HIGHER QUALITY, HIGHER ROAS

How our (un)Common focus on optimization and detail saved a fintech client more than $600K in ad spend

CLIENT

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

CHALLENGE

◊ Maximizing their ROAS by improving Quality Score for paid search ads, thus reducing ad spend

SOLUTION

◊ Constant testing, optimizing, and re-testing of ad copy, keyword matches, and landing pages

OUTCOMES

HOW QUALITY SCORE WORKS

One often-overlooked aspect of paid search is Quality Score, the numeric value a search engine assigns to a keyword based on how well a client's ads bidding on that keyword adhere to best practices. For all three major search engines, Quality Score is rated 1 to 10 and based on matching searcher intent, click-through rate, and landing page experience.

A higher Quality Score will result in a lower cost-per-click bid, because search engines discount costs per click for scores over 7.0 and increase bid costs for scores lower than 7.0 (ads scoring 7.0 experience no discount or inflation).

Quality Score	Cost per click relative to 7.0 Quality Score
10.0	30% lower
9.0	22% lower
8.0	13% lower
7.0	baseline
6.0	17% higher
5.0	40% higher
4.0	75% higher
3.0	133% higher
2.0	250% higher
1.0	600% higher

$630K
SAVED ON AD SPEND SINCE 2012

$340K
SAVED ON AD SPEND IN 2017

414%
ROAS

CUMULATIVE RESULTS

Over the next 5 years, we brought their average Quality Score up from 7.1 to 9.0. Not only did the high-quality keywords deliver more relevant traffic to the client's site, the increase in Quality Score resulted in significant savings: As of the end of 2017, we have saved the client a total of $629,557 in advertising spend.

2017 RESULTS

In 2017 alone, we saved our client almost $340,000. They trusted us to reinvest those savings into paid search. So, with an average ROAS for 2017 of 414%, we could turn that $340,000 of additional ad spend into $1,406,366 of additional revenue.