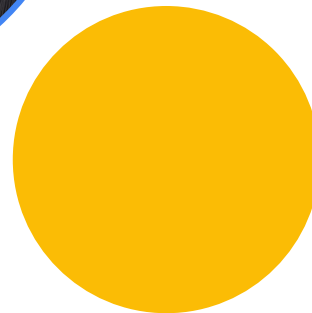
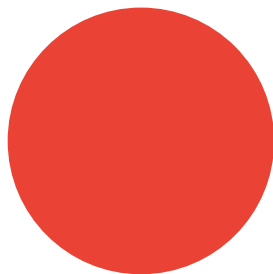




# Using your data to power your digital strategy

# Lorna Tighe

Senior Account Manager



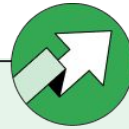
# Your roadmap to profitable growth with Google Ads



**Build a strong  
foundation for  
success**



**Drive performance  
with AI-powered  
solutions**



**Expand & unlock  
new growth  
opportunities**



# The future of Performance Marketing in a world with reduced signals

01



# Why Customer Match **Now?**



# Customer Match

Leverage first party data to achieve your marketing objectives

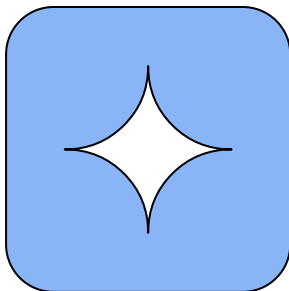




is only as  
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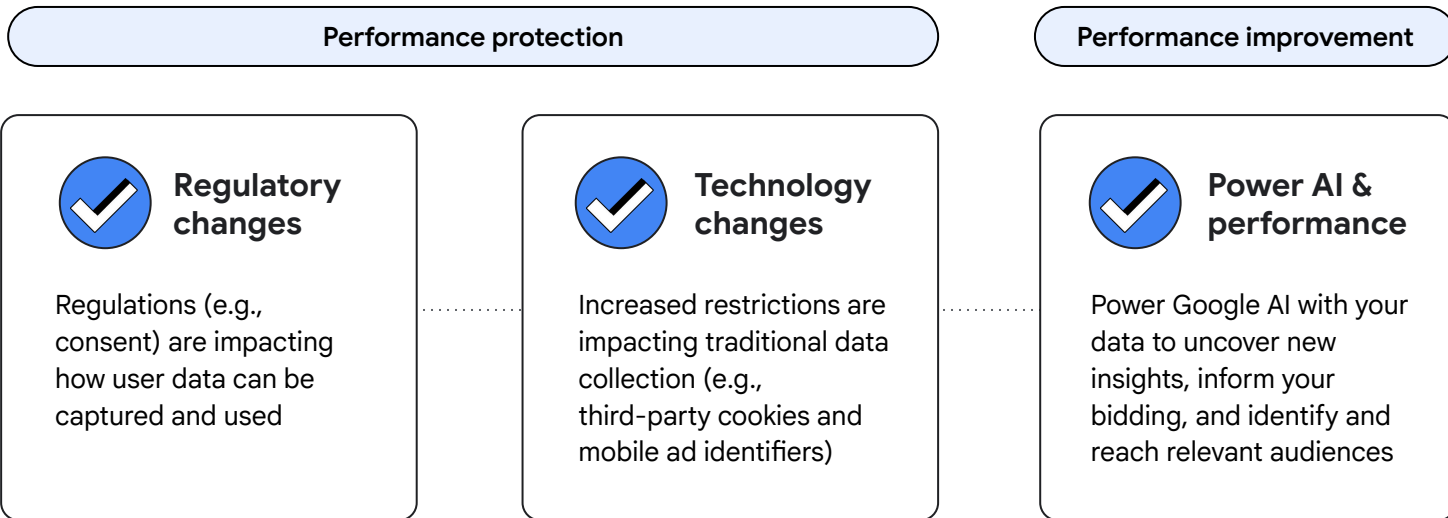


