

Martech update: small businesses can now boost their Google Ads budgets within Digivizer platform

Paid marketing boost, monthly free digital strategy sessions and discounted Digivizer monthly subscription, on offer until 31 December

7 November, 2019: Digivizer is teaming up with technology partner Google to offer first-time users of Digivizer's real-time digital analytics platform and Google Ads a boost to their paid search budgets.

Businesses need only register on Digivizer's platform as new users, open a new Google Account from the Digivizer Platform, and invest a minimum of \$50 in a paid Google search campaign, to receive match funding up to \$150 from Google.

Businesses must be first-time users of Digivizer, be new to Google Ads, and must sign on and spend their first \$50 by 31 December 2019.

Digivizer users can connect their Google accounts directly to the platform, along with their Facebook, Instagram, LinkedIn & Twitter social media accounts, to gain a single, all-platform, real-time view of all their paid, owned and earned media. Business new to Google Ads can, at a push of a button, start a new Google Ads account to allow them to start spending and tracking the impact of their spend.

All Digivizer platform users also receive a Digivizer Express update every Monday - a snapshot of what's up and down in their digital marketing performance week on week. Digivizer tracks engagement, engagement rates, impressions, reach, video-views, click-through rates, cost-per-click, influencer activity, hashtags of choice and over 100 measurements of digital marketing and content performance, in real-time.

The first month on Digivizer is free, and instantly includes 30 days of data, and live data for a further 30 days from registration day. All plans begin at US\$45 per month (normally from US\$89 per month) for the life of the account if signed-up by 31 December.

About Digivizer

Digivizer, founded in 2010, is Australia's leading digital marketing analytics technology company. Digivizer helps businesses measure the performance of their digital and social marketing investment across owned, earned and paid social and search media. Businesses can then use these insights to make better business decisions and improve their marketing ROI.

Digivizer delivers its digital analytics platform as Software as a Service (SaaS) with customers choosing either to manage themselves or easily add additional agency services such as creative and paid media services.

Digivizer is an ad partner, development partner and technology partner to the major social and search platforms including Facebook (incorporating Instagram), Twitter, LinkedIn, Google and referring business partnerships with Investible, Shopify and other agencies.

Media assets

Digivizer and Google are partnering to offer first-time users boosted budgets to support Google Ads, before 31 December 2019. Image: Digivizer.

Contacts

Digivizer is at:

Twitter: <https://twitter.com/Digivizer>

Facebook: <https://www.facebook.com/Digivizer>

LinkedIn: <https://au.linkedin.com/company/digivizer>

Instagram: <https://www.instagram.com/Digivizer>

Web: www.digivizer.com

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