

Google Partners Academy Livestream

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# Search Excellence





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## Module 1

# Why Search now?



The way people are searching has changed.  
And advertisers need to evolve to address this change.

Search queries are more complex than ever



of shopping queries on Google Search are upper-funnel searches, **which means broader and longer keywords**

\*Source: Google Data, US, April 2016 - March 2017 vs. April 2018 - March 2019

**+200%**

growth in **“where to buy”** + **“near me”** searches on mobile in the past two years.

**+125%**

growth in mobile searches containing **“best”** + **“right now”** in the past two years.

\*Source: Google Data, US, April 2016 - March 2017 vs. April 2018 - March 2019

Voice is increasingly fueling the ecosystem



of the global online population is using **voice search on mobile**

\*Source: Global Web Index, Voice Search Insight Report, Global Data n=400,0001, 2018

Introducing  
Search Excellence








A simpler, personalized way to help you **achieve your marketing goals.**

Search Excellence prioritizes the opportunity so you can execute on Search now.

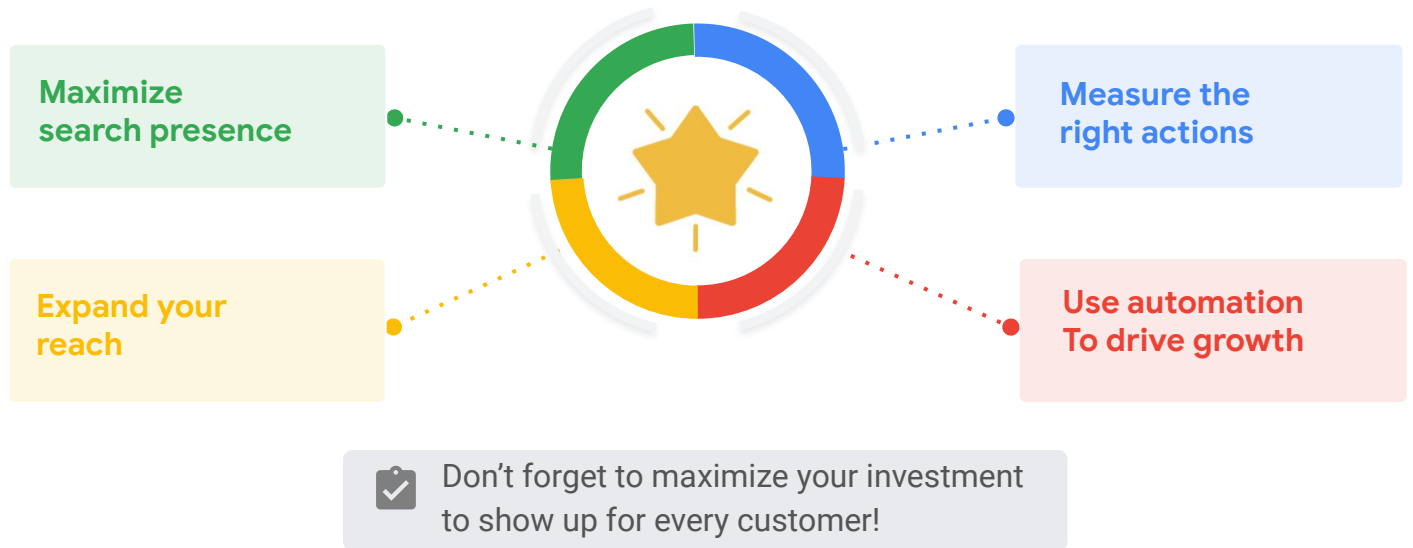
## Module 2

# Introducing Search Excellence

It drives business success by helping you achieve your **unique marketing objectives**

 <p><b>Generate Leads</b></p>	 <p><b>Drive Offline Sales</b></p>	 <p><b>Drive Online Sales</b></p>	 <p><b>Increase Awareness</b></p>	 <p><b>Drive app installs &amp; re-engagement</b></p>
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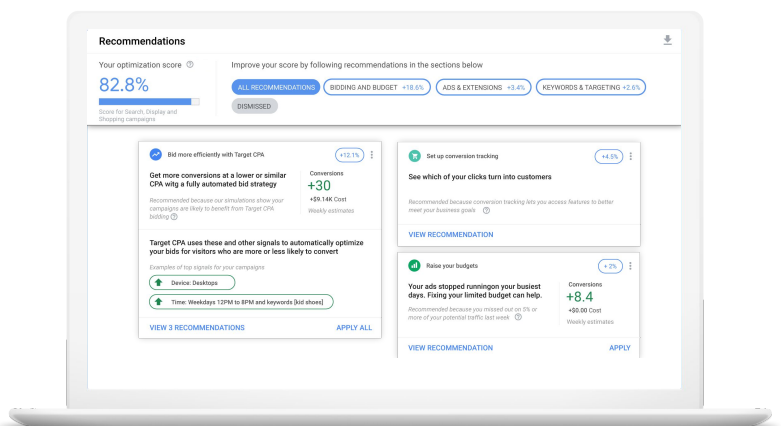
It prioritizes the opportunity for you, so you can:



 **How?**

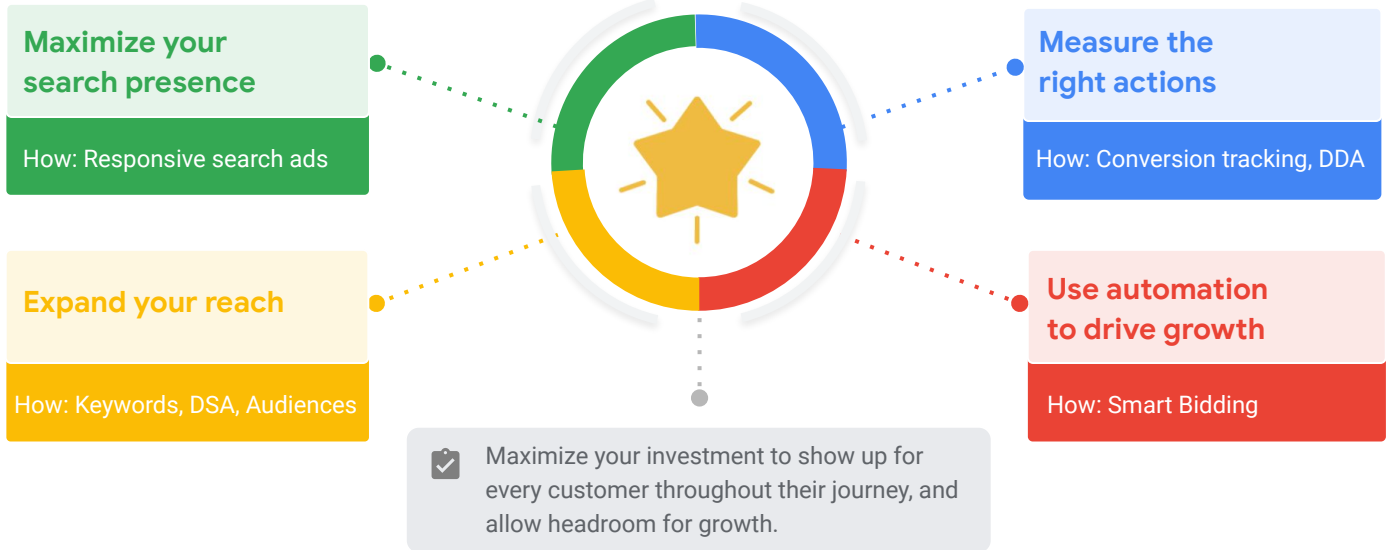
**Optimization Score:**  
Your gateway for Search Excellence

Through the Recommendations page, you will find **real-time, personalized solutions** to drive success for your business.



# Optimization score does the heavy lifting for you

It removes complexity by recommending the right product solution



## Your gateway to ultimate account performance

### Personalized

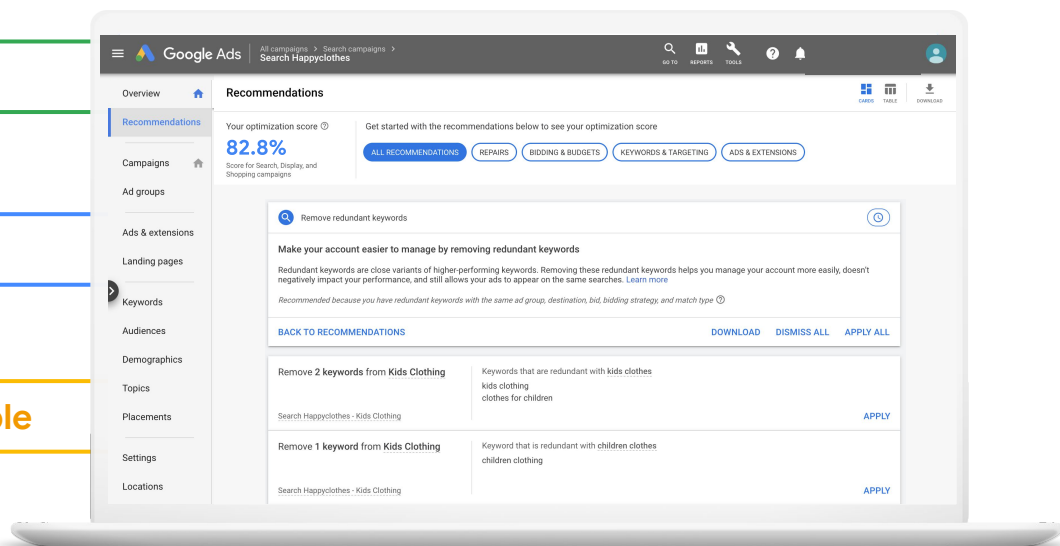
recommendations tailored to your account's performance

