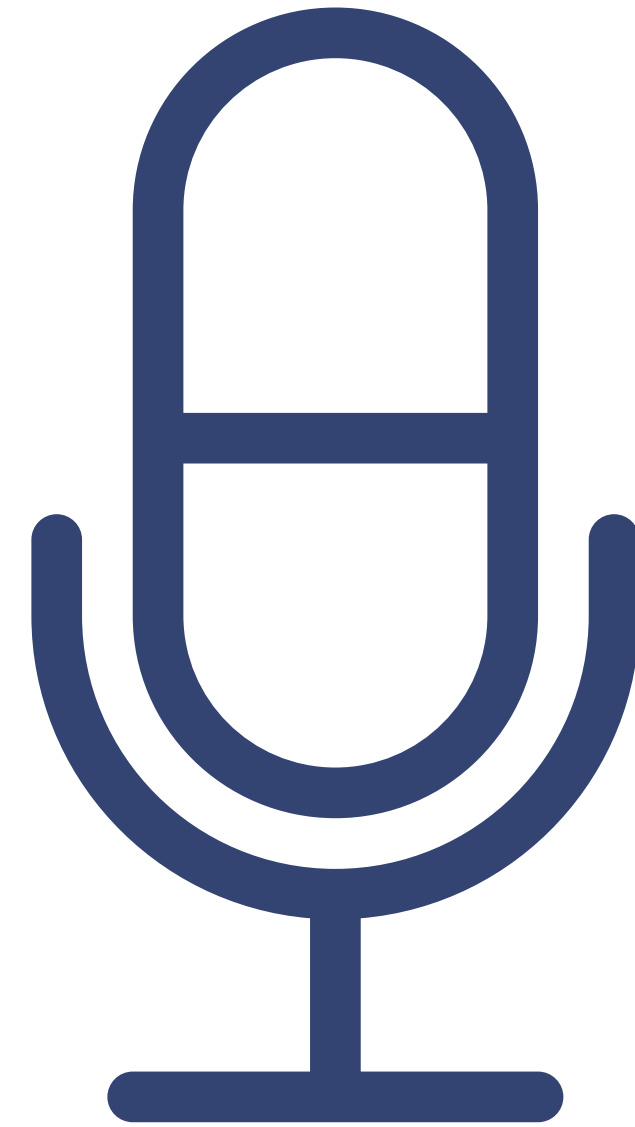




WebDigital
ELEVATED PERFORMANCE

#DIGITALFORUM26

SPEAKER





Managing partner @WebDigital





Managing partner @WebDigital



14 ani in digital marketing





Managing partner @WebDigital



14 ani in digital marketing



+15M € bugete anuale





Managing partner @WebDigital



14 ani in digital marketing



+15M € bugete anuale



Specializati in PPC Marketing







▶▶ 8 nominalizări



▶▶ 6 nominalizări

🏆 1 premiu



▶▶ 7 nominalizări

🏆 1 premiu



▶▶ 4 nominalizări



▶▶ 4 nominalizări



▶▶ 3 nominalizări

🏆 2 premii

***Google Ads & YouTube: One Ecosystem, Double
the Impact***



WHAT

ABOUT

YOU?

AWARENESS

CONSIDERATION

CONVERSION

LOYALTY

SEE

THINK

DO

CARE

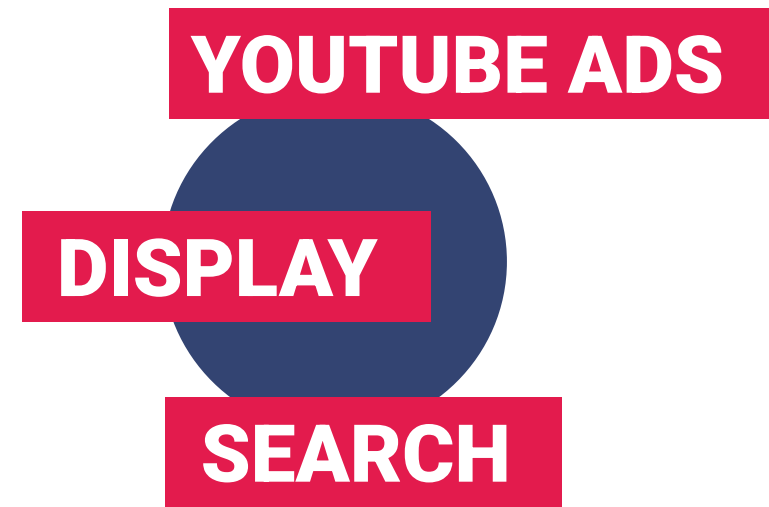
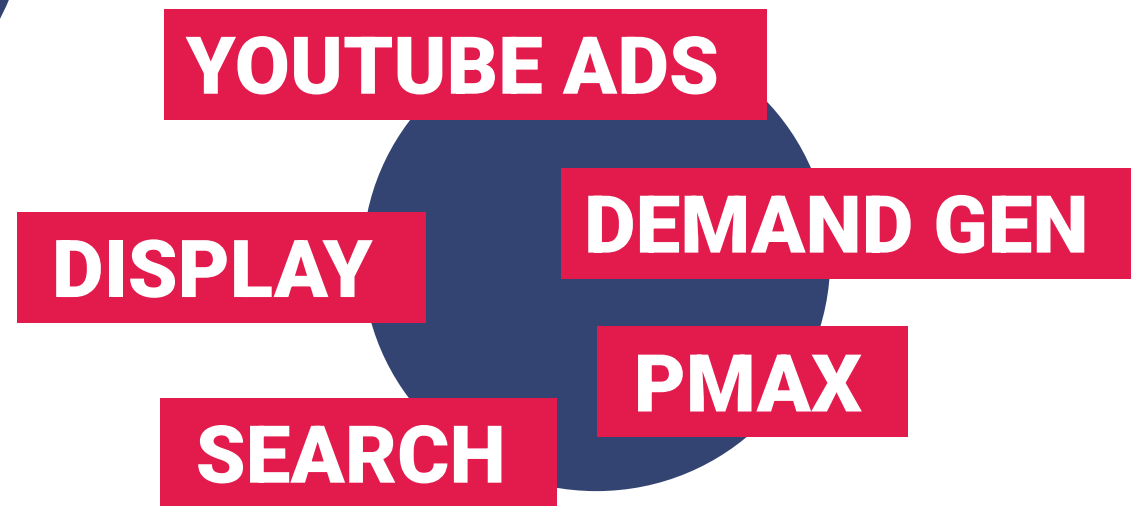
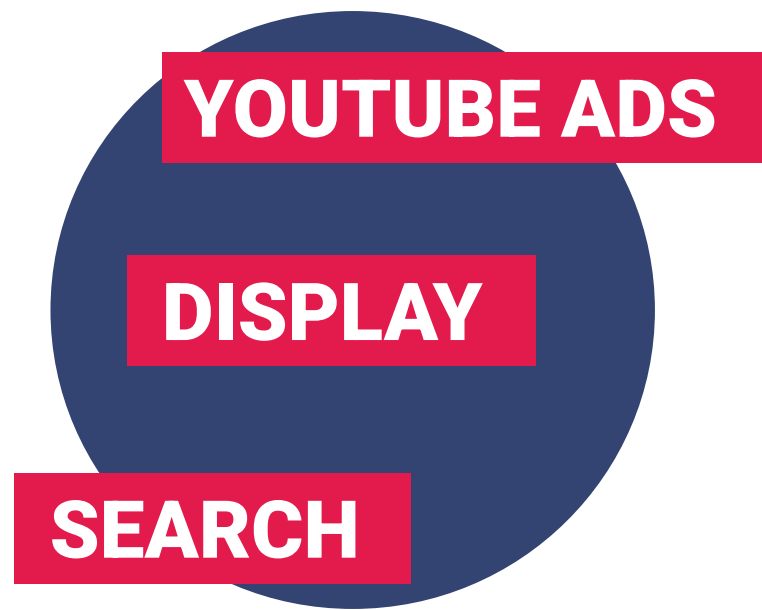
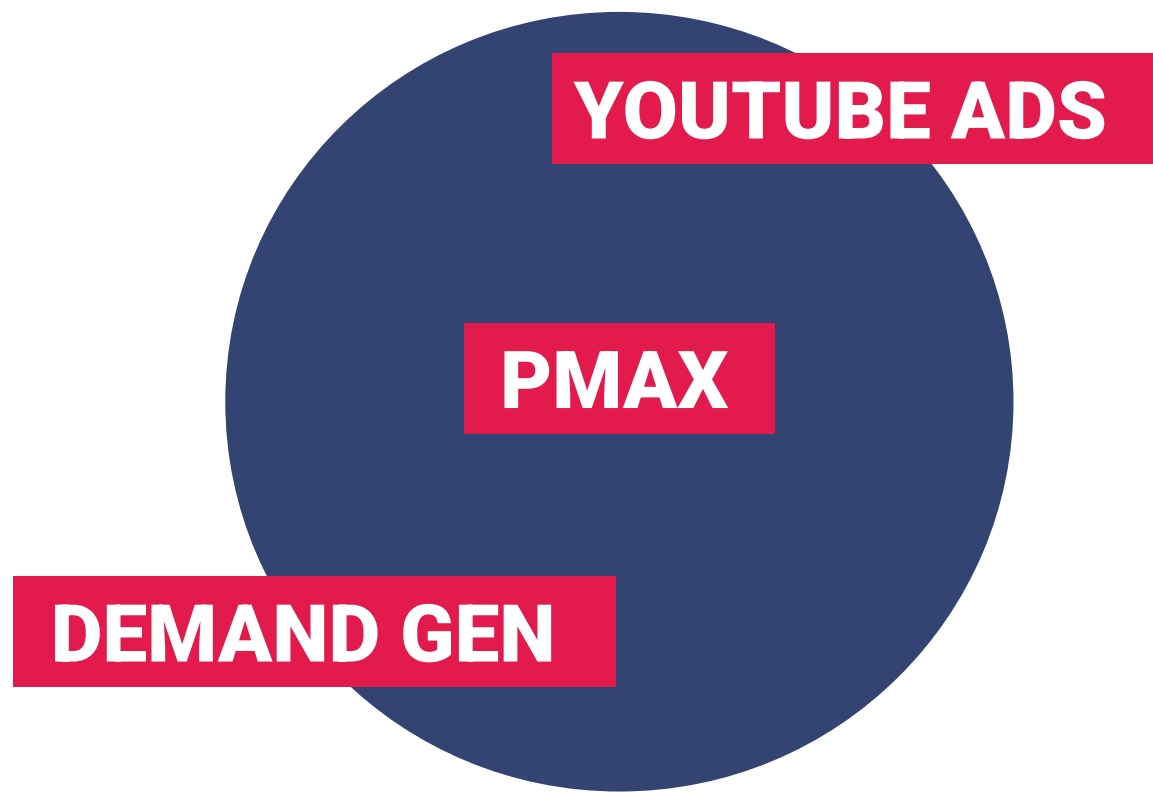


