

A/B TESTING

CASE STUDY

by:

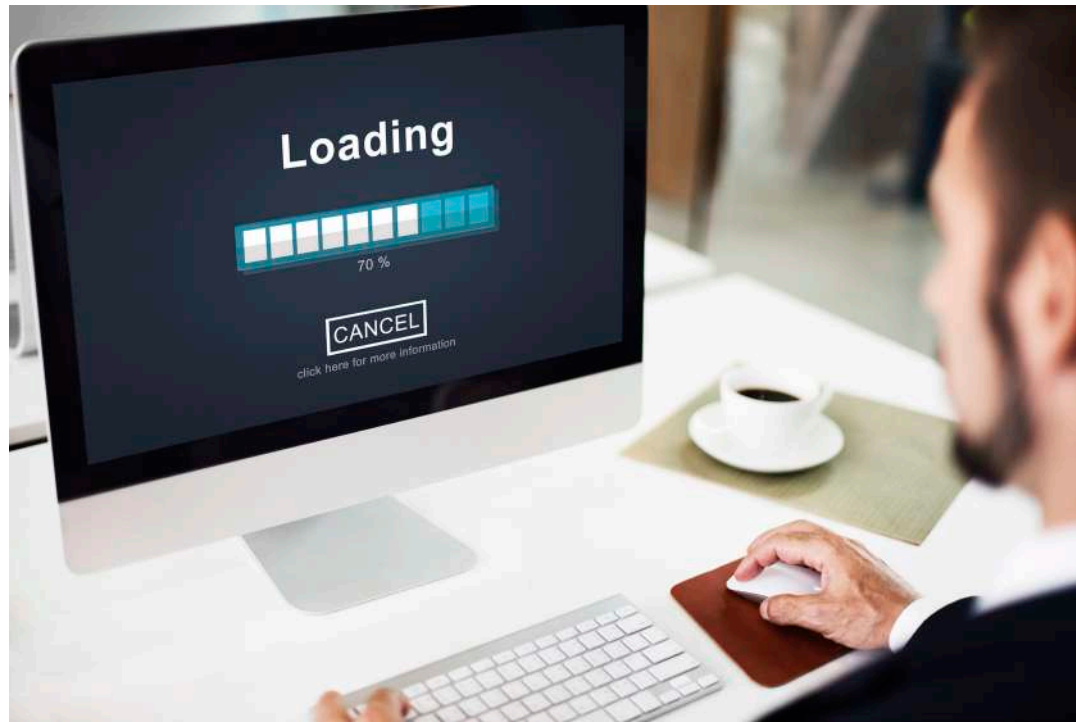
boost media
GROUP



TABLE OF CONTENTS

PAGE SPEED OPTIMIZATION	3	
<ul style="list-style-type: none">• Problem• Prior Page Speed• Solution• Results		
	9	ENGAGEMENT RATES IMPROVEMENT
		<ul style="list-style-type: none">• Problem• Prior Engagement Rates• Solution• Results
QUALITY SCORE OPTIMIZATION	16	
<ul style="list-style-type: none">• Problem• Solution• Results		
	19	AD COPY TESTING
		<ul style="list-style-type: none">• Problem• Solution• Results

1



PAGE SPEED OPTIMIZATION

PROBLEM:

With the changes in user experience and fast load time requirements that are demanded by search engines, page speed optimization has become an emerging need to constantly update as the overall quality of a web page is now being measured with various factors and metrics.

Each landing page is being measured in terms of **“page quality”** and is broken down into the following factors:

Performance

These checks ensure that your page is optimized for users to be able to see and interact with the page content.

Accessibility

These checks highlight opportunities to improve the accessibility of your webpage which means that the site's content is available and its functionality can be operated by literally anyone.

