

Local Campaign



escola
britânica de
artes criativas
& tecnologia

ROCKY
FULL DIGITAL PERFORMANCE



Local Campaign



Google Ads | All campaigns

SEARCH REPORTS TOOLS & SETTINGS BILLING ? 🔔

Overview Campaigns Recommendations Auction insights Ad groups Product groups Ads & extensions Videos Landing pages Keywords Audiences Demographics Placements Settings Suggested

Campaigns

All time May 14, 2020 – Jan 13, 2021

ADD FILTER

+ New campaign Load campaign settings

	↓ Budget	Status	Bid strategy type	Conv. rate	Conv. value	Conv. value / cost	Cost / conv.
\$150.00/d...	Eligible	Target ROAS	8.59%	12,291.00	8.42	\$5.40	
\$100.00/d...	Eligible	Target CPA	0.17%	260.00	0.36	\$12.83	
Total: Account	\$250.00/d...		4.38%	12,551.00	8.78	\$18.23	

1 - 2 of 2

© Google, 2021.

Local Campaign



X Google Ads

New campaign



SEARCH



REPORTS



TOOLS &
SETTINGS



?



Select the goal that would make this campaign successful to you



Sales



Leads



Website traffic



Product and brand consideration



Brand awareness and reach



App promotion

Local store visits and promotions

Drive visits to local stores, including restaurants and dealerships.

CAMPAIGN TYPES
Local



Create a campaign without a
goal's guidance

CONTINUE

CANCEL

Local Campaign



X Google Ads

New campaign

SEARCH REPORTS TOOLS & SETTINGS



Select a campaign type

Local



Drive customers to a physical location



Select the type of locations you want to advertise in this campaign

Use Google My Business locations



Use affiliate locations

Choose locations for this campaign:

Use all locations

Manage locations in Google My Business

Use location groups

CONTINUE

CANCEL

Local Campaign



New campaign



SEARCH



REPORTS



TOOLS &
SETTINGS



BILLING



1 Select campaign settings

2 Set up your ad group and ad

3 Confirmation

Type: Local

Goal: Local store visits and promotions



Campaign name

Local store visits and promotions



Languages

Select the languages your customers speak.

Your ads show to customers with these language preferences, or on sites with these languages.

Enter a language

All languages

To show ads to people with Spanish as a language preference, select Spanish as your campaign language and use Spanish ad text and keywords.

[Learn more](#)

Budget

Enter the average you want to spend each day

\$

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)



Local Campaign



x Google Ads

New campaign

SEARCH

REPORTS

TOOLS &
SETTINGS

BILLING



1 Select campaign settings

2 Set up your ad group and ad

3 Confirmation

Bidding

Maximize conversion value

This is the only bid strategy available for local campaigns. You must have sufficient volume of the conversion actions you select under campaign optimization for this bid strategy to perform well. [Click here to show details.](#)

Maximize conversion value means Google Ads will adjust your bids automatically to give you the highest conversion values.

[Learn more](#)

Campaign optimization

Select conversion actions to optimize for this campaign

- Store visits** ⓘ
Value = \$20.00
- Call clicks** ⓘ
Value = \$1.00
- Driving directions** ⓘ
Value = \$1.00

[Manage your conversion values](#)

New local campaigns automatically optimize for store visit conversions. You can select additional conversion actions to add to your campaign.

[Learn more](#)

Start and end dates

Start date: January 13, 2021

End date: Not set

▼ Additional settings

Local Campaign



Tipos de Mensuração

The screenshot shows the Google Ads interface for creating a new campaign. The top navigation bar includes 'SEARCH', 'REPORTS', 'TOOLS & SETTINGS', 'BILLING', and a user icon. The main area displays three steps: 1. Select campaign settings, 2. Set up your ad group and ad, and 3. Confirmation.

Bidding: Maximize conversion value. A note states: "This is the only bid strategy available for local campaigns. You must have sufficient volume of the conversion actions you select under campaign optimization for this bid strategy to perform well. Click here to show details." It also explains that this means Google Ads will adjust bids automatically to give the highest conversion values.

Campaign optimization: Select conversion actions to optimize for this campaign. Options include:

- Store visits (Value = \$20.00)
- Call clicks (Value = \$1.00)
- Driving directions (Value = \$1.00)

A note says: "New local campaigns automatically optimize for store visit conversions. You can select additional conversion actions to add to your campaign." There is a "Learn more" link.

Start and end dates: Start date: January 13, 2021, End date: Not set.

Additional settings: A collapsed section.

- **Visitas**

De acordo com sinais do Google comparado aos dados da ficha das lojas.

- **Ligações**

Cliques em Ligar dos anúncios e GMB.

- **Rotas**

Cliques em Traçar Rota de anúncios e GMB.