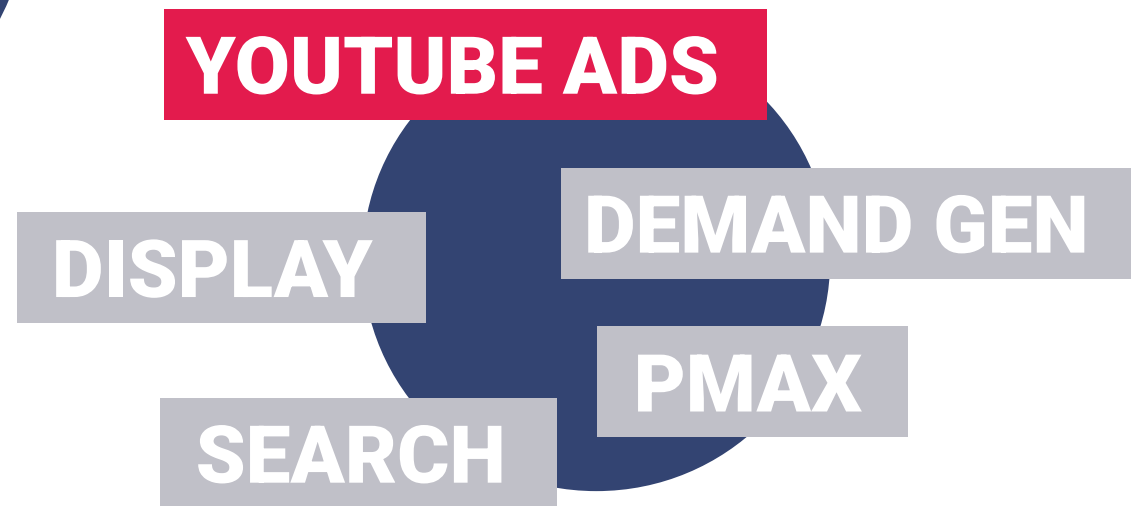
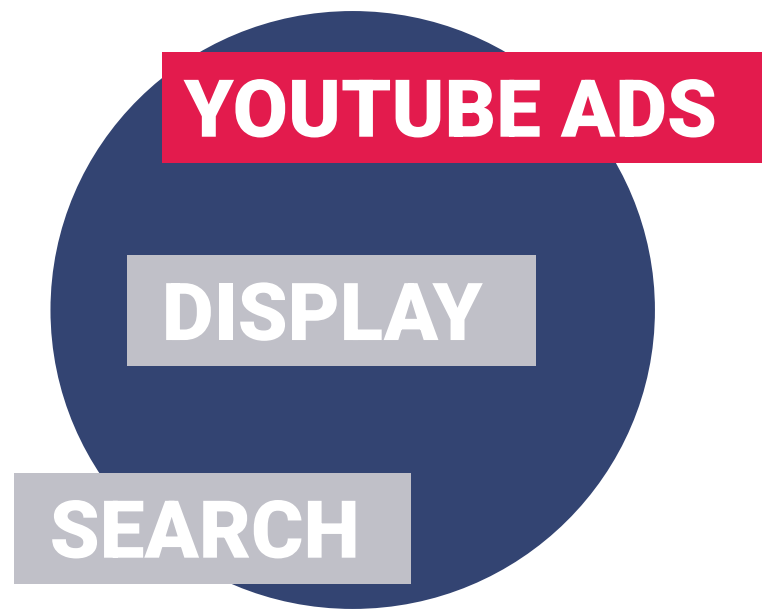
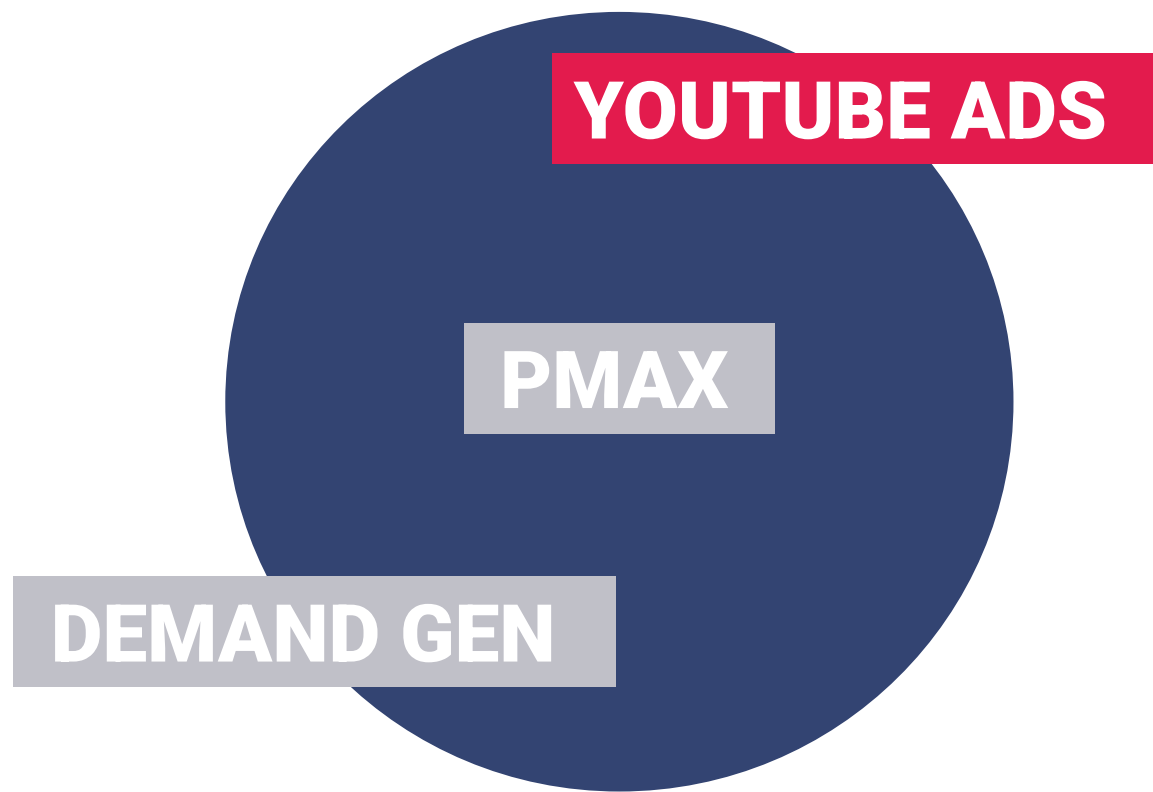
SEE

