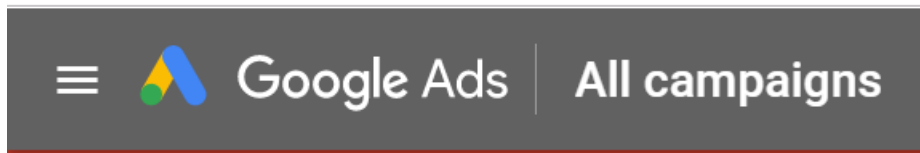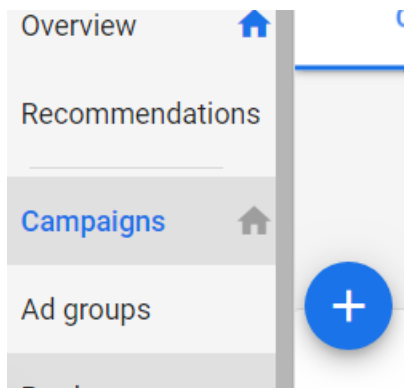# How can you create display network campaign to increase brand awareness to increase Reach?
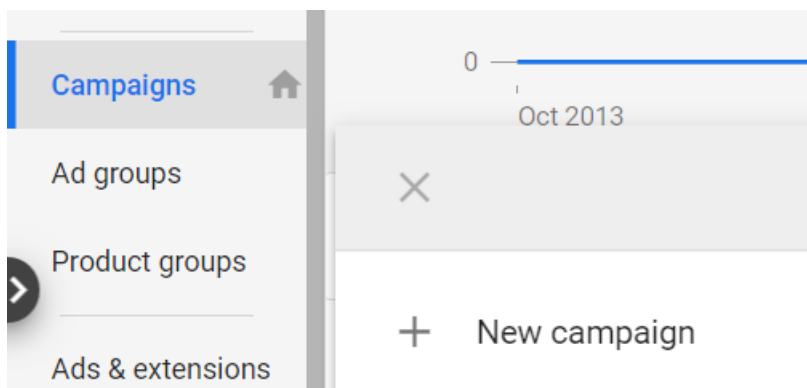
Ans:-

Step 1:- Click on all campaigns

Step 2:- then left hand side click on campaign & then click on plus icon

Step 3:- then click on new campaign

Step 4:-   then select your goals for this click on Brand awareness

Select the goal that would make this campaign successful to you ⑦

🏷️ **Sales**	👥 **Leads**	🖱️ **Website traff**
🔊 **Brand awareness and reach** ✓	📱 **App promotion**	⚙️ Create a campaign goal's guidan

Step 5:- Click on Display Network & enter your webiste link

Select a campaign type ⑦

Display

Run different kinds of ads across the web

Video

Reach and engage viewers on YouTube and across the web

Select the ways you'd like to reach your goal ⑦

🔗 http://www.ommaurya.com

CONTINUE   CANCEL

Step 6:- Enter your campaign name Money control.

