NuSpark Media Group

# GOOGLE ADS SERVICES
# THE PAUL MOSENSON WAY

| Category | Common Practices | Paul Mosenson's Strategies |
|---|---|---|
| **Campaign Structure** | Basic segmentation | Granular segmentation by product/region/customer |
| | Broad ad groups | Tightly themed ad groups |
| | Generic landing pages | Dedicated landing pages per ad group |
| **Match Types** | Limited use of match types | Strategic mix of match types |
| | Static negative keywords | Regularly updated negative keywords |
| | Infrequent query analysis | Regular search query reports |
| **Ad Text Strategy** | Generic ad copy | Compelling, targeted ad copy |
| | Minimal A/B testing | Ongoing A/B testing |
| | Limited ad extensions or assets | Full utilization of ad assets as needed |
| **Bidding/Ad Rank** | Automated bidding | Mix of Manual & Smart bidding (testing) |
| | Top of page emphasis | Ad position emphasis for ROI |
| | Static bid adjustments | Dynamic bid adjustments |
| **Conversion Management** | Basic conversion tracking | Accurate, comprehensive tracking setup |
| | Single-touch attribution | Advanced attribution modeling |
| | Conversion volume focus | Conversion value optimization |
| **Quality Score Management** | Limited focus on Quality Score | High emphasis on quality score |
| | Moderate ad rank optimization | Ongoing ad rank optimization (bid & quality score metrics) |
| | Less attention to landing pages | High landing page attention. Keyword-ad-landing page alignment is critical |
| **Analytics and Reporting** | Basic performance reports | Comprehensive, actionable reporting |
| | Surface-level insights | Data-driven insights |
| | Static reports | GA4 and Attribution reporting together |
| **KPI Management** | Basic monitoring of metrics | Focus on conversion rates, cost-per-conversion, ROAS |
| | Infrequent cost analysis | Regular cost-per-conversion analysis |
| | ROAS (return-on-ad-spend) less prioritized | Detailed focus on maximizing ROAS |
| **Budget Management** | Static budget allocation | Dynamic budget allocation |
| | Reactive spend adjustments | Continuous spend optimization |
| | Basic budget management | Takes advantage of budget rules and shared budgets as needed |
| **Landing Page Optimization** | Basic landing pages | Dedicated to landing pages relevant to Ad sets |
| | Takes client page copy with no feedback | Will provide strategic copy input to increase conversions |
| | Minimal conversion input | Will review all aspects: form fields, proof, and other landing page conversion tactics |
| **B2C Focus** | General promotional tactics | Promotion assets, price assets, educational guides are utilized along with shopping ads |
| | Minimal educational content | Lead generation through educational content to target those in research mode versus buy |
| | Price less emphasized | Competitive pricing and offers highlighted |
| **B2B Focus** | Minimal use of lead forms | Lead form assets in Google Ads used as lead generation tests |
| | General keyword targeting | Targets mid-funnel/bottom-funnel strategies as separate campaigns and calls-to-action |
| | Basic content offers | Lead magnets like whitepapers, and ebooks to drive leads more effectively |