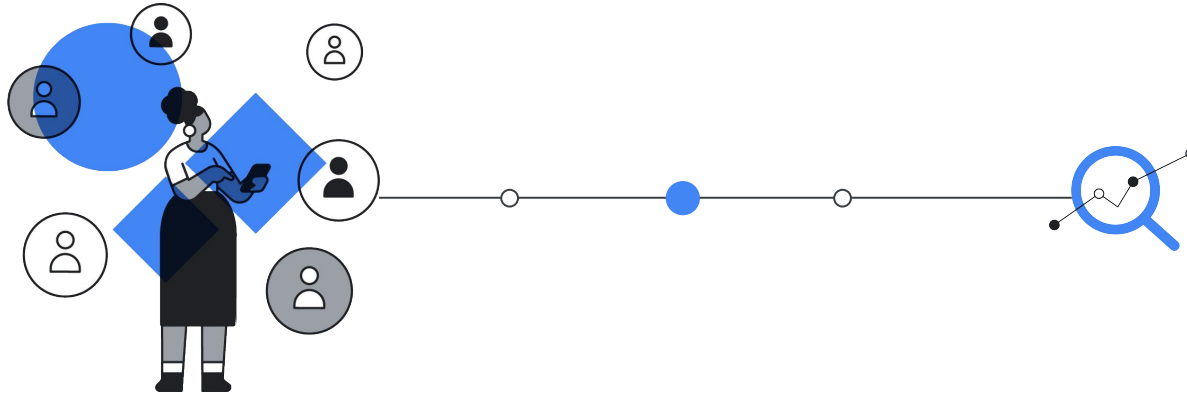


Module 2

Lead Generation

PLAN / BUY / MEASURE

Stop strategizing for costs
Start strategizing for profit



Differentiating high lead quality from lower quality leads is **clouded by a lack of data...**

...which could result in investments towards lower-value customers, **creating inefficiencies**

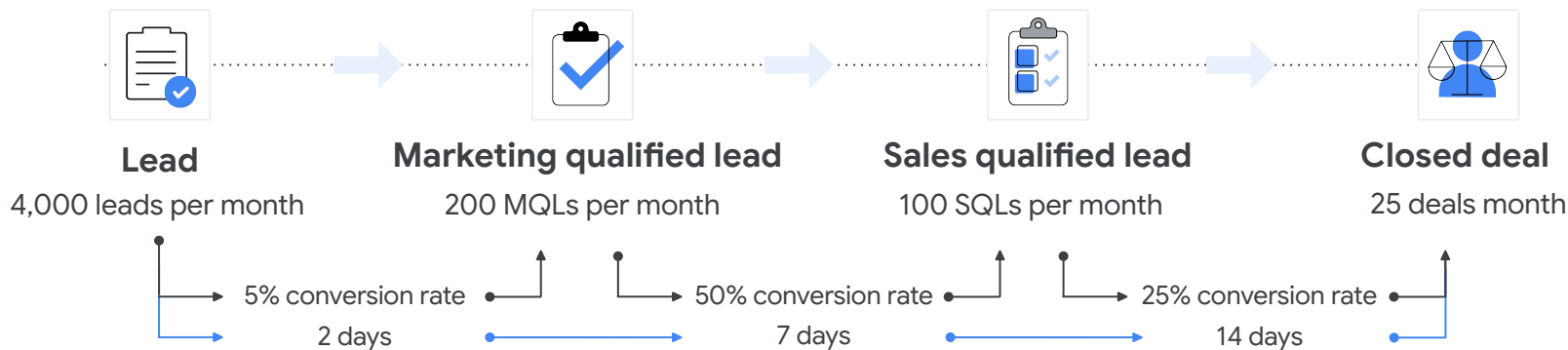
Today's Agenda

- Track and value your lead milestones by mapping your lead-to-sale journey
- Integrate your data with Offline Conversion Imports or Enhanced Conversions for Leads
- Optimize and get more out of your investment with Smart Bidding
- Scale with lead form extensions and Performance Max campaigns

