



Dynamic Search Ads enable management of complex international campaigns



About Soft32.com

One of the world's largest software download sites, attracting nearly 10 million visitors each month.

For more information, visit www.soft32.com

At a Glance

Goals

- Promote over 140,000 digital products
- Identify and monetise “long-tail” items
- Increase traffic and provide a positive return on investment

Approach

- Combined Dynamic Search Ads with Conversion Optimiser to set a target cost per acquisition (CPA)

Results

- Achieved target CPA
- Ran successful international campaigns
- Increased conversions by an average of 15%

Soft32.com, owned by Romanian company ITNT, was established in 2003 and now attracts nearly 10 million visitors a month. The website offers over 140,000 programs for download, including freeware, trialware and retail software. These downloads range from developer tools and system utilities to games and personal interest applications.

The site has been running Google AdWords campaigns since October 2011 and currently utilises over 13,000 keywords. However, with a vast and expanding inventory, the team needed a way of ensuring that consumers saw relevant ads whenever they searched for an application to download on their PC.

Founder and chief executive Lucian Todea explains: “Dynamic Search Ads allowed us to achieve full coverage of our products, rather than relying on software-specific keywords relating to the top 20 or 30 downloaded items. They increased traffic and provided a positive return on our investment.”

Todea wanted a scalable solution that would not only capture so-called “head queries” – the most common keywords, generating very large search volumes – but would also automatically identify “torso” and “tail” searches not covered by standard search campaigns. These searches have lower volumes, but are highly specific, and therefore potentially valuable to advertisers.

“Dynamic Search Ads helped us to automate the advertising of thousands of pages.”

— Lucian Todea, founder and CEO

Soft32.com combined Dynamic Search Ads with Conversion Optimiser, which uses automated technology to adjust bids to reach a target cost per acquisition (CPA). The Soft32.com team used AdWords Conversion Tracking to track downloads, and since the team had a good idea of how much they were willing to pay for each one, they simply set (and immediately achieved) a target CPA for the whole campaign.

About Google Dynamic Search Ads

Dynamic Search Ads (DSA) are a way to target relevant searches with dynamic ads generated right from your ecommerce website. They complement your existing keyword-targeted ads to help you sell more with less effort. With DSA, Google maintains a fresh index of your inventory using our organic web-crawling technology. When a relevant search occurs, we dynamically generate an ad with a headline based on the query, and the text based on your most relevant landing page.

For more information, visit:

www.google.com/ads/innovations/dynamicsearchads.html

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.

For more information, visit:

www.google.co.uk/ads

“Another benefit of Dynamic Search Ads was that they helped us to expand internationally,” Todea continues. “We created a campaign for each of the markets we wanted to target, so we were able to capture valuable traffic without having to translate keywords manually.” The initial US campaign was so successful that Soft32.com extended it to Canada, the UK, France and Australia.

“Dynamic Search Ads helped us to automate the advertising of thousands of pages,” says Todea. “We took advantage of the power of small volumes and the long tail, and in just a couple of months we saw a 15% increase in conversions.”

