VTC FY20 CO-OP GOOGLE

QUALIFICATIONS PARAMETERS & REIMBURSEMENT DOCUMENTATION HOW-TO

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CO-OP QUALIFICATIONS

GOOGLE QUALIFICATIONS

The Google qualification parameters are as follows:

- Application and a valid W9 must be submitted and approved by the Martin Agency (TMA) prior to campaign start. Please keep the following in mind when preparing your application:
  - A valid W9 for reimbursement, signed 2018 or later (if you are applying in January 2020 or later, we will need a W9 signed 2019 or later). If you have already submitted a valid W9, you do not need to do so again, but please denote on your application.
  - A list of landing page URLs that includes the Virginia is For Lovers Logo
  - Your annual Google budget and estimated half year breakout
- Ads must run on the Google Search Network only (Google Content Network is excluded)
- The landing page for the search ad 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 to www.virginia.org.
  - Submit your logo request here
- Landing page must contain a link to www.virginia.org (link can be embedded into logo image)

REQUIRED DOCUMENTATION

REQUIRED DOCUMENTATION

The following documents must be submitted to TMA in order to collect reimbursement:

1. Screenshot(s) of Google Client Center showing:
   - Run dates
   - Ad unit(s) or campaign(s)
   - Total Spend
2. Excel Report exported from the Google Client Center showing:
   - Run Dates
   - Ad Units
   - Total Spend

VTC CO-OP CLAIM FORM

Virginia Tourism Corporation FY20 Google Co-Op Application

Please submit this form and a W9 signed in 2018 or later to kerry.mcnally@martinagency.com.

Contact Information

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

Application Details

Submission Date		
Estimated Half Year Budgets:	**Planned Spend**	**Estimated Reimbursement**
Q3-Q4'19, July – December		
Q1-Q2'20, January – June		
Total Annual Google		

Total Reimbursement Amount (up to $25,000)

List of Qualifying Landing URLs:

For Office Use Only

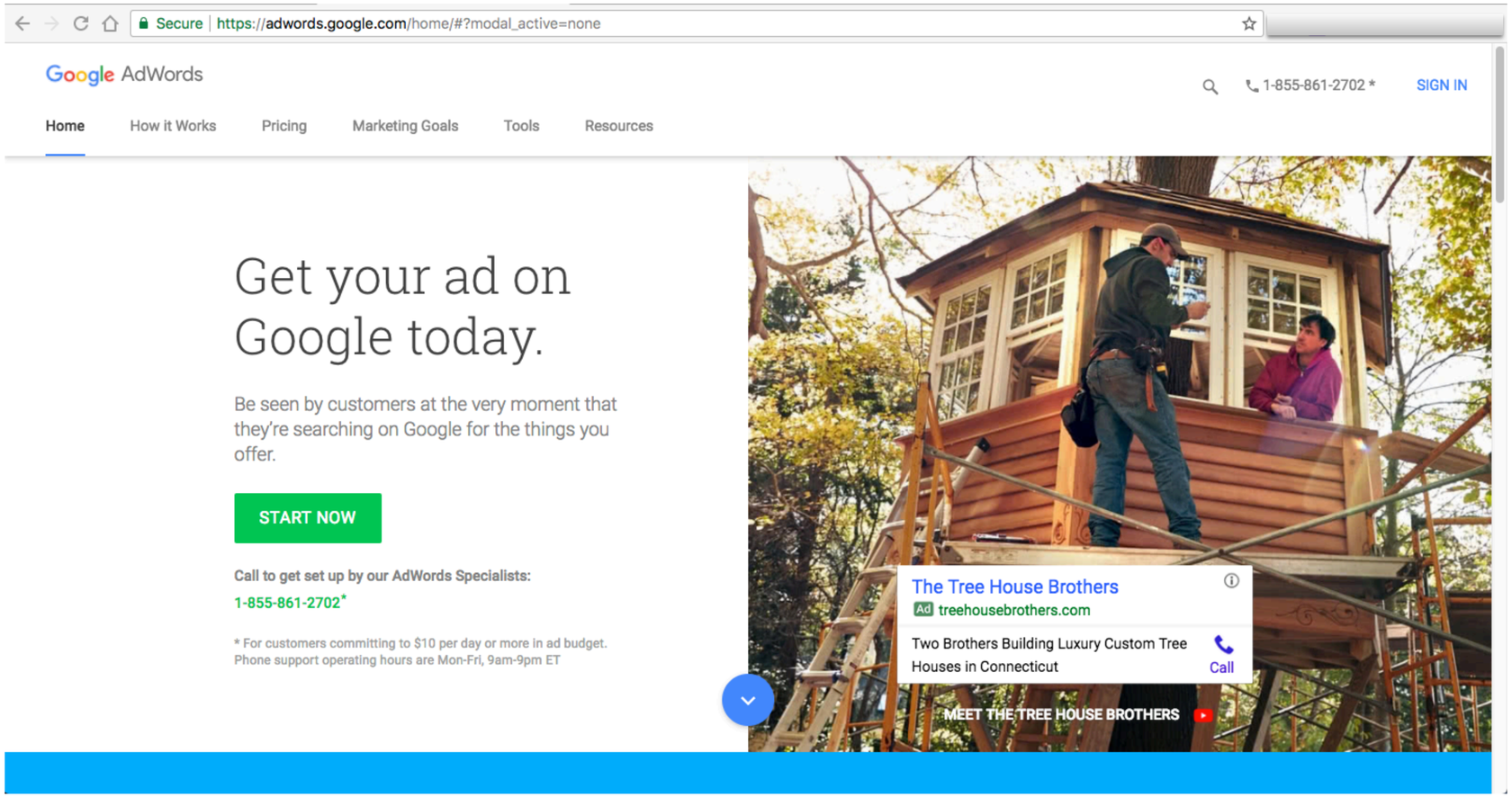
Approved Reimbursement Amount	
Date Approved	
Approved By	
Approval Signature	
Title	
E-Mail Address	

REPORTING HOW-TO

GOOGLE CLIENT CENTER - AD DELIVERY REPORT & SCREENSHOT

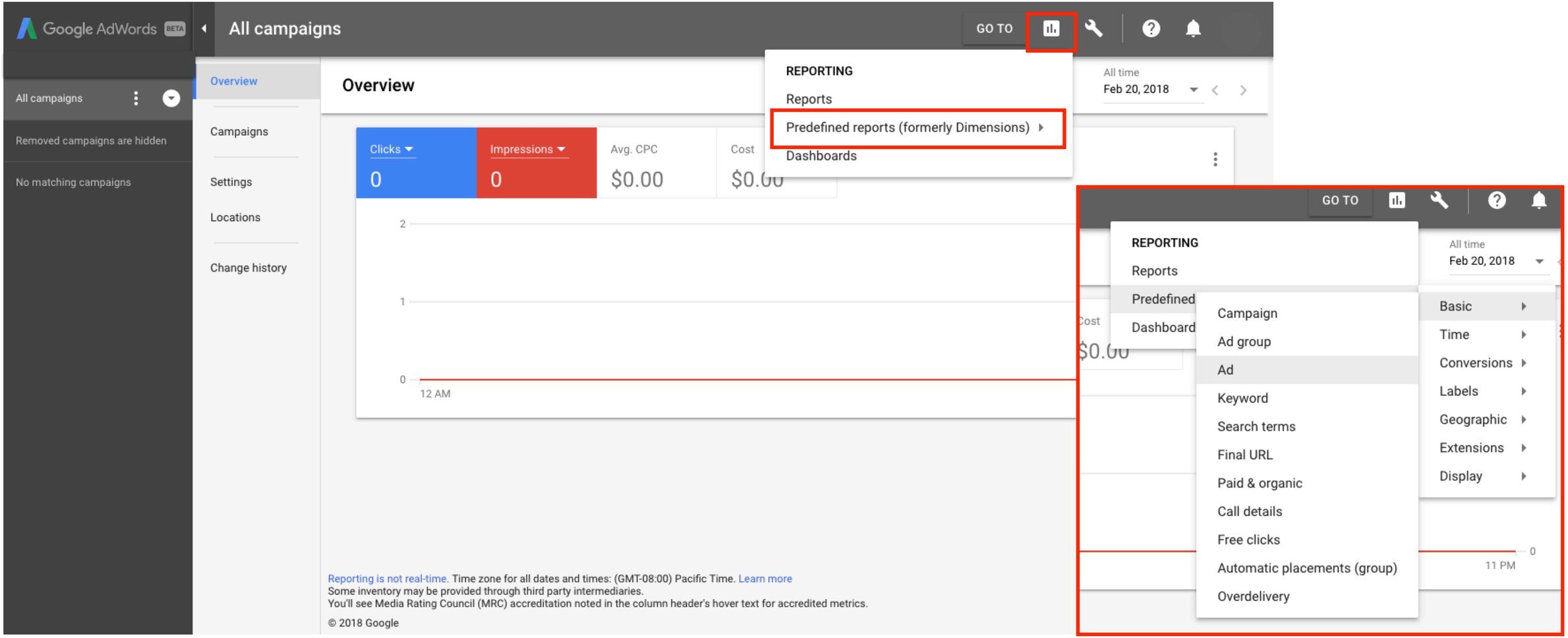
Ad Delivery report showing ad unit(s) run and corresponding click volume and cost associated to ad/landing page.

