

CASE STUDY: SearchSync



Suzuki leveraged the combined power of TV and search to drive a 30% conversion increase and 50% uplift on mobile traffic

1

Campaign Overview



The synced SEA campaign ran for 8 weeks during a national TV campaign for the Suzuki Vitara model



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



Whenever a TV commercial aired, a paid search campaign, with relevant keywords, was activated for 5 minutes following the spot



Conversions were measured as “store locator” and “brochure download”

2

Sync Strategies

With SearchSync, Suzuki synchronized TV ads and paid search campaigns, which resulted in:

Suzuki doubling search traffic after TV airings



The synced campaign was live for only **10%** of the time, but its impact was substantial



It accounted for **20%** of overall impressions, proving that TV is a major search driver

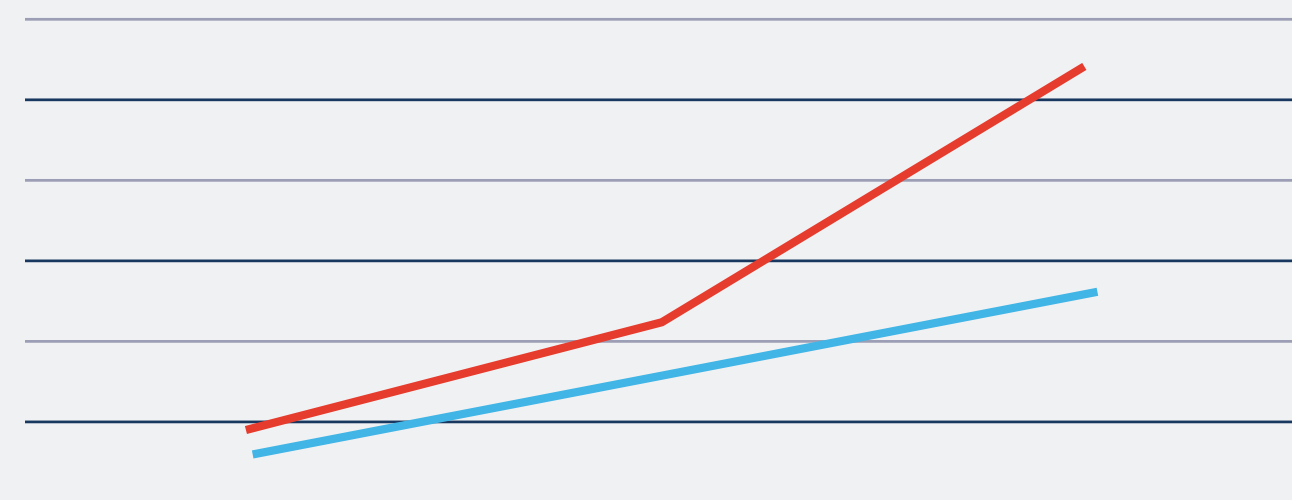
3

Top Ranking

The synced campaign ranked #1 on Google at all times throughout the campaign

Suzuki had maximum exposure and the opportunity to engage with inspired viewers

43% Uplift in CTR Compared to Non-Synced Campaign



4

Conversions Up

The campaign resulted in a 30% uplift in conversions

It also generated a 50% increase in mobile/tablet traffic

30%



Conversion Increase

16% of total conversions were driven by mobile

50%



Mobile Traffic Increase

Both mobile and tablet share of traffic grew significantly

5

Critical Takeaways

The results indicate a tendency toward impulsive searches after viewing the TV commercial

- This is compared to a traditional campaign, focusing on informed searchers already at the lower end of the conversion funnel

Encouraging “inspired TV viewers” to visit Suzuki’s website improved the probability of return purchases

- The campaign spurred consumers through the journey at a faster pace toward becoming customers

Contact TVSquared to learn more about SearchSync: