The Dealer Guidebook 2.0

Practitioners' Guide

Google

3 TRUTHS

Car shoppers research heavily

63% discover their purchasing dealership online. You can't win on the showroom floor if you don't first win online.

...over a three-month period

81% of purchasers spend up to 3 months doing research.

...and are ready to buy when they arrive at your door

71% of purchasers do not submit an online lead action (up from 39% in 2013). 41% have their first communication with you when they arrive at the store.

Google

3

TRENDS

Newer isn't always better

55% of new car shoppers consider used or CPO (up from 30% in 2016).

I'm on the phone!

69% of shoppers will ONLY interact with your mobile site.

Search is still #1

88% of purchasers are still searching just 3 days before purchase. And search is the #1 last step before visiting a dealership.

Google

1

SOLUTION

Automate to drive profit

Focus on the business objective to grow your business profitably. Then let Google automation deliver the results you need to achieve your goal.

Google

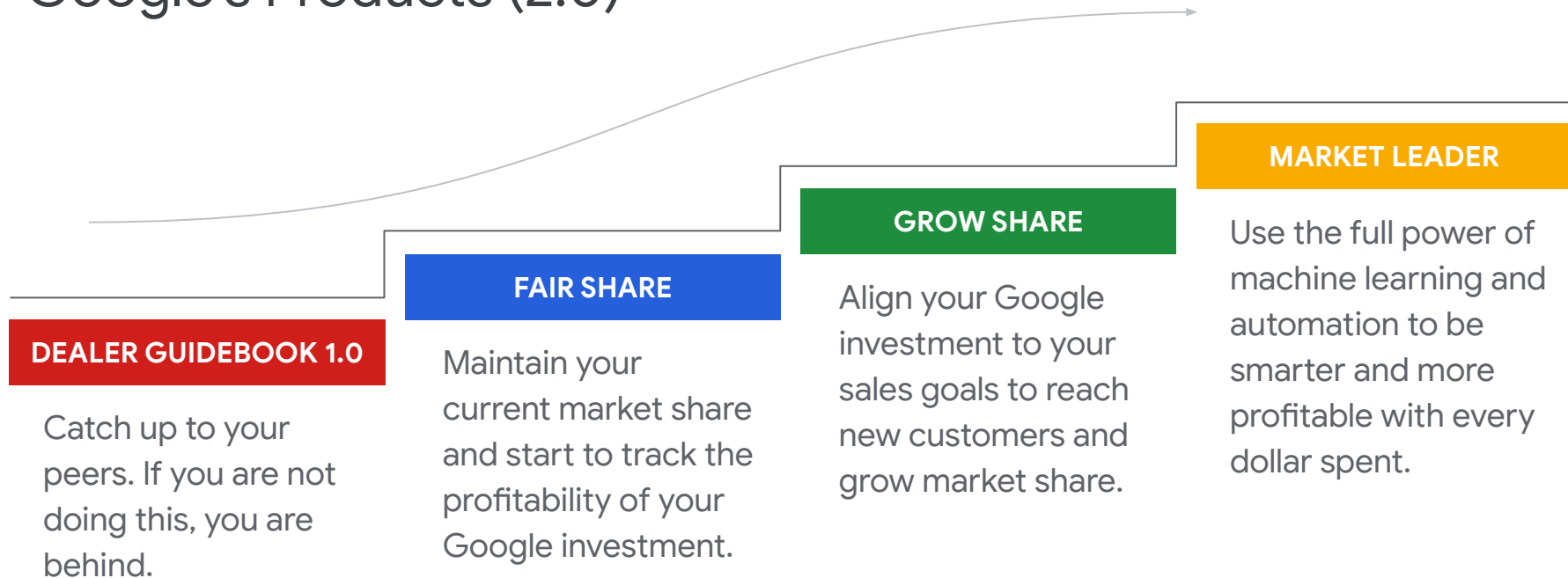# A Dealer's Guide for Maximizing Google's Products (2.0)

DEALER GUIDEBOOK 1.0

Catch up to your peers. If you are not doing this, you are behind.

FAIR SHARE

Maintain your current market share and start to track the profitability of your Google investment.

GROW SHARE

Align your Google investment to your sales goals to reach new customers and grow market share.

MARKET LEADER

Use the full power of machine learning and automation to be smarter and more profitable with every dollar spent.

Google

Table of Contents

Google

DEALER GUIDEBOOK 1.0

Goal: Catch up to your peers. If you are not doing this, you are behind.

Measurement: Define digital success for your business and track those actions on site and after the ad click

- ☐ Conversion Tracking in Google Ads
- ☐ Link your Google Ads Account to your Google Analytics for post ad click analysis
- ☐ Create goals aligned with business outcomes (Calls, Leads, Store Visits)
- ☐ Link your verified Google My Business account to Google Ads
- ☐ Reach out to your agency partner to review the incremental opportunities in your Dealer Opportunity Explorer dashboard

Search: Capture the intent of customers by answering their Google searches

- ☐ Paid Search Coverage: Build Keywords to cover entire customer journey and optimize account structure using Micro Moments to prioritize budget to campaigns that drive business outcomes (Structure for Intent + Micro Moments)

Video + Display: Get people into your store by driving awareness through Video and Display

- ☐ Develop creative targeted to your dealership's market
- ☐ TrueView
- ☐ Video Ad Extensions: Location & Call-To-Action
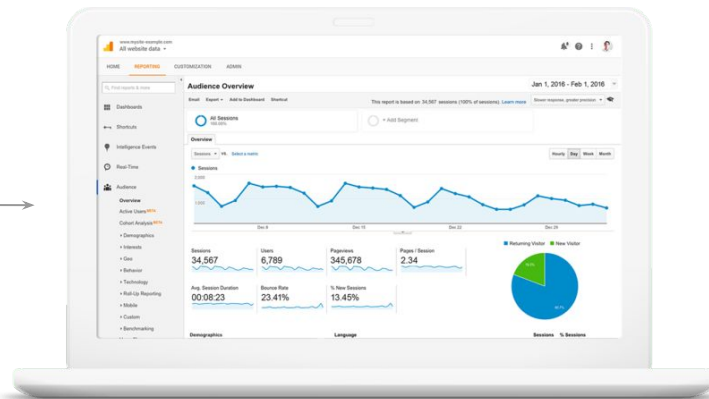- ☐ Google Display
- ☐ Gmail Ads

Google

Measurement

Gain insight into the performance of your Google Ads Campaigns using Google Ads Conversion Tracking

Moment Ad Click Conversion Google Ads Report

Google
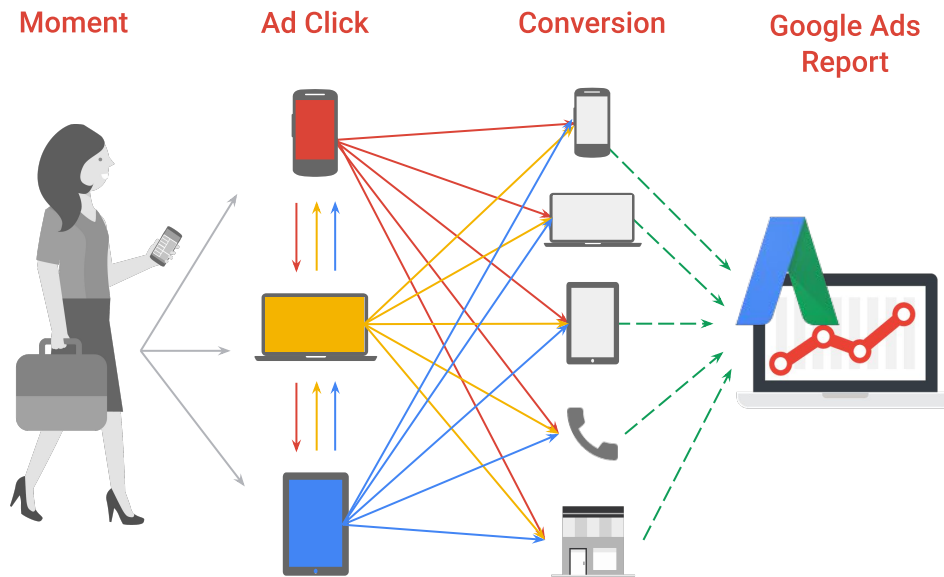
Measurement

Set up Google Analytics and link to your Google Ads account to fully understand customer journey
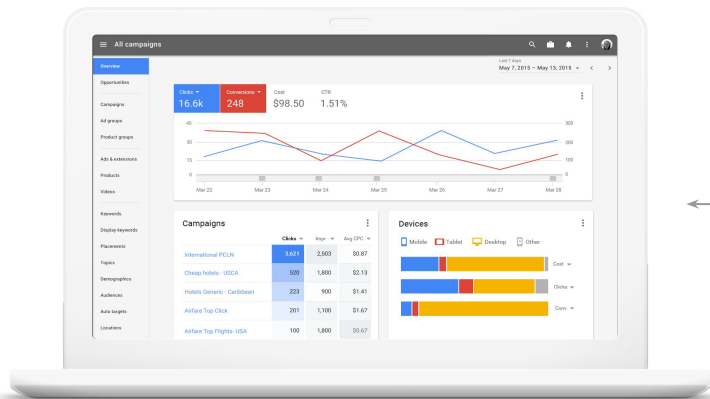
Google Ads

Google Analytics

Google

Measurement

Define success metrics based on business outcomes closest to sales

Awareness:	Impression Share		
Performance:	Clicks	**Conversions**	**Store Visits**

Site Actions

VDP Views

Calls

Directions

Google
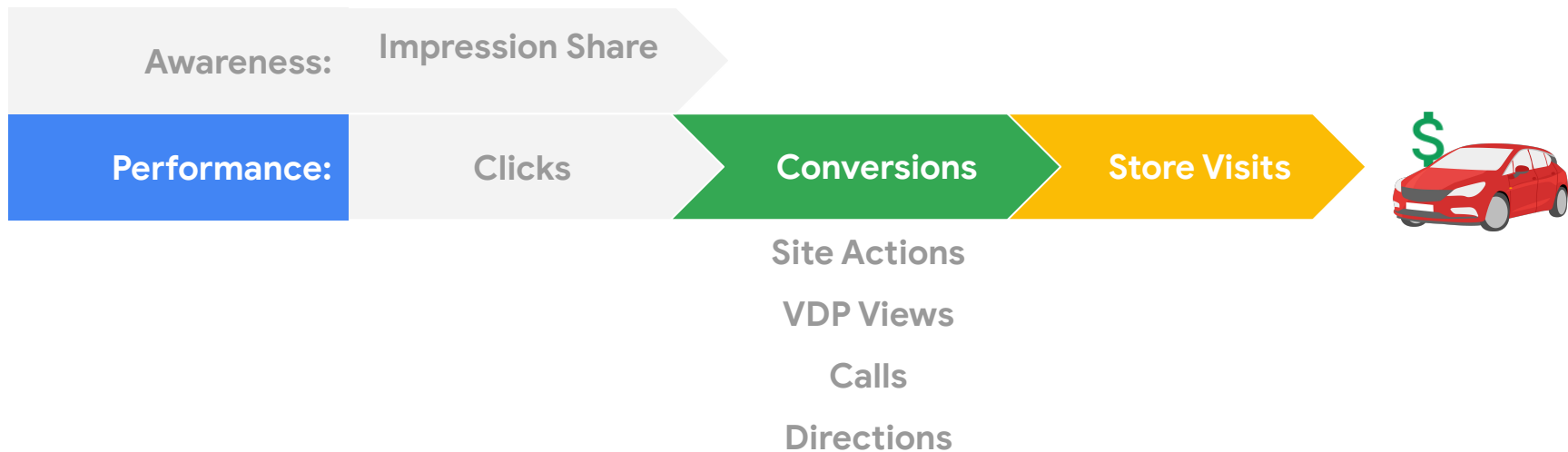
Store Visits is the gold star metric and strongly correlates to sales

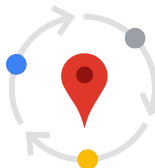**2%**
Fill out a lead form

10%
Build and Price

41%
First sales person contact is visiting dealership to purchase

Mapping Tech

Survey Verification

Location Opt-Ins

Deep Learning

Store visits

Google

Factors that influence store visits conversions

➔ Too few Location Extensions/Affiliate Location Extensions

➔ Too few clicks

➔ Change of conversion window

➔ Change of conversion count

➔ Number of clicks (website and mobile)

➔ Seasonality

Google

Google My Business is fundamental to Store Visits and bridging the online-to-offline gap

Google

A verified Google My Business account is required for Store Visits reporting

Create and verify

each of your store locations in your Google My Business account

Link

your Google My Business to Google Ads

View reporting

with 'all conversions' column and segment by conversion source

Google

Dealer Opportunity Explorer

A **machine-learning model** custom developed for **US Auto Dealers...**

that analyzes each dealer's adoption of the **Dealer Guidebook Best Practices...**

and

predicts the Store Visits impact each dealer could see from improved adoption.

Google

Dealer Opportunity Explorer is a Machine Learning project developed specifically for US Auto Dealers. We hope it will help you prioritize areas of optimization and better understand the incremental monthly opportunity available.
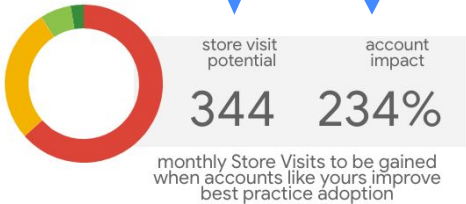
Optimize Your Account

How well as your account adopted the Dealer Guidebook Best Practices? Here you can view the status of your account and an estimate of the potential ... to be improve... ...ction...

Visits to be gained from improvement

% Impact vs. current estimated store visit volume

Progress towards practice adoption

store visit potential
344

account impact
234%

monthly Store Visits to be gained when accounts like yours improve best practice adoption

Click to view Optimizations

Maximize Your Budget

Dealers frequently ask Google, "How much should I be spending?". To answer this, we use your market share as an indicator of what your search share could be, and provide an estimate of your monthly incremental opportunity, based on your current budget level of search investment.
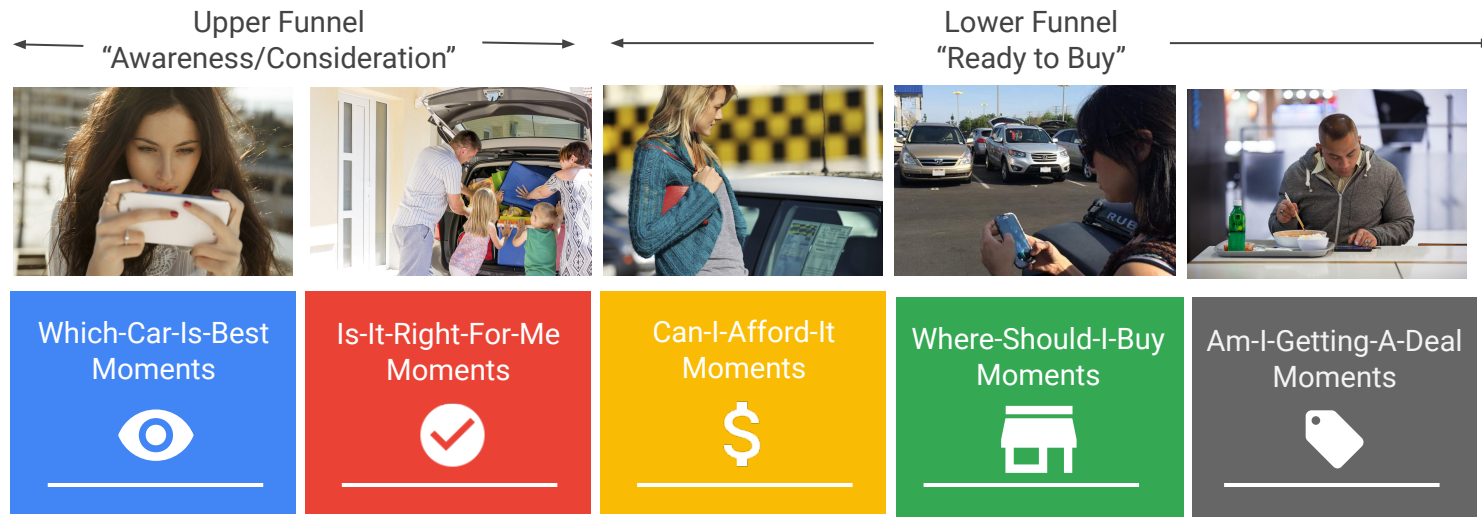
monthly incremental search opportunity based on your current investment and market share

missed clicks
444

store visits
36

investment
$2K
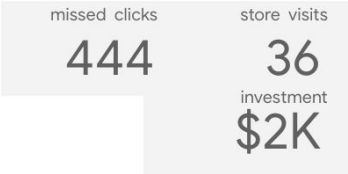
Incremental Opportunity based on Fair Share Click Capture

