

**Connect. Engage.  
Analyse. Grow.**

with 'LOGICSERVE MASTERCLASS'



## LOGICSERVE MASTERCLASS

### 7. Explore the World of GMP with Use Cases & Case-studies

Who should attend - Brand Marketers leading Digital Marketing Functions

April **28<sup>th</sup>** 2020

**TIME:**

IST 3:00 pm / GST 1:30 pm / GMT 9:30 am  
(One Hour Session)

# ABOUT LOGICSERVE DIGITAL



The fastest growing global conglomerate with expertise in new-age Digital Media, Creative, Data & Analytics & Technology Solutions.



**+350** Agency Strength   **+122** Awards Bagged   **+500** Happy Clients



Our team of specialists is devoted to delivering & optimizing **Audience-centric, Data-driven marketing**, globally using Google Technology



Google Marketing Platform  
Certified



Google Marketing Platform  
Sales Partner



Product certifications: **Analytics | Tag Manager | Optimize | Data Studio | Display & Video 360 | Campaign Manager | Search Ads 360 | Creative**

# Agenda of this Webinar

- 1 What is GMP?
- 2 GMP Ecosystem - An Overview
- 3 Using GMP to take my brand to the next level
- 4 Summary
- 5 Q&A Session





# **GMP – An Introduction**



# A Unified Advertising And Analytics Platform for Smarter Marketing And Better Results



Plan, Create, Buy & Measure Ads

Search Engine Management

Measure Deep Insights

Easy Tag Management

Data Visualization

Web Usability Testing

Digital Panel Survey



# Poll 1

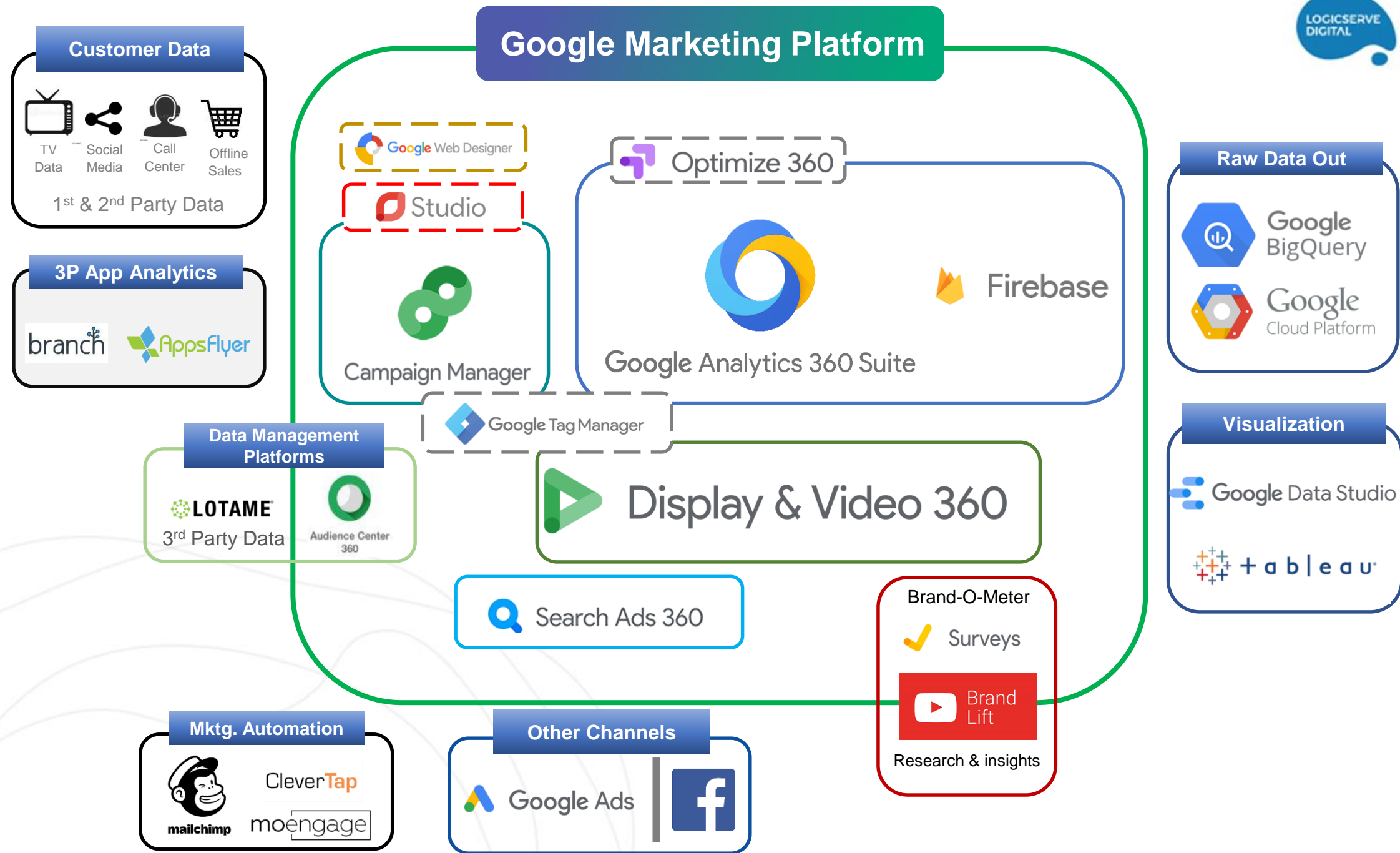
**Which of following products in the GMP stack have you used / explored?**

- DV 360
- SA 360
- GA 360
- Google Optimize 360
- Google Audience Center 360
- Google Tag Manager
- Google Surveys
- Google Campaign Manager
- Google Studio
- Google Web Designer
- Google Data Studio



Google Marketing Platform brings together DoubleClick Digital Marketing and the Google Analytics 360 Suite to help you plan, buy, measure and optimize digital media and customer experiences in one place. Google Marketing Platform helps you deliver more relevant and effective marketing, while ensuring that you respect your customers' privacy and give them control over their data.





