

# Lead Generation

A complete guide to generating high-quality leads at scale with Google

## Now is the time to rethink your lead gen strategy

Learn how with our latest  
Ads innovations



**Brett Goffin**  
Director, Lead Generation, US

As we look to the second half of 2020, we know it's the right time to rethink the lead generation rulebook. We have to move away from prioritizing lead volume or lead cost to focusing on the value of each lead with the help of stronger data and more advanced automation.

The pace of change has accelerated, permanently. COVID-19 has fundamentally changed what consumers and businesses want and need. Users are more comfortable than ever doing things digitally, and they're looking for brands to engage with them at every stage of their journey.<sup>1</sup> The back and forth between online and offline touchpoints can make it hard to connect the dots between leads from your ad campaigns and final sales. At the same time, the industry move away from third-party cookies will shift the way marketers measure their results.

It's more urgent than ever to invest in the final sale, not the lead. Sophisticated advertisers are making fundamental changes to pivot away from traditional lead acquisition to intelligent lead quality, setting themselves up to capture growth opportunities in real-time. Telemedicine company K Health coupled its first-party data with automation to rapidly scale its affordable healthcare services to four million Americans at a critical time. As consumers opted for local road trips over air travel, RV rental companies like RV Share used insights and automation to quickly capture this new trend in real-time.

Automation is the best way to turn more leads into sales in a dynamic market. It's not enough to upscale your product or expand into new channels. To drive growth today, you have to capture demand dynamically. How? Our automation solutions use billions of combinations of signals to serve what matters to consumers in real-time. When you couple this privacy-protected data with the first-party data you've earned in building relationships with your own customers, you hold a significant business advantage: maximizing reach of your most profitable customers. Companies that integrate first-party data sources and activate them achieve up to 30% in cost savings and 20% increase in revenue.<sup>5</sup>



**88%**

of US consumers **favor brands that provide helpful information at every stage**, from research to purchase.<sup>2</sup>



**1 in 3**

customers would rather buy from a company that **provides a wide range of ways to reach them**—like web forms and calls.<sup>3</sup>

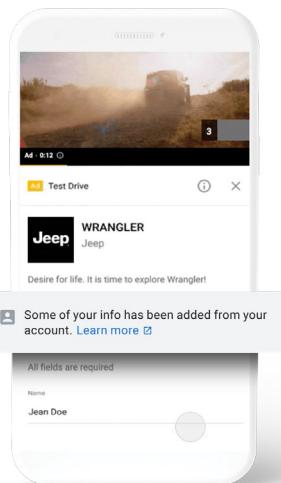


**32%**

In June, 32% of U.S. consumers **shopped online with a brand they hadn't before** COVID-19.<sup>4</sup>

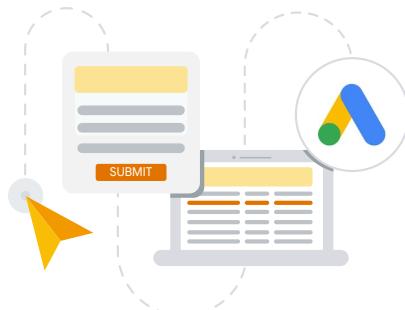
## Google has invested in new product features to help you generate high-quality leads, faster.

Our latest product innovations will help you achieve two key goals:



### Generate high-quality leads with updated lead gen ad formats

With **lead form extensions**, you can now show a lead form directly in your ad. The extension is an easy way for you to ask people to share relevant information before they visit your site. Lead form extensions are now available across the Google product suite (Search, YouTube, Discovery, and Display launching later this year).



BETA

### Turn more leads into sales with updated measurement solutions

We're making it easier for you to import **offline conversions** just by using the information people have given you in your lead form - like an email address. As a result, clients no longer need to modify their forms or CRM systems to use offline conversion tracking.

Google can help you accelerate what matters and guide your digital transformation. Integrate your online and offline consumer signal data, and activate your data with automation to generate high-quality leads that convert in a dynamic market. Be ready for what comes next.

