

Typeform achieved **+24%** sales growth at **-30% CAC** thanks to including signals powered by a bespoke **ML model** that predicts high value customers after the sign up

Typeform, founded in 2012, is a Barcelona-based online software as a service (SaaS) company that specializes in online form building and online surveys. Its main software creates dynamic forms based on user needs. Typeform's software has been used by Apple Inc., Airbnb, Uber and Nike, Inc. Typeform produces millions of forms every month.

Typeform

The challenge

Typeform was optimizing Google Ads campaigns towards sign ups and payment conversions using tCPA. Sign ups do not provide control over CAC, and payments happen after long period since the sign up, therefore, optimizing and growing sales based on a CPA approach has become challenging.

The approach

Typeform used a combination of fixed-value signals, and a predicted value prescribed by a bespoke Machine Learning model that scores sign ups and segments them into deciles based on their predicted future value. Typeform provides values to each of the conversions included in Google Ads and optimizes their campaigns using a value based bid strategy (Max Conv Value and tROAS).

The results

- **+24% incremental sales at -30% CAC** in a highly optimised campaign
- **Increased user acquisition quality:** Cost per Sign up has increased by 5% but the final **CVR has increased by 25%** thanks to including Advanced ML signals in Google Ads

"Thanks to optimising towards high value customer signals rather than just sign ups, we have seen amazing results in our paid search campaigns."

- Mario Garcia , Senior Paid Media Strategist, Typeform

Product features

- › Google Ads Value Based bid strategies (Maximize Conversion Value and tROAS)
- › Offline conversion import for uploading the sign up score from the Machine Learning model
- › Draft & Experiments for A/B testing

Test Methodology

Draft & Experiment methodology separating Cookies at 50% for the Draft and the experiment.

Control Group: tCPA optimizing towards a group of different conversions

Test Group: tROAS and Maximize Conversion Value optimizing towards the same conversion actions with assigned values

+24%

Incremental sales

-30%

CAC

Context: previously maxed out campaign with tCPA