

V1: Crypto Ad Networks Vs Facebook Ads Vs Google Ads - Ultimate 2021 Guide

V2: How to select between Facebook Ads, Crypto Ad Networks and Google Ads

Meta: Learn the difference between crypto ad networks, Facebook Ads and Google Ads, in order to make your next display ads campaign an outright success.

Every successful business needs marketing, especially when it comes to online tools and display ads platforms. The importance of online advertising can't be ignored to the extent that even big brands like Coca-Cola, still carry out online ads, targeted to improve their sales and market share. At the moment, the popular ad platforms used by businesses are Google Ads, Facebook Ads, and the most recent - Crypto Ad Networks which make crypto projects global, and offer non-crypto advertisers access to much more than just a crypto community.

So how exactly do you select the platform that will deliver the most effective conversions?

To find out, we dive into the differences between Google Ads, Facebook Ads and crypto ad networks, in a bid to seek out the right approach [when planning a marketing campaign](#).

The Basics

Before indulging into the performance characteristics of each platform, it is important to get the basics right. Therefore, below are the questions and points that every business needs to address prior to launching a marketing campaign.

- **Which is a better fit for my budget?**

Every brand has a different budget for its online ads and marketing plan. For Google Ads to function effectively, the brand will need a higher ad budget compared to a Crypto Ad Network or Facebook Ads. This is because Google Ads has an extensively high coverage, that may not be effective, if not set up right.

- **Which platform is a better fit for the product landscape I'm in?**

Facebook Ads and Google Ads are wary about some industries, and may ban brands in these industries from advertising using their ad platforms. Cryptocurrency and blockchain is one such example, and it is an issue which Crypto Ad Networks solve, boasting zero restrictions once your business passes the onboarding process.

- **Best ad platform for your market/niche/industry**

It is pointless advertising with a platform that doesn't cut across your niche. After all, reaching your potential clients is the main aim of [display ads](#), and you need to consider where your user

base prefers to exist. Everyone uses Google, most people are on Facebook too. Crypto ad networks, on the other hand, offer **unmatched access** to audiences interested in blockchain, crypto, finance, money, wealth, tech and more.

- **Determine what you can pay to acquire a customer**

Before opting for any of the online ad options, it is important to decide on what your brand is ready to pay to acquire the new client. There is simply no point in launching a campaign that your business cannot sustain.

- **Evaluate how far your budget would go in different scenarios**

Before settling for any option, it is financially smart to find out the ground your potential budget will cover. Will it reach thousands of people via a crypto ad network or reach hundreds of people through Google Ads?

Why Use Facebook Ad, Google Ad or Crypto Ad Network: Pros and Cons?

Once all the basics are settled, it's time to delve into details and see what exactly these platforms are good at. One targets the keywords and the other goes personal. The third is based on the type of publications it broadcasts your ads on. So what are they?

- **Audiences**

Facebook is one of the largest social media networks in existence, meaning that there is a great chance that a brand's potential clients are on it. According to [Pew Research](#), this social platform boasts over 2.8 billion users worldwide. Facebook users tend to share a large aspect of their lives online and it makes advertising on FB, at times, quite a **personal affair**. Advertisers can use this opportunity to increase the depth of their ads, by implementing the same values that the users have.

Google also has a wide reach as it handles at least 40,000 search queries in a second, which adds up to at least [1.2 trillion web searches annually](#). Given such a **vast audience reach**, the public tends to have a less personal approach to the ads supplied by this distribution network. At the same time, brands can target specific keywords, which ensures that anyone who searches for these keywords will eventually see the brand's ad.

Then comes the blockchain world. With the crypto market cap already soaring over \$1.4 trillion, the blockchain space creates immense conversions for both crypto and non-crypto products and services. Think of it as a different layer of an **incredibly diverse user base** that can be accessed via crypto ad networks. Opt for the more established platform like Bitmedia, and you are guaranteed to reach the right crowd.