THINK

DO

CARE

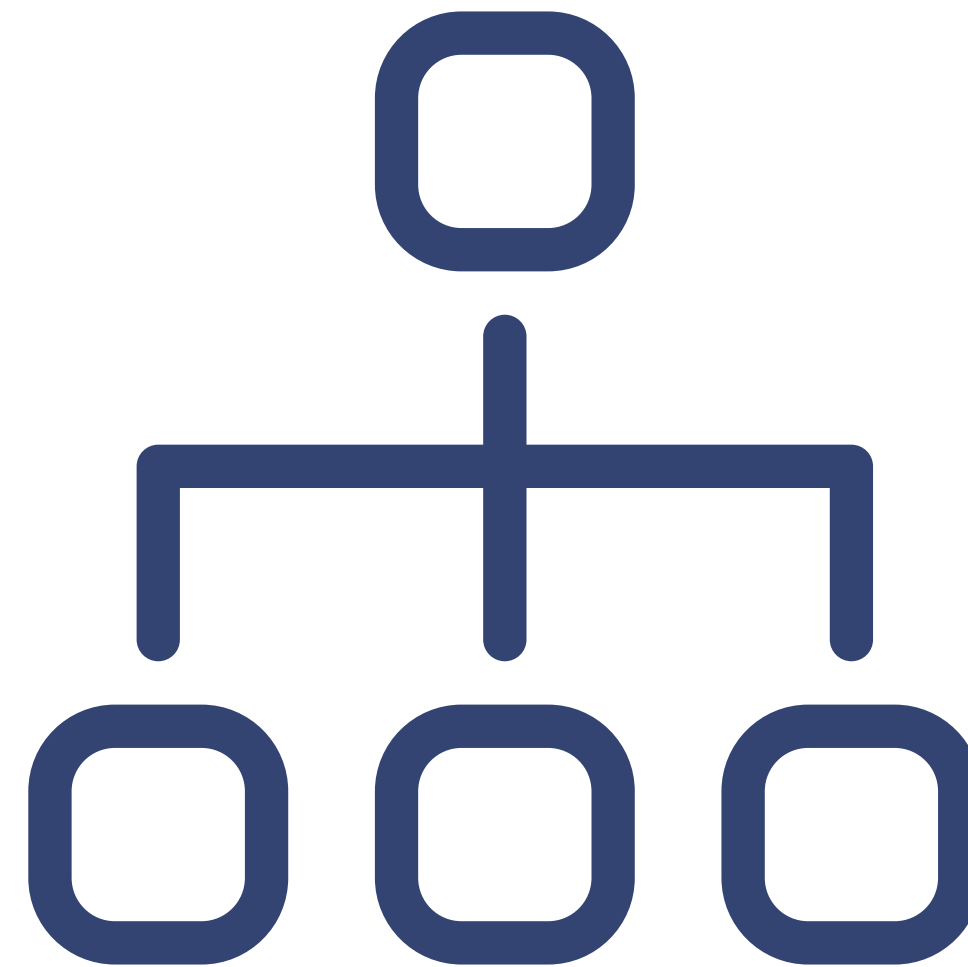


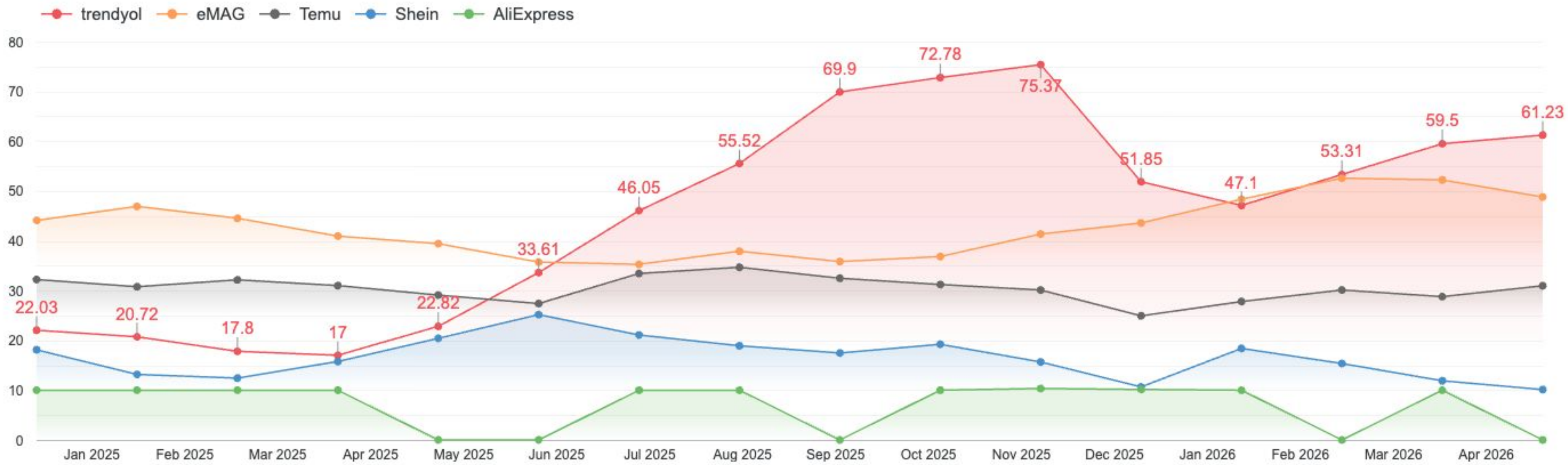


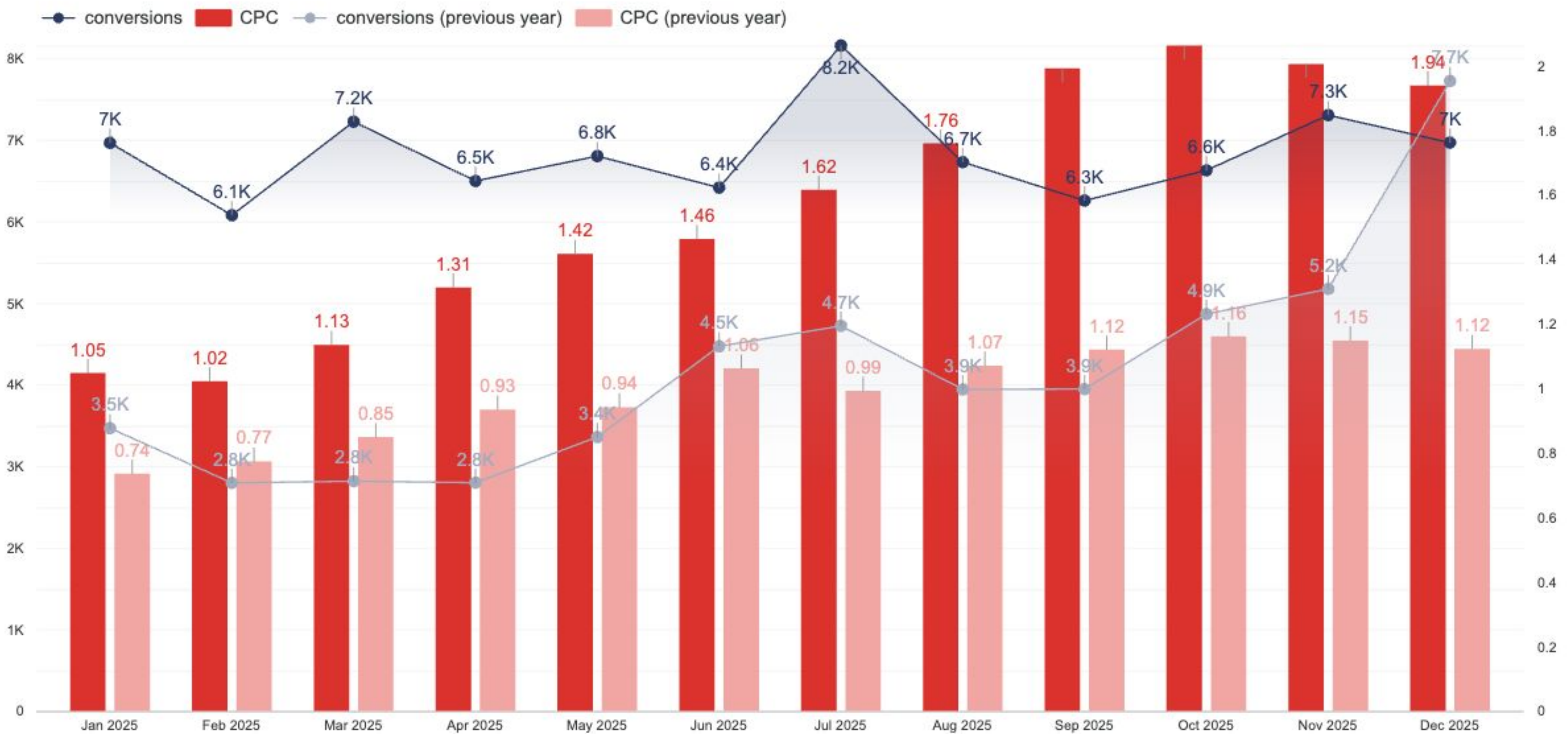
WHA

CHANGE

IN 2026







MORE

AND

MORE

**ARTIFICIAL
INTELLIGENC**



FEED

ALGORITHM WITH

DATA



TRACKING

FRAMEWORK



 **Submit lead form** [Account-default goal](#) [42 of 44 campaigns](#)


<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All conv.
<input type="checkbox"/> WD_Formular_Completat_Website_General	Primary	Website	686.00
<input type="checkbox"/> Lead form - Submit	Primary	Google hosted	50.00
<input type="checkbox"/> WD_Formular_Completat (webdigital.ro)	Secondary	Website (Google Analytics (UA))	392.00

 **Submit lead form** [Account-default goal](#) [42 of 44 campaigns](#)


<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All conv.
<input type="checkbox"/> WD_Formular_Completat_Website_General	Primary	Website	686.00
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 **Phone call lead** [Account-default goal](#) [42 of 44 campaigns](#)

<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All conv.
<input type="checkbox"/> Calls from ads ⋮	Primary	Call from Ads	17.00
<input type="checkbox"/> WD_Apel_Telefonic	Primary	Website	0.00

 **Submit lead form** [Account-default goal](#) [42 of 44 campaigns](#)


<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All conv.
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 **Contact** [Account-default goal](#) [43 of 44 campaigns](#)

<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All conv.
<input type="checkbox"/> WD_Page_Scroll	Primary	Website	38.00

 **Submit lead form** [Account-default goal](#) [42 of 44 campaigns](#)

<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All conv.
<input type="checkbox"/> WD_Formular_Completat_Website_General	Primary	Website	686.00
<input type="checkbox"/> Lead form - Submit	Primary	Google hosted	50.00
<input type="checkbox"/> WD_Formular_Completat (webdigital.ro)	Secondary	Website (Google Analytics (UA))	392.00

 **Phone call lead** [Account-default goal](#) [42 of 44 campaigns](#)

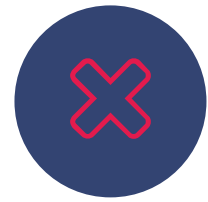
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<input type="checkbox"/> Calls from ads ⋮	Primary	Call from Ads	17.00
<input type="checkbox"/> WD_Apel_Telefonic	Primary	Website	0.00

 **Contact** [Account-default goal](#) [43 of 44 campaigns](#)

<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All conv.
<input type="checkbox"/> WD_Page_Scroll	Primary	Website	38.00

 **Engagement** [0 of 44 campaigns](#)

<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All conv.
<input type="checkbox"/> YouTube channel subscriptions	Primary	YouTube hosted	19.00
<input type="checkbox"/> Local actions - Other engagements	Primary	Google hosted	4.00



NO GOAL GUIDANCE



GOAL GUIDANCE



Consent Mode

Conversion diagnostics BETA

Check your diagnostics regularly to make sure you're correctly and accurately measuring conversions.

Consent mode

Status



Consent mode is implemented and modeling is active. [Learn more](#)

Back

Consent settings

Manage the consent settings for each of your data streams that use consent mode. Consent mode is a feature that helps you implement data privacy solutions in regions with consent regulations. It lets websites and apps communicate their end user's consent choices about sharing their personal data with Google. [Learn more about consent settings](#)

 **No issues detected in this property**

Select a data stream:



Excellent



Consent signals are active on this stream.

