

Google

Partners

Welcome to the new monthly newsletter, where you'll find a selection of product features, brand-new resources from the Google Partners team, and a look at the latest industry research. (Some of this content is only available through our Partners Portal, so remember to [sign up](#) as a Partner for full access.) We hope you enjoy the read, and we welcome your [feedback and suggestions](#) for future editions.

Lisa



Product Spotlight

Bid based on the weather

Demand for certain products and services varies greatly depending on the weather. An amusement park company may want to increase their bids when the weather is nice, but doing so every day would require a lot of manual work. [Learn more »](#)

Use real-time data to drive sales

Last month, Google Analytics released a beta for its Real Time Reporting API. The beta has already seen some great use cases. [Learn more](#) or [read the case study](#).

Stay above the fold on the GDN

By excluding the "below the fold" category in your AdWords account, ads in your Google Display Network campaign will only appear when your ad can be displayed in an area that users don't have to scroll to see. [Learn more »](#)



Meet a Peer

Greg Forst, Baltoro

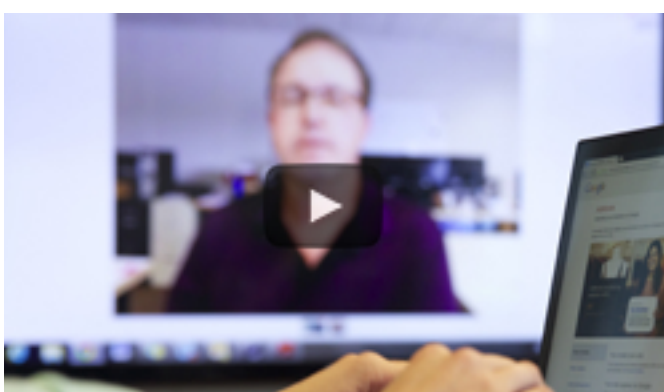
Greg Forst from Baltoro shares how their agency makes it personal with clients: Heritage isn't a business relationship. [Read more »](#)

Google Partners Spotlight



Ask Google: Low volume keywords

Frederick Vallaeys, former Google AdWords evangelist, provides insights on how to deal with low-volume keywords that keep getting paused in AdWords. [Watch now »](#)



Ask Google: Managing landing page quality scores in large accounts

Frederick Vallaeys, former Google AdWords evangelist, addresses the question of how to monitor the landing page element of quality score in large accounts. [Watch now »](#)

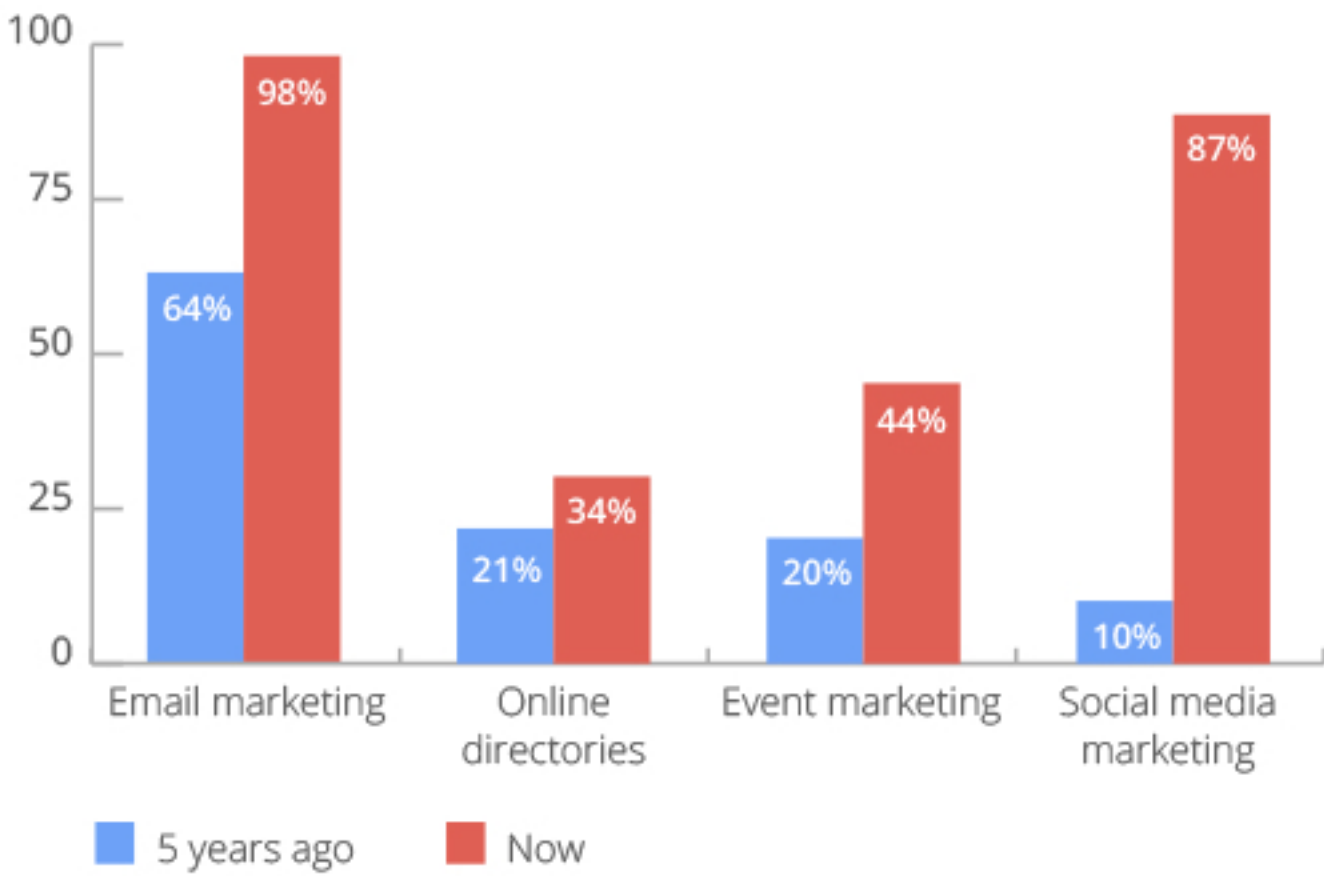


Partner Hangout: Automating AdWords

Join our Hangout on Oct 10, 11am PST to learn more about the free tools inside AdWords to automate some of the most time consuming tasks for your agency. [Sign-up now »](#)

Leading Marketing Tools Used by US Small Businesses. Now vs. Five Years Ago, May 2013

% of respondents



Research Corner

eMarketer Report: The Social Media Revolution

The biggest change in small business marketing over the past five years is the rise of digital media—and especially the jump in importance of social tools to SMB marketing. Consumer-facing firms especially report benefitting from social efforts, and SMBs around the world plan to increase efforts on virtually every social channel. [Read the full report »](#)

65% of purchases today start on a smartphone

Get some key insights for your customers (or own business) on the new multi-device world. [Learn more »](#)

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