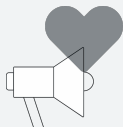


Growing with Google

Digital strategy



Google

Partnership roadmap: what **success** looks like

Set Objectives



Define MO:

- Align on a holistic marketing objective, and establish goals and KPIs for the partnership
- Map out conversion journey and customer lifetime value



Set Up Account:

- Conversion tags and tracking solutions are implemented to effectively measure the customer journey and campaign impact
- All Search / Display / Video creatives are shared with Google team in advance of launch

Get Ready



Launch:

- Launch campaigns that are best suited to deliver your MO and KPIs
- Allow account to serve and gather strong data volume with minimal intervention or changes



Learn:

- Leverage machine learning with Smart Bidding to stabilize and auto-optimize towards and drive more efficient traffic (CTR, Bounce Rate) and CPA
- Implement hygiene best practices

Take Action



Grow:

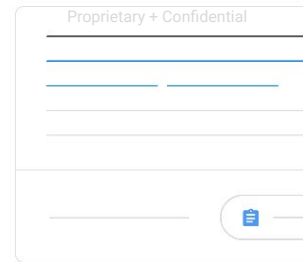
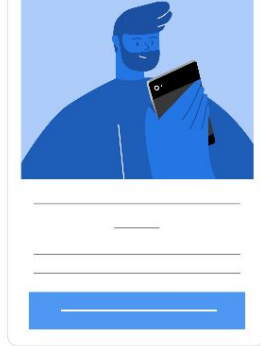
- Scale spend on campaigns as they progress towards a profitable ROI; factor in LTV
- Launch new products to expand reach and diversify marketing mix
- Optimize keywords, creative, targeting; use Drafts & Experiments



Complete Program:

- Campaign results are sustainable long-term
- Partner has strong understanding of Google Ads products and navigating the UI

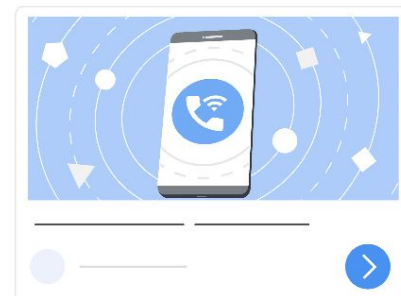
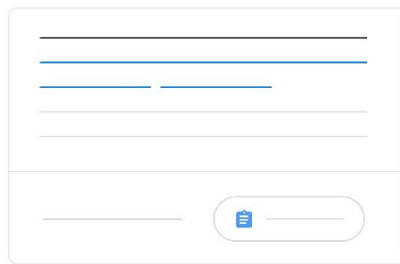
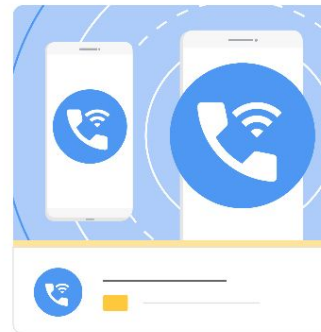
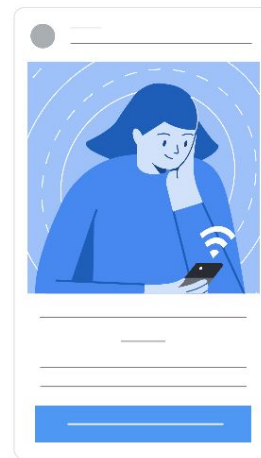
Evaluate & Expand



