

Intentsify your Paid Search.

How To Level-Up Your Google Ads

Introduction

In a world dominated by Google, search engine marketing (SEM) is likely on the short list for your B2B digital marketing strategy. Google processes around 99,000 search queries every second, which is about 8.5 billion searches per day. The sheer volume of activity offers immense potential, yet it can be overwhelming to determine where to begin – especially when you are balancing new AI features, SEO rankings, and keyword bidding. In this guide we will share how you can maximize your paid search investment with intent data by analyzing prospect research behavior. We call this strategy **signal-based marketing**.

Let's start with the basics.

What is Organic Search?

Organic search is the process by which search engines rank content naturally without paid placements. It relies on search algorithms that assess relevance and quality to deliver results to users.

Search engines like Google use crawlers to index websites and evaluate their content based on hundreds of factors including keyword relevance, user experience, and backlinks.

The benefits of organic search include long-term visibility and cost-efficiency, but it takes time to see results and requires consistent effort to maintain rankings.

What is Paid Search?

Paid search involves purchasing ad placements in search engine results. Advertisers bid on keywords to display their ads when users search for those terms.

Paid search operates on a pay-per-click model, meaning advertisers only pay when someone clicks their ad. Ad rank is determined by bid amount and quality score.

Key benefits include immediate visibility and targeted audience reach. However, challenges include costs that can escalate quickly, unqualified leads, and the continual need to refine keywords and ad copy.

Comparing Organic and Paid Search

Both organic and paid search strategies serve different purposes. Organic search is advantageous for long-term brand building, whereas paid search can drive immediate traffic and conversions.

ORGANIC SEARCH	PAID SEARCH
No media spend required, just investment in content creation resources	Pay for ads to appear in search results
Optimize long-term website visibility through SEO	Paid search ads can go live within 30 minutes instead of taking weeks or months to rank
Build authentic trust, but traffic is not guaranteed	Increase traffic to your site

A strong search engine marketing strategy encompasses both SEO and paid search.

Determining Your Budget

Setting a Google Ads budget requires careful consideration of business goals, the competitiveness of chosen keywords, and the overall market context. Consider allocating your budget based on performance metrics from previous campaigns and the projected ROI of various ad types.

For example, if a search term is highly competitive, you may want to bid on a similar phrase with lower competition. This will help you keep your ad costs down while still attracting your target audience.

Pro Tip: To find lower-cost keywords, use a research tool like Google Keyword Planner, Semrush, or Ahrefs.

