

ULTIMATE GUIDE TO GMAIL ADS



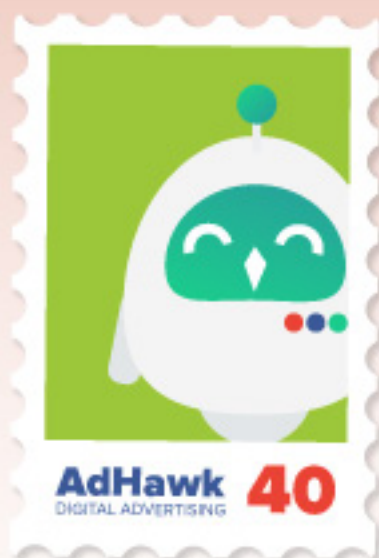


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CHAPTER 1

INTRO TO GMAIL ADS

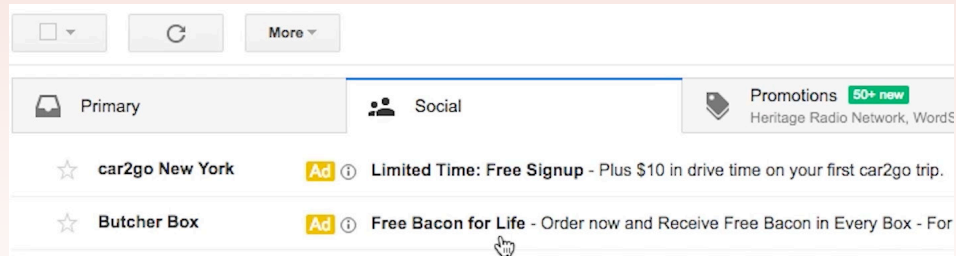
NOTHING beats the feeling of receiving a handwritten letter in the mail, especially from someone you love. For obvious reasons, brands have a hard time replicating that feeling. Once in a while, I'll get a solid deal from Bed Bath and Beyond, but the excitement of getting 20% off a new vacuum doesn't quite tug on the same heartstring.

Nonetheless, as a dorky Digital Marketer, I do get a bit giddy whenever I see a perfectly engineered Gmail ad. Coming across sweet copy and nifty ad creatives make me a happy man, especially among the sea of truly horrible ads and cold emails out there!

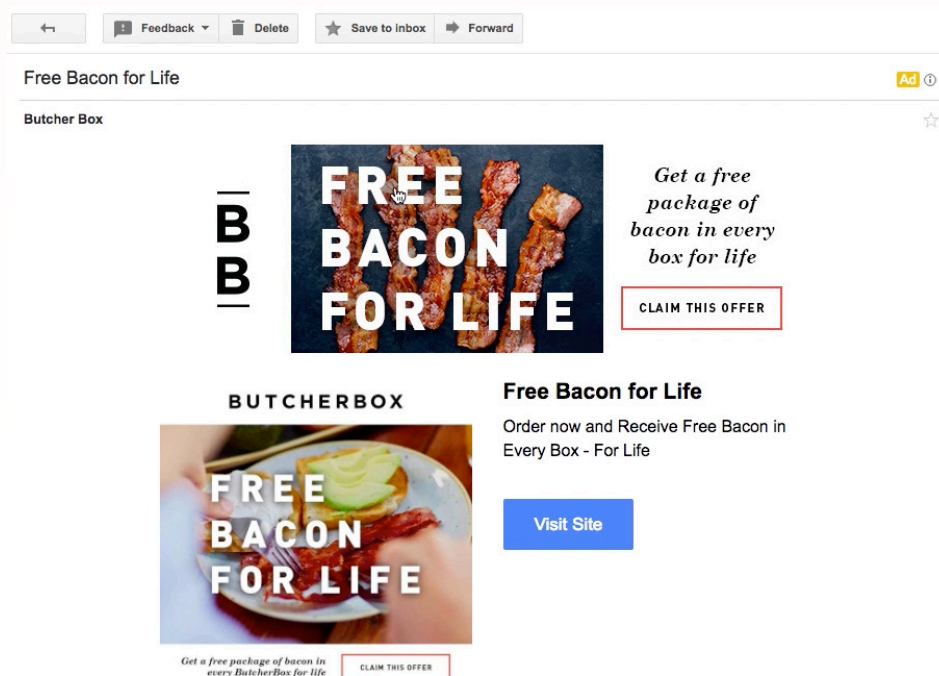
That's why we put together this guide, just for you. We'll go over **EVERYTHING** you need to know about Gmail ads so that you can crush it on one of Google's most popular platforms (1.2 billion users - yikes!).