Type: Display   Goal: Brand awareness and reach

Campaign name   Money control

Step 7:- Click on Location and then click on advance search

Then enter location for exmaple mumbai and click on save.
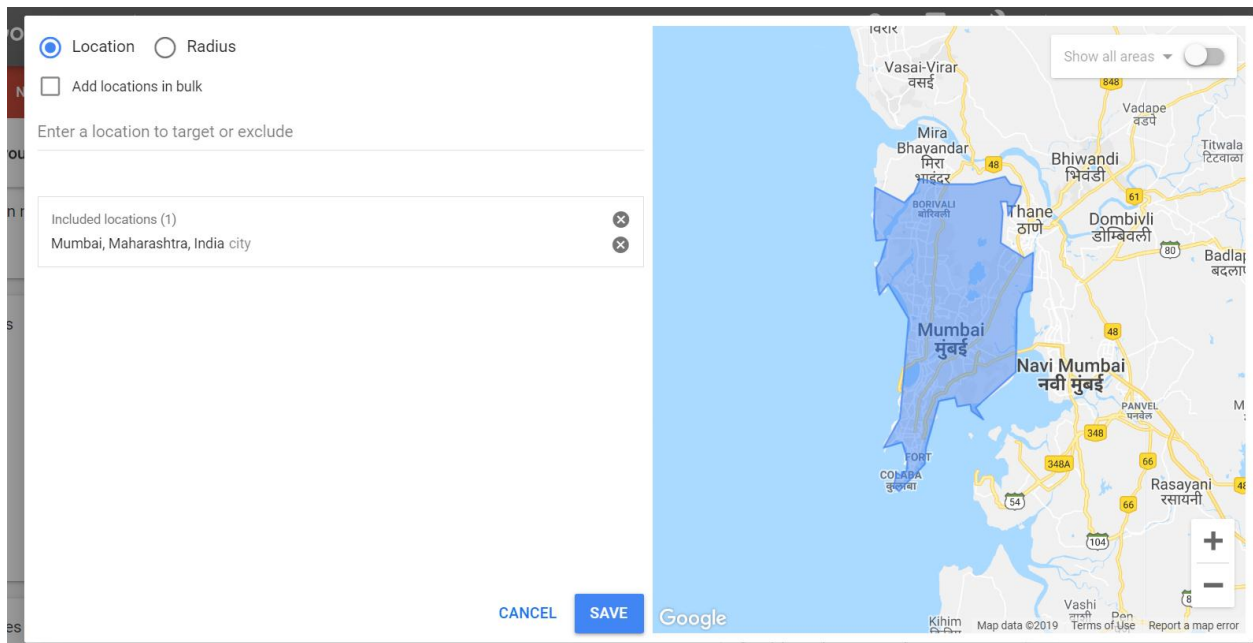
Step 8:- Then under Bidding click on or , select bid strategy directly (not recommended).

After that you will see

Then enter your daily budget

Step 9:- Then enter your ad group name for example money control fest.

Create your ad group
For more accurate targeting, organize each ad group around a specific theme or message ⓘ

Ad group name   Money control fest

Step 10:- Then people who you want to reach for that under audieance click on search enter your business relevant topic for example " money control " then you will see list select list .

People: who you want to reach
Define your Audiences, Demographics, or both

Audiences   Select audiences to define who should see your ads ⓘ

Edit targeted audiences

SEARCH   BROWSE   IDEAS (28)

money control   ✕

☐ What they are actively researching or planning   ⌃
    (24)

☐ Custom intent audiences: auto-created
    stock market india

☐ Custom intent audiences: auto-created
    indian stock market information and services

See following selected list

Step 11:-

Audiences   Select audiences to define who should see yo

Edit targeted audiences

SEARCH   BROWSE   IDEAS (28)

money control

☑   Custom intent audiences: auto-created
     indian stock market information and servi

☑   Custom intent audiences: auto-created
     stock trading tips and information

