



## Background

The client, AAA Club Alliance (ACA), needed **2,000 member signups within 6 weeks** (by the end of 2020) in an already saturated market. They had branded campaigns already running, which meant B Squared Media and Trust Insights needed to focus on *non-branded* keywords.

We had to change the geographic targeting to people who were only in the target area and not expressing interest (due to ACA's unique IP validation). This created unique circumstances that tasked us with finding hidden opportunities.

## Results



**3,661** NEW MEMBERS

ACQUISITION TARGET: 2,000 new members  
**RESULT: 183% of Goal**



**\$101.22** COST PER ACQUISITION

TARGET COST: \$120 per acquisition  
**RESULT: 15.6% Cost Reduction**



**\$2.72** AVG. COST PER CLICK

COMPARABLE CAMPAIGNS: \$2.92 per click  
**RESULT: 6.8% Improvement**

## How we solved the problem



Trust Insights used their proprietary methodology to manage keyword research, natural language processing, and analytics/reporting.



Coupling that with B Squared Media's knack for creative copy/imagery, bidding strategies, and advertising best practices, we were able to optimize the campaigns on a near-daily basis to beat the set goal.

Together, we used agile methods to enable both organizations to pivot in a timely manner when new situations popped up, allowing us to change the strategy. This was plainly obvious when a snowstorm hit the Northeast and we were able to use this event to garner new conversions.

*“Trust Insights and B Squared Media were essential to hitting our 2020 acquisition goal. They found an opening in the market where we could invest to bring in new Members. This was especially helpful during a time when it was difficult to find an advertising channel we had not already saturated. They were excellent partners, working with us daily through strategy sessions – right alongside our in-house team – and they kept their foot on the gas with daily optimization until the very end.”*



**Lori Seaman**

Managing Director of Digital Products and Performance at AAA Club Alliance



# Approach & Methodology

First, we looked at what our major competitors were doing to help guide the overall plan. Using the intel we gathered, we focused on the 7 major components to what makes modern Google Ads perform well.

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## BIDDING STRATEGIES

We tested multiple bidding strategies and adapted as needed based on rapid shifts in budget and performance.

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## BUDGETING

Using custom-built code by **Trust Insights**, we re-tuned budgets to stay on top of a rapidly shifting campaign. By focusing on conversion efficiency and altering budgets near-daily, we were able to double down on what was working.

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## KEYWORDS

Using proprietary **Trust Insights** software, we evaluated over 600,000 different keywords to identify the top 10,000 most likely to perform — including thousands of hyperlocal searches down to the city level.

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## CREATIVE

Aggressive use of responsive search ads to provide multivariate testing of ad messages in all campaigns; we tested every creative option available to us, and built a continual feedback loop to test with what worked by refining copy, creative, and keywords and adding in new assets. **B Squared** used their tried-and-true process to fine-tune copy, taking successful copy and mirroring that tone and voice for new campaigns.

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## TARGETING

We used several targeting methods:

- We created hyper-targeted campaigns running with state names, etc. in the ad copy for more personalization to those regions.
- Aimed at targeting those "interested in" the locations we are advertising to since Google was showing a lot of activity with movement during the holiday season — not just for travel, but as in moving to the suburbs (aka pandemic behavior).
- For retargeting we used the client's extensive mailing lists for retargeting through display ads.

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## FORMATS

We leveraged over 300 pieces of client-provided media in a variety of formats to get ad campaigns running within 48 hours of kickoff.

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## LANDING PAGES

After initial testing and reviewing results, we convinced the client to simplify their landing pages and removed geo-fencing constraints to make for a cleaner UX and improve conversions.

# Free ~~Consultation~~ Conversation

Talk is cheap. Advice is priceless.  
**Our consultation is free.**



*Brooke Sellas*

Brooke Sellas | Founder & CEO

Book a 30-minute free conversation  
with our CEO, Brooke Sellas, at:  
**[bsquared.media/free-conversation](https://bsquared.media/free-conversation)**