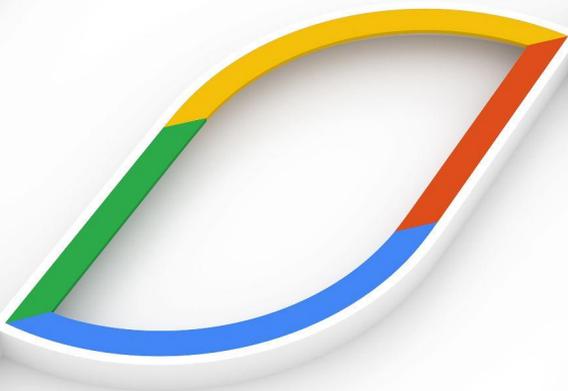


Google Partners

PREMIER
PARTNER
AWARDS
2022

Entry Handbook

US/CA



Contents

01. Overview
02. How it works
03. Writing your entry
04. FAQs

Important dates

MAY
26

Open for entries

Submissions will open 26 May. Submit your entry by 1 July 2022.

JUL
01

Entries close

Submit your entry by 1 July 2022.

AUG
29

Finalists announced

Finalists will be notified and announced on the website.

LATE
2022

Winners announced

Winners will be announced at a regional awards celebration.

Google Partners

PREMIER
PARTNER
AWARDS
2022

01.

Overview

Recognizing excellence in Google Ads

This handbook is your guide to the Premier Partner Awards 2022. Here, you'll find everything you need to know about the awards, application process, and beyond.

[Get started here.](#)

Categories

This year, we've added some new categories, with your clients' marketing objectives and your workplace at the fore.

If your agency drives funnel excellence, take a look at **Brand Awareness** and **Lead Generation**. If diversification is a strength, your entries would be a great fit for **App Growth**, **Online Sales**, or **International Growth**. And if you're paving the way as a brilliant place to work, submit an entry for **Workplace Excellence**.



Brand Awareness

PREMIER PARTNER OF THE YEAR



Lead Generation

PREMIER PARTNER OF THE YEAR



Online Sales

PREMIER PARTNER OF THE YEAR



App Growth

PREMIER PARTNER OF THE YEAR



International Growth

PREMIER PARTNER OF THE YEAR



Workplace Excellence

PREMIER PARTNER OF THE YEAR

Why enter

As a Premier Partner Award-winner, you'll enjoy a wide range of benefits, including:

Award

Winners will be recognized at an award ceremony, and will receive a trophy that celebrates the strong partnerships between you and your clients.

Case study

Winners will receive a case study created by Google featuring the exceptional work you've delivered for your clients.

Spotlight

Winners may also be considered for additional Google Ads marketing opportunities throughout the year.

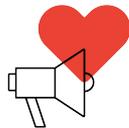
Judging and selection process

This year, we're partnering with Accenture, an independent third party, whose wide range of expertise and industry knowledge will help to deliver a balanced judging assessment.

Every Premier Partner that enters the awards will be judged on their performance and contents of their entry.

First, we'll review your account and check the numbers to benchmark how successful you've been. Then, we will review all entries, including the client case study, to determine the finalists. Finally, we'll pass everything over to Accenture, our independent third party, where a panel of independent judges will select winners in each category.





Brand Awareness

PREMIER PARTNER OF THE YEAR

Helping your clients elevate their brand can be a real challenge, especially when consumer behavior is constantly changing.

To build awareness, brands are reinventing production processes to create more relevant and targeted content. Digital video is the ultimate awareness tool, where advertisers can easily reach audiences they can't find elsewhere.

What YouTube campaigns have helped your clients drive brand awareness and show up in the moments that matter?



Lead Generation

PREMIER PARTNER OF THE YEAR

The way we connect with others has evolved rapidly over the last few years, and this includes the businesses we interact with. That's why more than ever, lead generation marketers connect with customers online.

Nurturing leads often requires human interaction – whether it's via email, over the phone, or meeting a customer, a great relationship goes a long way when it comes to pitching, closing, and repeating sales. But following up with too many low-quality leads can be very costly and time-intensive.

