

CEAC grows 20% in volume by leveraging Smart Account Structures



CEAC (Grupo Planeta) in collaboration with Making Science Barcelona, Spain



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The challenge

CEAC offers a wide range of professional and technical online courses. In order to reach their marketing objectives, CEAC's account was originally set up following a highly granular structure, which made it hard to keep up-to-date.

There came a point where it became hard for CEAC to grow in volume whilst ensuring KPIs were met, precisely because of the account's setup.

The approach

In partnership with Making Science, CEAC decided to test a different approach, switching from a very granular structure to a simpler one, thus enabling ad groups and campaigns to self-optimize by using automated solutions.

Campaigns and Ad Groups were consolidated (from 10 to 3 and 40 to 10, respectively) whilst maintaining landing pages uniqueness and striving for maximum creative relevance.

At the same time, many Search terms were broadened from exact to BMM and Broad, and DSA was added at Ad Group level targeting landing pages covered in other Ad Groups. High quality RSAs and Expanded Text Ads with Dynamic Keyword Insertion were also included to keep relevance high. These structure changes were enabled by SA360 Auction Time Bidding strategy, respecting warm-up and learning phases.

The results

Two weeks in, results indicate a +22% growth in leads at a more efficient rate and Making Science finds it is much easier to keep the account optimized and up-to-date.

“Our main focus is to drive the highest volume of qualified leads to our site and thanks to this strategy we are much more efficient in our optimizations generating higher ROI.”

— Nicolás Francés, Digital Marketing Director in Performance at Planeta Formación y Universidades

“Very impressed with the results seen so far. Looking forward to its implementation in CEAC's sister accounts: Deusto Formación & Deusto Salud”

— Julie Bruneau, Marketing Director CEAC, Deusto Salud, Deusto Formación.

“On top of great results, it is much easier for us to optimize and improve the account. We're already working on doing a full roll-out”

— María Alonso, Performance Consultant Making Science

