

Tracking Exposure to Ads Amidst COVID-19: Development of a Public Google Ads Dataset

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Tracking Exposure to Ads Amidst COVID-19: Development of a Public Google Ads Dataset

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Abstract

Background: The spread of the COVID-19 has created a substantial impact on economies, governments, businesses, and most importantly, on people's health. In order to bring the spread of the COVID-19 under control, strict lockdown measures have been implemented across the globe. These lockdown measures have prompted a spate of panic buying and increase in demand for hygiene products and other grocery items.

Objective: In this paper, we describe a panic buying Google Ads data set that we are making available to the research community via our COVID-19 GitHub repository.

Methods: We started this ongoing data collection on March 28, 2020, leveraging developer tools' network requests to retrieve Google Ads' data. We have identified a list of items related and unrelated to panic buying. Then, we have captured these items as targeting criteria under what people are actively researching or planning on Google Ads. Google Ads' data has been filtered by additional targeting criteria such as countries, gender, and parental status.

Results: Since the inception of our collection, we have actively maintained and updated our GitHub repository on a monthly basis. In total, we have published over 1,827 data points. This paper also presents basic statistics that reveals variations in Google Ads data across countries, gender, and parental status.

Conclusions: We hope that this Google Ads data set can contribute to study changes in behaviors and attitudes during the Coronavirus outbreak. Moreover, we hope that this data set can help in understanding public fear and panic during this unprecedented time.

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Supplementary Files

Figures

Google Ads (Display Network campaign).

None of your ads are running. Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#)

Create your campaign **Confirmation**

Type: Display Goal: Brand awareness and reach

Campaign name: Brand awareness and reach Display 1

Locations: Select locations to target
☐ All countries and territories
☒ United Kingdom
☐ Enter another location
[Location options](#)

Languages: Select the languages your customers speak.
Start typing or select a language
[All languages](#)

Bidding: What do you want to focus on?
Visible impressions
Recommended for your campaign goal

This campaign will use the **Visible CPM** bid strategy to help you get the most impressions for your bid.
[Or, select a bid strategy directly \(not recommended\)](#)

