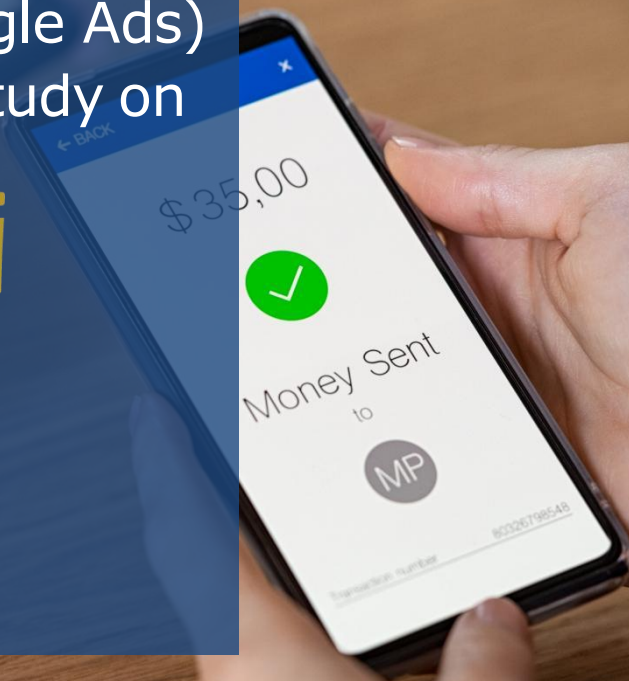


Pay Per Click (Google Ads) Campaign Case Study on

PaySii

www.paysii.com



About the Company

PaySii is an online digital remittance platform, a UK-based financial services company. It is known for its ultra-competitive rates and instant mobile-to-mobile money transfers, which helps migrant communities send money to their loved ones with ease. They provide an easy-to-use service that displays a transparent user experience with no hidden fees and guaranteed exchange rates. They believe in giving the sender the peace of mind of knowing exactly how much they will pay and how much the receiver will get.

Their mission is - To drive a high standard and trustworthy money transfer service for all the customers that choose to transfer money with them.

Solution PaySii Was Seeking:

PaySii, an online digital remittance platform, wanted to grow their brand awareness across 14 countries. They were looking for digital marketing solutions to develop their brand awareness, increase organic traffic, improve keyword rankings, and increase conversions for their business. They were finding it difficult to identify Digital Marketing channels as well as - How To Strategise PPC Campaigns, Whom To Target Audience, How To Target Keywords, and How To Increase Conversions / App Installations for their business.

Results:

- ✓ Overall campaigns got **2+ Million** impressions with over **6,24,571** clicks with a high CTR (Clickthrough Rate) of **31.23%**.
- ✓ Generated **5,360+ leads** in 2.5 months (overachieved our targets by **73%**).
- ✓ CPA (Cost Per Acquisition) decreased by **79%**, increasing the quality of conversions.
- ✓ **4,982** apps were installed through the PPC campaign.

Solution We Offered:

- After thorough research, we created **15+** buyer personas for the client and identified target keywords.
- We came up with winning ad copies and creatives to run multinational Ad campaigns.
- Developed an engaging landing page along with conversion-centric CTAs.
- Launched and successfully ran various parallel multinational Ad campaigns across **14** countries - United Kingdom, Norway, Cyprus, Denmark, Netherland, France, Finland, Ireland, Italy, Finland, Sweden, Germany, Austria, and Malta.
- Ran 15 different ad copies as elements of five different ad groups in the campaign. Each ad copy was highly optimised to drive traffic to a Landing Page, resulting in increased conversions / transactions.
- Performed extensive testing of different ad groups to optimise audience filtering, ad budget, and creatives.
- Optimized the bidding strategy based on the campaign performance.
- Implemented our tested and tried Geotargeting and Demographic Targeting Strategies to filter audience which contributed to the significant growth in the reach.