

# Google Ads + Blip

If you're looking for a product or service, what is the first thing that you do? In today's digital world, you most likely Google it or take to social media to ask for recommendations. Now, with the power of digital advertising, you can get an ad for the exact service or product that you need by typing a simple search query. Now, how much faster or easier would that decision be if you saw that service's brand multiple times on your journey, not just from a Google ad, but also on a digital billboard?



Integrating Blip with your Google Ads will maximize the effectiveness of your marketing campaigns and diversify your offering for clients.

## REACH MORE PEOPLE

Using Google Ads and Blip together in your marketing efforts will help create a lasting impression on potential and existing customers. Each type of advertising has a unique and essential role in the customer journey. Billboards build brand awareness and ask customers to remember you. Google Ads remind customers to act.

Research has shown that click-through rates (CTRs) rise +56 percent above the industry average when OOH is added to a mobile campaign. And, when OOH is added to a media plan, it can dramatically increase the reach of the overall campaign.

- OAAA

+ 56%

## MAXIMIZE RESULTS

While there are many benefits of using Google Ads and billboards, one of the main benefits is the uplift in results. If you know your audience, the message you're trying to send, and the right channels to send them, you will see.

OAAA reported the following on how creating the right marketing mix can improve results for your campaigns.

Integration with Google AdWords to measure cost per click and click-through rates by area, in order to quantify performance efficiencies in online advertising. As outdoor advertising drives up a company's awareness, its online ads perform more efficiently.

- Matt O'Connor, Adweek

### ONLINE CONSUMER ACTIONS

From the consumer's viewpoint, digital billboards are an offline medium, but the ads prompt online action. Between 16% and 18% of past months digital billboard viewers have visited an advertiser's website or searched online after seeing a message.

