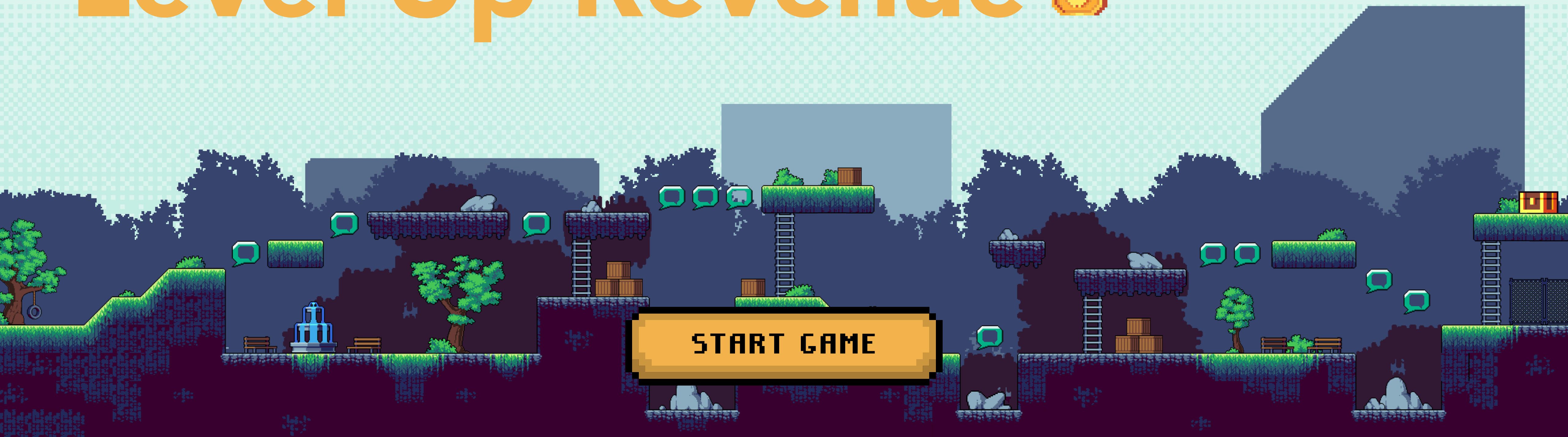


5 Tips to Use Google Ads AI to Level-Up Revenue



Marketers **Betting** **Big on AI** This Year

In our recent study, nearly 90% of marketers said they will increase their investment in AI this year. One of the most impactful AI tools at any marketer's disposal is Google Ads Smart Bidding.

In this infographic, we'll show you five impactful Smart Bidding tips that will guide you in your adventure to level-up revenue. We'll also show you the ultimate combo move: how you can pair Google's AI with Invoca's conversation intelligence AI to supercharge your return on ad spend.



TIP 1

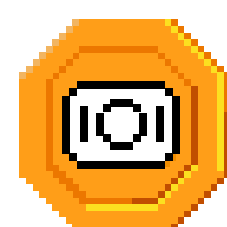
Choose a Smart Bidding Strategy that Aligns with Your Revenue Goals

Smart Bidding is Google Ads' AI-powered bidding tool. Getting the most out of Smart Bidding starts with choosing the right goal to cater to your marketing objectives. Here are its bidding goal options and the benefits of each:



Maximize Conversions

Maximize valuable actions taken on your website.



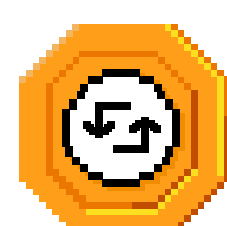
Target CPA

Stay within your budget and acquire customers cost-efficiently.



Target ROAS

Maximize revenue while maintaining a specific level of return on investment.