☑   Custom intent audiences: auto-created
     stock market shares

☑   Custom intent audiences: auto-created
     stocks

☑   Custom intent audiences: auto-created
     stock alerts

After that under content click on content targeting

Content: where you want your ads to show
Narrow your reach with **Keywords**, **Topics**, or **Placements**
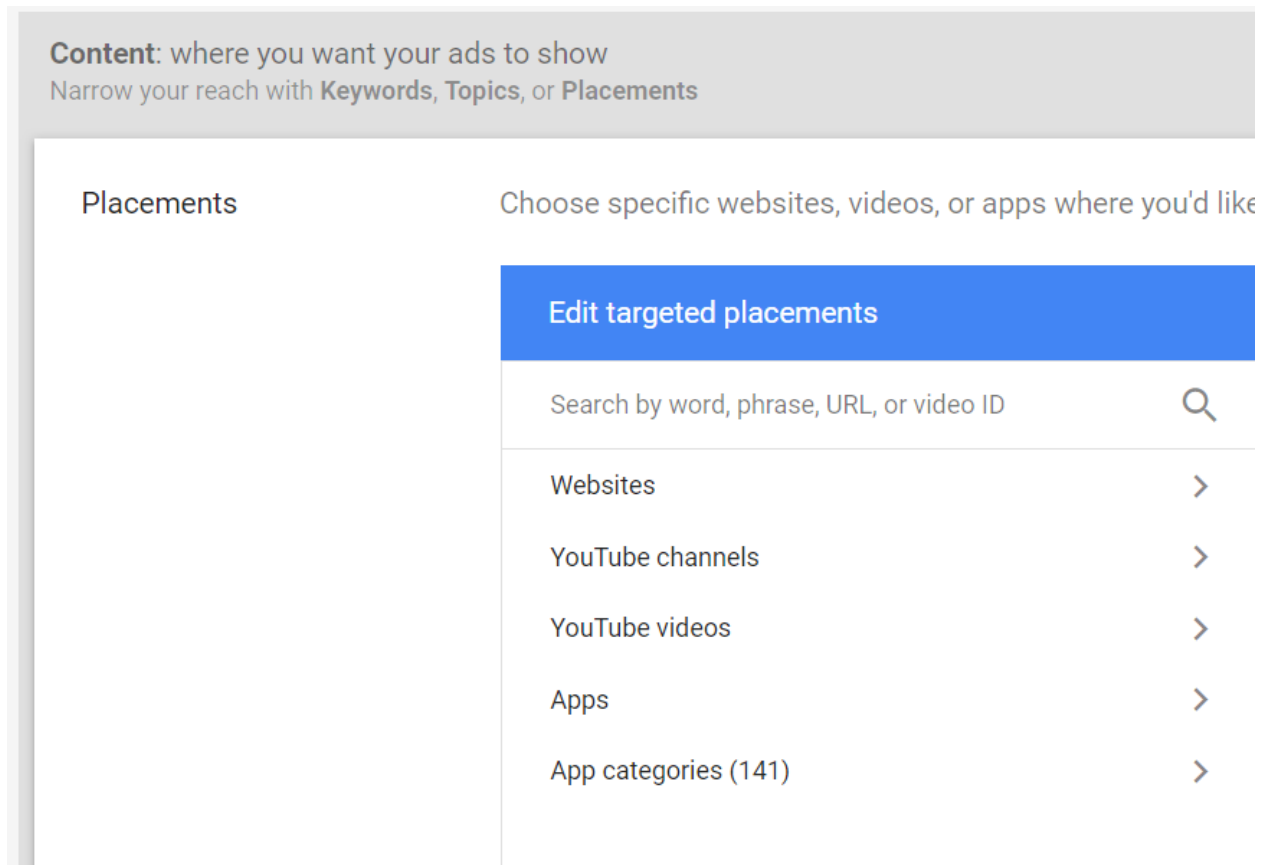
⊕ CONTENT TARGETING

