

# Inside Google Marketing

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Three Steps to Master  
Digital Advertising

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# Introduction

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How do you make digital advertising as **successful as possible**?



Which [Google Ads](#) products are best **for you and your business goals**?

**At Google Marketing**, we spend a lot of time thinking about these questions. We've developed **three key steps** to help you answer them, with a particular focus on best practices for performance goals.



This guide takes you behind the scenes to share our global learnings across our B2C & B2B advertising campaigns—covering products like Play, YouTube, Chrome, Google Ads, Cloud, hardware products & subscription services.

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# Use data to **set goals**



# Type of goals

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We always structure our ad campaigns towards **clear goals**.

**Here's our thought process:**

What do we want to achieve with an ad campaign?

This is our **marketing objective (MO)**. Google ads products are designed with a particular focus on [these five](#): **Awareness, Lead Generation, Online Sales, Offline Sales, & Mobile Growth**.

What metric do we have to improve to fulfill that MO?

This is our **key performance indicator (KPI)**.

What value does the KPI have to hit to be successful?

That is our **campaign goal**. This value is determined by the ROI required by our business based on the Customer Lifetime Value (or nearest proxy to this).



# Type of goals

This framework helps us evaluate the effectiveness and cost-efficiency of our marketing efforts.

MO	Examples of KPIs	Examples of Campaign Goals
 <b>Awareness</b>	Reach, frequency	Cost per individual lifted*
 <b>Lead Generation</b>	Calls, contact form completions	Cost per lead, return on ad spend
 <b>Online Sales</b>	Purchases, subscriptions	Cost per acquisition, return on ad spend
 <b>Offline Sales</b>	In-store visits, appointment sign-ups	Cost per acquisition, cost per store visit, return on ad spend
 <b>Apps + Mobile Growth</b>	Installs, engagement	Cost per install, cost per daily active users

\* We are moving away from lift percentages to use Cost per Individual Lifted (CPIL) as a key goal as it allows for more effective comparison across Marketing channels.  $CPIL = ((\text{channel spend} / (\text{reach of the channel} * \text{average absolute lift}))$

# Choosing a goal

We've learned that a useful campaign goal is:

## Quantifiable



Results can be clearly measured.

## Incremental



Goes beyond what we would naturally achieve without any media spend.

## Commercially viable



Produces positive return on investment.

At Google Marketing, our gold standard for performance campaigns is **Customer Lifetime Value (CLV)**, which measures a customer's value over a specific time-frame.



Never calculated a customer's value before? Here's a [handy guide to figuring it out](#).

Rocío Abril  
Google Marketing Team

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# Performance campaign metrics

When we work on campaigns to grow sales or revenue (which we call “performance” or “direct response” campaigns), we typically set targets for:

Cost per acquisition  
(CPA) ↻

Tells us how much we are willing to pay to acquire new customers. The reason CLV is so vital (see previous slide) is that it helps us set the CPA with the appropriate financial return.

Return on ad spend  
(ROAS) ↻

Tells us the revenue we return for every dollar of ad spend we invest in our campaigns.



Google offers multiple incrementality tools that can be used to measure conversions directly attributable to your performance media campaign that would not have otherwise occurred. These include Conversion Lift Studies & Geo experiments (GeoX)

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Use conversion tracking  
to **unlock automation**

# Conversion tracking

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A conversion occurs when a customer completes a valuable action (e.g. a purchase).

## Conversion tracking is critical because:



It shows whether the campaign is effective in driving the desired KPIs and goals.



It allows us to calculate the campaign ROAS or CPA, to see if the campaign is cost-efficient.



It allows us to save time and improve efficiency by unlocking automated bid strategies in Google Ads.



Check out [this page](#) for help setting up conversion tracking.

Kevin Murakami,  
Google Marketing Team

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# Automation

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Google Ads uses powerful machine learning algorithms to help get the right ads in front of the right customers.

Once we've set up conversion tracking, we always implement [automated bidding](#).



Automation optimizes our campaigns towards a metric or objective (eg. CPA).



