



Paymentsense proves mobile delivers across devices, lowering CPAs and driving cross-device conversions

Over the year, Paymentsense noticed a shift in the devices being used to access its site. Approximately 19% of users have moved from accessing the Paymentsense website via desktop to accessing it via mobile. A huge shift when considering the product and purchase cycle.

Paymentsense immediately understood that if its customers were on mobile, it needed to be on mobile too. With a good understanding of the general shift to mobile, Paymentsense decided to use responsive web design (RWD) to create a seamless experience so that customers could enjoy the same usability on desktop, tablet or smartphone.

For example, on smartphones, Paymentsense’s RWD site offers multiple ways to convert users into customers, including click-to-call ads & click to call website links, mobile quoting and immediate sign up . Beyond the homepage, the design ensures that B2B prospects on the go are able to find easily digestible information in the form of strong graphics illustrating Paymentsense’s USPs and at-a-glance text explanations.

About Paymentsense

- Card processing supplier
- Head offices in London, UK
- www.Paymentsense.co.uk

Goals:

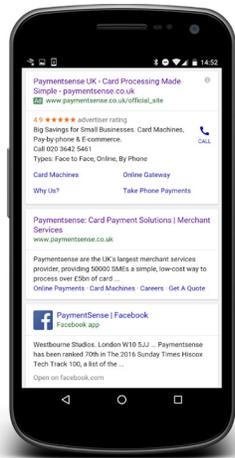
- Offer customers a seamless experience across all devices
- Market to growing numbers of smartphone and tablet users

Approach:

- Launched responsive web design (RWD) site
- Utilised aggressive mobile bid strategy to align investment with revenue

Results:

- 39.5% of Paymentsense’s converted clicks are coming from mobile including 4 conversion types:
 - Calls from Mobile Ads
 - Calls from Mobile Website
 - Mobile Website Form Fill
 - Mobile Sign Up
- Mobile CPA is 20% lower than desktop
- Mobile growth rates for Paymentsense is 77% YoY as compared to 17% on Desktop and Tablet



Mobile proves its worth in visits, sales and cross-device conversions

Within AdWords, Paymentsense created mobile specific ads including multiple extensions, then paid close attention to metrics such as CTR, CPC and CPA to optimise for all devices. This savvy approach has more than paid off; of searches on Paymentsense’s top terms, today 47% are from smartphone. But that’s not all – now 30% of conversions are occurring on smartphones. Meanwhile, results show that compared to desktop, smartphone acquisition is currently 17% cheaper.

Through its intelligent use of AdWords reporting, Paymentsense is forming a fuller picture of the path from researcher into purchaser, too. It’s clear that many users research and click an ad on mobile, but then complete a conversion on desktop or tablet. Thanks to its focused analysis, the company is able to attribute 9% of incremental cross-device conversions to smartphones. Metrics like these prove not only that mobile is delivering in the B2B sector both through on-device and cross-device conversions, but that smart investment into the channel makes a powerful contribution to business success.

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