# GMP Use-Cases



# The Brand Journey

## Launch

I'm launching my brand in the market.

**I want to:**

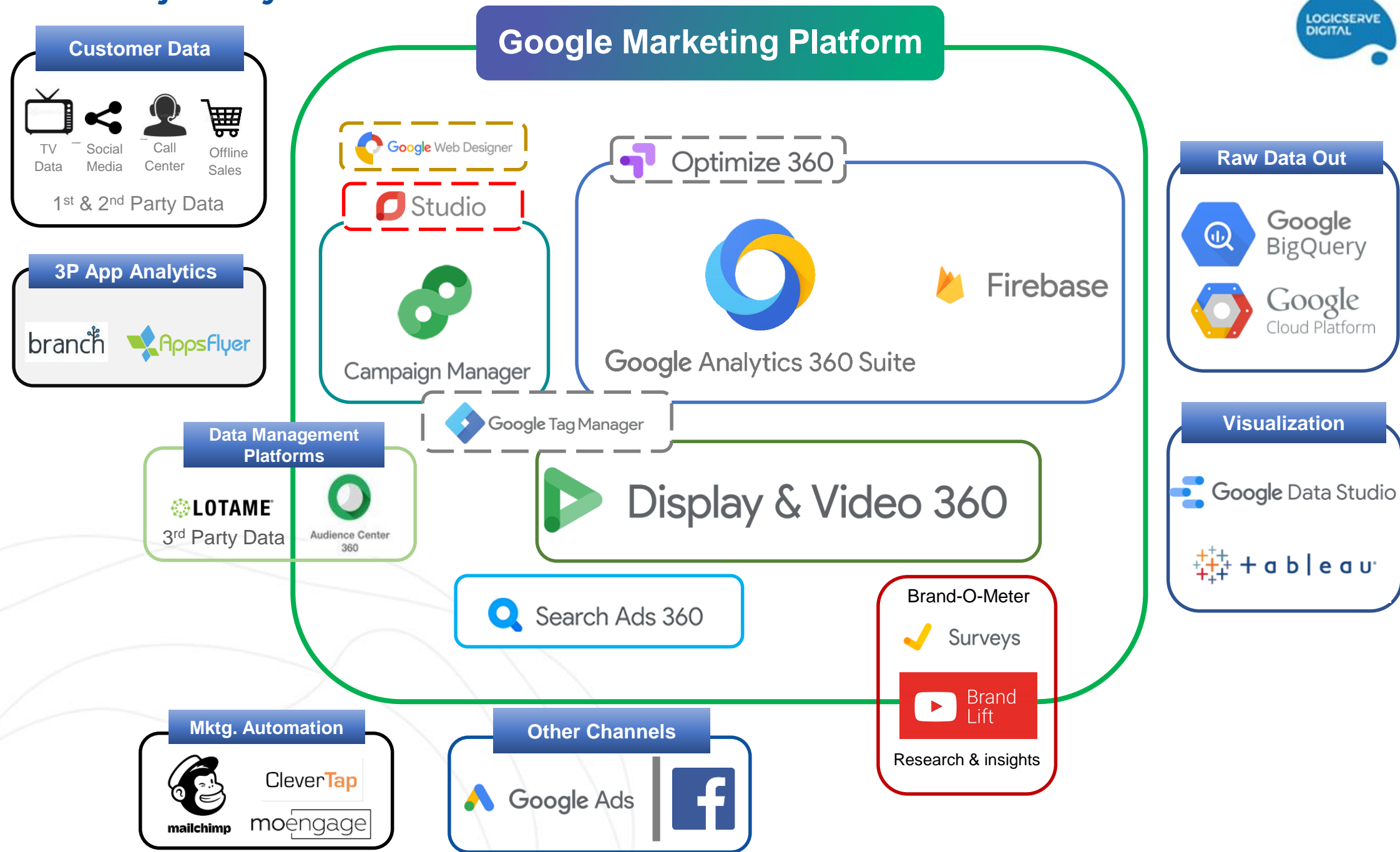
1. **Generate more Leads**
2. **Generate more Conversions**
3. **Acquire App Users via App Installation Ads**



