Performance Max Campaign Launch

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A guide to preparing and launching a Google Performance Max campaign.

Performance Max Troubleshooting Protocol

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A troubleshooting guide for reviewing common Performance Max campaign problems.

ROAS that Actually Pays

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Examine advertising return with attention to costs, attribution and customer value.

Setup Your First A/B Test

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Prepare a first advertising A/B test with a clearer hypothesis and measurement plan.

SMART Goals Framework

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Translate paid-marketing ambitions into specific, measurable campaign goals.

Strategic Test Element Selection

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Prioritize advertising test ideas by potential impact, risk and available resources.

Strategic YouTube Campaign

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A guide to planning a YouTube advertising campaign around an audience and objective.

Testing Data Analysis Framework

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A framework for turning advertising test data into useful business decisions.

Trust Signal Implementation Framework

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A guide to choosing and placing trust signals in a marketing or sales experience.