



CASE STUDY

Get More Traffic boosts client conversions by 17% by automatically applying recommendations



Get More Traffic

Brisbane, Queensland, Australia

<https://getmoretraffic.com.au>

About

Based in Brisbane, Australia, Get More Traffic is a digital agency specializing in search engine optimization for small and medium businesses. "We live and breathe Google Ads optimization because we believe it's the fastest and most effective way for our clients to get leads and grow," says Ben Bradshaw, Founder and CEO of Get More Traffic.

The challenge

With over 1,000 clients spanning Australia and New Zealand, one challenge for Get More Traffic is driving results consistently and at scale. This is crucial as there are no contracts binding clients to the agency.

17%

rise in conversions

12%

growth in clicks

20-30%

gain in team efficiency

Google Ads

The Get More Traffic team realized they were spending a lot of time on necessary but minor, manual optimizations. This undercut their ability to build deeper client relationships and work more strategically on client accounts.

The approach

In May 2020, Get More Traffic piloted Google Ads auto-apply recommendations with 40 percent of their portfolio. “For people used to manual optimizations, creative optimizations can be an overlooked opportunity,” says Megan Dunbar, Client Services Director at Get More Traffic. “With auto-apply recommendations, we were able to get much greater results using the creative optimizations option.”

Anytime the agency wanted, they could go into individual accounts and make adjustments to the recommendations being applied automatically, turning off certain recommendations for clients after reviewing performance. And they continued with manual optimizations, too. “While we were using Google Ads auto-apply recommendations, our analytical team was able to look for even greater opportunities to maximize performance. That’s where the greatest benefit came from. It wasn’t just Google Ads auto-apply recommendations—it was also the ability to conduct deep dive analyses alongside it,” explains Dunbar.

The results

Get More Traffic’s client results during the pilot included a 17 percent increase in conversions and 12 percent lifts in conversion rates and clicks. They also noted a 20–30 percent increase in efficiency.

Based on these results, by July 2020, Get More Traffic decided to apply their recommendations automatically on 97 percent of their portfolio. “Our performance was already in really good shape, but Google Ads auto-apply recommendations made a big, tangible difference,” shares Bradshaw. “With our time savings, we now can focus on becoming a trusted advisor to our clients. Also, by improving performance at scale, we’re improving our retention rate.”

“The artificial intelligence behind auto-apply recommendations gives us the guidance to ensure that we as humans are not missing anything, and that helps us maximize results for our customers.”

—Megan Dunbar, Client Services Director, Get More Traffic

About Google Ads

Google Ads is a digital advertising solution for businesses of all sizes. Whether you’re a small business owner or enterprise marketer, Google Ads delivers reach, relevance and trusted results to help you grow your business. Learn more at ads.google.com/home.

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