data



you put into it

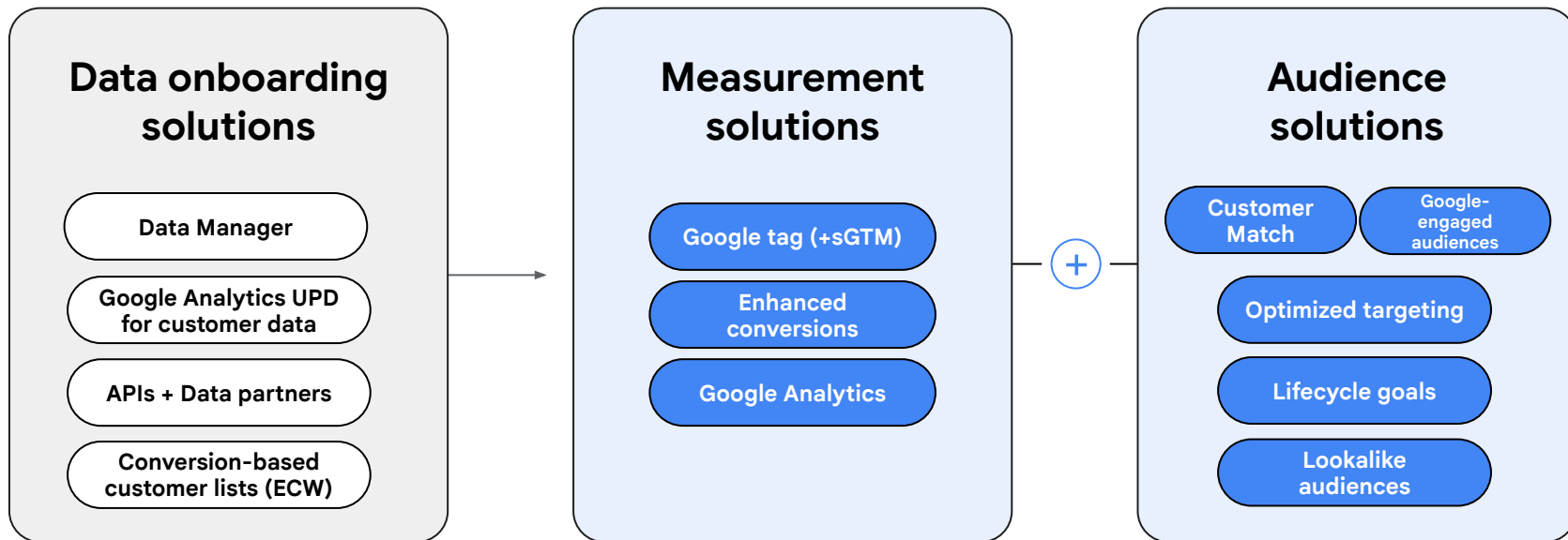
# Why first-party data matters more now than ever





# Put Google AI to work for you

Invest in measurement and audience foundations.