Enhanced Conversions

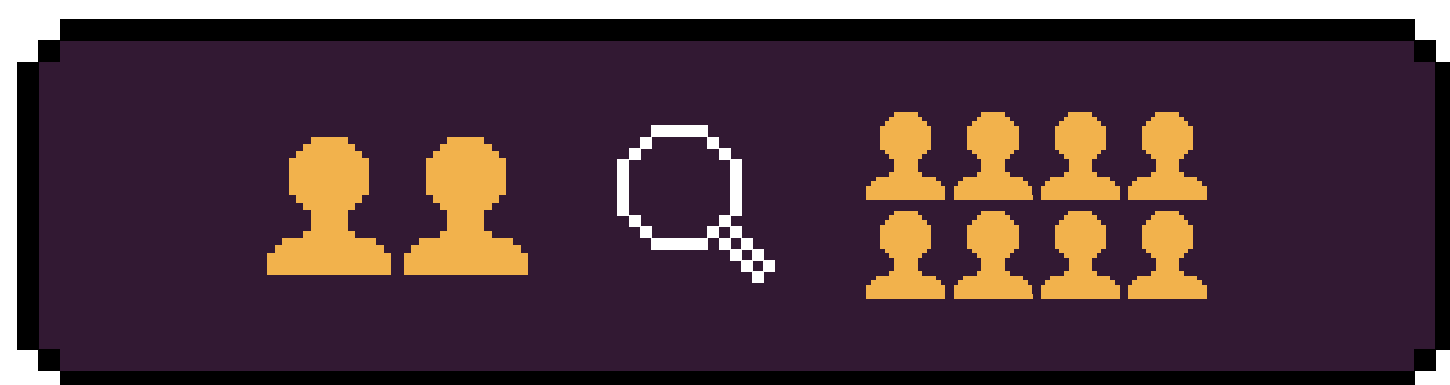
Maximize conversion volume and stay within a predetermined budget.



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	SALES

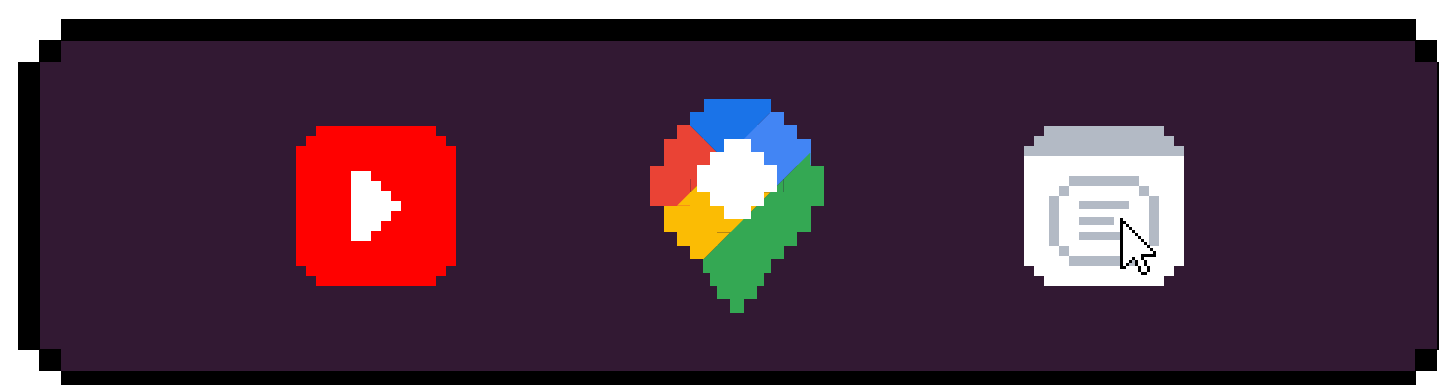
Use Google's Most Advanced AI to Find Valuable Customers & Expand Your Reach

Google has launched new AI tools you can pair with your desired bidding strategy to expand your reach. Here's what they are and how they work:



