

Google AdWords – UPM Integration Process

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UPM 24.x

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Google AdWords – UPM Integration

The purpose of ZINFI's channel program is to generate more revenue via an indirect distribution and sales infrastructure involving channel partners, programs, policies and channel management resources. To achieve this goal, an organization selling through the channel must enable its channel partners to generate demand on their own.

ZINFI's partner marketing management (PMM) platform allows a vendor to set up paid online search campaigns so partners can easily run them on their own. ZINFI's search marketing tool can instantly and significantly impact a vendor's brand via their channel partner network. Using the tool, a vendor can set up pre-approved Google AdWords campaigns and drive traffic to partners' co-branded microsites or landing pages to generate inbound leads.

Key features include:

- Ad campaign setup
- Campaign optimization
- Dynamic reporting

Business Model

ZINFI's **Unified Partner Management (UPM)** platform enables vendors to drive profitable revenue growth by deploying a set of cloud-based modules for partner recruitment, engagement, enablement and management that seamlessly work together by fitting into an existing infrastructure.

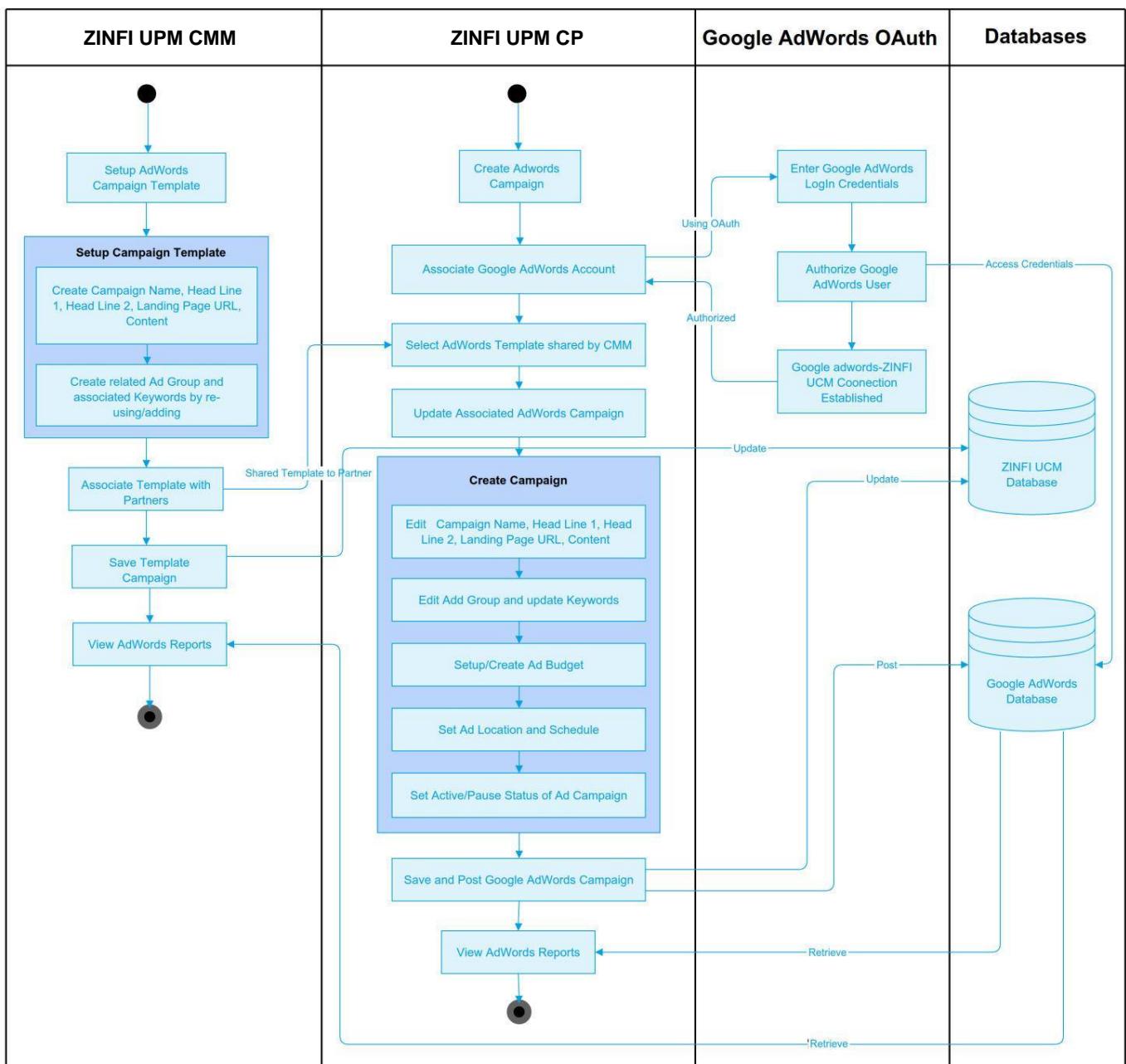
ZINFI Technologies, the leader in Unified Partner Management (UPM) innovation, enables vendors and their channel partners to achieve profitable growth predictably and rapidly on a worldwide level. Headquartered in Silicon Valley, USA and founded by channel veterans with extensive global channel management experience, we at ZINFI see an immense opportunity to build high-performing sales channels by deploying an easy-to-use, comprehensive UPM platform that streamlines and manages the entire partner lifecycle.

