

Woodbridge Structured Funding doubles mobile leads by upgrading to Google AdWords Enhanced Campaigns



About Woodbridge Structured Funding LLC

- www.woodbridgeinvestments.com

About Path Interactive

- www.pathinteractive.com

Goals

- Generate competitive edge by leading in mobile-search marketing
- Reduce multi-device campaign management

Approach

- Upgraded to Google AdWords enhanced campaigns
- Reduce multi-device campaign management time by half

Results

- Leads from smartphones doubled.
- Calls from smartphones increased from 20% to 57%
- Boosted conversion rates for Woodbridge by 6%

Pioneering marketing

Woodbridge Structured Funding is a pioneer in the financial services industry and its core mission is to educate clients on their financial options around selling future payments. Today, there are literally dozens of companies out there looking to purchase structured settlements, annuities, mortgage notes and lottery winnings, but Woodbridge Structured Funding, LLC was there at the start!

To market its financial services, Woodbridge worked hand-in-hand with Path Interactive, an Internet search-marketing agency based in New York City. Seeking to stay ahead of the curve, Woodbridge and its agency adopted Google AdWords enhanced campaigns early on to increase reach and awareness to their constantly connected customers.

And not only are customers constantly connected, but they are navigating seamlessly across screens: a **recent study by Google and Ipsos** showed that 90% of consumers use multiple screens sequentially to accomplish a task over time. Consumers use of search is “always on”, whether people are on the go, at home or work.

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—Inna Zeyger, digital media strategist, Path Interactive

Marketing for a constantly connected world

Enhanced campaigns help advertisers reach people with the right ads, based on their context like location, time of day and device type, across all devices without having to set up and manage several separate campaigns. Path Interactive adopted enhanced campaigns as soon as they were available, rolling them out in stages to clients. Over the course of one week, all of Woodbridge’s campaigns were transitioned to AdWords enhanced campaigns.

“We’ve seen leads from smartphones grow from 0% to 30% over the last two years for Woodbridge and many other clients,” says Michael Candullo, co-founder and president of Path Interactive. “We saw a good response and efficient cost-per-lead with advertising on mobile and wanted to be out front.”

According to Candullo, upgrading to enhanced campaigns early was especially important for Woodbridge, which operates in a highly competitive market where desktop search keyword bids can run pretty high. With that in mind, Woodbridge and Path Interactive teamed up closely to upgrade both national and international campaigns.

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Simplified search advertising across multiple devices

Path Interactive had adopted a multi-screen strategy prior to moving to enhanced campaigns. However they previously had to cobble together several campaigns in order to reach the right audience. "If Path had a dozen campaigns and was breaking them out by device, it was twice the work", according to Path Interactive Digital Media Strategist Inna Zeyger. "We had to manage more campaigns, bids, and reporting," she says. "Now with one single campaign in enhanced campaigns we can manage bids very efficiently, for multiple devices. It dramatically simplifies search advertising in a multi-device world."

Testing new features successfully

Path Interactive took advantage of enhanced campaigns bid adjustment features: the team looked at traffic peaks and adjusted bids according to time of day and days of the week. On the measurement front, the agency set up advanced reports for new conversion types: by defining calls as conversions, they were able to prove that they were getting a very efficient cost per lead for the client.

The ability to fine-tune bids by time and device, all from a single campaign, helped increase calls from smartphones from 20% to 57%, with leads coming from smartphones almost doubling! In addition, conversion rates from both desktop and mobile devices increased by 6%.

"Enhanced campaigns take half the work burden from us and is much more efficient and effective for us as an agency" says Candullo. "It has changed our mindset because we can easily manage mobile campaigns across many different accounts, even those with more limited budgets. We have understood the full value of digital for several years and how it truly impacts our clients' businesses. Now we have a tool that lets us easily measure and manage mobile campaigns to simplify and dramatically improve the marketing results we deliver to clients."