How have you partnered with your clients to drive high-quality leads at scale?



Online Sales

PREMIER PARTNER OF THE YEAR

From discovery to purchase, customer behavior has become more complex with digital acceleration. This has also created plenty of opportunities, with brands leveraging different products and tools, from Target ROAS to Discovery Campaigns, to reach shoppers in the moments that matter.

How did you identify the right products to support your clients' campaigns?



App Growth

PREMIER PARTNER OF THE YEAR

Helping clients grow their app business isn't easy. 60% of apps are never downloaded*, so it's vital that people hear about, download, and keep using your client's app. And as the demand for apps grows, it's increasingly challenging for developers to get their app discovered and convert new users into loyal customers.

Which Google tools did you use to help your clients increase their mobile app downloads and grow their business?

*Source: Google/Heart+Mind Strategies, 'Getting Things Done on Mobile', Feb. 2018, n=704, DE, A18+ smartphone users; 2The state of app retargeting, AppsFlyer, 2020



International Growth

PREMIER PARTNER OF THE YEAR

The world has become a connected economy, with more businesses coming online to widen global reach. Brands are making the most of new strategies and tools to help achieve their international goals, from leveraging automation to increasing campaign metrics.

What strategies did you develop to help your clients expand into new markets and drive sustainable, international growth?



Workplace Excellence

PREMIER PARTNER OF THE YEAR

The Workplace Excellence category focuses on how your company works together. From digital specialists to marketing directors, whether you're a team of two or twenty two – all companies have the ability to make a positive change. What inclusive choices is your company making, to create a culture of belonging?

We're looking for inclusive company principles and how they benefit talent and improve your workplace, for everyone. What is your approach to diversity, equity, and inclusion?

Google Partners

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AWARDS
2022

02.

How it works

What you'll need

All entrants are required to supply their valid MCC ID and a client release form.

MMC ID:

This is your unique identifier that you'll need to begin your application.

To find your MCC ID, sign in to your Google Ads account, click the help icon in the top right corner, and select "Customer ID" at the bottom of the menu.

Release form:

Please note that your client will need to sign a **case study release form** to submit client data as part of your case study. Client case studies and release forms are **not required for the Workplace Excellence category**.

The release form will be available via the application process, and must be attached to ensure a valid application. Your company can only submit one per category and from one MCC – this has to be Premier.

Submission process

To enter, you must currently be a certified Premier Partner in one of your Google Ads Manager Accounts (MCC).

1. Visit the [Premier Partner Awards](#) website and **log in to your account** using your MCC ID.
2. **Enter your company and contact details** (region, market, company name, company logo, work email address).
3. **Select your category and answer the questions.**
4. **Answer the client case study questions.**
Select a story of client success that you are most proud of. A successful case study should be concise and focus on strategy, method, tools, and metrics. Client case studies and release forms are **not required for the Workplace Excellence category.**
5. **Review your details and answers.**
Make sure you carefully review all contact information and answers, and have all fields completed before you submit your entry. You can edit your entry until 1 July 2022.
6. **Read and agree** to the [terms and conditions](#).
7. **Submit your application.**

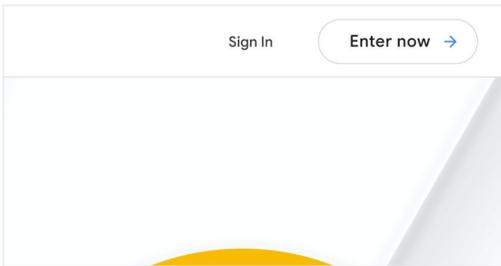
02. How it works

Navigating the submission process

Log in

Visit the [Premier Partner Awards](#) website and select “Enter now” at the top of the page to **log in** or **set up an account**.

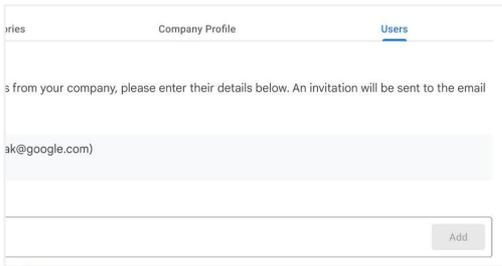
- Your MCC ID is your unique identifier that you'll need to access your application.



