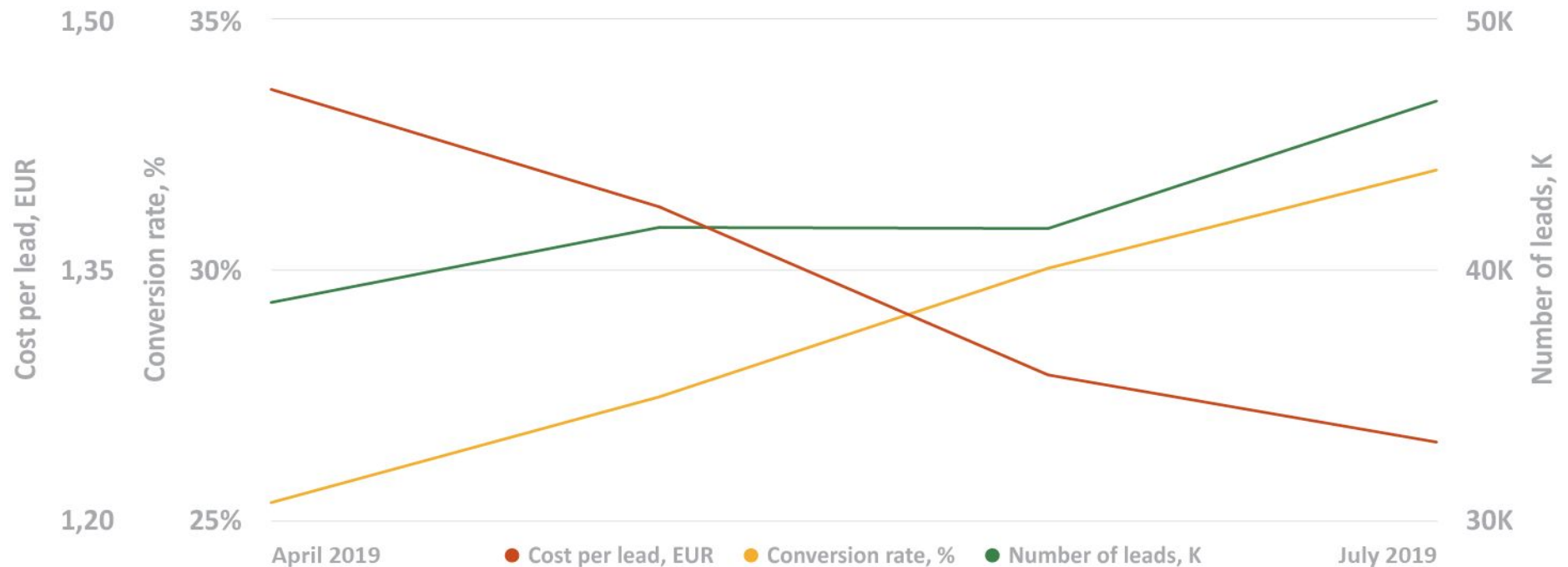


How we scaled our client's ROI by 15% while lowering the cost of acquisition by 10%

In the middle of 2017 we started to manage a big Google Ads account targeting France and USA. The account generates over 1500 leads daily.



Main Problems

Upon analysis we pinpointed several areas that we could improve on.

1. The biggest issue for the business was the high number of Duplicate Leads. People were often coming back to the website through the ads to get the service and were entering their information multiple times. This was not of value to the business and was eating away its budget.
2. Another issue was the fluctuation of the account's performance. The account is very large with a lot of campaigns, hundreds of ad groups and thousands of keywords and ads. The bidding for all these campaigns was done manually and was hard to manage effectively. Due to this and to the emergence and disappearance of new competitors in the niche, the performance was not stable and it was hard for the business owners to plan ahead and scale.
3. A big percentage of the ads in the account were in a format that was old and no longer supported by Google. Newer and more effective ad formats were not yet implemented.

