

Connecting  
the dots

- Google Ads in 2025  
Mastering AI Campaigns,  
PMax & Conversion-  
Ready Funnels

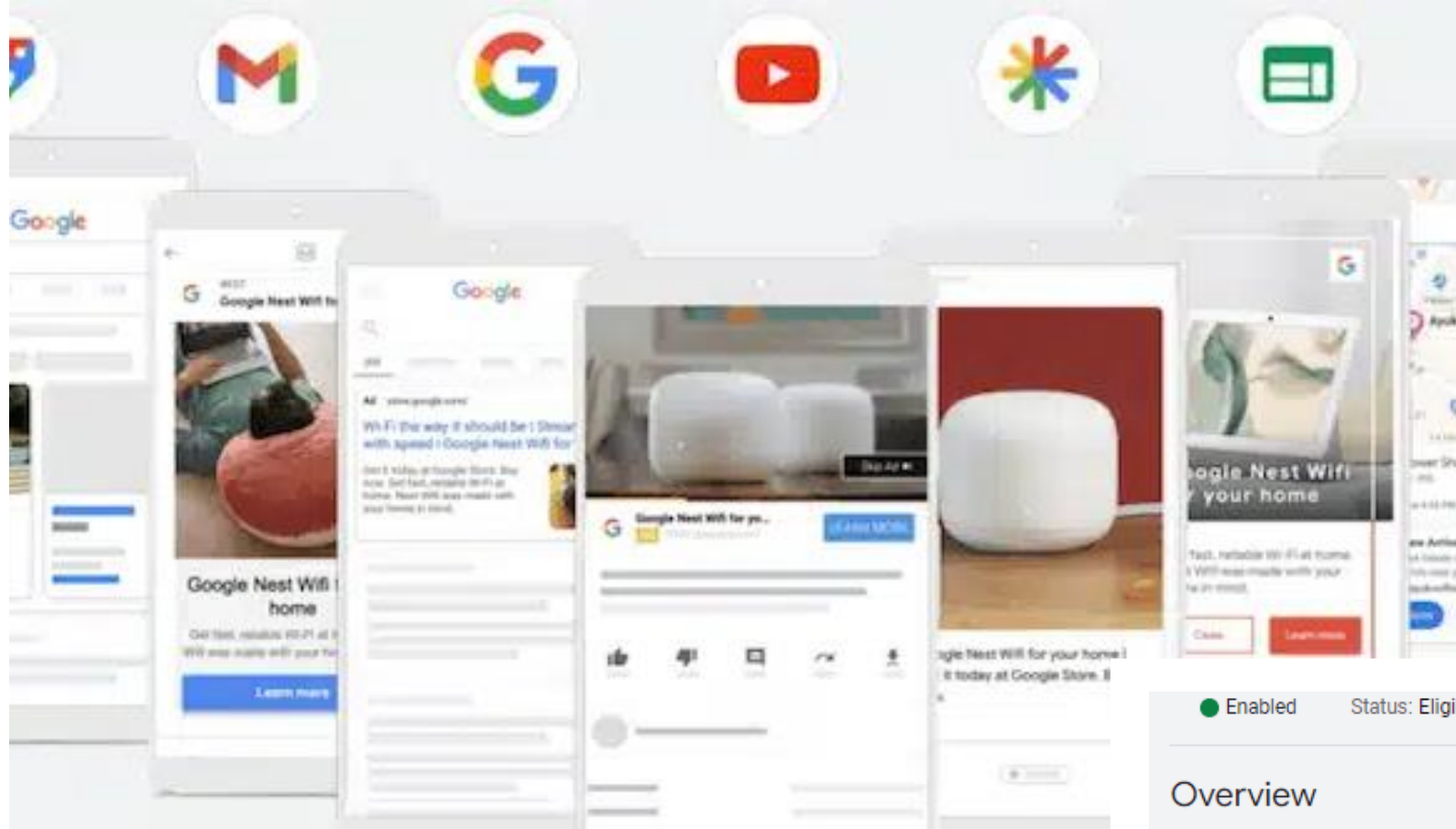




by  
**MARYAM GOLABGIR**

Maryam Golabgir, our CEO, will be leading the team. She's a digital marketer, programmer, and website guru. Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and many metrics to accompany digital plans. Maryam's digital expertise includes social media marketing strategies, website development, search engine marketing and optimization, online advertising, and video / mobile marketing. Digital Marketing Experts was nominated as one of the top advertising agencies in the York Region last year.

For more information about our business, you can visit [www.digitalmarketingexperts.ca](http://www.digitalmarketingexperts.ca) or my LinkedIn profile <https://www.linkedin.com/in/maryamgolabgir>



● Enabled

Status: Eligible

Type: Performance Max

Budget: \$20.00/day

Optimization score: 69.8%

Overview

|        |             |          |       |             |
|--------|-------------|----------|-------|-------------|
| Clicks | Impressions | Avg. CPC | Cost  | Conversions |
| 1.39K  | 7.37K       | \$0.40   | \$559 | 21.46       |

130

65

0

Mar 11, 2024





# Feeding the AI: Why First-Party Data is King



## CPM/ with Rich Parameters

Use a tag of codepen et. S/

You to the CookieParty Data age of all cookie bet customer. See the value of conversion (or baton) with how you can assessments.

## Conversions Rich Parameters

Identifying firm best customers.