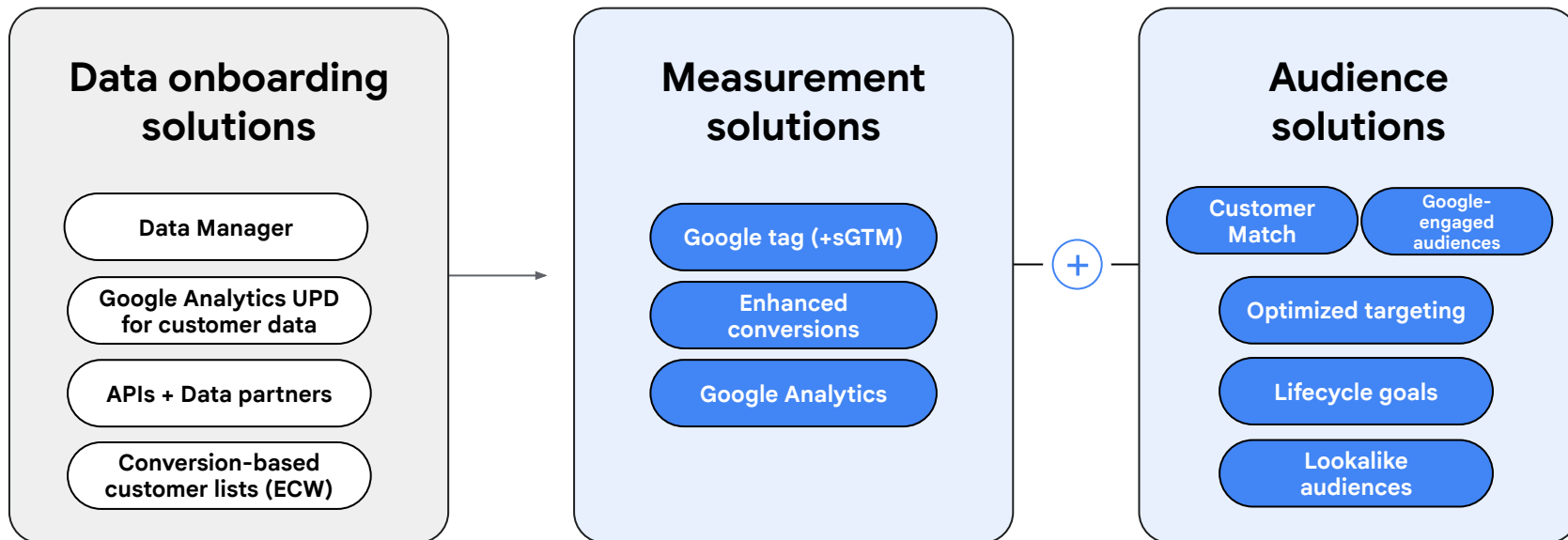
# 02



## Build your audience foundation with Customer Match

# Put Google AI to work for you

Invest in measurement and audience foundations.





## So how can Customer Match **help**?

By utilizing first-party customer data to match against Google users, Customer Match helps you **reach custom segments of your existing customers, acquire new ones, and deliver a tailored message** when it's most relevant to them.

Customer Match is a **“must-have”** valuable signal to fuel Smart Bidding, drive performance, and hit customer business objectives.

- > **Privacy-safe**  
Relies on user-consented first-party data
- > **Personalized marketing**  
Allows advertisers to apply their unique marketing strategy (re-engagement use cases, message differentiation for specific customers)
- > **Source of expansion**  
Critical signal in modeling and AI-powered campaigns (e.g., Optimized Targeting, Lookalike Audiences, Performance Max)
- > **Smart Bidding signal**  
Customer Match data has high value and helps drive performance of Smart Bidding campaigns through auto list application
- > **Advanced AI use cases**  
New Customer Acquisition, Loyalty/Retention objectives, LTV optimization, Value Audiences