Click to view Budget Opportunity
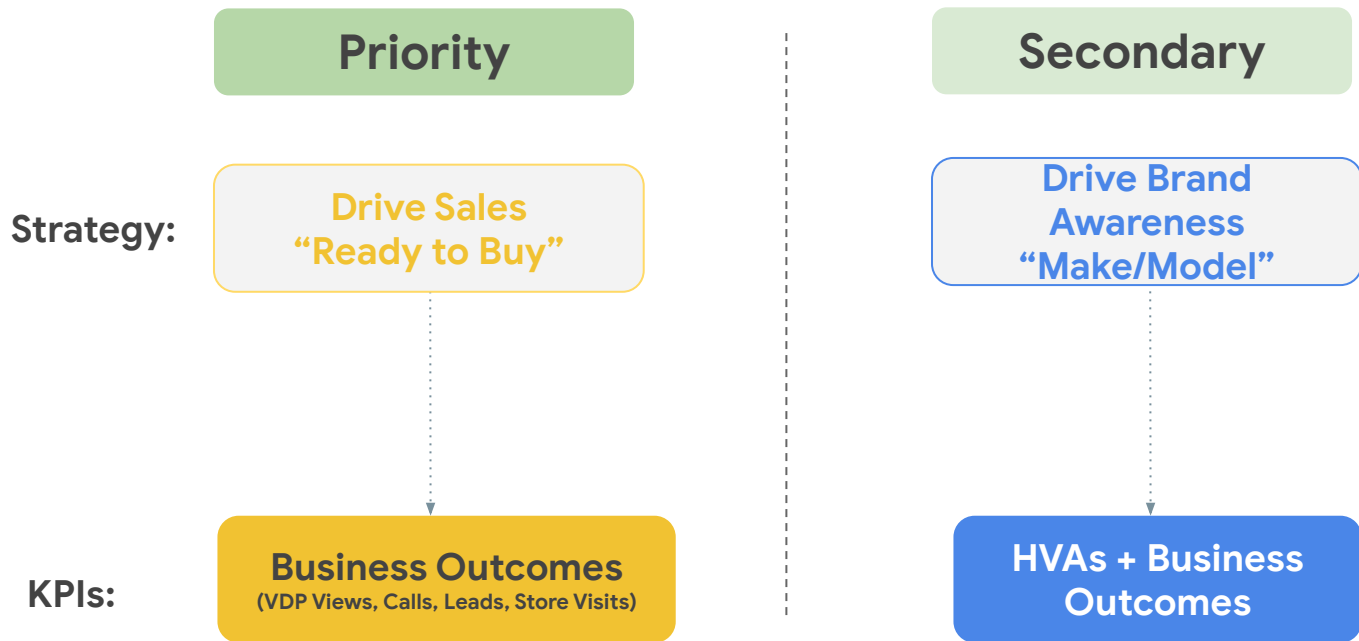
Google

Defend your brand across all moments

Upper Funnel
"Awareness/Consideration"

Lower Funnel
"Ready to Buy"

Which-Car-Is-Best Moments	Is-It-Right-For-Me Moments	Can-I-Afford-It Moments	Where-Should-I-Buy Moments	Am-I-Getting-A-Deal Moments

Prioritize budget to lower funnel keywords

Google

Why structuring for intent still matters

1	Improve ad relevance and experience for users
2	Improve control & align investment strategy
3	Improve recognition of investment opportunities
4	Maximize investment on lower funnel terms
5	Align strategy to business priorities

Google

Align campaigns goals to business outcomes

Priority

Secondary

Strategy:

Drive Sales
"Ready to Buy"

Drive Brand
Awareness
"Make/Model"

KPIs:

Business Outcomes
(VDP Views, Calls, Leads, Store Visits)

**HVAs + Business
Outcomes**

Google

Starting point #1

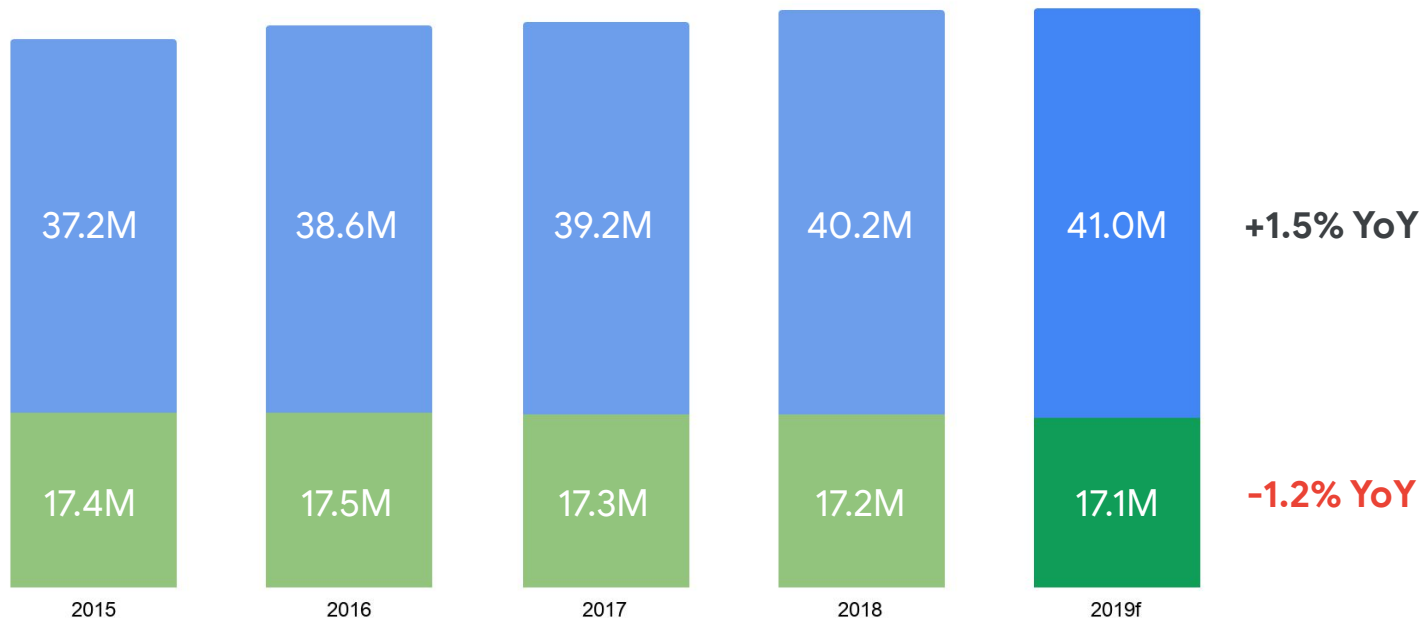| PRIORITY	CAMPAIGN	AD GROUP			
1.	**Dealership Name** *Micro Moment: Where to Buy*	Store Name	Dealer	Near Me	City / Zip Code
2.	**Ready to Buy - Model** *Micro Moment: Where to Buy, Am I Getting A Deal, Can I Afford It*	Core Model - Dealer	Core Model - Deals	Core Model - Price	*3 Ad Groups Per Core Model*
3.	**Ready to Buy - OEM** *Micro Moment: Am I Getting A Deal, Can I Afford It*	Brand - Deals	Brand - Price		
4.	**Consideration - Model** *Micro Moment: Which Car Is Best, Is It Right For Me*	Core Model - General	Core Model - Features	Core Model - Reviews	*3 Ad Groups Per Core Model*
5.	**Consideration - OEM** *Micro Moment: Which Car Is Best, Is It Right For Me*	Brand - General	Brand - Features	Brand - Reviews	Brand - Segment

Google

THE OPPORTUNITY: let's talk volume...

for every **1 NEW vehicle sold**, there are **3 USED vehicles sold**

Source: Stockwave AutoNews Webinar 3/5/19

Google

& used sales are expected to grow while new is projected to decline

2015	2016	2017	2018	2019f	
37.2M	38.6M	39.2M	40.2M	41.0M	**+1.5% YoY**
17.4M	17.5M	17.3M	17.2M	17.1M	**-1.2% YoY**

Source: Autonews. Com (Retail and Fleet new sales), Edmunds.com (Used), Polk/IHS Markit (New and Used registration)

Google

11%

searched for both New, CPO & Used vehicles

Google

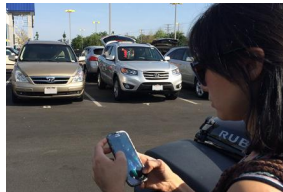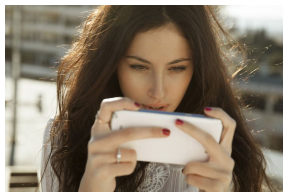| 2019 Ford Escape | 🎤 |
| Used Mazda cx5 | 🎤 |
| 2016 toyota RAV4 | 🎤 |

Google

Build out search keywords related to the used car makes/models you sell

Awareness   Consideration   **Ready to Buy**
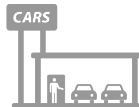
| Which-Car-Is-Best Moments | Is-It-Right-For-Me Moments | Can-I-Afford-It Moments | Where-Should-I-Buy Moments | Am-I-getting-a-deal Moments |

Price / Financing
2015 rav 4
price for used sienna
Used Nissan Altima price

Dealer / Geo
CPO toyota dealer
Toyota CPO
Used Carola Detroit

Deals / Incentives
 - GMC used Sierra deals
 - Offers for used Chevy Malibu
 - Sales on second hand Ford Explorers

Google

Parts and service drive profitability and loyalty brands and dealerships

Profit

49%

of dealership profits come from parts & service

Loyalty

2x

more likely to purchase next vehicle at the
same dealership location they get service at

24%

**Purchase at
Dealership**

Google

Shoppers go online when deciding where to service their vehicles

Nearly **25%** of all automotive searches are parts, services, and maintenance related

Of the parts and services shoppers that use search, **more than half** call the service provider directly from a search result

Google

Campaign & Ad Group Structure

CAMPAIGN	DEALER + GEO	PARTS & SERVICE PRIORITY	PARTS & SERVICE SECONDARY
AD GROUP	Dealer	Oil Change	Engine
	Geo	Maintenance	Transmission
		Tires	Lights
		Brakes	Suspension
		Battery	General Accessories
			Liners & Mats
			Runners/Rails/Guards

Google

Not only does video drive **dealer-related actions**,

60%

of auto shoppers who **used online video during** the research process reported **visiting a dealership or dealer website** after watching a video of the a vehicle they were considering

DIGITAL INFLUENCE

Google

...it also aids with vehicle purchase **certainty**

88%

of purchasers who **used online video said they were 100% certain** before visiting the dealership on which vehicle they were going to buy

DIGITAL INFLUENCE

Google/Ipsos, "Digital's Influence on In-Market Auto Consideration" Study, US, August 2018. 18+ who are in-market for a vehicle in next two months (n=740 survey, n=767 behavioral)

Google

Create content that will move shoppers down the funnel

walkarounds

comparisons

vehicle features

dealer purchase

> 1 month from purchase

10 videos
3 brands

1 month from purchase

6 videos
2 brands
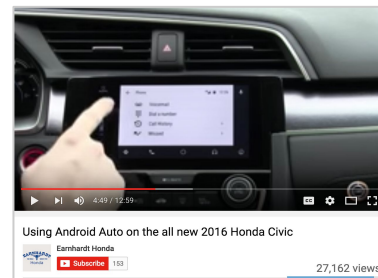
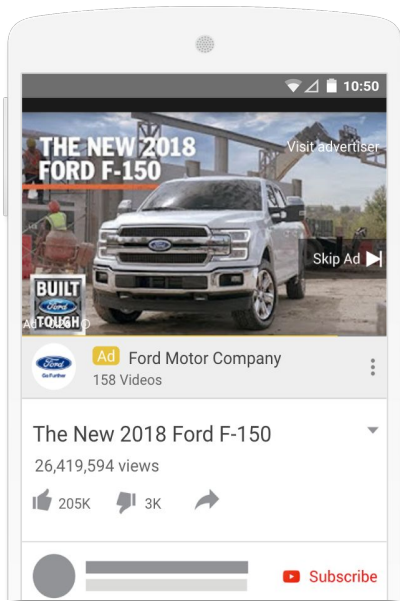*2 weeks before purchase*

5 videos
2 brands

Google
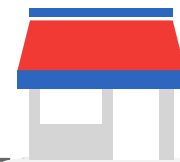
YouTube

Promote your video content to users who *choose* to watch

Trueview

:15- or :30-second
skippable video ads

You only pay if the
consumer watches
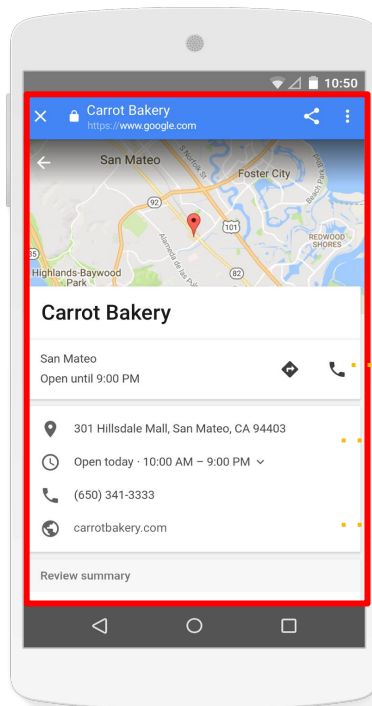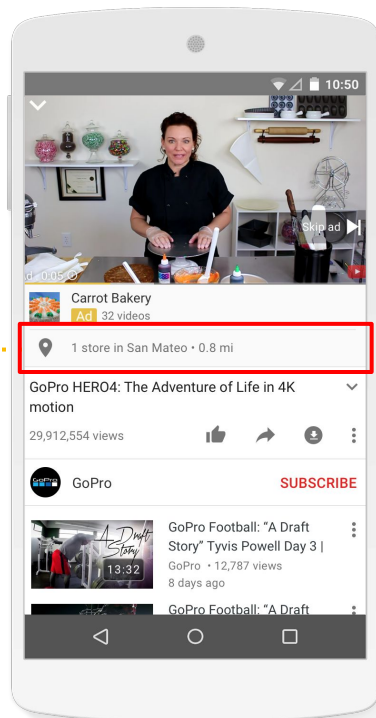your full :30

Bumper Ads

6-second video ads
so you can capture
the attention of mobile
viewers
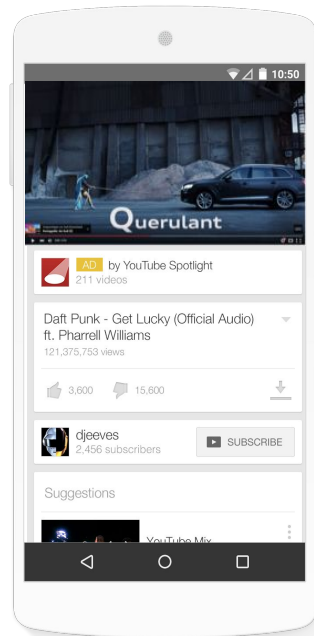
Capture nearby shoppers with YouTube Location Extensions
Show business info alongside a TrueView video ad & direct users to your business locations
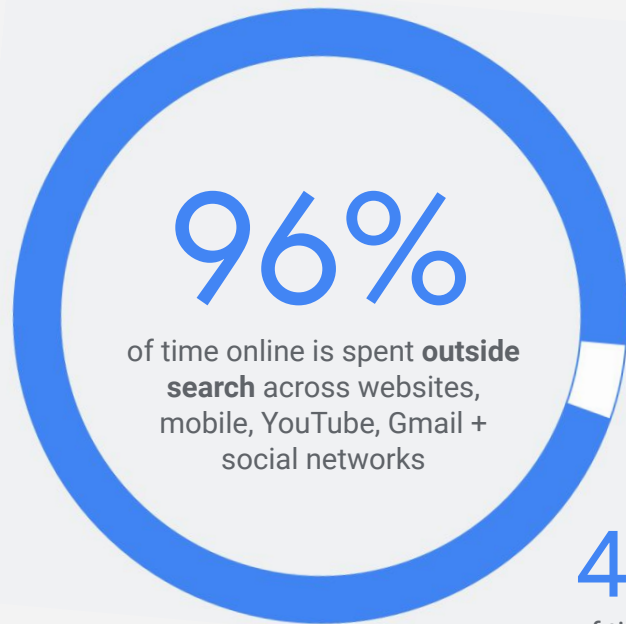

Teaser

Get Directions
Call the Business

This section can include the following business data (through GMB)

- Business name
- Address (city, zip, country, etc)
- Phone number
- Business Hours (excl. holidays)
- (Store) Categories
- Review info

Navigate to advertiser's site

Google

How do you connect with consumers when they aren't necessarily searching for you?

