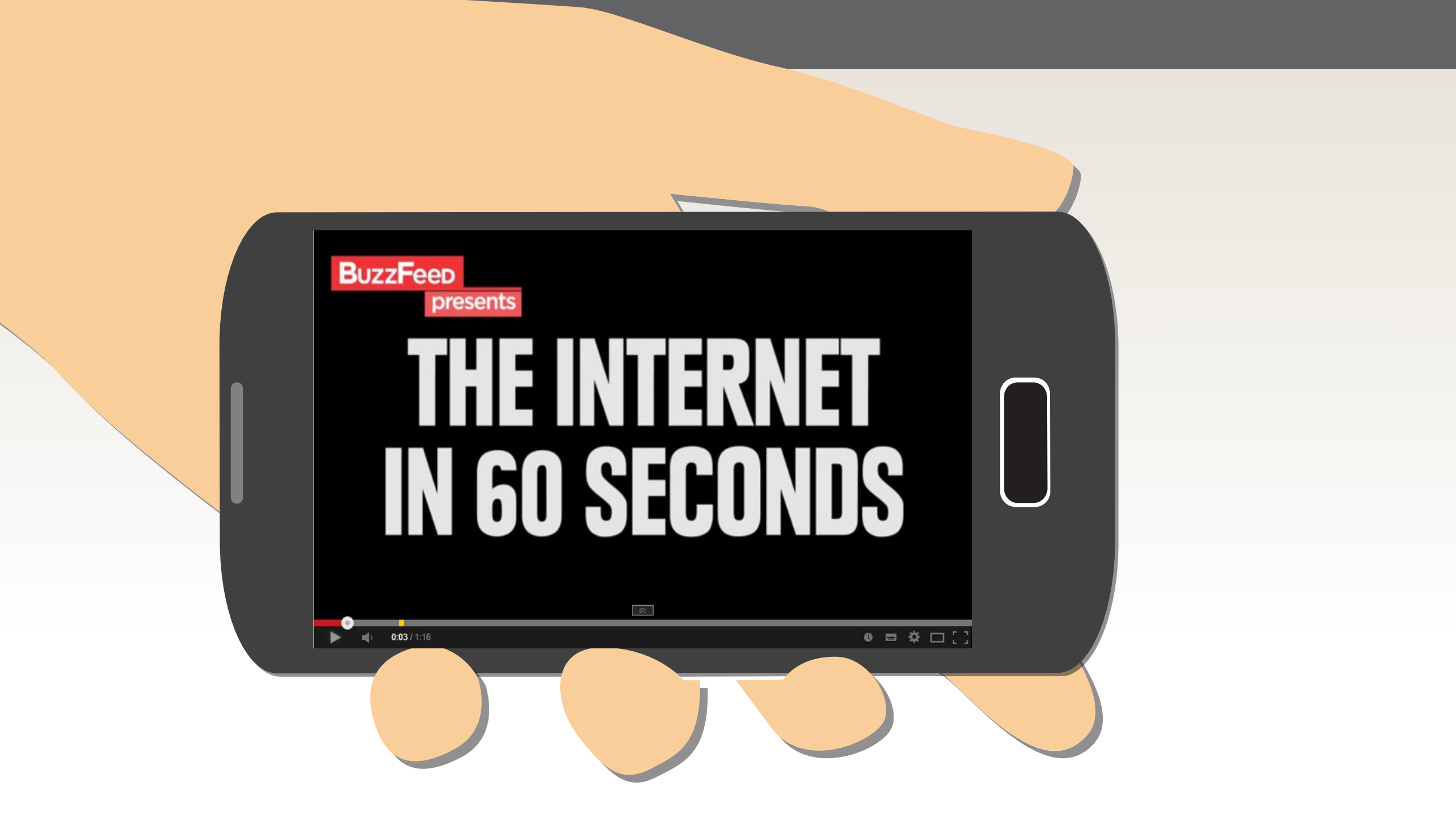
Noa Havazelet,
Google Israel



BuzzFeed
presents

THE INTERNET IN 60 SECONDS

0:03 / 1:16



So where are your clients?

Search



Mobile



Google Display Network



YouTube

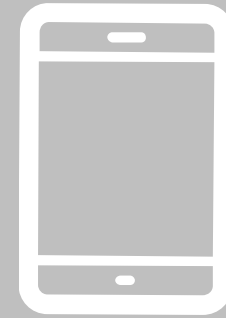


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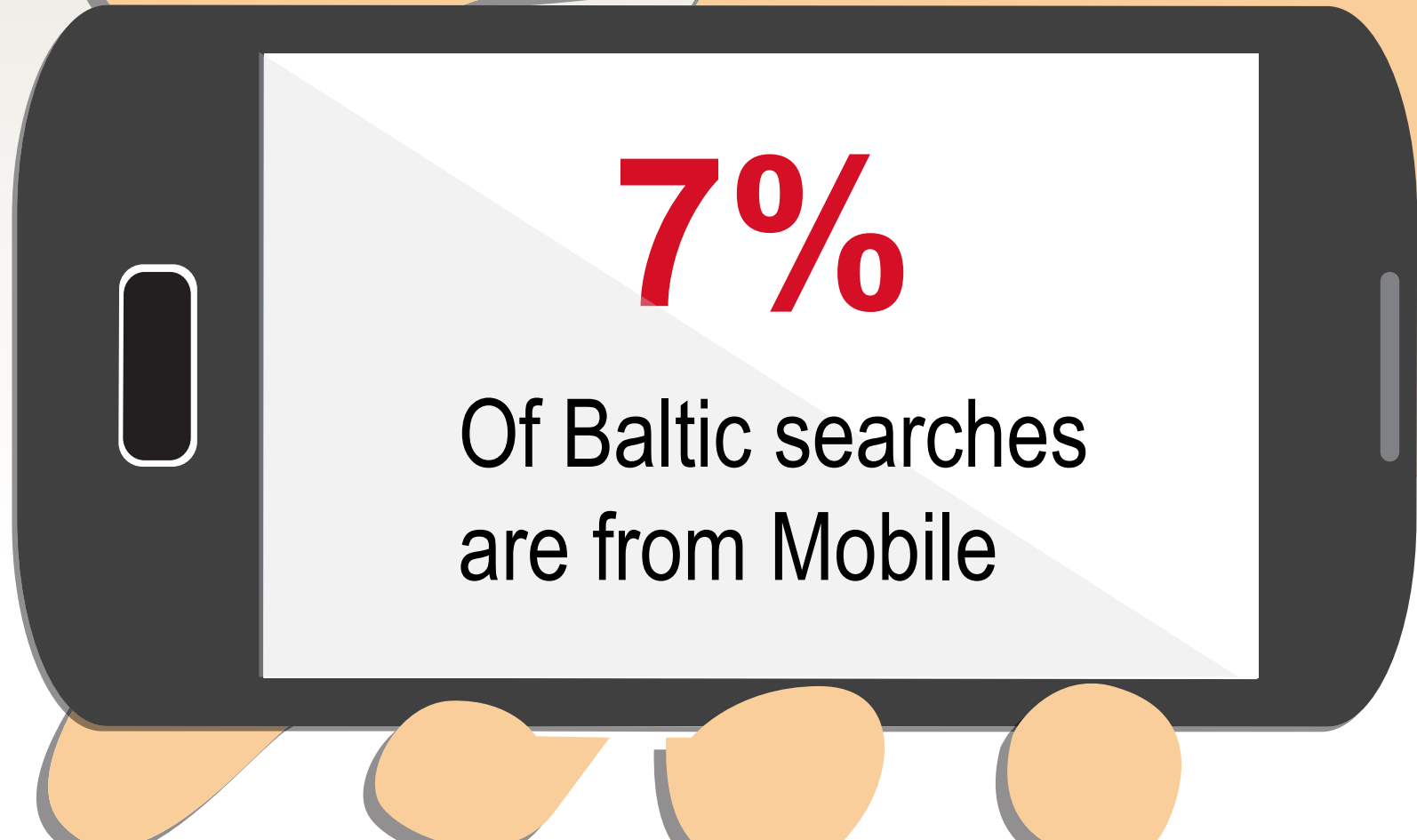
Google Display Network

