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**Narrator:** This is AdLab. Performance marketing dissected, decoded, and delivered.

**Gavin:** What's happening listeners? Thank you for joining me in the AdLab. I'm your host, Gavin Flynn. And if you've got marketing questions, we've got marketing answers.

**Gavin:** Before we jump into today's episode, head over to [adlabpodcast.com](https://adlabpodcast.com) for a free marketing review from the team here at LP, plus a special listener discount if you decide that we're the right fit for your marketing project. Today, we're talking about auditing ads accounts, the very thing that the offer is focused on. And diving into what you should be looking for when evaluating a PPC account strategy. I got my start at LP back in 2018, which definitely makes me feel a little bit old.

**Gavin:** But I can speak directly to just how much auditing pay per click strategies have changed over the last, gosh, nine years. Because the platforms have changed. The systems we operate in look a little bit different than they used to. To help me unpack this topic, I'm gonna be joined by Kenzie Baker, manager of biz development here at LP. She's one of the brightest minds in house when it comes to strategy and I got a chance to break down with her what she looks for, where she finds wasted spend, missed opportunities, and the signals that can tell you whether or not your strategy is working.

**Ryan:** But first, Ryan Garrow is joining me for this week's hot headline on holiday ad spend. Okay. Jumping into this week's headline of the week. We're gonna be taking a slightly different look at the Hot Headline. And joining me is none other than Ryan Garrett. Ryan, thanks for coming on. Thank you Gavin. Looking forward to this. Now, to ground and root things, the angle we're gonna take for the headline. I'm gonna be walking through a few suggestions on what steps brands should be taking to prepare for the holiday season, and Ryan, I want you to give me a, let's say rating of if this is an essential task that a brand should be doing,

**Gavin:** an optional task that a brand should be doing, or do you think it's overrated? And, I wanna hear a little bit of your explanation on why you think these things are important or unimportant. So, entertainment It's like, gotta take notes now, because you gotta, you gave me Yeah. You know, request. Okay. These all should be within your wheelhouse and I'm guessing that you'll probably have thoughts on each of these as like a prep task.

**Gavin:** But first, should brands be stress testing their website to see if it can handle an increase in traffic? Let's say checking mobile responsiveness, checking on load times, making sure that your server can handle a spike in website traffic. What do you think? Essential, optional, or overrated? I mean, if you haven't, like, at least considered this before, you should probably do it. But I would say the vast majority of brands, from a percentage standpoint from what we see are on Shopify.

**Gavin:** And if Shopify breaks, our world might have bigger problems. And there's a lot more broken holidays than just yours. But you should... I will say, you should be looking at... Have you added too many apps to Shopify? Have you added too many things that are causing load time issues? So, yes, I think you should go to Google's page speed insights. Let it run and see if there's things you can clean up before haul.

**Gavin:** Because if your site doesn't go down, it can still not be doing well. And I... And then there's some stats around every millisecond of load speed that it takes to load your site causes conversions

to drop. Okay. Next up, ramping up SMS and emails to make sure that they aren't delivered into spam. Do you think that there's some validity to that strategy? Essential, optional, or overrated? It's for sure essential. Like, email, if it isn't 30% of your revenue on the site, you probably need to investigate what's going on.

**Ryan:** And that is, a little asterisk. Like, if you don't have any lifetime value, if you're selling one something and they never come back and buy again, that's a different story. The vast majority of ecom brands, you need lifetime value, and that lifetime value should be coming through email SMS. It should be 30%. And I think you need to be focused on making sure that you're hitting the inbox, and that's a difficult thing to do.

**Gavin:** You know, there's some partners we have that can help with that. But if you look at Klaviyo or Retentive or whatever you're using for email and you're not hitting inbox and you're stuck in promotional tab, you need to get an audit. Give us give us a call. We'll help fix that. Yeah. And, actually, building on that idea, what do you think about optimizing automated flows for abandoned carts? You think that's essential, overrated, optional?