96% of time online is spent **outside search** across websites, mobile, YouTube, Gmail + social networks

4% of time online is spent **searching proactively** (~3 minutes/hour)*

*Source: "State of the Media: The Social Media Report," Nielsen, 14 September 2011
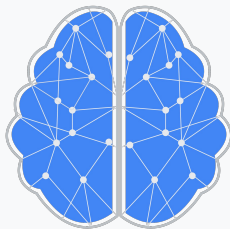
Revolutionize your approach to Display advertising

Smart Display campaigns: Built for simplicity, transparency and scale, allowing you to work faster and smarter for more conversions
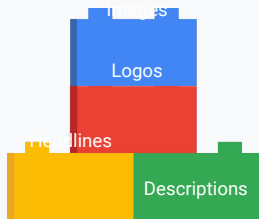
Smart Creatives

Auto-generate Smart Display ads by supplying the **building blocks**

Smart Bidding

Optimize your bids by analyzing myriad of **signals** in real-time

Smart Targeting

Expand to **newer audiences** using a single campaign type

With Smart Display campaigns, advertisers see **20% more conversions** at the same CPA, when compared to their other Display campaigns*

Google

As you choose the metrics that gauge the effectiveness of your Display campaign, keep in mind:

Display ads have the ability to influence potential clients and encourage them to make a purchase - at the time of seeing an ad, later through search or a direct site visit.

Even if no click occurs on your Display ads, they may still attract your clients' interest in your brand and products.
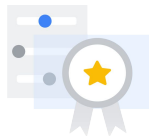
Most advertisers place value on whether an ad view resulted in a conversion, regardless of whether the customer interacted with the ad.

Google

Gmail Ads: A premium native solution built to drive qualified actions

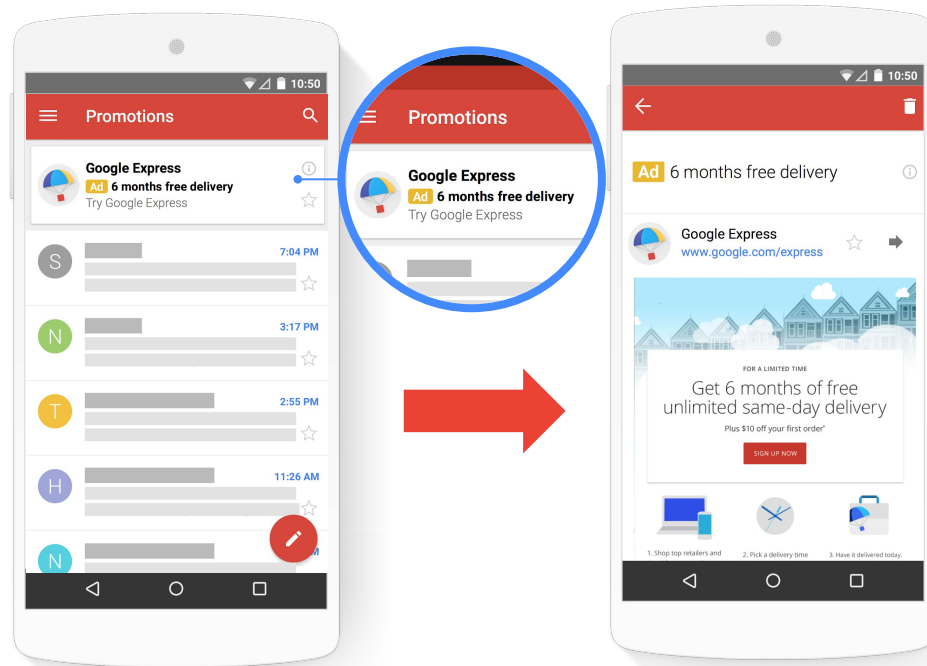
100% Viewable

100% Native

Mobile first
and cross-screen

Social & Promo tabs
reach users in a
consumer-mindset

Google

Reach existing customers or new prospects with prime placements

You are only charged when someone **chooses to engage** and clicks to open the email

**Re-engage** existing customers or leads on Gmail by uploading your email marketing lists into Google Ads

Reach more of your best customers with similar audiences automatically generated by Google based on your uploaded lists

Google

When clicked, the ad opens as a mini landing page
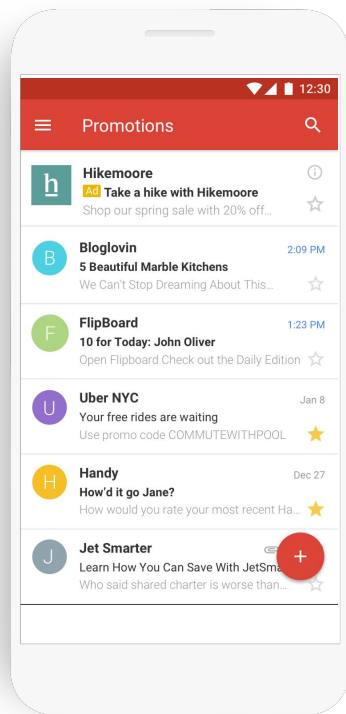
Ads are truly native and
100% viewable

Drive only real and qualified
leads to the dealer's site
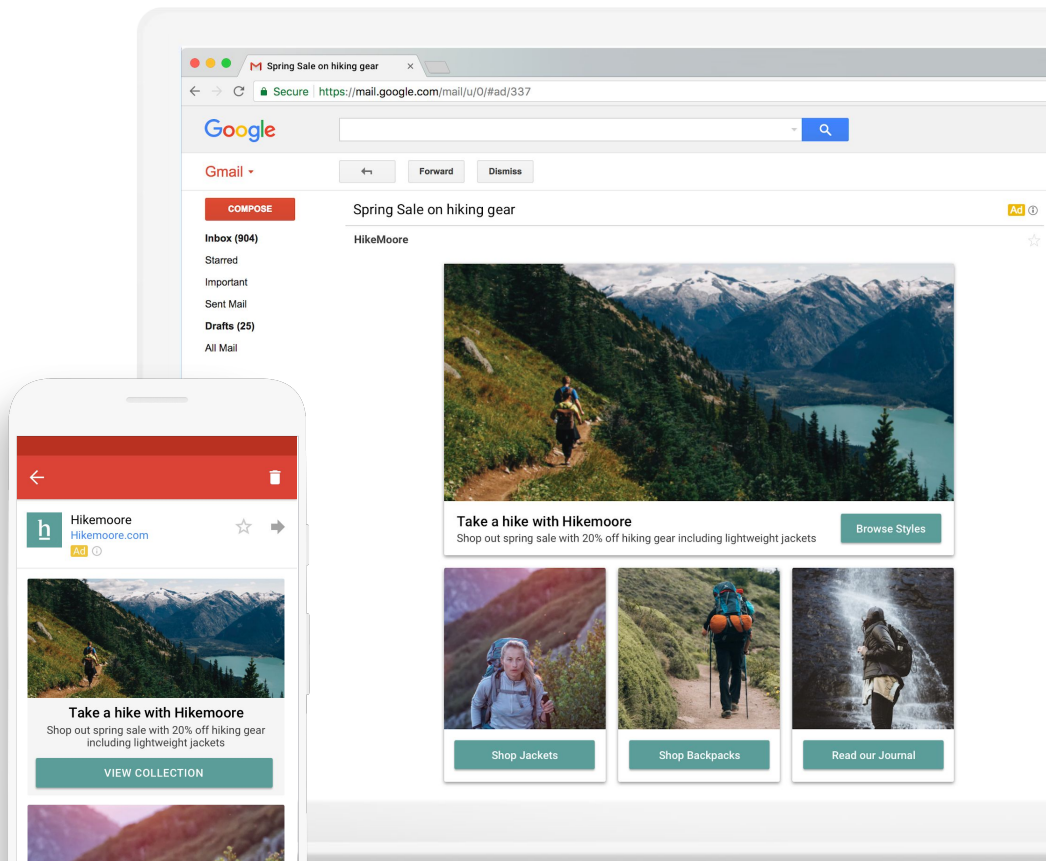
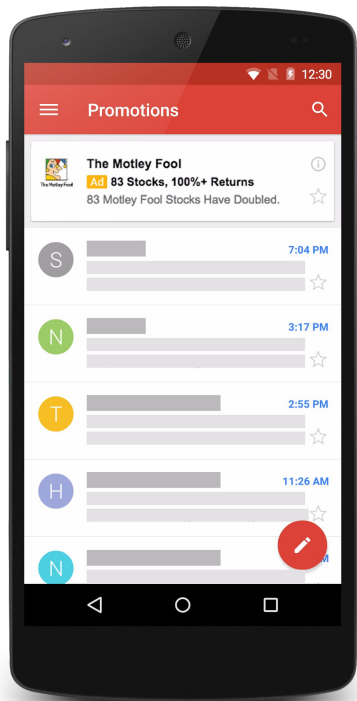# Gmail Ads success for automotive advertiser

$17.99

Cost per store visit

- Impressions - 600,401
- Clicks - 394,677
- Avg. CTR - 65.74%
- Avg. CPC - $0.07
- Gmail Clicks to Website - 4,433
- Store Visits - 1,586
- Total spend - $28,541

Google

Strategies for success

Targeting

Choose targeting options that align with your objective

Automate Your Bidding

Use Target CPA or Target ROAS

Maximize Your Creatives

Add multiple images and text for the system to use

Expand and Scale

Adjust yout auto-targeting to scale your campaigns and reach additional customers

Find New Audiences

Use audience insights to find new targeting

Google

DEALER GUIDEBOOK 1.0

Actions To Take

Measurement: Define digital success for your business and track those actions on site and after the ad click

- ☐ Implement Conversion Tracking in Google's Ad Interface, track all actions that are valuable to you
- ☐ Link your Google Ads Account to your Google Analytics for post ad click analysis
- ☐ Create goals aligned with business outcomes (Calls, Leads, Store Visits)
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Search: Capture the intent of customers by answering their Google searches

- ☐ Build Keywords to cover entire customer journey and structure for intent

Video + Display: Get people into your store by driving awareness through Video and Display

- ☐ Develop creative targeted to your dealership's market
- ☐ Activate Google YouTube TrueView in-stream ads and bumper ads to engage your customer on YouTube and across the web
- ☐ Allow customer interaction with your video ads by enabling Video Ad Extensions: Location & Call-To-Action
- ☐ Activate Google Display campaigns to reach shoppers at scale across the web
- ☐ Activate Gmail Ads to reach shoppers in their inbox

Google

FAIR SHARE

Goal: Maintain your current market share and start to track the profitability of your Google investment.

Measurement: Understand the profit impact of your Google investment

- ☐ Google Profitability Calculator
- ☐ Non-Last Click Attribution

Search: Segment your customers through Google Audience Solutions to identify and prioritize the ones most likely to convert to a sale

- ☐ Remarketing List for Search Ads (RLSA)
- ☐ Customer Match

Video + Display: Hold on to current customers and re-engage them throughout the research phase

- ☐ Display and TrueView Remarketing
- ☐ Customer Match for Display, Video and Gmail Ads
- ☐ Dynamic Display

Google

Do you know the **ROI** for your advertising investments?

advertising black box
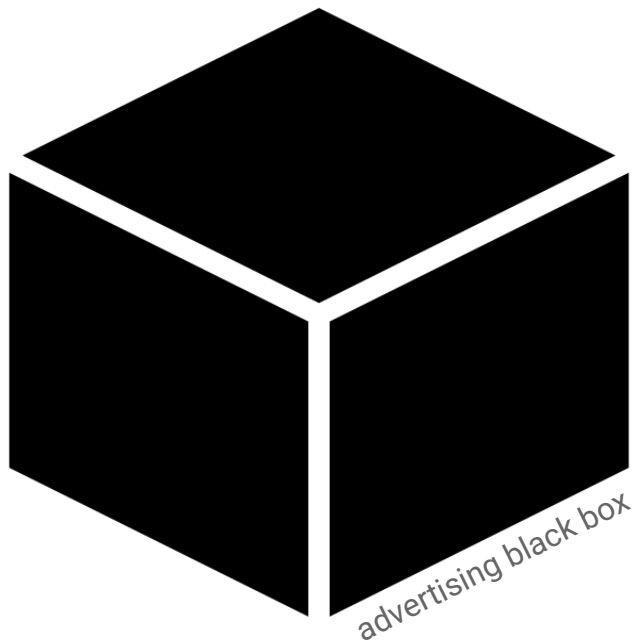
Google

Calculate the ROI of your Google investments using our simple calculator
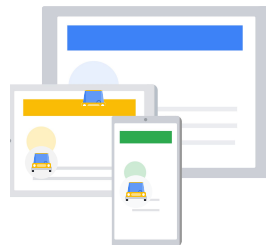
Leads

High Value Customer
Action

×

Profits Per Visit

Close Rate
x
Profit Per Transaction

÷

Marketing Investment

=
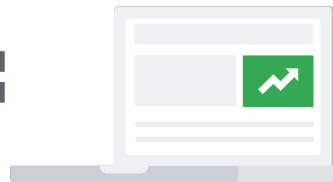
Dealer Profit

Profit per Advertising $1

Google

How much do you get for your Google $1?

You can apply this to any media channel to show Google is your best $1 spent.

3,350 ✖ **$510** ➗ **$100K** ➖ **$17.09**

Store Visits	Profits Per Visit	Marketing Investment	Dealer Profit
3,350 Store Visits	In-Store Close Rate of 30% x In-Store Profit Per Transaction of $1,700	Investment of $100,000	Per $1 spent

Google

Profitability Calculator

Return on Ad Spend (ROAS) Calculator

Google Ads

Your Dealership

YOUR DATA	
Google Ad Budget	$50,000
Ad Clicks	14,285
Total Store Visits	1,428
Store Visits Rate	10%
Sales Close Rate (Dealer Supplied)	35%
Gross Profit Per Transaction (Dealer supplied)	$500

YOUR RESULTS	
Est. Transactions (Store Visits x Sales Close Rate)	500
Est. Influenced Revenue (Transactions x Profit Per Transaction)	$250,000
Gross Profit (Influenced Revenue - Ad Budget)	$200,000
ROAS Ratio (Revenue/Cost)	5.0
ROAS Percentage	500%
Break Even Point	100

Profitability Calculator

Return on Ad Spend (ROAS) Calculator
Without store visit reporting

YOUR DATA	
Google Ad Budget	$50,000
Ad Clicks	14,285
Lead Rate (From Phone Calls and/or Form Submissions)	10%
Total Leads (Phone Calls and/or Form Submissions)	1,428
Sales Close Rate	35%
Gross Profit Per Transaction	$500

YOUR RESULTS	
Est. Transactions	500
Est. Influenced Revenue	$250,000
Gross Profit	$200,000
ROAS Ratio	5.0
ROAS Percentage	500%
Break Even Point	100 Leads

Google Ads

Your Dealership

For every $1 that you spend on Google ads, you make $5.

