

Google Ads Intelligence Suite

Optimize Your Core, Outsmart Rivals, Accelerate Growth



Google Ads

In Today's Digital Landscape, Simply Running Campaigns Isn't Enough

To truly dominate, you need more than just performance data; you need a profound understanding of your own **account's health**, your **competitors' strategies**, and the **evolving market** and **customer needs**.

The **Google Ads Intelligence Suite** is designed to provide you with this holistic view.

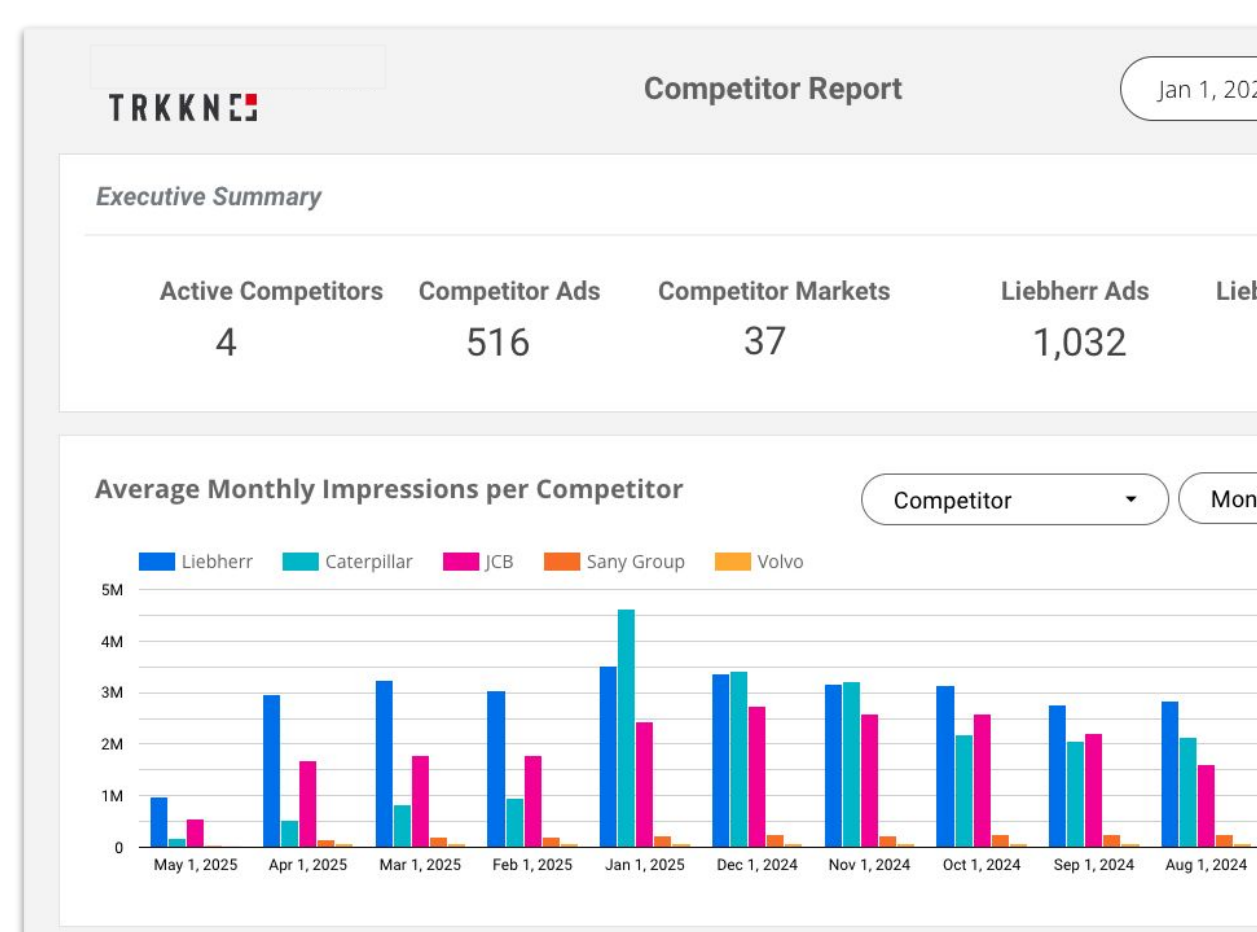
It's not just about fixing what's broken; it's about **illuminating every opportunity**, **understanding the broader market**, and **guiding your strategic decisions** with unparalleled clarity.

Introducing Google Ads Intelligence Suite

Topic / Setting	Description	Status
1. Account Settings		
1.1 - Data Protection Contact Assigned	Ensures Google knows who to contact for critical data privacy matters.	No
1.2 - Third Party Measurement Vendor Used	Confirms integration with external measurement platforms for holistic reporting.	No
1.3 - Auto-Tagging Enabled	Automatically appends tracking parameters for comprehensive Google Ads data.	Yes
1.4 - IP Exclusions Set	Prevents internal traffic and known bot activity from skewing performance data.	No
1.5 - Auto Apply Turned Off	Maintains manual control over Google's automatically generated recommendations.	Yes
1.6 - Customer Match Enabled for Use in Smart Bidding	Allows Google's AI to leverage proprietary customer data for smarter bidding.	Yes
1.7 - Conversion-based Customer Lists Enabled	Enables segmenting customer match audiences by conversion actions for precision.	No
2. Account-Level Assets		
2.1 - Account-Level Negative Keywords	Filters out irrelevant search queries across all campaigns, reducing wasted spend.	Yes - Limit...
2.2 - Account-Level Brand Exclusions	Prevents ads from showing for specific brands across the entire account for better targeting.	Yes - Limit...
2.3 - Account-Level Placement Exclusions	Blocks ads from showing on specific websites or apps globally for brand safety.	Yes - Limit...
2.4 - Account-Level Site Links (at least 4)	Provides additional links in ads, improving ad relevance and click-through rate.	Yes
2.5 - Account-Level Callouts (at least 6)	Highlights unique selling points or features, enhancing ad value.	No
2.6 - Account-Level Structured Snippets (at least 1)	Showcases specific aspects of products or services in a structured format.	Yes - Limit...
2.7 - Account-Level Price Extensions	Displays product or service prices directly in ads, offering transparency and competitive pricing.	Yes - Limit...
2.8 - Account-Level Business Name	Ensures consistent brand identity across various ad formats.	Yes
2.9 - Account-Level Business Logo	Visually reinforces brand identity and improves ad recognition.	Yes
2.10 - Account-Level Images	Provides diverse visual assets for responsive ad formats across multiple channels.	No
2.11 - Account-Level App Extension	Directs users to app downloads, promoting app engagement.	Not Applicable
3. Conversion Settings		
3.1 - Conversion Location (MCC or Account)	Determines where conversion actions are managed and applied across accounts.	MCC
3.2 - Purchase / Relevant Action Set As Primary Conversion Actions	Designates the most important conversion events for bidding optimization.	Yes - Some
3.3 - Purchases Set As Account Default Goal	Sets the primary business outcome for all new campaigns in the account.	Yes
3.4 - No Tracking Errors On Primary Conversion Actions	Accurate tracking is vital for effective Smart Bidding and reliable performance insights.	Errors
3.5 - Potentially Unusable Conversion Action as Primary	Incorrectly configured conversion actions can lead to misdirected optimization and wasted budget.	Yes
3.6 - In-App Conversions Included (if applicable)	Tracks valuable user actions occurring within a mobile application.	Not Applicable
3.7 - In-App Purchases set as Primary	Optimizes bidding specifically for revenue-generating actions within an app.	Not Applicable
3.8 - Conversion Values Assigned	Allows Smart Bidding to optimize for profitability rather than just conversion volume.	Yes - Dynamic

