



Upgrading the **Google** Ecosystem with 3 Steps

INFORMING + ASSESSING + GENERATING

 × **TKS**

Executive Summary

Creating a straightforward and scalable solution for efficiency at Google

Problem

Google loses millions as it struggles with maximizing client retention and satisfaction. This is because of a lack of access to relevant and time-efficient data for AdWords employees to use.

1. While Google Ads is a great tool for profits, the lack of clear guidance to navigate the product, particularly for the SMB market, leads to a sense of neglect and frustration.
2. The usage of a significant number of contractor sales representatives in AdWords highlights the inefficiency of the current system, necessitating the outsourcing of more employees.

Solution

Optimizing Sales Strategies: A Three-Step Framework

1. **INFORM:** Sales reps leverage Google Ad Bank to extract niche-specific insights and access top-performing ads.
2. **ASSESS:** Account managers use a dedicated extension on the client dashboard for insights into ad performance and targeted client recommendations.
3. **GENERATE:** AdWords sales employees undergo a Shopify-inspired model, running Google Ads for enhanced product understanding and customer empathy, enabling them to provide informed recommendations.

Results

Optimizing Google Ads and boosting sales team performance.

1. Reducing Google's dependency on external ad agencies like Teleperformance and Teledirect, each costing Google large sums of money to employ/outsource.
2. Drastically reduce the weekly spending of \$197.88 million on sales reps' client follow-ups and prospecting.
3. Save advertisers \$4.2k-\$60k annually on PPC specialists, allowing reinvestment into Google Ads.

Three Major Gaps

How can the Google experience be improved?

Product Knowledge

- Google ad reps often viewed as sales professionals rather than product specialists.
- Perception that their advice is misguided or out of context.
- Often fail to provide measurable results, especially in regards to SMB, which is hardest market for google to retain.

Client Management

- Challenges in promptly identifying the impact of product changes on individual advertisers' businesses.
- Providing valuable and timely recommendations for such changes to their clients.

Data Access

- Inefficient methods to gain personalized metrics affects insights into advertiser needs.
- Insufficient data affects the time period taken to give guidance.
- Valuable data is crucial for customer retention and satisfaction.



Professional Concerns





Billal Qureshi

Head of Mobile + Apps Experience
at **Google**

“ *The problem is, that our products change so much, that we don't know what the product we are pitching in June will look like in November...We made a mistake early on, on one of the products right before Black Friday, and we said, 'Hey, this isn't the right product we pitched you (Lululemon).*

Google needs access to Proactive Client Management



Robert Lai

CEO at Kaliber Performance
Marketing
& Ex Google Strategic Consultant

“ *I'm a former Googler (twice) and I was shocked that I was amongst 5 other people from our 120+ New York agency team that had hands-on Google Ads experience.* ”