# Customer Match data has high value and helps drive performance

## Customer Match

↑ +20% CPD

↓ 3.6% CPC

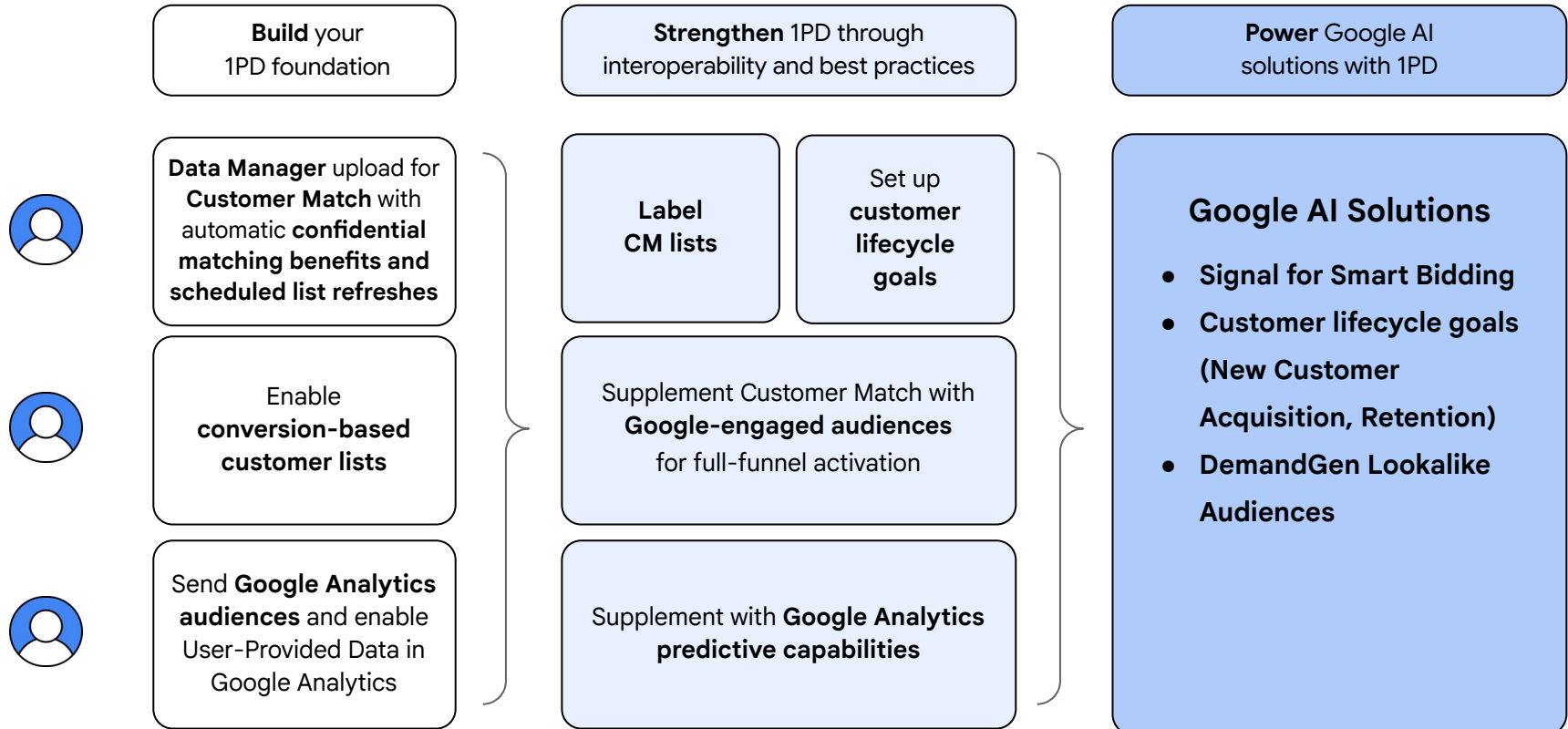
When Customer Match is applied to Smart Bidding campaigns, we see a 20% increase in conversions per dollar and a 3.6% reduction in cost per click.

## Convert more with Customer Match

↑ 5.3% conversions

When Customer Match is applied to Smart Bidding campaigns, we see an average 5.3% increase in conversions.

# Path to maximizing your first-party data



# Upload different match keys based on advertiser collected PII data



## Customer Match keys:



Email address



Mailing address



Phone number



## Additional keys for customer list uploads:

**Note:** relying on non durable cookies or device IDs



User ID



Mobile Device ID



# Increase match rates by adding additional match keys



Advertisers who uploaded a **second match key** saw an average list size **increase of 28%**.



Advertisers who uploaded a **second and third match key** saw an average list size **increase of 35%**.

> List freshness / hygiene + adding additional match keys is crucial for effective matching

Use Data Manager to easily upload more match keys and refresh lists seamlessly and automatically with scheduled list refreshes

> Use CDP partners to enhance data (i.e. Liveramp Data Append) and we may see stronger match rates



# Match rates drive your final list of addressable users

## Uploaded data



xxx@gmail.com



yyy@gmail.com



zzz@yahoo..com

### Example:

3000 users uploaded

## Data Matching



2000 users matched **Match rate**  
(# of matched users / uploaded users): **67%**

## Active users\*



1000 active users on Search  
in the last 30 days  
**List size: 1000 users on Search**



\*Active Users varies by channel given the number of signed in users over the last 30 days

