grainger

salesforce

Salesforce & Google Ads & Analytics Integration Overview for Grainger

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Meeting Notes from 15 Oct Call :
https://docs.google.com/document/d/1UyFpdE4foj2ZKLGBxxzWHWsI_uU7crdSJR8P
MqhbDqU/edit?tab=t.dxkr5dtcyu3l

1. Strategic Purpose

The goal is to **connect marketing spend and engagement data from Google** (Ads & Analytics) with **sales performance and revenue data in Salesforce** – giving you full **"lead-to-revenue attribution."** for reducing Voids lettings at Grainger.

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2. Core Features & Capabilities

Currently we provide to two methods for Marketing Cloud integration with Google Marketing, they are :

Method 1: Native Integration (Salesforce ↔ Google Marketing Platform)

Salesforce and Google have a **native strategic partnership**, available for **Sales Cloud**, **Marketing Cloud**, and **GA4**.

Setup via Salesforce Setup → Marketing Integration → Google Integration.

- Uses the **Google Ads Integration for Salesforce** connector.
- Uses **GCLID (Google Click ID)** field to map ad clicks to leads.
- Built-in **Offline Conversion Tracking (OCT)** setup wizard.

Key Requirements:

- Salesforce Enterprise or higher

- Google Ads and/or GA4 Admin access
- Field mapping for GCLID
- Salesforce Campaigns enabled

Method 2: Advanced Marketing Cloud Integration

If you use **Marketing Cloud**, the integration becomes even deeper:

- **Journey Builder Integration:** Trigger email/SMS journeys based on GA4 audience behavior.
- **Advertising Studio:** Sync Salesforce CRM data to **Google Ads Customer Match audiences**.
- **Data Extensions + GA4 Linking:** Share segments between Marketing Cloud and Google Ads.

✅ A. Salesforce–Google Ads Integration

Purpose: Connect ad campaign performance (Google Ads) to Salesforce Leads, Contacts, and Opportunities.

Key Features:

- **Campaign Tracking:** Automatically track which Google Ads campaign, keyword, and creative generated a Salesforce Lead.
- **Offline Conversion Tracking (OCT):** Sends Salesforce conversion events (e.g., Opportunity Won) back to Google Ads → improves Google's bidding optimization (Smart Bidding).
- **Bid Optimization:** Google Ads can optimize bids using real Salesforce outcomes (e.g., revenue, closed deals).
- **Lead Attribution:** Links ad clicks and conversions to Salesforce campaign and lead objects.
- **Audience Sync:** Sync CRM segments to Google Ads audiences (for retargeting or lookalike audiences).

Supported Data Flow:

Direction	Purpose
Google Ads → Salesforce	Ad click ID (GCLID) + campaign metadata attached to leads.
Salesforce → Google Ads	Offline conversion data (Closed Won Opportunities, qualified leads).

✅ B. Salesforce–Google Analytics 4 (GA4) Integration

Purpose: Connect website behaviour data (sessions, goals, funnels) with Salesforce CRM data (leads, contacts, opportunities).

Key Features:

- **Cross-channel attribution:** Combines online behavior (GA4) and CRM outcomes (Salesforce).
- **Audience Building:** Use CRM segments (e.g., "closed deals," "lost deals") to build Google Analytics audiences.
- **Journey Mapping:** Visualize how website engagement leads to CRM conversion events.
- **Data Enrichment:** GA4 can receive Salesforce lifecycle stage data (Lead → MQL → Opportunity).
- **BI / Reporting:** Unified dashboards in **Tableau** (or Looker Studio) combining Salesforce and GA4 data.

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3. Integration Approaches

Option 1: API / MuleSoft / Custom Integration for Sales

For Grainger needing full control or multi-system integration:
Use Google Ads API and Salesforce REST API for full control of data flows.
Ideal if Grainger needs to support custom lead models, multiple CRMs, or complex data orchestration.

- Use **MuleSoft** or **Google Ads / GA4 APIs** to move data both ways.
- Typical architecture:
    - Google Ads → Salesforce via GCLID tracking script.
    - Salesforce → Google Ads via Offline Conversions API.
    - Salesforce + GA4 data unified in **Tableau CRM / Data Cloud** for cross-channel reporting.

Key API Endpoints:

- Google Ads API → /conversions/upload (offline conversions)
- GA4 Measurement Protocol API → send events from Salesforce (e.g., Lead Created)
- Salesforce REST API → extract Opportunities/Leads for Google Ads matchback

Option 2: Salesforce Data Cloud Integration for Sales

If you use **Salesforce Data Cloud**, this is the **modern enterprise approach**:

- Data Cloud connects to Google Ads and GA4 via **native connectors**.
- Customer data (from CRM, web, media) is unified in Data Cloud → fed into **GA4 and Ads** for audience targeting.
- Enables **real-time personalisation** and **closed-loop attribution**.

Why Data Cloud as the modern enterprise approach for Grainger:

- Unify All Data: Data Cloud connects Salesforce CRM, Google Ads, and GA4 into a single, unified profile. This is the modern, enterprise-grade approach for the complex, two-way data syncing required, avoiding the technical debt of custom-built solutions.
- Target "Proceedable Leads": Stop wasting ad spend on all leads. Data Cloud builds segments of high-intent "proceedable leads" directly from CRM data, focusing your budget only on those most likely to convert.
- Build High-Performance Lookalikes: Use your best customers and "Closed Won" deals as a high-quality seed audience. Data Cloud feeds this data to Google Ads to find new prospects who look just like your ideal customers, boosting campaign performance and ROAS.
- Predict and Target Voids: Use Calculated Insights to combine tenancy end dates with churn data. This creates a dynamic segment of "expected voids," allowing you to run proactive advertising to fill at-risk properties before they become empty.

4. Combined Business Value

Objective	Capability	Salesforce + Google Value
End-to-end attribution	Offline Conversion Tracking	Tie revenue back to specific campaigns & keywords
Smarter media spend	Data feedback loop	Optimize bids on real CRM outcomes
Unified customer view	GA4 + Salesforce data	Understand behavior before conversion
Targeted retargeting	CRM audience sync	Re-engage leads who didn't convert

Executive visibility	Tableau + GA4 dashboards	True marketing ROI reporting

5. Example Architecture

Simplified Flow:

1. The user clicks a Google Ad → GCLID is recorded.
2. Form fill → GCLID captured and stored in Salesforce Lead.
3. Lead converts → Opportunity updates → Salesforce sends "conversion" events back to Google Ads.
4. Google Ads uses that real sales data to optimize future ad spend.
5. GA4 and Salesforce combine data in Tableau / Looker for full-funnel analytics.

6. Example Use Cases

- **B2B Lead Gen:** Attribute which Google Ads campaigns generate highest-value opportunities.
- **B2C E-commerce:** Understand which audiences from GA4 convert offline (in-store or phone).
- **High-Ticket Sales:** Feed Salesforce Opportunity Wins back to Google Ads for smarter bidding.
- **Marketing ROI Dashboards:** Combine spend, leads, pipeline, and revenue in Tableau.

7. Common AppExchange / Partner Tools

If you need prebuilt connectors:

- **Marketing Cloud Intelligence** → native Salesforce + Google Ads + GA4 reporting.
- **MuleSoft Accelerators for Google Ads and Analytics** → out-of-the-box templates.

In Summary :

- Salesforce + Google Ads & Analytics = closed-loop marketing → sales attribution, bid optimisation, and unified ROI reporting.
- Use the **native connector** for core use cases, or extend with **MuleSoft / Data Cloud** for enterprise-grade orchestration.