



# Lead Gen 2.0

Transforming data into  
business growth

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

## Now is the time to rethink your Lead Gen strategy

Follow up on the event with our product  
best practices



Alberto Frasarini

Director, Google Customer Solutions, Italy

Thank you for taking the time to participate in our first PAN EMEA Event for Lead Generation. This resource will help you to start your journey as a master chef with the help of your Google Account Manager. As you know, 2020 is a year like no other, with unique challenges and opportunities. We wanted the title of the event '**Lead Gen 2.0 - Transforming data into business growth**' to reflect this. **It's important to move away from prioritising lead volume or lead cost, to focusing on the value of each lead with the help of stronger data and more advanced automation.**

1) Today's consumer is: more curious, demanding,  
impatient but also more digitally savvy than ever.

In 2020, the pace of digital transformation has accelerated, permanently. COVID-19 has fundamentally changed what consumers and businesses want and need. Users are more comfortable than ever seeking out information, goods and services online, 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 often make it hard to connect the dots between leads from your ad campaigns and final sales. At the same time, the industry is moving away from third-party cookies, which in turn, will shift the way marketers will measure their results.



**220**

**digital touchpoints in 118 days to ultimately purchase** a car insurance in a conducted Consumer Journey study, to understand individual's digital paths to purchase.<sup>2</sup>



**88%**

of US consumers **favor brands that provide helpful information at every stage**, from research to purchase.<sup>3</sup>



**1 second**

delay in mobile load times can impact **mobile conversions by up to 20%**.<sup>4</sup>

## 2) The online-to-offline gap is a known challenge of Lead Gen, but can become a competitive advantage with data integration.

It's more urgent than ever to improve lead quality by using first-party data.

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. In our event, Emil Sunvisson (CEO) from Qred, a Swedish fintech company specialising in small business loans, shared that in Sweden 4 out of 5 new jobs are created by small business builders. To help small companies grow by providing fair and accessible financing in dynamic times, Qred needed a more cost-effective way of reaching and converting their most valuable customers. In other words, they needed to fill the offline gap in their Lead-to-Sales Journey with a product called Offline Conversion Tracking.



**75%**

of smartphone owners turn to search first to address their immediate needs. <sup>5</sup>

## 3) Quality-vs-quantity of leads can be solved by utilising automated bidding solutions.

Automation is the most important tool to enable you to turn more leads into sales in a dynamic market. Our automated bidding solutions use billions of signals and their combinations to serve ads that matter 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: maximising reach of your most profitable customers. Companies that integrate first-party data sources and activate it achieve up to 30% in cost savings and 20% increase in revenue.<sup>7</sup> Qred has seen a 25% higher return on ad spend by feeding in-house CLV calculations into Google Ads and adapting their bidding accordingly <sup>8</sup>. This setup has proven highly effective in 2020, even in a dynamic market. Bidding to value with our value based bidding strategies, such as Target return on ad spend (ROAS) and Maximize Conversion Value, allow for more advanced customer segmentation.



**5 years in 8 weeks**

has the recent development accelerated us forward in consumer and business digital adoption. <sup>6</sup>

# Lead Gen 2.0 Transforming data into business growth

Become a master chef by putting these best practices into action

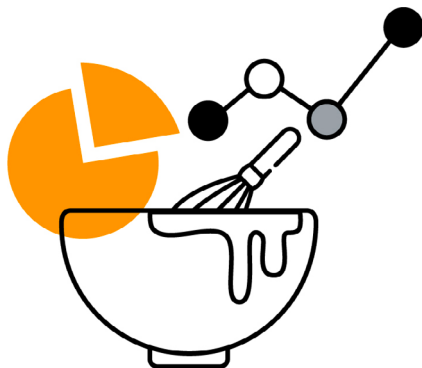


## Improve lead quality with a holistic measurement strategy

Cooking with the right ingredients creates a tasty dish

Cooking, as you heard throughout the event, and machine learning are alike: your input determines the outcome. Measure and integrate all touchpoints across the Lead-to-Sales journey, combining online and offline signals holistically. Optimise on data which is as closely aligned to your business objective.

[WATCH ON-DEMAND](#)



## Grow qualified leads in Search with Automation

Utilise the right tools and recipe to create a delicious meal

Google's smart solutions paired with your first-party data offer the perfect tools to generate more sales and increase efficiency. Choosing the right value-based bidding strategy to reach your objectives efficiently and optimising towards your desired business outcome is your recipe.

[WATCH ON-DEMAND](#)

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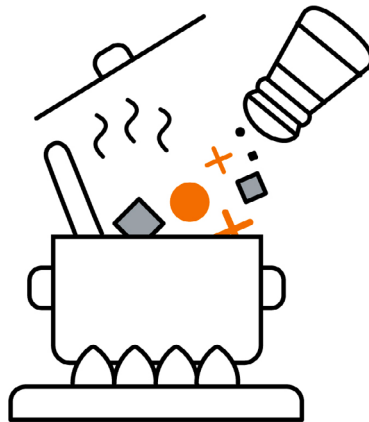


## Understand your personal peaks to capitalise on seasonality

### Cooking and planning with a seasonal edge

Seasonality in digital marketing is crucial, you must focus your efforts on the time of year that will have the greatest impact on your bottom line. Be brave, cast your net wide and understand how search coverage, bidding, budgets and ads give you the best chance for success.

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## Reach a larger qualified audience through Display, Discovery & YouTube

### Fusion: Spice up what you're good at

By combining Audience, Automation and Performance Objectives in the right way, you'll make sure to run an effective strategy and grow high-quality leads on Display & Video, ultimately utilising the power of Discovery, TrueView and Smart Display Campaigns to grow your Business.

[WATCH ON-DEMAND](#)

Google can help you accelerate what matters to your business and guide your digital transformation.

Integrate your online and offline data, and activate your data with automated bidding solutions to generate high-quality leads that convert in a dynamic market. Please see the detailed Product Best Practices on the following pages.

# Make the most of your ads investment

## Improve lead quality with a holistic measurement strategy

### Cooking with the right ingredients creates a tasty dish

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

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. Make sure you optimise towards your primary business objective in Google Ads by using [Offline Conversion Tracking](#) or [Zapier](#).



#### 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.
- ✓ Successfully measure your business goals with helpful tools like conversion tracking to evaluate your campaign results and take action.
- ✓ 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.

How to import offline conversions

[WATCH](#)

Offline Conversion Tracking Implementation: CRM Admin

[WATCH](#)

Offline Conversion Tracking Implementation: Webmaster

[WATCH](#)



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 optimise 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.



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

\*Google Internal source

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

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

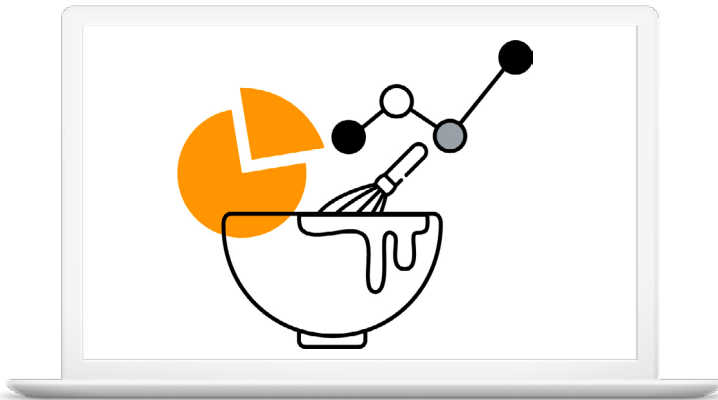
# Make the most of your ads investment

## Grow high-quality leads in Search with Automation

### Turn the ingredients into a delicious meal with the right tool

#### Learn how to grow qualified leads in Search with Automation

In this session, Google product experts show you how to optimise 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

- ✓ Activate Smart Bidding for business outcomes using high-quality lead data and create custom columns within Google Ads for better decision making.
- ✓ Go broad in your targeting to reach a larger audience and scale more efficiently with [broad match keywords](#) and [dynamic search campaigns](#).
- ✓ Use [optimisation score and check recommendations](#) on a regular basis.

Intro to Smart Bidding

Smart Bidding best practices

WATCH

Evaluating Smart Bidding performance

WATCH

## qred

QRed is a Swedish fintech company specialising in small-business loans. Qred started investing in customer lifetime value (CLV). And while it initially seemed a daunting prospect, the company was successful by adopting a test and learn approach to their operations. They started feeding in-house CLV calculations into Google Ads and adapting their bidding accordingly. This has proven highly effective, even in a dynamic market. The same strategy has now been applied in their Finland and Denmark branches.



“

We needed to find a more cost-effective way of reaching and converting our most valuable customers. That's when we turned to automated bidding

Björn Söderqvist  
Digital Performance  
marketer,  
Qred

\*Google Internal source

**+25%** higher return on  
ad spend

Qred is now the  
**fastest growing company** in Sweden  
[\\*Source](#)

# Make the most of your ads investment

## Capitalise on seasonality

You can only be a top chef by cooking with a seasonal edge

### Understand your personal peaks to capitalise on seasonality

In this session, Google product experts walk through the steps and timelines necessary to maximise the chance of success during peak. The bottom line is to give your business the best chance of success by testing and iterating to understand which mix of account features works best for your business.



#### Key takeaways

- ✓ Each business attending this event will have their own personal peak, but how you capitalise on it should be the same for all.
- ✓ Your seasonality strategy should be based on business goals. Activating Offline Data will allow you to seek out high-quality leads and thrive through periods of intense demand.
- ✓ Make sure you cover all relevant traffic on search. Adjust bids & budgets for rising demand. Tailor your messaging for the peak.

