

Bradesco promotes mobile banking apps with Google, maximizes ROI with AdWords app promotion tools



About Bradesco

Banco Bradesco, founded in 1943, is the second-largest private bank in Brazil, with more than 4,060 branches and 50,000 automatic teller machines across the country. Bradesco offers a range of financial services, including online banking, insurance, pension plans, annuities, credit card services, savings bonds, and personal and commercial loans.

"Our apps are a key way for us to engage with our users and deliver the value they need. Promoting our apps with Google helped us to exceed our return on investment goals. With AdWords, we've dropped cost-per-download by 70%. Google is our preferred mobile partner for promoting our apps."

—Luca Cavalcanti, Director of Digital Channels

Goal

In April 2012, Bradesco teamed up with their agency, One Digital, to promote their latest app across the Google AdWords Search and Display Networks. The team focused on driving cost-effective app downloads with the help of the Conversion Optimizer for Mobile Apps.

Solution

Bradesco created a mobile app to provide consumer banking services like checking account balances, paying bills and transferring money between accounts to its on-the-go customers. In an effort to increase app downloads, they worked with their agency, One Digital, to promote the app with AdWords click-to-download ads on the Search and Display Networks. Before launching the campaign, they set up codeless Android conversion tracking to measure app downloads and determine which ads were most likely to convert. One Digital optimized the campaign on a daily basis to ensure Bradesco reached its app download goals: they added the most relevant keywords for Search campaigns and selected the app placements with the most conversions for Display campaigns.

They used the automated bidding feature, the Conversion Optimizer for apps, to help reach their target cost-per-download. By using historical conversion performance data in AdWords, Conversion Optimizer automatically optimizes ad placement so ads show more often when conversions are likely to occur. Since implementing the Conversion Optimizer, cost-per-download decreased by 70% and clickthrough rate increased by 54%.

Results

- Bradesco promoted their mobile apps with ads on Google Search and the Google Display Network and used the Conversion Optimizer for apps to reach their app download and cost-per-download goals.
- Nearly **1bn** ad impressions and **4.4** million clicks during the first month
- **Top 5** Ranking in Finance category of Google Play apps
- **31x** increase in app downloads
- **70%** decrease in cost-per-download (decrease from >R\$5 to <R\$2)

