

Raising The Originality.AI Conversion Rate by 210%

B2C

Google

Originality.AI offers advanced tools for content creators, businesses, and publishers to ensure their work is unique and plagiarism-free. They specialize in detecting AI-generated content and providing deep insights into originality, helping users maintain high standards of authenticity.

210% increase in
Conversion rate

100% increase in the
number of purchases

Challenge



Originality.AI aimed to boost revenue by increasing purchases for its service. Commencing our cooperation in January 2023, our primary strategy involved **Google Ads** campaigns to meet this objective.

Solution



Strategy

Given Originality.AI's service payment model post sign-up and absence of a trial, we optimized campaigns for purchases rather than sign-ups.

Our approach included:

Campaign Types

We organized the account as follows:

- **General Search campaign:** to help users check if their content was created by AI or had any plagiarism.
- **Brand Search campaign:** because many competitors were showing ads on Originality.AI branded keywords.
- **Competitors Search campaign:** if specific competitors had many conversions from their keywords, we made a separate campaign to get more traffic from them.

Lastly, to show our ads on different Google channels, we launched the **Performance Max campaign** with various banners and videos.

Bidding Strategy

We tested different bidding strategies:

- First, we **manually** set bids for all campaigns;
- Then switched bidding to **Maximum Clicks**;
- Finally, switched bidding to **Maximum Conversions**. Before the shift to the automated strategies, we ensured proper conversion tracking and gathered enough data for the algorithms to learn.

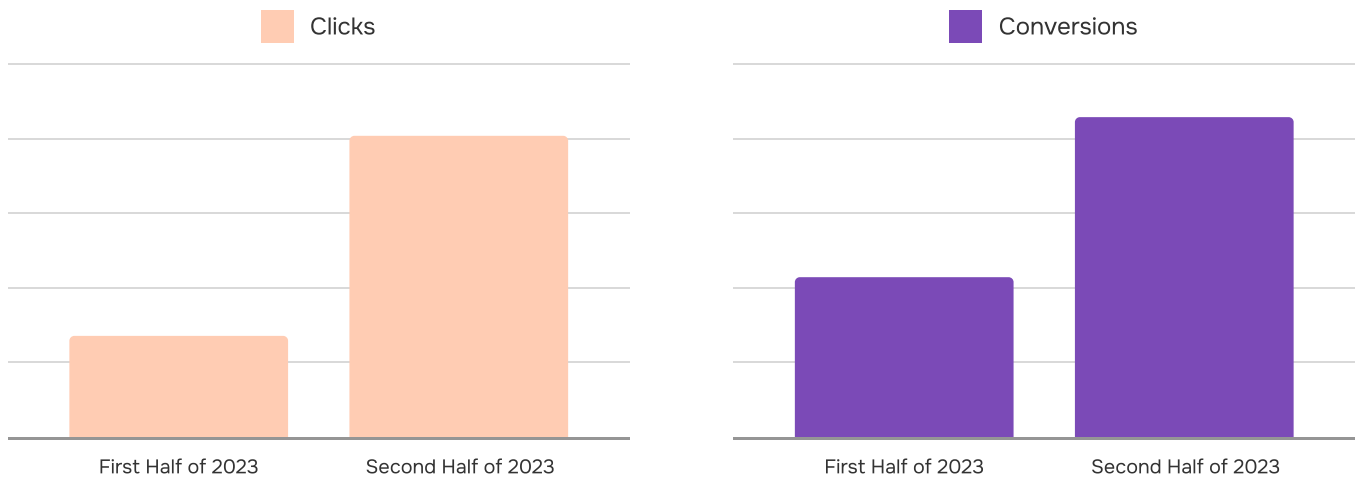
We tested different auto-strategies to see which one could bring in more conversions. For instance, we experimented with Maximum Conversions with and without a set Cost Per Action target to understand their impact on conversion rates.

Targeted Locations

We started with the **target client's markets**: Australia, Canada, the US, the UK, Ireland, New Zealand. After reaching solid results there, we expanded the geo and launched campaigns for the European region: France, Germany, Netherlands, and Spain. Gradually we expanded the targeting with other European countries based on Conversion Rate from Sign-ups to Purchases according to the Google Analytics 4 data.

Then we tried out the ad campaigns on other continents by launching campaigns in Asia and the Middle East: Japan, Singapore and United Arab Emirates with Saudi Arabia. We continued to check the stats and exclude the old/include the new

When we compare the initial six months of 2023 with the following six months, we observed a **210%** increase in the **conversion rate (CR)**, a **193%** rise in the **number of clicks**, and a **100%** increase in the **number of purchases**.



The careful planning of campaigns across different regions, the addition of more keywords, and constant improvements significantly boosted Originality.AI's performance in **Google Ads**. These enhancements led to significant growth in important metrics, highlighting the effectiveness of a thorough and ongoing approach to digital marketing strategies. And we solved the initial client's task—boosted their happiness by **increasing the revenue!**

locations to our campaigns, experimenting with Latin American, African and Asian countries.

Keywords

When we began in January 2023, we used many AI-related keywords that weren't commonly used according to Google Keyword Planner because the AI field was relatively new, and ChatGPT just started its work. We kept broadening the range of keywords we used in General Search campaigns.

Additionally, we consistently added keywords to a negative list to distinguish Brand and General Search campaigns. This was crucial because the service name, Originality.AI, caused search queries to overlap between these two campaign types.

Banners, Ad Copy

Throughout the year, we made several changes to the ad text in our Search campaigns and updated the banners for the Performance Max campaign multiple times. This was done to emphasize the unique features of the Originality.AI service and grab users' attention with refreshed visuals in the banners.

We frequently conducted **A/B testing** on ads to figure out which ones worked better, and then adjusted our campaigns based on the results to improve performance.

Landing Page Optimization

We extensively used **Microsoft Clarity** to understand how users behaved on our landing pages. If we noticed any elements or processes causing confusion for users, we recommended interface changes to enhance the user experience.

Gradual Budget Scaling

We slowly raised the campaign budgets as they started performing well. This helped us get the **most** out of our campaigns in terms of **return on investment**.

Results