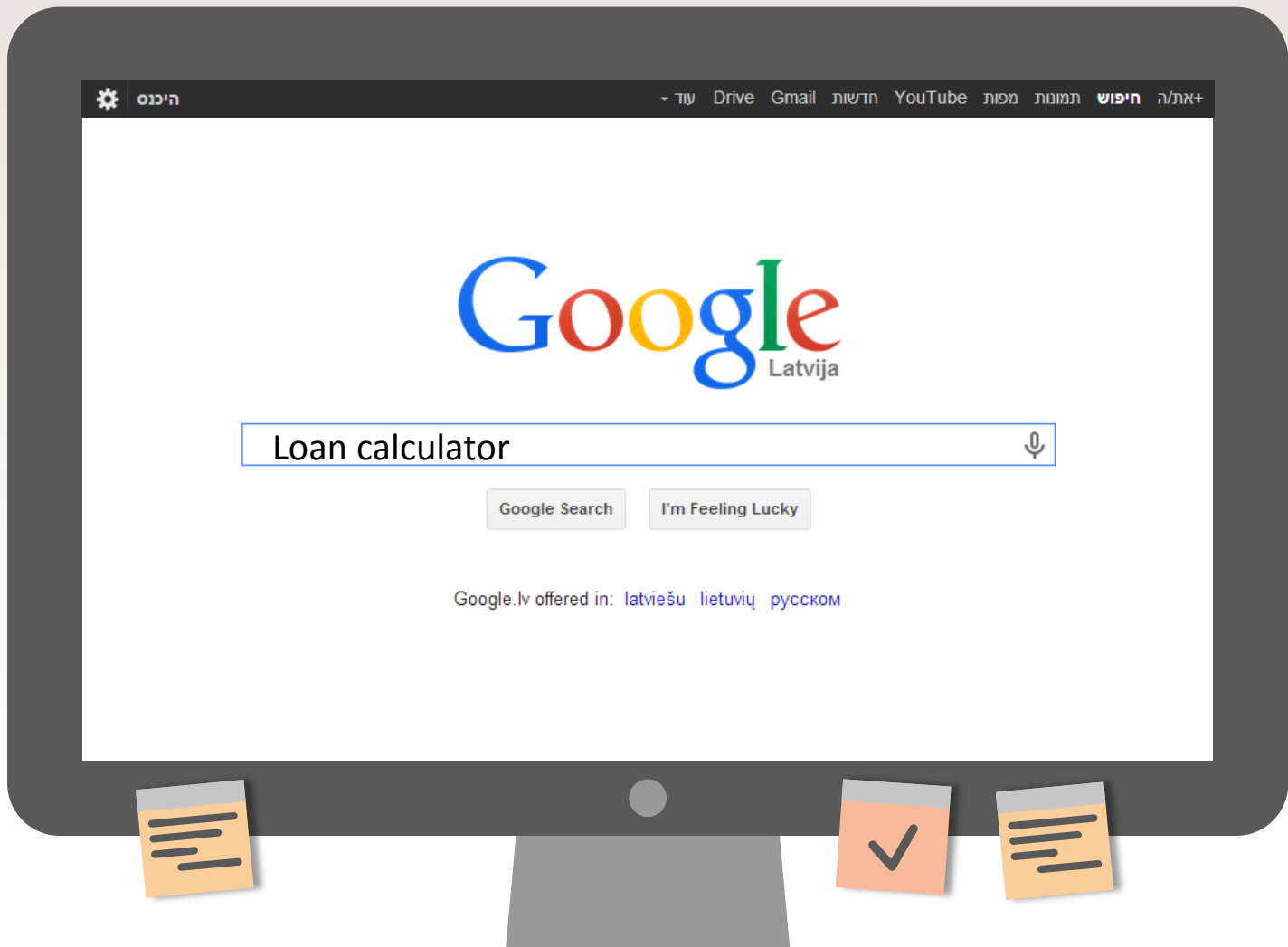


YouTube



Mobile searches are starting to ramp







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עוד Drive Gmail חדשות YouTube מפות תמונות חיפוש +/אתה



loan calculator



Web Images Apps News More Search tools

About 53,400,000 results (0.26 seconds)

€ 300-3000 kredīts - Uz termiņu līdz 3 gadiem

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Pakalpojumi - Jaunumi - Jautājumi un atbildes - Kontakti

Loan EMI Calculator - everydaycalculation.com

Ad www.everydaycalculation.com/emi.php

Free online calculator to calculate monthly payments EMI on bank loans

Loan Calculator - Bankrate.com

www.bankrate.com/calculators/mortgages/loan-calculator.aspx

Bankrate.com provides a FREE loan calculator and other loans calculators.

Mortgage Loan Calculator

www.mlcalc.com/

The mortgage calculator with taxes and insurance estimates your monthly home mortgage payment and shows amortization table. The loan calculator estimates ...