### Instant

access to your campaigns' health

### Actionable & Scalable

recommendations which save time

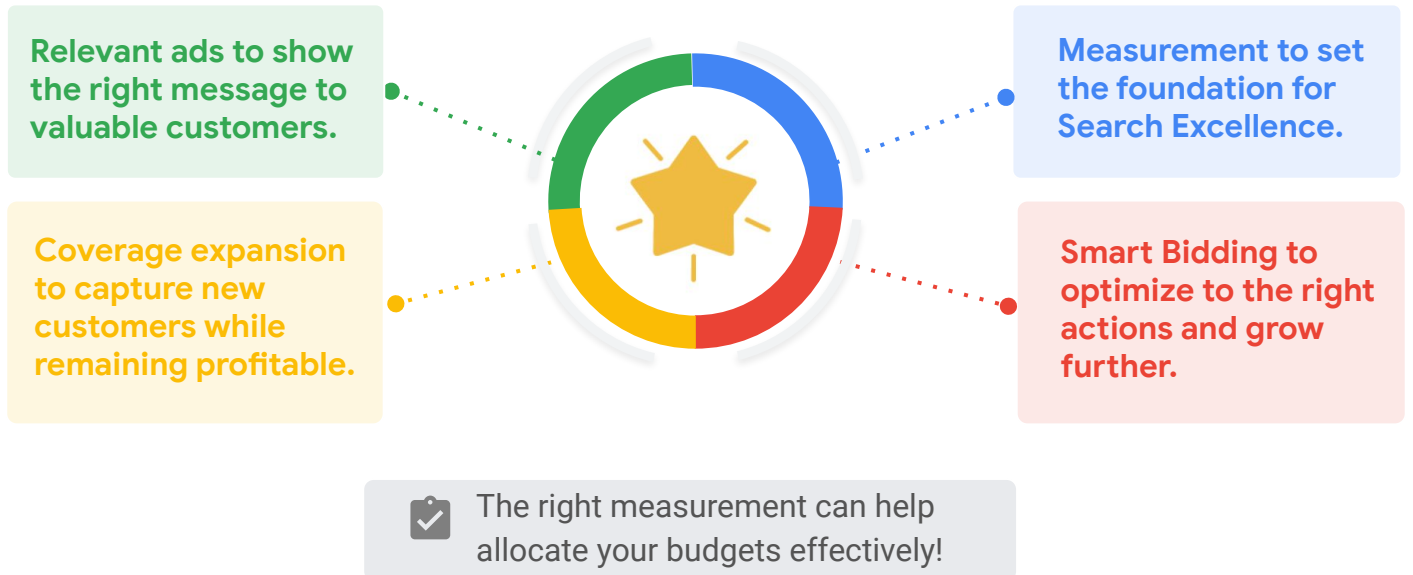


## Module 3

# Search Excellence deep-dive



## Measure the right actions to drive better bidding, expansion, and budget decisions



## Measurement is the foundation of your Search Excellence strategy

It helps you measure and **value** every user touchpoint in the customer journey so you can accurately understand the impact of your investment in Google Search.



### Measurement


Get insights into how the performance of your ads relates directly to the success of your business.



### Attribution

Understand the value of each touchpoint along your consumer's path so you can determine the interactions that matter the most.

## The basics: How do you know what conversions to measure?

 You should evaluate which actions are important to your business and use conversion tracking to measure and optimize campaigns towards them.



In-store conversions



Brand perception



App downloads



In-app purchases



Videos played



Converted leads



Online purchases



Newsletter sign-ups



Leads



Pages visited



Phone calls

## Not all conversions are created equal



### Macro:

A macro conversion occurs when someone completes the primary action that's important to your business, i.e. contributes to the bottom line.

**Example:** Online purchases, lead submissions, etc.



### Micro:

A micro conversion is also an important action, but it does not immediately contribute to your bottom line.

**Example:** Newsletter sign-up, time spent on website, video play, etc.



You should track both macro and micro conversions, but only optimize toward the most important actions. That way Smart Bidding will optimize on the actions that drive the most value for your business.

## Pro Tip

If your campaigns don't have conversion tracking enabled, look at the Recommendations page for tips on how to set it up.



Set up conversion tracking

+3.2%



### See which of your clicks turn into customers

*Recommended because conversion tracking lets you access features to better meet your business goals* ⓘ

[VIEW RECOMMENDATION](#)



To apply the recommendation, you need to set up the tracking outside the Recommendations page, following the link and instructions on the card.



## Tagging recommendation

**Choose or update to one of these Google tagging solutions**



Recommended



### Global Site Tag

Using Google Ads conversion tag, implemented in every page.



### Google Tag Manager

Using Google Tag Management system to set up Google Ads tracking

 **Best practice**
 Search Excellence deep-dive

## Improve the accuracy of your conversion data by adhering to these **best practice settings**

**01****Choose correct conversion count**

count one for leads and every for purchases.

**02****Link Google Analytics to Google Ads**

and import website-related metrics.

**03****Include every conversion action**

that is important to your business in your conversion column.

**04****Track the value of conversions**

through dynamic values.



Always choose **Data-driven attribution** when available

**Requirements**

Over a 30 day period

- ✓ 15,000 clicks on Google Search
- ✓ 600 conversions for a conversion action

**Pro Tip**

If you see the Data-driven attribution card on the Recommendations page, it means you're eligible for it! Don't miss out on that opportunity!



Upgrade your conversion tracking

+3.2%

**Give credit for conversions across multiple ad interactions with Data-driven attribution**

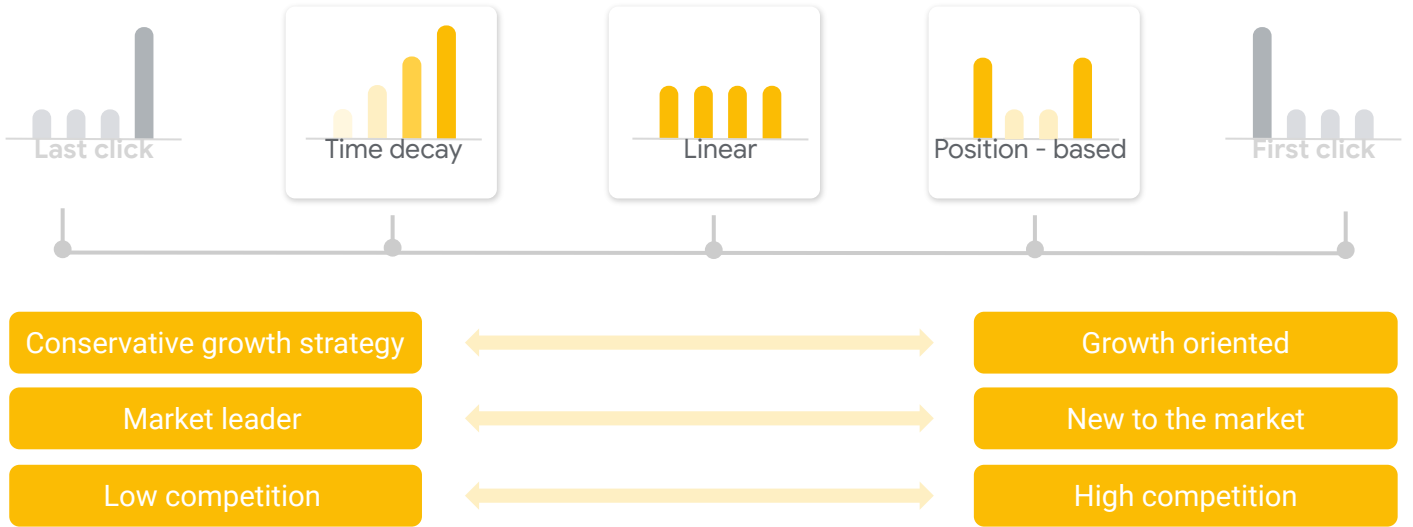
*Recommended because your account has enough conversion data to benefit from Data-driven attribution* ⓘ

[VIEW 5 RECOMMENDATIONS](#)


You can apply the recommendation **directly on the Recommendations page with just one click!**



## How to choose a rules-based, **non-last-click model**



Changing the attribution model may have an impact on your campaign performance, as the Smart Bidding strategy algorithms adjust to the new model.

## Adjust targets and budgets to address new customer behavior



### Targets

Adjust your target CPA/ROAS to account for new conversion volume shift and allow headroom for growth.



### Budget

Fuel your campaigns with additional budget to effectively capture users throughout the full customer journey.

Don't forget to give the new models time to calibrate! Advertisers already using non-last-click can expect a learning period (~14 days) when switching to Smart Bidding.

