



Kaymu leverages new Dynamic Search Ad category targeting and Conversion Optimizer to improve return on ad spend by 16%

About Kaymu

- Online marketplace in emerging markets
- Founded in 2013 in Pakistan and Nigeria
- www.kaymu.com

Goals

- Generate brand awareness
- Drive traffic and conversions

Approach

- Initiated real-time buying of search advertising across search activities in 32 countries and 10 languages
- Adopted Dynamic Search Ads category targeting in AdWords
- Embraced Conversion Optimizer

Results

- Produced more revenue with the same budget
- 16% more return on ad spend
- 13% growth in conversions
- 35% increase in conversion rate
- 7% reduction in cost per acquisition
- Fourfold reduction in time required for search campaign management

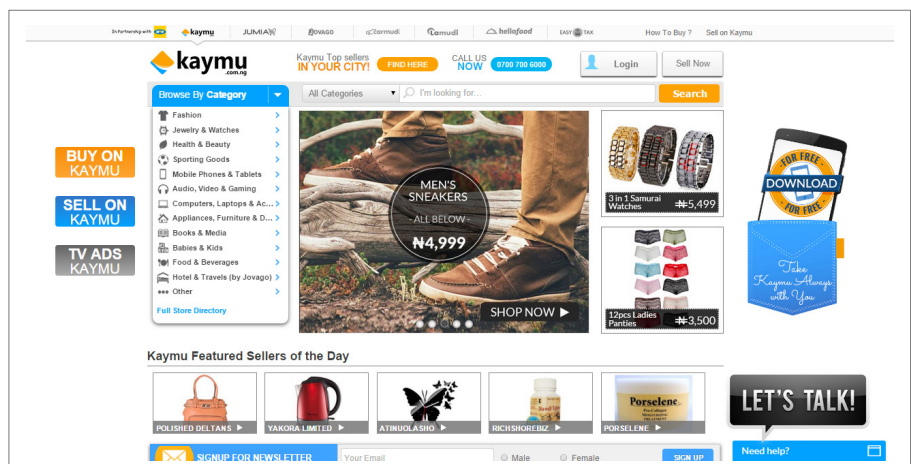
Founded in 2013 in Pakistan and Nigeria, Kaymu is an online shopping community with a focus on making shopping accessible to everyone. The company provides a platform for selling new, refurbished and used products. Buyers are able to compare prices easily among hundreds of different sellers, with a range that encompasses electronics, books, fashion, mobile phones, tablets and gadgets.

Its main advertising goal is to generate brand awareness, but Kaymu’s marketing includes an educational angle also. “Our target market is still at a stage where they are discovering how to use the internet,” explains Managing Director Sami Louali. “Along with advertising offline, we advertise online as well. The ultimate goal of our ads is to drive traffic to our website and indirectly conversions.”

Advances through automation

Kaymu’s marketing efforts across 32 countries and 10 languages are managed by a team of only two people. Saving time in campaign creation and optimisation is critical. “We were using keyword campaigns with a high granularity level,” Jeremy Legrand, Head of SEM, says. “As we are a marketplace with buyers and sellers, we split campaigns into three: buyer, seller, and generic. This strategy allowed us to use various filters and landing pages for different customer types. We also duplicated campaigns for each city allowing, us to customise our ads. This approach was very time consuming.”

To boost performance and enable efficiency gains through the power of real-time bidding, Kaymu embraced Dynamic Search Ads together with Conversion Optimizer. “The setup was really easy,” Jeremy reveals. “Our Google Account Manager sent me a csv file with all the new categories, and then I just uploaded everything and created customised ads for each category. I also kept the same structure as before concerning mobile preferred ads and geo-localisation. Now, Dynamic Search Ads can crawl our website and our customer queries to match everything and automatically create all categories.”



"The new Dynamic Search Ads categories allow AdWords to better understand our website content without relying on the website's URL structure and to match it with the user's queries. Thanks to that, we save a lot of time in campaign creation and can split traffic into relevant categories in order to customise our ads and drive a better click-through rate."

— **Jeremy Legrand, Head of SEM, Kaymu**

This new setup was made even more efficient thanks to AdWords automated bidding. "Dynamic Search Ads combined with Conversion Optimizer creates a real synergy," Jeremy affirms. "It allows us to save a lot of time on optimisations because you just put in your target cost per acquisition, and then the only optimisations you have to do are traffic qualifications. We simply do a search term report and a landing page report to qualify the traffic."

All-time performance, inside and out

The automated setup has brought Kaymu 16% more return on ad spend than their previous DSA and keyword setup. It also saved valuable working hours. Jeremy estimates that Dynamic Search Ads allows a fourfold reduction in the time required to create, optimise and manage campaigns. Further success metrics demonstrate significant gains in qualified traffic and performance: 13% growth in conversions, a 35% increase in conversion rate and a 7% reduction in cost per acquisition.

Off the back of the promising results Kaymu has already seen, next the company will test a Dynamic Search Ads-only strategy. "The goal of this strategy is to see if our new Dynamic Search Ads can replace all the traditional keyword campaigns. In this test 60% of the traffic already came from Dynamic Search Ads. Indeed, we strongly believe that in the near future more advertisers will choose Dynamic Search Ads over keyword targeting and that Google will be able to build even stronger performance campaigns based only on our website content and internet users' queries."