OPTIMISATION OPPORTUNITIES

you might be missing in

GOOGLE ADS

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5 STEPS

10 TIPS

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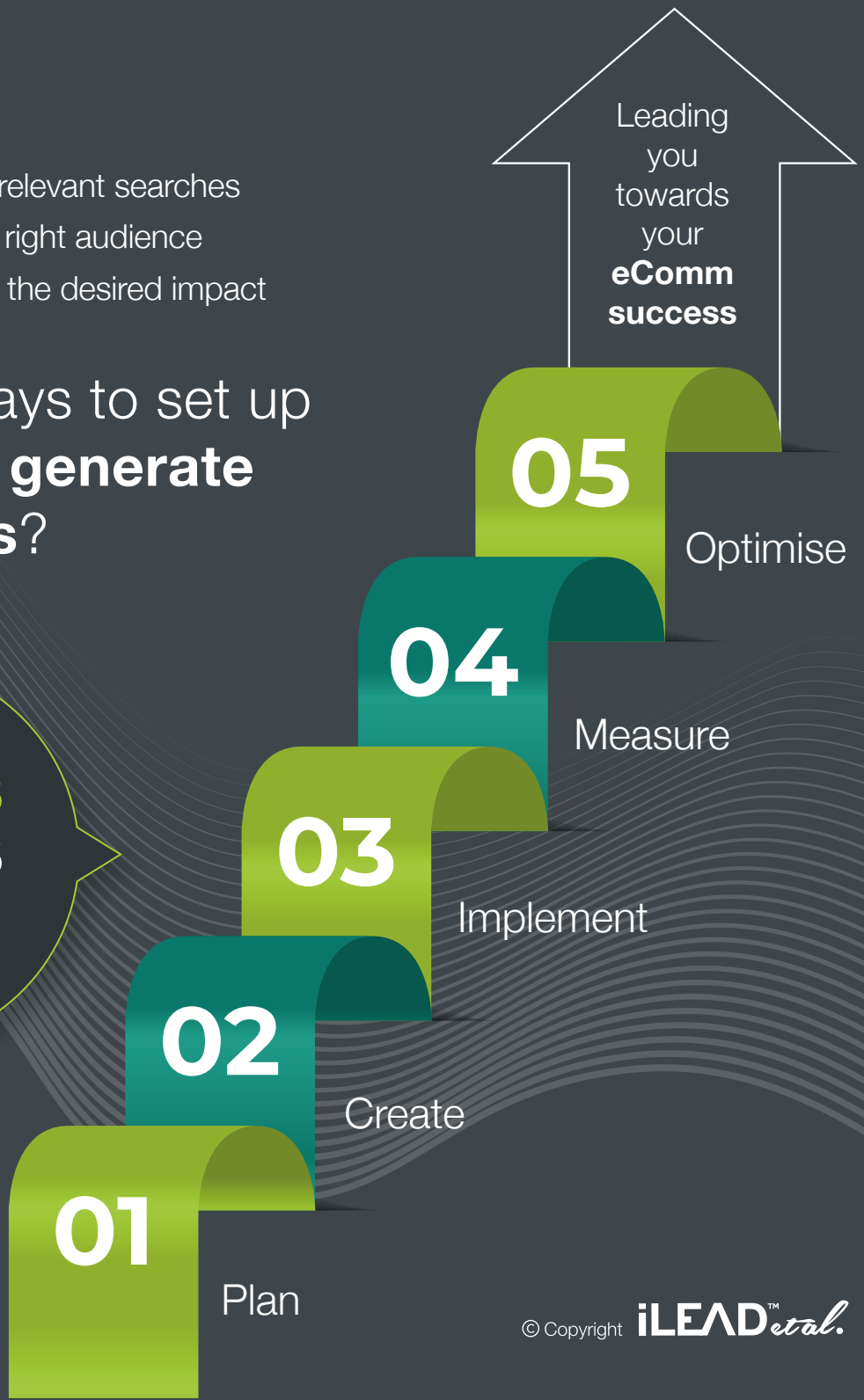
Top 10 **Google Ads** **optimisation opportunities** you might be missing

Are you tired of your eCommerce Google Ads campaigns facing:

- Disapprovals
- Not ranking well in relevant searches
- Failing to reach the right audience
- Campaigns lacking the desired impact

Looking for ways to set up your ROAS to **generate higher profits**?

5 STEPS
10 TIPS
to improve your eComm results



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1. PLAN

"A good plan is like a road map: it shows the way to your destination."