WHAT ARE GMAIL ADS?

Gmail ads, also known as Gmail Sponsored Promotions (GSP), appear at the top of your Gmail inbox. They have a yellow square box that indicates that it's an ad and not an actual email.



Most Gmail ads expand into a full-screen promotion when clicked, and look like actual emails. You know, like the irresistible 40% off Uniqlo deals you can't get enough of. This gives advertisers a ton of flexibility for customization, but more on that later.



HOW DOES TARGETING WORK?

There are over 1.2 billion active users a month on Gmail, but how the heck does Google collect targeting data? Well, this is where it gets a little bit controversial. Google used to scan emails for keywords, but then realized that it wasn't completely necessary, let alone super creepy.

Google swiftly moved away from that model and now targets customers based on aggregated data from YouTube, Chrome, and their other services.

Scanning-be-gone!

WHY ARE GMAIL SPONSORED PROMOTIONS EFFECTIVE?

Google's greatest competitive advantage is its ability to target people with high purchase intent. On Google Search, more specific, long-tail keywords imply that a customer has done his or her research and is now evaluating what's in the market.

If you provide a sweet enough deal, you're going to win that conversion - no problem.

In the same vein, users who explore the 'Promotions' tab are in an offensive mindset to spend some cash. The tab is filled with coupons and killer deals, so people who consciously make the decision to frequent this tab are ready to buy! buy! buy!



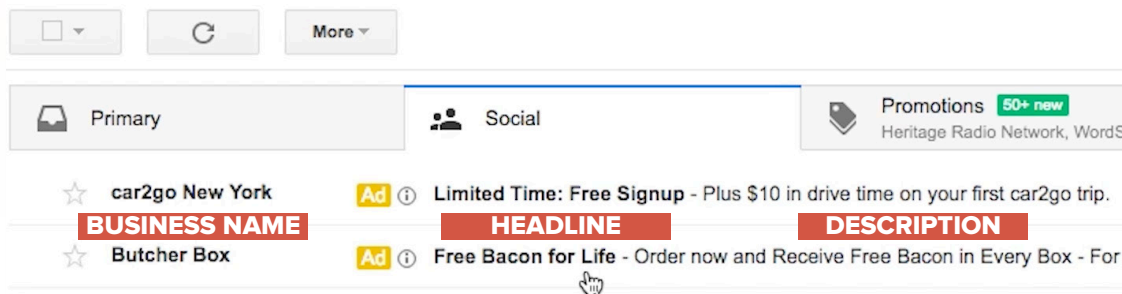
CHAPTER 2

EMAIL AD SPECS

We've got a few tips for you before you go to the drawing board. There are three ways you can upload creatives for your Gmail ads.

1. Use Google's stock images that are provided within AdWords
2. Let AdWords scan your website and pull content that are eligible to show in your ads
3. Upload your own HTML Ad. More on that in Chapter 4.

COLLAPSED AD SPECIFICATIONS



ITEM	CHARACTER LIMIT & DIMENSIONS
Logo	144 x 144 px • 150 KB • 1:1 ratio (square)
Business Name	20 characters max
Headline	25 characters max
Description	90 characters max
Display URL	255 characters max
Final or Desitination URL	Unlimited Characters

EXPANDED AD SPECIFICATIONS


40% Off + Free Shipping

HEADLINE


Ad ⓘ

Chewy.com

BUSINESS NAME



HEADER IMAGE



MARKETING IMAGE

40% Off + Free Shipping

Your Online Pet store with Free 1-2 Day Shipping. Save Now

DESCRIPTION

Shop Now

CALL TO ACTION BUTTON

Forward

Save To Inbox

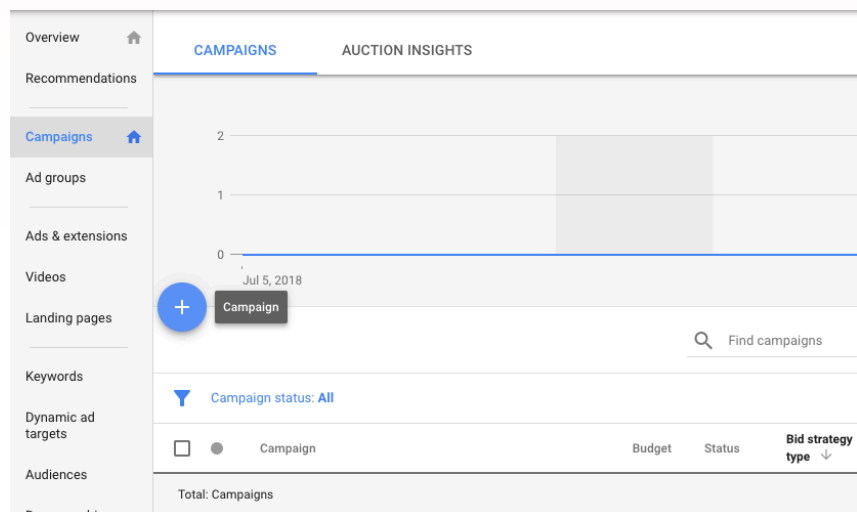
ITEM	CHARACTER LIMIT & DIMENSIONS
Headline	25 characters max
Description	90 characters max
Business Name	20 characters max
Call to Action Button	15 characters max
Logo Image	144 x 144 px to 1200 x 1200; 1:1 ratio; 150KB
Marketing Image	Landscape (1.91:1) : 1200 x 628
Header Image (Optional)	600 x 200px min; 1200 x 400px max