Behavioral analytics consent signals

 Active 

This signal is used for audience measurement (to measure users and engagement with websites or apps) and behavioral modeling (to fill in the measurement gaps for users who decline consent). [Learn more about behavioral analytics consent signals](#)

CONSENT SIGNAL STATUS

 Analytics cookie consent signals active The analytics_storage parameter indicates if cookie data can be collected for behavioral analytics purposes (other modeling prerequisites apply).	IMPACT User & event reporting Behavioral modeling
---	---

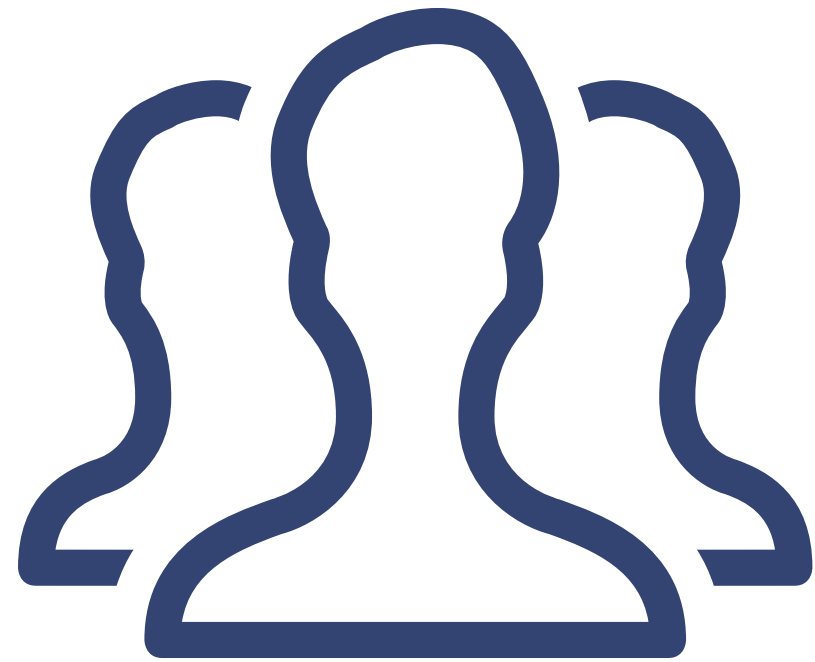
Advertising consent signals

 Active 

These signals are used for advertising measurement and personalization. [Learn more about advertising consent signals](#)

CONSENT SIGNAL STATUS

 Ads cookie consent signals active The ad_storage parameter indicates if cookie data can be collected for advertising purposes.	IMPACT Ads measurement Demographics & interest insights Audience remarketing
 Ads measurement consent signals active The ad_user_data parameter indicates if user data can be collected for advertising and ads measurement purposes.	IMPACT Conversion export Ads measurement Audience remarketing
 Ads personalization consent signals active The ad_personalization parameter indicates if the user can be included in audiences exported to linked ads accounts.	IMPACT Audience remarketing



AUDIENC E

FRAMEWORK

Users that have made a purchase

● Include users when:

in_app_purchase + Add parameter

OR

purchase + Add parameter

OR

ecommerce_purchase + Add parameter Or

And

AND

● Include users when:

LTV > 100 at any point in time Or

And

+ Add condition group to include | Add sequence to include

Add group to exclude

Additional audience settings

MEMBERSHIP DURATION

30 days

Set to maximum limit

AUDIENCE TRIGGER

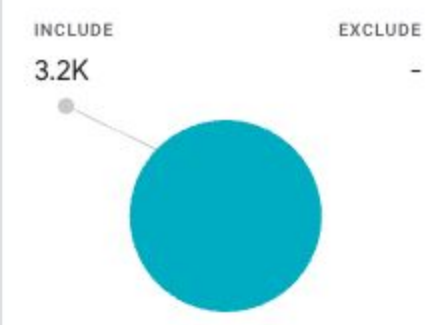
+ Create new

Summary

USERS IN THIS AUDIENCE

3.2K

1.08% of all users



TOTAL SESSIONS

37K

5.24% of all sessions

These figures are an estimate based on the last 30 days. Actual audience size, and audience sizes reported between Google Analytics, and Google Ads, may vary. [Learn more](#)

Analytics Untitled audience Help center CANCEL SAVE

ADMIN USER

Property [+ Create Property](#)

ForIT (GA4) (319723443)

- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams
- Events
- Conversions
- Audiences**
- Custom definitions
- Data Settings
 - Data Collection
 - Data Retention
 - Data Filters
 - Channel Groups
- Data Import

Add a description

Include Users when:

Search items

Events	file_download
Dimensions	newsletter_subscription
Attribution	competition_signup
Demographics	purchase
Ecommerce	event_registration
Event	product_comments
Gaming	notification_open
General	notification_receive
Geography	os_update
Link	page_view

OR

Additional audience settings

MEMBERSHIP DURATION

30 days

Set to maximum limit

AUDIENCE TRIGGER

[+ Create new](#)

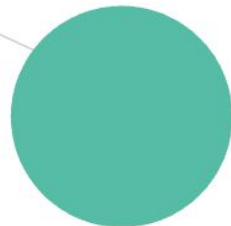
Summary

Users in this audience

69K

84% of all users

Include **69K** Exclude -



<input type="checkbox"/> Segment name	Segment Type	Membership status	↓ Size: Search	Size: YouTube	Size: Display	Size: Gmail campaign
In-use						
<input type="checkbox"/> Customer list	Customer list Customer contact information	Open	<u>3,800</u>	<u>3,700</u>	<u>2,200</u>	<u>2,600</u>

<input type="checkbox"/> Segment name	Segment Type	Membership status	↓ Size: Search	Size: YouTube	Size: Display	Size: Gmail campaign
In-use						
<input type="checkbox"/> Customer list	Customer list Customer contact information	Open	<u>3,800</u>	<u>3,700</u>	<u>2,200</u>	<u>2,600</u>
<input type="checkbox"/> Segment name	Segment Type	Membership status	↓ Size: Search	Size: YouTube	Size: Display	Size: Gmail campaign
In-use						
<input type="checkbox"/> LLA 5% PUR	Lookalike segment	Open	<u>460,000</u>	<u>460,000</u>	Incompatible	<u>460,000</u>
<input type="checkbox"/> AdWords optimized list Combined audience based on available data sources	Custom combination segment Automatically created	Open	<u>50K-100K</u>	<u>50K-100K</u>	<u>10K-50K</u>	<u>10K-50K</u>
<input type="checkbox"/> All Users of olfactiv.ro (G4) All users	Website visitors Automatically created	Open	<u>59,000</u>	<u>59,000</u>	<u>4,400</u>	<u>30,000</u>
<input type="checkbox"/> Active Users/540 Users that have been active in a recent period	Website visitors	Open	<u>51,000</u>	<u>51,000</u>	<u>4,400</u>	<u>27,000</u>
<input type="checkbox"/> All visitors (Google Ads) People who visited pages that contain your remarketing tags	Website visitors Rule-based Automatically created	Open	<u>15,000</u>	<u>15,000</u>	<u>9,200</u>	<u>2,200</u>
<input type="checkbox"/> AddToCart/540	Website visitors	Open	<u>6,000</u>	<u>6,000</u>	<u>960</u>	<u>3,400</u>
<input type="checkbox"/> Purchasers of olfactiv.ro (G4) Users who have purchased in the last 540 days	Website visitors Automatically created	Open	<u>4,200</u>	<u>4,200</u>	<u>610</u>	<u>2,200</u>
<input type="checkbox"/> Purchasers/540 Users that have made a purchase	Website visitors	Open	<u>4,200</u>	<u>4,200</u>	<u>710</u>	<u>2,400</u>
<input type="checkbox"/> Product or service viewers (Custom) (Google Ads) People who viewed specific pages on your site	Website visitors Rule-based Automatically created	Open	<u>3,900</u>	<u>3,900</u>	<u>5,300</u>	<u>1,800</u>
<input type="checkbox"/> Product viewers (Retail) (Google Ads) People who viewed specific product pages on your site but did not create a shopping cart	Website visitors Rule-based Automatically created	Open	<u>3,900</u>	<u>3,900</u>	<u>5,300</u>	<u>1,800</u>
<input type="checkbox"/> Shopping cart abandoners (Retail) (Google Ads) People who added products to the shopping cart but did not complete the purchase	Website visitors Rule-based Automatically created	Open	<u>860</u> Too small to serve	<u>860</u> Too small to serve	<u>890</u>	<u>400</u> Too small to serve
<input type="checkbox"/> All converters People who converted on your site. Based on your conversion tracking tag.	Website visitors Rule-based Automatically created	Open	<u>820</u> Too small to serve	<u>820</u> Too small to serve	<u>770</u>	<u>250</u> Too small to serve

New custom segment

Ads using audience targeting must comply with the [Personalized advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the Google Ads advertising policies and may not contain any inappropriate content. [Learn more](#)

Segment name

Include people with following interests or behaviors [?](#)

People with any of these interests or purchase intentions [?](#) ✕

People who searched for any of these terms on Google [?](#)
Only on campaigns running on Google properties. On other campaigns, terms will be used as interests or purchase intentions.

or people who browse websites similar to [?](#) ✕

Expand segment by also including:

[People who use types of apps](#)

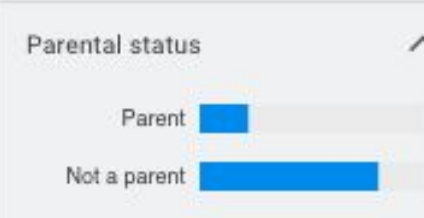
Segment insights Romania, Romanian, Video ^