For some purchases, buyers have

500+

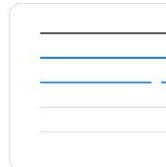
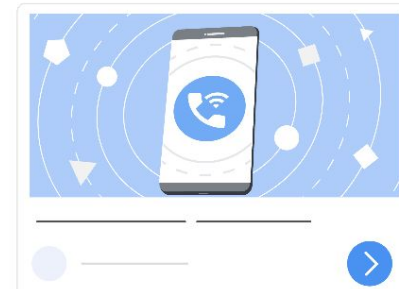
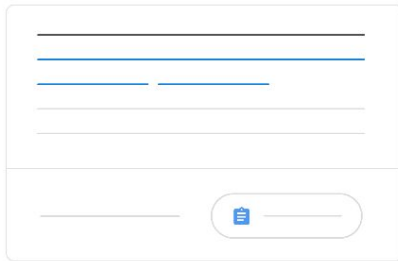
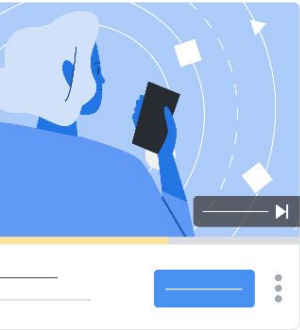
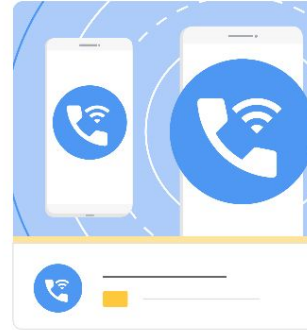
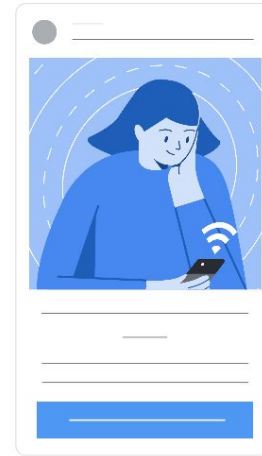
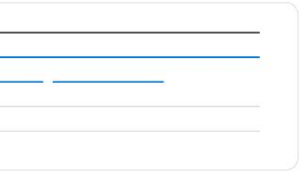
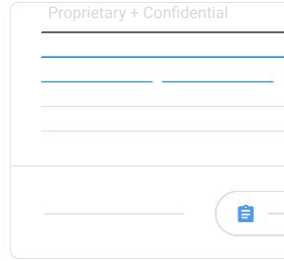
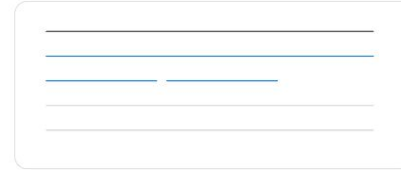
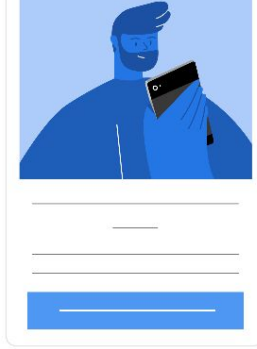
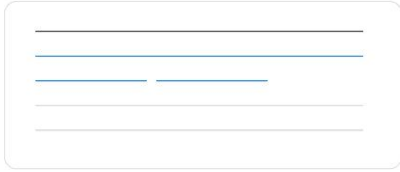
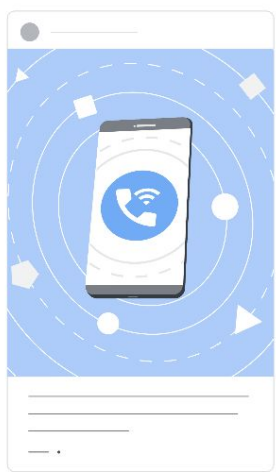
digital touchpoints before a purchase.