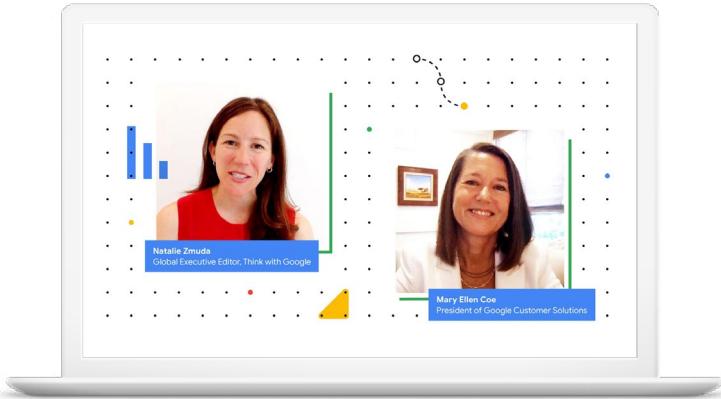
Learn more about these product innovations [here](#), and read on for the latest insights, tools, and resources.

# Find inspiration from best-in-class marketers

## Use automation to capture new growth opportunities in real-time

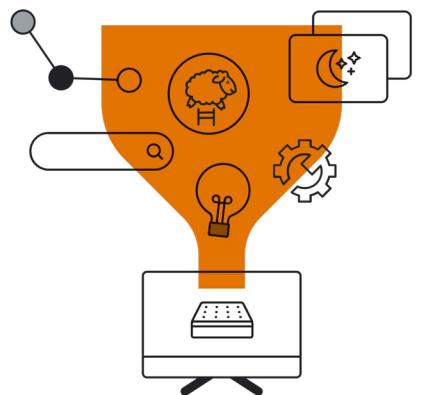
### Three principles for lead gen excellence from the President of Google Customer Solutions

Mary Ellen Coe, President of Google Customer Solutions, shares how the successful advertisers she works with are using signals and automation to create strategies that generate high-quality leads and drive business outcomes.



### Three ways Sleep Number made the leap to online leads – and closed the sale

Josh Peterson, Senior Director of Digital at Sleep Number Corporation, shares three of the principles it used to drive triple-digit growth in ecommerce revenue during the pandemic with a lead gen strategy.



#### Key takeaways

- ✓ **Revisit strategy fundamentals.** Use automation to make sure your keyword, audience, and creative strategies keep up with rapid changes in consumer behavior.
- ✓ **Adopt a holistic measurement strategy.** Lead gen involves complex individual journeys with a lot of touchpoints. Track what happens offline (closed sales) and use those insights to build a picture of what the high-purchase intent customer looks like. Use this information in combination with automation to ensure your bidding strategies find customers who have strong intent to purchase.
- ✓ **Embed a test-and-learn philosophy.** Keep up with changing consumer demand by testing new ad formats, like enabling customers to connect with you directly from your ad through new efficient, user-friendly formats.

#### Key takeaways

- ✓ **Make it really easy for customers to connect with you.** Sleep Number redesigned its website to make it easy to request callbacks, increasing its online, chat and phone sales by 200% compared to Q2 of last year.
- ✓ **Evolve the way you show up.** Without physical stores, Sleep Number tested new campaigns and ad formats to identify the right message for the right customers.
- ✓ **Connect online and offline worlds.** Streamlining its online and offline customer experiences and combining that data – phone chats, online interactions, home sales, in-store appointments – with campaign data helped Sleep Number think beyond the lead and understand what customers really need in the moment.

# Make the most of your ads investment

Use this framework to guide your lead generation marketing strategy

## STAGE 1



### Focus on the fundamentals

Start by refreshing the basics. Be discoverable to people who are interested in your products or services and are more likely to become your customers.

## STAGE 2



### Generate high-quality leads

Grow your customer base with lead gen ad formats that make it easy and seamless for high-potential customers across all of Google's platforms to express interest in the moment via phone call or form.

