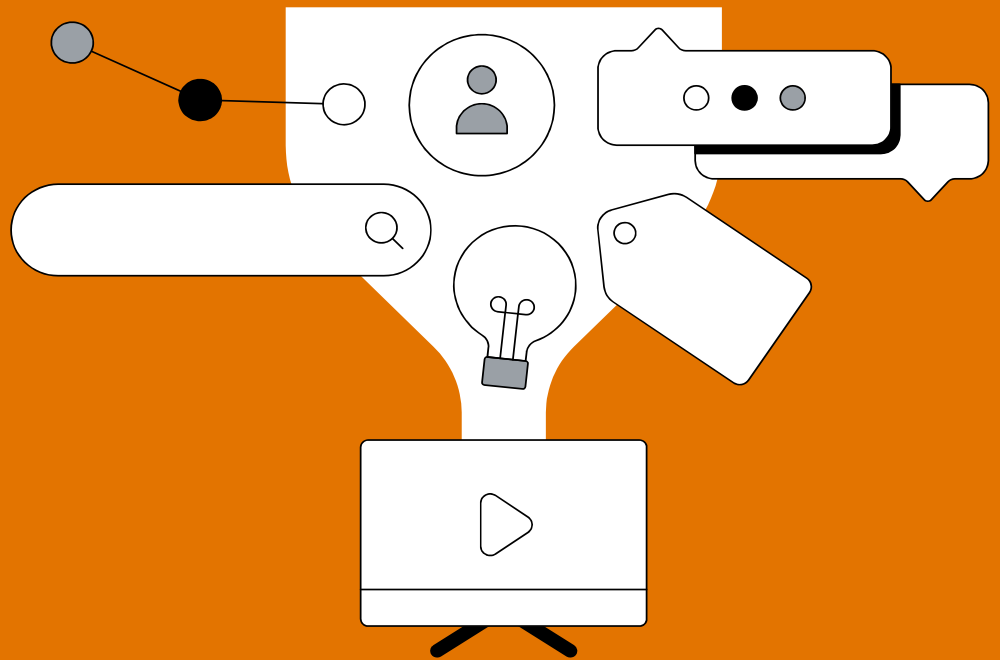
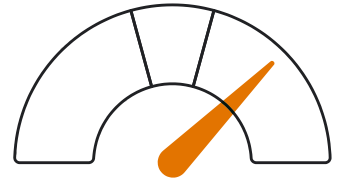


How to generate high-quality leads with digital ads



Quick links



- 1 [What challenges do lead generation advertisers face?](#)
- 2 [Solutions to help you get more high-quality leads at scale](#)
- 3 [Creative best practices for driving high-quality leads](#)
- 4 [Where Google fits in the lead generation cycle](#)
- 5 [Customers that are doing this well](#)
- 6 [Your lead generation checklist](#)

In this **lead** **generation playbook** we'll show you how to



Reach **customers** that
value your business

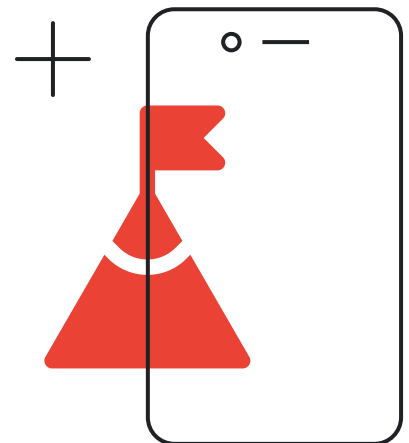


Get more **high-quality leads**
at scale



Do it all in a **privacy-safe** way

What
challenges do
lead generation
advertisers
face?





Creating seamless customer experiences

To drive and nurture your leads, you may need to **connect with customers multiple times.**

And they expect these interactions to be **seamless, fast, and relevant.**

Did you know...