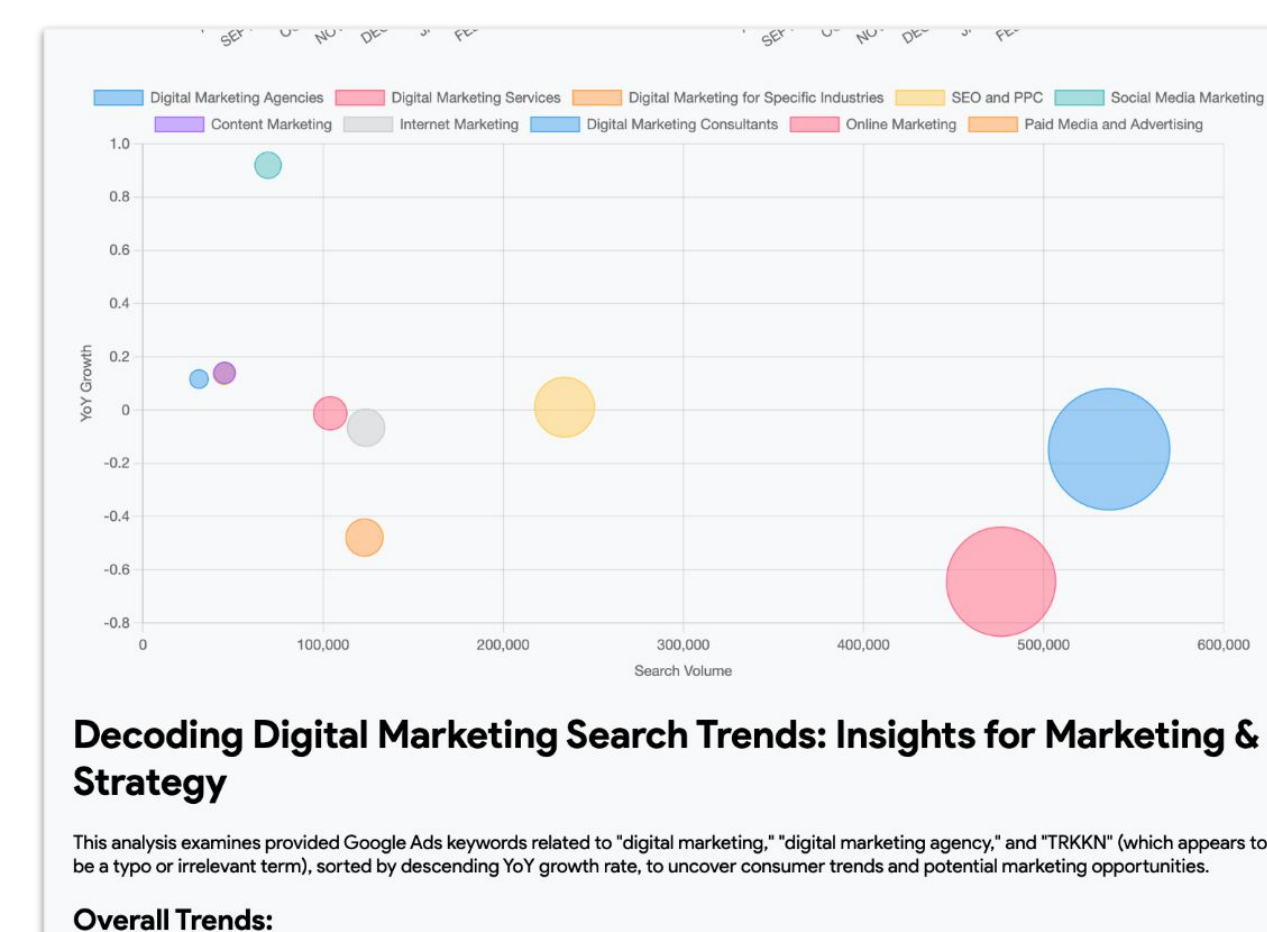
The Google Ads Audit

Uncovers hidden inefficiencies, adherence to best practices, ensure your account is AI-ready



The Competitor Insights

Access auction insights in a single dashboard, track, analyze & strategically respond to market changes with intuitive charts, tables & alerts



The Growth Accelerator

Use AI to uncover in-depth insights into search trends, emerging industry patterns and customer segments