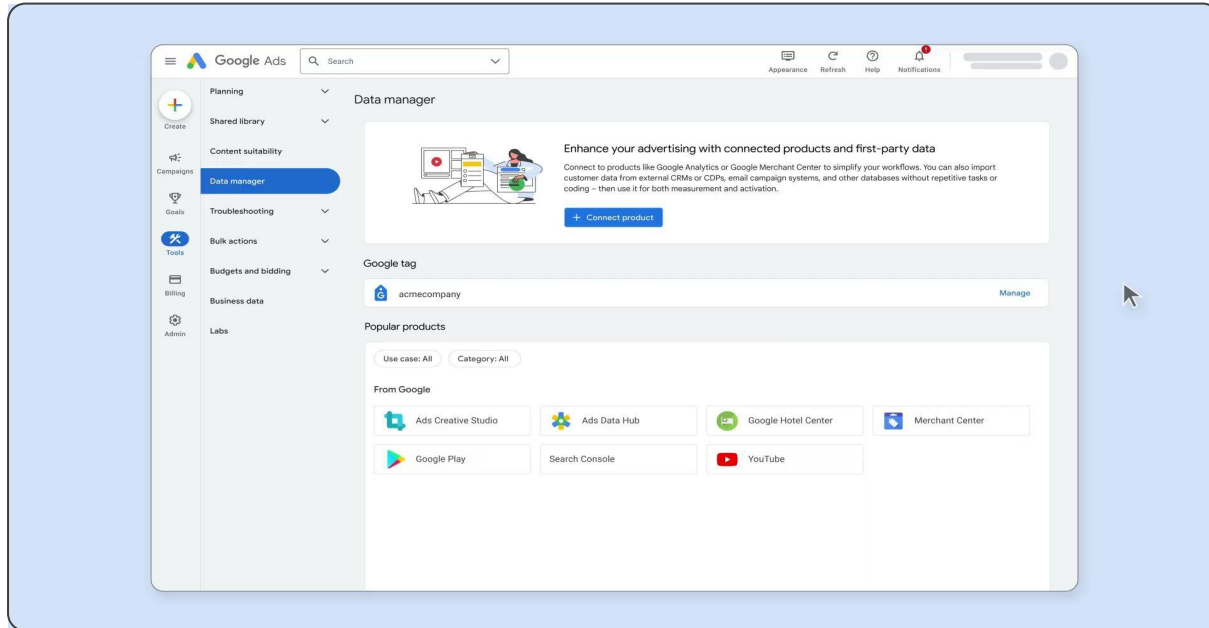
# Simplification | Easily upload your customer lists

For maximum impact, **Customer Match lists** should be refreshed (replace list, add data, remove data) frequently.

**Tip:** Customer Match lists see an average increase of +17% in traffic and conversions immediately after refreshing.

Update method	Benefits
<b>Data Manager</b>	<ul style="list-style-type: none"> <li>• Point-and-click onboarding directly in the Google Ads UI</li> <li>• Guided workflows, so you don't have to invest in developer resources</li> <li>• Data and file formatting, including hashing and column mapping</li> <li>• Scheduled imports, to ensure data is recent and accurate</li> <li>• Upload data securely with TEE guarantees (Confidential Match)</li> <li>• In UI Diagnostics and Natively supported connectors for data sources available*</li> </ul>
<b>Conversion-based customer list</b>	<ul style="list-style-type: none"> <li>• Easy implementation for customers with enhanced conversions</li> <li>• Used to activate UPD-enabled GA4 audiences</li> <li>• Can be used with "traditional" Customer Match lists</li> </ul>
<b>API</b>	<ul style="list-style-type: none"> <li>• Bulk uploads</li> <li>• Easy integration into existing API workflows</li> </ul>
<b>Customer Match Uploader partner</b>	<ul style="list-style-type: none"> <li>• Partners can handle hashing and uploads</li> <li>• Find additional identifiers through data append</li> </ul>

# **Simplification** | Data Manager simplifies and helps you manage how you bring your data into Google platforms - with a growing list of natively supported connectors





# Google AI | Introducing New Customer Acquisition Goal

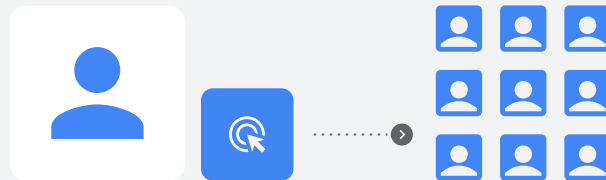


With the **New Customer Acquisition** goal, you can optimize for new customers, in addition to maximizing sales.

Simply select your customer lists, set customer acquisition value and your campaign will optimize towards new consumers.

Additionally, receive reporting for value from new vs. returning customers.