Google

The consumer journey is complex

Across Channels   **Across Devices**   **Online-To-Offline**

think platforms
with Google
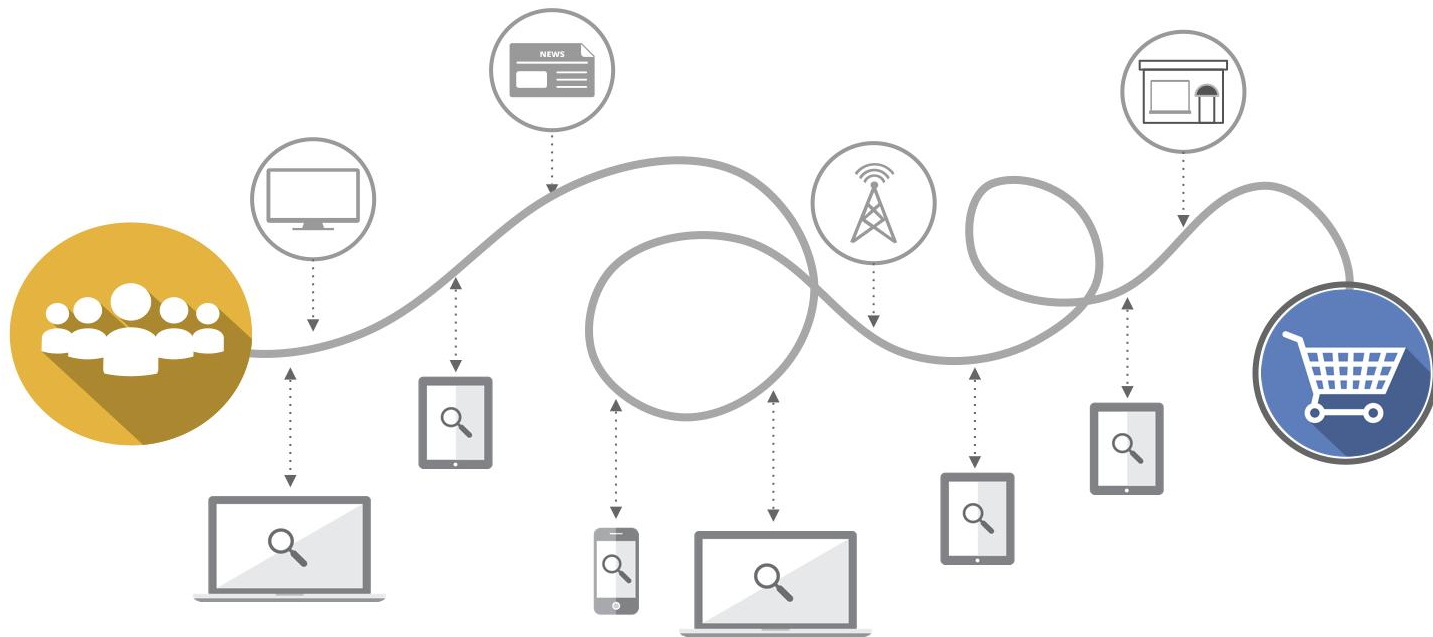
But conversions are still attributed to just the last click

Brand Mobile Click

100% Credit

Referral

Social AdView

Generic Desktop Click

YouTube Video View

Display Impression

Remarketing Impression

Google
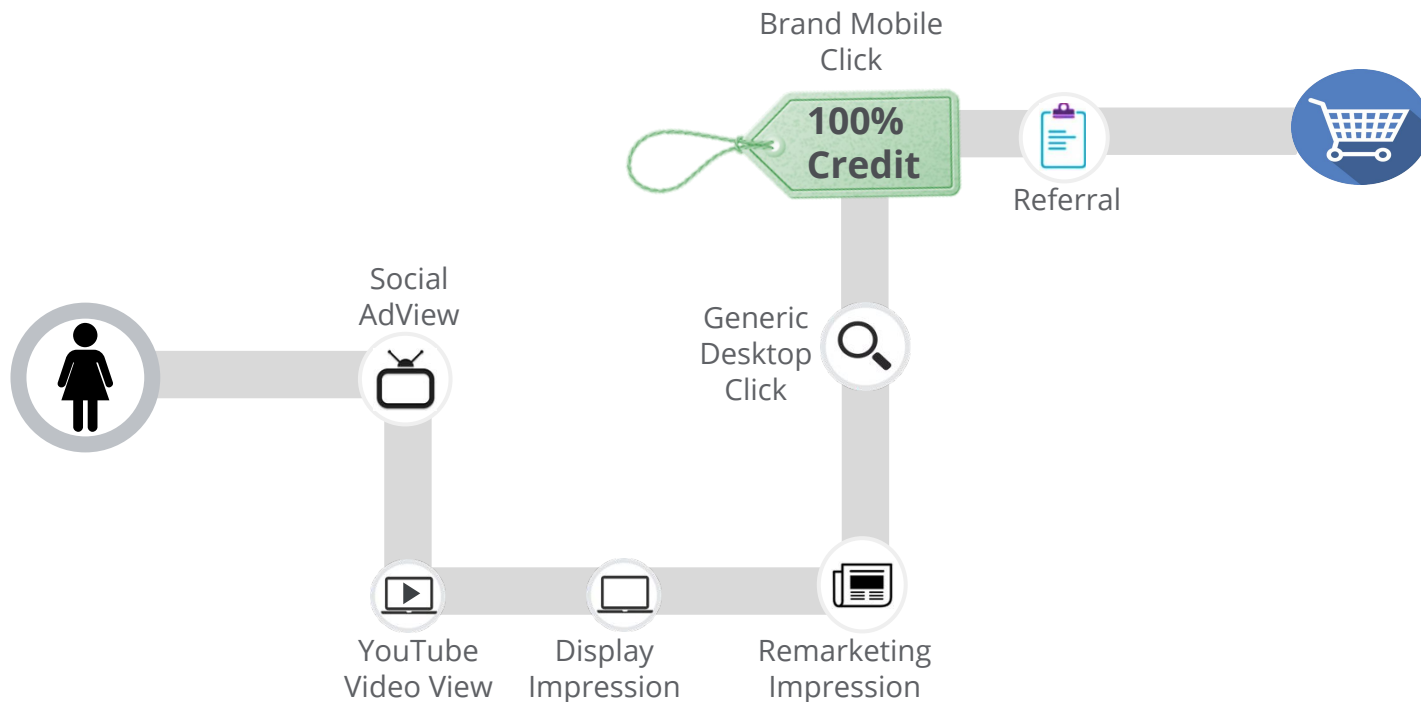
What about all the other touchpoints?

Brand Mobile
Click

30% Credit

Referral

Social
AdView

20% Credit

Generic
Desktop Click

20% Credit

10% Credit

10% Credit

10% Credit

Youtube
Video View

Display
Impression

Remarketing
Impression

think platforms
with Google
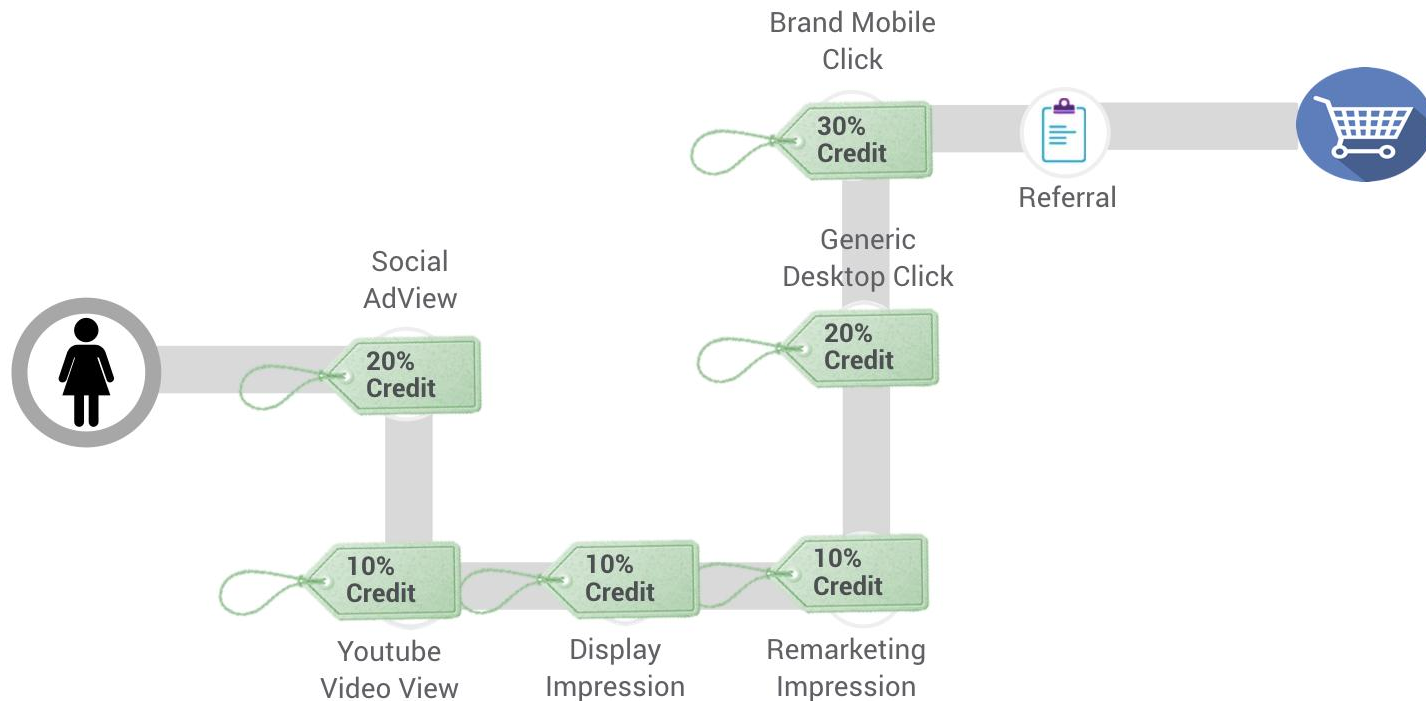
Non-Last Click Attribution

Digital marketing is not a scorer's game... Assists matter!
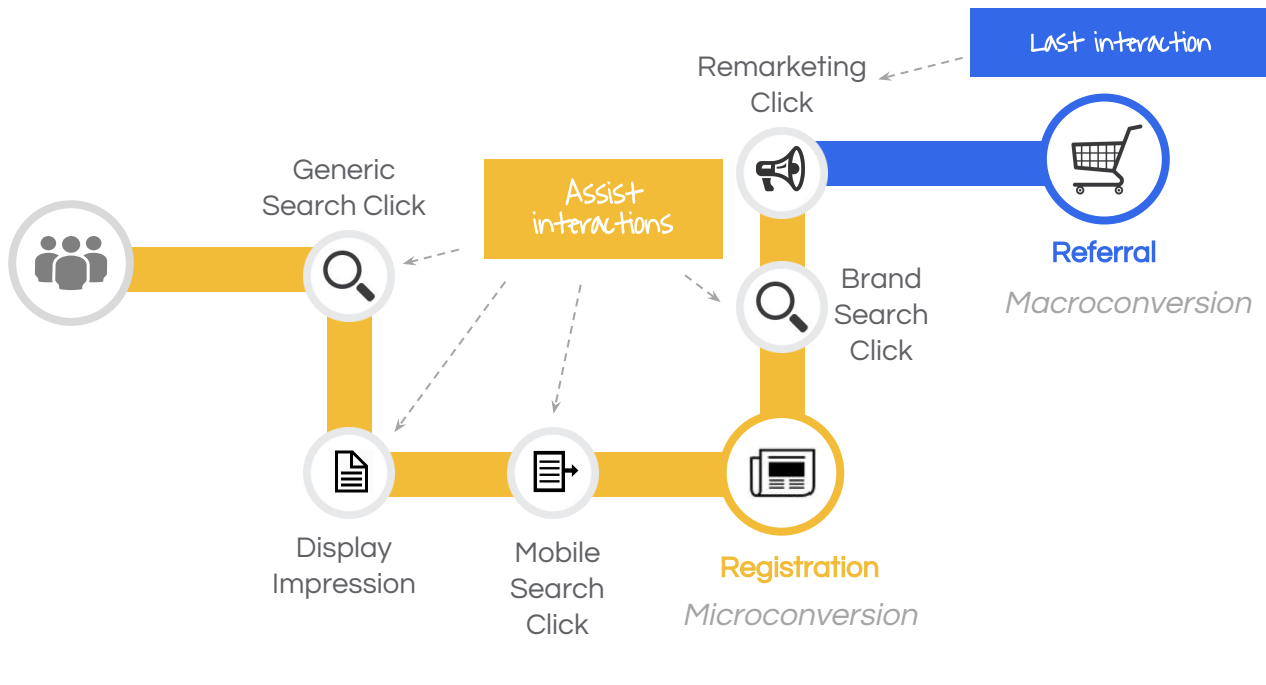
Move beyond last-click attribution by testing different attribution models


Position-based

Time Decay

Linear

Linear: credit distributed equally across all keywords

Position-based: first and last clicked keywords each receive 40% of credit; 20% is distributed across all other keywords

Time Decay: recent clicks are valued higher than older clicks (using 7-day half-life)

Don't worry if you don't have the "perfect model", it's more important to give some credit all steps in the customer journey

Google

Reconnect with customers that previously interacted with your brand

Did Not Complete Lead Form

Completed Lead Form

Google
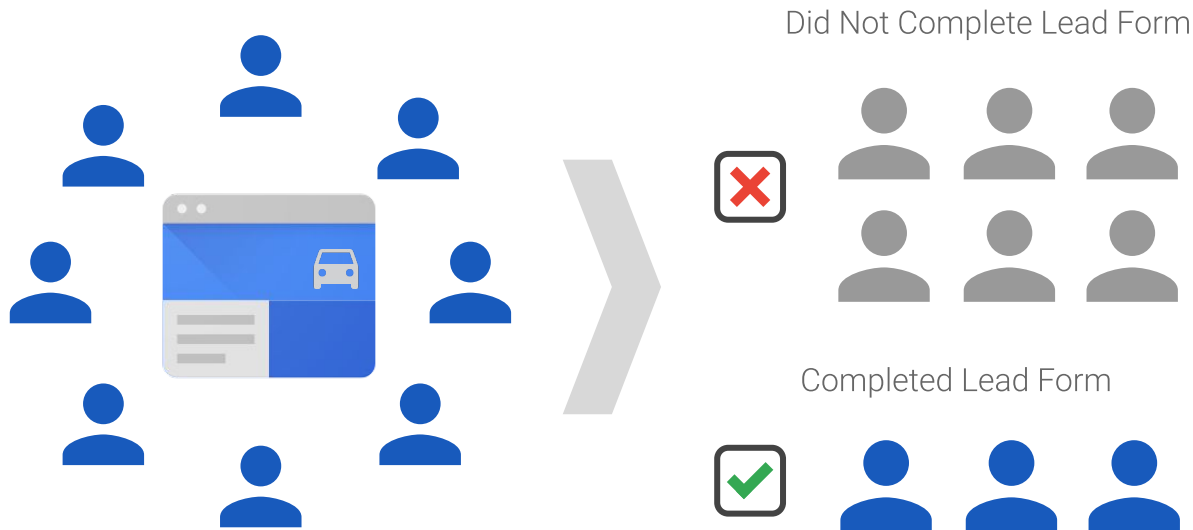
Remarketing

Cross- and upsell to primed customers with remarketing

Personalized Ads

Show personalized messages with exactly the products users browsed on your site together with recommended items

Audience Segmentation

Homepage

Inventory

VDP

Build/Price

Contact

Machine Learning

Smart Bidding and Recommendation Engine enable performance at scale

Google

How it works

Add the remarketing tag to your website

Visitors are automatically added to the 'All Visitors' remarketing list after they visit your website

Identify segments of visitors that you want to treat differently and create custom lists

For example, VDP Page Viewers and Lead Form Abandoners

Remarketing lists are available to target on Search, YouTube and the Google Display Network

Target past site visitors across all devices

**Tailor your messaging, and optimize your bids to prioritize users from your most valuable lists**

For example, increase your bid by 15% for visitors who abandoned a lead form in the past 30 days

Google

Remarketing List for Search Ads (RLSA) Framework

1	Target all website visitors

2	Apply RLSA to all campaigns using a 0% bid modifier

3	Bid effectively for the top positions

4	Segment lists based on the conversion funnel & time

5	Add new keywords to extend reach

Google

YouTube creative best practices

Watched your video
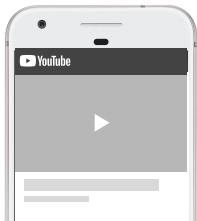
Visited your channel

Saw or clicked on your masthead

Moving Consumers from Awareness to Consideration
- Use Bumper and Trueview formats
- Create custom combinations of your remarketing lists

Moving Consumers from Consideration to Action
- Use TrueView for Action
- Promote customer loyalty & retention by offering repeat customers discounts and rewards programs
- Cross-sell existing customers with customized creative to promote associated products

Google

Dynamic Display Remarketing

Dynamic Remarketing Benefits

Drive sales and loyalty

95% of users worldwide

100% transparency

Powerful bidding and recommendation engine

Google

**Dynamic Display Remarketing**

Strategies for success

- ✓ Tag your entire desktop and mobile site

- ✓ Activate Dynamic Remarketing

- ✓ Use lists to segment audiences following the purchase funnel

- ✓ Set up high-quality product feeds

- ✓ Use Responsive Ads to maximize reach and performance

- ✓ Use Target CPA bidding to maximize conversions

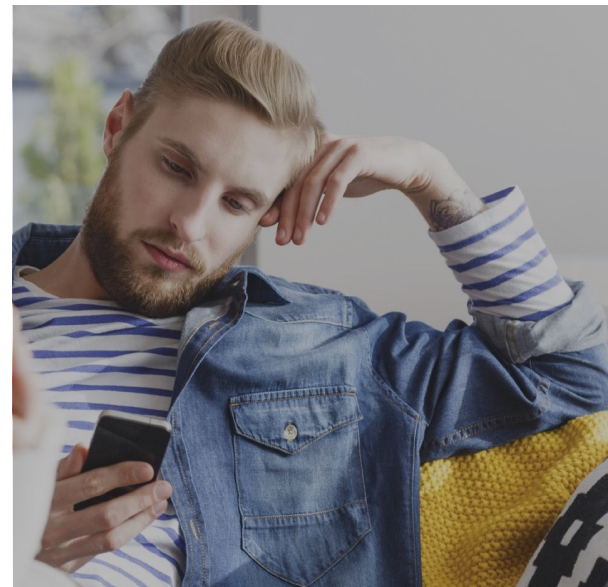- ✓ Add Similar Audiences and In-Market Audiences to expand Remarketing lists

Google

You know your customers...
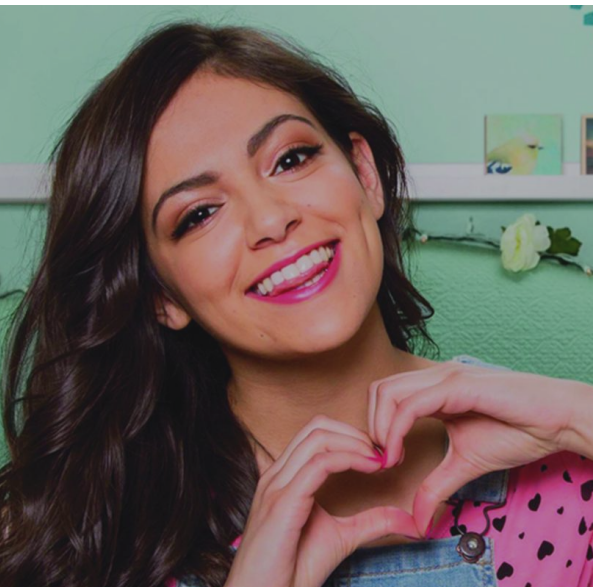
Who
are my **loyal
customers**?

