search laboratory

YOUR TRUSTED GOOGLE MARKETING PLATFORM SALES PARTNER

Google Marketing Platform
Sales Partner

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WHAT IS THE GOOGLE MARKETING PLATFORM?

The Google Marketing Platform is a suite of enterprise-level tools which combine advertising and analytics, giving brands the ability to gain and utilise cross-channel insights for a smarter, integrated digital marketing strategy.

Utilising the full stack makes it easier to gain in-depth audience insights and create cross-channel campaigns without the need for APIs and third-party connectors. However, many brands find using just one or two tools works well for their specific needs.

Google Marketing Platform

- Display & Video 360
- Search Ads 360
- Analytics 360
- Data Studio
- Optimize 360
- Surveys 360
- Tag Manager 360

WHY WORK WITH A SALES PARTNER?

As one of just a handful of trusted UK-headquartered Sales Partners, we offer expert implementation, training and ongoing service support for all of the tools in the suite.

We are a full-service digital agency that offers paid search, SEO, display, social media, digital strategy and international services. Whether you need help turning insights into strategy, executing an integrated digital strategy, or delivering a higher ROI, we will work with you to ensure your business goals are met.

Google Marketing Platform
Sales Partner

ADVANCED SOLUTIONS

Make the most out of the Google Marketing Platform with our advanced solutions.

STRATEGY

We offer several strategic services we can provide in addition to your GMP service level agreement, including:

- Digital strategy consultation
- Data strategy
- Strategic channel support
- Budgeting decisions to inform the channel mix
- Market analysis.

These can be offered as one-off projects or built into your contract to be carried out regularly.

DATA AND INSIGHTS

From organising your data infrastructure, to integrating online and offline data, we can help you to make the most of your data with our data and insights services.

Services include:

- Data infrastructure
- Data capture
- Business intelligence and dashboarding
- Testing and incrementality studies
- Predictive analysis
- CRO and personalisation
- Audience analysis and segmentation
- CRM and offline integration
- Cloud for marketing solutions.

TRAINING

We can provide training for you and your team to ensure you get the most out of the Google Marketing Platform tools. This includes advanced platform training, BigQuery and other Google Cloud product training, as well as digital channel specific training.

GOOGLE ANALYTICS 360

Google Analytics 360 (GA360) offers a powerful and integrated analytics solution for today's biggest enterprises.

Whether you have hit the traffic or property limitations of Google Analytics, you are in need of a custom attribution model, or you need fresher data and enhanced technical support, Google Analytics 360 can improve the impact of your marketing across every screen, channel and moment in your customers' journeys.

WHY UPGRADE TO GA360?

There are many advantages GA360 has over Google's free analytics platform, Google Analytics, including:

- Greater data accuracy and increased data freshness
- Unsampled reports
- More custom dimensions, metrics and audiences
- Data-driven attribution
- Bigger hit volume
- Integration with other GMP and Google Cloud products.

Buying GA360 from an agency such as Search Laboratory also comes with a service level agreement. This means help with implementation, on-going analysis, technical support and training.

HOW WE CAN HELP

Leveraging the power of Google Analytics 360 starts with getting your data right. We can help with everything from implementation and set up, to creating a data-driven marketing strategy.

We can help with:
- Identifying and collecting the right data
- Data cleansing
- Segmenting data
- Integrating analytics data with other data sources
- Understanding the full user journey
- Identifying and implementing the right attribution model
- Attaching the true ROI to your marketing activity
- Identifying where marketing budget should be spent
- Optimising campaigns to perform better
- Creating an integrated, data-driven marketing strategy

BUILDING A CUSTOMISABLE ATTRIBUTION MODEL WITH GA360

Ann Summers needed to migrate their attribution model from Rakuten Attribution to GA360 for several reasons, including a need for better CRM integration, integration with Search Ads 360, and a need to move towards using a data-driven attribution model. We needed to migrate the model in a short timeframe, without any disruption in reporting continuity.

The first step was to set up channel definitions and traffic sources in GA360 to replicate those used within Rakuten. We created a customised model within GA360 using the platform's custom attribution model tool, aligning the rules and weightings to the model in Rakuten. This was tested and amended until we were able to replicate attribution figures and reports produced in the Rakuten model to allow reporting continuity. This project was completed in four weeks, with no disruption to reporting. We also conducted an in-depth audit which allowed us to identify and fix several implementation issues, meaning more accurate data moving forward.

In addition, we are now able to view attribution figures side by side with GA360's data-driven attribution model for more powerful insights.