Step 1: Track and value your lead milestones

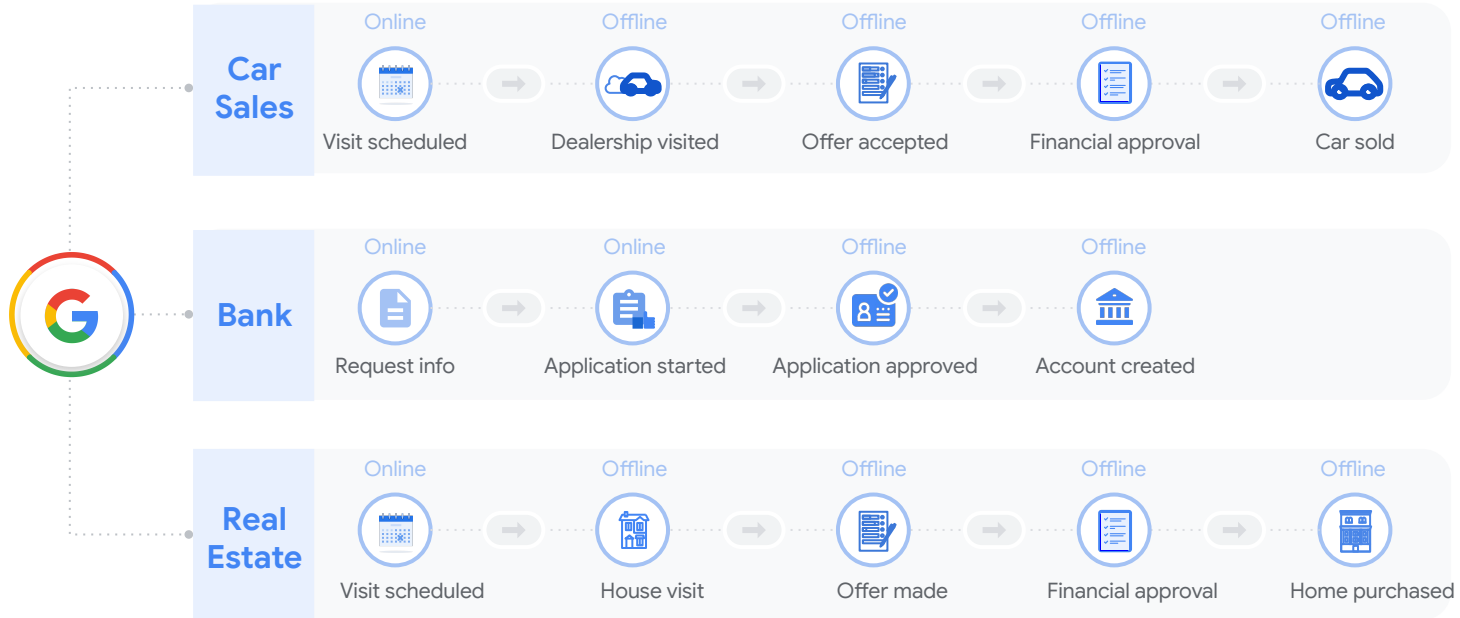
Mapping your lead-to-sale journey

The lead-to-sale journey represents all the events that gradually process and qualify inbound leads into a paying customer



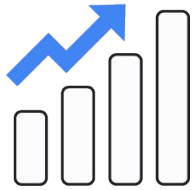
Understanding the lead-to-sale journey of your customers will help you allocate your investment across the customer journey to **drive more value**.

Map out your lead-to-sale journey to understand all critical steps along your customer journey



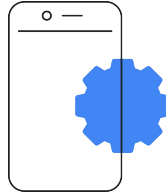
Step 2: Import first-party data from your CRM