Loan Calculator - The Calculator Site

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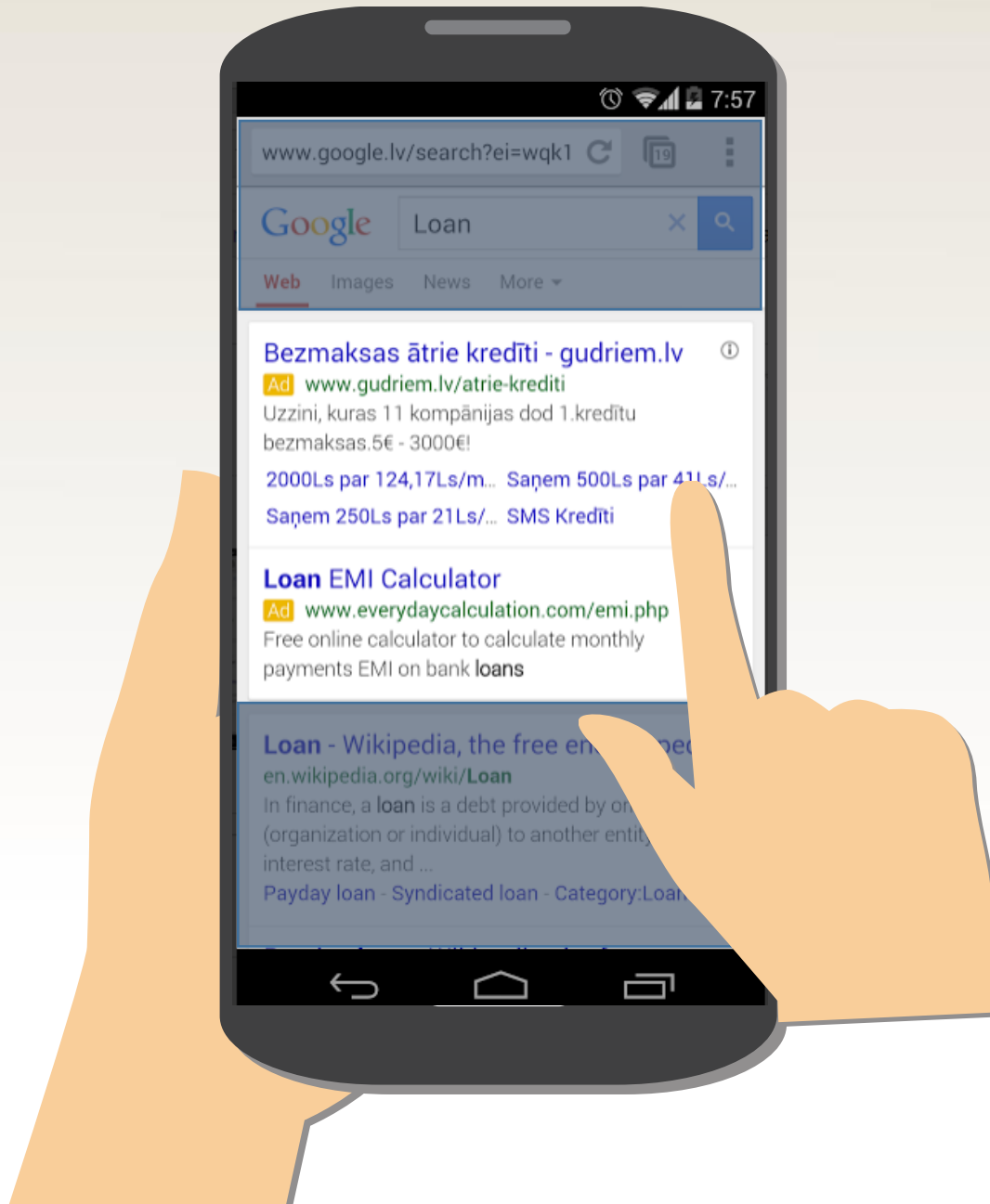
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www.google.lv/search?ei=wqk1

Google Loan

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Saņem 250Ls par 21Ls/... SMS Kredīti

Loan EMI Calculator
Ad www.everydaycalculation.com/emi.php
Free online calculator to calculate monthly
payments EMI on bank **loans**

Loan - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Loan
In finance, a **loan** is a debt provided by one
(organization or individual) to another entity,
interest rate, and ...
Payday loan - Syndicated loan - Category:Loan

How does it work?

The business



Choosing key words

Loan, Car loan, short term loan, loan calculator, students loan



Writing the ad

Lower Student Loan Rates - genprogress.org
Ad www.genprogress.org/refinance ▼
If you can refinance your house or car, why not your student loans?

The consumers



Searching for a need

Q Students loan



Click and reach to site

Lower Student Loan Rates - genprogress.org
Ad www.genprogress.org/refinance ▼
If you can refinance your house or car, why not your student loans?

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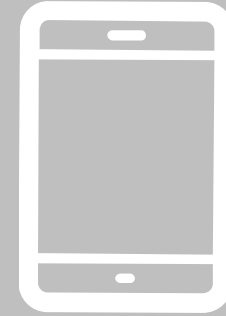


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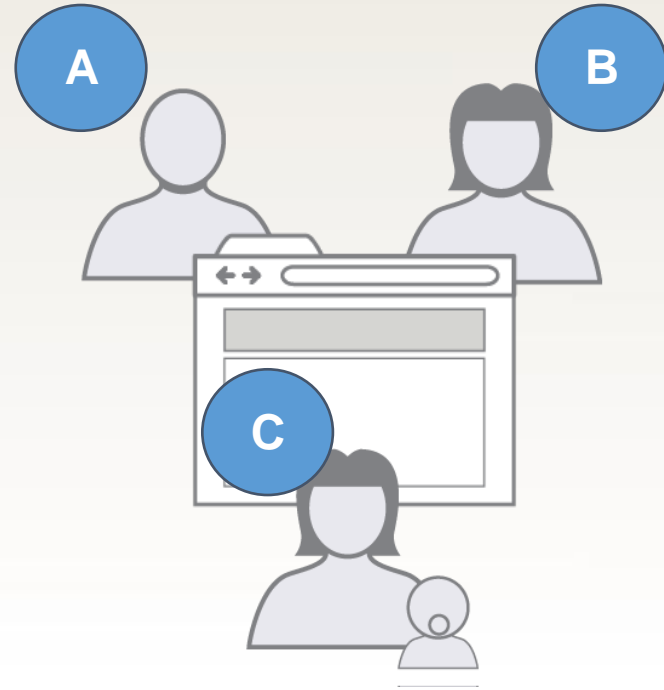


