

ADDING INCOME STREAMS

How hands-on channel management helped our fintech client target their best markets and maximize ROAS

CLIENT

- ◇ Financial services provider specializing in online bill-paying; 45 billers nationwide in the energy industry

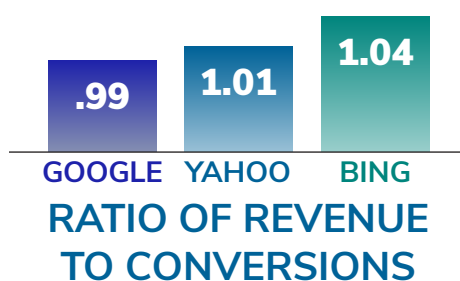
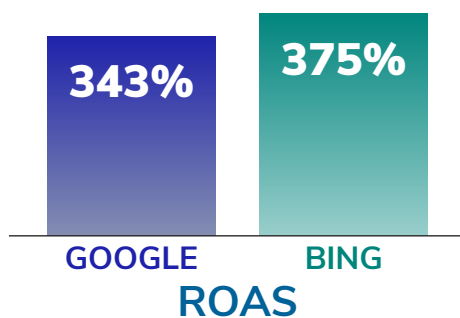
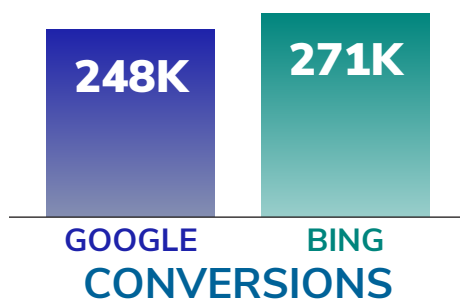
CHALLENGE

- ◇ Replicating our success with Google in new channels to increase overall revenue

SOLUTION

- ◇ Hands-on, detail-oriented channel management with customized strategy, keywords and ad copy

OUTCOMES



BING

In the second year of our engagement with the client, we added Bing to Google as a second channel. Because of our attention to detail when we added Bing and set up its account and campaigns, we saw gradual results that made a big difference over time:

- ◇ From Q4 2014 to Q3 2015, Bing delivered, on average, 9.12% more conversions than Google. Its ROAS for that same year was 375% compared to Google's 343%—9.49% higher.
- ◇ Bing has consistently delivered high-dollar conversions; since 2013, its revenue-to-conversion ratio has been 1.00 or greater.

YAHOO GEMINI

Adding Yahoo in the third year of our engagement further expanded our client's reach. Like Bing, Yahoo has more female users than male. As more than 65% of household bills are paid by women, Yahoo was a logical choice for our third channel.

Yahoo hasn't historically added a great deal of conversion volume. However, its cost per conversion is comparable to both Google and Bing, and its cost per click is much lower. Additionally, like Bing, Yahoo's relative value per conversion has been higher than Google's for 18 months now.