88%

of consumers **favor brands that provide helpful information** along every stage of their journey

but only



47%

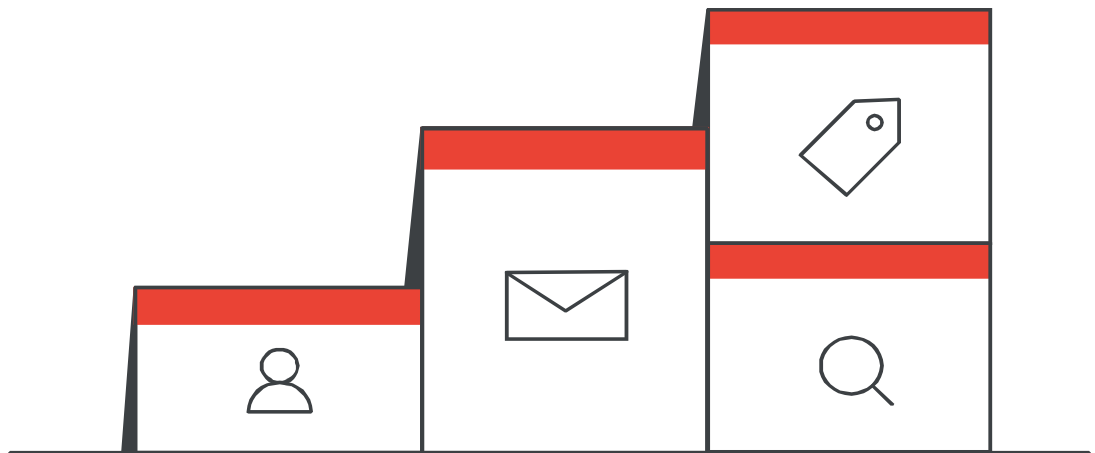
of brands **customize and serve information** across the customer journey

Source: Google / Ipsos Connect, Consumer Discovery Study, U.S., December 2018, n of 2,001 US consumers age 18-54 who go online at least once a month

2

Maintaining quality and scale

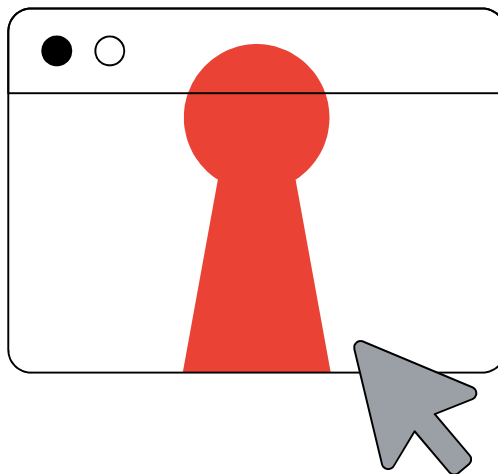
Not only do you want to drive a **high volume** of leads, but they also need to be **high quality**.



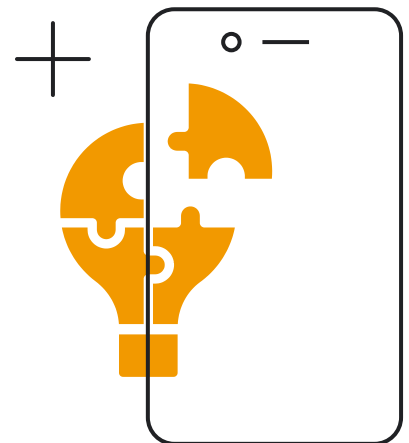
3

Putting privacy first

You want to make your customers feel comfortable with **how you're handling their information**, while also **trusting the tools** you're using to deliver on performance.



Solutions to
help you **get**
high-quality
leads at scale





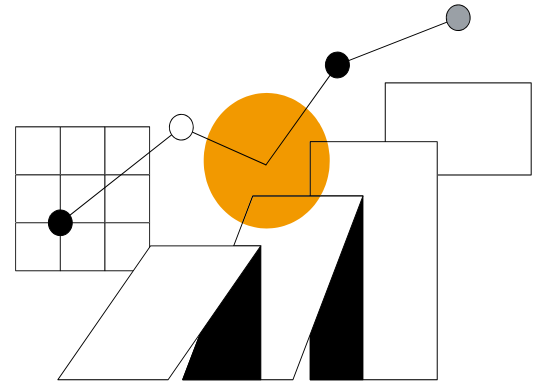
Drive high-quality leads

How do you distinguish good leads from poor-quality leads?



