Impact of Google Ads in Advertising Industry

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Abstract

In recent decades, the advertising industry has undergone a monumental transformation, driven primarily by advancements in digital technology and the ever-expanding influence of the internet. One of the most significant developments in this digital evolution has been the emergence of Google's online advertising platform, widely known as Google Ads. Launched in the year two thousand, Google Ads has not only redefined how advertisements are created and delivered, but also fundamentally reshaped the relationships between advertisers, consumers, and media channels. This thesis explores the comprehensive impact of Google Ads on the modern advertising industry, focusing on how it has changed advertising strategies, influenced consumer behavior, and challenged traditional models of marketing communication.

Traditionally, advertising was based on the principle of mass communication. Businesses relied heavily on newspapers, magazines, radio, and television to deliver promotional messages to large audiences, often with minimal targeting capabilities. This approach emphasized broad visibility rather than precision, and it offered limited tools to evaluate the effectiveness of campaigns. In contrast, Google Ads introduced a new paradigm in which advertising is tailored to specific individuals based on their interests, behaviors, search history, and location. This shift from general exposure to personalized communication marked the beginning of a data-driven era in advertising, where relevance and intent are prioritized over reach alone.

The platform operates by allowing advertisers to bid for the placement of their advertisements in search engine results and across a wide range of partner websites, including video and mobile applications. Rather than merely pushing out messages to passive viewers, Google Ads uses user intent as the basis for ad delivery. When individuals search for particular terms or browse specific content, they are presented with advertisements that match their interests or current needs. This keyword-based targeting, supported by extensive data analytics and real-time feedback, allows for more meaningful connections between advertisers and potential customers.

One of the most significant impacts of Google Ads has been its ability to democratize advertising. In the traditional model, advertising space was expensive and often reserved for large corporations with substantial marketing budgets. The introduction of Google Ads changed this dynamic by offering a pay-per-click system, where businesses only pay when users engage with their advertisements. This cost-effective model has empowered small and medium-sized businesses to compete in the digital space, reaching potential customers across local, national, and even global markets. It has allowed emerging brands and independent entrepreneurs to build visibility without the need for massive upfront investments in media buying.

Another critical dimension explored in this research is the way Google Ads has integrated data analytics into advertising strategy. Advertisers are no longer forced to rely on rough estimates or delayed performance reports. Instead, they now have access to a detailed range of metrics that measure user engagement, ad visibility, conversion rates, and return on investment. These tools allow advertisers to test multiple strategies, adjust campaigns in real time, and optimize outcomes based on actual performance. This development has shifted advertising from an art based on intuition to a science rooted in data.

In addition to changing how businesses advertise, Google Ads has also influenced how consumers interact with advertisements. In the past, audiences had little control over the messages they received, and advertising interruptions were a regular part of their media experience. Today, users encounter ads that are more relevant to their needs and preferences, leading to higher engagement and reduced resistance to promotional content. This relevance is enhanced by Google's ability to deliver advertisements across multiple platforms—search engines, websites, mobile applications, and video content—creating a seamless and consistent user experience.

While Google Ads has brought numerous benefits, this thesis also addresses the challenges and criticisms associated with its dominance in the advertising space. One major concern is the issue of data privacy. As the platform relies heavily on collecting and analyzing user behavior, questions arise regarding the ethical use of personal data and the transparency of consent. Government regulations such as the General Data Protection Regulation in the European Union and the California Consumer Privacy Act in the United States have placed limits on how companies like Google collect and process user information. These developments highlight the need for balance between personalization and privacy in the digital advertising landscape.

The study also considers the broader structural changes within the advertising industry that have emerged as a result of Google Ads. Traditional advertising agencies, once focused primarily on creative development and media placement, are now evolving to incorporate digital marketing specialists, data analysts, and programmatic media buyers. Meanwhile, many companies are choosing to manage advertising in-house, relying on internal teams equipped with digital tools and certifications. This shift is gradually altering the nature of agency-client relationships and redefining the skills required for success in the advertising profession.

