



Google's political advertising products & election ads transparency report

FPPC Presentation 01/22/2021

Alea Mitchell, Product Counsel

Google Ads: Overview

- Google Ads is a self-service ad platform used by advertisers of all sizes for an almost limitless range of products and services
- Advertisers choose what ads will display, determine a budget, and place bids depending on where and when they want their ads to appear (e.g., in response to certain keyword queries or on certain types of websites)
- Advertisers can create multiple ad formats including Search, display, and video ads

Setting a Budget (illustrative only)

Bidding

What do you want to focus on? [?](#)

High Quality Traffic ▾

Recommended for your campaign goal

Pay for [?](#)

Clicks

Based on the selections, this campaign will use the **CPC (enhanced) bid strategy** [?](#)

[Or, select a bid strategy directly \(not recommended\)](#)

High quality traffic is traffic that is likely to lead to actions on your website, app, or store. [^](#)

[Learn more](#)

Select the event you want to be charged for. For example, if you select clicks, your campaign will be charged when someone clicks on your ad

[Learn more](#)

Budget

Enter the average you want to spend each day

\$ 42.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend more or less than your daily budget. [Learn more](#) [^](#)

Weekly estimates

Available impressions [^](#)

Based on your targeting and settings but not your budget or bid

[Impressions](#)

10B+

0 since last update

Your estimated performance

Based on your targeting, settings, daily budget of **\$42.00** and the typical bid of **\$0.79**

[Clicks](#)

540 - 1.5K

[Average CPC](#)

\$0.21 - \$0.59

[Impressions](#)

73K - 200K

[CTR](#)

0.5% - 1.1%

Creating a Responsive Display Ad (illustrative only)

New responsive display ad ⋮

Final URL
<http://emilysemus.com> ⚠️ ?

Images and logos
Add at least 1 landscape image and at least 1 square image



Videos
Optional, but add up to 5.

[+ VIDEOS](#)

Headlines (up to 5)
[The finest emu salon!](#) ?

21 / 30

Long headline
[If I were an emu, I wouldn't want to be groomed anywhere €](#) ?
62 / 90