Google Display Network

Google Display Network



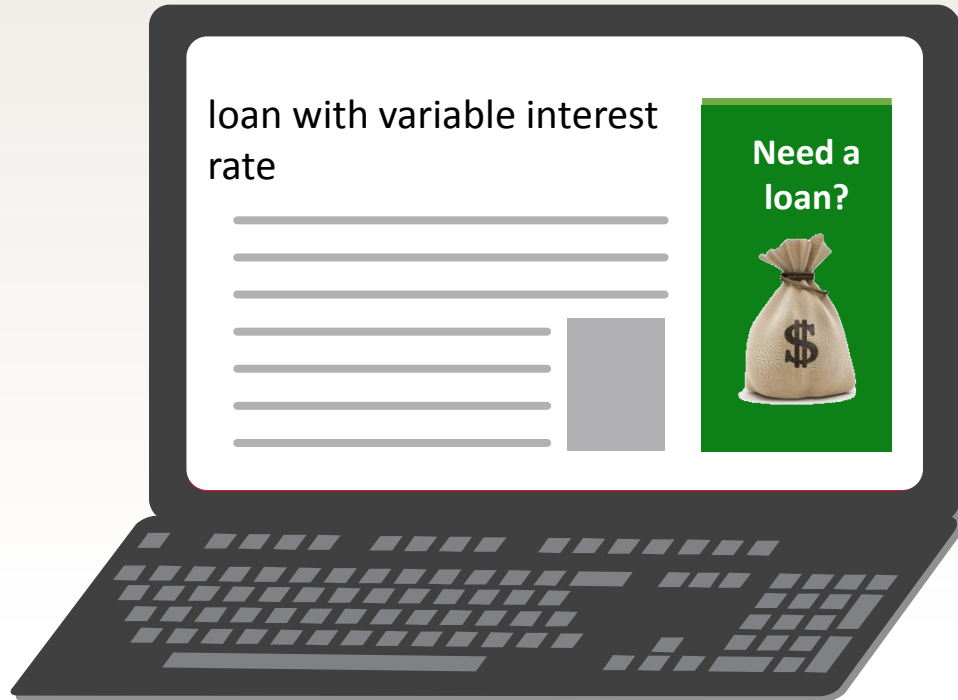
Targeting



The right message to the right person at the right time

Contextual Targeting

Where are they



Interest Category Targeting

Who are they

The right message to the right person at the right time

Contextual Targeting

Where are they

Interest Category Targeting

Who are they



The right message to the right person at the right time

Contextual Targeting

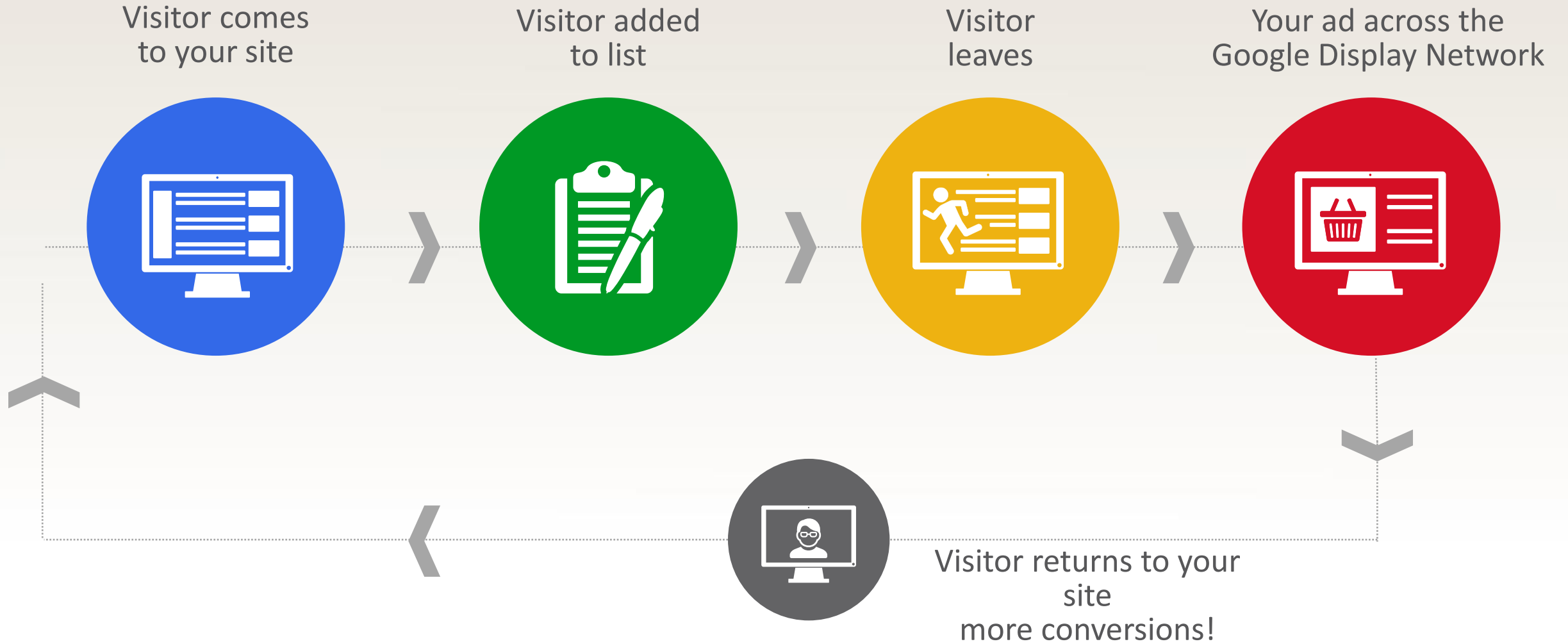
Where are they

Interest Category Targeting

Who are they



