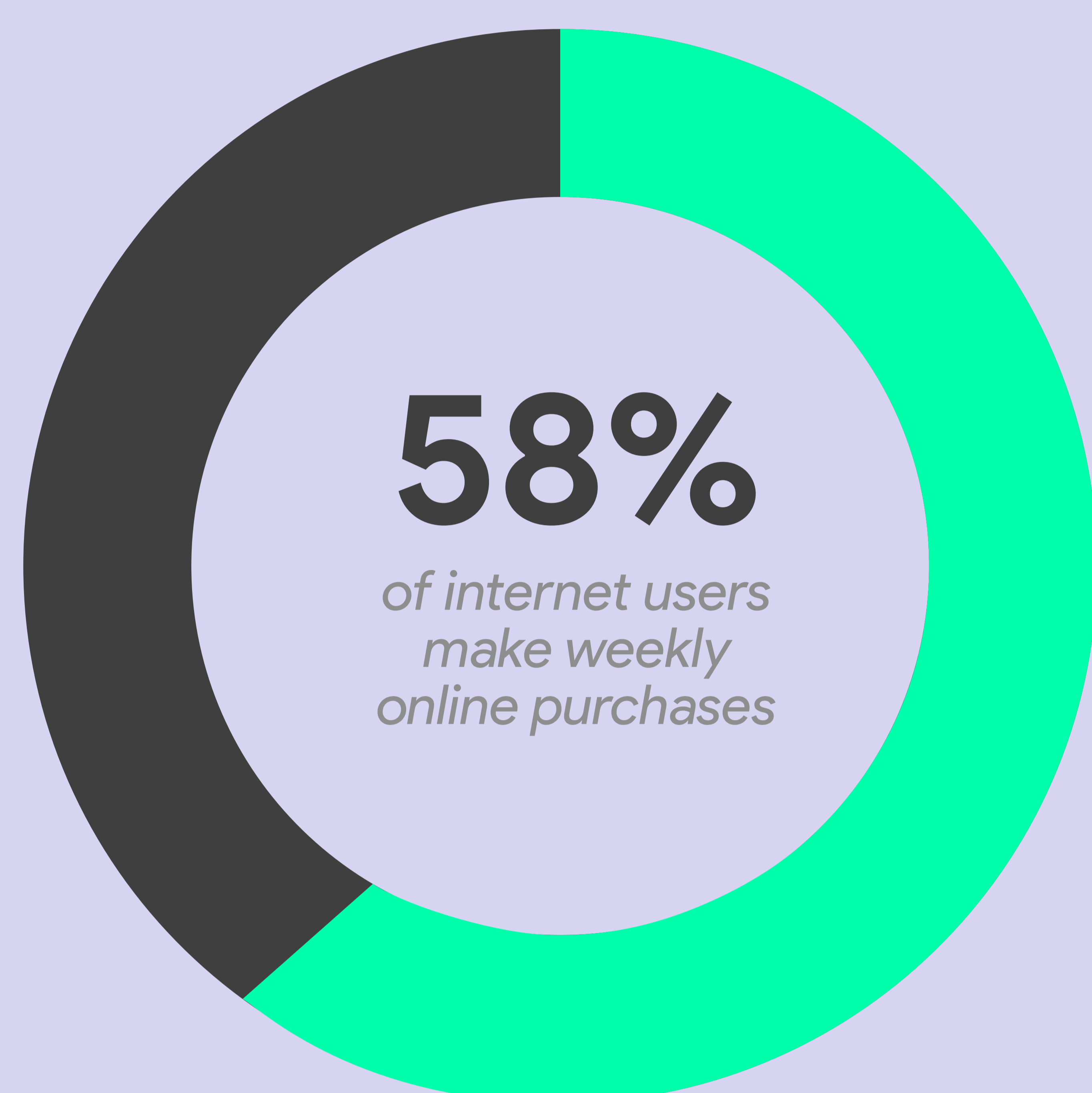


Introduction

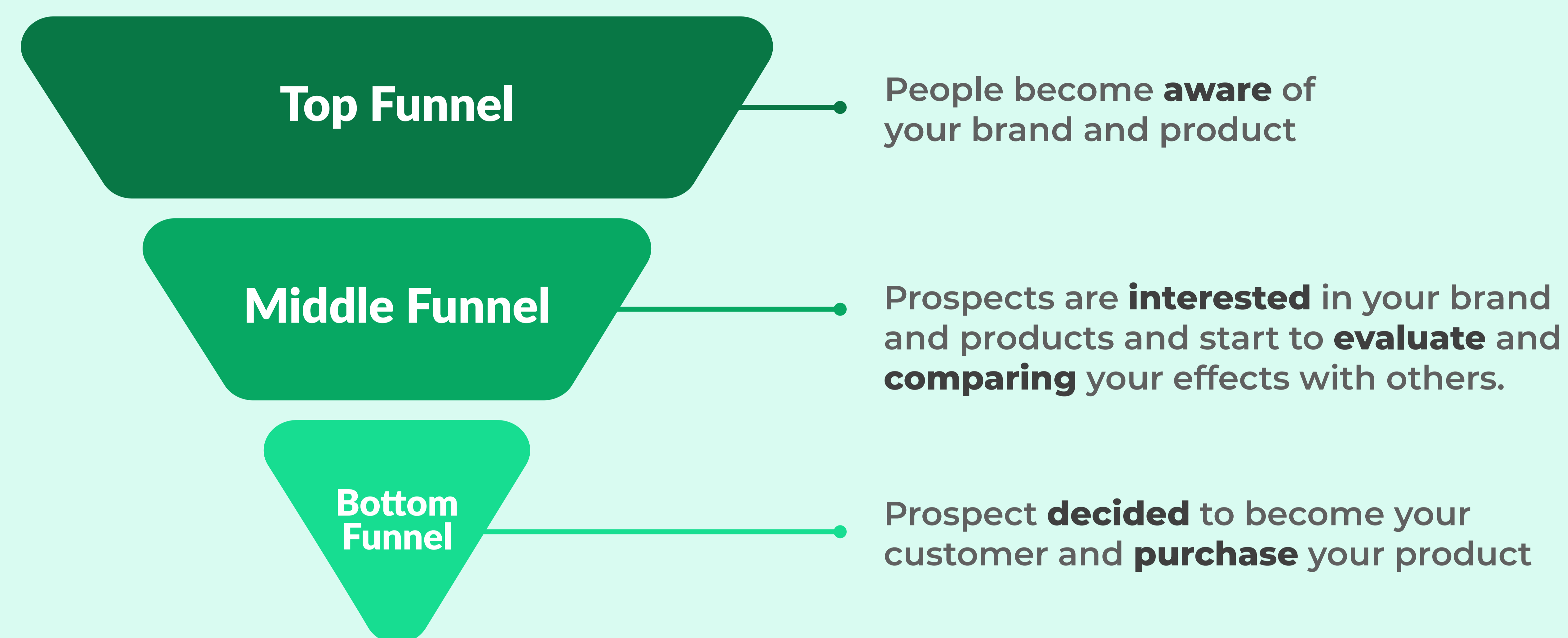
Google Ads for Sales & Revenue

Google Ads is an essential tool for boosting e-commerce sales and revenue. A study revealed that **58% of internet users make weekly online purchases**, highlighting the effectiveness of targeted keywords in driving **Return on Ad Spend (ROAS)**.



Importance of Having a Funnel Mindset

The funnel has three stages: **top** (awareness and consideration) and **bottom** (conversion). Embracing this mindset allows marketers to map the customer journey and deliver personalized messages for each stage. Google Ads offers campaigns for different funnel stages. Display and video boost **awareness and engagement**, while search, shopping, discovery, and performance max **drive conversions and optimize performance**.



Purpose of This Article

- Understand how advertisers can **maximize their sales** and **revenue** by incorporating Google **Ads** into their marketing strategy
- Explore the **effectiveness** of each **campaign type** on the **upper** and **bottom funnel** in maximizing online sales

Optimizations

Display Ads

- Exclude **gaming** and **comic** sites
- Exclude **mobile app categories** to avoid poor-quality traffic

Search & Shopping

- Regularly **review** the performance of **keywords**
- Exclude **irrelevant/low purchase intention** search terms
- Keep **refreshing ad copies** and **landing pages** corresponding to seasonality and promotions of the specific holidays

