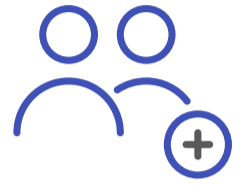


1.
Business
Objective

Shine.com **boosts online registrations by 3X using SDC** & unlocks its mobile potential

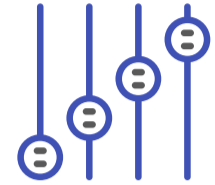
2.
Goals



Capture new users beyond search



Boost sign ups from experienced professionals



Setup & maintain a simple campaign

3.
Strategy



Nominal increase of 17% on Cost per lead



Set up industry and function specific targets

4.
Results

70%

of new users acquired on mobile

|
vs

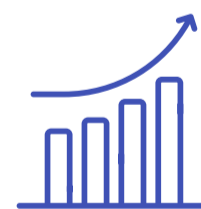
5%

on regular display



3X

total online registrations in 2 months



5X

the leads delivered by SDC vs. regular display

India's 2nd largest online recruitment portal used the power of Google's automation solutions to **accelerate acquisitions and unlock mobile potential.**