



## Cupid Media reduces campaign management time by 25 hours a week with enhanced campaigns



### About Cupid Media

Founded in 2000 on Australia's Gold Coast, Cupid Media owns and operates over 30 niche dating websites globally. The company is passionate about helping singles find their perfect match based on their preferences for ethnicity, religion, lifestyle, special interests and more.

To learn more, visit  
[www.cupidmedia.com](http://www.cupidmedia.com)

### At a Glance

#### Goal

- Reduce number of AdWords campaigns as well as account management time

#### Approach

- Upgrade to AdWords enhanced campaigns

#### Results

- Reduced number of Adwords search accounts by 25%
- Reduced time spent managing AdWords by 25 hours a week
- Used free time to explore new display strategies
- Reduced CPA for a display campaign by 7% in just one month

Founded in 2000 on Australia's Gold Coast, Cupid Media is a leading digital media and Internet information services company. The company owns and operates over 30 niche dating websites with over 30 million members across North and South America, Europe, Asia Pacific, and the Middle East. The company is passionate about helping singles find their perfect match based on their preferences for ethnicity, religion, lifestyle, special interests and more.

### It's complicated

Cupid Media has been using AdWords since 2002. As the company has grown, so has the number of AdWords accounts and campaigns that it manages. Due to the number of dating websites Cupid Media runs, the company found itself with hundreds of AdWords accounts and over 25,000 campaigns targeting multiple international markets in 20 different languages. To further complicate matters, Cupid Media also ran mobile campaigns in separate mobile accounts in order to accurately measure and attribute spend in different markets.

The marketing managers at Cupid Media had a number of ideas on how they would improve the company's online advertising efforts, but felt they lacked the time to implement them across all campaigns and accounts. For example, Cupid Media wanted to run mobile ads globally, but had only created mobile campaigns in a few key markets and languages thus far. The team also wanted to experiment with new Google Display Network (GDN) features like audience and category targeting. However, since the team's current AdWords campaign management took over 140 hours a week, all of this seemed out of reach.

*"The upgrade to enhanced campaigns helped us merge multiple device accounts and run one streamlined campaign per market. This has made our Adwords accounts much easier to manage. Enhanced campaigns has also made it easier to analyse and compare performance across different devices."*

*—Radhika Basuthakur, Online Marketing Communications Manager, Cupid Media*

### Upgrading to enhanced campaigns

Cupid Media had heard of enhanced campaigns and knew they were designed for today's multi-screen world, offering the ability to manage bids across devices, locations, and times of day, all from a single campaign. This concept was very appealing to Cupid Media given the sheer number of accounts and campaigns under its management. Seeing the potential to reduce the time the team spent in AdWords, the company decided to upgrade and did so in April 2013. As part of the upgrade process, Cupid Media's marketers started consolidating accounts and merging related campaigns.

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## About Google AdWords

Google AdWords is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

To learn more, visit  
<http://adwords.google.com>

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## Clear results

The results that Cupid Media saw were immediate. By merging campaigns through the enhanced campaigns upgrade process, Cupid Media was able to decrease the number of AdWords accounts the company manages by 25%. Overall, this simplified structure also allowed the team to reduce Adwords campaign management time by 25 hours a week—a significant amount of time that they were then able to reinvest into driving the performance of their business.

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*“It is an iterative process with enhanced campaigns, and we’re learning and establishing best practices within the team in order to maximise our return on spend.”*

*—Jason Johnson, Marketing Manager, Cupid Media*

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The marketing team now uses some of this extra time to analyse and optimise the performance of its current Adwords campaigns. In one specific display campaign promoting the company’s FilipinoCupid site, the team noticed that the cost-per-acquisition (CPA) in some US states was double or triple that of better-performing regions. Using these insights, the team was able to use location bid adjustments to reduce CPA for the campaign by 7% in just one month. This strategy is now being rolled out to more of the company’s display campaigns.

Cupid Media’s marketers use the rest of their newfound free time to explore new display targeting options like demographic and interest category targeting. While they don’t have any conclusive results on their experiments yet, they are thrilled to be able to test new features, a strategy they are confident will drive improved return on their marketing investment.