**Ryan:** It's... You already probably have it built. Shopify is doing it with shop, Shop Pay. So there's a lot of this going on. I think you should be looking at opportunities to expand beyond just the traditional abandoned cart flows. Like, some of our partner, like KartConvert, will have manual humans, you know, texting those people that abandoned carts. Like, people forget, people don't understand, and some people, you know, maybe I'm guilty of this occasionally.

**Gavin:** You put it in the cart and leave knowing that there's gonna be a little a little nugget coming through your email and giving you a discount. No. 100%. And the... To build upon that idea, I also wanted to talk about shopping feeds and cleaning those up. It seems like now so many of the accounts that we look in are utilizing Pmax, which is really dependent on strong feed signals. I think I know what your answer is gonna be, but cleaning up feeds?

**Ryan:** You may have heard this from me a time or two. I may say it, like, daily multiple times. Feed is becoming the most important part of your digital marketing. Yeah. If your feed is garbage, it doesn't necessarily matter how good the hands on keyboards inside your account are. You're gonna struggle. So, yes, fix your feed. There is an area of your feed called, products type, which is the only area in all of Google that's currently legal to keyword stuff.

**Ryan:** You might as well take advantage of that. I mean, we've been keyword stuffing that one for seventeen years from back in the day of frugal when Google Shopping was free. It still works. It's unbelievable, and I still see feeds every day that don't have anything in there. So, yes, get your get your feet clean. Talk to me a little bit about the unboxing experience. I've received some packages that have maybe a little surprise or a special design, aesthetic, special offer during that unboxing experience.

**Gavin:** Is it for every brand? Do you think brands should be going through and trying to enhance the unboxing experience? Probably not every brand, but I do think every company should be at least considering what that unboxing looks like. I think that if you're throwing everything in a poly mailer and there's nothing beyond just the product or the t shirt, like, there's an opportunity there to make your customer experience better. You know, Apple historically is the one we all look at that does a great job of just making their packaging feel cool.

**Ryan:** Like, I actually, probably I'm probably not alone in this. I think I have iPhone boxes, but no longer the iPhone. Like... I have one behind me. Yeah. I'm like, I feel guilty throwing the box away, but

I'm like, it's actually not why I bought it, but box is cool. It's nice. So I think there's some things to be done there to make customers feel special and just... It can give you an edge over a comp... A competitor.

**Ryan:** If they... If they have a really bad unboxing experience, you can buy their products and test it and see what it is. If you can outdo them there, it can really increase lifetime value and get people more excited about buying from you again. Optional, but you should look at it. The final prep step that I wanted to run by you, auditing and forecasting inventory. So reviewing last year's sales data, ordering extra stock, securing backup suppliers.

**Gavin:** What do you think? Essential, optional, overrated? At this point, you're not gonna fix your problem. Like, you're too... It's too late for you unless you're drop shipping, and then you don't have to worry about inventory. But you should have already done this. So what you should be doing at this point is saying, okay. What do I have coming in q one that I need to be prepared for? Like, you're already beyond inventory at this point for your store that unless you have just in time inventory and you don't have to worry about it as much anyway.

**Gavin:** But you're not gonna get something from China in time for holiday likely through customs and everything at this point in time. Okay. And to close us out, any other predictions for this year's e comm season? Do you think that we're gonna see... Let... Let's say more specific past the growth in overall consumer spending? And anything else that you have your eye on or maybe you're curious about for what's gonna happen this coming q four?

**Gavin:** I'm always gonna be curious about the impact AI has. Like, haven't seen meaningful conversion data coming from AI at this point in any of our store. I mean, 5,000 clients we're looking at, and I expect it to start moving... The needle to start moving a little bit. I don't think, AI is gonna make or break anybody's holiday season this year. But I think the companies that did over the last six to twelve months in...