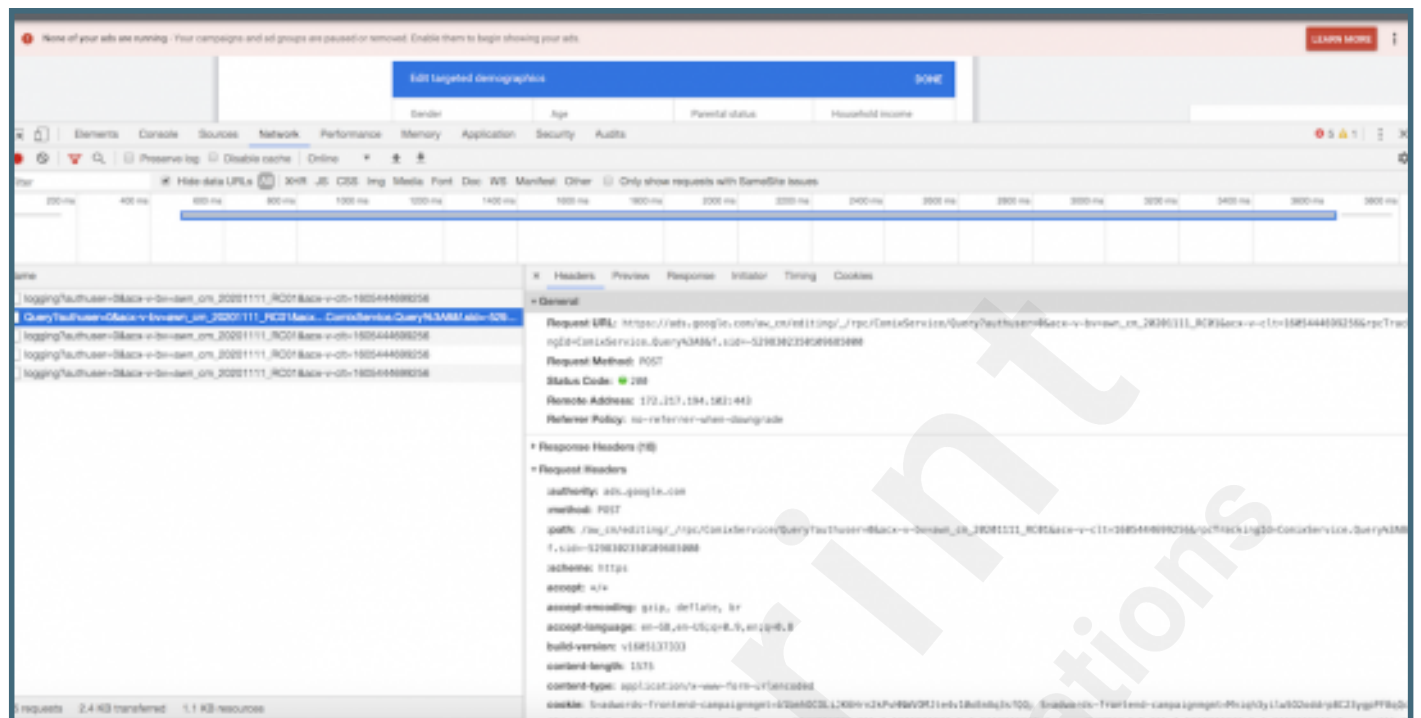
Weekly estimates

Available impressions
Based on your targeting and settings but not your budget or bid
100%
+58 since last update

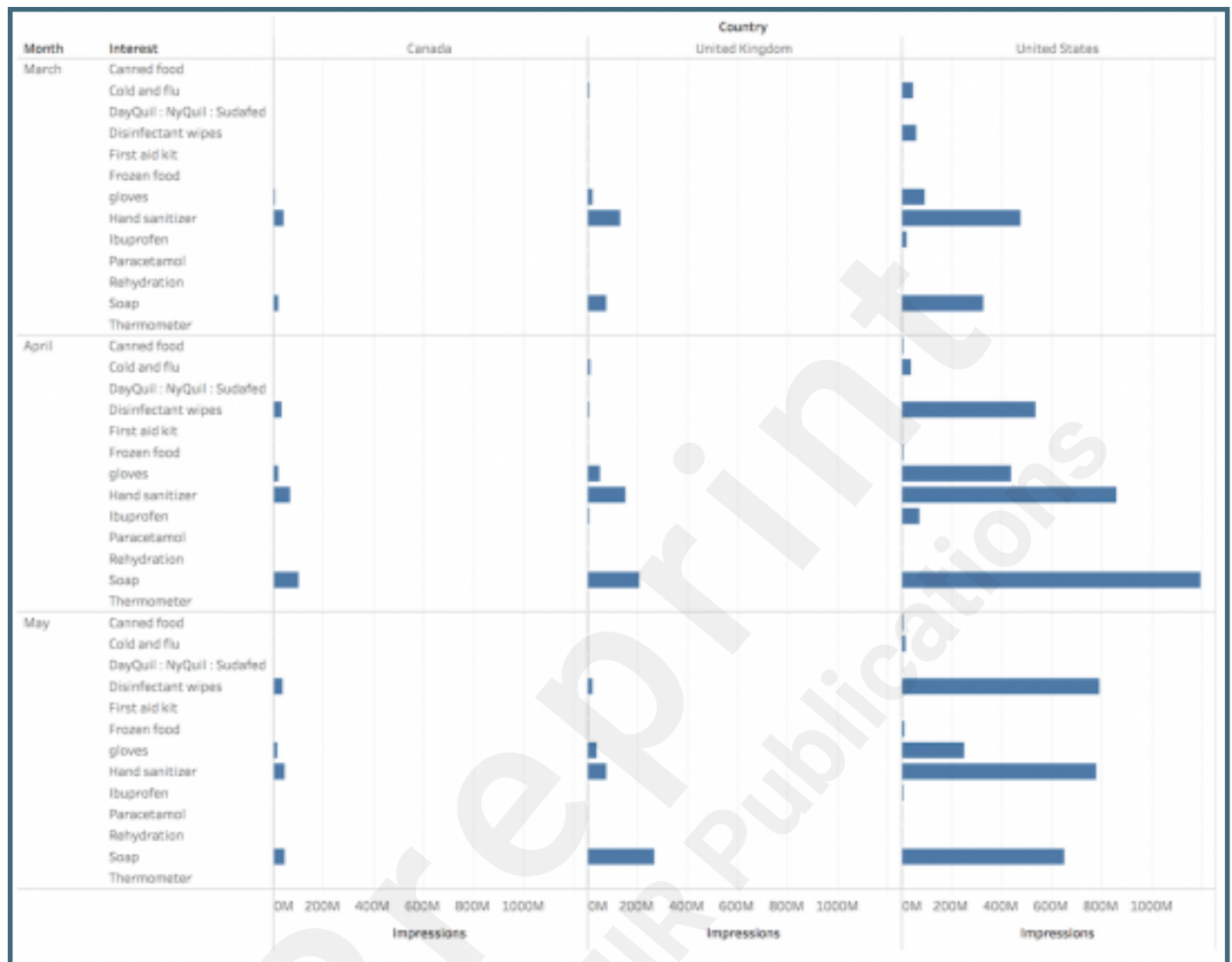
Your estimated performance
To see estimated performance, enter the following settings:
• Bid
• Budget

