

GRACE CORE CORP

Bingo Case Study:

Paid Search Case Study Within Casino Industry

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Introduction

The client wanted to run a paid search campaign focus across Google Search, Display and Remarketing. Since this is an online casino promotion the campaign was targeted to only the UK area where licensing is permitted and all billing in in UK Sterling Pounds.

Understanding that the online casino industry is extremely competitive, this undertaking was to achieve new sign ups in the Bingo side of the online casino offering to see if further promotion would prove a positive return. Once a reasonable CPA is achieved, more funding would be injected into the campaign to acquire new players. An acceptable CPA was determined at \$50.00.

The goal in casino promotion is about signing up new users and converting them to ongoing paying players. What is called a LTV (lifetime value of a player) is extremely important within this industry since that is an industry average of how much a new player will spend in their time at the site before they leave and go elsewhere. The LTV of a bingo player is conservatively estimated at \$250.00

Client Request

At the clients request, 3 campaigns were generated; **Google Search + Partners, Display** and **Remarketing**. Targeting for Display was set to automatic, then as portals produced results it was switched over to manage placement services. Since this was a new test for the client in Remarketing, this campaign required 100 "cookied" users before the campaign would start to deliver image ads across properties end users would visit on a regular basis. For more information on remarketing with Google please visit:

<http://www.google.com/ads/innovations/remarketing.html>

A daily budget for Search was set at 150.00, Display 100.00 and Remarketing at 83.33. Campaigns were to run for 5 months, in that time it would deliver enough data to see if the campaigns were delivering the results the client wanted. For the purpose of this Case study we will be showing a one month example of results.

Search

Google Search campaign was run across the United Kingdom.

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad group	Status [?]	Default Max. CPC [?]	Display Network Max. CPC [?]	↓ Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conv. (1-per-click) [?]	Cost / conv. (1-per-click) [?]	Conv. rate (1-per-click) [?]	View-through conv. [?]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	No Deposit Bingo	Campaign paused	€7.00 <input checked="" type="checkbox"/>	auto	199	4,139	4.81%	€5.81	€1,155.92	3.5	99	€11.68	49.75%	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Play Online Bingo	Campaign paused	€2.00 <input checked="" type="checkbox"/>	auto	44	1,013	4.34%	€9.16	€403.01	3.4	13	€31.00	29.55%	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Cash Games Online	Campaign paused	€3.25 <input checked="" type="checkbox"/>	auto	17	3,777	0.45%	€2.37	€40.30	4.8	5	€8.06	29.41%	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Cash Bingo	Campaign paused	€5.00 <input checked="" type="checkbox"/>	auto	1	238	0.42%	€4.61	€4.61	4.4	0	€0.00	0.00%	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Online Gambling	Campaign paused	€3.50 <input checked="" type="checkbox"/>	auto	1	1,920	0.05%	€3.00	€3.00	8.1	0	€0.00	0.00%	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Online Bingo Sites	Campaign paused	€2.50 <input checked="" type="checkbox"/>	auto	0	18	0.00%	€0.00	€0.00	7.6	0	€0.00	0.00%	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Best Online Bingo	Campaign paused	€3.00 <input checked="" type="checkbox"/>	auto	0	94	0.00%	€0.00	€0.00	6.9	0	€0.00	0.00%	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Real Money Slots	Campaign paused	€5.50 <input checked="" type="checkbox"/>	auto	0	10	0.00%	€0.00	€0.00	6.3	0	€0.00	0.00%	0
		Total - all but deleted ad groups				262	11,209	2.34%	€6.13	€1,606.84	4.8	117	€13.73	44.66%	0

Highlights:

CTR: 2.34% - average

CPC: 6.13 – cost is low, no expensive keywords were activated and long tail terms were the focus

Average Ad Position: 4.8 - this placed the ad directly to the top right side of the page, not within top 3 placements where cost were high