**Ryan:** Invest in AEO, GEO are probably gonna have a very pleasant holiday from a top line perspective because I think that is going to have an impact that we can't necessarily see in the analytics, but it's gonna be during the month of October when you're brainstorming gift ideas. That's where the chat GBTs, the quads, perplexities are really gonna shine. And then you'll see that data come down the funnel, you know, November, December.

**Ryan:** Well said. Ryan, thanks for coming on. Thank you, Gavin. That was great. Big shout out to Garrow for entertaining a few of my questions around holiday prep. Hopefully, everybody listening at least got one more task to put on their to do list here in the next couple weeks. Next up, we've got a deep dive. Like I mentioned, I'm joined by Kenzie Baker who was a super fun guest to have on the pod.

**Ryan:** We get into how audits have changed, what she looks at first in accounts, and how automation is changing the way marketers evaluate the performance of these accounts. Let's head into the lab. Hey, thanks for joining AdLab. Thanks. I'm happy to be here. And I'm excited to have you as our special guest today because we're talking about account audits, which is actually a space that I play in frankly more often than a lot of the topics that we talk about on the show today.

**Ryan:** And you bring in a level of experience with actually looking at these enterprise accounts that I think is worth actually starting and highlighting. So tell the listeners a little bit about your role and what you do on the day to day. Yeah. So I have a really fun job where essentially once prospects

come, you know, they are interested in LP. They've had a conversation with somebody from the sales team. They're thinking about switching agencies, hiring an agency.

**Gavin:** But they're kind of, you know, they still need a little bit of vetting to like, you know, wanna make that jump and to make sure that there's like opportunity for them. So I get like, that's where I come in. Right? So that's when I get access to the account. And then I'll go through the account and see if there are like opportunities that can justify that, you know, that switch to a new agency.

**Gavin:** Like, what am I seeing in there that, you know, sometimes people come to us and they're kind of... They're potentially looking to upgrade agencies. Right? So like, there could be a difference in price point or anything like that. So I'll go in and see like, is there actual opportunity in here? And I'll really dive through all the different layers. What are they doing currently? What were they doing last year? What could they be doing next year?

**Gavin:** Like, how has their business changed? And looking at, you know, just a lot of different areas in the account and just seeing basically what my plan or so what are, you know, the paid media team, for, know, the Google Ads specialist and account managers. What is going to be their list of priorities? And what's going to be the foundation for our relationship? So I can kind of give them a good idea of how onboarding with LP is going to look.

**Speaker unclear:** Yeah, that full process scope. Yeah, so it kind of bridges that gap between sales and then actual onboarding onto the And paid media we were actually just talking about this a little bit off, Mike. But the amount of time that you and I have now been at LP and auditing accounts, we're approaching close to twenty years of combined experience, is a little wild to think about. And I enjoy, and this is good context setting for the conversation, thinking back to those account audits that both you and I did, let's say back in 2018 or '20 The platform has changed so much in the last I mean, much less ten years, the last five years,

**Speaker unclear:** the last two years. Yeah. Do you remember any of your initial audits, how you thought about audits early in your career? And how has that changed as you've progressed and as you've grown and the platform has grown? Yes. So I would say, overall, the landscape from way back then, so say five years ago or so, if you would look in an account when you're looking for areas opportunity, there was so much that you could do specifically in an account, right?

**Speaker unclear:** Like you have modifiers on everything. It could be like modifiers on certain states or devices or audiences or time of day, that was kind of like bread and butter like PPC. Like, oh, what are you doing to optimize your ad spend to the right customer at the right time and all of these things. And then we'd look a lot into match type performance and ad copy performance and all of that, which I'm not saying things that don't matter anymore.

**Speaker unclear:** But those were the things that you would spend the most time on is little areas, where are you spending your money specifically, what audiences, devices, all that. And then kind of like the nuts and bolts and getting really granular. Now though, those controls have totally changed, right? Yeah. You can't in general, like most bid strategies, you can't bid up or bid down on devices, on audiences, on geos. There's obviously there's things you can do to manipulate ad spend.