# BRANDING



## The Brand journey - Launch



# The Brand Journey

## Scale Up

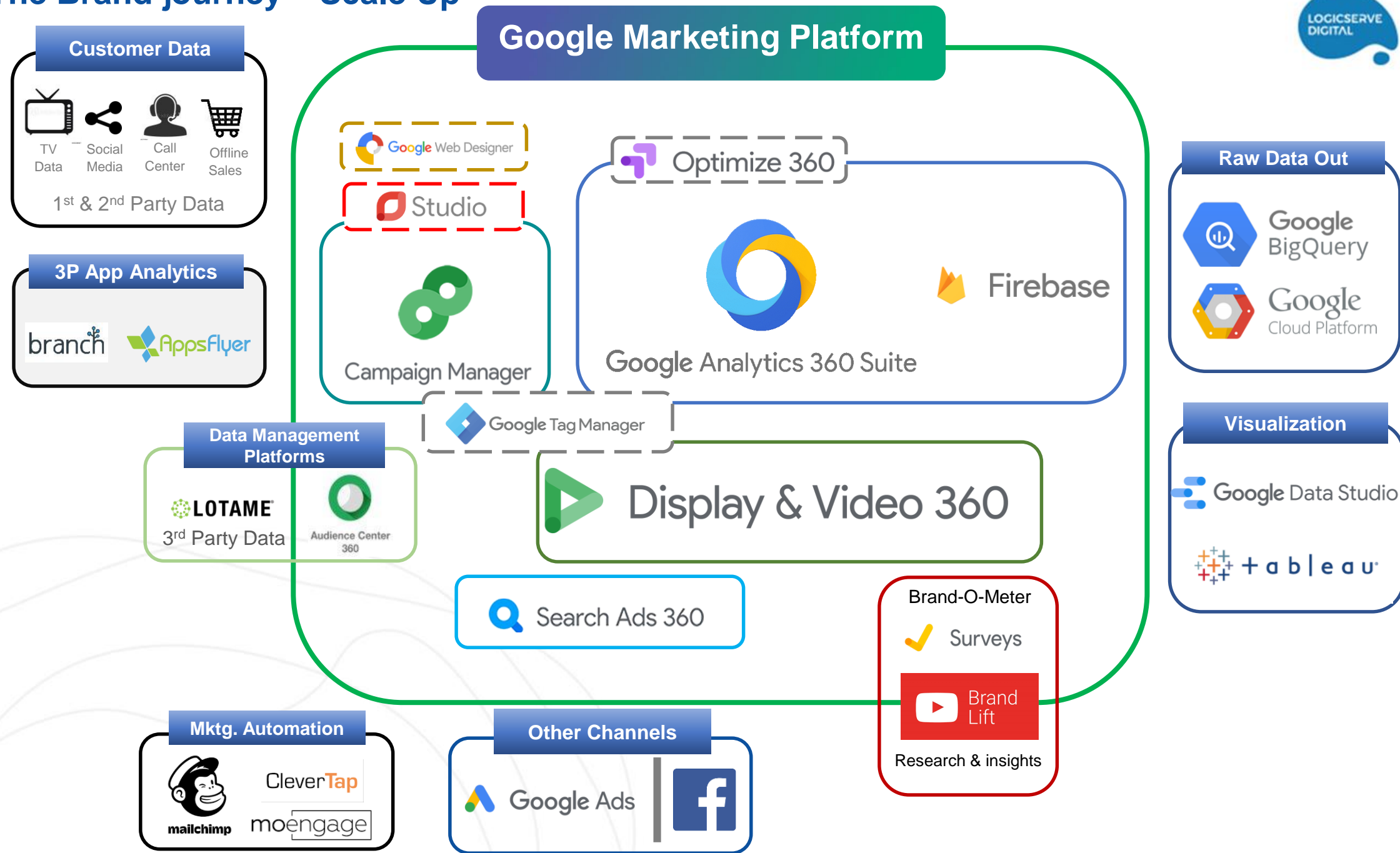
My brand has been around for some time.

I want to :

1. **Gain Market Share quickly by deploying brand and performance campaigns @ scale**
2. **Measure impact of these campaigns on your brand**



## The Brand journey – Scale Up





# The Brand Journey

## Build & Nurture Audiences

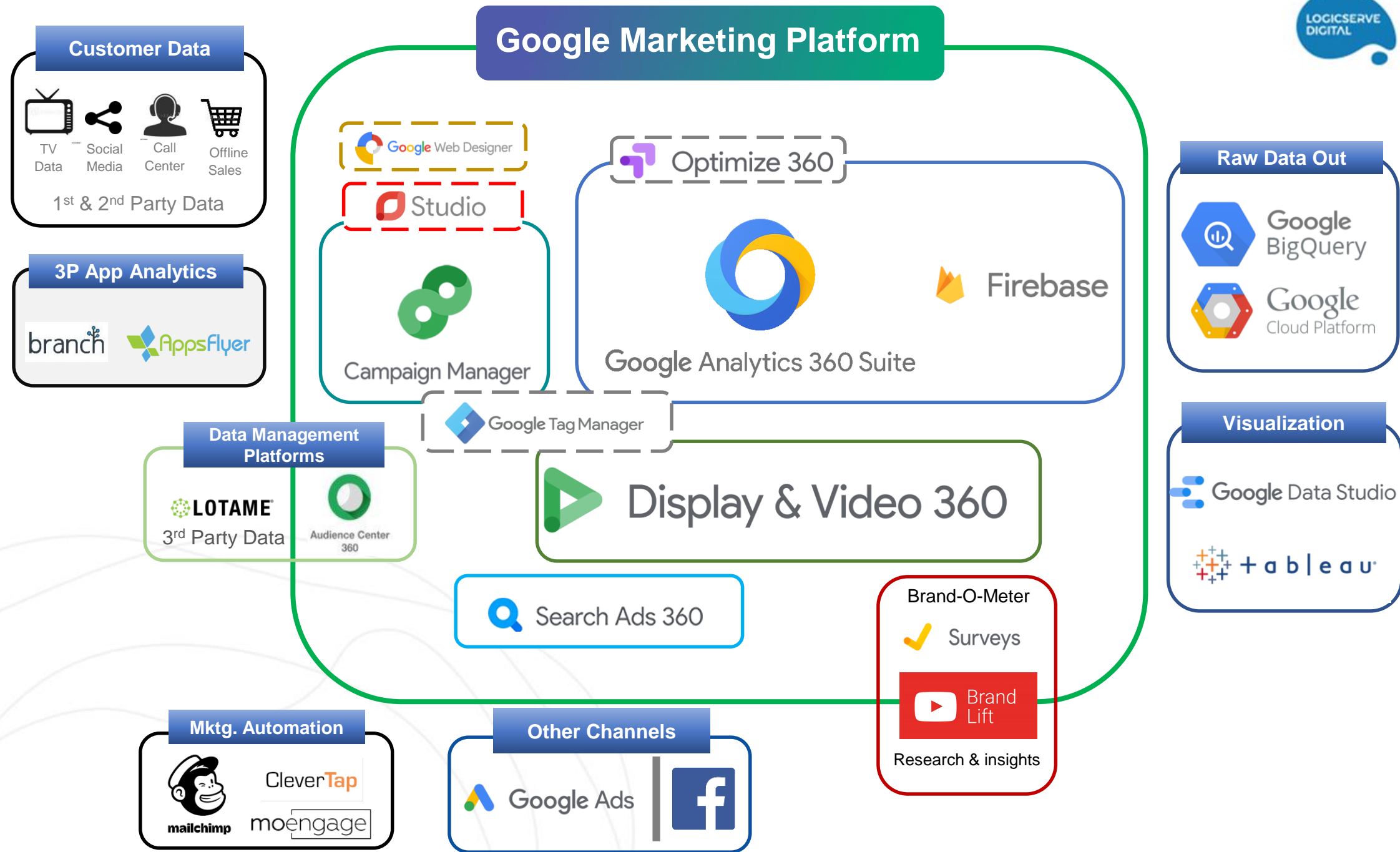
My brand has already built a sizeable audience by involving in sustained full funnel marketing campaigns.

