

# How Audience Targeting Works in Google Ads

## Snapshot Summary



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Targeting your ads to specific audiences can improve click-through rates, conversions, and sales.

Google Ads audiences can be used across various campaign types like search, display, video, hotel, and standard shopping.

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Use various audience segment types for campaign targeting: Affinity, Custom, Demographics, In-market, Life events, and Your data segments (Website visitors, Customer Match, Similar segments).

To create a Google Ads audience, log in to your account, click "Tools," then "Audiences," and finally "Create Audience." Choose the audience type, set the targeting criteria, and save your audience

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To create custom audiences in Google Ads, select "Custom Audience" and set criteria like website visitors. Use them in Display & Video campaigns to target interested individuals.

Effective audience targeting involves starting small, testing different audiences, using negative keywords to exclude irrelevant traffic, monitoring results, and adjusting audiences as needed.

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Measuring the effectiveness of your Google Ads audiences can be done through metrics such as click-through rate (CTR), conversion rate, and return on investment (ROI).

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