Best Practices

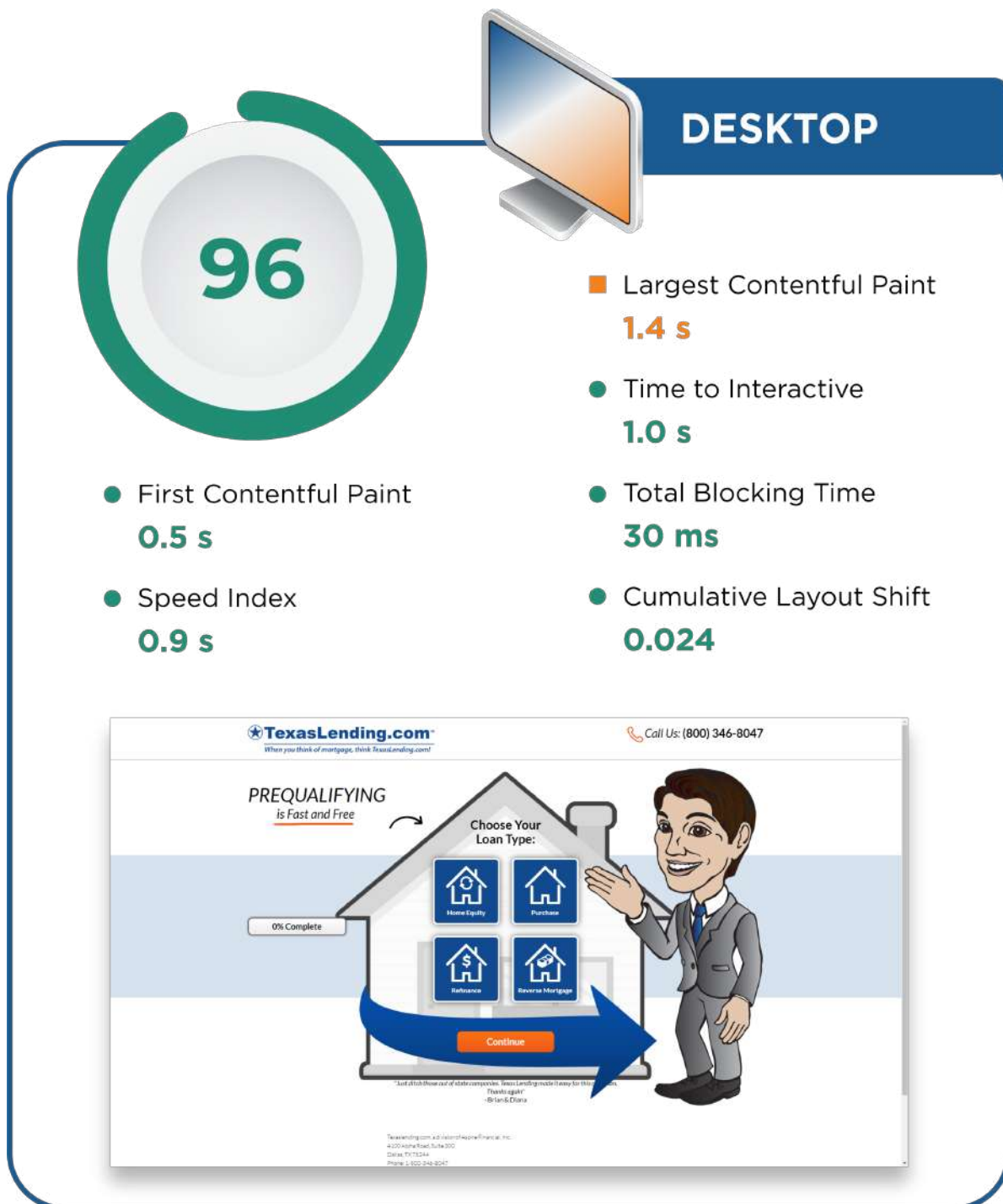
These checks the entire user experience for trust and safety at the back-end of each webpage.

SEO

These checks ensure that your page is following basic search engine optimization advice.

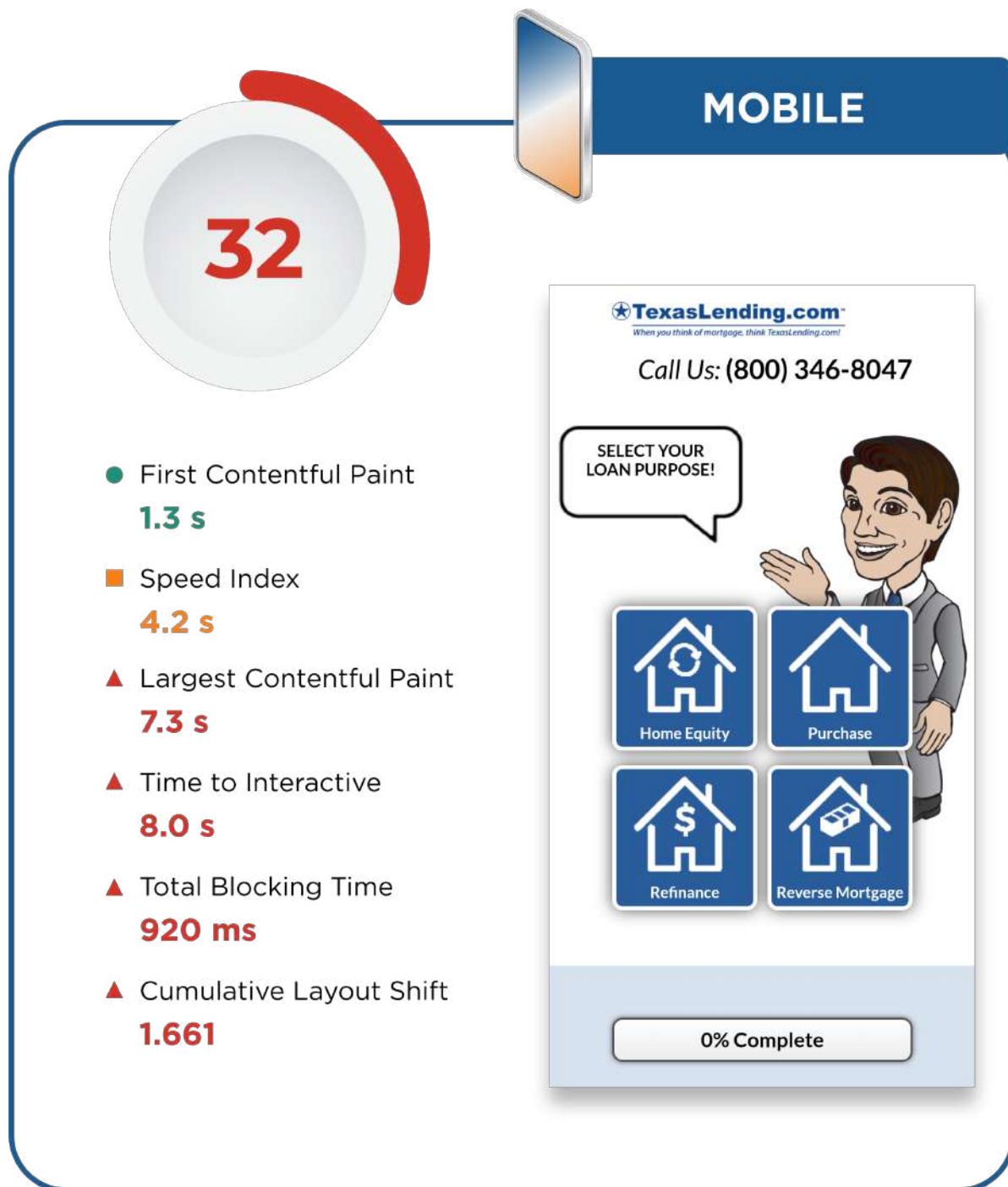
PRIOR PAGE SPEED RATINGS

Note: Tablet is being rated as Desktop



PRIOR PAGE SPEED RATINGS

Note: Tablet is being rated as Desktop



SOLUTION:

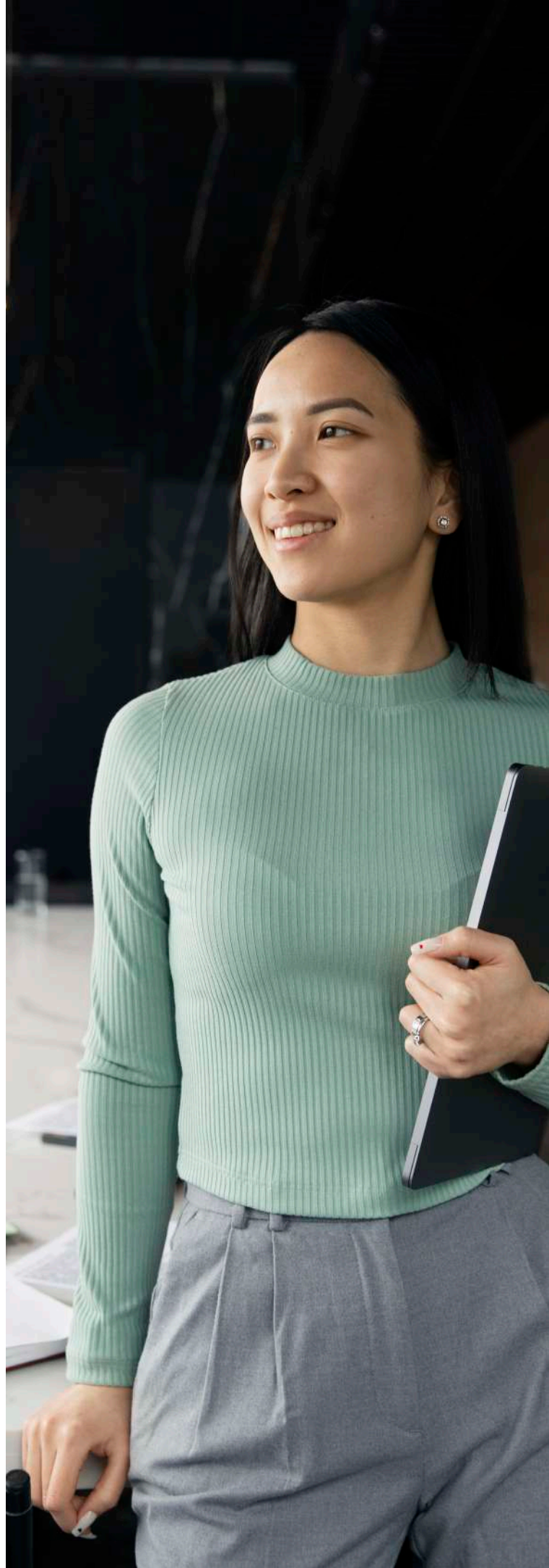
Boost Media Group created a checklist to evaluate the weak points of the landing page then create a plan to address each flaw and address each error.