**I want to :**

1. **Nurture your audiences via Remarketing Campaigns**
2. **Leverage existing 1<sup>st</sup> party and 2<sup>nd</sup> party cookies to reach out to similar audiences**
3. **Reach out to curated 3<sup>rd</sup> party audiences**
4. **Manage all audiences in one place & make it available across your stack**



## The Brand journey – Build &amp; Nurture Audiences

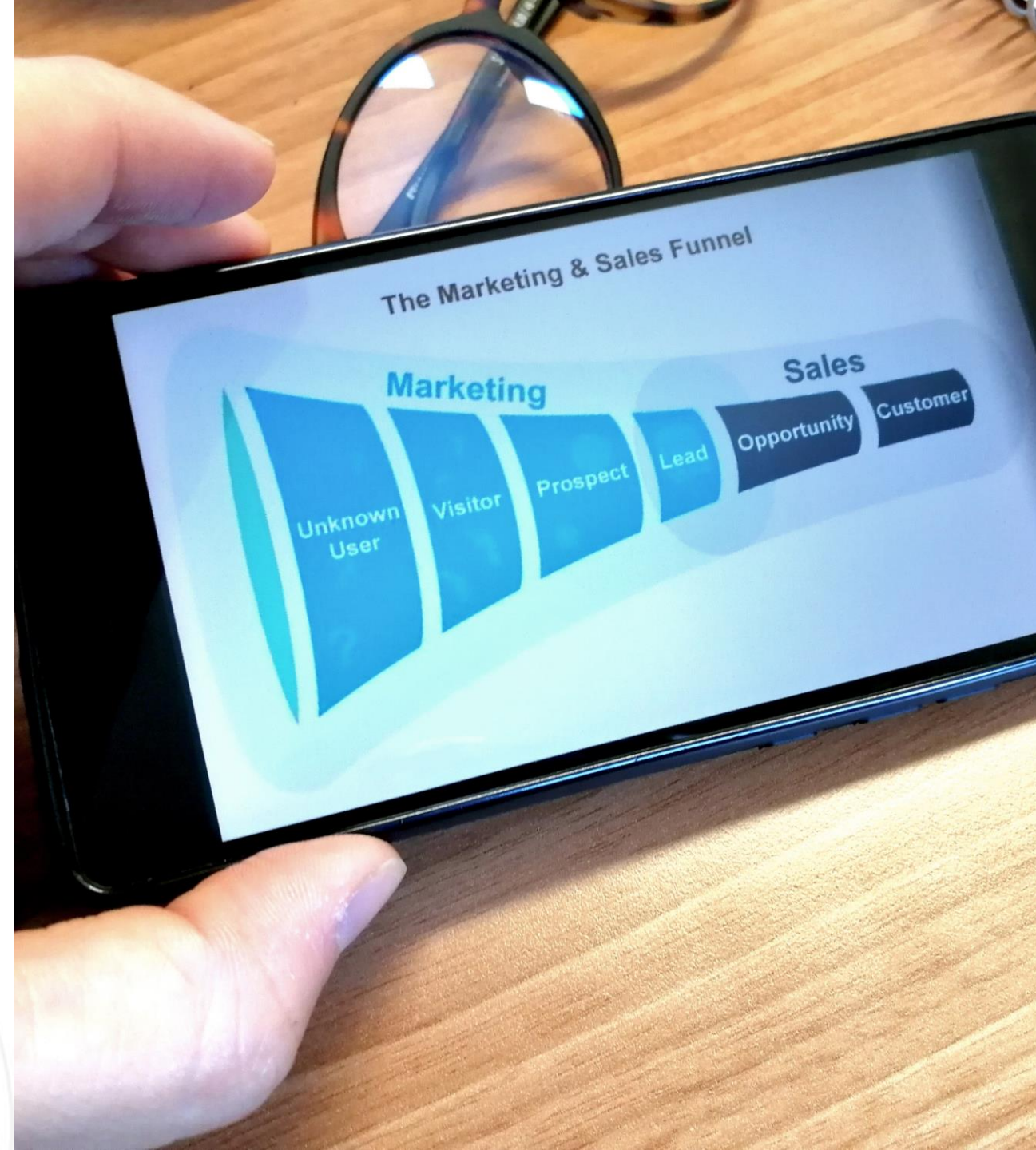


## The Brand Journey Full Funnel Optimization

My brand has been advertising across multiple digital channels not just within the Google Ecosystem but beyond. It is a well-oiled machine now.