Target the right users with first-party data



+20%

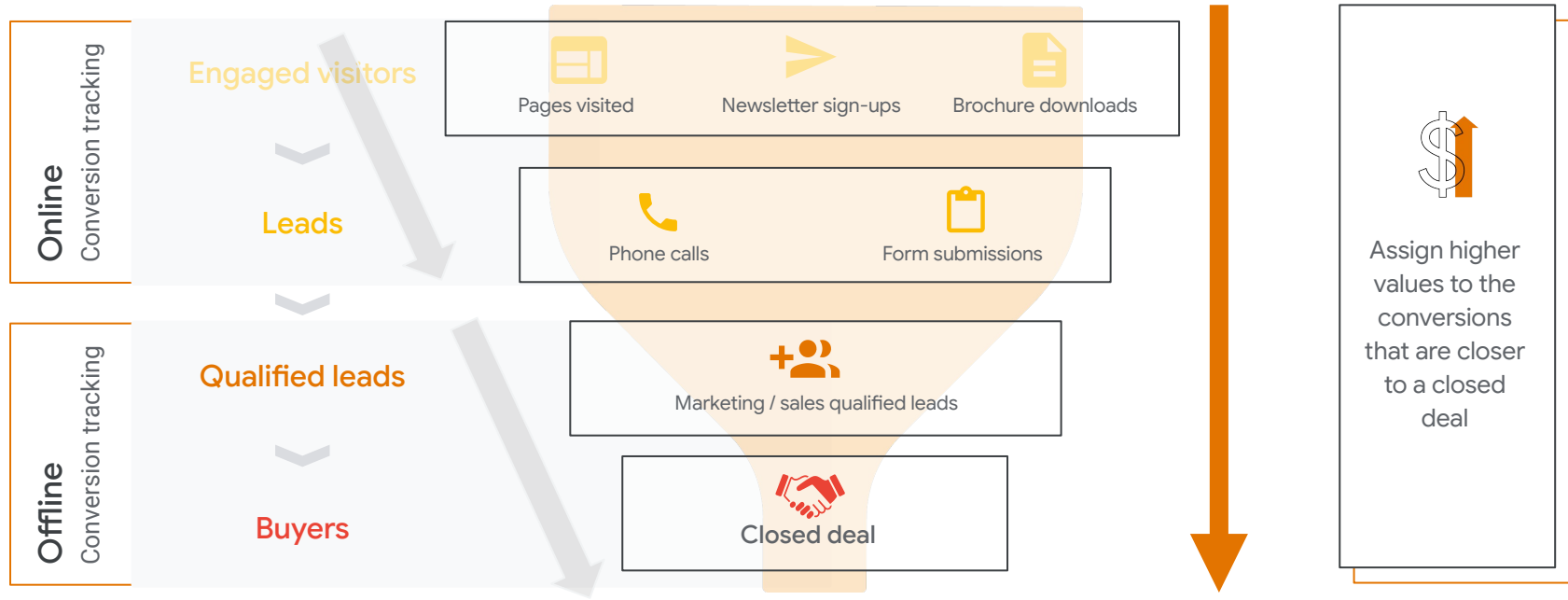
Incremental value



+30%

Cost efficiency

Identify actions in your lead-to-sale journey by measuring and assigning values to those actions



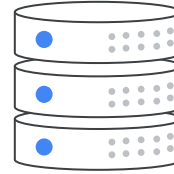
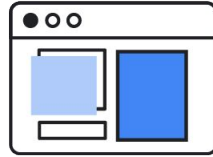
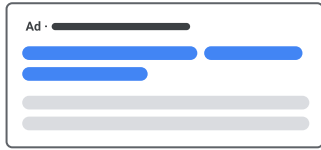
1. Offline Conversion
Imports

2. Enhanced
Conversions for Leads

Enhanced Conversions for Leads

A new, simplified implementation solution that doesn't require you to capture and store GCLIDs or BRAIDs in your CRM

Using Enhanced Conversions for Leads



1

User clicks on an ad and **arrives on your site**

2

User **browses your site** and reads about your product/service

3

User **fills in a form on your site** and becomes a lead for your business

Your website sends us a piece of **hashed lead information** that you specify

4

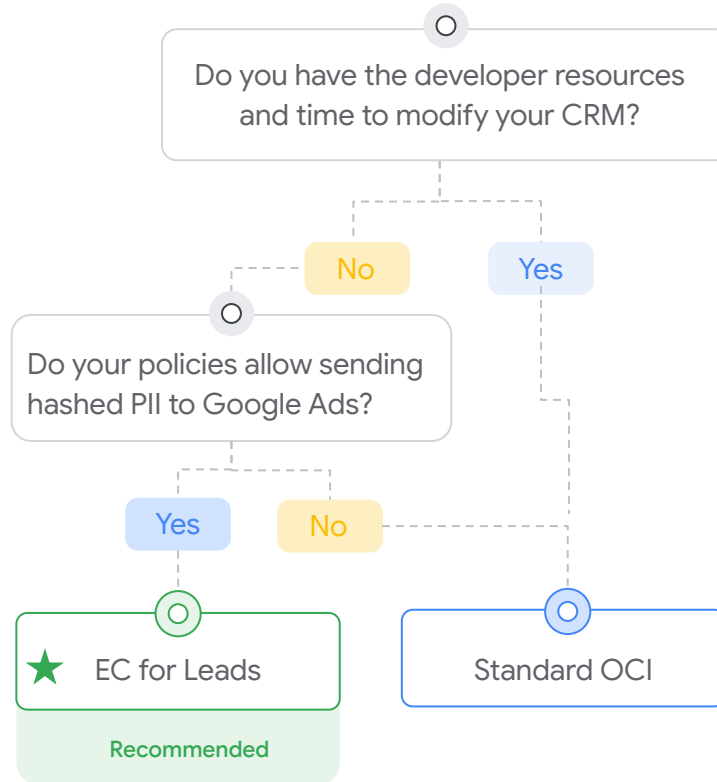
You **store the lead information** in your CRM or database