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



GOOGLE CLIENT CENTER - AD DELIVERY REPORT & SCREENSHOT

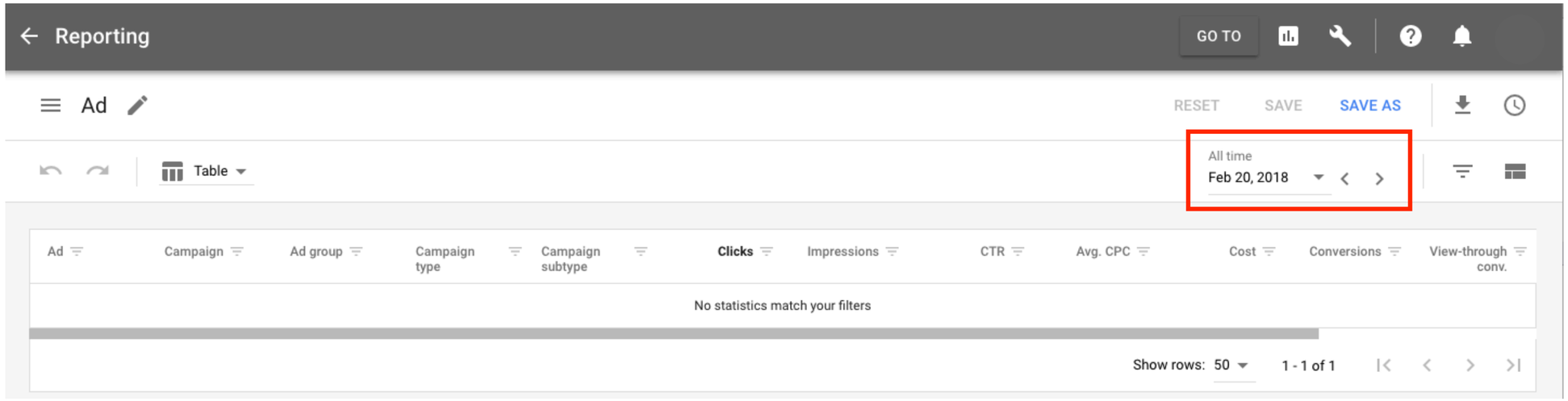
Step 2: Once you've logged in, find the little chart in the upper right hand corner and click it. In the drop down menu, select "Predefined reports (formerly Dimensions)", then "Basic", then "Ad".



