



From Our
“Learn with **Google**” event:
Relevant Advertising



Introduction

Many businesses and marketers struggle to maximize their digital marketing efforts, often failing to target the right user at the right moment. Poorly placed or irrelevant ads are perceived as annoying and feel like advertising – putting off the consumer and leaving your business without leads.

The concept of “Relevant Advertising” is not only useful in helping you target the right audience, but it will maximize your ROI because your ads are targeting audiences interested in what your brand has to offer.

At our latest “Learn with Google” event, members from Google and Snaptech’s marketing team discussed the importance of “Relevant Advertising” for your business and the impact it has on your overall digital marketing ROI. In this PDF, we discuss our takeaways from this presentation, emphasizing the most important concepts, such as:

- The Relevant Path to Purchase
- Relevant Advertising Boosts ROI
- Target the Right User for Optimal Performance
- Analyze, Analyze, Analyze!

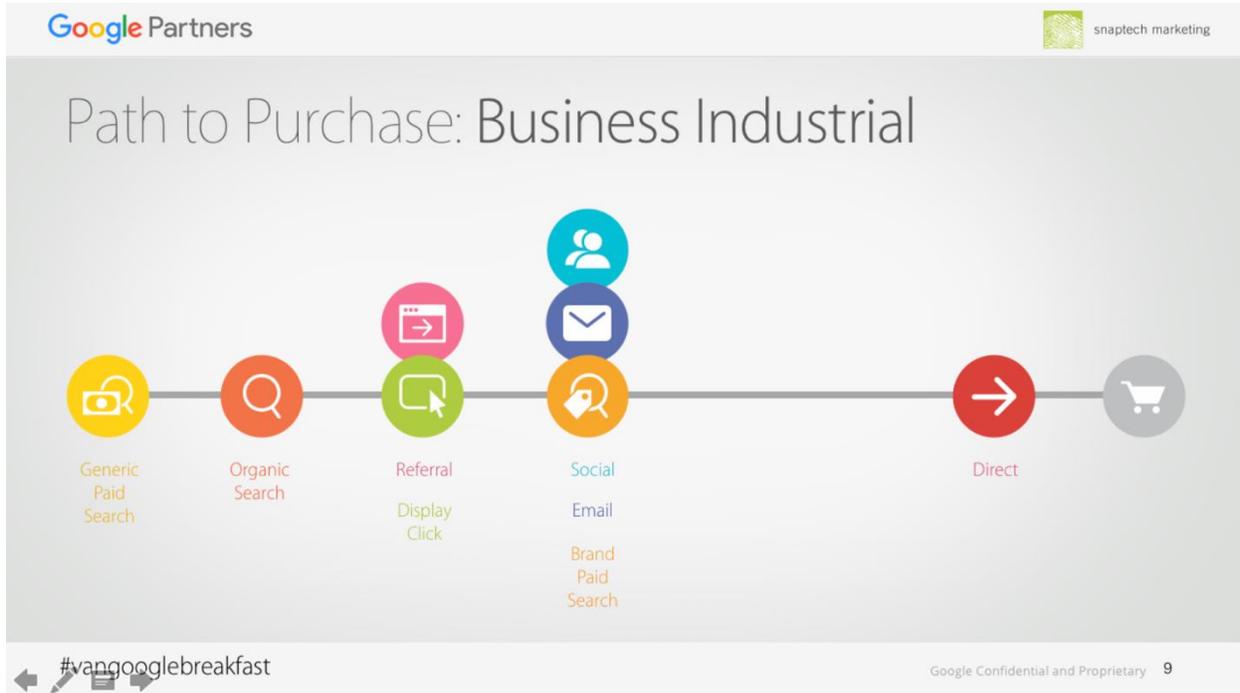
Understanding how these strategies work in conjunction with one another in order to provide the user with the best possible experience along the “path to purchase” is critical for helping your business generate more leads, while maximizing the overall value of your digital advertising.

Here are our key takeaways from this presentation:



The Relevant Path to Purchase

Knowing the consumer path to purchase is essential for targeting your audience effectively. Depending on your industry, the point of interest for consumers can vary.



Achieving relevance is the way to connect with your target audience and keep them engaged. In order to be relevant, you have to have an effective strategy in place. Advertising has to be on target so that is perceived as appealing instead of annoying. By identifying your customers' path(s) to purchase, you will learn a lot about what it is they "value". Your advertising should appeal to the needs of your audience and be perceived as "valuable" and "relevant". Mastering this will help you achieve better results from your advertising.