Who
is **likely to
consider**?

Who
hasn't bought in
a while?

But are you putting that information to work?

Google

Customer Match

Customer Match makes it easier to realize the full value of your customer data in Google Ads (Search, YouTube, Display, Gmail)

Target customers that you know

Exclude current customers to only **reach new customers**

NEW!

Reach users similar to your customers

Google

How Customer Match works

✔ **Upload first-party data in Google Ads as an audience list**
Lists are uploaded via a privacy-safe, hashed method

✔ **Google Ads matches your email addresses to Google accounts**
Once we create your audience list, **we discard all data**

✔ **You target or exclude your new audience list across devices and channels**
Improve reach of your Search, Gmail and YouTube campaigns

✔ **Google Ads generates 'Similar Audience' lists from original email lists (when eligible)**
Available for Gmail and YouTube only

Shared library > Audiences >
New remarketing list

Create a list of customers who have provided their email addresses to you or your company. To create a list, upload a .csv file of email addresses or create a custom combination of existing lists. Learn more

Customer email list name   [Enter a name for your list]

How to create your list   [**Upload customer email addresses** ▾]

Create your list by uploading a .csv file containing email addresses [?]

[**Choose file...**]

☐ This data was collected and is being shared with Google in compliance with Google's policies.

Email opt-out link [?]   [Enter a URL]

Membership duration [?]   [180] days

Google

Customer Match

Customize your strategy based on marketing objectives

	Objective	Example Segmentation	Best Practices (Search, YouTube, Display)
	Generate Awareness	Existing customers and similar users (new customers) likely to be interested in product based on past purchases	● Use creative that speaks to high level product value proposition ● Make it easy to learn more
	Influence Consideration	Lapsed customers (haven't made a purchase recently) and shopping cart abandoners	● Include special offers or coupons ● Customize messaging based on past behavior or known interests
	Drive Purchases	Existing customers likely to be interested in a product based on recent purchases (upsell / cross-sell)	● Customize messaging based on purchase history ● Create sense of urgency with limited time offer
	Increase Loyalty	Existing customers and similar users (new customers) most valuable to your business	● Reward loyalty with special gifts or limited availability products ● Upsell to other products or promote your mobile application for increased engagement

Google

FAIR SHARE

Actions To Take

Measurement: Understand the profit impact of your Google investment

- ☐ Use Google Profitability Calculator to calculate your current ROI and how your Google investment impacts your bottom line
- ☐ Use Non-Last Click Attribution to better understand how your ads perform across your customers conversion path

Search: Segment your customers through Google Audience Solutions to identify and prioritize the ones most likely to convert to a sale

- ☐ Show ads to your past visitors as they do follow-up searches on Google, after leaving your website using Remarketing List for Search Ads (RLSA)
- ☐ Use Customer Match to target ads to your customers using the data they have shared with you across Search

Video + Display: Hold on to current customers and re-engage them throughout the research phase

- ☐ Re-engage customers who have visited your site, interacted with your videos and have visited your YouTube Channel with Display and TrueView Remarketing
- ☐ Use Customer Match to target ads to your customers using the data they have shared with you across Display, Video and Gmail Ads
- ☐ Use Dynamic Display Remarketing paired with your inventory feed to re-engage your customers based on the inventory they have previously viewed on your site

Google

GROW SHARE

Goal: Align your Google investment to your sales goals to reach new customers and grow market share.

Measurement: Set a sales goal and calculate the Google investment needed to profitably grow market share

- ☐ Use the Google Profitability Calculator to estimate how many Store Visits, Calls and Leads you need to drive to meet your sales goal

Search: Expand your Search Strategy to get you more conversions and reach more audiences

- ☐ Smart Bidding to Maximize Conversions
- ☐ Similar Audiences
- ☐ Responsive search ads

Video + Display: Reach new customers that are likely to result in a sale on Youtube and Display

- ☐ Google Audience Solutions (In-Market, Similar, Custom Intent & Affinity)
- ☐ Video Ad Sequencing
- ☐ Responsive Display

Google

Smart Bidding

Unlock growth through automation

Machine learning enables you to understand and act on consumer intent in real time, to ultimately connect with potential customers.
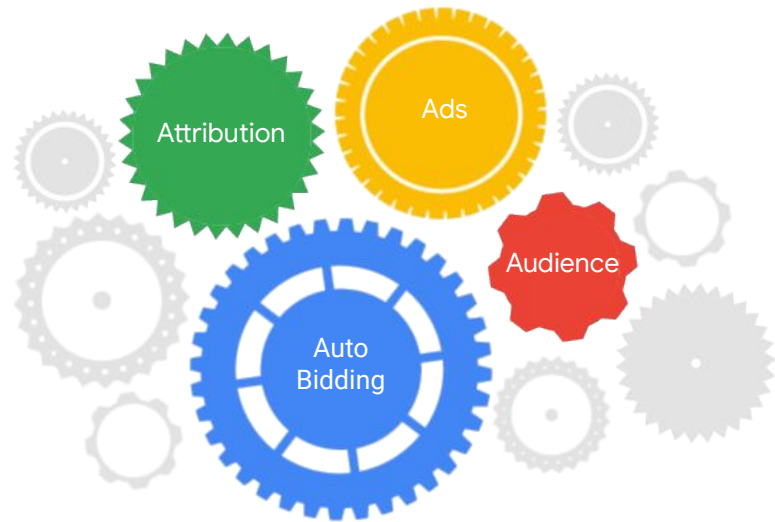
Work Faster

Reach potential customers at a speed and scale that's impossible to do manually

Work Smarter

Free up more bandwidth to think strategically by automating tasks
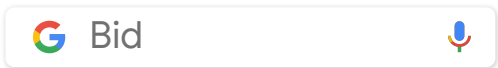
Win More

Drive growth by achieving a **higher ROI** with a fully automated strategy

Google

Google Ads Smart Bidding has unique features

User-specific bids
through auction-time bidding

G Bid 🎤

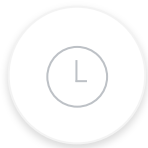### Combination
of signals

Geo

Device

Time

Remarketing
lists

Exclusive signals

Language

Browser

OS

Ad
Format

Search
Partners

Search
Query

Google

Smart Bidding

Pick the right bid strategy for your business

Campaign Goal	Recommended Bidding Strategy
Maximize website clicks	Maximize Clicks
Maximize conversions within a given budget	Maximize Conversions
Maximize conversion value at a ROAS target	Target ROAS
Maximize conversion value within a given budget	Maximize Conversion Value

Google

Smart Bidding: Max. Conversions

Maximize strategies that are the best option for most dealers

1

Maximize Clicks

2

Maximize Conversions

3

Maximize Conversions
(with Store Visits)
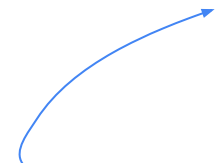
For those accounts that don't
have conversions tags,
Maximize clicks can be an
alternative to drive efficient
traffic within a fixed budget.

**This is where most dealers
will see the most success in
smart bidding.**

Once eligible, add Store Visits
into your conversion column to
get offline signals
incorporated into your bidding.

Google

Smart Bidding: Max. Conversions

Drive as many conversions as possible within your specified budget with Maximize Conversions

Uses machine learning capabilities to **set bids for each individual auction**

Algorithms **continually learn from user behavior** to ensure bid accuracy

Gives you more time to focus on strategic initiatives by **eliminating the guesswork** from bid optimization

Currently available for campaigns opted into the **Search** and **Display** network

Use Maximize Conversions if:

✓ Your goal is to drive more conversions within your current budget

✓ You do not have a specific CPA goal and your focus is maximizing conversion volume

✓ Your campaign has low conversion volume or no conversion history

✓ Your campaign is limited by budget and you have <90% impression share

Google

Common pitfalls to avoid:

1. **Making changes too soon or too frequently**
2. **Changing too many variables**
3. **Not enough volume for the system to optimize**
4. **Conversions misaligned to campaign-type**

Consideration: the system is only as smart as the inputs it's given.

Google
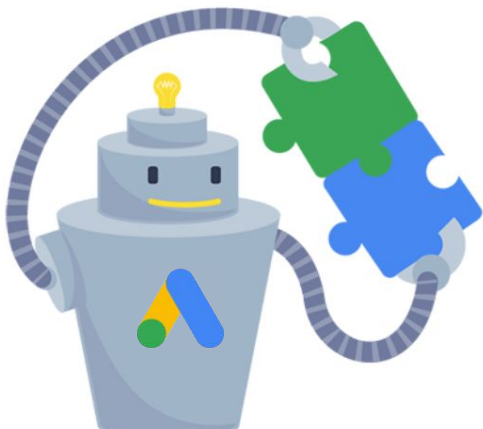
How can advertisers serve highly relevant ads to each search query with little effort?

Responsive Search Ads

Responsive Ads

What are responsive search ads?

- Create an ad that adapts to show more text and more relevant messages to your customers.

- By entering multiple headlines and descriptions (text assets), Google Ads will automatically test different combinations and learn which combination performs best over time.

Google

Responsive Search Ads

Responsive Search Ads are the next wave of Text Ads

Simplicity

Save time by creating one ad with multiple headlines and description options so Google Ads can show the most relevant message to your customers.

*Google internal data

Flexibility

Create flexible ads that adapt to device widths that could show up to three headlines and two descriptions, giving you more room to share your message to potential customers.

Control

You still provide all headline and description content. For advertisers who **need more control, you can restrict** a position to show specific headline(s) or description(s) with pinning.
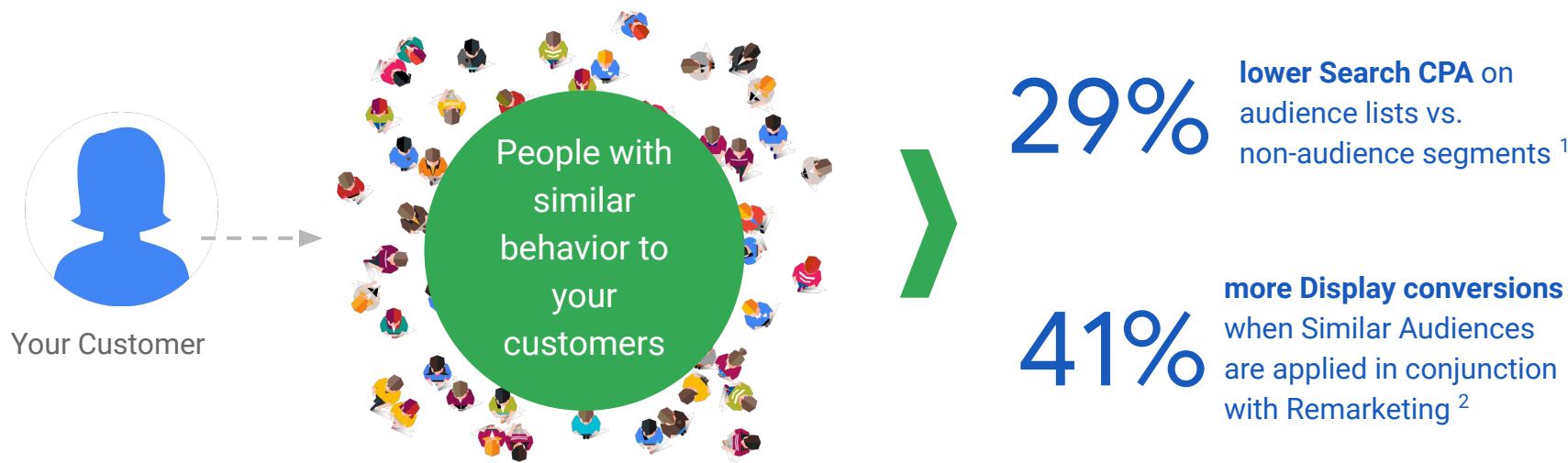
Performance

Reach more potential customers by increasing your opportunity to compete in more auctions and match to more queries. **Ad groups with Responsive Search Ads tend to have a click uplift of 5 to 15%.**

Google

Strategies for success

✓   Within each ad group, focus on providing as many distinct assets as possible

✓   Try to phrase an idea in different ways: our system will avoid showing redundant text side-by-side

✓   Test both shorter and longer headlines. Machine learning will assemble relevant ads for better performance.

✓   Provide more headlines related to the keywords

✓   Add headlines with different meanings

Google

Similar audiences: a closer look at prospecting new customers

Your Customer

People with similar behavior to your customers

29% **lower Search CPA** on audience lists vs. non-audience segments [1]

41% **more Display conversions** when Similar Audiences are applied in conjunction with Remarketing [2]

[1,2] Google Internal Data

Google

Uses your audience lists to find new users with similar characteristics to your existing customers
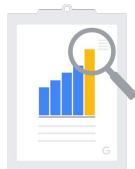
We consider your
existing customers ...
*through Site visits, Conversion
data, Purchase history*

①

**Have remarketing
seed lists in place:**

Display: Website visitors, App user
list, Existing customers

Search: Remarketing list for Search
Ads

... analyze hundreds
of signals ...
via Machine Learning:
*Intent, Demographic, Interests, Search
Queries etc.*

②

Similar Audience lists are
automatically generated.

Original remarketing seed lists are
**excluded to ensure you only reach
new users**.

... and find **new users similar
to your existing customers.**
*created in real time
and refreshed constantly*

③

Implement Similar Audience lists
across all networks:

Google Display Network, Google
Search,
YouTube

Strategies for success | Search

✓   Apply Similar Audience lists at the campaign-level

✓   Uses smart bidding

✓   Begin with your most successful lower funnel lists such as Converters and Purchasers

✓   Use Conversion Rate & Cost-Per-Acquisition as your success measures

✓   Ensure that your list is broad enough to capture opportunity, yet specific to improve conversions

Google

Strategies for success | Display

✓ Ideally, set up a different campaign, but at minimum, a different ad group with an existing remarketing campaign

✓ Use Responsive ads to test creative variations

✓ Use Dynamic Display Ads by attaching product feeds to your campaign

✓ Begin with your most successful lower funnel lists such as Converters and Purchasers

✓ Measure success by evaluating the lift in volume of your remarketing campaigns

✓ Use View-through-Conversions to measure the full value of conversions

Google

Custom Affinity Audiences

- Identify your ideal audiences
- Reach them at scale, with minimal waste
- Measure the impact of your ads with those audiences

You know best which users are likely to be **inspired** by your brand...
why choose a one-size-fits-all audience?

Choosing keywords & URLs

Tips for both:
- Include your own company or product name/URLs
- Include similar company or product names and websites

Keywords specifically:
- We do not use match types; consider all keywords as broad match
- Lists should be snappy not exhaustive

URLs specifically:
- Choose the most specific URL possible
- YouTube channel / video URLs can also be used!
- Do not use Facebook or other sites that require a login

Google

Campaign Set Up (Creative, Bidding Estimates)

Creative

- TrueView, Lightbox, and display ads perform well
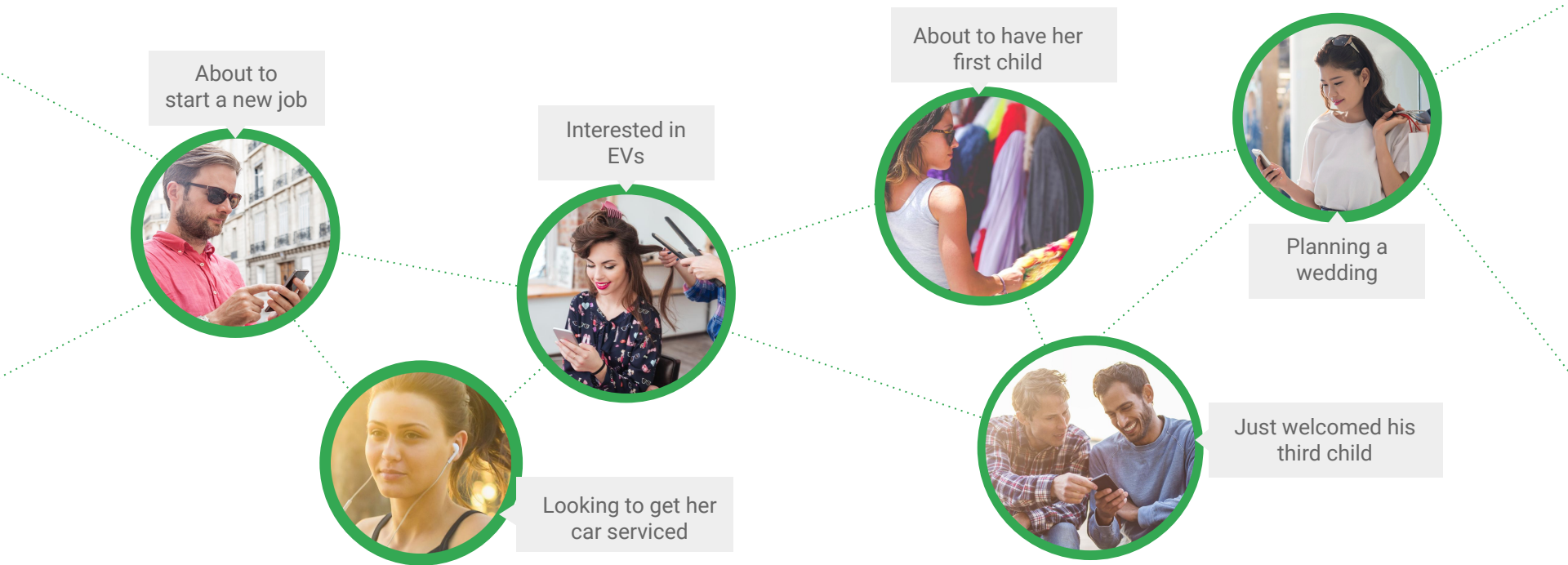- Pair the most relevant creative ads with each custom affinity

Bidding

- Include CPV, cost-per-engagement, and viewable impression bidding in your bid
- Start bids on par with what you would normally use on regular affinity audiences

Estimates

- Build your custom affinity audience within Google Ads
- Metrics like 'view-through rate' and 'engagement rates' are generally on par or higher than Affinity audiences

Google

But how do you identify and reach the right audience?

