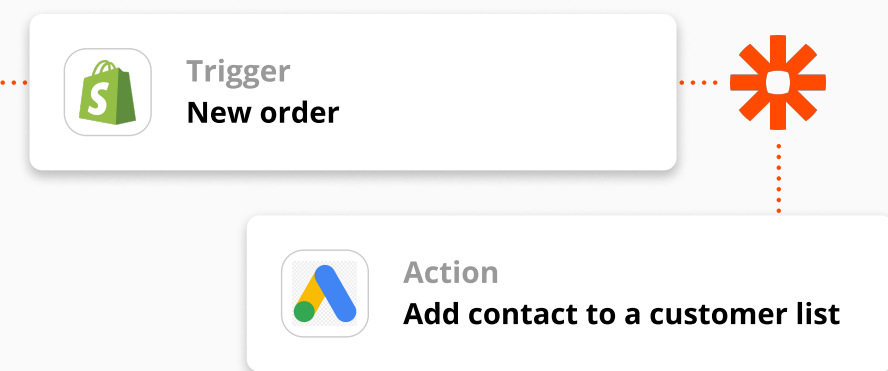




Google Ads Customer Match and Zapier

What is Zapier?

Zapier is a workflow automation tool that helps you connect Google Ads with thousands of other apps, so you can save time and reduce tedious work. Check out all the apps Zapier now integrates with at zapier.com/apps.



What is Google Ads Customer Match?

When people interact directly with your business online and offline, it provides an opportunity to learn more about who they are and how you can address their needs. This information is particularly valuable because it is unique to your business and comes directly from your customers. Customer Match is an advertising tool that helps you make the most of your own data.

Customer Match helps you reach these customers, re-engage with them, and find new customers like them across Search, Shopping, Gmail, YouTube, and Display. To learn more about Customer Match [click here](#).

How can Zapier help you use Google Ads Customer Match?

Zapier keeps your customer lists in Google Ads up to date by automatically uploading new contact details from your CRM, eCommerce, or other marketing tools. With Zapier, you no longer need to manually upload contacts to Google Ads, sort them into the right lists, or remove them from a list.

Follow [these instructions](#) to set up the Zapier integration to start saving time with your Customer Match tasks today.

What can the integration do?

With Google Ads and Zapier, you can automate your Customer Match tasks to help boost your advertising ROI, such as:

- Add contacts to a customer list**
 Automatically add leads to a customer list for faster, more accurate retargeting.
- Remove contacts from a customer list**
 Remove contacts from customer lists that are no longer the right fit.
- Create a customer list**
 Duplicate customer audiences created in other tools, like an email marketing app.
- Find a customer list**
 Create advanced workflows that look for the right customer list depending on contact data.

What Zapier customers say

"The Google-Zapier integration is such a time saver. We set up in minutes, and now my offline conversions get piped into Google Ads instantly."

- Eric Simmons, Digital Marketing Specialist, Fattmerchant

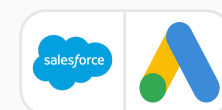
"With Zapier, we were able to automate what was previously a manual 20-step sales cycle."

- George Kontos, Co-founder, Marshmallow Streaming

Zapier supports **over 2,000+ apps**, so you can connect Google Ads with the tools you already use, like:

- | | |
|------------|----------------|
| Salesforce | ActiveCampaign |
| HubSpot | Shopify |
| Pipedrive | Stripe |
| Mailchimp | Infusionsoft |

For a full list of supported apps, visit [Zapier's website](#).



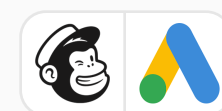
Add new contacts from Salesforce to a Google Ads customer list

[TRY IT](#)



Remove new Shopify customers from a Google Ads customer list

[TRY IT](#)



Add new Mailchimp subscribers to a Google Ads Customer List

[TRY IT](#)



Add contacts to a Google Ads customer list when new contacts are added to HubSpot

[TRY IT](#)

Explore what's possible at zapier.com/apps/google-ads/integrations.