



SurveyMonkey:

Use Case and
Vertical-Specific
Upsell Retargeting
with the Google
Display Network



Client:

SurveyMonkey, the leading online survey software and questionnaire provider.

Challenge:

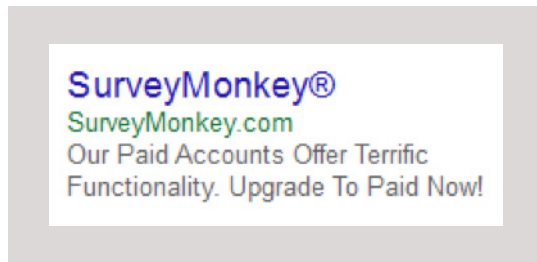
Increase non-brand SEM conversions to paid accounts using Google Display Network retargeting, driving upgrades from customers already signed up for free accounts.



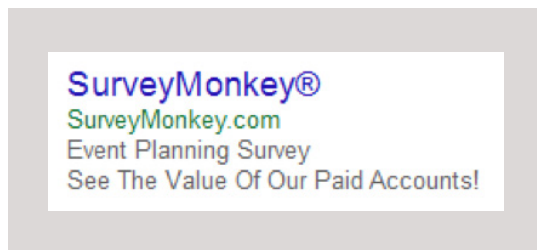
Execution:

Supplement high-performing generic ad with a wide variety of use-case and vertical-focused ads and landing pages. By restricting impressions per ad while rotating dozens of ad variations, during the typical latency period visitors are exposed to many different, specific upsell variations.

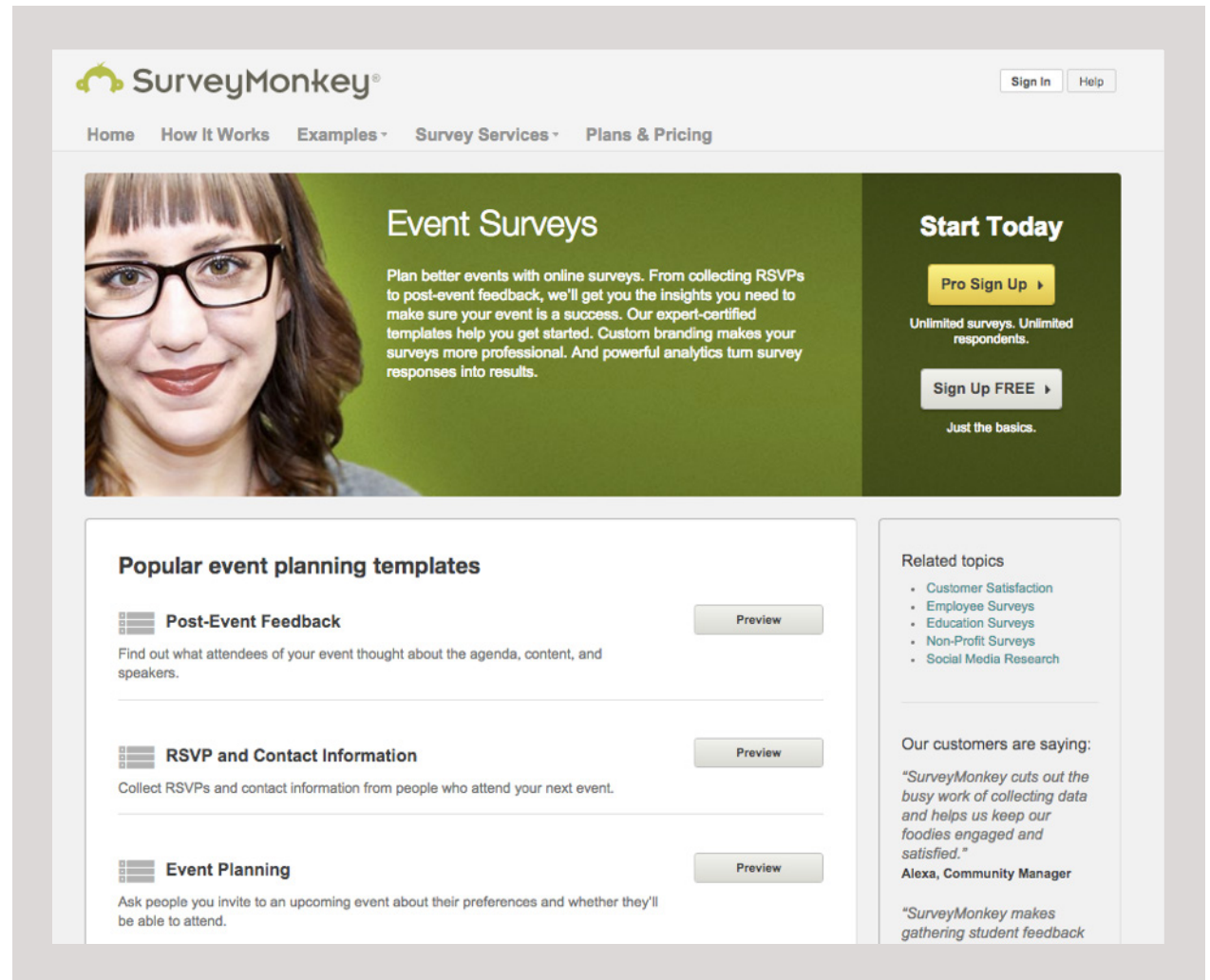
Generic Ad:



Vertical or Use-Case Specific Ad:



Vertical or Use-Case Specific Landing Page:



Results:

We began using this technique in late December 2014. Over the next three months, the aggregate non-brand SEM conversions nearly tripled year over year, with CPA plummeting by more than 50%.



A Harte Hanks Company

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