Expand beyond your current customers



# Customer Match + Performance Max

## Set up

1. Ingest Customer Match lists via Data Manager and enable conversion-based customer lists.
2. In Performance Max campaign creation, under the Audience section, "Select an Audience."
3. The audience will help guide Google AI's learning models to optimize your campaign.

## Test & evaluate

The test period is 2-3 weeks at a minimum. The more data the campaign has, the more meaningful the results will be.

Check the **Insights page** for Performance Max, and more specifically, the **Audience Insights** section to better analyze performance, learn compelling characteristics about converters, and identify new growth opportunities.

## Review

If your strategy includes targeted and personalized campaigns, you may be interested in the New Customer Acquisition lifecycle goal.

NCA with High Value Optimization enables advertisers to optimize their campaigns by acquiring new customers with high predicted LTV for their business, in addition to optimizing for regular new customers.

# 02



## Now what do I do with this data?

# Introducing the New Customer Acquisition Goal: an **AI-first approach** to growing your business

AI learns from **your first party data**  
+ **Smart =Bidding.**

Google AI



You



your business objectives

And you learn from **AI.**

# The New Customer Acquisition Goal is a privacy-safe & AI-powered approach to reaching new customers

With the **New Customer Acquisition** goal, you can maximize revenue while driving more new customers to your business.

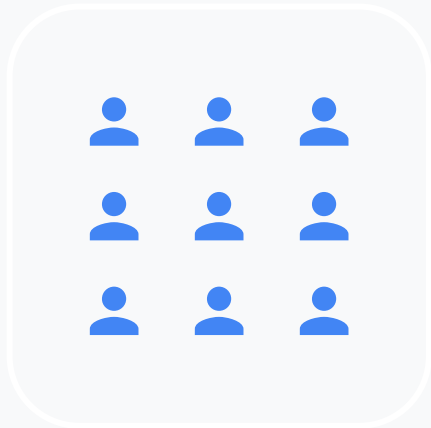
Simply select your existing customer lists, set customer acquisition value, and your campaign will optimize towards new consumers.

If you have differentiated values for new customers, you can set up high value new customer acquisition goals by selecting existing high value new customer lists and setting a high value customer acquisition value. (Beta availability only).

Additionally, receive reporting for value from new vs. returning customers.



**Get more value from your current customers and expand beyond them to acquire new customers**





# How does the **new customer value** mode work?

## Customer acquisition

- Optimize campaign for acquiring new customers
- Bid higher for new customers than for existing customers (Recommended)

This option lets you optimize for new customer acquisition, while helping you drive overall sales by targeting all customers

Additional conversion value from new customers:

**\$42.27** (account level setting) 

- Only bid for new customers

This option limits your ads to only new customers, regardless of your bid strategy

## Example:

How conversion value for an **\$62.57** purchase would be calculated

From an existing customer: \$62.57



■ \$62.57

From a new customer: \$104.84



■ \$62.57

■ \$42.27

You are using **Maximize conversion value** bid strategy. You will bid higher for acquiring new customers, because the conversion value from a new customer is higher than that from an existing customer. [Learn more](#)



Compatible with **value based bidding** only  
Available for Search, Performance Max, and Video Action (beta)

When a new customer makes a purchase, the **new customer value** is combined with the **purchase value** to determine total conversion value (online sales + new customer value)

The **bidding algorithm** understands that new customers help drive more overall value, and factors that into bidding decisions.

# How does the new customer with high value optimization mode work?

Customer acquisition ⓘ

Adjust your bidding to help get purchases from new customers

Bid higher for new customers (recommended)  
Your campaign will help you acquire new customers, while driving overall sales by reaching all customers

Using settings only for this campaign ▾

Customer type	Incremental conversion value
New customers	\$ 5.00
<input checked="" type="radio"/> New customers (high value)	\$ 10.00

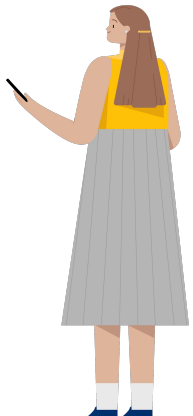
Only bid for new customers  
Your campaign will be limited to only new customers, regardless of your bid strategy