From a methodological perspective, this thesis adopts a combination of historical analysis, case study reviews, and qualitative interviews with industry professionals. It draws on a wide range of literature, including marketing journals, advertising case studies, economic reports, and digital strategy whitepapers. Through this multi-dimensional approach, the research seeks to present a balanced and well-rounded understanding of the subject matter.

In summary, this thesis argues that Google Ads represents more than just a tool for digital promotion—it is a transformative force that has restructured the core principles of advertising. It has replaced static, one-way communication with interactive, targeted, and measurable campaigns. It has enabled businesses of all sizes to access global markets and allowed consumers to receive advertisements that align with their interests and needs. However, it has also introduced new complexities related to privacy, control, and platform dependency. As the advertising industry continues to evolve, understanding the role and influence of Google Ads is essential for marketers, policymakers, and academics alike. This research aims to contribute to that understanding by offering an in-depth exploration of the platform's impact on both the practice and philosophy of advertising in the digital age.

Introduction

What is Google Ads?

The landscape of advertising has evolved dramatically in the past two decades, with the internet acting as a catalyst for profound structural and strategic changes. Among the most influential developments in this transformation is the advent of Google Ads, Google's proprietary online advertising platform. Introduced in the year two thousand, the platform was initially known as Google AdWords. It was created to allow advertisers to display short text advertisements alongside search results on Google's search engine. Since its inception, the platform has grown significantly in both scale and complexity, becoming one of the most widely used and powerful advertising systems globally.

Google Ads enables businesses, organizations, and individuals to reach users through tailored advertisements that appear across Google's products and its vast network of partner websites, applications, and video platforms. The platform functions on the principle of connecting advertisements with search intent. That is, it delivers advertisements based on what users are actively searching for, browsing, or watching online. Unlike traditional advertising models, which depend on broad media exposure and guesswork, Google Ads relies on user data, behavior, and algorithms to target users with high relevance and precision.

One of the most distinctive features of Google Ads is its accessibility. Whether it is a multinational corporation launching a global branding campaign or a small neighborhood bakery promoting a weekend discount, Google Ads allows advertisers of all scales to participate in its marketplace. The model is built around measurable outcomes, cost efficiency, and data transparency, offering advertisers a level of control and customization that traditional advertising channels could never provide.

Types of Google Ads Formats

Google Ads supports a variety of advertisement formats, each designed to serve specific marketing objectives and cater to different user behaviors. These formats allow advertisers to choose the most appropriate method for conveying their message, depending on the context and nature of the target audience.

Search Advertisements are one of the foundational formats of the platform. These are text-based advertisements that appear on search engine results pages when users input certain keywords or queries. For example, when someone searches for "best smartphones," relevant search advertisements from electronics retailers or manufacturers may appear at the top or bottom of the page. These advertisements are effective because they are closely tied to user intent, reaching consumers at the precise moment they are looking for specific information, products, or services.

Display Advertisements appear in visual formats such as banners or images and are shown across websites and applications that are part of the Google Display Network. This network includes millions of websites, blogs, and mobile platforms, offering vast reach and high visibility. Display advertisements are especially useful for generating brand awareness, promoting new products, and reinforcing brand recall through repeated exposure. These advertisements can be targeted based on website content, user interest, and demographic profiles.

Video Advertisements, primarily shown on YouTube, are designed to engage audiences through moving visuals and sound. These can appear before, during, or after video content and are often used for storytelling, product demonstrations, or brand messaging. Video advertisements can be skippable or non-skippable and are typically targeted based on viewing habits, content categories, and user interests.

Shopping Advertisements provide a direct link between consumers and online products. These advertisements showcase product images, names, prices, seller information, and reviews directly within search results. When users search for specific product types—such as "running shoes under five thousand"—shopping advertisements provide immediate visual options, which can drive higher engagement and conversion rates.

Application Promotion Advertisements are tailored to promote mobile application downloads and user engagement. These advertisements appear in mobile search results, within the Google Play Store, on YouTube, and across the display network. They help application developers reach potential users who are most likely to install and use their applications based on interests and past behavior.