**Speaker unclear:** But a lot of the things that we used to look at are now just fully automated. Yeah. So while I mean, it could be worthwhile to dig into those types of things. Overall, the abilities that we have has totally changed, which means that our priorities have changed. And what we're able to do has changed. Yeah. So like and I guess, question was mainly what did it look like back then? So I'll stick to that question.

**Speaker unclear:** But yeah, in the stone age, it was just super manual. Everything was manual. In hindsight, I'm thinking back to those early audits and search terms report alongside everything that you mentioned. And it was primarily looking for areas of opportunity in a misalignment. Yes. Those things were pretty easy to spot. Right. And also looking through the search query report, it was just like, Okay, so what percentage of this is junk? Which today, that isn't usually the case anymore.

**Speaker unclear:** It was so junky. Google was not a very mature platform at that And I'm sure that you remember and probably now even see the difference in the type of search terms that will come through based on... And back then it was about the keyword match types triggering those. And back then it felt like such a revolutionary thing to be like, get off broad match and go to phrase and exact. Right. And now because it's more of a signal based approach to a lot of the campaign types that are now run and the automation, where and curious to get your thoughts on this.

**Speaker unclear:** Are you now looking more at signals being sent to the account rather than those individual strategies and bid adjustments? Kind of walk me through your current thought process when you hop into an account for the first time. What are you looking for there? Yeah. I would say so anytime I get into an account, the first thing I look at, like literally every single time, I segment by conversions. I just see what are we actually looking to optimize for.

**Speaker unclear:** And then a lot of times, I mean, it's an ecom account and we're using a Google Pixel and there's I can go into the conversions report and see what else are we tracking at secondary. But yeah, I think the most important thing is what signal are you sending to Google? Because if that is off, the whole strategy is it can kind of pull it's up. Going to be I'll continue to look into it and look for areas of opportunity.

**Speaker unclear:** But I mean, yeah, if the goal is not aligned to what this advertiser is actually trying to accomplish, then yeah, it's going to be a problem. No. And the way that I at least think about auditing on my side, I'm with you, conversions are always going to be the first place I go to check if there's validity in anything else past that point. Because you can try to look at an account without accurate conversion tracking, and you can still identify waste, like we were talking about within the search queries report.

**Speaker unclear:** But area of opportunity, you really need to be confident about the primary metrics of cost per acquisition, conversion rates, and if you don't have that, how much actionable advice can you really give, you know? Right. Now, one thing that I think is a hot button topic within our world right now is Pmax. And not that Pmax is a new tool by any means, but so often, even still, I see a lot of accounts that have PMACs campaigns set up, but might not be optimizing for the correct signals.

**Speaker unclear:** And I'm sure that you spend a lot of time not looking just at an entire account, but going looking, this PMACs campaign might be our top spending campaign What are your steps, conceptual thoughts, when you look at a P Max account? What are you looking for to identify, again, that waste or opportunity within P Max? Yeah. So the first thing that I look at and let's just narrow this down to ecom just for simplicity.

**Speaker unclear:** Like, we, Jen, there are some things you could do with PMACs. That's maybe for another day. Different episode. So first We'll circle. Your average ecom account, oftentimes, do see PMACs generally are the biggest spenders in general. And that might be what we recommend, depending on the business. First thing I do, though, before I do anything else is I go and look at the channel report or like the channel performance report just to get an idea because it's not necessarily a diagnostic of like, oh, this is wrong or you know, this is right or whatever but it gives me an idea of like the strength of the rest of the build as well.

**Speaker unclear:**

**Speaker unclear:** So like I get in there, oftentimes, you'll see 95% of the spend is on traditional PLAs, product listing ads, shopping ads, whatever you want call them, which shows up in Google Search. But then you got to segment down to using product data. So if you're looking at that report, to clarify, that's basically Google Search using product data is So the I go and see how much of Pmax is spending on that.

