

# Google Retargeting with LeadSquared

## What is Google Retargeting

Retargeting can be a powerful digital marketing tactic, allowing you to track your past website visitors wherever they go across the internet. While you may be using other effective forms of online marketing such as content marketing, paid search, or social media ads, retargeting is an important complementary strategy to these. When all other strategies fail to make a customer out of your website visitors, it is retargeting that gives you a second, third, fourth chance to re-engage that prospective customer.

## Why use Google Retargeting?

**Prompt reach/Well-timed targeting:** You can show your ads to people who've previously interacted with your business right when they're searching elsewhere and are more likely to make a purchase.

**Focused advertising:** You can create retargeting lists to advertise for specific cases, like a retargeting list targeted for people who added something to their shopping cart but didn't complete a transaction.

**Efficient pricing:** You can create high-performance retargeting campaigns with automated bidding.

**Campaign statistics:** Reports of how your campaigns are performing, where your ads are showing, and what price you're paying.

Google Retargeting can be a great solution for businesses that track online lead or form submissions where the final sale or deal happens. Industries that have seen success with Google Retargeting include:



Financial Services



Education



Insurance Services



Other Businesses



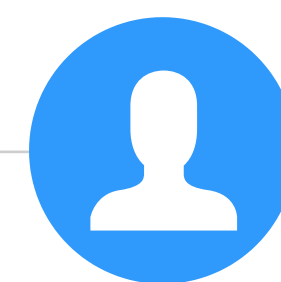
10x

Increase in Click Through Rate  
(number of clicks advertisers receive on ads per number of impressions)



5x

Boost in ROI (performance measure used to evaluate the efficiency of your investment)



43%

Increase in conversion rate  
(number of conversions divided by the total number of visitors)



32%

Decrease in Cost of Acquisition

Source : CMO, Criteo, eMarketer, Wishpond, WordStream & IAB

## How does Google Retargeting work?

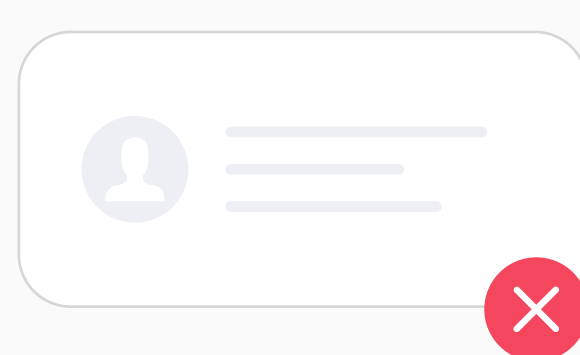
1

People visit or use your site or app arrives on your site



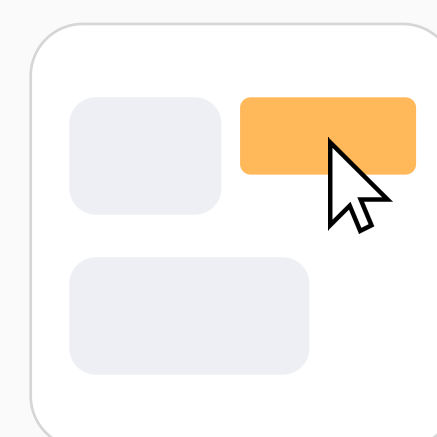
2

But they leave before converting



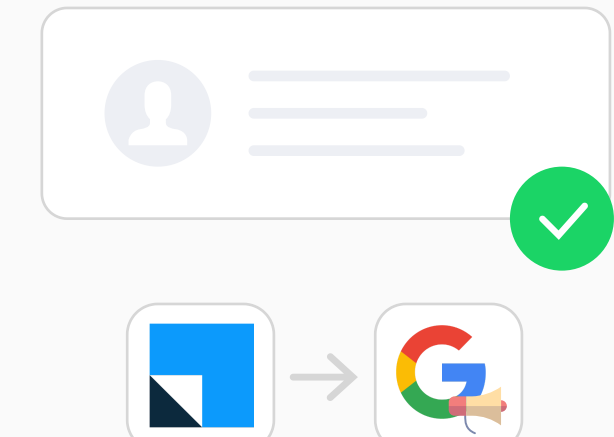
3

So you show them your ads on other sites and apps



4

And they come back to your site or app and convert



## LeadSquared's Google Retargeting Connector

Whether you're looking to drive sales activity, increase registrations, or promote awareness of your brand, retargeting can be a strategic component of your advertising. This connector helps you to connect with people who previously interacted with your website or mobile app, allows you to strategically position your ads in front of these audiences as they browse Google or its partner websites, thus helping you increase your brand awareness or remind audiences to make purchase.

### By targeting 'Warm' prospects, Google Retargeting Connector drive Sales better than all other targeting types

When a lead interacts and shows interest in your product or service, on your website or landing pages, LeadSquared captures these leads, along with their details (such as name, phone number, email Id, etc.). Google retargeting (or remarketing) enables you to mount a sustained marketing campaign that shows only relevant ads to these leads, about the specific offering they're interested in. Through LeadSquared's Google Retargeting Connector, you'll be able to automatically send the list of leads who've shown interest in a particular product or service, from LeadSquared to Google Ads. These leads will get ads only for those specific products or services.