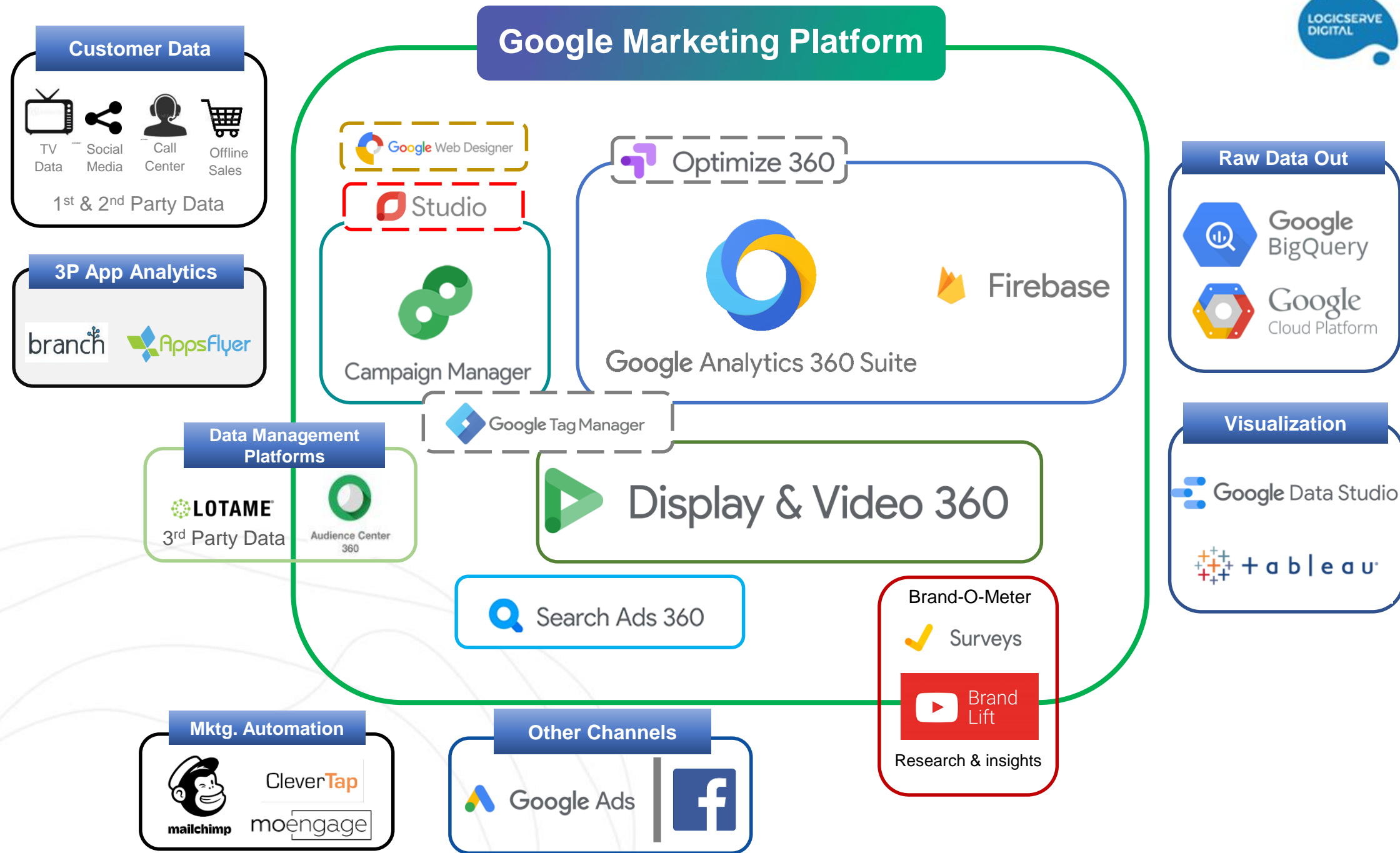
**I want to :**

1. **Attribute channel performance across the entire user journey**
2. **Allocate media spends to best performing channels**