TRKKN

Efficient Growth in an AI-Driven World

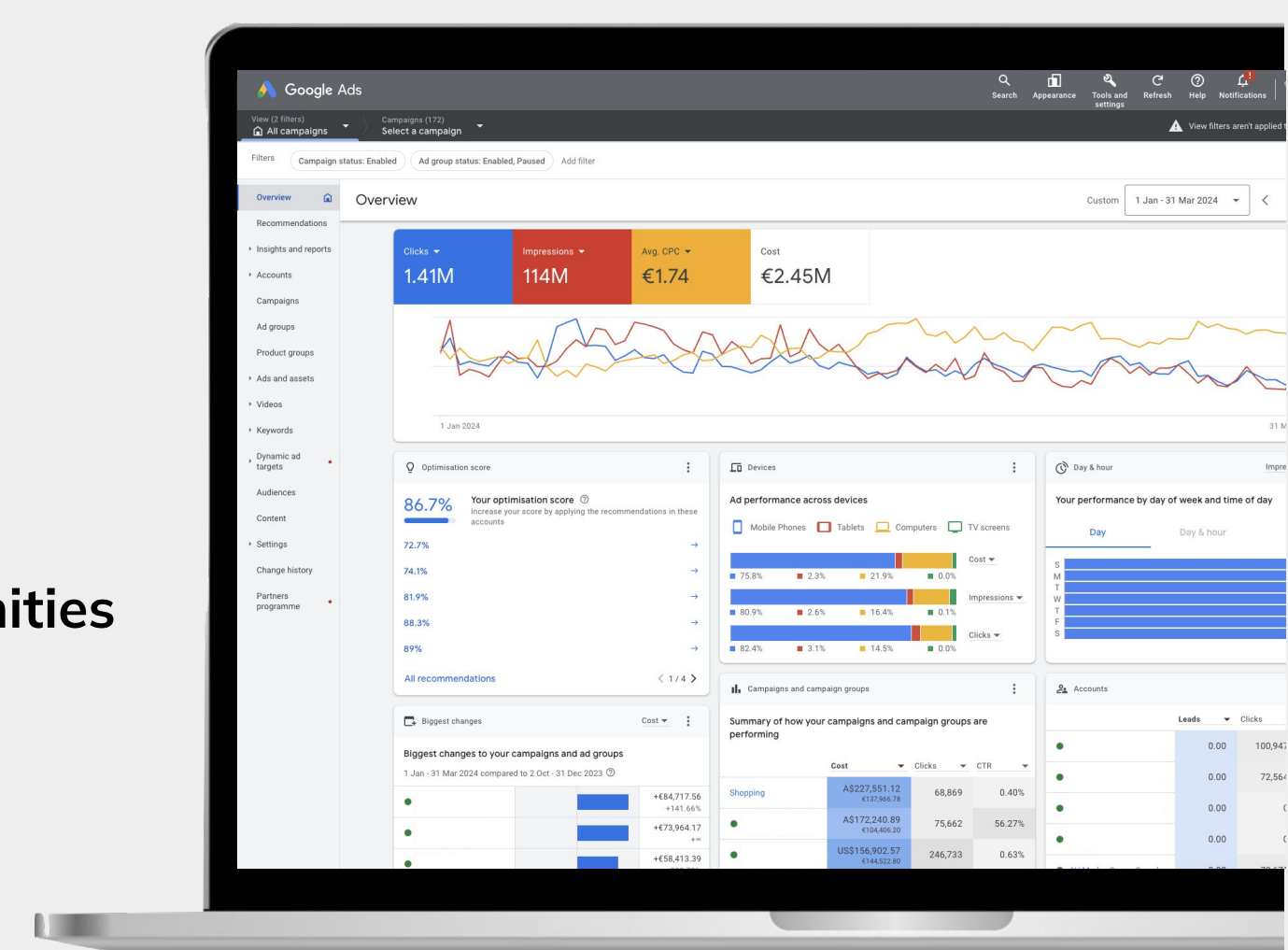
Drive unparalleled growth with TRKKN

Your Trusted Partner

- ✓ Deepest Google Marketing Platform expertise in EMEA, AMER & APAC
- ✓ Dedicated, Google certified AdTech & Platform Specialist Consultants
- ✓ Proven migration track record from SMEs to global brands

Services & Solutions

- ✓ Strategic Consultation & Audit
- ✓ Advanced Competitor Dashboards
- ✓ Technical Implementation & Optimization
- ✓ Bespoke AI-Driven Trend Insights and Growth Opportunities
- ✓ Customized Training & Enablement
- ✓ Advanced Support
- ✓ Reporting & Marketing Data Management



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Google Marketing Platform
Sales Partner



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Certified