Set up your account

Enter your **company** and **contact details**.

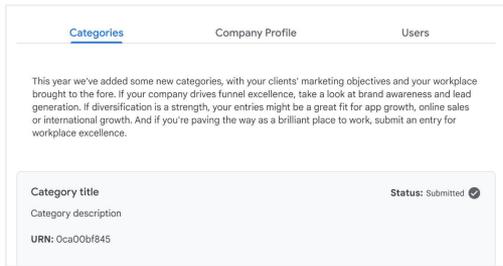
- Enter all the details on the page
- Add contributors in the “Add users” section. This will allow your team to review and edit your submissions.



Enter category(s)

Select the category/categories you wish to enter. You'll then be prompted to answer the category questions.

- You'll be able to edit your application until the **submission deadline on 1 July 2022** – save any changes you make.



02. How it works

Navigating the submission process

Submit case study release form

For your entry to be valid, please make sure that the client you're featuring in the case study has signed the release form for each entry. Client case studies and release forms are **not required for the Workplace Excellence category**.

Case study release form

To finalise your application for this award category and for your entry to be valid, please make sure that the client that you're featuring in the case study has signed the case study release form entry. Please note that your case study release forms can still be completed after the submission deadline.

[docusign](#) release form

You'll need to complete [this DocuSign case study release form](#) using the following process:

Review your entry

Before submitting your entry, review your application details and company profile to ensure all of the information provided is correct.

You'll be able to edit your application until the submission deadline on 1 July 2022.

Review and submit

Agree the following

I understand that my personal data will be processed by Google LLC to organise the Premier Partner Awards in accordance with the [Google Privacy Policy](#).
! Requires your agreement

I accept the [terms and conditions](#) of the Premier Partner Awards.
! Requires your agreement

02. How it works

Checklist

- Review each of the award categories.
- Talk to your Google contact to help select the categories that are right for you.
- Assemble a team within your company to help write and complete your award submission(s).
 - Assign a lead for the team to manage the application process online.
 - Determine who will need to sign-off on your submission(s) internally.
- Set up your company profile and add contributors.
- Answer your selected category questions.
 - [Read here on how to write a good entry](#)
- Answer the client case study questions.*
 - When selecting a client, make sure they're happy to be featured and will sign the release form.
 - *All categories require a client case study, except for Workplace Excellence.
- Share the case study release form with your client.
 - The release form will be available via the application process, and must be attached to ensure a valid application.
- Review your submission(s).
 - Make sure you carefully review all contact information and answers, and have all fields completed before you submit your entry.
 - You'll be able to edit your application until the submission deadline on 1 July 2022.

Google Partners

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AWARDS
2022

03.

Writing your entry

03. How to write a great entry

How to write a great entry

Our judges will review a lot of submissions, so take the time to make yours stand out. Tell a captivating story that highlights your company's unique approach — what sets you apart from other businesses?

Give depth to your entry by adding the perspectives of multiple stakeholders, such as CEOs, company founders, or even reach out to clients for their testimonials. Once you've set the scene and discussed your process, use data and metrics to demonstrate the impact you've driven for your clients.

Helpful tips

- Tell a story with a beginning (objectives), middle (approach), and end (impact)
- Consider co-writing your submission – multiple perspectives help to tell a richer story
- Share all metrics relevant to your objectives, include objectives, KPIs, and benchmarks
- Start early to give yourself more time to craft a successful submission

03. How to write a great entry



Brand Awareness

1. Please describe how you drive business outcomes for your clients on a strategic level, in a scalable way.

- Explain your **value proposition** as a strategic partner to clients.
- What **strategic initiatives and/or capabilities** allow you to drive growth and sustainability for clients?

2. After aligning with a client on brand awareness as the marketing objective for a specific campaign, how do you decide which Google Ads products would work best?