It's guided by our CLV (customer lifetime value) and our target ROI (return on investment).



Saves us time, providing both flexible control options and insightful reporting tools.



Ensures efficiency by placing the right bid at the right time.



# Dynamic creatives

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Another great form of automation we access via conversion tracking is [dynamic creative formats](#).

We've seen that machine learning outperforms manual testing of our creative assets. We use dynamic creatives because in our experience, they deliver more revenue/sales per media dollar spent.



These ads are driven by machine learning algorithms to show images and/or text tailored to different customers & contexts.



With up to 30 individual text, logo, video and image variations, there are 45K+ potential permutations available to test.



Examples include Responsive Search Ads and Responsive Display Ads. They can be used in Search, Display, Shopping, Discovery, and App campaigns.



# Examples of dynamic creatives

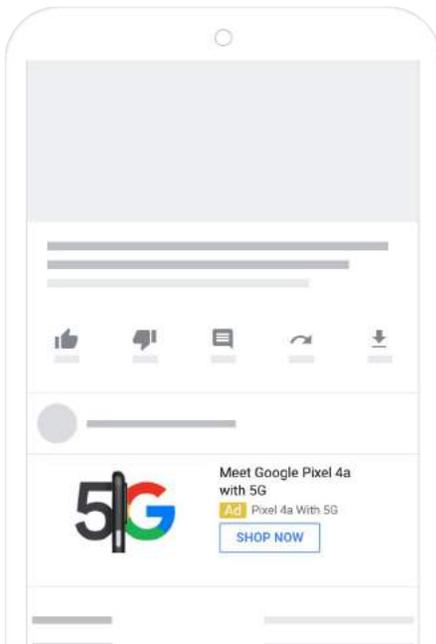
Stadia - Discovery ad



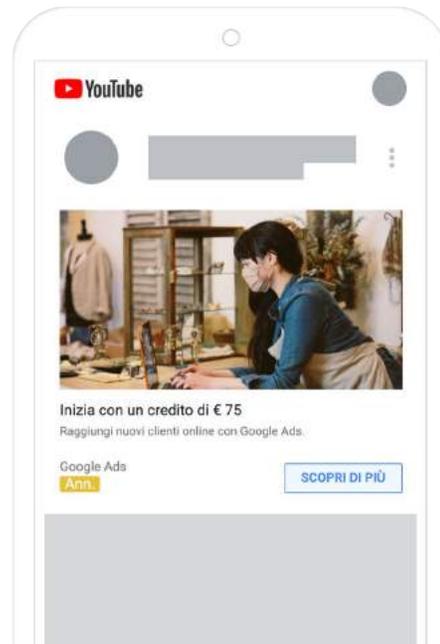
Google Store - 320x568 responsive image ad



Google Pixel - YouTube watch page responsive ad



Google Ads - YouTube home page responsive ad



# 3

## Waterfall media planning



# The waterfall

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A waterfall methodology allocates budget to different channels based on their efficiency.



The best-performing channel receives full funding until it captures all available demand within our CPA and ROAS goals.



At this point it's considered fully-saturated; only then does the second best-performing channel begin receiving funds, and so on.



We continue prioritizing channels in this way until our overall CPA or ROAS reaches the goal set by our CLV.