Here are some of the implementations we completed to improve page load time:

- Implement lazy loading to display contents at the moment users to view and engage
- Optimize for mobile-friendly and adjusted for smaller screen sizes and page elements to be responsive
- Reduce the file size of images used by compressing, lazy-load, using the right formats, and update CSS scripts
- Use of Content Delivery Network
- Fix 404 Errors
- Remove unnecessary and unused website plugins
- Update CSS, JavaScript and HTML
- Implement browser caching
- Use better DNS service
- Reduce Third-Party scripts

RESULTS:

We were able to improve the website page speed significantly and created a plan to continuously improve page speed ratings as we have installed automations to achieve quick load times, improved core web vitals, and create the better user experience.



NEW PAGE SPEED RATINGS

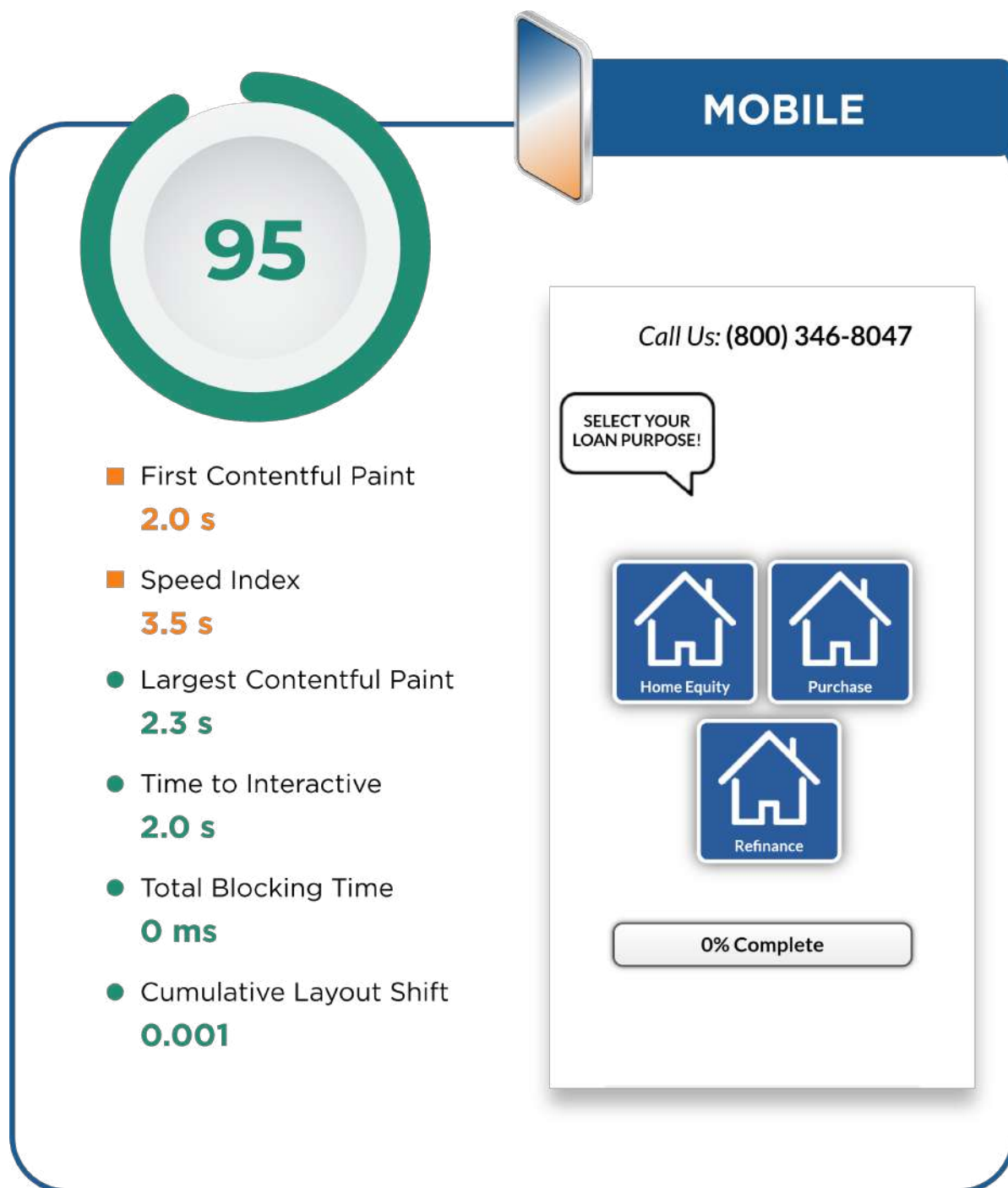


DESKTOP

- First Contentful Paint
0.6 s
- Speed Index
1.5 s
- Largest Contentful Paint
0.7 s
- Time to Interactive
0.6 s