- What criteria do you use to evaluate Google Ads products' effectiveness when it comes to driving brand awareness? (one or more)
- Provide three **Google Ads products** that work well to drive brand awareness objectives.

3. How does your company use Google or your own automation technology solutions to improve campaign performance and help your clients grow at scale?

- Has your company adopted **automation technology or other tactics** to optimize brand awareness campaigns? List one or more.
- Explain how and when these tactics are employed.

4. How do you define a successful brand awareness campaign? What measurement strategy do you use to make sure you're effectively delivering for your clients in the short and long term?

- What metrics do you use to measure success for a brand awareness campaign? List your top three.
- Highlight any key differences between success metrics for short term solutions and long term solutions.

03. How to write a great entry



Brand Awareness - Case Study

1. What were the business objectives of the campaign and how did you translate them into the marketing objective?

- Briefly, what was the key **business challenge** your client was facing when they engaged you?
- How did this inform the client's ask of you? (i.e. what was your **marketing objective**?).
- What was your high level approach to achieve this objective?

2. Which combination of Google Ads products did you use to drive brand awareness and why?

- Provide the **Google Ads products** leveraged as well as your **campaign goal** for each product. (one or more)

3. What Google tools or best practices did you use to build or optimize creatives for the platform?

- What was the **creative strategy** for the campaign? Did any **creative best practices** inform this?
- List and explain any **Google tools** used to build or optimize for creative. (one or more)

4. What were the results of the campaign? Please elaborate on the campaign metrics as well as the broader business results they delivered.

- What were your campaign **KPIs** and **results** against these metrics?
- How did these results **impact** the client's business?
- Share any **key learnings** from the campaign the client can leverage going forward.

03. How to write a great entry



Lead Generation

1. Please describe how you drive business outcomes for your clients on a strategic level, in a scalable way.

- Explain your **value proposition** as a strategic partner to clients.
- What **strategic initiatives and/or capabilities** allow you to drive growth and sustainability for clients?

2. After aligning with a client on lead generation as the marketing objective for a specific campaign, how do you decide which Google Ads products would work best?

- What **criteria** do you use to evaluate Google Ads products' effectiveness when it comes to driving lead generation? (one or more).
- Provide three **Google Ads products** that work well to drive lead generation objectives.

3. How does your company use Google or your own automation technology solutions to improve campaign performance and help your clients grow at scale?

- Has your company adopted **automation technology or other tactics** to optimize lead generation campaigns? List one or more.
- Explain how and when these tactics are employed.

4. How do you define a successful lead generation campaign? What measurement strategy do you use to make sure you're effectively delivering for your clients in the short and long term?

- What **metrics** do you use to measure success for a lead generation campaign? List your top three.
- Highlight any **key differences** between success metrics for short term solutions and long term solutions.

03. How to write a great entry



Lead Generation - Case Study

1. What were the business objectives of the campaign and how did you translate them into the marketing objective?

- Briefly state the key **business challenge** your client was facing when they engaged you.
- How did this inform the client's ask of you? (i.e. what was your **marketing objective**?).
- Explain your high level **approach** to achieve this objective.

2. Which combination of Google Ads products did you use to drive lead generation and why?

- Provide the **Google Ads products** leveraged as well as your **campaign goal** for each product (one or more).

3. What were the results of the campaign? Please elaborate on the campaign metrics as well as the broader business results they delivered.

- What were your campaign **KPIs** and **results** against these metrics?
- How did these results **impact** the client's business?
- Share any **key learnings** from the campaign the client can leverage going forward.

03. How to write a great entry



Online Sales

1. Please describe how you drive business outcomes for your clients on a strategic level, in a scalable way.

- Explain your **value proposition** as a strategic partner to clients.
- What **strategic initiatives and/or capabilities** allow you to drive growth and sustainability for clients?

2. After aligning with a client on online sales as the marketing objective for a specific campaign, how do you decide which combination of Google Ads products would work best?

- What **criteria** do you use to evaluate Google Ads products' effectiveness when it comes to driving online sales? (one or more).
- Provide three **Google Ads products** that work well to drive online sales objectives.

