Z⁄ Marketing

Google Ads Integration Guide for ZoomInfo Marketing

For administrators setting up the ZoomInfo Marketing integration with Google Ads

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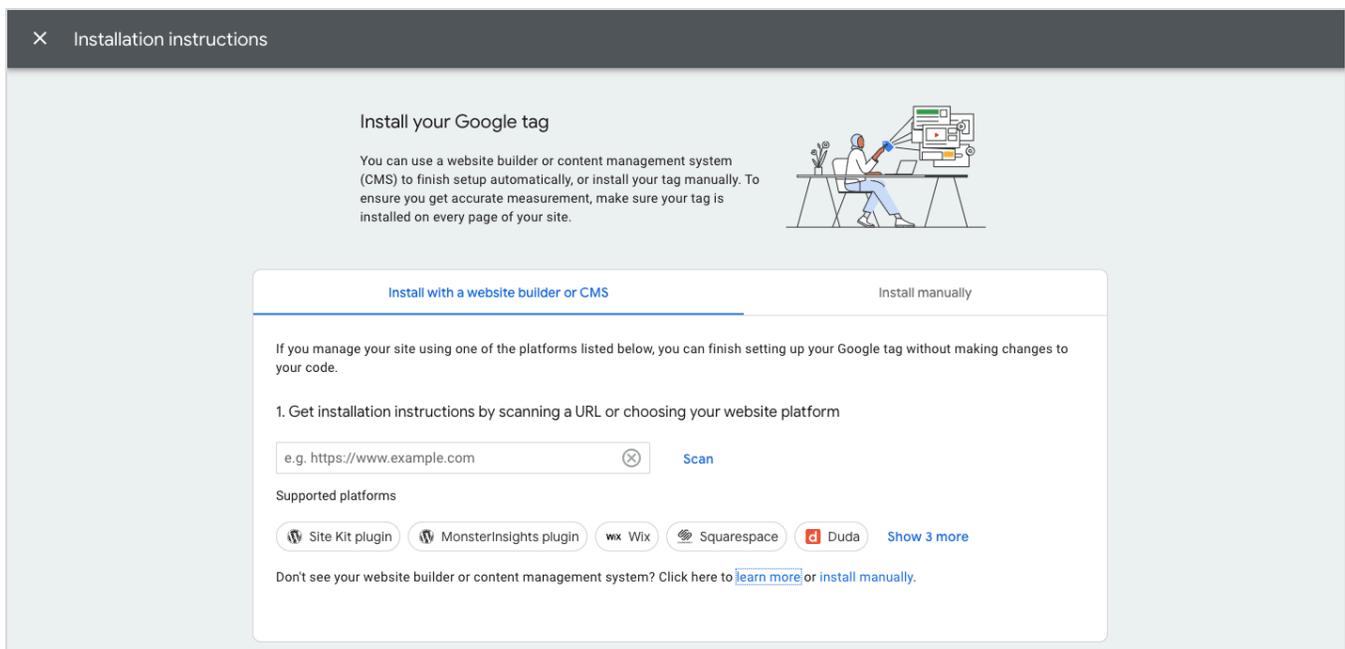
Note: If you don't have the tag installed, you will still be able to create and sync retargeting audiences to Google. However, these audiences will not be populated with users by Google and subsequently will not be eligible for running Google Ads campaigns.

Google Ads Account Hierarchy and Permission

Google Ads has two different account types:

1. **Google Ads Manager Account (MCC)**

   a. A Google Ads Manager Account 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 Google Ads client - Permission Check