Remarketing - Re-engage with visitors after they've left your site

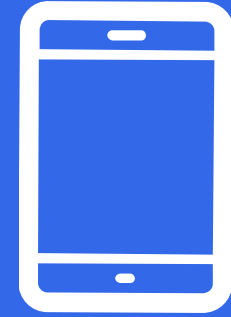


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Google Display Network



YouTube

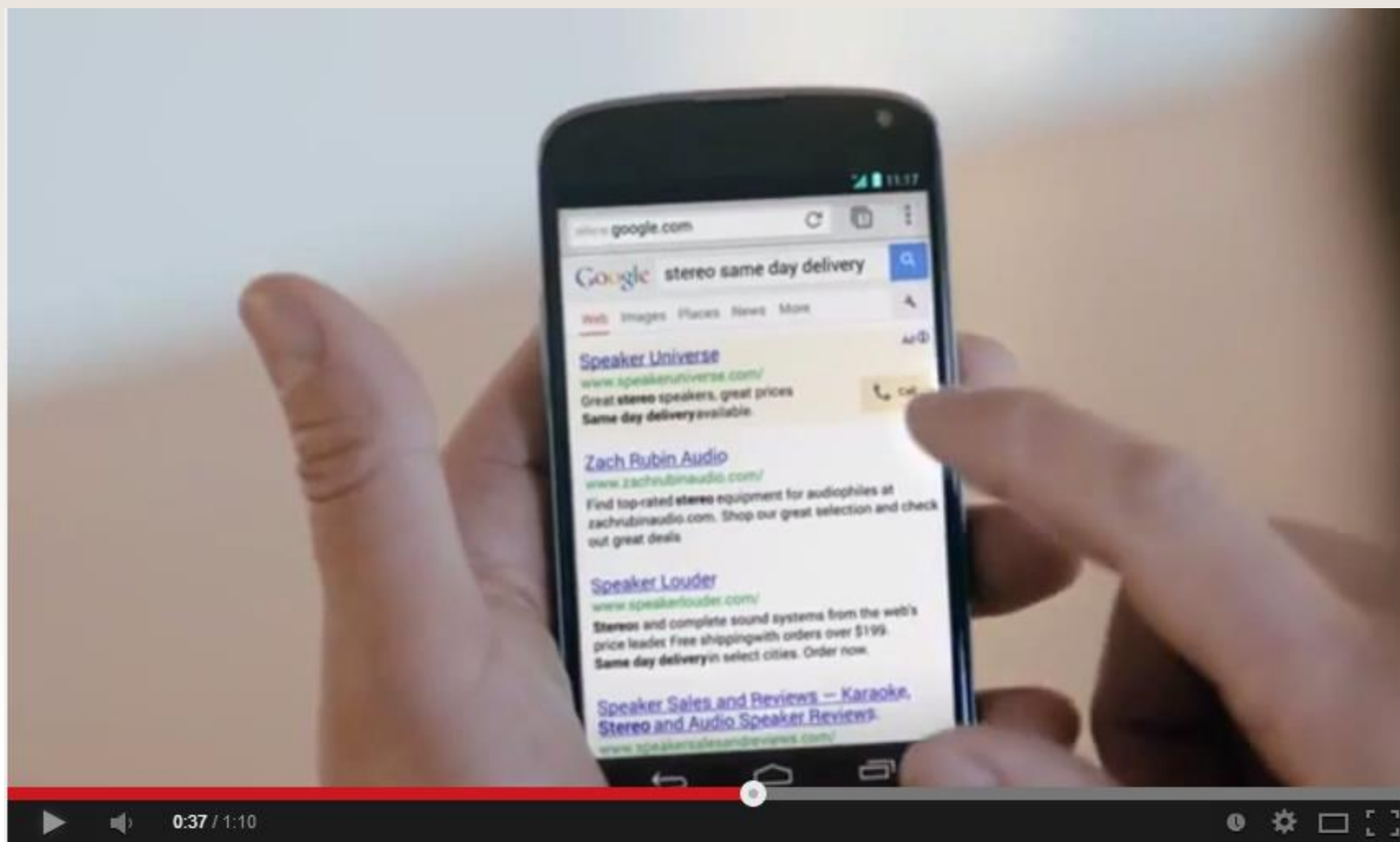


2005



2013



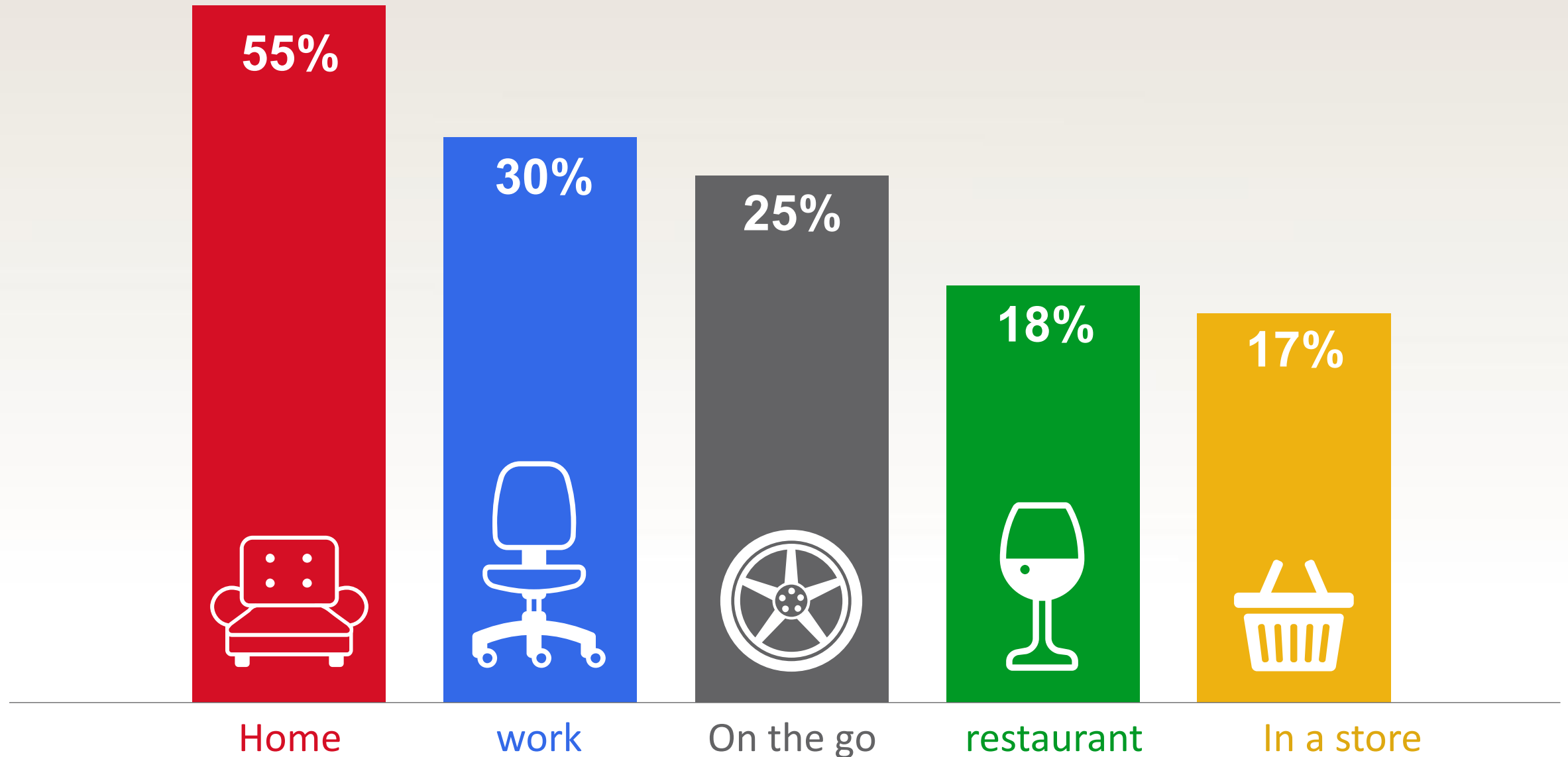


The background of the slide features several stylized illustrations of hands holding devices. On the left side, there are five hands holding smartphones with blue screens. On the right side, there are four hands holding gold-colored mobile phones. The overall theme is mobile technology usage.