## STAGE 3



### Turn more leads into sales

Improve the quality of your leads with automation – it'll adjust to changing customer needs in real-time and drive growth by finding more customers who are more likely to convert.

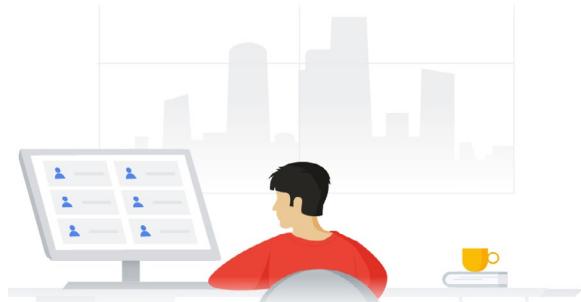
Learn about each stage with our latest product deep dives



#### STAGE 1 Focus on the fundamentals

### Learn the basics for driving quality leads with Google Ads

In this Skillshop learning path, you'll discover the foundational tools and strategies you can use to drive quality leads and reach your business goals.



#### Key takeaways

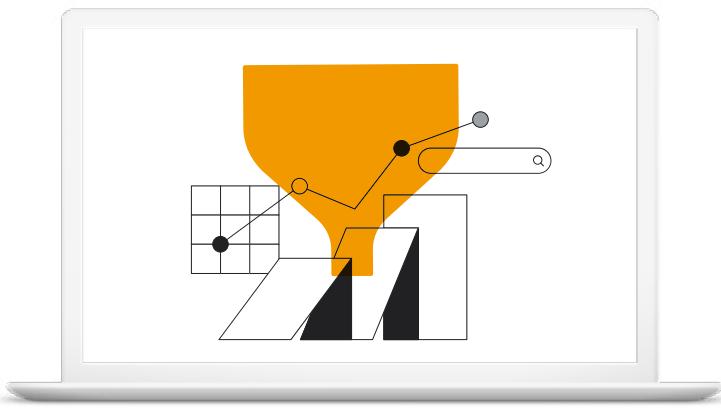
- ✓ Successfully measure your business goals with helpful tools like conversion tracking to evaluate your campaign results and take action.
- ✓ Meet your performance goals target volume with relevant ads, correct messaging, and impactful creatives.
- ✓ Reach valuable customers in Search and Display, connect with your audience on YouTube, and analyze and optimize your campaigns with conversion data to drive higher-quality leads.



## STAGE 2 Generate high-quality leads

### Learn about the latest lead gen ad formats on Google

In this new session, Google product experts discuss how to find qualified leads using lead-focused ad formats that span across the Google ecosystem, including call ads and lead form extensions.



#### Key takeaways

- ✓ Use lead form extensions in Search, YouTube, Discovery and Display to capture interest or drive signups. Have those leads delivered in real-time by integrating Google Ads directly with your customer relationship management (CRM), or use the new Zapier integration for an easier set up.
- ✓ If your business values a direct human connection, sells complex products, or needs help to drive online transactions, use call ads to drive higher quality leads. Imported call conversions will let you track the most valuable call outcomes to improve your Google Ads strategy.

## ROADMASTER DRIVERS SCHOOL

Roadmaster Drivers School, a truck driving training company, was looking for a way to achieve a higher volume of qualified leads – potential students looking for new career opportunities – at a lower cost-per-acquisition (CPA). Roadmaster began testing lead form extensions on its Search campaigns in key markets, allowing it to streamline its conversion process and capture demand for potential students. Search has become Roadmaster's largest source of lead generation across all media – after implementing lead form extensions, it saw a 300% increase in conversion volume and a 50% decrease in CPA.

**+300%** increase in conversion volume

**50%** decrease in CPA



Lead form extensions have created a tidal shift in our KPIs, strengthening our conception of Google Search as an effective growth channel. The improvement in performance has enabled us to now increase our growth goals.