The key to optimizing for qualified leads is **robust measurement.**

Better measurement improves lead quality

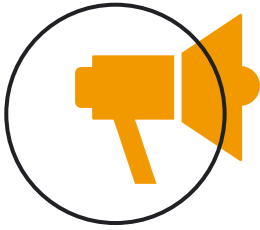


+30%
cost efficiency

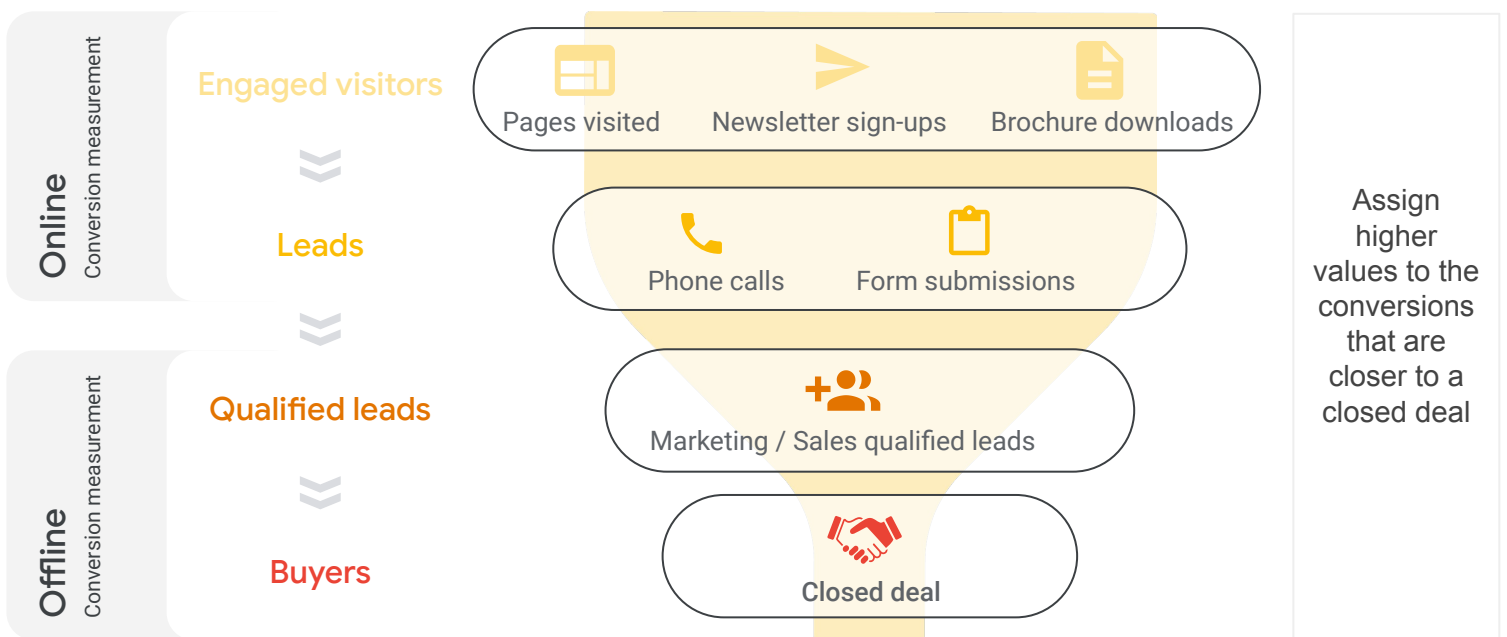
+20%
incremental
revenue

seen by advertisers
when integrating
strategies with
customer data across
the **entire lead journey**

Source: BCG, Responsible Marketing with First Party Data, May 2020



Identify actions in your lead to sale journey, **measure them**, and **assign values** to those actions.



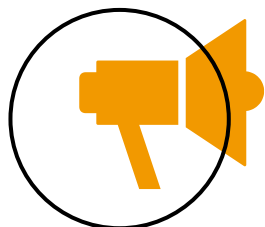
[Learn more](#) about how you can maximize your ROI by assigning values to your conversion actions.

Measure the full value of your leads by importing your **offline conversions**



Measure and report on the conversions that truly matter to your business, like qualified or converted leads that are as close to the final sale as possible. You can upload your lead data into Google Ads with [offline conversion imports \(OCI\)](#). This helps Google **understand the quality of your leads**, so we can find you more customers like that.

