

MARKETO AND GOOGLE ADWORDS INTEGRATION



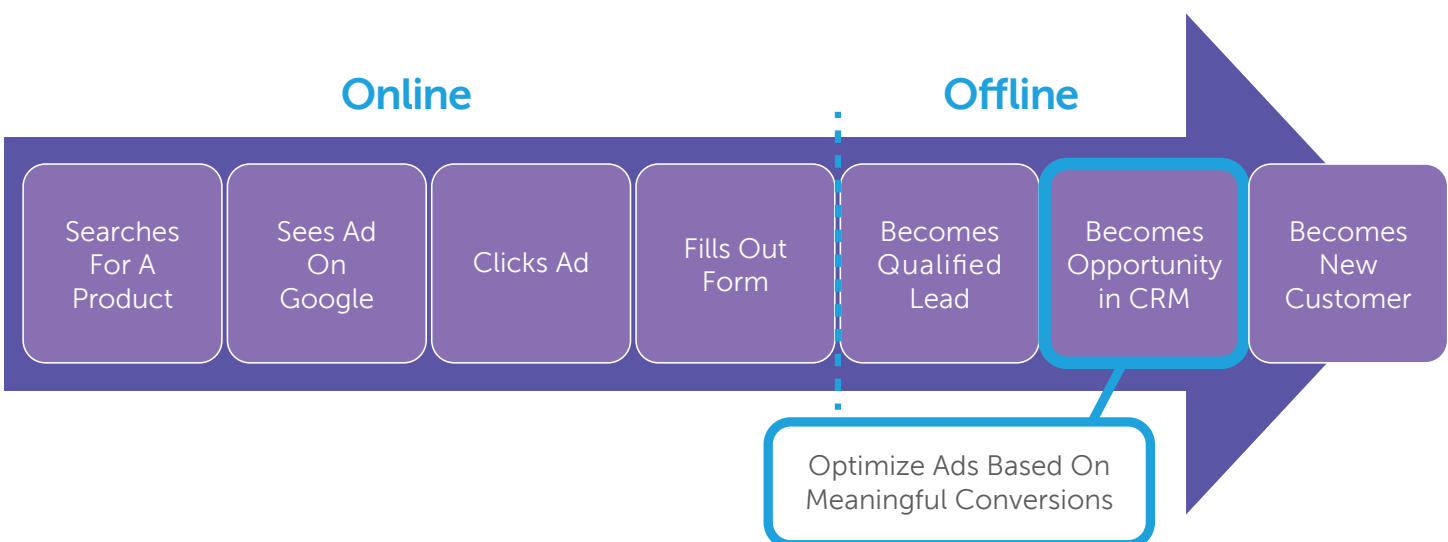
Optimize Your Bidding Based on Full Funnel Conversion Events

Successful marketers today optimize their ad spend based on the outcomes they are trying to achieve. But if part of your marketing or sales process happens offline, you may be stuck optimizing your ads based on top-of-the-funnel activities, like landing page conversions. This can be inefficient since only a small fraction of those people will eventually become sales opportunities or customers.

With the Marketo and Google AdWords integration, you can view **offline and other buyer stage** conversion data from Marketo inside Google AdWords, helping you to identify which keywords and ads drove a meaningful result, such as bringing you a paying customer.

If you don't complete a sale on your website, then you likely have prospects who are converting **offline**. For example, they search online, click on your ad in their Google search results, and then fill out a form on a landing page. This is all online. Then offline, they become a qualified lead, become an opportunity in the CRM system, and eventually become a customer through a visit to your office or a phone call.

Now, you can leverage these previously unavailable offline conversions to optimize your AdWords bids and get a better ROI on your ad spend.



HERE'S HOW THE MARKETO/ADWORDS INTEGRATION WORKS.

1. Prospects click on Google search ads and their details (incl. Google's unique "Gclid" identifier) are captured by Marketo landing pages and forms
2. Marketo tracks each person as they move through your marketing and sales funnel (this includes conversion to a sales opportunity or customer via integration with your CRM system)
3. In Marketo, you can configure integration to your AdWords account and map each buyer stage to an AdWords offline conversion column
4. Marketo automatically sends the stage conversion data into AdWords, which has pre-configured support for offline conversions
5. Now you can view offline conversions as columns in AdWords
6. In AdWords, preset rules can optimize keyword bids for the best performing ads based on an offline conversion stage

Marketo Master Account >

All campaigns: Marketo US

This month: Apr 1, 2016 - Apr 20, 2016

Campaigns Ad groups Settings Ads Videos Keywords Audiences Ad extensions Video targeting Dimensions Display Network								
All but removed campaigns Segment Filter Columns Find campaigns View Change History								
+ CAMPAIGN Edit Details Bid strategy Automate Labels								
<input type="checkbox"/>	<input type="checkbox"/>	Campaign	Impr. <small>?</small> ↓	Clicks <small>?</small>	CTR <small>?</small>	Click conversion rate <small>?</small>	Target Rate <small>?</small>	Opportunity Rate <small>?</small>
		Total - all campaigns	4,322,325	12,791	0.30%	11.05%	3.68%	0.45%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Display Retargeting	3,808,693	4,123	0.11%	8.66%	1.48%	0.17%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Product A	142,573	1,011	0.71%	17.21%	6.63%	0.30%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Product B	71,190	853	1.20%	7.27%	2.34%	0.35%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Product C	56,733	645	1.14%	9.61%	3.41%	0.16%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Competitor A	48,836	3,312	6.78%	8.64%	3.74%	0.51%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Competitor B	29,155	468	1.61%	16.45%	7.05%	0.64%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Competitor C	27,671	325	1.17%	18.46%	8.62%	1.54%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Topic A	21,495	254	1.18%	23.62%	6.69%	1.18%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Topic B	17,112	301	1.76%	10.63%	7.31%	1.00%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Topic C	15,317	192	1.25%	11.98%	4.69%	0.52%

When you import your offline conversions from Marketo into AdWords, you'll have a complete picture of the impact of your ad campaigns, and you can optimize your AdWords bids for the keywords that most effectively bring you the right prospects.

For details on setting up the Marketo and Google AdWords integration, please visit <https://docs.marketo.com/display/public/DOCS/Google+AdWords+Conversions+in+the+Revenue+Model>.