Google Ads

Google Ads audience

Standard Google Ads audiences include:

- **Remarketing Audiences:** users who have previously interacted with the business.

- **Customer Match:** audiences from uploaded customer data (e.g., email lists).

- **Similar Audiences:** users with traits similar to existing audiences.

- **Affinity Audiences:** users interested in broad topics (e.g., travel and online shopping).

- **Custom Audiences:** tailored audiences based on search habits, URLs, or apps.

- **In-Market Audiences:** users actively searching for products/services like ours.

- **Demographic Audiences:** based on age, gender, income, etc.

GDN banners

Supported sizes and formats

File types:

Formats   GIF, JPG, PNG

Max. size   150KB

Square and rectangle:

200 × 200   Small square

240 × 400   Vertical rectangle

250 × 250   Square

250 × 360   Triple widescreen

300 × 250   Inline rectangle

336 × 280   Large rectangle

580 × 400   Netboard

Skyscraper:

120 × 600   Skyscraper

160 × 600   Wide skyscraper

300 × 600   Half-page ad

300 × 1050   Portrait

Leaderboard:

468 × 60   Banner

728 × 90   Leaderboard

930 × 180   Top banner

970 × 90   Large leaderboard

970 × 250   Billboard

980 × 120   Panorama

Mobile:

300 × 50   Mobile banner

320 × 50   Mobile banner

320 × 100   Large mobile banner

*Animated ads (GIF). Animation length and speed:

Animation length must be 30 seconds or shorter.

Animations can be looped, but the animations must stop after 30 seconds.

Animated GIF ads must be slower than 5 FPS.

Responsive:

Responsive HTML5 ad sizes are determined by the space available.

Responsive Display Ads

GDN Banners

Google Ads Results

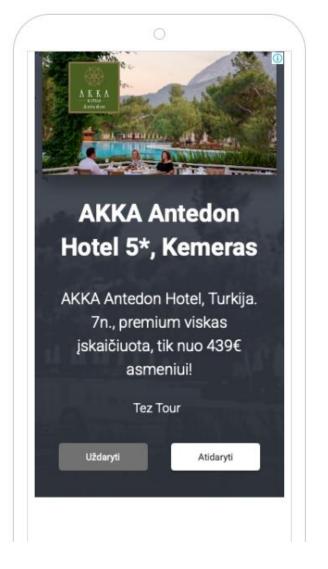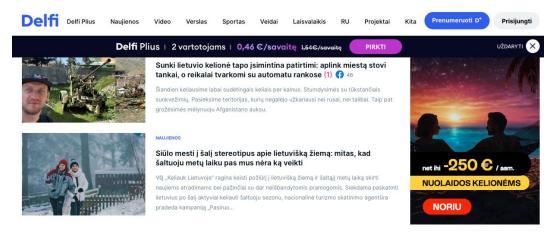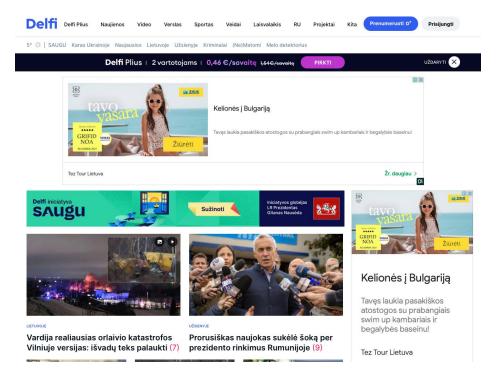After the advertising period ends, you will receive a performance report.

Media channel	Form of broadcasting	Period of campaign	CTR	Impressions	Clicks	Cost
Google Display Network (GDN)	Banners	12 November – 12 December	0.18%	2,116,225	3,853	814,35 €

Top ranking in Google Search Ads

- By 2025, we have more than 10K high-intent target keywords.

- We generate more than 188K clicks per month.

- Average montly CTR for search campaigns is around 18%.

- The average monthly CPC (Cost Per Click) is €0.15, but it may vary depending on high and low seasons.

- Our average position ranges from 2 to 4, with positions 1-3 for hotel names and 3-4 for more general keywords.

- People from the Google Search Network spend an average of 3.5 minutes on the TEZ TOUR website.

- We leverage all our audiences and optimize combinations to deliver the best results within the designated timeframe.