

Convertte unlocks the power of Display for FEBRACIS with Maximize Conversions.



Convertte - www.convertte.com.br

Febracis - www.febracis.com.br

Fortaleza, CE, Brazil

The challenge

FEBRACIS, a coaching institution, gave Convertte (Agency) the challenge of achieving a goal of 5,000 leads. Previously, Display campaigns had not performed well so they only used them as a way to get more volume and coverage instead of generating leads.

The approach

Partnering with Google, Convertte realized that Google Display Ads could be an efficient partner to help them achieve their goal, while still bringing them coverage.

Using Drafts & Experiments, Convertte tested Display Maximize Conversions and was able to validate that this fully automated bidding strategy could drive performance and improve their results.

The results

Conversion volume increased while their cost per acquisition (CPA) decreased when comparing to their previous bidding strategy (Manual CPC). Convertte now sees Google Display Ads as a performance partner for Febracis and is now planning on moving other Display campaigns that are running on Manual CPC to Display Maximize Conversions.

“ Display Max Conversions turned our time and Display Campaigns more efficient. With Maximize Conversions, GDN has become a great partner to improve performance for our Agency”

—Marco Túlio, Convertte Performance Director

+400%

+ Conversion
Volume vs
Manual CPC

-79%

CPA
Vs Manual
CPC

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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