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).
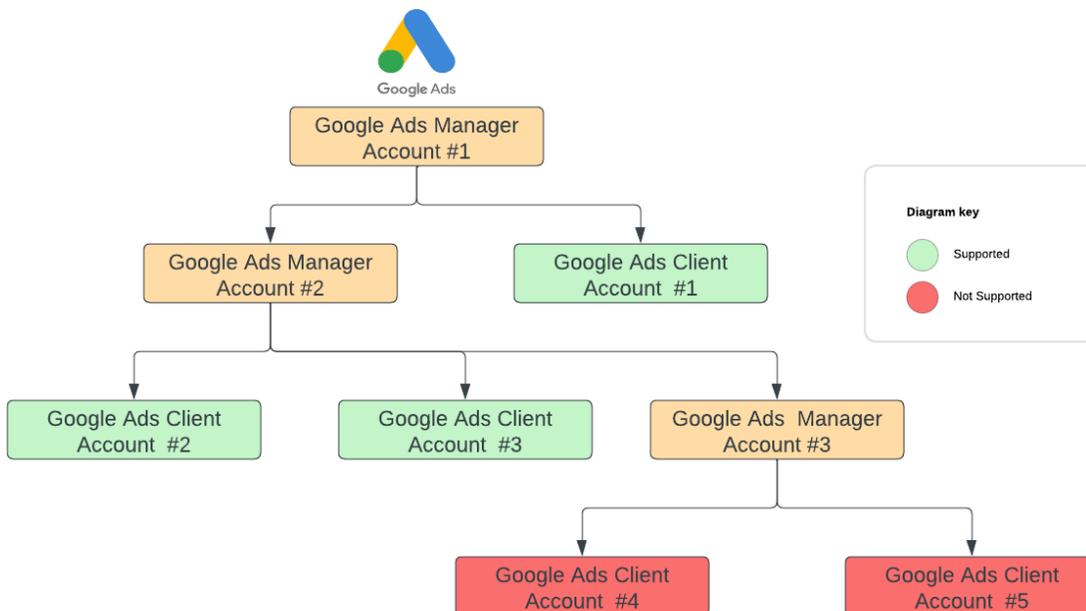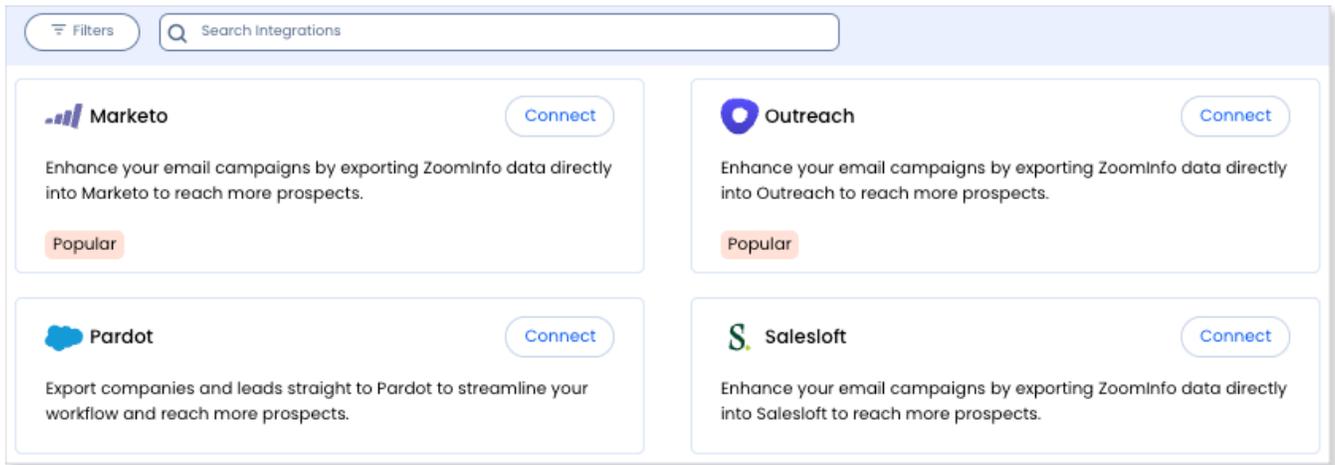
# Get Connected: Google Ads in ZoomInfo

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 > Connections**.

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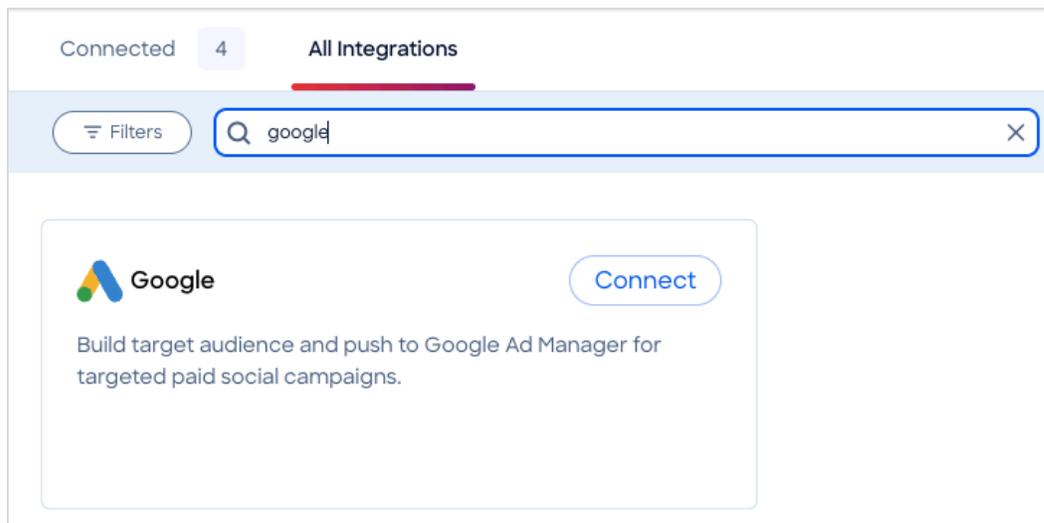
1. On the tile for your integration, click **Connect**.

