



Placement Performance Report

Increased Transparency and Control on Google's Content Network.

Your online marketing decisions just got wiser.

Better information leads to better marketing decisions. With this in mind, we've developed the Placement Performance report, which offers more insight into where your ads appear on Google's content network and greater control over how to configure your campaigns to match your ROI objectives.

Know where your ads are and how they're performing.

The Placement Performance report provides site-by-site performance metrics – including clicks, impressions, cost, and conversion data* – for domains or URLs on the content network where your ads have appeared.

When coupled with conversion tracking tools like Google's conversion tracking feature or Google Analytics, the Placement Performance report becomes a powerful tool that can show you the sites and placements where you're meeting your objectives, and help you take necessary action for those where you aren't.

Implement today to optimize your ROI.

You can run the Placement Performance report in the Report Center section of your AdWords account.

When taking action on information provided in the report, we recommend you rely on conversion data to guide you. Other metrics, such as CTR, are not a good indicator of performance on the content network. Below are some suggested use cases for the Placement Performance report:

- For sites that are meeting your ROI objectives, consider targeting them using our placement targeting feature.
- For sites that are not meeting your ROI objectives after having accrued significant traffic, consider excluding them from your campaign with our site exclusion tool.
- If you find your ads are appearing on irrelevant pages, take steps to optimize your keywords and ads. For example, adding negative keywords is one way of refining your ad targeting.
- Separate your content bids from your search bids and use our content bidding feature for your content network campaigns.

Learn More

To learn more about the Placement Performance report, contact your Google representative or visit <http://www.google.com/adwords/aboutppr>

** Only for advertisers who have implemented Google conversion tracking*