## The Brand journey – Full Funnel Optimization

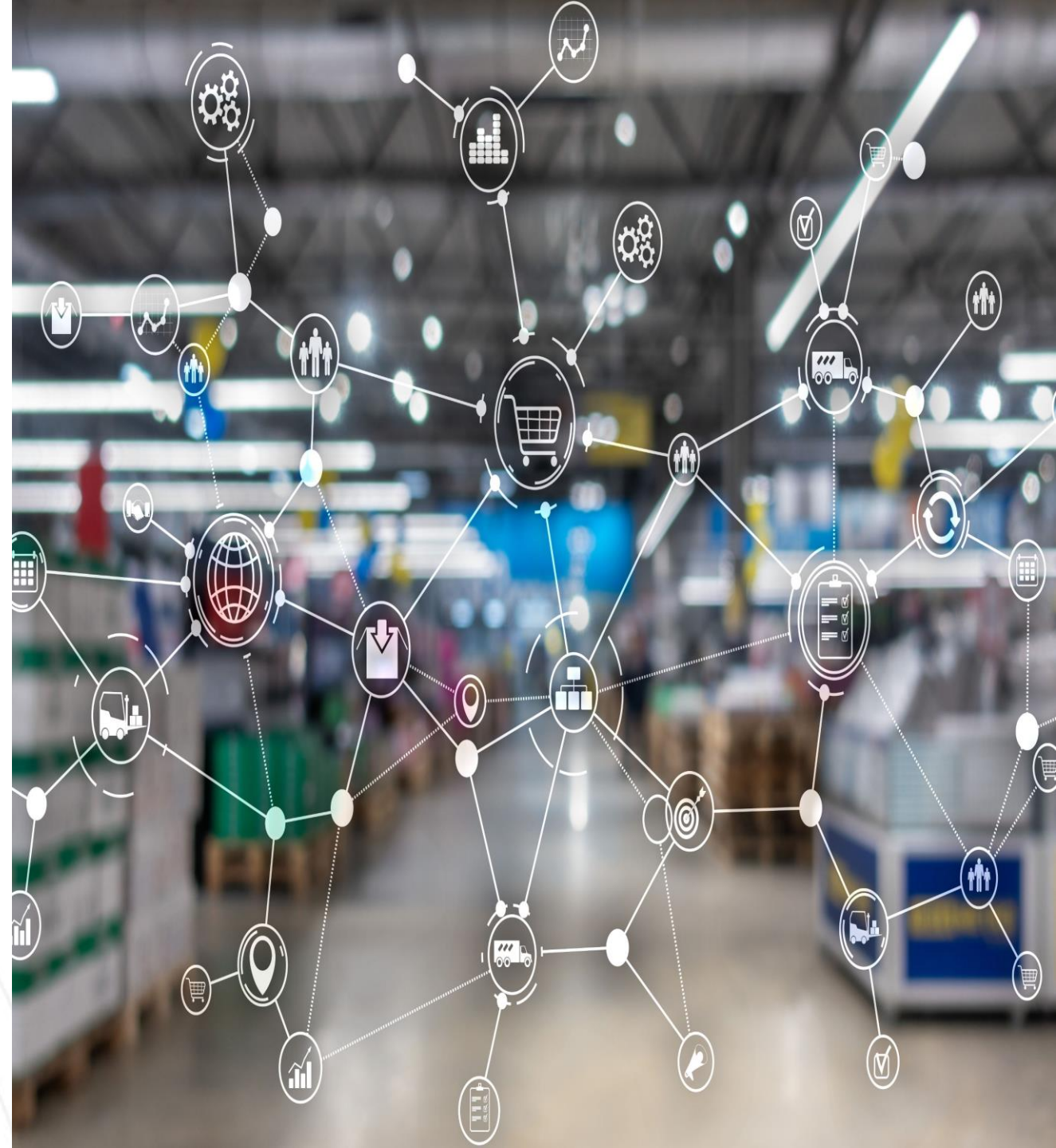


## The Brand Journey Map the Offline Journey

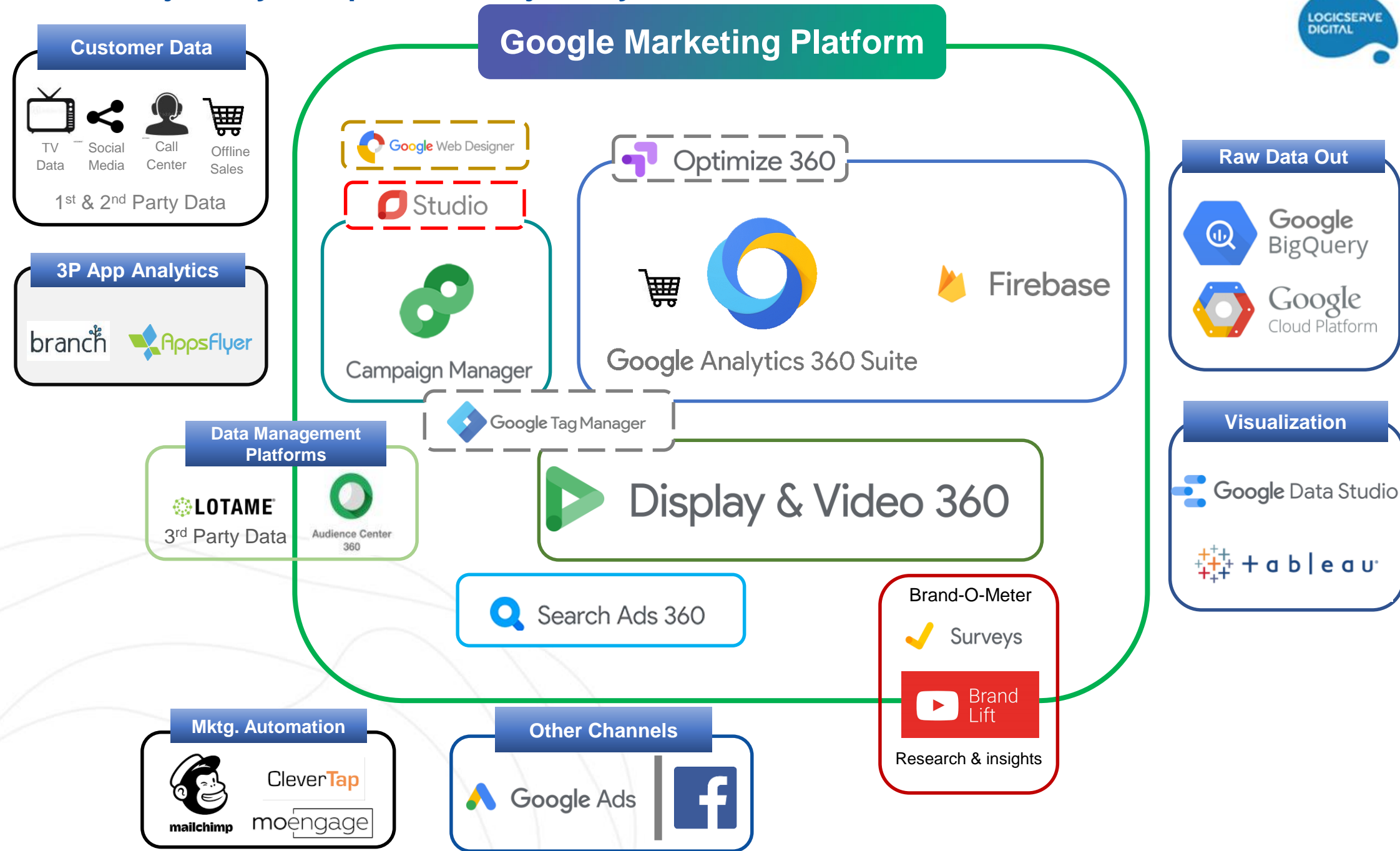
My brand has a significant amount of offline journey.

**I need to :**

1. **Capture the offline journey and build a central funnel**
2. **Measure better and re-calibrate my marketing efforts.**