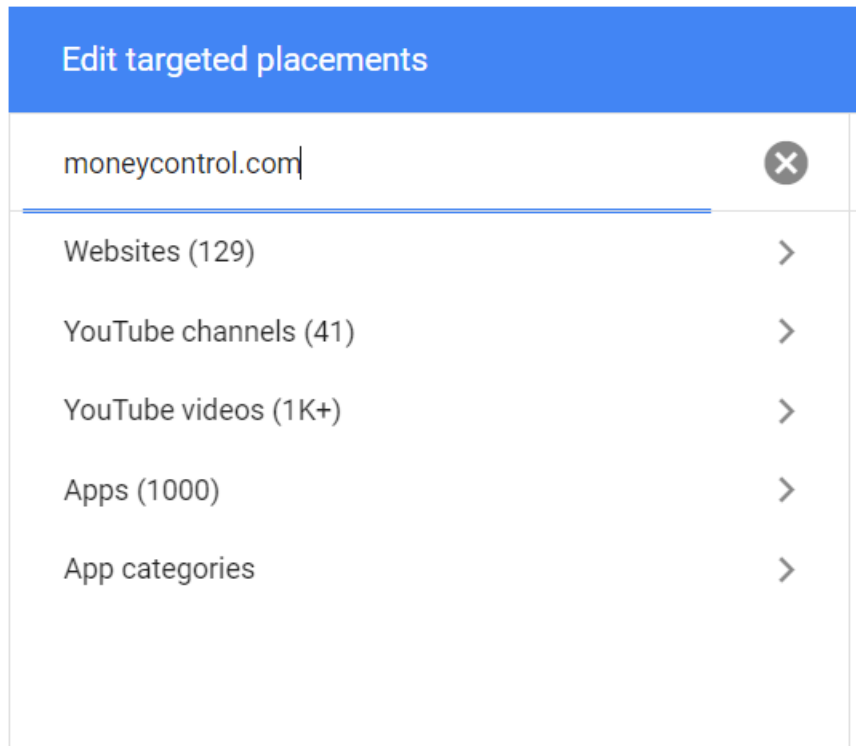Step 12:- After that click on placements
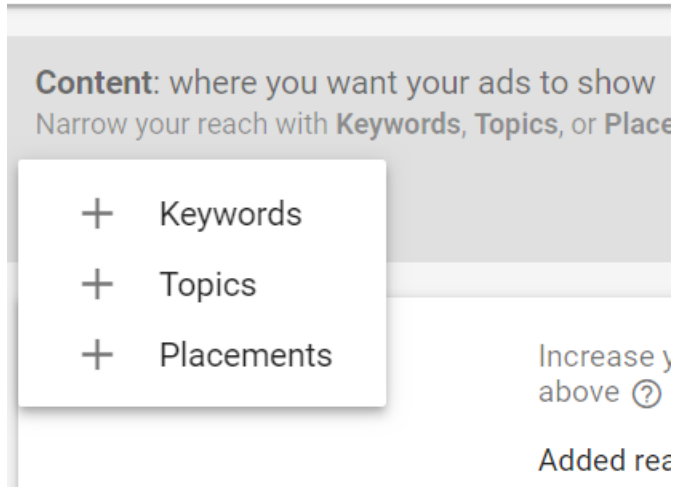
Step 13:- Then you will see following options to search by word ,pharase ,url for exmaple we enter webiste url

Moneycontrol.com

After searching with url moneycontrol.com or with any other word then you will see list of webistes and youtube channels and apps you can select webiste list and youtube channels and apps where you want to show your ads.

For exmaple click on websites list (129) and select webiste list and then click back arrow .

In this manner select all youtube channels and apps list for example .

Step 14:- Then enter your ad group bid

Ad group bid

Enter your viewable CPM bid for this ad group ⑦

₹ 50.00

Then click on new ad

Create your ads

Create an ad now, or skip this step and create one later. Your campaign won't run without an ad.
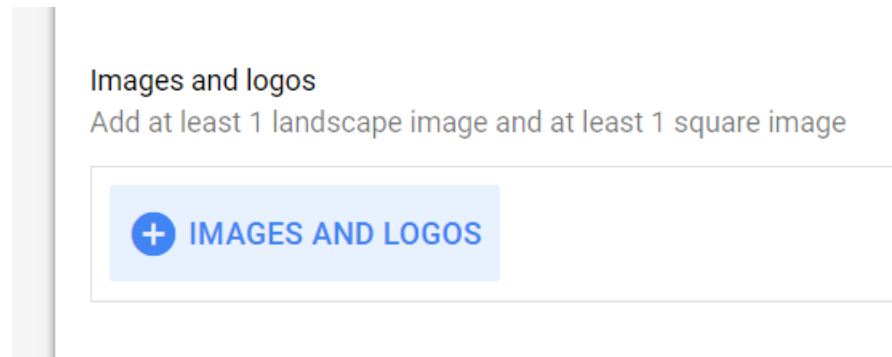
➕ NEW AD

Then click on responsive display ad.

