



Livesense increased conversions while reduced operational cost by fully automating search ads

About Livesense Inc.

Internet media company. Operates job listing websites such as Jobsense, Jobsense Link and Jobsense Haken, as well as a housing rental directory Door Chintai and a career-change discussion forum Tenshoku Kaigi

- Website: <http://www.livesense.co.jp/>
- Location: Tokyo, Japan

Goals

- Automatically handle a variety of queries/ audiences
- Maximize conversions
- Improve operational efficiency

Approach

- Implement Dynamic Search Ads to lead users to the relevant pages by dynamically targeting search queries and automatically generating ad texts
- Use Remarketing Lists for Search Ads and Conversion Optimizer to control ad serving and adjust bids for prioritized audiences

Results

- Cost per conversion from Search ads reduced by 2%; conversions increased by 30%
- Mobile conversions increased by 36%

Livesense Inc. is an internet media company that runs websites such as Jobsense and Jobsense Link for job seekers. In this case study, we will take a look at their successful strategies, enabled by the combination of Dynamic Search Ads, Remarketing Lists for Search Ads and Conversion Optimizer.

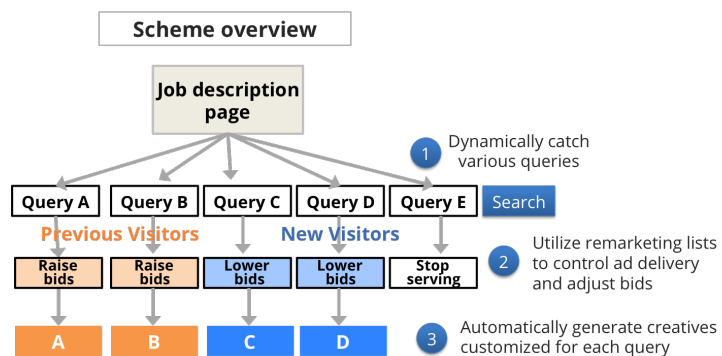
Background and Strategy

In the part-time job seeker industry, job seeker’s aspiration to find the best jobs and their dramatically diversified needs are urging job agencies to respond with new approaches. While the CPC of popular generic keywords in search ads such as ‘job’ and ‘classifieds’ is soaring, catering to the various niche keywords with limited manpower is another challenge. To address this challenge, Livesense implemented three Google ads products – Dynamic Search Ads, Remarketing Lists for Search Ads, and Conversion Optimizer.

Essential points

Dynamic Search Ads automatically detect search queries relevant to website contents and dynamically generate the appropriate ad texts as well as landing page URLs so that they direct users to the most relevant pages. In this case, those solutions were implemented in Livesense’s website Jobsense to lead the right job seekers to the right postings in a timely fashion.

The detailed job descriptions contain a variety of keywords, so it’s inevitable that irrelevant users get directed by Dynamic Search Ads (for example, it is possible that someone searching for ‘beautician’ to book an appointment sees an ad for a beautician job opening). To prevent this, Remarketing Lists for Search Ads were implemented to prioritize job seekers – in other words, people who had visited the Jobsense website in the past. Specifically, Remarketing Lists for Search Ads were used to target previous visitors, and Conversion Optimizer was applied in combination to handle both previous visitors and new visitors while raising bids for the former to drive job applications. (see Figure 1)



(Figure 1) Scheme overview

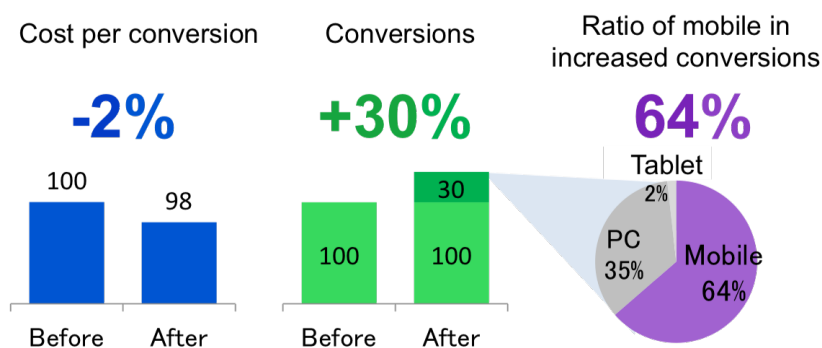
“This was the first time we implemented multiple products in a strategic way, but it was easy to operate and the results were fantastic. The combined usage proposed by Google turned out to be a great solution. We could save our time by the automation while increasing conversions significantly. This completely changed our strategy for search ads.”

— Mr. Ryo Iwasaki
Group Leader, Part-Time Job / Career Job Divisions, Livesense Inc.

Also, remarketing lists were created based on the most recent website visits – 1 day ago, 7 days ago, 30 days ago, etc. – so that Conversion Optimizer can adjust bids for each list. An abundance of ad descriptions and Sitelink Extensions were created to maximize ad relevance to reduce cost per conversion and to increase conversions.

Results

Combining three Google products reduced cost per conversion by 2% while increased conversions by 30%. Mobile conversions increased by 36%, and 64% of the total increase in conversions came from mobile. Livesense was aware of the user trend that mobile has a greater number of unique queries inducing clicks than PC does. However, catering to a variety of queries from mobile was difficult. Dynamic Search Ads enabled the advertiser to target those queries automatically, while Conversion Optimizer realized device-tailored bids, resulting in an increasing conversions from mobile. (see Figure 2)



(Figure 2) Results

Future Prospects

The positive results encouraged Livesense to expand Remarketing Lists for Search Ads and the combined use of three products into its career-based job classifieds website Jobsense Link and housing rental website Door Chintai. Now that they can allocate its saved resources to establish an acquisition cycle starting from broad reach via display ads and driving conversions with search ads.

“This was the first time we implemented multiple products in a strategic way, but it was easy to operate and the results were fantastic. The combined usage proposed by Google turned out to be a great solution. We could save our time by the automation while increasing conversions significantly. This completely changed our strategy for search ads. Impression share in each ad group also improved dramatically, and ad serving became more efficient than ever.”

– Mr. Ryo Iwasaki, Ad Group Leader, Part-Time Job / Career Job Divisions, Livesense Inc..