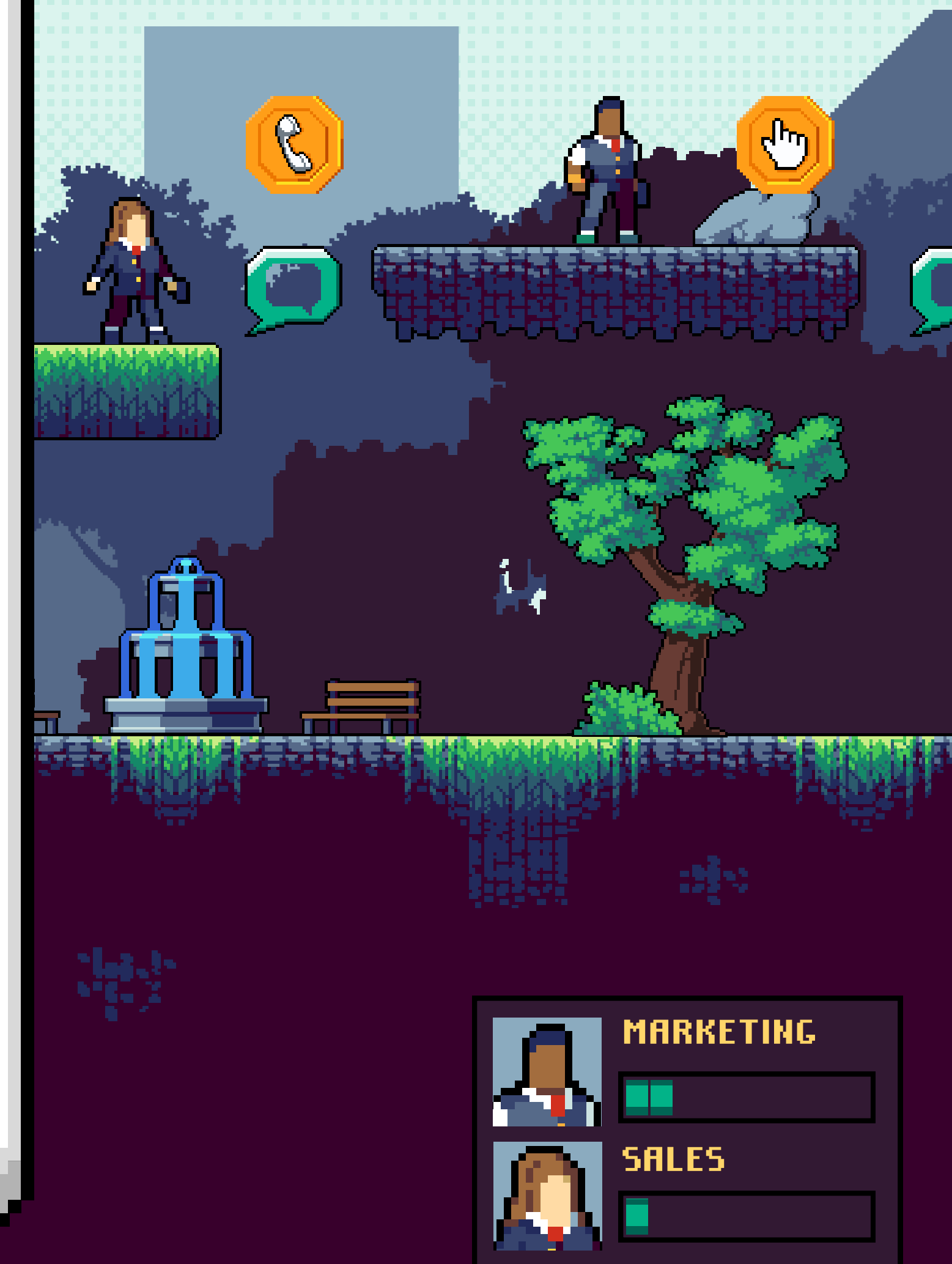
Google Broad Match

Utilize the broad match keyword match type to reach a wider audience, capturing variations, synonyms, and related searches. This strategy increases visibility on Google Search to attract potential customers who use related keywords.



Performance Max

With Performance Max, the AI technology automatically adjusts bids to achieve the best possible results across Google's expansive network. Reach high-value customers across YouTube, display, Google Maps, and more.

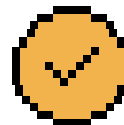
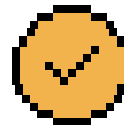
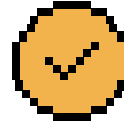