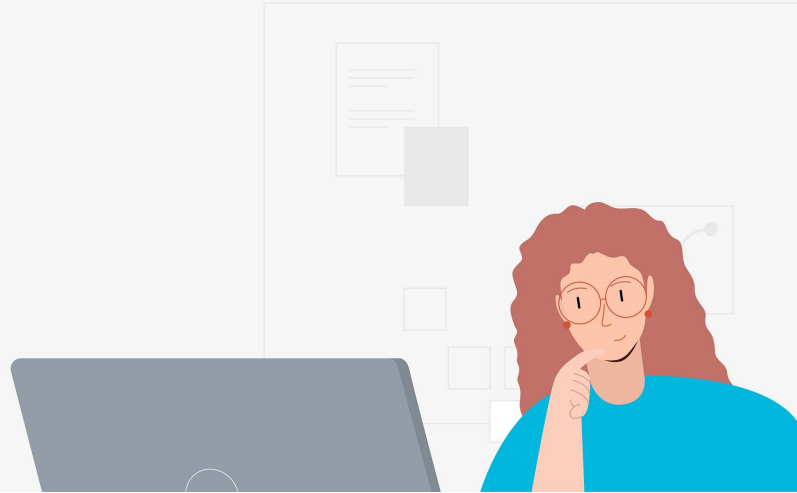
Recap

Search Excellence deep-dive

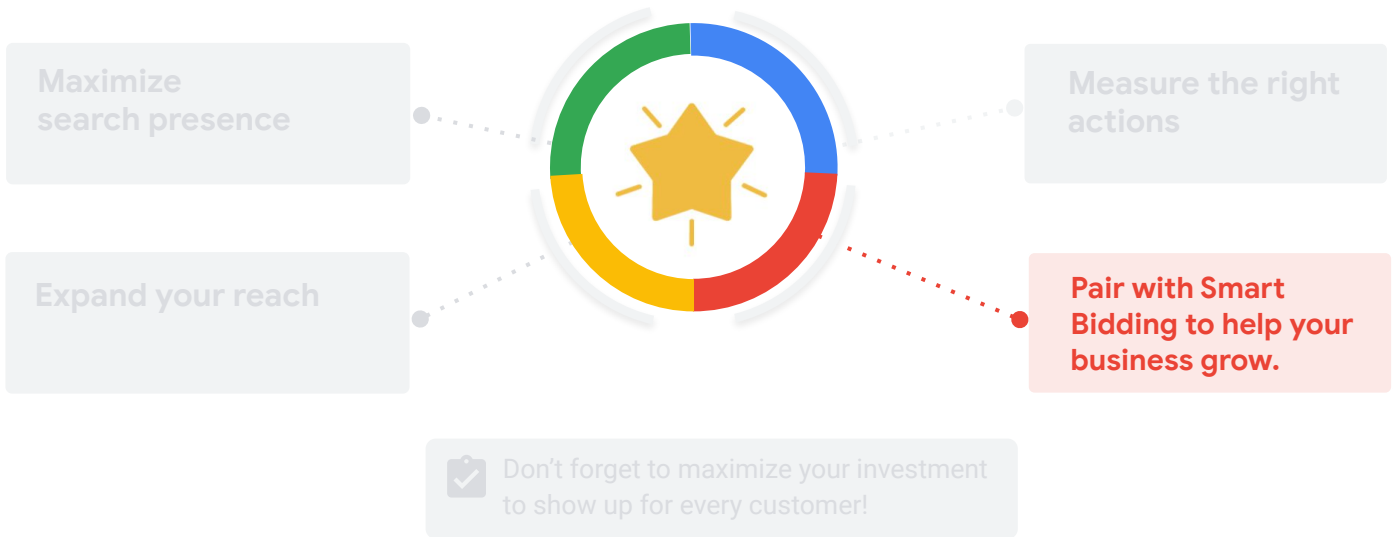
Final recommendation

## Be there every step of the way!

Effective measurement will set your **bidding, expansion, and budget planning** up for success throughout the full customer journey.



By measuring and optimizing towards the right actions, and using a non-last-click attribution model, you will help value your user interactions better



Automation

Smart Bidding **unlocks growth** by utilizing advanced machine learning to deliver your unique marketing goals.

**+70%**  
of Google advertisers are using Google Ads autobidding strategies<sup>1</sup>

<sup>1</sup> Google Internal Data

# Align your bidding strategy with your marketing objectives

	Tracking conversion value	Not tracking conversion value
<b>Have specific CPA/ROAS goal</b>	Target ROAS	Target CPA
<b>No CPA/ROAS goal</b>	Maximize conversion value	Maximize conversions

**Generate leads**

Use **offline conversion tracking** to optimize for your most-qualified customers.

**Online sales**

Import **conversion value** data to optimize for revenue.

**Offline sales**

Include **store visits\*** in your Conversion column to maximize omnichannel strategy.

## Check the requirements for each bidding strategy

	Target CPA	Maximize conversions	Target ROAS	Maximize conversion value
<b>What</b>	Target CPA	Maximize conversions	Target ROAS	Maximize conversion value
<b>When</b>	From 0 <sup>1</sup> conversions	From 0 <sup>1</sup> conversions	From 15 conversions over the last 30 <sup>2</sup> days	From 0 <sup>1</sup> conversions
<b>How</b>	Without budget constraints	With budget constraints	Without budget constraints	With budget constraints
	Search, Display & Video	Search, Display & Video	Search, Shopping, Display & Video	Search, SSc, Local campaigns
<b>Why</b>	Drive as many conversions at a desired target	Get as much volume within a set budget	Drive as much conversion value at a particular ROI	Get as much value within a set budget

\*If Store Visits are not available, set up Local campaigns with Local Actions.

<sup>1</sup>On video, campaigns should have at least 35 conversions per week.

<sup>2</sup> Target ROAS for Shopping campaigns needs at least 20 conversions in the last 45 days, unless using Smart Shopping Campaigns which don't require a minimum amount of conversions.

# Keep in mind

● Search Excellence deep-dive

The Recommendations page will automatically figure out which Smart Bidding strategies are most suitable for your account.

**It will show you high potential campaigns along with simulation data and top signals used.**

Understand what is the exact expected **performance uplift.**

The screenshot shows a recommendation card titled "Bid more efficiently with Target CPA" with a "+3.2%" uplift indicator. The main headline reads "Get more conversions at the same cost with a fully automated bid strategy". Key performance metrics are displayed: "Conversions +7.1" and "Cost +\$0.00". Below this, it explains that Target CPA uses signals to optimize bids. Three "top signals" are highlighted: "Device: Desktops" (down arrow), "List: Audience 2" (up arrow), and "Time: Weekends, 3AM to 2P" (down arrow). At the bottom, there are buttons for "VIEW 5 RECOMMENDATIONS" and "APPLY ALL".

Find out which **top signals** would improve performance.

Expand to check the expected performance **uplift for each campaign.**

**1-CLICK** implementation

## Things to keep in mind when implementing Smart Bidding

Set realistic targets if using Target CPA or Target ROAS so you don't miss out on valuable customers.

Ensure you have enough budget to capture new customers and give the algorithm the power to grow.

Assess performance after learning period is over and conversion delay is factored.

Use conversion-based metrics to determine success.



## If you're starting a new Smart Bidding campaign

### Budget

Set budgets at a level you are comfortable spending entirely.

### Targets (for Target CPA/ROAS)

#### For Target CPA:

- Set a target CPA that is **equal or higher** than the 30-day historical CPA from another similar campaign.

#### For Target ROAS:

- Set a target ROAS that is **equal or lower** than the 30-day historical ROAS from another similar campaign.

## If you're switching an existing campaign to Smart Bidding

### Budget

Set budgets near daily spend or 30% higher to capture more conversions/conversion value.

### Targets (for Target CPA/ROAS)

#### For Target CPA:

- Set a target CPA that is equal or higher than the 30-day historical CPA, or at what the UI recommends.

#### For Target ROAS:

- Set a target ROAS that is equal or lower than the 30-day historical ROAS, or at what the UI recommends.

## Watch out!



Setting the right targets is **imperative to drive growth** for your campaigns.

A **low CPA** or **high ROAS target** can limit how much the algorithm can bid for additional customers. It means that you can miss out on valuable customers and possibly not hit your marketing goals.

# Don't worry! Here's what to do!

● Search Excellence deep-dive

Both the campaign page setting and the Recommendations page suggestions will be based on **your 30-day historical CPA/ROAS**.



Follow the **UI** recommendation when you switch the bidding strategy.



Check the **Target CPA/ROAS** Recommendations card on the Recommendations page.

Use Target CPA bidding for My Happy Clothes > Search Happyclothes

Goal	Target CPA	Weekly conv.	Weekly cost
<input checked="" type="radio"/> Increase conversions at a similar CPA	\$25.28	167	\$4,979.56

You currently spend about \$4,599.32 for 167 conversions with an average cost per conversion of \$27.50

Weekly conv. +38    Cost / conv. +\$0.00    Weekly cost +\$380.24

[CANCEL](#) [APPLY](#)

## Think about your growth strategy when setting budgets



If you have an **expansive growth strategy**, apply the **larger budget increase** on the Recommendations page.



If you have a **conservative growth strategy**, apply the **recommended budget increase** on the Recommendations page.

Weekly estimates for "Campaign A" with your new daily budget

Change daily budget	Weekly interactions	Cost / Interaction	Weekly cost
<input checked="" type="radio"/> €17.00	+266	+€0.00	+€95.83
<input type="radio"/> €12.00 <b>Recommended</b>	+195	+€0.00	+€70.00
<input type="radio"/> €7.00	+97	+€0.00	+€35.00
<input type="radio"/> €2.00 (current)	+0	+€0.00	+€0.00

## Pro Tip

You can remove unnecessary segmentation by **combining campaigns** or using **Portfolio bid strategy** with shared budgets.

! This should help maximize performance and optimize budget utilization.



# Check your Bid strategy report to analyze your performance

01

Access the Bid strategy report through Shared Library or under the Bid strategy type column on the Campaigns page.

02

Choose dates to set a time period (at least 2 weeks long) to analyze performance.

03

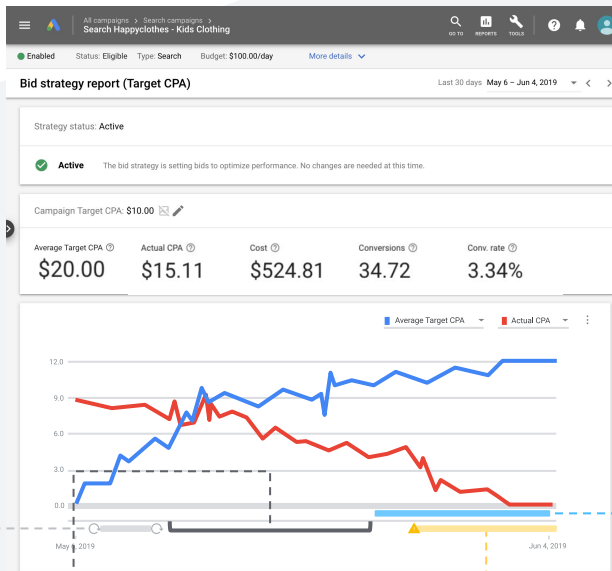
Look at the right metrics when analyzing performance!



CPA  
ROAS  
Conversions  
Conversion value



CPC  
CTR  
Clicks  
Impressions



01

## Learning (new strategy)

Google Ads is optimizing your new bid strategy. Performance may see temporary fluctuations. No action is needed at this time

02

## This is the time period to be analyzed

Ensure it doesn't include any periods with alerts.