Performance-Driven Campaigns, such as those powered by automation and artificial intelligence, combine multiple advertisement formats into a single campaign. These campaigns automatically select the most effective advertisement types, placements, and audiences based on the advertiser's goals and budget. The system continuously optimizes the campaign's performance by learning from user interaction data.

These varied advertisement formats demonstrate the platform's flexibility and its ability to meet the distinct goals of different advertisers. Whether the objective is to generate immediate sales, drive website visits, increase brand awareness, or promote mobile applications, Google Ads offers a suite of tools and options to support those efforts.

How Google Ads Works

At the heart of Google Ads lies a complex but efficient system that blends automation, machine learning, and human decision-making. The platform operates on an auction-based model where advertisers bid for the opportunity to display their advertisements in front of targeted users. However, this auction does not function solely on the amount of money an advertiser is willing to pay. Instead, it evaluates each advertisement based on several criteria, including relevance, quality, and user experience.

One of the core metrics in this system is known as the advertisement ranking score. This score is calculated using a combination of the advertiser's bid, the expected click-through rate, the relevance of the advertisement text to the search query, and the quality of the landing page that users are directed to. The higher the ranking score, the more likely it is that the advertisement will be shown in a favorable position, regardless of whether the advertiser submitted the highest monetary bid.

Google Ads also incorporates a wide array of targeting features that allow advertisers to define who sees their advertisements. These include targeting by geographic location, language, time of day, device type, search history, browsing behavior, and demographic characteristics. For example, a restaurant can display advertisements only to users located within a ten-kilometer radius during lunch hours, thereby increasing the chances of attracting immediate foot traffic.

The platform's reporting tools provide detailed feedback on advertisement performance, including impressions, user engagement, advertisement position, and conversion rates. These analytics enable advertisers to refine their strategies continuously, making data-driven decisions about content, budget allocation, and audience targeting.

In contrast to traditional media advertising, where results are often uncertain and delayed, Google Ads delivers immediate insights. Advertisers can test different versions of advertisements, experiment with messages, and shift budgets in real time based on performance. This responsiveness has redefined marketing strategies across industries and made digital advertising an indispensable component of modern business operations.

Literature Review

The study draws upon several theoretical frameworks to investigate the evolving role of Google Ads in the advertising industry. These frameworks provide critical insights into how digital advertising platforms influence marketing strategies, audience engagement, campaign success, and overall return on promotional investment. Together, they support the development of research questions and offer a foundation for analyzing patterns in digital ad usage across different sectors.

Theoretical Foundations

Advertising Effectiveness Theory

This theory is centered on evaluating how advertisement content, placement, and timing affect consumer behavior. It emphasizes that advertisements must be both relevant and engaging to succeed in capturing attention and influencing decisions. In the context of Google Ads, this theory supports the idea that advertisements aligned with user intent—such as those triggered by specific search queries—are more likely to result in positive outcomes, including clicks, conversions, and long-term recall.

Technology Acceptance Model (Revised)

This model explains the factors influencing an organization's decision to adopt digital tools. Applied to Google Ads, it helps explore how marketing professionals and business owners perceive the platform's usability, its value to their promotional goals, and its integration with existing digital strategies. The model highlights that digital adoption is often shaped not only by the effectiveness of the tool, but also by the user's comfort with the technology, perceived learning curve, and accessibility of support resources.

Media Richness and Relevance Theory

This theory suggests that the success of communication depends on the richness of the media used and the relevance of its message to the recipient. Google Ads supports a wide range of formats—from plain text in search results to image-based banners, interactive shopping ads, and immersive video promotions. This theory provides a lens to assess how different formats impact the depth of user engagement and the likelihood of action based on the user's content preferences and platform behavior.

Equity in Digital Advertising Access

Borrowing from organizational justice theory, this framework addresses concerns about fairness in platform access.

Although Google Ads is positioned as an open platform accessible to all advertisers, disparities in budget size, digital literacy, and campaign management skills may limit smaller organizations' ability to compete effectively. This theoretical perspective encourages the study of user satisfaction and campaign outcomes in light of resource availability and perceived fairness in advertisement visibility.