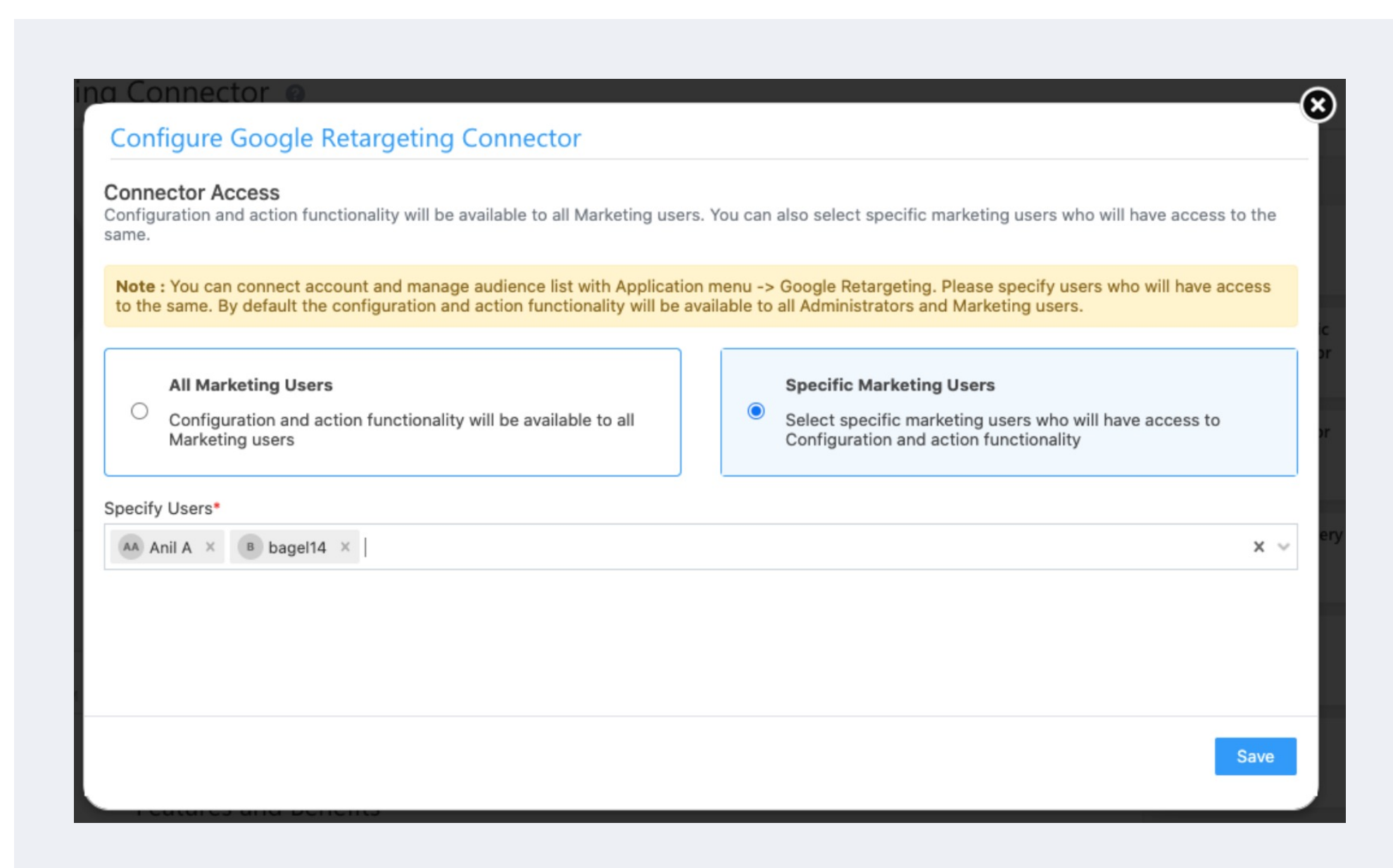
### What can the integration do?

You can get creative with your connector and take advantage of the following functionalities of the integration:

- ☐ Narrows down the target audience of a Google ad, to focus on only the list of interested leads.
- ☐ Reduces manual effort and time spent in populating Google Ads with the list of leads who've shown interest.
- ☐ Up-sell and cross-sell products and services to existing customers, by showing them relevant ads.
- ☐ Gather more information from your leads with advanced field mapping for both standard and custom fields.
- ☐ Reduces the overall cost of a campaign, while increasing its efficiency, relevance and impact.
- ☐ Analyse and measure the effectiveness of each campaign with detailed reports and analytics.