Note: If you're unable to use offline conversion imports, we recommend assigning static values to your conversions. [Learn more here.](#)



This is the foundational step to tell Google what **“quality leads” mean to you.**



Google's products are built to be **privacy-safe**. Offline conversion imports for web forms does not involve sharing any personally identifiable information (PII) with Google.

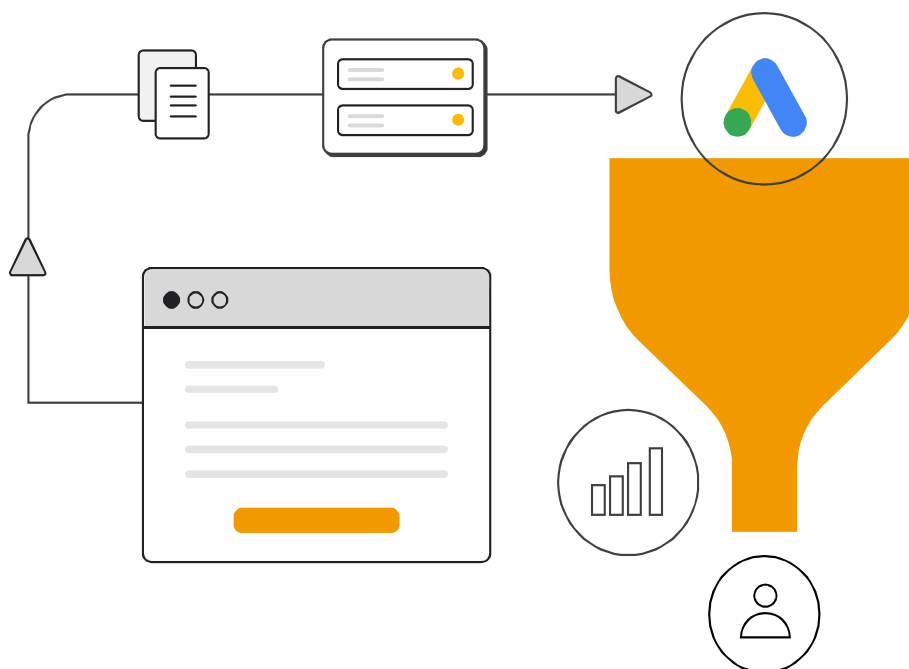
The **only data you will need to provide is:**

- [Google Click ID \(gclid\)](#), which does not contain any PII
- Conversion name
- Conversion time
- Conversion value, conversion currency (optional)

Easily import your offline conversions with **Offline Conversion Import Helper**



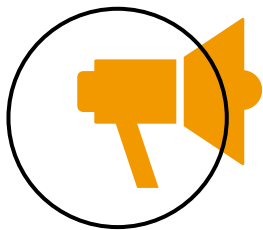
[OCI Helper](#) is a project management platform that helps streamline the import process by providing step-by-step implementation guidance, stakeholder accountability, and progress monitoring.



Maximize value from your leads with **Smart Bidding**



Smart Bidding combines **your offline conversion data** with **Google's real-time understanding** of user intent, interests, and context to help you find more valuable customers. It optimizes each bid in real time to show your ads to the **right customer at the right bid** within your goals.



This is the foundational step to maximize both the **volume and quality of your leads**, while hitting your budget and **performance goals**.



Maximize conversion value bidding with a set target ROAS helps you get the most ROI from your budget.

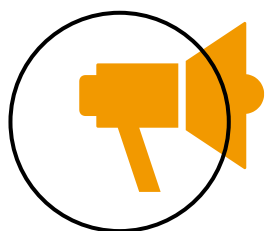
It factors in the data you share about what different conversions and leads are truly worth to your business, and optimizes your campaign to find more of these high-value customers.

Nurture your leads with Customer Match



Customer Match uses your [first-party data](#) to **nurture leads and continue the conversation** with your best customers.

With Customer Match, you can re-engage offline customers while they're online, or reach previous online customers with new, custom messages. You can also find [similar audiences](#) to your existing customers.



Customer Match lists are **automatically prioritized in Smart Bidding**, helping Google Ads understand who's important to you and help you unlock new audiences segments.

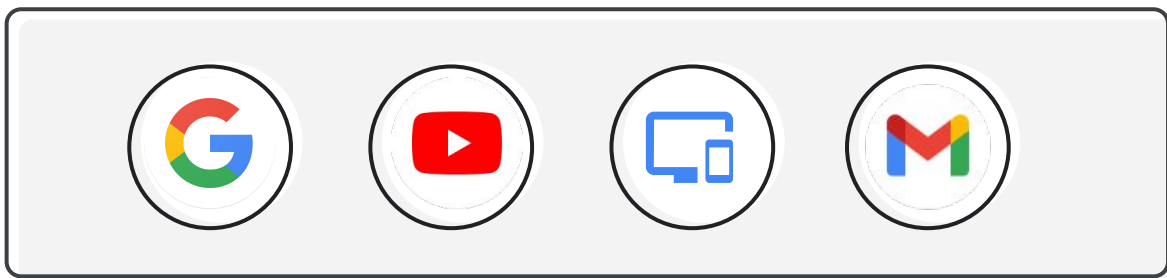


When customer information is uploaded to Google, the data is hashed—turned into encrypted codes—and matched with anonymized codes of Google accounts. After the matching process, the codes are **deleted immediately**. Whether there is a match or not, Google **does not keep this data** or use it for any other Google product. [Learn more here](#).

2

Getting quality leads at scale

Driving leads with Google means you can **reach your customers wherever they are** in their journey



70%

of consumers say they're always on the lookout for new brands and products **to make their lives easier** — and increasingly using Google products to research

Source: Google/Ipsos Connect, U.S., Consumer Discovery Study, n=2,001, consumers A18-54 who go online at least once a month, Dec. 2018

Drive leads at scale with **lead form and call extensions**



Lead form extensions and **call extensions** make it **easier than ever to collect leads across all channels**. Users can submit their information directly within your ad, or call you as they search, discover, and watch relevant content.

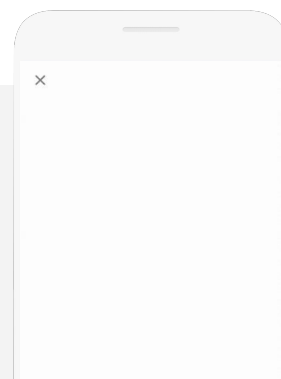
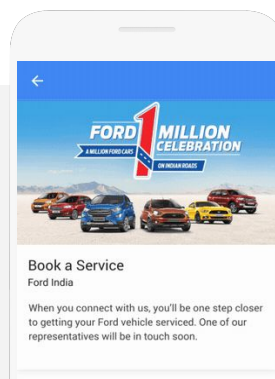
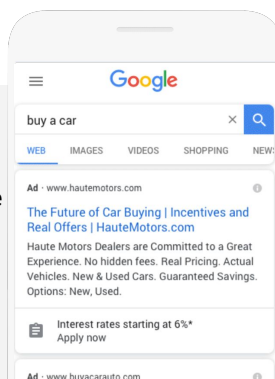
On Search, you also have the option of showing a lead form when people tap the headline of your ad. [Learn more.](#)

Pro Tip:

It takes 2 clicks & 3 seconds for...

potential customers with high-intent to engage and help your business drive quality leads efficiently.

Source: Think with Google. [Link](#)



To make the most out of your lead form extensions:

- Build forms with **fewer questions for higher volume**, and **more questions for higher quality**
- **Be as informative as possible** in your ad text and clearly communicate the value—you're asking users to give you their information before visiting your site (e.g. "get a free quote")
- **Provide a call-to-action** that best represents how users can follow up with your business (e.g. "Complete this form", "Call us", "Message us")

Maximize high-quality leads across Google with Performance Max campaigns



Performance Max is Google's **first cross-channel lead generation campaign**. It optimizes your budget across Google channels to find you more high-quality leads.