✕

✕

Campaign type

Weekly impressions
500M or more



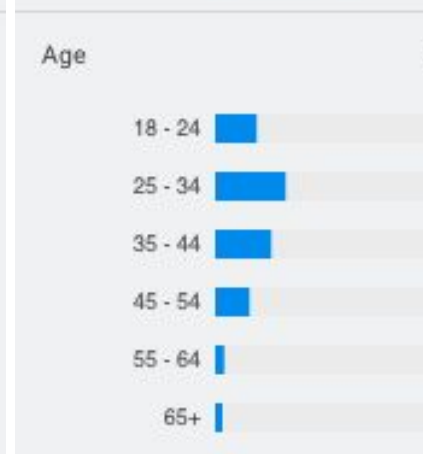
Segment insights Romania, Romanian, Display ^

✕

✕

Campaign type

Weekly impressions
100M - 500M



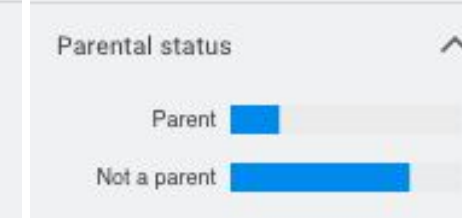
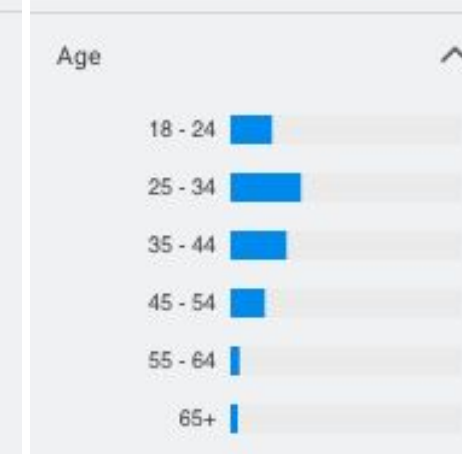
Segment insights Romania, Romanian, Demand Gen ^

✕

✕

Campaign type

Weekly impressions
100M - 500M



Life event

New Pet

People who are preparing to get a new pet or have recently gotten a new pet

Weekly impressions

50M - 100M

Estimates based on
Romania, English (+2 more), Video

Life event

Purchasing a Home

People who are preparing to buy a home or have recently bought a home

Weekly impressions

100M - 500M

Estimates based on
Romania, English (+2 more), Video

Life event

Retirement

People who are retiring from work soon or have recently retired

Weekly impressions

10M - 50M

Estimates based on
Romania, English (+2 more), Video

In-market segment

Eye Makeup

People interested in purchasing eye, eyelash, or eyebrow makeup

Weekly impressions

100M - 500M

Estimates based on
Romania, English (+2 more), Video

In-market segment

Foreign Language Study

People actively interested in learning or studying a new language

Weekly impressions

500M - 1B

Estimates based on
Romania, English (+2 more), Video

In-market segment

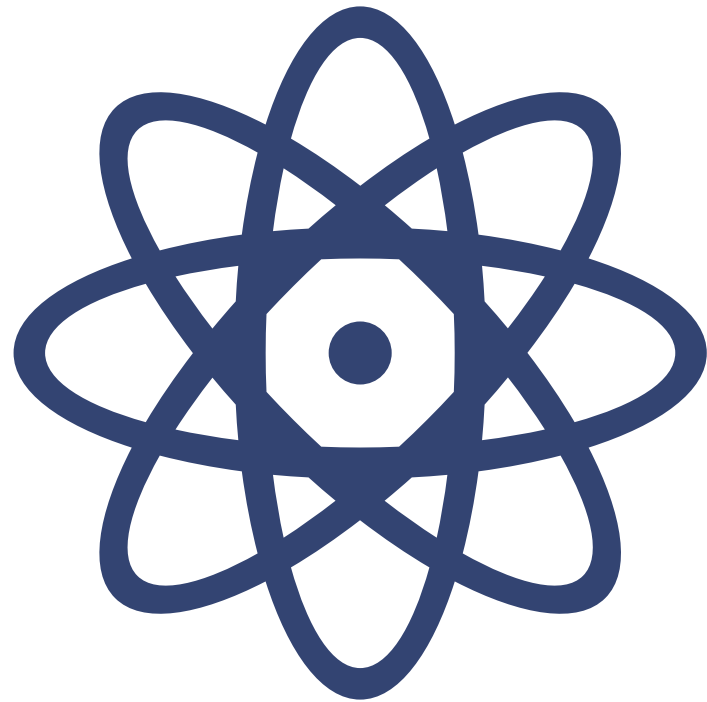
Insurance

People interested in purchasing insurance products

Weekly impressions

100M - 500M

Estimates based on
Romania, English (+2 more), Video



Performanc

Max



Search



Display



YouTube

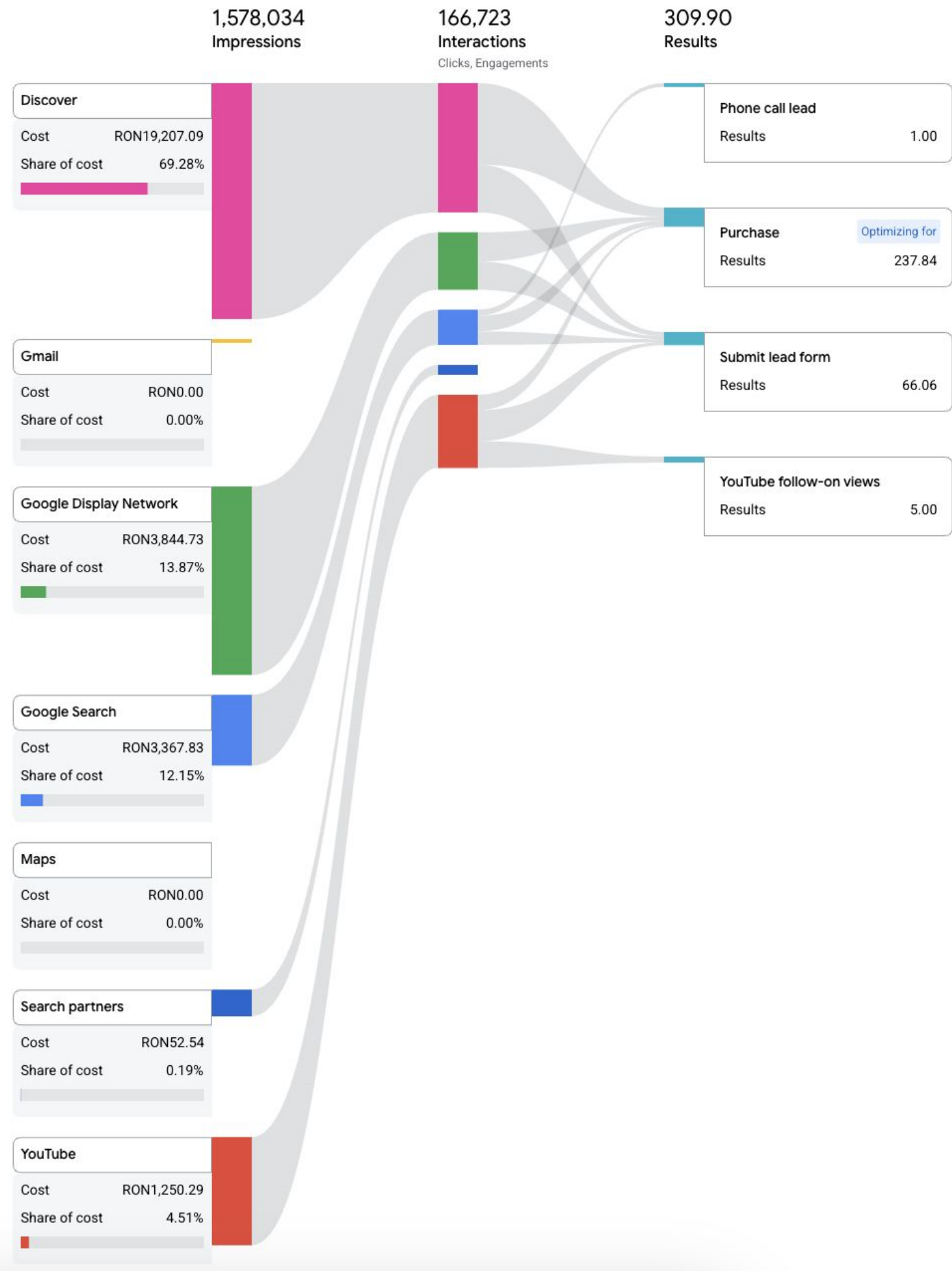
Past

Campaign (last 30 days data)	Total Cost ▾	Views	Shop Cost	Search* Cost	Display Cost	Video Cost	Shop Conv	Search* Conv	Display Conv	Video Conv	Shop Value	Search* Value	Display Value	Video Value
WD_Performance_Max [Assets Only]	6,644.74	52,593	null	2,649.5	636.87	3,358.37	null	58.63	7.08	74.83	null	16,794.42	2,434	27,380.32
WD_Performance_Max [Assets Only] [Categories]	4,701.69	9,126	null	3,350.59	112.87	1,238.23	null	82.52	1.65	34.33	null	28,926.88	765.89	9,351.28
WD_Performance_Max [Assets Only] [Priority Categories]	3,074.05	7,416	null	2,266.48	30.34	777.23	null	31.61	0	14.11	null	13,607.7	0.76	3,645.83
WD_Performance_Max [Assets Only] [Priority Brands]	2,910.07	11,718	null	862.59	403.41	1,644.06	null	13.01	2.4	16.76	null	3,550.48	602.54	4,659.23
Grand total	17,330.55	80,853	null	9,129.16	1,183.5	7,017.9	null	185.77	11.13	140.04	null	62,879.48	3,803.2	45,036.67

Presen

Where your conversions come from
Here's how your ads are reaching your goals across channels

Cost All channels All ads Results



NEGATIVE

KEYWORD

NEGATIVE

KEYWORD

FROM

100 TO

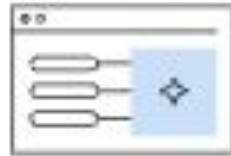
10.000



AI




Max

AI Max for Search campaigns



Get the best AI-powered performance on Google Search

Advertisers that activate AI Max in Search Campaigns will typically see 14% more conversions or conversion value at a similar CPA / ROAS

-  Engage more customers and boost performance. Easily expand your keywords with broad match technology and let Google AI match content from your landing pages and assets to help you show up on more relevant searches. New ad group settings help you guide which customers you reach.
-  Tailor your ads and keep them fresh. Use Google AI to serve the most relevant ad copy and landing pages to each customer based on their unique interest and intent.
-  Take charge and understand how the newest and best Google AI is working for you. You'll get new actionable insights in search term reports that show how AI Max improves performance.