1. Relevant Ad Campaigns Will Boost Your ROI

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Audience Insight

- Discover the demographics, locations, devices or interests
- Reach new audiences based on their interests and purchase intent
- Deliver relevance at scale with personalized messages designed To appeal to the user's interests and passions
- Maximize ROI by converting qualified potential audiences into customers



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Relevance connects you to your target audience

Relevant advertising is natural, thoughtful and personal. Relevant advertising appeals to your targeted, ideal user. When ads are relevant, it doesn't feel like advertising, but more like a personalized service.

When ads are random, or go against your personal taste, these ads take on an "annoying" persona and begin to feel like advertising. These ads tend to get ignored and can hurt your ability to generate and nurture leads. Relevant campaigns generate often 50-100% more ROI and deliver 50-100% more conversions using the same budget.

Follow this “simple” formula and you will boost your campaign performance:

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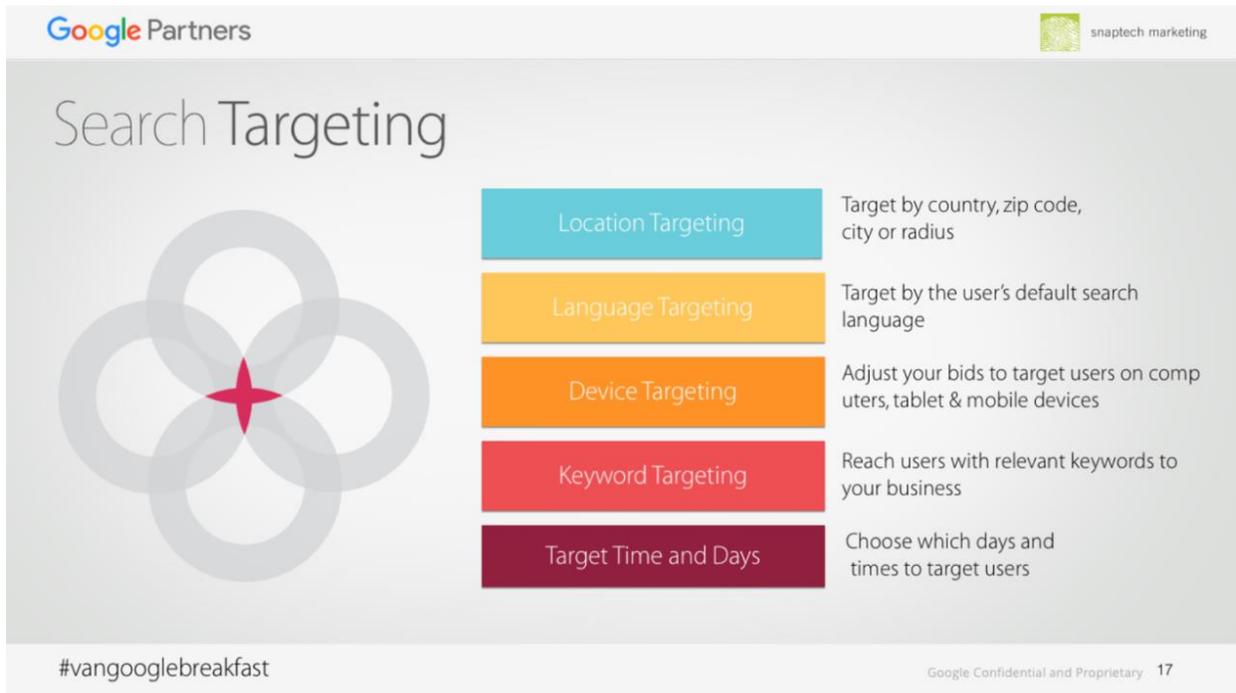
Relevant Advertising Formula

Right Ad + Right Person + Right Place + Right Time + Web Assets = Relevant Advertising

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2. Target the Right User for Optimal Performance

Where many brands struggle to maximize their marketing campaign ROI is due to their failure to target the right audience. If your ads are shown to customers who are interested in your product or service, they become more likely to engage with your brand – eventually funneling down the purchase path.



The infographic is titled "Search Targeting" and features a central graphic of four overlapping circles with a red star in the center. To the right of this graphic is a vertical list of five targeting mechanisms, each in a colored box with a corresponding description:

- Location Targeting** (light blue box): Target by country, zip code, city or radius
- Language Targeting** (yellow box): Target by the user's default search language
- Device Targeting** (orange box): Adjust your bids to target users on computers, tablet & mobile devices
- Keyword Targeting** (red box): Reach users with relevant keywords to your business
- Target Time and Days** (dark red box): Choose which days and times to target users

The infographic also includes the "Google Partners" logo in the top left, the "snaptech marketing" logo in the top right, the hashtag "#vangooglebreakfast" in the bottom left, and the text "Google Confidential and Proprietary 17" in the bottom right.