## Conversions with Google AI

Identify best customers



\$100 Google AI attribution tracking needs

## Engagement Signals from GA4

Engagement signals



Offline Conversion and Offline conversion Tracking

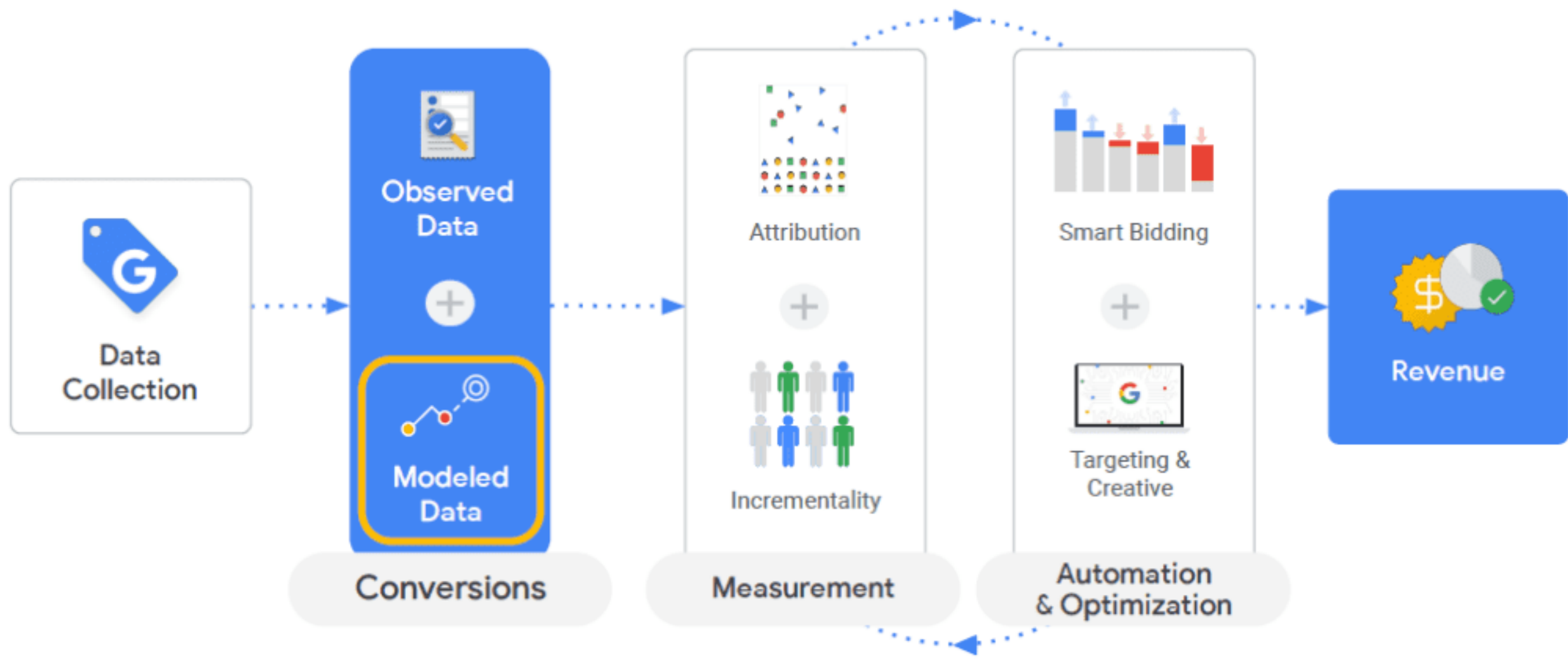


Site

Conversion rate

and conversion rate

and conversion rate





## Before the Click

[illegible]

**Innovative Leadership & Strategic Management**



## Scroll ➤ Stopping Creatives

[illegible]

## Free Flooding Cresting

សិក្ខាបត្រនៃការងារ ០១២ ០១២០/២០២០  
០១២ ០១២០/២០២០

**Cities One Future.**

Oort's research indicates that the  
 most common way to die is

### Gnet Verteilung:

Wat een vromestoebe  
 daar heeft de coninc in enkele

## AFTER THE CLICK

## Toyour Funnle

At this moment, the present work serves as a guide to the  
presented results. The first two parts of the work are  
devoted to the study of the present work.

**Click Leading Heading**

Resturnat dintr-o vacanță extraordinară dintr-o țară cu o  
 viață în plină dezvoltare.

## After The Click Tleng

Adrianus van der Grinten, voorzitter van de Raad van Bestuur, heeft de afsluitende woorden gesproken. Hij heeft de aanwezigen bedankt voor hun bijdrage aan de succesvolle afsluiting van de conferentie. Hij heeft ook de toekomstige samenwerking tussen de deelnemende partijen benadrukt.

