

# Course : Google Ads: optimizing your campaigns in the age of AI

*Practical course - 2d - 14h00 - Ref. GAD*

*Price : 1590 CHF E.T.*



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This training course will enable you to acquire the best practices for optimizing campaign management and maximizing ROI. It will introduce you to the latest developments in the Google Ads interface (Max performance, targeting types, audiences, etc.).



## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand how the Google algorithm works
- ✓ Setting up a campaign in the age of machine learning
- ✓ Manage and optimize your SEA campaigns
- ✓ Set up Display/Video campaigns to complement Search campaigns

## Intended audience

Marketing manager, e-commerce manager, communications manager, product manager.

## Prerequisites

Basic knowledge of digital marketing.

## Practical details

### Hands-on work

Theoretical input, exchange of best practices, exercises and case studies.

## Course schedule

### PARTICIPANTS

Marketing manager, e-commerce manager, communications manager, product manager.

### PREREQUISITES

Basic knowledge of digital marketing.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Understanding the Google algorithm

- Reminder of the auction principle.
- Overview of Google Ads solutions.
- Frame your SEA campaign: define your campaign objective and budget.
- Optimize your use of Google AdWords Editor.

### Hands-on work

Define the framework of a SEA campaign.

## 2 Setting up a campaign in the age of machine learning

- Define and track expected conversions.
- RGPD impacts on Google Ads conversions.
- Structuring your Google Ads account and types of targeting (exact, expression, broad, negative).
- Choose the right bidding strategy for the campaign context.
- Master the right settings for your Google Shopping campaigns.

### Hands-on work

Creating a campaign: mistakes to avoid

## 3 Manage and optimize your SEA campaigns

- Track the right key indicators for your SEA campaigns: from monitoring to optimization strategies.
- Optimize your campaign: SKAG/Tapering campaign, A/B testing, bid adjustments, draft campaign.
- Analyze your optimization score and measure the impact on campaign performance.
- Understand the true role and contribution of SEA campaigns in your digital communication plan.

### Hands-on work

Analyze campaign performance: identify areas for optimization.

## 4 Setting up Display/Video campaigns

- Defining campaign scenarios: the specificities of Display campaigns.
- Identify audiences for Display/Video campaigns (behavioral, personalized, Google Ads segment).
- Master the AIDA method to create high-performance ads.

### Hands-on work

Set up and analyze your Performance Max campaign.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## Dates and locations

### REMOTE CLASS

2026 : 2 Apr., 25 June, 5 Oct., 26 Nov.