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.

   - You can only connect to one Ad Account at this time.
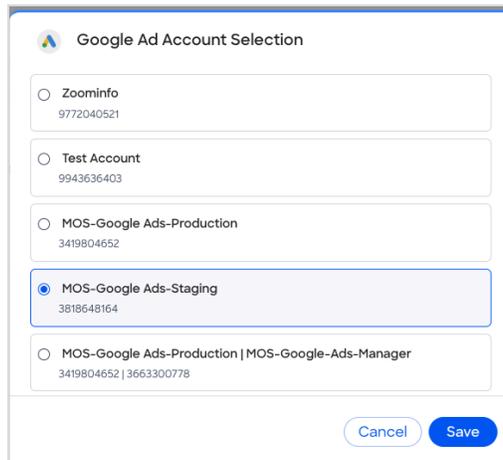
5. Click **Save**. You are now able to push audiences to Google Ads.

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 > Connections** 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.

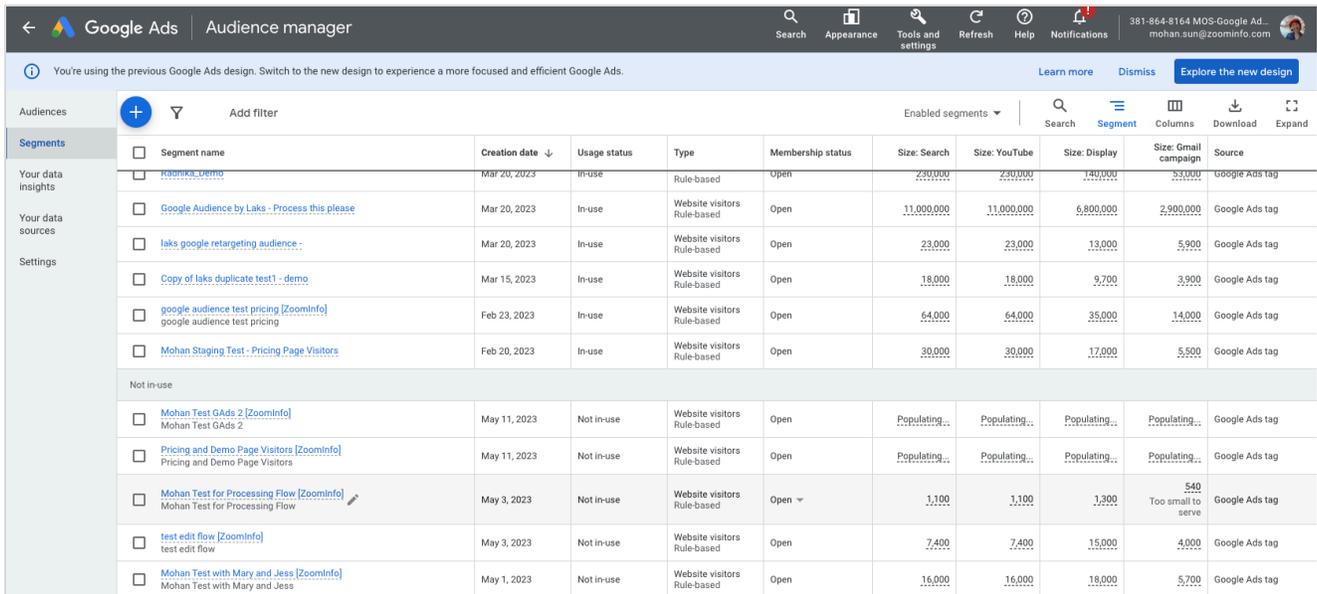2. Click **Create New Audience** and select **Google Ads Retargeting.**