Descriptions (up to 5)
[Beak trimming, feather preening, and more!](#) ?
42 / 90

Description
[Full-service emu groomer in Olympia, WA](#)
39 / 90

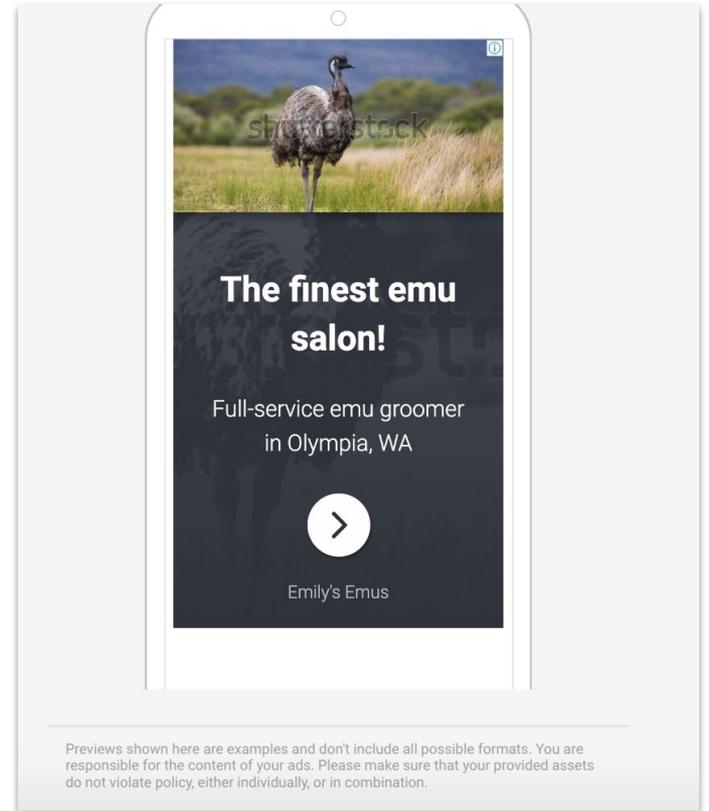
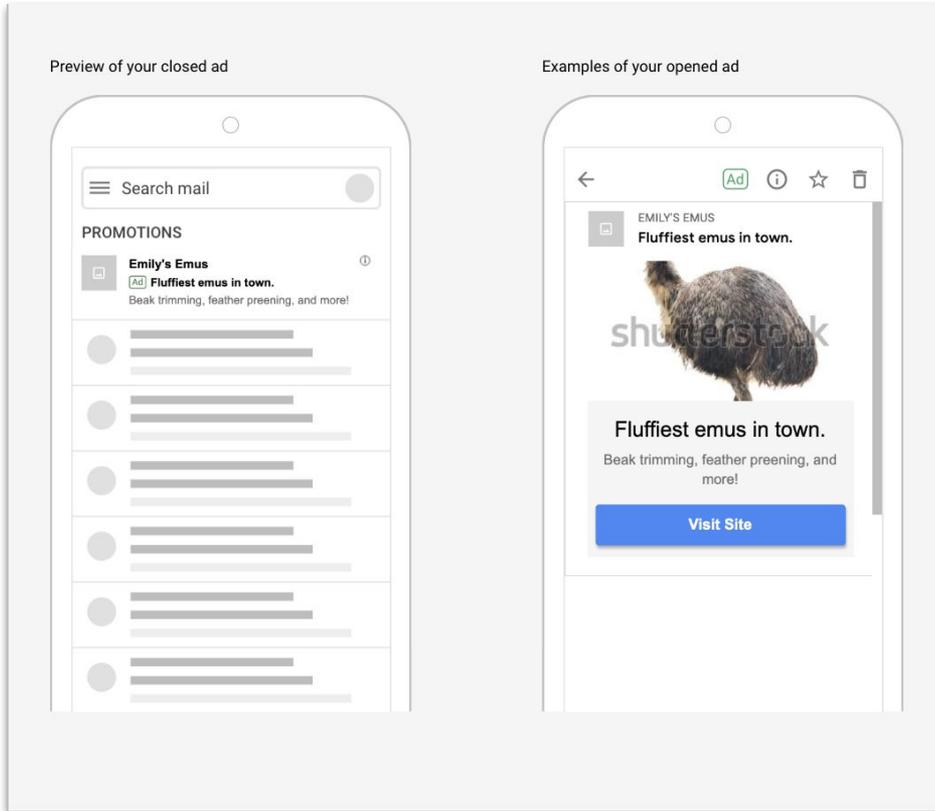
Description [ADD](#)
0 / 90

Business name
[Emily's Emus](#) ?

Your ads might not always include all your text and images. Some cropping or shortening may occur in some formats, and either of your custom colors may be used.

[ADD TO AD GROUP](#) [CANCEL](#)

Previewing the Ads (illustrative only)



Creative Sub-Assets: Single Image Format (illustrative only)

Sub-assets

- Final URL - 1
- Headline - 5
- Description - 5
- Business name - 1 (25 char)
- Images and logos - 15
 - Landscape Image
 - Square Image
 - 1:1 square Logo

hundreds of total possible combinations

Google Ads: Policy Enforcement

- Google Ads Terms and Policies describe what ads are and are not allowed on our platform
- We remove ads that violate our policies and take action against bad advertisers
- In 2019, we blocked and removed 2.7 billion ads for violating our policies and suspended nearly 1 million advertiser accounts using a combination of automated and human review

Google Ads: Political Content

- Election Ads Policies
- Targeting Restrictions
- Verification Process
- Transparency Report

US Election Ads Policies

Election Ads in the United States

In the United States, election ads include ads that feature:

- A current officeholder or candidate for an elected federal office. This includes federal offices such as that of the President or Vice President of the United States, members of the United States House of Representatives or United States Senate
- A current officeholder or candidate for a state-level elected office, such as Governor, Secretary of State, or member of a state legislature
- A federal or state level political party
- A state-level ballot measure, initiative, or proposition that has qualified for the ballot in its state

Note that election ads don't include ads for products or services, including promotional political merchandise like t-shirts, or ads run by news organizations to promote their coverage of federal election campaigns, candidates, or current elected federal officeholders.

Below are requirements that must be met by advertisers who want to run federal election ads in the United States.

Targeting Restrictions for Election Ads

Election ads

Election ads are allowed to run, with restrictions in certain countries. See below for how we define election ads in each country or region, and the advertiser requirements that apply.