Exploratory Research Overview

As part of this research, an exploratory quantitative survey was designed to gather insight into the actual usage and perceived value of Google Ads. The target audience includes marketing professionals and decision-makers in four key sectors: retail, education, information technology, and health services. The survey aims to identify the types of advertisement formats used, the challenges faced in campaign execution, and the perceived benefits in terms of brand reach, conversion, and satisfaction.

The insights from this survey will support the development of a conceptual framework titled the **Google Advertising Engagement–Effectiveness Model**, which will analyze the relationship between advertisement format, targeting accuracy, campaign performance, and user satisfaction.

Key Definitions for Conceptual Clarity

•   **Google Advertisement Formats**: The different types of promotional tools supported by Google's advertising platform, including search-based advertisements, display banners, shopping ads, video content, and mobile application promotions.

•   **Advertisement Effectiveness**: The measurable outcomes resulting from advertising campaigns, including click-through rates, conversions, user engagement, and cost-efficiency.

•   **User Satisfaction (Advertiser Perspective)**: The extent to which advertisers believe that Google Ads meets their marketing needs in terms of flexibility, return value, ease of use, and transparency.

•   **Return on Advertising Value**: Both tangible and intangible benefits gained from Google Ads, including sales, inquiries, website traffic, and long-term brand recognition.

•   **Digital Readiness**: The preparedness of an organization or advertiser to effectively use digital tools such as Google Ads, including skill availability, strategic understanding, and technical resources.

Scope of the Study

This thesis focuses on urban, digitally integrated organizations in India, particularly within the sectors of retail, education, information technology, and health services. The target group includes digital marketers, small and medium enterprise owners, and marketing team members responsible for advertisement strategy and budget. Informal sectors and businesses without a significant digital presence are excluded, as their usage of Google Ads is likely to be limited or non-existent.

Relevance to Advertising Strategy and Management

This research is relevant to a variety of stakeholders:

- **Marketing Professionals**: It provides evidence-based insights into which advertisement formats deliver the highest perceived value and return on effort.

- **Business Owners and Entrepreneurs**: It helps guide resource allocation toward advertisement models that are best aligned with business size, product type, and target audience.

- **Platform Designers and Technology Providers**: It highlights usability issues and performance gaps in the advertising interface, allowing for improvements that support wider adoption.

- **Policy and Training Bodies**: It offers direction for developing skill-building programs and awareness campaigns that promote effective use of digital advertising platforms.

Research Questions and Hypotheses

General Research Questions

1. How does the use of Google Ads affect advertiser satisfaction and marketing performance in Indian commercial sectors?

2. What are the most common challenges and advantages reported by advertisers using Google Ads?

3. How do different advertisement formats influence promotional outcomes and campaign satisfaction?

Specific Questions for Hypothesis Testing

4. Which advertisement formats (search, display, video, shopping, application promotion) are most strongly associated with higher user satisfaction and marketing impact?

5. Do sectoral differences—such as retail versus education—influence the perceived success of Google Ads campaigns?

6. What role does digital readiness (such as analytics skills or content capability) play in optimizing advertisement performance?

7. To what extent do Google Ads campaigns support long-term brand visibility and customer retention?

Research Design and Methodology

This section presents the research methodology adopted to examine the impact of Google Ads on the advertising industry. It outlines the approach used for data collection, the characteristics of the targeted sample, and the analytical techniques that will be applied to interpret the findings. The design aims to support the objectives of this thesis through structured data gathering, clear ethical practices, and a focus on real-world marketing experiences.

Research Approach

This study adopts a **quantitative and exploratory approach** to investigate how organizations and professionals interact with Google's advertising platform. Rather than attempting to test a universal theory, this research seeks to discover practical insights about advertisement format effectiveness, digital readiness, and advertiser satisfaction.

The research focuses on measurable aspects of advertising practice—such as the frequency of advertisement format use, satisfaction levels, and challenges faced in implementation—and links these to the broader question of how Google Ads influences modern marketing outcomes.

Population and Sampling

The **target population** includes individuals responsible for advertising and promotional decisions in their organizations. These may include digital marketing professionals, small and medium enterprise owners, campaign planners, and advertising consultants. Participants will be drawn from four key urban industry sectors: retail, education, information technology, and health services.