- Total Blocking Time
0 ms
- Cumulative Layout Shift
0.001



NEW PAGE SPEED RATINGS



2



ENGAGEMENT RATES IMPROVEMENT

PROBLEM:

TexasLending.com has been using one standard landing page for all its PPC efforts and through the years, it is showing a decline in engagement rates at the device level for user experience.



PRIOR ENGAGEMENT RATES



DESKTOP

Engaged Visitors

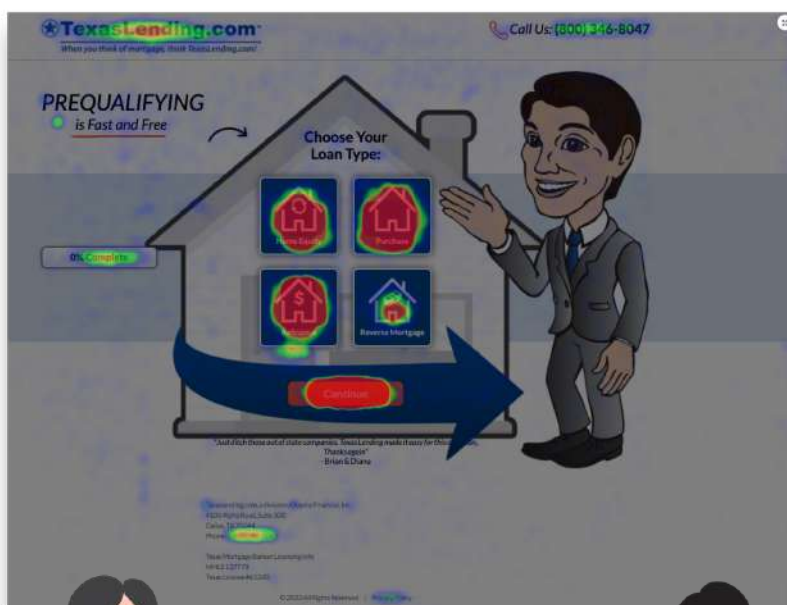
45.63%

Visitors
148,401

Visits
206,552

Clicks
113,594

Clicks/Visit
0.5



PRIOR ENGAGEMENT RATES



MOBILE

Engaged Visitors

42.18%

Visitors

347,238

Taps

508,701

Visits

477,234

Taps/Visit

1.1



TABLET

Engaged Visitors

41.52%

Visitors

7,262

Taps

5,098

Visits

10,104

Taps/Visit

0.5



SOLUTION:

Boost Media Group pinpointed this opportunity to our client backing the findings with data using heat map reports allowing the discussion to create a new version of the landing page. We proposed to run A/B testing making the existing landing page the control and creating a new version as the variant.