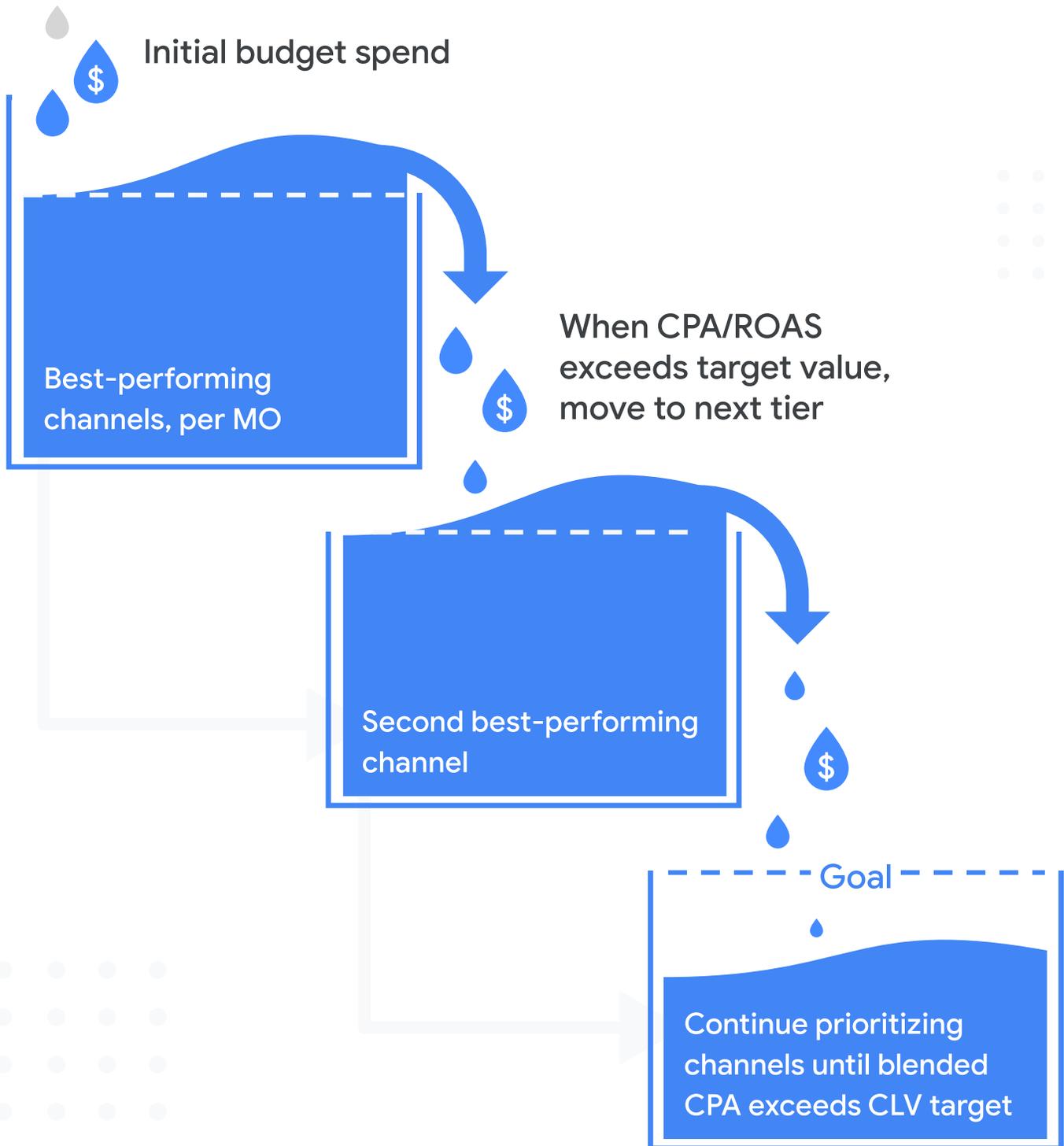


We almost always find it best to target remarketing lists before anything else, on all platforms. Additionally, conversion lift tools are especially important to activate to ensure proper accounting of incremental sales.

Lili Papadimitriou, Google Marketing Team

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# Waterfall budget planning



# Why use waterfalls?

Running multiple campaigns and products across Google Ads can be complicated.



We've found that prioritizing our best-performing channels ensures we remain financially laser-focused and measurement-oriented.



The waterfall approach works equally across large and small budgets, and for both single-country and global campaigns.



The farther down the “waterfall” you move, the more important [multi-touch attribution solutions](#) become.