03

## Limited (budget constrained)

Campaign performance was limited by budget. Increase campaign budget if alert is affecting today's performance.

04

## More conversions could be reported (conversion delay)

Conversion data for this period may be incomplete as it takes up to X days after an impression for most of your customers to convert. Select a date range ending before this period or come back to check this date range at a later date.

## Grow your campaigns by removing constraints



### Coverage

Increase coverage and remove exclusions



### Budget

Uncap and reallocate budgets



### Targets

Adjust targets to grow further

Expand into new auctions, capture more queries, and grow your campaigns by:

#### Expanding your targeting

- New keywords
- Broad match type
- Dynamic Search Ads
- 1st party audience lists (RLSA, Similar Audiences, Customer match)

#### Removing any targeting exclusions

- Negative KWs
- Excluded geos
- Audience list exclusions



You can find customized recommendations on how to expand your targeting on the Recommendations page! We'll dive into them later.



Look into **budget raising** and **budget reallocation** recommendations.

You can play with budget recommendations to get estimate of volume of conversions expected for different scenarios of budget raising.



Raise your budgets

+5%



**Your ads stopped running on your busiest days. Fixing your limited budget can help.**

*Recommended because you missed out on 5% or more of your potential traffic last week* ⓘ

Conversions

**+51**

**-US\$0.02** Cost / conv

**+US\$44.60** Cost

Weekly estimates

[VIEW RECOMMENDATION](#)

[APPLY](#)



Move unused budgets

+1%



**Your ads stopped running on your busiest days. Get more conversions by moving unused budget to the ads that need it most.**

*Recommended because you missed out on 5% or more of your potential traffic last week* ⓘ

Conversions

**+24**

**-US\$0.38** Cost / conv

**+US\$297** Cost

Weekly estimates

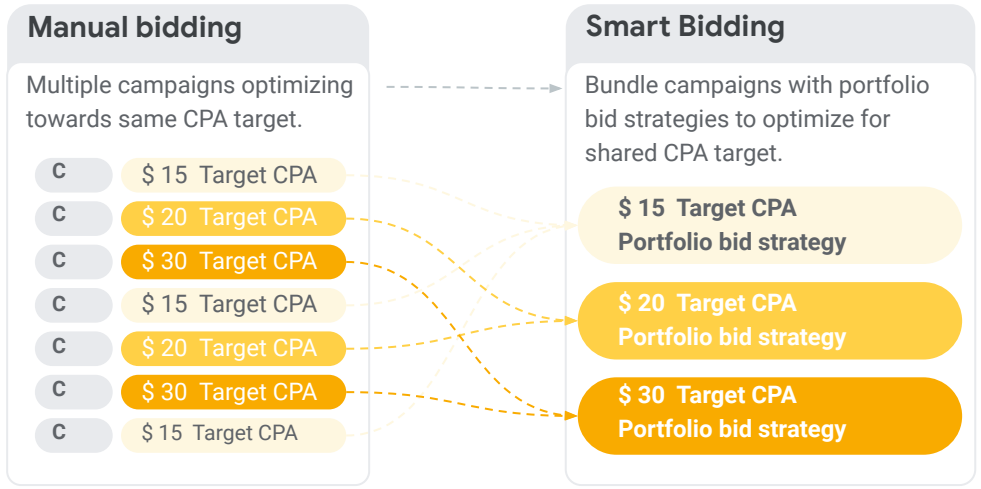
[VIEW RECOMMENDATION](#)

[APPLY](#)

# Consolidate your budgets to maximize performance



Use **Portfolio bid strategies with shared budgets** to bundle campaigns with similar performance and spread budget spending efficiently.



✓ Available for Target CPA, Target ROAS and Maximize conversions

# Use Performance Planner to find better budgets and targets to increase performance



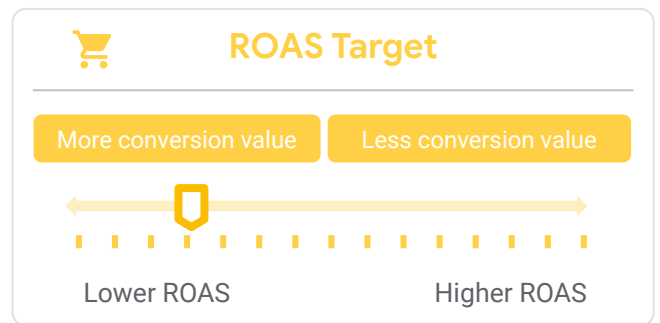
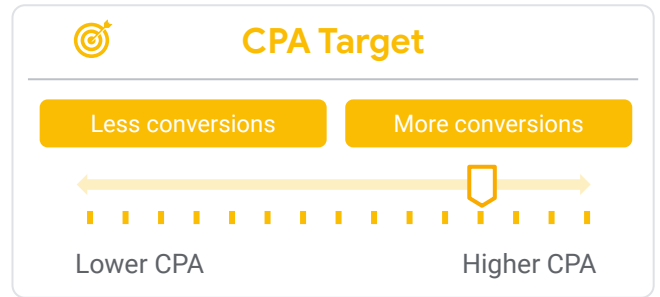
“Improve plan” shows how reallocating bids and performance across campaigns can drive more conversions for the same spend.

# Increase target CPA/decrease target ROAS to grow further

Adjusting targets will allow you to run into new auctions, access more customers, and expand your reach!

Check how conversions (or conversion volume) will increase with a higher CPA (or lower ROAS), and then make target changes to your campaigns:

- See expected performance impact directly in the UI when modifying targets
- Target raising on Recommendations page
- Target simulators
- Performance Planner



Lookout for **target raising recommendations** to increase your target and capture more customers

**Adjust your CPA targets** +3.2%

**Get more conversions by adjusting your CPA targets**

*Recommended because our simulations show your campaigns could receive more conversions with a smaller relative increase in targets*

Conversions **+7.1**

**+\$0.13 Cost**

*Weekly estimates*

[VIEW 5 RECOMMENDATIONS](#) [APPLY ALL](#)

**Adjust your CPA targets** +3.2%

**Get more conversions by adjusting your CPA targets**

You may see the estimated conversion uplift by increasing your CPA target percentages. The increase to CPA targets will apply to current strategy targets and any ad group overrides. [Learn more](#)

*Recommended because our simulations show your campaigns could receive more conversions with a smaller relative increase in targets*

[BACK TO RECOMMENDATIONS](#) [DOWNLOAD](#) [DISMISS ALL](#) [APPLY ALL](#)

Bid strategy	Average target CPA	% increase	Weekly conversions	Weekly cost	
MHC - Winter 1 campaign	\$1.10	30%	+355	+\$6.73	<a href="#">APPLY</a>
My Happy Clothes - New Collection	\$1.20	40%	+710	+\$13.46	<a href="#">APPLY</a>
MHC - Shoes 3 campaigns	\$1.30	50%	+1.06K	+\$20.19	<a href="#">APPLY</a>

Recap

Search Excellence deep-dive

Final recommendation

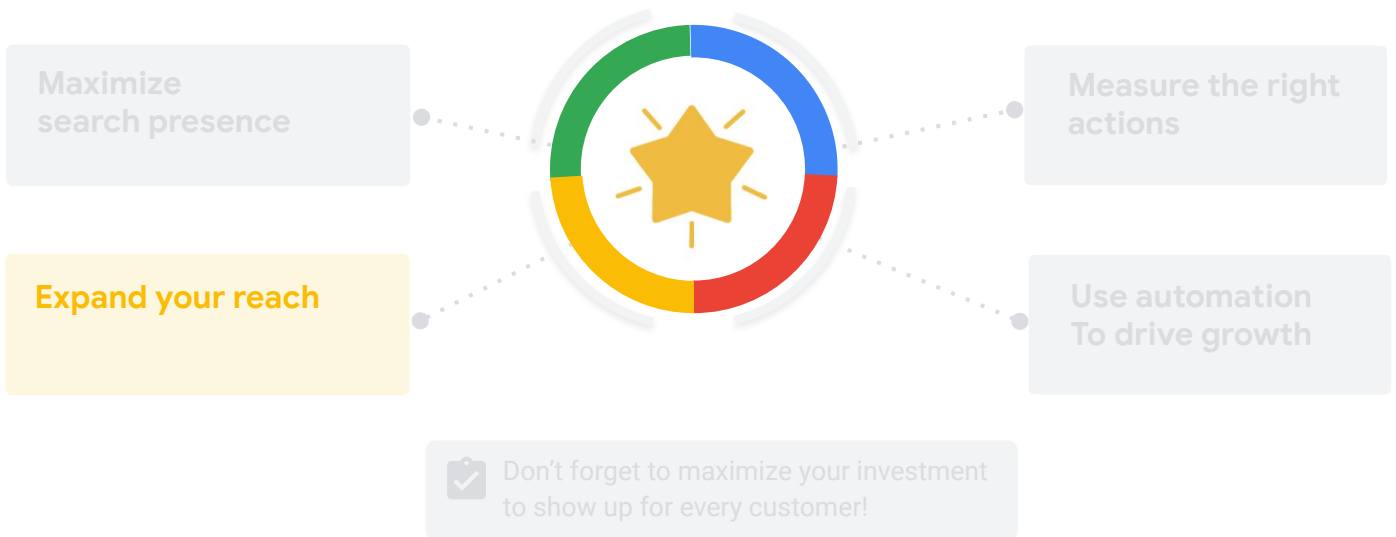
You can grow your Smart Bidding campaigns by expanding your coverage into new auctions.



Let's take a closer look at the **building blocks** of a good coverage strategy!