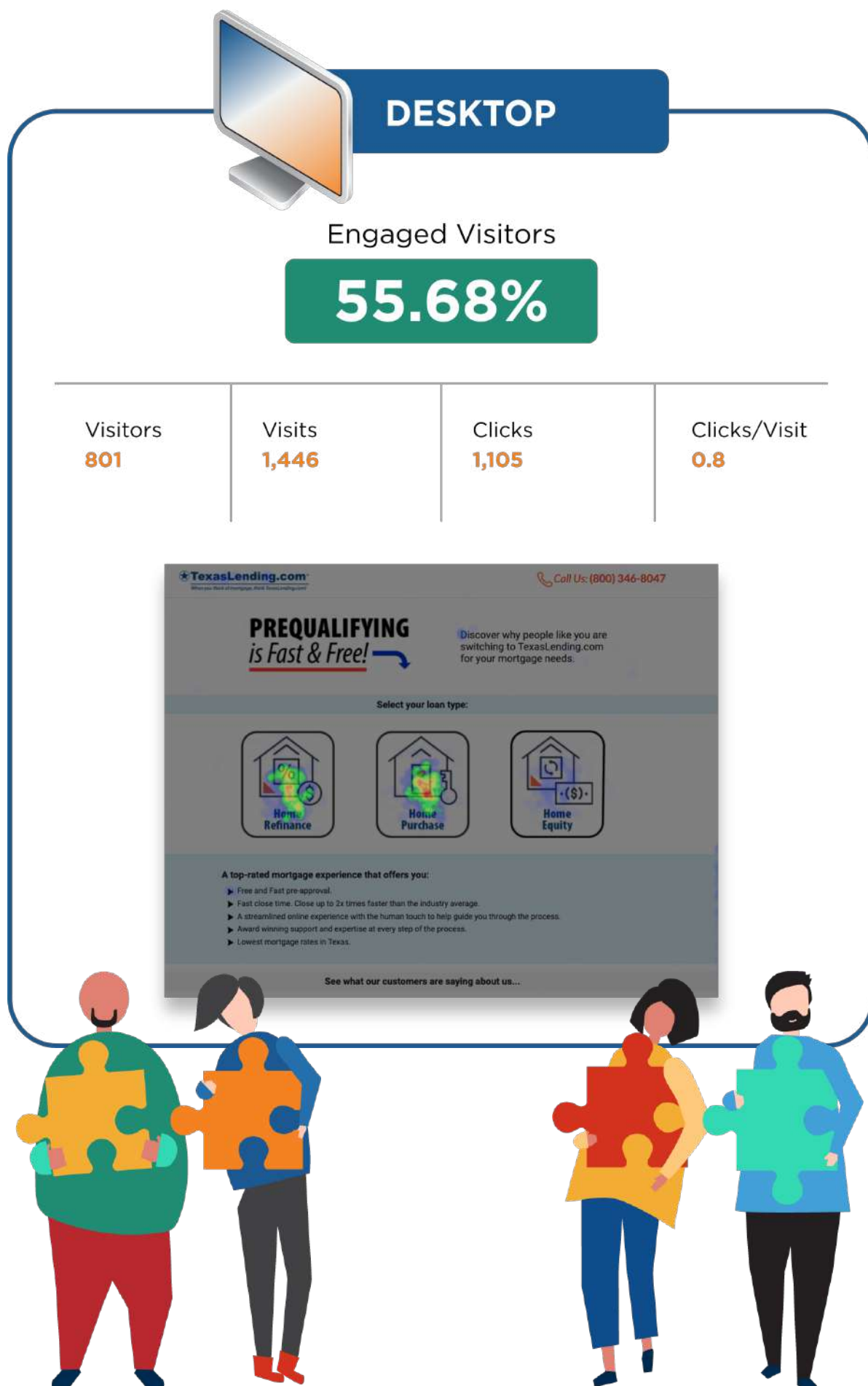
We then proceed to do competitor research on what the industry uses to ensure the landing page stays relevant and useful to our users while addressing sales funnel issues to make it faster, easy to navigate, and content-rich as we know that these factors improve quality scores in our PPC campaigns.

RESULTS:

The landing page we created and A/B tested showed a significant increase in engagements across all devices helping our users have a new experience, faster sales funnel, improve navigation and discover what the company offers using relevant content.