[Leave feedback](#)

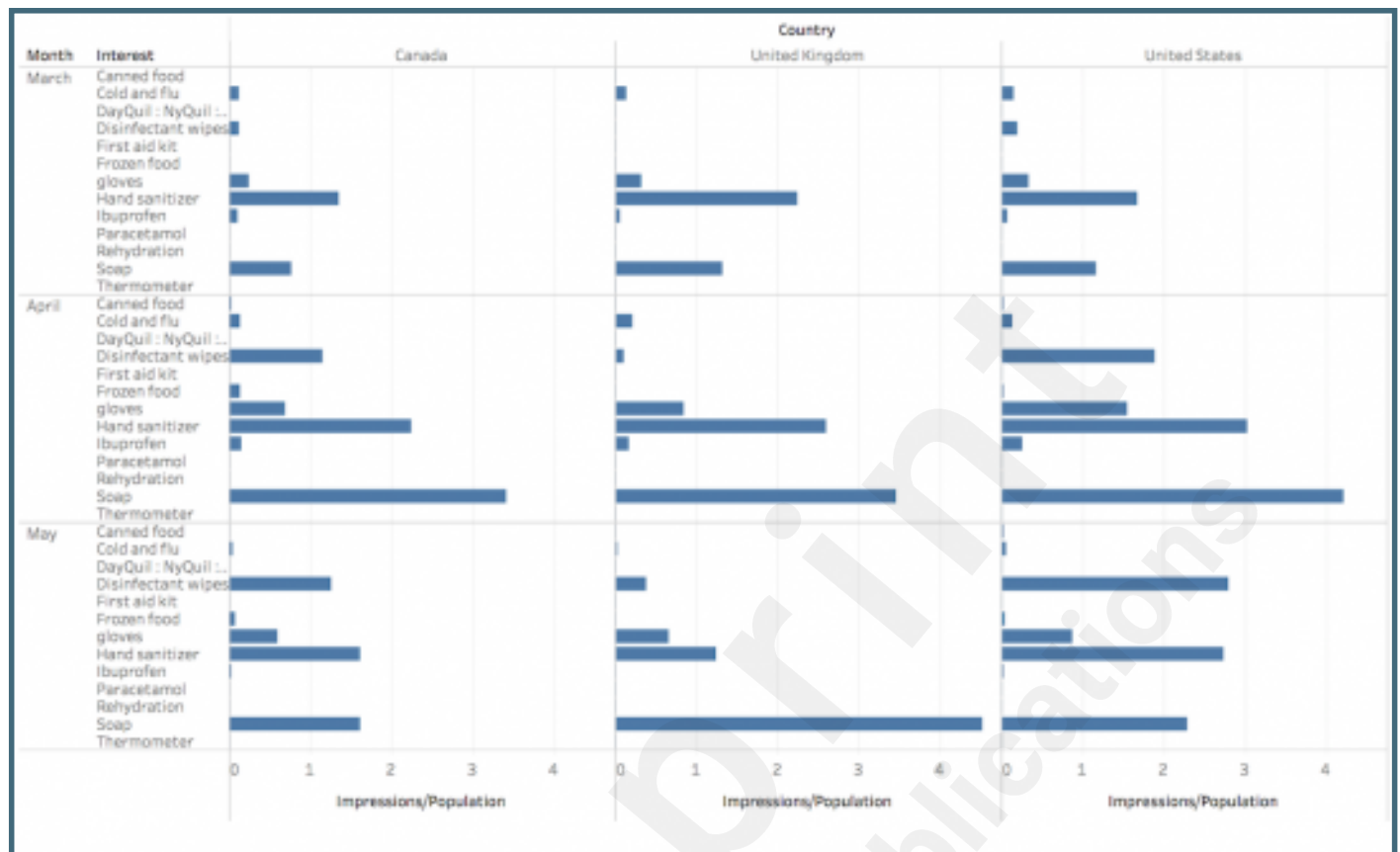
Network requests after inspecting elements on the web page.