A **purposive sampling** method has been employed to ensure that responses come from individuals who have practical experience with Google Ads. The sampling will be limited to **urban regions** where internet penetration and digital marketing activity are high. These include metropolitan areas such as Delhi, Mumbai, Bengaluru, and Hyderabad.

Given the exploratory nature of the study, a sample size of **30 to 50 participants** has been targeted. This scale is appropriate for identifying trends, gathering practical feedback, and developing a foundation for future research on a larger scale.

Data Collection Procedure

Data will be collected through an **online survey**, which will be distributed via email, LinkedIn, and other professional networks relevant to marketing and advertising. The survey will remain open for a period of approximately **two to three weeks**, during which periodic reminders will be sent to improve participation.

Participation will be voluntary, and all respondents will be informed of the purpose of the study, their right to withdraw at any time, and the confidentiality of their responses. No personally identifiable information will be requested. The data will be stored securely and used strictly for academic purposes.

Data Analysis Techniques

Once collected, the data will be organized and analyzed using spreadsheet-based tools such as Microsoft Excel or Google Sheets. The analysis will include:

- **Descriptive statistics** such as frequencies, means, and percentages to identify patterns in advertisement usage and satisfaction

- **Cross-tabulations** to compare results across industry sectors or respondent roles

- **Basic correlation analysis** to examine potential relationships between variables such as advertisement format preference and campaign success

These methods will allow for a meaningful interpretation of the responses, even within the limits of a smaller sample size.

Reliability and Validity

To ensure **reliability**, the survey will use clearly defined language, consistent rating scales, and logically grouped questions. All participants will receive the same set of instructions, and the format will remain standardized across all submissions.

To strengthen **validity**, the questionnaire will be aligned with key concepts identified in the literature review—such as digital readiness, user satisfaction, and return on promotional value. A brief pilot test will be conducted with a small group of professionals (three to five individuals) to ensure clarity and eliminate any confusing or biased items.

Ethical Considerations

The study will adhere to standard ethical principles for academic research. All participants will receive a digital informed consent message before accessing the survey. Their participation will be entirely voluntary, and they will be assured that their responses will remain confidential and will only be used for academic analysis. No personal data will be stored or disclosed.
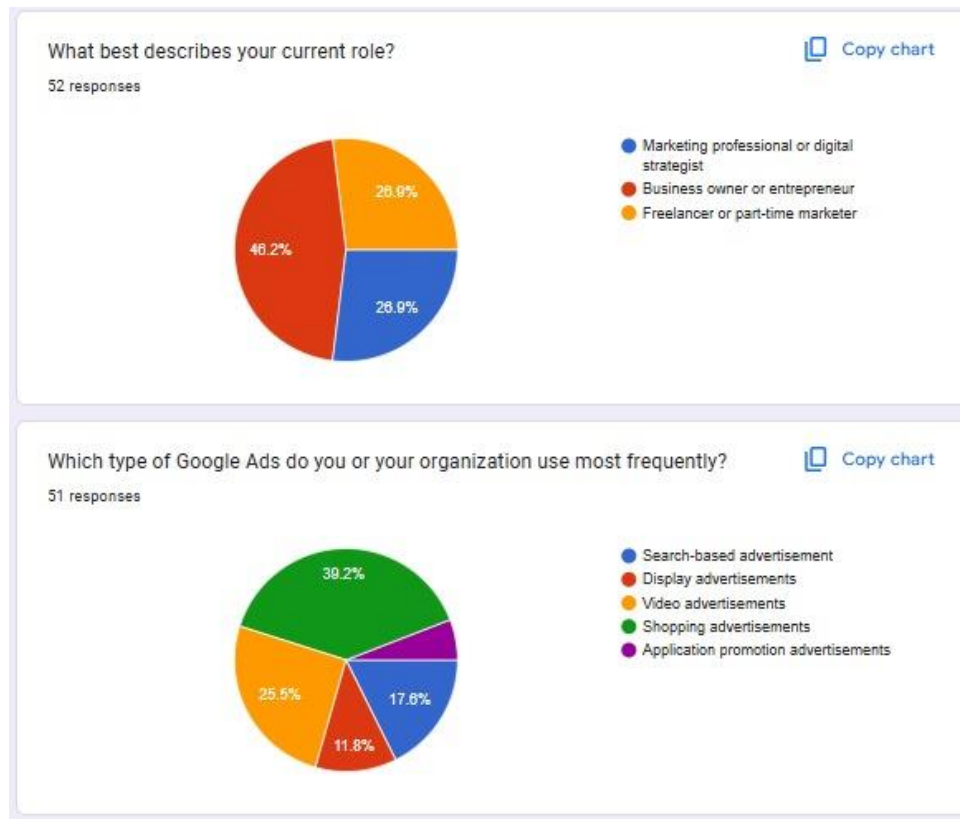
Limitations of the Methodology