CHAPTER 3

HOW TO SET UP Gmail ADS

1. Open Google AdWords
2. Click the Campaigns tab
3. Click the '+' button



Select the goal that would make this campaign successful to you [?]

Sales

Leads

Website traffic

Product and brand consideration

Brand awareness and reach

App promotion

Create a campaign without a goal's guidance

4. Select a goal: sales, leads or website traffic. Or alternatively select a campaign goal after you create a campaign

Select a campaign type [?]

Search

Reach customers interested in your product or service with text ads

Display

Run different kinds of ads across the web

Shopping

Promote your products with Shopping ads

Video

Reach and engage viewers on YouTube and across the web

Universal App

Drive app installs across Google's networks

5. Select Display Campaign

Select a campaign subtype. Keep in mind that this selection can't be changed later.

- ☐ Standard display campaign
Pick your settings and targeting, and have some automation options. [Learn more](#)
- ☒ Gmail campaign
Show interactive ads to people as they browse their emails. [Learn more](#)

6. Select Gmail Campaign

7. Build build build!

How to create custom HTML ads

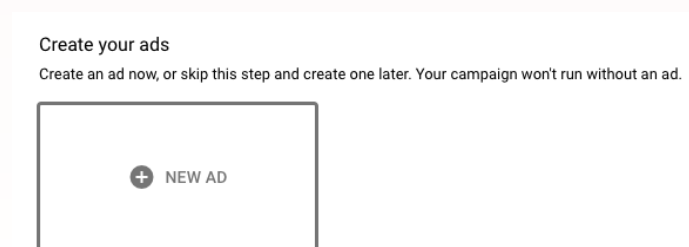
Okay creatives! Get excited. You can now fully customize your Gmail ads! After working on search ads for so long, it'll feel like receiving unlimited toppings on pretzel day.

You can really treat Gmail ads like a unique landing page that includes multiple CTAs, videos, images, and buttons. But, before you go all-out, here are some guidelines you must adhere to.

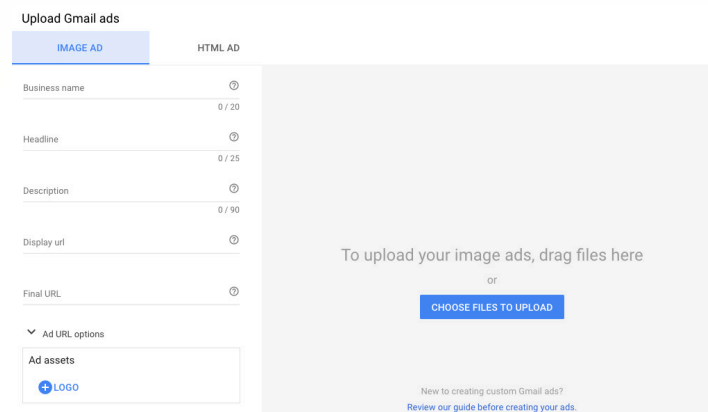
1. You must compress your files into a ZIP folder that takes up less than 1.25 MB
2. You can have up to 100 total files
3. The max file size is 500KB

How to upload a custom HTML ad

1. Follow steps 1-6 on how to create a Gmail Ad



2. Click the box that says “+ New Ad”
3. Scroll down and upload your zipped files



4. Fill in the following criteria:

Business Name: Your company | 20 Char. Max

Headline: Your core message | 25 Char. Max

Description: Your accompanying headline | 90 Char. Max

Display URL: What URL you want users to see | 32 Char. Max

Final URL: Landing page URL | No Character Limit

Logo: 144 x 144 px Your logo file



CHAPTER 4

TARGETING OPTIONS

The New AdWords experience divides your audience targeting options into three buckets:

1. **Affinity and Custom Affinity:** What their interests and habits are.
2. **In-Market and Custom Intent:** What they are actively researching or planning.
3. **Remarketing and Similar Audiences:** How they have interacted with your business.