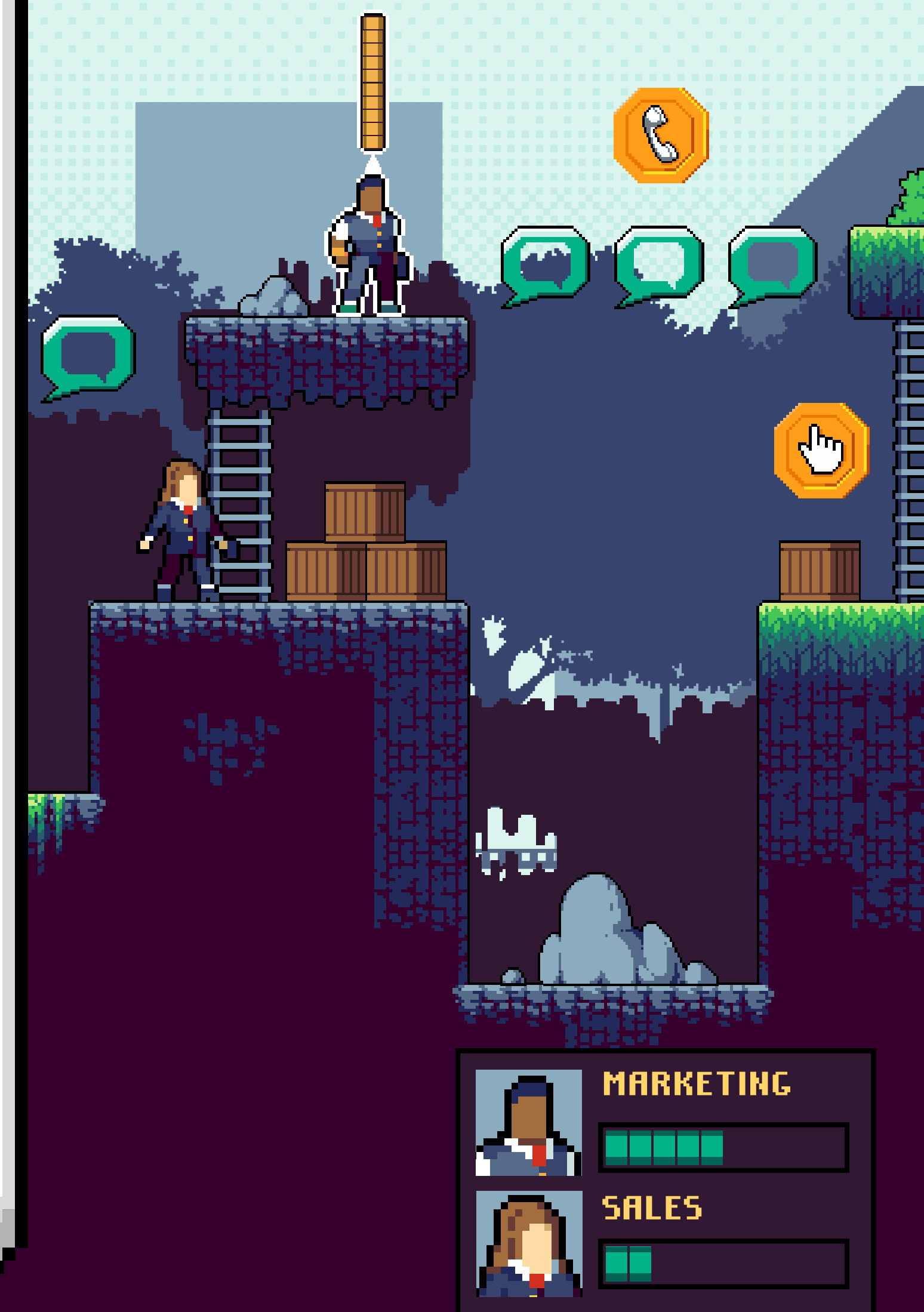
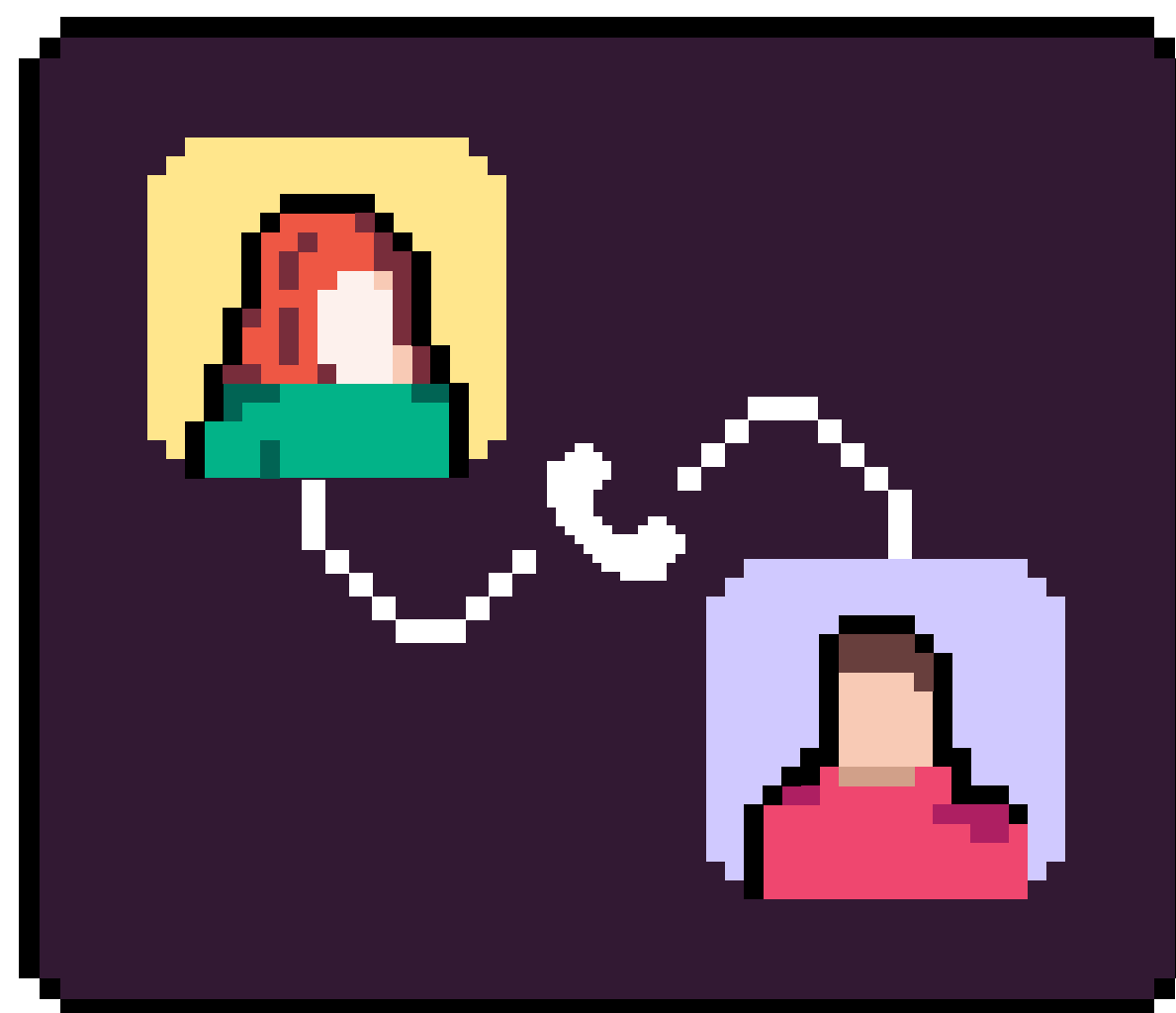
TIP 3