## Setting up Google Retargeting with LeadSquared

Below are simplified instructions on how to use the LeadSquared's Google Retargeting Connector. For a walkthrough please visit: <https://help.leadSquared.com/google-retargeting-connector/>

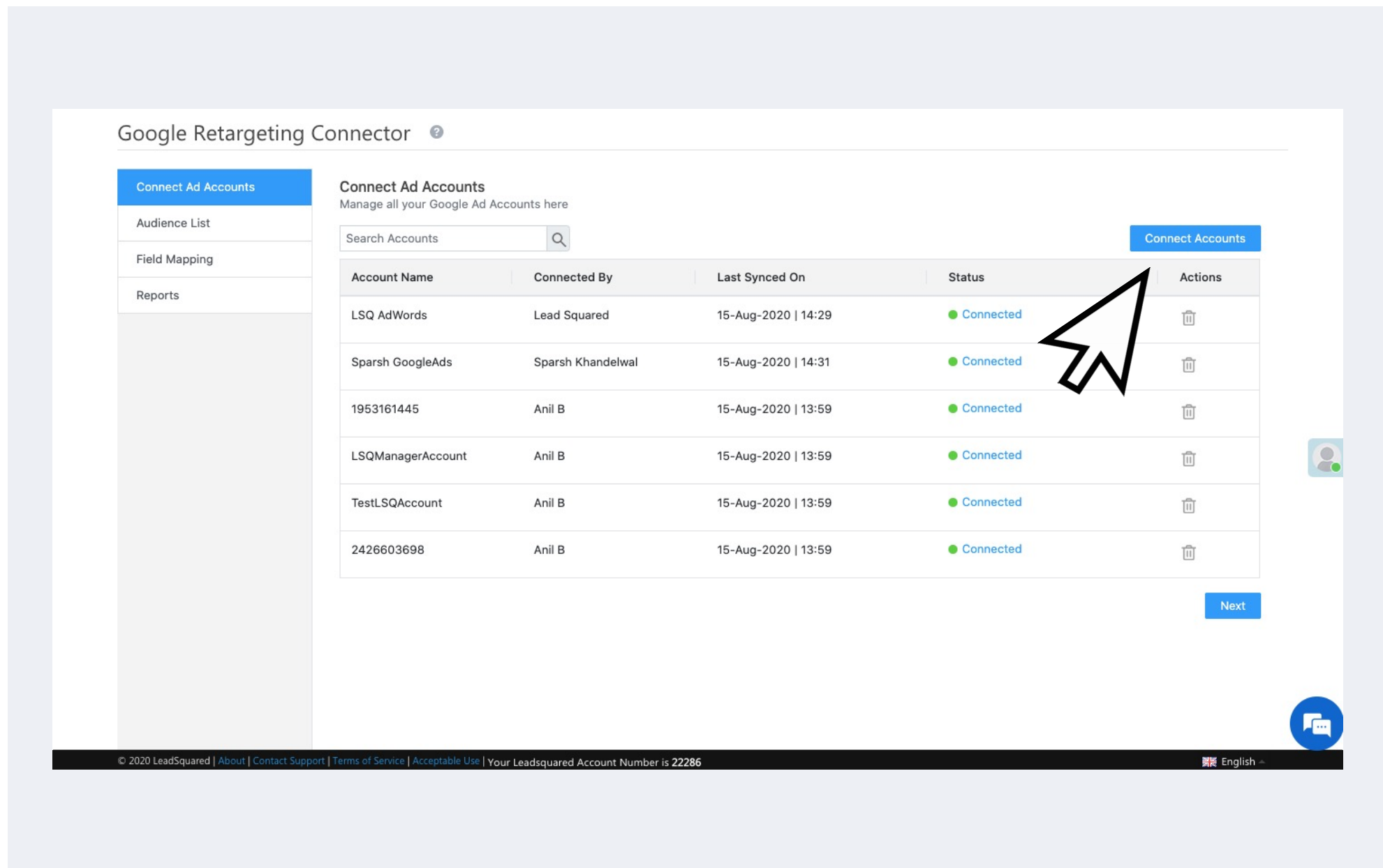


### Step 1: Installing the connector

To install the Google Retargeting Connector on your LSQ account –

- ☐ From the main menu, navigate to **Apps>Apps Marketplace** and search for **Google Retargeting Connector**. You'll also find the connector on the left panel, under **Online Ads**.
- ☐ Once the connector is installed, hover your cursor over the **settings icon**, then click **Configure**.
- ☐ On the Connector Access screen, you can choose to **give access to all your marketing users, or only specific marketing users**. If you choose Specific Marketing Users, from under Specific Users, you can select the marketing users from the dropdown list.
- ☐ Once you're done, click **Save**.

