

# The Conversion Optimiser.

Maximise your advertising ROI.

# What is the Conversion Optimiser?

The Conversion Optimiser is a free AdWords automatic bid management system

It is based on Cost-Per-Conversion and does not affect the Cost-Per-Click

It is designed to get you more conversions at a lower cost



# Why use the Conversion Optimiser?

The Conversion Optimiser can increase conversions whilst reducing your CPA

On average, campaigns adopting the Conversion Optimiser achieve a **21%\*** increase in conversions while decreasing their CPA by **14%\***



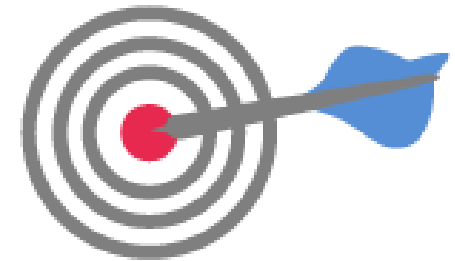
\*Internal Google Statistics 2012; This analysis compares the performance of Conversion Optimiser campaigns over the course of a year with a control set of campaigns and represents the average impact of Conversion Optimiser. The actual impact will vary from campaign to campaign.

# Bidding options.

## Maximum cost-per-acquisition

This is the **most** you're willing to pay for each conversion

**Target cost-per-acquisition** This is the **average amount** you're willing to pay for each conversion



# How the Conversion Optimiser works.

## It observes

The Conversion Optimiser studies your conversion tracking data to figure out how often each type of auction leads to a conversion

## It builds

Based on observed past performance, the Conversion Optimiser creates a prediction model to estimate which auctions will perform best for you in the future

## It optimises

The Conversion Optimiser adjusts your bids on an ongoing basis, ensuring your money is efficiently invested in the best auctions. It generates an ad rank by your CPA bid, Quality Score and predicted conversion rate



# Benefits to using the Conversion Optimiser.

## Increase your profits

Campaigns adopting the Conversion Optimiser typically achieve an increase in conversions and a decrease in their CPA

## Easy to use

Spend less time managing your bids

## There's no additional charge

Access Conversion Optimiser within your AdWords account with no extra fees or new interfaces to learn



# Top Tips for Conversion Optimiser Success.

1. It's easy to try out - if the Conversion Optimiser is turned off, your campaign will revert to the previous CPC bids you were using
2. After setting your max CPA or target CPA the Conversion Optimiser will modify your bids regularly to find your "sweet spot"
3. Review your results from using the Conversion Optimiser to get an accurate understanding of its effects on your campaign's performance

# Top Tips for Conversion Optimiser Success cont...

4. Apply learnings from previous campaigns that have used conversion tracking for even better results
5. Don't make huge changes to a campaign while running Conversion Optimiser
6. Do make small changes to your campaign that fit your business needs





# Remember... Three things to keep in mind:

- Your campaign must have **received at least 15** conversions in the last 30 days
- Your campaign must have been receiving conversions **consistently** for at least a week
- No matter what your volume of conversions are, try Conversion Tracking for at **least two weeks** before trying the Conversion Optimiser
- You must have installed Conversion Tracking previously
- Avoid using it during busy seasonal times

# Testimonial.

“We've seen the campaigns we've used Conversion Optimiser on increase in ROI about **200%**, the cost per acquisition go down about **40%**, and our conversion percentage go from **0.5%** to **2.0%**.”

Tad Dooling, Online Marketing Manager, CafePress\*



# Thank you.

If you have any queries or would like help setting up the Conversion Optimiser please contact:

[www.mrkt360.com](http://www.mrkt360.com)