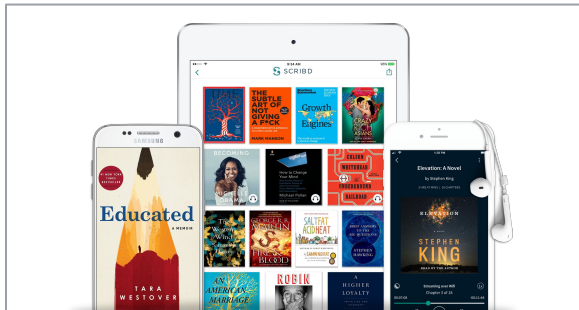


# Scribd checks out smarter keyword bidding on 1.4 million titles with DSAs.



Scribd  
San Francisco, California • [www.scribd.com](http://www.scribd.com)



About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance and trusted results to help you grow your business. Learn more at [ads.google.com/home](https://ads.google.com/home).

© 2019 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.

## The challenge

Scribd offers readers one of the deepest and most diverse electronic catalogues of books, magazines, and publications in the world. But with over one million titles on the site—and hundreds more being added and removed every month—Scribd needed to streamline its Google Search Ads keyword bidding process. The goal was to drive growth by promoting newly released bestsellers and to avoid including content flagged for removal, all without sacrificing acquisition performance.

## The approach

Scribd selected Dynamic Search Ads (DSAs) to boost bidding efficiency, using landing page targeting in thematic groupings to control bids, tailor copy, and track performance. Scribd also used machine learning with Target CPA to account for contextual signals, including actual search query and ad characteristics. Deploying Smart Bidding with DSAs further automated the process of searching for new relevant traffic, bidding, and tailoring ads.

## Partnering with 3Q Digital

Working with 3Q Digital, a Google Premier Partner, Scribd got the expert strategy it needed to streamline its bidding. Automating search growth via DSAs and Smart Bidding allowed Scribd to focus its resources on analytics and testing new channels and features. 3Q was able to develop stronger pacing and forecasting tools for more effective budget allocation and planning, and began testing new RLSA strategies on the Google Display Network to increase lifetime value (LTV) and decrease churn.

## The results

Since 3Q restructured Scribd's DSA campaign to use landing page targeting, Scribd's landing page conversions have grown 350 percent, and DSA conversion volume has leapt from just one percent of all Google Ads to 28 percent. Enabling Smart Bidding has effectively dropped CPA by 58 percent, and overall Google Ads conversion volume is up 176 percent, with DSA driving 57 percent of that growth. With search growth now on auto-pilot, Scribd and 3Q are testing new channels and features.

“Google DSAs allow us to manage our 1.4 million titles efficiently and effectively.”

—Russell Holm, Growth Marketing Manager, Scribd

# 350%

boost in  
landing page  
conversions

# 58%

CPA decrease  
with Smart  
Bidding

# 176%

rise in Google  
Ads conversion  
volume