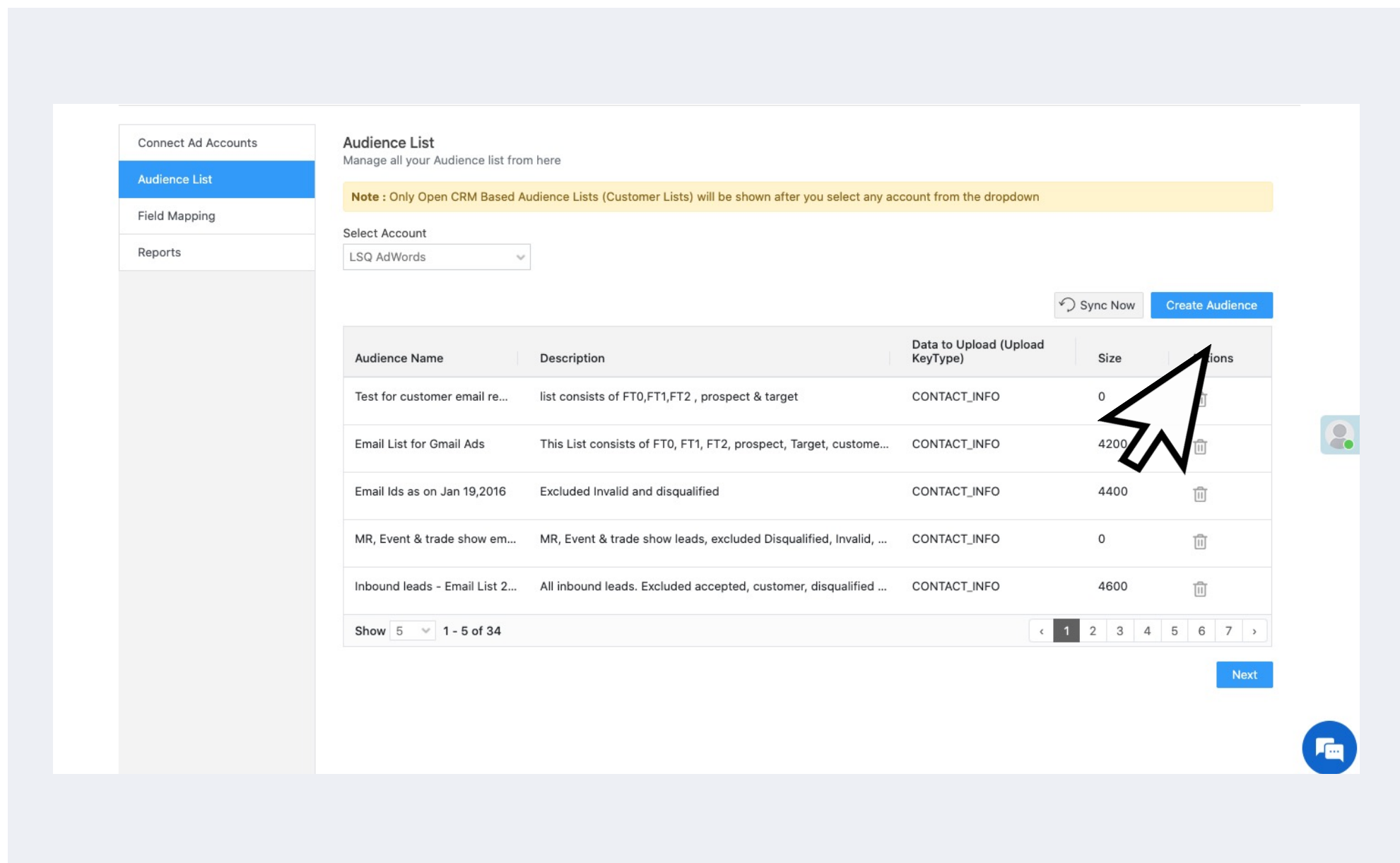




## Step 2: Connect Ad Accounts

Once the connector is installed, connect your Google Ads account to LeadSquared.