[Learn more](#)

Optimize your campaign with AI Max

Asset optimization	Text customization and Final URL expansion turned on	▼
Brands	Limiting to: 0 brand lists Excluding: 0 brand lists	▼





negative keyword list from start

foloseste-te de istoricul campaniilor de search pentru a exclude din start cuvintele irelevante / slabe



negative keyword list from start

foloseste-te de istoricul campaniilor de search pentru a exclude din start cuvintele irelevante / slabe



page exclusions

verifica landing page-urile care nu au convertit sau nu sunt relevante si exclude-le.

Campaign	Campaign type	CTR	↓ Cost	Impr.	Bid strategy type	Clicks	Conv. rate	Conv. value	Conv. value / cost	Conversion	Avg. CPC	Cost / conv.
 Drafts in progress: 1												
 WD_S_Search_Terms_Performance_Max_Shopping	Search	5.82%	RON32,308.93	221,436	Maximize conversion value (Target ROAS)	12,879	5.11%	122,528.63	3.79	658.23	RON2.51	RON49.08
 WD_S_AI_MAX	Search	6.10%	RON12,691.62	81,315	Maximize conversion value (Target ROAS)	4,959	4.55%	43,429.14	3.42	225.51	RON2.56	RON56.28
 WD_S_General_Keywords	Search	5.86%	RON5,323.55	46,936	Maximize conversions (Target CPA)	2,752	5.09%	24,426.21	4.59	139.94	RON1.93	RON38.04
 WD_S_DSA_All_Pages	Search	5.79%	RON3,554.37	49,342	Maximize conversions (Target CPA)	2,857	2.78%	14,457.45	4.07	79.43	RON1.24	RON44.75

Campaign	Campaign type	CTR	↓ Cost	Impr.	Bid strategy type	Clicks	Conv. rate	Conv. value	Conv. value / cost	Conversion	Avg. CPC	Cost / conv.
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 WD_S_Search_Terms_Performance_Max_Shopping	Search	5.82%	RON32,308.93	221,436	Maximize conversion value (Target ROAS)	12,879	5.11%	122,528.63	3.79	658.23	RON2.51	RON49.08
 WD_S_AI_MAX	Search	6.10%	RON12,691.62	81,315	Maximize conversion value (Target ROAS)	4,959	4.55%	43,429.14	3.42	225.51	RON2.56	RON56.28
 WD_S_General_Keywords	Search	5.86%	RON5,323.55	46,936	Maximize conversions (Target CPA)	2,752	5.09%	24,426.21	4.59	139.94	RON1.93	RON38.04
 WD_S_DSA_All_Pages	Search	5.79%	RON3,554.37	49,342	Maximize conversions (Target CPA)	2,857	2.78%	14,457.45	4.07	79.43	RON1.24	RON44.75

Campaign	Campaign type	CTR	↓ Cost	Impr.	Bid strategy type	Clicks	Conv. rate	Conv. value	Conv. value / cost	Conversion	Avg. CPC	Cost / conv.
Drafts in progress: 1												
 WD_S_Search_Terms_Performance_Max_Shopping	Search	5.82%	RON32,308.93	221,436	Maximize conversion value (Target ROAS)	12,879	5.11%	122,528.63	3.79	658.23	RON2.51	RON49.08
 WD_S_AI_MAX	Search	6.10%	RON12,691.62	81,315	Maximize conversion value (Target ROAS)	4,959	4.55%	43,429.14	3.42	225.51	RON2.56	RON56.28
 WD_S_General_Keywords	Search	5.86%	RON5,323.55	46,936	Maximize conversions (Target CPA)	2,752	5.09%	24,426.21	4.59	139.94	RON1.93	RON38.04
 WD_S_DSA_All_Pages	Search	5.79%	RON3,554.37	49,342	Maximize conversions (Target CPA)	2,857	2.78%	14,457.45	4.07	79.43	RON1.24	RON44.75

simplificat

cum ar trebui sa abordam
google ads & youtube ads





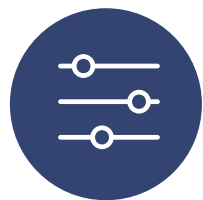
search / ai max

traffic relevant si raspuns la cautari



demand generation

trafic cat mai targetat pe website



youtube

vizualizari si trafic care se vor reflecta si in cautarile din google



performance max

trafic si conversii cu ajutorul algoritmului

<input type="checkbox"/> ● Campaign ↓	Campaign type	TrueView avg. CPV	Avg. CPM	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Clicks	Conv. rate	Conversions	Avg. CPC	Cost / conv.
▼ Drafts in progress: 0													
<input type="checkbox"/> ● WD_YTB_	Video	RON0.02	RON7.11	380,861	158,987 engagements	41.74%	RON0.02	RON2,708.65	794	0.00%	0.00	RON3.41	RON0.00
<input type="checkbox"/> ● WD_YTB_	Video	RON0.02	RON8.06	138,897	60,570 engagements	43.61%	RON0.02	RON1,120.07	402	0.00%	0.00	RON2.79	RON0.00
<input type="checkbox"/> ● WD_YTB_	Video	RON0.07	RON1.48	1,348,811	70,744 clicks, engagements, views	5.24%	RON0.03	RON1,998.08	1,398	0.00%	0.00	RON1.43	RON0.00
<input type="checkbox"/> ● WD_S_DSA	Search	—	RON283.60	13,011	942 clicks	7.24%	RON3.92	RON3,689.97	942	0.85%	8.00	RON3.92	RON461.25
<input type="checkbox"/> ● WD_S_	Search	—	RON1,153.74	607	43 clicks	7.08%	RON16.29	RON700.32	43	20.93%	9.00	RON16.29	RON77.81
<input type="checkbox"/> ● WD_S_	Search	—	RON297.20	16,007	1,602 clicks	10.01%	RON2.97	RON4,757.35	1,602	4.06%	64.98	RON2.97	RON73.21
<input type="checkbox"/> ● WD_S_	Search	—	RON517.78	663	118 clicks	17.80%	RON2.91	RON343.29	118	0.85%	1.00	RON2.91	RON343.29
<input type="checkbox"/> ● WD_Performance_Max_d	Performance Max	—	RON38.91	257,895	2,242 clicks, engagements	0.87%	RON4.48	RON10,034.98	2,147	0.76%	17.08	RON4.67	RON587.38
<input type="checkbox"/> ● WD_Performance_Max_	Performance Max	RON0.02	RON33.69	119,304	7,437 clicks, engagements	6.23%	RON0.54	RON4,019.61	5,062	4.97%	369.92	RON0.79	RON10.87
<input type="checkbox"/> ● WD_Performance_Max	Performance Max	RON0.02	RON35.77	177,198	5,055 clicks, engagements	2.85%	RON1.25	RON6,338.88	4,078	4.05%	204.49	RON1.55	RON31.00
<input type="checkbox"/> ● WD_Performance_Max	Performance Max	RON0.03	RON46.39	115,736	6,400 clicks, engagements	5.53%	RON0.84	RON5,368.87	5,921	10.44%	668.37	RON0.91	RON8.03
<input type="checkbox"/> ● WD_Performance_Max	Performance Max	RON0.04	RON19.02	700,588	62,776 clicks, engagements	8.96%	RON0.21	RON13,328.62	16,983	0.16%	103.38	RON0.78	RON128.93
<input type="checkbox"/> ● WD_Demand_Gen_	Demand Gen	RON0.03	RON1.64	716,320	64,592 clicks, engagements	9.02%	RON0.02	RON1,174.67	26,019	0.00%	1.00	RON0.05	RON1,174.67
<input type="checkbox"/> ● WD_Demand_Gen	Demand Gen	RON0.03	RON19.20	154,407	34,525 clicks, engagements	22.36%	RON0.09	RON2,964.32	6,220	0.07%	24.12	RON0.48	RON122.88
Total: Filtered campaigns ⓘ		RON0.03	RON14.14	4,140,305	476,033 clicks, engagements, views	11.50%	RON0.12	RON58,547.69	71,729	0.31%	1,471.34	RON0.82	RON39.79
▼ Total: Account ⓘ		RON0.02	RON13.58	4,560,347	675,987 clicks, engagements, views	14.82%	RON0.09	RON61,915.36	77,889	0.25%	1,709.36	RON0.79	RON36.22



RESULTS

TO

EXPECT

<input type="checkbox"/> ● Campaign	↓ Cost	Impr.	Clicks	CTR	Avg. CPC	Views	Avg. CPV	Video played to:				Conversion	
								25%	50%	75%	100%		
<input type="checkbox"/> ▾ Drafts in progress: 0													
<input type="checkbox"/> ● WD_YTB_STD_Consideration	RON46,481.49	3,973,945	19,333	0.49%	RON2.40	2,032,954	RON0.02	74.14%	60.65%	51.98%	46.85%	11.00	
<input type="checkbox"/> ● WD_YTB_STD_TV	RON25.85	1,134	0	0.00%	—	364	RON0.07	98.12%	52.15%	37.39%	32.56%	0.00	
Total: All enabled campaigns in your curren...	RON46,507.34	3,975,079	19,333	0.49%	RON2.41	2,033,318	RON0.02	74.14%	60.64%	51.97%	46.84%	11.00	

