

Through AdWords for Mobile, Regtransfers discovers new ways to reach its on-the-move customer base



At a Glance

Goals

- Drive research and sales of personalised number plates
- Increase engagement by enabling users to explore inventory on high-end mobile devices

Approach

- Launched a Google AdWords campaign for mobile to deliver platform-specific advertising to Regtransfers' tech-savvy audience
- Incorporated Sitelinks with click-to-call to facilitate direct sales
- Introduced an iPhone app to enable easy searching of available product
- Implemented click-to-download to boost app use
- Used mobile remarketing to stimulate conversions

Results

- Cost per conversion was 48% lower on mobile compared to desktop searches
- Increased mobile traffic by 100%.
- Received 73% more calls than at launch
- Achieved over 25,000 app downloads within six months of launch

Mapping a plan

By design or by coincidence, some vehicle number plates resemble words, names or significant dates. Personal number plates such as these can be bought or sold, and since its launch in 1982 Regtransfers has become a market leader in this field. The company has served half a million customers, regularly trading in plates costing up to £350,000.

It stands to reason that people who are particularly interested in cars like to be on the move, and they may also tend to have an affinity for gadgets and technology. Regtransfers shrewdly realised the value of investing in mobile marketing, and so the company embarked on a vigorous plan to facilitate customer engagement through smartphone devices.

Getting in gear

When Regtransfers started out nearly 30 years ago, the business of buying and selling personalised registrations was largely paper based. With the advent of the internet, researching registrations became much simpler. "There are over 34 million to choose from," marketing manager Angela Banh observes, "so obviously being able to search online makes everything a lot easier for us and the customer."

The huge surge in smartphone use offers additional opportunities for Regtransfers. "For most people when they come to the website, the main activity is searching for registrations," says Angela. "When they're on the move, with mobile now they can just check straightaway. And that's what a lot of people do."

Up to speed

Regtransfers began by creating a campaign using Google AdWords for mobile. According to Angela, this was relatively quick and straightforward to do. The team replicated the keywords used in the desktop campaign, and over time monitored these to make any necessary improvements particular to mobile.

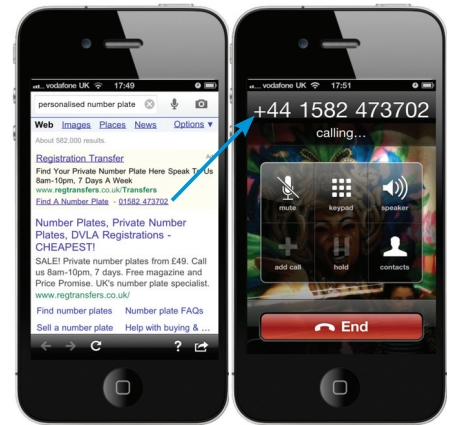
Angela had found Sitelinks to be useful in the desktop campaign, allowing users to click straight from a Regtransfers ad to specific areas of the site. Mobile search ads offer the chance to present two Sitelinks to users, so Angela was quick to take advantage of this. The first Sitelink on Regtransfers' mobile search ads lets users click straight to the inventory search facility; the second Sitelink employs click-to-call.

Click-to-call functionality enables a potential customer to click directly from the ad and automatically reach the Regtransfers call centre without even having to navigate to the website. There's no need to copy, dial or re-key a phone number, making it that much easier to convert a browser into a customer. While the website is transactional, driving calls – as opposed to online sales – is the main priority. "You can buy on the site, but quite often customers don't," Angela explains. "It's not the kind of product people know much about if it's the first time they're buying. Most people have loads of different questions."

Next Regtransfers launched an iPhone app that lets customers search for registrations, make enquiries and complete purchases. Angela reports: "It's something that they're carrying around with them. Rather than having to go online and get to our website, they're straight in there." As with click-to-call, the app removes barriers that might otherwise prevent easy engagement.

Finally, Regtransfers has implemented remarketing campaigns both for desktop and mobile users.

How this works is that search ads first drive traffic to the site. In the event that a visitor doesn't sign up for future communication, download the app, obtain the magazine, make a phone call or email an enquiry, Regtransfers can remarket to them by displaying tailored ads on sites throughout the Google Content Network.



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—Angela Banh, Marketing Manager, Regtransfers

The road ahead

The mobile site and an iPad app has just been launched. Meanwhile, Regtransfers' iPhone app has achieved nearly 40,000 downloads to date, a superb outcome for a niche market. In the desktop AdWords campaign, Angela and her team are in the process of targeting audience groups more narrowly based on user goals. And because Regtransfers have been able to replicate their desktop search success in the mobile campaigns so far, once this is accomplished they plan to define narrower user groups in the mobile AdWords campaign as well.

But what about the numbers? Since implementing their AdWords mobile campaign, Regtransfers' mobile traffic has increased 100%. With a cost-per-conversion that is 48% less on average than on desktop, the click-through rate across the mobile campaign is 93% better than the desktop campaign that it's based on. Regtransfers' mobile AdWords campaigns are now delivering 73% more calls than when they first began.

"Using Google mobile tools we've seen many more people reaching our site on mobile devices," Angela affirms. "It has allowed people to call us straight away and has given the lowest cost per call of any campaign. We have also been able to drive many people to our apps so that they can have Regtransfers search anywhere they go."