3. How does your company use Google or your own automation technology solutions to improve campaign performance and help your clients grow at scale?

- Has your company adopted **automation technology or other tactics** to optimize online sales campaigns? List one or more.
- Explain how and when these tactics are employed.

4. How do you define a successful online sales campaign? What measurement strategy do you use to make sure you're effectively delivering for your clients in the short and long term?

- What **metrics** do you use to measure success for an online sales campaign? List your top three.
- Highlight any **key differences** between success metrics for short term solutions and long term solutions.

03. How to write a great entry



Online Sales - Case Study

1. What were the business objectives of the campaign and how did you translate them into the marketing objective?

- Briefly state the key **business challenge** your client was facing when they engaged you.
- How did this inform the client's ask of you? (i.e. what was your **marketing objective**?).
- What was your high level **approach** to achieve this objective?

2. Which combination of Google Ads products did you use to drive online sales and why?

- Provide the **Google Ads products** leveraged as well as your **campaign goal** for each product (one or more).

3. What were the results of the campaign? Please elaborate on the campaign metrics as well as the broader business results they delivered.

- What were your campaign **KPIs** and **results** against these metrics?
- How did these results **impact** the client's business?
- Share any **key learnings** from the campaign the client can leverage going forward.

03. How to write a great entry



App Growth

1. Please describe how you drive business outcomes for your clients on a strategic level, in a scalable way.

- Explain your **value proposition** as a strategic partner to clients.
- What **strategic initiatives and/or capabilities** allow you to drive growth and sustainability for clients?

2. After aligning with a client on app growth as the marketing objective for a specific campaign, how do you decide which combination of Google Ads products would work best?

- What **criteria** do you use to evaluate Google Ads products' effectiveness when it comes to driving app growth? (one or more).
- Provide three **Google Ads products** that work well to drive app growth.

3. What app events do you optimize for to leverage automation in your clients' campaigns?

- Has your company adopted **automation technology or other tactics** to optimize for app growth? List one or more.
- Explain how and when these tactics are employed.

4. How do you define a successful app growth campaign? What measurement strategy do you use to make sure you're effectively delivering for your clients in the short and long term?

- What **metrics** do you use to measure success for an app growth campaign? List your top three.
- Highlight any **key differences** between success metrics for short term solutions and long term solutions.

03. How to write a great entry



App Growth - Case Study

1. What were the business objectives of the campaign and how did you translate them into the marketing objective?

- Briefly state the key **business challenge** your client was facing when they engaged you.
- How did this inform the client's ask of you? (i.e. what was the **marketing objective**?).
- What was your high level **approach** to achieve this objective?

2. What app events did you optimize for to leverage automation in this client's campaign?

- Provide the **Google Ads products** leveraged as well as your **campaign goal** for each product. (one or more).

3. What were the results of the campaign? Please elaborate on the campaign metrics as well as the broader business results they delivered.

- What were your campaign **KPIs** and **results** against these metrics?
- How did these results **impact** the client's business?
- Share any **key learnings** from the campaign the client can leverage going forward.

03. How to write a great entry



International Growth

1. Please describe how you drive international business outcomes for your clients on a strategic level, in a scalable way.

- Explain your **value proposition** as a global strategic partner to clients.
- What **strategic initiatives and/or capabilities** allow you to drive international growth and sustainability for clients?

2. After aligning with a client on an international growth strategy for a specific market(s), how do you decide which Google Ads products would work best?

- What **criteria** do you use to evaluate Google Ads products' effectiveness when it comes to driving international growth? (one or more).
- Provide three **Google Ads products** that work well to achieve international growth objectives.

3. How does your company use Google or your own automation technology solutions to improve campaign performance and help your clients grow in international markets at scale?

- Has your company adopted **automation technology or other tactics** to optimize international growth? List one or more.

4. How do you define a successful international campaign? What measurement strategy do you use to make sure you're effectively delivering for your clients in the short and long term?

- What metrics do you use to measure success for an international campaign? List your top three.
- Highlight any key differences between success metrics for short term solutions and long term solutions.

