CASE STUDY

Adswerve Helps Insurance Giant Beat CPA Goal by 68%
Search Ads 360 Bid Strategies Drove 35,000 Conversions

Challenge
An Adswerve agency partner wanted to drive brand awareness and increase the number of form fills that promote adding a major insurance company’s services. They also wanted to generate B2C marketing prospects in Search Ads 360 with a $40-$60 CPA.

Approach
• Technology: Provided Google marketing technology — most specifically Search Ads 360 — at an affordable rate
• Onboarding: Facilitated onsite fundamentals and advanced feature training sessions so the agency could manage and use the tool effectively for the insurance company’s campaigns
• Technical Support: Resolved more than 117 technical support tickets at a high level of satisfaction
• Account Management: Dedicated account manager from Adswerve continues to meet with agency stakeholders monthly to deliver product updates and discuss strategy
• Strategy: Performed a deep dive into the insurance company’s campaign goals to help the agency use Search Ads 360 to:
  – Leverage Google Marketing Platform data, including display campaign metrics, to see how display impacted high-investment paid search campaigns and vice versa
  – Help the agency deploy Search Ads 360 bid strategies. This included implementation guidance, QA setup and ongoing optimization recommendations
  – Maximize top machine learning features in Search Ads 360, such as Bid Optimization, Adaptive Geo and Data-Driven Attribution

Results
With Adswerve’s onboarding, training and technical support, the agency is improving outcomes, expanding options and maximizing Search Ads 360 tools.

In 2017, Adswerve helped the agency successfully:
• Launch the insurance giant’s brands on Search Ads 360 with $13M in cost data running through the platform
• Kick off other target accounts that resulted in an additional $13M in cost data running through the platform
• Become platform experts with significant strides in paid search management efficiency

Multiple bid strategies running in Search Ads 360 generated impressive campaign results:
• The insurance company has $1.9M running through Search Ads 360 bid strategies with over 35,000 conversions attributed in 2018 YTD
• Bid optimization stands with an overall average CPA of $29.30, far exceeding its overall campaign goal of $40-$60 CPA

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