

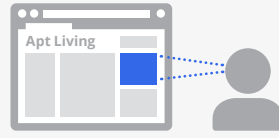
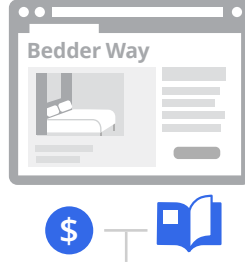
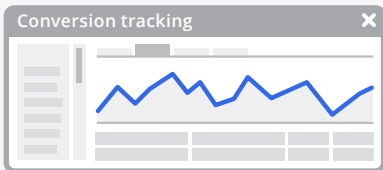



How to harness the power of an image: Bedder Way Murphy Beds



This strategy is ideal for any business that needs to use visuals to sell their product.

What Bedder Way did	↓	How Google Display Network helped
<p>People know a Murphy bed when they see one, but they don't know what it's called. To help people discover their products, Bedder Way created ads with images of their beds.</p>	 <p>Display ad builder</p>	<p>With the display ad builder, you can use existing assets to create an ad easily and for free.</p>
<p>A photo-gallery format allows consumers to explore furniture styles right within the ad.</p>	 <p>Interactive ads</p>	<p>Allowing people to interact with an ad yields higher quality leads, because people have a better idea what they're clicking on.</p>
<p>Bedder Way chose relevant keywords like <i>Murphy beds</i> and <i>wall beds</i>.</p>	 <p>Contextual targeting</p>	<p>Google Display Network's contextual targeting tool uses keywords to place ads on millions of relevant websites.</p>
<p>When users get to Bedder Way's website, they can purchase online, request a catalogue or take more time to consider.</p>	 <p>Conversion</p>	<p>By getting ads in front of the right people, Google Display Network has driven high-quality leads to the site.</p>
<p>Bedder Way defines a conversion as a request for a catalogue.</p>	 <p>Conversion tracking</p>	<p>Google Display Network lets you define and track a conversion, making it possible for you to adjust your budget to increase your return on investment.</p>
<p>Some consumers take a bit of time to decide to purchase a Murphy bed. Bedder Way ads stay in front of potential customers so they don't forget about the brand or their product.</p>	 <p>Remarketing</p>	<p>Remarketing allows you to remind consumers of your product so they think of your brand when they're ready to buy.</p>