Ação de Conversão



Google Ads | Todas as campanhas

Ativadas e pausadas Campanha 1 As campanhas removidas estão ocultas

Visão geral Recomendações Insights Campanhas Campanhas Informações do leilão Grupos de anúncios Anúncios e extensões Páginas de destino Palavras-chave Públicos-alvo Informações demográficas Configurações Mais

25 de março de 2021

Campanha ↑

Status da campanha: Todas, exceto as removidas ADICIONAR FILTRO

	Orçamento	Status	Pontuação de otimização	Tipo de campanha	Cliques	Impr.	CTR	CPC médio	Custo	Tipo de estratégia de lances
Campanha 1	R\$ 11,00/dia	Estratégia de lances com aprendizado em andamento	-	Pesquisa	0	0	-	-	R\$ 0,00	Maximizar cliques
Total: todas, exceto as campanhas removidas					0	0	-	-	R\$ 0,00	
Total: conta	R\$ 11,00/dia				0	0	-	-	R\$ 0,00	

Os relatórios não são gerados em tempo real. Fuso horário de todas as datas e horas: (GMT-03:00) Horário Padrão de Brasília. Saiba mais Parte do inventário pode ser fornecida por intermediários terceirizados. Você verá a certificação do Media Rating Council (MRC) quando passar o mouse no cabeçalho da coluna de métricas certificadas.

https://ads.google.com/aw/conversions?ocid=282795288&_u=8874826191&_c=3512039512&authuser=2

PESQUISAR RELATÓRIOS FERRAMENTAS CONFIGURAÇÕES E FATUAMENTO ? 254-355-1937 gustavo.gers@gmail.com

Ação de Conversão



CONJUNTOS DE AÇÕES DE CONVERSÃO											Personalizado 25 mar a 21 abr 2021	
Ações de conversão	AÇÕES DE CONVERSÃO											
Configurações	<input style="border-radius: 50%; border: none; width: 20px; height: 20px; background-color: #0070C0; color: white; font-size: 12px; margin-right: 5px;" type="button" value="+"/> Status: Todas as ativadas <input style="border: none; font-size: 10px;" type="button" value="ADICIONAR FILTRO"/>											
Uploads												
Salesforce												
	<input type="checkbox"/>	Ação de conversão	Origem	Categoria	Status de rastreamento	Contagem	Janela de conversão de clique	Incluir em Conversões	Taxa de repetição	Todas as conv.	Valor de todas as conv.	
	<input type="checkbox"/>	Store visits	Visitas à loja	Visita à loja	Não verificado	Todas	30 dias	Sim	–	0,00	0,00	
	<input type="checkbox"/>	Clicks to call	Hospedado pelo Google	Contato	Não verificado	Todas	30 dias	Sim	–	0,00	0,00	
	<input type="checkbox"/>	Local actions - Website visits	Hospedado pelo Google	Visualização de página	Não verificado	Todas	30 dias	Sim	–	0,00	0,00	
	<input type="checkbox"/>	Local actions - Directions	Hospedado pelo Google	Obter rota	Não verificado	Todas	30 dias	Sim	–	0,00	0,00	
	<input type="checkbox"/>	Local actions - Other engagements	Hospedado pelo Google	Engajamento	Não verificado	Todas	30 dias	Sim	–	0,00	0,00	
	<input type="checkbox"/>	Local actions - Orders	Hospedado pelo Google	Iniciar finalização de compra	Não verificado	Todas	30 dias	Sim	–	0,00	0,00	
	<input type="checkbox"/>	Local actions - Menu views	Hospedado pelo Google	Visualização de página	Não verificado	Todas	30 dias	Sim	–	0,00	0,00	

Ação de Conversão



← Google Ads Conversions > Driving directions

SEARCH REPORTS TOOLS & SETTINGS BILLING ? 🔔

Conversion action settings

Conversion name	Driving directions
Category	Lead

Value Measure the impact of your advertising by giving conversions a value

Use the same value for each conversion
Each time a conversion happens, the same value is recorded.
Enter the value that should be used for this conversion action
US Dollar (USD \$)

Don't use a value for this conversion action (not recommended)

Select this option to enter a value for each phone call conversion.

Select the currency to use for these conversions, and enter the value each conversion has for your business.

Learn more

CANCEL SAVE

Source	Google hosted
Count	One conversion
Call length	60 seconds

Local Campaign



x Google Ads

New campaign



1 Select campaign settings

2 Set up your ad group and ad

3 Confirmation

Campaign optimization

Select conversion actions to optimize for this campaign

- Store visits ⓘ
Value = \$20.00
- Call clicks ⓘ
Value = \$1.00
- Driving directions ⓘ
Value = \$1.00

[Manage your conversion values](#)

New local campaigns automatically optimize for store visit conversions. You can select additional conversion actions to add to your campaign.

[Learn more](#)

Start and end dates

Start date: January 13, 2021

End date: Not set

Additional settings

Local campaigns run ads in different formats and across different networks as in the examples shown above. Additionally, any original content may be dropped, cropped, or modified during the ad serving process. Assets can serve in any combination or order, should make sense combined with other assets and independently, and must follow Google's policies and local laws. By choosing to promote your business with Google, you understand that ads for your business may show in any of these formats and across any of these networks, that these ads might contain content different from the content you've provided, and that eligible ads may not serve.