- Harry S. Truman

TIP 1

Defining your objectives first

is a crucial step to ensure that your campaigns and measurement strategies are geared towards achieving your goals, such as:

- **Building awareness**
- **Driving sales** (online or offline)
- **Capturing leads**

Boost your performance

with the help of Google Ads planning tools, including:

- **Keyword Planner** – allows you to discover and implement new and better-performing keywords.
- **Performance Planner** – empowers you with data to maximise budget allocation and achieve the best ROI.

TIP 2



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2. CREATE

49% of sales lift **comes from creative**

TIP 3

Boost campaign effectiveness with aligned creative assets.



Awareness
Emphasise your brand's unique benefits.

Consideration
Showcase your product's benefits.

Action
Seal the deal by highlighting how they can get/purchase the product.

Supercharge
conversion rates by creating multiple headlines, images, and video variations.

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Source: Think With Google

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3. IMPLEMENT

IMPLEMENTATION is vital to ensure your strategy yields desired results.

TIP 4

Tracking your eCommerce sales data

is an essential step in making your business more successful.

Follow these key actions:

- **Implement Google Tag Manager.**
- **Align your objectives** with events/conversions in your GA4 property.
- **Regularly monitor data** to ensure there are no major discrepancies between what you see in Google Ads, GA4 and your sales data.

TIP 5

Avoid problems like disapprovals, paused campaigns, or limited ads exposure, by ensuring **product information is correct, up-to-date and aligned with Google's taxonomies.**



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TIP 6

Want to boost your products' performance in Performance Max (Shopping) campaigns?

We recommend implementing the Supplemental Feed in Merchant Center.

By providing additional attributes and product differentiations, you can significantly enhance ad relevancy and increase CTR.

&

Helps you to reduce wastage and outperform your competitors.



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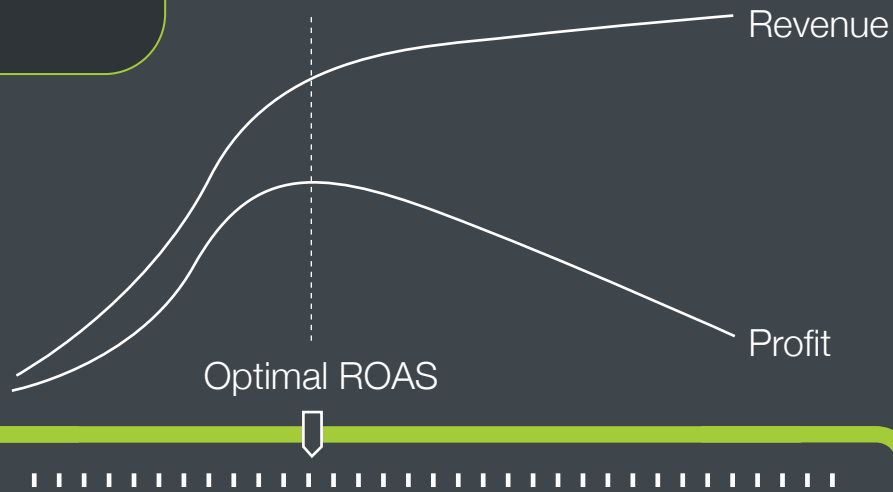
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TIP 7

Transitioning to advanced bidding techniques, like value-based bidding strategies, **can lead to a better return on investment** by bidding towards your most valuable customers.

However, its implementation can be tricky, as incorrect ROAS values may limit campaigns instead of growing profits. By implementing target ROAS, you gain better control and can identify the optimal ratio between profit per conversion and total profit.

High ROAS:
(Low CoS)
Higher profit % per conversion, but lower volume



Low ROAS:
(High CoS)
Lower profit % per conversion, but more revenue

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Source: Think With Google

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4. MEASURE

MEASUREMENT gives you insights into how the performance of your ads relates directly to the success of your business.

- Think with Google

TIP 8

The changing privacy landscape, driven by regulations and heightened customer privacy concerns, calls for embracing first-party data strategies.