36% of Eastern Europe
citizens use
Smartphones

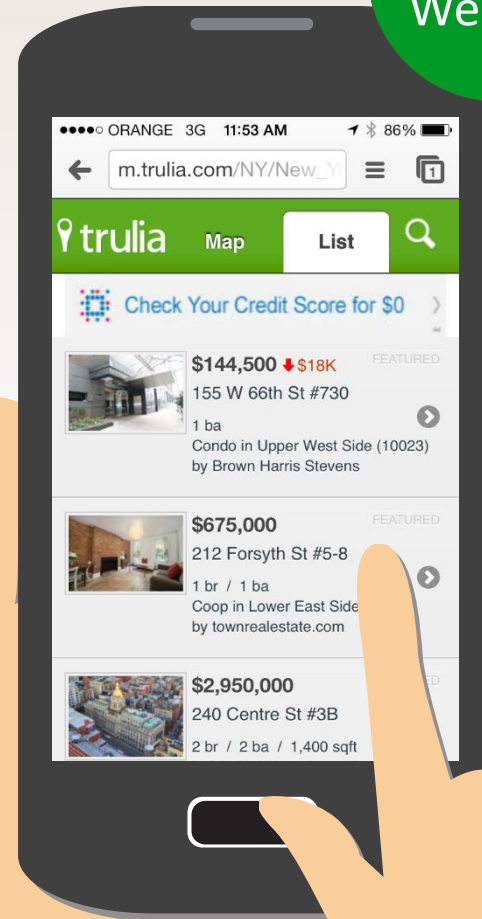
By 2016 it's estimated to
reach **65%**

Where do people surf on Mobile



When they come to visit, you'd better be ready

Custom Website



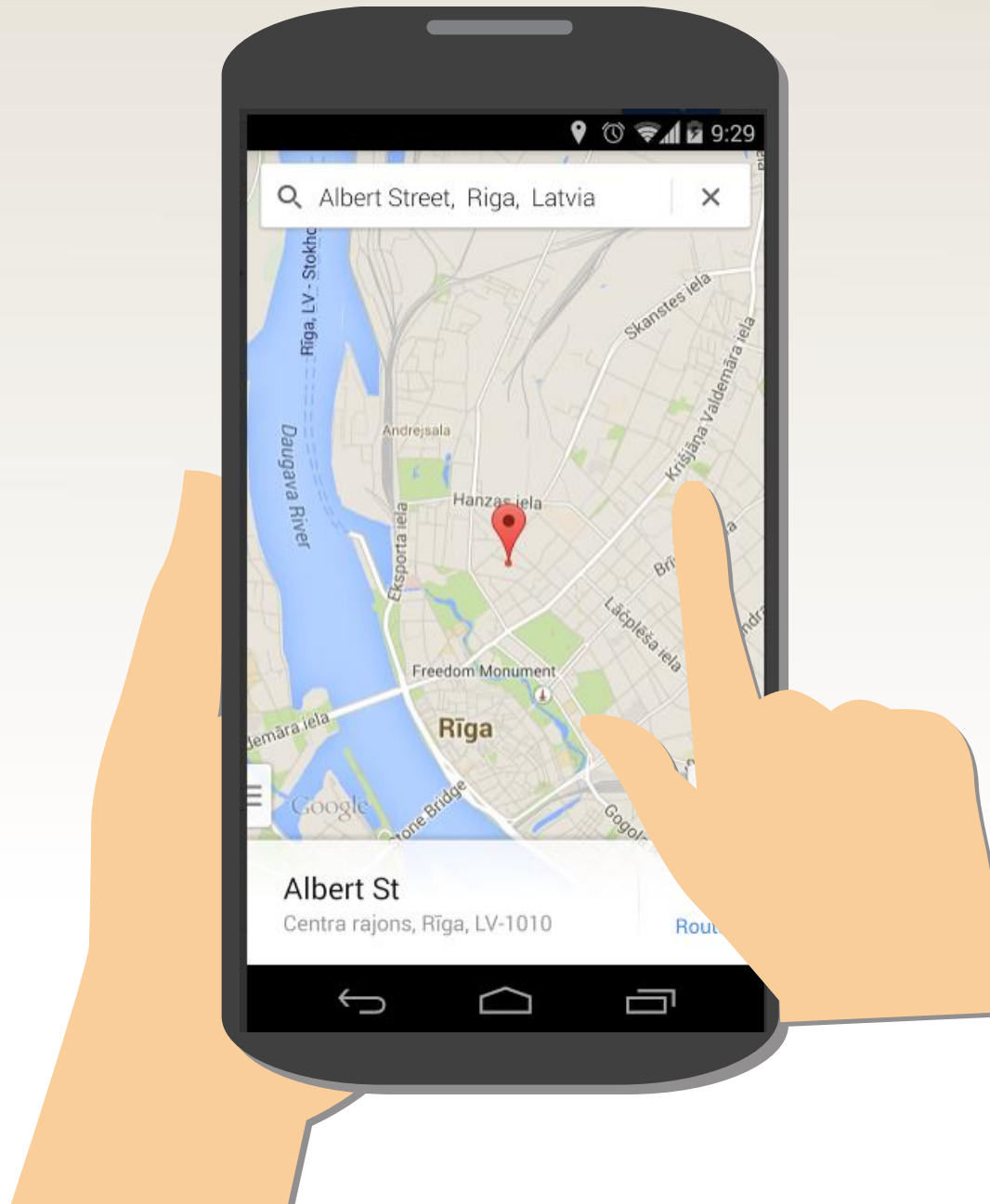
Take advantage of the mobile platform ...

Click to Call



Take advantage of the mobile platform ...

Navigation

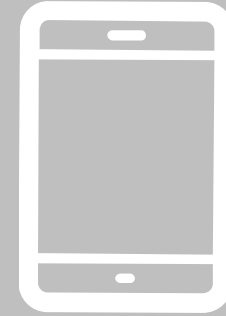


So where are your clients?