Use Conversation Intelligence to Power Up Your Smart Bidding

If you're not tracking the phone call conversions your Google Ads drive, you're not giving it a full picture of your performance. This results in wasted ad spend and low-quality phone leads.

Pair a conversation intelligence platform with Google Ads to:

-  Use conversion data from calls to enhance ad performance
-  Pinpoint ads that drive more high-value leads
-  Reduce wasted spend on underperforming ads
-  Automate bid adjustments using value-based strategies

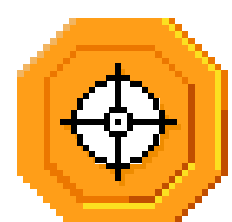


TIP 4

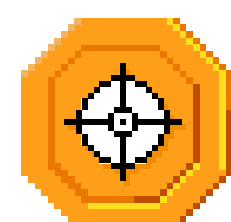
Enhance Retargeting to Reach the Right Audience at the Right Time

With conversation intelligence, you can tap into rich first-party data from phone conversations to improve customer profiles and target your audience more precisely.

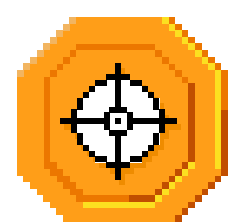
Here are common retargeting and suppression strategies marketers use with Invoca:



Retarget callers who didn't convert with ads for the products they mentioned over the phone