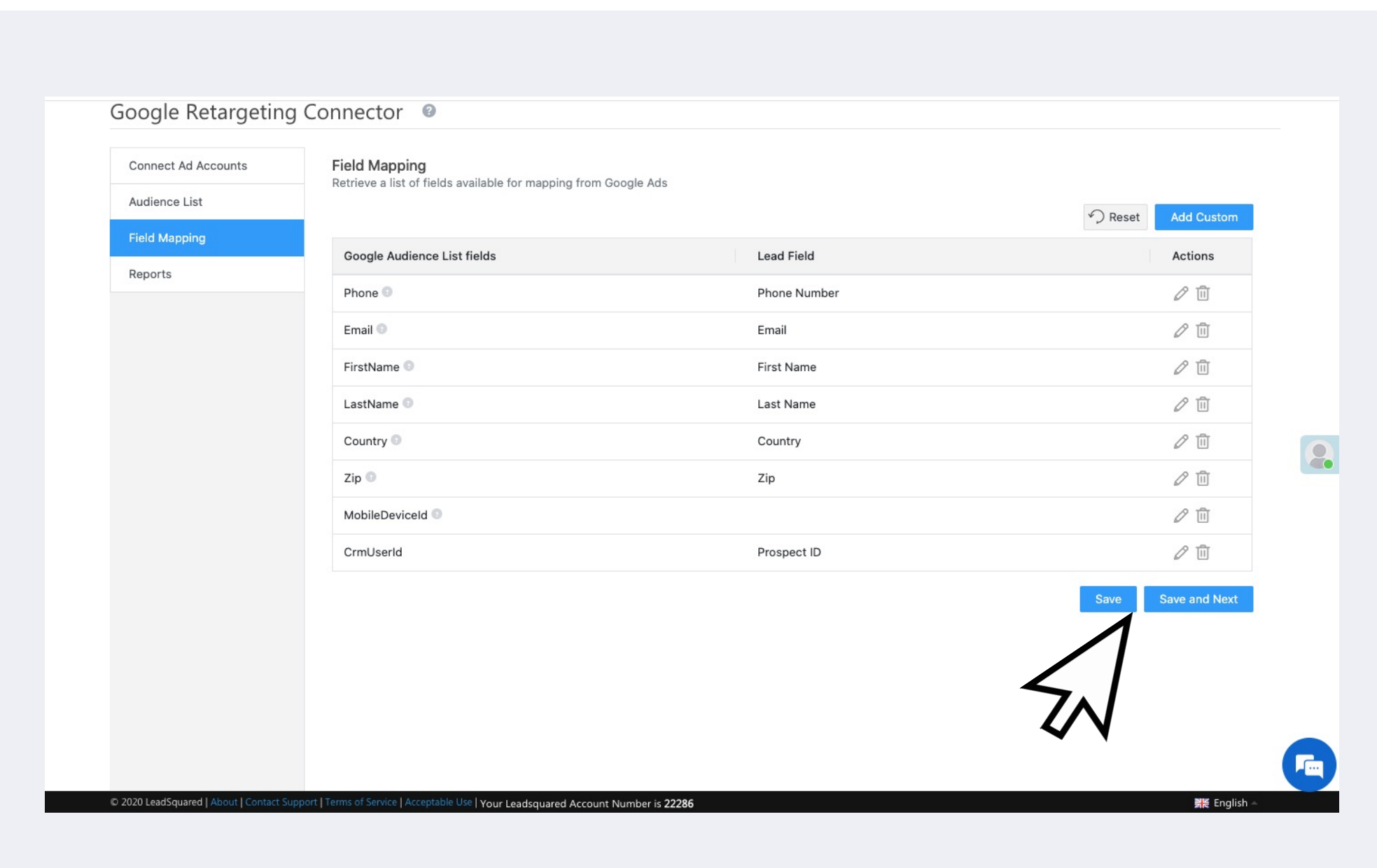
- ☐ Navigate to **Apps>Google Retargeting**.
- ☐ On the Connect Ad Accounts page, click **Connect Accounts**.
- ☐ On the Choose an Account window, choose the Google account to which your Google Ads account is linked.
- ☐ Give LeadSquared access to your Google account by clicking **Allow**. Once you get a successful message, please close the Google window.
- ☐ On the Select Account to be added pop-up, from the available Google Ads accounts, select the list of accounts you want to add. **You can add multiple accounts.**
- ☐ Once you're done, click Select.
- ☐ Once you get a "Successfully Saved" message, click Next.



## Step 3: Create Audience List

To create an audience list from the list of leads –

- ☐ On the Connect Ad Accounts page, click **Audience List**.
- ☐ Under Select Account, from the available dropdown, **select the account under which you want to create the list, then click Create Audience**.
- ☐ On the Create Audience List pop-up, enter a name and description for the list.
- ☐ Under Data to Upload, you can select the data type that should be uploaded to the list. You can choose from – **1. Email address, phone number, and/or mailing addresses 2.User IDs 3.Mobile Device ID.**
- ☐ Once you fill in the necessary details, click Done.