CPA: 13.73 - cost per sign up. Client had allocated 50.00 per sign up. **This CPA is almost 4 times lower then client expectations.**

Conversions: 117 new players signed up in one month

Conversion Rate: Astonishing 44.66%

Display

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad group	Status [?]	Default Max. CPC [?]	Display Network Max. CPC [?]	↓ Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conv. (1-per-click) [?]	Cost / conv. (1-per-click) [?]	Conv. rate (1-per-click) [?]	View-through conv. [?]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Play Online Bingo	Campaign paused	€1.00 <input checked="" type="checkbox"/>	auto	1,189	566,085	0.21%	€0.41	€484.96	1.7	45	€10.78	3.78%	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Online Bingo Sites	Campaign paused	€1.00 <input checked="" type="checkbox"/>	auto	310	215,613	0.14%	€0.30	€93.74	1.6	10	€9.37	3.23%	1
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Cash Games Online	Campaign paused	€1.00 <input checked="" type="checkbox"/>	auto	68	78,212	0.09%	€0.69	€46.61	1.7	0	€0.00	0.00%	2
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Cash Bingo	Campaign paused	€1.00 <input checked="" type="checkbox"/>	auto	39	19,326	0.20%	€0.61	€23.69	1.3	1	€23.69	2.56%	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	No Deposit Bingo	Campaign paused	€1.00 <input checked="" type="checkbox"/>	auto	31	32,125	0.10%	€0.45	€14.10	1.1	0	€0.00	0.00%	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Real Money Slots	Campaign paused	€1.00 <input checked="" type="checkbox"/>	auto	31	35,857	0.09%	€0.43	€13.35	1.1	0	€0.00	0.00%	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Online Gambling	Campaign paused	€1.00 <input checked="" type="checkbox"/>	auto	22	28,086	0.08%	€0.48	€10.66	1.3	0	€0.00	0.00%	1

Highlights:

CTR: 0.17% - average (based on just under 1 million ads served)

CPC: 0.41 – cost is low compared to search

Average Ad Position: 1.6 – ads were positioned in top spots within the network opt in sites

CPA: 12.27 - cost per sign up. Client had allocated 50.00 per sign up. **This CPA is 4 times lower then client expectations.**

Conversions: 56 new players signed up in one month

Conversion Rate: Great for Display 3.31%

Remarketing

What It Does

Remarketing lets you show ads to users who've previously visited your website as they browse the Web.

When you use remarketing, you'll tag pages of your site that correspond to certain categories you want to promote. For example, you could add a "TV" tag on all of the pages where you sell televisions. You can then create an AdWords campaign to show highly relevant messages (such as ads displaying a special offer on TVs) to people who've visited these pages as they browse sites across the Google Display Network.

Why You'd Use It

Remarketing is a powerful way to stay engaged with your target audience. Presenting them with highly relevant ads and offers across the Web -- and making sure your brand is top of mind when they're ready to buy -- can radically improve ROI. Achieve even higher conversions by combining other targeting methods, such as interest categories, demographics, or keyword campaigns. For example, if you wanted to expand the reach of your fashion brand, you could target only women between the ages of 18-24 who have not yet visited your site, and present them with an offer that is tailored to them.

Remarketing

<input type="checkbox"/>	●	Ad group	Status [?]	Default Max. CPC [?]	Display Network Max. CPC [?]	↓ Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conv. (1-per-click) [?]	Cost / conv. (1-per-click) [?]	Conv. rate (1-per-click) [?]	View-through conv. [?]
<input type="checkbox"/>	●	General	Campaign paused	€4.00 <input checked="" type="checkbox"/>	auto	116	71,261	0.16%	€1.39	€161.32	1.0	14	€11.52	12.07%	50
		Total - all but deleted ad groups				116	71,261	0.16%	€1.39	€161.32	1.0	14	€11.52	12.07%	50

Highlights:

CTR: 0.16%

CPC: 1.39 – cost is low compared to search

CPA: 11.52 - cost per sign up. Client had allocated 50.00 per sign up. **This CPA is 4 times lower then client expectations.**