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Mobile



Google Display Network



YouTube



YouTube in numbers



#1 Online video site



1B
Unique monthly
visitors

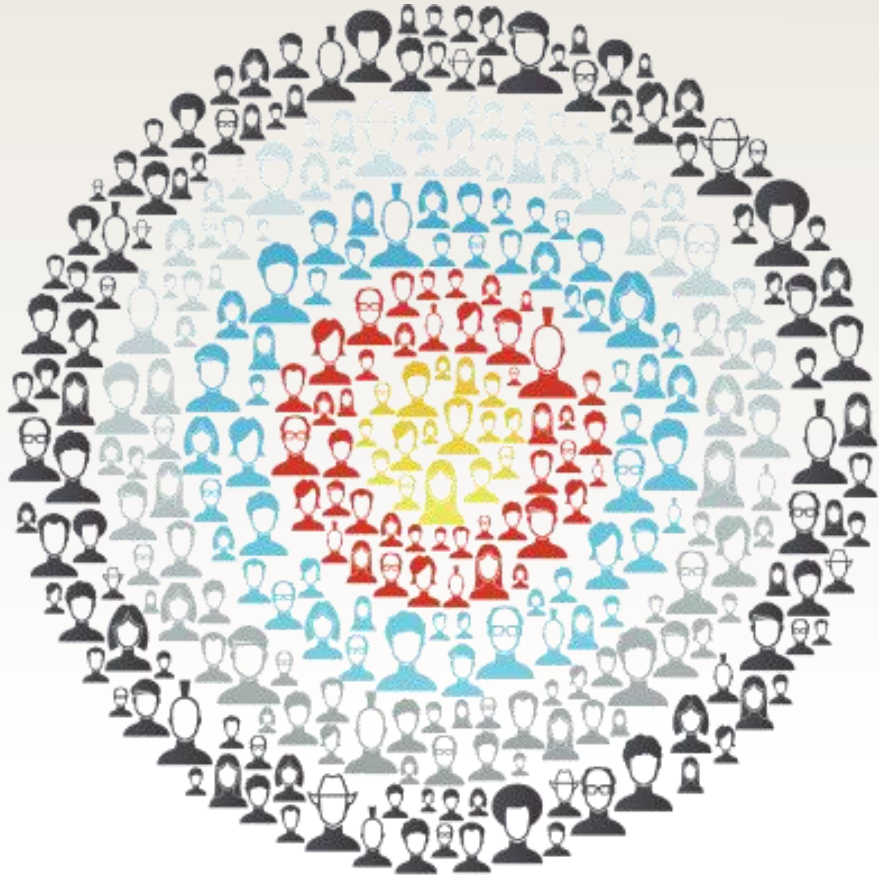


6B+
Video views per day



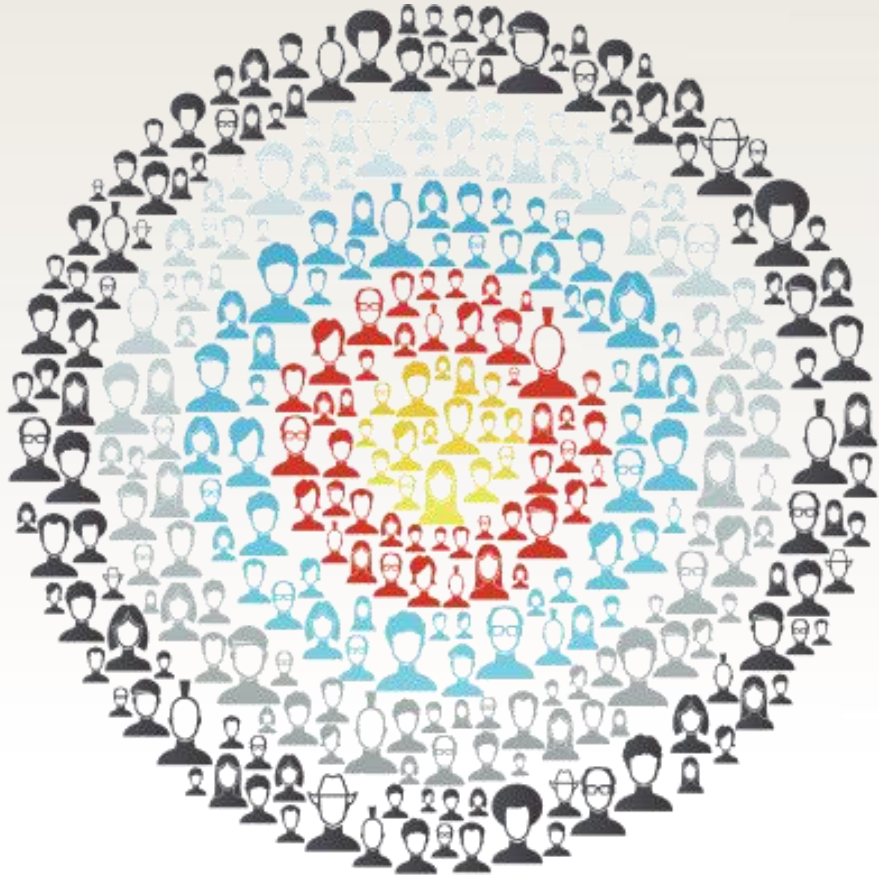
100
Hours of video uploaded
every minute

