



Rosetta Achieves Incremental Traffic and Conversions for Fortune 500 Financial Services Client

AT A GLANCE

Goals

- Incremental traffic and conversions from the mobile platform
- Maintain the same cost per conversion as existing desktop campaigns

Approach

- Google Mobile Search Ads on iPhones and other mobile devices with full Internet browsers

Results

- Click-through rates 8x better than desktop campaigns
- Incremental conversions on mobile with same cost per conversion as optimized desktop campaigns

Impressive Growth

Founded in 1998, Rosetta is ranked amongst the top ten digital agencies in the US. With 25% growth over the previous year, revenues were \$152 million in 2009, which made Rosetta the fastest growing interactive agency amongst the top 50 in the US.

“Our culture is a blend of strategic thinkers complemented by highly creative, inspiring thinkers. We all have a crazy passion for what we do and we are obsessed with driving remarkable results for our clients,” says Jason Tabeling, the Director of Search & Media at Rosetta.



Headquartered in Princeton, New Jersey, with other offices in New York, Cleveland, Boston, Chicago, Denver and Toronto, Rosetta's team of over 700 employees brings diverse industry expertise in the Retail & Consumer Products, Healthcare, Financial Services, Communications, Media & Technology, Travel & Leisure, and B2B markets. With the recent acquisition of Wishbone-ITP, an award-winning pharmaceutical agency, Rosetta is poised for more growth.

The Mobile Opportunity

After learning about Google mobile ads from their account team, Rosetta was eager to take advantage of the opportunity. Together with Tabeling, Mike Lamar, the Senior Associate for Paid Search at Rosetta, identified their Fortune 500 financial services client as a perfect candidate for mobile.

Rosetta had been actively managing the financial services client's Google desktop search campaigns for the last four years. “A couple of years back, we thought we had achieved peak performance in terms of optimizing their account,” says Tabeling of their client's



campaign performance, “but we've been able to make continuous improvements to the cost per conversion every consecutive month.” Despite these successes on desktop, Tabeling and Lamar saw mobile as the platform to help grow their client's entire online strategy through incremental traffic and conversions.

Aiming to maintain the same cost per conversions seen on desktop, Lamar set up separate search campaigns targeting only high-end mobile devices like the iPhones and devices running Android. “We knew the mobile search landscape is growing fast,” says Lamar, “we wanted to see how mobile would stack up against our [desktop] conversion metrics and see if there would be any incremental gains.”

About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost effective way to reach potential customers. For more information, visit <http://adwords.google.com>.

Surprising Results

Incremental gains there were. To the surprise of both Tabeling and Lamar, the mobile search campaigns out-performed expectations. “We thought the intent would be different on mobile than desktop,” muses Tabeling.

With click-through rates on the client’s mobile campaign almost eight times higher than their desktop search campaigns, the incremental traffic to their website from mobile was significant. Not only were users clicking on the mobile ads, they were actually signing up through their mobile phones. “It’s shocking and amazing to see people on their mobile phones converting at a decent rate,” says Tabeling, “especially when they were completing the quote process for a new account through the desktop process, which is upwards of six pages.”



However, even more remarkable was the fact that the cost per conversion on the client’s new mobile search campaigns was almost identical to their desktop campaigns, which were optimized over the course of four years.

Encouraged by the results, Rosetta and the client decided to further optimize their mobile search campaigns. They started testing mobile-specific ad copy, revising keywords, changing match types, and managing bids more actively.

They found that the “save money” message worked the best on both mobile and desktop platforms, and that shorter keywords resulted in the best performance. Also, separating out the mobile campaigns from the desktop allowed Rosetta to have more control over the bids and provided them the flexibility to shift budget on the fly.

Optimizing for the Future

By creating separate mobile ads campaigns, Rosetta was able to demonstrate the value of mobile search to their client through incremental traffic and conversions. Rosetta believes there is additional opportunity to optimize conversion costs in the mobile campaigns. “There’s no question that we can further optimize these [mobile] campaigns,” says Lamar.

“[Mobile] traffic is not a waste for us - it’s something that’s been incremental,” explains Tabeling. “And it’s growing... as mobile continues to grow, we are excited to bring the opportunity to more of our clients.”