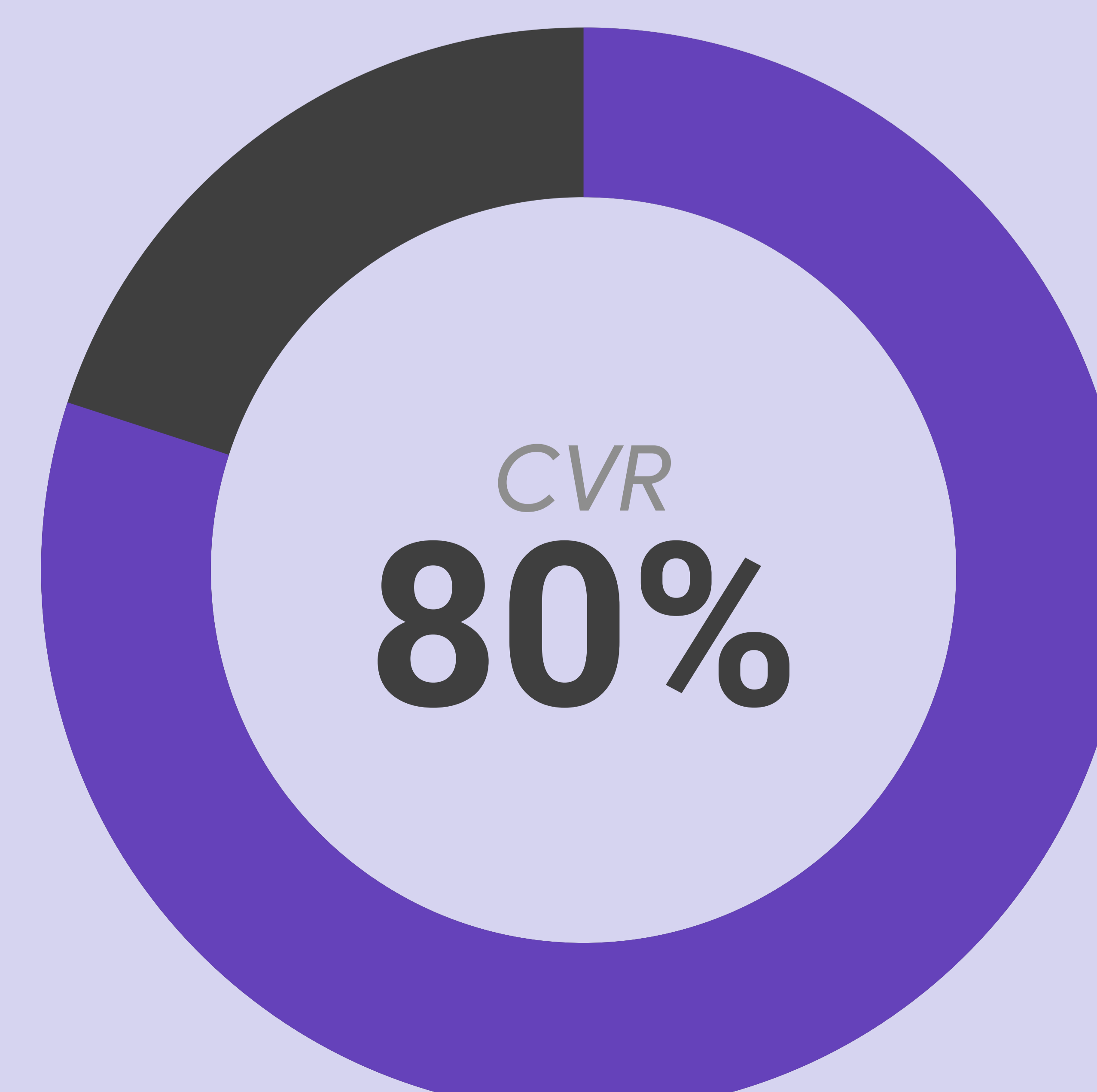
Discovery Ads

- Update **audience segments** and enable **optimized targeting** to allow Google to expand and find similar audiences.
- Continuously **refresh** your **visuals** and **ad copies** for **different sales** and **new products** over time to avoid ad fatigue and increase CTR.

Case Studies

With Display / Video campaigns

CVR increased by 80% when running **search, discovery, shopping, performance max campaigns**, alongside **display** and **video** campaigns.



Google Ads

Primary Objective:

Maximize online sales via demand creation with Upper Funnel and demand capture with Lower Funnel
(Key metrics: Online sales & ROAS)

Upper Funnel

Budget: 30%

Video Campaign

Objective: Brand awareness and reach (to acquire more impressions & reach at a lower target CPM)

Ad format: Skippable in-stream, Non skippable, bumper ads

Bidding strategy: Target CPM

Audience Targeting

Prospecting: Affinity, In-market & Custom Audiences

Remarketing: YouTube viewers, website visitors, cart abandoners

Display Campaign

Objective: Product & brand consideration
- Reach more people and build awareness for the products, services with visually engaging ads
- Find new customers or engage existing customers using audience segments

Bidding strategy: Maximize Conversion Value

Bottom Funnel

Budget: 50%

Search Campaign

Objective: Sales
- Target people actively searching for your specific products and services
- Get clicks that are more likely to lead to sales

Shopping Campaign

Objective: Sales
- Use existing GMC product feed by featuring product information directly in ads
- Create informed purchase decision to increase the quality of leads

Ad Requirement: GMC Product Feed

Discovery Campaign (With Product Feed)

Objective: Sales
- Appear across YouTube, Discover, and Gmail
- Promote your GMC product catalog and to increase sales

Bidding strategy: Maximize Conversions

Performance Max Campaign

Objective: Sales
- Automated Bidding and Optimization
- Maximize results with a mix of campaign types (Search, Shopping, Display, Discovery, Gmail)

Bidding strategy: Maximize Conversion Value

Early stage: Maximize Clicks

2nd stage: Maximize Conversion Value (Target ROAS)

Audience Targeting

Prospecting: Affinity, In-market & Custom Audiences

Remarketing: YouTube viewers, website visitors, cart abandoners