

Entry: Covario



Challenge

In early 2014, Covario was tasked with doubling SolarCity's online paid lead volume by year's end while maintaining CPL goals. This presented numerous challenges, including:

- Limited to no flexibility in CPL – campaigns must continue to convert
- All campaigns must be direct response focused – no separate branding/awareness budgets
- Conversions are counted on a last click basis
- All growth would need to come from within SolarCity limited geo footprint of only 11 states

Solution

- Covario leveraged KPO with uncapped budgets/spend to automate and scale bidding across the account, helping to quickly ramp-up spend while maintaining CPL goals.
- Covario also leveraged Advanced Search to augment KPO bid rules, which proved extremely effective for rapidly scanning the entire account and identifying long-term poor performers that should be paused, opening the way for continued lead volume growth within CPL.
- The Google Search Query Report allowed Covario to find not only new negative keywords, and add them seamlessly within the Kenshoo interface, but to harvest out new exact match terms to add as well. These exact match additions, that were previously only being broad or phrase matched to, then further enhanced the effectiveness of KPO.
- Advanced Search and Kenshoo Editor also made quick work of any ad copy tests we put into market, as well as allowing for the rapid creation of new campaigns across both Google and Bing.
- All of the time-saving measures provided by Kenshoo allowed Covario more time to focus on a restructure of SolarCity's Google Display Network (GDN) campaigns. This had traditionally been a secondary focus to search. Now armed with both additional time for testing (due to efficient account management) and a strong desire to grow leads, we implemented a new GDN structure that proved to be very successful.

Results

- Between Q4 2013 and Q2 2014, SolarCity experienced dramatic lead growth of:
 - Search = +62%
 - GDN = +529%
 - Overall = +93%
- Despite this growth, CPLs remained steady. Where increases did occur, it was offset by better quality leads:
 - Search = -3%
 - GDN = +7%



- Overall = +9%
- As Search became more efficient, Display spend grew which contributed to lift in branded search interest and branded conversions

