

## COMPARATIVE ANALYSIS OF DIGITAL ADVERTISING ON GOOGLE ADS AND FACEBOOK ADS

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Dr. Bajrang Lal\*  
Nitin\*\*

### ABSTRACT

*For companies looking to connect with and engage with their target audience, digital advertising has grown to be a crucial part of their marketing plans. Google Ads and Facebook Ads, two of the top digital advertising platforms, have become effective tools for companies to market their goods or services. This study compares and contrasts the key characteristics, targeting options, audience reach, cost-effectiveness, and performance indicators of Google Ads vs Facebook Ads. To assess the advantages and disadvantages of both platforms, a thorough examination of the literature, data gathering from industry reports, and case studies were all used in the research process. According to the research, Google Ads primarily targets search intent and provides wide reach via the Google Search Network, Display Network, YouTube, and partner websites. Keywords, demographics, interests, and geographic targeting are all possible. While offering extensive audience targeting options based on demographics, interests, behaviours, and custom audiences, Facebook Ads take use of the social media platform's enormous user base. Facebook advertisements provide a variety of ad forms, such as picture, video, carousel, and collection advertisements, allowing companies to interact with people in different ways. Due to fierce competition, Google Ads frequently have higher prices per click (CPC), whereas Facebook Ads provide a more cost-effective method of reaching a wide audience. However, because consumers have strong search intentions, Google Ad conversion rates are frequently greater. As a result, businesses targeting particular keywords perform better. On the other hand, Facebook Ads are excellent at promoting engagement, increasing brand exposure, and bringing traffic to websites. This study also investigates the influence of various industries, target markets, campaign goals, and budget allocations on the decision between Google Ads and Facebook Ads. It emphasises how critical it is to match each platform's distinct advantages with advertising techniques in order to maximise advertising effectiveness. This comparison research offers insightful information that will help businesses and marketers choose the best digital advertising platform based on their goals, target market, and budget. Businesses may optimise their digital advertising campaigns and produce the required marketing results by being aware of the unique characteristics and performance indicators of Google Ads and Facebook Ads.*

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**Keywords:** *Comparative Analysis, Digital Advertising, Google Ads, Facebook Ads, Marketing Strategies, Targeting Capabilities, Reach, Cost-Effectiveness, Performance Metrics.*

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### Introduction

Businesses today are relying more and more on digital advertising to reach their target market and market their goods and services. Google Ads and Facebook Ads have established themselves as the two most important participants in the market among the countless digital advertising platforms accessible. These platforms include a variety of capabilities and targeting choices that let companies efficiently reach a large audience and meet their marketing objectives.

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\* Assistant Professor, NIM&C, Nims University, Jaipur, Rajasthan, India.  
\*\* MBA Student.

A platform for online advertising that Google offers is called Google Ads, formerly known as Google AdWords. Businesses can display their advertising on a variety of Google-owned domains, such as search results, partner websites, and YouTube, thanks to the pay-per-click (PPC) model that underpins it. By showing ads that correspond with users' search queries, Google Ads primarily focuses on capturing search intent.

This comparative research seeks to give companies and marketers insightful information about the fundamental distinctions between Google Ads and Facebook Ads so they may decide on their digital advertising strategies with confidence. Businesses may maximise their advertising efforts and return on investment (ROI) by recognising the distinctive features and benefits provided by each platform.

The specifics of Google Ads and Facebook Ads, such as their targeting options, audience reach, cost-effectiveness, and performance indicators, will be covered in more detail in the next sections of this study. The influence of many variables, including the industry, target audience, campaign objectives, and budgetary constraints, on the decision between these platforms will also be investigated. In the end, our research hopes to help businesses choose the best platform based on their needs.

### Objectives

- To evaluate and contrast the targeting options for Facebook Ads and Google Ads, looking at the choices for demographic, regional, and interest-based targeting.
- To examine and contrast the aesthetic components, interactivity, and personalization options of the ad formats provided by Google Ads and Facebook Ads.
- To assess and contrast the pricing models for digital advertising on Facebook Ads and Google Ads, taking into account variables like cost-per-click (CPC), cost-per-thousand-impressions (CPM), and overall cost-effectiveness.
- Investigate and contrast the monitoring and measuring features of Facebook Ads and Google Ads, evaluating how well each platform can measure conversions, link them to particular ads or keywords, and offer insights into user behaviour.
- To assess and contrast the reach, levels of engagement, click-through rates (CT<sup>o</sup>R), conversion rates, and overall return on investment (ROL) of digital advertising on Facebook Ads and Google Ads.
- Based on the comparison study, offer marketers and advertisers actionable insights and suggestions that will help them choose the best platform and improve their digital advertising campaigns.