Lili Papadimitriou,  
Google Marketing Team

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# The waterfall: Awareness

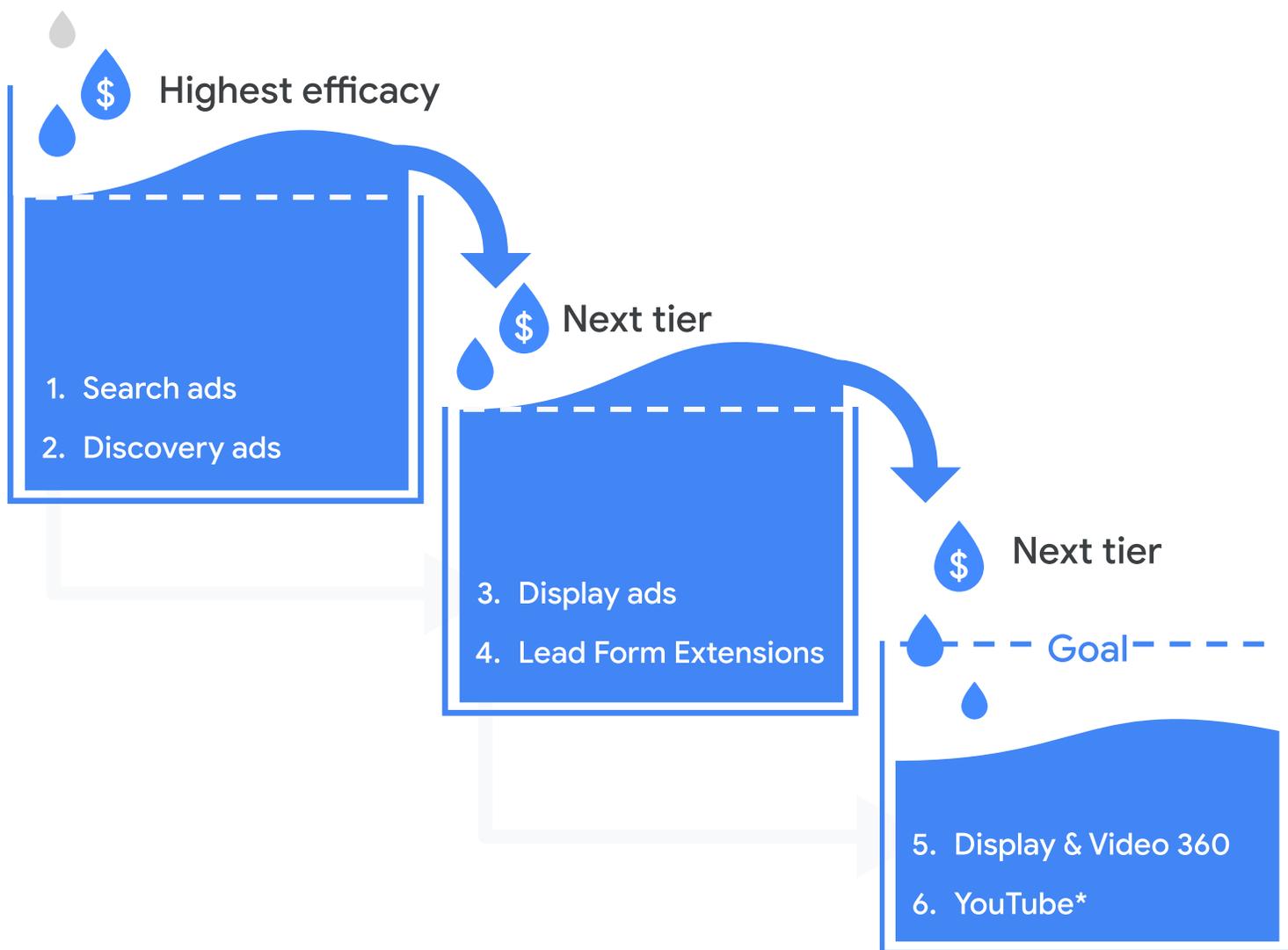
Every campaign is different, but here are the products we recommend using at each waterfall tier, depending on your marketing objective.

