



Google Ads Integration Guide for ZoomInfo Marketing

For administrators setting up the ZoomInfo Marketing integration with Google Ads

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The ZoomInfo Marketing integration with Google Ads helps marketers retarget visitors to high-value web pages by leveraging data from the Google Tag associated with your Google Ads account. You can then build and execute Google Ads retargeting campaigns and receive performance reportings in Marketing.

Before You Begin

Review the topics in this section before you begin.

Ensure the Google Tag Is Installed

To use the ZoomInfo Marketing integration to create and export retargeting audiences to Google, ensure the Google tag is installed on your website. <u>Click here</u> to learn more from the Google Tag Manager Help page, which contains instructions for multiple installation methods including using Google Tag Manager or manually installing.

× Installation instructio	ons
	Install your Google tag You can use a website builder or content management system (CMS) to finish setup automatically, or install your tag manually. To ensure you get accurate measurement, make sure your tag is installed on every page of your site.
	Install with a website builder or CMS Install manually
	If you manage your site using one of the platforms listed below, you can finish setting up your Google tag without making changes to your code. 1. Get installation instructions by scanning a URL or choosing your website platform
	e.g. https://www.example.com
	Image: Supported platforms Im

Note: If you don't have the tag installed, you will still be able to create and sync retargeting audiences to Google. However, these audiences will not be populated with users by Google and subsequently will not be eligible for running Google Ads campaigns.

Google Ads Account Hierarchy and Permission

Google Ads has two different account types:

- 1. Google Ads Manager Account (MCC)
 - a. A <u>Google Ads Manager Account</u> allows users to manage different Google Ads Client Accounts and their campaigns by linking Client Accounts. A Google Ads Manager Account is typically used by advertising agency companies.
 - b. You cannot create campaigns or advertise products directly with a Manager Account.

- c. If you plan to integrate a Google Ads Manager Account in ZoomInfo Marketing, then you will need to have Google Ads Client Accounts linked in order to utilize the integration properly and advertise.
- d. Once connected, you will be prompted with a list of Ad Accounts, including Manager and Client accounts, up to two levels in this hierarchy.

2. Google Ads Client Account

- a. A Google Ads Client Account allows users to create campaigns and advertise products directly.
- b. You can optionally link Google Ads client accounts to Google Ads Manager accounts.
- c. Admin-level access is required to connect Google Ads Client Account in ZoomInfo Marketing.
- d. Check the current permission and access level in the Google Ads client account using the following link <u>Google Ads client Permission Check</u>

Note: As mentioned above, only client accounts are supported in the integration. In addition, we support up to two levels in Google's account hierarchy. Once connected, customers will be prompted with a list of Ad Accounts, including client accounts and client accounts associated with manager accounts (if applicable).



Get Connected: Google Ads in ZoomInfo

A ZoomInfo Admin establishes the integration with Google Ads that enables ZoomInfo users to export retargeting audiences to Google and view data associated with the audience.

To connect the Google Ads integration:

1. Login to ZoomInfo and select Admin Portal from the waffle menu.



2. Click Integrations.



3. Explore the categorized list of integrations in the **All Integrations** tab, use the **Filters**, or **Search integrations** options to find the Google Ads integration.

Connected 4 All Integrations	
Filters Q google	×
🙏 Google	Connect
Build target audience and push to Google targeted paid social campaigns.	Ad Manager for

1. On the tile for your integration, click **Connect**.

- 2. Choose an existing Google account or use another account.
- 3. Grant ZoomInfo access via InboxAI to create Google Ads audiences and download related statistics.

Note: You may need to take additional steps to confirm the access activity if you have set up 2-step verification in Google. This is expected and you can proceed by confirming the action.

- 4. Once the connection is made, you will see a success message and a pop-up for **Ad Account Selection**.
 - You must select one Ad Account to which you want to connect.
 - Cancel

 Source

 Cancel

 Coople Ad Account Selection

 Coople AdsAccount Selection

 Coople Ads-Production

 Selection

 MOS-Google Ads-Production

 Selection

 Cancel

 Seve
- You can only connect to one Ad Account at this time.

5. Click **Save**. You are now able to push audiences to Google Ads.

Note: Google Ads accounts typically follow a hierarchy, where a manager account can let you view and manage multiple Google Ads accounts. Once connected, you will be prompted with a list of Ad Accounts, including manager and regular accounts, up to two levels in this hierarchy. You can connect to one Ad Account from this list.

View and Manage Connected Integrations

Once you've connected one or more integrations, you can view and manage them on the **Connected** tab of the **Admin Portal > Integrations** page.

For the Google Ads integration, you can manage your selected Ad Account by clicking the **Actions (...)** menu next to the integration and selecting **Manage**.

Create and Push Retargeting Audiences to Google Ads

- 1. In ZoomInfo Marketing, click the Audiences tab.
- 2. Click Create New Audience and select Google Ads Retargeting.

