GOOGLE ADS VS. LINKEDIN ADS FOR MEDTECH

TARGET AUDIENCE

·246 million unique Google users in the US
·4.3 billion users worldwide
·Pro: Wider reach than any other social media platform, including LinkedIn
·Con: Ad optimization is critical

·211 million members in North America
·850 million members worldwide
·Pro: better option to increase brand awareness and reach specific niche audiences
·Con: Smaller reach

USER INTENT

·Excellent for targeting high-intent searches

·Offers more refined targeting options

SEGMENTATION

Segmentation criteria:
·Affinity segments
·Life events
·In-market segments
·Custom segments
·Custom intent segments: auto-created (Display)
·Your data segments (formerly known as remarketing)
·Detailed demographics
Offers:
·Customer Match

Targeting options:
·Job experience
·Demographics
·Education
·Company
·Interests
Offers:
·Matched Audience
·Audience Templates
Pros:
·Winner for microtargeting with over a hundred segmentation methods
·Offers account-based marketing execution

COST

·Average CPC $1
·Less expensive

·Average CPC $5
·$6 per 1000 impressions
·More expensive

AD TYPES

·Text ads
·Responsive Ads
·Image Ads
·App Promotion Ads
·Video Ads
·Product Shopping Ads
·Showcase Shopping Ads

·Sponsored Content
·Sponsored InMail
·Text Ads
·Dynamic Ads
·Lead Gen Forms

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