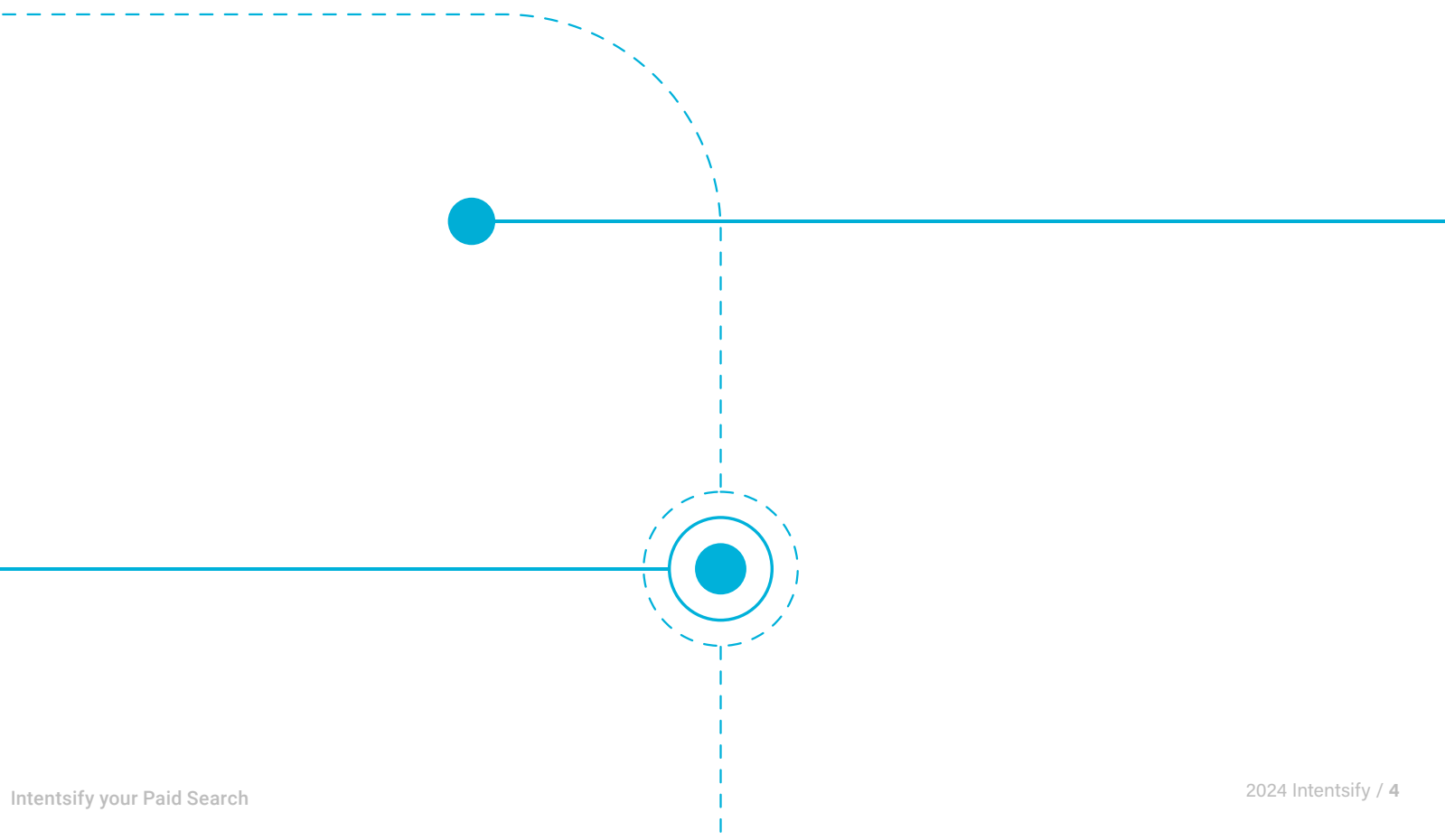
Setting KPIs

Key Performance Indicators (KPIs) help measure an ad campaign's success and should be specific, measurable, attainable, relevant, and time-bound (SMART).

Important KPIs include:

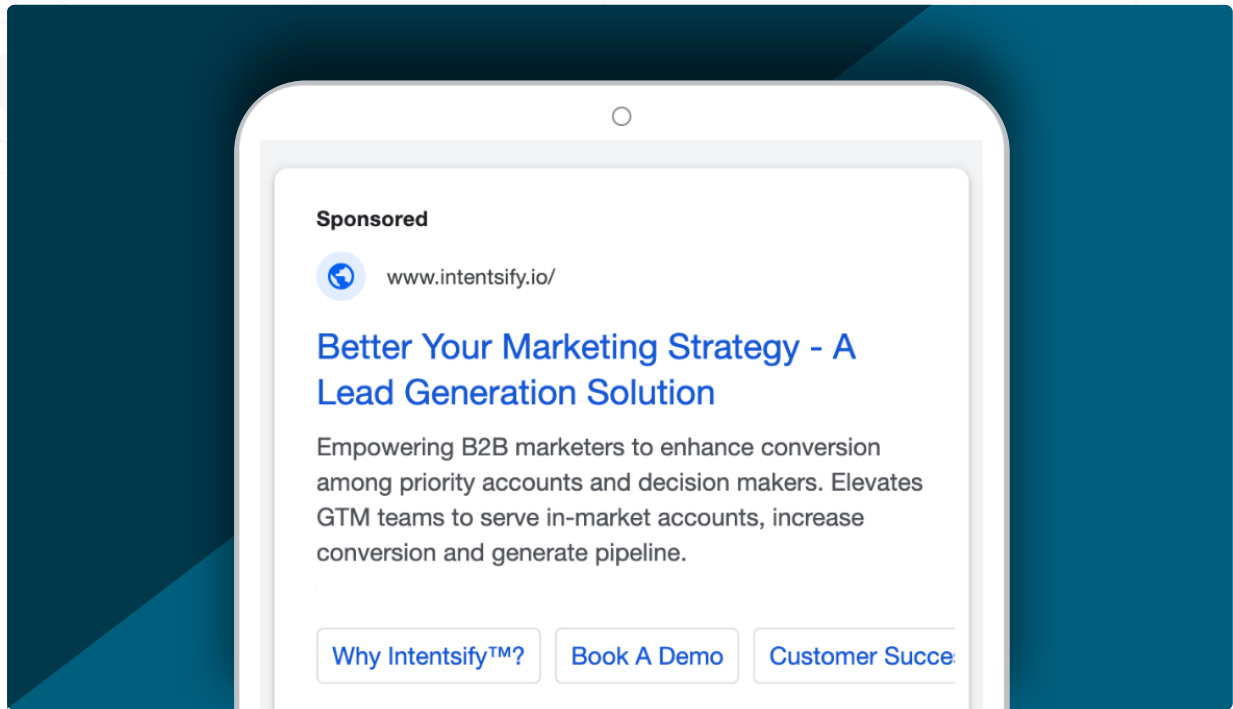
- Overall spend
- Impressions
- Clicks
- CPM (cost per mille or cost per thousand impressions)
- CTR (click through rate)
- Conversions
- Cost per Conversion
- Conversion Rate

Adjusting your budget and KPIs based on real-time data ensures your campaigns remain effective and aligned with business goals. Typically, we look at this data month over month.