MO	Examples of KPIs	Examples of Campaign Goals
 <b>Awareness</b>	Reach, frequency	Cost per individual lifted



# The waterfall: Lead Generation

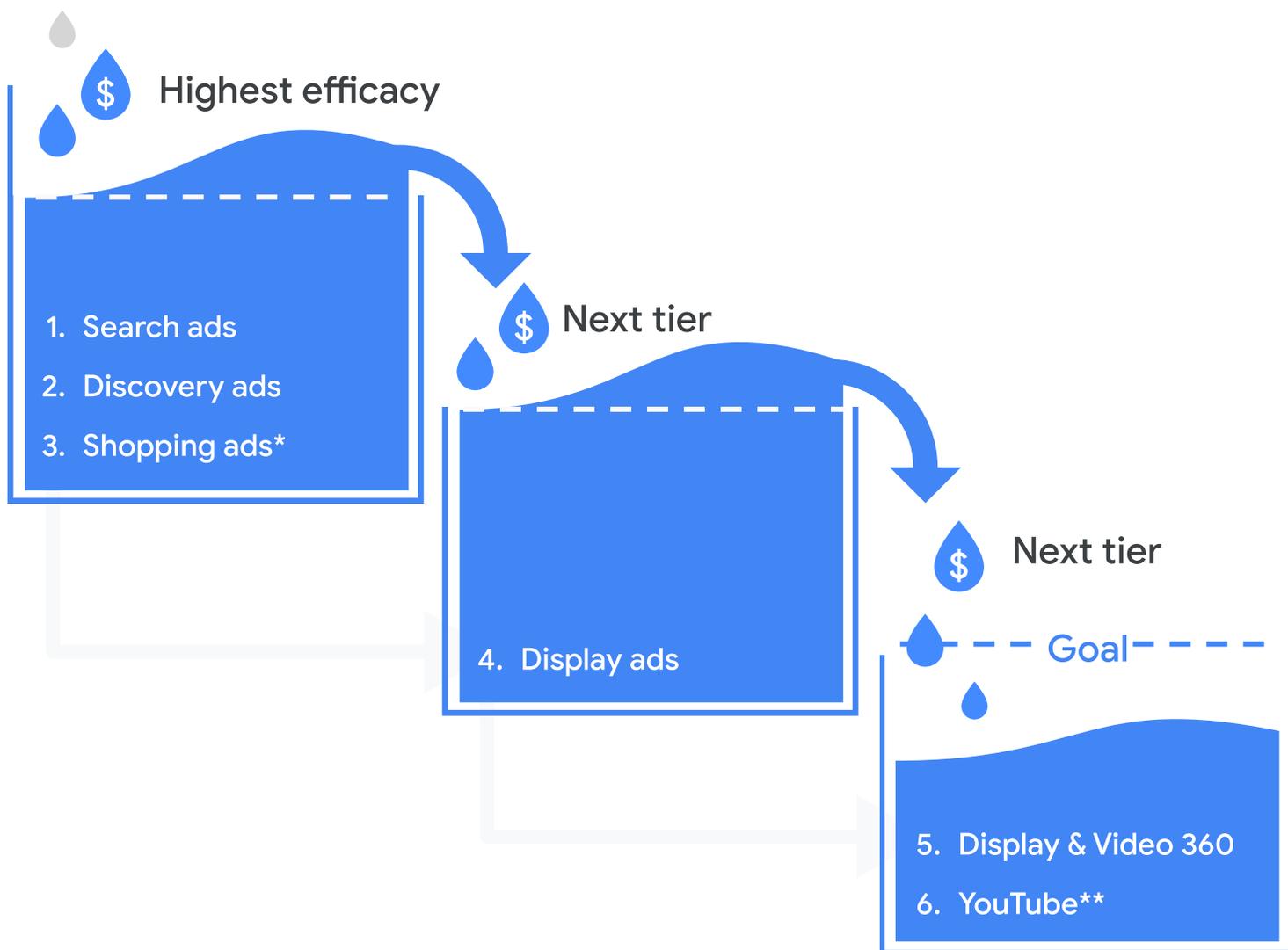
MO	Examples of KPIs	Examples of Campaign Goals
	Calls, contact form completions	Cost per lead, return on ad spend



\*We are currently testing YouTube ads for lead generation & depending on results, may change its priority in our waterfall planning

# The waterfall: Online Sales

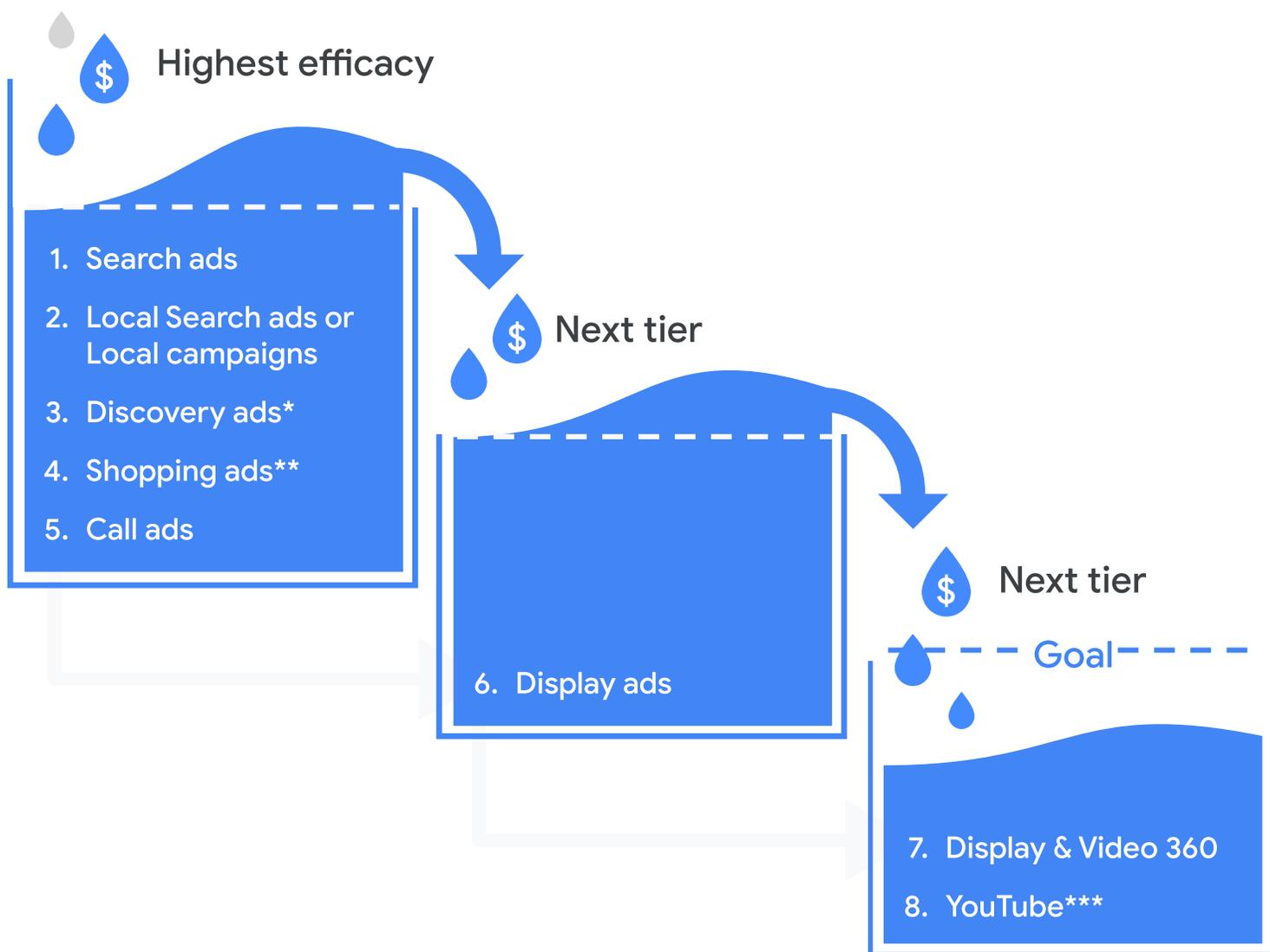
MO	Examples of KPIs	Examples of Campaign Goals
 <b>Online Sales</b>	Purchases, subscriptions	Cost per acquisition, return on ad spend



