

VTC CO-OP GOOGLE

*QUALIFICATIONS PARAMETERS & REIMBURSEMENT
DOCUMENTATION HOW-TO*

CO-OP QUALIFICATIONS

VTC CO-OP - GOOGLE

GOOGLE QUALIFICATIONS

The Google qualification parameters are as follows:

- Application submitted and approved by the Martin Agency (TMA) prior to campaign start
 - Applications should be sent to Alex Ender alex.ender@martinagency.com and Kerry McNally kerry.McNally@martinagency.com
- Ads must run on the Google Search Network only (Google Content Network is excluded)
- Search ad link (landing page) must include the Virginia is for Lovers logo (at least 250 pixels tall or 250 pixels wide), or a 250 character promotional text summary about Virginia, with hyper-link.
- Landing page must contain a link to www.virginia.org (Link can be embedded into logo image)



Virginia Tourism Corporation
2018 Google AdWords
Co-op Application

Please complete this form and submit to Alex Ender alex.ender@martinagency.com and Kerry McNally kerry.McNally@martinagency.com.

Contact Information

Name	
Company Name	
Street Address	
City ST ZIP Code	
Work Phone	
E-Mail Address	

Submission Date	
Total Annual Google Budget	
Total Qualifying Budget Request- Up to \$25,000	

Qualifying Landing Pages (list all pages traffic will be driving to that has the VIFL logo)

For Office Use Only

Approved Reimbursement Amount	
Date Approved	
Approved By	
Approval Signature	
Title	
E-Mail Address	

REQUIRED DOCUMENTATION & HOW-TO GUIDE

REQUIRED DOCUMENTATION

The following documents must be submitted to TMA in order to collect re-imbbursement:

- Ad Delivery report showing ad unit(s) or campaign(s) run and corresponding click volume and cost associated to ad/landing page
 - Screenshot(s) of Google Client Center showing run dates, ad unit(s) or campaign(s), click volume and total cost accepted
- URL(s) of landing page(s) used against ad(s)
 - If URLs vary by ad unit(s) or campaign(s), please provide all and label accordingly

AD DELIVERY REPORT/GOOGLE ADWORDS SCREENSHOTS

Ad Delivery report showing ad unit(s) run and corresponding click volume and cost associated to ad/landing page.

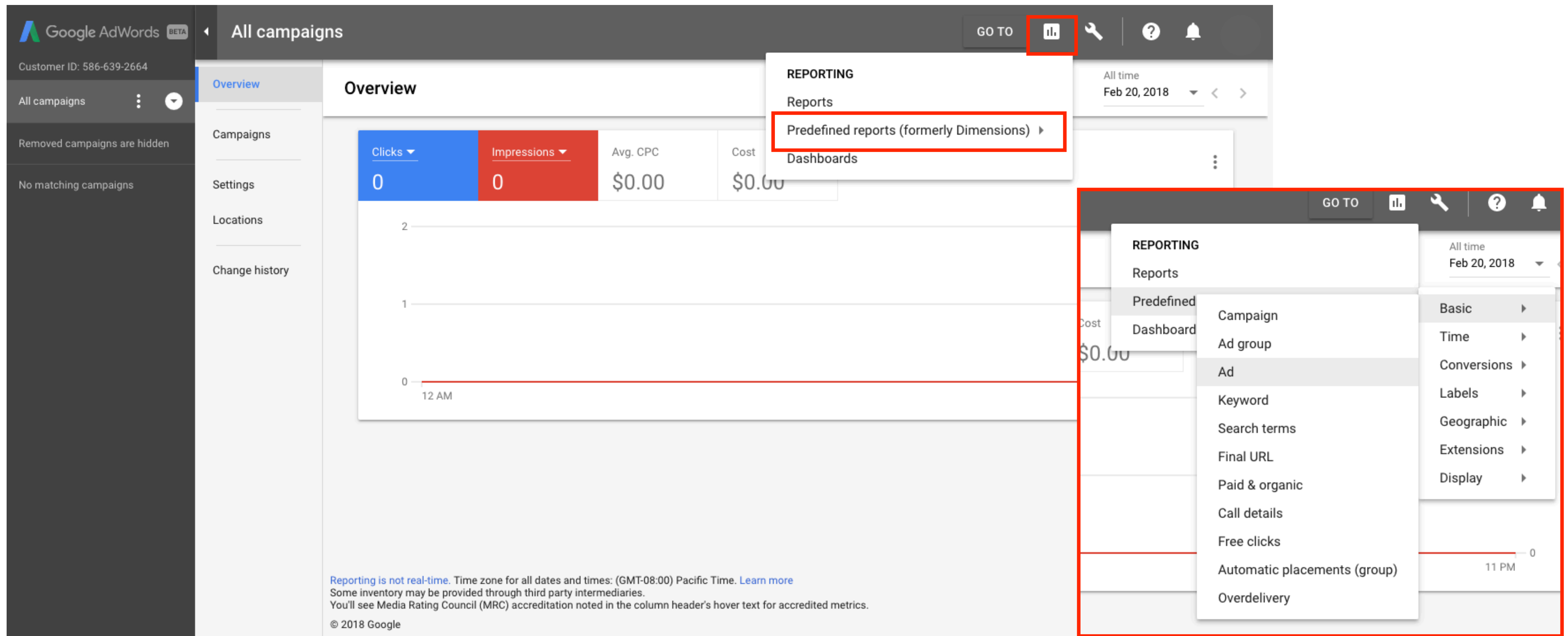
Step 1: Go to <https://adwords.google.com/home/> and sign in

