



Increase Google Ads Conversions With B2C Text Messaging

In this day and age, it is more important than ever to make text messaging part of a larger omnichannel communication experience with customers. Email, online chats and phone calls have long been used as primary methods for website lead generation. Not only will text messaging position you for the win with potential customers, but it can help increase your conversions as well!

The Challenge

Ensuring that incoming text messages were responded to with immediacy amongst the staff. Other challenges included capturing the potential customer's name to help make the conversation more personal. The client needed to keep text dialogue as concise as possible, while still providing the customer with the necessary information or encouraging them to call the store for more details if needed. Finally, we needed to ensure that we were tracking text messages by source/medium appropriately to measure overall impact on marketing channels.

The Approach

The client used a customer experience software system that offered text message functionality on their website. We instituted the conversion tracking to measure the impact on our main digital advertising platforms, like Google Ads. Additionally, we utilized the Maximize Conversions smart bidding strategy on many campaigns to leverage conversion optimization with the additional conversion information we were tracking.

The Results

Since the client enabled B2C text messaging on their website, they have been able to not only engage with potential customers more efficiently, but book more appointments and increase overall sales as a result. Additionally, we've seen an incremental lift in our overall conversion output in Google Ads while lowering our cost per conversion and increasing our conversion rates at the same time.

98%

¹ SMS/Text Message Open Rate, Compared To Only 20% Of Emails

42%

Increase in Overall Google Ads Conversions Due To B2C Text Messaging

664

Google Ads B2C Text Message Conversions

64%

² Customers Think Businesses Should Contact Them Via Text Messages More Often



The team at Cosmick Media are phenomenal. They took my business to the next level and exceeded my every expectation.

Stephen Benecke,

Owner/Petland Bradenton



Sources: Google Ads, Google Analytics, Call Tracking Metrics, Client Testimonial, ¹Adobe Blog, ²Text Better
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