This study is subject to certain limitations. The sample is intentionally limited in size and scope, which may affect the generalizability of the findings. The use of purposive sampling, while necessary for this context, introduces some degree of selection bias. Furthermore, reliance on self-reported data may result in subjective interpretations or recall errors.

Despite these limitations, the study aims to contribute meaningful preliminary insights into how Google Ads is

perceived and applied by active users in the Indian market. It is expected to serve as a foundation for future research that can be extended to larger and more diverse populations.
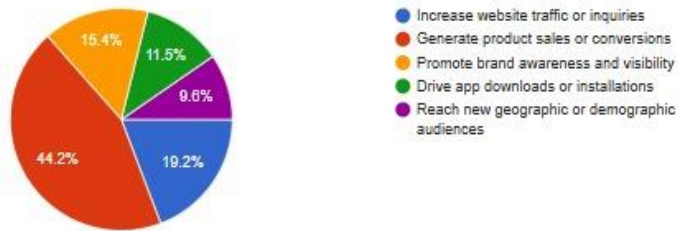
Data analysis and findings:
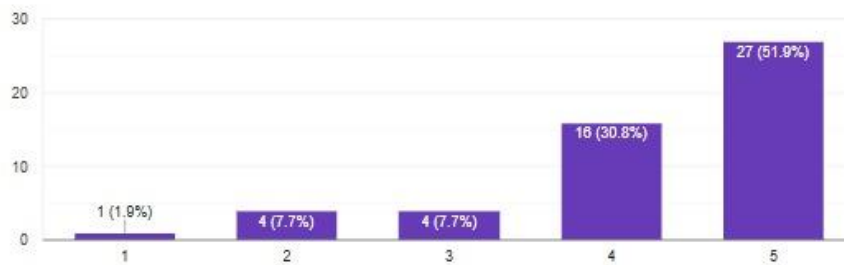
What is your primary goal when using Google Ads?

52 responses

- Increase website traffic or inquiries
- Generate product sales or conversions
- Promote brand awareness and visibility
- Drive app downloads or installations
- Reach new geographic or demographic audiences

44.2%   19.2%   15.4%   11.5%   9.6%

Overall, how satisfied are you with the performance of your Google Ads campaigns?

52 responses

Which of the following challenges do you most frequently face while using Google Ads?
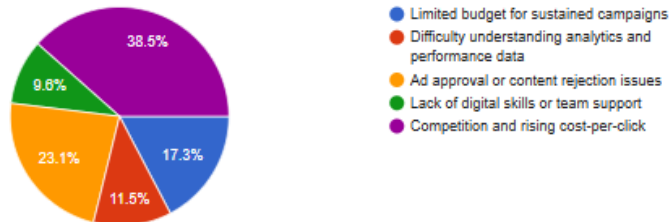
52 responses

