

# Google Ads for the Channel

Grow your Partner Pipeline with Zero Effort



## Is Your Google Ads Campaign Strategy Ready to Push Traffic Directly to Your Local Channel Partners?

As a business with an indirect sales channel, you work through independent channel partners to market, sell, fulfil and optimize your products and solutions. Channel partners are typically small and medium businesses, but they generate a large percentage of the revenue for you as a vendor and brand.

The way customers buy has changed in today's digital world. Online search is used across the entire journey to research purchases and mobile search is growing by double digits in almost every vertical, in both B2B and B2C. Mobile search accounts for 1 in 3 searches that are related to local purchase intent and local searches like "near me" have grown globally by over 400% year-on-year. Google is both the most used and most helpful resource for B2B used by 54% of buyers when exploring which products, tools, or services to purchase for their organization.<sup>1</sup>

So while buyers are predominantly online and are increasingly looking for local suppliers during their research journey, the majority of local channel and reseller partners have little or no online visibility.

### ► A One-Of-A-Kind Solution

Impartner and Google have formed a technology partnership and developed a unique solution to solve this all-too-common local reseller online visibility problem. Our Google Ads for the Channel solution allows you to centrally create and implement local Google Ads campaigns for all of your channel partners, and unlike other marketing programs, it requires zero effort by your partners. You are in full control of your brand and no longer have a lack of visibility on local search. It's simple, when a prospective customer clicks on one of your partner Ads, they will be automatically be redirected to your closest partner's website.

### ► Generate Leads and Insights

Google Ads for the Channel is an easy to manage and efficient solution for partnership teams who are eager to optimize their indirect sales channel and overall marketing strategy through digital marketing. Our solution has been proven to bring a 300% increase in leads generated through partners, but its value extends far beyond demand generation. Google Ads for the Channel produces invaluable customer data which combined with our unique artificial intelligence tool, you can use to optimize campaigns and make better-informed global partner marketing decisions.

### Key Features

- Setup and optimize Google Ads campaigns for channel partners fully automated and at-scale
- You control the co-branded partner Google Ads campaign messaging and bidding
- Enable channel partners to run co-branded Google Ads campaigns including co-branded landing pages without any effort from the partner
- Automatically assign and distribute leads to partners based on their Google Ads campaign
- Full visibility of performance across all partner campaigns through extensive reporting

## About Impartner

Impartner is the fastest-growing, most award-winning provider of channel management technologies, including its flagship Partner Relationship Management (PRM) and Through Channel Marketing Automation (TCMA) solutions, which help companies worldwide manage their partner relationships, drive demand through partners and accelerate revenue and profitability through indirect sales channels.

We'd love to show you more about how Impartner's Google Ads for the Channel can supercharge your partner marketing strategy.

[Request a Demo Today!](#)

<sup>1</sup>Source: Google/Ipsos:Consumerization of B2B – December 2021