

# ad agency business plan pdf

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## About Google Ads

If you want to reach new customers online, then advertising with Google Ads might be right for you. When you advertise with Google Ads, you're investing in your business. Make sure you understand the basics of Google Ads to get the most out of your campaign.

## Grow your business with Google Ads

You decide how much you want to spend, and pay only when someone interacts with your ad, like clicking your text ad or watching your video ad. You base your bids on whatever is best for your business.

## My Ad Center Help - Google Help

Official Help Center where you can find tips and tutorials on using and other answers to frequently asked questions.

## How personalized ads work - Android - My Ad Center Help

Ads you see on Google are either personalized, using factors like your choices in My Ad Center, or non-personalized. Open the sections below to learn more about the factors used to show you personalized and non-personalized ads.

## 个性化广告 - Google - Google Ads

个性化广告" 是指根据您的选择在 Google 上显示的广告。个性化广告使用各种因素来确定您看到哪些广告。这些因素可能包括您的搜索历史、您在 Google 上看到的内容以及您在 Google 上看到的其他广告。非个性化广告" 是指根据 Google 的算法显示的广告。这些广告可能与您在 Google 上看到的内容无关，而是根据您的兴趣和行为显示的。

## Sign in to Google Ad Manager

Confirm Ad Manager is enabled in the Google Admin console. If your organization uses Google Workspace, they may activate Ad Manager users through the Google Admin console.

## Find your ad ID - Google Ads Help

Find your ad ID Your ad ID is a number that can be used to identify each ad in your Google Ads account. How to view your ad ID Go to Ads within the Campaigns menu . In the statistics table, you'll find the ad ID in the "Ad ID" column.

## Customize your ads experience - My Ad Center Help

Customize ad topics and brands My Ad Center gives you more control of the kind of ads you're shown on Google services by letting you choose the topics you'd like to see more or fewer ads about.

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