# The Brand journey – Map the offline journey





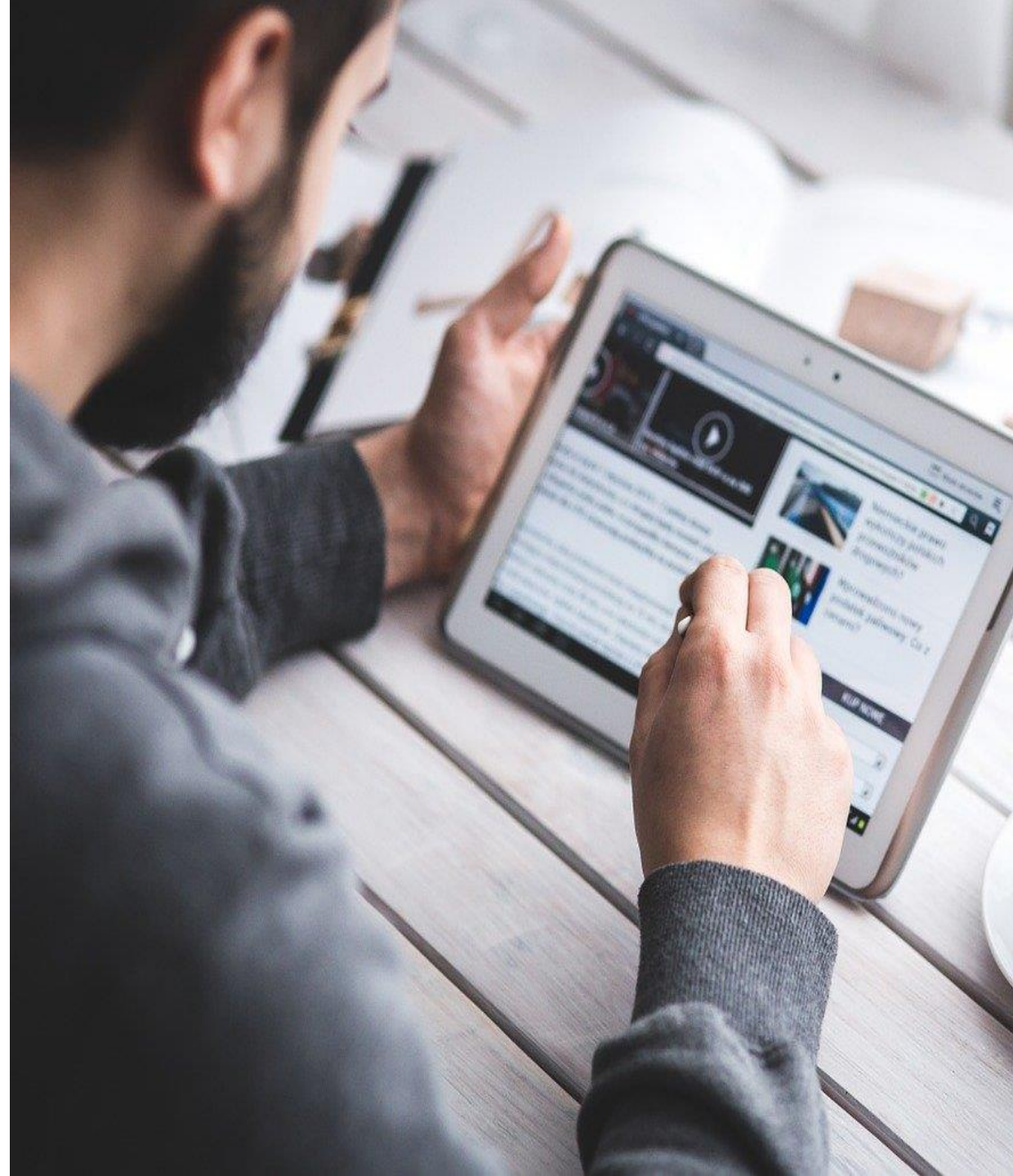
# The Brand Journey

## Personalize @ Scale

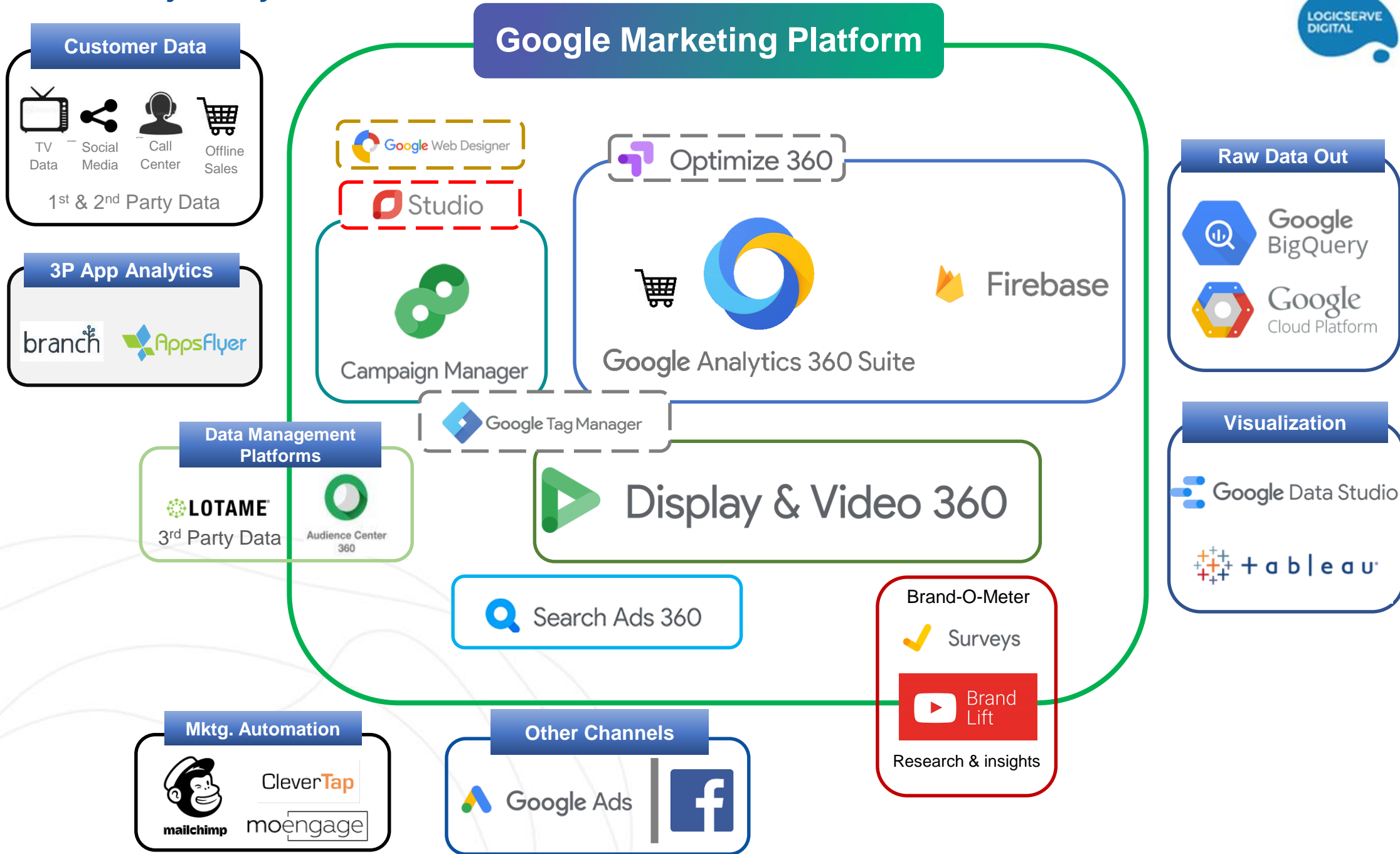
I have captured a great deal of data around my audiences.