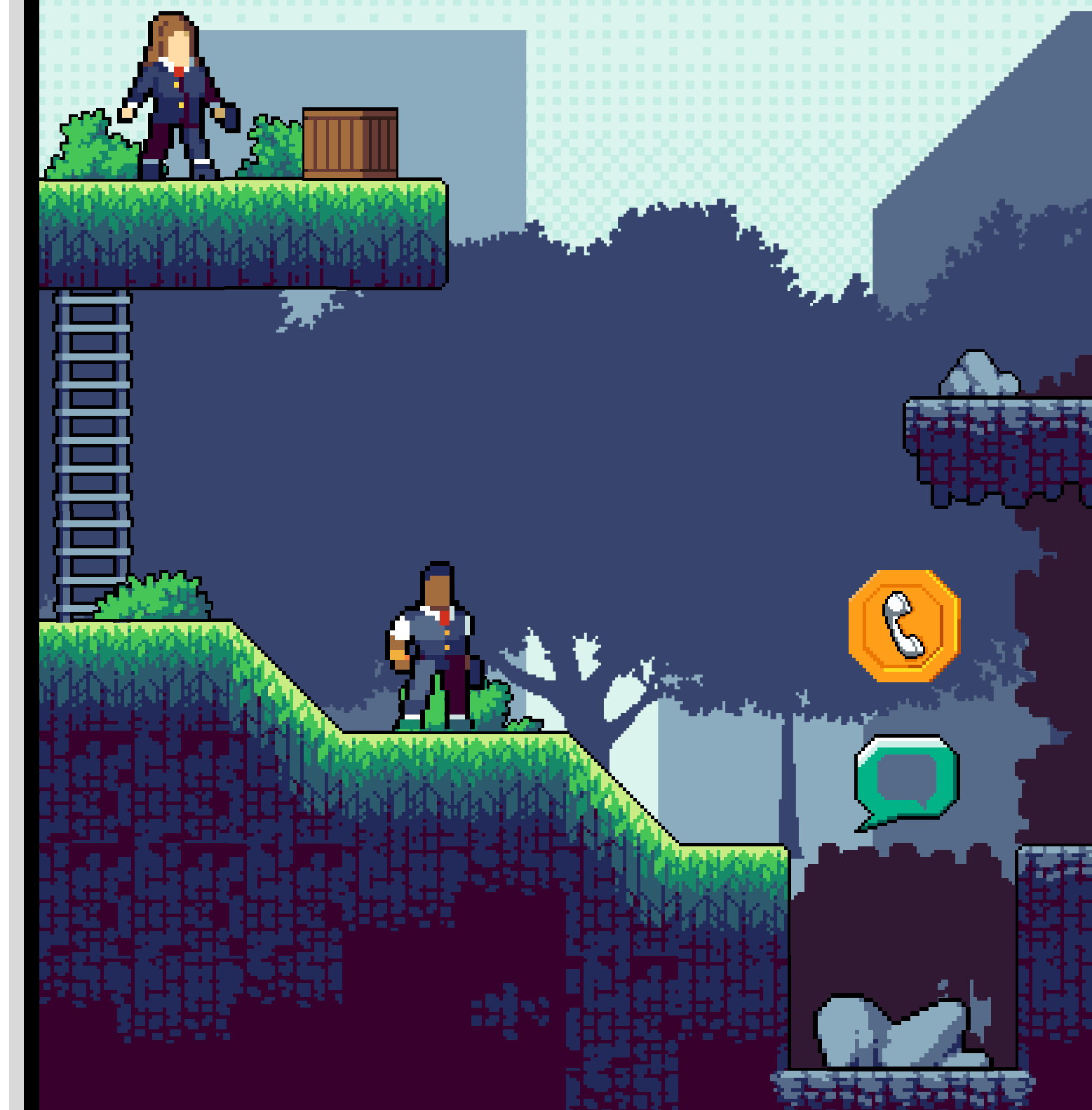
Retarget callers who expressed price sensitivity with ads touting a special discount code



Retarget callers who bought over the phone with ads for relevant companion purchases



Suppress callers who bought over the phone from seeing future ads for that product or service



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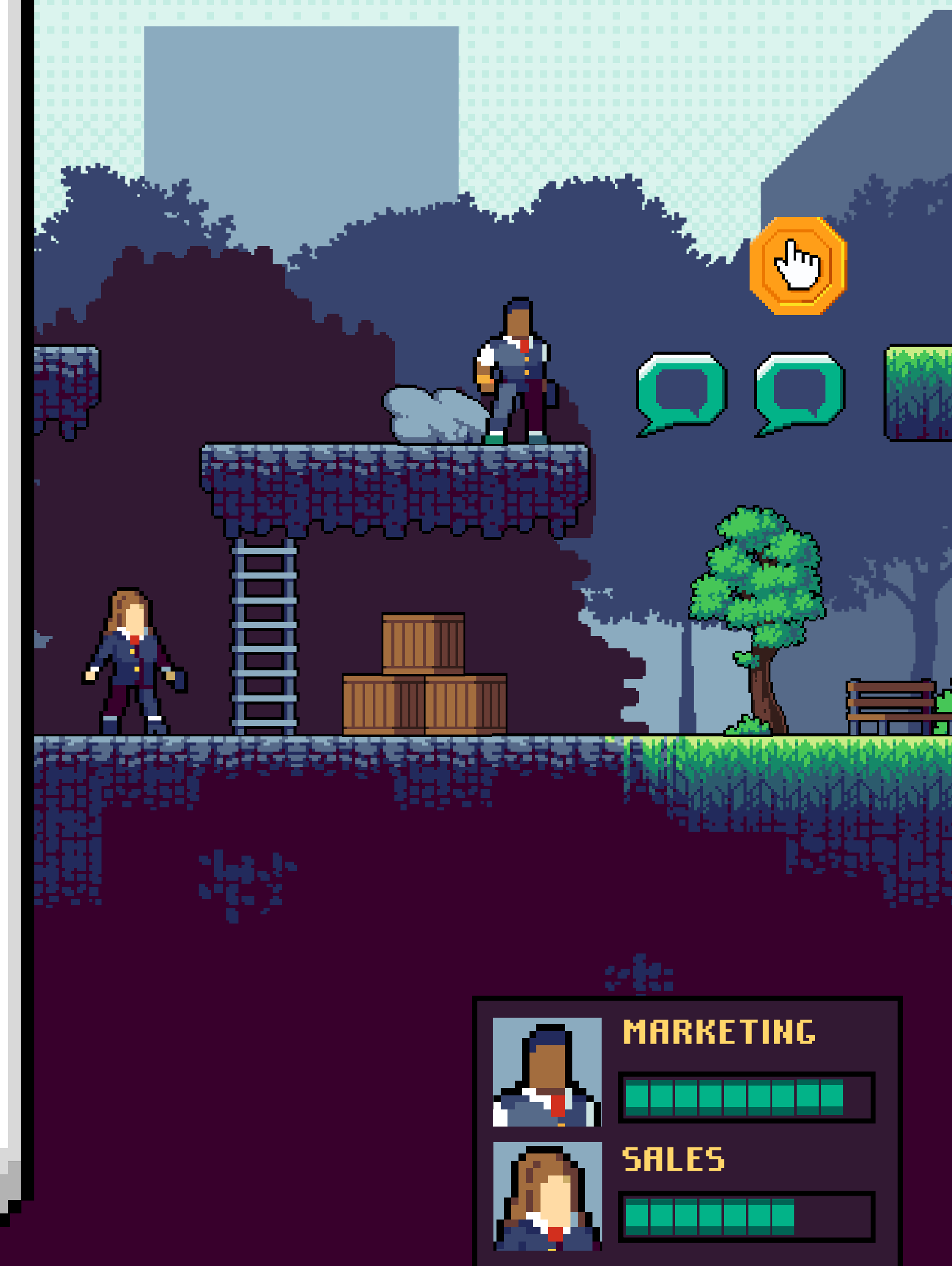
Detect Call Experience Issues Harming Your Conversion Rate

Some marketers use their Google Ads budgets to drive phone leads to business locations or contact centers, but many of those calls go unanswered or unconverted, resulting in wasted ad spend.

Leading brands use Invoca reports to detect when call experience issues are hurting their Google Ads results. You'll increase conversion rates and revenue from your Google Ads campaigns when you collaborate with your contact centers and locations to correct these issues.

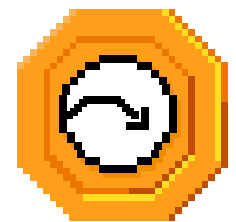
Know When Call Experiences Hurt Your ROI

Marketing-Driven Calls to Locations				
Location	Call Count	Call Answered %	Phone Lead %	Call Converted %
Toledo	356	57%	45%	55%
Chicago	180	31%	52%	32%
Albany	154	78%	39%	20%
Columbus	118	69%	66%	44%
South Bend	118	19%	61%	39%



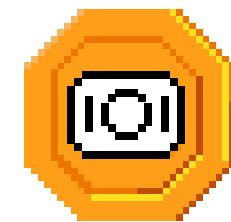
Rogers Communications

Rogers uses Invoca to understand not just which customers convert over the phone, but the average value of the conversion for each customer type. They feed this revenue data into Google Ads to inform Smart Bidding. Smart Bidding weighs their bids in proportion to their returns, decreasing their cost per acquisition by 82%. They also use Invoca to inform targeting and suppression, so the right prospects get the right ads at the right time.