Google sales reps need more product knowledge



**Three Concepts that
Address These Gaps**

#01 INFORM

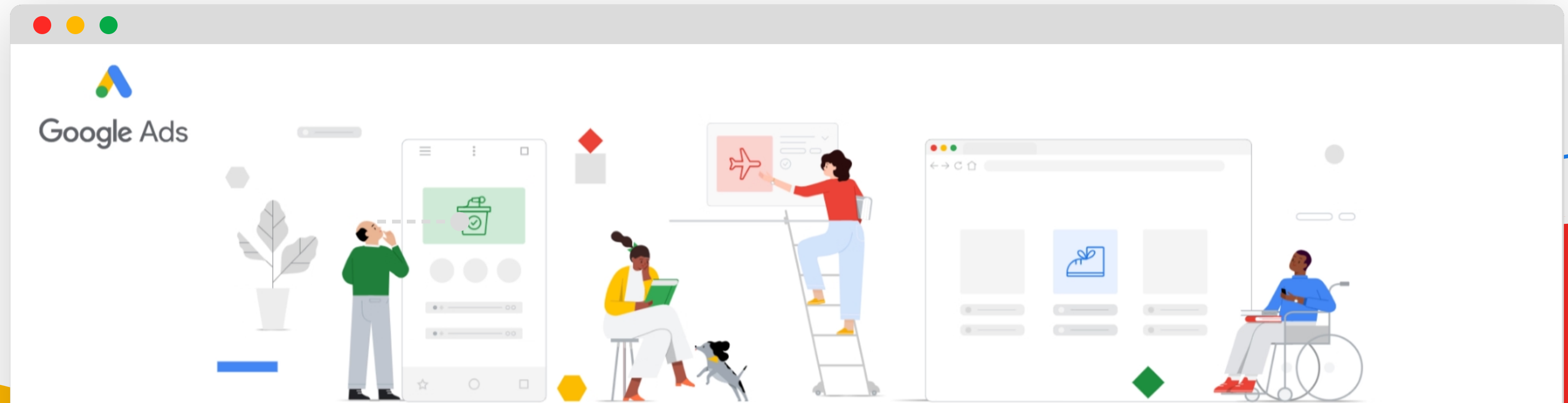
Google Ad Bank

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[Demo Video](#)

[Prototype](#)

- **A powerful tool for Sales Reps:** access top-performing ads and their metrics filtered to the advertiser's individual niche. This tool proves to be time efficient for competitor analysis, client prospecting, and many more demands that a sales rep would have.
- Additionally, the **Niche Summary feature** uses the capabilities of Bard AI, offering sales reps access to generalized niche metrics like top-performing keywords, geographical focus, and average monthly budget.



Google Ad Bank

#01 INFORM

Google Ad Bank

[Demo Video](#)

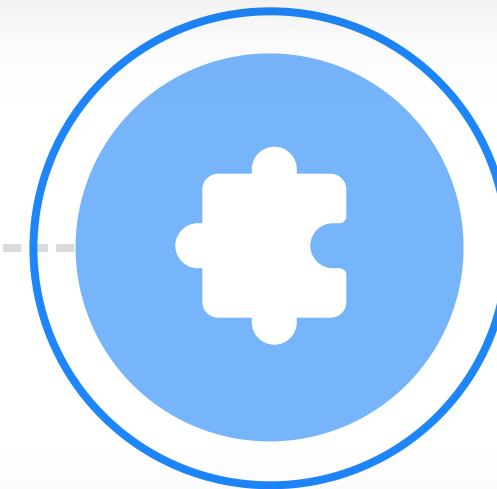
[Prototype](#)

[CLICK HERE](#)



Sales Reps can take an advertisers website and paste it into the 'personalized search' feature or use the 'keyword search' if the advertiser doesn't have a public website yet.

Using Bard-AI, the website is scraped recognizing relevant keywords.
Applies those keywords as filters to presents the top-performing ads within the advertiser's niche.



When talking to the client, the sales rep can refer to the individual Ad metrics displayed or use the 'Summarize' function, powered by Bard, as inspiration to guide them.