GOOGLE CLIENT CENTER - AD DELIVERY REPORT & SCREENSHOT

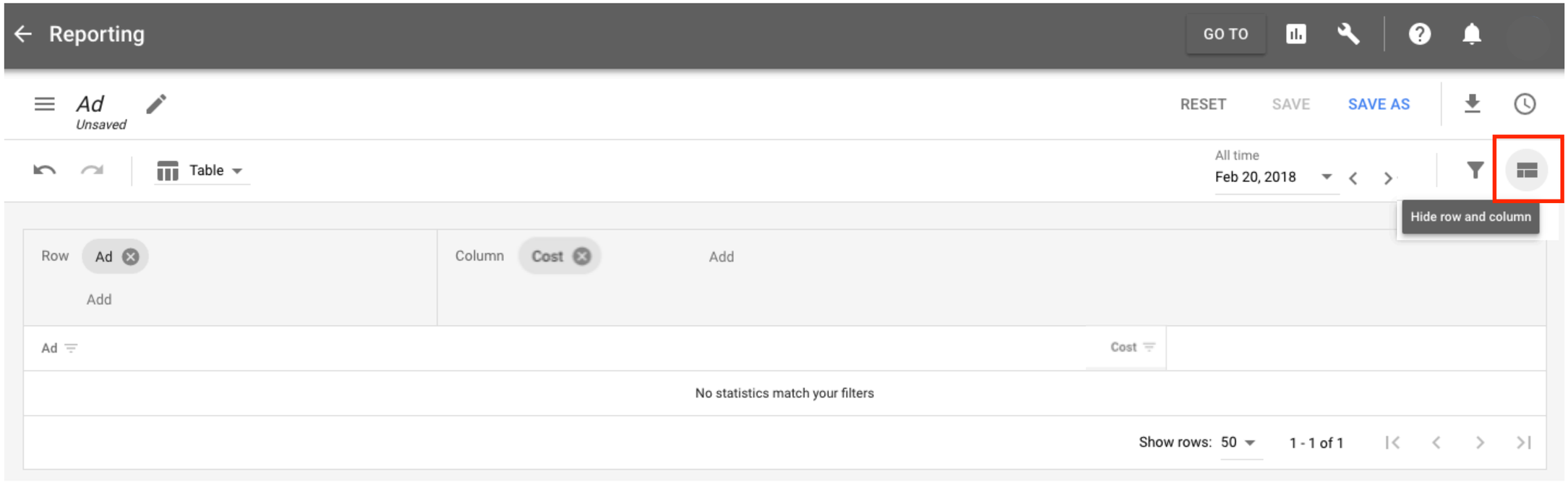
Step 3: Once you're in the Ad view, you need to change the dates of the report. Click on the dates and select "Custom" and input the dates that reflect the quarter for which you are trying to pull.

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



GOOGLE CLIENT CENTER - AD DELIVERY REPORT & SCREENSHOT

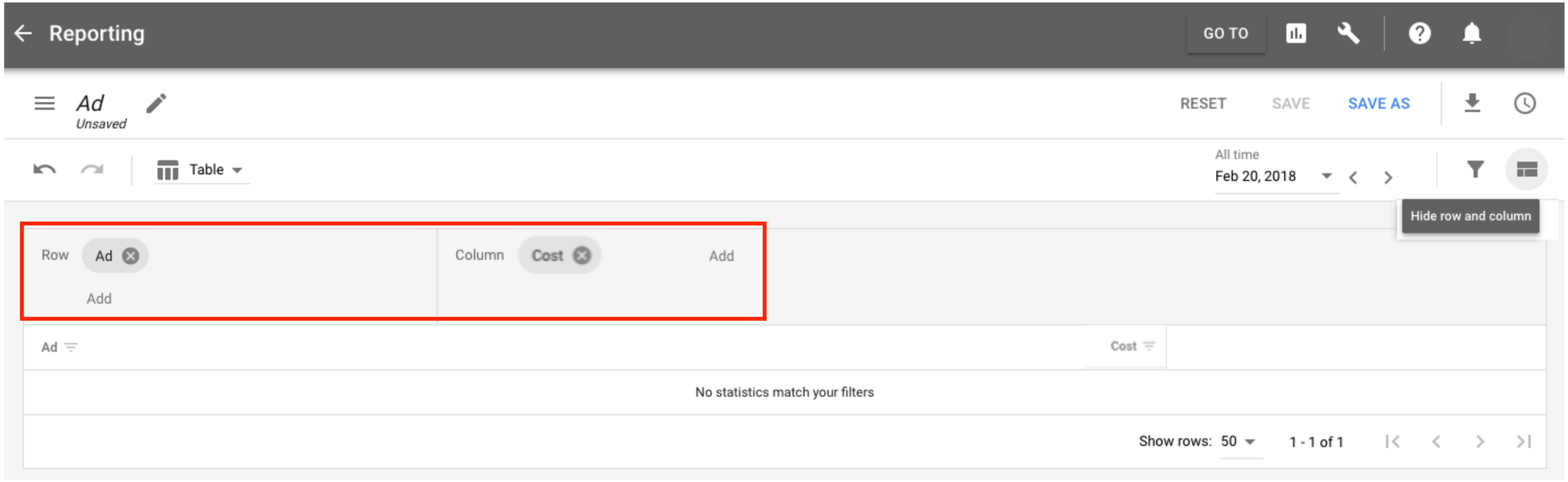
Step 4: To customize the report, click the icon highlighted in the red box below. “Hide row and columns” should appear when you hover over the icon.



GOOGLE CLIENT CENTER - AD DELIVERY REPORT & SCREENSHOT

Step 5: Next, remove the unnecessary criteria (located in the red box below) by clicking the “X” on any metrics that are not needed. To adhere to the documentation requirements, please include “Ad” in the row and “Cost” in the column, as the screenshot below indicates.

