

PPC Optimization for Knack

B2B

Google

Microsoft

Knack is the USA-based company whose software is trusted by thousands of small businesses and Fortune 500 companies to increase visibility of data and manage operational processes seamlessly and with no code. It is a database management portal software that allows users to build online databases that can be accessed remotely. Key features include an application builder, customization tools, reporting and analytics, an open API and payment processing.

317%

increase in the trial
→ subscription
Conversion Rate

69%

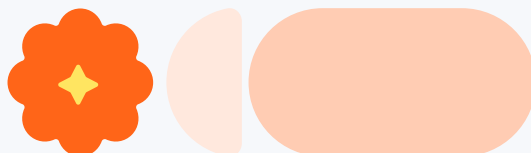
decrease in the
subscription's CPA

Challenge



The main challenge at the beginning of the cooperation was to improve the quality of the traffic and, therefore, the quality of the trials. The problem was that there were a lot of trials that didn't result in paid subscription, i.e. didn't bring any profit. After increasing trial to subscription conversion rate, the goal was to scale the ads and improve ROI.

Solution



In the first quarter of our cooperation, we conducted full restructuring of the Knack Google Ads account and conversion tracking. Originally, there were a few SKAG

campaigns (general, branded, competitors) set up before us, and conversions included ones set up from Google Analytics. The account had some historical data that we used for segments analysis in order to locate unprofitable ones. Having this, during first 4 months, we set up GTag conversions and analyzed and excluded irrelevant segments.

We also launched and tested 27 new campaigns in total:

- general campaign was replaced by search campaigns segmented by directions (database builder/app builder/etc.);
- all campaigns were divided by geo in order to allocate budgets according to the business relevance of each region;
- Aimers also launched several display campaigns (remarketing & custom intent).

We also took care of the Microsoft Advertising:

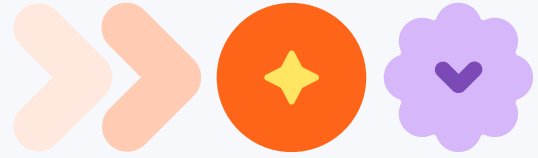
- reorganized the conversion tracking correctly and applied correct audience setup;
- launched 10 campaigns and designed the account structure;
- reviewed and cleared search terms that originally contained a lot of irrelevant queries because of the broad match type + added profound lists of negatives to avoid unnecessary spending.

The next quarter was about optimizations and scaling. On Google Ads, our team was testing different bid strategies and campaign types, and conducting regular account monitoring:

- launched numerous experiments to test Maximize Conversions and Target CPA strategies;
- launched a Performance Max campaign that further performed as one of the top formats;
- added new groups and audiences to scale display campaigns;
- conducted keyword research and added new relevant keywords for campaigns' scaling; regularly improved the quality of responsive search ads.

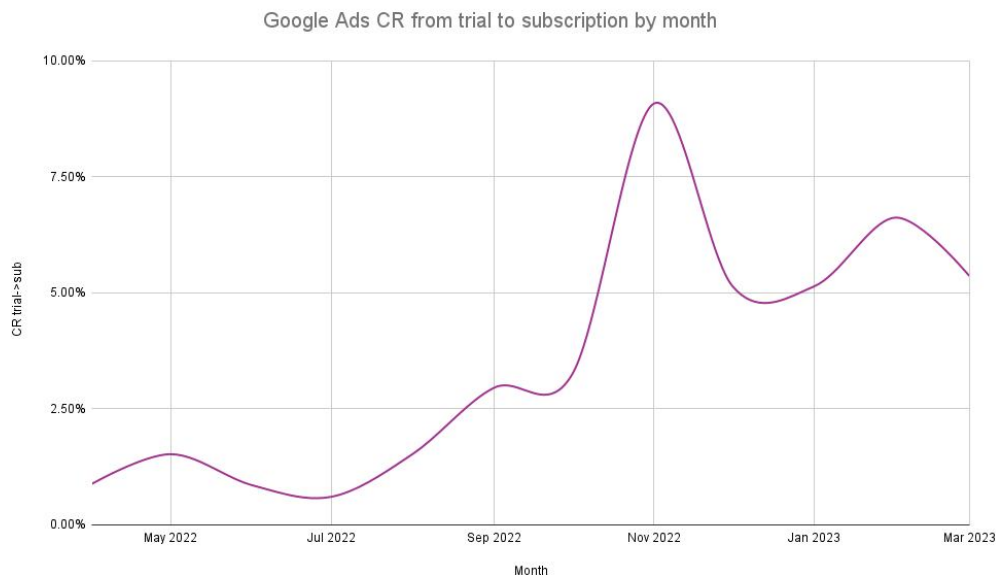
We also developed the Microsoft Ads account further by launching 6 more campaigns and scaling the existing ones.

Results



As a result, in the first quarter of the cooperation, after disabling the segments that historically brought trials but didn't bring subscriptions, we observed a drop in the number of trials which was expected.

However Conversion Rate from trial to subscription increased by +240% due to the fact that we located the best audiences and the best segments. As a result, we decreased subscription CPA by 34%.

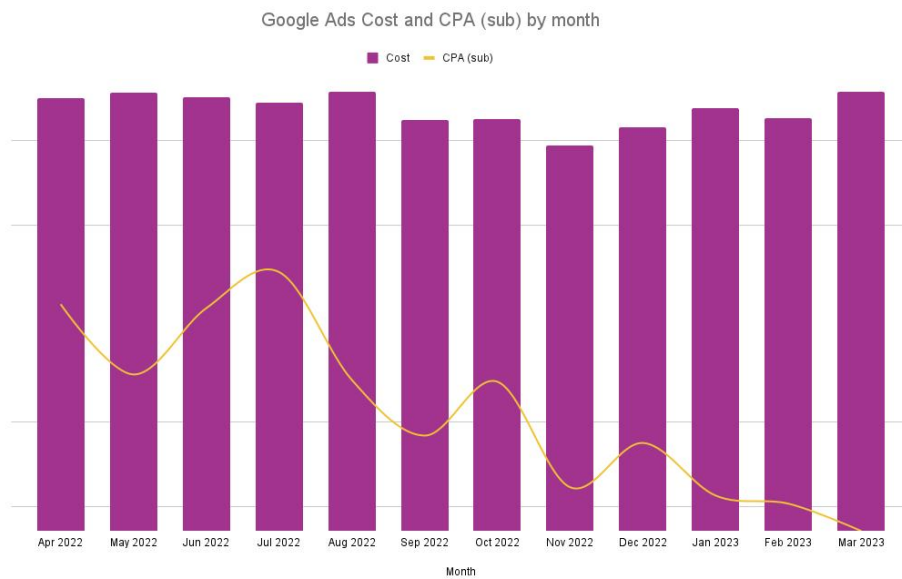


The positive dynamics also was seen for Microsoft Ads: in total, with a -67.1% decrease in cost, the campaigns brought +4.4% more conversions with a -68.5% decrease in CPA.

In the next quarter, we managed to improve the previous results. Due to our efforts, Google Ads had the following key metrics:

- trials increased by +107% in comparison with the previous quarter, while trial CPA decreased by -41%;
- the Conversion Rate from trial to subscription increased by +20% while sub CPA decreased by -51%. We also scaled Microsoft Ads massively with +162% increase in cost. Even with a big increase in the total spend, we managed to improve the CPA due to our constant adjustments: trial CPA decreased by -71%

Also, the number of conversions increased significantly in comparison with the previous quarter (trials increased by +748%, due to new campaigns' launch, regular optimizations, and budget increase.



Comparing the total numbers before and after our cooperation, we managed to meet the initial goals:

- 317% increase in trial→subscription CR in Google Ads and Microsoft Ads in total;
- 69% decrease in subscription's CPA.

You can try Knack for free [here](#).