NEW ENGAGEMENT RATES



NEW ENGAGEMENT RATES

MOBILE

Engaged Visitors

47.06%

Visitors
2,055

Taps
2,374

Visits
2,788

Taps/Visit
0.9



TABLET

Engaged Visitors

48.48%

Visitors
33

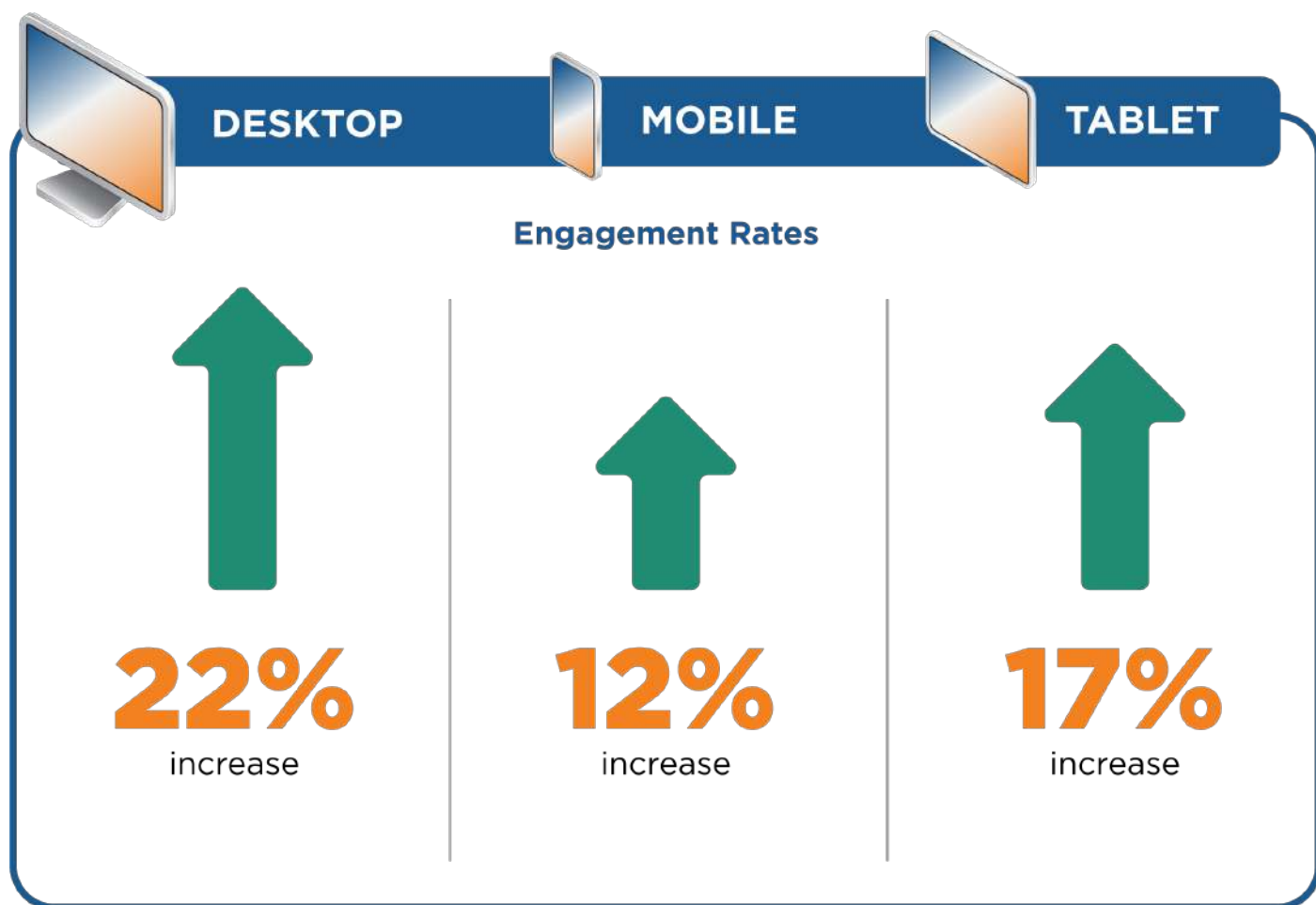
Taps
38

Visits
45

Taps/Visit
0.8



We were able to get more people engage to our new landing page resulting to these improvements:



3



QUALITY SCORE OPTIMIZATION

PROBLEM:

With the changes in user experience and fast load time requirements that are demanded by search engines, page speed optimization has become an emerging need to constantly update as the overall quality of a web page is now being measured with various factors and metrics.

About Quality Score

Quality Score is a diagnostic tool meant to give you a sense of how well your ad quality compares to other advertisers. This score is measured on a scale from 1-10 and is available at the keyword level. A higher Quality Score means that your ad and landing page are more relevant and useful to someone searching for your keyword, compared to other advertisers.

Quality Score is calculated based on the combined performance of 3 components:

- **Expected clickthrough rate (CTR):**
The likelihood that your ad will be clicked when shown.
- **Ad relevance:**
How closely your ad matches the intent behind a user's search.
- **Landing page experience:**
How relevant and useful your landing page is to people who click your ad.

Each component is evaluated with a status of “**Above average**,” “**Average**,” or “**Below average**.” This evaluation is based on a comparison with other advertisers whose ads showed for the exact same keyword, over the last 90 days.

If one of these components has a status of “Average” or “Below average,” this may indicate an opportunity to make improvements.

Here is the issue, the ad account is suffering with the poor quality score as the main keywords are rated below 3 out of 10 which means the advertiser is paying more than what it needs to rank higher on search positions.

<div>Keyword</div> <div>[mortgage refinance]</div> <div>Quality Score</div> <div>2/10</div> <div>Cost</div> <div>\$13,991.09</div> <div>Cost per click</div> <div>\$57.34</div>	<div>Keyword</div> <div>+mortgage +rate</div> <div>Quality Score</div> <div>1/10</div> <div>Cost</div> <div>\$10,339.16</div> <div>Cost per click</div> <div>\$19.73</div>
<div>Keyword</div> <div>[wells fargo mortgage]</div> <div>Quality Score</div> <div>1/10</div> <div>Cost</div> <div>\$7,858.88</div> <div>Cost per click</div> <div>\$13.76</div>	<div>Keyword</div> <div>[better mortgage]</div> <div>Quality Score</div> <div>1/10</div> <div>Cost</div> <div>\$7,636.51</div> <div>Cost per click</div> <div>\$24.55</div>

SOLUTION:

We created a strategic plan to improve the overall quality score at the heart of the issue which is the landing page and relevance to match the keywords based on the user's search.