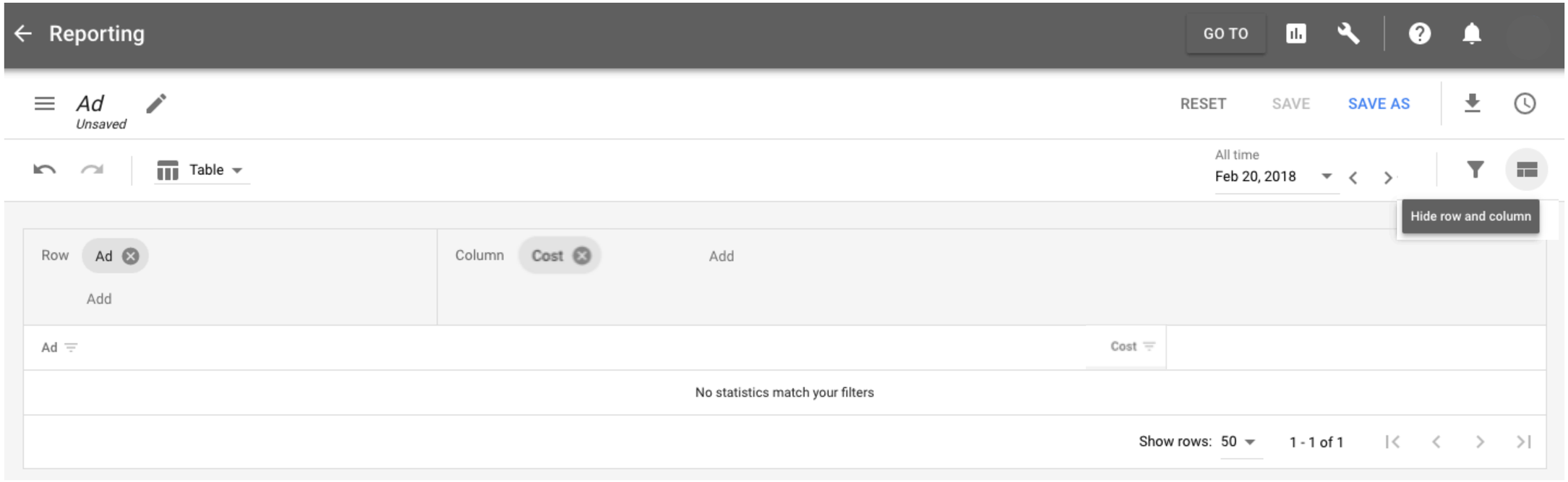
Should you need to add these, simply click the “Add” button and begin typing.



GOOGLE CLIENT CENTER - AD DELIVERY SCREENSHOT

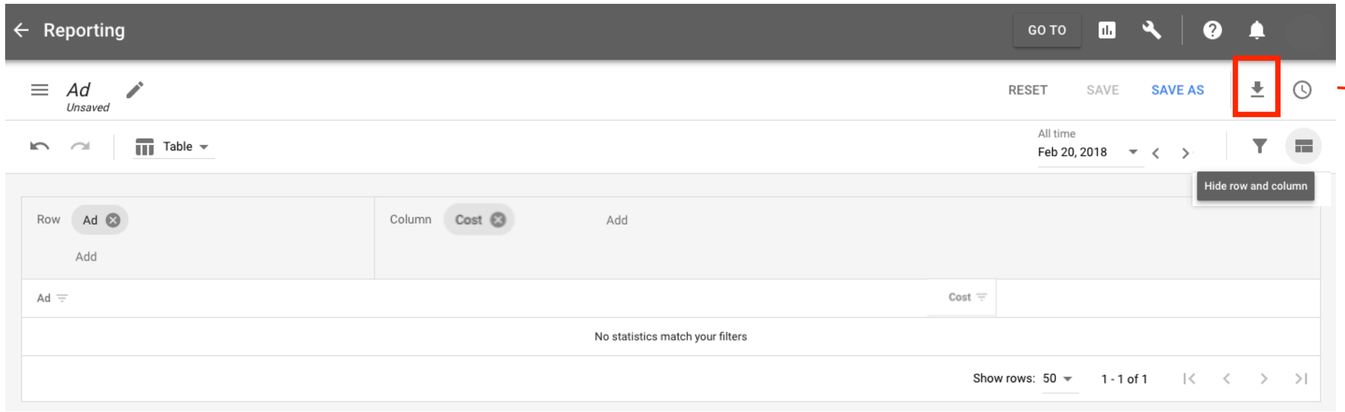
Step 6: Once you have customized the columns, your quarterly data should populate on this screen. Screenshot this screen to complete the first item of the Required Documentation.

