











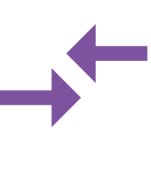


GOOGLE AWARDS YEAR-IN-REVIEW

Recap of 2016 announcements

- 1**  **AdWords iOS App**
Jan 2016 - Google introduced the AdWords app for iOS. With the AdWords app, campaign activities can now be managed on the go from the convenience of an iPhone
- 2**  **Draft and Experiments**
Jan 2016 - Google rolled out campaign drafts and experiments to help with testing of changes to campaigns, easily measure results, and apply the changes that work well
- 3**  **No More Right Hand Ads**
Feb 2016 - Google killed right-hand PPC ads
- 4**  **Shopping Ad Insights**
Apr 2016 - Google added more insights in the Products tab to make it easier to spot the status of the best performing products
- 5**  **Bumper ads**
April 2016 - Google introduced a new six-second video format. "Snackable videos" perform well, especially on mobile
- 6**  **Expanded Text Ads**
Jun 2016 - Google overhauled text ads & announced expanded text ads - optimized for smartphones with 50% more space for ad text
- 7**  **YouTube Director**
June 2016 - Google introduced a suite of video ad creation products for businesses
- 8**  **Customer Match for Shopping Ads**
June 2016 - Google added ability to upload of a list of email addresses, which can be matched to signed-in users on Google
- 9**  **Price Extension**
July 2016 - Google introduced ability to showcase products & services and how much they cost
- 10**  **Demographic bid modifiers Search Ads**
Sept 2016 - Google made it possible to target search ads by age and gender
- 11**  **Cross-Device Remarketing**
Sept 2016 - Google gave flexibility to reach customers across devices, website, laptop, tablet and phone. And gave advertisers the ability keep site visitors on the list longer -- now up to 540 days
- 12**  **Message Extensions**
Oct 2016 - Google lets searchers text businesses from search ads. Tapping on the texting option launches a user's SMS app with a pre-written message
- 13**  **New Display Keyword Targeting**
Oct 2016 - Google lets advertisers target just the content (sites, videos, and apps) that is relevant to their keywords or to target the audience that is potentially interested in those keywords, even when they're viewing other content with display ads



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