<input type="checkbox"/> ● Campaign	↓ Cost	Impr.	Clicks	CTR	Avg. CPC	Views	Avg. CPV	Video played to:				Conversion
								25%	50%	75%	100%	
<input type="checkbox"/> ▼ Drafts in progress: 0												
<input type="checkbox"/> ● WD_YTB_STD_Consideration	RON46,481.49	3,973,945	19,333	0.49%	RON2.40	2,032,954	RON0.02	74.14%	60.65%	51.98%	46.85%	11.00
<input type="checkbox"/> ● WD_YTB_STD_TV	RON25.85	1,134	0	0.00%	—	364	RON0.07	98.12%	52.15%	37.39%	32.56%	0.00
Total: All enabled campaigns in your curren... ⓘ	RON46,507.34	3,975,079	19,333	0.49%	RON2.41	2,033,318	RON0.02	74.14%	60.64%	51.97%	46.84%	11.00

<input type="checkbox"/> ● Campaign	↓ Cost	Impr.	Clicks	CTR	Avg. CPC	Views	Avg. CPV	Video played to:				Conversion
								25%	50%	75%	100%	
<input type="checkbox"/> ▾ Drafts in progress: 0												
<input type="checkbox"/> ● WD_YTB_STD_Consideration	RON46,481.49	3,973,945	19,333	0.49%	RON2.40	2,032,954	RON0.02	74.14%	60.65%	51.98%	46.85%	11.00
<input type="checkbox"/> ● WD_YTB_STD_TV	RON25.85	1,134	0	0.00%	—	364	RON0.07	98.12%	52.15%	37.39%	32.56%	0.00
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<input type="checkbox"/> ● Campaign	↓ Cost	Impr.	Clicks	CTR	Avg. CPC	Views	Avg. CPV	Video played to:				Conversion
								25%	50%	75%	100%	
<input type="checkbox"/> ▾ Drafts in progress: 0												
<input type="checkbox"/> ● WD_YTB_STD_Consideration	RON46,481.49	3,973,945	19,333	0.49%	RON2.40	2,032,954	RON0.02	74.14%	60.65%	51.98%	46.85%	11.00
<input type="checkbox"/> ● WD_YTB_STD_TV	RON25.85	1,134	0	0.00%	—	364	RON0.07	98.12%	52.15%	37.39%	32.56%	0.00
Total: All enabled campaigns in your curren... ?	RON46,507.34	3,975,079	19,333	0.49%	RON2.41	2,033,318	RON0.02	74.14%	60.64%	51.97%	46.84%	11.00

Campaign	Cost	Impr.	Clicks	CTR	Avg. CPC	Views	Avg. CPV	Video played to:				Conversion
								25%	50%	75%	100%	
<input type="checkbox"/> ● Drafts in progress: 0												
<input type="checkbox"/> ● WD_YTB_STD_Consideration	RON46,481.49	3,973,945	19,333	0.49%	RON2.40	2,032,954	RON0.02	74.14%	60.65%	51.98%	46.85%	11.00
<input type="checkbox"/> ● WD_YTB_STD_TV	RON25.85	1,134	0	0.00%	—	364	RON0.07	98.12%	52.15%	37.39%	32.56%	0.00
Total: All enabled campaigns in your curren... ?	RON46,507.34	3,975,079	19,333	0.49%	RON2.41	2,033,318	RON0.02	74.14%	60.64%	51.97%	46.84%	11.00

YouTube RO Search

Specialisti si consultanti certificati

```

graph LR
  A[Google Search] --> B[Google Display]
  B --> C[Google Shopping]
  C --> D[Google Ads Video]
  D --> E[Google Measurement]
  
```

0:34 / 0:39

Creste vanzarile business-ului tau cu WebDigital

WebDigital 112 subscribers

Analytics Edit video

18 Share Promote Download

Campaign	Cost	↓ Impr.	Clicks	Avg. CPC	Views	Avg. CPV	Video played to:				Conv. value	Conv. value / cost	Conversion	
							25%	50%	75%	100%				
<input type="checkbox"/> ● Drafts in progress: 6														
<input type="checkbox"/> ● WD_YTB_Drive_Conversions_Categories [Feed]	RON16,837.34	1,717,116	18,976	RON0.89	233,729	RON0.07	76.83%	41.37%	33.18%	28.79%	168,378.70	10.00	508.23	
<input type="checkbox"/> ● WD_YTB_Drive_Conversions_Brands [Feed]	RON13,532.82	832,209	9,145	RON1.48	146,512	RON0.09	85.16%	44.27%	34.73%	29.93%	100,553.52	7.43	308.31	
Total: All enabled campaigns in your current view ?	RON30,370.17	2,549,325	28,121	RON1.08	380,241	RON0.08	79.99%	42.47%	33.77%	29.22%	268,932.22	8.86	816.53	

<input type="checkbox"/> ● Campaign	↓ Cost	Impr.	Clicks	CTR	Avg. CPC	Views	Avg. CPV	Video played to:				Conv. value	Conv. value / cost	Conversions	
								25%	50%	75%	100%				
<input checked="" type="checkbox"/> Drafts in progress: 0															
<input type="checkbox"/> ● WD_Demand_Gen [Awareness]	RON42,017.68	2,467,811	107,748	4.37%	RON0.39	79,060	RON0.12	66.24%	40.63%	31.58%	27.31%	154,261.86	3.67	626.12	
<input type="checkbox"/> ● WD_Demand_Gen [TV Screens]	RON9,211.43	581,730	1,641	0.28%	RON5.61	123,157	RON0.07	93.99%	51.88%	28.93%	21.25%	0.00	0.00	0.00	
Total: Filtered campaigns ?	RON51,229.11	3,049,541	109,389	3.59%	RON0.47	202,217	RON0.09	84.91%	48.20%	29.80%	23.23%	154,261.86	3.01	626.12	

<input type="checkbox"/> ● Campaign	↓ Cost	Impr.	Clicks	CTR	Avg. CPC	Views	Avg. CPV	Video played to:				Conv. value	Conv. value / cost	Conversions	
								25%	50%	75%	100%				
<input checked="" type="checkbox"/> Drafts in progress: 0															
<input type="checkbox"/> ● WD_Demand_Gen [Awareness]	RON42,017.68	2,467,811	107,748	4.37%	RON0.39	79,060	RON0.12	66.24%	40.63%	31.58%	27.31%	154,261.86	3.67	626.12	
<input type="checkbox"/> ● WD_Demand_Gen [TV Screens]	RON9,211.43	581,730	1,641	0.28%	RON5.61	123,157	RON0.07	93.99%	51.88%	28.93%	21.25%	0.00	0.00	0.00	
Total: Filtered campaigns ?	RON51,229.11	3,049,541	109,389	3.59%	RON0.47	202,217	RON0.09	84.91%	48.20%	29.80%	23.23%	154,261.86	3.01	626.12	

Campaign	Cost	Impr.	Clicks	CTR	Avg. CPC	Views	Avg. CPV	Video played to:				Conv. value	Conv. value / cost	Conversions
								25%	50%	75%	100%			
<input type="checkbox"/> ● Drafts in progress: 0														
<input type="checkbox"/> ● WD_Demand_Gen [Awareness]	RON42,017.68	2,467,811	107,748	4.37%	RON0.39	79,060	RON0.12	66.24%	40.63%	31.58%	27.31%	154,261.86	3.67	626.12
<input type="checkbox"/> ● WD_Demand_Gen [TV Screens]	RON9,211.43	581,730	1,641	0.28%	RON5.61	123,157	RON0.07	93.99%	51.88%	28.93%	21.25%	0.00	0.00	0.00
Total: Filtered campaigns ?	RON51,229.11	3,049,541	109,389	3.59%	RON0.47	202,217	RON0.09	84.91%	48.20%	29.80%	23.23%	154,261.86	3.01	626.12

Campaign	Cost	Impr.	Clicks	CTR	Avg. CPC	Views	Avg. CPV	Video played to:				Conv. value	Conv. value / cost	Conversions	
								25%	50%	75%	100%				
<input type="checkbox"/> ● Drafts in progress: 0															
<input type="checkbox"/> ● WD_Demand_Gen [Awareness]	RON42,017.68	2,467,811	107,748	4.37%	RON0.39	79,060	RON0.12	66.24%	40.63%	31.58%	27.31%	154,261.86	3.67	626.12	
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Total: Filtered campaigns ?	RON51,229.11	3,049,541	109,389	3.59%	RON0.47	202,217	RON0.09	84.91%	48.20%	29.80%	23.23%	154,261.86	3.01	626.12	

Devices ^

Show on all eligible devices (computers, mobile, tablet, and TV screens)

Set specific targeting for devices

Computers

Mobile phones

Tablets

TV screens

Advanced targeting for devices

Operating Systems

[All operating systems](#)

Device Models

[All device models](#)

Networks

[All networks](#)

Showing ads on all devices helps expand your reach. To focus your reach on specific devices, set device targeting.