The screenshot shows the Google AdWords homepage. The browser address bar displays "Secure | https://adwords.google.com/home/#?modal_active=none". The Google AdWords logo is in the top left, and a search icon, phone number "1-855-861-2702", and "SIGN IN" link are in the top right. A navigation menu includes "Home", "How it Works", "Pricing", "Marketing Goals", "Tools", and "Resources". The main content area features a large heading "Get your ad on Google today." followed by the text "Be seen by customers at the very moment that they're searching on Google for the things you offer." and a green "START NOW" button. Below this is a call to action: "Call to get set up by our AdWords Specialists: 1-855-861-2702*", with a footnote: "* For customers committing to \$10 per day or more in ad budget. Phone support operating hours are Mon-Fri, 9am-9pm ET". On the right, a large image shows two men building a wooden tree house. A white ad overlay for "The Tree House Brothers" is positioned over the image, showing the ad text "Two Brothers Building Luxury Custom Tree Houses in Connecticut" and a "Call" button. At the bottom of the image, a video player thumbnail for "MEET THE TREE HOUSE BROTHERS" is visible. A blue bar is at the very bottom of the page.

VTC CO-OP - GOOGLE

AD DELIVERY REPORT/GOOGLE ADWORDS SCREENSHOTS

Step 2: Once you’ve logged in, find the little chart in the upper right hand corner and click it. In the drop down menu, select “Predefined reports (formerly Dimensions)”, then “Basic”, then “Ad”.



VTC CO-OP - GOOGLE

AD DELIVERY REPORT/GOOGLE ADWORDS SCREENSHOTS

Step 3: Once you're in the Ad view, you need to change the dates of the report. Click on the dates and select "Custom" and input the dates that reflect the quarter for which you are trying to pull.

*Due to there being no data in the example account, the date will continue to show February 20, 2018.

← Reporting

GO TO

?

≡ Ad

RESET

SAVE

SAVE AS

Table

All time

Feb 20, 2018

Ad

Campaign

Ad group

Campaign type

Campaign subtype

Clicks

Impressions

CTR

Avg. CPC

Cost

Conversions

View-through conv.

No statistics match your filters

Show rows: 50

1 - 1 of 1

VTC CO-OP - GOOGLE

AD DELIVERY REPORT/GOOGLE ADWORDS SCREENSHOTS

Step 4: To customize the data that the report pulls, click the little icon that in the red box below (“Hide row and columns” should appear when you hover over the icon). To adhere to the documentation requirements, be sure to match the below screenshot.

Rows should include the “Ad” and “Network (with search partners)” and Columns should include only “Clicks” and “Cost”.