ZINFI's UPM platform incorporates three core state-of-the-art SaaS applications—partner relationship management automation, partner marketing management automation and partner sales management automation – which enable organizations selling via the channel to integrate the full spectrum of channel partner management activities—from recruitment, onboarding, training and certification to lead management, co-branded demand generation, sales performance and success, and on to fulfillment and renewal management. Powered by the efficacy and superior experience of ZINFI's UPM solutions, any organization can build a high-performing channel and realize increased ROI from partner sales. In 26 countries, these three core UPM SaaS applications are also locally supported by ZINFI's global marketing services team members.

System Activity Diagram

CMM: Channel Marketing Manager

CP: Channel Partner



Tool Access/Use

ZINFO's **Unified Partner Management (UPM)** platform enables the following features to registered CMMs and CPs as shown in the table below:

Actor/User	Context	Use Case
CMM	Log in	Log in to ZINFO UPM.
	Create AdWords campaign template	Create Campaign Name, Head Line 1, Head Line 2, landing page URL, content for AdWords campaign.
		Create related Ad Group and associated keywords by re-using/adding.
	Share with partner(s)	Share created template with existing channel partner/partners.
	Save AdWords campaign template	Save template at ZINFO UPM database to be accessed by ZINFO UPM channel partners.
	View reports	Retrieve Google AdWords data/analytics for basic reporting using AdWords API.
CP	Log in	Log in to ZINFO UPM.
	Create AdWords campaign	Using OAuth, log in to Google AdWords to authorize ZINFO UPM application to AdWords.
		Select AdWords template shared by CMM.
		Update information previously entered by CMM.
		Update budget, location and schedule.
	Launch AdWords campaign	Set AdWords campaign to Active State or Pause State (to be activated/launched afterwards) through Google AdWords API.
		Save campaign at ZINFO UPM database.
	View reports	Retrieve Google AdWords data/analytics for basic reporting using AdWords API.

Tool Design

Framework: .NET

Database: SQL Server

The databases and API operations are listed as shown in the System Activity table above:

Actor/Role	Context	Database Operation	AdWords API Calls
CMM	Create AdWords campaign template	Retrieve pre-created keywords from ZINFI UPM database for re-use.	
	Share with partner(s)	Retrieve list of pre-created CPs from ZINFI UPM database for template association.	
	Save AdWords campaign template	Save template details to ZINFI UPM database.	
	View reports	For the reporting aspect of our tool, we pull metrics from the API into our database. Our tool's UI pulls from this database to display reports. Users have the option to view different levels of ad performance over different time periods.	ReportDefinitionService TrafficEstimatorService
CP	Create AdWords campaign	Retrieve results from ZINFI UPM database to select campaign template.	
	Authorize ZINFI UPM instance with AdWords	Set AdWords account through OAuth 2.0.	
	Save and launch AdWords campaign	Campaign is saved at ZINFI UPM database and information is sent to AdWords through the API.	BudgetService AdGroupService AdGroupCriterionService AdGroupAdService CampaignCriterionService CampaignService
	View reports	For the reporting aspect of our tool, we pull metrics from the API into our database. Our tool's UI pulls from this database to display reports. Users have the option to view different levels of ad performance over different time periods.	ReportDefinitionService TrafficEstimatorService