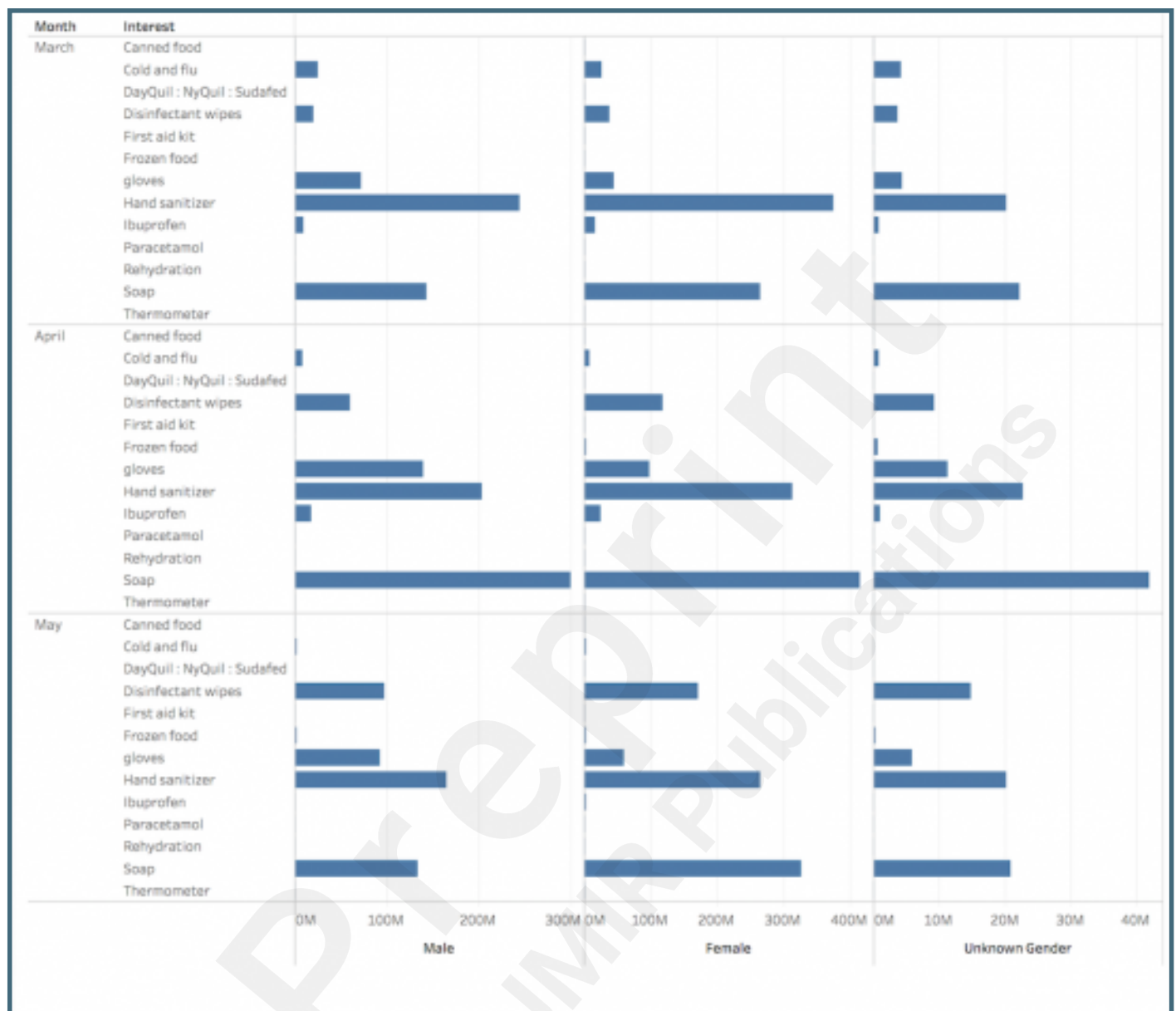
Number of impressions over time and across different countries.