**Speaker unclear:** And then for some accounts that I see, if it ends up being like, oh, maybe it's actually only like 50%. And then you start to see, Okay, well, is Pmax doing for this advertiser? Oftentimes, I would say the most common one is they include really good YouTube creative, but they're not leveraging any other campaign types. So there's a ton of ad spent going to YouTube on P Max. And you'll probably start to understand my opinion on this as I continue to talk about it.

**Speaker unclear:** And strategy is, at the end of the day, opinion based. There's a lot of different angles. There's not one right answer. Right. Yeah. Yeah. And I definitely live on the bandwagon of I think that for advertisers of certain size, I still think that P Max is best as the vehicle for product listing ads. I think there's other ways to test it. But I am still kind of in that old school mindset of a little bit of segmentation and control with channels versus sometimes advertisers will tend to use Pmax as just like an all in one engine.

**Speaker unclear:** Yeah. Which is fine but I would, playing devil's advocate to that anonymous or imaginary person who would maybe be challenging us up here, I would say, hey, the goal of advertising on YouTube, for instance, is very different than product listing ads. Yeah, exactly. And if you're thinking about your bid strategy and the signals that you're sending in the same strategic bucket for PLAs versus YouTube, there might be a misalignment in how you're viewing those two channels.

**Speaker unclear:** Totally. Because conversion rate off of YouTube is not mean, people Totally different. It's pretty rare to see an advertiser who is able to spend on YouTube and have a ROAS of a 5x. That just doesn't really happen that often. And nor necessarily should it. It's not the goal of that particular channel. So if you push everything into can run into issues like that. We've talked even off mic about some of the wild things that you've seen in PMACs accounts.

**Speaker unclear:** You've mentioned some stories where you log in there and you're going, oh, we've spent way too much in an area to Yeah. I think the ones that kind of jump out to me this, I might be peeking into a lead gen example. But just with automated campaigns in general, for example, this a common one. So if anyone's listening and they want to look in their account and see, well, does my account have this issue?

**Speaker unclear:** It would be segmenting by conversions. Are you optimizing towards like calls from ads for example? That is a big one. I know you've seen it. And to clarify to everybody, like calls from ads, the definition of that is somebody who is clicking on your ad before they get to your site to call you, right? So like those people probably were either just looking for your business's phone number or they were like they're potentially looking for another business's phone number and they accidentally clicked on your ad to call.

**Speaker unclear:** So that's a really common example. And if you those can be really easy conversions to accumulate. Not saying that you shouldn't necessarily include them in optimization, but I've seen the campaigns spending thousands of dollars a month. And they are only optimizing towards that conversion action. And I'm like, Okay, so you are spending a lot of money. Either you're

really inflating your brand CPCs here because you're really just capturing people who would have come to your site.

**Speaker unclear:** Anyway, and maybe you're just overpaying for that customer. Or you're just spending money on poor quality leads. Yeah. And actually, one thing I'm going to pinpoint a portion that you just mentioned and then transition. But the brand side, which is one thing we haven't mentioned in PMax, getting clarity around brand searches versus non brand searches. And I see a lot of PMax campaigns that are overspending and inflating metrics because they're spending a bunch on their own brand name.

**Speaker unclear:** Totally. That is the biggest this is kind of where I start with my audits in general. I kind of think about things in terms of query organization. So I'll think about things in terms of brand search versus non brand search. And then versus shopping, which obviously contains both of those, right? But a different placement. Yeah. And one of my first things that I look at is how much are we spending on brand?

**Speaker unclear:** Because 9 times out of ten, ninety nine times out of 100, we recommend clients to spend on their own brand terms to have that brand protection, have that brand search campaign there. But we want to pay as little as we possibly can for those clicks, Like if this is such an easy campaign type to optimize and it happens I mean, is like 80% of the time that I am getting a prospective client audit where I am like, you are overpaying for your brand terms.