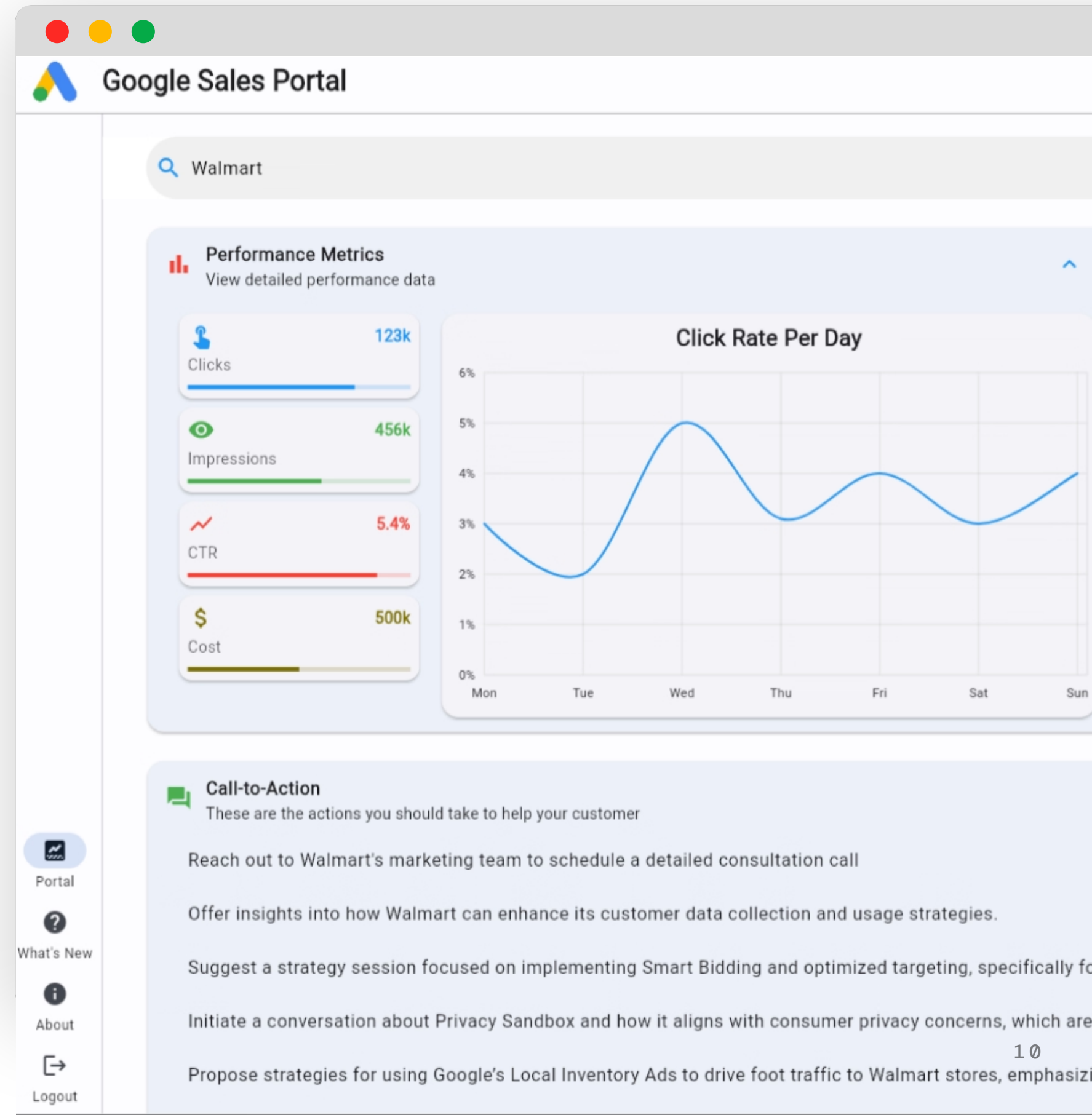
#02 ASSESS

Google Client Insight Tool

A **Bard AI-powered extension** alongside the current client dashboard, offering key features for account managers. This tool provides a compact display of crucial **metrics** outlining the client's business performance, **ongoing product updates**, and **subsequent call-to-actions**.

Information on product changes can be sourced either through real-time scraping from publicly available data or integrated internally, expediting the availability of updates within the tool. Empowering account managers, this tool ensures they **stay up to date** with clients' evolving needs, fostering **retention** by offering prompt recommendations and avoiding any inaccuracies.

