



Yahoo International Setup

- To begin advertising internationally on the Yahoo! Platform, set up a new account by going to: <http://advertisingcentral.yahoo.com/searchmarketing/international>
- **Select the country you wish to advertise in.**

| Americas | Asia Pacific | Europe |
|--|--|--|
| <ul style="list-style-type: none"> • Argentina • Brazil • Canada (French) • Chile • Colombia • Mexico • Peru • United States & Canada (English) • Venezuela | <ul style="list-style-type: none"> • Australia & NZ • Hong Kong • India • Indonesia • Japan • Korea • Malaysia • Philippines • Singapore • Taiwan • Thailand • Vietnam | <ul style="list-style-type: none"> • Austria • Denmark • Finland • France • Germany • Italy • The Netherlands • Norway • Spain • Sweden • Switzerland • United Kingdom |

Getting Started

In this example, we'll look at advertising in Mexico. Click the "Sign Up" button.

| Yahoo! Search Marketing Country Info | Sign-up for Yahoo! Search Marketing |
|---|---|
| <p>Mexico</p> <p>Search ad language: Spanish</p> <p>Search engine reach: More than 76%¹</p> <p>Currency: US Dollar (\$)</p> <p>Minimum deposit: US \$40²</p> <p>Search partners include:</p>  | <p>Self Serve - I'll Set Up My Own Account:</p> <ul style="list-style-type: none">• No setup fee• US \$40 minimum deposit required. <p>Sign Up</p> <p>Assisted Setup - You Set It Up For Me:</p> <ul style="list-style-type: none">• US \$49 one-time setup fee.• US \$40 minimum deposit required. <p>Choose</p> <hr/> <p> To sign up for Self Serve or Assisted Setup by phone, please call (54) 11 4837 8108 from Monday - Friday, 9am - 6pm ART (UTC-3) or (52) 553003-1909 from Monday - Friday, 7am - 4pm PST (UTC-8).</p> |





General Setup

On the first screen, we are provided with a variety of options- these will be listed in the native language of the chosen country.

- To display in English, select it with the radio button on the right side of the page.
- Select the time zone, and then proceed.


¿Necesita ayuda?

 ¿Necesita ayuda? Le podemos ayudar a encontrar sus palabras clave y a redactar sus anuncios. Obtenga más información acerca de la [Campaña asistida](#).

 Para ver una guía detallada de los pasos para crear su cuenta [Consulte la Guía de suscripción online](#)

[Página Ayuda](#)
[Glosario de términos](#)

Seleccionar un mercado

Mercado  :

Suscribirse en:

Español
 English

Seleccionar una zona horaria

Tu selección se refleja en los informes y la administración de la campaña. Por ejemplo, una campaña programada para un día específico, se inicia a la medianoche según la zona horaria que selecciones. Nota: Selecciona con cuidado la zona horaria. No podrá cambiarse en el futuro.

Zona horaria:

Target Customers

You can target specific areas within your advertising country. Mexico is different than other selections, as it pre-selects for all of Latin America.

1. Target Customers by Geographic Location

Do you want to display your ad to customers throughout the entire market? Do you prefer to narrow your distribution to specific regions or countries within this market? [Need help? Watch Step 1 of the Sign-Up Tutorial.](#)

Your market for this account: [?](#) Latin America

Target by: [?](#) Entire Market

Select Mexico to target that country alone. Then, select individual regions within, or the whole country.

Your market for this account: [?](#) Latin America

Target by: [?](#) Country

| Select one or more countries | Targeted Regions <input type="button" value="Map View"/> |
|--|--|
| <input type="checkbox"/> Argentina (Country) | <input checked="" type="checkbox"/> Mexico (Country) |
| <input type="checkbox"/> Chile (Country) | |
| <input type="checkbox"/> Colombia (Country) | |
| <input checked="" type="checkbox"/> Mexico (Country) | |
| <input type="checkbox"/> Peru (Country) | |
| <input type="checkbox"/> Venezuela (Country) | |

Keywords

Enter your keywords. Take care that you use the proper characters, spelling, and language for the chosen country.

