

CASE STUDY: SearchSync



Atkins used SearchSync to increase conversions while decreasing costs

1

Campaign Overview



The synced SEA campaign ran for 4 weeks during a national TV campaign featuring Sharon Osbourne



Results were compared on the keyword level for the synced and non-synced campaigns



Whenever a TV commercial aired, a SearchSync campaign synchronized – in real-time – relevant keywords from the TV ad with Google Search for 5 minutes following the ad



Conversions were measured as registrations

2

Significant Uplift

Post-campaign analysis demonstrated that synchronizing TV and paid search generated a dramatic increase in engagement.

TV-inspired users had a lower bounce rate, visited more pages and spent more time on the site compared to regular search users.



-32.8%
Decreased Bounce Rate



+33.7%
Increased Pages Per Visit



+47.9%
Increased Time on Site

3

Higher Purchase Intent

TV-inspired respondents using a mobile device had significantly higher purchase intent.



+19%
Increased CTR



+16%
Increased Mobile Conversion



-18%
Decreased Cost Per Conversion

4

Critical Takeaways

The results indicate that TV advertising had a large, positive influence on related searches

- TV-inspired users engage more deeply with the brand
- Consider softer conversion goals with the aim of retargeting at a later stage

Due to changing consumer behavior, mobile users are ready to take immediate action

- Ensure you have a mobile-optimized website
- Prepare a quick and fast conversion path

Contact TVSquared to learn more about SearchSync: