

High visibility for services in the Cloud



About Box

- Online Content Management Solutions
- Palo Alto, CA
- www.box.com

Goals

- Increase mobile conversion rates
- Drive targeted customers to increase service signups
- Target high-end mobile device users
- Gain insight into customer behavior and interests
- Monitor mobile conversion metrics
- Gather comparative data between desktop and mobile usage

Approach

- Targeted high-end mobile device users with three campaigns over the Google Display Network (GDN), sending users from contextually targeted placements, search results and mobile apps to a mobile-optimized website.

Results

- **Increased conversions:** Google Mobile search ads drove one-third of the overall conversions within the first full month of running the campaign.
- **Improved return on investment:** Box gained a 1249-percent increase in ROI on conversions—achieving new accounts valued in the hundreds of dollars for mobile quotes that cost mere tens of dollars per conversion.
- **Reduced cost-per-acquisition (CPA):** Cost per acquisition for Box's Google mobile ad campaigns was 10-times lower than their desktop search campaigns.

With the goal of reinventing how businesses access and share content, Box brings more mobile customers aboard their cloud content management platform – designed for a “new kind of worker, a new kind of workplace, and a new kind of IT.”

Reinventing the workplace

Since 2005, Box has helped more than five million individuals, small businesses and Fortune 1000 companies reinvent how they store, share and work together on content. The team at Box has accomplished this impressive feat by addressing a wide variety of customer needs with robust, versatile solutions based on their cloud content management platform. The simple system enables customers to maintain online file systems, host data rooms, organize documents and media, manage complex projects and transfer files securely without FTP through an intuitive interface that's easy to use.

Customers simply store their content online, “in the cloud,” for easy, secure online access and management from anywhere in the world. Box's cloud platform helps streamline collaboration by providing an online workspace where employees can share project files, manage version history, annotate materials and assign tasks – even on files too big to email, and replacing the sometimes cumbersome FTP process. Fully configurable permissions settings provide 256-bit encryption for protecting sensitive data. And with Box's 99.9% uptime guarantee and redundant storage, customers can rest assured that their content is safe, sound and always accessible.

The young, energetic company has been using Google AdWords for over four years to help get the word out to targeted audiences about their robust solution offerings. With satisfied customers including big names like Dell, Intel, MTV, T-Mobile, PBS, Oracle and Nike, Box has already seen tremendous success, with traction in a wide variety of industries. But it's not just increasing page views to their website or converting clicks to signups that make Google stand out as Box's premier provider for online advertising tools. Quick, comprehensive metrics are invaluable to Box when it comes to making smart decisions about spending marketing dollars, designing effective campaigns, and reacting appropriately to the interests and behaviors of potential customers.

“No other tools we've tried provide us with as much detailed data as Google AdWords,” says Aaron Dunn, Director of Marketing at Box. “Nothing is as satisfying as getting instant, relevant, truly usable feedback on our campaign efforts.”

Smart phones, smart ad campaign

With more customers performing business critical functions from their mobile devices than ever before, running ad campaigns that just target desktop users was no longer sufficient for the growing company. It was vital that Box stay ahead of the fast-paced advertising curve by keeping up with the consumer trend toward mobile decision making. They needed to target the ever-increasing

About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit:
<http://adwords.google.com>

number of technically minded mobile device users with smart ads placed in relevant locations – using campaign tools that not only drive traffic, but drive efficiency within Box's marketing organization.

The team at Box toyed with a few mobile advertising tools in the past, but were uninspired to pursue the crucial mobile advertising market until they began working with Google mobile ads. "The other tools we'd tried were immature compared to what we found with Google," Dunn explains. "From the moment we tested Google mobile ads, we were excited to see all it could do for us."

Box started by targeting high-end mobile devices only, such as Android, iPhone, Palm, and iPad. Ads were placed in locations and within the contexts that would be viewed by their most highly targeted customer base, such as within tech-oriented mobile applications and for business-related search criteria. Three campaigns were run over the Google Display Network (GDN), sending users on their smart phones from these contextually targeted placements, search results and mobile apps directly to Box's mobile-optimized website.

Mobile conversions, more Box converts

Box began running mobile campaigns using Google mobile ads in mid-February, and by the end of March the success was crystal clear. Mobile search ads drove one-third (over 30%) of Box's overall conversions from Google within the first full month of running the mobile campaigns. Since then the company continues to see a dramatic decrease in cost per acquisition (CPA) due to mobile ads—with mobile advertising CPA up to 10 times lower than their traditional desktop search-based ad campaigns.

Better yet, since they started using Google mobile ads, Box's return on advertising investment has increased a thousand-fold. With a 1,249-percent increase in ROI on conversions in just that first month of mobile campaigns, Box gained new accounts valued in the hundreds of dollars for mobile quotes that cost mere tens of dollars per conversion. And best of all, the company continues to gather valuable information about the traffic coming into their site from key mobile users. By tracking click-through and conversion data for targeted audiences who visit specific locations and content via specific mobile devices, Box can continue to garner more value from their marketing efforts and further tailor their advertising campaigns going forward.

"We gain incredible value from the information gathered about our potential customers through Google mobile ads," Dunn says. "We're able to understand more about our customers' needs by learning about their viewing and click-through behaviors. Knowing what they were interested in viewing on their mobile device before seeing and choosing to click on our Google mobile ad helps us better serve them in the long run. It allows us to further customize our website and services based on the actual needs of real customers."