**Speaker unclear:** This is easy money that we can be saving you. So that's kind of where I like to start just to get an idea of what I'm going to see in the rest of the account. Yeah. And the other portion that I wanted to pick your brain on was connecting conversions and conversion volume to Pmax strategy. And I think that this actually will be a relevant question for anybody who's listening that might be at a smaller brand who's not spending \$100,000 a month in pay per click advertising.

**Speaker unclear:** LP, obviously, we have clients that spend \$1,000 a month or \$1,500 I'm curious on your thoughts around how many conversions, and not that it needs to be an exact number, but that threshold where you start to get enough data within an account to make the conversion bid strategies viable and the sample size big enough to actually have the automation work well. Is there like a threshold where you're like, hey, if you're under a certain size and we don't have any conversion data, maybe we should lean to a more manual strategy?

**Speaker unclear:** I'm curious of your thoughts on how we think about that. So there's a little bit of a gray area. I mean, recommends that you gosh, I think it's something more I have to honestly look it up. But I think it's It's 30 closer to a month? Yeah, it's definitely at least 30 a month. Yeah. That actually might just be for conversions, I think for conversion value, think it might be a little bit higher.

**Speaker unclear:** But there is this area of gray where if you have less than 30 a month, there better be a really good reason why that campaign is like standalone. So Yeah. And you know, when I'm talking like, I wanna remind everybody that this like, I'm talking about, you know, really potentially like large brands, large spenders. So like a lot of times like I will have the freedom to be able to segment things how I like, set separate out channels.

**Speaker unclear:** But when we're talking about, you know, smaller brands, smaller advertisers spending a couple thousand dollars a month like, then we're gonna get into the place where we wanna really make sure we're weighing our options with consolidation. So if you only have twenty, thirty, 40 conversions total account wide, then that is where I would potentially lean into one or two campaigns. That's where we want to make sure that we are so I guess it boils down to priorities.

**Speaker unclear:** So there's a few different ones. So pros and cons of having enough conversions for the campaign to optimize. But if you know that you have certain products that have such a high conversion value and potentially decent margin, it might make sense to take a little bit of an efficiency hit just to push spend into that if that is your goal, right? And So like there's different ways we can do that. I mean, there's a lot of different custom strategies to kind of try to live in the best of both worlds.

**Speaker unclear:** But it's tough when we talk like, oh, well, what's the threshold? It's like, yeah, I would say 50 per campaign if we're talking optimizing toward value is probably more ideal. Yeah. The higher, the better but then at a certain point then you can start to look at okay, so now that I have plenty of conversions, what else can I be accomplishing with this? Am I gonna start to look into new customer acquisition or margin optimization or product type optimization or so on and so forth?

**Speaker unclear:** And one thing I heard you mention there was consolidation, which I actually think is an important word, especially in the current world of pay per click because, again, us as old timers here, segmentation and granularity was such a major part of how to manage an account efficiently. As automation's gotten better, that conversation is turned Yeah. Into when consolidation is a good idea. And oftentimes, consolidation actually is the method to go down.

**Speaker unclear:** So when and I think it's an interesting question because, again, it's a strategic question that doesn't have one right answer. Right? Totally. Waste is pretty easy to point at and go, hey, this is clearly a search query that is unrelated to your business. Yeah. The consolidation has a little bit more gray And area, I did wanna get your thoughts around when you start to advise brands to consolidate into a more simplified account structure, and a more simplified campaign structure, and when you find it necessary to go, hey, it actually might still be useful to have a more, again, granular account in campaign structure.

**Speaker unclear:** What signals do you look for? What goals would the client have to help lead you in one direction or the other? Yeah. So it's a great question. And it is probably why I have a job. I'm glad I asked Yeah. Mean, this whole This is your chance. And I do tend to live in both worlds where I still if you've ever done an audit with me, I will still use the word granular because I will never let that die.