Enter Keywords [?](#)

Enter up to 50 keywords or keyword phrases, one per line

Keywords Entered: 4 of 50

I am a Spanish keyword

keyword 2

keyword 3

keyword 4

Create Ad

Create your first ad.

| | | | | | | | | | |
|---|--|------------------------|---|-----------|--|-----------|--|-----------|--|
| <p>Title ?</p> <input type="text" value="Title for Mexican ad"/> | <p>Ad Preview</p> <p>Title for Mexican ad Ad text for Mexican ad - I should be en espanol. test.com</p> | | | | | | | | |
| <p>Description ?</p> <input type="text" value="Ad text for Mexican ad - I should be en espanol."/> | <p>Keywords ?</p> <table><tr><td>I am a Spanish keyword</td><td>▲</td></tr><tr><td>keyword 2</td><td></td></tr><tr><td>keyword 3</td><td></td></tr><tr><td>keyword 4</td><td></td></tr></table> | I am a Spanish keyword | ▲ | keyword 2 | | keyword 3 | | keyword 4 | |
| I am a Spanish keyword | ▲ | | | | | | | | |
| keyword 2 | | | | | | | | | |
| keyword 3 | | | | | | | | | |
| keyword 4 | | | | | | | | | |
| <p>URL ?</p> <input type="text" value="http://test.com"/> | <p>Click above to view ads that currently appear in response to a search on your selected keywords.</p> | | | | | | | | |


Budget

Establish your bid limits. Note that not all countries will bill you in USD.

3. Tell Us How Much You'd Like To Spend

How much would you like to spend each day? Enter a daily spending limit for your account and click Estimate. You will then see a recommended bid for the keywords you selected, as well as estimates of your monthly impressions and clicks.

 [Need help? Watch Step 3 of the Sign-Up Tutorial.](#)

| | | |
|---|-----|------------------------------------|
| 1. Account Daily Spending Limit  * | USD | <input type="text" value="1,000"/> |
| 2. Your Maximum Bid  | USD | <input type="text" value="1.00"/> |

Performance estimates are not available for the keywords you selected. We recommend a bid of at least **USD0.02**

Then, review your entered data, and proceed to activate your account. This will require your name, address billing information, and so on.

Although Yahoo requires you to set up one ad group as part of the initial set up, you will not be able to set up further ad groups, or edit the details of your existing ad group, until your account is active.

Please Note

A note on VAT, currencies, taxation, and errors – as you are likely residing in a country other than the one you are advertising in, there may be inapplicable taxes or alerts. There may also be inapplicable warnings or errors. Contact Yahoo support and they can assist to create your account manually. Note that each Yahoo international advertising country is separate – Yahoo Mexico may not be able to assist with your Yahoo Sweden account.

Some Google tools:

- <http://translate.google.com>
- https://adwords.google.com/o/Targeting/Explorer?_c=1000000000&_u=1000000000&_o=cues&ideaRequestType=KEYWORD_IDEAS#search.none

Use Google keyword search to find related keywords. Be sure to select the proper country, and language, for more accurate results. There are also keyword search tools built into the Yahoo platform, which you may prefer.

The image shows a screenshot of the Google AdWords Keyword Planner interface. At the top, there are two input fields: "Word or phrase (one per line)" containing "equipo lento" and "Website". Below these fields are two checkboxes: "Only show ideas closely related to my search terms" (checked) and "Advanced Options and Filters" (unchecked). The main section is titled "Locations and languages" and contains two dropdown menus. The left menu lists locations: Mauritius, Mayotte, Mexico (highlighted), Micronesia, Moldova, and Monaco. The right menu lists languages: Slovak, Slovenian, Spanish (highlighted), Swedish, Thai, and Turkish. Below this section are three more filters: "Include specific content" with a checked "Include adult ideas" checkbox; "Show Ideas and Statistics for" with a dropdown menu set to "Desktop and laptop devices"; and "Filter keywords" with a dropdown menu set to "Local Monthly Searches", a comparison operator dropdown set to ">=", an empty input field, and a "Remove" button. At the bottom of the filter section is a "+ Add another" link.

Ad Preview

- https://adwords.google.com/d/AdPreview/?_c=1000000000&_u=1000000000&_o=cues

Ad Preview and Diagnosis

With the Ad Preview and Diagnosis tool, you can search for your ad just like you would on a regular Google search results page, without accruing any impressions. Use the drop-down menus below to configure additional options for your search. [Learn more](#)

equipo lento [Sign in to view diagnosis information](#)

Additional options

Domain

Language

Location Place name Coordinates

>

Device [Edit](#)

- Check out some competition, or ads in your target language with the Google keyword preview tool.
- This allows you to check out results in different languages/countries, without having to use a proxy.
- Be sure to specify the language, country, and TLD.