

Google Ads for the Channel

Meet Google Ads for the Channel!

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, fulfill 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/or brand.

In general, end customers have embraced the digital world and the use of mobile phones during the buying cycle. More specifically, internet search is used throughout the entire path to purchase and mobile search is growing double digits in almost every vertical, as well in B2B as B2C. Mobile search is often (1 out of 3) related to local intent. In fact, 46% of all searches on Google are seeking local information whereas 97% of search engine users searched online to find a local business.¹

A One-of-a-kind Solution

Luckily for you, Impartner and Google have formed a unique partnership and developed a proprietary solution to solve this all-too-common problem: Google Ads for the Channel. Google Ads for the Channel allows you to centrally create and implement local Google Ads campaigns for all of your channel partners, and unlike other methods, it requires zero effort for your partners. You are in full control of your brand; you can say goodbye to a lack of visibility and waiting on the stars to align for your campaign to go live — everything happens on your watch. Then, when a customer clicks on one of your partner Ads, they will be automatically redirected to your closest partner's website.

Generate Leads and Insights

Google Ads for the Channel is a highly manageable and efficient solution for channel managers 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 channel partners, but its value extends far beyond demand generation. Google Ads for the Channel produces invaluable end-consumer data which you can then use to make better-informed global marketing decisions across the board.

Key Features:

- Setup and optimize Google Ads campaigns for channel partners fully automated and at-scale
- 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

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.

Find Out More

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!](#)

¹Source: "[The Importance of Local Search Engine Marketing](#)"