Restricted targeting for election ads

Only the following criteria may be used to target election ads:

- ✓ Geographic location (except radius around a location)
- ✓ Age, gender
- ✓ Contextual targeting options such as: ad placements, topics, keywords against sites, apps, pages and videos

All other types of targeting are not allowed for use in election ads. This includes all [Audience Targeting products](#), [Remarketing](#), [Customer Match](#), [Geographic Radius Targeting](#), and Third Party Audiences, such as [uploaded lists](#).

Verification Process

U.S. election ads verification

Google requires verification for advertisers who want to run election ads in the United States. This verification is required for all ad formats and extensions. Learn more about Google's [election advertising policy](#).

The form below is the first step of the verification process. With the information you provide, Google will verify your eligibility to run election ads in the United States. Learn more about [verification for election advertising in the United States](#).

* Required field



Note: If you're an agency or someone who manages multiple Ads accounts, each account planning to run election ads will need to apply for verification.

If your ads are disapproved and you believe this is an error (e.g., you are a news organization promoting your news content or you are promoting merchandise), you can [Contact us](#) to have your ad reviewed again or you can directly edit the ad. Editing the ad will resubmit the ad and its destination for review.

Google Ads Customer ID *

Are you an organization or individual? *

- Organization: Select this option if you are a political committee, non-profit organization, business, or other entity
- Individual: Select this option if you don't meet the criteria for being verified as an organization

Submit

* Required field

Transparency Report

Political advertising in the United States

Our goal is to provide greater transparency in political advertising on Google, YouTube, and partner properties. To run election ads, we require advertisers to be verified, and observe our policies and applicable laws. Election ads in this report feature a current officeholder or candidate for an elected federal or state office, federal or state political party, or state ballot measure, initiative, or proposition that qualifies for the ballot in a state. The report also includes all ads from advertisers that completed the express notification process related to California candidates for elected office or California ballot measures.

Updated Jan 15, 2021

Ads since May 31, 2018

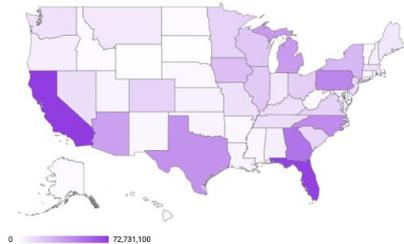
563,338

Ad spend since May 31, 2018

\$745,889,500

Ad spend per geography

Select a state to see total advertiser spending by congressional district



Federal Election Commission campaign finance data

All states

State	Ad spend
Alabama	\$5,832,200
Alaska	\$1,901,100
Arizona	\$34,699,100
Arkansas	\$2,917,200
California	\$72,731,100
Colorado	\$16,065,600
Connecticut	\$3,737,900
Delaware	\$1,243,000
District of Columbia	\$3,295,200
Florida	\$70,840,400

Previous 1 of 6 Next

Top advertisers

Data represents total spend by verified advertisers since May 31, 2018. Learn more about the [verification process for advertisers](#).



All states ▾

Advertiser	Total ad spend
BIDEN FOR PRESIDENT	\$83,693,300
DONALD J. TRUMP FOR PRESIDENT, INC.	\$83,427,500
MIKE BLOOMBERG 2020 INC	\$62,179,000
TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE	\$46,282,000
BIDEN VICTORY FUND	\$15,933,100
DNC SERVICES CORP / DEMOCRATIC NATIONAL COMMITTEE	\$14,840,000
SENATE LEADERSHIP FUND	\$14,568,600
DSCC	\$13,033,700

Transparency Report Data

Ad by CALIFORNIA SECRETARY OF STATE

Ran for 23 days First served Oct 12, 2020, 12:00 AM EDT Last served Nov 4, 2020, 12:00 AM EST

[View more ads from CALIFORNIA SECRETARY OF STATE](#)



Amount spent
> \$100k

Impressions
1M-10M

Format
Video

Targeting criteria for this ad

For election ads, advertisers may apply age, gender, and location as targeting criteria.

Age
18-24 25-34 35-44 45-54 55-64 65+ Unknown Not targeted

Gender
Male Female Unknown Not targeted

Location

Area's targeted



Thank You