About to
start a new job

Interested in
EVs

About to have her
first child

Planning a
wedding

Looking to get her
car serviced

Just welcomed his
third child

Google

Custom Intent: Combine learnings from your Remarketing Lists + Google Search to find new customer

Build personalized audience segments tailored to your business

Available on Youtube, GDN, Gmail

Key benefits

Greater Performance	**Simplified Keyword Management**	**Personalized**
+10-15% increase in conversions (versus keyword targeting)	View performance of the audience, rather than optimizing individual keywords	Custom define your target audience using keywords and/or URLs

Google

Quick tips to setup your first campaign

1

Avoid layering

Custom intent audiences have more limited reach that other targeting types -- layering in additional audiences will further reduce scale. We do not recommend laying audiences.

2

Group audiences that share the same call to action into one ad group
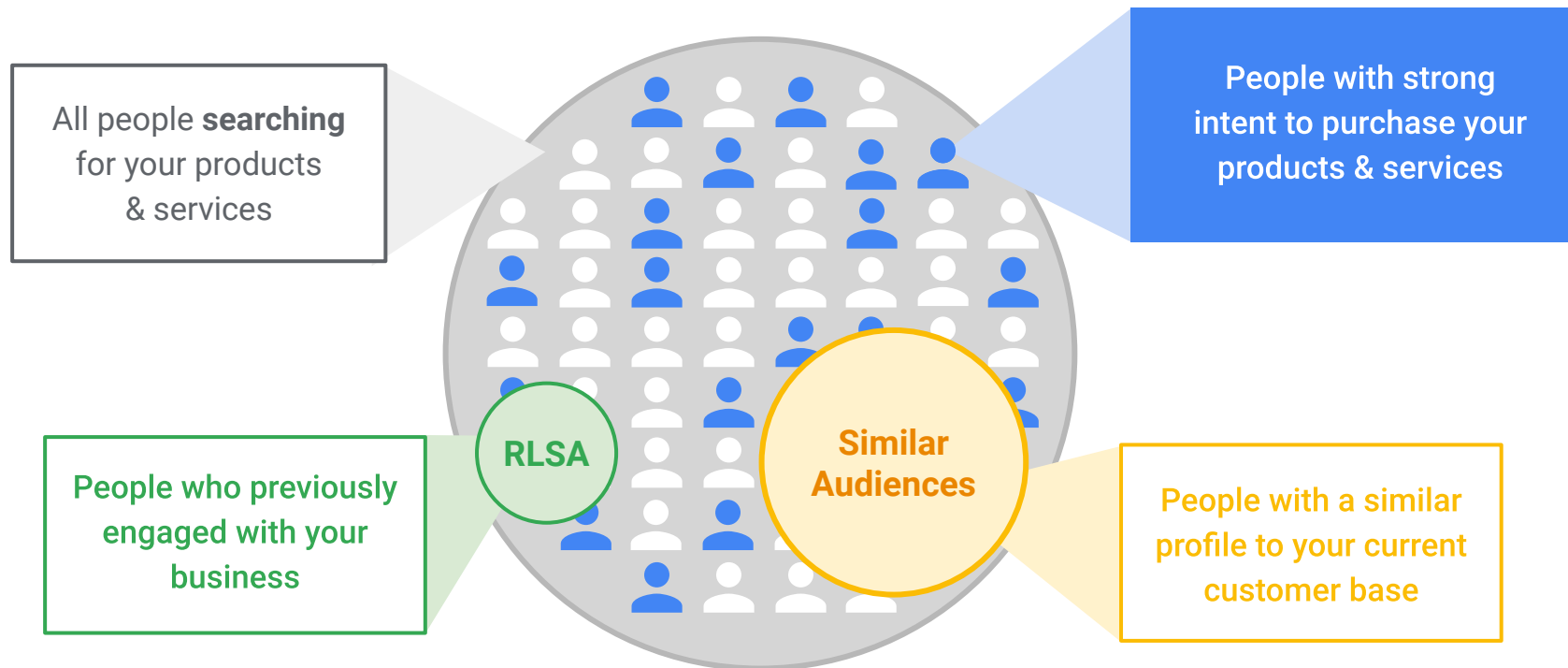
Including all audiences in the same ad group will allow us to garner enough data to build models that are personalized for your business, which should yield better campaign performance.

3

Uses smart bidding for optimal performance

Uses Target CPA or Target ROAS where possible.

Google

Reach customers beyond those you're already targeting

All people **searching** for your products & services

People with strong intent to purchase your products & services

RLSA

People who previously engaged with your business

Similar Audiences

People with a similar profile to your current customer base

Google

Key benefits

Reach intenders, not interest

Through machine learning, Google is able to identify groups of users whose online behavior indicates clear intent, versus simply interest in a given product or service category

Scale

1B+ daily search users, organized into 24 top-level categories and 500+ segments

Relevant and Refreshed

Google's In-Market algorithm reevaluates user intent signals in real-time to ensure audiences are qualified and relevant

Customization & Control

Apply In-Market audiences to customize bids, budgets and creatives by segment. Using Google Ads Audience Insights, advertisers can also learn which segments their existing audiences fall into

Google

Strategies for success | Google Display Network

✓ Tailor the creative to the segment

✓ Check language settings

✓ Use Target CPA bidding

✓ Use Google Ads Conversion Tracking

✓ Don't target an unrelated segment

✓ Don't mix with other targeting

Google

Strategies for success | YouTube

- ✓ Uses Trueview In-stream & Discovery ads to maximize reach

- ✓ Use strong calls-to-action

- ✓ Don't forget about view-through conversions!

- ✓ Use one in-market segment per targeting group

- ✓ Use Target CPA bidding

- ✓ Don't target an unrelated segment

- ✓ Don't mix with other targeting

- ✓ Don't target in-market segments to YouTube Search without refining with additional keywords (broad *and* branded)

Google
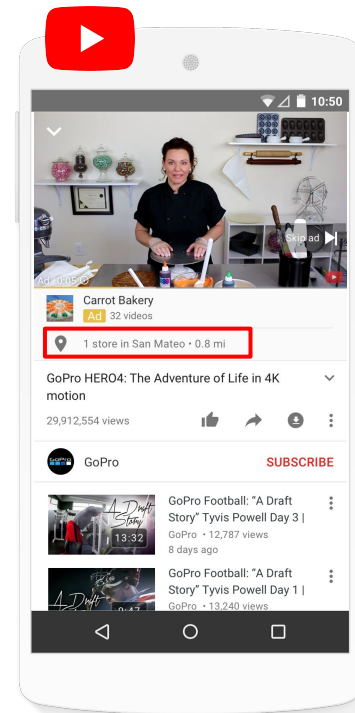
Storytelling is key to effective advertising

Video ad sequencing is a new tool to help you tell the story of your brand, product or service across a series of video creatives and video ad formats in order to create lasting impact - across a single bid type.

Bring your most valuable audiences on a journey by mixing or using multiple TrueView in-stream and 6-second bumper ads in a sequence. Google's machine learning optimizes for completed sequences, so you can feel confident that users will experience your whole story.

Google
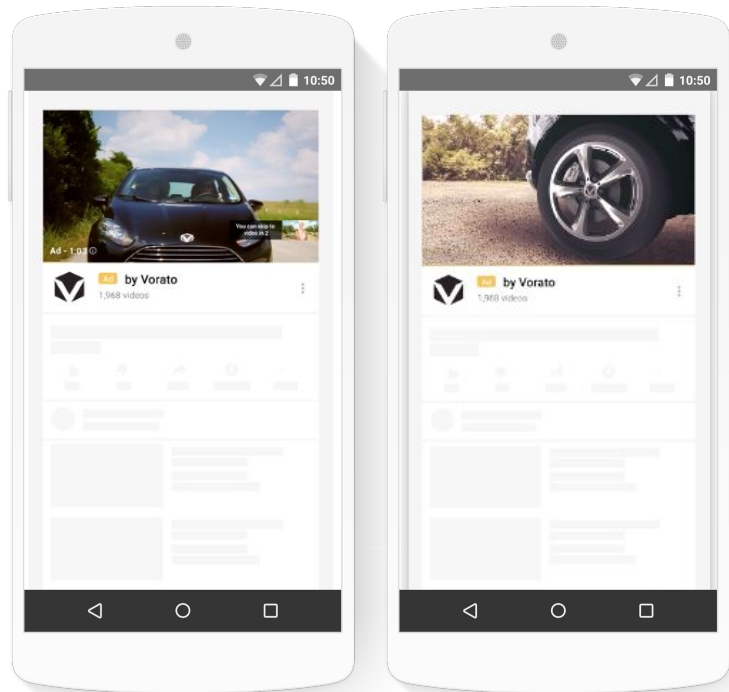
Build narrative journeys for specific audiences using Video Ad Sequencing

Bring stories to life across devices

Drive effectiveness by building for specific audiences across desktop, tablets, mobile, and TV screens. Use a single format, or a mix of formats, based on your campaign's goal.

Craft stories for audiences throughout the funnel

Break up your your creative into smaller units, and create stories that speak to each of your audiences. Use their views and skips to help dictate the next ad they see.
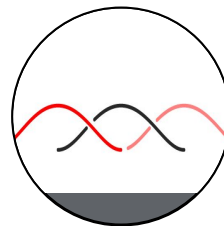
Drive impact

Sequencing drives higher Brand Lift and increased video completion rates, optimizing for users In your audience most likely to complete your sequence.
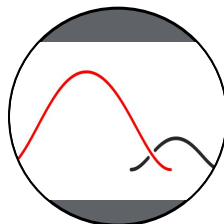
Google

Sequencing frameworks that work
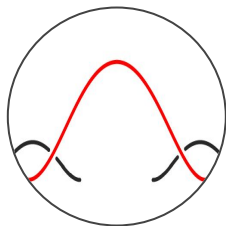
Tease, Amplify, Echo
Tease your audience with short ads, amplify with long-form, echo to spur action
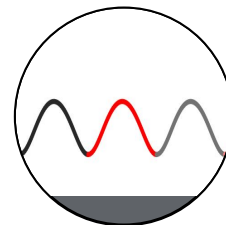
The Mini Series
Break your story into thematic chapters, told over time

The Follow Up
Serve viewers a long-form ad, followed by shorter ads reinforcing the message

The Direct Shot
Use short-form video to highlight specific uses/features

Google

GROW SHARE

Actions to take

Measurement: Set a sales goal and calculate the Google investment needed to profitably grow market share

☐ Use the Google Profitability Calculator to estimate how many Store Visits, Calls and Leads you need to drive to meet your sales goal

Search: Expand your Search Strategy to get you more conversions and reach more audiences

☐ Activate Smart Bidding to Maximize Conversions across; remember to customize campaign level conversion settings based on campaign goals

☐ Create Similar Audiences from your remarketing lists to reach new customers

☐ Use Responsive Search ads to show more more relevant messages to your customers by uploading creative and letting Google Automation determine what ad performs the best

Video + Display: Reach new customers that are likely to result in a sale on Youtube and Display

☐ Activate Google Audience Solutions (In-Market, Similar, Custom Intent & Custom Affinity) on current YouTube & Display campaigns to reach high value customers

☐ Keep customers engaged by using Video Ad Sequencing to tell your brand story

☐ Use Responsive Display ads to show more more relevant messages to your customers by uploading creative and letting Google Automation determine what ad performs the best

Google

MARKET LEADER

Goal: Use full power of Machine Learning and automation to be smarter and more profitable with every dollar.

Measurement: Compare your profitability to other marketing channels and prioritize the largest opportunities
- ☐ Use Google Profitability Calculator to compare Google ROI and profitability to other channels
- ☐ Use Google Analytics to track Store Visits

Search: Fully automate your Search Strategy to allow the Machine to drive the most profitable growth
- ☐ Bidding to Value
- ☐ Dynamic Search Ads
- ☐ Portfolio Bidding

Video + Display: Acquire new customers by deploying a dynamic video solution that surfaces your inventory and relevant offers
- ☐ Dynamic inventory and offer-based video
- ☐ TrueView for Action
- ☐ Smart Display Campaigns

Cross-Platform
- ☐ Local Campaigns
- ☐ Discovery Campaigns

Google

Understanding the complete customer journey across online and offline, and effectively engaging with these omni-channel customers is key for success.

Store Visits in Google Analytics is a new
tool advertisers can use to *gain **insights into how**
all **their online channels influence omni-channel customers**
without complex setup or loyalty card information.

Google
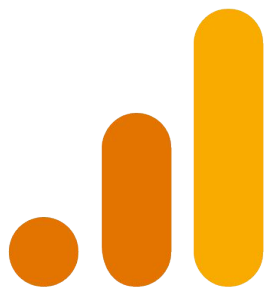
Best practices to use the Store Visits reports today

1. Understand the customer journey better i.e. not only which regions users buy the most online but also if this holds true offline.

2. Observe the impact of your advertising campaigns (across Google Analytics channels) on users actually visiting your physical store locations by leveraging the channel reports

3. Keep track of store visit rates after marketing invitations or promotions as well as for city level engagement.

Google

Designed to get you as much conversion value as possible

Simplicity

In **just a few clicks**, you can make the most of your budget while saving time, eliminating the guesswork related to setting bids manually

Performance

Drive **as much conversion value as possible** within your specified budget

Efficiency

Use Google machine learning to **automatically set bids for every single auction**, leveraging a unique and wide range of signals

Google

Top tips to know before opting into Maximize Conversion Value

- **Maximize Conversion Value aims to drive as much value as possible within your fixed budget.** If your campaign was not previously spending its entire budget, Maximize Conversion Value will spend most or all of the campaign budget once enabled, so you should set your budget at the target amount that you want to spend
- **Maximize Conversion Value does not optimize based on your ROAS metric**. If your goal is to drive conversion value within a target return on ad spend, consider using Target ROAS bidding in Google Ads
- **Metrics such as CPCs, ROAS, CTR, or CPA** may increase or decrease after opting into Maximize Conversion Value, as the algorithm's primary objective is to drive conversion value

Google

Strategies for success

Criteria	Best Practice
Clicks	We recommend campaigns have at least 20 clicks/day
Conversions	We recommend campaigns have at least 30 conversions in the last 28 days (note that there is no campaign-level requirement to opt-in). Conversions should be included in the "Conversions" column by using the <u>"Include in Conversions" setting</u>
Conversion Value	Advertisers should be tracking dynamic or static conversion values with their conversion actions
Budget	Maximize Conversion Value aims to drive as much value as possible within a fixed budget. Maximize Conversion Value will spend most or all of a campaign budget once enabled, so you should set the budget at the target amount that you would like to spend
Impression Share	Campaigns should have additional available inventory before switching to Maximize Conversion Value so that the algorithm has headroom to increase value. If a campaign is already maxing out on impression share, you can also look to add additional broad match keywords before opting into the strategy to increase available inventory if needed

Please note metrics such as CPCs, ROAS, CPA, etc. may increase or decrease after opting into Maximize Conversion Value, as the algorithm's primary objective is driving conversion value.