FEATURES COMPARISON

	GOOGLE ANALYTICS	GOOGLE ANALYTICS 360
COSTS		
Cost	Free	$150,000 p/year
DATA LIMITS AND QUOTAS		
Data Freshness	24-48 hrs	Less than 4 hrs
Hits per session	500	500 (can upgrade to 2,000)
Hits per month	10 million / property	2 billion / property
Unsampled data limit	500,000 sessions	100 million sessions
Sampling application level	Property	View
Table aggregation level	>50,000	>75,000
CUSTOMISATION		
Custom dimensions	20	200
Custom metrics	20	200
Custom tables	X	✓
REPORTING		
Property roll up reporting	X	✓
Custom reports	✓	✓
Real-time reporting	✓	✓
Custom funnels	X	✓
Attribution levels	Custom model	Data-driven
Advanced Analysis tool	X	✓

	GOOGLE ANALYTICS	GOOGLE ANALYTICS 360
INTEGRATION		
360 audience integration	X	✓
Display & Video 360	X	✓
Google Ads	✓	✓
Google Optimize	Partial	Full (Including audiences)
Adsense	✓	✓
Google Tag Manager	✓	✓
BigQuery	X	✓
SERVICE AND HELP		
Support and training	X	✓
Technical support	X	✓
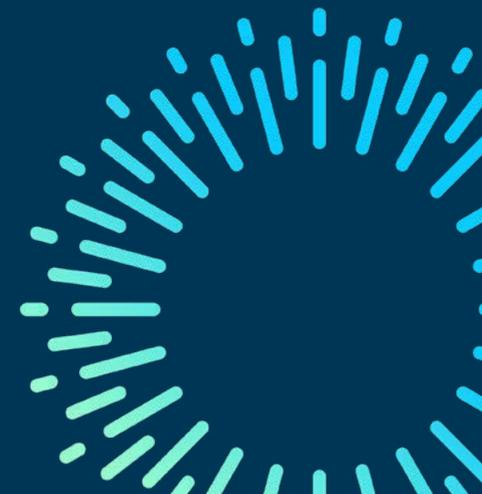
SEARCH ADS 360

As part of the Google Marketing Platform, Search Ads 360 (formerly known as DoubleClick Search) comes with enterprise-level features that can deliver advanced insights, unified reporting and improved campaign performance to help grow your business online.

Search Ads 360 (SA360) makes it easier to implement and manage your ad campaigns across all connected search engines from one platform, improving efficiency and ensuring every search engine benefits from the platform's advanced features. You can also access data from all campaigns across all search engines and in one interface, allowing you to report on top-level paid advertising, by search engine or by journeys.

WHY UPGRADE TO SA360?

There are several benefits of upgrading to Search Ads 360, including:

- Integration with the full GMP stack for cross-channel insights
- Unified reporting and de-duplicated results
- Centralised operations across all search engines
- Smart bidding
- Budget management.

HOW WE CAN HELP

Buying Search Ads 360 through a Google Marketing Platform Sales Partner such as Search Laboratory means you have complete ownership of your SA360 ad data, transparency of spend and fees, and the ability to manage campaigns in-house.

We can also help to manage your Search Ads 360 campaigns, with expertise in:

- Gathering in-depth audience insights and understand the full customer journey
- Creating and managing a fully integrated cross-channel paid strategy
- Executing data-driven campaigns tailored to your customer journey for improved performance
- Setting up Ecommerce Tracking and Goals based on your business objectives
- Setting up data-driven attribution modelling to deliver advanced business insights
- Creating customised reports based on your campaign goals.

FEATURES COMPARISON

COSTS		
	GOOGLE ADS	**SEARCH ADS 360**
Cost	Free	1.5% of media spend *

GOALS		
Assign a ROAS or CPA target	✓	✓
Maxemise conversations within a daily budget	✓	✓
Maximise revenue within a daily budget	X	✓
Optimise to spend exact budget over custom date range	X	✓
Target keyword position (to be deprecated)	✓	✓
Optimise to profit (rather than just revenue)	X	✓

ATTRIBUTION		
Use different attribution models in different bid strategies	X	✓
Use non-last click attribution models from Google Analytics	✓	✓
De-duplicated cross-platform attribution	X	✓

BID STRATEGIES		
Apply a bid strategy across multiple campaigns	✓	✓
Apply a bid strategy across multiple accounts (single engine)	X	✓
Apply a bid strategy across multiple engines (e.g. Google & Bing)	X	✓
Use multiple different bid strategies within an account	✓	✓
Use different conversion sources in different bid strategies	✓	✓