**Speaker unclear:** Think there is a time and place for granularity. Yeah. And then consolidation as well. Because I remember when I first heard the word consolidation spoken by Google a few years ago. Then really now, they're like, you should just have one campaign. That's an exaggeration. But I have heard that before. Consolidation. Yeah, consolidate So I think what's really important to do first off and this is what comes back to looking at the first thing I do anytime I'm in an account is I look at the goals.

**Speaker unclear:** And ideally, I've had our sales team has had conversations with them. We know they're potentially platform ROAS goals or business goals. Or what are we actually trying to accomplish here? Is it just we want to hit a 5x platform ROAS on Google? Or is that really the goal? Or are we trying to unlock business growth? And we're still in the process of optimizing our media mix. And we're trying to figure out incrementality.

**Speaker unclear:** Onboarded new platforms like Triple Whale to help us understand what splash each channel is making. So goals are really complicated, right? And anytime somebody comes to you just saying, I want a 5x. I'm like, well, know that this is more complicated than that. So I think listening to the nuanced goals of the customer, understanding that and understanding where they've been and where they're where they're going because that's important too when you're setting up an account.

**Speaker unclear:** You kind of want to know what is the trajectory. We want to make sure that our data there's a lot of integrity here. We don't want to just be switching things all the time because that is never good for an account. So yeah, I mean, yeah. To keep it simply, main goals of the client. Yeah. Identifying the goals. Right. Like identifying the goals and then deciding, okay, here are the things that we want to accomplish and here are the things we can accomplish with Google Ads.

**Speaker unclear:** So how do we prioritize those? Like I would say, if I can consolidate everything and still accomplish everything else, then that's what I would do. I would have one campaign. And if that reaches all of the other priorities, then there's no reason to have another campaign. If there's not another strong reason to separate things out, then there's no reason to do it. Don't just segment to segment. Like that, I think, is different about five years ago where we would just segment to segment because we're like, well, we don't know what we don't know.

**Speaker unclear:** We want to like And it offered control. Right. Offered control. But now, like, you really like, we really, really value those signals housed in campaigns. So anytime you're segmenting a campaign or channel, whatever, you better have a really good reason for why you're doing that. So yeah, sometimes when people, they come to me and they're like, well, how many campaigns do you think I should have? I'm like, I can't answer that until Right.

**Speaker unclear:** That's just the wrong question. Which is hard to tell somebody. Hey, you're actually missing the mark on the initial ask here because it's not a Like, if I don't know more, then I'm going say one campaign. Yeah. Yeah. Yeah. Which is Or such a different two for brand because brand control. But a different answer than maybe we would have given even a few years ago or a handful of years ago. The other thing that I've seen that I also want to get your thoughts on is how brands are viewing PPC as part of their overall marketing funnel.

**Speaker unclear:** From what I remember, and again, small sample size from my own personal experience, that there was a lot more focus in the past around raw return in an account, looking in platform. Yeah. To my experience, least, I'm seeing more brands and more marketers aware that you need to be measuring things cross channel. Yes. And that the true value cannot be measured inside of an individual platform, but it's about the larger halo impact that the paid ad account is having.

**Speaker unclear:** And beyond that, because user journeys look very different now than what they looked like three or four years ago with AI overviews and Gemini and that research may be happening not on Google, not on a brand website, but happening elsewhere. It seems like a lot of those expectations are shifting. I conversations that you have with enterprise brands currently, is that a common theme in a more holistic view? And if not, what are the common themes that you've seen pop up that maybe you didn't hear about during audits a few years ago?

**Speaker unclear:** So I think that advertisers are getting there. I would say it is surprising the amount of advertisers that come to me and just say, yeah, I mean, we've always shot for this goal and this is just how we look at Google and that's just kind of like set forget it. That's always something that I try to challenge and I know that account managers on the paid media team, that is a daily challenge for them is to kind of get their clients to kind of think outside the box and make sure that they are thinking about their media mix in the right way.