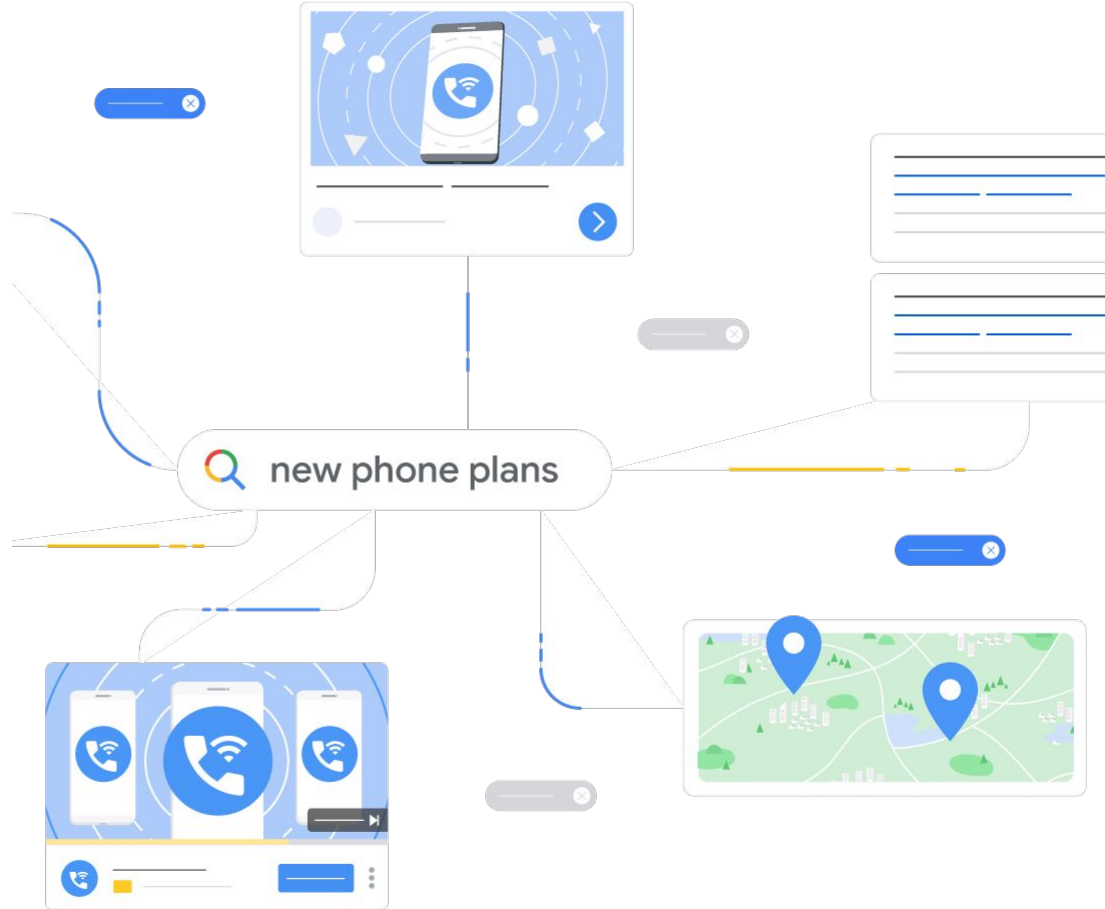
Source: Think with Google: How intent is redefining the marketing funnel

Google

Google Solutions & Media Plan



Performance Max campaigns help harness the best of Google advertising & automation to increase conversions across all Google channels and inventory.



Drive more conversions across channels



YouTube



Display



Search



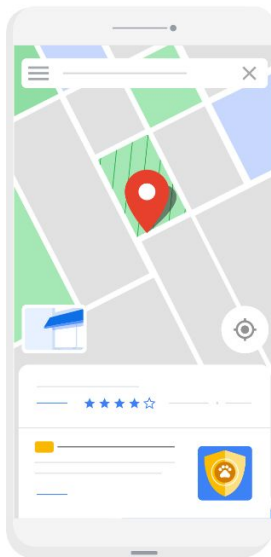
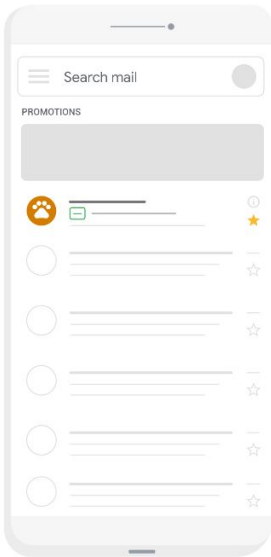
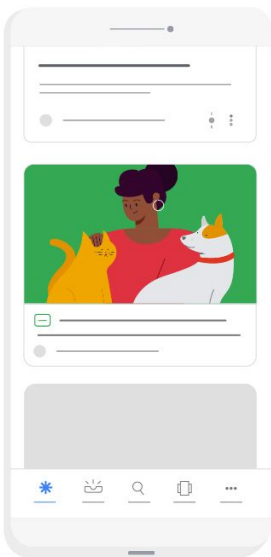
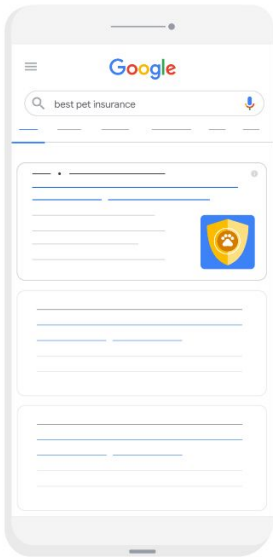
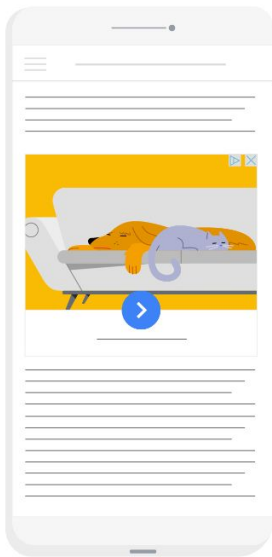
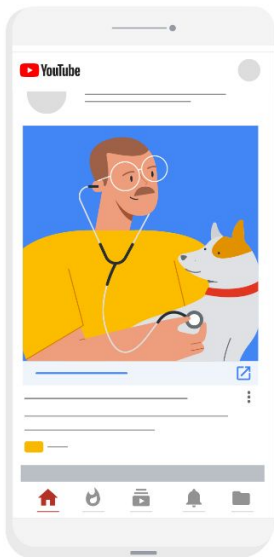
Discover



