

# Google Ads Level 2

Harness the power of audience targeting and learn about automation through this 1-day course designed to complement and expand upon topics covered in Google Ads in a Day.

Group classes in NYC and onsite training is available for this course. For more information, email [hello@nobledesktop.com](mailto:hello@nobledesktop.com) or visit: [nobledesktop.com/classes/google-ads-advanced](https://nobledesktop.com/classes/google-ads-advanced)



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## Course Outline

### Campaign Optimization

- Understanding Reports in Google Ads
- Analyzing Reports in Google Ads
- Analyzing & Optimizing Campaign Performance
- Data Segmentation
- Bid Management

### Account Automation

- What is Automation?
- When to Automate Your Account?
- Steps to Automating Your Account?

### Audience Targeting

- Understand what audience targeting is
- A look at the different types of audience targeting
- How to setup audience targeting

### Remarketing with Google Ads

- Introduction to Remarketing
- Types of Remarketing
- Why you need Remarketing
- Developing your Remarketing Strategy
- Installing your Remarketing Code
- Launching a Remarketing Campaign

### Display Advertising with Google Ads

- Introduction to Display Advertising
- Understanding the Display Network

- Bidding Strategies for Display
- Targeting via the Display Network
- Ad Formats
- Display Campaign Management