Tool Mockups

Campaign Template Creation:

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Welcome Global CMM Global-English

Adword Campaign Add

Save Cancel Return To List

Campaign Details

Campaign Name*:

Head Line 1*:

Head Line 2*:

Landing Page URL*:

Content*:

Add Group and Keyword

Ad Group*:

Add Keyword*: Save Click to add keyword

Select	Keyword	Action
<input type="checkbox"/>	Marketing	Edit Delete
<input type="checkbox"/>	PRM	Edit Delete
<input type="checkbox"/>	Channel	Edit Delete

Manage Partner Access

Available Partner Groups*: All Partner - Platinum BD Team Channel Partner Administrator New Channel Partner Partner Marketing Consultant Channel Account Manager Global Partner Access Global Content Access Partner - Silver Channel Marketing Manager Partner - Bronze Partner - Gold Todd Group

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Welcome Global CMM Global-English

Head Line 1*:

Landing Page URL*:

Content*:

Add Group and Keyword

Ad Group*:

Add Keyword*: Save

Select	Keyword	Action
<input type="checkbox"/>	Marketing	Edit Delete
<input type="checkbox"/>	PRM	Edit Delete
<input type="checkbox"/>	Channel	Edit Delete

Manage Partner Access

Available Partner Groups*: All Partner - Platinum BD Team Channel Partner Administrator New Channel Partner Partner Marketing Consultant Channel Account Manager Global Partner Access Global Content Access Partner - Silver Channel Marketing Manager Partner - Bronze Partner - Gold Todd Group

Available Countries*: All Global Canada USA Australia Indonesia Netherlands Singapore Thailand Romania Netherlands Argentina Spain Russia Brazil Brazil Spain Argentina Russia Romania Thailand Indonesia Vietnam Vietnam United Kingdom Taiwan Taiwan China China Korea Korea France France Germany Germany Italy Italy Japan Japan

Save Cancel

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Campaign Creation (Template Selection):

https://demo89beta.zinfo.net/CRM/GoogleAdwords/cp/GA_CampaignListCP.aspx?cid=106

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Adwords Campaign:

Campaign Name	HeadLine1	Ad Group	Date Entered	Action
campaign at demo89 2nd	Head Line 1	Adgroup	Aug 16, 2017	Use Click Here

My Campaigns

Campaign Name	HeadLine1	Ad Group	Date Entered	Status	Action
Zinfo test campaign at demo89	Head Line 1	Adgroup	Aug 16, 2017	Active	View Edit Set Pause
Zinfo test campaign	Head Line 1	Adgroup	Aug 04, 2017	Active	View Edit Set Pause
Zinfo test campaign-6-4	Head Line 1-1	Adgroup	Aug 04, 2017	Active	View Edit Set Pause
Zinfo test campaign-1	Head Line 1	Adgroup	Aug 04, 2017	Active	View Edit Set Pause
Zinfo test campaign at demo89-test 1	Head Line 1	Adgroup	Aug 16, 2017	Pause	View Edit Set Active Set Pause
Zinfo test campaign-5	Head Line 1	Adgroup	Aug 04, 2017	Active	View Edit Set Pause
Zinfo test campaign-3-2	Head Line 1	Adgroup	Aug 04, 2017	Active	View Edit Set Pause
Zinfo test campaign-2-updated	Head Line 1	Adgroup	Aug 04, 2017	Active	View Edit Set Pause
Zinfo test campaign at demo89	Head Line 1	Adgroup	Aug 16, 2017	Pause	View Edit Set Active

