

SA360 auction-time bidding drives 46% more Paid Search registrations for Dice.com



Dice is the leading database for technology professionals, managing over 9 million profiles in the United States. Centennial, Colorado, U.S. • [Dice.com](https://www.dice.com)



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The challenge

Dice.com was looking to increase the number of candidates who register on their website and upload their resume, while maintaining budget or improving budget efficiency. It was necessary to leverage non-brand keywords to drive new subscriptions.

The approach

To reach their acquisition goal, Booyah (Dice.com's agency) worked in close collaboration with their Search Ads 360 and Google Ads teams. With the help of Data Driven Attribution reporting in Search Ads 360, the agency was able to better visualize the importance of non-brand.

The data showed the presence of non-brand in 65% of conversion paths, when viewed through the lens of non-last click attribution. This enabled the agency to leverage a strategy of using non-brand search campaigns to attract new visitors onto their website and brand search campaigns to convert the visit into a registered candidate. To do this at scale and efficiently, the agency implemented a combination of Impression Share and CPA (auction-time) bid strategies in Search Ads 360.

The results

Using Search Ads 360 with auction-time bidding enabled, Booyah and Dice.com have successfully increased candidate registrations, exceeding their cost per registration (CPR) goal. Paid Search registrations have grown by 46% and their CPR improved by 21% in a 30-day period compared to the previous period.

“Using contextual signals available through auction-time bidding has helped us drive unprecedented success in our non-brand campaigns.”

—Kevin Tancredi, Senior Search Strategist, Booyah Advertising

46%

Registration growth

-21%

CPR reduction

+15%

Investment growth