[Learn more](#)

<input type="checkbox"/> <input checked="" type="radio"/> Campaign	Impr.	CTR	↓ Cost	View rate:			Clicks	Conversions	Avg. CPC
				In-stream	In-feed	Shorts			
<input checked="" type="checkbox"/> Drafts in progress: 32 Finish your campaign draft directly from the account.									
<input type="checkbox"/> <input checked="" type="radio"/> WD_Demand_Gen_YTB_Subscribers	27,816	0.32%	RON116.63	–	–	1.53%	88	11.00	RON1.33
<input type="checkbox"/> <input checked="" type="radio"/> WD_Demand_Gen_YTB_Conv	5,057	2.19%	RON41.25	21.49%	0.64%	1.46%	111	0.00	RON0.37
Total: All enabled campaigns in your current view ?	32,873	0.61%	RON157.88	21.49%	0.64%	1.53%	199	11.00	RON0.79

Campaign	Impr.	CTR	↓ Cost	View rate:			Clicks	Conversions	Avg. CPC
				In-stream	In-feed	Shorts			
<input type="checkbox"/> ● Drafts in progress: 32 Finish your campaign draft directly from the account.									
<input type="checkbox"/> ● WD_Demand_Gen_YTB_Subscribers	27,816	0.32%	RON116.63	–	–	1.53%	88	11.00	RON1.33
<input type="checkbox"/> ● WD_Demand_Gen_YTB_Conv	5,057	2.19%	RON41.25	21.49%	0.64%	1.46%	111	0.00	RON0.37
Total: All enabled campaigns in your current view ?	32,873	0.61%	RON157.88	21.49%	0.64%	1.53%	199	11.00	RON0.79

- WD_Demand_Gen_YTB... ⋮

- YTB ⋮
- YTB ⋮

- ? Review campaign

Channels BETA

Choose which ad channels your ad group is eligible to serve on

All Google channels ?
Your ad will show across all eligible Google channels, driving campaign performance

Let me choose
Your ad will be limited to show only on the eligible channels of your choice


YouTube
Ads shown on YouTube surfaces

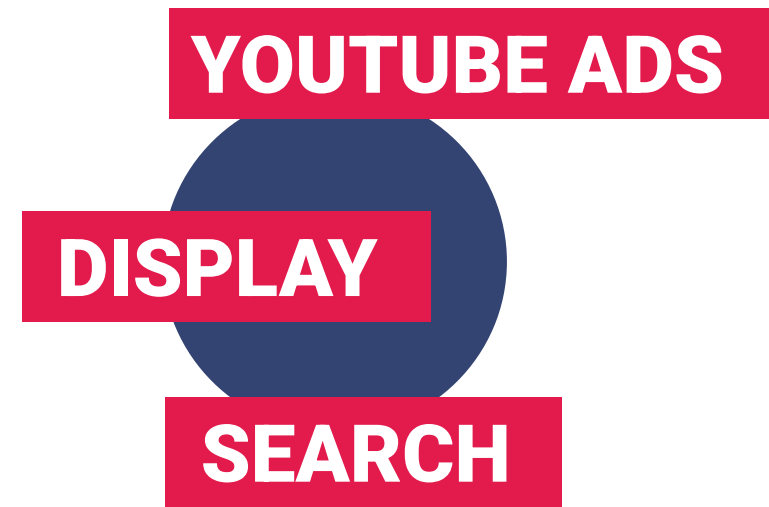
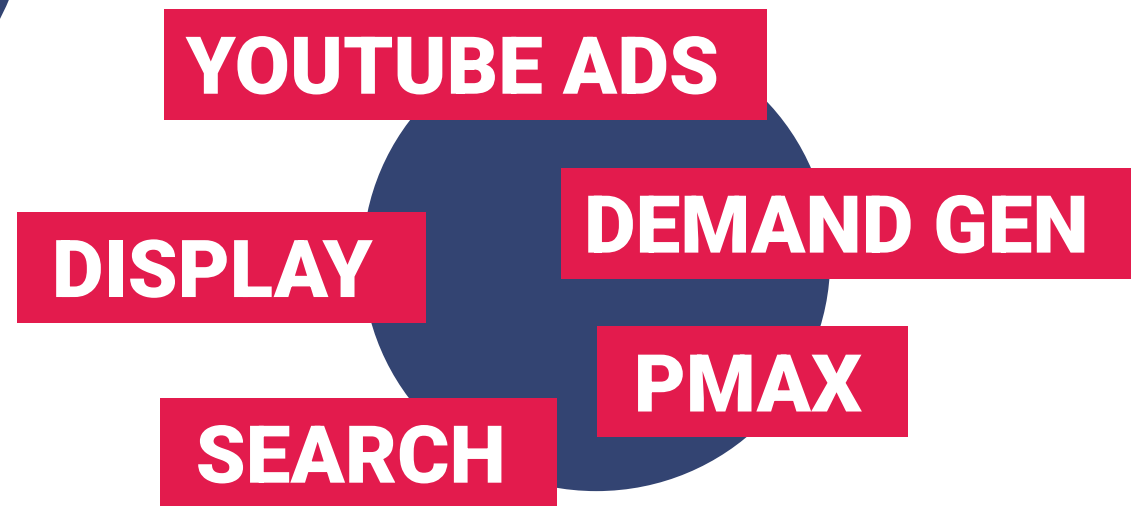
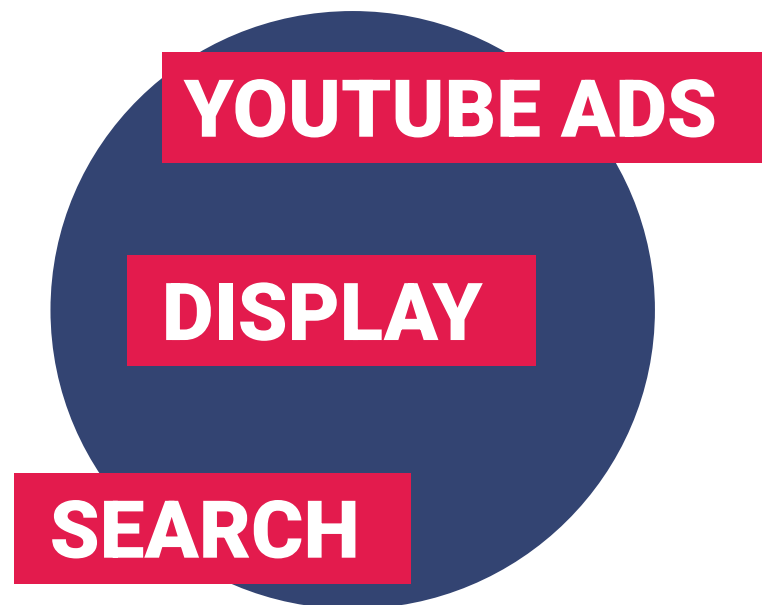
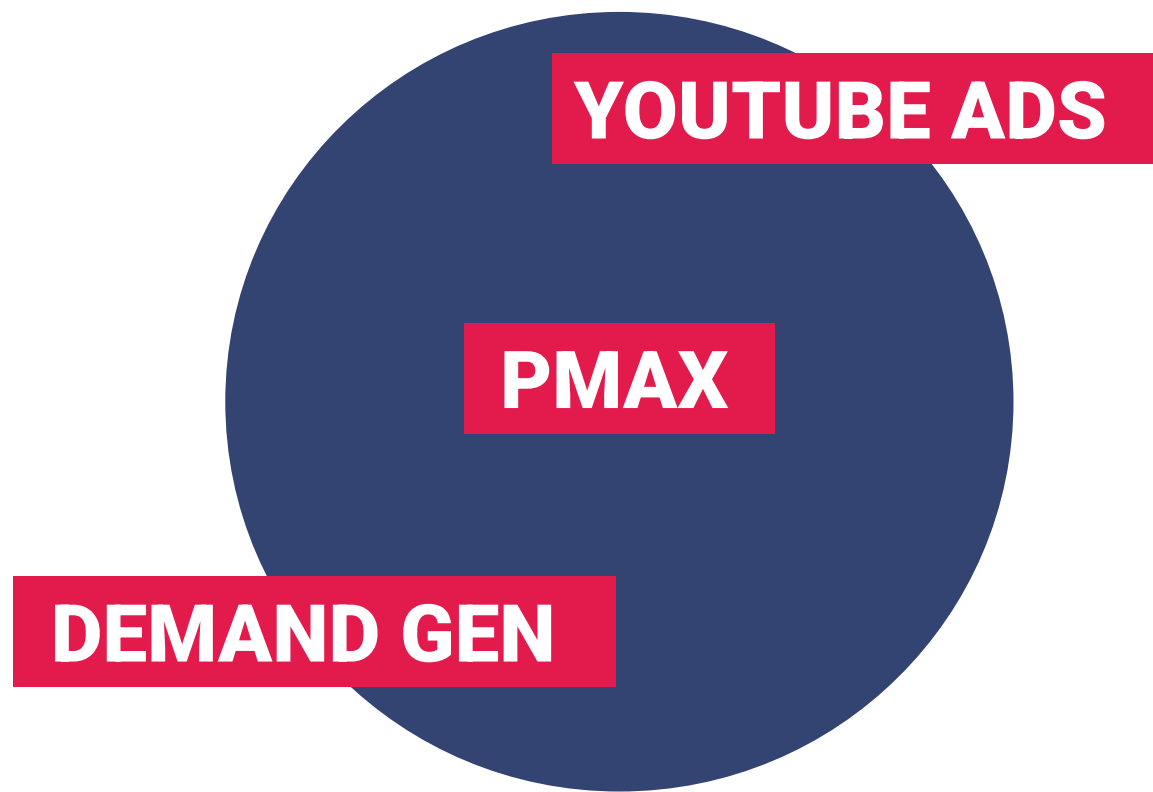
- YouTube in-stream
Ads shown before, during, or after YouTube videos
- YouTube in-feed
Ads displayed within YouTube's watch next, home, and search feeds
- YouTube Shorts
Ads on YouTube's short-form video platform

Discover
Ads shown on personalized content feeds on Google mobile experiences

Gmail
Ads shown within users' Gmail inboxes

Google Display Network
Google Display Network currently includes Google Video Partners which is the video-eligible subset of the Google Display Network. Image Ads will be coming after March.

Campaign	Impr.	CTR	Cost	Avg. CPM	Interactions	Views	↓ Clicks	Conv. rate	Conversions	Avg. CPC	Cost / conv.	View-through conv.
 WD_Demand_Gen [High_Volume]	849,578	4.70%	RON12,628.35	RON14.86	65,131 clicks, engagements	12,535	39,918	0.26%	169.95	RON0.32	RON74.30	223
Computers [?]	17,674	0.80%	RON146.05	RON8.26	181 clicks, engagements	25	142	2.21%	4.00	RON1.03	RON36.51	9
Mobile phones [?]	821,053	4.77%	RON12,282.51	RON14.96	63,485 clicks, engagements	11,845	39,185	0.26%	164.92	RON0.31	RON74.48	212
Tablets [?]	10,645	5.55%	RON195.99	RON18.41	1,293 clicks, engagements	511	591	0.08%	1.03	RON0.33	RON189.37	2
TV screens	206	0.00%	RON3.80	RON18.45	172 engagements	154	0	0.00%	0.00	—	RON0.00	0



「thank you.」