Types of Paid Search Ads

Traditional pay-per-click (PPC) ads are the most common ads run by businesses to reach qualified leads. These are all-text ads that appear at the top of search results above the organic listings. There will be a sponsored tag next to your listing.



Other ad types include display ads, remarketing ads, and shopping ads. But for the purpose of this guide, we will focus on PPC.

The Role of Intent Data in Search

At the top of this guide we hinted that – in our opinion – there is a better way to determine which keywords to focus on for your paid search strategy. By using intent data, buying signals, and research behavior from buying groups at your target accounts, you can reveal topics that potential customers are searching for and then craft content and ads that align with those interests.

5 Steps To Level-Up Your Google Bids

Step 1: Define campaign goals

Before you begin, it's important to define your campaign goals. Are you building brand awareness? Are you setting up a competitor take down? Perhaps both? Be clear with your goals and align your keywords.

Step 2: Research keywords

First, you will need to research and identify high-impact keywords that match user intent. Leveraging intent data here greatly enhances your keyword selection. For example, in the Intentsify platform, you can see a weekly list of keywords that show the highest search activity from your target accounts. Keep a running list and adjust your bidding based on this activity. While your general keyword research might show high search volume for different topics, a signal-based marketing approach here will increase your chances of reaching the decision-makers at your target accounts.



Step 3: Set up your ad campaign

Within Google Ads Manager, you will want to select your location settings. This can be as broad as country or as specific as city. Where are your prospects located? Next you will want to determine the correct keyword match type.

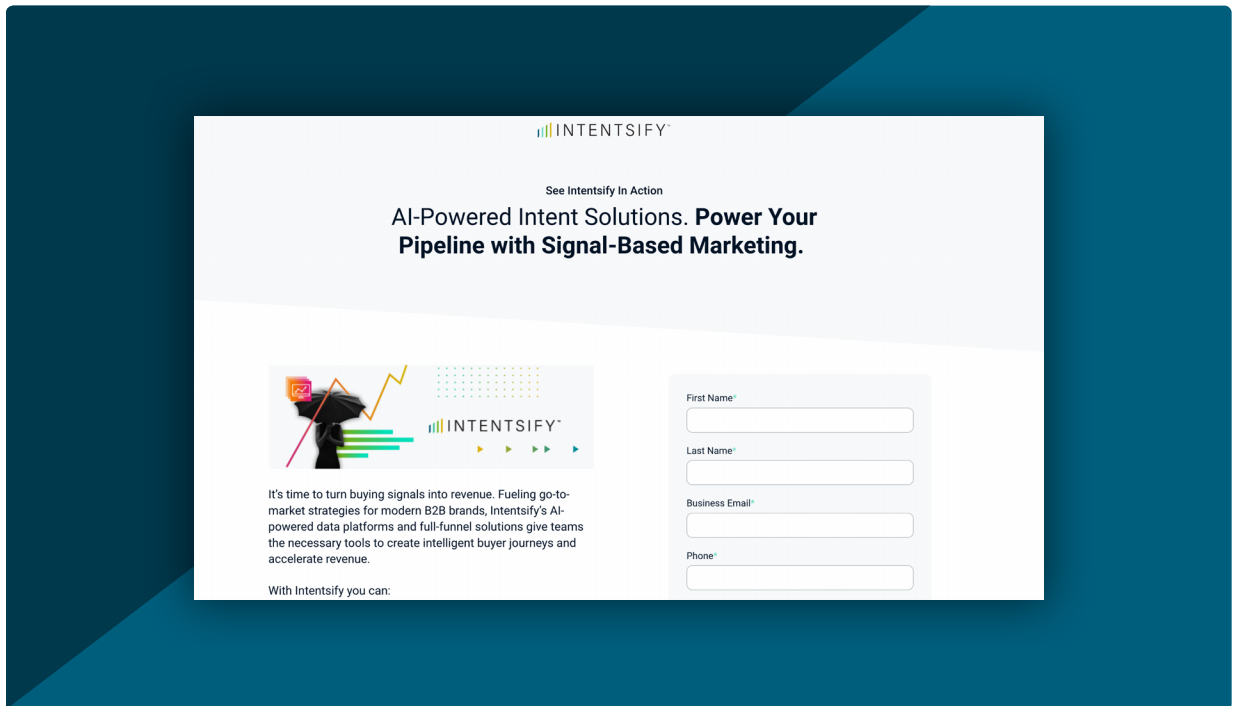
- **Exact Match** offers the highest relevance but the lowest reach.
- **Broad Match** delivers the most comprehensive reach but the least relevance.
- **Phrase Match** offers greater reach than exact but fewer than broad. Ads are triggered for relevant searches that cover your keyword's meaning.
- **Modified Broad** is similar to broad match but with slightly more control. For example, you can define that certain words must be present in a search to trigger the ad.

