

Case Study



3Q Digital has been running paid search campaigns for SurveyMonkey, which provides free and paid platforms for online surveys and questionnaires, since 2012. At the beginning of 2013, we made two important augmentations to our paid search campaigns: integration with the Marin Software bidding platform; and a number of Marin-informed tactics that helped complement mid-funnel channels including search remarketing.

In this case study, we will compare advanced metrics from Q4 2012 to Q4 2013, and we will show how we used the combination of search retargeting and Marin Software integration and bidding functionality to drive more sales, more profit, and more volume for SurveyMonkey.

BEFORE MARIN AND SEARCH RETARGETING

In Q4 of 2012, the aggregate LTV/Cost of our multiple search campaigns (brand/non-brand, split by geos) was difficult to calculate. The AdWords interface we relied upon offered no clear way to map to the profitability of SurveyMonkey's free and paid CPA data.

CRITICAL METRIC TARGETED

The crux of our efforts was creating the metric of LTV (lifetime value)/Cost, which we were able to accurately measure and effectively optimize with the help of Marin and the search retargeting channel. Our targets were an LTV/Cost greater than 1 for each Marin-segmented bidding folder (and overall). If the LTV/Cost in a folder was greatly in excess of 1, we increased bids to get more search volume. If the LTV/Cost was less than 1, we reduced bids until the number rose closer to break-even.

WITH MARIN INTEGRATED

Essentially, the art of using the Marin platform revolves around making the right choices concerning bidding folder structure and management.

We ultimately chose to break out bidding folders for Alpha/Beta and Gamma for each major geographical breakout, plus separate delineations for Brand, Content, Retargeting, and Search Retargeting. We created over 70 bidding folders total.

SurveyMonkey had created LTV numbers for each of their Geos reflecting what they've calculated the value to be for each of their 4 paid conversion types.

Using Marin's functionality, we were able to calculate LTV/Cost numbers for each bidding folder and manipulate the bidding folders in such a way that maximized conversions while maintaining profitability.



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Marin also gave clarity to the data because SurveyMonkey's Free and Paid CPA data in AdWords couldn't map to what profitability actually was. What we found out is that our given Paid CPA targets were far too low and that we could spend 60–80% more for a paid conversion while maintaining profitability.

Marin also allowed us to make extremely complex bidding implementations quite simply. SurveyMonkey is one of our most complex accounts, but Marin management has helped it become completely docile. It's not only grown the account; it's streamlined our processes and has removed any and all stress on both sides.

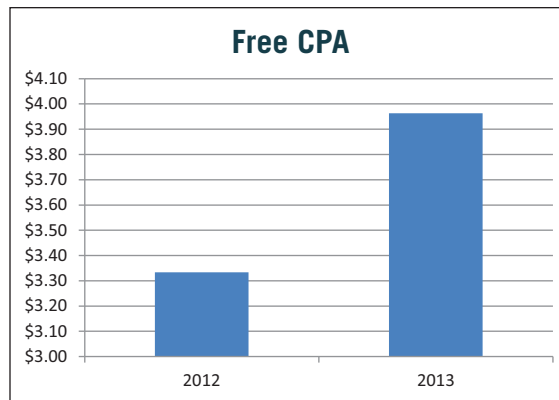
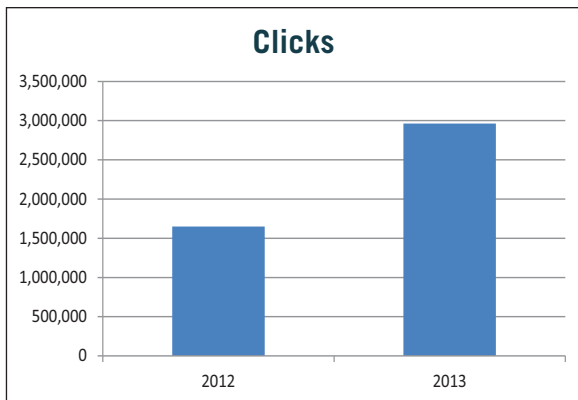
WITH MARIN AND SEARCH RETARGETING INTEGRATED

Instead of using Search Retargeting as a blanket process, we segmented audiences, isolating people who had already converted for free from the remainder of the pool. We messaged those people with an upgrade message and sent them to a pricing page (instead of using a blanket search retargeting message).

Marin showed us quickly that tactic was effective; we were making 4 to 5 times in LTV from every dollar spent for Free Search Retargeting. Marin's bidding functionality allowed us to segment and bid that tactic to absolute optimum levels.

The results: In Q4 of 2013, in the campaigns for SurveyMonkey's Paid software programs, Year-over-year Conversion Growth increased by 92% in our U.S. English Non-Brand campaign, 90.6% in our International Brand campaign, and 81.9% in our International Non-Brand campaign. Conversion rates for the Paid software programs increased by 47.3% in the Non-U.S. English Non-Brand campaign, 41.3% in the U.S. English Non-Brand campaign, and 30.1% in the Non-U.S. English Brand campaign. In aggregate, our paid search campaigns added \$2.03M more LTV in Q4 2013 compared to Q4 2012.

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