## Fast-Loading Marketing Pages

Կաթնաթուփի օգնությամբ փոխադրվում է  
 փոքր խոնարհություն

## A Valuable Near-Es Escaping

## Precias- Converting Landing

Erstbestellung NICHT bei einem anderen online  
GEMISCHT PRO HIER

## Weio et

**Recon**  
 100% 100% 100%  
 100% 100% 100%  
 100% 100% 100%

notion  
Responsible

**SWISS BRICK**



# AI to Supercharge Marketing Campaigns

## Creative Tools



Ad Cop cop examples,  
CTA variants

Ad hoc examples directly into the ad  
ad hoc examples



Midjourney  
— Make.com

Loose ends the early one the one  
all the other variations  
Good for marketing

chatgpt

Zapier

Display Data and Discovery ads

make.com



Auto-reizing animation

## Creative Tools



creative examples

Zapier

connecting  
apps

Misting

connecting  
apps

Google Tag Manager  
and GA

and all system

Google Looker

providing insights and  
reports

## Google Looker Studio





# CASE STUDY

High ad spend, increase signups

**42%** ROAS

Increase in email signups

**3X** increase

Cost-per-sale local audiences

**60%** \* YouTube

- > High in relevant campaigns
- > Some generated leads
- > Used target audiences
- > Connected to an email campaign