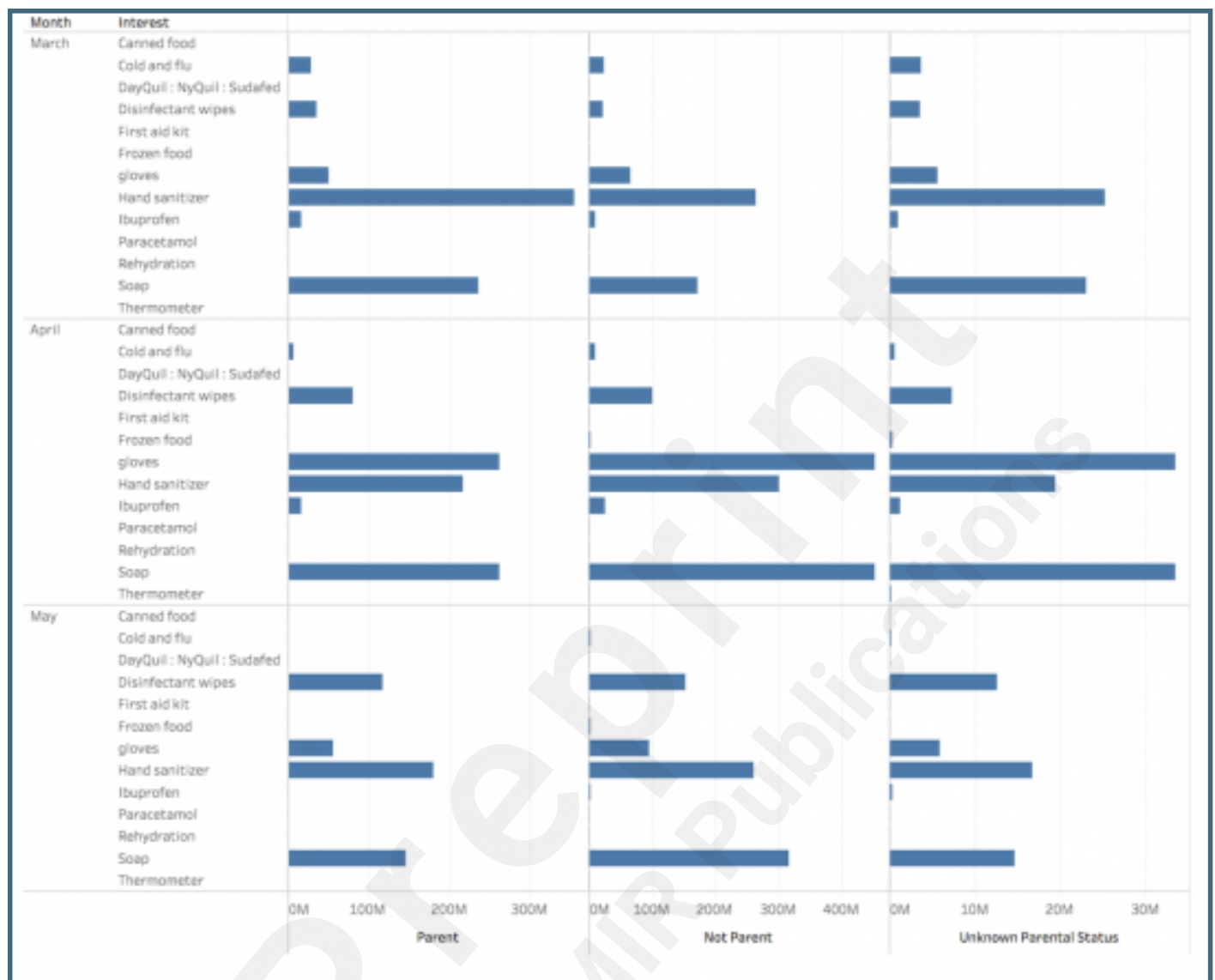
Number of impressions relative to the English-speaking population.