Click to set Active/Pause

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Adword Campaign List

Campaign Name	HeadLine1	Ad Group	Date Entered	Action
Zinfo test campaign	Head Line 1	Adgroup	Aug 04, 2017	Edit Delete Copy
campaign at demo89 2nd	Head Line 1	Adgroup	Aug 16, 2017	Edit Delete Copy

Copy and create new template

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Campaign Creation (Update Template):

https://demo89beta.zinfo.net/CRM/GoogleAdwords/cp/CreateGAcampaign.aspx?id=b71e5fd-b500-4bac-86d0-75: Search

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Adword Campaign Add Save Cancel Return To List

Campaign Details

Account*:	Zinfo CP acc
Campaign Name*:	campaign at demo89 2nd
Head Line 1*:	Head Line 1
Head Line 2*:	Head Line 2
Landing Page URL*:	https://demo89beta.zinfo.net/new/mp/mobi
Content*:	content
Start Date*:	
End Date*:	

Add Group and KeyWord

Ad Group*:	Adgroup		
Add Keyword*:	<input type="text"/> Save click to Add key word		
Select	Keyword	Your Bid Amt	Action
<input checked="" type="checkbox"/>	Channel		Edit Delete

https://demo89beta.zinfo.net/CRM/GoogleAdwords/cp/CreateGAcampaign.aspx?id=b71e5fd-b500-4bac-86d0-75: Search

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Marketing Edit | Delete

Add Budget

Daily Budget*:	10
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Location and Language

Country*:	India <input checked="" type="checkbox"/> Russia <input checked="" type="checkbox"/>
Language*:	English <input checked="" type="checkbox"/> Hindi <input checked="" type="checkbox"/>