[CLICK HERE](#)
[Demo Video](#) [Prototype](#)

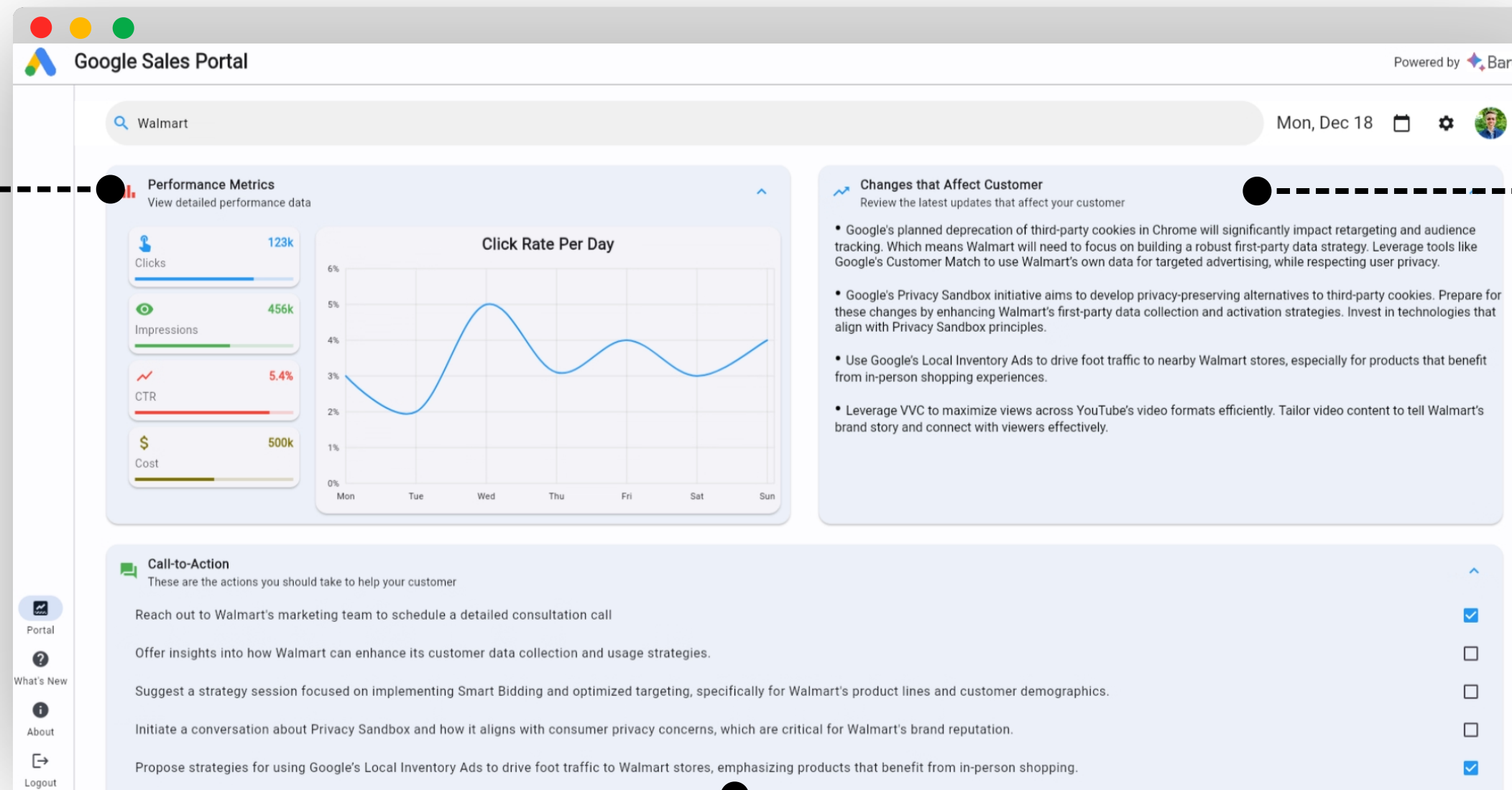


#02 ASSESS

Google Client Insight Tool powered by Bard

[Demo Video](#) [Prototype](#)

Performance Metrics:
Display key metrics like profit CTR, aiding account managers in assessing ad performance.