Main Goals

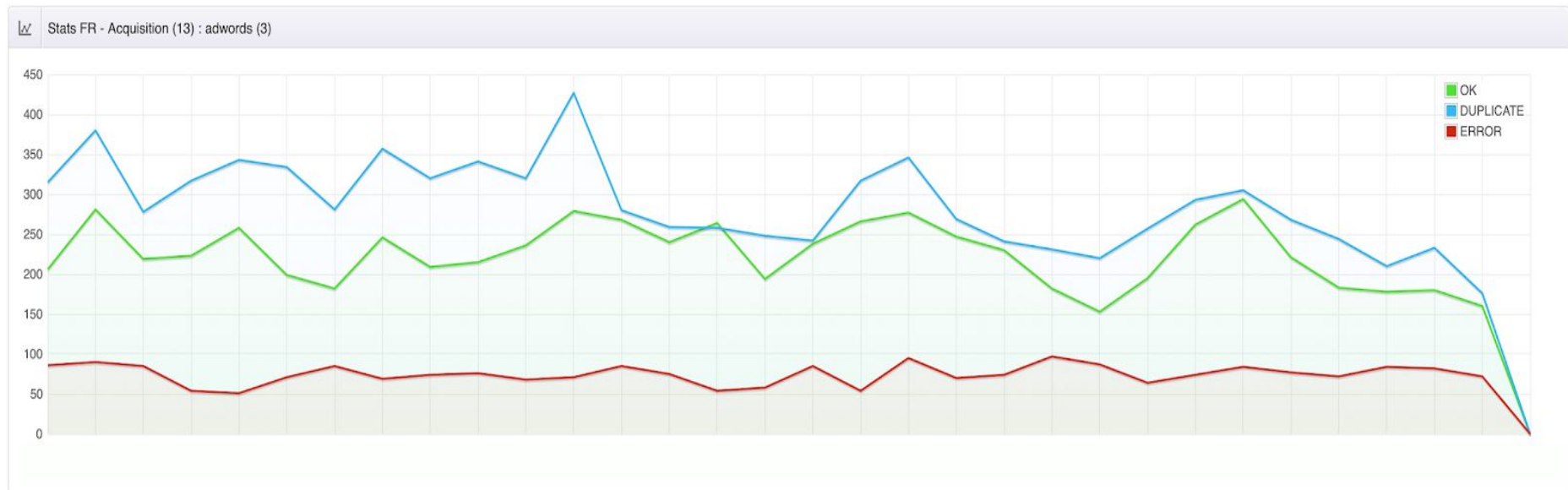
The main goals of the account were:

- To sustain as low CPL (cost per lead) as possible
- To get the highest amount of leads possible for the given budget
- To achieve stable CPL
- To improve quality - lower the amount of duplicate leads

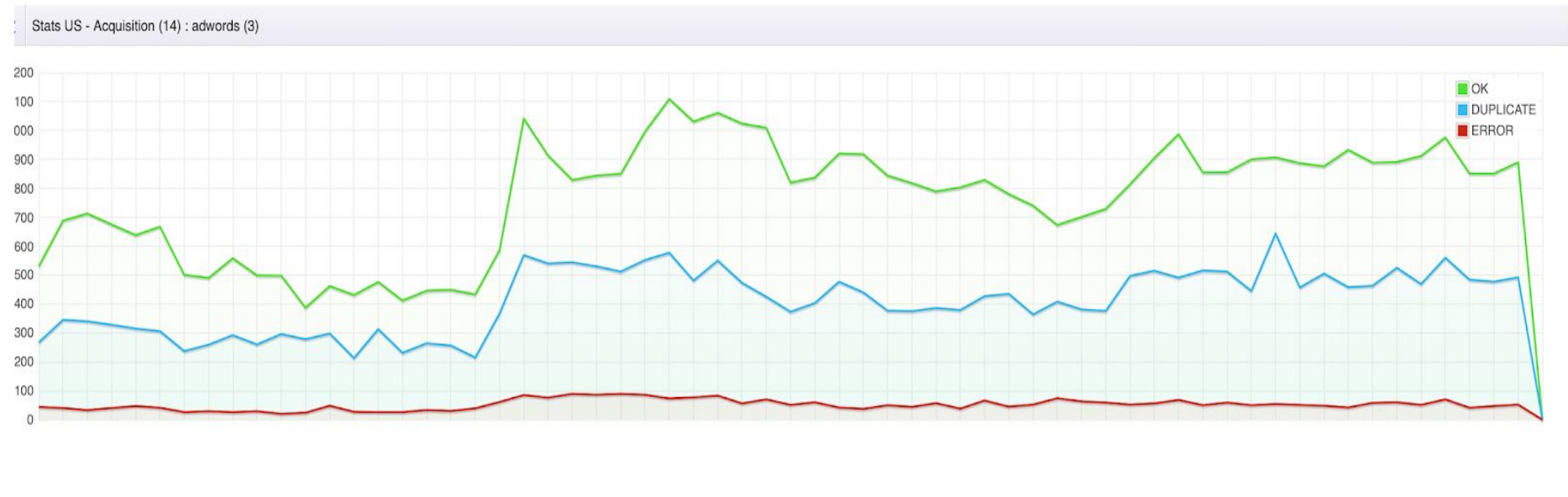
What we did?

