

Switch to Conversion Optimiser leads to almost 40% reduction in CPA



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*Rebecca Ford,
Search Marketing Manager,
uSwitch*

About Conversion Optimiser

The Conversion Optimiser is a free bid management tool that uses cost-per-acquisition bids to drive profitability from AdWords.

For more information visit www.google.co.uk/conversionoptimizer

uSwitch.com is a free, impartial online comparison and switching service that helps customers compare prices on a range of services and products, such as gas & electricity, car insurance, credit cards and loans, while also enabling consumers to switch or apply for products online.

Focusing on conversions

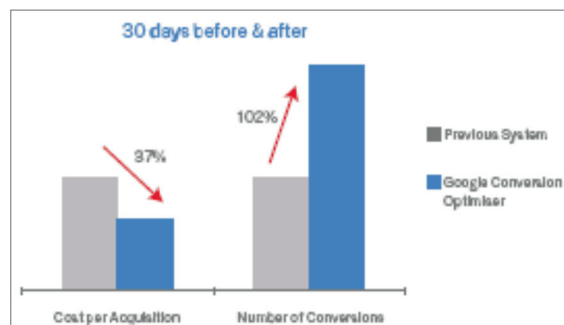
The ultimate conversion goal for uSwitch.com is for users to complete a switch to a different product or to complete an online application, such as a credit card application.

uSwitch had been using a bid management system that adjusted AdWords cost-per-click bids based on a target CPA. In October 2008, Rebecca Ford, Search Marketing Manager for uSwitch.com, was looking to try a different solution as the existing system was complex, time consuming and was not bringing in the results the company were looking for.

Reducing costs, not traffic

Ford decided to trial the free AdWords Conversion Optimiser on one of their campaigns, while researching other bid management solutions and optimising landing pages. An important factor for Ford, was that any changes made to their campaigns did not reduce traffic volumes.

The effect of implementing Conversion Optimiser was clear almost immediately. "In the 30 days after the launch of Conversion Optimiser our CPA reduced by almost 40%," says Ford. "At the same time our number of actual conversions more than doubled and after implementing Conversion Optimiser our traffic remained constant."



In the 30 days after the first implementation of Conversion Optimiser, CPA came down 37% while the total number of conversions increased 102%.

Future testing for conversions

uSwitch plan to focus further on conversions in the months to come and continue improving their online return on investment. As Rebecca says, "there is a definite focus this year on testing and improving conversion, both through our AdWords campaigns and our site itself."

What should you do next?

Review your current bid management process for your AdWords campaigns. Does this system result in the performance and return on investment your business wants? If there is room for improvement and testing, then try out Conversion Optimiser on one of your campaigns.