

# Dominate Leads on the Google Display Network with the Maximize Conversions Bid Strategy

Looking to receive more leads at a low cost on the Display Network? Our Display certified PPC representatives can help you achieve these goals through advanced audience targeting options and sophisticated bid strategies, like Maximize Conversions.



## The Challenge

We wanted to test a fully automated bid strategy that used advanced machine learning to automatically optimize bids in each and every auction on the Google Display Network. We also wanted to see if it would outperform our previously recorded benchmark metrics like conversions, conversion rate and cost per conversion.

## The Approach

Our PPC team implemented the Maximize Conversions bid strategy on the Display campaign and monitored the results over the following 4-6 weeks. Although we needed to allow the campaign 30 days to fully optimize during the learning period, we experienced a significant increase in performance within the first two weeks.

## The Results

Through conversion tracking and Google Ads reporting, we were able to see an enormous lift in impressions, clicks, conversions and conversion rate. As an added bonus, we saw a decrease in cost per click and cost per conversion on the tested Display campaign.

1.7M

Ad Impressions

160%

Increase in  
Conversion Rate

72%

Increase in Clicks

4.5x

Conversions /  
Leads

87%

Decrease in Cost  
Per Conversion /  
Lead

3X

Decrease in Cost  
Per Click



Sources: Google Ads., Call Tracking Metrics, Client Testimonial  
Date Range: December 10, 2019 - January 30, 2020

