

Experiment: How Champ Study sharpened its Search strategies with a few clicks

Experiment with Google Ads



What we set out to test

Can brands improve Search performance by leveraging optimization score recommendations?

The background

Champ Study is part of the Hackers Education Group, one of Korea's trusted and most successful educational companies. It was established in 2006 to provide extensive educational products and services in multiple languages.

Search ads have long been part of Champ Study's core marketing strategy, but the brand wanted to find a way to maximize the impact of these Search campaigns. It decided to put optimization score recommendations to the test to see if it could identify opportunities to drive business growth.

How we set the experiment up

Champ Study set up a series of data-driven experiments to test the true value of optimization score recommendations. It wanted to determine if applying recommendations from its Search campaign's optimization score would improve performance and business impact.

Using the drafts and experiments tool, the team organized users into two search query-based groups with identical campaign settings.

At the end of each phase, the settings for the test group were applied to the control group in the next phase.

**A conversion was defined as a sign-up for Champ Study's online program.*

Champ Study split the study into three phases, Ad Creatives, Bidding Strategy, and Keyword Expansion, each lasting three weeks.

	PHASE 1: Ad Creatives	PHASE 2: Bidding Strategy		PHASE 3: Keyword Expansion
Control group 	Search ad group without Creative Excellence (only one title and description x partial usage of Ad Extensions)	Test 1 Search ads x eCPC bidding	Test 2 Search ads x eCPC bidding	Search ads (tCPA bidding) x Exact Match Keywords
Test group 	Search ad group with Creative Excellence (Two or more titles and descriptions x full usage of Ad Extensions)	Search ads x tCPA bidding <small>(Fully automated & uses Machine Learning to maximize conversions* within a target CPA)</small>	Search ads x Maximize Conversions bidding <small>(Fully automated & uses Machine Learning to maximize conversions within an allocated daily budget)</small>	Search ads (tCPA bidding) x Broad Match Keywords
Results 	+28% conversions +47% conversion value -17% CPA +37% ROAS	+28% conversions +47% conversion value -17% CPA +37% ROAS	+41% clicks +53% conversions	2.2X more clicks +92% more conversions

Solutions we used

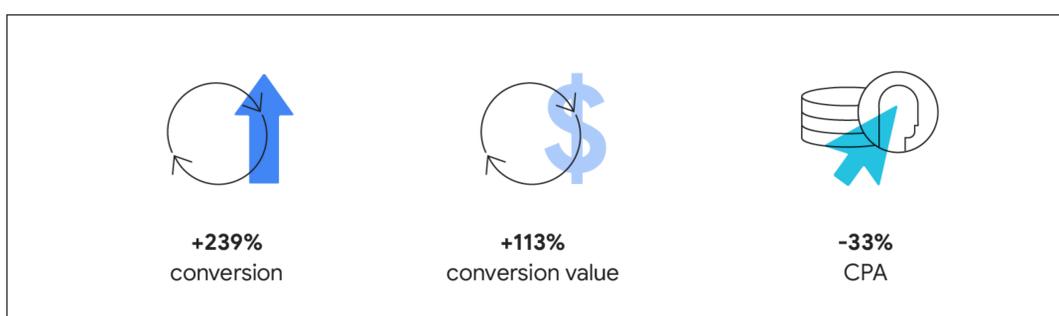
- [Optimization score](#)
- [Ad extensions](#)
- [Target CPA bidding](#)
- [Maximize conversions bidding](#)
- [Keyword matching options](#)

What we learned

The optimization score provides brands with tailored and actionable recommendations that can be generated in a single click. Knowing which aspects of the campaign to prioritize, brands can make informed decisions quickly and manage budgets more effectively.

By adopting recommendations from the test, Champ Study's Search campaign achieved a 59% improvement in its optimization score.

Performance and conversion growth also increased significantly:



Even within each phase, the test group that implemented optimization score recommendations displayed stellar results.

The results of the experiment reinforced the impact and value of the optimization score. Champ Study is now able to drive more conversions at a lower cost and is able to manage keyword campaigns more efficiently, allowing the brand to focus on strategic work.

This case study is part of the Experiment with Google Ads Program.