Introduction to digital ads
Content

- The advertising ecosystem
- Adtech how does it work
- Protecting users
The advertising ecosystem
Advertising at its most basic
Marketers pay publishers to reach an audience and measure results

Advertiser

Auto dealers
Consumer goods
Restaurants
Governments
...

Publisher

Billboards
Newspapers
Magazines
Radio & TV stations
Websites
...

Google
Advertising on the web enables universal access to the world’s information.

- **Access to content & services** for users.
- **Effective advertising** for marketers.
- **Monetisation** for publishers.

**AGENCIES** support advertisers with specific expertise.
**INTERMEDIARIES** support smaller publishers with sales.
**ADTECH** enables and connects advertisers, users, and publishers.
Ad spend has grown and followed user attention, and ad tech has become more sophisticated

- Businesses used only to have a few places to reach audiences (local newspaper, radio)
- Digital ads increased options, lowered costs and increased the efficiency of reaching the right audience
- Competition for user attention has never been greater and as a result, total media spend has grown substantially
- Today’s data and technology platforms help advertisers reach their target audience across ad formats and maximise their return on investment

Few options with a high threshold for market entry

Infinite number of options
Search versus display

**Search ads**

- Appear alongside a search query.
- Targeted (mainly) to the search query itself.
- Generally text based but may also contain rich content, especially if they are ‘specialised’ (e.g., a shopping ad).

**Display ads**

- Appear alongside website or app content.
- May be targeted to various signals: e.g., time of day, device, location, user interests.
- Static image or video based.
How the technology works
Advertising at its most basic

Image: Publisher and Advertiser work together
As inventory scales, ad networks connect buyers & sellers.
As buying & selling increases, Ad Servers help manage ad placements, creatives and reporting.
As advertisers & publishers scaled, enter programmatic
Programmatic is a large Ecosystem, defined by interoperability.
Protecting Users

Giving Users Transparency - Choice - Control
The online industry is changing

Evolving user expectations
Demanding more transparency and control over their online data

Regulatory changes
New regulations are impacting how data can be collected and used

Browser updates
Heightened controls are impacting traditional data collection
Ongoing privacy efforts in Chrome

User friendly settings to improve transparency and control

Protections against covert tracking alternatives, such as fingerprinting

New privacy initiatives

Web community initiatives to develop alternatives to 3rd party cookies
Privacy Sandbox

Phasing out 3rd party cookies for more privacy safe alternatives
Removing personalization will negatively impact users and advertisers

**Users**

- Ads will become less relevant and more irritating

**Consequence:**
- Poor user experience

**Advertisers**

- Advertising less efficient

**Consequence:**
- Return on investment drops
  - Spend is concentrated to a few large publishers

**Publishers**

- Publishers get less revenue from ads

**Consequence:**
- An already challenged industry struggle even more

[Google]
What Google believes
Transparency, choice and control for users

Transparency
Users should be able to easily see and understand how their data is being collected and used for ads.

Choice
User choices about how they experience the web should be respected and any attempts to bypass those choices should be prevented.

Control
Users should have the ability to adjust how their data is collected and used to tailor the ads they see, including whether those ads are personalised at all.
We offer tools that provide users with visibility and control

- **Mute this ad**
  Specify when an ad is annoying, uninteresting, or irrelevant

- **Takeout**
  Take your content with you anywhere

- **Activity Controls**
  Decide what data is associated with your account

- **About this ad?**
  Understand how ads are personalised and control them

- **My Activity**
  Delete specific activities or entire topics from your account

- **Ad Settings**
  Control ads based on your preferences
Evolve controls to meet user needs in the moment.
Google’s ad policies

**Advertiser fraud and harmful content (e.g. malware, promoting illegal goods)**

**Publisher fraud and harmful content (e.g. impersonation, invalid traffic)**

**Brand safety (exclusion tools for both advertisers and publishers)**

**Industry standards (e.g. ads.txt)**

**Editorial and technical standards (e.g. original content requirements)**

2.7B
Bad ads taken down
2019
Thank You