Expansion

Find more valuable customers by expanding your targeting and gaining insights at scale with audience lists





# How to expand reach to capture more customers



Keywords



Dynamic Search Ads

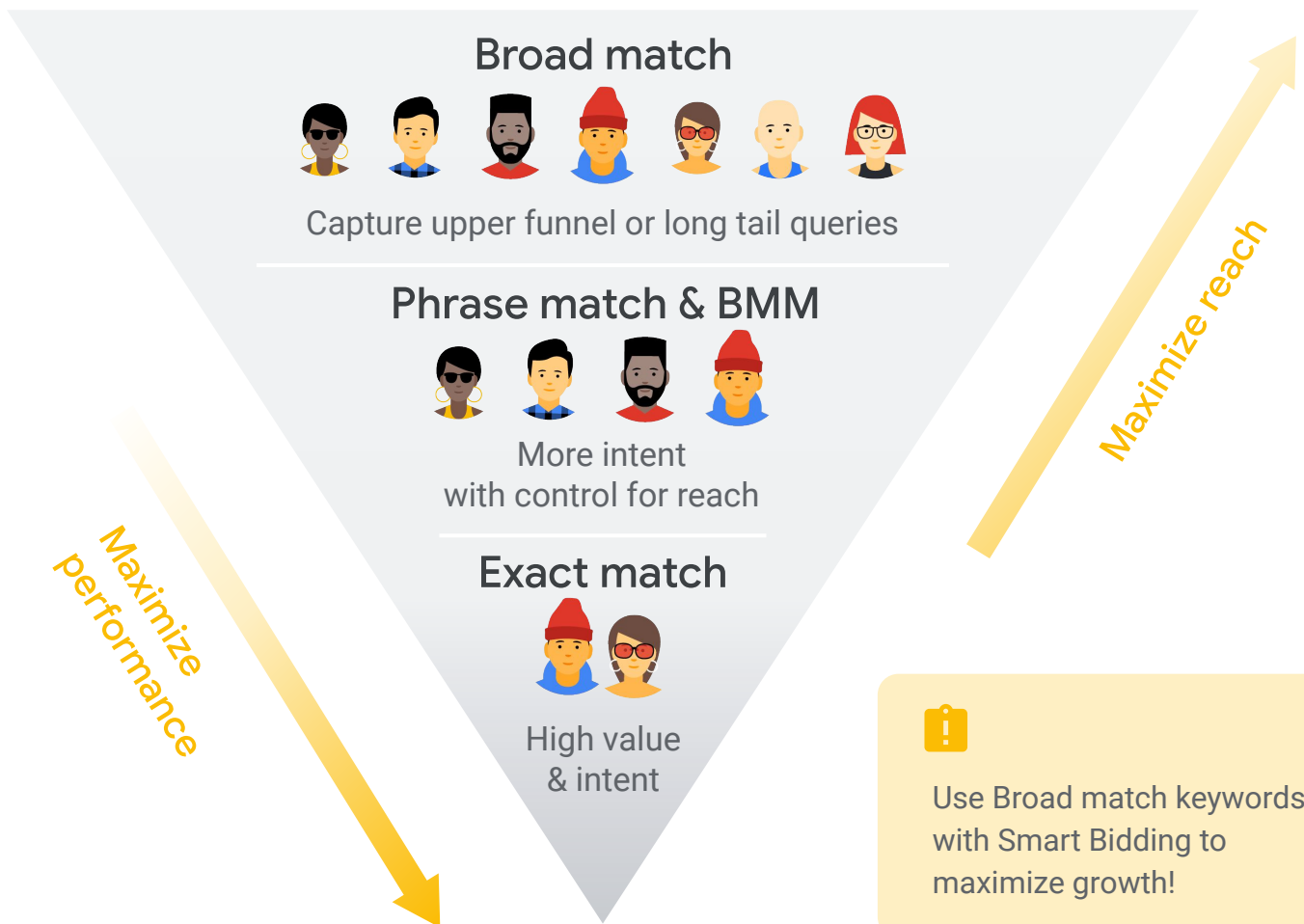


Audiences



Keywords

## Align your keywords strategy with your goals



# Simplify your keyword management to expand coverage and capture new potential customers

## Utilize Broad match + Dynamic Search Ads

to maximize relevant coverage, while meeting your targets.

## Utilize BMM

to capture broader relevant queries\* and reach new customers.

*\*Only utilize phrase match if word order is critical (e.g. Hilton Paris vs Paris Hilton)*

## Utilize Exact match

for your primary intent and high-value drivers, like your branded keywords.



With all keywords, remember to always use fully automated Smart Bidding to drive growth.

## Pro Tip

Add new keywords to your campaigns by checking the Recommendations page.

It will recommend relevant and incremental keywords based on your existing keywords, creatives, and URLs.



Add new keywords

+3.2%



Show your ads more often to people searching for what your business offers

*Recommended because you're not targeting searches that could be relevant to your business ?*

Shirts for boys

Kids tshirts

Kids tess

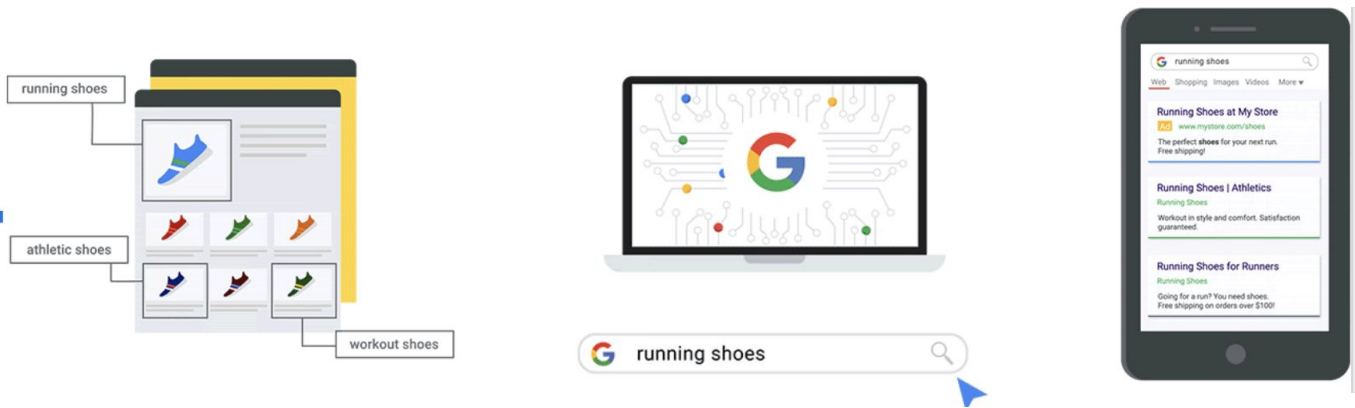
toddler t shirts

Happy bunny t shirts

VIEW 5 RECOMMENDATIONS

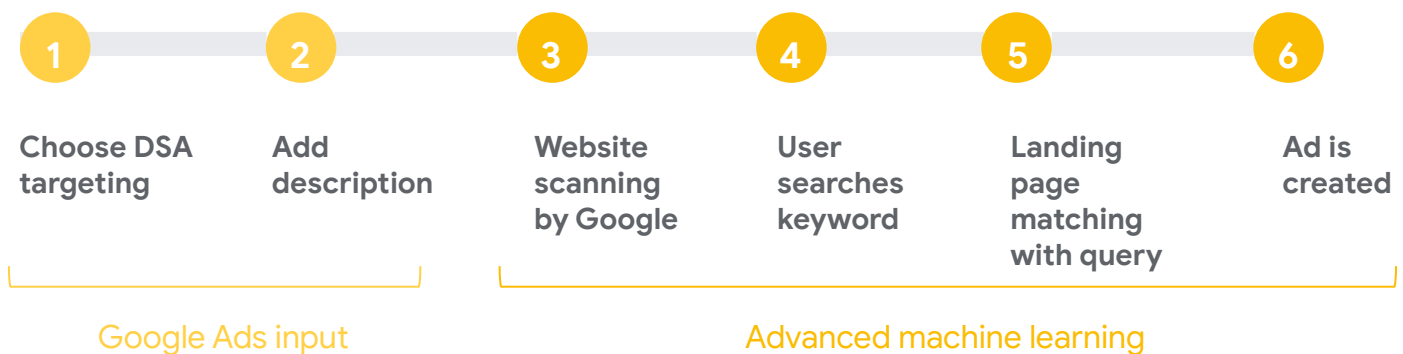
APPLY ALL

## DSA: Driving incremental traffic without managing additional keywords

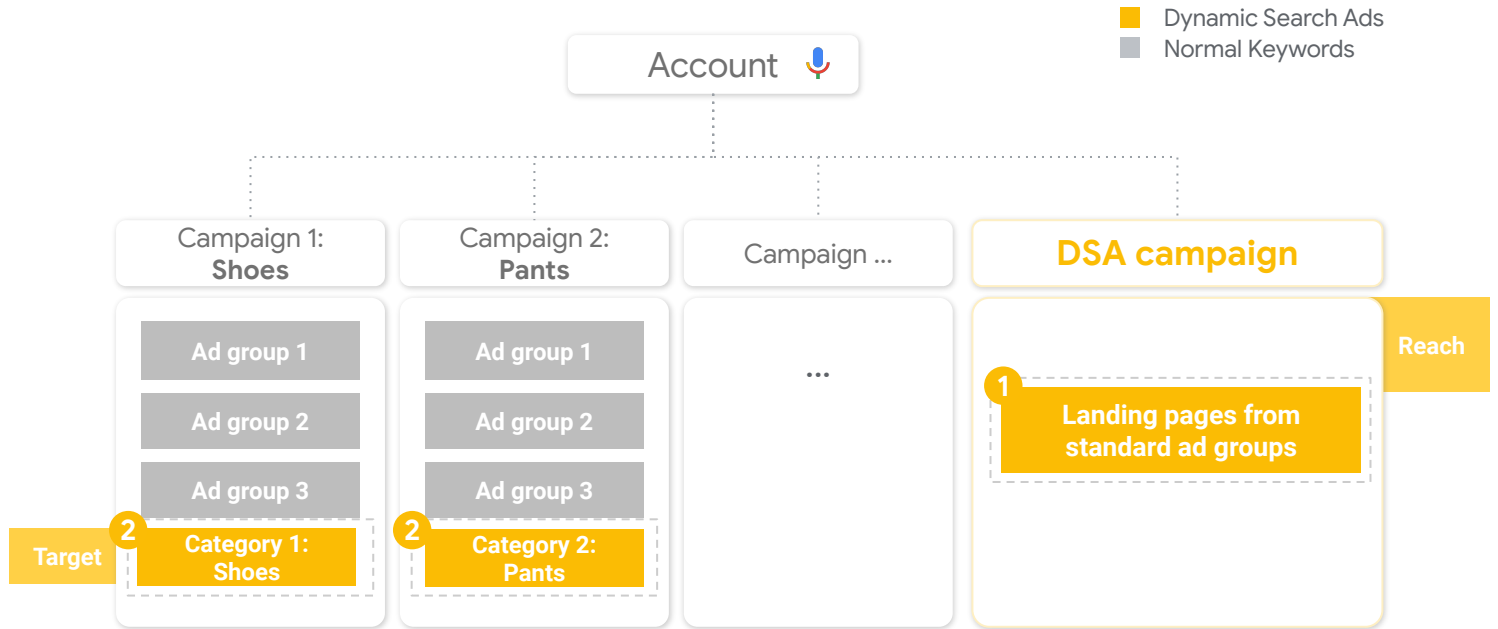


Reach your users **at the right moment, with the right ads and content** using Dynamic Search Ads (DSA).

