



# Early RSA Adoption to Discover New Brand Volume and Conversions

## CLIENT

An eCommerce retailer in the clothing/fashion vertical.

## CHALLENGE

The client had reached 100% IS and was consistently in position 1 for their branded keywords. The client tasked 3Q with finding more opportunities to engage with users.

## SOLUTION

3Q implemented Google's latest ad type: Responsive Search Ads. Since this ad type doesn't show in the same SERPs as standard expanded text ads, the goal of implementation was to get ourselves into some newly available auctions and achieve increased CTR and incremental conversions.

## RESULTS

Measuring a before-and-after period of 1 month, we saw that RSAs drove a 14% higher CTR and a 12% higher CVR – ultimately driving over \$42K in incremental revenue at a 16.30 ROAS.

14% CTR  
Increase

12% CVR  
Increase

\$42K +  
Incremental  
Revenue

16.30  
ROAS



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