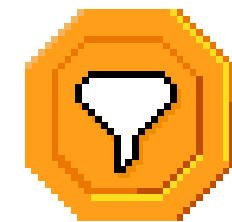
82% two-year decrease

in cost-per-acquisition from Google paid search



18% lift

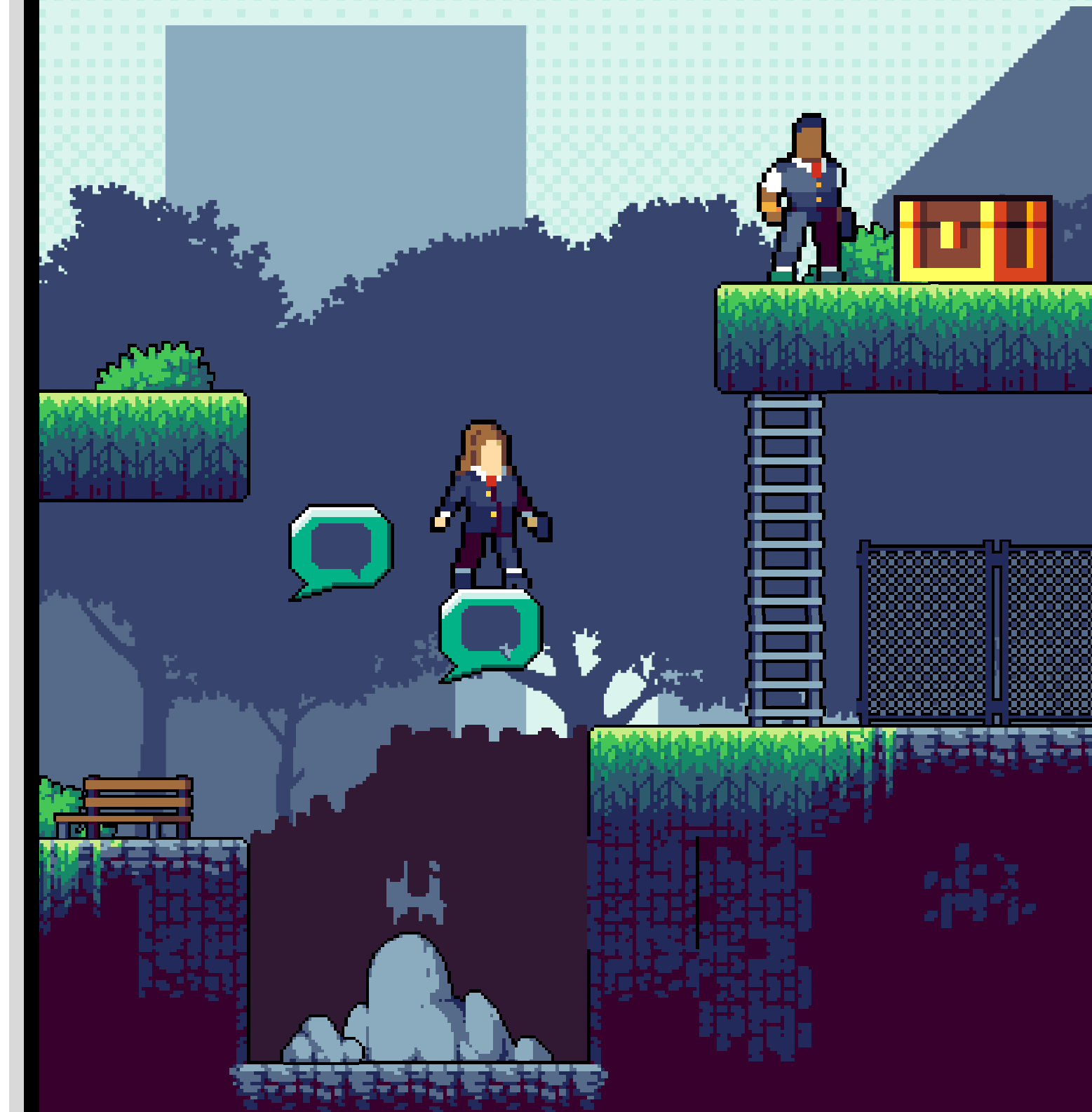
in net revenue from paid search campaigns



2x increase

in volume of qualified leads

[READ THE FULL CASE STUDY](#)



Level-Up Your Google Ads Revenue with Invoca

Artificial intelligence is only as effective as the data you fuel it with. Invoca allows you to track the call conversions your Google Ads are driving, giving the algorithm a more complete data set to work with. This allows you to take your performance to the next level and achieve new high scores.

To learn more about how Invoca's AI can help you drive more revenue from Google Ads, request your personalized demo.

[REQUEST A DEMO](#)