Example: For Exact Match, if we bid on “intent data,” a user must search “intent data” for the ad to be shown. For Phrase Match, a user could search “What is intent data,” and our ad could be shown. For Broad Match, a user could search “How do I know if they have intent to hire me?” The word “intent” is there, but the search would have low relevance to us.

Step 4: Create compelling copy and optimized landing pages

Your headlines should be attention-grabbing, concise, and include the keyword that you are targeting. You must also include a strong CTA that is clear and action-oriented like “request a demo” or “learn more.” Stay within the character limits to avoid penalization. And finally, match your ad to your landing page to ensure a smooth user experience. Landing pages should be relevant to what the user is searching for and optimized for conversion. This relevance also positively impacts your quality score, which can lower your CPC and improve ad ranking.

When setting up your ads, you must input at least 3 headlines and 2 descriptions. Google recommends 8-10 headlines. The algorithm tests different headline and description variations to see which resonates best.



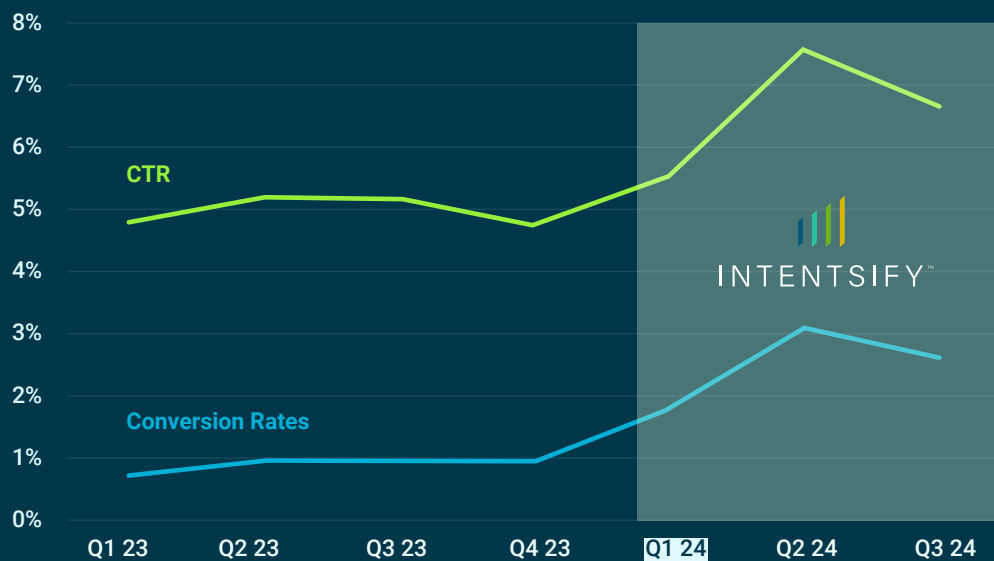
Step 5: Launch and monitor your ad

There are two types of bid strategies: manual and automated. Manual bidding allows you to control how much you pay for each click. Automated bidding lets Google adjust your bids to get the most clicks and best cost per conversion within your budget.

Once you launch, you should keep a close eye on your campaign performance metrics. Monitor the CTR, conversion rate, and average CPL.

Because the Google algorithm is continuously testing, paid search ads take time to build traction (just like organic rankings). If you go live and don't see the immediate results you are looking for, trust the system. Give your ads at least a month to run before making adjustments.

After aligning keyword bidding with Intentsify's data in early 2024, we saw an increase in both click through rate and conversion rate.



About Intentsify

Intentsify's AI-powered platform empowers marketers to turn buying signals into pipeline with customized advertising and lead generation programs. Combining an unrivaled portfolio of data sources and an industry-leading media ecosystem, Intentsify enables integrated signal-based marketing programs for revenue acceleration.

Intentsify's data can also support a variety of marketing use cases including paid social, paid search, BDR prospecting, lead nurturing, and buyer intelligence.

Intentsify your marketing strategy today.

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