



Google Agency Product Guide

Product	Description	Features & Benefits	Advertising Applicability
Advertising Programs			
 <p>Google AdSense™</p>	<p>A fast and easy way for website publishers of all sizes to display relevant Google ads on their website's content pages. Learn more at: http://adsense.google.com.</p>	<p>Gives website publishers a way to monetize search and content pages by delivering ads related to the characteristics of the site. Ad formats include: text, image, flash, and click-to-play video.</p>	
 <p>Google AdWords™</p>	<p>Designed for advertisers who want to reach a qualified audience as efficiently as possible. With Google AdWords you can create ads, choose keywords for your audience, and pay only when someone clicks on them. Learn more at: http://adwords.google.com.</p>	<p>Connects you with new customers at the precise moment when they're looking for your products/services. The Google Network, through Google properties and our AdSense content partners, reaches more than 80 percent of Internet users. (Source: comScore Media Metrix, 06/06.)</p>	
 <p>Google Audio Ads™</p>	<p>By introducing technology advancements developed in the Internet space, Google Audio Ads brings simplicity, efficiency, and accountability to radio advertising.</p>	<p>Using Audio Ads, your client can run their ads on hundreds of different radio stations, target their customers by demographic details, view online reports, and listen to real-time recordings of their ads as they were played on the radio.</p>	
 <p>Google Print Ads™</p>	<p>Google Print Ads is a new extension of Google AdWords that makes it easy for your clients to run ads in newspapers across the U.S. – whether they are buying space in one paper or a hundred.</p>	<p>The process is simple: your clients select the newspapers, enter a bid for available ad space, and upload their ads. Google Print Ads isn't auction-based – instead, they suggest the price that works with their budget. Publishers will review their bids and either approve, decline, or negotiate their offers. After your clients' ads run, they'll see a copy of the newspaper page where their ad was published, and can safely pay for the placement – all in one interface.</p>	
 <p>Google TV Ads™</p>	<p>An end-to-end digital system for buying, selling, measuring, and delivering television ads. With Google TV Ads, your clients can boost brand awareness, drive incremental web traffic and increase revenue. Learn more at: http://www.google.com/adwords/tvads/</p>	<p>Deliver better, more relevant ads to the viewers your clients care about. Our platform offers better measurement, more accountability and greater optimization which will enable your clients to advertise more efficiently and effectively. Using Google TV Ads, launch campaigns quickly and efficiently through our totally automated process. It's easy – your clients simply send us their video ad, set their own budget and decide when and where they'd like their ads to air.</p>	
Google Services			
 <p>Google Analytics™</p>	<p>Free hosted web analytics service that enables website owners and marketers to better understand visitor behavior. Google Analytics is fully integrated into Google AdWords and is available to AdWords advertisers. This service is not limited to AdWords customers – any website owner can use Google Analytics for free. To learn more about Google Analytics features or to sign up, go to http://www.google.com/analytics/.</p>	<p>Google Analytics will help your clients better understand and influence visitor behavior, and generate a higher ROI on marketing initiatives.</p>	
 <p>Google Apps™</p>	<p>Google Apps is a way for your clients to stay connected and work together more effectively. Gmail, Google Calendar and Google Talk can be used in their own custom domain, while Docs & Spreadsheets lets them share files and collaborate in real-time.</p>	<p>It's all hosted by Google, so there's no hardware or software to install or download, and minimal setup and maintenance. You can get up and running quickly, even if you don't have technical resources.</p>	<p>Currently, no ads are being served on Google Apps.</p>
 <p>Blogger™</p>	<p>Blogger is a place to collect and share things that you find interesting – whether it's your political commentary, a personal diary, or links to websites you want to remember. Create a personalized blog at http://www.blogger.com/start.</p>	<p>Google Blogger has a range of features that can help your clients communicate more effectively to interested parties. And, with the AdSense program, they can even earn revenue by blogging.</p>	<p>AdWords ads are available on Blogger sites.</p>
 <p>Google Product Search™</p>	<p>Google Product Search (formerly Froogle) applies the power of Google's search technology to one very specific task: locating sellers that offer the item you want to find and pointing you directly to the place where you can buy it.</p>	<p>Google Product Search connects users with sellers at the moment of sale.</p>	<p>AdWords ads appear on Google Product Search.</p>
 <p>Google Checkout™</p>	<p>Google Checkout is a fast, convenient checkout process that can bring your clients more customers and allows them to purchase with a single login – and they can process their orders and charge their credit or debit cards for free.</p>	<p>Using Checkout, your clients can increase sales, process sales for free, and protect themselves from fraud.</p>	<p>Currently, no ads are being served on Google Checkout.</p>
 <p>Google Desktop Search™</p>	<p>A desktop search tool that provides a full search over your computer files, emails, music, photos, web chats, and searches. Download Google Desktop Search at http://desktop.google.com.</p>	<p>Google Desktop puts your client pitches, briefs, and media plans easily within your reach – and frees you from having to manually organize your files, emails, and bookmarks.</p>	<p>When searching, sponsored ads may be shown.</p>

