



# envida

SEARCH AND BE FOUND:  
AN OVERVIEW ON PPC



2020



Allie LUCYK

AD OPERATIONS MANAGER



OPTIMIZATION SPECIALIST

Elijah CARMBOCAS

envida



# WHAT YOU'LL *Learn*



- + SOCIAL ADS VS PPC ADS
- + SEARCH
- + DISPLAY
- + YOUTUBE
- + AUDIENCE TARGETING
- + TRACKING

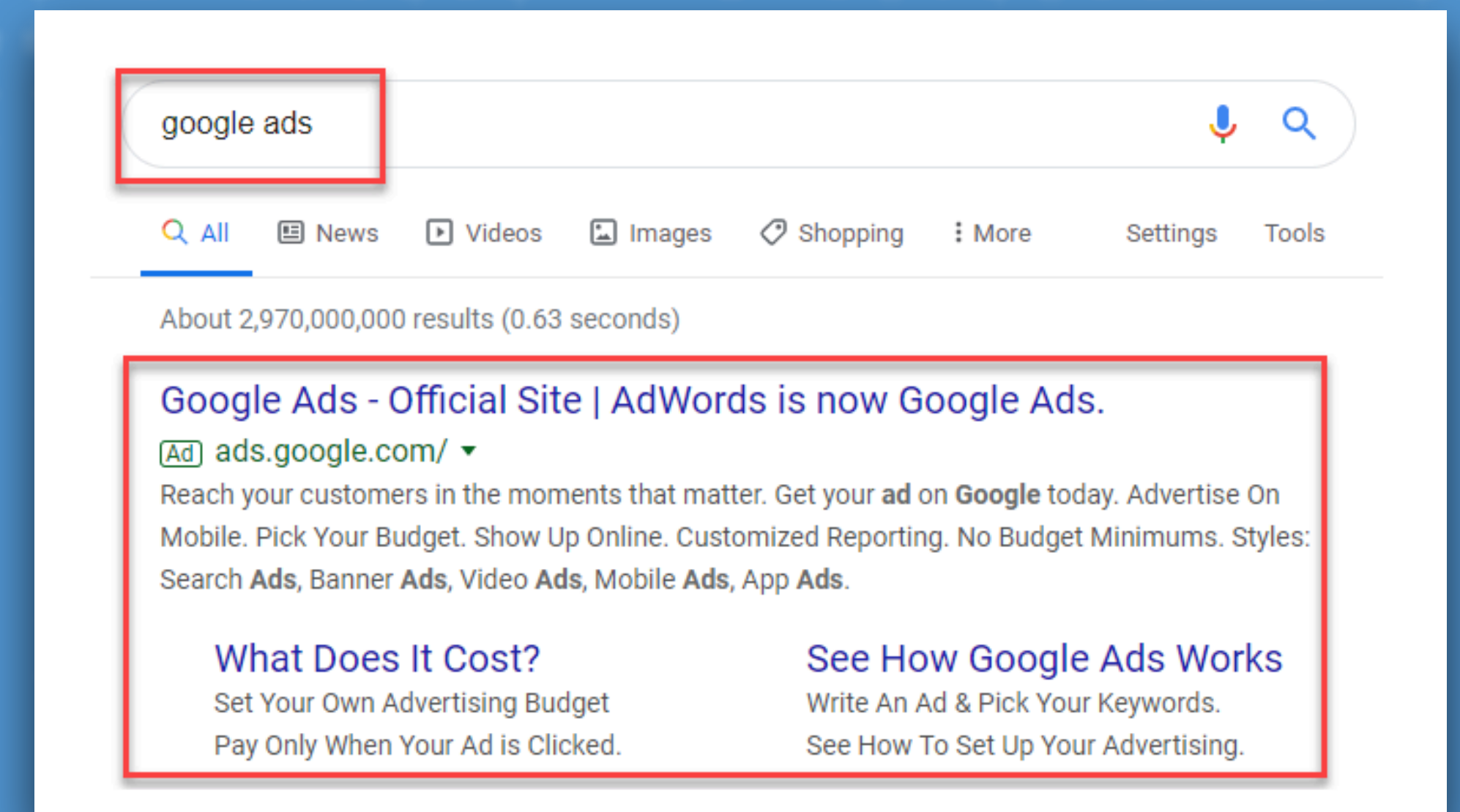
envida



# SOCIAL ADS



# PAY PER CLICK





# Search ADS



Google digital marketing agency nyc

About 2,430,000 results (0.92 seconds)

**Ads**

**Digital Marketing Agency - Get The Right Traffic, Fast**  
[www.searchoneadvertising.com/](http://www.searchoneadvertising.com/)  
Monitored & Measured, ROI-Driven Strategies That Deliver On All Your Goals.  
Custom SEO Strategies - Free SEO Analysis - Get Business On Track - Results Driven  
Services: SEO, Adwords / Pay Per Click, Social Media Management, Social Media Advertising, Search R...

**Cibo: Global Digital Agency - Brand Experience Consulting - cibosf.com**  
[experience.cibosf.com/Digital-Agency](http://experience.cibosf.com/Digital-Agency)  
Integrated brand & customer experience design.  
Disrupt, Connect, Engage. - Brand Experience Design.  
Services: Brand Experience Strategy, Digital Marketing, UX Research & Design, Web & Mobile Design

**Full-Service Digital Agency - Discover our online services**  
[www.the-reference.com/digital-agency/full-service](http://www.the-reference.com/digital-agency/full-service)  
Looking for a digital partner? Ask your free consultation by one of our experts.  
Focused on Added Value - Sitecore Platinum Partner - 23 Years of Experience

**160over90- Digital Marketing - Top Ranked Marketing Agency**  
[www.160over90.com/160over90/Branding\\_Agency](http://www.160over90.com/160over90/Branding_Agency)  
Branding Experts In Higher Ed, Consumer Brands, Commercial & More. Call Today!  
University Branding - Top Branding Consultants - Higher Ed Marketing - Lead Generation Strategy  
Join Our Team - See Our Work - Contact Us - Full Service Brand Agency - Hear Our Stories

**Google My Business Listing**

Rating Hours

**Aumcore - Digital Marketing Agency NYC**  
5.0 ★★★★★ (1) - Marketing Agency  
215 Park Ave S #1802 - (212) 776-1414  
Opens at 9:00 AM  
WEBSITE DIRECTIONS

**PMX Agency**  
5.0 ★★★★★ (2) - Marketing Agency  
5 Hanover Square - (212) 387-0300  
Opens at 9:00 AM  
WEBSITE DIRECTIONS

**Digital Surgeons**  
No reviews - Marketing Agency  
1160 3rd Avenue Apt 18E - (203) 672-6201  
Open until 11:30 PM  
WEBSITE DIRECTIONS

**More places**

**Organic Search**

**Best Digital Agencies in New York City - Digital Agency Network**  
<https://digitalagencynetwork.com/agencies/new-york/>  
Explore the best digital marketing agencies in New York, USA specialising in web design, SEO, social media marketing and mobile app development services.

