

Google Dealer Playbook

FOUNDATIONAL FUNDAMENTALS

SITE EXPERIENCE

Speed & Excellence

GOOGLE MEASUREMENT

Track at minimum calls, form submissions & VDP pages with AWCT or linked GA goals

PAID SEARCH BASICS

Ad Excellence
3+ Ads per ad group, with 3+ ad extensions set to Optimized Rotation

Keyword Coverage
90% Coverage on Branded Ready-to-Buy keywords

Target Branded fixed-ops terms for top profit drivers

BRILLIANT BASICS

PAID SEARCH EXCELLENCE

Structure for Intent
Improve business decision making & QS by tightening Ad Group & Campaign strategies

Maximize Ready to Buy
Optimize impression share for moments most likely to convert for dealers

Audience Excellence

- RLSA
- Similar Audience
- Customer Match

VIDEO & DISPLAY BASICS

TrueView & Google Display

- Remarketing
- Similar Audience
- In-Market Shoppers

TODAY'S DIFFERENTIATORS

PAID SEARCH EXPANSION

New Car Expansion
Test impact of coverage on:

- Branded Upper Funnel
- Strategic Conquest & Segment

Used Car Coverage
Coverage on relevant branded used inventory

VIDEO & DISPLAY for Growth

Creative Testing
Experiment with mobile-preferred 6-second ads

Targeting Expansion
Mirror TV buys & reach relevant affinity audiences & demos

FUTURE GROWTH LEVERS

PUT GOOGLE'S MACHINE LEARNING TO WORK

Smart Bidding
Let Google's advanced exploration & optimization tools find your next customer

MAXIMIZE MEASUREMENT

Beyond Last Click
Compare attribution models to find what works for you

Connect Online to Store
Connect CRM and sales data to online events and media

Leverage Conversion Import or Store Sales Direct to match Offline actions into AdWords