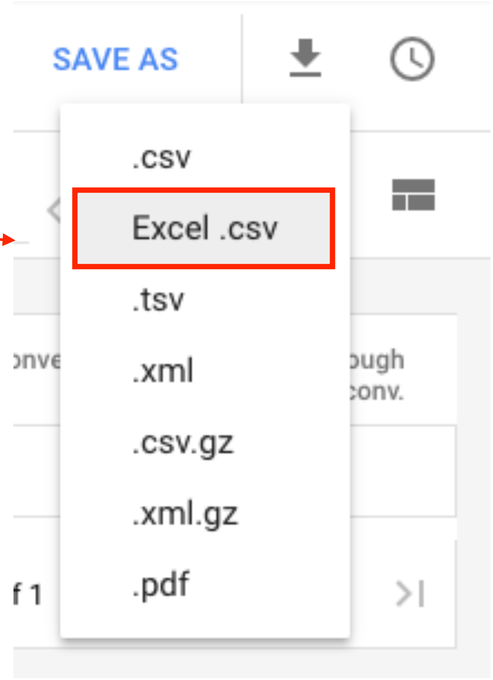
Note: You may need to take more than one screenshot to include all the ads.



GOOGLE CLIENT CENTER - AD DELIVERY EXCEL REPORT

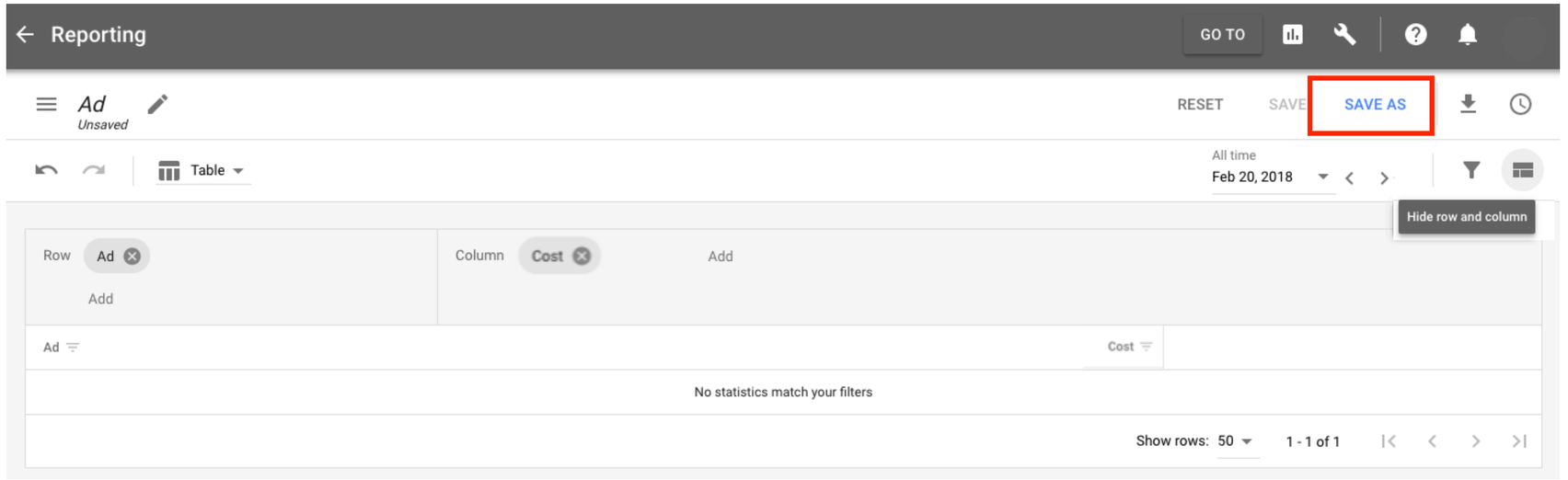
Step 7: To complete the second item for the Required Documentation, click the arrow shown in the red box below. In the drop down menu, select “Excel .csv”.