Product Updates:
Showcase upcoming changes and their impact on advertisers' businesses before public release.

Call to Action:
Provide clear recommendations for addressing client needs, fostering proactive client management.

#03 GENERATING

Google Initiative Program

This new initiative encourages employees within the AdWords section of Google to run their own Ads, a model actively practiced within Shopify.

Through actively engaging with Google Ads campaigns, sales team members familiarize themselves with the company's product range and develop product-specific skills, allowing them to strategically guide advertisers based on first-hand experience.



#03 GENERATING



Shopify Case Study

Shopify leaders encourage employees to start their own businesses in addition to their day jobs, hosting internal business competitions and allowing employees to expense up to \$1,000 in business-related costs per year.

Employee Retention

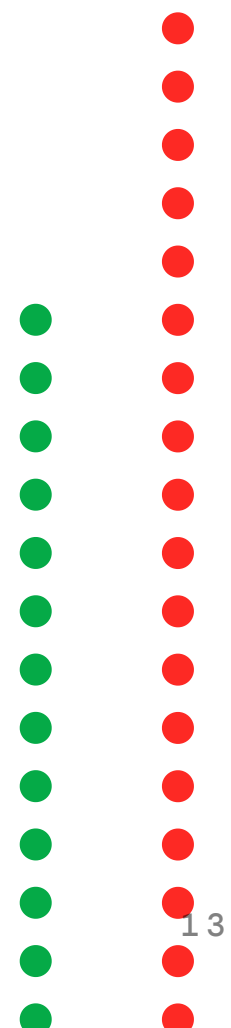
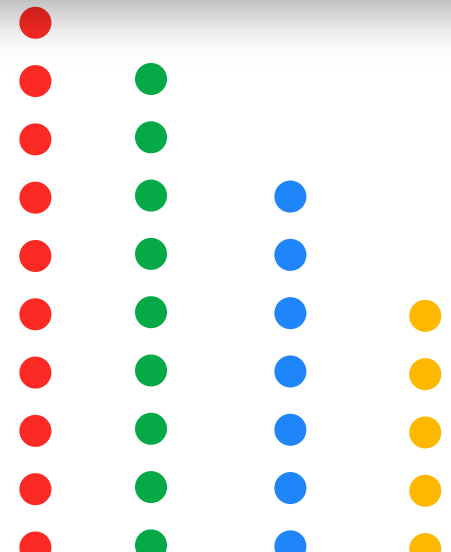
Over 73% of employees express excitement about going to work every day.
Positive impact on employee morale and satisfaction.

Business Success at Shopify

Shopify Merchants contribute significantly to global economic activity.
Merchants drive more than \$444 billion in global economic activity.

Overall Impact

Successful implementation of initiatives benefits both employees and the business.
Demonstrates the effectiveness of Shopify's approach in fostering a positive work environment and developing product knowledge.



Idea Validation



Carey George

Head of Client Services - Kaliber
Performance Marketing

“*I'll be honest with you, that tool there [Ad Bank], in terms of effort for our team, for Kaliber, when we do our competitor analysis, we use the ad transparency tool environment currently, and the client will tell us these are our competitors and we will actually do that. That cuts our time from 3-4 hours for a competitor analysis to 5 minutes, or less than 5 minutes.*”

Idea Validation



Kurtis Allen

Director of Marketing
at Carbide

“ I definitely see value for the ad reps to use tools like that. It helps the information be relevant. Sometimes the sales rep can help with tweaking and optimizing things in the account, but a lot of the time, their "solution" is increasing spend. Obviously, in many scenarios, this isn't an option, especially if you are in a competitive space like we are, where the minimum spend has been super inflated for some keywords.

