



Upgrading to enhanced campaigns sees Offerum's sales on mobile devices grow by 85%



About Offerum

- Founded in 2010 in Barcelona
- Supplies daily deals to Spanish, French and Italian markets
- www.offerum.com

Goals

- Efficiently reach mobile users
- Simplify management of multiple campaigns

Approach

- Upgraded to AdWords enhanced campaigns
- Employed bid adjustments to target users by device and time
- Used mobile preferred ads

Results

- Mobile click-through rate grew by 19%
- Leads from mobile increased 74%
- Sales from mobile apps and mobile site are up 85%

Offerum was established in 2010 to give users the chance to find daily deals on services and products in the areas of beauty, leisure and travel. Based in Barcelona, today the company serves the Spanish, French and Italian markets.

In reaching its target audience, Offerum uses a mix of methods including affiliate programs, email marketing, display advertising and AdWords. The main goal of these activities is to obtain user email addresses through specific landing pages offering deals on products and services. Once a user's email address is captured, he or she will receive daily emails showing Offerum's current deals.

Upgrade made easy

With more and more users accessing the internet through mobile devices, Offerum understood the need to embrace a multi-screen strategy for search engine marketing. "We had different campaigns for desktop, mobile and tablet," explains Offerum SEM Manager Miquel Zapater. "This allowed us to optimise every campaign accordingly."

Offerum's optimisation strategy was very granular, segmenting all possible parameters, such as device, network, location and so on. With over 1,700 campaigns, this comprised a sizable workload. When the opportunity to upgrade to AdWords enhanced campaigns presented itself, Offerum was keen to establish best practices in using the new functionalities.

"The process was easier than expected," Miquel reveals. "First of all, we downloaded the last AdWords Editor version available and all the rest was very easy. We analysed all the campaigns and selected the ones to keep as primary campaigns. Then we copied keywords, ads, locations and so on from the secondary campaigns to the main ones."

The upgrade gave Miquel the chance to reduce the total number of campaigns within his remit. "Obviously, now the management is simpler because all the campaigns from the same category are grouped into a unique campaign. Take a beauty campaign located in Barcelona for example; previously we had a desktop campaign, a mobile campaign and a tablet campaign. Now, we only have one campaign."

Bidding for winning

The ability to adjust bids according to additional context in enhanced campaigns produced significant efficiency gains too. "Google AdWords allows you to know many things about the user, such as gender, location, day, time, device, search queries and interests," Miquel explains. "In my opinion if you know the users' behaviour you have a higher chance to be successful in reaching your audience in the right context."

Miquel makes bid adjustments according to times of day and days of the week to drive performance, based on the fact that "users behave very differently at different times of the day or at night". He also

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 — **Manu Arianoff, Marketing Manager, Offerum**

uses enhanced campaigns to easily adjust bids by device. In the past, Offerum would set lower bids for mobile campaigns than for desktop, but since the upgrade the company has tested bids for all devices at the same level – and found performance has significantly improved as a result.

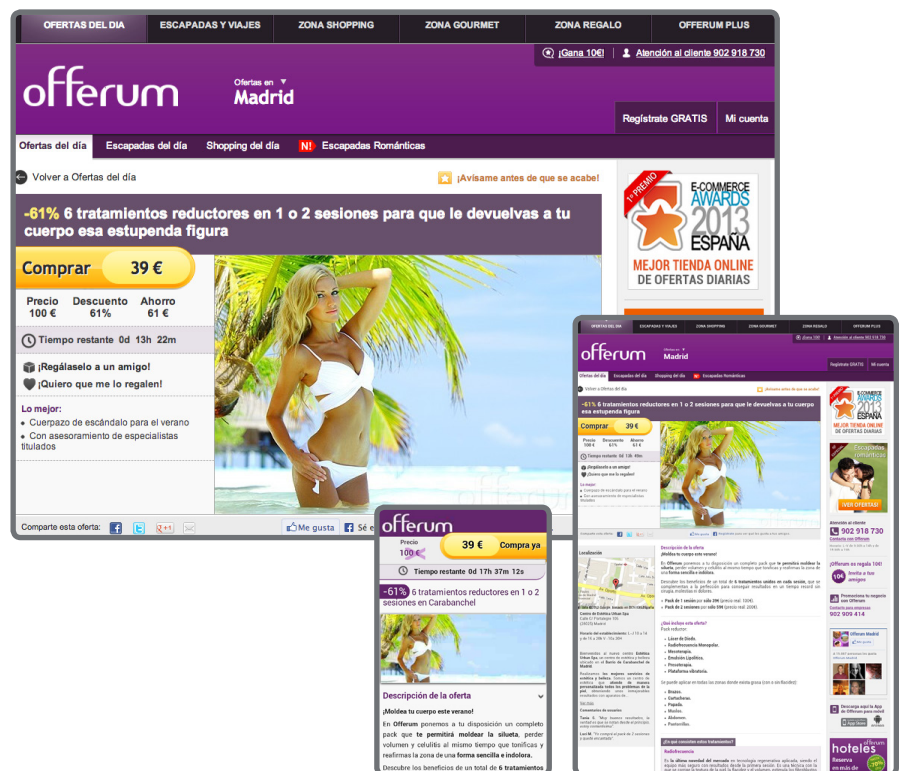
Along with these bidding strategies, Miquel reports that Offerum also uses mobile preferred messaging to get the best possible response from potential customers. "We have exclusive mobile ads to show, landing pages and optimised websites depending on device. We are running upgraded sitelinks too."

From strength to strength

With the advanced reporting features provided in the enhanced campaigns upgrade, proof of Offerum's success is at Miquel's fingertips. "The upgrade allows me to see how every device works in a single campaign. Before the upgrade I had to play with Excel pivot tables. Now, I can analyse data directly from the AdWords interface."

The performance of mobile devices has improved dramatically. The click-through rate has increased by 19%, clicks are up 44% and new sign-ups have grown by 74%. And the upgrade has seen Offerum's sales from its mobile apps and the mobile site leap 85% too. "The upgrade to enhanced campaigns has positively surprised us," says Manu Arianoff, Offerum's Marketing Manager. "The result has been a significant increase in conversions from mobile devices, helping us to leverage the natural growth of this channel."

"We had a great surprise," Miquel affirms, "and we are considering increasing the total AdWords budget because of the improvement in sales and new users." What would he say to other marketers considering an upgrade to enhanced campaigns? His advice is simple. "Try it. You will not regret it."



Offerum's deals are easy to access on all screens.

