



Google Mini Labs

Catalogue

In partnership with

Google

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6 Dimensions of Digital Maturity*



Attribution

Accurately measure and value customer touchpoints



Assets & Ads

Deliver attention driving, intuitive experiences across digital touchpoints



Audience

Organise data to identify, understand and influence the most valuable audiences throughout the sales funnel



Access

Efficiently reach your identified audiences across all ad inventory types and channels, with the right levels of control



Automation

Optimise marketing operations to drive profitability and growth



Organisation

Improve decision making and results by working collaboratively across teams and with specialized partners



Attribution

Accurately measure and value customer touchpoints

Attribution Fundamentals

Assess your current approach and attribution maturity level and identify areas for strategic development

What to Expect:

Identify where attribution sits among your measurement solutions.

Discuss business challenges that can be solved with the data-driven attribution model.

Ideal for:

Marketing Managers
Performance & Analytic Managers

Data Activation

Reflect on your organisation's current approach to Data Activation, and identify areas for short and long-term development

What to Expect:

Identifying key business objectives & Data Activation use cases.

Develop an action plan for a Data Activation pilot.

Ideal for:

Marketing or digital teams
Key decision makers
Digital Marketing Managers



Attribution

Accurately measure and value customer touchpoints

Omnichannel

Deepen your understanding of omnichannel measurement solutions and extend your knowledge of a mobile-first approach

What to Expect:

Explore existing knowledge and awareness of mobile strategies. Understand how to tap into revenue opportunities offered by omnichannel solutions.

Ideal for:

CMO
Brand Managers/ Marketing Directors
Larger cross functional groups

Advanced Omnichannel

Get a clear overview of your current approach to strategic marketing across online and offline channels

What to Expect:

Assess your organisation's current omnichannel maturity level.
Identify areas for strategic development.
Map out a pathway to success.

Ideal for:

Marketing or digital teams
Data Specialists
B+ and C- level Management

Privacy-Centric Attribution

Explore and quantify the impact of privacy changes on your current approach to attribution

What to Expect:

Assess changes in the privacy landscape.
Re-evaluate your current attribution strategy.
Explore the benefits of data-driven attribution.

Ideal for:

Marketing Managers
Digital Marketing Managers
Advertising/media agency
Low C-level/ High B-level



Assets & Ads

Deliver attention-driving, intuitive experiences across digital touchpoints

Data-Driven Creatives

Discover how to integrate data driven creative into your campaigns

What to Expect:

Understand the value of data driven creative.

Practice Google's approach to data driven creative strategy.

Ideal for:

Decision-makers

Creative Team: Mid to C-Level

Media Team: Mid to C-Level

Client: Mid to C-Level

Enhance your Mobile Experience: Mobile UX

Critically assess the mobile barriers currently blocking conversions

What to Expect:

Validate your mobile goals and objectives.

Determine actions to improve your mobile UX and drive your overall mobile strategy.

Ideal for:

Senior external stakeholders

Product Owners

Brand Managers

Marketing and/or IT Directors

Agency representatives

Grow with Apps

Assess your current app, find areas for growth and rethink your app strategy

What to Expect:

Understand the role of apps in driving business growth.

Define the purpose of your app and identify areas for development.

Ideal for:

Product Managers

UX specialists

Marketing Managers

B-level Management

Business Strategists



Audience

Organize data to identify, understand and influence the most valuable audiences throughout the sales funnel

Finding Your Audience

Unpack the importance of understanding your target audience when executing marketing campaigns

What to Expect:

Create meaningful audience segments along the entire customer journey
Outline a customer-first audience targeting plan

Ideal for:

Senior stakeholders
Project lead
Subject matter expert
Execution lead



Access

Efficiently reach your identified audiences across all ad inventory types and channels,
with the right levels of control

Design a Video Action Campaign

Discover how to create a Video Action Campaign and consider the wider possibilities for your business

What to Expect:

Explore the role of mid-funnel campaigns and the impact of YouTube and VAC as part of the media mix.