How conversion values of a \$10 purchase would be calculated for different customer types

Existing customer: \$10.00

New customers: \$15.00

New customers (high value): \$20.00

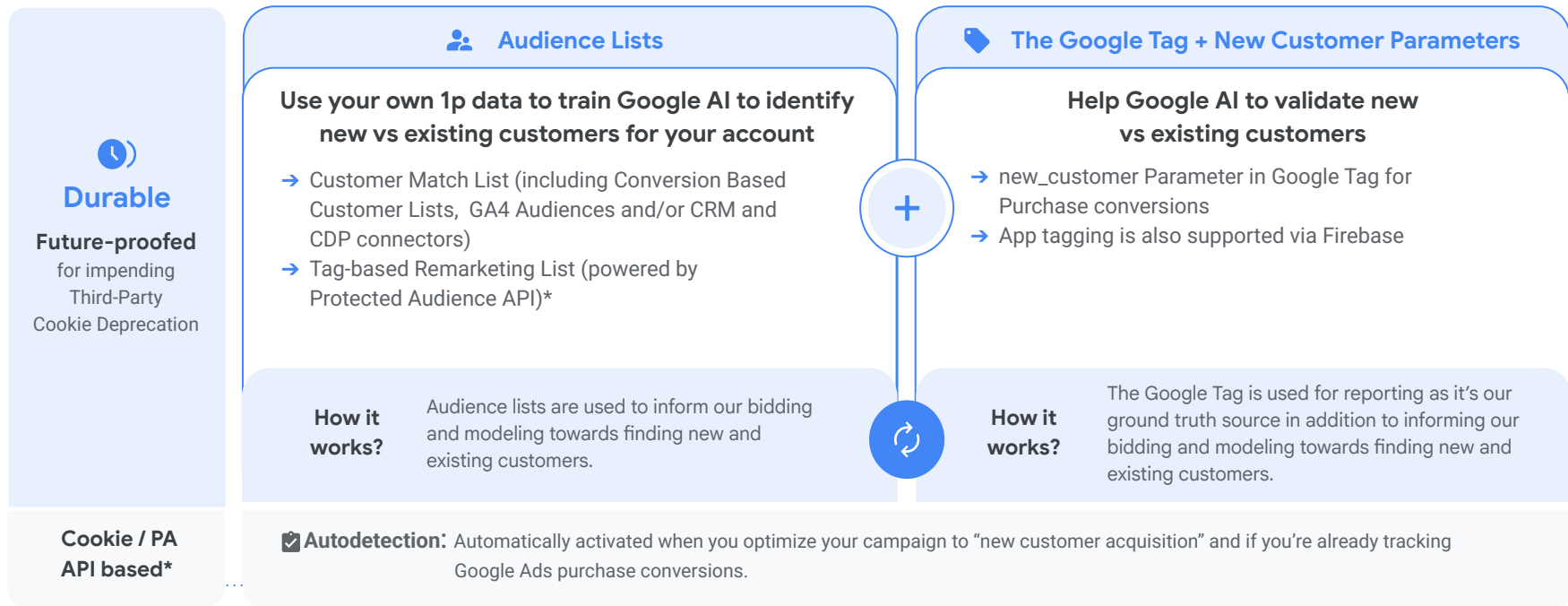



Compatible **with value based bidding** only  
Available for Performance Max (beta)

When a new customer makes a purchase, the **high value new customer value** and the **regular new customer value** is combined with the **purchase value** to determine total conversion value (online sales + customer value)

The **bidding algorithm** understands the need to differentiate high-value from normal value new customers, and factors that into bidding decisions.

# How a durable 1PD & measurement strategy powers lifecycle goals



# Pro-Tip! Use Conversion Based Lists to fuel Customer Lifecycle goals

## Prerequisites to using conversion-based customer lists:



### Enhanced Conversions for Web Implemented

To implement conversion-based customer lists, marketers need to first set up Enhanced Conversions for Web via Google Tag Manager or the Google Tag\*. This is supported for either manual or [automatic](#) set up.



### Compliant with both Enhanced Conversions and Customer Match policies

In order to use conversion-based customer lists, advertisers must be compliant with both Google's [customer data policy](#) as well as the [Customer Match policy](#). These may involve, for example, disclosing additional information to customers via a privacy policy as well as being in good payment history.



