



# IndiaTimes Shopping got 50% Lower CPA, Increased CTR by 50% & Conversion Rate by 220% using RLSA

## Background :

Indiatimes Shopping, a pioneer in the ecommerce space in India, is part of the Times Group, India's largest media conglomerate. Some of the major categories sold here include mobile phones, Consumer electronics, Books, Apparels & Accessories, Jewellery, Music, Movies, Games and Baby Products.

**Marketing Goals :** Improve ROI from paid search without losing scale.

## Solution :

Improving ad rank for returning visitors as they are potentially high converting, this would increase conversion rate and decrease cpa.

## Tactics (how-to):

- Replicate all active search campaigns\*
- Layer replicated campaigns with largest audience list
- Increase bids across replicated campaigns by 50 %

## Client Quotes:

- Search Marketing is an important component of our marketing mix. I am extremely happy to see the kind of experiments being done on this domain and that all of them are paying off well. - Subhanker Sarkar (COO, IndiaTimes Shopping)
- We are working in an extremely competitive environment and implementation of technologies like these keeps us ahead of the curve.
- Vivek Pandey (Chief Marketing/Product officer, IndiaTimes Shopping )

## Results:

- Conversion Rate increased by 220%
- CTR increased by 50 %
- Decrease in CPA by 50%
- 15 % of all conversions from RLSA for last 90 days

Date Range : 7th Feb - 7h May '2013

\* This can now be accomplished with the audience set to "bid only" and a bid adjustment of +50% applied without having to replicate campaigns.