Create your ads

Create an ad now, or skip this step and create one later.

＋ Responsive display ad

⬆ Upload display ads

▢ Copy existing ads

Step 15:-

After that enter your website url and add images for it click on images and logos

Images and logos
Add at least 1 landscape image and at least 1 square image

⊕ IMAGES AND LOGOS

Then click on upload then click on choose files to uplaod.

Choose 15 images and 5 logos to use in your ad ⊘

SCAN WEBSITE   UPLOAD   STOCK IMAGES
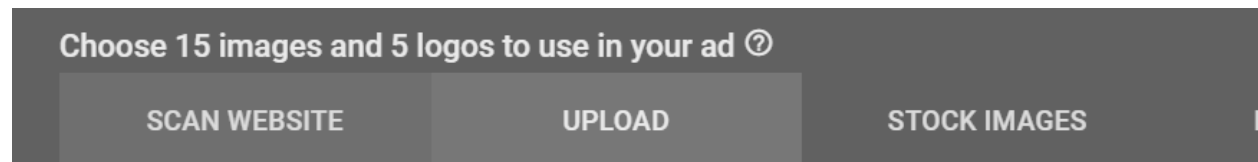
Upload images and logos that meet our requirements or can be cropped ⊘

To upload your media, drag files h

or

CHOOSE FILES TO UPLOAD
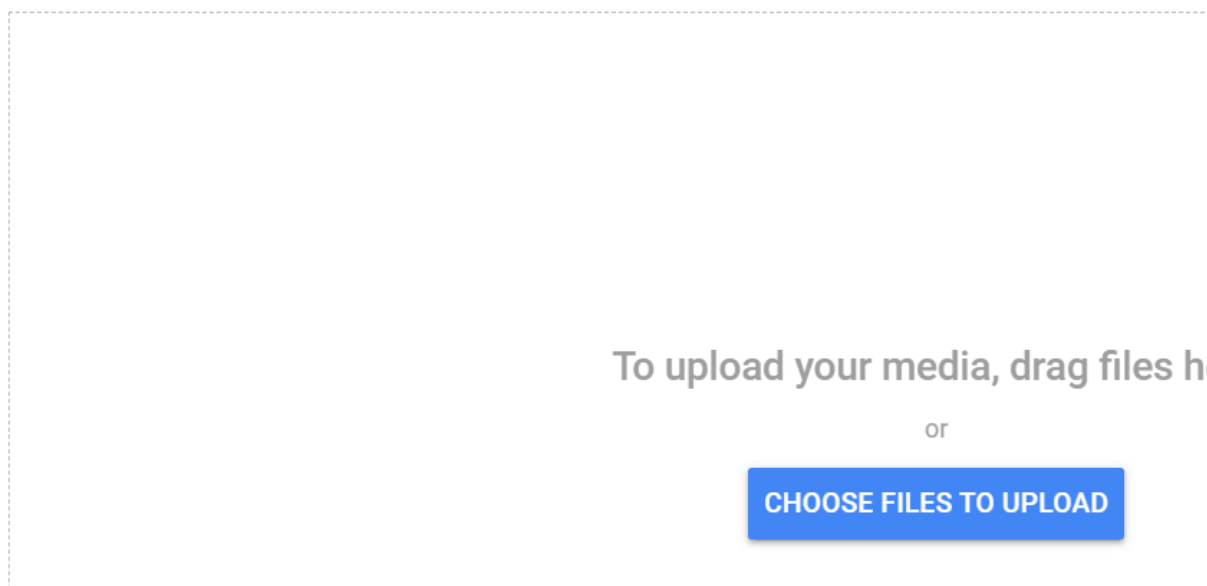
Then choose your image file and then click on image.