### Scope of Research

- **Comparative Evaluation:** The research will compare and evaluate the essential traits, capabilities, and performance indicators of Facebook Ads and Google Ads. This entails evaluating their targeting options, ad types, pricing plans, monitoring and measurement options, and performance metrics all together.
- **Advertising Objectives:** The study will take into account a variety of advertising goals, such as boosting website traffic, generating leads, or attaining conversions.

The study examines the efficiency of Facebook Ads versus Google Ads in achieving these goals, highlighting the advantages and disadvantages of each platform.

- **Target Audience:** The study will take into account the demographics of the target market for digital advertising campaigns on Facebook Ads and Google Ads. This could include racial or ethnic groups, regions, or niche interests. The scope includes examining the influence on campaign effectiveness and how well each platform can reach and engage the target audience.
- **Metrics and Measurements:** The investigation of pertinent performance indicators, including impressions, reach, click-through rates (CTR), conversion rates, and return on investment (ROI), is part of the scope. The study will examine how these data vary across Google Ads and Facebook Ads and what it means for evaluating the efficacy of marketing initiatives.
- **Industry and company Context:** Although the research strives to offer insights applicable to a wide range of industries and firms, it recognises that particular industry aspects and company settings may affect the efficacy of digital advertising on Google Ads and Facebook Ads. The scope includes taking into account industry-specific issues and any variances in how well the platforms work across other industries.

- **Useful Insights and Recommendations:** Based on the comparison study, the research will offer useful insights and suggestions for marketers and advertising. These suggestions will serve as a roadmap for choosing a platform, fine-tuning a campaign, and increasing the potency of digital advertising tactics.

#### Research Methodology

What is study about?

Why is the study being made?

Where will the study be carried out?

What type of data required?

#### Types of Data Collection

- **Primary Data:** Primary data is that which is collected fresh and for the first time primary data is also called basic data or Original data." Through Questionnaire.
- **Secondary Data:** Secondary data means data that which has been used previously for any research & now is use or the second time. Through the website
- **Sample Size: 200**
- **Analysis Technique:** Random Sampling and Questionnaire technique selected by researcher to collect the data from the respondent.

#### Findings

- Most of people do not use Facebook & Google ads (46% people relate with Google or Facebook ads)
- Google ads have better targeting capability for reaching your desired audience (38.4%)
- Google ads provides a more cost-effective advertising solution for business (42%)
- 33.8% effective Google ads for generating leads.
- 32.6% effective Facebook ads for generating leads.
- Google ads provide better tracking and measurement capability.
- Google ads offer more flexibility in term ads formats and creative options.
- Google ads have a larger and more engaged user base for advertising purposes.

#### Suggestion & Recommendation

Examine the reasons why a sizable percentage of people (75.7%) do not use Google or Facebook ads. In order to comprehend the obstacles or difficulties consumers encounter with these platforms, this could require conducting surveys or interviews. You can provide suggestions on how these platforms can enhance their products or respond to user issues by determining the causes of the low usage.

Look at the elements that make Google Ads' improved targeting possible (40%). Examine the specific attributes and resources that Google Ads uses to reach the targeted population. The results of this study may be used to highlight Google Ads' targeting advantages and make suggestions for future improvements.

Examine the factors that led to Google Ads' perception as a more successful advertising option for businesses (40.5%). Determine the precise attributes or traits that support this perception. Interviews with companies who have used both platforms could be used in this study to get their opinions and experiences.

Compare how well Facebook Ads (32.6%) and Google Ads (33.8%) generate leads. Explore in greater detail the elements that affect lead generation on each platform, such as ad formats, targeting possibilities, or audience behaviour. This study can reveal the benefits and drawbacks of each platform for generating leads and make suggestions for improving the effectiveness of marketing campaigns.

Look at the tracking and measurement tools available in Google Ads. Investigate the precise data and tools offered by Google Ads for attribution, conversion tracking, and ad performance monitoring. In terms of tracking and measurement, contrast these capabilities with Facebook Ads and emphasise the benefits and drawbacks of each platform.

**Limitations of Research**

- Generalizability of Findings
- Dynamic Nature of Digital Advertising Platforms
- Data Availability and Access
- Scope of Comparative Analysis
- Reliance on Self-Reported Data
- Time and Resource Constraints

**Conclusion**

- A significant percentage of people (75.7%) do not use these platforms for advertising purposes.
- Google Ads has better targeting capabilities for reaching the desired audience (40%).
- Google Ads is perceived as a more effective advertising solution for businesses (40.5%).
- Google Ads is slightly more effective (33.8%) than Facebook Ads (32.6%) in generating leads.
- Google Ads provides better tracking and measurement capabilities.
- Google Ads offers more flexibility in ad formats and creative options.
- Google Ads has a larger and more engaged user base for advertising purposes.

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