Here are some of the optimizations we have completed:

- Restructure keywords based on intent to group theme searches.
- Determine ad copies that are performing from headlines, descriptions, and call to action.
- Run A/B testing strategically to make CTR higher.
- Optimize page speed for the landing pages.

RESULTS:

Optimizing Quality Score on Google Ads helps lower CPC saving hundreds of dollars per click by 20% to 35% off.

<p>Keyword</p> <p>[apply for a va home loan]</p> <p>Quality Score</p> <p>7/10</p> <p>Cost per click</p> <p>\$64.45</p>	<p>Keyword</p> <p>[preapproval for a home loan]</p> <p>Quality Score</p> <p>8/10</p> <p>Cost per click</p> <p>\$55.96</p>
<p>Keyword</p> <p>"get preapproved for home loan"</p> <p>Quality Score</p> <p>5/10</p> <p>Cost per click</p> <p>\$53.44</p>	<p>Keyword</p> <p>"pre qualifying for a home loan"</p> <p>Quality Score</p> <p>7/10</p> <p>Cost per click</p> <p>\$46.96</p>

4

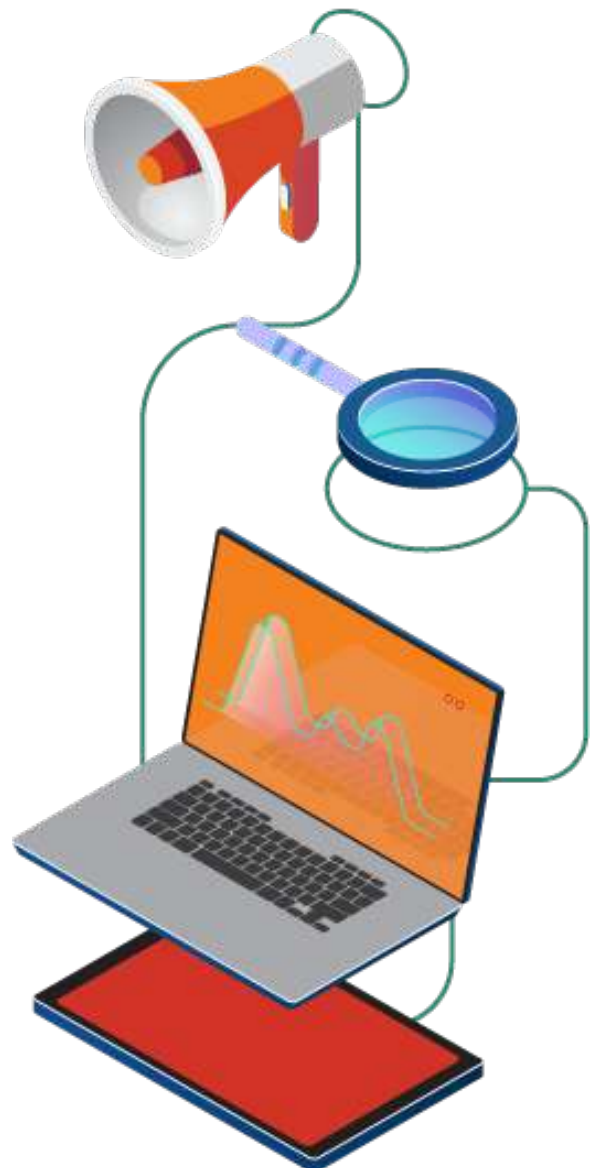


AD COPY TESTING

PROBLEM:

Expanded Text ads on search campaigns are being discontinued by Google and will be phased out by June 2022 which means the use of Responsive Search ads will be the only Search ad type that can be created or edited in standard Search campaigns.

Responsive Search Ad help create and compete in a wider variety of relevant auctions by delivering ads that adapt to show the right message for the right query. The client is not using any responsive ads and is reliant to Expanded Text ads which means it is losing the benefits and advantages of Responsive search ads.



SOLUTION:

Boost Media Group created a Responsive Search Ad strategy roll out plan to ensure it is strategic with a goal to improve CTR, increase Conversions, reduce CPA and increase Conversion Rate.

We have documented all our possible messages based on historical performance and competitor research which allows us to set up new ad copies that can be tested. Here are our best practices:

- Repurpose high-performing content from the existing expanded text ads.
- Set up ad variations based on specific problems by matching solutions.
- Create urgency that is relevant to our existing audience.
- Establish emotional connection to align with users need.
- Use asset labels to monitor headline and description performance.
- Review the combination of ad copies that are working.

RESULTS:

With the implementation of our Responsive Search ads plan, we were able to:

