

Get more value from your Google Ads investments

The power of integration

An inconsistent shopping experience can be frustrating for users, and also translates into lower sales for businesses. In fact, 90% of organizations that invest in personalized consumer experiences agree that the investment significantly contributes to profitability.¹

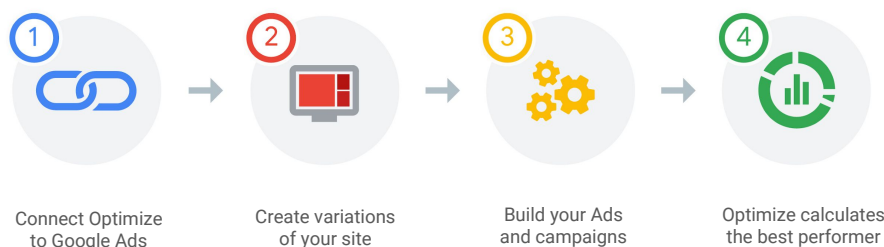
While today's technology makes it easier for businesses to create new ads, it's difficult to identify the best-performing landing page for each ad. And it can be time-consuming for businesses to create and test multiple variations of a landing page to determine which version works best.

Within Optimize, you can quickly test different online experiences and discover what works best. Use the Visual Editor to create variations of your landing page, making changes to your messaging and images as needed. To make more complex changes, you have the flexibility of using HTML and CSS. Then you can position your Ads account, campaign, ad group, or keyword directly in Optimize.

Improve customer interactions and ad results

You can significantly improve your return on investment when you understand which site changes work best with your ads. That's where the Optimize and Ads integration can help.

Optimize integrates with Ads so you can better determine which landing pages are right for your customers. This can be accomplished in four easy steps:



The integration of Optimize and Google Ads is designed to make it easier for businesses to improve their online customer experience by delivering a seamless, consistent, and customized journey from ad to website.

¹Econsultancy and Google, Marketing and Measurement Survey, March 2017

Optimize helps you seamlessly transform your customer experience from one-size-fits-all to a more relevant journey — where customer interactions are much more likely to convert. Now with the Optimize and Google Ads integration, you can easily make personalized interactions match your ads.

Link multiple Ads accounts to Optimize

For advertisers that have many Google Ads accounts under a manager account, individually linking each of those sub-accounts to Optimize was time-consuming.

But you can now link your manager account directly to Optimize. This pulls all of your Google Ads accounts into one place, allowing you to connect insights immediately from separate campaigns, ad groups, and more.

Flexible keyword campaigns

You can run a single experiment for multiple keywords, even if they're across different campaigns and ad groups. For example, test the same landing page for customers who search for "chocolate chip cookies" in your "desserts" ad group, as for those who search for "iced coffee" in your "beverages" ad group.

Companies invest a large amount of money and time creating engaging ads that bring customers to websites. It's vital that users don't have a poor landing page experience when they arrive. Use the Optimize and Google Ads integration to identify and create landing pages that match the needs and desires of your customers, and watch your business grow.

Learn more at g.co/optimize

"The Optimize and Google Ads integration lets us personalize the full paid search journey for every visitor, starting with the landing page. We've seen a 4x increase in form completion and other on-page metrics."

– Ivajlo Shipochky, Senior Digital Marketing Analyst, Progress

About Google Optimize

Google Optimize is a free tool that helps marketers get started with testing website variations. Using A/B, multivariate, and redirect testing, marketers can quickly see how customer behavior responds to website variations. Learn more at g.co/optimize.

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