Target by interests and habits

Target people with interests that align with your ads. For example, you may target people who are interested in beauty & wellness, travel, or even banking and finance. If Google's preset selection is not specific enough for you, use custom affinity audiences to target people who:

1. Have searched a keyword related to your custom affinity
2. Downloaded apps that target people with your custom affinity
3. Have shown interest in your target location
4. Visited websites that fall into your affinity category

Target by Intent

Remember, Google's most notable advantage over other advertising platforms is its ability to predict how likely someone is to purchase. AdWords can help you target an audience that your business can swoop in to help.

In-Market Audiences

Google lets you target in-market audiences, or people who are actively looking to buy your products or services. These customers often compare different product offerings as they ramp up to pull the trigger. In-market audiences are incredibly valuable and usually have their credit cards ready!

Custom Intent

While targeting keywords is great, custom intent uses data beyond just search signals and clicks. Google is now throwing Chrome history, YouTube signals, and app install data into the mix.

Although AdWords automatically creates custom intent audiences for all display ads, we strongly suggest you take a look under the hood to reach the audience that'll make the most impact on your business.

Life Events

Everybody cherishes their big day. Whether it's getting accepted to your dream college, moving out to a less-dingy neighborhood, starting a new gig, or impulsively adopting a puppy – whatever it may be – these life moments impact our lives forever.

And with each pivotal life moment, there are businesses who can help people make the most of it. Google provides advertising options that target people who undergo (or Google thinks will undergo) meaningful life moments, so you can capture the right people at the right time. These life events include people who are:

- About to graduate college
- Recently graduated college
- About to get married
- Recently got married
- About to move
- Recently moved

Audience Keywords

Google searches and website browsing history tell Google a lot about a user, which makes audience keyword targeting such a powerful targeting option. By specifying what keywords you want to target, your ad can show for a more relevant audience who sit further down the funnel.

In the past, audience keywords were the only way to target custom audiences. However, the New AdWords experience uses Custom Intent Audiences to do so. Sometimes an error saying “no ads serving” may occur due to the transition of the new system. Here’s how to fix it:

1. Select your campaign or campaign type
2. Click the ‘keywords’ tab
3. Remove audience keywords
4. Optional but highly encouraged: do the macarena

Target people who have interacted with you before

Remarketing is a strategy that targets people who have previously engaged or interacted with your content or website. You may target website visitors, YouTube users, App users, customer lists, or a custom combination of all of them.



[For a full rundown, read our quick guide on how to set up remarketing in 6 easy steps.](#)

Similar Audiences

If you already have a customer list, Google can help you find more people who are similar to your current audience. This, cleverly enough, is called similar audiences. This is a particularly effective lead generation tactic if you already have a high-converting customer base!

Demographic Targeting

This is the most common type of targeting, especially for traditional advertisers. You may target by age group, gender, parental status, home ownership, marital status, occupation, and household income (in most countries).



Beware of Automated Targeting!

As Google continues to simplify AdWords, they've made an increasingly harder push on automation. When creating a Display Ad, the default setting for automated targeting is set as 'conservative automation,' but beware!

While this may be a decent option for beginner advertisers, it's best practice to turn this off and identify your own audience. If you want to find more customers similar to your current audience, learn how to create a similar audience instead.



CHAPTER 5

TIPS AND BEST PRACTICES

1. The three Gmail measurement metrics provided in AdWords are Gmail Forwards, Gmail Saves, and Gmail Clicks to Website. Rotate your ads indefinitely for 3 months to gather enough data to optimize. If you don't have the time, choose the 'optimize' ad rotation option to let Google do it for you.



2. Don't be fooled by ad clicks! "Gmail Clicks to Website" is the most relevant metric of how well your ad is performing, whereas "clicks" counts all Gmail ad opens, including those who bounced without clicking through to your website.

3. Don't skimp out on ad creatives. Add multiple images and videos and pit them against each other!



4. Quality score exists in Gmail ads, but Google doesn't show it to you. However, your email click-through-rates are a strong indicator of how your ads score.



5. Check under the hood. Even if automated targeting and bidding options have worked out for you, triple check everything!
6. If you're optimizing your campaigns for form fills and have access to a developer (or are a developer yourself), try embedding an email form to your Gmail Ad. Check out Chapter 3 to see how to customize your Gmail Ads.

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