



High Performing AdWords Campaigns for a Leading Referral Marketer

273% ↑

Improvement in
Conversions

38% ↓

Reduction in
Average CPA

12% ↓

Reduction in
Average CPA

THE CUSTOMER

The customer is an industry-leader in enterprise referral marketing. Its referral marketing platform helps marketers build and scale a complete, end-to-end customer acquisition channel by initiating, tracking, and optimizing referrals. It automates and optimizes all aspects of a referral marketing or “refer a friend” program, including rewards, promotions, sharing, and analytics.

THE CONTEXT

The customer wasn’t getting the desired conversions from their AdWords campaigns. While the ad rank, number of impressions, clicks, and conversions were below expectations, the cost per conversion was quite high. This eventually resulted in a low return on its AdWords investment.

THE OBJECTIVES

The customer’s target was to get 250 conversions per month at the average CPA of \$25 or less. It needed a complete revamp of its ad campaigns to achieve high conversions at a low cost-per-conversion rate. They reached out to Grazitti to restructure their AdWords account and campaigns to help them achieve their target.

THE SOLUTION

The AdWords certified experts at Grazitti Interactive performed an initial AdWords account audit to figure out the problem areas, suggested and implemented strategies and solutions, which showed significant results within five months. The solutions provided included:

- **Ad Campaign Redesign** – Redesigned the existing AdWords campaigns – ranging from keywords to bidding and custom targeting
- **Display Remarketing** – Introduced display remarketing campaigns, which drove nearly 60% conversions within 4 months
- **Ad Extensions** – Implemented ad extensions that helped improve the ad rank
- **Mobile Campaigns** – Launched mobile campaigns, which contributed nearly 17% to the overall conversions within 5 months
- **Customized Targeting** – Created separate ad campaigns for different geo-locations and different days of the week to target audiences effectively

THE IMPACT

Within 5 months, the customer saw a 154% improvement in the number of clicks. While the number of impressions improved by 1200%, the client also saw its average CPC reduce by 38%. Moreover, the customer achieved more than double the target conversions at half the target CPA.