## Easily setup for rapid expansion



# Integrate DSA to your existing campaigns to lift your reach.



## Pro Tip

Add Dynamic Search Ads to your campaigns by checking the Recommendations page.

You can adjust any setting before implementation, or directly apply with just one click!



Create Dynamic Search Ads +4.8%




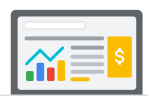
**Show your ads on searches relevant to your business that you may be missing with your keyword-based ad groups**

*Recommended because you can drive additional traffic with Dynamic Search Ads that include the suggested landing pages*

[VIEW 141 RECOMMENDATIONS](#)

# Lay the groundwork for DSA

## Best practices when implementing DSA

<p><b>Website coverage</b></p>  <p>Ensure <b>high coverage of website</b> to not miss out on any valuable traffic.</p>	<p><b>Search term report</b></p>  <p>Check which <b>landing page was matched to which query</b> and <b>headline generated</b> to get insights on new keywords and ad creatives to drive incremental coverage.</p>	<p><b>Irrelevant webpages</b></p>  <p>Exclude <b>irrelevant web pages</b> and <b>keywords</b> using negative targets.</p>	<p><b>SEO best practices</b></p>  <p>Follow <b>SEO best practices</b> with clear meta headlines and website content to maximize reach.</p>
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## Audiences

# It helps you execute personalized marketing at scale



### Your 1P Data

- Customer match
- Remarketing lists for search ads (RLSA)
- Similar audiences



### Google Data

- In-market segments
- Affinity segments
- Detailed demographics







### Google Search intent




Bid to value of audience

# How can audience insights tie into broader marketing efforts?

Audience Insights from Google Ads are useful beyond your online campaigns:

- 
**Inform broader marketing plans and priorities:**  
 Can you refine your own personas based on audience performance stats? Hone in on new groups to focus on? Better optimize other channels or platforms?
- 
**Website content / UX:**  
 Is your website well optimized to appeal to top audience segments? Are there opportunities to build new content to expand relevance?
- 
**Refine offline marketing efforts:**  
 Can online insights inform how you spend offline marketing dollars? Where you choose to advertise?
- 
**Product development:**  
 Where can you invest more on product development to appeal to high value audiences?

## Getting Started



### Find audiences

Select audience segment aligned with your business goal.



### Engage audiences

Reach users across platforms






### Expand strategy

Customize your message & landing pages by audience.

## Find different audiences across the funnel

Marketing objective	Awareness	Consideration	Conversion & Loyalty
	<b>Build awareness of your brand and products to those most likely to purchase</b>	<b>Once users are aware of your brand and products, help them consider a purchase</b>	<b>Drive users to a purchase or conversion</b>
<b>Search audience solution</b>	Demographics & Detailed demographics Affinity audiences In-market audiences	In-market audiences Similar audiences Affinity audiences Remarketing lists for search ads	Remarketing lists for search ads Customer match Email · Address · Phone · User ID · Device ID
<b>Customer segment</b>	Prospects - People who are new to your business	Interacted user - People who have interacted with your website	Customer - Past purchasers or loyal customers

## Assign the right goals and metrics for your audience strategy

Goal	Customer segment	KPIs
Increase brand awareness	 Prospects	- New visitors to site - Increased visit durations - Higher engagement rates and CTR
Increase consideration	 Prospects & Interacted users	- Conversion rates - Cost per acquisition
Drive conversions and loyalty	 Interacted users & Customers	- Repeat purchases - LTV - ROAS

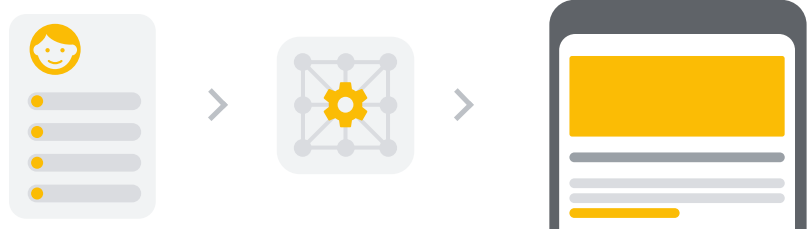


### Pro tip

Search Excellence has your back. Choose the actions that are most important to you based on your marketing goals, and use conversion tracking to set them up as conversions in your account and optimize towards.

## Engage with new customers and get greater search coverage by applying audience lists to all search campaigns

Add relevant audiences segments that are best aligned with your marketing goals across the entire consumer journey.



Consider RLSA, Customer match, Similar audiences, In-market, Detailed demographics and Affinity audiences to expand customer reach


## Expand reach using basic to advanced audience strategies




### Creatives

## Make your ads stand out and boost search coverage


A formula for creative excellence



**Optimized ad rotation**



**At least 3 extensions per ad group**



**At least 3 ads per ad group, including one RSA**

Advertisers with excellence in all three components may see **up to 15% clicks and conversions on average.**

Source: Google Internal Data



Search Excellence deep-dive



Check the Recommendations page for ad extensions suggestions that are relevant to your unique account settings.

Apply them to increase ad visibility and drive more qualified leads to your business.

**Keep in mind**

Since the recommendations are tailored to what will have the highest impact in your account, you might not see every ad extension card in the Recommendations page.

**Add structured snippets to your ads** +3.2%

Your ads in 5 campaigns aren't as prominent as they could be if you used structured snippets

*Recommended because structured snippets can improve your CTR*

VIEW RECOMMENDATION

**Add sitelinks to your ads** +3.2%

Your ads in 6 campaigns aren't as prominent as they could be if you used sitelinks

*Recommended because sitelinks can improve your CTR*

VIEW 6 RECOMMENDATIONS

**Add price extensions to your ads** +3.2%

Price extensions are missing from 5 campaigns

*Recommended because price extensions can improve your CTR*

VIEW 5 RECOMMENDATIONS

**Add call extensions to your ads** +3.2%

Your ads in 15 campaigns aren't as prominent as they could be if you used call extensions

*Recommended because call extensions can get your business more calls*

VIEW 15 RECOMMENDATIONS

## Maximize your search presence with responsive search ads

- ✓ Up to 10% more clicks and conversions
- ✓ More flexibility

**Best practice:**

Add 2 expanded text ads & 1 responsive search ad per ad group

Eco-friendly fashion | Natural fabrics for kids | Free international shipping

**Ad** <https://www.myhappyclothes.com>

Stylish and high-quality children's clothes made with an ethical approach. Onesies, t-shirts, and shoes tested and loved by our own happy kids.


# Responsive search ads creative best practices

- At least 5 distinct headlines
- 2-3 more headlines related to keywords
- At least 2 distinct descriptions
- Create headlines that don't repeat the same or similar phrases
- If you have a promotion or a one time offer, include it in either one headline or description
- Try using existing headlines and descriptions from other ads that are relevant to the ad group and keywords
- Ensure that headlines and descriptions make sense individually or in combination

## Instant feedback on ad effectiveness

**Ad strength** is a new tool that measures the relevance, quantity, and diversity of your responsive search ad content.

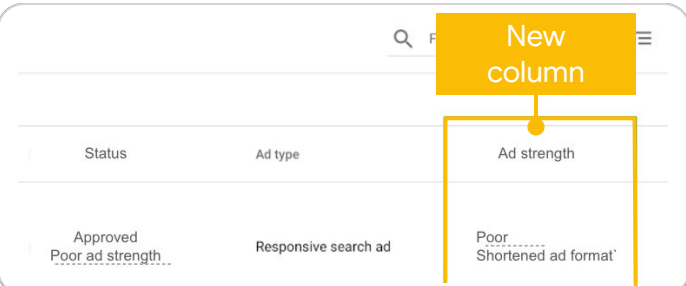
Ad strength [Leave feedback](#)



**Good**

**Try adding a few more unique headlines**

- ✓ Add more headlines
- ✓ Make your headlines more unique
- ✓ Make your descriptions more unique



The screenshot shows a table with columns for Status, Ad type, and Ad strength. A yellow box highlights the 'Ad strength' column, with a callout 'New column' pointing to it. Below the table, a row is shown with 'Approved' status, 'Responsive search ad' type, and 'Poor' ad strength. A note indicates that 'Shortened ad format' is associated with the 'Poor' rating.

**Ensure your ad strength is good or higher!**  
 Advertisers who improve ad strength from 'Poor' to 'Excellent' see 6% more clicks on average.\*

\*Source: Google Internal Data

## Use reporting to optimize your responsive search ads

### 01.

#### Ad level reporting

Aggregate reporting on all ad combinations that were shown **using the headlines and descriptions you provided.**

### 02.

#### Asset reporting

Reporting on each individual **headline and description** that you provided.

### 03.

#### Combination reporting

Shows **all ad combinations** created from your responsive search ads.