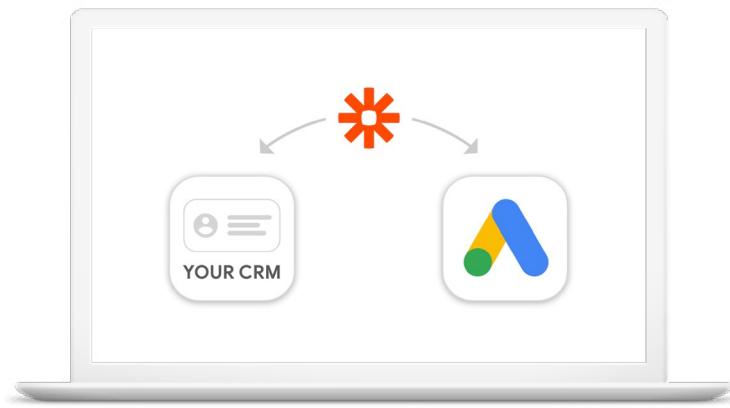
Andrew Penn  
Marketing Project Manager,  
Roadmaster Drivers School



### STAGE 3 Turn more leads into sales

## Learn how to integrate your offline customer data with Google Ads

In this session, Google product experts walk you through how to implement offline conversion tracking using Zapier, a third-party online automation tool, so you can refine your lead quality using your company's own signals.



### Key takeaways

- ✓ You can measure important steps of the customer journey that happen offline like closed deals or phone sales by importing those conversion actions directly into Google Ads with offline conversion tracking.
- ✓ Zapier makes it easy to import these offline conversions and significantly reduces the technical work needed to connect your CRM to Google Ads.



Fattmerchant is a tech company that provides payment processing to merchants of all sizes. It used Zapier's automation tool for Google offline conversion tracking to measure which campaign strategies were generating more sales-qualified leads (SQLs) from its CRM. The setup took under ten minutes, and enabled Fattmerchant to automatically import anonymized offline ad conversions into its Google Ads account in real time and allowed its Google Smart Bidding strategies to optimize for SQLs. As a result, Fattmerchant saw a 50% increase in SQLs and is saving three and a half hours every week on manually uploading its CRM data.

**+50%** increase in sales-qualified leads

**3.5** hours/week saved on CRM uploads



The Google-Zapier integration is such a time saver. We set up in minutes, and now my offline conversions get piped into Google Ads instantly.

Eric Simmons  
Digital Marketing Specialist,  
Fattmerchant

## Optimize your campaigns towards your offline sales with Smart Bidding

In this session, Google product experts show you how to optimize your campaigns towards conversions that grow your business, enabling you to generate high-quality leads more efficiently with automation and make the most of your marketing investments.



### Key takeaways

- ✓ Your competitive advantage starts with creating a measurement strategy that aligns with your unique lead-to-sales journey.
- ✓ From there, you select what offline conversions to measure, assign conversion values, and improve performance reporting with custom columns.
- ✓ Finally, you can optimize towards business outcomes by choosing the best conversion actions, and activate Smart Bidding with the strategy that best fits your marketing objective.

## zenbusiness

ZenBusiness, a startup that makes it easy for entrepreneurs to start, run, and grow successful businesses, wanted to hit its target customer acquisition costs while scaling conversion volume to reach high-intent customers. The company started by importing its offline actions, using offline conversion tracking to qualify each prospect's lead-to-sale journey. From there, it created Smart Bidding portfolios based on customer segmentation and used target CPA to improve volume and value. By combining its data with Smart Bidding, ZenBusiness grew its customer base by 400%, with 25% acquisition cost savings.

**+400%** YoY customer acquisition growth

**+25%** savings in acquisitions costs



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Instead of spending our time making constant bid and campaign adjustments, we're now able to devote our time to more impactful areas like ad copy testing, conversion optimizations, and growing new channels.