BID STRATEGIES		
	GOOGLE ADS	**SEARCH ADS 360**
Use multiple ROAS and CPA targets within a single bid strategy	X	✓
Cross-channel conversion tracking	X	✓
Bid strategy forecasts	X	✓

INTEGRATION		
Custom reports	✓	✓
'Real-time' conversion reporting (Floodlight)	X	✓
De-duplicated multi-engine reports	X	✓
Data studio connection	✓	✓
GA 360 integration	✓	✓
Campaign Manager Integration	X	✓
Adobe Analytics integration	X	✓
Display & Video 360 audience integration	X	✓

SERVICE AND HELP		
Support and training	X	✓
Technical support	X	✓

*scaled fee structure depending on spend
– this is how much our agency account is charged.

DISPLAY & VIDEO 360

Formerly DoubleClick Bid Manager, Display & Video 360 (DV360) is Google's enterprise-level display platform for end-to-end campaign management.

DV360 simplifies the process of managing programmatic campaigns, making it easier to build, manage and report on campaigns. There is a wide range of creatives available and flexibility in how these can be customised. Targeting is also highly customisable, and integration with the Google Marketing Platform, as well as access to Google data and third-party data, means you can build highly relevant audiences.

WHY UPGRADE TO DV360?

DV360 has a host of features that makes it easier to plan, build and manage programmatic campaigns from start to finish and deliver a higher ROI, including:

- Creative ads to choose from and customise
- Automated bidding and optimisation
- Cross-channel insights and de-duplicated conversions
- Wide range of bidding strategies available
- Access to third-party data
- Brand safe inventory and fraud prevention
- Additional targeting options.

HOW WE CAN HELP

As a Google Marketing Platform Sales Partner, you can buy Display & Video 360 directly through us. This gives you complete data ownership, full transparency on media spend and fees, and the ability to manage campaigns in-house.

We can also help with campaign management, including:

- Using cross-channel insights to build an advanced programmatic strategy
- Securing premium, brand-safe and relevant ad inventory
- Executing data-driven campaigns tailored to your customer journey
- Designing on-brand creative ads across display, audio and video
- Utilising data-driven attribution for advanced business insights
- Creating customised reports based on your campaign goals.

GOOGLE TAG MANAGER 360

Google Tag Manager 360 is Google's tag management system for enterprise-level brands with large websites who need to implement large-scale and complex solutions.

Using a tag management solution makes it easier to deploy new tags, reduces tracking lead time, speeds up page load time, and reduces the risk of negatively impacting your website.

WHY UPGRADE TO TAG MANAGER 360?

Tag Manager 360 makes it easier than ever to engage on large scale tagging projects, perfect for enterprises with large websites who generate significant online revenues.

HOW CAN WE HELP

As a GMP Sales Partner, we can help with the implementation and set up of Tag Manager 360, ensuring that everything is correctly in place to track the relevant metrics for your business goals.

In addition, we can help with ongoing technical and management support, including:

- Auditing your current tag requirements, including data layer requirements
- Creation of container tags based on best practice
- Configuration of the container tags and standard tags within the container
- Detailed testing to ensure all tags are firing correctly

- Support to ensure you always have a number to call to ask any questions or get advice
- Bespoke training to develop the capacity of your internal team.

FEATURES COMPARISON

	GOOGLE TAG MANAGER	GOOGLE TAG MANAGER 360
Perfect for...	Small to medium sized companies	Enterprises generating significant online revenues
Multi-user support	✓	✓
Rule-based triggers	✓	✓
Support for Google and non Google tags	✓	✓
Supports web, mobile app, and Accelerated Mobile Pages (AMP)	✓	✓
Workspaces for concurrent tagging projects	Three	Unlimited
User and account administration	Basic	Google Marketing Platform administration
Implementation services	N/A	✓
Support and services	Search Laboratory	Google Marketing Platform enterprise-level SLA, delivered by Search Laboratory
Cost	Free	Contact us for a quote

CAMPAIGN MANAGER

Campaign Manager has multiple features that help to simplify end to end media campaign execution, from planning campaigns through to reporting on them.

With intelligent ad serving features, advanced tracking and cross-channel reporting, the platform can be used to deliver data-driven bidding strategies; build customised reports to reflect your business objectives; and optimise campaigns to improve the performance of your display ads.

WHY USE CAMPAIGN MANAGER?

Campaign Manager is an ad serving platform which advertisers can use to manage their online advertising content and ensure it is displayed to the right user, on the right website.

