



ADSWERVE

Purposeful data, meaningful media.



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

ABOUT THE CLIENT

An affiliate agency specializing in website design, media buying and digital campaign management for retail and insurance clients.



ADSWERVE

As a leading Google Marketing and Cloud partner, Adswerve helps thousands of digital marketers, data analysts and agencies make stronger connections with their customers through successful data-driven strategies.

www.adswerve.com
contact@adswerve.com

720.242.9837

