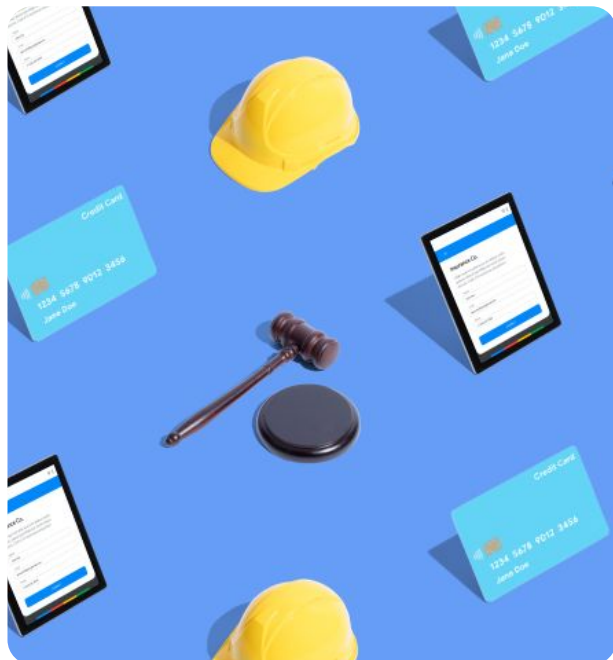


Google Ads

Think Lead Gen

OCTOBER 9, 2024

Turn prospects
into **profit**



Watch

the keynote
on-demand

Lead generation **path-to-profit**



STEP 01

Map your customer journey

INSIGHT

Aligning your marketing funnel to your business objectives ensures you're driving the right kind of leads, not just any leads. Quantify the value of each stage to maximize impact.

SOLUTIONS TO EXPLORE

- ✓ • Map each customer touchpoint from lead to sale (online and offline).
- Assign a value for each [conversion action](#).
- Identify a lower-funnel conversion action to bid against.



STEP 02

Integrate your first-party data

INSIGHT

First-party data provides a complete view of your customer journey, including valuable offline interactions. Importing first-party data provides deeper understanding of your lead funnel, insights to support stronger investment decisions, and stronger campaign performance when paired with AI.

SOLUTIONS TO EXPLORE

- ✓ • Collect and connect your online first-party data with the [Google tag](#) and [enhanced conversions](#).
- Import your offline data into Google Ads in a privacy-safe way using [enhanced conversions for leads](#).
- Consolidate and simplify your data management with [Google Ads Data Manager](#).



STEP 03

Unlock the power of your data with Google AI

INSIGHT

First-party data powered AI solutions help you build stronger relationships across the funnel to convert high-quality leads and generate new demand to drive sustainable growth.

SOLUTIONS TO EXPLORE

- ✓ • Use AI-powered solutions in Search, like [broad match](#) and [value-based bidding](#) to convert with more high-value prospects.
- Maximize your reach, create new customer connections, and scale your business results with [Performance Max](#) and [Demand Gen](#).
- Create compelling text and image ad variations in seconds using [generative AI creative tools](#).

Think Lead Gen's top 5 takeaways



Craft **relevant customer journeys that convert**

- It's not just about individual touchpoints; it's about **orchestrating a seamless experience across the entire customer journey**. Consumers narrow their consideration to one or two brands; to win the customer, make sure your messaging and creative strategy reflect that unique value proposition, validate the quality, and showcase your unique benefits and features.
- Navigate the complexities of the modern consumer by **identifying key touchpoints**, understanding **customer intent** at each stage, and **tailoring your messaging** accordingly.



Maximize profitability by **optimizing for value, not just volume**

- Move beyond leads to value. By **mapping your customer journey and assigning values to each step**—from the initial lead all the way down to the sale—you can tell Google Ads the true value of your leads and customers. This empowers you to optimize your campaigns to **attract high-value customers and drive the most profitable outcomes**.



Own your data, **own your future**

- Take control of your customer journey with **Google's first-party data tools**: Connect online and offline interactions using **enhanced conversions for web** and **enhanced conversions for leads** to gain a complete view of your customers.
- This unlocks the power of Google AI to optimize for **profitability, achieve greater scale, optimize bids, and convert high-value prospects** while nurturing customer relationships throughout the entire funnel and driving sustained growth.



Use data to fuel your **business growth**

- By implementing tools like **AI-powered solutions and robust first-party measurement strategies**, you can optimize your marketing dollars for maximum impact on key KPIs to drive strong business outcomes across the funnel.
- We've **harnessed the power of AI to develop new products and evolve our existing ones**, making them easier to implement, with the goal of helping you turbocharge your growth and unlock a new level of data-driven storytelling for your leadership team. Start viewing your lead generation marketing efforts as a strategic **vehicle for profitable growth aligned with your business goals**.