Ideal for:

Decision-makers
Creative Agency
Media Agency
CMO, Senior/Digital Marketing Manager

Video Reach

Gain a broad understanding of the value of TV + YouTube and how it can help you reach a wider audience

What to Expect:

Build on an existing or plan a new TV campaign and develop a more robust TV + Youtube strategy plan.

Ideal for:

Media planners
Integrated marketing communications managers
Media strategists
Advertising/media agency team members

Automation

Optimise marketing operations to drive profitability and growth

Automation

Explore how automating bidding, creatives, and workflows can help your organisation connect with customers

What to Expect:

Map out your existing approach to automation and identify new opportunities

Develop a sophisticated automation adoption plan

Ideal for:

Campaign Managers

Marketing Directors

Digital/ Performance Leads

Media agency partners

Organisation

Improve decision- making and results by working collaboratively across teams and with specialized partners

Activate Customer and Marketing Objectives

Refine your strategy and translate that into clear customer and marketing objectives

What to Expect:

Reveal your current state, achievements, success enablers and blockers.

Uncover and refine your customer and marketing objectives.

Ideal for:

Decision Makers

CMO, Director of Sales, Product owner, Senior Digital/Marketing Manager, Head of Performance, CDO

Activate Insights-driven Marketing

Meet your marketing objectives by creating an audience strategy based on relevant consumer insights

What to Expect:

Create a framework to grow your business using Google Marketing Platform (GMP).

Ideal for:

Digital Managers

Display and Video media managers

Marketing Managers

Insight & research managers at agencies

Design Thinking

Unpack the key stages of the design thinking process to understand how it can transform your business

What to Expect:

Explore each of the stages of design thinking (empathise, define, ideate, prioritise, prototype and test).

Ideal for:

Marketing /Digital/ Brand manager

Practitioner and analyst

Data privacy consultants

Business analyst

IT manager, CTO

Legal

Organisation

Improve decision-making and results by working collaboratively across teams and with specialized partners

International Growth

Create a roadmap for your international growth strategy

What to Expect:

Articulate how to improve your positioning in your desired markets.

Ideal for:

Account Directors
Client servicing team
Business development
C-Levels/ B-Levels
CMO/Brand Managers
Strategy and Business Development

Measuring Goals with OKRs

Explore the concept of OKRs and learn how to actively use them for more effective goal setting and measurement

What to Expect:

Gain a clear and objective view of your current approach to goal setting and measurement.

Create an action plan to embed OKRs within your team or organisation.

Ideal for:

Team Leaders
Senior Managers
C-Level
HR

Privacy

Increase your privacy-readiness and assess the impact of privacy changes on your businesses

What to Expect:

Identify privacy-centric solutions that can deliver value.

Create a bespoke privacy roadmap and clear action plan.

Ideal for:

Marketing teams: B/C-level decision-makers
IT teams
Business insights teams
Legal representatives

Organisation

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Setting Measurable KPIs for Business Success

Assess your KPIs and consider how well they are linked to your business and marketing objectives

What to Expect:

Translate marketing objectives into KPIs and metrics.
Leverage correct measurement tools of marketing effectiveness.

Ideal for:

CMO
Measurement Owner
Head of Analytics
Head of Finance
Media Planner for Performance and Branding

Test and Learn

Develop a structured, actionable plan to create testing agendas focused on marketing objectives

What to Expect:

Discover how to apply Google's Test and Learn Framework.
Ignite a culture of experimentation.

Ideal for:

Head of Digital Media
Ad Operations Manager
Agency or Partner Lead
Digital Media Lead
Measurement Lead

What Makes a Great Manager

Explore Google's data-driven insight into what makes an effective manager

What to Expect:

Identified the key behaviours of effective managers.
Create an action plan to help you embed and model these behaviours in your organisation.

Ideal for:

Managers
Team Leaders
People leaders
HR Managers

Organisation

Improve decision- making and results by working collaboratively across teams and with specialized partners

What Makes an Effective Team

Understand how to identify and measure the behaviours of an effective team

What to Expect:

Determine the teams current ways of work, wins and areas of improvement

Identify and commit to behaviours that will make your team more effective

Ideal for:

Marketing/Digital Teams

Team leaders

Managers

HR Managers/ Partners



Let us help you find the right Mini Lab for you and your team.

Get in touch
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