**Digital Marketing Agency with an Innovative, Creative Approach ...**  
[www.aumcore.com/](http://www.aumcore.com/)  
Aumcore is a globally integrated digital marketing agency based in New York - a full service digital agency offering innovative, creative online marketing and ...



# Search ADS

## Chicago Rentals | Studio, 1BR, 2BR Apartments | Elm Street Plaza

[Ad](#) [www.elmstreetplaza.com](http://www.elmstreetplaza.com)

Fresh Aesthetic To Breathtaking Views, This Downtown Chicago Apartment Is Not One To Miss. Offering Spacious Studio, 1 Bedroom, And 2 Bedroom Homes.

[Neighborhood](#)

[Contact Us](#)

[Photos](#)

[Floor Plans](#)

## Elm Street Plaza | Gold Coast Luxury Apartments | The Best Loca...

[Ad](#) [www.elmstreetplaza.com](http://www.elmstreetplaza.com) 312-874-5424

Inside, The Floor-To-Ceiling Windows Allow Plenty Of Natural Light & Views Of The City. Within Walking Distance To Great Shopping, Dining, & Chicago's Beautiful Lakefront.

Brand New Kitchens · Open Concept Kitchens · Package Lockers · Brand New Mai...

Neighborhoods: Near North Side, River North, Old Town, Gold Coast

[Floor Plans](#)

[Contact Us](#)

[Virtual Tour](#)

[Neighborhood](#)

## We Love Our Residents | McClurg Court Apartments | Streeterville's Finest

[Ad](#) [www.mcclurgcourt.com](http://www.mcclurgcourt.com)

Walls Of Floor-To-Ceiling Windows Truly Allow The City Inside Each Apartment. Dramatic Twin 45-Story Towers Offer All That You Can Imagine On-Site Shops. Pet Friendly. Package Lockers. Restaurants On-Site.

[Amenities](#)

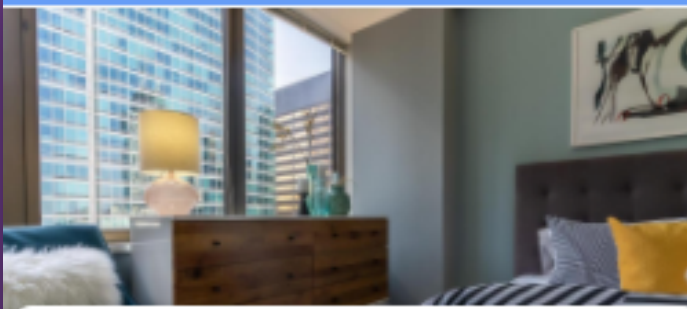
[Available Apartments](#)

[Photo Gallery](#)

[Perks](#)

[Call \(312\) 584-4975](#)

[Learn more](#)  
Get Up To \$1,000 Off



### McClurg Court

Downtown Chicago Living

Studio - 1BR - 2BR Apartments In The Heart Of Downtown Chicago. Endless Amenities Including Indoor Tennis Courts! Sign Up To Learn More About Our Specials!

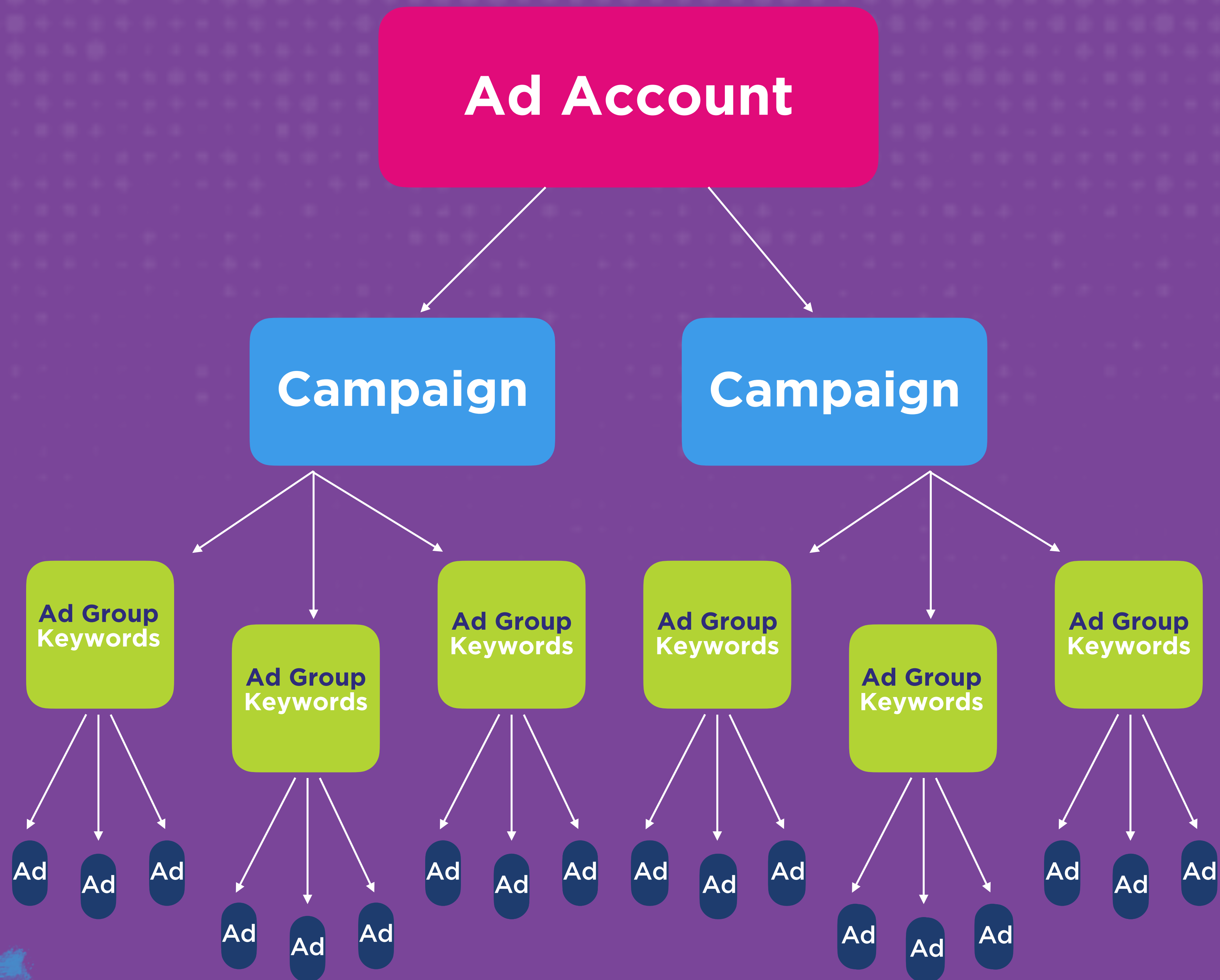
Full name

Email

Phone number











1. BROAD MATCH  
None

2. BROAD MATCH MODIFIER  
+keyword

3. PHRASE MATCH  
"keyword"

4. EXACT MATCH  
[keyword]

# MATCH TYPES



# Display ADS

Example of your image ad at 160x600



**Convenience & Luxury Combined**



Combined Convenience And Luxury Make Portrait At Hance Park THE Place To Call Home In 2020



Example of your native ad at 480x120



Invite Your Friends To The Rooftop Terrace Or Walk To Spots From Portrait...