Reach

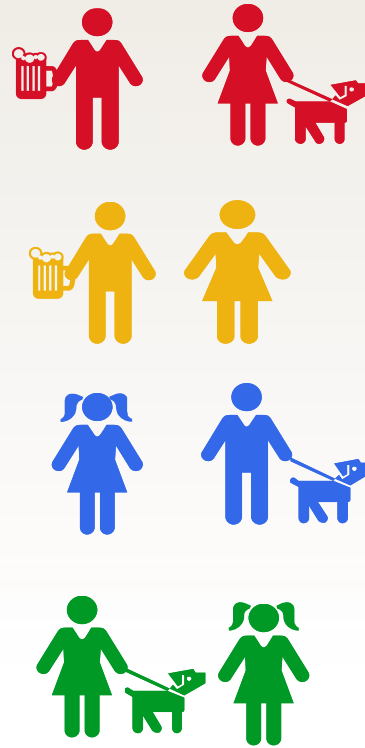


The opportunity of YouTube for advertisers

Reach

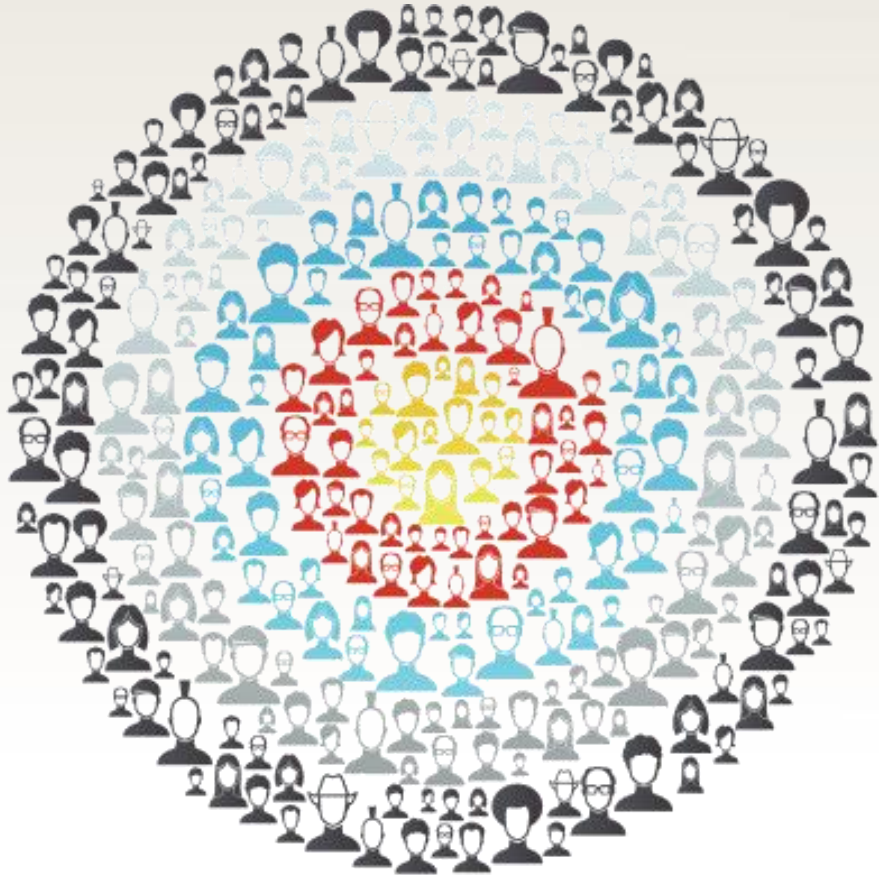


Targeting

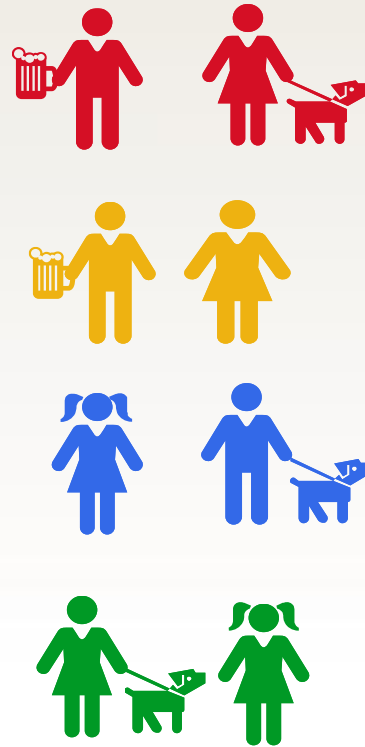


The opportunity of YouTube for advertisers

Reach



Targeting



No Time Limit

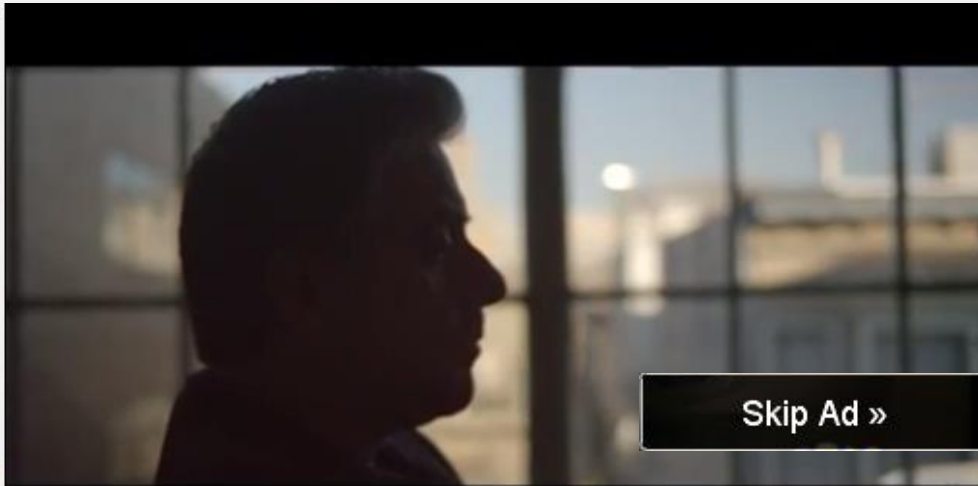




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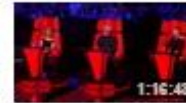
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the voice uk the best auditions (HD)





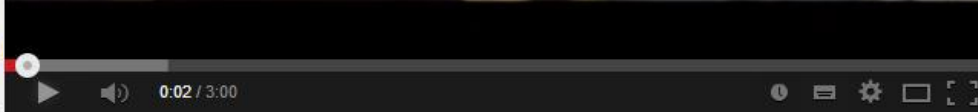
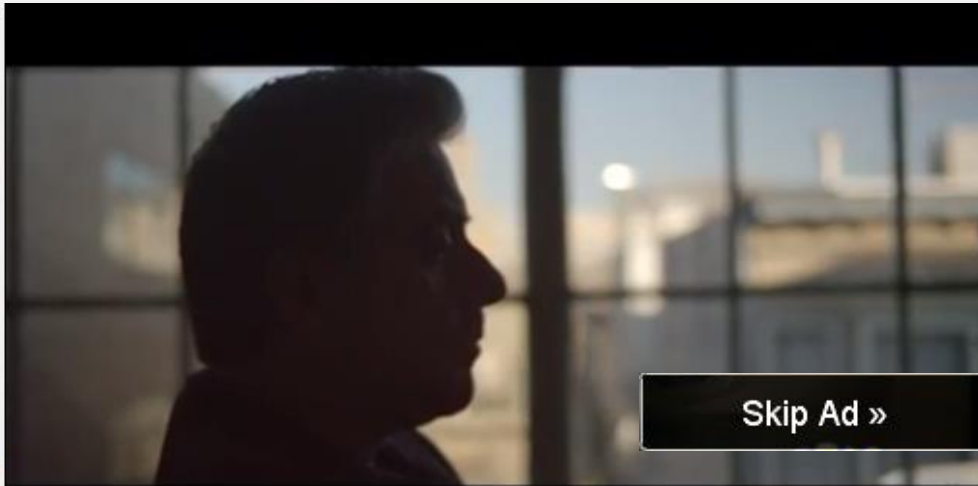
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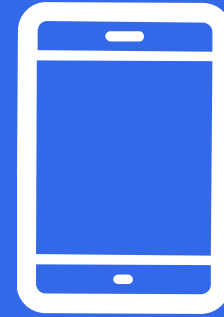
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