

## FEATURE BRIEF

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# Get more value from your AdWords investment with Google Optimize

When you're shopping online, finding exactly what you're looking for isn't always easy. Sometimes you may even click on an ad with a customized offer, only to feel disappointed when you're taken to a generic landing page. The advertised discounts are no longer available, and the product that drew your attention is surprisingly difficult to find.

An inconsistent experience is frustrating for the user, and it also translates into lower sales for businesses. In fact, 90% of organizations that invest in personalized consumer experiences agree it significantly contributes to increasing business profitability.<sup>1</sup>

While today's technology makes it easier for businesses to create new ads, it's difficult to identify the best performing landing page for each ad. Why? It's time-consuming for businesses to create and test multiple variations of a landing page and then determine which version works best.

The integration between Google Optimize and AdWords is designed to make it easy for any business to improve their online customer experience by delivering a seamless, consistent, and customized journey from ad to website.

Within Optimize, you can quickly and easily test different online experiences and discover what works best. Use the Visual Editor to create variations of your landing page: Make changes to your messaging and images as needed. If you'd like to make more complex changes, you have the flexibility of using HTML and CSS. Then you can target your AdWords account, campaign, ad group, or keyword directly in Optimize.

Imagine how much you could improve your ROI if you knew exactly which changes to your site would work best with your ads. That's precisely what the Optimize and AdWords integration is designed to do.

## Overview

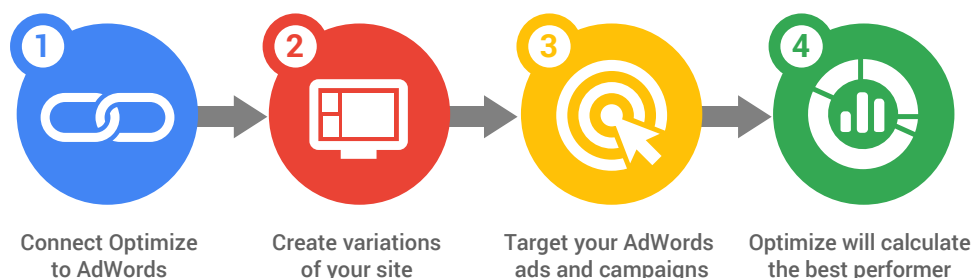
- Providing a great landing page experience is good for your customers and your business.
- Easily target your experiment to any combination of AdWords accounts, campaigns, ad groups, or keywords.
- Optimize will determine the best performing landing page and help you get more value from your AdWords investment.

## Get started

1. In AdWords, navigate to the "Google Analytics" section of your "Linked Accounts" settings. Turn on the "Enable linking to Google Optimize" toggle.
2. In Optimize, create a new experiment and use the visual editor to make changes to your landing page.
3. Add a new "Google AdWords" targeting rule to the experiment. Choose the combination of AdWords accounts, campaigns, ad groups or keywords you want to target.
4. Run your experiment and wait for Optimize to tell you which landing page variant performed best.

## Identify the right landing pages with ease

Optimize integrates with AdWords to help you determine which landing pages are right for your customers. This can be accomplished in four easy steps:



## Optimize beyond the ad click

Optimize allows you to do more than run tests. It helps you seamlessly transform your customer experience from one-size-fits-all to a more customized, relevant journey — one where customer interactions are much more likely to convert. Now with the Optimize and AdWords integration you can easily make those personalized interactions better match your AdWords ads.

You've already invested a great deal of your time in creating engaging ads that bring customers to your website. Don't let all that hard work go to waste because of a poor landing page experience. Use the Optimize and AdWords integration to identify and create landing pages that match the needs and desires of your customers, and watch your business grow.

<sup>1</sup>Econsultancy and Google, Marketing and Measurement Survey, March 2017

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### About Google Optimize

Google Optimize helps you create and test compelling new experiences for your website visitors. A deep integration with Google Analytics helps you to see exactly how changes to your site influence how customers behave and convert. Use Optimize and deliver a personalized experience that works best for each customer and your business. To learn more, visit [g.co/optimize](https://g.co/optimize).