Ad Portrait At Hance Park

Visit Site

Example of your image ad at 300x250



**Convenience & Luxury Combined**



Combined Convenience And Luxury Make Portrait At Hance Park THE Place To Call Home In 2020



Example of your text ad at 300x250

**Downtown's Finest Living**

Portrait At Hance Park

Combined Convenience And Luxury Make Portrait At Hance Park THE Place To Call Home In 2020

[VISIT SITE](#)

Example of your image ad at 728x90



**Convenience & Luxury Combined**

Combined Convenience And Luxury Make Portrait At Hance Park THE Place To Call Home In 2020



Example of your image ad at 300x250



**Where Lifestyles Intersect**

Creators, dreamers, inspirers & doers, this is your home. Learn more about AMP Lofts here.



Example of your text ad at 300x250

**Where Lifestyles Intersect**

AMP Lofts

Creators, dreamers, inspirers & doers, this is your home. Learn more about AMP Lofts here.

[LEARN MORE](#)

Example of your native ad at 300x250



AMP Lofts are custom-designed to cater to the in-crowd. Want to live luxe here?

AMP Lofts

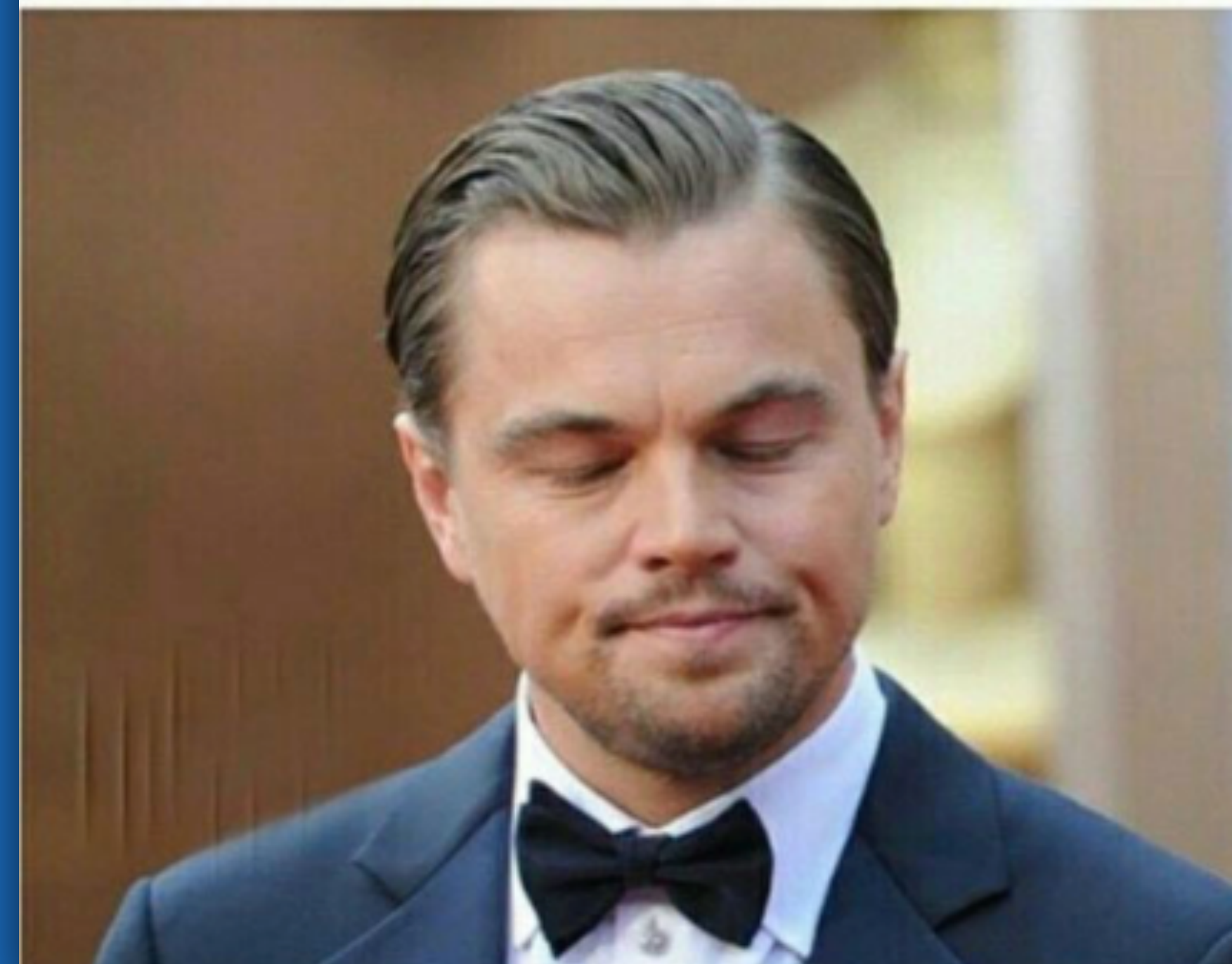
[Learn More >](#)