\$1,807.70  
Cost per lead

100% 100% 100%



\$501.66  
Cost per lead

100% 100%

Site

100% 100% 100%

**42%** Increase to PMAX campaigns generated a creative campaign



## Solutions

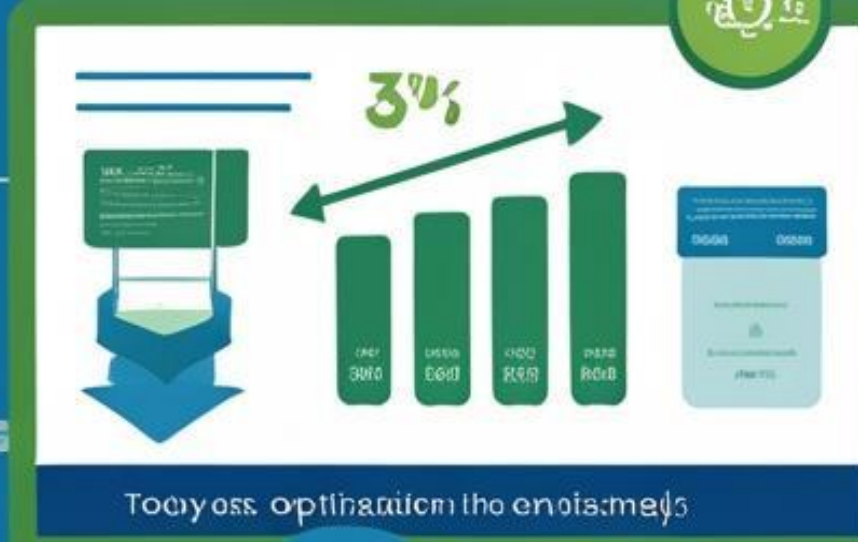
Using first-party data, Lookalike sales audiences



- > Use NYI Client App
- > Use Google Analytics
- > Use the Facebook Pixel
- > Facebook Ads



\$501.66  
Cost per lead



80% Budget Spent

**80%** increase in  
volunteer  
submission



Volunteer Landing  
Page



2x Donation Growth

**2x** donation donation  
ending growth



Looker Studio  
Monitoring





## Missing Audience Signals – A Black Box?

Researching audiences and signals to create a targeted and effective plan is not a black box. It's a process that requires a lot of data and analysis.

## Generic Landing Pages – Mismatched Creative

Generic landing pages - Low engagement - Bad creative - The creative is not targeted to the audience. Some of the best landing pages are highly targeted and personalized.



## Poor Tracking Setup – Incorrect Conversions

Low conversion rates suggest a poor tracking setup. It's not always the creative or the offer that's the problem. Sometimes it's the tracking setup that's the issue.