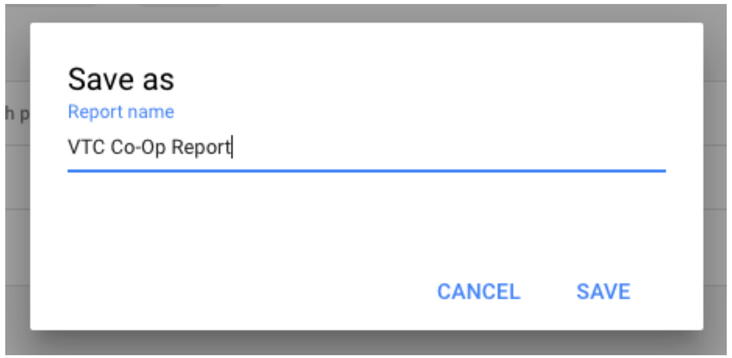




GOOGLE CLIENT CENTER - SAVE REPORT FOR FUTURE USE

Step 8: For future use, click “Save As” to save the report. We recommend saving it as “VTC Co-Op Report”.



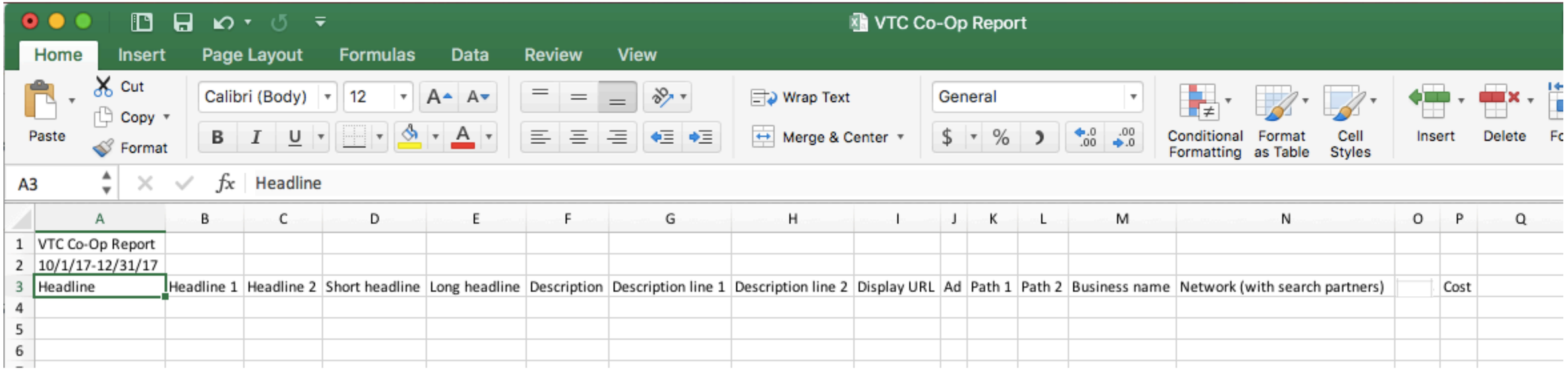


To access this saved report in the future, click “Reports” instead of “Predefined reports (formerly Dimensions)” as show in Step 2 on slide 10.

GOOGLE CLIENT CENTER - AD DELIVERY REPORT

Step 9: Once you've downloaded the report, open it up to ensure that the "Cost" column has populated.

By downloading the excel, you have now completed the second item of the Required Documentation.



	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)		Cost	
4																	
5																	
6																	

REIMBURSEMENT PROCESS

REIMBURSEMENT PROCESS

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 following the end of the calendar quarter. Documentation will be reviewed and verified by TMA the following month. Please see below for submission deadlines:

- Q3 2019: July – September 2019
  - Submission deadline is October 31, 2019
  - Reimbursement made to partners by November 30, 2019
- Q4 2019: October – December 2019
  - Submission deadline is January 31, 2020
  - Reimbursement made to partners by February 29, 2020
- Q1 2020: January – March 2020
  - Submission deadline is April 30, 2020
  - Reimbursement made to partners by May 31, 2020
- Q2 2020: April – June 2020
  - Submission deadline is July 31, 2020
  - Reimbursement made to partners by August 31, 2020

If you have any questions or need assistance, reach out to Kerry McNally (kerry.mcnally@martinagency.com) at the Martin Agency.