Conversions: 14 – 1 per click and 50 view through conversions in one month

Conversion Rate: Unbelievable at 12.07%

Overall

<input type="checkbox"/>	<input checked="" type="checkbox"/>	↑ Campaign	Budget [?]	Status [?]	Enhanced [?]	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conv. (1-per-click) [?]	Cost / conv. (1-per-click) [?]	Conv. rate (1-per-click) [?]	View-through conv. [?]	Conv. (many-per-click) [?]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Bingo Diamond - Google - Display	€100.00/day	Eligible	Enhanced	1,813	1,102,860	0.16%	€0.42	€755.78	1.5	56	€13.50	3.09%	4	62
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Bingo Diamond - Google - Search	€150.00/day	Eligible	Enhanced	904	32,299	2.80%	€6.01	€5,437.33	4.7	444	€12.25	49.12%	0	478
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Bingo Diamond (UK) - Google - Remarketing	€83.33/day	Eligible	Enhanced	205	128,765	0.16%	€1.41	€288.39	1.0	22	€13.11	10.73%	98	23
		Total - all but deleted campaigns				2,922	1,263,924	0.23%	€2.22	€6,481.50	1.6	522	€12.42	17.86%	102	563
		Total - Search [?]				904	32,299	2.80%	€6.01	€5,437.33	4.7	444	€12.25	49.12%	0	478
		Total - Display Network [?]				2,018	1,231,625	0.16%	€0.52	€1,044.17	1.5	78	€13.39	3.87%	102	85
		Total - all campaigns	€333.33/day			2,922	1,263,924	0.23%	€2.22	€6,481.50	1.6	522	€12.42	17.86%	102	563

Full 5 Months' Worth Of Numbers

Cost Per Acquisition: 12.42. Client allocated 50.00. This promotion delivered **4 times less cost** through optimization.

Conversion Rate: Combining search, display and remarketing, conversion rate was **through the roof at 17.86% average** and **search alone** delivered at conversion rate of: **49.12%**

Conversions: Over 1100 conversions in five months from 1 per click, view through and conv per many (all definitions below)

With an average LTV at \$250.00 per sign up and over 1100 sign ups in 5 month, it is quite easy to state this campaign was a huge success, even Google client representatives were blown away!

Definitions

Conversions 1 per click: Conversions (1-per-click) count one conversion for every click that results in a conversion within 30 days of the click.

Why it matters: Conversions (1-per-click) will count at most one conversion per ad click. So, even if more than one conversion follows a click, only the first one will be counted.

Cost per Conversion 1 Click: Cost/Conversion (1-per-click) is your cost divided by your total Conversions (1-per-click) for a given period of time.

What it is: Cost includes cost-per-click (CPC) and cost-per-impressions (CPM). Conversions (1-per-click) count one conversion for every click that results in a conversion within 30 days of the click.

Conversion Rate 1 – per click: Conversion rate (1-per-click) is the number of Conversions (1-per-click) divided by your total clicks.

What it means: It shows how often a click on your ad resulted in a conversion.

Note: Conversions (1-per-click) is different from conversions (many-per-click), which counts all the conversions that occur within 30 days of an ad click.

Why it matters: This metric helps you compare the number of conversions to the number of clicks your ad received

View Through Conversions: View-through conversions happen when a customer views (but doesn't click) an ad before converting.

What it means: Some customers might see, but not click, your ad. If these customers later convert (by making a purchase or signing up for a newsletter, for example), this metric counts them as view-through conversions.

Note: If a visitor to your site converts after both viewing your ad on the Display Network and clicking your ad on the Search Network, the conversion is treated as both a view-through conversion and a click-through conversion.

Conversions many per click: Conversions (many-per-click) count a conversion every time a conversion is made within 30 days following an AdWords ad click. Conversions (many-per-click) will count multiple conversions per click.