

For every €1 you spend  
on Google Search  
globally, you get €6 back.

But how do you actually build a  
modern strategy that delivers  
those results?

Discover the **Search Four  
framework** to maximise your ROI.



# 1 Data strength

**Build and activate your data strength** to boost your ROI

- Connect your data sources and maximise signals in **Data Manager**.

## 2 Bidding goals

**Align your bidding strategies** with business targets

- Embrace Smart Bidding strategies that steer Google AI to capture high-value outcomes for your business.

# 3 AI targeting and creatives

**Adopt the best AI-powered solutions to drive your goals**

- AI Max for Search campaigns
- Performance Max campaigns




# 4 Demand-led budgets

**Set flexible budgets** to unlock maximum opportunity

- Establish budgets – monthly, flighted or daily – that unlock profitable growth.

# Follow the Search Four framework

- ✓ Data strength
- ✓ Bidding goals
- ✓ AI targeting and creatives
- ✓ Demand-led budgets

Save this post for your next campaign planning session! 

# Think Consumer

Be where **discovery starts**  
and **decisions are made**

Google  YouTube



**Source:** Google Conversion Lift Analysis, Global, 143 Conversion Lift studies run between January 2021 - July 2024.

Optional methodology line: Conversion Lift is an exposed/control experiment that measures the incremental conversions driven by Google Ads campaigns.