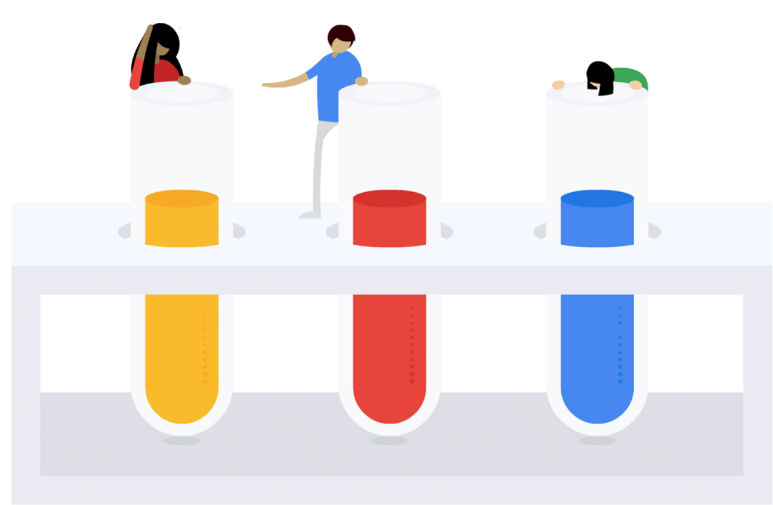# Experiment: How Paisabazaar increased leads by enhancing its mobile page speed

Experiment
with Google Ads

What we set out to test

Can enhancing mobile site speed and improving user page experience using Accelerated Mobile Pages (AMP) generate more leads for online businesses?

The background

Mobile user expectations in APAC are higher than ever. Because 53% of mobile visits are abandoned if a site takes longer than three seconds to load, brands need to consider whether their mobile sites are up to par in order to keep users from bouncing.

Search has helped Paisabazaar.com, India's No.1 online marketplace for loans and credit cards, reach relevant audiences and generate new customer leads. To continue to grow its business, the online marketplace realized a seamless mobile experience was crucial to making its customers' personal financial decisions easy and convenient. So Paisabazaar turned to AMP to see whether enhancing mobile site speed could unlock true incremental conversions from Search ads.

How we set the experiment up

After conducting a user experience (UX) audit of its homepage using PageSpeed tools, Paisabazaar tested the impact of mobile speed by implementing AMP, which relies on custom HTML to enable high-performing mobile websites across devices.

The brand used Drafts and Experiments (D&E) tools to run two parallel Search campaigns. D&E uses a search query-based split to ensure users only see one of the campaigns and lets experimenters observe the impact of each campaign individually.

Paisabazaar maintained a consistent landing page interface and functionality for the control and test groups, making mobile speed the only test variable.

Control group:
Traffic from Search ads leading to non-AMP landing page

Test group:
Traffic from Search ads leading to AMP landing page

Both campaigns ran in India with equal budgets for two weeks.

Solutions we used

- Drafts and Experiments
- Accelerated Mobile Pages
- PageSpeed tools

What we learned

AMP helped Paisabazaar.com significantly increase load time performance, which created a better mobile browsing experience and drove incremental leads through mobile.

+60%
faster load times with AMP

+10%
incremental conversions* through Search Ads via AMP

*conversion = lead generation form completed

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