



**DIGITAL**

A Harte Hanks Company

# Google Display Network

225% CVR Increase and 80% CPA  
Decrease with Conversion Optimizer

## CLIENT

Retailer focusing on user registrations.

## GOAL

Increase conversion rate while simultaneously improving CPA on the Google Display Network.

## EXECUTION

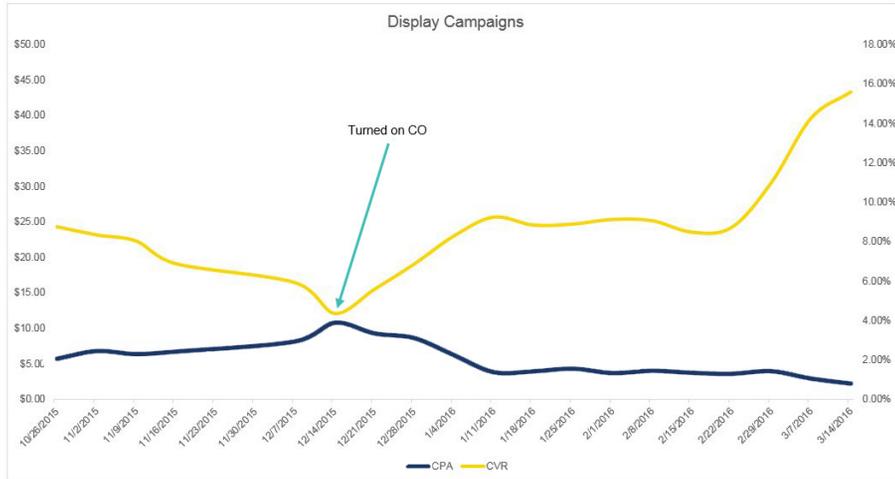
In early December of 2015, a slew of issues caused our client's conversion rate (note: registration on the site represents a conversion) on the GDN to drop down to almost nothing, which drove up CPAs. The client was not happy with performance, including a variety of tactics that failed to lift CVR back to historic levels while staying within stringent CPA goals.

Previously, Google Display Network (GDN) campaigns had been managed using manual CPC bidding. The manual bid changes drove conversions, but without a cap on CPA. In an effort to salvage performance, we decided to turn on Conversion Optimizer (CO) for all of our client's GDN campaigns.

We were able to implement CO by changing the bid strategy settings to focus on conversions with a bid type of Target CPA for each of our display campaigns. The target CPA goal adjusts bids with the amount we would ideally pay for each conversion. Adjusting this goal is also a way to adjust spend when CO is running. Since we didn't want a severe drop in volume, we set our target CPA to \$10 to let the campaigns get started. As CO got traction, our plan was to slowly lower CPA target goals to maintain volume while improving both CVR and CPA.

## RESULTS

We saw very steady performance improvements from the moment we turned on CO in mid-December. It's worth noting that at the same time there was a 40% drop in spend due to budget seasonality. However, improvements to performance far outpaced the drop in spend. As we gradually lowered our target CPA, we saw a 225% improvement in GDN conversion rates, as well as an 80% improvement to CPA by March 2016. We went from a less than 4% CVR and a \$15 CPA to a 15% CVR and a \$3 CPA. Using Conversion Optimizer on our GDN campaigns allowed us to successfully scale conversion rate while staying within -- and even exceeding -- client CPA goals.





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