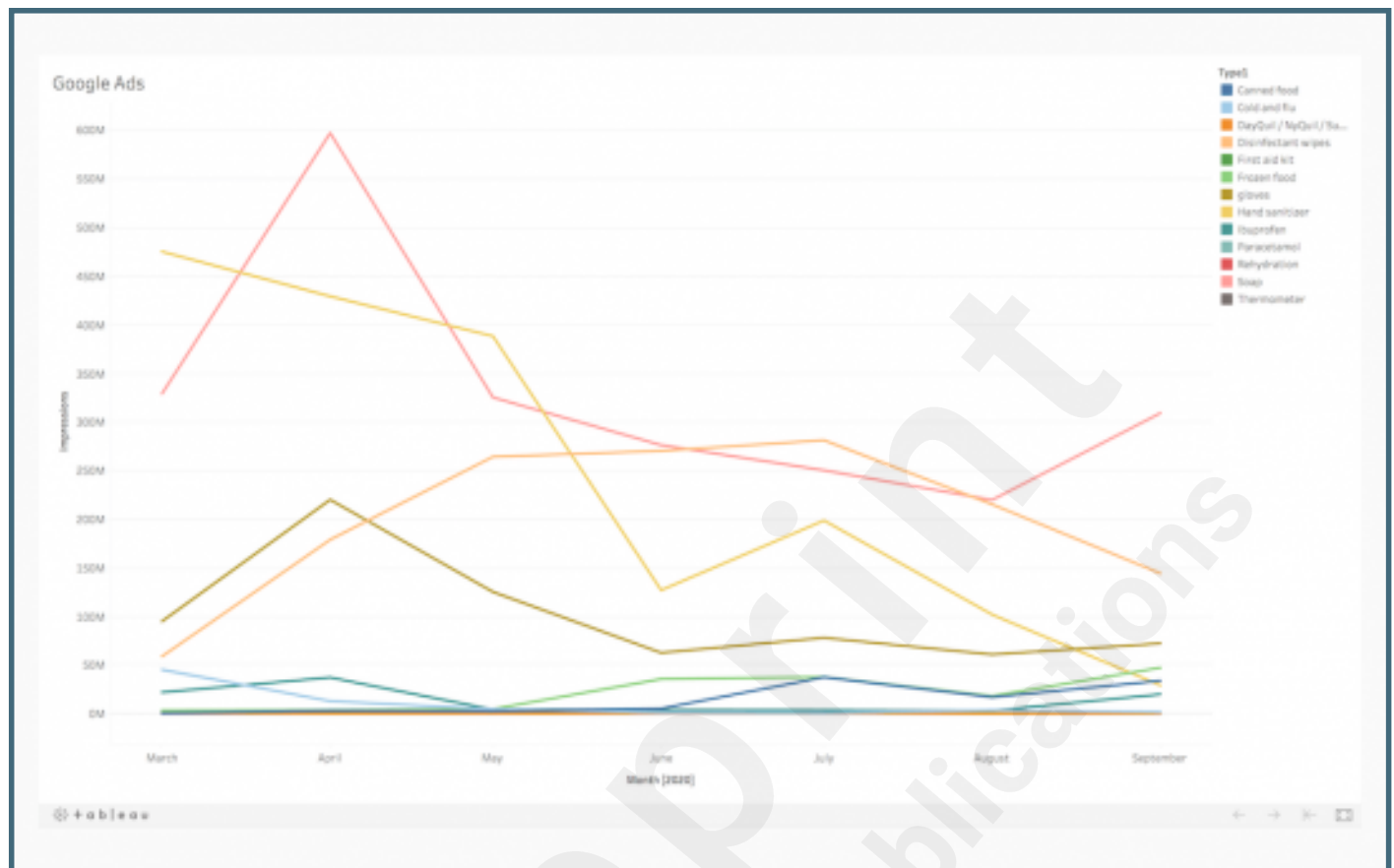
Gender differences in panic buying's related impressions over time.



Parental status differences in panic buying's related impressions over time.



Patterns on Google Ads.



Patterns on Google Trends.