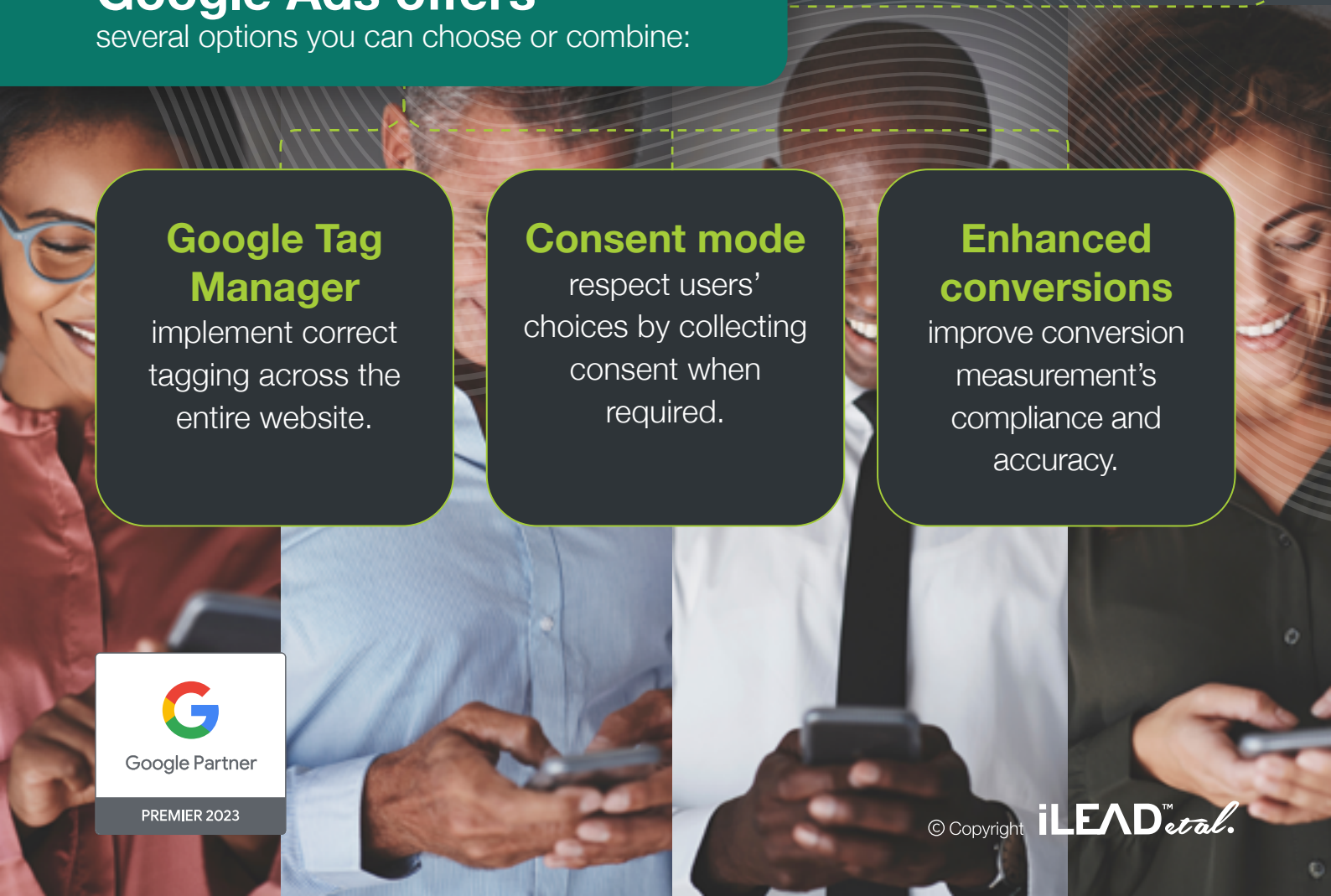
Google Ads offers

several options you can choose or combine:

Google Tag Manager
implement correct tagging across the entire website.

Consent mode
respect users' choices by collecting consent when required.

Enhanced conversions
improve conversion measurement's compliance and accuracy.



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5. OPTIMISE

OPTIMISATION
improve results and reach your objectives faster.



TIP 9

The first rule of optimisation is **understanding the campaign's learning period.**

1-2 weeks

Account for conversion delays and allow for the learning period.

Assess performance during the testing and evaluation period.

2-8 weeks

3 months +

Gradually expand successful strategies to remaining campaigns.

The learning period varies by industry and data size.
The more data that gets fed into the system, the quicker the algorithm learns.

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Google Ads
first-party data integration

enables you to optimise campaigns by integrating anonymised first-party data back into the Google system.

TIP 10

Segment your database
for new acquisitions and stay top of mind.

Serve customised creatives
with relevant messaging and call-to-actions.

Delight customers
by keeping them engaged with personalised offers.



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www.ileadetal.co.za

hello@ileadetal.co.za

012 771 7640

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