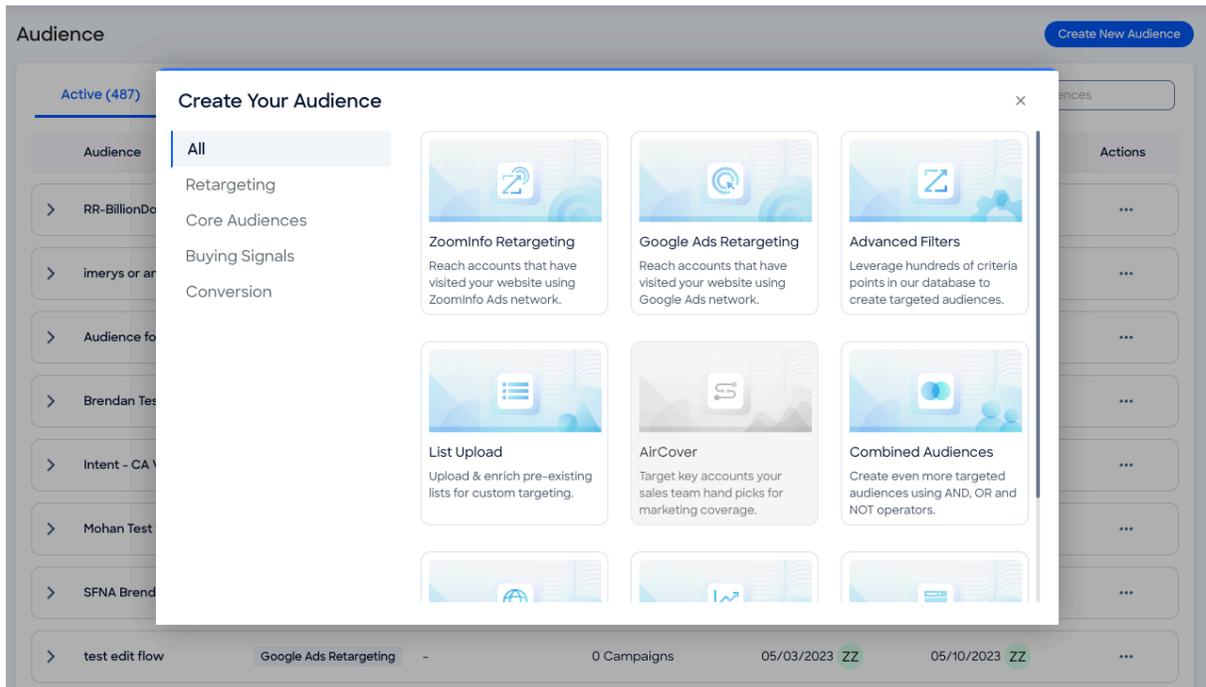
3. In the audience building page, enter the targeting parameters **Visit Date** and **Webpage URL**. Then, you can view the live **Estimated Audience Overview** as the results.

4. Click **Next**.

5. Name your audience and click **Save and Sync Audience**.
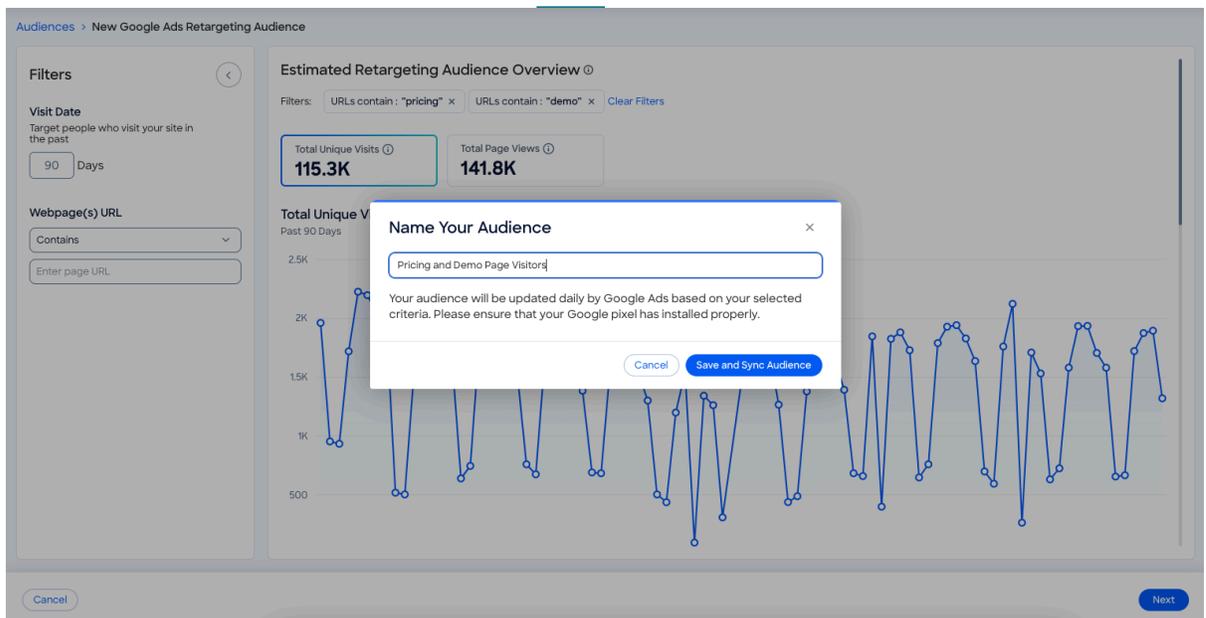
6. You should see a success message indicating the syncing of the audience has successfully started.