# YOUTUBE

# Ads

When u get the 30-second Youtube ad

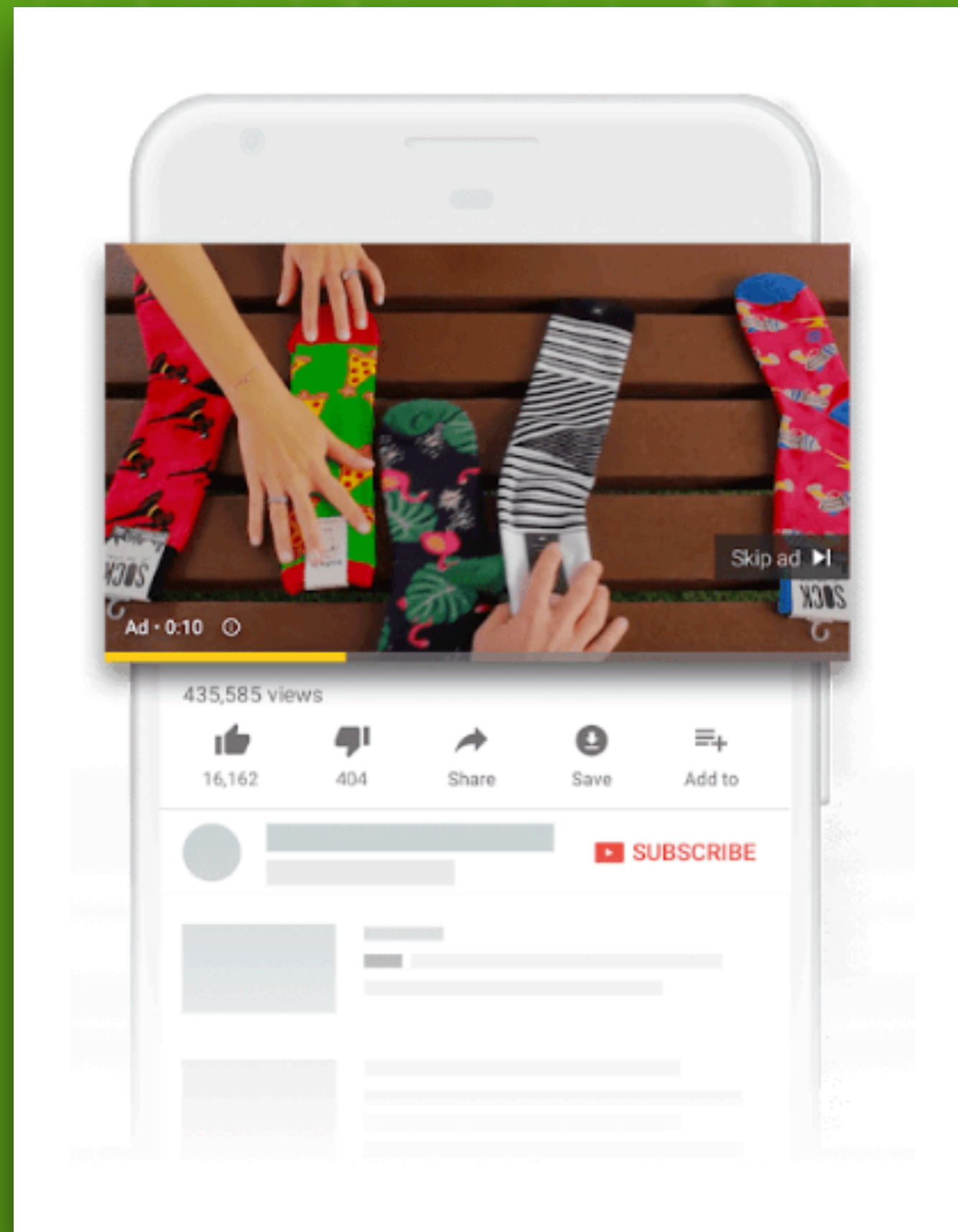




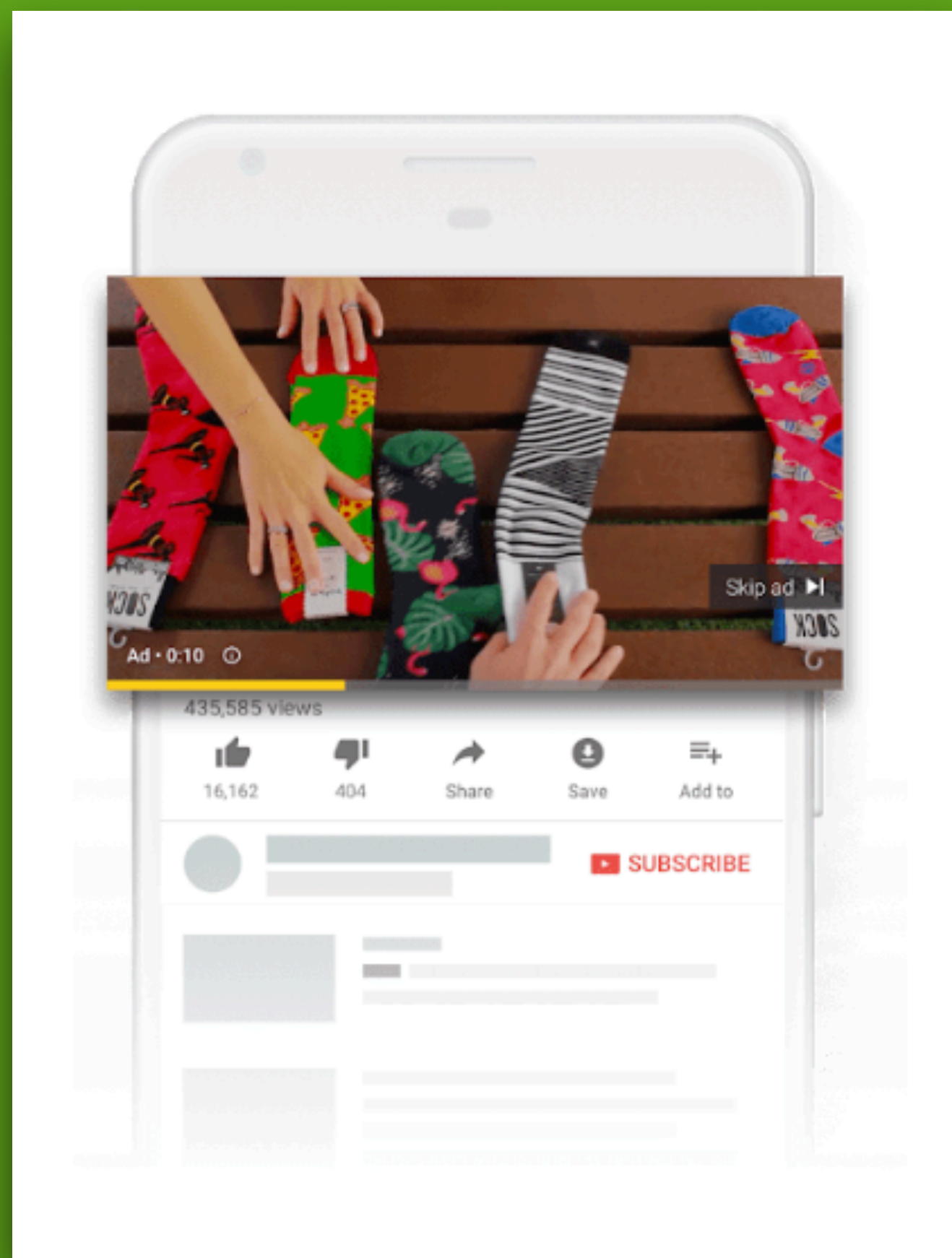
# TRUEVIEW *Ads*

## TRUEVIEW FOR REACH

- + Reach as many people as possible in your target audience at the most efficient price
- + CPM bidding basis
- + Duration of 6-30 seconds