**I need to :**

1. **Show personalized and dynamic ads to users at scale**
2. **Personalize user experience when they land on my website too after clicking on an Ad**



## The Brand journey – Personalize @ Scale





# The Brand Journey

## Mature Brand

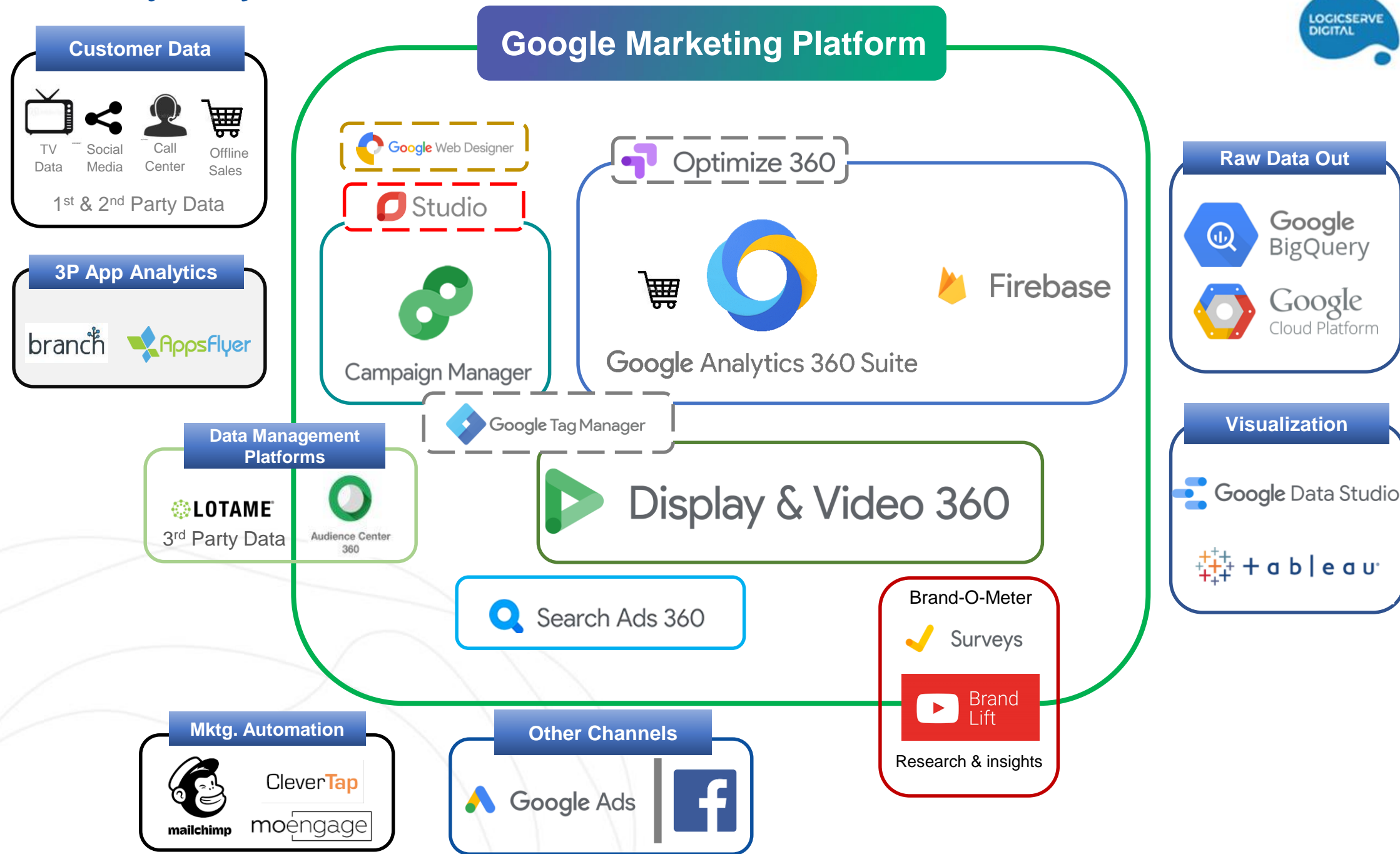
I'm managing a mature brand that has taken care of most of these aspects.

### What's in it for me?

1. **Measure where you are using Surveys and Brand-o-meter and keep tuning your efforts.**
2. **Create better dashboards and visualization so that you generate better insights**
3. **Feed the insights back into the stack to keep optimizing**
4. **Note that it's a cycle and not a linear process.**



## The Brand journey – Mature Brand



## The Brand Journey Ideal Stage

- ✓ **Full Funnel Marketing**
- ✓ **Great Web Analytics & Tag Management**
- ✓ **Personalizing cross-channel experiences at scale**
- ✓ **Intelligent Dashboarding to generate timely insights**





# Q&A Session



# Thank You

The logo consists of a large blue speech bubble with the text "LOGICSERVE DIGITAL" inside it, and a smaller blue circle below it.

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DIGITAL

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