REQUIRED DOCUMENTATION OVERVIEW

The following documents must be submitted to VTC in order to collect reimbursement:

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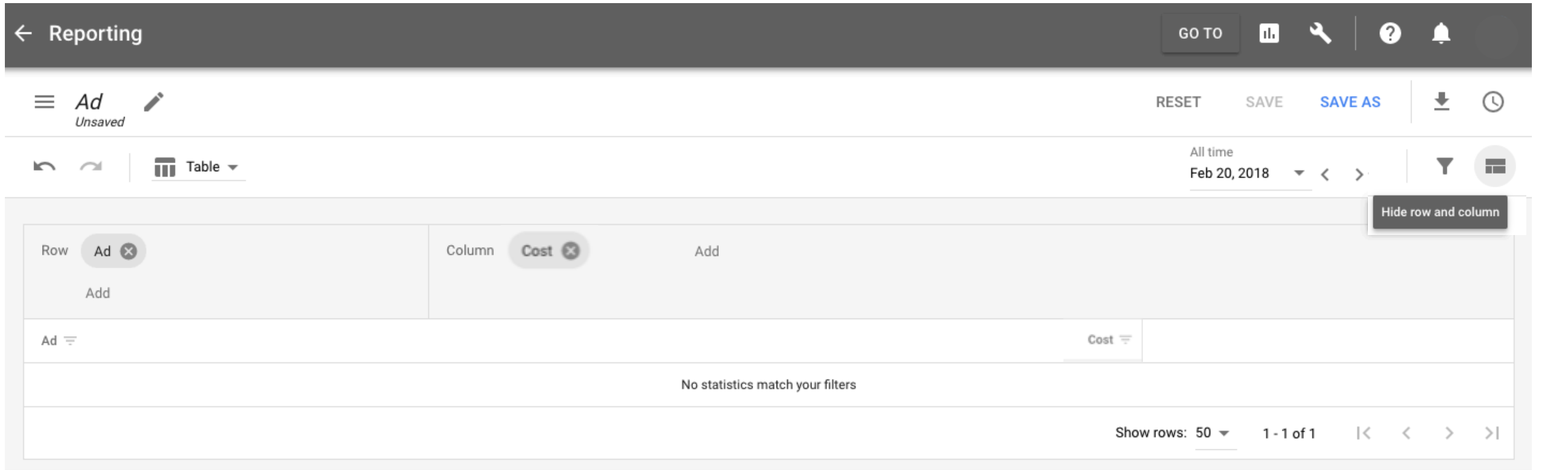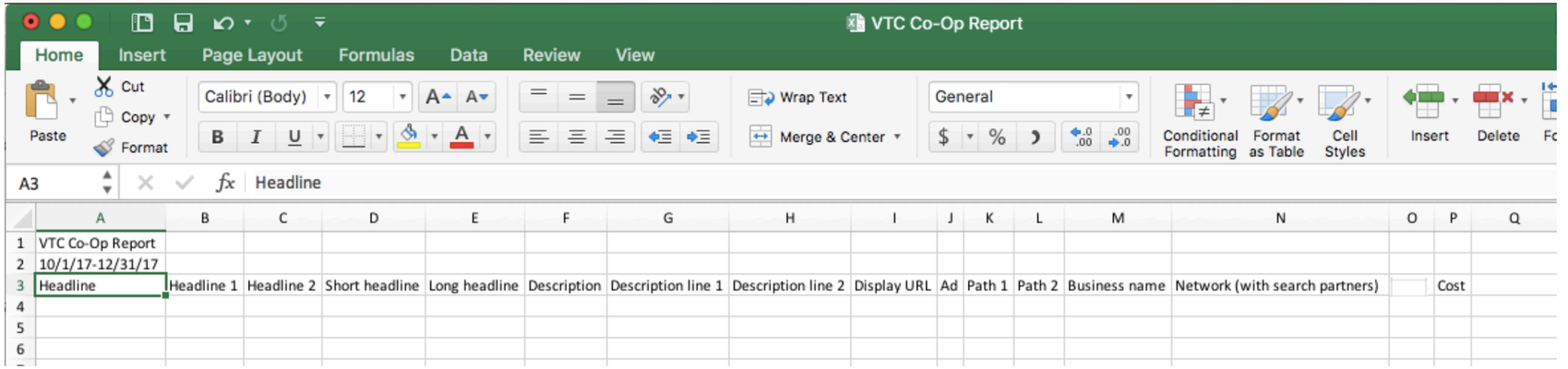
1. Screenshot(s) of Google Client Center showing:
   - Run dates
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2. Excel Report exported from the Google Client Center showing:
   - Run Dates
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