## Best practices when evaluating responsive search ads

### 01.

Measure performance based on ad group impressions, clicks, and conversions, **not ad click-through-rate.**

### 02.

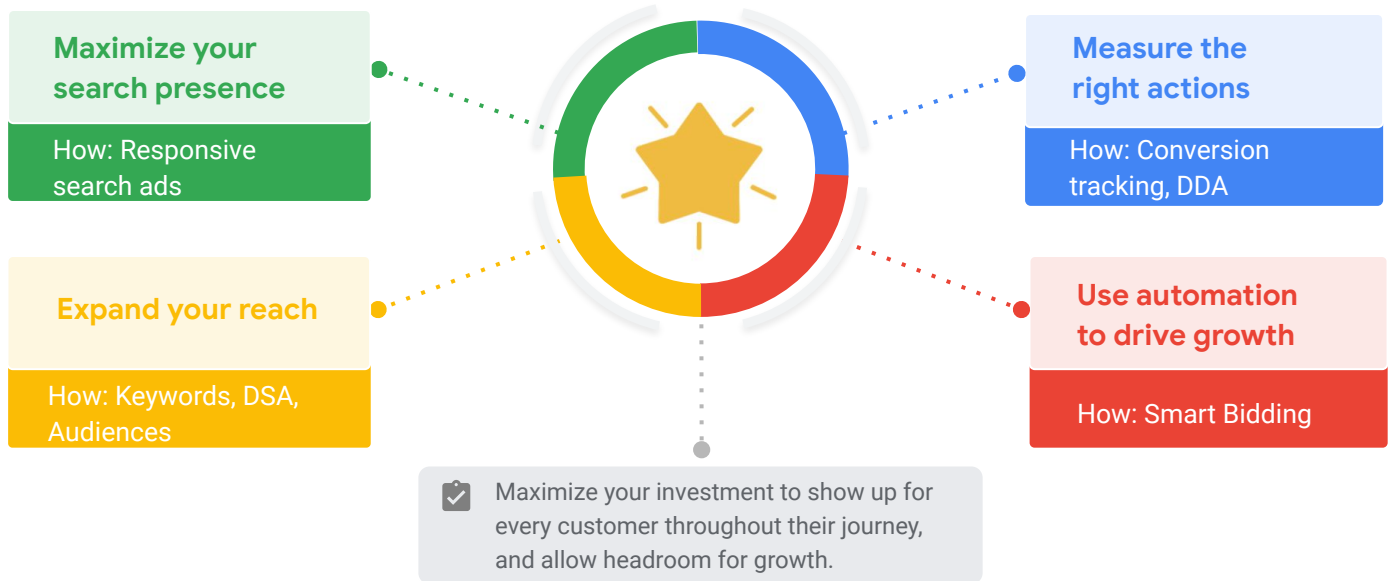
Success is determined as **driving more clicks and conversions** by helping you compete on more queries.

### 03.


An ad may enter new auctions with inherently lower CTRs, but this still drives **incremental impressions, clicks, and conversions.**


Final recommendation


Each pillar of Search Excellence serves a unique purpose, but they work best when used together!




Routine investment planning can help make the most of your Google Ads spend

- 

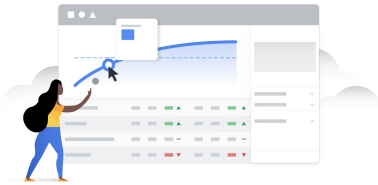
Understand the maximum growth opportunity and the investment required to reach your KPIs.
- 

Stay ahead of the competition and capture incremental opportunities during seasonal trends.
- 

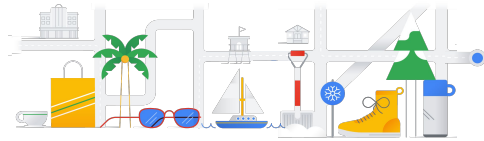
Ensure you have optimal bids and budgets set to maximize ROI across campaigns.
- 

Find new opportunities to grow your conversions with Google Ads.

# Performance Planner is the gateway to plan your marketing performance growth



Identify headroom for growth and **plan** your monthly, quarterly and annual **investment** to reach your KPIs.

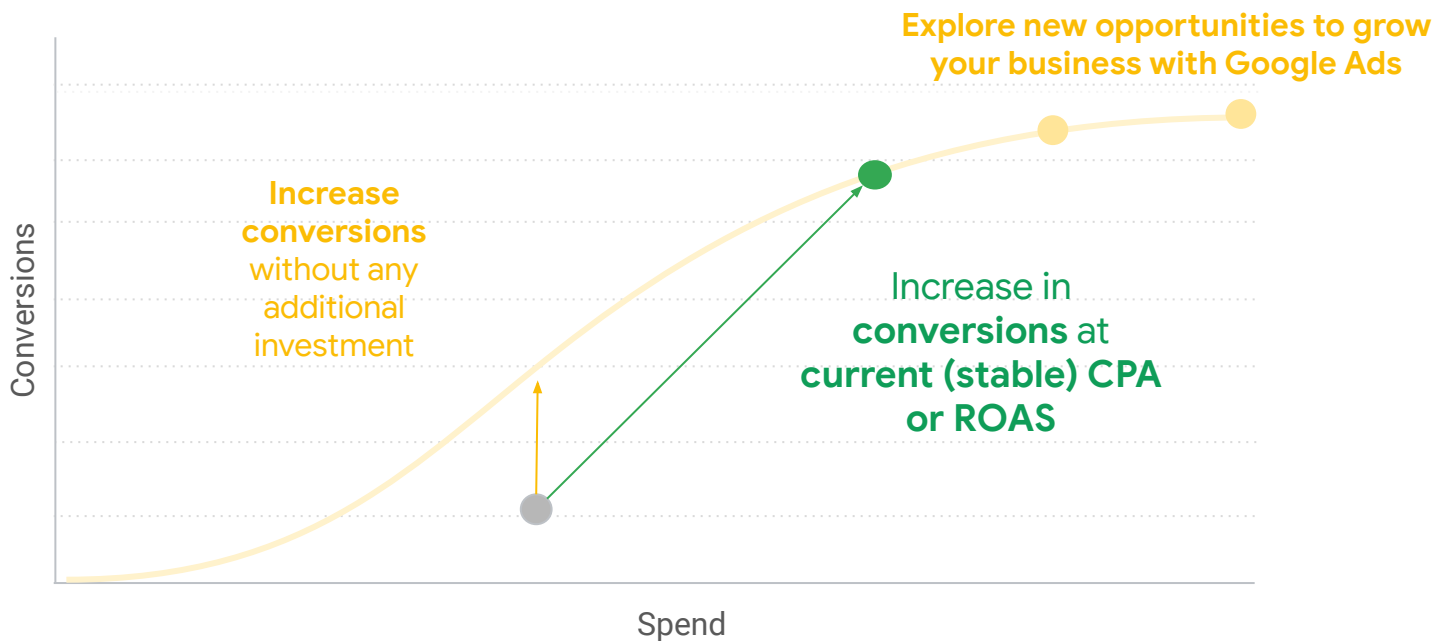


Stay ahead of the competition and **capture incremental demand** during seasonal trends



Set optimal bids and budgets to **grow profitability.**

## And forecast how to maximize performance during monthly, quarterly and annual business planning



# Think about your marketing objectives to determine the ideal investment strategy for your business



## Launch

Capture valuable customers within your existing auction coverage.



## Maximize

Increase your market share and find more volume to maximize profits.



## Expand

Capture new customers by expanding your reach.



## Transform

Capture new customers by expanding to new markets.

Get the basics right - Measurement, Smart Bidding, Coverage, & Creatives via Recommendations page



## Launch

# Capture valuable customers within your existing auction coverage

01.

Set realistic Smart Bidding targets to grow further.

02.

Plan ahead and identify headroom for growth while maintaining ROI goals.

03.

Unlock performance gains by applying budget increase recommendations.

## Increase your market share and find more volume to maximize profits

01.

**Adjust** 

your Smart Bidding targets to capture more customers.

02.

**Capture** 

additional demand during peak seasons.

 Expand

## Capture new customers by expanding your reach

01.

**Expand** 

to new auctions and reach new valuable customers with the safety of Smart Bidding.

02.

**Increase** 

budgets to ensure enough headroom to participate in new auctions and capture more customers..

Capture new customers by expanding to new markets

01.

**Expand** 

to new markets or new generic categories and plan incremental investment.

02.

**Engage** 

in annual budget planning to ensure you are capturing YoY growth in demand.

 Recap

## The investment strategy to grow your business

### Launch

Capture valuable customers within your existing auction coverage.

- 1) Plan ahead and identify headroom for growth while maintaining ROI goals.
- 2) Unlock performance gains by applying 'Budget raising recommendations'.
- 3) Set realistic targets based on your 30-day historical CPA/ROAS.

### Maximize

Increase your market share and find more volume to maximize profits.

- 1) Relax Smart Bidding targets to capture more customers (10% to 20% at a time).
- 2) Capture additional demand during peak seasons by increasing budgets.

### Expand

Capture new customers by expanding your reach.

- 1) Expand to new auctions and reach new valuable customers via new KWs, DSA, Broad match keywords, and audience lists.
- 2) Ensure you have enough budget to run on new auctions and capture additional customers.

### Transform

Capture new customers by expanding to new markets.

