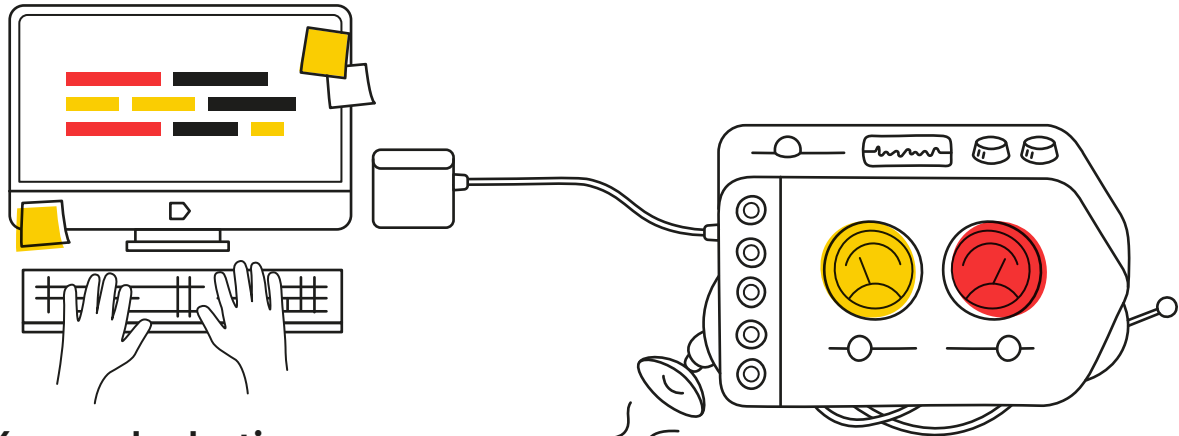


## How to serve ads in Yandex.Direct

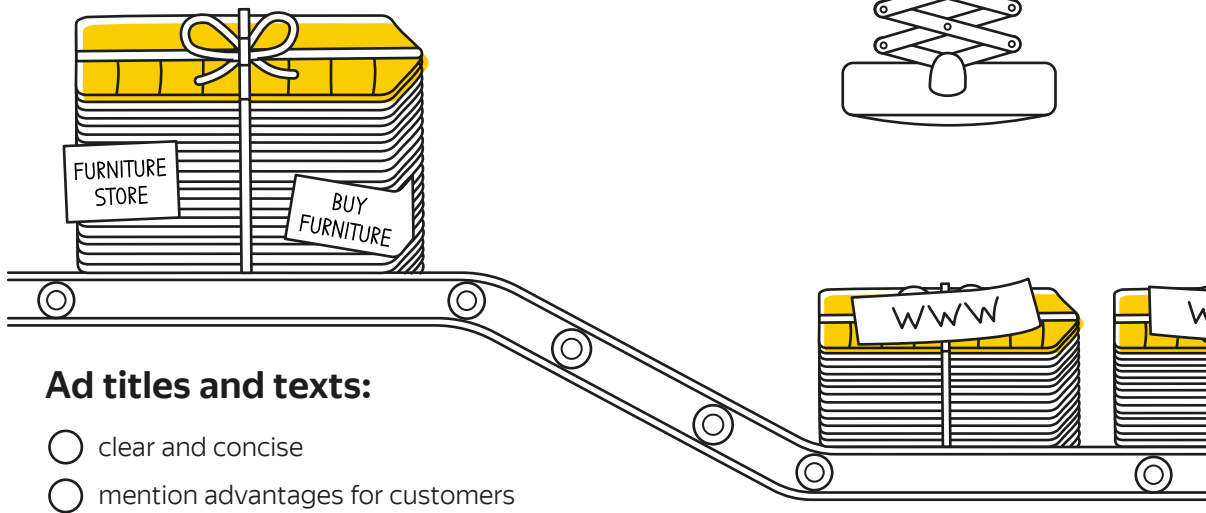


### Keyword selection:

- region taken into account
- relevant for my products and services
- checked in WordStat
- negative keywords added
- split into relevant groups

### Main campaign settings:

- campaign name reflects the content
- email and SMS notifications enabled
- time and geotargeting are set for your goals

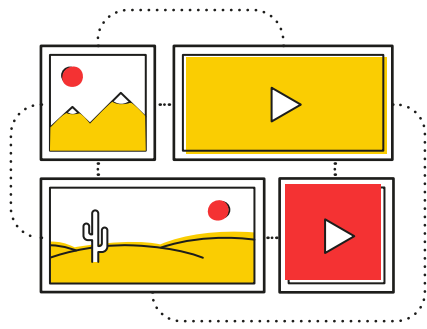


### Ad titles and texts:

- clear and concise
- mention advantages for customers
- respond to search query
- contain keywords to maximize highlighted text
- no errors or typos
- meet moderation requirements

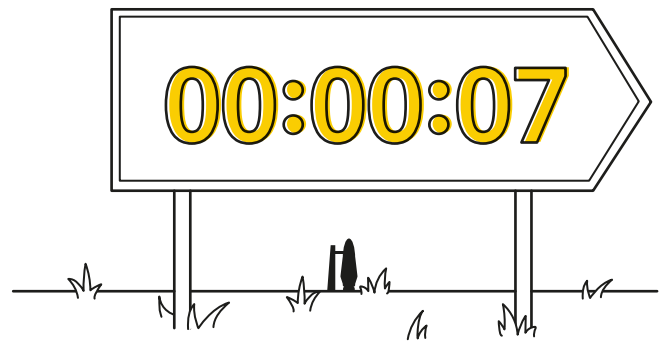
### Links:

- address of landing page entered
- relevant to the ad text and keywords
- display link is clear and informative



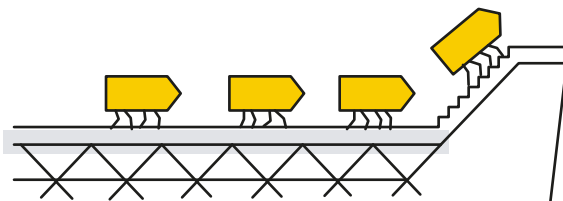
### Ad elements:

- images match the content of the ad
- video extensions added
- sitelinks lead to important sections of the site
- callouts describe benefits and unique features of the offer
- contact information added (address, phone number, working hours, etc.)



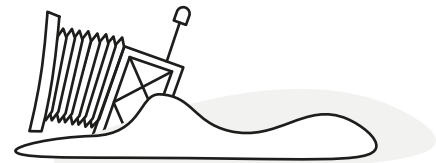
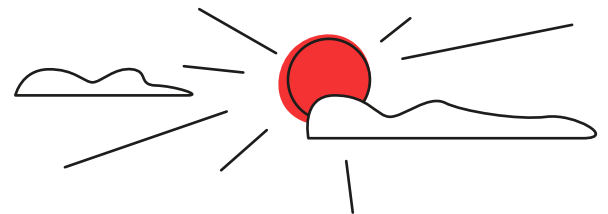
### Pre-launch:

- display strategy chosen according to your goals
- settings configured (for automatic strategies)
- bids set (for manual strategies)



### Campaign launch:

- moderation passed
- account has funds



### Recommendations:

#### Split your campaigns

Improve your campaigns' focus by dividing them by search and ad networks. Take advantage of the possibilities of ad networks — increase your reach by using broad keywords and multiple ad formats.

#### Keep track of your statistics

Links to reports appear in the campaign list once impressions begin.

#### Set up Yandex.Metrica

Determine your goals and increase your conversions.