600 x 400 JPEG
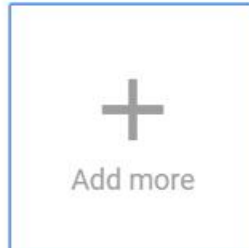
Then click on use as image

Use as

Image

Logo

Click on Image.

Then click on Continue.

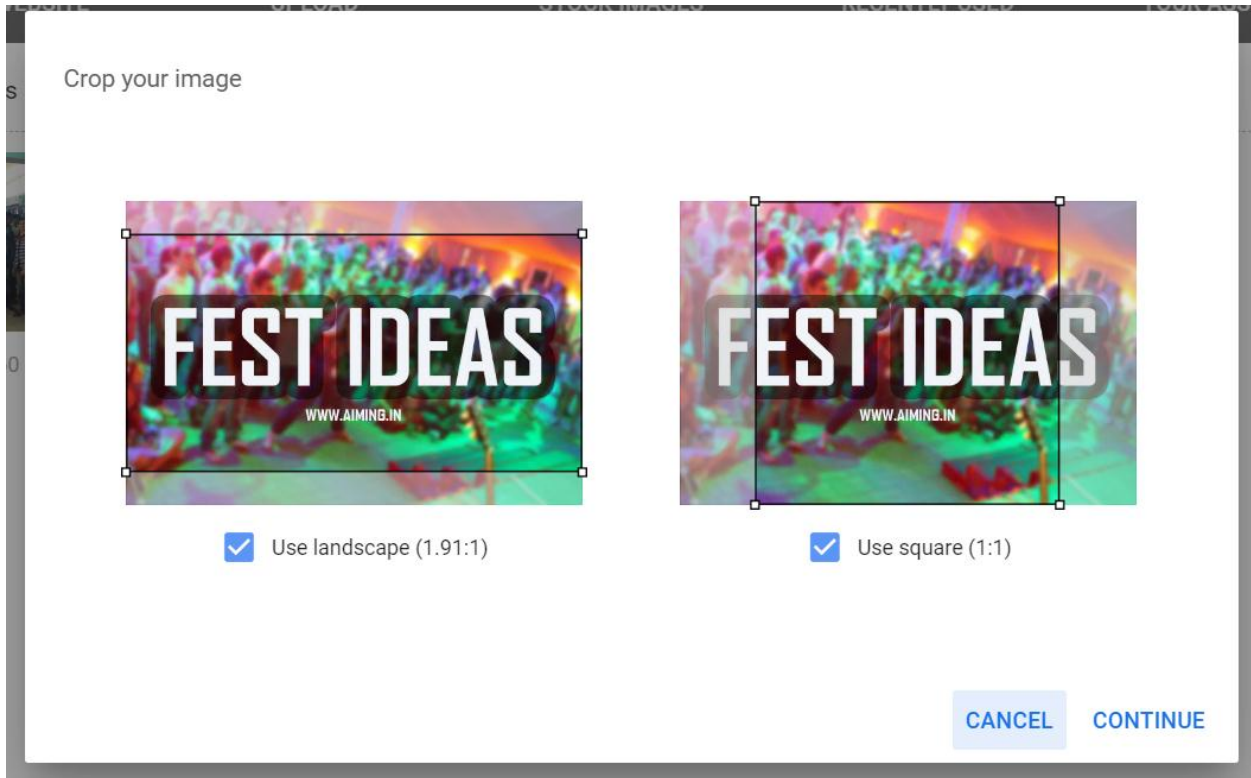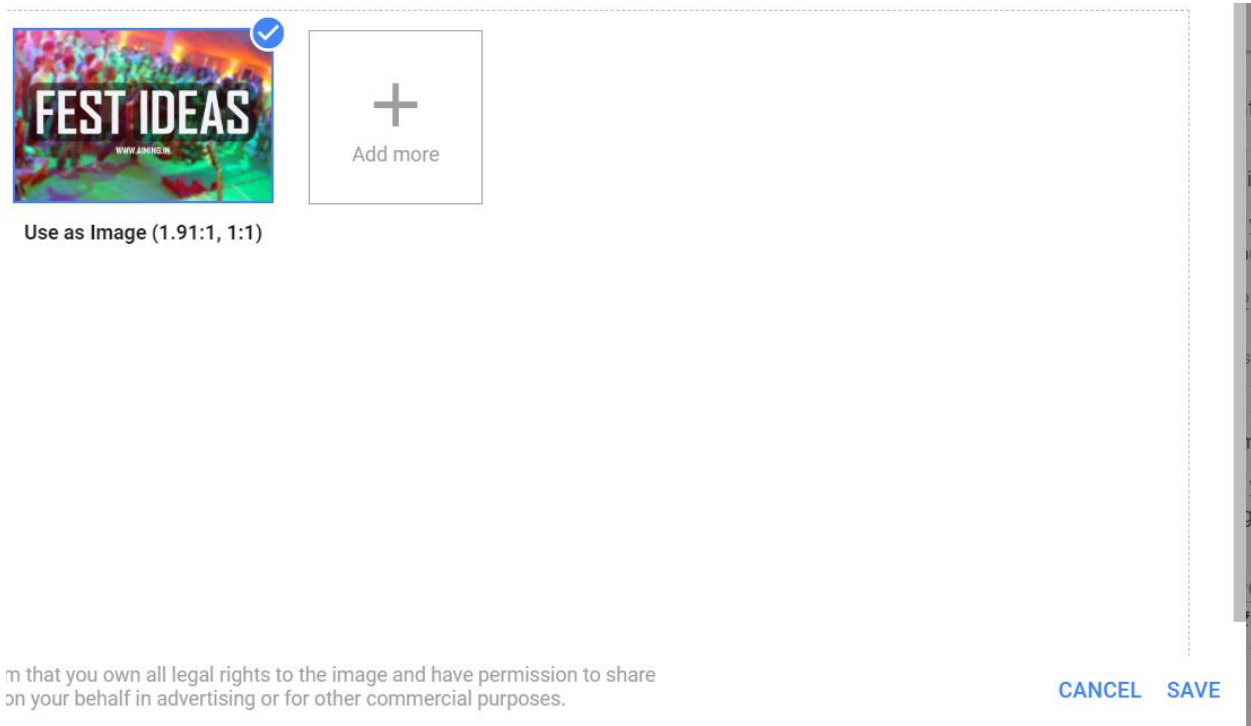Click on save.

Step 16:-

Then enter your

headlines and long hedaline and description and business name.

Headlines (up to 5) ⑦

Explore various Fun and

24 / 30

Social activities and events

29 / 30

Headline

0 / 30

ADD HEADLINE

Long headline

LAN Gaming. Nowadays many institutes, especially the managem⑦

72 / 90

Then enter your description & then enter your business name.

Descriptions (up to 5) ⑦

LAN Gaming. Nowadays many institutes, especially the managemen

72 / 90

LAN Gaming. Nowadays many institutes, especially the managemen

63 / 90

Description

0 / 90

ADD DESCRIPTION

Business name

Vdigital   ⑦

8 / 25

﹀ Advanced URL options

Then click on save , then

① Create your campaign

MORE OPTIONS

Your ads might not always include all y
cropping or shortening may occur in so
your custom colors may be used.

ADD TO AD GROUP   CANCEL

CREATE CAMPAIGN   CANCEL

Create campagin. Then finally click on continue to campagin.

Congratulations! Your campaign is ready.

Review your summary

📅 Nov 20, 2019 – No end date

📍 India

🔤 English

Campaign goal
Brand awareness and reach

Campaign subtype
Standard

1 Ad

CONTINUE TO CAMPAIGN