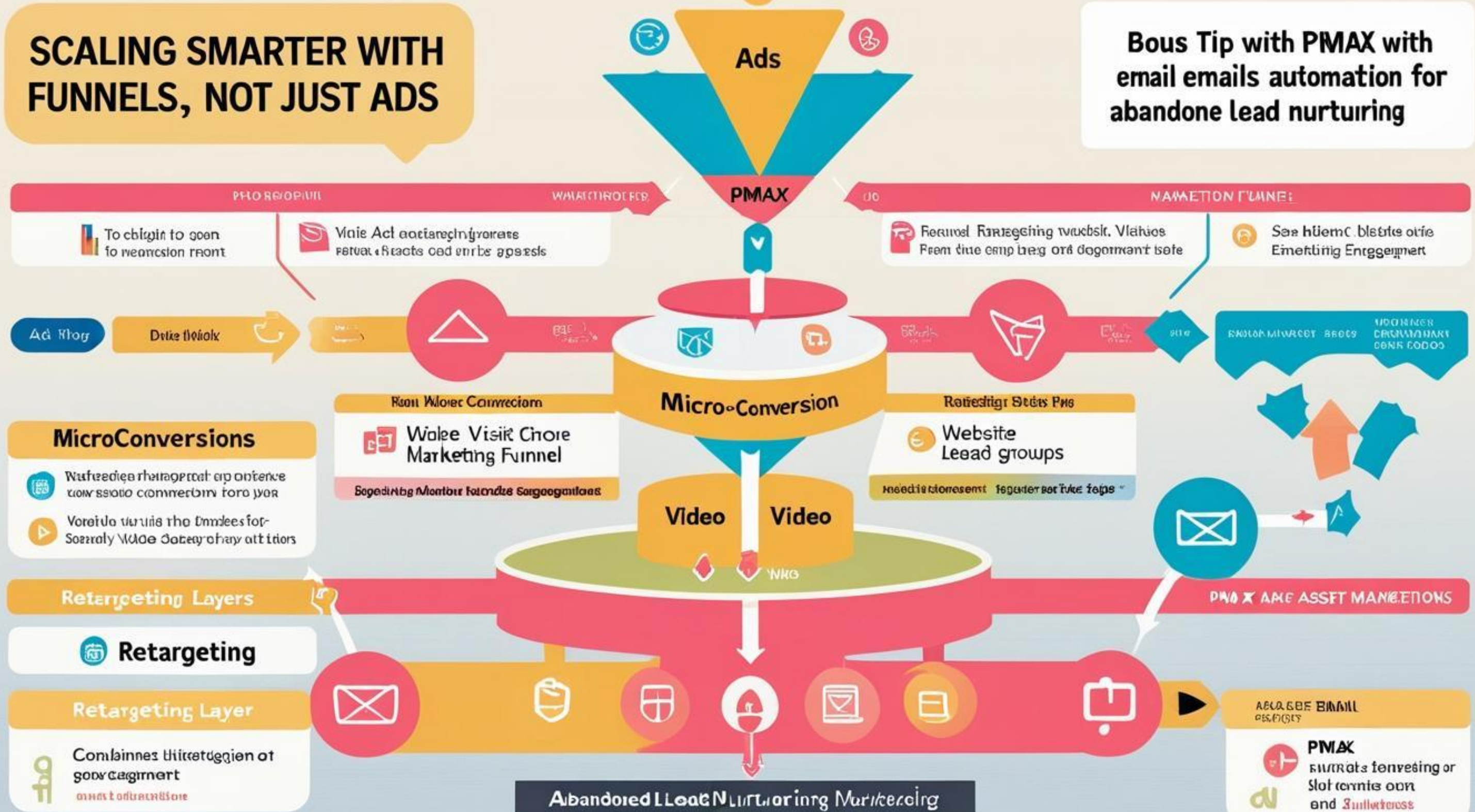
## Ignoring Asset Groups – Untested Messaging

Many advertisers use the same creative for all asset groups. This is a mistake. Different asset groups have different audiences and interests. Testing different creatives for different asset groups can lead to better results.



# SCALING SMARTER WITH FUNNELS, NOT JUST ADS

Bonus Tip with PMAX with email emails automation for abandoned lead nurturing





# Optimization Checklist

**Enhanced conversions  
set up**



**First-party audiences  
uploaded**

**First-party audiences**



**Landing page speed**

**GA4 goals linked linked  
and firing**



**Landing page speed  
3 seconds**

**Landing page speed  
under 3 seconds**



**Separate asset groups  
by persona**

**Conversion values  
to thank-you pages**



**Conversion value  
thank-you pages**

## Step 1



## Step 1

### Campaign Auditing

Please to analyze campaign performance. This function best to analyze the funnel.

## Step 2

### Data points with upwatt training design

The architecture and design of the system, and the data points with upwatt training design.



## Step 3

### PMAX Campaign Belunched

After the campaign is launched, the results are shown.

## Step 3

### Funnel campaign analyzer

The funnel campaign analyzer is a tool that helps you analyze the performance of your campaign.



