Google Ads 2-Step Feeder Strategy

When should you use this strategy?

1. Search Campaign (NOT Shopping)
2. You're dealing with high CPC's
3. You can't scale out of tCPA or tROAS (Your existing search impressions share is below 80%) & your click share hasn't maxed out.
4. You're using manual CPC or Maximize Clicks but can't get conversions but you are using high intent keywords already.
5. You should have a history of conversions already.
6. If you don't know exactly what you are doing and how these bidding strategies work, I would proceed with caution.

1. **Tracking Template:** *{lpurl}?utm_source={network}&utm_campaign=Search(BROAD)&utm_medium=cpc&utm_agid={adgroupid}&utm_term={keyword}&ad_id={creative}&device={device}&utm_content={placement}*

Replace the red part with your campaign name (make sure there are no spaces)

Note: Take 10 to 15 of your highest converting keywords and create the first campaign. Make sure that these keywords are High Intent. You want to make sure that the maximize clicks campaign is going to give you the highest intent searches. In other words make sure they make sense for your business.

Search 1 (Exact-Maximize Clicks) → Conversions Goals

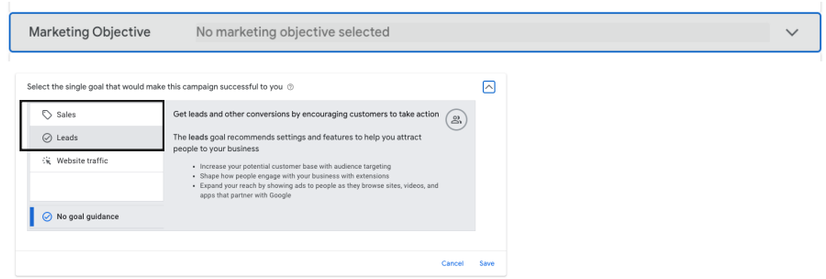
- Maximize Clicks
- Keywords in Exact Match
- Optimize

Duplicate the Max Clicks Campaign after you complete your set up.

Use a conversion event you **don't** want to actually optimize for.

- **Google Hosted Conversion Event**
  - **Youtube Engagements** ***(You will need to have a YouTube channel linked)***
- **Google Form (hosted by Google)**
  Use a conversion action that is reliable but doesn't necessarily fire

Set your Marketing objective to **Leads** or **Sales**



Search 2 (BROAD-tCPA) → Conversion Goals

- Set an appropriate tCPA or tROAS
- Change the Keywords to Broad Match
- Give it time

Change the Conversion Event to the goals you want to optimize for.
This could be Form fills, calls, purchases etc.

Artur MacLellan | RealGrowthPartner.com

Watch the Full Video Tutorial: https://youtu.be/AoID4oVWO2s?si=Z6frchbVKkvQ3Gzk

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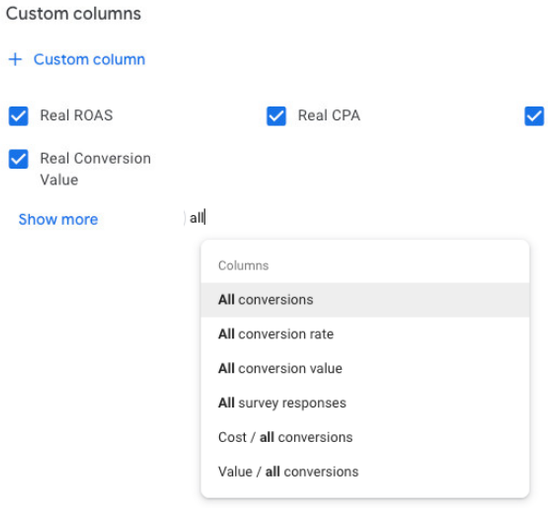
Custom Columns - You want to create this so that you can see the conversions coming in from the Max Clicks campaign.



Real Conversions

All Conversions -> Conversion Actions:
Then select the Conversion actions that matter to your campaign.

All conversions: Calls from Ads & Call Extensions + 9 more

Real CPA

Cost/All Conversions -> Conversion Actions:
Then select the Conversion actions that matter to your campaign.

Cost / All conversions: Calls from Ads & Call Extensions + 9 more

Real Conversion Value

Cost/All Conversion Value -> Conversion Actions:
Then select the Conversion actions that matter to your campaign.

All conversion value: Calls from Ads & Call Extensions + 8 more

All conversion value: Calls from Ads & Call Extensions + 8 more / Cost

Real ROAS

All Conversion Value -> Conversion Actions/Cost
Then select the Conversion actions that matter to your campaign.

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