Advertisers are underutilizing all targeting mechanisms

If you have read this far, you likely are interested in how to improve your advertising ROI; therefore, it is likely you haven't utilized everything at your disposal. Likely, you haven't utilized all of your targeting mechanisms. During our presentation, we discussed the importance of utilizing all of your targeting mechanisms to get the most out of your advertising.

3. Analyze! Analyze! Analyze!

Many advertisers underutilize or don't utilize "Data Storytellers"

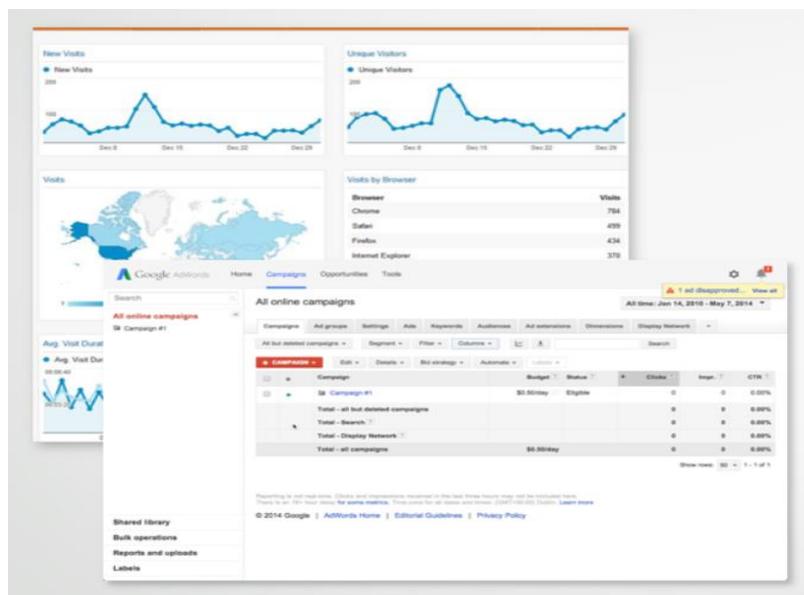
At Snaptech, we consider ourselves "data storytellers." This term is ambiguous to most, but "data storytellers" serve an important role for your business. As storytellers we are able to examine data, blend out all the "data noise" and offer actionable recommendations and strategies based upon what your data is telling us.

Your metrics will help you to determine which ads are working, which audiences are your best targets, and other variables that link your advertising to conversions. Many advertisers ignore "data storytelling" or "storytellers;" but by doing so, these brands are not only missing out on many potential advertising leads, but they often find themselves spending a lot of unnecessary revenue on ads that don't convert.

Make Sure You Are Measuring the Right Things

It goes without saying, no matter how well put together your strategy is, it will not be effective without the analysis of data. Analyzing your metrics allows you to see what works and what doesn't in order to optimize your campaigns to improve conversion rates. Even if you don't have the resources to measure everything, the four most important measurements you must analyze are:

- Impressions – who is seeing my ad, where, when and why?
- Click-Through Rate – Who engaged with my ad, where, when and why?
- Conversion Data – How many users are completing the action you want on line?
- Bounce Rate – which pages are keeping people or driving them away?



Using Google Analytics, you will be able to measure this data all in one platform, while being able to optimize and strategize accordingly, based upon what the data is telling you about your advertising ROI. Don't ignore the analytics; taking the time to measure will help you increase your lead generation and save you money.

Recap

Following the consumer path to purchase, you need to determine where to target audiences most appropriately for your business. Targeting the right audience at the right place and time will give your ads a more personalized feel which will likely lead to conversion rates and better ROI. In order to get to this stage, you must –and it can't be stressed enough—analyze your metrics. Utilizing the expertise of a “data storyteller” will allow you to sift through your data and create an effective strategy based upon your audience behaviour with your brand. Following these best practices will boost your campaign performance.

About Snaptech Marketing

At Snaptech Marketing, our data-driven approach combined with “data-storytelling” will remove the guesswork and provide you with optimized and intelligent campaigns that deliver measurable results.

Want to hear more about relevant advertising and how it can benefit your business? [Contact Us](#) and we will help you diagnose your marketing strategy to help point you in the direction towards success.