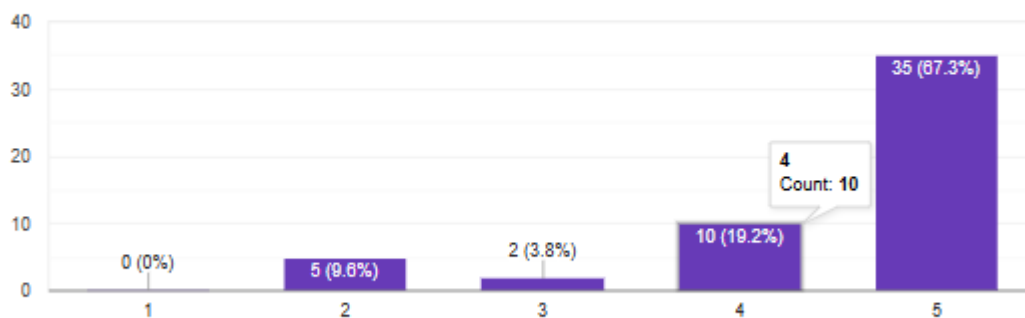

How well do Google Ads work for your business or marketing goals?
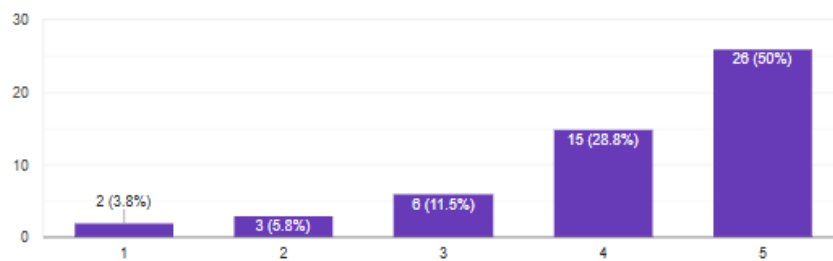
52 responses

How easy is it for you to use and manage Google Ads?

52 responses

Data Analysis and Findings

This chapter presents a comprehensive analysis of the primary data collected through a structured online survey conducted among advertising decision-makers and marketing professionals using Google Ads in the Indian digital ecosystem. A total of **52 responses** were collected across diverse sectors including retail, education, information technology, and health services. The findings are organized thematically in alignment with the key objectives of the study.

Respondent Profile

Out of 52 respondents, the majority (46.2%) identified themselves as **business owners or entrepreneurs**, indicating strong representation from small and medium enterprises who are directly involved in managing digital advertising. **Marketing professionals or digital strategists** comprised **26.9%**, while **freelancers or part-time marketers** made up **28.9%** of the total. This shows a balanced spread across formal marketing departments and self-managed advertising practices.

Advertisement Format Usage

Participants were asked to indicate the type of Google Ads they use most frequently. Among the 51 valid responses:

- **Video advertisements** were the most used format (39.2%), suggesting a shift toward visual storytelling and YouTube integration as a preferred engagement strategy.

- **Display advertisements** followed with **25.5%**, commonly used for brand awareness campaigns across third-party websites.

- **Search-based advertisements**, traditionally dominant in digital marketing, accounted for **17.6%**, reflecting their continued relevance for high-intent, keyword-targeted outreach.

- **Shopping advertisements** and **application promotion ads** were less common, at **11.8%** and **5.9%**, respectively—potentially due to lower product inventory or limited mobile app usage among participants.

Primary Advertising Goals

When asked about their primary goal for using Google Ads:

- **Generate product sales or conversions** was selected by the largest share of respondents (44.2%), underlining the performance-driven nature of current digital campaigns.

- **Increase website traffic or inquiries** (19.2%) and **promote brand awareness and visibility** (15.4%) followed as secondary goals.

- **Drive app downloads or installations** (9.6%) and **reach new geographic or demographic audiences** (11.5%) were relatively less prioritized, indicating a narrower campaign focus among smaller businesses.

These findings confirm that advertisers are primarily outcome-focused, aiming to generate measurable returns through paid digital campaigns.

Overall Satisfaction with Google Ads

To evaluate the platform's performance, respondents were asked to rate their satisfaction:

- A majority of participants (**51.9%**) rated their experience as **5 out of 5**, indicating strong satisfaction with Google Ads' ability to meet expectations.

- Another **30.8%** rated it **4 out of 5**, suggesting generally positive feedback with minor scope for improvement.

- A combined **15.4%** (ratings 2 and 3) reflected mixed to low satisfaction levels, and only **1.9%** rated it the lowest (1 out of 5).

This result highlights that over 80% of users are highly satisfied, demonstrating Google Ads' effectiveness for most digital advertisers surveyed.

