

Teaching Google what a good lead looks like using values, CRM data and feedback loops



Google Ads has moved on. The days of tight exact matches, broad match modifiers and endless keyword pruning are behind us. Those methods were simpler, but they also limited what campaigns could achieve. Today, Google's AI is capable of producing far better results - but only when we teach it what a good lead actually looks like.

This is one of the most important parts of modern advertising. If we don't feed the system the right signals, it's forced to guess. When we give Google clear, structured feedback, the results improve dramatically. The stats don't lie - well-trained AI outperforms most traditional campaigns by a long way.

In this article, we'll show you how to help Google learn the difference between a low-value lead and a high-value opportunity, and how to use CRM data and conversion values to guide the algorithm toward the results you really want.

Why Google needs help understanding your best leads

Google Ads is incredibly powerful, but it still doesn't know your business. It can see form submissions and page interactions, but it cannot automatically tell whether a lead:

- is worth your time
- is ready to buy
- is high value or low value
- turned into an actual customer

If you track everything as a generic "conversion", Google assumes they are all equal. A newsletter signup and a quote request look the same. This is where campaigns often fall short - the AI optimises towards the easiest conversions, not the most valuable ones.

Using conversion values to guide the algorithm

This is where your Bronze / Silver / Gold value system comes in. By assigning different values to different actions, you're showing Google the hierarchy of what matters.

For example:

- **Bronze – 10 points:** a light-touch action such as a newsletter signup or a basic enquiry
- **Silver – 100 points:** a more engaged action such as downloading a guide or case study
- **Gold – 500 points:** a high-intent action such as a quote request or booked call

This gives Google a clearer picture. Instead of saying “these are conversions”, you’re saying:

- this is good
- this is better
- this is the best

Over time, the AI learns the patterns behind your highest-value leads and actively seeks more people like them.

Adding actual revenue data to make the system even smarter

Relative values (10 / 100 / 500) are brilliant for training the system quickly. But if you want to take your campaigns to the next level, you can feed in real revenue figures using CRM data.

This allows Google to understand:

- which industries produce the best customers
- which services generate the highest revenue
- which traffic sources lead to closed deals
- which search intent produces long-term value

When Google sees actual revenue or opportunity value - even approximate - it becomes far better at prioritising the right prospects. This is the future of Google Ads: **teaching the AI the real business impact behind your leads.**

How CRM systems create a powerful feedback loop

We push data back into Google using CRM tools like HubSpot. When a lead progresses from:

- contact → opportunity
- opportunity → quote
- quote → sale

...we send that data back to Google Ads. This is called a feedback loop.

The algorithm now sees:

- which leads became opportunities
- which opportunities produced revenue
- which keywords, audience signals or pages were involved

And this dramatically improves the campaign's future targeting.

Why this approach works better than the old methods

Under the old system, we controlled everything manually - keywords, bid modifiers, match types. It worked, but it was shallow. We were optimising at the surface level.

Today, the AI looks deep into:

- user behaviour
- landing page meaning
- intent patterns across billions of searches
- conversion values
- historical lead quality

And it adapts faster than any human could. We've seen dramatic improvements in lead quality using this approach - often within weeks.

Why landings page clarity still matters

Even with perfect conversion values, your AI will only perform well if your landing pages are clear. A vague page gives the system vague signals. A structured, well-written page gives it confident signals.

A good page reinforces:

- your target customer
- your service
- your value proposition
- your trust signals

This alignment massively improves your audience targeting.

Examples of how training Google transforms campaigns

Clients often see:

- irrelevant search terms disappear
- high-quality search terms start appearing
- conversion rates rise
- wasted spend fall
- Cost Per Lead drop while lead quality increases

Once Google understands what a good lead looks like, the campaign becomes more predictable, more scalable and more profitable.

A simple plan to start training Google today

You don't need a complex setup to get started. Focus on these steps:

- assign relative values (Bronze / Silver / Gold) to your existing conversions
- improve your landing pages so the AI can understand them
- connect your CRM and push opportunity data back to Google
- monitor search themes and remove anything irrelevant
- adjust values as you learn more about lead quality

This combination gives Google everything it needs: clarity, structure, intent and real business feedback.

The future of Google Ads is value-based optimisation

We're not going back to the old days. Google Ads is now driven by AI, and the businesses that succeed are the ones that train the machine rather than fight it.

When you give Google the right data - clear landing pages, structured content, conversion values and CRM feedback - your campaigns grow stronger with every month that passes. The longer you run this system, the better it becomes.

And that's the WebStudio Marketing approach: **build, measure, improve, and feed the system the data it needs to deliver results.**