How to generate high-quality leads with digital ads
What challenges do lead generation advertisers face?

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

Creative best practices for driving high-quality leads

Where Google fits in the lead generation cycle

Customers that are doing this well

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?
1 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.
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
The key to optimizing for qualified leads is **robust measurement**.

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

Think with Google
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](#).

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

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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)

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Think with Google
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.
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")

[Getting quality leads at scale](#)
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
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

Getting quality leads at scale
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](https://ads.google.com/).
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

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**Think with Google**

**Lead generation cycle**
Customers that are doing this well
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.