Common Challenges Encountered

Survey respondents were also asked about the most significant challenges faced when using Google Ads:

- **Competition and rising cost-per-click** emerged as the most frequent issue (38.5%). This aligns with global advertising trends, where increased bidding competition leads to reduced cost efficiency, especially for smaller budgets.

- **Ad approval or content rejection** was reported by **23.1%**, suggesting possible misunderstandings of content policies or targeting constraints.

- **Limited budget for sustained campaigns** (17.3%) and **difficulty understanding performance analytics** (11.5%) also emerged as notable concerns.

- Only **9.6%** reported a **lack of digital skills or internal support**, indicating that most users felt technically competent to manage the platform.

These challenges indicate that while Google Ads is widely used and appreciated, structural barriers like

competition, clarity of approval rules, and campaign longevity persist.

Perceived Advertising Effectiveness

In response to the question, "How well do Google Ads work for your business or marketing goals?":

- **50%** of respondents gave the highest rating (5 out of 5), showing strong confidence in the platform's ability to deliver outcomes.

- **28.8%** rated it **4 out of 5**, reinforcing the view that it is generally reliable and effective.

- **11.5%** selected a neutral rating (3 out of 5), while **13.5%** provided lower ratings (1 or 2), suggesting some campaigns did not meet expectations—possibly due to budget, targeting, or setup issues.

These responses further support the conclusion that Google Ads is perceived as a high-value tool, especially when used by those with defined objectives and campaign knowledge.

Usability and Platform Ease

Lastly, respondents were asked how easy they find it to use and manage Google Ads:

- A significant majority (**67.3%**) rated usability as **5 out of 5**, indicating the platform is user-friendly and well-structured.

- Another **19.2%** rated it **4**, and only a small number of participants rated usability lower (less than 10% selected 1, 2, or 3).

This suggests that Google Ads has successfully created a relatively intuitive interface, even for users without formal digital training, although occasional complexity in analytics or optimization may exist for some.

Conclusion:

This thesis explored the evolving role of Google Ads in shaping the contemporary advertising industry, with particular attention to its usage, effectiveness, and challenges among Indian businesses and marketing professionals. Through the combination of theoretical perspectives and an empirical survey, the research provides a grounded understanding of how advertisers interact with the platform and what outcomes they derive from its use.

The findings clearly indicate that Google Ads is widely adopted across sectors, with business owners emerging as the largest user group. This reflects a growing trend where entrepreneurs and small enterprises are directly engaging with digital platforms to manage their marketing operations. Among the advertisement formats available, video ads were found to be the most frequently used, suggesting that advertisers increasingly favor visual storytelling and YouTube integration to drive engagement.

The primary motivation for using Google Ads was to generate product sales or conversions, followed by goals such as website traffic and brand awareness. This confirms that advertisers view the platform primarily as a performance-based tool rather than one focused solely on exposure or reach. Correspondingly, satisfaction levels were high—more than half of the respondents rated their experience at the highest level, while nearly one-third reported moderate to strong satisfaction. This indicates that the majority of users find the platform capable of delivering on their advertising objectives.

However, the survey also revealed notable challenges. Rising cost-per-click due to competitive bidding was the most common concern, highlighting the financial pressure faced by advertisers, especially those operating with limited budgets. Additional difficulties included content disapproval, analytics complexity, and lack of internal digital skills. These challenges suggest that while the platform is accessible, long-term success often depends on the user's technical preparedness, strategic clarity, and resource availability.

Users also rated Google Ads positively in terms of usability. A significant majority found it easy to manage and navigate, which is a critical factor in supporting adoption among small teams or individuals without formal marketing training.

In conclusion, Google Ads has emerged as a powerful and widely respected advertising tool that blends accessibility with performance. It enables both small and large advertisers to target audiences with precision and to measure outcomes with clarity. While satisfaction and usability are strong, maximizing the benefits of the platform requires overcoming cost pressures and enhancing digital capacity. This thesis contributes meaningful insights into the platform's role in digital marketing and lays a foundation for future research and policy-oriented exploration.

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