

USING GOOGLE ADS TO FIND MORE HAPPY CUSTOMERS



USING GOOGLE'S CUSTOMER MATCH TO FIND MORE HAPPY CUSTOMERS

Google Ads provides a powerful feature that lets you advertise to customers who are similar to a list of customers that you provide. This is called [Customer Match](#).

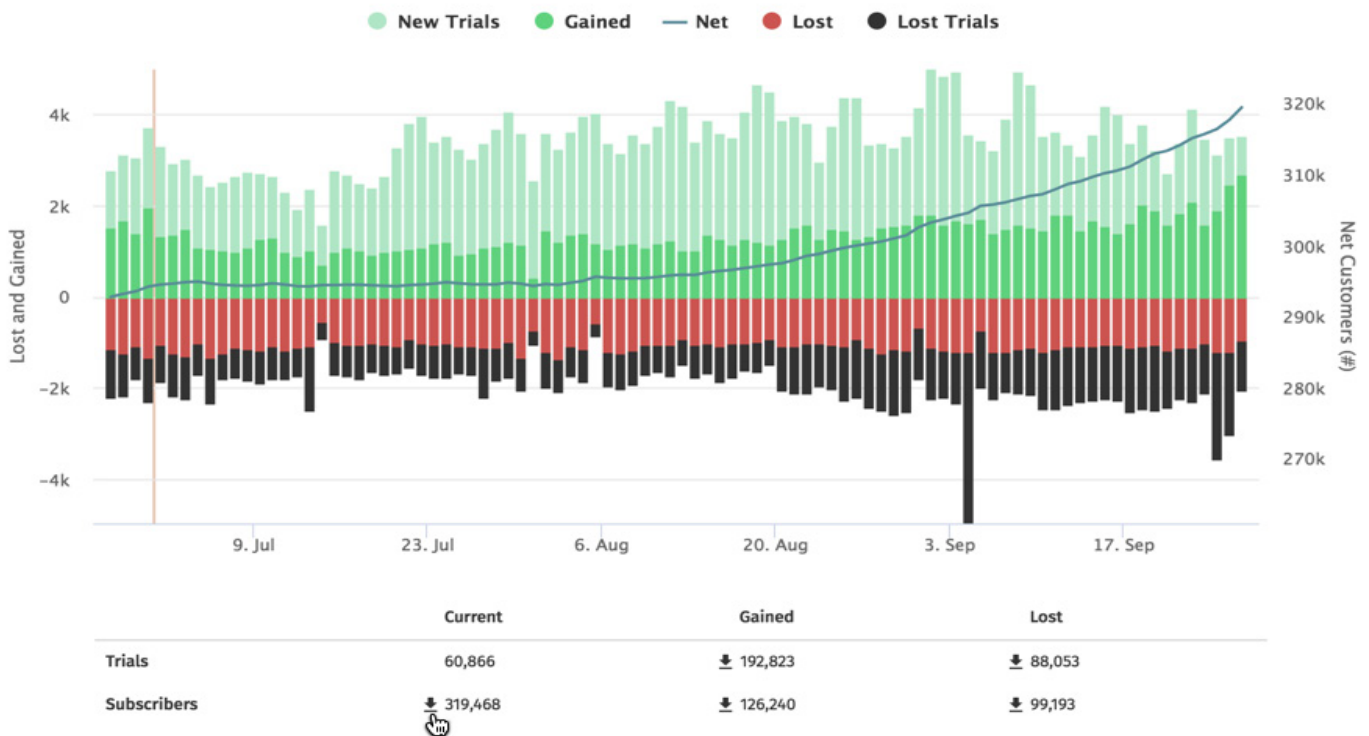
This document describes how to use the Subscriber Export feature of the Wicket Scorecard in conjunction with Google Ads.

1) DOWNLOAD A LIST OF YOUR PAYING CUSTOMERS WITH A HIGH CHI SCORE.

Navigate to the "Customer Count" wicket. Below the wicket is a selection of customer segments. To run a lookalike campaign, you should start with "Current Subscribers."

CUSTOMER COUNT PER MONTH

The net effect of conversions and cancellations on total subscribers for the given date range, including the current month. The earliest date in the range snaps to the start of that month.



This opens the export dialog which we will use to select your best customers.

To select your best customers, you should further filter “Current Subscribers”

- **Tenure** - choose “6 months.” This selects customers who have subscribed for six months or more. These customers have a high lifetime value.
- **Last Video View** - choose “This month.” You want to select customers who are still currently watching video.
- **CHI Score** - choose “Happy (90-100).” These customers are unlikely to churn and have the highest LTV of your customers.

EXPORT CUSTOMER COUNT

Report Name
Current Subscribers (Jun 27-Sep 27, 2018)

Current Subscribers Jun 27-Sep 27, 2018

Tenure Last Video View CHI Score

6 months This month Happy (90-100)

Only Subscribers have a CHI score.

CANCEL EXPORT

Click the “Export” button to start the report export running. Report progress is shown in our reports sidebar.

Pending

Current Subscribers (Jun 27-Sep 27, 2018) - 6+ months customers, Happy,
Last View This month,

 a few
seconds

Complete

| Name | Filters | Report Range | Status |
|----------------------------------|---------|---------------------|-------------------|
| New Trials (Jun 26-Sep 26, 2018) | | Jun 26-Sep 27, 2018 | Expires in 7 days |

Download the report when it completes and unzip it. For example, this report is a file named "current subscribers _jun 27-sep 27_ 2018_ - 6_ months customers_ happy_ last view this month.csv."

2) SORT AND FILTER TO SELECT CUSTOMERS THAT BEST MATCH YOUR CAMPAIGN.

Using spreadsheet software, open the CSV file and review the subscriptions contained within.

You can further filter the customers to match these lookalikes to the targeting associated with your campaign. For example, if you are going to run a campaign targeting Android users, you may want to filter your subscriber list to those users who have also used Android.

The key requirement is that your file should have at least 1000 customers after the filtering.

3) FORMAT THE FILE

Google requires a specific format for the customer match file. Up to 5 columns are allowed. For the security of your customer's personally identifiable information (PII), WicketLabs only provides a hashed email address. Indeed, WicketLabs' processing of your customer's data operates solely on one-way hashed PII data.

Retitle the "emailHashSha2" column as "Email." This column follows Google's best practice and formatting requirement for hashed email addresses.

Remove other columns from the file and save it.

For additional details on the Google Match file formatting guidelines, refer to their [documentation](#).

4) UPLOAD THE FILE AS A CUSTOM AUDIENCE TO GOOGLE ADS

Sign in to Ad Words and upload your list (or update an existing list) using the file prepared above.

Google provides detailed instructions on [managing and uploading this file](#).

5) CREATE A CAMPAIGN USING THE CUSTOMER MATCH LIST

Using Google Ads, create a campaign that uses this Customer Match list. Be sure to align the customer segmentation and filters you used during the export process to the campaign targeting and messaging.