**Speaker unclear:** So yeah, I would I mean, I would say some advertisers are still kind of behind the curve but I mean, I think that now the difference is with, you know, an advertiser who is savvy, who like I you know, I'm talking to this person and I think that like you know, I think that they're really on top of their stuff. I think that they're you know, really up to date with like how digital marketing just works as a whole.

**Speaker unclear:** What they do really well is they kind of understand this new evolution as like there's there's like layers of goals, right? Like they understand kind of like the halo effect and they're breaking down breaking that down into different metrics. I still think that you can still translate those layers and all of those business goals and the halo effect and MER and everything into a platform ROAS that you end up shooting for in the short term.

**Speaker unclear:** Because at the end of the day, there's so many things to be aware of. But it is still important to create concrete goals in a platform because it helps us optimize in platform while balancing those overarching goals. So like and we wanna be dynamic and we wanna be like open to change so that those goals might change or they might evolve but I think it is good to translate the goals to every level so that you have marching orders so you're not just like totally floating in space being like, let's just see how this feels with this ad spend.

**Speaker unclear:** I don't love that form of optimization. Yeah. And I'm even curious when you're thinking future focused, when you're thinking about what pay per click accounts and what auditing in those accounts look the future, how do you think that's going to change? Do you think that your auditing process is going to look very different in maybe even like a year or two? Where do you think things are headed from At some point, AI is just going to be doing my job.

**Speaker unclear:** I'm going be on a beach. So maybe that'll happen in the next couple of years. We'll see. And I think the important thing to remember is so I think five years ago, we were really big on practices. We had levers we could push and pull and we had things we can do. I think now we've gotten into this really nuanced space of I guess there's so many different ways that you can approach things.

**Speaker unclear:** At the end of the day, when we're working with clients, we're working with people and teams. And teams will always operate differently. And goals are shifting. And there's so many headwinds and so many different nuances that it is still important to understand even if this or even if this optimization or this strategy seems like the best fit, Maybe it's not because maybe the cadence at which we can have access to these trends.

**Speaker unclear:** There's just there's so many different things that kind of go into the equation of building a strategy of what we think is going to work long term that I think it all still I think it's always going to boil down to a human element of like, Okay, well, what is like what actually makes sense for this relationship? What makes sense is this worth the trade off of having to collaborate on this tedious project that, I don't know, you have to do every week or whatever.

**Speaker unclear:** There's a lot of different trade offs and balances that you have to think about when thinking about what type of strategy do. Yeah. The thing that I see is the ability to accelerate the analysis of accounts for Bright People, right, where these tools can help you process a little bit quicker, maybe get some things done that may have taken more time, but you can expedite that. Totally. But at the end of the day, a lot of that decision making does come down to a strategic background and knowledge of other accounts that have maybe been managed that you've seen, experience that account managers have had, what they've heard from clients about those strategies,

**Speaker unclear:** and the larger business impact that doesn't happen inside the computer, but happens at the business level. That's happening in person if you're a local lead gen business, or what's moving off the shelves if you're an e So com there is that larger connective piece that I think will continue in the future. But a lot of these tools, I think, are going to help bright people kind of like Yeah. I mean, saves me time, I love Yeah.

**Speaker unclear:** Yeah. No, again, it will be very interesting to see where things progress ahead. But yeah. No. That was that was great, Kenzie. Thanks so much for joining us today. That's our time. Hopefully, we'll have you back on soon. Yeah. In the future. Yeah. Well, thanks for having me. A big thanks to Kenzie for joining us and giving us a look inside what goes on in a Google Ads audit today.

**Speaker unclear:** Don't forget to visit [adlabpodcast.com](https://adlabpodcast.com) for your free marketing review and special listener discount. Subscribe, leave us a review, and we'll see you next week in the lab.