



## Conversion lift based on geography

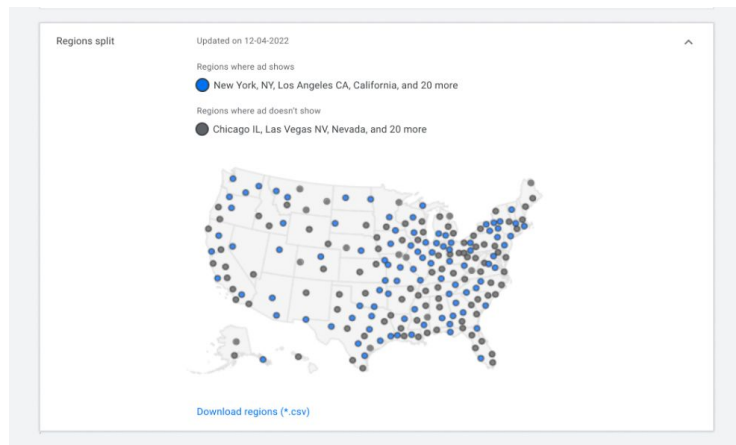
**Google's lift measurement** enables advertisers to run controlled experiments to measure the causal, incremental effects of your Google marketing campaigns, in a turnkey and privacy centric way

*A randomized controlled experiment is the gold standard to measure the causal effects of media. Retailer JYSK ran a Geo Experiment to measure Performance Max and saw a 3% incremental lift in sales and 7.7 incremental ROAS.*



## Conversion Lift based on geography **benefits**

- ⌚ Geo-based Conversion Lift enables you to understand how many incremental conversions are driven by your media investment
- ⌚ Leverage the new self-service UI to randomly split geography and get reporting based on the difference in performance of both groups
- ⌚ Find the flexibility you need, you'll be able to run experiments across multiple channel and use your Google ads data sources as well as your own CRM data



## How do I get started?

*Work with your account team to see if your eligible for this beta and define your testing hypothesis*

Sign up your account for the beta. **Define your testing goals and outcomes.**

Set up the study in the Lift Measurement UI in **less than 5 minutes.** Review your design and geo-splits.

We will implement the geo diversion automatically (**no location changes / campaign edits needed**)

After selected period of time, get reporting from your account team or directly from UI (**coming in beta soon!**)



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### First time working with incrementality?

1. Anchor to business outcome: Partner with your company finance team to define marketing goals that translate into **business outcomes**.
2. Design Plan: Work with your Google Account team to define an **evidence based approach to testing** that optimizes toward your business outcomes.
3. Define Roles: Assign roles and responsibilities to make your testing plan successful and accountable.
4. Test and Iterate: Establish clear hypothesis, secure testing outcomes, and iterate based on the results.



### How do I decide if I am a good fit?

The lift measurement UI offers different types of test that are align to specific marketing goals. Find out from your account team which test is best suited for your campaign objective. Geo-based conversion lift is most suited for:

- ✓ **Measure incremental value:** Care about measuring value-based incrementality results like purchases.
- ✓ **Transparency:** methodology is available externally, transparency into geo-split and design.
- ✓ **Data source:** Need flexibility with the data source being able to leverage Google Ads tag, Firebase, DV360 Floodlight or bring your own data.
- ✓ **Cross-channel testing:** Looking to understand the incrementality of 1 specific channel or combinations such as Pmax+Search campaigns.



### Before you get started

Confirm with your Google account team that best practices are implemented.



### Conversion Lift based on geography **set up best practices**

- ⌵ Conversion tracked with gtag or firebases and send value via dynamic value.
- ⌵ Choose a conversion action that has enough volume but will be useful to make business decisions afterwards.
- ⌵ If you don't have a define conversion value use manual average order value to input proxy value
- ⌵ Include all the campaign types that are targeted to a similar audience and/or have similar creatives
- ⌵ Set up your study for success using creatives with clear call to action, value based bidding and DDA as you attribution model