## Step 4: Field Mapping

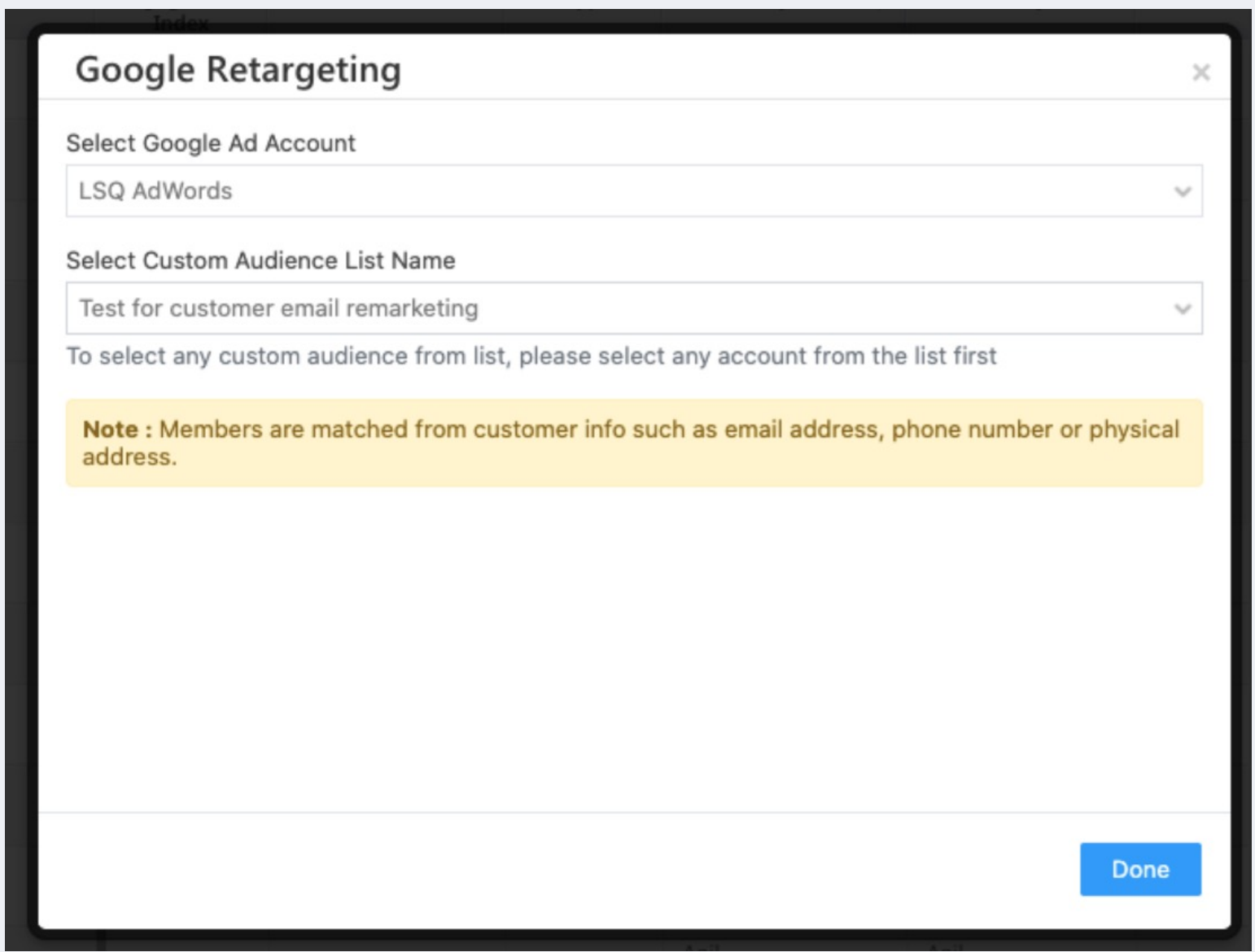
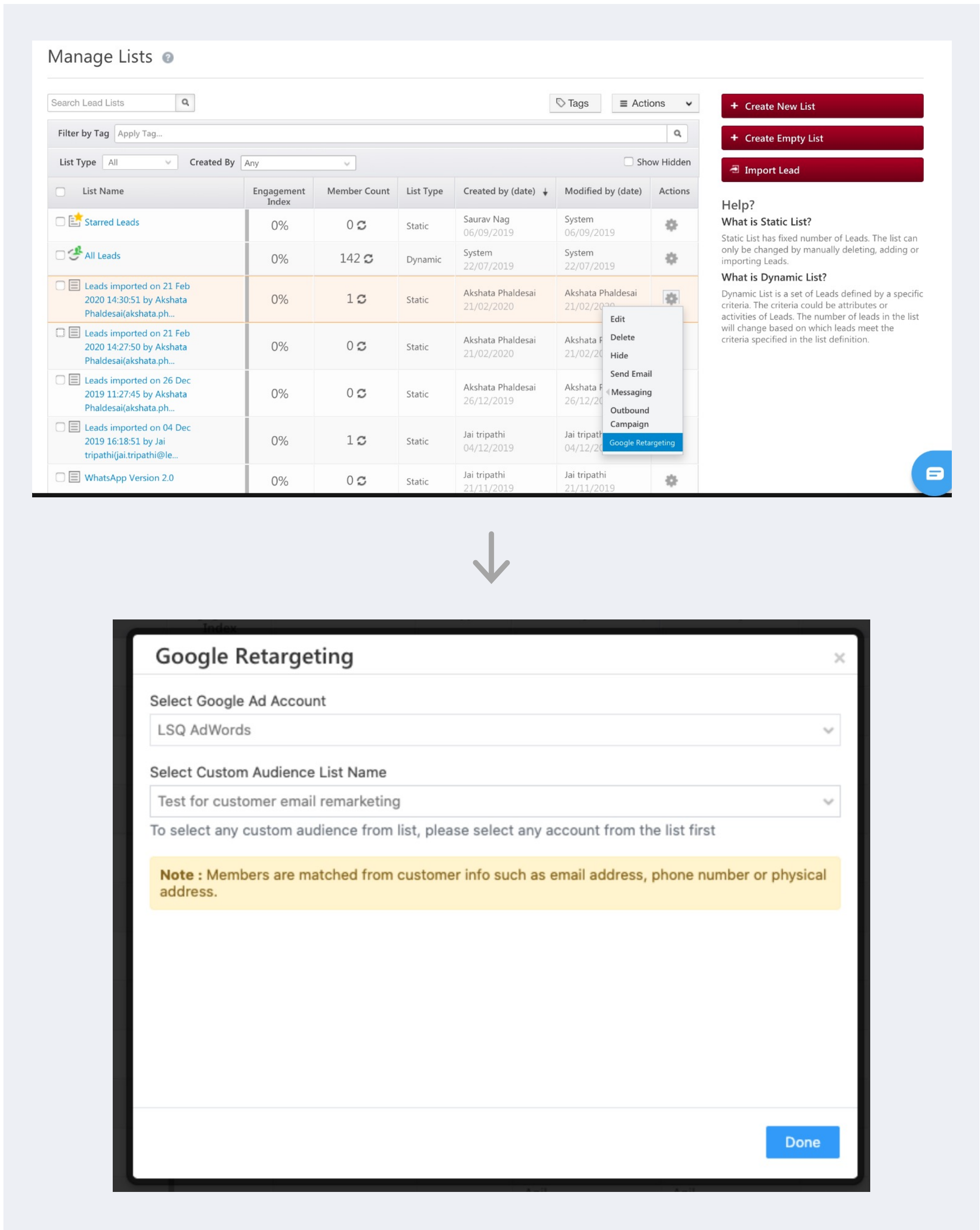
To map lead fields from LeadSquared to the lead fields on the Google Audience List –