Idea Validation

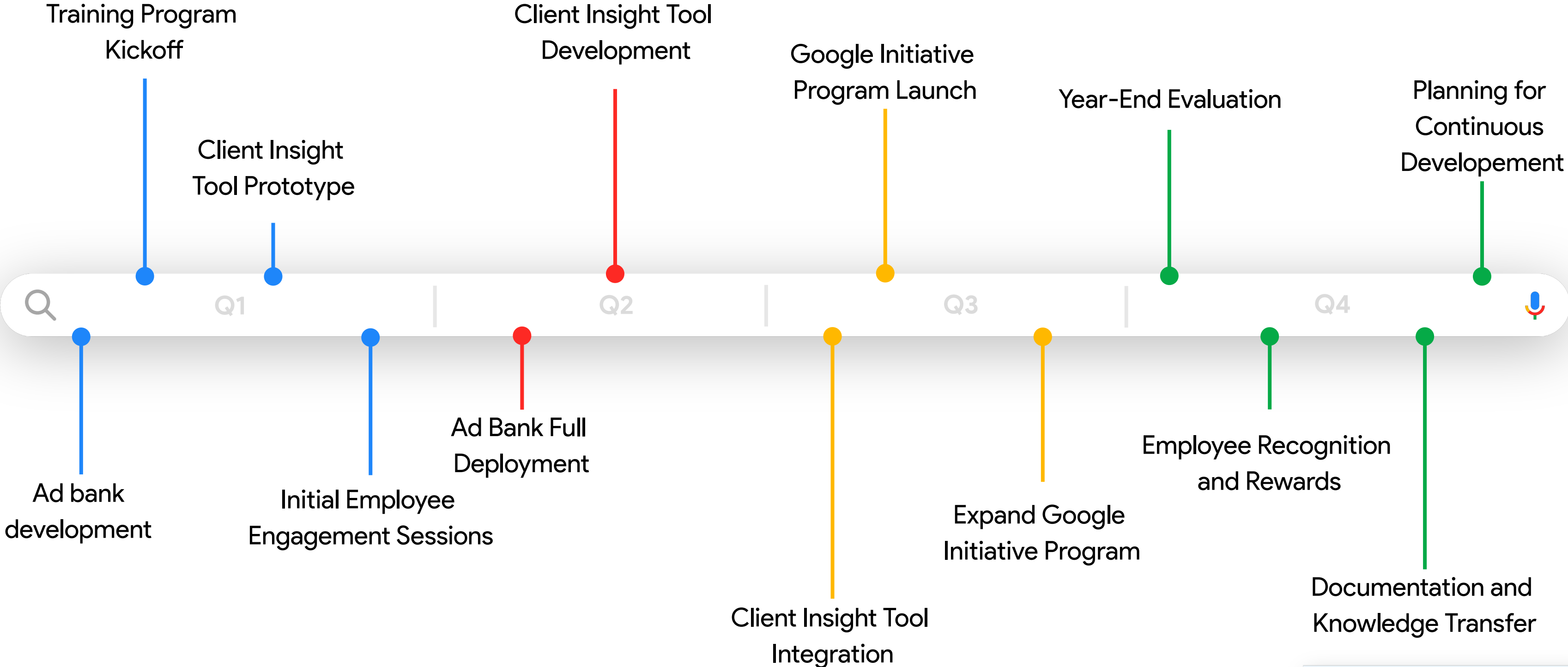


Eugene Yao

CEO and Founder of
eVouch

“ *I can easily see myself putting the ideas you offered into practice. These are really useful tools that organizations may use. If this is implemented, Google’s ad income will definitely rise.*

Implementation Plan



On a more personal note

Thank you



Katherine Cheng



Panth Kiklawala



Adrian Krywiak



Jaswant Dineshkumar

Through this challenge, each of us have grown immensely. Gaining a thorough understanding of the retail industry has given each of us a clear perspective of its amazing potential and the limitless opportunities for innovation. We hold so much gratitude for this amazing opportunity!

[Thank You Video](#)

Appendix

Google Ad Bank

Demo

Prototype

Google Client Insight Tool

Demo

Prototype

Others

Implementation
Plan

Shopify Case
Study