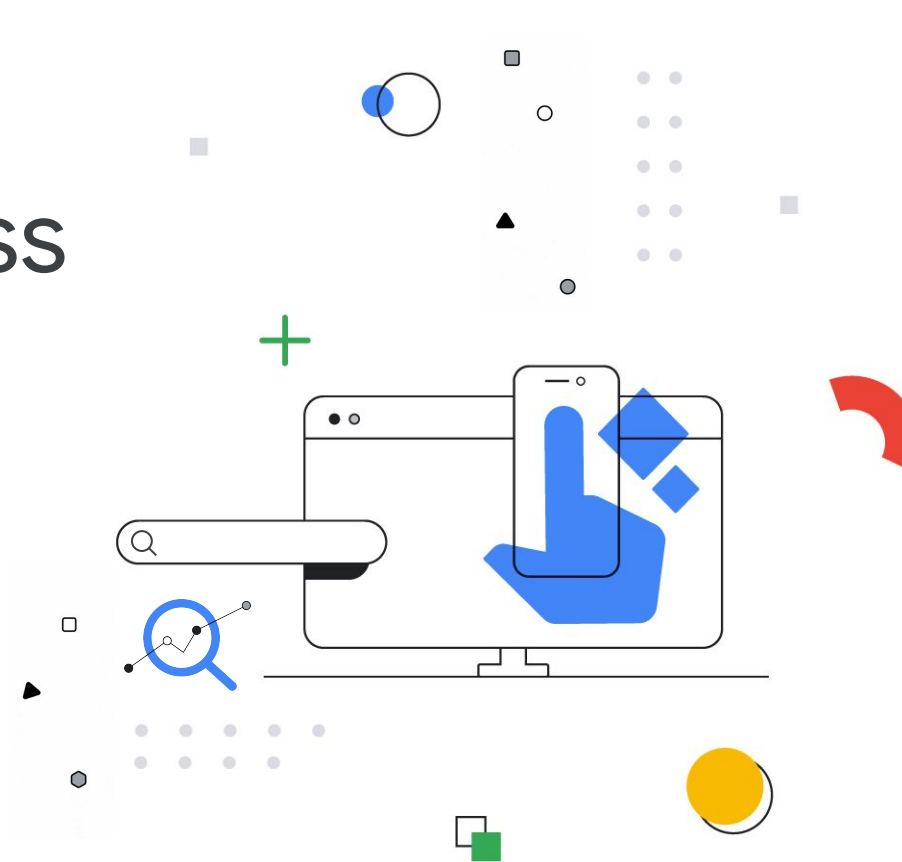


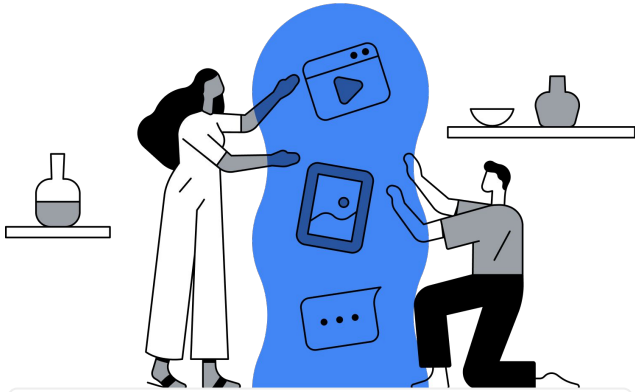


Elevate your Business Growth



Company : Whale Safaris
CID : 964-893-7888





Topics

1

Who We Are?

2

Ready, Set, Grow!



Introduction

Who We Are?

We are seasoned digital strategists who collaborate with top-tier agencies / companies and help them navigate Google's dynamic digital landscape. We're here to support your success by helping you connect with customers and grow your business.

No matter what your business goals are, the following Ready, Set, Grow! framework will allow us to better align your business and campaign goals to ensure we are:

- Capturing performance gains with the latest technology
- Remaining competitive within the growing market
- Driving incremental business value as a true partner



Ready, Set, Grow!

Proprietary + Confidential

Unleash your campaign potential by setting the right budgets and focusing on driving business goals.

Get Ready

Understand Your Business Objective

- Grow Profits
- Grow Sales or Revenue
- Increase Market Share
- Grow Leads Efficiently

Make Strategic Decisions

- Evaluate campaigns based on the right metrics towards business objectives
- Partner with internal/external experts to make smart target/budget decisions
- Better equip ourselves to leverage automated solutions & machine learning

Understand the Performance Journey

- Reach our performance/budget goals
- Connect the right data
- Measure the right conversions
- Run tests to gain learnings

[Source:](#)

Google

Ready, Set, Grow!

Proprietary + Confidential



Your Search Opportunity

Get set

If you don't have available budgets
and/or are not meeting ROI goals

1. Leverage ["Reallocate Your Budgets" Recommendations](#) to ensure all allocated budget is spent in the right places
2. Improve budget efficiency with [Smart Bidding](#)
3. Leverage [planning](#) to identify efficiency gains within allocated budgets
4. Monitor [Account budgets](#) pacing
5. Enable full budget flexibility with [Shared Budgets](#) & [Portfolio Bid Strategies](#)

Grow

If you have available budget and/or are meeting ROI goals

1. Uncap profitable campaigns with ["Raise Your Budgets" Recommendations](#)
2. Grow volume at a new ROI with ["Raise Your tCPA" and "Lower Your tROAS" Recommendations](#)
3. Align C-level Business Objectives (reposition search as a total profits driver)
4. Leverage [planning](#) to identify growth opportunities within current campaigns
5. Discover new coverage opportunities by analyzing [trends](#) / [competition](#) and adopting new keywords / channels with [Recommendations](#)

[Source:](#)

Thank you