5

When a lead converts, you upload the hashed lead information

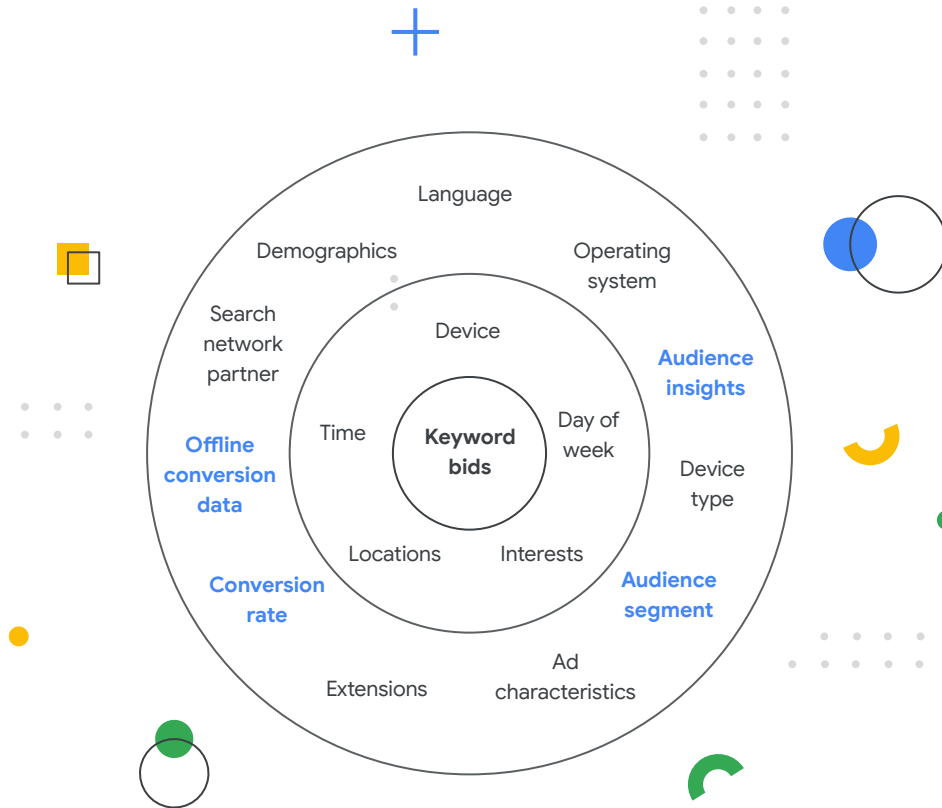
Google matches the hashed information back to the ad that drove the lead

EC for Leads vs Standard OCI



Step 3: Smart Bidding

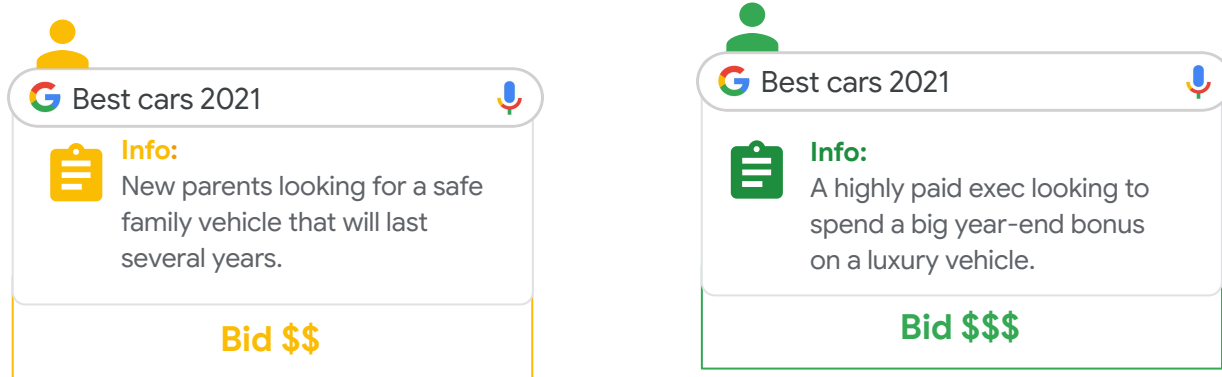
First-party data supercharges Smart Bidding



