



One quirk of this program that advertisers should be aware of concerns the display of geo-targeted ads. As you can see in Figure 10-2, these geographically astute ads promote their own region with an extra line in the ad copy. The problem is, that line isn't always accurate, because of the way the country is divided in the system. For example, in Figure 10-2, the ad for a CD store in New Jersey displays a *Philadelphia, PA* geo-target line. Confusion ensues. I operated a brief AdWords campaign for a non-profit corporation, and their geo-targeted fundraising ads were likewise mislabeled. The organization feared the resulting confusion, pulled back into full U.S. distribution, and watched the CTR plummet. We found other ways in AdWords to market their program, but advertisers should watch how geo-targeted ads appear, and make sure the regional locator doesn't hurt more than help.

That wrinkle notwithstanding, geo-targeting is a fine way to make every ad impression count, and many advertisers hone their geo-placements, building up CTR by withholding their ads from locations where they would be ineffective. Again, it's all about relevance, and geographical relevance is a strong determinant of advertising success in service-oriented businesses.

**Figure 10-2:**  
Geo-targeted ads display the targeted location, not always accurately.

The screenshot shows a Microsoft Internet Explorer browser window with the address bar displaying a Google search URL for 'cheap cds'. The search results page features the Google logo, search filters, and a list of search results. The first result is a sponsored link for 'Buy Music CDs Online at Wholesale Cost, \$5 under Retail...' with a description mentioning 'Large selection of CDs'. Below this are two more sponsored links: 'Music CDs - 50-90% Off' and 'Shop at CircuitCity.com'. A third sponsored link is 'Cheap CDs Under \$5 Each' with a description mentioning 'NJ, NYC, Philly CD and DVD Store'. The browser's status bar at the bottom shows the URL 'http://www.google.com/webhp?hl=en'.