

ROI for the holidays:

VivaKi Search Hub increases conversions by 360% and decreases costs by 27% during Black Friday and Cyber Monday with real-time bid optimization

Founded in 2008, VivaKi is a division of the Publicis Groupe and a global leader in digital advertising solutions. Among VivaKi's extensive suite of ad tech solutions is the agency's Search Hub, a marketing support service that collaborates with agency teams to manage and optimize search programs. Designed to streamline search workflows, the VivaKi Search Hub uses tools that increase search program efficiency—among them, DoubleClick™ Search. During the 2013 Black Friday and Cyber Monday shopping days, the team maximized the DoubleClick Search Performance Bidding Suite to drive performance for a major retail advertiser—and saw impressive and immediate results.

Shifting strategies for the holidays

As long-time users of the DoubleClick platform, VivaKi Search Hub team members are required to take DoubleClick Search certification training to help bring innovative solutions to advertisers. The team has been using their deep knowledge of DoubleClick Search to streamline workflow across some of their largest advertiser accounts, using features such as bulk interface actions, scheduled edits and automated rules to make large changes at scale. With the holidays approaching, however, the team needed a way not only to save time, but also act quickly to capture every opportunity for advertisers who expected a boost in seasonal activity.

One of the VivaKi Search Hub's advertisers, a large retail brand, looked to the team to overhaul strategies for maximizing results during this peak time. The advertiser's main goals were to increase orders while lowering cost per order (CPO). To meet these goals, the VivaKi Search Hub team turned to a powerful optimization tool in DoubleClick Search—the Performance Bidding Suite, which offers fast, data-driven bid decisions up to four times a day to meet an advertiser's specific goals.



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- Part of Publicis Groupe, VivaKi delivers ad tech products, solutions and services that keep clients connected to digitally empowered consumers.



Goals

- Maximize performance during the busy holiday shopping season
- Increase orders
- Decrease cost per order (CPO)



Approach

- Implement the DoubleClick Search target cost-per-acquisition (CPA) bid strategy



Results

- Increased conversions by 360%
- Lowered CPO by 27%
- Saved 90 minutes per day

Ring in the season with fast, flexible bid optimization

With the DoubleClick Search Performance Bidding Suite, the VivaKi Search Hub was able to automate bids, based on real-time conversion data, to respond quickly to market changes—even during the busiest holiday shopping days such as Black Friday and Cyber Monday. Working closely with the DoubleClick Search services team, VivaKi Search Hub team members found it easy to implement the new bid strategies: The agency was up and running with target cost-per-acquisition (CPA) bid strategies for more than 150 campaigns and 4,000 ad groups in less than an hour.

Timothy Lackhouse, Team Lead for Bid Strategy at VivaKi Search Hub, was in charge of managing the advertiser's bid strategies. "The bid strategies in DoubleClick Search are incredibly clear to set up and modify," says Lackhouse. "They are very intuitive, letting us easily define and meet unique objectives which allowed us to have the new strategies in place with plenty of time for the holiday rush."

In addition to easy setup, the team also valued the flexibility provided by DoubleClick Search to maintain as much control as needed to manage their client's CPO targets. "I really appreciated the level of transparency and control that DoubleClick Search bid strategies allow. With near-real-time and granular reporting, we don't need to spend countless hours or days waiting for the data. We're able to get a deep level of insight into our performance right away—assessing what's working and what's not, and making tweaks as necessary."

For the team, the "bid strategy health" reporting column was especially helpful for diagnosing and fixing issues that would have prevented bid strategies from performing optimally. For example, the agency could see when 35% of its advertiser's keywords were hitting their maximum bid. This information helped the team take action and adjust bid limits as necessary to achieve the advertiser's CPO targets.

Results to write home about: ROI the size of a holiday feast

Within days of launching the new bid strategies, the positive results were irrefutable. During Black Friday and Cyber Monday, the VivaKi Search Hub was able to increase its advertiser's conversions by 360% while lowering CPO by 27%.

In addition, the agency had impressive time savings of about 90 minutes a day. Lackhouse says, "These time savings of 90 minutes a day freed us up to make the strategic decisions to drive more business for this advertiser, which was vital during this critical period."

The VivaKi Search Hub's work with its retail advertiser has become an internal case study, and the agency is now in the process of sharing this exciting example of client work with teams agency-wide.

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Team Lead for Bid Strategy,
VivaKi Search Hub

About the DoubleClick Search Performance Bidding Suite

The DoubleClick Search Performance Bidding Suite is a robust bid optimization system that offers smart, fast and automatic bid decisions for easier search campaign management. Backed by Google's many years of search and bid optimization expertise, the proprietary technology behind the Performance Bidding Suite makes intelligent bidding decisions in near real time, based on dozens of external factors and market inputs. Goals can be expressed in a rich language to help agencies and marketers reach their unique business goals.

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