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A	ctive (487)	Create Your Audience			×	ances
	Audience	All				Actions
>	RR-BillionDo	Retargeting Core Audiences	2	R		
>	imerys or ar	Buying Signals Conversion	ZoomInfo Retargeting Reach accounts that have visited your website using ZoomInfo Ads network.	Google Ads Retargeting Reach accounts that have visited your website using Google Ads network.	Advanced Filters Leverage hundreds of criteria points in our database to create targeted audiences.	
>	Audience fo					
>	Brendan Tes			5		
•	Intent - CA \		List Upload Upload & enrich pre-existing lists for custom targeting.	AirCover Target key accounts your sales team hand picks for	Combined Audiences Create even more targeted audiences using AND, OR and	
•	Mohan Test			marketing coverage.	NOT operators.	
*	SFNA Brend		A			
	test edit flow	Google Ads Retargeting	- 00	ampaigns 05/03/202	23 77 05/10/2023 77	

- 3. In the audience building page, enter the targeting parameters **Visit Date** and **Webpage URL**. Then, you can view the live **Estimated Audience Overview** as the results.
- 4. Click Next.
- 5. Name your audience and click **Save and Sync Audience**.

Audiences > New Google Ads Retargeting A	udience
Filters (Visit Date Target people who visit your site in the past 9 Days	Estimated Retargeting Audience Overview () Filters: URLs contain : "pricing" × URLs contain : "demo" × Clear Filters Total Unique Visits () 115.3K Total Page Views () 141.8K
Webpage(s) URL Contains	Total Unique V Name Your Audience × 25% Pricing and Demo Page Visitors! • 26% Vour audience will be updated daily by Google Ads based on your selected criteria. Please ensure that your Google pixel has installed properly. • 15% • • 500 • • 500 • •
Cancel	Next

6. You should see a success message indicating the syncing of the audience has successfully started.

Important notes:

- To ensure your retargeting audiences get processed and populated by Google Ads, you must enter a **valid website url** condition. For example, to target all site visitors to the ZoomInfo domain, enter "<u>www.zoominfo.com</u>" using the "Contains" operator.
- In order to see the live estimated audience overview, you must set up <u>ZoomInfo</u> <u>WebSights</u> tracking. You can still create and sync Google Ads retargeting audiences without it.
- Google Ads can take up to 48 hours to process and up to 72 hours to populate a retargeting audience. This is standard for all Google Ads website visitors audience segments.
- Google Ads does not serve audiences with less than 1,000 users on Search networks and less than 500 users on Display networks. As a result, if an audience with less than 500 users is synced to Google, it will not be served by Google Ads campaigns.
- 7. When the audience has been successfully synced to your Google Ads account, you can find it in the **Segments** section of the **Audience Manager** in Google Ads.
- 8. The audience will initially be in **Populating** status. Once fully processed by Google, the audience size will be updated and you can start adding the audience to your campaign.

🔶 🔥 Goo	ogle Ads Audience manager				Q 💼 Search Appearanc	ع e Tools and settings	C ⑦ Refresh Help	Notifications	381-864-8164 MC mohan.sun@	DS-Google Ad Izoominfo.com
 You're using t 	he previous Google Ads design. Switch to the new design to experience a mo	re focused and efficien	t Google Ads.					Learn more	Dismiss Explo	re the new design
Audiences	+ Y Add filter					Enabled se	gments 🔻	Q Search Segm	ent Columns	
Segments	Segment name	Creation date $\ \downarrow$	Usage status	Туре	Membership status	Size: Search	Size: YouTube	Size: Display	Size: Gmail campaign	Source
Your data insights	Radnika_Demo	Mar 20, 2023	In-use	Rule-based	Open	230,000	230,000	140,000	53,000	Google Ads tag
Your data	Google Audience by Laks - Process this please	Mar 20, 2023	In-use	Website visitors Rule-based	Open	11,000,000	11,000,000	6,800,000	2,900,000	Google Ads tag
Sources	laks google retargeting audience -	Mar 20, 2023	In-use	Website visitors Rule-based	Open	23,000	23,000	13,000	5,900	Google Ads tag
Settings	Copy of laks duplicate test1 - demo	Mar 15, 2023	In-use	Website visitors Rule-based	Open	18,000	18,000	9,700	3,900	Google Ads tag
	google audience test pricing [ZoomInfo] google audience test pricing	Feb 23, 2023	In-use	Website visitors Rule-based	Open	64,000	64,000	35,000	14,000	Google Ads tag
	Mohan Staging Test - Pricing Page Visitors	Feb 20, 2023	In-use	Website visitors Rule-based	Open	30,000	30,000	17,000	5,500	Google Ads tag
	Not in-use									
	Mohan Test GAds 2 [ZoomInfo] Mohan Test GAds 2	May 11, 2023	Not in-use	Website visitors Rule-based	Open	Populating	Populating	Populating	Populating	Google Ads tag
	Pricing and Demo Page Visitors [ZoomInfo] Pricing and Demo Page Visitors	May 11, 2023	Not in-use	Website visitors Rule-based	Open	Populating	Populating	Populating	Populating	Google Ads tag
	Mohan Test for Processing Flow [ZoomInfo] Mohan Test for Processing Flow	May 3, 2023	Not in-use	Website visitors Rule-based	Open 💌	1,100	1,100	1,300	540 Too small to serve	Google Ads tag
	test edit flow [ZoomInfo] test edit flow	May 3, 2023	Not in-use	Website visitors Rule-based	Open	7,400	7,400	15,000	4,000	Google Ads tag
	Mohan Test with Mary and Jess [ZoomInfo] Mohan Test with Mary and Jess	May 1, 2023	Not in-use	Website visitors Rule-based	Open	16,000	16,000	18,000	5,700	Google Ads tag

