



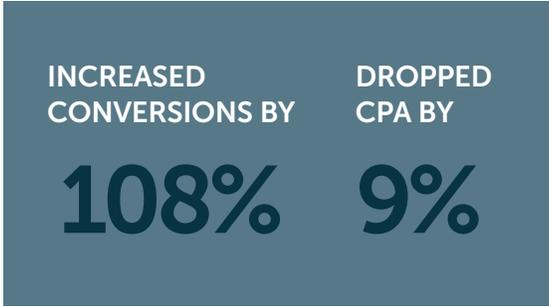
CASE STUDY: OVATIVE GROUP

How Customized Formulas and Bid Strategies Lowered CPA for Crowd Cow

Adswerve helped agency partner Ovative Group develop custom weighted formulas and bid strategies in Search Ads 360 to help online meat delivery service Crowd Cow drive new customer acquisition.

Challenge

Adswerve client Ovative Group is the agency of record for online meat delivery service Crowd Cow. Tasked with managing Crowd Cow's paid search and shopping campaigns, Ovative needed to generate new customer orders with a CPA lower than their average.



Ovative knew email registrations were a valuable component of driving new customer acquisition and it wanted to try using new weighted formulas, taking into account email registrations, new customer orders and subscriptions to understand how the right combination could drive additional new customer volume at the same — or lower — CPA.

Solution

Ovative tapped partner Adswerve to dive into Google Search Ads 360 and develop unique column formulas by ad tactics and bid strategies based on campaign-driven values. Working closely, the Adswerve and Ovative teams setup and solved issues in order to ensure all the formulas were properly weighted and working seamlessly.

Results

In the six-week period after implementing the formulas and new bid strategies, the teams have generated a 108% increase in conversions on an 86% increase in spend, lowering CPA by 9%.



Ovative Group is a Minneapolis-based digital media and measurement company that offers strategy consulting, omnichannel measurement, and paid and owned media services.

www.ovative.com

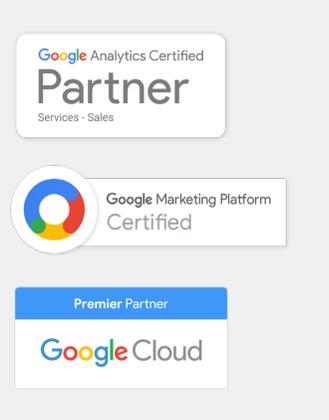


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“SA360 gives us the flexibility to value and weight different actions customers can take in our funnel and bid them appropriately.”