[SAVE AND CONTINUE](#)

[CANCEL](#)

Local Campaign



x Google Ads

New campaign



SEARCH



REPORTS



TOOLS &
SETTINGS



BILLING



?



1 Select campaign settings

2 Set up your ad group and ad

3 Confirmation

Ad group

Ad group name

Ad group 1

Create your Local ad

Enter multiple assets. Google Ads will test different combinations and show the ads that are expected to perform best

Ad assets

Final URL ②

<https://www.example.com>

MAPS

DISPLAY

SEARCH

YC

Display path ②

www.example.com

/

/

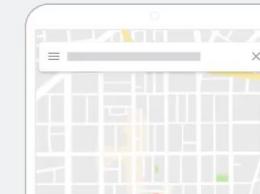
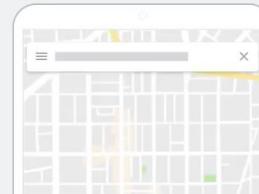
0 / 15

0 / 15



Headlines (up to 5) ②

Headline



Local Campaign



X Google Ads | New campaign

SEARCH REPORTS TOOLS & SETTINGS BILLING ? 🔔



- 1 Select campaign settings
- 2 Set up your ad group and ad
- 3 Confirmation

0 / 15

0 / 15

Headlines (up to 5) ⓘ

Headline

0 / 30

+ HEADLINE

Descriptions (up to 5) ⓘ

Description

0 / 60

+ DESCRIPTION

Call to action (up to 5) ⓘ

Call To Action text

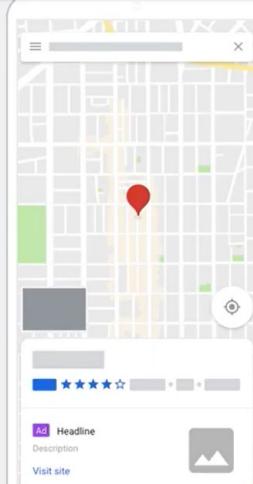
0 / 11

+ CALL TO ACTION TEXT

Images and logos ⓘ

Add at least 1 image (up to 20) and 1 logo (up to 5)

+ IMAGES



Anúncios



Headlines (up to 5) ?

My Happy clothes	16 / 30
Eco-friendly fashion	20 / 30
Natural fabrics for kids	24 / 30
15% off baby shirts	24 / 30
Buy online today	19 / 30

Descriptions (up to 5) ?

Stylish children's clothes made with an ethical approach	56 / 60
Find a variety of children's clothes at great prices	52 / 60
15% off shirts, onesies and shoes	33 / 60
Drive through pickup	45 / 60
Buy online and pick up in store	31 / 60

Call to action (up to 5) ?

Visit today	11 / 11
Visit now	9 / 11
We're back!	11 / 11
Pick up	7 / 11
Shop safely	11 / 11

Images and logos ?

Add at least 1 image (up to 20) and 1 logo (up to 5)



+5

Videos ?

Add at least 1 video (up to 20)



Anúncios



X Google Ads

New campaign

SEARCH

REPORTS

TOOLS &
SETTINGS

BILLING

?

BELL



1 Select campaign settings

2 Set up your ad group and ad

3 Confirmation

Final URL ②

<https://myhappyclothes.com>

Display path ②

www.myhappyclothes.com

/ collection

/ shop

10 / 15

4 / 15

Headlines (up to 5) ②

My Happy clothes

16 / 30

Eco-friendly fashion

20 / 30

Natural fabrics for kids

24 / 30

15% off baby shirts

19 / 30

Buy online today

16 / 30

Descriptions (up to 5) ②

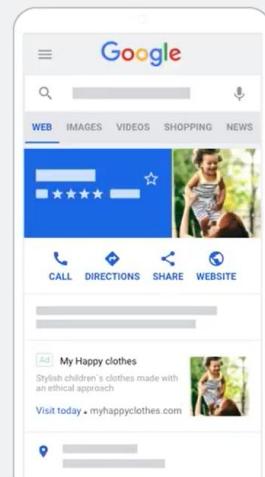
Stylish children's clothes made with an ethical approach

MAPS

DISPLAY

SEARCH

YC



Local Campaign



x  Google Ads

New campaign

SEARCH

REPORTS

TOOLS & SETTINGS

BILLING



 Select campaign settings

 Set up your ad group and ad

 Confirmation

Congratulations! Your campaign is ready.

Review your campaign summary

 Jan 13, 2021 – No end date

Location type
Google My Business

Campaign goal
Local store visits and promotions

 English

Campaign budget
\$1,000.00/day

Bid strategy
Maximize conversion value

5 Headlines

5 Descriptions

5 Call to actions

10 Images

1 Videos



CONTINUE TO CAMPAIGN

Local Campaign



escola
britânica de
artes criativas
& tecnologia

ROCKY
FULL DIGITAL PERFORMANCE