### Enhanced Conversions for Web only

Google is only able to create conversion-based customer lists using Enhanced Conversions for Web as it is not yet available for Enhanced Conversions for Leads.

# Setting up conversion-based customer lists

First, confirm you have implemented Enhanced Conversions AND opt into Google's Customer Match policy terms. [Learn more here.](#)

Then, check the box labeled “turn on conversion-based customer lists” at the account level to opt in.

Once enabled, Google Ads will auto-generate an audience segment for each goal in the conversions summary page.

All audience lists will be available in the Audience Manager and will be categorized as “conversion-based” lists.

Customer Match

Smart Bidding and Optimized Targeting

Use all Customer Match lists in Smart bidding and Optimized targeting

Smart Bidding or Optimized Targeting will use all Customer Match lists available in your account from May 2022.

Conversion tags

Turn on conversion-based customer lists

This will automatically create customer lists using data collected from customer via your conversion tags.

This data was collected and is being shared with Google in compliance with [Google's Customer Match policies](#). Your data will only be used to match your customers to Google accounts and to ensure your Customer Match campaigns comply with our policies. [Learn more](#).

To comply with the General Data Protection Regulation (GDPR), we've included the [Google Ads Data Processing Terms](#) that apply to Customer Match in the Google Ads terms of service. Under these terms, Google acts as a "processor" of the personal data you may share with us for Customer Match. In your [Account Preferences](#), confirm that the contact information for you (the primary contact) and your data protection officer and/or EU representative (if applicable) are up-to-date. Any notices under the Google Ads Data Processing Terms will be sent to the primary contact.

Cancel Save

Google Ads | Audience manager

Audiences

Segments

Your data insights

Your data sources

Settings

Audience segments

+ Type: Customer list X Add filter

Segment name	Type	Source	Size: Search
<input type="checkbox"/> Purchases (Conversion-based)	Customer list Conversion-based Automatically created	Google Tag or API	150K - 200K Eligible
<input type="checkbox"/> Add to cart (Conversion-based)	Customer list Conversion-based Automatically created	Google Tag or API	150K - 200K Eligible
<input type="checkbox"/> Begin checkout (Conversion-based)	Customer list Conversion-based Automatically created	Google Tag or API	150K - 200K Eligible
<input type="checkbox"/> Store sales (Conversion-based)	Customer list Conversion-based Automatically created	Google Tag or API	150K - 200K Eligible
<input type="checkbox"/> Subscribe (Conversion-based)	Customer list Conversion-based Automatically created	Google Tag or API	150K - 200K Eligible
	Customer list	Google Tag	150K - 200K

# Best Practices



Run your test for at least 6-8 weeks to allow time for 2 weeks of ramp-up and >4 weeks of performance to evaluate. Exclude the first 2 weeks of ramp-up from your end of test evaluation. If your campaign's conversion delay is longer than 2 weeks, you may need to wait additional time for the test to ramp up.



Use Customer Match (and refresh lists often) and identify your existing customer lists in the Customer Acquisition panel on the conversions page. [Self Reporting Tags](#) can also be layered onto auto-detection to improve accuracy of new customer targeting. Follow our [customer match implementation guide](#) for best practices around implementation.



Regardless of whether your campaign uses a GMC feed, we recommend using New Customer Value Mode Customers Mode if your campaign optimizes for purchase conversions. If you run campaigns with CPA/CPC KPIs or if you have siloed or strict new customer budgets, you should use the New Customer Only mode.



Know and set your new customer value. The new customer value you set should equal the expected future organic revenue of a new customer. For example: If customers spend an average of \$120 per purchase and 2 out of 3 customers buy once a year for two years, the recommended new customer value would be  $\$120 * \frac{2}{3} * 2 = \$160$ . You can use the recommended value that's set as default when you select the new customer conversion goal, if you're unsure what your new customer value should be. The recommended value is based on your average order value and typical purchase frequency.



After evaluating results for your new customer test, feel free to adjust your new customer value higher or lower to acquire more or less new customers. You can increase the number of new customers acquired by increasing the value assigned to new customers at the campaign or account level.

Thank You