Note: Audiences pushed to Google Ads will be updated daily by Google based on your selected criteria.

View Campaign Performance Reporting

Once a campaign is launched in Google using the retargeting audience synced from ZoomInfo Marketing, you will see the campaign reporting in the ZoomInfo Marketing **Campaigns** page.

Ca	amp	aigns									New	Campaign 🗸
	,	Active (5)	Draft (0)	Archived (0) 🛈					(〒 Filters 1	Q Search Campaigns	
		Campaigns	Created by	Channel	Accounts	Start	End 🔻	Spend	Impressions	CTR	Influenced Accounts	Actions
	>	Pal.New-GA			-	4/26/2023	Ongoing	\$1.36	2,551	0.63%	-	
	>	Website tra		۸	-	3/7/2023	Ongoing	\$0.00	0	0.00%	-	
	>	🗕 Mohan Test		۸	-	2/28/2023	Ongoing	\$0.01	1,600	100.00%	-	
	>	IT Solutions		۸	-	2/1/2023	4/20/2023	\$117,641.11	12,322,334	0.08%	-	
	>	EPIC Syste			-	1/1/2023	3/31/2023	\$59,640.65	7,408,728	0.07%	-	

Note: There may be a two-day lag on campaign metrics between ZoomInfo Marketing and Google Ads. This is expected due to differences in metric syncing schedules.

You can also create a report to view additional campaign metrics.

- 1. Click **Advertising > Reports**.
- 2. Select a report type in the Create a New Report dropdown.

Advertising ~	Buying Signals \checkmark	Conversion 🗸	Lists	Workflows	• • • • • • •	jk
Campaigns				Create	a New Rep	ort ~
Reports						
Ad Sets		Ē	Filters	Q Search Reports		
Updated				Action	s	

Finally, you can view the ad spend information for all Google Ads campaigns that utilize retargeting audiences synced from ZoomInfo Marketing. To do so, go to **Admin Portal > Ad Spend**.

Customer Success Manager Account Manu									4
\$100 \$50 \$0 January February March May							Customer	Success Manager 🗹	Account Mana
Budget spent Budget spent	\$150 \$100 \$50 \$0 Januar	/ Febru Budget sp	uary	March	\$100 \$0	January	February Budget sp	March	May
Google Ads Advertising YTD Spend: \$161.50	Google Ads Advert	ising	Y	TD Spend: \$161.50					
Google Ads Advertising YTD Spend: \$161.50	Google Ads Advert	ising	Y	TD Spend: \$161.50					
Google Ads Advertising YTD Spend: \$161.50 Monthly Quarterly \$200	Google Ads Advert	ising	Y'	TD Spend: \$161.50					
Google Ads Advertising YTD Spend: \$161.50 (Monthly) Quarterly \$200 \$150	Google Ads Advert \$200 \$150	ising	Y (Mc	TD Spend: \$161.50					
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Google Ads Advertising YTD Spend: \$161.50 (Monthly) Quarterly \$200 \$150 \$50 \$50 \$0 April May	Coogle Ads Advert \$200 \$150 \$100 \$50 \$0	april	Y (Mc May	nth) Quarterly					

Authorize User Access to ZoomInfo Marketing

To ensure users in your organization can connect to ZoomInfo Marketing:

- 1. Go to Admin Portal > User Management.
- 2. Identify the users who should have access to ZoomInfo Marketing.
- 3. For each user's profile, select the appropriate ZoomInfo Marketing product from the **Subscription** dropdown.

* First Name	John	Group	Assign to Existing Group New Group
* Last Name	Doe	Is Admin	
* Email		* Subscription	Select Product 🗸
Errian	john.doe@companyname.com	* User Credit Limit	-Select-
* User Name	✓ Set User Name equal to E		
	john.doe@companyname.com		

4. Instruct the user(s) to log out and log back in. The user can now click the **ZoomInfo Marketing** option on the waffle menu to access the application.