You

- ✓ Create one lead form
- ✓ Share your conversion goals
- ✓ Provide creative assets
- ✓ Add audience signals, like your Customer Match lists

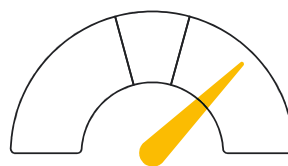
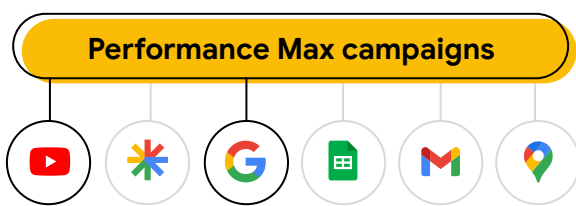


Performance Max

- ✓ Uses your inputs & automation to find similarly valuable leads across all of Google's advertising channels
- ✓ Tailors your ads to best match the inventory type and customer intent

Recommended to see the total value of your advertising:

- ✓ Set [conversion values](#) of your leads
- ✓ Upload the leads that resulted in a sale with offline conversion imports



Qualified leads



ROI

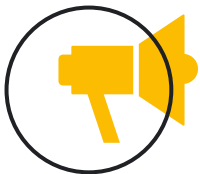
Automate lead management with **third-party partners**

Collecting customer information, keeping it up to date, and using it in your marketing campaigns can be a challenging process, especially if you're doing it manually.



Partnering with a third-party platform (i.e. [Zapier](#), Salesforce, Liveramp, etc.) makes it **easier to collect and update your first-party data in a privacy-safe way.**

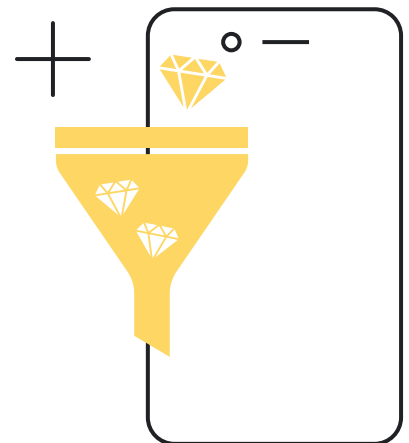
For a full list of Customer Match partners, visit the [Google Ads Help Center](#).



Benefits

- Vetted by Google to be privacy-safe at each step
- Conversion actions are sent in real time
- Automatically updates lists
- No need to manually format and import information
- Easily connects lead form extensions, offline conversion imports, Customer Match, your CRM, and Google Ads

Creative
best
practices
for driving
high-quality
leads



Follow these **best practices** for your creatives

1

Lead with a clear call-to-action (CTA)

Help consumers immediately see what you have to offer by including words like “you” to draw attention, and adding product or brand name in headlines and descriptions.

2

Connect more authentically with a wide variety of assets

Upload assets with a wide variety of aspect ratios and feature content that maps directly to your CTA. Show people using your products or services to better resonate with audiences.

3

Build for smaller screens

Provide visual assets that clearly communicate your CTA immediately. Overlays should be used sparingly. Show your products and services at their best with tight framing and bright, natural lighting.

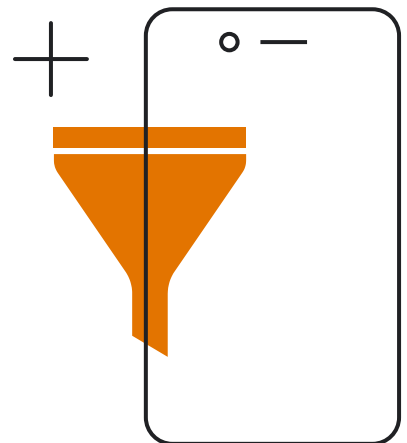
4

Give your creatives time to test

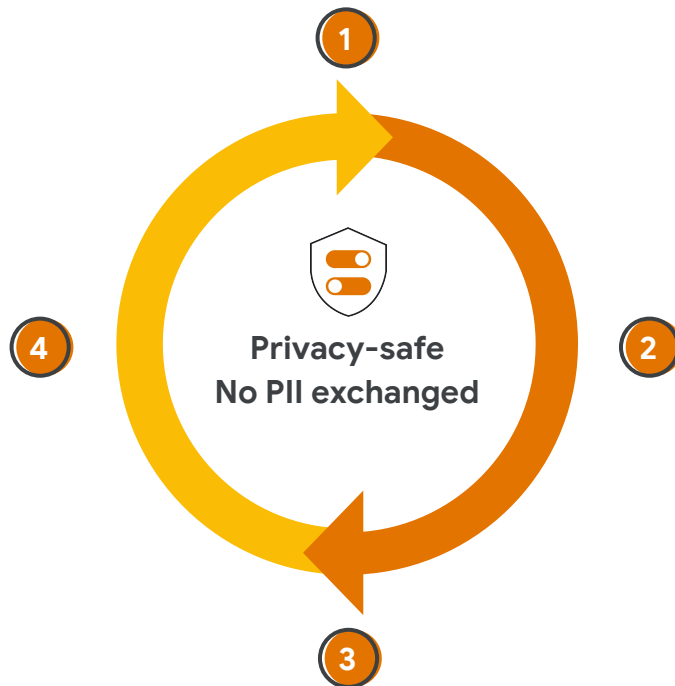
Wait 2-3 weeks between changes to give the Google Ads system time to learn. Review Ad strength and asset reporting to better understand which assets work best.