\*Shopping ads or Smart Shopping campaigns depending on tracking capabilities  
\*\*YouTube Trueview for Action and Video Action Campaigns

# The waterfall: Offline Sales

MO	Examples of KPIs	Examples of Campaign Goals
 <b>Offline Sales</b>	In-store visits, appointment sign-ups	Cost per acquisition, cost per store visit, return on ad spend



\*Currently no direct store visit tracking but we use match market tests to determine offline sales efficacy

\*\*Shopping ads or Smart Shopping campaigns depending on tracking capabilities

\*\*\*Using location extensions

# The waterfall: Apps and Mobile Growth



MO

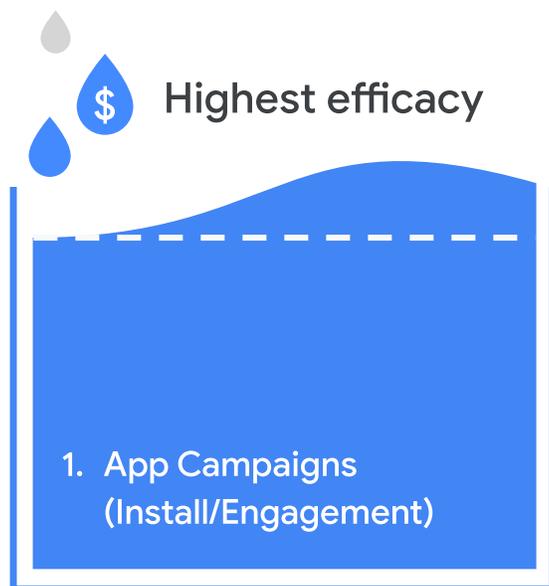
Examples of KPIs

Examples of Campaign Goals



Installs, engagement

Cost per install, cost per daily active users



# Case in focus: Google Fi



Google Fi is a phone plan, available in the US. Our early marketing budgets were small until we could prove growth potential.

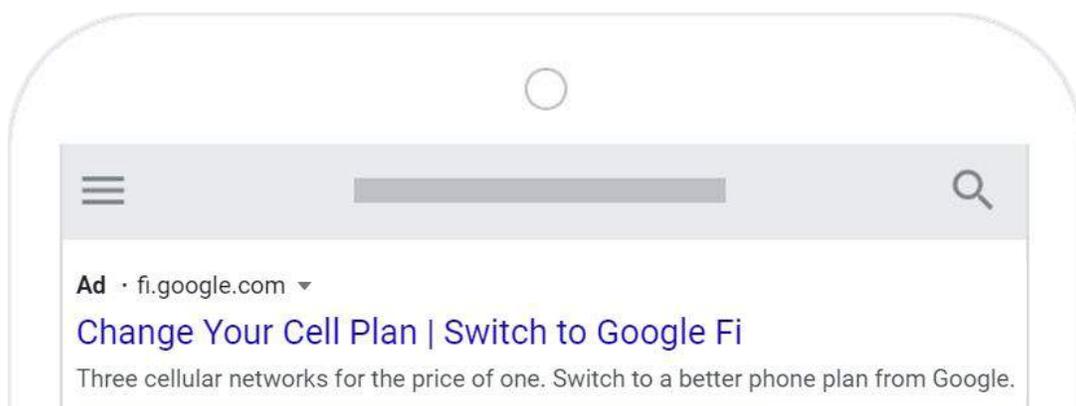
The team started at the top of the waterfall with **Search ads**—our most efficient channel due to its combination of reach and ability to capture intent.



Once Google Fi subscriptions reached our goal of \$70\* CPA, we requested 20% more budget so we could fully max out Search Ads profitably. Then we tested new channels with the next-lowest anticipated cost per subscription (\$100 CPA).



Eventually we were funding five separate channels. Our subscriptions had grown 200%, while our campaign performance remained within our CLV-adjusted CPA goal.



\*CPAs used are for illustrative purposes only