



Keen.com

Optimizing Paid
Search Campaign
Structure and A/B
Testing to Grow
Revenue

Client

Keen.com, an online source of psychic readings

Challenge

To drive greater volume of new customers while improving Cost Per Acquisition (CPA) in an extremely competitive space. Early results were complicated by client's unique tracking system, which resulted in underreporting and meant that we were unable to leverage A/B testing tools and had to come up with other testing methods.



Solutions

Account Structure and Optimization

When we took over the account, campaigns were set up so that every ad group was duplicated as a way to A/B test; these ultimately just competed against each other. We eliminated duplicate ad groups and implemented the Alpha Beta account structure, keyword removal and expansion, and streamlined ad setup. We also re-launched Bing accounts that had previously been paused.

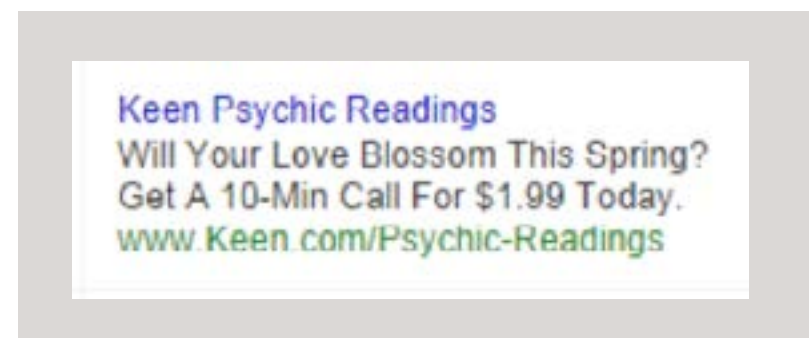
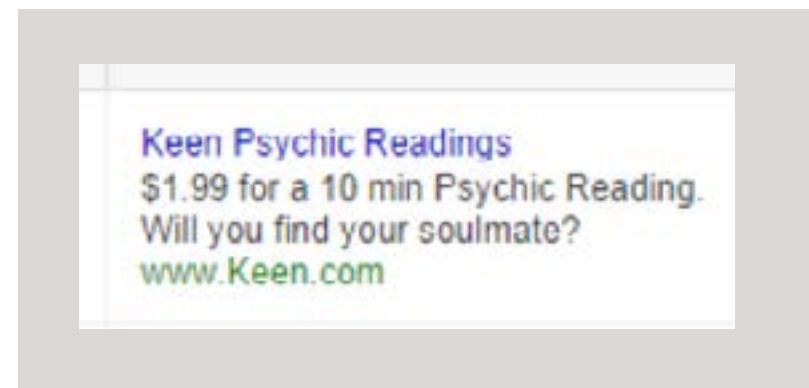
A/B Testing

For A/B testing in Keen's mobile campaigns, unique challenges meant we couldn't simply duplicate ad copy and rotate. We instead duplicated the campaigns and alternated the campaigns from one week to the next. It wasn't ideal, but was the best approach given the circumstances.

For desktop campaigns, we ran 2-3 ads per ad group with the goal of ad copy testing. We also added call extensions and enhanced site-links and tested two main offers (3 min. free and 10 min. for \$1.99). We've also tested "click to chat" and "click to call."

A/B testing the offers allowed us to determine which offer would be more successful in the long term. The 10 min. offer has a much better conversion rate, but when tying in retention metrics, the 3 min. offer ultimately won out with regards to revenue.

Old Ads



New Ads

KEEN.com - Keen Psychic Readings

Ad www.keen.com/ (800) 561-0385

Get Advice From A Psychic You Can Trust. 10 Minutes for \$1.99!

Satisfaction Guaranteed · Advisors Available 24/7 · Free Registrations

Free Psychic Readings - KEEN.com

Ad www.keen.com/ (800) 365-0647

Your Free 3-Min Psychic Reading Is Waiting At KEEN.com. Get It Today!

Satisfaction Guaranteed · Advisors Available 24/7 · Free Registrations

Trouble Finding Love? - What Does Tomorrow Hold?

Data Analysis and Actions

We used the client's internal data for new customer numbers and tied it back with search engine data to get the full scope of data. We also utilized more down-the-funnel metrics (such as customer retention) to help prioritize optimization of revenue and lifetime value over conversion rate.

QA

Site and data QA helped us uncover a site error that had resulted in hundreds of users landing on an error page. The coding error was implemented in August; when we took over the account three months later, we caught the issue immediately.

Results

comparing Jan.-June 2013 to Jan.-June 2014

- Our goal was to increase new customer volume while improving CPA. Year-over-year results from the Jan.-July time period showed that new customers doubled (+97%) while CPA improved by 26%.
- CTR improved by 49% (from 0.65% to 0.97%).
- Clicks increased from 80K to 123K.
- Overall CPC improved from \$6.89 to \$6.60 despite a focus on driving more click volume and better conversion rates.
- Conversion rate improved 29% (from 1.97% to 2.54%). Of the two offers we run, the 10 min. offer conversion rate is 114% higher than the 3 min. conversion rate, but the 3 min. customers are higher quality.

Utilizing paid search best practices, leveraging internal data collection, and developing creative ways to work around unique tracking helped us drive more new customers at a more efficient cost than ever before. Keen has seen continual new customer growth month over month and has increased spend on paid search thanks to these positive results.



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