Unleash the **power of AI** to transform your marketing

- Faced with the challenge of creating hyperlocal advertising that resonated with diverse audiences, **PODS turned to Gemini** to generate thousands of unique ad copies, each **perfectly tailored to their target audience**.
- By training it on a vast amount of data, including marketing reports, customer reviews, and even podcasts, they unlocked a creative solution: "**containers-as-billboards**." This allowed them to generate 6,000 unique ad copy lines, each tailored to the specific neighborhood and context in which it appeared. This **AI-powered approach** amplified their **brand voice** and enabled them to **connect with customers on a deeper level, driving significant increases in lead volume and quote requests**.
- PODS' **success story** is an inspiration, showing how **AI can help businesses overcome marketing challenges and achieve breakthrough results** by unlocking creative solutions that were previously impossible. Work with your Google team for support on where AI can help you scale or save time.

Industry insights

Changing consumer behavior



63%

of US consumers agree that making **the right purchase decisions** **requires more effort** than it used to.¹

Provide the right information whenever and wherever they need it, giving them the confidence to choose your brand.

3.2x

Purchase confidence is **3.2X higher** among consumers who feel they found **relevant information**.²

Show your customers you understand both their interests and needs.



The **top three characteristics** that consumers look for when determining if a product/service is relevant to them include **quality** (53%), **desired benefits & features** (47%), and **value** (47%).³

New advertiser insights



Marketers are also seeking **quality & value** for their business:

70%

of US lead gen advertisers say that an **increased focus on profitability** is driven by **changes in consumer behavior**.⁴

73%

of US advertisers with lead generation objectives who adopted a high-value strategy say **Google outperforms Social platforms** in driving **high-quality leads**, and **74%** in driving a **large quantity of leads**.⁵

49%

of US lead gen advertisers plan to implement lead **nurturing campaigns** to build relationships with **high-value leads**, and **42%** plan to **use AI** to generate high-value leads in the next 12 months.⁶

Source: [Google AI-powered Advertising Solutions - Growth Formula](#)

¹ Google/Ipsos, 2024 Consumer Survey, US, Mar 2024, n=1000 online shoppers 18+ ² Google/Ipsos, AU, BR, CA, FR, DE, IN, IT, JP, MX, NL, SG, KR, ES, TW, TH, U.K., U.S., VN, The Relevance Factor, found very relevant information (n=4,589), did not find relevant information (B2B) (n=2,903) online shoppers 18+, March 2024 ³ Google/The Behavioural Architects, First party data in the messy middle, Apr 2024, n=5,000 (n=500 in each category), in-market purchasers for 10 categories (car insurance, dog food, hotels, laptops, long-haul flights, mattresses, mobile networks, moisturizer, running shoes, SUVs), US ⁴ Google/Advertiser Perceptions, Driving Profitable Growth Lead Gen Study, US, n=350 lead gen advertising decision-makers spending \$50K or more annually on lead gen advertising, Fielded May 13 - June 5, 2024 ⁵ 49% of US lead gen advertisers plan to implement lead nurturing campaigns to build relationships with high-value leads, and 42% plan to leverage AI to generate high-value leads in the next 12 months. ⁶ Google/Advertiser Perceptions, Balancing Lead Value & Volume Lead Gen Study, US, n=1150, lead gen marketers spending \$75k or more annually on lead gen advertising, US advertisers, Fielded August 2024

See the full lead gen formula at

g.co/growthformula

Featured customers

FASTSIGNS

Scaling lead generation with Performance Max & AI

A global leader that specializes in customized signs and graphics products, FASTSIGNS needed simplified campaign management for their 700+ franchise locations.

CHALLENGE

FASTSIGNS sought to increase their visibility and reach among high-quality prospects across multiple channels, including video.

SOLUTION

Performance Max with lead generation goals

By consolidating campaigns into a single, AI-powered solution, FastSigns empowered its franchises to effectively reach their target audience without the complexity of managing numerous campaigns.

With the help of their partner, Scorpion, FASTSIGNS rolled out Performance Max at scale, tailoring campaigns to each franchise's location. Google AI intelligently allocated budgets across channels, optimizing for maximum effectiveness.



CUSTOMER IMPACT

20%

surge in leads

13%

decrease in **cost per lead**

 **beehiiv**

Achieving 10x revenue growth with Google AI

A rising star in the competitive email marketing space, Beehiiv set an ambitious goal to achieve **\$20M in revenue** in their first year. To succeed, they needed to drastically increase new user acquisition and conquest customers from competitors. This required a delicate balance of reach and precision.

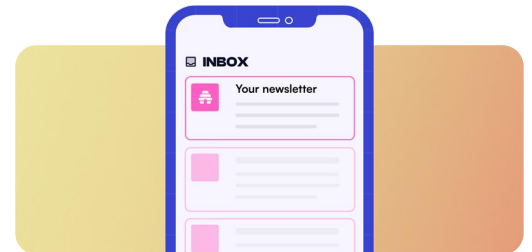
CHALLENGE

Reaching their niche audience of newsletter monetizers — both individual creators and enterprise businesses — in a crowded market.

SOLUTION

Performance Max & Demand Gen

Beehiiv leveraged AI-powered solutions to overcome keyword limitations and connect with high-value prospects across the entire customer journey.



CUSTOMER IMPACT

1400%

increase in leads since starting with Google Ads

\$1M MRR

achieved in just one year, representing a **10x growth** since partnering with Google