For more in-depth guidance, check out the full [Google Ads creative guide](#).

Where Google fits in the lead generation cycle

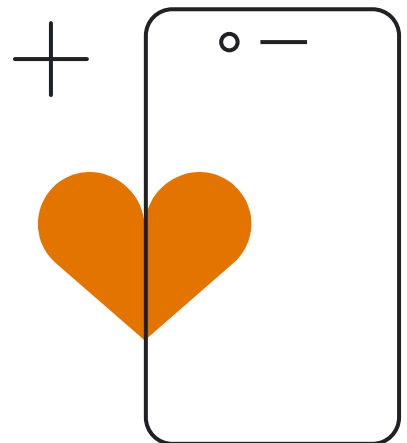


Create a **continuous feedback loop** for your lead generation campaigns.



- 1 Drive leads & calls directly from your ads** with lead form extensions and call extensions
- 2 Your leads flow into your CRM system** with your chosen CRM provider
- 3 Tell Google Ads which leads turned out to be valuable** with offline conversion imports
- 4 Machine learning optimizes each bid to show your ads to more valuable leads within your performance goals** with Smart Bidding

Customers
that are
doing this
well



business.com

Business.com helps business owners buy everything they need to run a business. COVID-19 caused some categories to see a decrease in demand (i.e. renovations), and some an increase in demand (i.e. office desks).

In order to capture **dynamic demand in a cost-effective way**, they imported their data into Google Ads with **offline conversion imports**, and adopted **Target ROAS automated bidding** to bid towards their most valuable leads.

“We’ve seen significant improvements to bottom-line performance and spend efficiency, as well as time savings for our team.”



+31%

conversion **value**



+10%

conversion **volume**



Paycor is a platform that provides recruitment, human resources, and payroll solutions. Their demand generation team struggled to identify **valuable** small business leads.

Paycor integrated their CRM data with Google Ads with **offline conversion imports**. Then they **assigned values** to form fills and MQLs, pulled in **actual revenue** from closed deals, and implemented **Target ROAS bidding** to optimize towards business outcomes.

Using their first-party data and Smart Bidding, Paycor drove more qualified leads and revenue by optimizing bids in real-time to reach the most valuable customers.



105%
more **revenue**

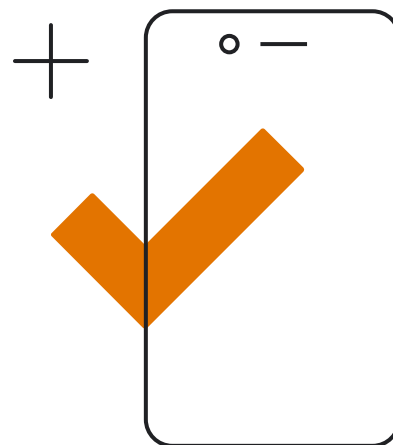


210%
more **deals**



26%
improved **ROAS**

Lead generation checklist



Lead generation **checklist**



Map out your **lead to sale journey**, track **important actions**, and **assign values** to your conversions



Measure the full value of your leads by importing your offline conversions. Make this process easier with **OCI Helper**



Maximize the value from your leads with Smart Bidding



Drive leads and calls directly from your ads at scale with lead form extensions and call extensions



Drive high-quality leads **across Google channels** with Performance Max campaigns



Automate your lead management with third-party partners



Nurture your leads and provide valuable signals for Smart Bidding and Performance Max campaigns with Customer Match



Follow creative best practices to make the most out of your text, images, and videos

To learn more
about lead
generation visit the

[Advertising Solutions Center](#)

