



CUSTOMER SUCCESS STORY

Anicca boosts ROAS with rule-based bids for energy broker

BACKGROUND

Anicca Digital used Google's experiments framework to test the Target ROAS bid strategy and found that none of the campaigns were able to get close to their ROAS targets.

They also saw a negative impact on campaigns that were not included in the experiments because high cost per click — resulting from the automated bids set in the experiment — caused their competitors to react and bid higher.

This pushed the original campaigns further down in the search results, and a downwards spiral effect was observed with automated bidding.



About Anicca Digital

Anicca Digital is an independent digital marketing agency, providing integrated marketing services to some of the UK's best-known and well-loved brands.

Founded

2007

Location

Leicester, UK

Industry

Digital Marketing Agency

Employees

11-50

“We liked that this additional level of control allowed us to control second order effects that are often overlooked when fully automating a PPC task like bid management.”

– Anicca Digital

SOLUTION



Anicca used Optmyzr's Rule Engine to manage bids to a target ROAS. Instead of putting the tool on full automation, they decided to review all suggested bid changes and manually accept the ones that kept CPC within a reasonable range.

RESULTS

Anicca observed a significant increase in both their ROAS and conversions via the strategy that they used with Optmyzr. Google ROAS bidding was too crude, and Optmyzr allowed them to put minimum and maximum limits on the bid to prevent it from running away and costing too much.

+16.4%

Year-on-Year
Conversions

+20%

Increased
Conversion Rate

+11.4%

Increase in
Click-Through Rate

+17.6%

Year-on-Year
Clicks

ABOUT OPTMYZR

Optmyzr is a PPC optimization platform for search marketing consultants, agencies, and in-house teams. Founded in 2013 by a team of former Google executives, Optmyzr gives search marketers the tools and insights to quickly execute strategies for accounts of any size, diversity, or complexity.



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