## 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, prioritising 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.



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

**+294%** increase in new accounts

**36%** lower CPA QoQ

\*Google Internal source

# Make the most of your ads investment

Get the best of Display & Video Products by combining Discovery, TrueView for Action and Smart Display Campaigns

## Fusion: Spicing up what you're good at

Reach a larger qualified audience through Display & YouTube

Utilise both Discovery & TrueView for Action when kick starting your strategy and don't forget to put Smart Display Campaigns in the mix for max performance



### Key takeaways

- ✓ Benefit from Google Display & Video solutions working better together to generate high-quality leads and new acquisitions.
- ✓ Utilise TrueView for Action & Discovery Campaigns as your first strategy to drive new acquisitions across Display & Video, integrate YouTube Remarketing lists in your Discovery Campaign.
- ✓ Grow your business at scale with automated solutions and reach new customers with Smart Display Campaigns. Use Customer Match to re-engage with your past buyers and improve retention.

TrueView for Action Implementation

WATCH

Discovery Campaign Implementation

WATCH

Smart Display Campaign Implementation

WATCH



## Fuze Forge uses synergies between Display & Video to increase subscriptions by x5

Fuze Forge, is an e-sport news & videos website and a multi-device gaming platform operating in Europe, MENA & LATAM. Utilising Google Display and Discovery effectively to drive performance, Fuze Forge was looking at acquiring new subscribers while diversifying the brand's media reach across new inventories. Fuze Forge identified TrueView for Action as a better fit positioning this format as a direct performance lever, but also as an assisting lever for Display & Discovery Campaigns. To reinforce synergies across Discovery and TrueView formats, the YouTube Viewers Lists were also added to Discovery Campaigns to re-engage users across platforms.



TrueView for action campaigns proved to be a great complement to Display and Discovery campaigns. Video Ads on YouTube are now fully integrated into our performance-based media plans

Cyril Desjardins,  
Director of Digital Advertising,  
Digital Virgo Group

\*Google Internal source

**x5.4** increase in conversions

**x1.2** increase in profitability

**-7pp** lower user churn rate than Social Media campaigns



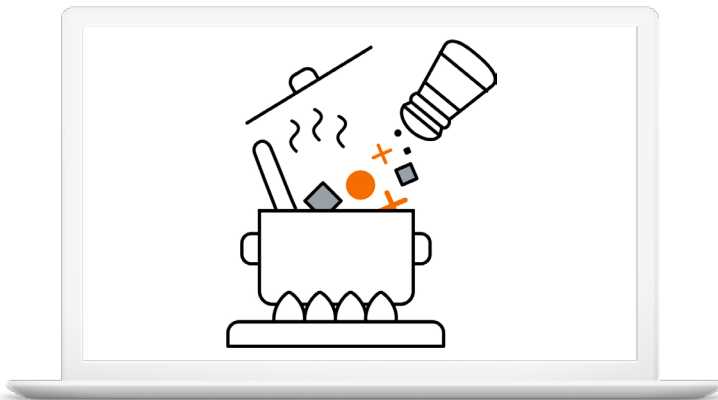
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Get the best of Display & Video Products by combining Discovery, TrueView for Action and Smart Display Campaigns

## Fusion: Spicing up what you're good at

Reach a larger qualified audience through Display & YouTube

By implementing the best practices below you can make sure to drive the best performance for your Lead Gen strategy across Display & Video.



### Key takeaways

- ✓ Orchestrate your Display & Video assets to send a consistent message throughout all products, tailoring them to each stage of the funnel you're targeting.
- ✓ Use Automation both on Smart Bidding, via Maximize Conversions and/or tCPA, and on Audience, using Audience Expansion.
- ✓ Focus your campaigns on different Conversion Actions, utilising micro-conversions so that one campaign can assist the other one.

TrueView for  
Action Implementation

Discovery Campaign  
Implementation

Smart Display Campaign  
Implementation



## Vodafone Italy boosts performances with Discovery and Trueview For Action

Vodafone, Italy was looking for an effective way to drive consideration from new and returning users, by unlocking new visual ad inventory within a brand safe environment. Vodafone Italy identified Discovery Campaigns and Trueview For Action as the ideal solution to diversify its media mix and reach prospective users during their early stages of research, focusing on inventories that had not been explored before for performance. All in all, Discovery Campaigns and Trueview for Action contributed to an increase of +30% conversions and +137% new unique users to the website. What's more, Vodafone digital strategy on Google led to 27% lower CPA, comparing H1 2020 vs. H1 2019, thanks to a strong increase in quality traffic that the combined use of the 2 products made possible.



Discovery and Trueview for Action campaigns gave us incremental reach needed to boost activations.

Vodafone Digital marketing Team  
Vodafone

\*Google Internal source

**+30%** increase in YoY  
Conversions

**-27%** YoY CPA

# Sources

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