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Grow your online business  
with Google AdSense

Google™

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## Grow your online business

As a publisher, you invest a great deal of time and energy into creating your content and maintaining your website. Many of our AdSense publishers tell us that creating their content is as much of a passion as it is a business. We think AdSense can help you on your journey to grow your company by helping you monetize your website, thereby letting you do what you do best: create compelling content that will attract thousands of users.

Have a look inside. I hope you'll find this short description of AdSense and how it can help your business insightful. At Google, we believe the content you create has transformed the web for the benefit of users, and we hope that AdSense can be part of a solution that will allow you to continue investing time, energy, and resources into your online business.

- Christina Wire  
AdSense Director, Americas

## What is AdSense?

AdSense is a program that enables publishers like you to display relevant ads on your websites and earn revenue. It's free to use and gives you access to Google's vast network of advertisers. It's quick to set up, and once your account is activated, you can start showing ads on your site that fit in with your audience all the while allowing you to earn from that unique content you've created. This way, you can reinvest the money you're earning into your business and watch it grow.



There are many benefits to using Google AdSense. It gives you actionable data to maximize your revenue, delivers rich controls to protect your brand, and can help you improve your efficiency in managing and optimizing your revenue streams. AdSense is designed to provide solutions for publishers of all sizes. This means that as your company grows, our solutions evolve with it so that we're always doing our part to help you reach your business goals.

Read on about the benefits of AdSense to find out how it can take your business to the next level.

## Maximize the revenue potential of all the inventory you own

### Gain access to the largest pool of advertisers on the web without having to maintain individual relationships

- With Google's AdWords advertisers and certified ad networks, AdSense has the largest global advertiser pool on the web, which means more competition for your unique content.
- Our real-time auction gives you the best yield for each impression you serve, helping you capture demand for your inventory at any given point in time



### The most robust targeting options of any ad network

Our advanced suite of advertiser targeting options enables advertisers to reach their audiences on your site, which translates into more revenue for you and a better experience for your users.

- **Contextual targeting**

AdSense displays ads related to the content of your page, so those ads are thematically-relevant to what your users are reading.



- **Placement targeting**

An advertiser can choose to specifically target your site based on demographics, category, geographic location, or URL.



- **Interest-based advertising**

An advertiser can show ads based on your users' interests and previous interactions with that advertiser



## Show ads on a variety of ad platforms

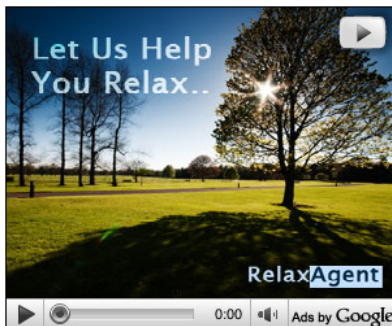
AdSense isn't just for websites. You can earn additional revenue by displaying ads on your other properties as well, including site search results, mobile webpages, feeds, videos, or even online games.



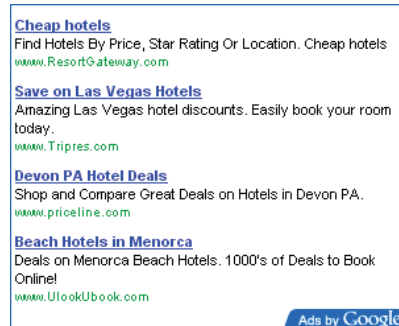
Image ad – Leaderboard 728 x 90 size



Video ad – 300 x 250 size



Text ad – 300 x 250 size



## Control your brand and the ads that appear on your site

AdSense helps you protect the value of your brand to ensure a positive user experience by giving you control over how ads are displayed on your site.

### Control who can advertise on your site

- Control who can advertise on your site by blocking certain ads, advertisers, and ad networks.
- Prevent ads in specific categories from showing on your pages.



### Manage how ads are displayed on your site to enhance your users' experience

- Choose which ad sizes you'd like to display.
- Customize the colors and fonts of your ads to match your site's look and feel.



## Make better decisions about your site and your revenue stream

Detailed AdSense reports help you identify opportunities to make more money and answer key business questions.

### Understand what drivers impact your earnings using our Performance Reports

- Break down your earnings by specific day or date range.
- Analyze how your revenue varies by ad type, ad size, ad unit, targeting type, and bid type.
- Gain access to metrics like clicks, CTR, RPM, and more.
- Graphs allow you to customize data to understand the impact of individual business variables.



## Solutions that grow as your business grows

In addition to monetizing your content with AdSense, Google gives you access to a full suite of monetization products designed to increase your efficiency, give you more access into your data, and explore new & emerging revenue opportunities.



### Google Analytics

You can use Google Analytics to measure the traffic coming to your site to better understand where your users are coming from, and where on your site they spend their time. By integrating your Analytics account with your AdSense account, you'll have access to additional reports that can help you isolate the traffic sources that contribute the most to your revenue.

- See how earnings vary by user visits.
- Break down your earnings by user location, browser type, and referring source.
- View traffic by AdSense impressions, clicks, and revenue.



## DoubleClick for Publishers (DFP) Small Business

DoubleClick for Publishers (DFP) Small Business is a free hosted ad serving solution that helps you manage your growing online advertising business. If you're ready to start monetizing your site using multiple ad networks, or using a combination of ad networks and your own sales team, DFP Small Business can help by providing a complete toolkit for ad delivery and revenue optimization across all your online revenue touchpoints.

- Increase your efficiency with a simple interface - our workflow and inventory management systems make it easy to get up and running quickly.
- Take advantage of a sophisticated feature set that grows and evolves with your business, including robust forecasting, reporting and targeting capabilities.
- Maximize your revenue by enabling real-time competition between Google AdSense, third-party ad networks, and other non-guaranteed advertisers for any inventory on your website. DFP Small Business will optimize your revenue by automatically selecting the highest paying ad.



## AdSense for Search

Bring the power of Google search to your very own website. AdSense for Search allows you to earn revenue while helping your users find what they're looking for on your site and across the web.

- Easily create a search engine for your site in minutes.
- Tune results and ads to your site's content and audience.
- Get more comprehensive site search results with improved indexing.
- Customize the appearance of search results and ads.

## Learn more and sign up

We know there's a world of information out there. Here's where to go to get started.

- Take the Google AdSense tour at [www.google.com/services/adsense\\_tour](http://www.google.com/services/adsense_tour)
- Get updates from the AdSense team by following us online:
  - Inside AdSense blog at [adsense.blogspot.com](http://adsense.blogspot.com)
  - Twitter at [twitter.com/adsense](https://twitter.com/adsense)
  - Facebook at [facebook.com/googleadsense](https://facebook.com/googleadsense)
- Interact with other publishers: Our Help Forum is the best place to ask questions and learn tips from other AdSense publishers at [google.com/support/forum/p/AdSense](http://google.com/support/forum/p/AdSense)



Sign up for AdSense at [www.google.com/adsense](http://www.google.com/adsense)



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