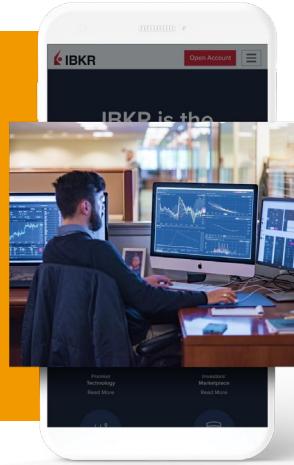
Zach Rippstein  
VP Marketing, ZenBusiness

## InteractiveBrokers

Interactive Brokers, an online broker that offers trading technology and access to global securities to investors, needed to increase its volume of sophisticated, active day traders. It began importing offline conversion metrics to align reporting and auction-time decision making with its objective of driving new account growth. Then it used Smart Bidding to reach higher-value customers, prioritizing geographic locations and products that improve customer lifetime value. By integrating and activating its data, Interactive Brokers converted more highly-qualified prospects to paid customers, driving a 294% increase in new accounts – with a 36% lower average cost per acquisition compared to the previous quarter.

**+294%** increase in new accounts

**36%** lower CPA QoQ



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Working closely with Google to test new technologies with a focus on results has contributed to a large increase in new client accounts.

Steve Sanders  
Executive Vice President of Marketing & Product, Interactive Brokers LLC

Check out the lead generation section on [The Advertising Solution Center](#) for more content and product innovations designed to help you generate high-quality leads.

## Follow these steps for lead gen excellence with Google



### STAGE 1 Focus on the fundamentals

- 01** Ensure healthy keyword coverage and creative excellence

Search behavior is dynamic, with brand new queries happening every day. Make sure to periodically review your [optimization score](#) on the Recommendations page, add new relevant keywords to your business, and ensure your ads remain relevant to a dynamic audience.

- 02** Activate Smart Bidding to maximize leads

Depending on your goals, use the [Maximize conversions bidding](#), setting to drive as many leads as possible within your specified budget, or [tCPA bidding](#) to maximize leads within a cost per lead target.



### STAGE 2 Generate high-quality leads

- 03** Use call ads, call extensions and lead form extensions

[Call extensions](#) and [call ads](#) encourage people to call you for more information, and provide further insight about the received calls, such as call recording and call length in Google Ads report.

[Lead form extensions](#) guide users to tap a call to action in the ad extension such as “Get a quote” or “Sign up,” and then reach a customizable, Google-hosted form, prefilled with information for logged-in users to submit their inquiry.



### STAGE 3 Turn more leads into sales

- 04** Integrate your offline conversion data

Measure what happens in the offline world after your ad results in a click or call to your business. Start importing offline conversion actions and value to feed your strategies with high-quality lead data.

- Import [all offline customer actions](#).
- Add [value](#) to feed your strategies with high-quality lead data.

- 05** Use Custom columns and Smart Bidding

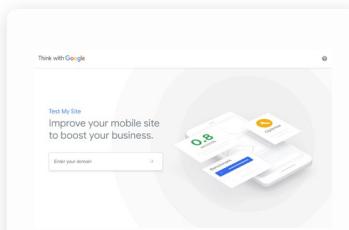
With high-quality lead data available, start developing growth strategies based on your business goals.

- Activate [Smart Bidding for business outcomes](#).
- Use [custom columns](#) for better decision making.

- 06** Assess your performance

Measure the full value of your campaigns using Google Ads. Review your performance on a weekly basis and use [optimization score](#) to improve results.

## Use these key tools to make the most of your Google Ads investment



### User experience

**Test My Site** gives you an immediate analysis of your mobile site speed and provides recommendations on how to improve.



### Performance

Use **Performance Planner** to create plans for your advertising spend and see how changes to campaigns might affect key metrics and overall performance.



### Optimization

Use **optimization score** to get an estimate of how well your Google Ads account is set to perform. You'll see a list of recommendations that can help you improve each campaign.



**Customer Match** is a tool that helps you make the most of your own data (online and offline). It makes it easy to continue the conversation with your best customers, whether it's creating an online connection with an offline customer, or enhancing existing relationships with a custom message.

Reach out to your **Google Account Strategist** to discuss how to take action.

## Sources

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