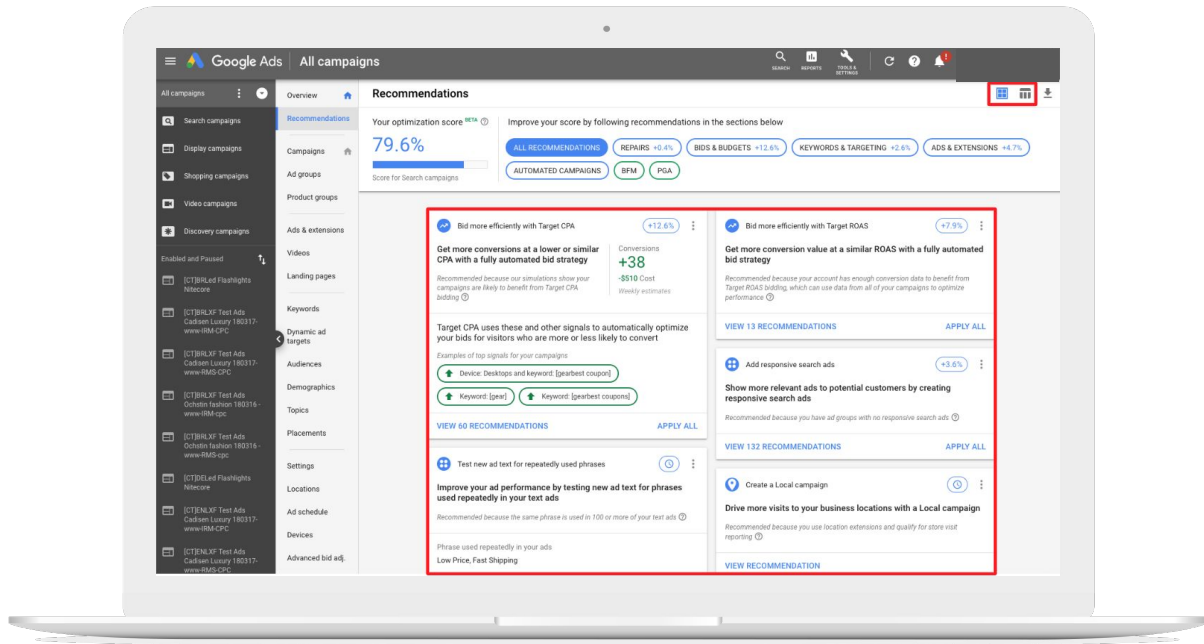
- 1) Find opportunities to expand to new markets or new generic categories and plan incremental investment.
- 2) Engage in annual budget planning to ensure you are capturing YoY growth in demand.



## Module 4

# Summary

Check the Recommendations page for real-time, personalized solutions based on what will drive the highest impact for you.



Pick your priority levers based on score uplift numbers



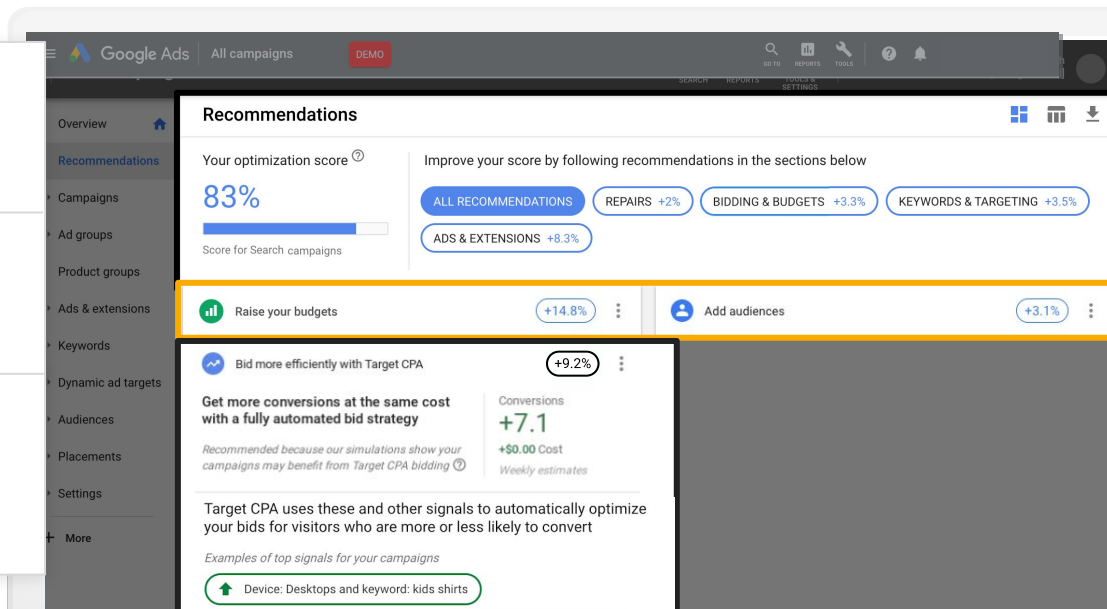
Prioritize your optimization activity by the potential score uplift for a section.



Or you can prioritize by the potential score uplift for individual recommendation types.



Impact estimates make it easy to gauge your potential performance uplift from applying a recommendation.



# Seamlessly implement recommendations with just one click!

**Bid more efficiently with Target CPA** +3.2%

**Get more conversions at the same cost with a fully automated bid strategy**

Recommended because our simulations show your campaigns may benefit from Target CPA bidding

Conversions **+7.1**  
+\$0.00 Cost  
Weekly estimates

Target CPA uses these and other signals to automatically optimize your bids for visitors who are more or less likely to convert

Examples of top signals for your campaigns

- Device: Desktops
- List: Audience 2
- Time: Weekends, 3AM to 2P

[VIEW 5 RECOMMENDATIONS](#) [APPLY ALL](#)

**Raise your budgets for upcoming traffic increases** +3.2%

**Your ads may stop running on your busiest days due to an expected future increase in traffic. Raise your budget now to avoid missing out on potential customers.**

Recommended because our simulations show you may miss out on 5% or more of your future weekly traffic at your current budget

Impacted campaigns	Weekly estimated interactions
MHC - Winter	+32
My Happy Clothes - New Collection	+64
MHC - Shoes	+96
	+128

[VIEW 5 RECOMMENDATIONS](#) [APPLY ALL](#)

**Raise your budgets** +3.2%

**Your ads stopped running on your busiest days. Fixing your limited budget can help.**

Recommended because you missed out on 5% or more of your potential traffic last week

Conversions **+7.1**  
+\$0.01 Cost / conv.  
+\$0.13 Cost  
Weekly estimates

[VIEW RECOMMENDATION](#) [APPLY](#)

**Move unused budgets** +3.2%

**Your ads stopped running on your busiest days. Get more traffic by moving unused budget to the ads that need it most.**

Recommended because you missed out on 5% or more of your potential traffic last week

Interactions **+32**  
+\$0.00 Cost / interaction  
+\$0.13 Cost  
Weekly estimates

[VIEW RECOMMENDATION](#) [APPLY](#)

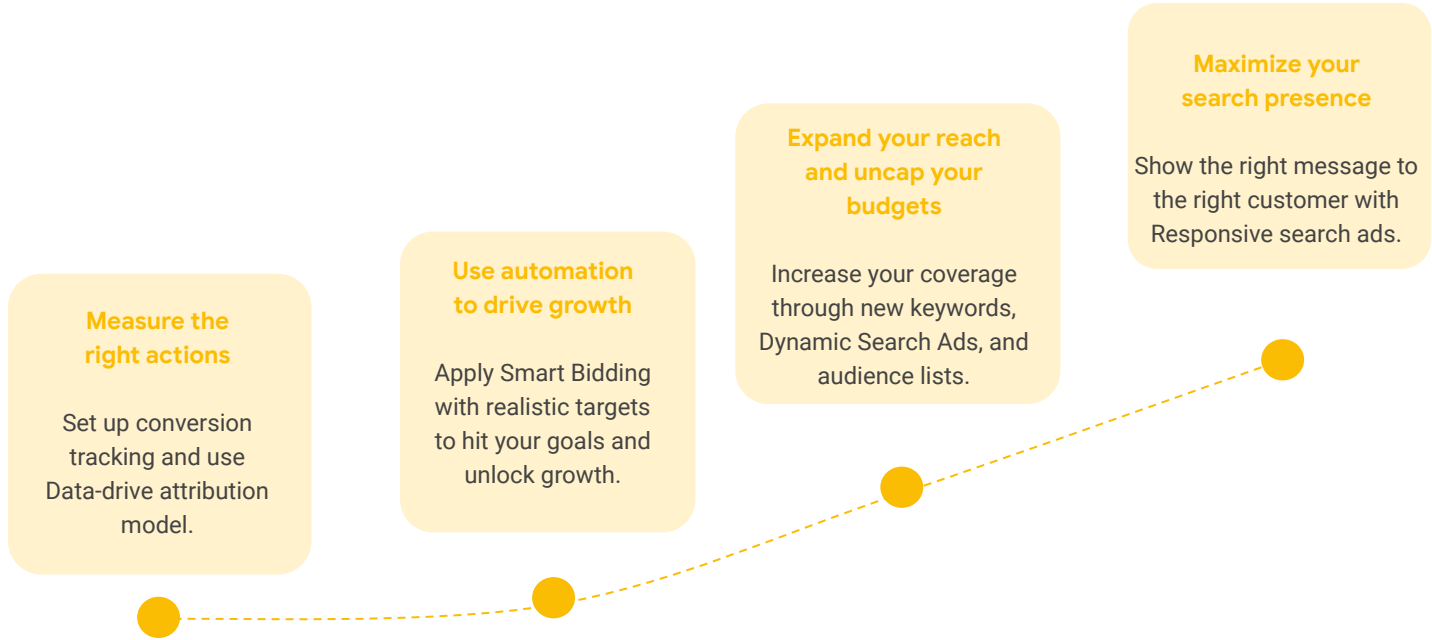
**Bid more efficiently with Target ROAS**

**Get more conversion value at a similar ROAS with a fully automated bid strategy**

Recommended because your account has enough conversion data to benefit from Target ROAS bidding, which can use data from all of your campaigns to optimize performance

[VIEW 9 RECOMMENDATIONS](#) [APPLY ALL](#)

# The journey towards Search Excellence



### Keep in mind

You have your own personalized journey to achieve Search Excellence and optimization score recommends the right solutions to deliver success.

## Unlock growth opportunities

- ✓ Increase target CPA/decrease target ROAS to expand auction coverage
- ✓ Check Budget raising recommendations to capture increase in demand
- ✓ Use Performance Planner to maximize investment



# Thank you!