- ☐ On the Connect Ad Accounts page, click **Field Mapping**.
- ☐ Under Google Audience List fields, click the dropdown to select a field from the list of available fields.
- ☐ Similarly, under Lead Field, select a corresponding field in LeadSquared from which you want to push data.
- ☐ Once you're done, click the **'Blue Tick' icon**, and then click **Save**. You'll receive a "Field Mapping saved Successfully" message.



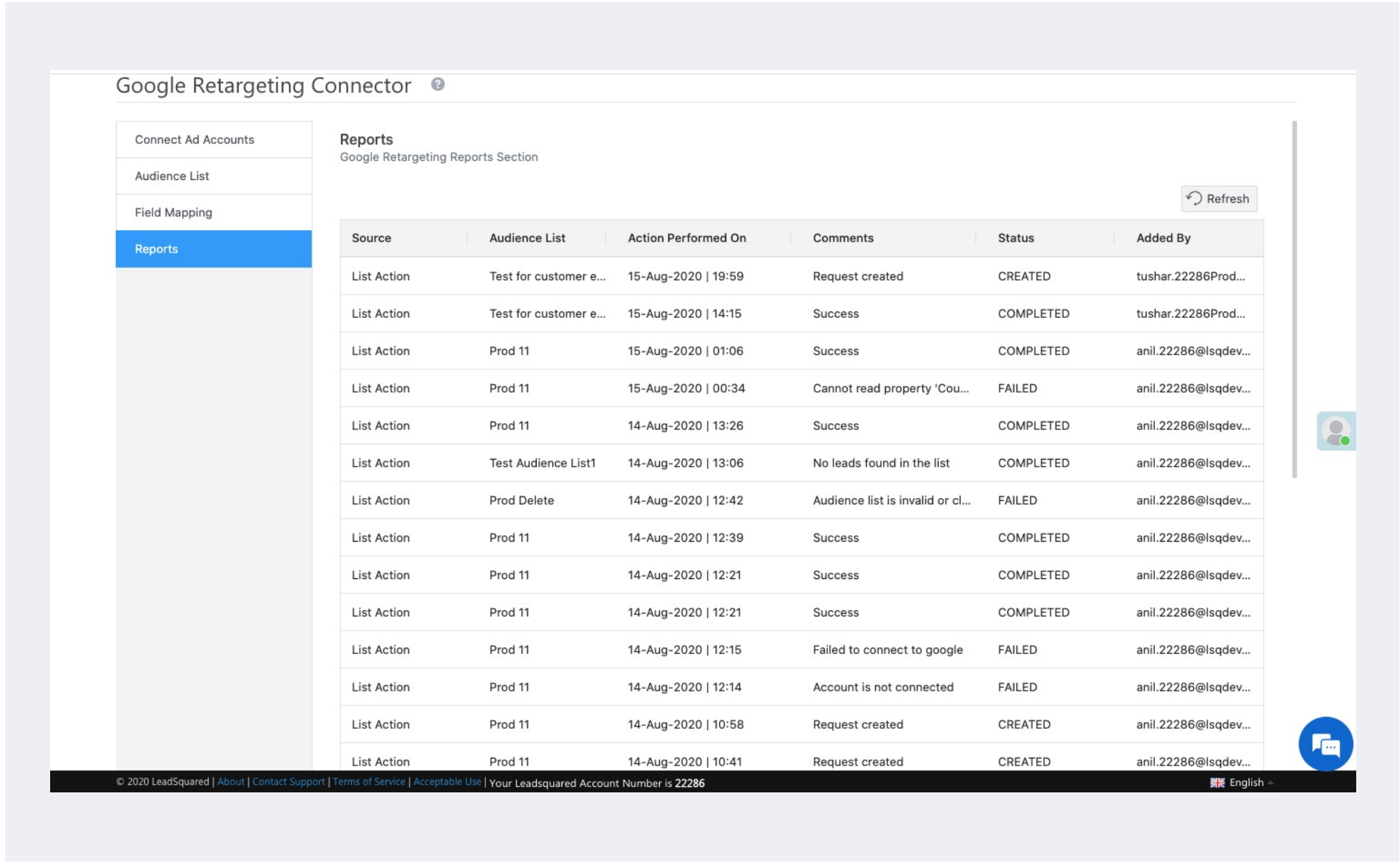
# Step 5: Send Leads from LeadSquared List to Google

- To populate lead details on audience list, navigate to **Leads>Manage Lists**.
- Against the list from which you want to pull the lead details, hover your cursor the **‘Settings’** icon, and click **Google Retargeting**.
- On the Google Retargeting pop-up, select the Google Ad account, and the Custom Audience List that you created, then click Done. You will receive a message stating your request has been submitted successfully.
- You can pull lead details from a particular LeadSquared list, and map it to your Google Audience List only once every 12 hours.
- It will take between 6-12 hours for the leads to reflect in your audience list on your Google Ads account.



