

Google Online Marketing Challenge

2017 GOMC Updates for Returning Participants

Awards

- The optional Google+ Social Media Marketing category will not run in the 2017 Challenge.
- A new optional category is being introduced this year: The AdWords Certification Award. See the AdWords Certification Guidelines page on the GOMC website for more information.
- In addition to all Winners, Finalists and Semi-Finalists, student teams completing the Challenge with a Strong performance rating will also receive a personalized certificate noting their status in the competition this year.

Algorithm Update

The algorithm has been updated to evaluate AdWords performance beyond text ads with a primary focus on the Search Network, and will now factor in the structure and performance of the following campaign types:

- Search Network Only Campaigns
- Display Network Only Campaigns
- Video Campaigns
- Shopping Campaigns
- Mobile App Promotion/Universal App Campaigns

The performance of any text ads, image ads, video ads, shopping ads, call-only ads, dynamic ads, lightbox ads, Gmail ads, and app install/engagement ads running on the Search Network, Display Network, Gmail or YouTube will be factored in to the algorithm.

While student teams are able to run any of the above mentioned campaign types, they are not required to run all types, in fact, some campaign types will not make sense for some businesses. The algorithm will take into consideration the campaign type and budget allocation when evaluating performance. Students are encouraged to learn and experiment with different ad and campaign types, but it is also important to keep in mind what makes the most sense for their business partner's goals. Student teams should work towards what suits their business and not towards the algorithm.

Program Guidelines

AdWords campaigns cannot serve and receive clicks on more than 21 calendar days, however those clicks do not need to occur within 21 consecutive calendar days this year. Instead, the maximum campaign window is 31 consecutive calendar days, starting from the first calendar day the campaign receives clicks.

This allows students to pause campaigns up to a total of 10 calendar days if desired, as long as clicks do not occur outside of the maximum 31 consecutive calendar day campaign window. Students are not required to pause their campaigns until the end of the 21st calendar day of receiving clicks, but they may choose to do so to accommodate their business partner's needs on weekends or holidays for example. Keep in mind that student teams with campaigns that receive clicks on less than 7 calendar days or on more than 21 calendar days in total will be disqualified. Please refer to the [Terms & Conditions](#) and [FAQs](#) for more details.

Resources

The [Digital Marketing Course](#) content has been completely revamped and includes new resources like the [Digital Garage](#), a one-stop shop for mastering digital marketing with free courses on everything from search to social media, the [Analytics Academy](#) and resources on [Google My Business](#).