

the ins and outs of Google Ads

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In October 2000, AdWords launched with **350 advertisers**. There are now over **4 million advertisers** advertising on the Google Search Network

350



4,000,000+

The Google Display Network serves about **6 billion views** each day

Google owns **71%** of the search market share

33% of all Google search clicks are generated through mobile

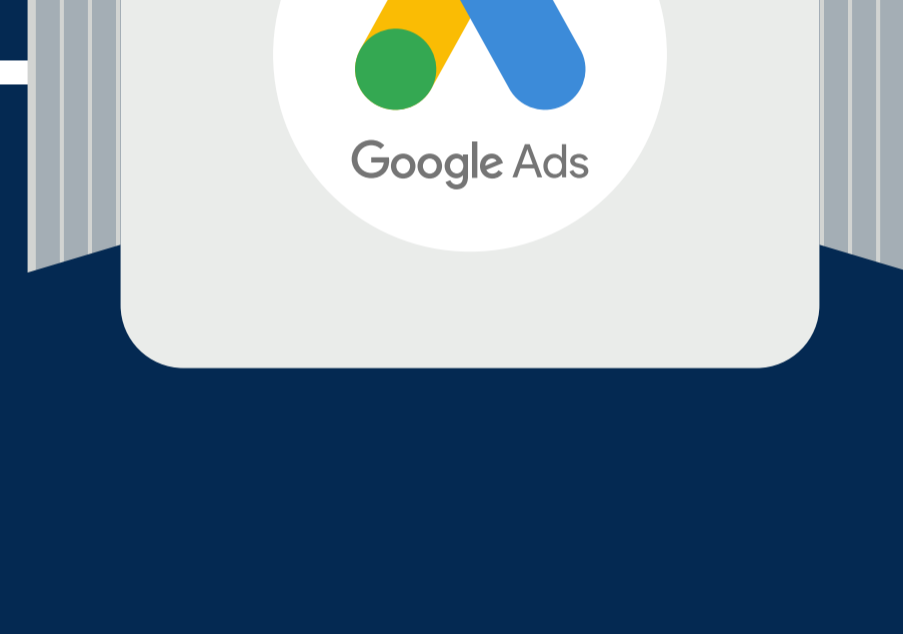
Google Display ads are seen by **90%** of internet users

70% of mobile eCommerce customers place calls through mobile ads.



95% of revenue for Google comes from advertising

Google Ads convert **50% better** than organic traffic



A YouTube homepage Ad costs on average about:

\$400,000



Business Services

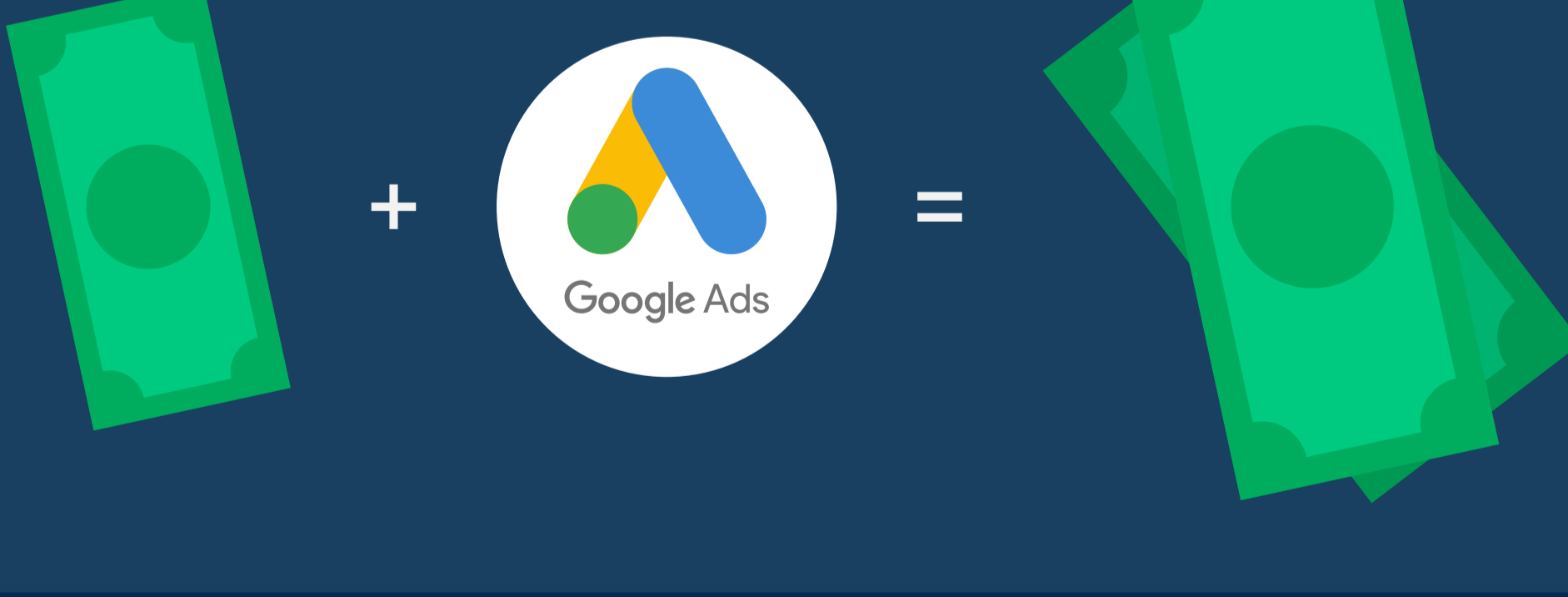
is the most expensive Google keyword

It costs on average **\$58.64** per click

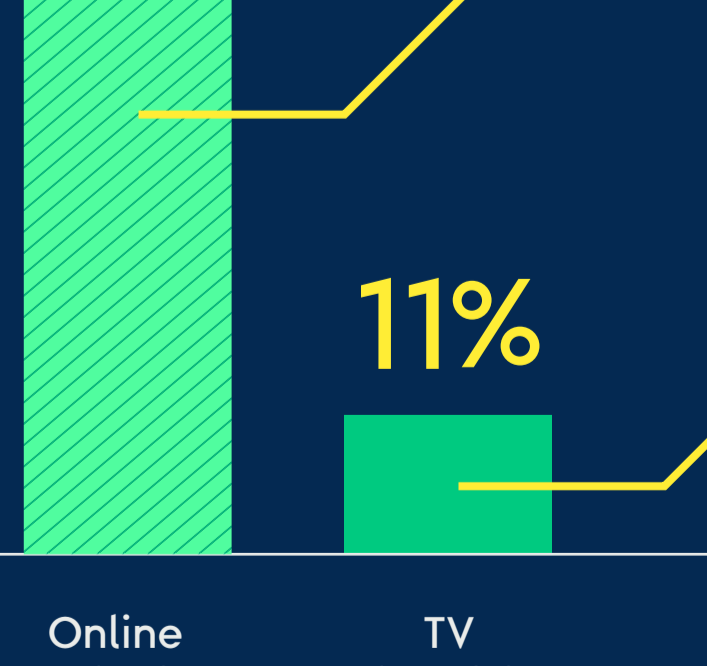
Businesses make an average of

\$2 in income for every **\$1** they spend in Google Ads

— (Source: <https://www.hubspot.com/marketing-statistics>)



54%



Online marketing including PPC ads is **54% successful** at generating leads

11%

Local TV advertising is only **11%** successful at generating leads

Want to get the most out of your Google Ad spend?

Let's Talk!

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