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 "www.zoominfo.com" using the "Contains" operator.

- In order to see the live estimated audience overview, you must set up ZoomInfo WebSights 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.

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.

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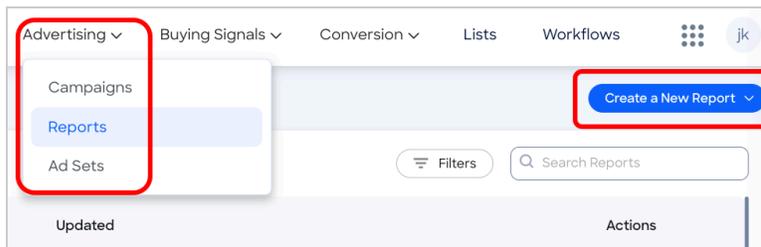
Finally, you can view the ad spend information for all Google Ads campaigns that utilize retargeting audiences synced from ZoomInfo Marketing. To do so, go to **Admin Portal > Usage > Ad Spend**.
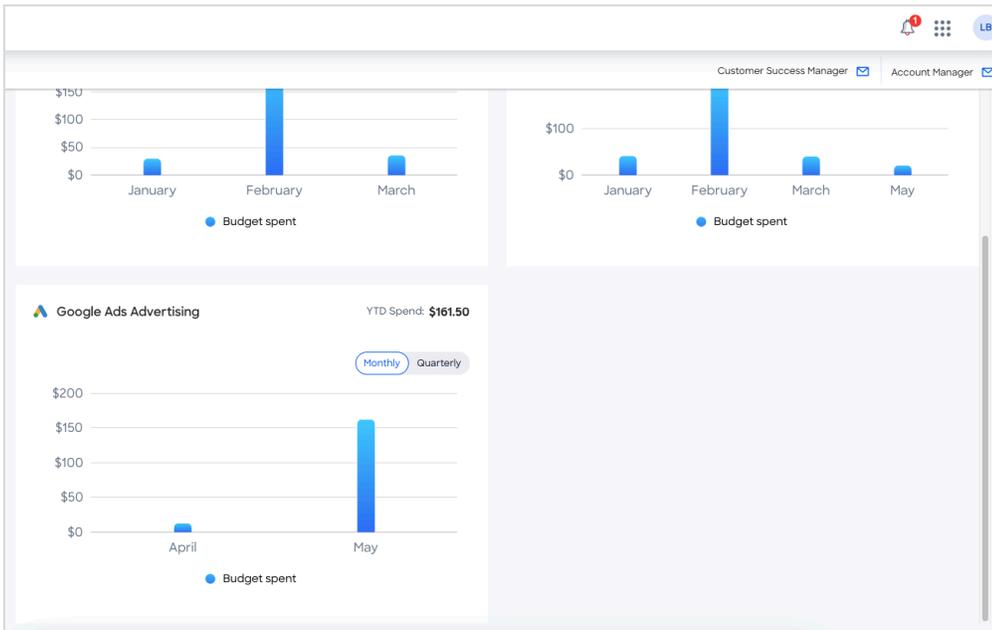
Authorize User Access to ZoomInfo Marketing

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

1. Go to **Admin Portal > User Management > Users**.

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.

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.