← Reporting

GO TO

≡ Ad

Unsaved

RESET

SAVE

SAVE AS

Table

All time

Feb 20, 2018

<

>

Row

Ad

×

Network (with search partners)

×

Column

Clicks

×

Cost

×

Add

Add

Hide row and column

Ad

Network (with search partners)

Clicks

Cost

No statistics match your filters

Show rows: 50

1 - 1 of 1

|<

<

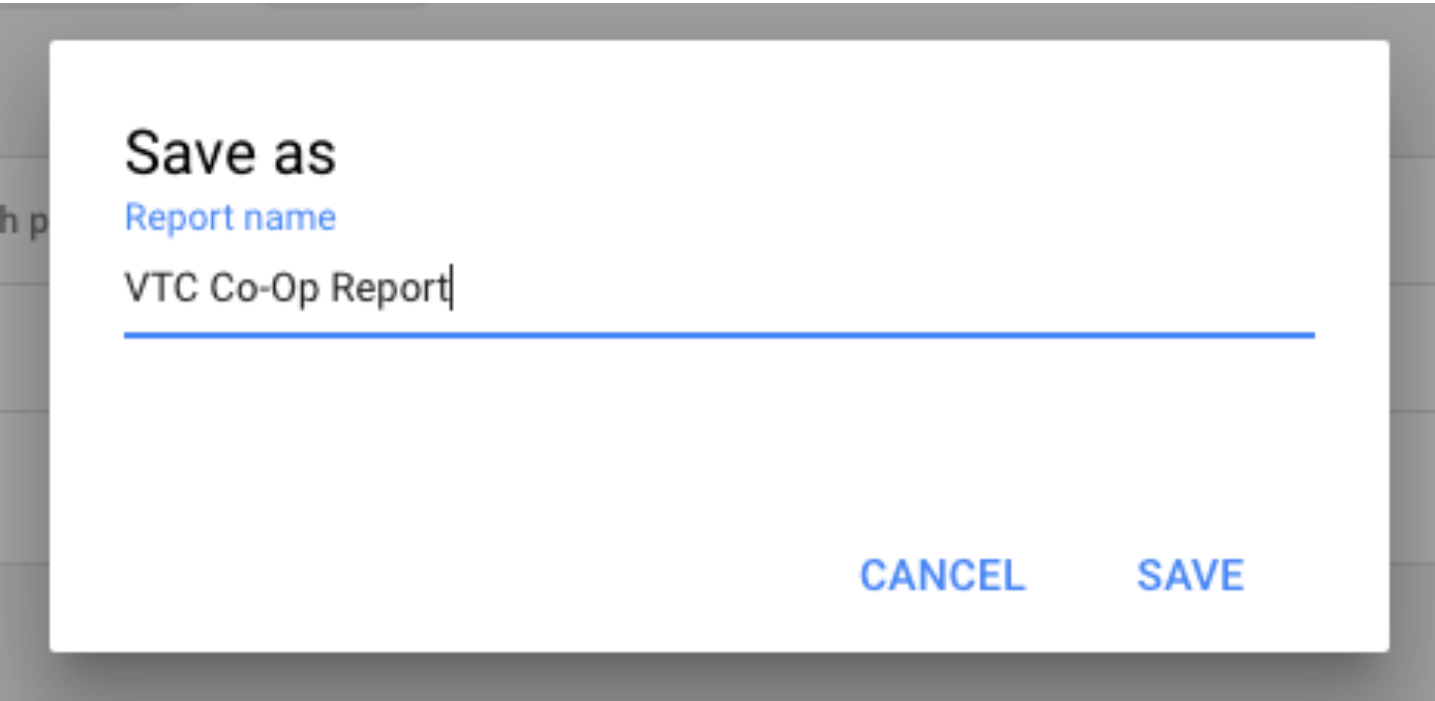
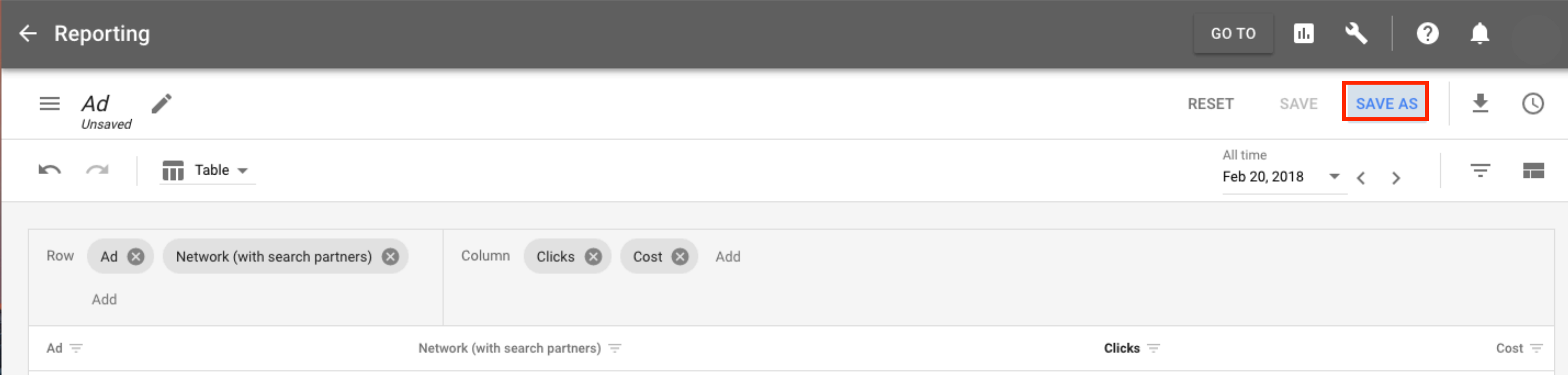
>

