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Google Ads vs Facebook Ads: Which is Best for Your Ecommerce Store?



The goal for any ecommerce store is to grow, attract potential customers, and get more conversions. As we're sure you know, this goal is accomplished mostly through advertising. Two very popular platforms that dominate the advertising industry are Google ads and Facebook ads.

Each platform has its benefits and setbacks. Though both can help you accomplish your advertising goals, they differ with consumer search intents and benefits. So which one is the best for your ecommerce store? Let's find out!

What are Google ads?

Google ads is an advertising platform on which advertisers promote their ads on search engine results pages. This platform uses paid search meaning that you are paying to have your ad show up when a consumer enters a keyword. That ad is placed based on the target keywords it contains instead of placement based on a specific audience interest.

Google ads also has other non text based advertising options such as YouTube ads, Google Play, and Display Network.

What are Facebook ads?

Facebook ads use the power of advertising on social media. This is called paid social, or that you are paying to advertise to new audiences on social networks as opposed to reaching them organically.

With this method, users find your ecommerce store's ads based on things they are interested in or the way they interact with similar products online. This advertising platform is highly competitive since it has the highest monthly active users of any social media network.

Facebook ads also include advertising on Instagram, Messenger, and Audience Network.

So which is the best?

If you want to be exposed to a more specific audience...

Facebook ads allow you to target a more specific audience whereas Google ads use broader targeting by keywords. Though there are some demographic targeting capabilities with Google ads, you are able to target your Facebook audience by gender, age, territory, personal likes and dislikes, and other defining factors. This helps you to better tailor your ads towards a more granular audience.

If you want to sell products directly...

If your advertising goal is to sell products directly then Google would be the best option. With Google ads, you know your users are looking for a product to solve their problem. You're not waiting for them to find your store or to consider a purchase. This means that they are already further along in your marketing funnel, and therefore more likely to convert.

Users are usually getting on Facebook for social interaction, not to purchase, unlike with Google ads. Using Facebook ads, you will be following your consumer from the start of their journey until the end.

If you're looking for a strong ROI...

With enough time and investment in efforts, your Facebook ads can provide a great return on investment. It is true that conversion rates on Google ads are typically higher. This is because consumers here are further along in the advertising funnel, providing a better overall result.

If you're trying to decide between a push vs pull approach...

Depending on whether you're trying to push or pull your products towards your audience, Facebook ads are better for pushing and Google ads are better for pulling. With Facebook ads you're trying to push your products in front of potential customers even though they aren't actively looking for them. Google ads, on the other hand, use your products to pull potential customers in after they have searched for certain keywords.

If you have a new brand that needs to be discovered...

As we've mentioned people are directly searching for products on Google meaning they know what they want and are ready to purchase. If you're trying to raise your brand awareness, this isn't helpful for you.

With Facebook, people go to the platform to find new things, so you have a better chance of increasing your brand awareness. You also have an opportunity to introduce yourself to a cold audience in a more visual way than typical text-based Google ads.

If you're looking for our verdict...

We suggest that you test both platforms and ultimately use the one that works best for your store and budget. Since both have their advantages, maybe even using both works better for you. Whatever you choose, just remember to keep your overall advertising goal for your store in mind.

Brainity can help you create successful Facebook ads

If you've decided that Facebook is the right fit for your ads, but you still need help navigating the platform, Brainity can help. We recognize that advertising on Facebook can take a lot of time and effort.

With Brainity, we help you develop an advanced strategy that helps to keep ad costs low while delivering engaging ads that are relevant to your consumer's position in the advertising funnel. Ultimately we empower you to build intelligent ads that drive traffic to your store and boost sales over time.

If you're ready for your ads to make money, try Brainity risk free for 14-day and see the difference!

Create successful Facebook ads

 E-commerce tips

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