A crucial step is to optimize to the right signals

- Identify which stage in the lead-to-sale funnel is optimal for optimization
- This depends on two factors
 - Availability of data
 - Time lag

Value-based bidding optimizes for return on ad spend or maximum customer value

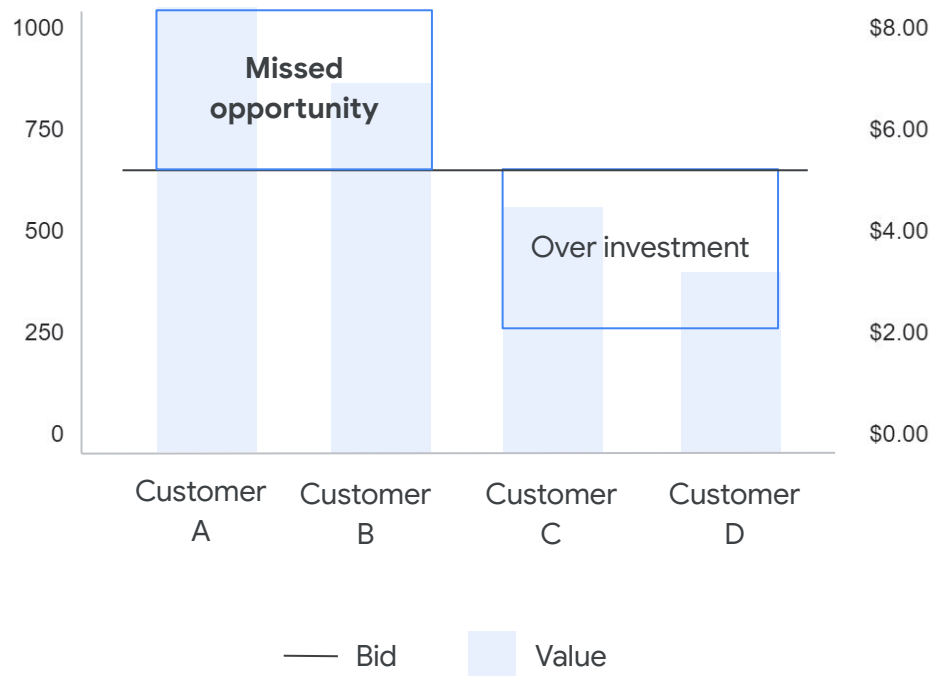


The image shows two search result cards for the query "Best cars 2021".

- Left Card (Yellow):** Targeted at a parent. The "Info" section states: "New parents looking for a safe family vehicle that will last several years." The bid is "\$\$".
- Right Card (Green):** Targeted at a high-paid executive. The "Info" section states: "A highly paid exec looking to spend a big year-end bonus on a luxury vehicle." The bid is "\$\$\$".



Cost- or
volume-based bidding
has 2 major
inefficiencies





Value-based bidding
tailors your spend to
maximize efficiency
and **bid to true**
business objectives



Dhipaya Insurance uses value-based bidding to drive high quality leads for Search



Dhipaya Insurance
Thailand

Ad · <https://www.tipinsure.com/>

ประกันรถชั้น 1 คู่คุ้มครองทันที - ประกันภัยฯ ชั้น 1 ทิพย สุดคุ้ม

มั่นคงด้วยผู้ถือหัวใหญ่จากบริษัทชั้นนำ พร้อมช่องทางบริการที่ครอบคลุมทุกพื้นที่ทั่วประเทศ. ราคาคุ้มค่า ดำเนินงานมากกว่า 70 ปี ให้ความสำคัญครองชีวิต ทรัพย์สิน ทั้งแบบมีและไม่มีครุณี. เคลมผ่าน App. อยู่ช่อม คุณภาพทั่วโลก. เช็ดเบียร์ 24 ชม. ให้บริการกว่า 70 ปี. 30 สาขาทั่วประเทศ.

