

THE APPROACH

Enriched conversion data.

Ads that bid on real revenue.

Every dollar of paid ad spend gets more efficient when Google Ads and Meta see the whole customer value, not just the click. Most operators are one integration away from that: enriching what they already track online with actual customer economics.

HOW IT WORKS

1

Connect · your online conversion source

Your storage management platform, e-com store, reservation system, or website form is wired to Google Ads and Meta.

2

Feed value · not just events

Every customer journey stage (lead, qualified, booked, customer) and basket size flows back as offline conversion values.

3

Optimise · to real customer value

Ad platforms bid on real customer value. Target ROAS bidding becomes reliable, not aspirational.

BEFORE · UNWEIGHTED CONVERSIONS

- Ad platforms see the click. What happens after is invisible.
- Every click looks the same: no value attached, no signal of quality
- Optimisation chases cheap clicks, because that's all Google and Meta can measure
- Budget flows to campaigns with the most clicks, not the ones producing revenue

AFTER · ENRICHED CONVERSION VALUE

- Every journey stage (lead, qualified, booked, move-in) plus basket size flows back to Google and Meta
- Ad platforms bid to real customer value via target ROAS
- Budget flows to campaigns bringing customers who earn back the spend
- Revenue attribution shows what really happened per campaign

THE PROOF

+14%

conversion value uplift on target ROAS

+81%

ROAS vs target CPA baseline

+9%

conversion rate

+£10k

additional revenue over 10 weeks

Sources: Google Ads Help · Smart Bidding documentation (+14%). UK-based Google Ads agency partner's 10-week client test, paid spend split 50/50 between target CPA and target ROAS bidding (+81% ROAS · +9% CVR · +£10k revenue).

WHAT CHANGES

BIDDING TO VALUE

Target CPA has a floor. Target ROAS opens a ceiling. An operator whose bidding sees a move-in is worth \$500 can outbid a competitor stuck at \$250 who can only see "one lead is one lead."

ACCURATE REVENUE

Journey stages (lead, qualified, booked, customer) and basket size flow through as offline conversion data. Dashboards start showing what actually happened, not modeled averages.

CLEANER DECISIONS

Budget calls come off real customer economics. Marketers work off numbers their CFO can trust.