

A hand holding a smartphone with a blurred background. The phone screen shows some text and a circular icon. The background is out of focus, showing what appears to be an outdoor setting with greenery.

Mobile Innovation Case Study

aboalarm

www.aboalarm.de

Prepared by Finch - Automate. Simplify. Perform.



www.finch.com



“It has not been easy to find an equal partner who not only provides strong technology but also experts who proactively and strategically support us on a very high knowledge level. With Finch, we have found this partner and are more than satisfied with the results.”

Wolfgang Kirmaier,
aboalarm Online Marketing Manager

EXECUTIVE SUMMARY

Founded in 2008, aboalarm is a German company offering online services to help customers revoke or cancel contracts. With a well-established brand in Germany, aboalarm was successful on their own with paid search; but they needed help optimizing their campaigns for mobile users. One year after partnering with Finch, they saw a 124% increase in mobile device conversions with a slightly lower CPA.

RESULTS OVERVIEW*

Compared YoY Jan.-Apr. 2017 & Jan.-Apr. 2018

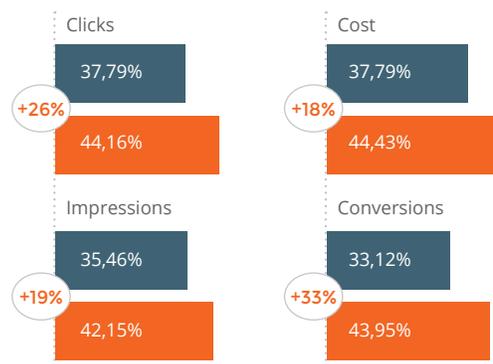
GOOGLE SEARCH TOTAL

Cost	+89.34%
Clicks	+163.87%
Impressions	+43.92%
Conversions	+69.02%
CPA	+12.02%

GOOGLE SEARCH MOBILE

Cost	+122.60%
Clicks	+106.84%
Impressions	+71.07%
Conversions	+124.32%
CPA	-0.77%

MOBILE SHARE



CHALLENGE

The user behavior on the internet has changed fundamentally in the last 10 years. According to Google, more than half of all search queries come from mobile devices (tablet and mobile). Therefore, the impact of each device type needs to be taken into account in relation to campaign management and bidding in order to achieve optimal results. As aboalarm saw an exponential increase in mobile traffic on their website, they wanted to take advantage of the growth potential but also needed to control costs they wanted to take advantage of this growth potential by leveraging mobile traffic within existing goals.



aboalarm

SOLUTION

In January 2018, aboalarm partnered with Finch to reorganize their campaign structure. Having already created an optimized (and fast) mobile website, they were willing to increase profit from mobile traffic.

The first step for Finch was to increase granularity. This structure allowed each keyword in each match type to get its own ad group with its own corresponding bid history, conversion history, remarketing audience, and device modifier. In order to push mobile conversions, we used a device modifier on such a granular level was critical. Next, we helped aboalarm add negative keywords, test new ad copy, and optimize RLSA bids. With the campaign structure reorganized, we then optimized the bidding structure, which improved aboalarm's performance on day one.

A key part of the solution was Finch's Dynamic Search Term Insertion (DSTI) feature, which creates new exact match keywords by converting search queries in other match types in order to grow the relevant keyword set in the account (and to increase efficiency in the long run). This ensures that exact match text ads are displayed for search terms that led to past purchases.

In February 2018, we made another critical adjustment: changing the attribution model from "last click" to "position based" in order to consider the consumer's full click path across devices—and not just the last clicked keyword. We also started to optimize for cross-device conversions.

To keep up with aboalarm's evolving goals as a company, as well as changes to both AdWords features and the paid search marketplace, Finch and aboalarm meet bi-weekly, where they assess campaign performance, review implementation needs, and plan future strategy.

