

# Google Ad Planner

Find your audience. Build a better media plan. Fast.

The screenshot displays the Google Ad Planner interface for a 'Family Vacation Media Plan'. It includes a summary table, a 'Defined Audience' section with filters for demographics and online behavior, a 'Site Filters' list, and a detailed view for the site 'parents.com'. The detailed view shows site traffic statistics, audience characteristics (gender, age, education, household income), sites also visited, keywords searched for, and advertising details.

Summary	Sites/Placements	Unique Visitors	Country Reach	Page Views
Plan	7	19 M	8 %	370 M
Selected	0	0	0 %	0
Combined	7	19 M	8 %	370 M

**Defined Audience:** Unique Visitors: 230 M, Country Reach: 100%, Page Views: 170 B. Country: United States, Language: All Languages.

**Site Filters:** newsweek.com, mapquest.com, target.com, verizonwireless.com, chase.com, bankofamerica.com, sprint.com, lowes.com, craigslist.com, yellowpages.com, evite.com, verizon.net, weather.gov, citysearch.com.

**Site: parents.com** (Country: United States)

Site traffic	Country	Worldwide
Unique Visitors	750 K	910 K
Reach	0.3%	0.1%
Page views	11 M	12 M
Total visits	1.8M	1.2 M
Avg visits per visitor	1.42	1.3
Avg time on site	900s	490s

**Site traffic chart:** Daily Unique Visitors (Jul 2007 - Jul 2008)

**Audience characteristics:**

- Gender: Male (80%), Female (20%)
- Age: 0-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65 or more
- Education: Less than HS diploma, High school, Some college, Bachelors degree, Graduate degree
- Household income: \$0-\$24,999, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000 or more

**Sites also visited:** 1. americanbaby.com, 2. familycircle.com, 3. babycenter.com, 4. fortunebabyc.com, 5. whattoexpect.com, 6. parenting.com, 7. thecradle.com, 8. babycenter.com, 9. motherhood.com, 10. parentingmag.com

**Keywords searched for:** 1. parents magazine, 2. family circle, 3. american baby, 4. chinese birth chart, 5. parenting magazine, 6. parents, 7. baby names, 8. baby name meanings, 9. signs pregnancy, 10. pregnancy

**Advertising details:** Impressions/day: 500K - 1M, Images: 300x250, 728x90, Gadgets: 300x250, 728x90, Text: Text ads supported.

## How does it work?

- Identifies websites most likely to attract your target audience, as defined by demographics and sites visited

## Benefits for Media Planners

- Scalereach beyond the common known sites, while still maintaining high audience relevancy
- Extensive site research and media plan creation in a few simple clicks
- Access aggregate statistics on millions of websites for over 40 countries
- Aggregate online behaviour guides site recommendations, as opposed to matching audience by content