Reducing Duplicate Leads & Increasing Unique Leads

Reducing duplicate leads



Increasing Uniques Leads



In order to reduce the duplicate leads, we created exclusion lists so the ads would not be shown to specific people who have visited the thank you page after entering their information. We also used an encrypted and GDPR compliant customer lists to instruct Google not to show ads to people already in the database. Upon our recommendation, a system is being developed for automatically including new customers in this list to further reduce the duplicates. We used these lists to create new lists of similar people in terms of interests, demographics and intent. Those steps allowed us to improve the effectiveness of the advertising.

Achieving Stable & Lower CPL



As mentioned above the size of the account made it very hard to manage manually. The account had a lot of history and was a great candidate to take advantage of the power of machine learning and automated bidding strategies offered by Google. We ran multiple tests in order to make a seamless transition from manual to automated bidding. The fluctuations in the performance were significantly reduced.

Improving Quality

We implemented newer ad formats in the account such as Responsive Display ads and later Responsive Search ads. We improved the currently used ads by adding more ad copy and A/B testing for the best performance. Upon our recommendation the landing pages were improved and we designed several new banner sets. With the improvement of the Quality Scores, the account performance began to improve as well.

Summary of the results



The conversion rate increased by 25% (7 percentage points)



The number of unique leads increased by 14%



The Cost per Unique Lead decreased by 10%



ROI increased by 15%

Testimonials

“

Mokeepz has been managing our Google Ads campaigns since a few years, and our monthly budgets are now reaching more than 80,000 EUR, with an increase of 15% for the ROI, mainly due to the fact that the conversion rate increased by more than 7%. We really appreciate to work with this great team, and I recommend them!

- Christophe Schutz, Owner, Pluton Media



Click on the image to watch the video



Book a free consultation with Mokeez

The consultation will be conducted via a Google Hangouts Meet video call. During the call we will discuss your business goals and how we can help you achieve them with Google Ads.

**BOOK A FREE
CONSULTATION**



with Petar A.

Digital marketing expert at Mokeez

 30 min

Why are we doing this for free?

We believe that this call could be the beginning of a great partnership. We know we can provide great value for businesses like yours and this is a way to get in touch and get to know you.

email: contact@mokeez.com

web: www.mokeez.com





We are confident that for **just 30 minutes of your time** you will receive so much valuable know-how that you will never regret your **decision to book a free consultation!**

What will you get?

If you are already running ads: Our experience has shown that **businesses could waste a large amount of their Google Ads budget**. We'll make you a **free account audit** in which we will **point out all the necessary actions** that should be taken **to improve and optimise** your advertising campaigns. All it takes is "Read-only Access" to your Google Ads account.

If you are not running ads: We will guide you in understanding how Google Ads works, **what type of campaigns align best with your specific business goals** and make sure you do not make the most common mistakes.

Thank you for reading!