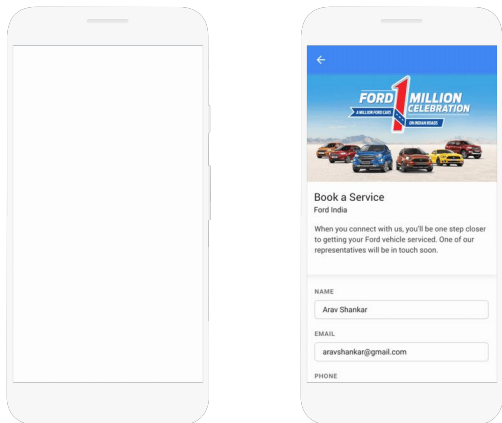
Gmail



Maps



Make it easier for customers to reach you with Lead form extensions & Call ads



2 clicks & 3 seconds

Drive quality leads efficiently and engage with high-intent potential customers through **in-ad lead forms**.

Ad · www.safeguardautomobile.info 

 **Call (000) 000-0000**

Safe Guard Auto - Call now for a free

Get a free car insurance quote today! Compare rates and save when you switch to SafeGuard Auto

Encourage customers to reach you right away by **appearing on devices that can make phone calls**.

Search Campaigns help you capture interest and demand by showing up when people search for what you offer



Google is where people search for what to do, where to go, and what to buy.

Your digital ads can appear on Google at the very moment someone is looking for products or services like yours.

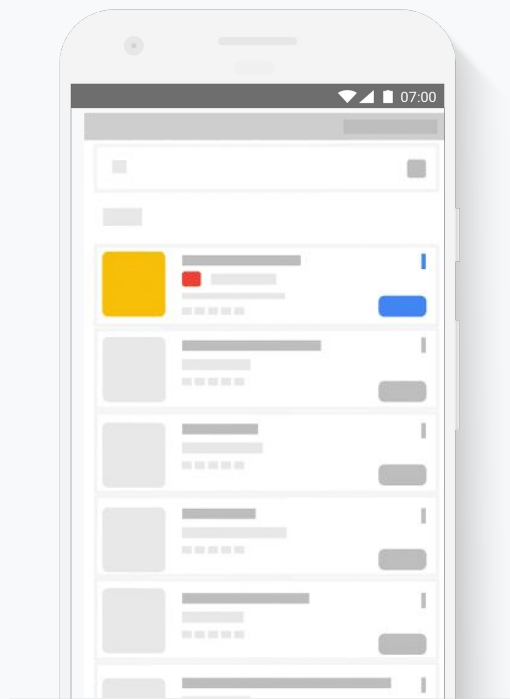


Increase app promotion with Google **App** campaigns

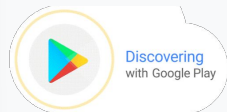
With App campaigns, you can promote your iOS or Android app on Google Search, YouTube, Google Play, and more.

We'll show your App ad to the people most likely to perform the action that drives your app business by optimizing for app installs or engagement. Decide if you want people to:

- Simply install your app, with no further action needed
- Or take an in-app action, like ordering a product or beating level 2

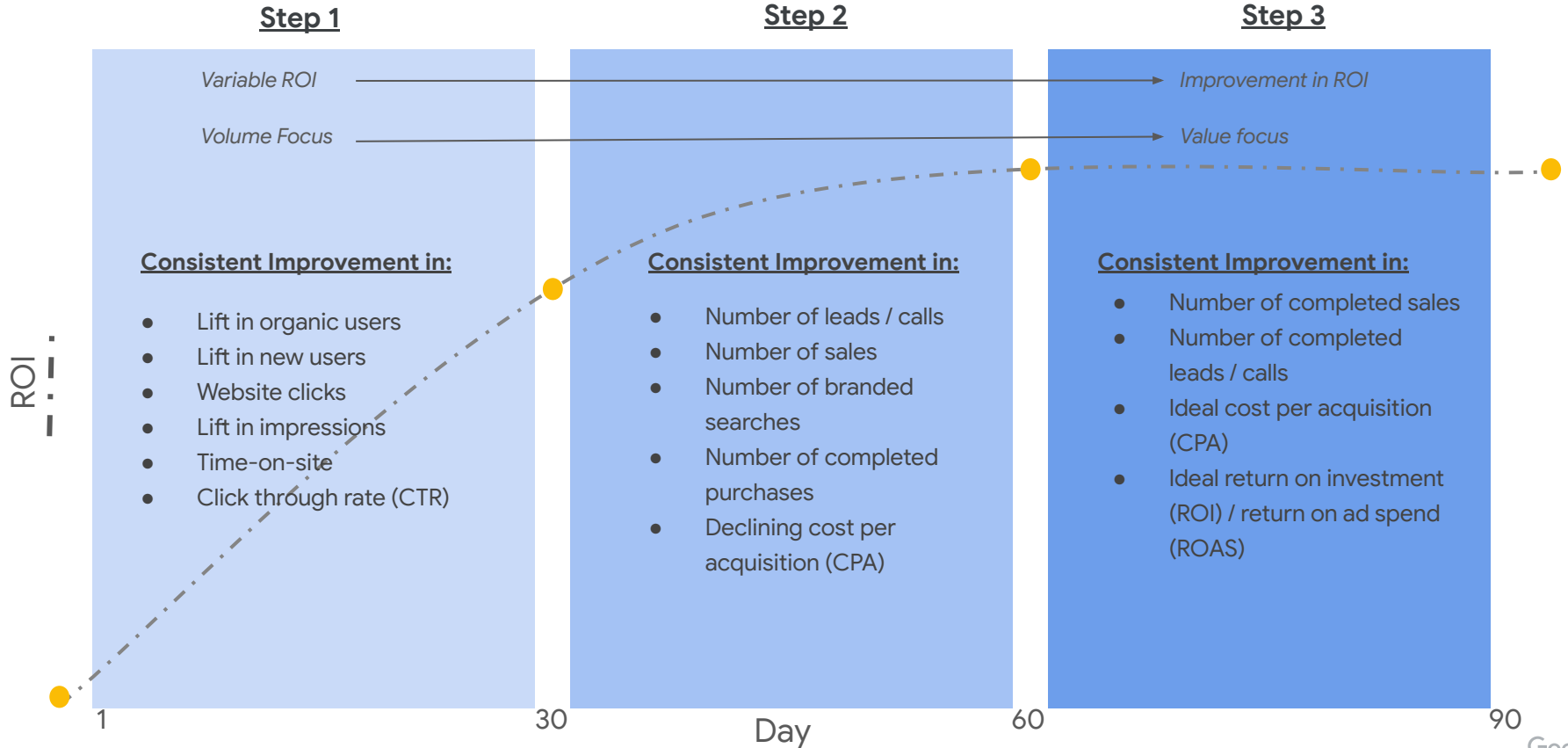


Connect with the right user, at the right time... with ease