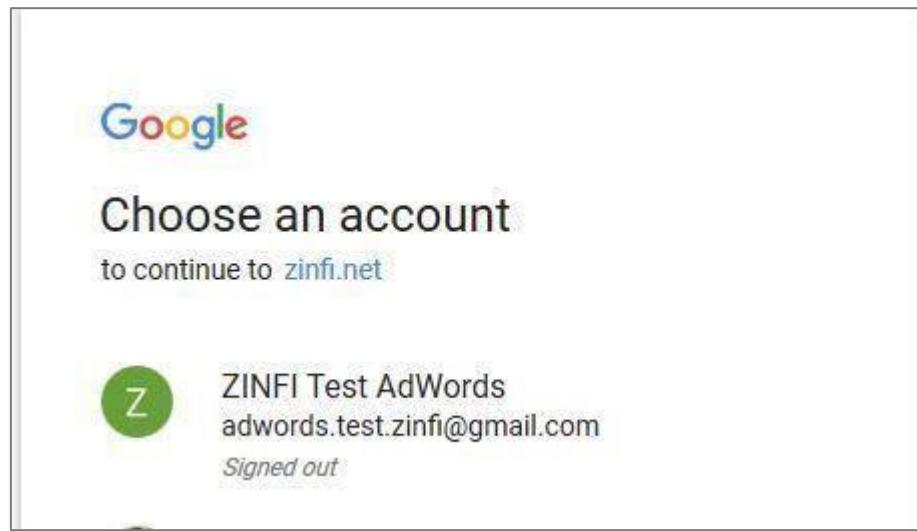
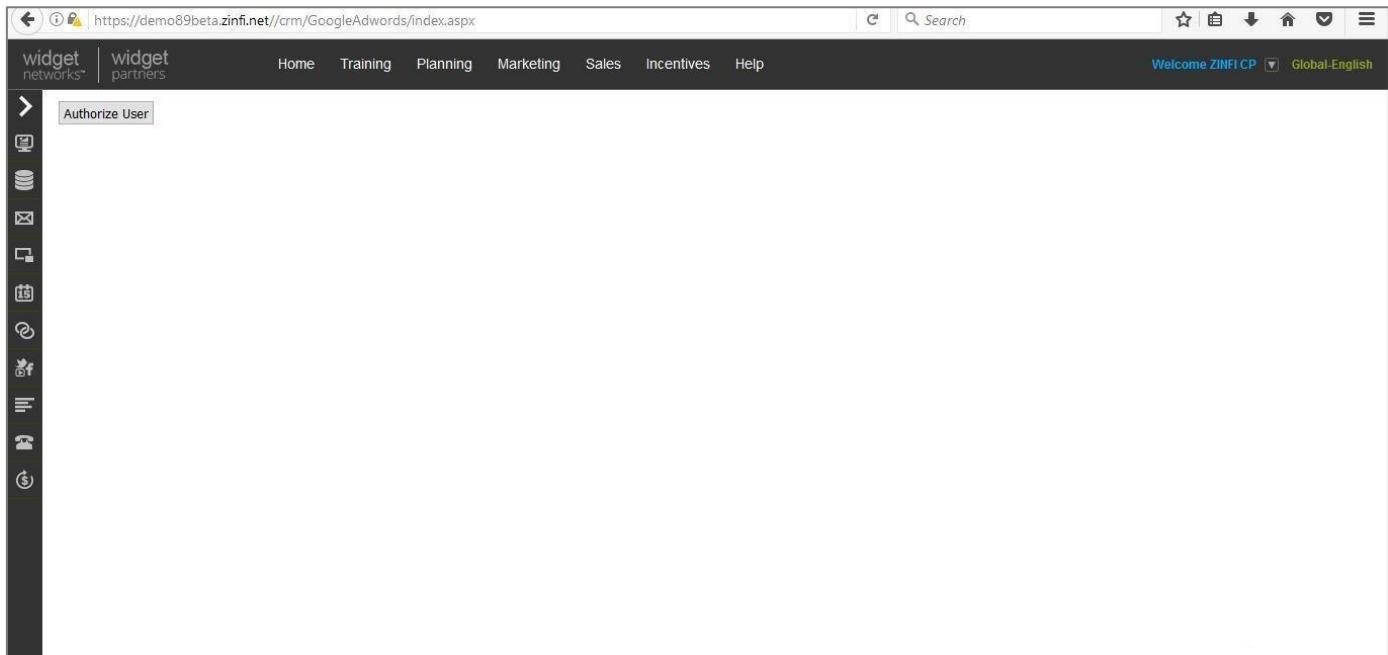
Weekly Schedule

All Time Schedule Time

Monday	Start Time	1	0	0	0	End Time	20	0	0	0
<input checked="" type="checkbox"/>	Start Time	1	0	0	0	End Time	23	0	0	0
<input checked="" type="checkbox"/>	Start Time	0	0	0	0	End Time	0	0	0	0
<input type="checkbox"/>	Start Time	0	0	0	0	End Time	0	0	0	0
<input type="checkbox"/>	Start Time	0	0	0	0	End Time	0	0	0	0
<input type="checkbox"/>	Start Time	0	0	0	0	End Time	0	0	0	0
<input type="checkbox"/>	Start Time	0	0	0	0	End Time	0	0	0	0

