



About

Elite SEM is a leading performance-driven digital marketing agency

Headquarters: New York, NY
www.elitesem.com

Goals

- Boost and scale return-on-ad-spend (ROAS) for more clients
- Save time on manual and daily bid optimizations

Approach

- Set up an experiment on small product set to test Target Return-on-Ad-Spend (ROAS) Smart Bidding
- If test results show significant ROAS growth, build new campaign structure with campaign-specific ROAS goals
- Apply target return-on-ad-spend (ROAS) Smart Bidding strategy on all campaigns

Results

- Increase in return-on-ad-spend (ROAS) for all clients who tested Target ROAS
- Up to 34% more conversions for apparel client
- Up to 15% higher conversion rates across apparel and health & beauty clients
- Up to 34% revenue growth across apparel, marketplace and apparel clients
- Almost 75% of clients on automated bidding are using Target ROAS Smart Bidding
- More time and resources to focus on strategy, testing and campaign improvements

Elite SEM increases return for clients with Google's Target ROAS Smart Bidding

Driving more performance for clients

Elite SEM is an award-winning digital marketing agency founded on search and focused on holistic performance-driven digital marketing. Elite SEM was looking for more ways to boost and scale their clients' performance, so they began to explore Google's Smart Bidding solutions. There had always been concerns from both Elite SEM and their clients in handing over controls to Google for bidding. However, Elite SEM was open to testing the new opportunity with the chance of delivering better performance results.

"One of the biggest selling points for us was knowing that Google is utilizing so many signals and optimizing bids at the auction and query level."

— Mike Wojciechowski, Senior Director

From small experiments to strategic best practices

Elite SEM partnered with a retail client who had accumulated enough conversion data for testing the Target Return-on-Ad-Spend (ROAS) Smart Bidding strategy. They implemented an experiment starting with a small group of products to assess performance before rolling out the strategy to the rest of the campaigns. They set a ROAS target for the test campaign and let the Target ROAS bid strategy automatically optimize bids to drive their ROAS goal. After launching, the Elite SEM team monitored how the bid strategy performed and continued to adjust their ROAS target to deliver more performance.

As Elite SEM gathered more data and saw positive results, they began testing Target ROAS across more clients. In some cases, they were testing the Target ROAS Smart Bidding strategy against other platforms' bidding tools. Elite SEM built their own testing dashboards to evaluate performance fairly in each experiment, especially as they were comparing their clients' internal attribution models to the performance data in Google Ads.

Elite SEM soon began developing best practices to segment campaign structures based on ROAS targets to further maximize performance results.

"While some may think automation is out to get us all, there is still a huge role for our account team deciding how to structure campaigns in a way that makes Smart Bidding perform better. It ends up being a multifaceted approach where we are setting up the proper campaign structure segmentation and then setting up campaign-specific ROAS goals that make sense for a client's business goals."

— Evan Kirkpatrick, Vice President.

About Google for Retail

Google for Retail brings brands, retailers and consumers together through delightful shopping experiences.

To learn more, visit:

<https://www.google.com/retail/>

Scaling Target ROAS Smart Bidding to more clients

Across the board, Elite SEM saw strong results for clients who implemented Target ROAS Smart Bidding. Not only did they see an increase in return-on-ad-spend (ROAS), but they also saw contributing lifts across other key performance metrics. For example, one of their apparel clients saw a 34% jump in conversions, which then drove a 14% lift in revenue. Another client saw 43% revenue growth at 10% higher ROAS for their main campaigns.

"Our results have been great! In addition to driving great performance, Smart Bidding has let our team focus more of their time on strategy, testing initiatives and campaign segmentation versus time spent on manual bidding."

— Courtney O'Donnell, Director

Pleased with results, almost 75% of Elite SEM's clients on automated bidding are now using Google's Target ROAS Smart Bidding. They're excited to continue scaling Smart Bidding solutions for all of their clients where it makes sense to implement.

"Based on the data, Target ROAS is the clear winner, and this bid strategy will help us drive incremental revenue."

— Justin Maziarz, Associate Director
