



Offering a gateway to generate business

through 

Google properties,
including:



Content publishers,
including:



Search partners,
including:



Advertise with us



We create your ads

We create ads and choose keywords, which are words or phrases related to your business.



Your ads appear on Google

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.



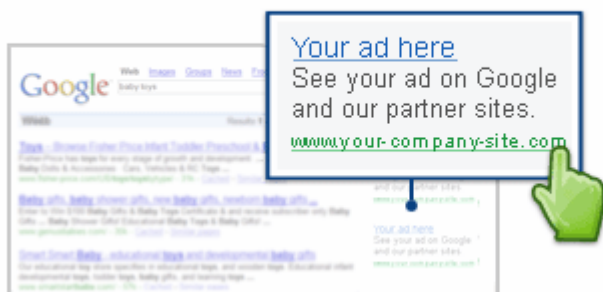
You attract customers

People can simply click your ad to make a purchase or learn more about you. It's that easy!

Your ads appear beside related search results...

People click your ads...

...And connect to your business



Benefits of Advertisement



- ★ Reach
 - Access to ~80% of Internet users worldwide
- ★ Cost
 - Low costs for high ROI
 - Pay Google when users click on your ads
- ★ Timing
 - Ads are seen by users looking to purchase
 - Reach your audience at the right time, with the right message
- ★ Flexibility
 - Start advertising quickly
 - You can target ads to the specific location

How it is managed



- ★ Advertising on Google can help an advertiser meet many objectives
- ★ Determining, measuring, and tracking metrics helps ensure success

Objective		Example Success Metrics
<ul style="list-style-type: none">✓ Generate awareness✓ Build brand✓ Educate prospects	➔	<ul style="list-style-type: none">• Targeted impressions• Qualified visits your website• Depth of involvement
<ul style="list-style-type: none">✓ Generate leads✓ Identify prospects	➔	<ul style="list-style-type: none">• Request for proposals• Coupon downloads• Newsletter registrations• Email address opt-ins
<ul style="list-style-type: none">✓ Customer acquisition✓ Sales	➔	<ul style="list-style-type: none">• Sales conversions = \$\$\$• Lower cost per lead/sale

Global strength



Reach customers around the world on one platform

Your customers search Google in over **100** languages

#1 search engine in 17 out of 20 countries measured

Ranked **#1** in 2005 Web Globalization Report Card



“Google is arguably the most global commercial Web site ever built.”

– John Yunker, Chief Analyst,
Byte Level Research



How it works ?



Your customers see your ad when they search

Google Web Images Groups^{New!} News Froogle Desktop [more »](#)

SUV [Advanced Search](#)
[Preferences](#)

Web Results 1 - 10 of about 8,050,000 for SUV [[definition](#)]. (0.93 seconds)

Suv Sponsored Links
www.gmbuypower.com GM vehicle info - compare, price, search inventory all on one site.

Suv
www.dallasareaaudidealers.com Learn About All Audi Models - Compare Features & Find Dealers

SUV OnLine
SUV.COM.
www.suv.com/ - 1k - [Cached](#) - [Similar pages](#)

The SUV Info Link
... The SUV Info Link is here to give you more information, so that you can decide what type of vehicle matches your needs. ... SUV Bumper Stickers are now available! ...
www.suv.org/ - 7k - [Cached](#) - [Similar pages](#)

SUV Environmental Concerns
... sales continue to climb. Driving an SUV has a much greater impact on the environment than driving other passenger cars. In large part ...
www.suv.org/enviro.html - 35k - [Cached](#) - [Similar pages](#)
[[More results from www.suv.org](#)]