## Step 5

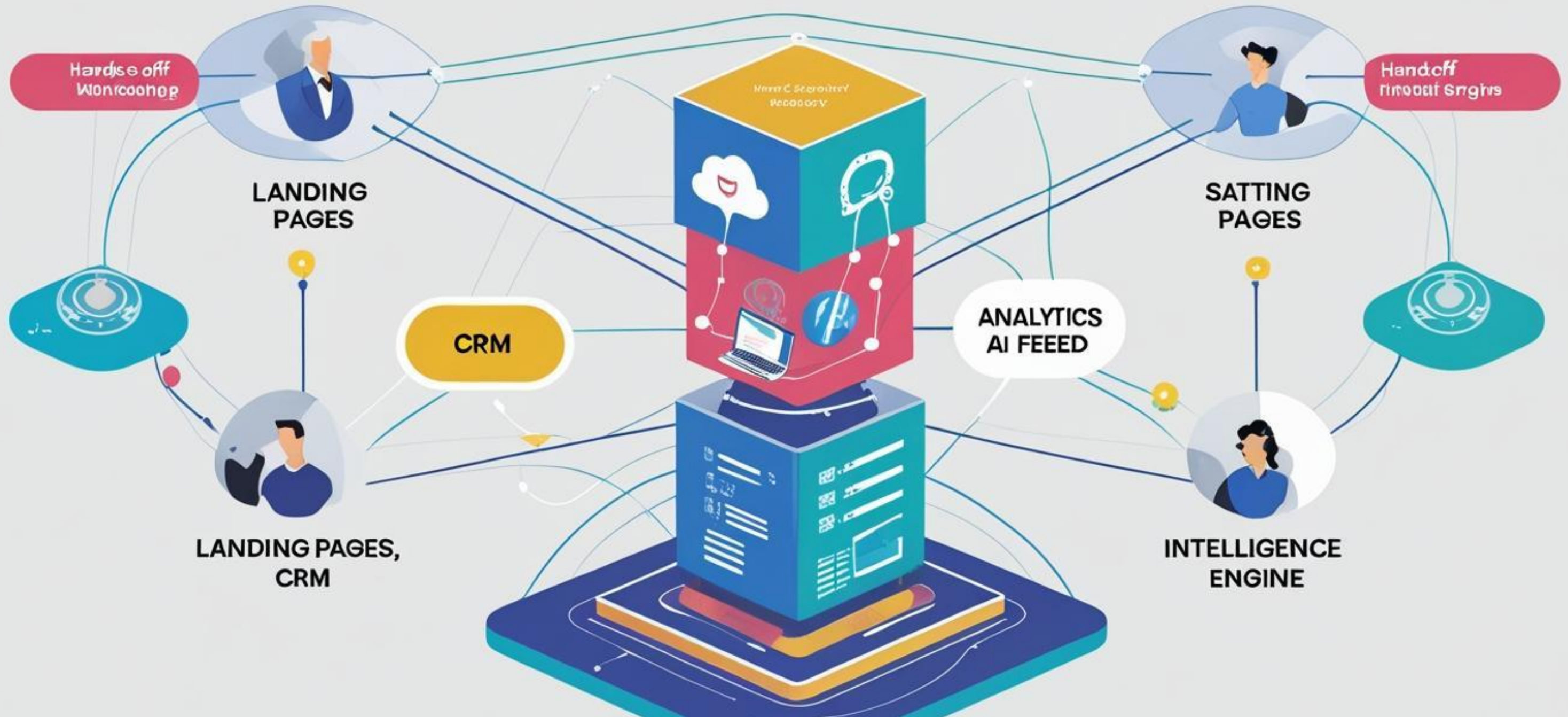
### Looker Studio Dashboard

The Looker Studio dashboard is a tool that helps you analyze the performance of your campaign.



# **SIGNAL-MANAGED MARKETING®**

## CONTRAST — HANDS-OFF APPROACHES\*



**Do you have any  
questions?**