- Keen to explore if value-based bidding, specifically Max Conversions value bidding, could unlock incremental leads for their Search campaigns
- Ran search query-based A/B tests
- Control group: Search ads x tCPA bidding
- Test group: Search ads x Max Conversion value bidding

+13%

Conversions
(Leads)

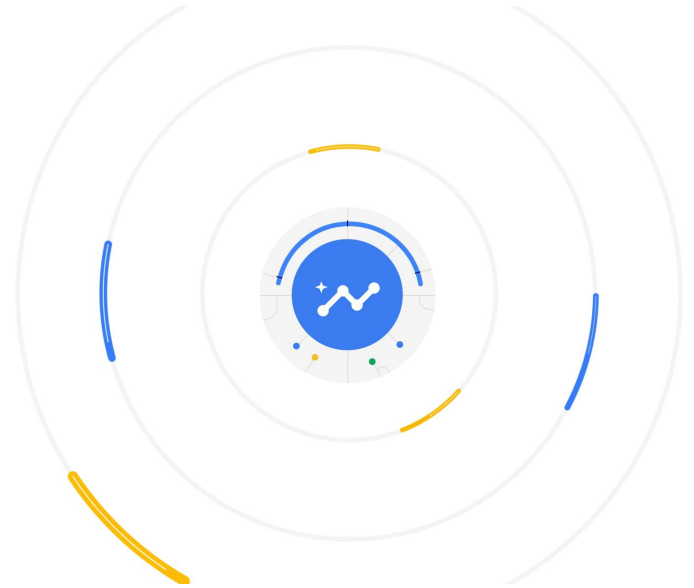
+14%

Conversion
value

Step 4: Grow quality leads at scale

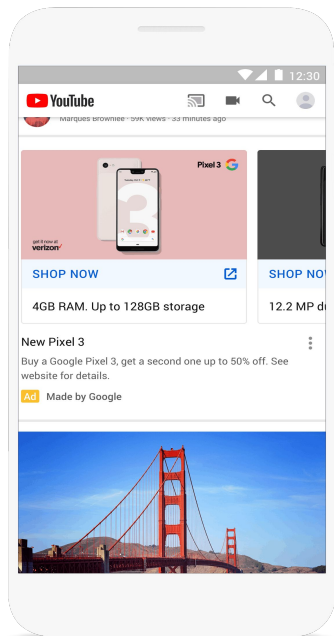
Use **Performance Max** to drive high-quality leads at scale

- Google's first fully cross-channel campaign type
- Uses machine learning to maximize leads across Google



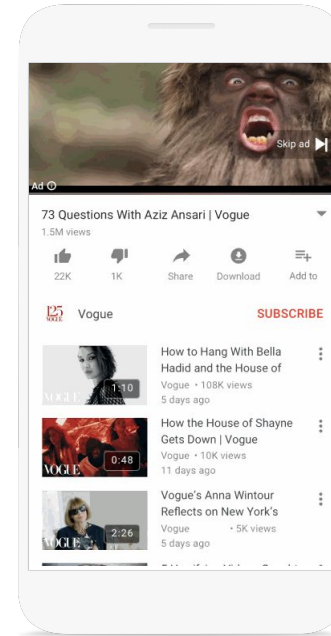
Advertisers that use Performance Max campaigns in their account see an average increase of **13% total incremental conversions** at a similar cost per action

Discovery



Better together

Video Action



When used together,
Display and Video lift

Favorability by

2.7x

Consideration by

2.2x

Purchase intent by

1.4x

compared to Video alone

Source: IPSOS, March 2020. Representative sample of US online users, use YouTube at least monthly, Ages 18-64. Exposed to CPG, Auto and/or Retail advertising. n (control) = 5404, n (video) = 3604, n (display & video) = 3602. Please note that all percentage lifts were calculated on the full, unrounded figures & subsequently rounded for legibility

