



# Using Google TV Ads for direct response

Target customers through a flexible, all-digital system to increase accountability and measurability.

## About Google TV Ads

Google TV Ads™ makes it easy to create, launch, track and manage national television ad campaigns. Using the AdWords online interface, advertisers can specify their budget, upload ads, target millions of viewers across the United States, and run campaigns, paying only for impressions that are actually delivered. Within 24 hours, Google TV Ads provides second-by-second viewership data, allowing advertisers to measure success and easily make adjustments to optimize each campaign. For more information, visit: <http://www.google.com/adwords/tvads>

## About Google TV Ads and COREMedia

Google TV Ads is partnering with COREMedia so that you can also access your campaign data from within CORE. Google TV Ads airings data will be downloaded directly into the CoreDirect media stewardship and analytics system. Once in CoreDirect, TV ads data is merged into the overall media mix and each airing is matched with response and sales data from client call centers and web servers. This integration allows you to view response data for your Google TV Ads campaigns alongside data for your other TV campaigns.



## What makes Google TV Ads unique?



### Greater Flexibility

Launch and manage your TV ad campaigns online in minutes. As you learn what's working with viewers, optimize your campaign with just a few clicks.



### More Accountability

Buy only the media you want without bundling or preemptions. With Google's auction based pricing system you pay only for impressions that are actually delivered to your ad. Control your cost per lead with more precision.



### More Targeting Options

Find the right networks and programs through the program targeting feature. Place your ads in relevant content – rather than buying broad rotators – to spend more efficiently.

## How does Google TV Ads improve your ROI?



### Increases your return

- Drive results – optimize your campaigns' performance and appear on premium programs, networks, and dayparts.
- Reach a relevant audience – target your potential customers with precision.



### Lowers your costs

- Test with low risk – pause or adjust your campaign at any time.
- Achieve better CPMs – specify your maximum CPM with the auction system and only pay the market price.

## Search a topic to find relevant programs to target.

Select networks/dayparts
Select/Block programs
Get suggestions by target audience

1 Enter a show name or topic:

2 Add or block programs from your schedule by clicking the appropriate link next to any program.

Search results are based on program titles, episode details, and genre. Adding or blocking a program affects every airing of that program.

Program Title	Sample Synopsis	
Paula's Home Cooking	'Table for Two' Eggplant dip. <a href="#">(more)</a>	<a href="#">Block</a> <a href="#">Add »</a>
Cooking for Real	'Classic Rockin' Oxtail' Sunny makes her ``hero recipe," oxtail stew. <a href="#">(more)</a>	<a href="#">Block</a> <a href="#">Add »</a>
The Cooking Loft	'Sweet and Fruity' Using the best fruits of the season to make desserts. <a href="#">(more)</a>	<a href="#">Block</a> <a href="#">Add »</a>
Semi-Homemade Cooking With Sandra Lee	'Italian Slow Cooking' Wild mushroom dip; bow ties pasta with artichoke pesto; chicken with vegetable ragout and polenta; grape and ricotta crostata; Venetian coffee. <a href="#">(more)</a>	<a href="#">Block</a> <a href="#">Add »</a>
Emeril Live	'College Cooking' Cooking tips for college students. <a href="#">(more)</a>	<a href="#">Block</a> <a href="#">Add »</a>

To get started, visit [www.google.com/adwords/tvads](http://www.google.com/adwords/tvads).

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