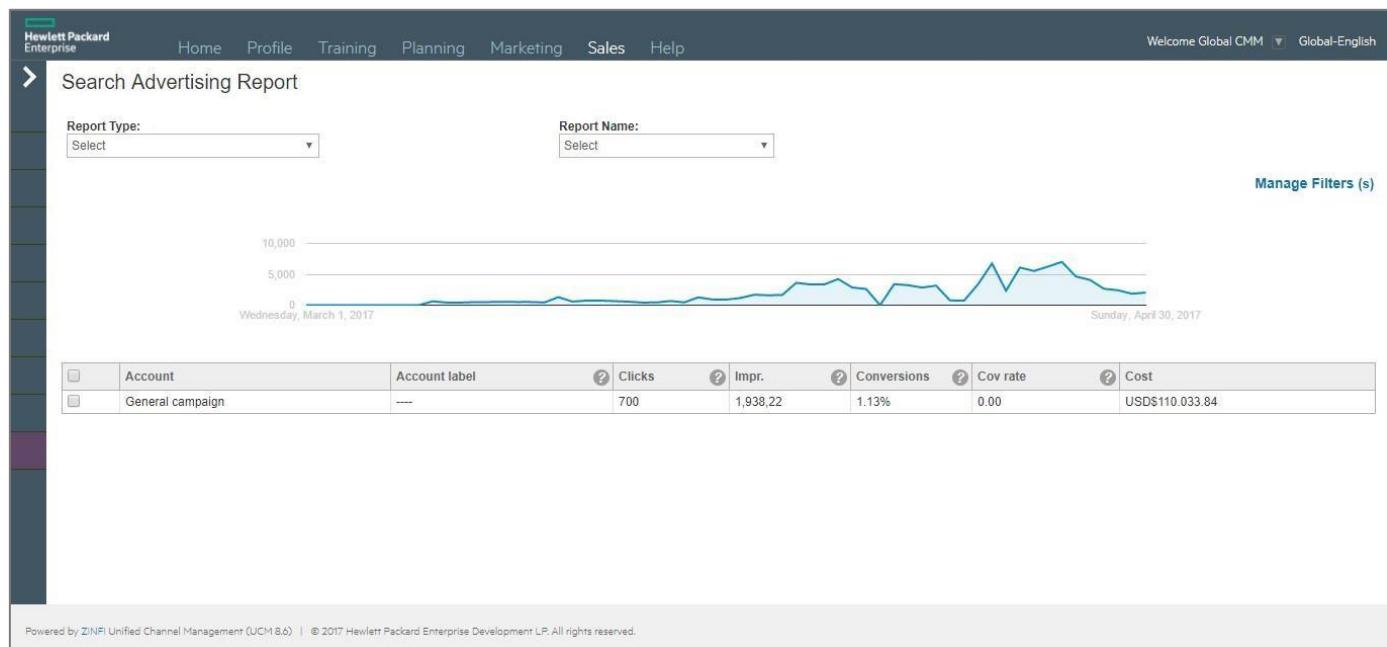
Status Active Pause

Save Cancel

Authorize AdWords Account:

Reports:**Account Summary Report**

This report shows the overall campaign(s) performance over a specified period of time with the number of clicks and impressions received.



Budget Summary Report

As the name suggests, this report shows the campaign budget summary, which includes:

- Total budget
- Daily budget
- Amount utilized
- Amount pending

The screenshot shows a web-based application interface for managing budgets. At the top, there is a navigation bar with links for Home, Profile, Training, Planning, Marketing, Sales, and Help. On the far right, it says "Welcome Global CMM" and "Global-English". Below the navigation bar, there is a search bar with the placeholder "Search Advertising Report". Underneath the search bar, there are two dropdown menus: "Report Type" (set to "Select") and "Report Name" (set to "Select"). To the right of these dropdowns is a link "Manage Filters (s)". Below these controls is a table with the following data:

	Accounts	Account label	Billing account	Payment profile	Purchases order	Payment Setting	Account budget	Remaining account budget	% spent	Start date	End date	Total daily budgets
<input type="checkbox"/>	Campaign 1 710-080-1374	---	Adwords 710-080-1374 3241-5062-7051	Hewlett Packard Enterprise 3241-5062-7051	65	Automatic Setting	Unlimited	--	--	21 June, 2017	No end date	USD\$ 100.00

At the bottom of the interface, there is a footer note: "Powered by ZINFO Unified Channel Management (UCM 8.6) | © 2017 Hewlett Packard Enterprise Development LP. All rights reserved."

Ad Click Performance

This report shows details associated with individuals who clicked on the ad (prospects).

Report Type: Select Report Name: Select

Manage Filters (s)

Prospect	Ad Headline	Match Type	Network	Device	Clicked At
Warren Beatty	Ad for: Henry's	Board	Unknown	Mobile	June 10, 2017, 6:15AM

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CTR & Impressions Report

This is a detailed version of the first report showing the click-through rate and impressions rate trends.