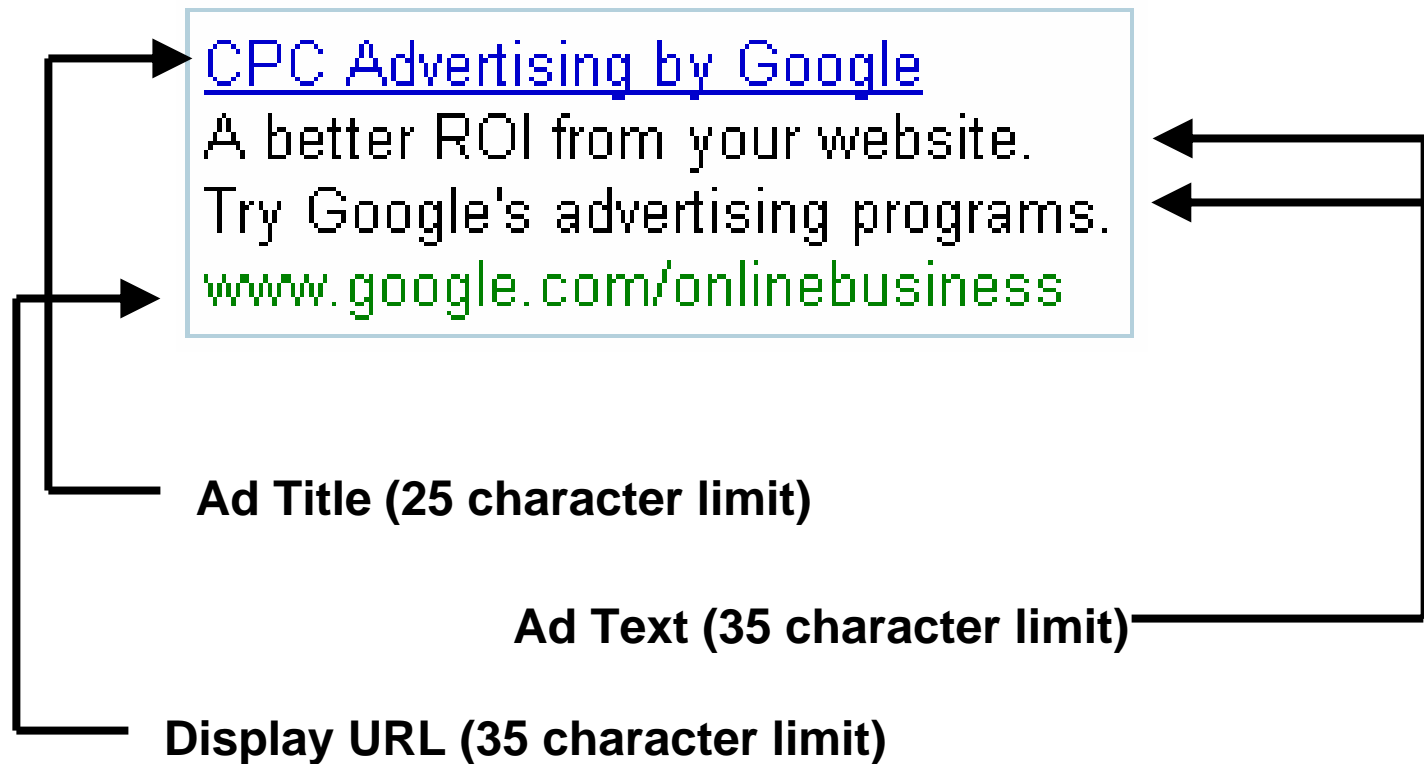
Sponsored Links

SUV Pricing & Info
Reviews, Ratings, & Pricing info. Compare latest prices from dealers.
www.Edmunds.com

Prices on Toyotas.
Get authoritative pricing on Toyotas at toyota.com.
www.toyota.com

Suv
Search & Compare Vehicle Listings - See SUVs in Your Area - Fast & Easy
www.autotrader.com

Structuring of Banner Ad



What is CPC?

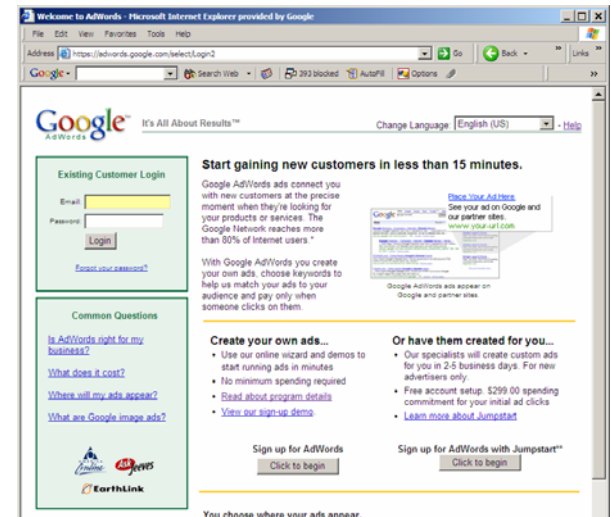


- ★ **Click:** The action a user takes to select your ad and be taken to your website.
- ★ Google charges the advertiser when a user clicks on your ad



[CPC Advertising by Google](#)
A better ROI from your website.
Try Google's advertising programs.
www.google.com/onlinebusiness

A sample AdWords ad



The Destination Website

CPC: controlling your budget



- Choose your maximum daily / monthly budget
- Choose how much you want to pay per click for every keyword
- Pay for users who click on your ad
- Most effective than Yellow Pages, Banner Ads & Direct Mail
- Conversion Tracking helps you to formulate your sales strategies

The screenshot shows the Google AdWords Campaign Management interface. A table lists campaign performance metrics. A red box highlights a summary table with the following data:

Conv. Rate	Value/ Cost
8.4%	4.55
6.5%	3.94
2.1%	5.34
2.5%	3.72
4.9%	4.39

The background interface includes a navigation bar with 'Campaign Management', 'Reports', and 'My Account'. Below it, there's a 'Campaign Summary' section with a search bar. The main area shows 'All Campaigns' with a table of campaign details. The table has columns: Campaign Name, Current Status, Current Budget, Clicks, Impr., CTR, Avg. CPC, and Cost. The table lists four campaigns and a total for all active campaigns.

Campaign Name	Current Status	Current Budget	Clicks	Impr.	CTR	Avg. CPC	Cost
Campaign #1	Active	\$3000.00 / day	3244	101,386	3.2%	\$0.74	\$2400.56
Campaign #2	Active	\$1500.00 / day	6122	244,895	2.5%	\$0.21	\$1285.62
Campaign #3	Active	\$500.00 / day	2226	54,301	4.1%	\$0.18	\$400.68
Campaign #4	Active	\$500.00 / day	2078	98,971	2.1%	\$0.16	\$332.48
Total - all 4 campaigns	-	\$5500.00 / day	13,671	499,553	3.0%	\$0.32	\$4419.34

*Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here.

How AdWords can pay you



Rs. 10,000/- investment in AdWords



Rs. 10 CPC = 1000 clicks



10% conversion rate = 100 sales



Average sale = Rs. 10,000/-



Rs. 10,000 investment returns Rs, 10,00,000/-



Reinvest profits >> increase budget >> increased profits



Interested?



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