03. How to write a great entry



International Growth - Case Study

1. What were the business objectives of the campaign and how did you translate them into the marketing objective?

- Briefly, what was the key **business challenge** your client was facing when they engaged you?
- How did this inform the client's ask of you? (i.e. what was your **marketing objective**?).

2. Please describe how you supported your client on a strategic and tactical level, in a scalable way.

- What was your **approach** to reach marketing objectives?
- How did you **execute** on this approach?

3. Which combination of Google Ads products did you use to drive international growth, and why?

- Provide the **Google Ads products** leveraged as well as your **campaign goal** for each product (one or more).

4. What were the results of the campaign? Please elaborate on the campaign metrics, as well as the broader business results they delivered.

- What were your campaign **KPIs** and **results** against these metrics?
- How did these results **impact** the client's business?
- Share any **key learnings** from the campaign the client can leverage going forward.

03. How to write a great entry



Workplace Excellence

1. What best practices nurture talent in your company?

- What is your **driving strategy or program** that helps individuals develop at your company?
- What **impact** did this strategy or program have on talent?

2. What best practices promote a great work environment for your team?

- Describe your company's **key principles** to fostering a great work environment.
- How has your company translated these principles into **action**? Share results, where possible.
- What **steps** have you taken to ensure this positive and inclusive culture continues?

3. What is your company's overall approach to diversity, equity, and inclusion?

- What is your company's diversity, equity, and inclusion **strategy**?
- What **impact** does this strategy have on your company, your clients, and/or your community?
- Where possible, include **statistics** on the diversity of your company, including percentages in upper-level leadership, as well as company staff as a whole.

Google Partners

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2022

04. FAQS

Frequently Asked Questions

What is the application period for the Premier Partner Awards 2022?

26 May to 1 July 2022.

What are the Premier Partner Awards categories?

The Premier Partner Awards categories for 2022 are Brand Awareness, Lead Generation, Online Sales, App Growth, International Growth, and Workplace Excellence.

How many awards can my company apply for?

Each Premier Partner can apply for all six awards. You can only enter in one regional awards contest, even if your company is active in more markets/locations. Read the [terms and conditions](#) for more details.

What are the prerequisites for applying for an award?

To apply for an award you must hold a Premier Partner badge in one of your Google Ads Manager Accounts (MCC). See the [terms and conditions](#) for more details.

How do I apply for Lead Generation, Online Sales, Brand Awareness, App Growth, and International Growth award categories?

You'll need to [submit](#) an entry form **and a client case study**. Please download the [Entry Handbook](#) and review the step-by-step guidance before starting your application. Read the complete [terms and conditions](#) for more information.

How do I apply for the Workplace Excellence award category?

You'll need to [submit](#) an entry form – this category **does not require a client case study**. Please download the [Entry Handbook](#) and review the step-by-step guidance before starting your application. Read the complete [terms and conditions](#) for more information.

What is the eligibility period for the client case study?

The eligibility period for case studies will be between July 2021 – May 2022.

Frequently Asked Questions

What is a client case study?

A client case study is an opportunity to showcase your company's expertise and work in a particular area. You'll be prompted in the application steps on the website to answer questions specific to your chosen example. The client case study should focus on one client only. Client case studies are required for all award categories, **except for Workplace Excellence**. For your entry to be valid, please make sure that the client you're featuring in the case study has signed the case study release form for each entry. You'll be required to share the case study release form.

How do I submit a case study release form?

You will need to complete the electronic case study release form via DocuSign which will be available via the [application process](#).

Can I send additional materials about my company?

Please do not send any additional materials as we will only consider responses to the application questions and your case study.

When will the finalists be announced?

The finalists for each award category will be notified via email on 29 August 2022.

When will the winners be announced?

Winners will be announced at a Google Partners regional or local award event to be scheduled towards the end of 2022. All winners will be posted online following the announcement.

Who do I contact if my company has questions?

Please visit [this address](#) and select Google Premier Partner Awards in the "main topic of your inquiry" dropdown. A member of our team will be in touch soon to answer any questions.

Thank you

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AWARDS
2022

