Wpromote uses optimization score to expand efficiently

Wpromote is a digital marketing agency headquartered in Los Angeles, CA. • Website

The challenge

Wpromote enables their clients and partners to challenge convention, grow market share, increase customer lifetime value, and transform results. Their integrated teams go beyond status updates and regular check-ins, working to align efforts and achieve their clients' goals. They wanted a way to double check that their thousands and thousands of campaigns were taking advantage of every opportunity in Google Ads.
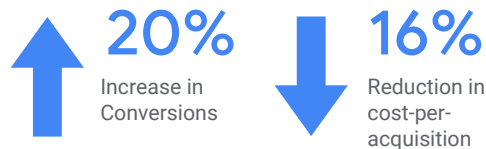
The approach

In order to ensure that their Google Ads accounts were reaching peak performance, Wpromote integrated the Recommendations page and optimization score into their standard workflow. "We wanted an additional set of eyes on our account performance to roll out any changes at scale," said Angelo Lillo, General Manager, Paid Search, at Wpromote.

The results

Using optimization score and the Recommendations page, Wpromote found opportunities for their account to grow while continuing to hit efficiency targets. In one campaign, they used optimization score to identify an opportunity for improvement to their bidding strategy. After adopting Target CPA bidding in a remarketing campaign,Wpromote saw conversions increase by 20% and CPA decrease by 16%.

" Optimization score saves us time from having to manually download raw data and massage it ourselves. It's nice to have the option of clicking a button to enable a recommendation."

-*Angelo Lillo, General Manager, Paid Search*

20% Increase in Conversions

16% Reduction in cost-per-acquisition

Google Ads