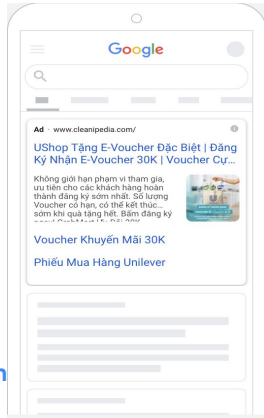
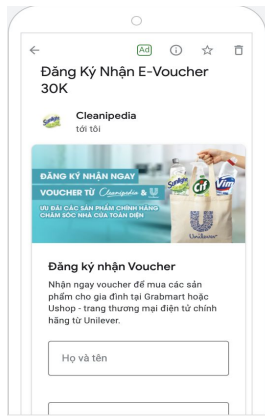
Cleanipedia boosts incremental quality leads with Performance Max



Unilever
Vietnam



- Hosted a voucher giveaway and wanted to test if Performance Max could help scale lead generation efforts across more channels
- Pre-phase: Search ads only
- Test phase: Search and Performance Max



+45%
Leads

-50%
Cost per lead

Lead Form Extensions

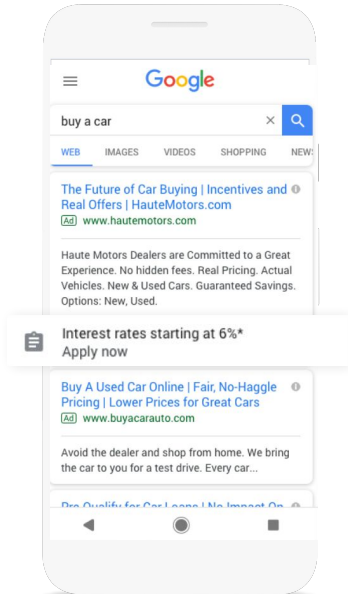
- New customers can submit info directly in a form through an ad
- **Key Benefits**
 - Easier to find users who are interested in your client's business
 - Generate leads
 - Drive leads into your marketing funnel to get more conversions

“More qualified” lead form type

- Contains more steps to submit the form
- More high-quality leads that are more interested in your client’s business

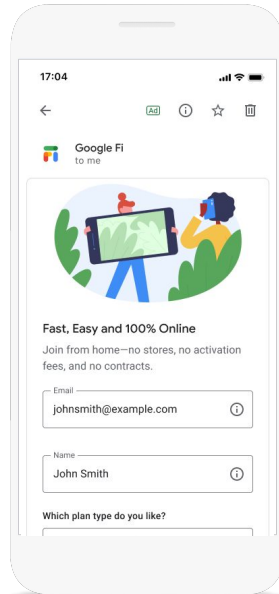
Lead form extensions are available across Google platforms

Search



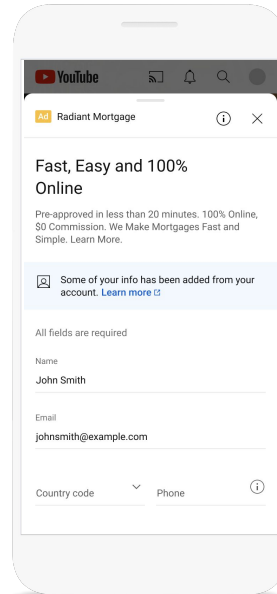
Search campaigns

Gmail

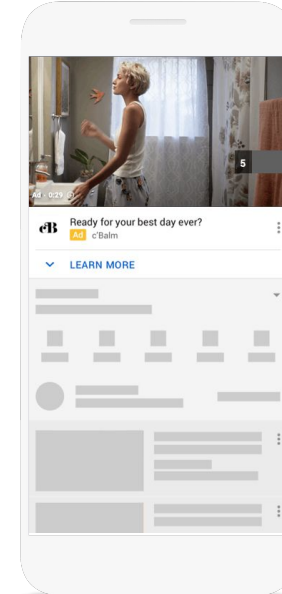


Discovery Ads campaigns

YouTube Home Feed



YouTube In-stream



Video Action campaign

And available
across-media with
Performance Max
campaigns

Key Takeaways

- Define the lead-to-sale journey
- Integrate your data with **Offline Conversion Imports** and **Enhanced Conversions for Leads**
- Optimize and shift bidding towards the highest value customers with value-based **Smart Bidding**
- Use **Performance Max** campaigns and **lead form extensions** to drive more quality leads at scale

Drive leads from your ads

1

How Google's
cross-product solutions
drive qualified leads at
scale

2

Your leads flow
into your CRM
system

2

Tell Google Ads which leads
turned out to be valuable

3

Machine learning
optimizes each bid
to show your ads to
more valuable leads