After opting in, we recommend allowing the strategy 7 days to learn and adjust to drive more conversion value

Dynamic Search Ads can capture additional queries and drive valuable performance

85-90%

of search terms targeted by DSA are **new and incremental search terms** not present in existing search campaigns and not covered by existing keywords

Drive Performance

Generate incremental traffic and conversions in your account

Save Time

Automatically create ads based on your website inventory to account for seasonality or changes in demand
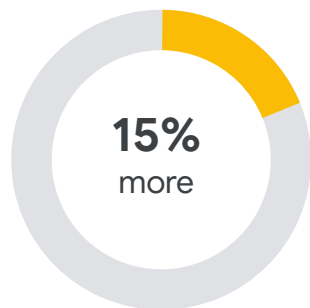
Cover More Queries

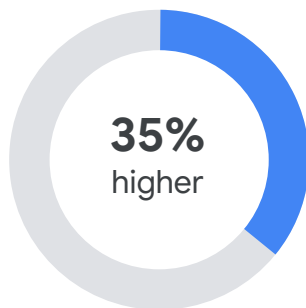Cover relevant queries that might not be captured in your keyword lists

Maintain Control

Keep control over your bids and exclusions of irrelevant traffic using the Search Terms Report
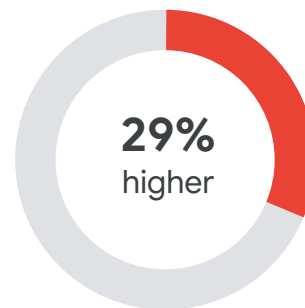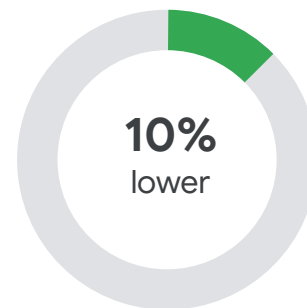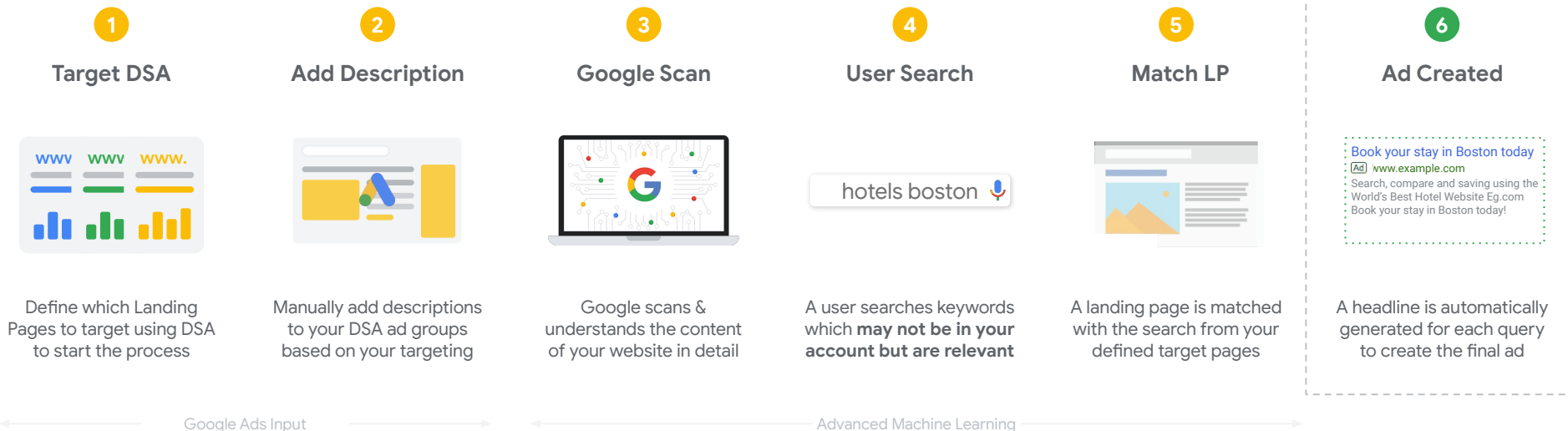
Source: Google internal data

Google

Performance impact of DSA

15%
more

Clicks

35%
higher

CTRs

29%
higher

Conversion
Volume

10%
lower

CPAs

Google

All you need is a description & a targeting definition

1

Target DSA

Define which Landing Pages to target using DSA to start the process

2

Add Description

Manually add descriptions to your DSA ad groups based on your targeting

3

Google Scan

Google scans & understands the content of your website in detail

4

User Search

hotels boston

A user searches keywords which **may not be in your account but are relevant**

5

Match LP

A landing page is matched with the search from your defined target pages

6

Ad Created

Book your stay in Boston today
Ad www.example.com
Search, compare and saving using the World's Best Hotel Website Eg.com Book your stay in Boston today!

A headline is automatically generated for each query to create the final ad

Google Ads Input

Advanced Machine Learning

Google

Recommended targeting options for DSA expansion

Page Feeds	Categories	URL is/contains
Set up a feed to customise URL targeting, creatives, and bidding at scale	Google's SEO indexing will provide logically grouped category suggestions	Target specific URLs or URL strings on your site

Page Feeds
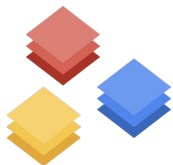
Set up a feed to customise URL targeting, creatives, and bidding at scale

✅ **Good for**

Larger websites / Advertisers familiar with feeds and DSA

➖ **Not good for**

Advertisers without resources to set up and maintain feeds

Categories
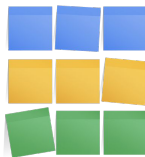
Google's SEO indexing will provide logically grouped category suggestions

✅ **Good for**

Advertisers expanding from "landing pages"/Websites organised clearly by theme

➖ **Not good for**

Non-crawlable sites

URL is/contains

Target specific URLs or URL strings on your site

✅ **Good for**

Advertisers with non- indexed sites or limited pages/Advertisers using URL is /contains for traffic optimisation

➖ **Not good for**

Implementation by itself, should be combined with broader targeting

Google

Strategies for success

- Turn on **smart bidding**

- Pair with all relevant **audiences and extensions**

- Set an **unconstrained budget** for maximum performance uplift

- **Ensure website** targeting coverage is at minimum **75%**

- Use **search terms reports** to check the performance of all auto-generated headlines and landing pages

- **Add 3+ creatives per ad group** with tailored description lines based on targeting goals

- Monitor and remove **low-performing** exact match keywords from standard search campaigns

- **Follow SEO best practices** - including creating landing page titles that read like ad copy
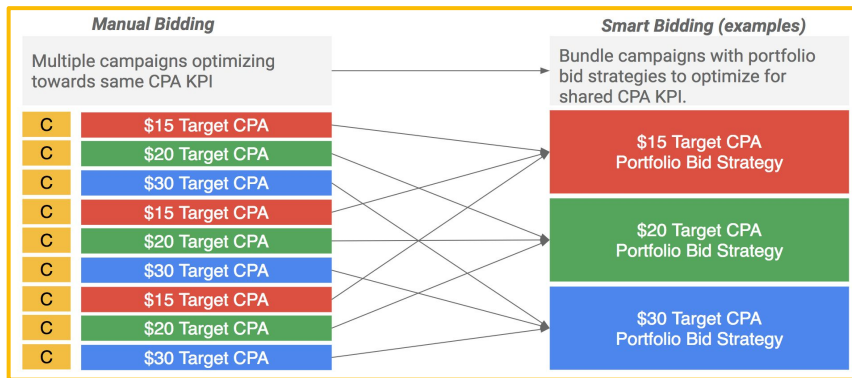

Google
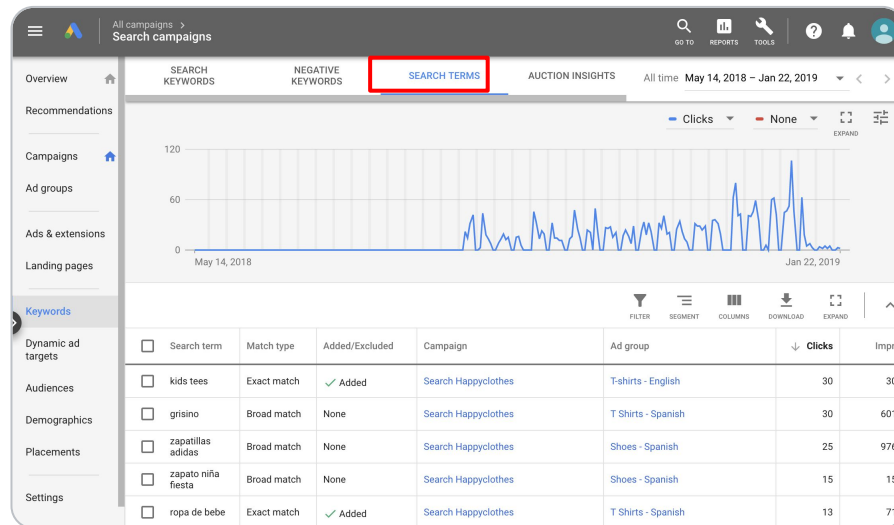
Portfolio Bidding to optimize bids across accounts via smart bidding

Use Portfolio Bid strategies when you have similar goals across multiple campaigns, and you want to efficiently share budgets to maximize performance.
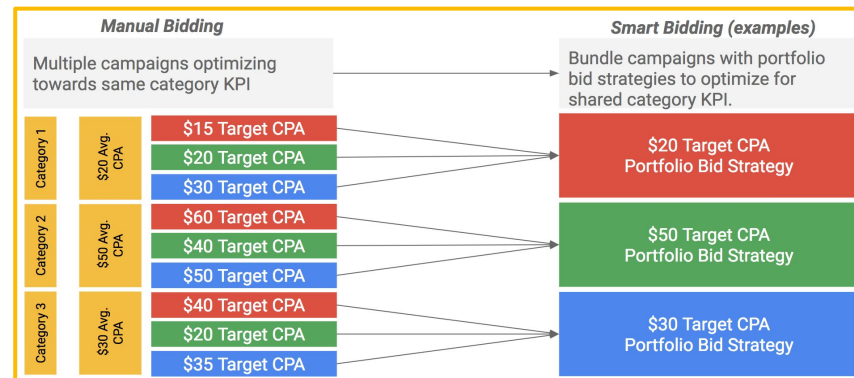
Google

Ideal campaign setup to maximize Portfolio Bidding performance

Consolidate campaigns based on shared CPA targets

Consolidate campaigns based on shared category-level targets

TrueView for Action drives actio directly to video views
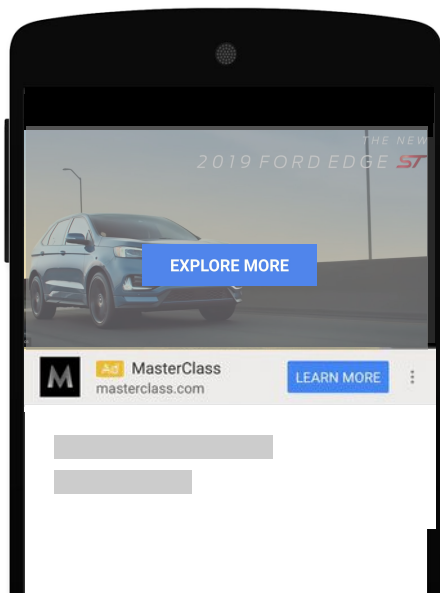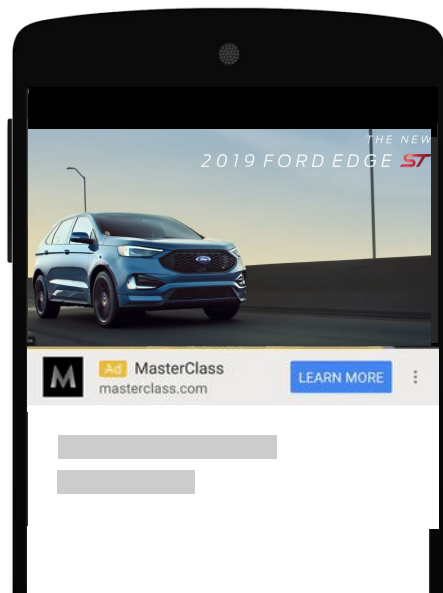
95% of auto purchasers said online video triggered them to take an action

Top 3 Actions:

Visit a dealer   39%

Locate a dealer   35%
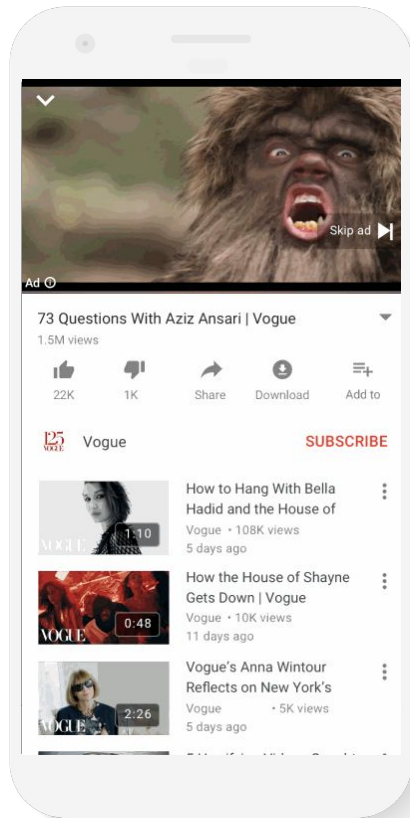
Search for more info   33%

TrueView for action

video ads with Smart Bidding:
Maximize Conversions & Target CPA

automatically optimize to Maximize conversion volume within budget or meet desired CPA

73 Questions With Aziz Ansari | Vogue
1.5M views

👍 22K   👎 1K   ↗ Share   ⬇ Download   ☰+ Add to

Vogue   SUBSCRIBE

How to Hang With Bella Hadid and the House of
Vogue • 108K views
5 days ago
1:10

How the House of Shayne Gets Down | Vogue
Vogue • 10K views
11 days ago
0:48

Vogue's Anna Wintour Reflects on New York's
Vogue   • 5K views
5 days ago
2:26

Drive clicks right from TrueView for action video ads.

- Customizable blue action button (10 character limit)

- Auto-generated clickable end-card shows for 5 sec after video completes

- Skippable ads of any length (skip button appears after 5 seconds)

Google

beta

lead form extensions

for TrueView for action

Drive leads in a privacy safe way from your video ad
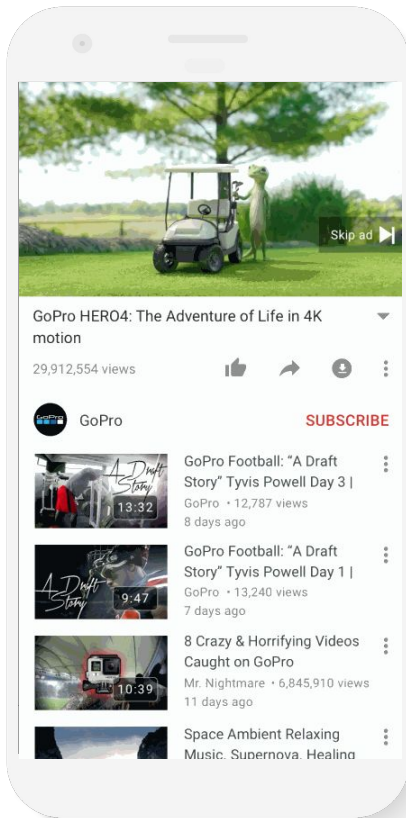
Drive leads directly from video ads

- Form fill options include name, email, phone number, and zip code (any combination)

- User information is pre-filled when available (logged-in user base)

- Skippable ads of any length (skip button appears after 5 seconds)

- Smart Bidding: Target CPA & Max Conversions

Google

Strategies for success

✓ Use Google Ads Web Conversion Tracking and optimize for a light conversion event such as a site visit

✓ Use Maximize Conversion bidding

✓ Set a daily budget that is at least 10x the expected CPA of your campaign. Consider a budget that is 20x your Display CPA or 30x your Search CPA if you're not confident in expected CPA

✓ Start with campaigns for Custom Intent and Remarketing.

✓ Run multiple creative variants (at least 5 if possible, changing up call to action button, headline text or core video asset) following these tips:

Have a clear call-to-action
Use clear phrases such as:
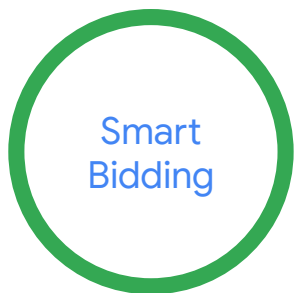'Learn more,' 'Sign-up,' or
'Buy Now.'

