

Savings.com cashes in for its merchant clients with Smart Bidding strategy

Savings.com turned to Google's Target ROAS bidding strategy to ramp up high-value sales for its clients.

 **30%** increase in conversions

 **~30%** increase in gross profits at target ROAS

"The tROAS bid strategy consistently drove an increase in high-value conversions while maintaining the desired campaign ROAS."

Tim Katlic, Director of Marketing at Savings.com

About Savings.com

- Savings.com, Inc. is an online destination that offers coupons and deals redeemable at nationally recognized merchant web sites and stores.

Goals

- Savings.com wanted to drive incremental merchant sales while maintaining its ROAS.
- The brand sought to maximize profits from its digital campaigns—even if it meant increasing its ad spend.
- Savings.com aimed to save time for its campaign managers by reducing their need to monitor multiple AdWords bid adjustments.

Approach & Results

- Savings.com tested 32 campaigns with Google's Target ROAS (tROAS) bidding strategy and compared results with its own bidding efforts.
- tROAS consistently optimized campaigns across all devices toward an aggressive target ROAS, and maintained that ROAS once it was reached.
- The brand increased its campaign spend, bid more strategically, and now gets more high-value conversions.