

GOOGLE ADS DYNAMICS

PERFORMANCE

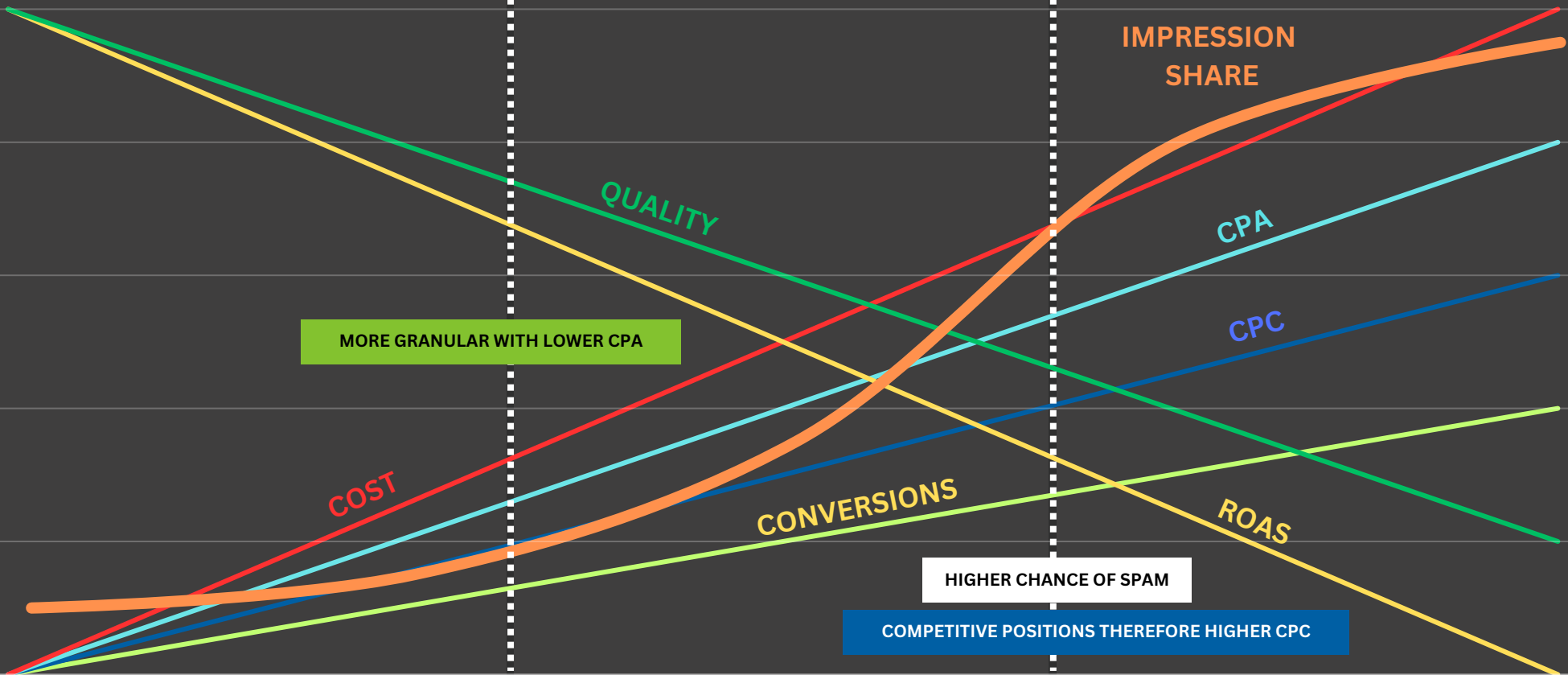
- HIGHLY TARGETED
- LOW COST
- HIGHER QUALITY
- HIGHER ROAS
- LESS LEADS
- LESS REACH

BALANCE

- BALANCED TARGETING
- COMPETITIVE
- GOOD QUALITY
- ACCEPTABLE ROAS
- MORE LEADS
- MODERATE REACH

REACH / BRAND

- BROAD TARGETING
- DOMINATION
- LOWER QUALITY
- LOWER ROAS
- OPTIMAL LEADS
- HIGH REACH



MORE GRANULAR WITH LOWER CPA

HIGHER CHANCE OF SPAM

COMPETITIVE POSITIONS THEREFORE HIGHER CPC

CPA = COST PER LEAD

CPC = COST PER CLICK

ROAS = RETURN ON AD SPEND

IMPRESSION SHARE = HOW MUCH YOUR ADS SHOW vs COMPETITION

COST = HOW MUCH YOU SPEND

QUALITY = LEAD QUALITY

BUSINESS OBJECTIVES

PERFORMANCE

- QUALITY LEADS
- LOW COSTS
- HIGHLY TARGETED
- REAL TIME ROI MANAGEMENT
- SHORT TERM ROAS

BALANCE

- BALANCED LEADS
- CREATIVE MESSAGING
- COMPETITIVE
- STEADY GROWTH

REACH / BRAND

- MARKET SHARE
- BRAND BUILDING
- CREATIVE DOMINANCE
- FULL EXPOSURE
- LONG TERM ROI
- MARKET POS ANALYSIS
- TOTAL SALES GROWTH OVER TIME