Google Agency Product Guide (continued)

Product	Description	Features & Benefits	Advertising Applicability
Google Services (continued)			
Google Earth™ 	Puts a planet's worth of imagery and other geographic information right on your desktop. You can point and zoom to a specific address or landmark, as well as access driving directions. To download, visit http://earth.google.com . For professional or commercial uses, try Google Earth Pro at http://earth.google.com/earth_pro .	Leverage the Google Earth API to create a unique web-based application for your customers.	AdWords advertisements appear on Google Earth.
Gmail™ 	Gmail is a free, search-based webmail service that includes more than 2.5 gigabytes of storage. Gmail is powered by Google search technology, which can help you find your query quickly. There is no need to manually file messages or organize your emails because Gmail can do it for you. It also allows you to talk with your friends, family and co-workers instantly using Google Talk. Check out more information at http://mail.google.com .	Opting your clients into content will ensure that relevant text ads and links are adjacent to email messages.	AdWords advertisements are displayed adjacent to email messages.
Google Groups™ 	A free service that helps groups of people communicate effectively using email and the web. To learn more about the product, or create a new group, visit http://groups.google.com .	Google Groups lets your clients easily create their own announcement lists, mailing lists, and public discussions.	AdWords advertisements appear on Google Groups.
Google Maps™ 	Dynamic, interactive maps that are draggable – no clicking and waiting for graphics to reload to view the adjacent parts of a map. With Google Maps, you can type in the name of a region or neighborhood and see any part of it as easily as a regular street map. It also includes business information from numerous websites, directories, and other sources. To learn more, go to: http://maps.google.com .	The Google Maps API allows your clients to embed Google Maps into their own web pages or campaigns for free. They can add overlays to the map and display shadowed “info windows.” If you are interested in Google Maps API, check out: http://www.google.com/apis/maps/ . Clients can also easily enter their business information into Google's online Local Business Center for free. Google Maps can also be accessed on their mobile phones. By creating free printable coupons, clients with physical locations can make their Google Maps listings stand out and track offline conversions.	AdWords advertisements appear on Google Maps. Local business ads are also an option for advertisers to promote specific business locations.
Google Mobile™ 	Makes Google (including Web Search, Image Search, Local, Mobile Web Search, SMS, Gmail, News and Maps) available at the palm of your hand. To find out more, go to: http://mobile.google.com .	Ensures that your customers' information is available on mobile phones. Mobile advertisements help your clients reach the growing mobile user base in a relevant and targeted manner.	AdWords advertisements appear on Google Mobile.
Google News™ 	Gathers stories from more than 4,500 English-language news sources worldwide, automatically arranging them to present the most relevant news first. News sources are selected without regard to political viewpoint or ideology, enabling you to see how different organizations are reporting the same story. Check out Google News at: http://news.google.com .	Google News can be personalized specifically to your interests. With Google News Alerts, Google finds and delivers links to relevant news articles. Keep on top of your own and your customers' industries with Google News Alerts at a frequency of your choice.	Currently no ads are being served on Google News.
Picasa™ 	Photo software from Google that helps users find, edit, and share photos. Picasa automatically finds every photo stored on a user's computer or a local network drive and instantly creates an easy-to-browse library. Picasa provides a fast and easy way to edit and share photos. Download free Picasa software at http://picasa.google.com/ .	Picasa can manage a client's large and growing catalog of digital images.	Currently no ads are being shown on Picasa.
Google Search™ 	Simply type the words or phrase that best describe the information you are interested in finding into the Google search box. Try it out at http://www.google.com .	If your clients have an online presence, chances are their site is searchable on Google.com.	AdWords advertisements are being served on Google.com search.
YouTube™ 	YouTube is an entertainment portal that encourages users to upload, find and share video content.	With YouTube, your clients can establish their brand's presence within the world's leading video community. YouTube's partnership deals with content providers offer a wide range of high profile marketing opportunities.	Advertisers can get involved with YouTube in six ways: by uploading video content, running standard display units, owning a brand channel, hosting a contest, running YouTube Video ads or running YouTube video ads on premium partner content.