# Step 6: View Reports

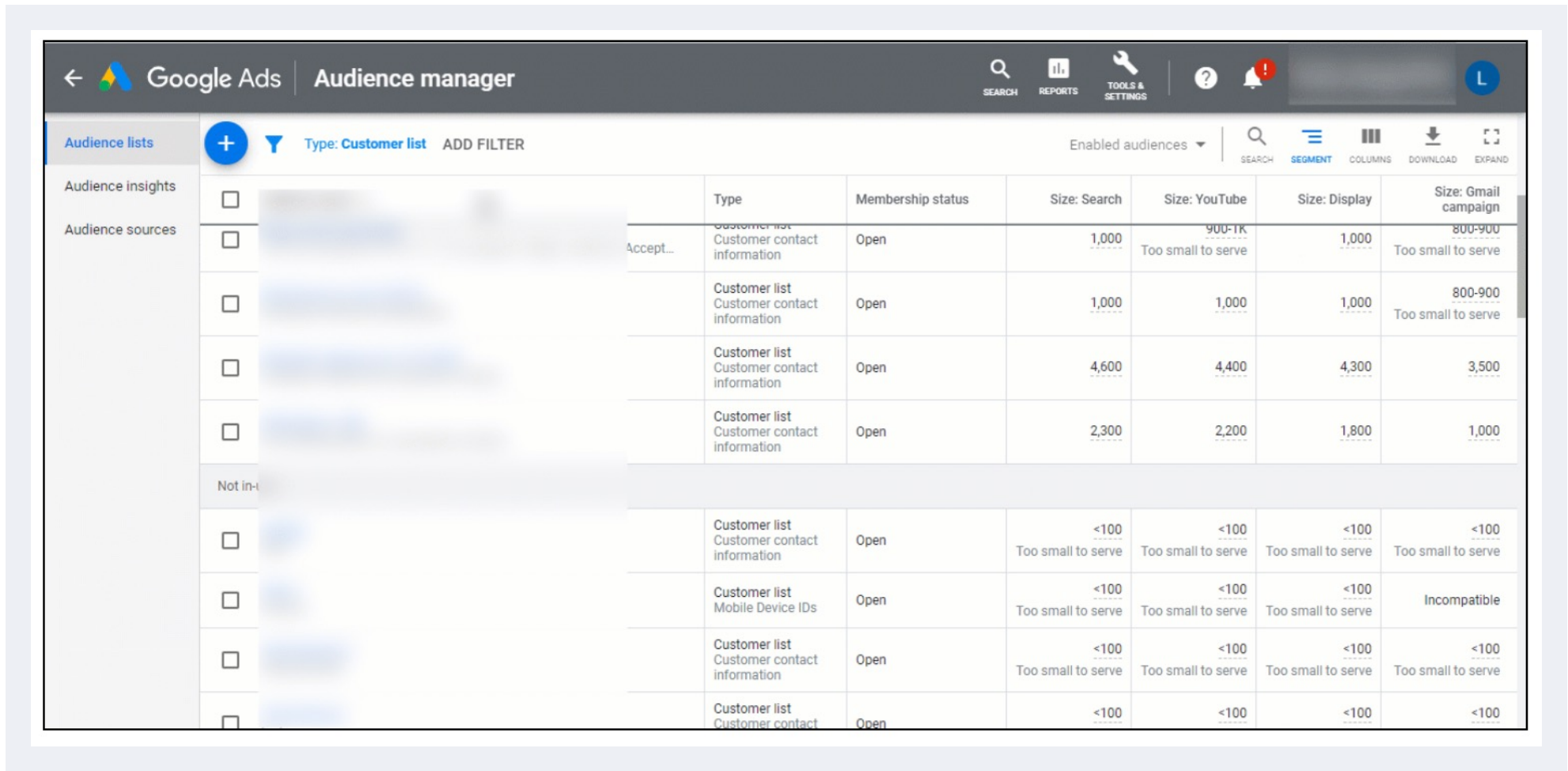
Under Reports, you can view the details of a list that’s been pushed from LeadSquared to Google Ads.



# Verify on Google whether the data is getting populated

After you’ve successfully created the list, you can view it on your Google Ads account. To do this –

- From your Google Ads home page, navigate to **Tools & Settings>Shared Library>Audience Manager**.
- Under Audience name, you’ll find the list that’s been pushed from LeadSquared to Google Ads.



For a detailed documentation about the product, please visit : <https://help.leadSquared.com/google-retargeting-connector/>

Need help? Get in touch with LeadSquared’s support. Mail us at [support@leadSquared.com](mailto:support@leadSquared.com)