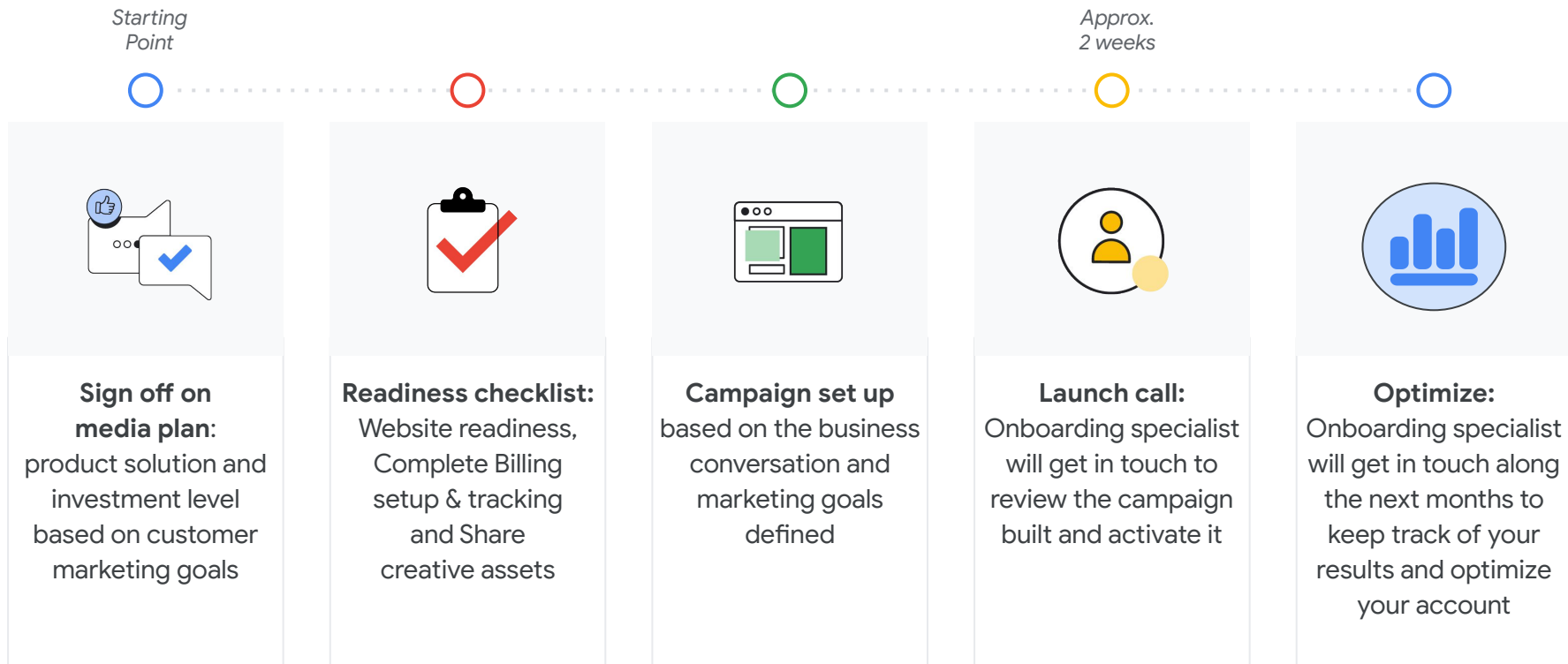
*Payment depends on selected format

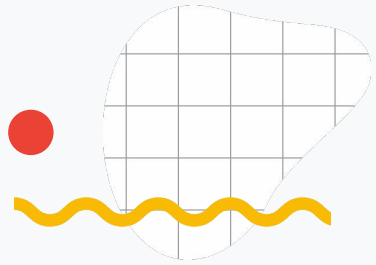
How we can dive deeper into performance expectations



*Investment, clicks/views and impressions refer to a 3 months period. **We recommend a 3 month minimum start-off commitment to leverage the full value of the medium.**

Timeline | Setting you up for success





Thank You

