

# Google Advertising 101

## Google Ecosystem Overview

- Google is THE largest advertising platform in the world, significantly larger than runner up Facebook
- Beyond revenue dominance, Google also features an incredibly large userbase at over 4 billion users worldwide
- Google has been surgical in acquiring a number of major ad tech platforms over the years and flawlessly integrating them into a comprehensive ad tech stack



## Google Ads

- Google has seven major properties: Google.com, Maps, YouTube, Android, Gmail, Chrome, and Play
- Users often log in when utilizing these services, giving Google a huge base of proprietary First-Party data
- Google Ads and Google Marketing Platform (GMP) are two different buying platforms that can be used to access the Google ecosystem
  - Google Ads is the longest-standing, and largest in terms of revenue and number of advertisers. It primarily appeals to small and mid-tier advertisers
  - Google Marketing Platform is more geared towards enterprise customers, and offers access to the full suite of Google products and services
- Google Ad Manager (GAM) offers publishers ad server and ad exchange capabilities, where they can set up ad placements on their website or app and offer their ad inventory to interested buyers