# TRUEVIEW IN-STREAM

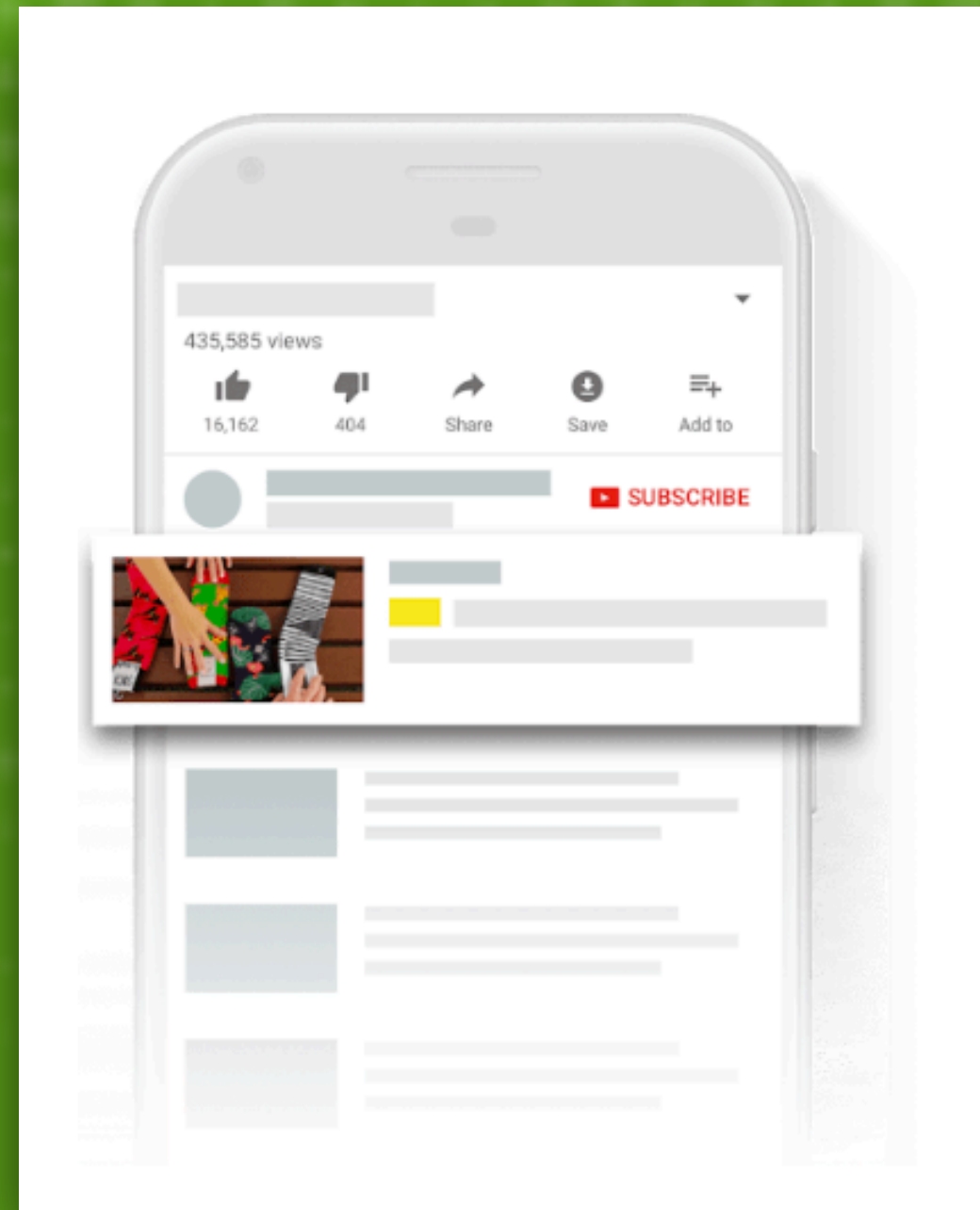
- + Run your ads before, during, or after videos on YouTube or on video-partner sites and apps to drive impact for your brand & products
- + CPV bidding, average cost \$0.01-\$0.15





# TRUEVIEW DISCOVERY

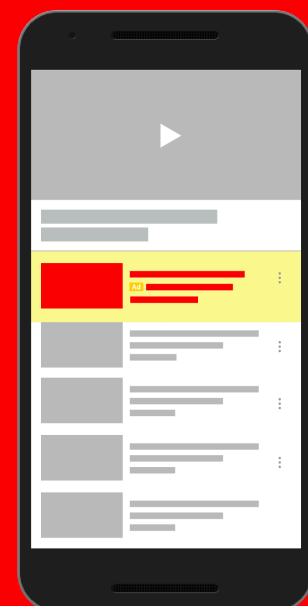
+ To help surface your videos to an interested audience, place your ads in YouTube search results, next to related videos, or on the YouTube mobile homepage



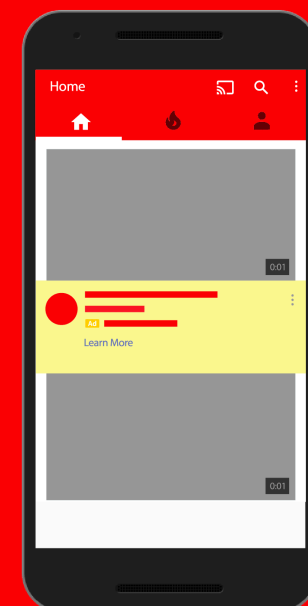
## TrueView discovery ads



Search Results Page



Watch Page



Homepage

### Luxury Apartments Scottsdale - Waived Fees & Deposit

Take a Virtual Tour of Our Spacious Studio, One and Two Bedroom Apartment Homes. Call Now. Move In Today and Receive Free Rent Until June on Select Units. Call for Details. Spa. Dishwasher.

Ad [www.biltmoreatcamelback.com/phoenix/apartments](http://www.biltmoreatcamelback.com/phoenix/apartments)

VISIT SITE

### Scottsdale Apartments - Camden Premier Communities

Pet-Friendly, Studio, 1, 2 & 3 Luxury Bedroom Apartments with Resort-Style Amenities. Camden is Offering Live Video Tours By Appointment Only and Virtual Tours Online. Online Rent Pay. Pets Welcomed. Call, Chat, Email 24x7. Bark Park for Dogs. 24 hr. Fitness Center. Resort-Style Pool.

Ad [www.camdenliving.com/scottsdale-az/apartments](http://www.camdenliving.com/scottsdale-az/apartments)

VISIT SITE

### Scottsdale Apartments For Rent - Brand New Luxury Apartments - vitriapartments.com

Vitri Offers A New Standard Of Apartment Living, Seamlessly Blending Design & Convenience. Schedule Your Tour Of Our Luxury Apartments In The Scottsdale Quarter. Apply Today! Light-Filled Homes. Elevated Pool Deck. 24-Hour Fitness Center. Walk-In Closets.

Ad [www.vitriapartments.com/for-rent](http://www.vitriapartments.com/for-rent)

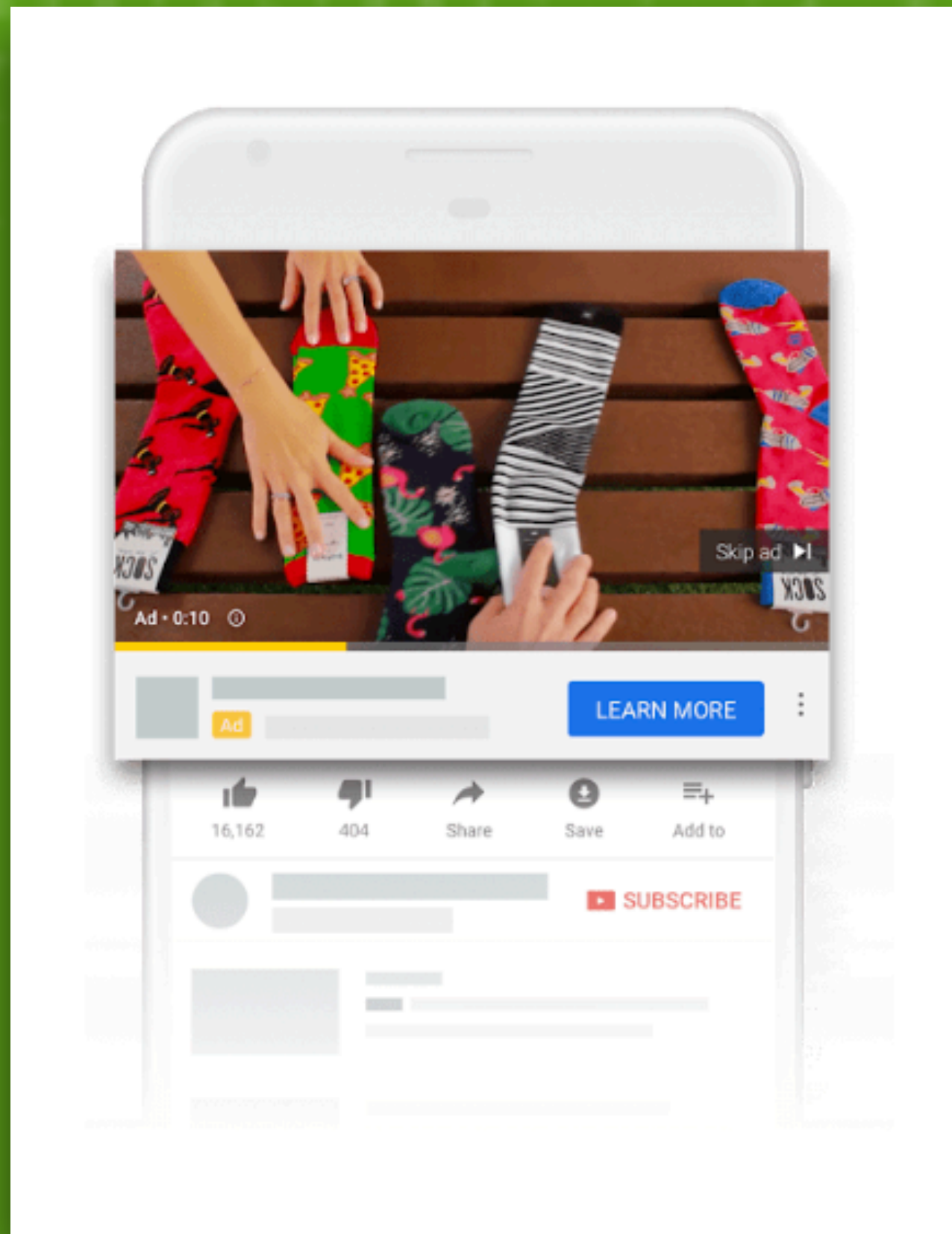
VISIT SITE





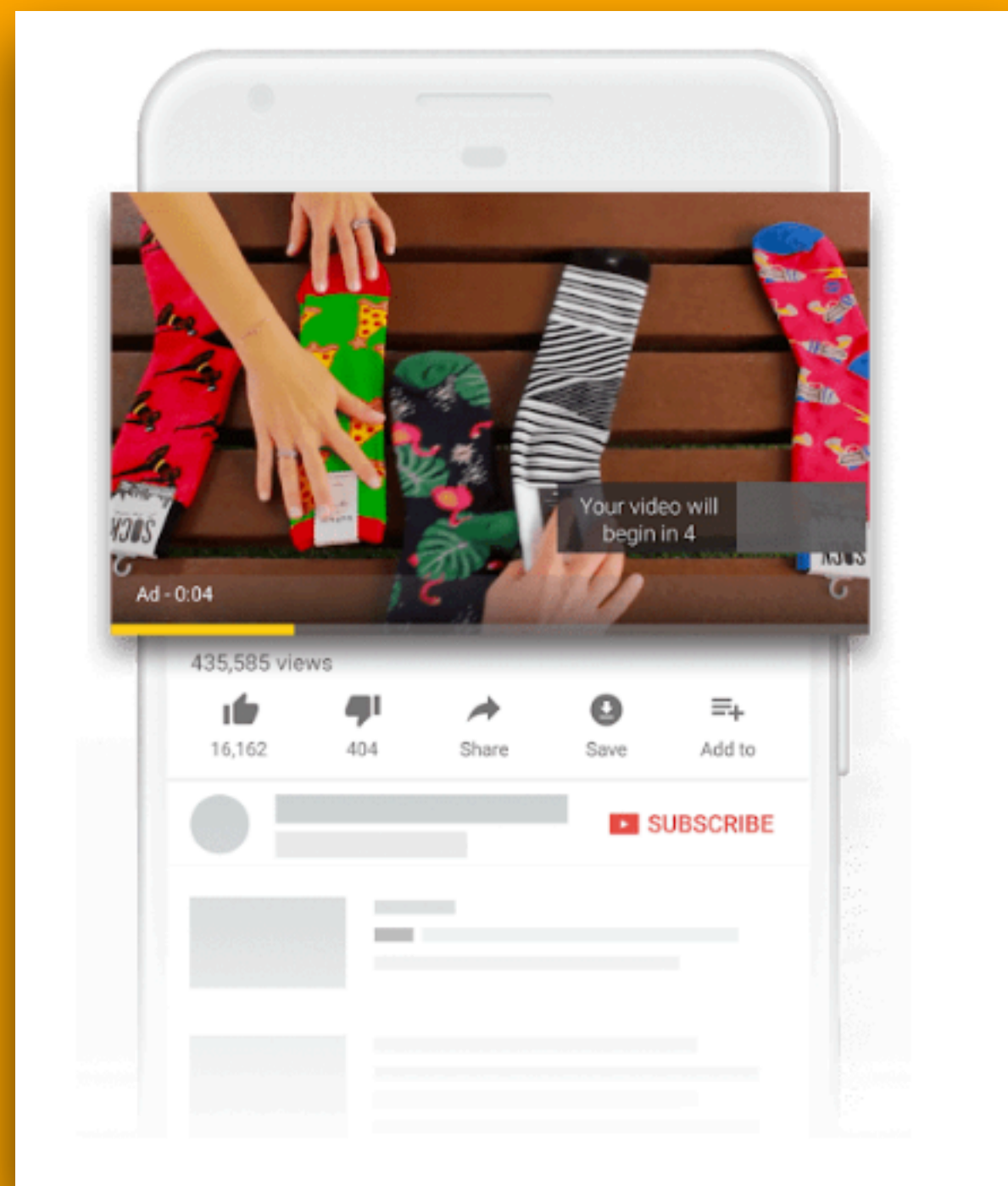
# TRUEVIEW FOR ACTION

- + Optimize your video ads to drive any online action that's important to your business. Get interested customers to “buy now” with a clickable button that leads to your site





# NON-SKIPPABLE ADS

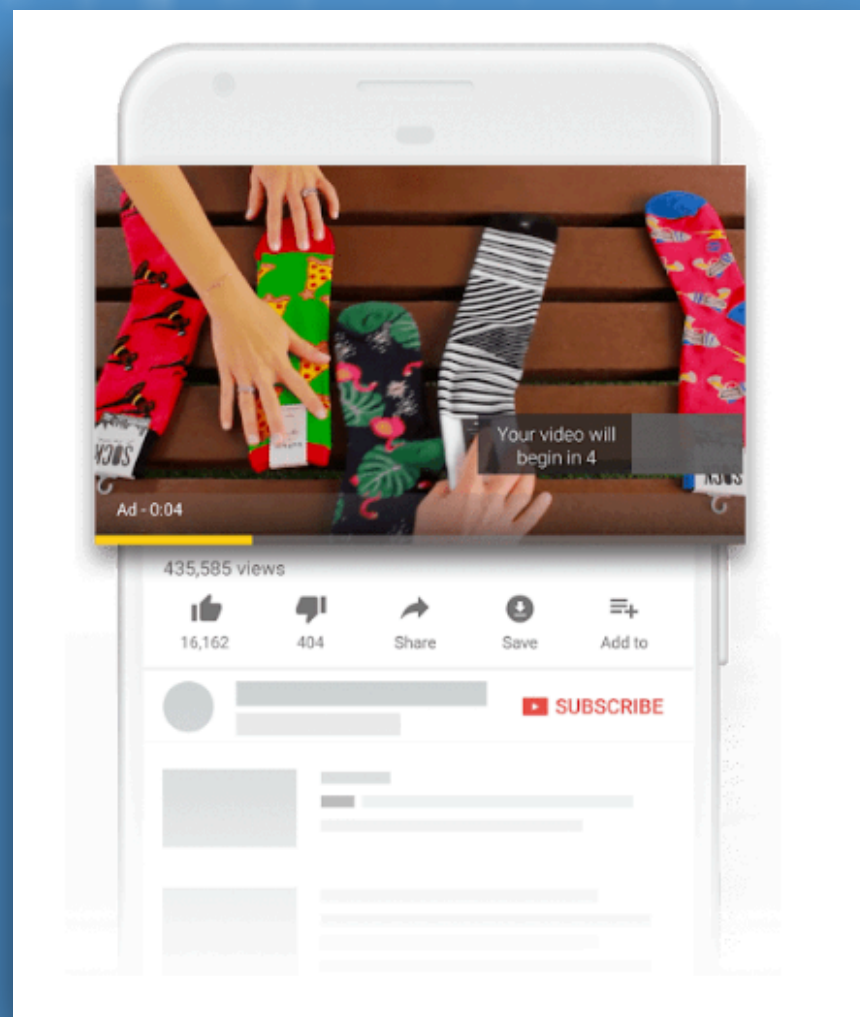


- + Max length is 20 seconds
- + Pre-Roll: appears before a video plays
- + Mid-Roll: appears midpoint of a 10min or longer video
- + Only available through a reservation buy basis. CPMs start at \$14



# BUMPER *Ads*

SHARE YOUR MESSAGE IN **6 SECONDS** TO DRIVE  
REACH & IMPACT A MOBILE FIRST WORLD



- + Non-skippable ads, lasting 6 seconds at most
- + Due to their short length, these ads are ideal for targeting mobile users
- + CPMs start at \$8



# Audiences

+ REMARKETING

+ IN-MARKET

+ CUSTOM INTENT





# TRACKING



- + Website Conversion Tracking
- + Google Analytics
- + Google Tag Manager



# OMNI CHANNEL

+ Cohesive Marketing Strategy

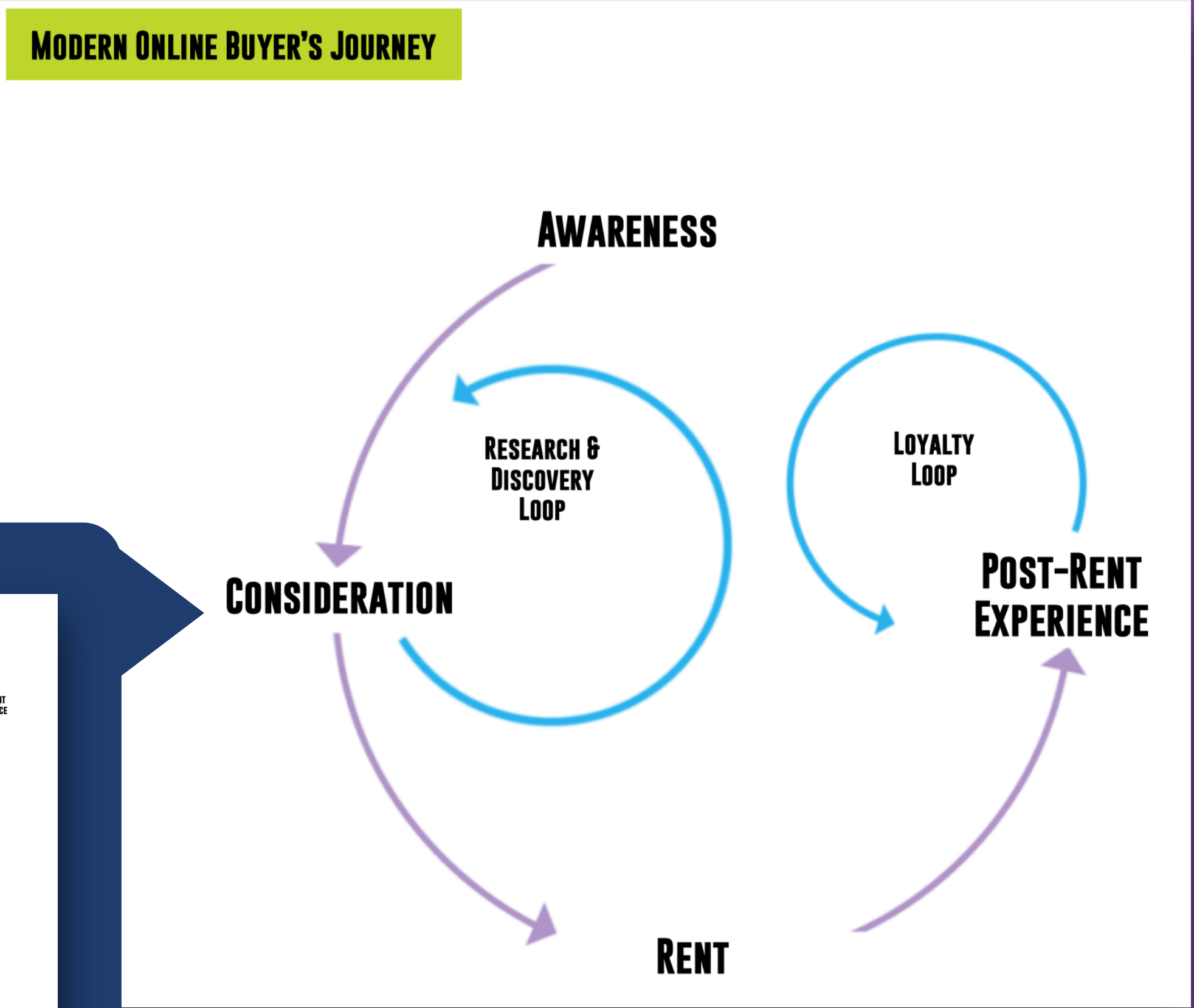
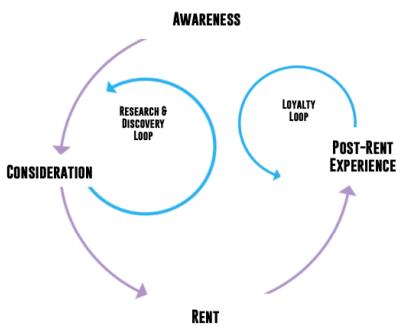


**CONSIDERATION**

**CUSTOMER BEHAVIOR**  
NARROWING OPTIONS

**GOAL**  
GET THEM TO THINK YOU ARE THE BEST (ONLY) OPTION

**ACTION**  
**STRONG CALL TO ACTION**  
REMARKETING LIST FOR SEARCH ADS - DISPLAY REMARKETING ADS - SEARCH ADS ON GOOGLE - FACEBOOK BOOSTED POSTS





# GOOGLE MY BUSINESS



**Nexa Apartments** NEXA

[Website](#) [Directions](#) [Save](#)

4.0 ★★★★★ 195 Google reviews

Apartment rental agency in Tempe, Arizona

**Address:** 1221 E Apache Blvd, Tempe, AZ 85281

**Hours:** **Open** · Closes 7PM ▾

⚠ Hours or services may differ

**Phone:** (480) 725-3076

**Appointments:** [livenexa.com](https://livenexa.com)

[Suggest an edit](#) · [Own this business?](#)

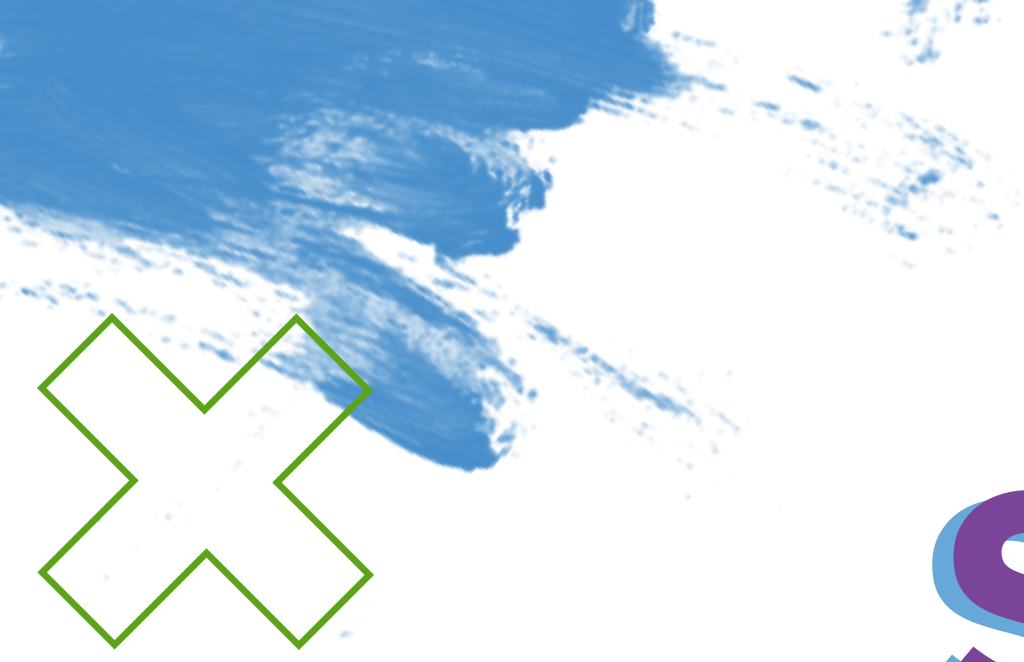
**Know this place?** [Share the latest info](#)

**Products** [View all](#)

1 Bedroom/1 Bat... \$1,450.00 – \$1,6...	1 Bed/1 Bath (A3... Luxury Floor Plans	1 Bed/1 Bath (A2... Luxury Floor Plans

**Reviews from the web**





# STAY IN THE KNOW

Virtual Webinar Library, Future Webinars with Tips, Tricks & How-Tos

*Join us*

NEXT WEDNESDAY,  
MAY 27TH @ 11AM PST

**DIGITAL LEASING WEBINAR:**



**SOCIAL MEDIA  
DESIGN HOW-TOS**

envida

**GETSOCIAL@ENVIDA.COM | ENVIDA.COM**