



**Top vs. Side AdWords  
Optimization -  
Higher CVR, Lower CPA**



## Client:

An online-based education service.

## Hypothesis:

Downstream conversions (in this case, Lessons) can be grown efficiently by improving our ad position on Desktop/Tablet through more aggressive bidding.

## Methodology:

- 1) Selected highest-volume, highest-converting AdWords search campaign (desktop/tablet)
- 2) Increased CPCs to improve the split of our Top vs. Other impressions from 30/70 to 50/50
- 3) Ran the test for two weeks against a control campaign

## Results:

Comparing the results of the two weeks pre-test to the two weeks post-test (May 1-17 2015 vs. May 18-June 24 2015), we saw the following:

- The conversion rate of leads for the test campaign grew by 5.9%, while the overall CVR of the control group fell by 10.9%.
- The Lead-to-Lesson conversion rate grew by 92% for a 7-day Lesson conversion period and 44% compared to a Lesson 14-day period. For both overall and category-specific control groups, Lead-to-Lesson conversions fell over the same period. When we compared the same time span (May 1-17 vs. May 18-June 4) in 2014, we saw Lead to Lesson increases, but they were much more moderate: 12% for the 7-day period and 14% for the 14-day period.
- CACs (customer acquisition costs, which represent cost per lesson) decreased by 7%.



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