Front-load your offer
Hook attention in the first 5 to 10 seconds with a problem-statement and how your product or service solves it.
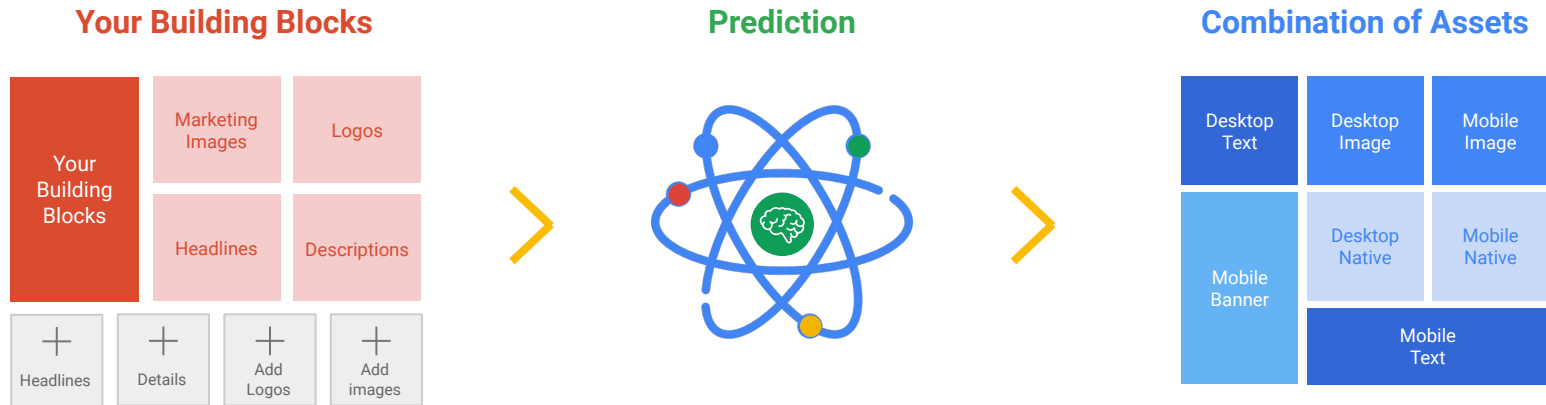
Repeat what you're offering
Repeat the call-to-action and ensure it's echoed in the voiceover & superimposed graphics.

Google

Smart Display

- Drive performance on the GDN by using the power of Google's machine learning
- Reach people at all stages of the buying cycle
- Minimize guesswork and spend less time on campaign management

Smart
Bidding

Automatic
Targeting

Automatic
Creatives

Built for simplicity and transparency

Google

Smart Display Ads: creative testing & optimization

Your Building Blocks

Your Building Blocks	Marketing Images	Logos
	Headlines	Descriptions

+ Headlines	+ Details	+ Add Logos	+ Add images

Prediction

Combination of Assets

Desktop Text	Desktop Image	Mobile Image
Mobile Banner	Desktop Native	Mobile Native
	Mobile Text	

We do creative testing across billions of combinations for you.

Uses multiple machine learning modules (asset selection, colour extraction, auto-fitting, etc) to generate the right message to the right user across desktop, mobile; image, native and text inventory

Google

Setting up for success

Set Your Budget

Set a daily budget that is >20x the Target CPA bid. This provides the campaign sufficient bandwidth to explore at all hours of the day. Use your CPA bid to control volume.

Set Your Bid

Bid based on the amount you're willing to pay for a conversion. Given that Smart display provides more mid-funnel targeting, we recommend a bid that is also reflective of the price you're willing to pay to acquire new customers.

Maximize Your Creatives

Maximize usage of the creative template. Include as many assets as possible: 5 headlines, 5 description lines, 15 marketing images, and 5 logos. Only use new templates to introduce new creative pairings or asset combinations.

Wait Before Acting

Allow the campaign 1-2 weeks to ramp-up and stabilize with minimal changes. Wait 4 weeks before assessing overall performance and results.
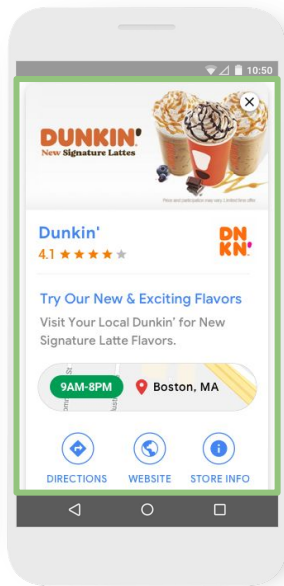
Optimize Your Campaign

Adjust your CPA bid no more than once per week and in increments of 10-20% to minimize volatility. Review creatives on a weekly or bi-weekly basis: remove 'low' performing assets from your creative template and replace with new assets.
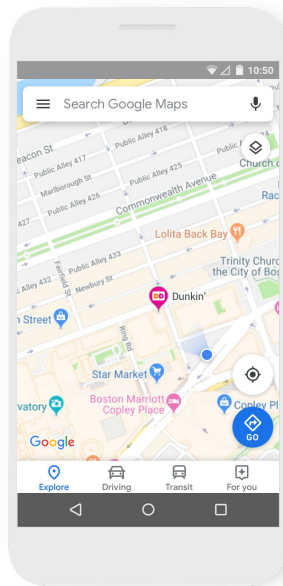
Google

Use Local Campaigns to drive visits by showcasing your locations across Google
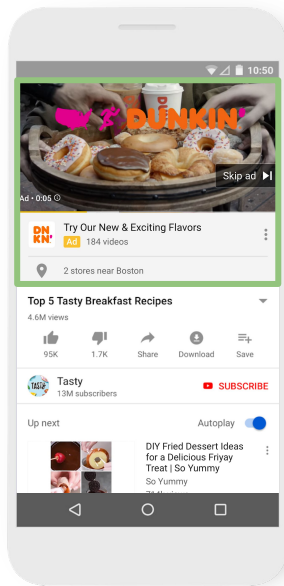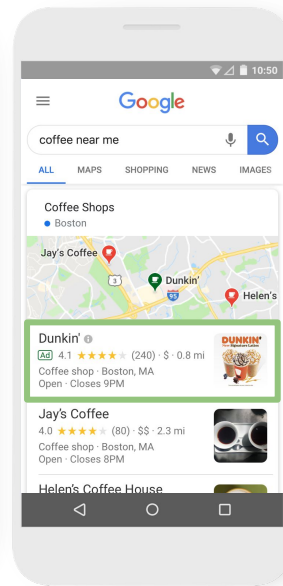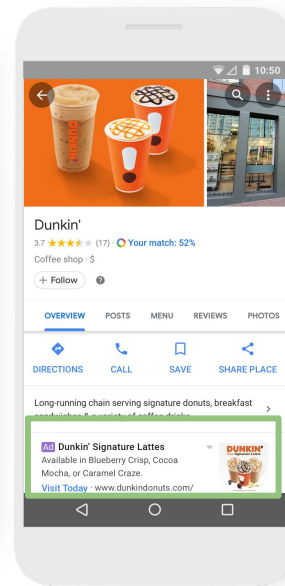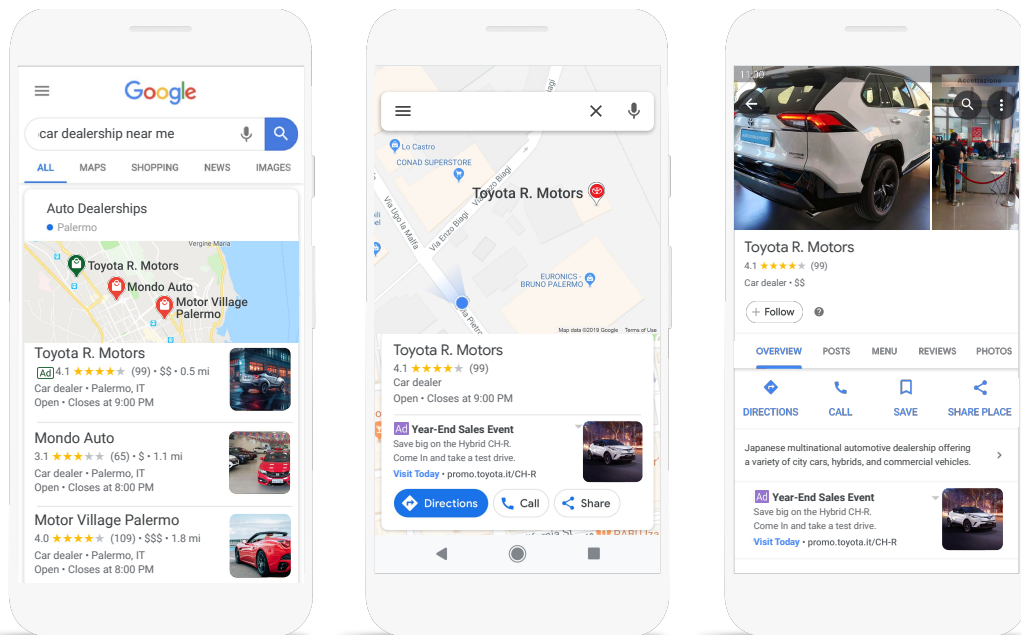

YouTube

Display

Maps

Search

Business Profile

1 Set of assets with 1 goal: Drive dealer visits

A few pieces of ad creative
Logo, video, image, headline, call-to-action

Google takes care of the rest...

Google

Drive ready-to-buy actions (calls, directions) with Local Campaigns for Local Actions

Created for dealers that can't track store visits

Drive as many **clicks to calls and directions** as possible within your specified budget

Algorithms **continually learn from your conversion data** to ensure bid accuracy

Achieve **maximum reach with minimum effort** and run ads across Google Search, the Google Display Network, Youtube, Google Maps and the Business Profiles

Google

Strategies for success

Start Early
- Longer campaign duration means **more time for learning & reporting** (30 days is the recommended minimum)

Manage Holiday Peak Periods
- Best practice is to **adjust creatives or budget** within a longer-running campaign
- For **burst campaigns** schedule early (for policy review) **& consider the caveats**:

Identify Location-Specific Goals
- Some business goals require targeting Local campaigns to a subset of locations (**store-specific budgets, creatives, unique services**, etc)
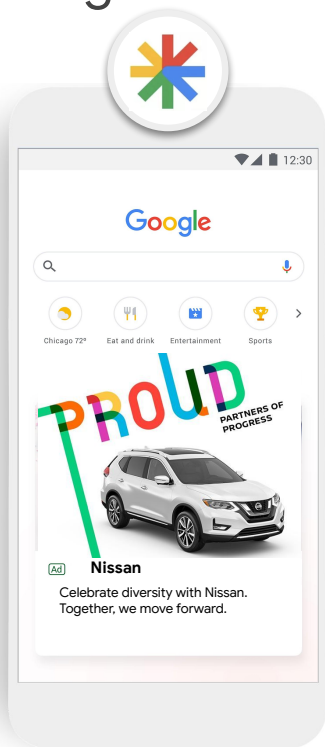
Use Multiple Ad Groups
- Keep assets separate that that can't be mixed & matched (i.e. different product offers)
- Pre-schedule or rotate promotional messaging

Google

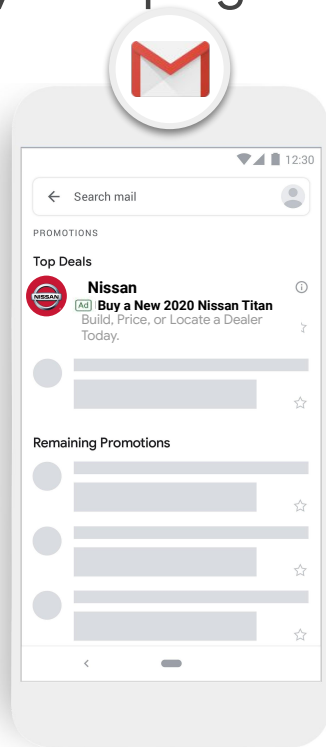# Create high reach, high performing ads with Discovery Campaigns
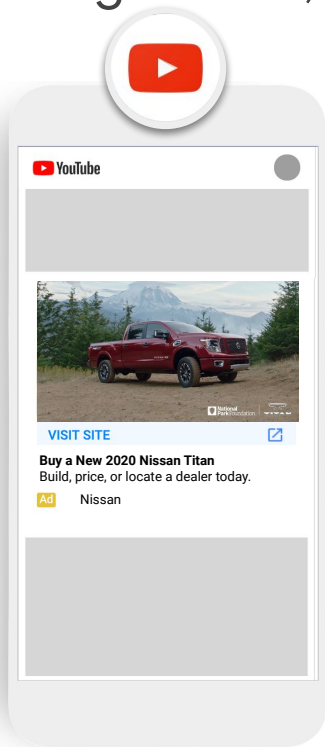
YouTube Feed
Open the YouTube app. The YouTube feed surfaces on the Homepage and Watch Next.

Discover Feed
Open the Google search app. The Discover feed surfaces just below the search box.

Gmail Promotions
Open Gmail (any device), navigate to the Social & Promotions tab.

Google

Discovery Campaigns: Simple, Scalable & Smart

Simple

Utilize existing assets from campaigns on social platforms and implement seamlessly.

No *new* creative needed.

Scalable

Drive more conversions across key properties -- YouTube, Discover, and Gmail.

...with one single campaign.

Smart

Best-in-class automation combines Smart Bidding, native formats, and Google-only audience signals.

Quickly scale and drive better performance over time.

Delivering ROI Seamlessly

Google

Connect with consumers in the moments they are open to discovering you

✔

Rich and relevant creative

Inspire consumers with an open canvas showcasing your brand or products in a swipeable image carousel, rendered natively across each Google property.

✔

Results

By combining this incredible reach and creative canvas with Google's understanding of intent, you can be confident you're anticipating what your customers want and delivering the results you care about.

✔

Unmatched reach

Reach hundreds of millions of people across the YouTube home feed, the Gmail Promotions and Social tabs, and the feed in Discover using a single campaign.

Ideal for advertisers interested in:

✔ Extending the reach of remarketing campaigns

✔ Lead generation

✔ New customer acquisition

✔ Driving efficient website traffic

✔ Driving sales for a subscription service or limited set of products

Google

Strategies for success

RECOMMENDATION	STRATEGY	TIMING	OPPORTUNITY	Target CPA	RESULTS
Discovery Campaigns	Automotive Target: Google In-market, Custom Intent and 1P Customer Match audiences	1 Month	$250K	$25	1.25M clicks 10k conversions

1

Build effective creative

Upload high-resolution lifestyle imagery (at least 1200x628) that showcases your brand. Use the description and call to action text fields to include a clear CTA.

2

Reach the right audiences

Group audiences with similar goals in the same ad group. Successful campaigns start with Remarketing, Custom intent, or In-market audiences and grow from there.

3

Give your campaign time to deliver positive results

Choose a daily budget you're comfortable running at least 2-3 weeks; we recommend daily budgets at least 10 times the value of your target CPA bid. Wait for 40 conversions before making any changes.

4

Track and measure performance

Enable conversion tracking to see how effectively your ads are driving valuable customer activity, such as website clicks and high value actions.

Google

MARKET LEADER

Actions To Take

Measurement: Compare your profitability to other marketing channels and prioritize the largest opportunities

- ☐ Use Google Profitability Calculator to compare Google ROI and profitability to other channels
- ☐ Use Google Analytics to track Store Visits not only in Google Ads but for all customers that visited your site

Search: Fully automate your Search Strategy to allow the Machine to drive the most profitable growth

- ☐ Tell Google the $ value of your most profitable conversions and let Smart Bidding optimize to that value
- ☐ Target customers who have visited your inventory pages on site using Dynamic Search Ads with page feeds
- ☐ Use Portfolio bidding to share budgets and optimize across accounts

Video + Display: Acquire new customers by deploying a dynamic video solution that surfaces your inventory and relevant offers

- ☐ Customize your Video campaigns with Dynamic inventory and offer-based video
- ☐ Drive form leads and website engagement from your video ads with TrueView for Action
- ☐ Use Smart Display Campaigns to fully automate targeting, bidding and ad creation on the Google Display Network

Cross-Platform

- ☐ Use Local Campaigns to activate Google Ads from one campaigns across Google's largest properties
- ☐ Get exclusive reach across YouTube, Gmail and Discover with a single ad campaign using Discovery Campaigns

Google

Appendix

Google

Product List

Dealer Guidebook 1.0	Fair Share	Grow Share	Market Leader
Measurement ● Conversion tracking ● Link Google Ads & Google Analytics ● Google My Business ● Dealer Opportunity Explorer **Search** ● Keyword coverage ● Structure accounts and campaigns based on Micro Moments **Video + Display** ● Market-based creative ● TrueVIew ● Video ad extensions ● Google Display ● Gmail ads	**Measurement** ● ROAS calculator to measure ROI ● Non-last click attribution **Search** ● Remarketing List for Search Ads ● Customer Match **Video + Display** ● YouTube Display & TrueVIew Remarketing ● Customer Match ● Dynamic Display remarketing	**Measurement** ● Use the calculator estimate the number of leads, SV needed reach goals **Search** ● Smart bidding to max. conversions ● Responsive Search **Video + Display** ● Audience solutions ● Video ad sequencing ● Responsive display	**Measurement** ● Compare Google ROI to other channels ● Use GA to track SVs **Search** ● Dynamic Search Ads ● Portfolio Bidding ● Bid-to-value **Video + Display** ● Dynamic inventory and offer-based video ads ● TrueView for Action ● Smart Display campaigns **Cross-channel** ● Local campaigns ● Discovery campaigns

Google