>|

VTC CO-OP - GOOGLE

AD DELIVERY REPORT/GOOGLE ADWORDS SCREENSHOTS

Step 5: For future use, click “Save As” to save the report. We recommend saving it as “VTC Co-Op Report”.



VTC CO-OP - GOOGLE

AD DELIVERY REPORT/GOOGLE ADWORDS SCREENSHOTS

Step 7: Once you’ve downloaded the report, open it up to ensure all the following columns appear.

Upon completion of collecting these screenshots within the Ads Manager and the download Excel file, the second and third documentation requirements for reimbursement have been completed.

Please be sure to send through both the screenshots of all posts as well as the exported file for comparison.

VTC Co-Op Report

Home

Insert

Page Layout

Formulas

Data

Review

View

Paste

Cut

Copy

Format

Calibri (Body)

12

A

A

B

I

U

Wrap Text

Merge & Center

General

\$

%

.0

.00

.00

.0

Conditional Formatting

Format as Table

Cell Styles

Insert

Delete

Fc

A3

fx

Headline

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	VTC Co-Op Report																
2	10/1/17-12/31/17																
3	Headline	Headline 1	Headline 2	Short headline	Long headline	Description	Description line 1	Description line 2	Display URL	Ad	Path 1	Path 2	Business name	Network (with search partners)	Clicks	Cost	
4																	
5																	
6																	

URL OF LANDING PAGE USED AGAINST AD

Remember that the link that a user will be directed to when they click on an ad must include the following:

- Search ad link (landing page) must include the Virginia is for Lovers logo (at least 250 pixels tall or 250 pixels wide), or a 250 character promotional text summary about Virginia, with hyper-link.
- Landing page must contain a link to www.virginia.org (Link can be embedded into logo image)

Please be sure to include and label all the landing pages associated with your submission.

REIMBURSEMENT PROCESS

VTC CO-OP - GOOGLE

REIMBURSEMENT PROCESS

Each quarter partners will provide proof of performance the month preceding end of quarter. Reimbursement will be made on a quarterly basis. All reimbursement claim forms and associated documentation must be received by the last day of the month preceding the end of the calendar quarter. Documentation will be reviewed and verified by TMA the following month.

- Q1 2018- January – March- deadline is April 30; reimbursement made to partners by May 31, 2018
- Q2 2018- April – June- deadline is July 31; reimbursement made to partners by August 31, 2018
- Q3 2018 – July – September – deadline is October 31; reimbursement made to partners by November 30, 2018
- Q4 2018 – October – December- deadline is January 31; reimbursement made to partners by February 28, 2019

As a reminder, you must include the following documentation:

- Ad Delivery report showing ad unit(s) or campaign(s) run and corresponding click volume and cost associated to ad/landing page
 - Screenshot(s) of Google Client Center showing run dates, ad unit(s) or campaign(s), click volume and total cost accepted
- URL(s) of landing page(s) used against ad(s)
 - If URLs vary by ad unit(s) or campaign(s), please provide all and label accordingly

If you have any questions or need assistance, reach out to Alex Ender (alex.ender@martinagency.com) at the Martin Agency.