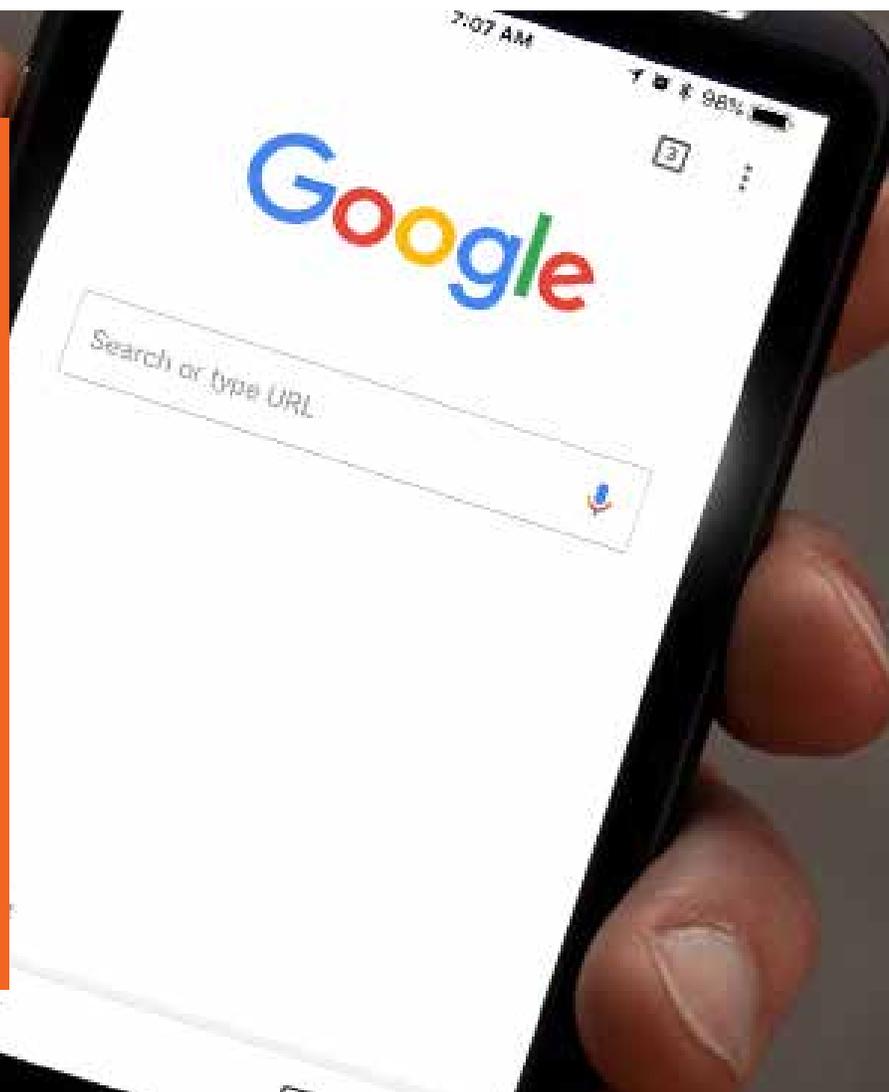
OUTCOME

We launched aboalarm's search campaign at the start of January 2018, year-over-year growth was compared from January 2017 to April 2017 and again for the same period in 2018. In just one year, aboalarm saw a 69% increase in conversions and a 12% increase in CPA. Largely due to the Finch Platform using bid modifiers for each different device within a single keyword ad group level, an important driver for this growth was mobile.

In 2017, 33% of all conversions came through mobile devices; in 2018, that number increased to 44%. Mobile conversions increased 124% while CPA remained consistent and even decreased slightly by 0.77%. Standard metrics for mobile clicks, impressions, and CTR were also measured during the same time frame. The data shows that clicks and impressions grew 107% and 71%, respectively, and CTR increased 21%.

With Finch's AdWords expertise and aboalarm's comprehensive product and industry knowledge, their strategic partnership improved overall campaign efficiency, building the channel into a profit center by serving the right ad to the right customer on the right device at the right time. Based on the success of this campaign, aboalarm is looking to expand its reach into the Google Display Network.

With Finch's platform in place, aboalarm has seen their search performance increase, accomplishing their goal to become extremely efficient in the channel, and pushing their mobile conversions dramatically.



Compared YoY Jan.-Apr. 2017 & Jan.-Apr. 2018

*All data for cost, clicks, impressions, and conversions gathered from Google AdWords