- **The Costs**

Facebook Ads tend to offer a high return on investment if they are done well. This means that the ads have to be engaging and the targeting should be on point. Facebook Ads Cost Per Click starts from \$0.97 and \$1.07 for Cost Per Like.

Facebook Ads and Google Ads pricing is extremely industry-dependent

Google Ads CPC rate is quite high and starts from \$1 to \$2 for the Google Search Network, while resting below \$1 for the Google Display Network. This means that small brands have to spend over [\\$10,000](#) every month, if they want to effectively use Google Ads. This is quite high compared to what Facebook and Crypto Ad Networks charge.

Crypto ad networks get billions of impressions monthly for advertisers while charging from \$0.5 and up to \$5 per either [CPM or CPC](#). It is important to note that the former display ads method works towards brand awareness, whilst the latter is typically used to reach conversions.



- **Restriction**

Some industries are disenfranchised from accessing many online ad platforms because of the ban placed by these platforms. Supplements, crypto, surveillance equipment and so much more

can't be advertised on Facebook. And Google is not different. This means that brands in these industries do not have access to online ad features to grow their user base. Crypto Ad Networks tend to solve these issues by allowing legal brands in all industries to easily advertise their products and services.

- **Geo-Targeting Features**

Advertisers prefer ad platforms that allow them to **choose the demographic groups** that can view their ads, thereby allowing brands to easily reach their target audience. Out of the ad platforms mentioned here, every option performs effectively.

With Facebook and Crypto Ad networks, it is easy to choose the country of origin, language, age, gender and so on of the potential ad viewer.

If a brand wants to target a specific group of people like women from 35 to 50 years old, living in a specific region and occupying leading positions in big companies, using Google Adwords may not be the right option for you. When using Google Adwords, it is advisable to **monitor the keywords** that are added to the campaigns to ensure that it doesn't get lost in the presence of the wrong audience.

- **Expert's Advice**

Advertising with crypto ad networks is straightforward enough not to use support. At the same time, even if you are stuck, an actual support representative will be there to help, which is an impossible measure with the two other contenders. Oppositely, Google Ads requires experienced ads managers to set the campaign right. Apart from setting it up, using Google Ads also needs regular upkeep, which may not be easy for a novice in the business. On the other hand, running an ad via Crypto Ad Network is quite simple. The same can be said for Facebook ads, although with the growth of its tools, the platform's campaign setup becomes increasingly intricate.

- **Frequency Capping**

People tend to get tired of ads being flashed at their faces regularly, especially when the ads are repetitive. Frequency cap is how many times an ad is shown to a particular user.

Facebook Ads comes with a frequency cap option that allows advertisers to choose the number of times they want their ad to be shown to the same person. The higher the Frequency Cap, the more times an ad gets shown.

Users of Google Ads are allowed to customize the frequency cap feature on only video and display campaigns, but this feature is not present in ads appearing on the search engine.

Crypto Ad Networks understand how the [high frequency of an ad could lead to fatigue](#) in users and make them despise the product instead of using them. They tend to improve marketing by not pestering potential clients, but cleverly matching them with your services.

	Min. viable CPC and CPM Cost	Geo targeting	Frequency Capping	Restrictions	Ad Types
Facebook	\$0.97	Yes	Yes	Yes	Personal
Google	\$1	Yes	Yes	Yes	Non-personal
Crypto ad network	\$0.25	Yes	Yes (Only on Bitmedia)	No	Personal and Non-Personal

Final Words

Regardless of what display ads platform you select, there must be a clear understanding of the goals your marketing campaign tries to achieve. Whilst Facebook Ads is a great place to get up close and personal with your prospective audience, Google Ads will ensure that your banners are supplied to the people that search for your service and your service only. A crypto ad network gives brands access to more than just a crypto community. By running display ads via such a network, a non-crypto brand reaches somewhat broad and at the same time specific target groups that are most likely unreachable via conventional platforms. As for actual blockchain-based projects, there is simply no better place to advertise on than the platform type in question.