It has many advanced trafficking and tracking features which make it an ideal tool for creating a clever campaign, and highly customisable reports so you can ensure your campaigns are driving value and you are getting the most for your money.

Benefits of using the platform include:

• Access to brand safe inventory
• Cross-channel tracking capabilities
• De-duplicated conversions

• Data-driven attribution
• Intelligent ad serving
• Conversion tracking
• Verification.

HOW WE CAN HELP

As a Sales Partner, we can help with Campaign Manager implementation, technical support and campaign management.

Our programmatic team are experts in:

• Using cross-channel insights to build an advanced programmatic strategy
• Securing premium, brand-safe and relevant ad inventory
• Executing data-driven campaigns tailored to your customer journey for improved performance
• Designing on-brand creative ads across display, audio and video
• Utilising data-driven attribution for advanced business insights
• Creating customised reports based on your campaign goals.

GOOGLE DATA STUDIO

Google Data Studio natively integrates with a number of third-party connectors to allow users to produce powerful data visualisation dashboards.

Native connectors that easily link to your data include:

- BigQuery – where you can combine your Google Analytics 360 and external data sources (such as CRM data) to provide extremely powerful datasets
- Google Ads
- Google Analytics
- Search Ads 360
- Display and Video 360
- Google Campaign Manager (formerly DoubleClick Campaign Manager)
- YouTube
- Bespoke data sources via formats such as CSV.

WHY USE DATA STUDIO?

Data Studio makes it easier and quicker to:

- Perform customised segmentation and analysis of data at speed
- Build completely bespoke reports
- Create a single dashboard incorporating information from multiple data sources
- Report metrics in real time
- Clean and blend data.

This allows your data to be organised and displayed in an easy to understand way, making it easier to gather insights and use these to tailor your digital strategy.

WHAT WE CAN DO

As GMP partners, we can help you understand your data better with bespoke dashboarding and visualisation – either on its own, or as part of a larger data analysis project. We can also provide comprehensive training on how to use Data Studio to extract all relevant information from your various data sources.

OPTIMIZE 360

Google Optimize 360 is Google's enterprise-level optimisation tool which can be used to test different website experiences and discover changes which will improve conversion rates.

With its almost limitless targeting features, Optimize 360 can also be used to deliver a personalised experience to your website visitors and customers by its almost limitless targeting features. This enables us to deliver the message at the right time to the right person.

WHY UPGRADE TO OPTIMIZE 360?

Optimize 360 has more advanced features and less limitations than the free Google Optimize tool, which makes it more suitable for enterprise-level businesses.

Some of the benefits of using Optimize 360 include:

- The ability to run 100 experiments and personalisations at any one time, making it easier for enterprise-level websites to test and implement changes quickly, without having to wait for the development team
- Native integration with the full GMP stack, Google Analytics, Google Ads and Google BigQuery, making it easier to build campaigns using data insights

- Google Analytics audience targeting which allows you to deliver personalised pages to customer segments and see how this improves conversions
- The ability to see up to ten preconfigured objectives, plus more once the experiment starts.

HOW WE CAN HELP

As a Sales Partner, we can help with Optimize 360 implementation, training and technical support.

In addition, we offer conversion management, conversion audits and landing page optimisation services to help improve your conversion rate, deliver business growth and make your digital marketing activity more profitable.

FEATURES COMPARISON

	OPTIMIZE	OPTIMIZE 360
Made for...	Small to medium sized businesses getting started with experimentation	Large enterprises and businesses with more sophisticated testing needs
A/B testing	✓	✓
Native Google Analytics integration	✓	✓
Basic URL targeting	✓	✓
User behaviour and technology targeting	✓	✓
Geo targeting	✓	✓
Technical targeting (JavaScript, cookies, data layer)	✓	✓
Google Analytics Audience targeting	-	✓
Web app support	✓	✓
Multivariate testing (MVT)	Up to 16 combinations	Up to 36 combinations
Experiment objectives	Up to 3 configured	Up to 10 Preconfigured, additional available once started
Simultaneous experiments	Up to 5	More than 100*
Simultaneous personalisations	Up to 10	More than 100*
Administration	Basic administration with unlimited users	Analytics 360 Suite administration
Implementation services	-	✓
Support and services	Self service help centre and community forum Certified partners	Enterprise-level service, support and SLAs
Payment options	Free	Invoiced monthly

SEARCHING FOR THE TRUTH IN DATA

Strategic growth

Customer insights

Activate audiences

Global reach

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